



2008
GOVERNOR'S
ENVIRONMENTAL
AND ECONOMIC
LEADERSHIP
AWARDS

PRESENTATION CEREMONY
NOVEMBER 25, 2008



“... economic development and environmental protection go hand-in-hand ...”

Governor Arnold Schwarzenegger



GOVERNOR ARNOLD SCHWARZENEGGER

November 25, 2008

***Governor's Environmental and Economic
Leadership Awards***

Greetings to all those gathered for the 2008 Governor's Environmental and Economic Leadership Awards.

California is home to many fantastic natural resources, and it is our responsibility to use them wisely and preserve them for future generations. Those being recognized tonight are making a tremendous effort to do just that, while also working to pump up our economy and stimulate commerce in our Golden State.

I am especially proud that this year saw a significant increase in the number of applications for these awards. Every region of our state and a wide variety of people and organizations were represented. This is the kind of tremendous determination that a world leader like California needs to show in a cause as important as this one.

My congratulations go to all of tonight's honorees. Through their hard work, they have demonstrated that environmental protection and economic growth can and should go hand in hand, and I commend their dedication to building a stronger California.

On behalf of all Californians, I extend my best wishes for a wonderful event and every future success.

Sincerely,

Arnold Schwarzenegger



THE 2008
GOVERNOR'S ENVIRONMENTAL AND
ECONOMIC LEADERSHIP AWARDS

WELCOME AND INTRODUCTIONS

PRESENTATION OF AWARDS

CLIMATE CHANGE

CHILDREN'S ENVIRONMENTAL EDUCATION

SUSTAINABLE PRACTICES OR FACILITIES

ECOSYSTEM AND WATERSHED STEWARDSHIP

ENVIRONMENTAL AND ECONOMIC PARTNERSHIPS

COMPREHENSIVE LAND USE PLANNING

TECHNOLOGICAL AND MARKET INNOVATION

SUSTAINABLE COMMUNITIES

ENHANCED ENVIRONMENTAL AND ECONOMIC LEADERSHIP

CLOSING REMARKS

RECEPTION



Climate Change

Innovative and forward thinking approaches that reduce greenhouse gas emissions and mitigate the adverse effects of climate change on public health and our vast natural resources.



University of California, Irvine
Sustainable Transportation Program

U.C. Irvine's Sustainable Transportation Program seeks to change the commuting culture by raising awareness of environmental impacts and encouraging the use of green alternatives.

Designated as one of the Best Workplaces for Commuters by the U.S. Environmental Protection Agency, U.C. Irvine's program engages the campus community in efforts to improve and expand

green transportation options, increase awareness of environmental impacts, and encourage greater participation in sustainable transportation programs.

The program uses incentives, infrastructure improvements, policies and educational outreach to develop a culture of environmentally conscious commuters, whose lifestyle changes help preserve the natural beauty and quality of life in California. This comprehensive program eliminates over 39 million vehicle miles traveled, 18,600 tons of greenhouse gas emissions, and saves the University more than \$21 million each year.

The 1.87 average vehicle ridership achieved by U.C. Irvine is the highest for any employer of comparable size in Southern California.



U.C. Irvine's Sustainable Transportation Program saves more than 39 million vehicle miles traveled through alternative transportation and car pooling.

“... change commuter habits and challenge other institutions and employers to follow their lead.”

VPSI Inc.

Dixon Ridge Farms Energy Self-Sufficiency by 2012

The goal of Dixon Ridge Farms' Energy Self-Sufficiency plan is to eliminate all types of outside energy use by 2012, while also being carbon and nitrous-oxide negative from using non-food sources for energy and maintaining its strategic and sustainable growth.

The nation's largest handler of organic walnuts, Dixon Ridge Farms is said to "inspire innovation and celebrate the land." Dixon Ridge follows a sustainable, whole systems approach to both farming and business. A family farm, it aims to grow and process healthy, wholesome food in an environmentally responsible manner. Since 1979, the farm and processing operations have worked to develop, promote and educate others about sustainable agriculture. A working model of innovation, the farm pioneered Biologically Integrated Orchard Systems to reduce pesticide and fertilizer usage in walnut production, re-circulate irrigation water runoff and embrace alternative sources of energy. In 2007, Dixon Ridge set an ambitious 5-year goal for energy self-sufficiency and became the first on-farm user of a 50kW co-generator that converts walnut shells into renewable energy. To date, this is the farm's largest step in moving "off the grid" and "off the pipeline" as this new, green technology will supply 40% of the farm's overall electricity needs. Their innovative use of alternative energy significantly reduces their overall carbon footprint. Dixon Ridge Farms and its processes have demonstrated significant results and is on track to achieving its goals by 2012.



Among Dixon Ridge Farms' environmental contributions is a generator that converts walnut shells into renewable energy.

“... groundbreaking strides toward the creation of a truly sustainable farming operation in California.”

*Lois Wolk
California State Assembly Member*

Marin Sanitary Service Reducing Greenhouse Gas Emissions



Marin Sanitary Service was founded on the principle that nothing should go to waste. The company works to prevent the need for another landfill, to ensure that hazardous wastes are disposed of properly and to keep its costs down.

A family-run business, Marin Sanitary Service has pioneered state-of-the-art recycling methods, technologies, and programs resulting in a 75% recycling rate — higher than another county in the state and leading the nation. They also recycle more than 547 tons of waste water per day — saving the equivalent of 2 million trees and 900 million gallons of water. Since 1990, the company has recycled over 2.2 million tons of waste, representing a reduction of almost 4 million metric tons of greenhouse gas emissions. Marin Sanitary Service has created new recycling technologies, and effectively worked with residents and businesses to create partnerships and education programs to further reduce waste and greenhouse gas emissions. Marin Sanitary Service was the first independent garbage hauler to be named a Climate Action Leader by the California Climate Action Registry. An independent audit indicates that the amount of greenhouse gas emissions avoided through the company's waste management practices is 19 times greater than the emissions produced.

“...continually works
as a steward of the
environment, with a focus
on a better tomorrow-
environmentally and
economically.”



Marin Sanitary Service's innovative recycling programs result in an unprecedented 75% recycling rate.

*Jared Huffman
California Assembly Member*



*Children's Environmental Education
Unique and exemplary educational programs and
curricula that align with California's academic
content standards and raise children's awareness of,
and involvement in, environmental issues.*

Golden Gate Audubon Society Eco-Oakland and Eco-Richmond Environmental Education Programs

The Golden Gate Audubon Society's Eco Programs offer year-round environmental education to elementary school students and their families. Begun in 1999, the programs serve over 10,000 students and community members in the Bay Area.

Eco Program staff and volunteers work closely with teachers to provide opportunities for fourth and fifth grade students, and their families to explore and learn about the local environment in and out of

the classroom. Called “well-thought-out and holistic,” the programs teach students about the ecology of local watersheds first in classrooms, then on field trips to nearby creeks and marsh areas, and finally during trips to the Pacific Ocean. The projects provide students with the opportunity to learn about and help restore local wildlife habitats, and provide families with the opportunity to participate in the ocean trips. The programs provide much needed environmental education, inspire environmental stewardship, engage local residents in protecting wildlife and habitats, and improve student achievement in science, math and literacy. The programs have been such a success that there has been a



Students overlook the Pacific Ocean while getting a hands-on lesson about their environment.

55% increase in the number of students who know how trash travels from their neighborhood to the wetlands, bay and ocean, and a 15% increase in the number of students who are able to explain ways in which they can help the environment. Seventy-eight percent of families that participate in the programs report learning to take action to protect the environment. The programs currently serve Oakland and Richmond, and will soon be expanding into the Hunters Point neighborhood of San Francisco.

“... good for the kids, it’s good for the teachers and families, it’s good for the environment ...”

Contra Costa Water District Water Education Program

The Contra Costa Water District's Water Education Program is a comprehensive water-related program for students in grades 2-12. It targets students in over 100 service-area schools with a wide-ranging water-related environmental science program.

The elements of the Water Education Program are designed to complement and build upon each other while supporting core curriculum and content standards. In fact, Oakley City Councilmember Pat Anderson called the program “an integral part of our elementary science curriculum.” Classroom presentations cover grade appropriate information on water sources, treating water for health and safety, and source protection and conservation. Assemblies include a theater program that explores the local water system and a community service presentation about canal safety. Students take field trips to Los Vaqueros Watershed for a day of exploration and discovery; to water treatment plants in Concord and Oakley to learn about the materials and organisms in water; and, a half-day visit on the Research Vessel Brownlee to study the Delta and its ecology. “The education on these field trips cannot be replicated in the classroom,” said Anderson. To meet environmental justice goals, all aspects of the program are provided at no cost to participating schools and schools are reimbursed for transportation costs. During the 2007-08 school year, the program's classroom presentations, field trips, and school assemblies reached more than 30,000 students and teachers in Central and East Contra Costa County. The Water Education Program has made significant contributions by teaching children, parents and teachers about conserving California's precious resources and protecting and enhancing our environment.



Elementary students learn the value of our water system through classroom lessons and field trips.

“... high quality environmental
education at no cost ...”

*Pat Anderson
Oakley City Councilmember*

Orange County Department of Education Inside the Outdoors

The Orange County Department of Education's Inside the Outdoors program was established in 1974 to empower students, teachers, parents and the community to explore their natural world, while expanding their knowledge and understanding of science and the wonders of nature.

For over thirty years, the program has been building the foundation of environmental leadership by connecting students in Orange, Riverside, Los Angeles and San Bernardino Counties to the natural world in which they live. Each year, more than 125,000 students experience hands-on environmental education through one of Inside the Outdoors's three programs — Traveling Scientist (in-school programs with a range of hands-on activities), Field Trips, and Outdoor Science School (four and five day overnight programs for fifth and sixth grade students). Inside the Outdoors provides free professional development training for K-5th grade teachers in the form of three-hour sessions focusing on wetland exploration, tide pools, erosion and geology, native plants and California history. Inside the Outdoors also has a public program with offerings such as a sustainable cooking classes, fire ecology sessions, eco-friendly fashion shows, art sculpture, full-moon hikes and summer nature day camps. Inside the Outdoors programs change young lives by building environmental stewards of the future. In fact, one student called it “a life experience I will never forget.”

“ ... a true awareness of
the natural world around
them and their role in the
environment.”

*Heidi Malone
Teacher, Academy of Performing Arts
and Foreign Language*



Students sit in awe while receiving hands-on lessons about the environment.

The background of the page is a collage of window panes. Each pane shows a different view of a bright blue sky with scattered white clouds and the tops of green trees. The panes are separated by white frames, creating a grid-like pattern. The overall effect is a clean, modern aesthetic that connects the interior space to the natural world.

Sustainable Practices or Facilities

Pioneering efforts to integrate environmental values and conservation of natural resources into long-term decision making and management of businesses and facilities.

Ferry Building Green Initiatives

The San Francisco Ferry Building, a historical icon originally opened in 1898 and restored in 2003, is a unique and exemplary project because of its resourceful conservation efforts, public food marketplace, green initiatives and environmentally friendly commuter benefits.

A mixed-use building with two floors of office space, the Ferry Building has a bustling food marketplace and transportation hub on the ground floor. The Building provides unique

opportunities for its management team to explore the benefits of sustainable building operations. The Ferry Building's green practices include the procurement of an industrial size compost dumpster for retail food scraps; yearly green office and restaurant supply open houses; recycling tips and recognitions via office/tenant e-mail newsletters; setting printers to only copy double-sided; switching from bottled water to filtered tap water for meetings; trash audits reported to individual tenants and groups; and, public transportation education. It's most measurable environmental benefit is its aggressive recycling and waste management program, which results in a 64% diversion rate for its more than 50



The San Francisco Ferry Building welcomes more than 20,000 shoppers per day.

offices and shops, 800 employees, and 10,000-20,000 shoppers per day. Additional environmental enhancements include: natural lighting for 3 floors of space, contemporary air handling and a HVAC system which allows 100% outside air operation. The Building's new location provides the necessary room for new farmers and vendors to join the Farmers' Market — strengthening the agricultural growth of small farms in the region. The Ferry Building is dedicated to the finest sustainable green business practices.

**“... initiative and perseverance ...
has produced truly remarkable results.”**

*Alex Dmitriew
San Francisco Department of the Environment*

Kunde Family Estate Innovation Sustainability

The purpose of Kunde Family Estate's innovation sustainability practices is to ensure the protection of the land in which its employees work and live.

The multi-generational ownership of Kunde Family Estate is committed to the creation of wines that are unique to their land while farmed with an ethical and sustainable pedigree. Kunde is committed to continuing its journey through generations to sustainable stewardship of the estate. "Because all great wine should be GREEN,"

Kunde uses sustainable, organic and biodynamic farming practices. Kunde's sustainable winegrowing is a balance of economic, environmental, and social practices. Unlike other farming practices, sustainable winegrowing is all encompassing in its approach, with concern for all surrounding environments and areas, not just the crop that is grown. Every department – from vineyard management to winemaking to administration to hospitality – is responsible for maintaining and introducing new conservation programs. Kunde's sustainable practices are an ever-evolving commitment to improve environmental practices throughout all winery operations. Examples of Kunde's commitment to the environment include producing the best quality wine and grapes possible, protecting the environment, conserving natural resources, maintaining long-term viability of agricultural lands, and supporting the economic and social well-being of farm and winery employees. Kunde Family Estate has embarked upon an educational, restoration, demonstration, and sustainable campaign to ignite a pioneering movement that can be transferred to other wineries.



Kunde Family Estate takes a comprehensive approach to winemaking.

**“... bringing sustainability to life for
your community.”**

*Nick Frey
President, Sonoma County Winegrape Commission*

Alameda County Juvenile Justice Center



Lauded as “a model health, wellness and youth development center,” Alameda County’s Juvenile Justice Center is the first LEED (Leadership in Energy and Environmental Design) gold-rated green building of its kind in the country.

When the Center opened in 2007, Alameda County’s at-risk youth could for the first time receive integrated health, education, legal and correction services in one location. The Center provides a healing environment with natural light, fresh air and inspiring art. Its green operations care for the youth’s future by preserving California’s water and energy resources, fighting climate change and saving taxpayer dollars. The United States Green Building Council awarded the project 43 out of 45 points submitted towards its certification, including perfect scores in the categories of energy and atmosphere, and innovation and design process. Exceptional levels of efficiency include the use of a water-efficient irrigation technology which reduces site water consumption by more than 50% and saves over 5 million gallons of water annually; waterless urinals and water-efficient plumbing fixtures which reduced water consumption by 41% and save more than 2 million gallons of water annually; an 850 kW rooftop solar panel to provide over 60% of the building’s energy demands; purchasing 100% of the building energy needs from wind generation; and recycling 93% of construction waste. During construction, Alameda County hired minority- and women-owned businesses and youth from the detention system and local schools to foster small businesses and promote green jobs. In partnership with the business community, the County made an investment in California’s green economy that will pay back many times over. The Alameda County Juvenile Justice Center is an exemplary justice facility which has used and continues to utilize innovative and environmental justice components to serve its purposes.



The Alameda County Juvenile Justice Center offers a comprehensive rehabilitation center with environmental and emotional benefits.

“... exceptionally healthy and safe work environment...”

*R. Scroggin
Deputy Sheriff, Alameda County*

Fireman's Fund Insurance Company Green Insurance for Commercial Buildings and Homeowners



Fireman's Fund Insurance Company developed specialized coverage for green buildings to spur sustainable development in California and the nation.

In 2003, Fireman's Fund discovered that green building owners faced gaps in their building insurance coverage. Fireman's discovered that in the event of a total loss to a green building, it faced business income loss if it sold energy back to the grid and would face extra costs for LEED (Leadership in Energy and Environmental Design) certification and commissioning in the rebuilding process. In order to offer financial incentives to building green, Fireman's Fund became the first insurance company to offer green insurance for commercial buildings.

The first green insurance product offered owners a 5% discount in their insurance premiums if their building was certified green. They expanded their green coverage to policyholders who upgraded to green during reconstruction — effectively endorsing the use of nontoxic, low odor paints and carpeting, water efficient plumbing, energy saving interior lighting, Energy Star roof and insulation materials, and included extra costs to recycle construction debris. The company continues to lead the insurance industry in offering green coverage for manufacturing and commercial fleets and recently in green homeowners insurance. The

coverage is part of Fireman's long-term efforts to manage climate change and support environmental initiatives through sustainable operations. Fireman's Fund currently estimates that 15% of its policyholders are in their new green category of coverage. Fireman's Fund Certificated Green Insurance for commercial buildings and homeowners removes the extra financial risk from building green and assures innovative builders that their investments are protected. Their products have been called "the single-most innovative environmental products to emanate from the insurance industry in the U.S. or globally," by the Lawrence Berkeley National Laboratory.



Fireman's Fund offers first-of-a-kind insurance coverage for rebuilding after a loss.

“... helping to power the green buildings movement in California and beyond.”

*Evan Mills, PhD
Lawrence Berkeley National Laboratory*



Bank of America Commitment to a Greener California

Bank of America, one of the world's largest financial institutions, has a legacy of environmental leadership dating back two decades, when it began implementing an environmental focus to its own operations and business practices.

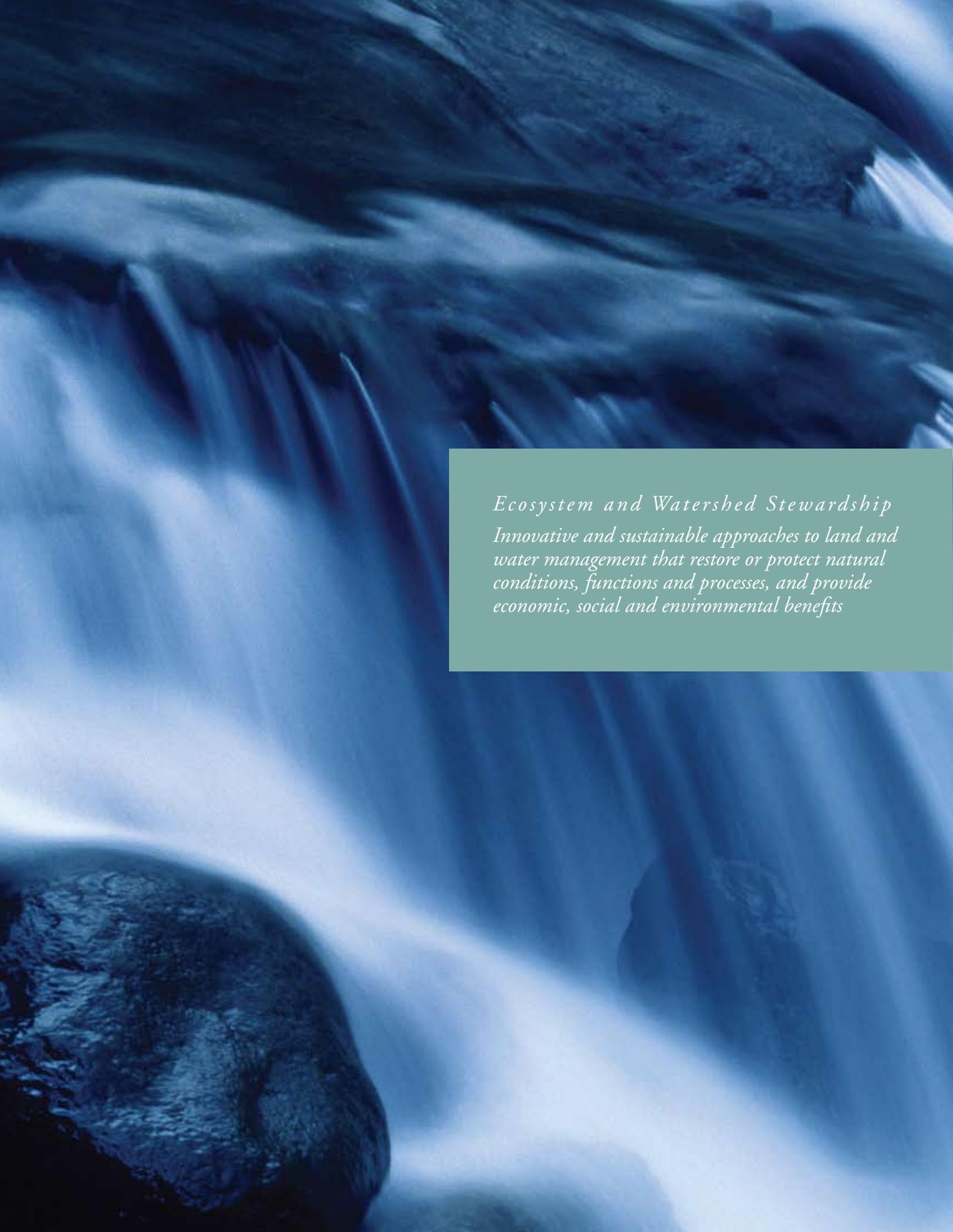
Bank of America created its \$20 billion, 10-year environmental initiative to encourage the “development of environmentally friendly sustainable business practices through lending, investing, philanthropy, and the creation of new products and services.” Recent examples of its innovative green practices include lending to a nonprofit to acquire 50,000 acres of redwood forest (the first time 100% private capital has been used to preserve timberland); investing in solar power and other renewable energy efforts at schools, municipalities, and businesses; offering new products such as the Brighter Planet credit card that enables reward points to be invested in renewable energy projects; and, using new energy-saving lighting and HVAC technologies in its retail banking centers to reduce energy consumption. Bank of America does not finance projects that would destroy primary moist tropical rainforest, certain endangered forests, or companies involved in illegal logging. The company reduced paper usage per associate by 40% and set aggressive, voluntary goals to reduce greenhouse gas emissions across the company by 9% through the reduction of its energy consumption. And Bank of America reimburses its associates \$3,000 when they buy a hybrid car, a benefit that began as a pilot program in Southern California. Bank of America’s environmental initiatives provide critical financing to encourage the development of environmentally sustainable products and technologies, accelerate the deployment of existing technologies, and increase energy efficiency.



One of Bank of America's many solar panels.

“... leading the way by becoming a major catalyst for growing the green economy.”

*Vincent Mudd
President, San Diego Office Interiors*



Ecosystem and Watershed Stewardship
Innovative and sustainable approaches to land and water management that restore or protect natural conditions, functions and processes, and provide economic, social and environmental benefits

San Mateo County Pharmaceutical Disposal Program

The main goals of the San Mateo County Pharmaceutical Disposal Program are to help avoid unintended use, reduce or prevent recreational pharmaceutical use, and to help stop the continuing contamination of the environment.

The program, which partners with the San Mateo County Police and Sheriffs Association, offers the public a convenient, viable and environmentally friendly alternative to flushing medicines into the

wastewater stream or placing them in municipal landfills. Operating year-round, the program places disposal receptacles in law enforcement agencies so it can legally accept all pharmaceuticals, including those defined as controlled substances. Each participant secures its own receptacle, monitors usage, and regularly transports the contents to a law enforcement controlled consolidation point, where the transporting officer deposits the collected medicines into another locked container. A licensed hazardous waste disposal company then removes the contents for incineration. Officially launched in September 2006, by the end of March 2008 the program had collected more than 5,950 pounds



Pharmaceutical disposal receptacles have collected more than 5,950 pounds of discarded medicines.

of discarded pharmaceuticals. This simple yet innovative program has diverted nearly three tons of medicines from San Mateo's solid waste and wastewater streams, and prevented their unintended use by children and seniors.

“Best bold Bay protection practices”

*David Lewis
Executive Director, Save the Bay*

Bringing Back the Natives Garden Tour

The Bringing Back the Natives Garden Tour was created to educate Alameda and Contra Costa County residents about native plants and their contribution to water conservation, the natural habitat, and the reduction of pesticide use.

Contra Costa Water Conservation Supervisor Chris Dundon called it “an excellent, educational program that provides residents with the opportunity to see beautiful, water conserving gardens first-hand and to have their questions about natural gardening techniques answered by knowledgeable and enthusiastic homeowners and volunteers.” The tour, which is modeled after Portland Oregon’s Gardens of Natural Delights Tour, consists of a one-day, self-guided excursion of over 60 Alameda and Contra Costa County gardens. Each year, the tour has attracted more than 5,000 registrants. The tour showcases native plant gardens in Alameda and Contra Costa Counties that are pesticide-free, water-conserving, provide habitat for wildlife, and contain at least 50% or more native plants. The more than 50,000 garden visits that have been made have inspired registrants to make changes to their own gardens. The environmental goals of the tour are to reduce pesticide, water, and fertilizer use, as well as the amount of green waste entering landfills. The economic goals of the tour are to steer landscaping businesses toward landscape designers who install and maintain sustainable landscapes, and to small nurseries that propagate and sell California native plants. The Bringing Back the Native Tour has been successful in reaching its goals.



The native plants garden tour highlights the need for California native plants and water conservation.

“... raises awareness of the importance of sustainable landscaping and gives people tangible ways to protect their local environment and its resources.”





*Environmental and Economic Partnerships
Efforts that foster unique, cooperative approaches
between the private, public, and/or nonprofit
sectors to achieve demonstrable results in both
environmental and economic improvement.*

Valley Clean Air Now Tune In and Tune Up Program

Valley Clean Air Now is a nonprofit advocacy group committed to improving air quality in communities throughout the San Joaquin Valley. Valley Clean Air Now administers the Tune In and Tune Up program in collaboration with the Bureau of Automotive Repair and the Advanced Transportation Technology and Energy Initiative Center at Fresno City College.

The vehicle clean-up program was designed to help reduce pollutants generated by out-of-tune vehicles in San Joaquin Valley. The program is complimentary with no paperwork, no government reporting and no registration required.



Car care specialists inspect cars and clean up the valley air by providing rebates for emission-related repairs.

For the past five years, Valley Clean Air Now has sponsored a vehicle emission clean-up program, car-care clinic, and health and safety fair for residents. Vehicles are tested in minutes with a tailpipe emission testing device and, if identified as a high polluter, owners are provided a \$500 voucher for emission-related repairs or maintenance at a local automotive shop. The program assists low-income communities with vehicle maintenance to empower residents to obtain repairs for high-polluting vehicles. The program engages local community college students in observing how the Bureau

of Automotive Repair conducts testing and allows students to learn first-hand how to perform basic diagnostic testing. Since 2003, more than 2,500 Valley residents in 11 cities have participated. A typical Tune In and Tune Up event removes approximately 3,000 tons of carbon monoxide, 300 tons of hydrocarbons and 150 tons of oxides of nitrogen from the air in one year. “Their work has resulted in better air quality and done so in a manner that has actually had a positive economic impact,” said Mark Keppler, Executive Director of the Maddy Institute at California University, Fresno.

“... an exceptional program that has made significant, actual contributions in addressing the most significant environmental challenge facing the residents of San Joaquin Valley – air pollution.”

*Mark Keppler
Executive Director
The Maddy Institute, California State University, Fresno*

GRID Alternatives The Solar Affordable Housing Program

The mission of GRID Alternatives is to empower communities in need by providing renewable energy and energy efficiency services, equipment and training. In partnership with the San Francisco Department of the Environment, the housing departments of El Monte, Huntington Park, Oakland, Richmond and San Mateo County, and numerous Habitat for Humanity chapters, GRID Alternatives has been bringing energy efficiency to low-income neighborhoods since 2001.

Called “commendable and inspirational,” GRID Alternative’s Solar Affordable Housing Program trains and leads teams of community volunteers to bring the benefits of renewable energy technology to low-income families. The program brings together economic and environmental sustainability by helping low-income homeowners install solar electric systems on their own homes. The program focuses on communities that have been disproportionately impacted by high energy prices and the environmental health burdens of traditional power plants. GRID Alternatives partners with local government agencies and affordable housing nonprofits to bring solar energy power to low-income families who would most benefit from lowered utility bills. Each solar system installed results in an average savings of \$10,000 in avoided energy costs over a system’s lifetime. The Solar Affordable Housing Program turns the perception that solar power is a niche technology into the reality that solar power can be low-cost and workable. The program has built a volunteer database of approximately 4,000 individuals—almost exclusively by word-of-mouth. GRID Alternatives is the only organization of its kind installing solar electric systems on the homes of low-income families using a model that engages homeowners and the community-at-large in the process.



Volunteers install solar systems on homes in low-income communities.

“... both an environmental and economic
boost to the communities we serve.”



Cayucos Land Conservancy The Little Land Conservancy That Could

The mission of the Cayucos Land Conservancy is to preserve the character of Cayucos, a small rural beach town in San Luis Obispo County, by protecting the open space around it and providing passive recreational opportunities for its residents and visitors.

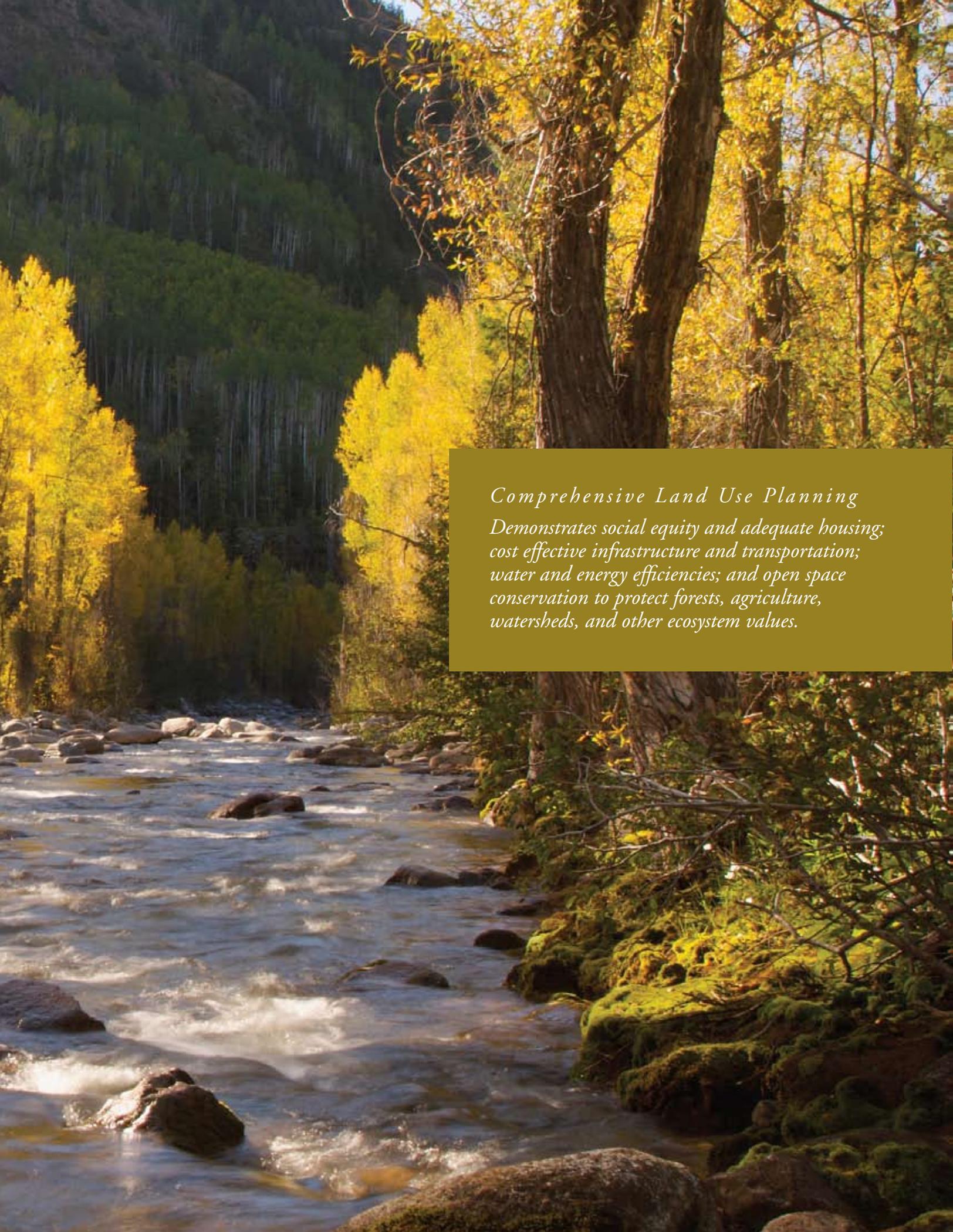
This Little Land Conservancy That Could is an all-volunteer land trust which partners with the California State Parks and other organizations. A private alternative to land preservation by public agency, it has been called “a model for reducing state costs and providing stewardship of public lands” by Assembly Member Sam Blakeslee. The Conservancy works cooperatively and creatively with land owners to conserve land. It is a small nonprofit funded by citizen donations and project grants, and is run by a local board. In 1999, the Trust for Public Lands awarded the conservation easement over the 350-acre Estero Bluffs to the Conservancy and fee ownership to California State Parks. This unique partnership manages Cayucos’ spectacular four-mile stretch of coastline at little cost to the Parks. In 2007, the Conservancy purchased a conservation easement on the 9,000-acre San Geronimo Ranch—permanently protecting more than six scenic miles along Highway 1. To date, Cayucos Land Conservancy has permanently protected over 1,250 acres and several threatened miles of scenic California coastline, open space, and habitat. The Conservancy is currently working with California State Parks to open and operate Harmony Headlands, a state park whose access has been stalled for years.



Cayucos Land Conservancy is preserving land and miles of our scenic California coastline.

“Preserving open coastlines,
hillsides and parkland ...”

*Sam Blakeslee,
California State Assembly Member*



*Comprehensive Land Use Planning
Demonstrates social equity and adequate housing;
cost effective infrastructure and transportation;
water and energy efficiencies; and open space
conservation to protect forests, agriculture,
watersheds, and other ecosystem values.*

Codding Enterprises Sonoma Mountain Village

The mission of Codding Enterprises is for development to have a restorative impact on both nature and cities.

Codding Enterprises is being designed as one of the most advanced sustainable communities in the world. It is the first project in North America and only the fourth in the world to be endorsed and accepted by the prestigious international One Planet Communities. The goal of the community is to build a sustainable neighborhood of 5,000 people which strengthens the community and restores the environment. The 200-acre community of 1,900 homes is being created as a deeply sustainable,

mixed-use village that will utilize the deepest green technology as well as the latest new urbanism and smart growth planning tools. The heart of the village – the Town Square – will serve as a community gathering place and support a 5-minute lifestyle with the majority of homes within a 5-minute walk of the Town Square. The Square will house a farmers market, movie theater, public art exhibits, local landscape, stage plays and concerts. Shops such as grocery stores, restaurants, bookstores, and daycare will serve the daily needs of residents and support both the local economy and larger community.



Volunteers work to build what's been called one of "the most advanced sustainable communities in the world."

Through use of new and existing new conservation measures, the community is being designed to beat California's current energy code by at least 50%, have energy needs met with on-site renewable power, and reduce solid waste to reach a goal of 98% reduction. Sonoma Mountain Village is laying the foundation to improve public infrastructure, create revenue, foster a healthy and safe community, enhance opportunities for local green businesses, and promote sustainability in the everyday lives of its residents and employees.

“Codding Enterprises’ transformation from a mainstream developer to a deeply sustainable mixed-use developer focused on a restorative impact, deserves encouragement from all responsible organizations.”

Jake Mackenzie
Mayor Rohnert Park



Technological and Market Innovation
Innovation in manufacturing or product marketing to cost effectively improve environmental and public health, productivity and sustainability of forests, farms, or other natural resource lands, and conservation of open space and agriculture.

Marrone Organic Innovations, Inc.
GreenMatch™EX

“M

arrone Organic Innovations, Inc. is to be commended for their leadership role in meeting the needs of those seeking environmentally sustainable solutions to pest problems,” said City of Davis IPM coordinator Martin Guerena. The company’s products are designed to lower costs and increase yields in organic farming.

GreenMatch™EX is an effective, cost-efficient, nonselective herbicide with no safety or environmental issues. It is designed to replace weed control techniques that are environmentally damaging and can pose health risks. The product is an organic herbicide based on lemongrass oil and shown to provide



Proof of Marrone Organic’s successful organic pest control.

broad-spectrum weed control for four weeks. It contains only plant extracts and surfactants that are on an approved list of food-grade ingredients, making it exempt from EPA requirements for registration for use in both crop and noncrop areas. It also meets the requirements of the National Organic Program rule for use in organic crop production. In sensitive noncrop areas such as parks, public landscapes, and schools, GreenMatch™EX provides effective weed control with no environmental risks. The cost of weed control without herbicides ranges from \$2,023-\$3,000 per acre while the cost of a typical organic row-crop or

tree and vine application using GreenMatch™EX is approximately \$150 per acre. GreenMatch™EX is an innovative product that removes the use of chemicals that would otherwise seep into soil and groundwater, protects farm workers and improves the economics of organic farming.

“... giving organic agriculture a
chance to expand.”

John Teixeira, Ranch owner

Rent-a-Green Box

R

ent-a-Green Box is the “first comprehensive, zero waste, packing and moving system in America.” Founded in 2006, it converts trash mined from local landfills into a suite of sustainable packing and moving products.

The company’s Recopack (Recycled Ecological Packing Solution) is a replacement for cardboard boxes. Rent-a-Green Box recycles plastic trash from landfills to make 100% recycled and reusable packing and moving boxes. Recopacks are rented on a weekly basis to households and businesses.

The company delivers each order in their green fleet of delivery trucks.

The green trucks are powered by biofuel and waste vegetable oil and reduce emissions by 78% when compared to typical diesel delivery trucks. Recopack boxes can be used over 400 times before wearing out, when they are reground into other Recopacks. The company uses its pallets made from over 700 used, cleaned and sanitized diapers to transport Recopacks. It created Recocubes and Expandos to replace Styrofoam packing peanuts, foam sheets, and bubble wrap. Recocubes are made from recycled newspaper sludge and can be tossed into the garden for decomposition. Expandos

are created from 100% recycled food and cereal boxes and are recycled into more Expandos after 100 uses. Each Recopack is projected to save over 12 trees in its lifetime, simulates source reduction, and detoxes and reduces landfill expansion. Every 100 rented Recopacks removes more than 500 hard-to-recycle plastic bottles from landfills, prevents more than 350 pounds of packing and moving waste from entering landfills, saves more than 500 gallons of fuel and 300 gallons of water consumed in the making, transporting and distribution of cardboard. Rent-a-Green Box provides relocating residences and businesses with an authentic and genuine earth friendly packing and moving alternative that saves time, money and the Earth.



Rent-a-Green Box is the first comprehensive zero waste packing and moving company in America.

“A zero waste solution that is great for the environment.”

*Eugene Calidonna
President, Trees for Seal Beach*





Sustainable Communities

Exemplary project design or development of local communities and landscapes that makes efficient use of land, protects public health and safety, and conserves local watersheds, habitats, and other sensitive lands.

Treasure Island Development Authority Treasure Island Redevelopment Project

The Treasure Island Development Authority oversees the redevelopment of San Francisco's Treasure Island.

The primary objective of the Treasure Island Redevelopment Plan is the “creation of the most sustainable large development project in United States history.” It will provide a model of how communities can grow sustainably and prosper. The Treasure Island Redevelopment Project

consists of 450 acres on Treasure and Yerba Linda Islands, and is a joint effort between the Treasure Island Development Authority and Treasure Island Community Development, LLC, the competitively selected private master development partner. Highlights of the project include clustered development around a transit hub which will allow two-thirds of the land to be preserved for parks and open space; green infrastructure initiatives to enable the development plan to achieve gold certification under the LEED (Leadership in Energy and Environmental Design) Neighborhood Development Program; partnerships with local energy providers to allow the island to generate solar and wind energy; the creation of a intermodal



The Treasure Island Redevelopment Plan will serve as a model of a successful sustainable community.

transit hub for bus and ferry services to complement a transportation program which prioritizes walking and biking and includes innovative transportation demand management programs such as resident transit passes, parking policies, and congestion management pricing; affordable housing and housing for the homeless; the creation of over 5,000 temporary construction jobs and 2,500 permanent jobs; and, the creation of a Treasure Island Job Corps to provide vocational training to 600, 16-24 year-olds. The redevelopment of Treasure Island represents a model of sustainability, environmental conservation, and the opportunity to contribute to California's economy.

**“... unique and innovative approach
to development.”**

*Gavin Newsom
Mayor, San Francisco*



Enhanced Environmental and Economic Leadership

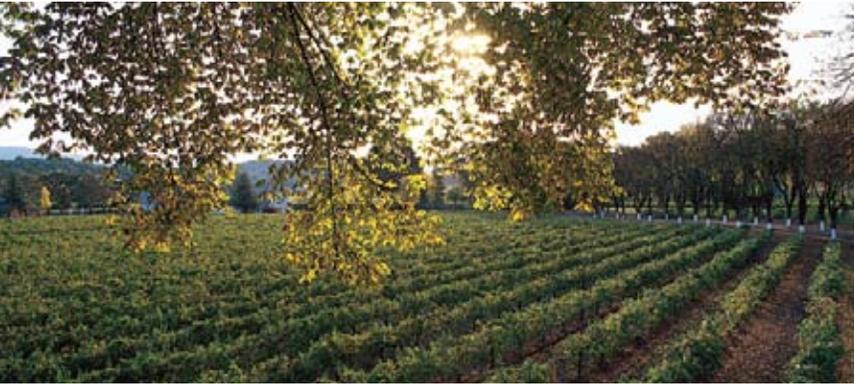
Prior award recipients who have sustained exceptional leadership and can demonstrate significant and robust improvements in voluntary efforts recognized in previous years which conserve California's precious resources, protect and enhance our environment and/or strengthen the economy.

Fetzer Vineyards E³ Sustainability Initiatives



Fetzer Vineyards won a 2003 Governor's Environmental and Economic Leadership Award for Sustainable Practices, pioneering efforts to integrate sound environmental values into management decisions and practices. The company was the first winery in California to be completely sustainable.

Lauded as a "leader and maverick in the field," by House Representative Mike Thompson, Fetzer continues to be a pioneer in the implementation of sustainable practices for production and



Fetzer Vineyards continues to improve its "green" initiatives.

marketing of grapes and wine. The company has used many practices to manage its operations in socially and environmentally responsible ways as part of its successful business practices. For more than two decades, Fetzer has upheld sustainability as a core value. The company measures its environmental innovations and their impacts. Fetzer engages in outreach and sharing of information and ideas with the wine industry, scientists, policy-makers, consumers, environmental and agricultural interest groups, and other partners. Building on its successes, Fetzer has developed significant environmental initiatives including the use of a

renewable energy system that is currently the largest in the wine industry, the mitigation of carbon emissions and climate change, improved energy efficiency innovations, organic wine grape and wine production, resource conservation, waste reduction and earth-friendly bottle use. Fetzer refers to its team's passionate commitment to making continual sustainability improvements as E³—the "triple-bottom-line" of equity, environment, and economics.

"Has long served as a great example of how these types of practices make good business sense."

*Robert Koch
Wine Institute*



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A SPECIAL THANKS TO THE FOLLOWING ENTITIES AND INDIVIDUALS THAT HELPED MAKE THIS YEAR'S PROGRAM A SUCCESS:

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