

geela



2014 Governor's Environmental and Economic Leadership Awards



The 2014 Governor's Environmental and Economic Leadership Award is California's most prestigious environmental honor, given only to Californians who exemplify exceptional leadership for protecting and enhancing the environment while at the same time promoting economic growth in the following categories:

- Agricultural Ecosystem Services
- Automobile Dealer Zero Emission Vehicle (ZEV) Promotion
- Children's Environmental Education
- Climate Change
- Comprehensive Land Use Planning
- Ecosystem and Watershed Stewardship
- Enhanced Environmental and Economic Leadership
- Environmental and Economic Partnerships
- Environmental Justice
- Green Chemistry
- Plug-in Electric Vehicle (PEV) Readiness
- Sustainable Practices or Facilities
- Sustainable Practices by State Agencies
- Technological and Market Innovation
- Waste Reduction





OFFICE OF THE GOVERNOR

January 21, 2015

Governor's Environmental and Economic Leadership Awards

It is a pleasure to welcome you as we honor the recipients of the 2014 Governor's Environmental and Economic Leadership Awards.

The individuals, organizations, and businesses here today have demonstrated exceptional leadership and made notable contributions in conserving California's precious resources, protecting and enhancing our environment, and strengthening the state's economy.

With all that California has to offer, we've seen how vital our environment is to the success of our economy. Through your hard work, you have demonstrated that environmental protection and economic growth can and should go hand in hand. I commend your dedication for building a stronger California.

On behalf of the state of California, I extend my congratulations and best wishes for every future success.

Sincerely,

A handwritten signature in black ink that reads "Jerry Brown".

EDMUND G. BROWN JR.



Parducci Wine Cellars

Water Reclamation System

Long-term Water Savings by Using Surrounding Ecosystems

GEELA Category | Agricultural Ecosystem Services

Parducci Wine Cellars, over the course of 14 years, has come up with unique and innovative ways to reduce, reuse and recycle water at their winery. By using the surrounding landscape and natural ecosystems, Parducci has transformed a polluted pond into a bird sanctuary and created other recreational and habitat uses from its wastewater facility. In addition, the winery now recycles and cleans 100 percent of its wastewater and reuses it for irrigation, resulting in a 1.5 million gallon per year decrease in water usage even as production doubled. Parducci's Water Reclamation System is proof that ecosystems can be valuable tools in creating efficient, cost-effective methods for water conservation that have tangible long-term environmental and economic benefits.

"The Thornhill family has one philosophy: leave it better than you found it. This simple principle forms the core of how we conduct business at Parducci Wine Cellars and reinforces our belief that we have a responsibility to future generations, which is reflected in everything we do."

- Tim Thornhill, Owner/COO, Mendocino Wine Co.



City of Watsonville

Public Works Conservation Academy

Improving the Health of a Community, One Child at a Time

GEELA Category | Children's Environmental Education

The City of Watsonville Public Works Conservation Academy is a field-based outreach program that has educated children and adults on the value of conservation and reducing pollution. Over 45,000 youth and their parents have taken part in the program since 1990 with all 26 schools in the Watsonville district participating. The program has served as an important tool to promote career awareness in a primarily rural, agricultural community. In addition, the program offers bilingual services and comes at no cost so that anyone, regardless of cultural or economic background can participate. The City of Watsonville has created a winning formula that not only educates the next generation of children, but also gives them the opportunity to fill local green careers and serve in the community, ultimately improving everyone's standard of living.

"The City of Watsonville Public Works Conservation Academy staff mentors students and allows them to make a difference in the future of our community through hands on field programs that highlight conservation of our local natural resources."

- Karina Cervantez, Mayor, City of Watsonville



University of California, Los Angeles

Sustainable Transportation

Sustainable Transportation in a Car-Centric Community

GEELA Category | Climate Change

The University of California, Los Angeles (UCLA) is an institute of higher learning and research located in the most traffic-congested, air-polluted city in the country. Over 30 years of planning, promoting and providing mobility options has resulted in a remarkable sustainable transportation program that has not only reduced car use, but also improved air quality. By implementing a whole campus approach, UCLA has been able to reduce the percent of employees driving alone to campus by 51 percent and students to 25 percent - compared with the average county rate of 74 percent. In addition, the campus fleet is expected to have 50 percent alternative fuel vehicles by the end of 2014. Being able to encourage sustainable transportation practices in a region reliant upon the automobile seemed like a daunting task, but UCLA proved that changing old habits is possible.

"For more than 30 years, UCLA has been committed to alternative transportation. By continually evolving our programs and creating new options for a variety of needs, 50% of UCLA employees and 75% of commuting students are now partners in our commitment to reducing greenhouse gas emissions."

- Renée A. Fortier, Executive Director, UCLA Events & Transportation



Elkhorn Slough Foundation

Ecosystem and Watershed Stewardship

Ecosystem-Based Management of an Important Wetland

GEELA Category | Ecosystem and Watershed Stewardship

The Elkhorn Slough Foundation (ESF), created in 1982, is in the center of the Monterey Shoreline and harbors California's largest tract of tidal salt marsh outside San Francisco Bay. The tidal habitats support over twenty rare species of birds, invertebrates, fish and marine mammals. Through partnerships with the National Oceanic Atmospheric Administration, the California Department of Fish and Wildlife, The Nature Conservancy, Coastal Conservancy and others, ESF has focused on land acquisition, education, science and land restoration in order to successfully maintain one of California's important wetland areas.

"Elkhorn Slough stands as a national model of public-private partnership in strategic science-based conservation, engaging a wide range of stakeholders to protect and improve an entire coastal watershed. In my view the Elkhorn Slough Foundation stands as a clear leader and a bright light in demonstrating ecosystem-based management of critical wetland resources."

-Julie Packard, Executive Director, Monterey Bay Aquarium



Lodi Winegrape Commission

The Lodi Rules for Sustainable Winegrowing

Winegrowing Done Sustainably

GEELA Category | Enhanced Environmental and Economic Leadership

In 2005, the Lodi Winegrape Commission started California's original sustainable winegrowing certification program. For their efforts, they were awarded a GEELA in 2006. Since their first year the program has expanded and evolved, and has established a reputation as a model certification program. The program grew from over 1,500 certified acres in 2006 to nearly 27,000 acres in 2013 while continuing to promote practices that enhance biodiversity, water and air quality, and soil health. Growth in the certification program allows for growers throughout the state to recognize the program's value as a tool for implementing and codifying their practices that meet the triple bottom line of environmentally friendly practices, socially responsible business management and economic viability for maintaining vineyards for future generations.

"The Lodi Rules is California's original sustainable winegrowing certification program, with over 30,000 acres enrolled state-wide. Certification is awarded annually based on grower adoption of soil, water, ecosystem, business, human resource, and pest management practices."

- Lodi Winegrape Commission



California Sustainable Winegrowing Alliance

California Sustainable Winegrowing Program

Sustainably Grown Grapes Leading to Sustainable Wineries

GEELA Category | Enhanced Environmental and Economic Leadership

The California Sustainable Winegrowing Alliance (CSWA) is a statewide sustainable winegrowing program introduced in 2002. CSWA was a recipient of a GEELA in 2004, and, after a major update to their program in 2006, they were also awarded a GEELA in 2010. They continued their trend of innovation after another update to their program in 2012, which includes online performance metrics for water, energy, nitrogen and greenhouse gas emissions, and a winery water guide for small wineries, in addition to new workshops and online tools focused on the results of a carbon footprint study on California wine. CSWA's program has helped growers and vintners adopt sustainable practices that have improved efficiency and quality and conserved natural resources, reduced risks, and in some cases, reduced costs.

"The California Sustainable Winegrowing Alliance is honored to receive the 2014 GEELA Award on behalf of the thousands of California winegrape growers and vintners who are using sustainable winegrowing practices in their vineyards, wineries and communities."

- Allison Jordan, Executive Director, California Sustainable Winegrowing Alliance



2014 Governor's Environmental and Economic Leadership Awards

Domus Development

Kings Beach Housing Now

Breaking Barriers to Create Affordable Housing

GEELA Category | Environmental and Economic Partnerships

Kings Beach Housing Now is a breakthrough affordable housing project in the Lake Tahoe Basin. Prior to this project, people chose to either commute over 80 miles every day from Reno, or settle for high-cost, overcrowded housing in Kings Beach. Creating affordable housing in the Tahoe Basin was no easy task. Nearly every aspect of the project was fraught with challenges. Innovation and strong partnerships were key in overcoming the many obstacles which stood in the way of the region's first affordable housing project. The project, with 77 new eco-friendly apartments, addresses multiple facets of affordable and sustainable living, including collecting stormwater runoff to help retain Lake Tahoe's clarity. Kings Beach Housing Now filled a much needed void in the Tahoe Basin that will hopefully "blaze the trail" for future projects in the area.

"Developing the region's first deed-restricted affordable housing in the Tahoe Basin was extremely difficult but was accomplished through innovation and strong partnerships, which were essential in overcoming the barriers. Kings Beach Housing Now is a new model for sustainable rural infill development, contributing to improved air quality, water quality and environmental health."

- Meea Kang, President, Domus Development, LLC



Santa Cruz Wharf, photo courtesy of Tam Communications



City of Santa Cruz

Santa Cruz GreenWharf Partnership

Creating Opportunities through Eco-Tourism

GEELA Category | Environmental and Economic Partnerships

The Santa Cruz Wharf is the gateway to the Monterey Bay Marine Sanctuary and hosts nearly 2.5 million visitors per year. Seeing potential to foster the development and incorporation of innovative technology into the structure and operations at the Wharf, the GreenWharf partnership was established in 2011 as a partnership with the City of Santa Cruz and the University of California, Santa Cruz (UCSC). The GreenWharf partnership became a renewable energy testbed with solar and the first wind turbine to be permitted by the Coastal Commission off the coast of California. This is particularly impressive given the many failed attempts in other states to successfully permit offshore wind projects. In addition, the GreenWharf partnership serves as a training ground for various student internships, offering UCSC undergraduates networking opportunities and even job placement services through working on GreenWharf projects.

"With this prestigious award, the City and UC Santa Cruz GreenWharf partnership will realize its original goal of becoming a model for other cities to incorporate innovative sustainability into their communities."

- Jon Bombaci, Supervisor, Santa Cruz Municipal Wharf



Nicole Gatto, MPH, PhD

Community & School Gardens for Health Promotion

A Public Health Epidemic Best Addressed by the Environment

GEELA Category | Sustainable Communities

With a background in cardiovascular disease and epidemiology, Dr. Nicole Gatto became aware of the alarming rates of obesity among children and adults in the United States and how it's not only related to how much we eat and our level of physical activity, but also socioeconomic factors and our access to healthy foods and green spaces in our local environment. With more fast food and convenience and liquor stores in Los Angeles than grocery stores, Dr. Gatto decided to dedicate her personal and professional life to addressing the obesity epidemic and has created three community gardens in underserved communities of the greater Los Angeles region. These gardens provide the communities they serve with access to fresh fruits and vegetables of high quality, something that only 18 percent of the grocery stores in Los Angeles offer. By starting at the local level, Dr. Gatto has proven that healthy lifestyles go hand in hand with the surrounding environment.

"I am deeply encouraged by the growing recognition of the importance of growing one's own food for both promoting individual health as well as the health of our environment."

- Nicole Gatto, MPH, PhD



2014 Governor's Environmental and Economic Leadership Awards

Raytheon

Space & Airborne Systems Sustainability Program

Sustainability on a Large Scale Can Reap Even Larger Benefits

GEELA Category | Sustainable Practices or Facilities

Raytheon's Space and Airborne Systems (SAS) business plan incorporates environmental mitigation and energy conservation policies into its daily operations, long-term decision-making, and overall business management. As part of their business plan, Raytheon has established 15 long-term sustainability goals including a robust "Zero Office Waste" program that recycles or composts all office waste. In 2013, Raytheon's El Segundo campus became a "Zero Office Waste" site and helped Raytheon achieve a 75 percent overall recycling rate. Through a strong sustainability program and energy conservation efforts, Raytheon is promoting the basic concepts of clean air, clean water, clean food sources and clean living environments.

"Raytheon approaches sustainability as a shared responsibility. Our leading technologies and innovative solutions engage our employees, customers, suppliers and communities in programs that help protect our environment."

- Scott Pozza, Director of Facilities & Real Estate, Raytheon



Ford Store Morgan Hill

ZEV Promotion

Offering Sales and Support for the Adoption of Zero Emission Vehicles

GEELA Category | Automobile Dealer Zero Emission Vehicle (ZEV) Promotion

The Ford Store Morgan Hill, located in the San Francisco Bay Area, has been the No. 1 retail volume Ford dealer in the Bay Area since 2011. The dealership specializes in selling Ford's environmentally friendly Hybrid Plug-in electric vehicle, the Energi, and sold more of them than any other dealer in the world in 2012. In addition, the dealership is undergoing a building expansion to incorporate greener practices into the construction including the installation of solar panels and wind turbines to supply energy for charging electric vehicles. With great public outreach and after sales support for its customers, the Ford Store Morgan Hill is helping to promote zero emission vehicles throughout the State of California.

"The Ford Store Morgan Hill is honored to receive this prestigious award for our commitment to zero emission and sustainable energy business practices, products and services. We are proud of the work we have done and look forward to continuing to expand our sustainability efforts."

- Tim Paulus, Owner-President, Ford Store Morgan Hill

Disneyland Resort

Waste Reduction Program

Showcasing the Benefits of Reducing, Recycling and Reusing Waste

GEELA Category | Waste Reduction

The Walt Disney Company has been a long-time leader in sustainable practices, and even won a GEELA in 2009 for its efforts. In 2009, in support of the company's long-term goal of zero waste, Disneyland Resort implemented a variety of initiatives to divert waste from landfills. As a result, the resort's waste diversion rate has gone from 19 percent in 2006 to nearly 40 percent today. In addition, Disneyland Resort's commitment to reducing, recycling and reusing has led them to implement unique programs including the collecting and processing of fryer grease from the resort restaurants into biodiesel that powers the Disneyland Railroad and Mark Twain River Boat, and the donation of partially-used soap and other bathroom amenities to the Clean World Foundation for distribution in 96 different countries to people of need. Waste reduction efforts by Disneyland Resort have shown clear benefits at a local, statewide and international level.

"All of us at the Disneyland Resort are committed to finding creative solutions to environmental challenges that uphold Walt's legacy of innovating, educating and inspiring lifelong conservation values."

- Michael Colglazier, President, Disneyland Resort

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California Department of Food and Agriculture
California Environmental Protection Agency
California Health and Human Services Agency
Labor and Workforce Development Agency
California Natural Resources Agency
California State Transportation Agency

Department of Toxic Substances Control, Office of Communications
Department of Resources Recycling and Recovery, Office of Public Affairs
California Environmental Protection Agency, Communications & External Affairs
California State Parks Foundation
GEELA Award Evaluators



Special thanks to The Nature Conservancy for sponsoring this special event and helping to honor California's green businesses.

