

The background is a solid green color with a pattern of overlapping, semi-transparent green leaves and circular shapes, creating a sense of depth and movement. The leaves are stylized with smooth, curved edges. The circular shapes are also semi-transparent and overlap each other and the leaves.

*geela*

2012 Governor's Environmental and Economic Leadership Award

The 2012 Governor's Environmental and Economic Leadership Awards 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:

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  
Technological and Market Innovation  
Waste Reduction



Celebrating the 2012 Governor's  
Environmental and Economic Leadership Awards





OFFICE OF THE GOVERNOR

January 22, 2013

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

It is a pleasure to welcome you as we celebrate the achievements of the individuals, organizations, and businesses that have demonstrated leadership and made notable contributions in conserving California's precious resources, protecting and enhancing our environment, building public-private partnerships and strengthening the state's economy.

Protecting California's natural resources will always be a priority. With all that California has to offer, we've seen how vital our environment is to the success of our economy. Your partnership in creating a sustainable California – one where businesses thrive alongside environmental protection – showcases the State's pioneering spirit. Your actions have proven that you can "go green" while also growing your bottom line.

Congratulations to today's honorees and best wishes for your future success. Thank you for keeping California beautiful.

Sincerely,

  
EDMUND G. BROWN JR.



## Wildwoods Foundation

### Full Circle

#### *Engaging Students in the Care of Their Community and of the Natural World*

The Wildwoods Foundation provides innovative outdoor and nature-based programs to the communities of the greater Los Angeles region. Their Full Circle project is a hands-on, experiential learning program that uses ecology as a springboard to help students understand the importance of interdependence, diversity and sustainability in their own community. The program has been operating for more than a decade and serves approximately 350 students each year in schools surrounding the downtown Los Angeles area. Full Circle instructors meet weekly with fifth and sixth-grade classes for eight, day-long sessions that include urban exploration, field trips to natural parks, and concludes with a student-led community service project that is created based on the needs and issues identified in their own neighborhood. At the end of a session, each participating class develops a web site through an online learning component, "Web of our World", documenting the students' exploration of the community surrounding their school, and their comparison between their neighborhood and lessons on nature taught by the Full Circle program. Additionally, a professional development component helps teachers incorporate other ecological themes and hands-on activities into a regular school day.

*GEELA Category | Children's Environmental Education*

## Sapphos Environmental, Inc.

### Solar and Porous Concrete Parking Lot Project

#### *Demonstrating that Reducing Your Carbon Footprint Makes Good Business Sense*

Sapphos Environmental, Inc., a full-service environmental consulting firm specializing in resources management, environmental compliance and planning, is leading by example. Sapphos installed porous concrete in its parking lot to reduce stormwater runoff and soil erosion. Pervious concrete has been recognized by the U.S. Environmental Protection Agency as a best management practice to address stormwater runoff directly to rivers, streams and drainages. Sapphos recently completed a major solar power conversion project to install a total of 506 photovoltaic panels on the firm's building and parking lot. The staff members installed the solar carports themselves to test their ability to put into practice the kinds of technologies they recommend to clients. Sapphos also installed solar tube lighting to create a conference room that requires no electrical lighting during business hours most days of the year. All rooms have light sensors and a master switch in the stairwell turns all power off at a set time each evening. Sapphos uses its building as an example to clients, and their offices are filled with fossils, maps and other items that used to help show that there is a value and a pride to putting a project on the earth that will have a minimal environmental footprint.

*GEELA Category | Climate Change*





## Mattole Restoration Council

### Mattole Forest Futures Project

#### *Restoring and Protecting Forests through the Promotion of Ecologically Sound Harvest Methods*

The Mattole Restoration Council is one of North America's oldest community-led watershed restoration organizations. Established in 1983, the council's primary mission is to understand, restore and conserve the ecosystems of the Mattole River watershed, with attention to threatened Coho and Chinook salmon and steelhead. The Mattole Forest Futures Project applies long-term thinking to the future of the forests in their watershed. Privately owned forests provide public benefits including wildlife habitat, carbon sequestration and watershed protection. The Forest Futures Project established a set of "light touch" harvest methods that promote the development of older forests, are compatible with economically viable logging and receive streamlined review because of additional environmental protections forged by stakeholders. The project used the first watershed-wide Program Timberland Environmental Impact Report (PTEIR) and made it available to any landowner in the watershed who chooses to harvest under its terms. Participants file a checklist-style plan that costs approximately 50% less than a regular Timber Harvest Plan (THP). This plan is certified and CALFIRE has already approved three logging plans over 158 acres. This pioneering effort is a voluntary program that can serve as a model for other watersheds.

*GEELA Category | Ecosystem & Watershed Stewardship*

## Ecology Action

### RightLights Energy Efficiency Program

#### *Assisting Small and Medium-sized Businesses Lower Their Energy Bills and Boost Cash Flow*

Created in 1970, Ecology Action has spent more than 40 years empowering individuals, businesses and communities to take actions that achieve environmental and economic sustainability. Their RightLights Energy Efficiency Program assists small- and medium- sized businesses with energy efficiency upgrades. RightLights offers customers a free energy audit, vetting and management of contractors, oversight of project installation and inspections, and rebate processing. A unique feature of the model is the ability to successfully incorporate customer co-pay for retrofits that exceed rebate amounts. This allows installation of a wider variety of measures, resulting in greater energy savings. In 2010-11, Ecology Action's energy programs saved more than 96,805,000 kWh of electricity, 33,404,000 gallons of water and 90,660 therms of natural gas. Avoided greenhouse gas (GHG) emissions resulting from these savings totaled nearly 55,000 annual tons of CO<sub>2</sub>. Customers received \$12.3 million in rebates to help defray costs and save an average of \$5,643 per year on their utility bills. Ecology Action was a 2003 GEELA winner.

*GEELA Category | Enhanced Environmental & Economic Leadership*





*Photographer - John Rae, NYC*

## Environmental Defense Fund

### California Fisheries Fund

#### *Supporting Local Fisheries to Utilize More Sustainable Business Practices*

Since 1967, the Environmental Defense Fund has been guided by science and economics to uncover practical and lasting solutions to environmental challenges. The California Fisheries Fund (CFF) is a nonprofit revolving loan fund that invests in the fishing industry on the West Coast. The CFF was launched in 2008 and provides low-interest loans to fisherman and seafood businesses that implement sustainable fishing practices and innovative business models throughout California coastal communities. Partnering with the State of California, private banks, fisherman and businesses, the CFF manages a pool of \$4 million to finance sustainable fishing initiatives and has issued more than \$1.5 million in loans to 10 fishing operation and seafood businesses on the West Coast. The loans have enabled the recipients to buy equipment or improve infrastructure that supports the catching, marketing or processing of eco-friendly seafood. The model of the revolving fund ensures program longevity and addresses a crisis that is confronting all the globe's oceans, and provides a successful model to support economic prosperity as well as the environment.

*GEELA Category | Economic & Environmental Partnerships*

## San Francisco Giants

AT&T Park

### *Championing Environmental Stewardship in Large Sports Facilities*

AT&T Park is home to the 2010 and 2012 Major League Baseball World Champion San Francisco Giants. AT&T Park was the first major league ballpark to receive the U.S. Green Building Council Silver Certification for Leadership in Energy and Environmental Design (LEED) for Existing Buildings, Operations and Maintenance. In 2011, AT&T Park had a total of 3,455 tons of solid waste; of that, 2,947 tons were diverted from landfills. The Park is the single largest contributor to the San Francisco Compost Program. The Giants, in partnership with PG&E, became the first MLB park to install a solar system that generates green energy for PG&E customers in the City and County of San Francisco. The 590 solar panels in the stadium provide enough energy to power more than 5,200 homes and avoid emissions of more than 360,000 pounds of greenhouse gases. Lighting retrofits have resulted in saving approximately 171,000 kilowatt hours of energy usage, equivalent to powering 25 homes for a year. The Giants are proud winners of the MLB Green Glove Award, given to the industry leader in recycling and general sustainable initiatives. AT&T Park has hit a home run in environmental stewardship and stands as a model for other large sports facilities.

*GEELA Category | Economic & Environmental Partnerships*



©S.F. Giants



## City of Richmond and transMETRO, Inc.

### Easy GO

#### *Providing Green Transportation to Low-income Residents*

The City of Richmond has partnered with transMETRO, Inc. and implemented the Easy GO program to enhance mobility options for low-income residents, while reducing vehicle miles traveled and mobile source emissions. The Easy GO program offers Richmond residents the following services: the Neighborhood Electric Vehicle Carsharing Program – cars can be rented for \$3 per hour; the Bike Sharing Program – where bicycles can be rented for a \$35 refundable deposit; KIDS CAB - provides transportation to/from school and to recreational activities; the weekend on-demand van service – which for \$1 per ride, allows seniors, individuals with disabilities and families to reserve van service for grocery runs, shopping trips, community events and recreational activities; the Transit Access Program – transMETRO has implemented a bundled transit program that allows residents to access transit services for less than \$6.75 a month. The program targets and addresses community need for better access and for environmentally friendly and low cost transportation. This is an excellent example of how to provide mobility options to an environmental justice community while helping to reduce environmental impacts.

*GEELA Category | Environmental Justice*

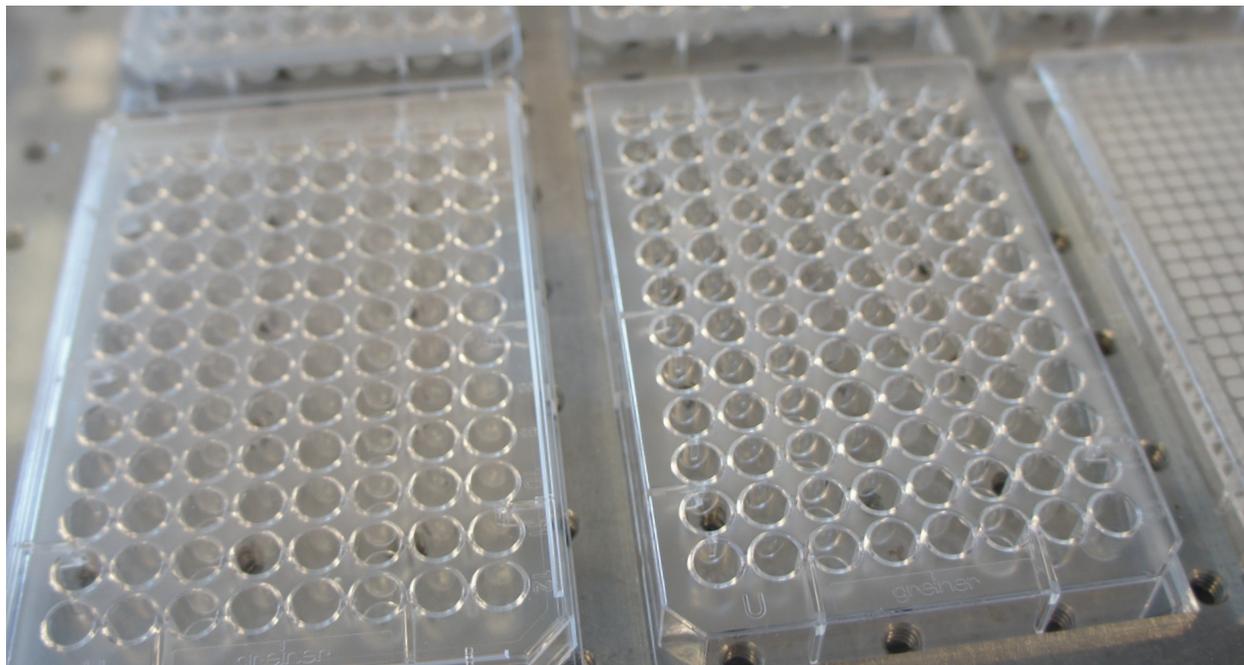
# University of California Center for Environmental Implications of Nanotechnology

Nanotechnology Environmental Health and Safety Efforts

## *Ensuring Advanced Technology is Used Safely in the Environment*

Since its inception in 2008, The University of California Center for Environmental Implications of Nanotechnology (UC CEIN) has become a world-class research facility focused on the responsible use and safe implementation of nanotechnology in the environment. UC CEIN is widely respected globally for implementation of novel approaches to assess nanomaterial properties that determine hazard, environmental exposure, and impact on marine and terrestrial ecosystems. These efforts have helped create a paradigm shift for investigating nanomaterial hazard and risk at a scale commensurate with the rate of new nanomaterial development. The ability to address nanotechnology safety is key to advancing nanomaterials in the marketplace. UC CEIN-developed frameworks, methodologies and tools are used not only by state agencies, but also in industry across the United States and internationally. UC CEIN's work is helping to ensure companies engaged in technology development are thinking about safety from the get-go instead of focusing solely on desirable new properties.

*GEELA Category | Green Chemistry*





## City of San Diego

### Plug-in Electric Vehicle Adoption Program

#### *Driving the Advancement of Plug-in Electric Vehicles*

The City of San Diego has become a leader in plug-in electric vehicle (PEV) infrastructure, education and adoption. It was the first city in the nation to support a fleet of all-electric shared vehicles that could be rented by the minute. The City is the administration hub for the Clean Vehicle Rebate Program, the San Diego Regional Clean Fuels Coalition, a member of the EV Project that focuses planning efforts on EV readiness, and a founding member of Smart City San Diego that has concentrated on PEV adoption. The City has created an innovative PEV policy that now streamlines the permitting process for both home and public charging stations. The City also developed an Information Bulletin that describes the step-by-step permitting and inspection process for the installation of a charging station on an existing site or building in the City of San Diego. The City is a member of a collaborative that includes partnerships from non-governmental organizations, utilities and academia, which together, hope to reduce San Diego's gasoline consumption 50% by 2020 and 90% by 2035. The city's PEV adoption program is a model that can be used by other major cities in California and across the nation.

*GEELA Category | Plug-in Electric Vehicle Readiness*

## County of Sonoma

### Sonoma County Electric Trail

#### *Plugging Into the Future of Electric Vehicles*

The County of Sonoma was named the most “EV-Ready Community” in the Bay Area in 2011. They have a significant number of plug-in electric vehicles (PEVs) in their fleet and hope to become the first all-battery fleet in the state. The Sonoma County Electric Trail (SCET) is an EV charging network throughout the County that promotes the use of plug-in vehicles for Sonoma County residents, visitors and fleets. The SCET will provide EV infrastructure in all major county cities when complete. The County of Sonoma, local government agencies and all nine cities within the county have created a partnership to coordinate these installation locations, find grant funding and standardize installation and construction county wide. The County of Sonoma created standardized guidelines to assist in the reduction of reduce greenhouse gas emissions within the county, in addition to creating the genesis for a comprehensive system of safe, reliable and convenient public charging stations throughout the County. SCET is designed to serve as a model that can be scaled beyond Sonoma County.

*GEELA Category | Plug-in Electric Vehicle Readiness*





## Aquarium of the Pacific

### Aquarium Campus Master Plan

#### *Redefining the Modern Aquarium with a Focus on Sustainability*

The Aquarium of the Pacific is largest aquarium in Southern California and the fourth largest in the nation. The Aquarium of the Pacific board of directors adopted a master plan committing the institution to growth without increasing energy and potable water consumption. The aquarium certified its greenhouse gas (GHG) emissions inventory with the Climate Registry to become the first museum in the United States to earn the status of a Climate Action Leader. Their LEED certified environmental classroom, which uses solar power, a green roof and a rainwater capture system among other energy and water efficiencies, is the City of Long Beach's first LEED-platinum building.. Installation of solar panels has reduced the amount of energy required from the grid by approximately 14,000 kilowatt-hours per year. A 4,700 square-foot Earth-Friendly Garden features California native and drought-resistant plants, as well as a water-efficient drip irrigation system, saving 550,000 gallons of water annually. Their many efforts have garnered the Aquarium a Super Nova award from the Alliance to Save Energy as the most energy efficient business with annual revenues under \$150 million. The Aquarium of the Pacific represents environmental stewardship in non-traditional areas for an aquarium and serves as a model for other aquariums to follow.

*GEELA Category | Sustainable Practices or Facilities*

## Joseph Gallo Farms

Sustainable Farming and Cheese Making

### *Leading the Charge in Sustainable Agricultural Practices*

Established in 1946, Joseph Gallo Farms, a family owned dairy operation, has grown into a model of sustainable agriculture. Along the way, it has pioneered many sustainable practices that have since become industry standards for large scale dairy enterprises. Joseph Gallo Farms deployed the first biogas digester and was the first large cheese plant to integrate green energy. The farm reclaims or reuses 100% of the effluent in its closed system. Milk from the dairy is piped directly to the cheese plant, eliminating approximately 3,000 truck deliveries and thousands of gallons of diesel fuel annually. Steam from the pasteurizers and engines is captured to heat boilers, saving 400,000 gallons of propane per year. The farm has replaced nine agricultural wells with more efficient, emissions-free electric models, eliminating 70,815 gallons of diesel a year and saving \$173,000 a year. They continue to be one of the largest employers in Merced County and have created 700 new jobs in the last four years, proving it makes good economic sense to “go green”.

*GEELA Category | Sustainable Practices or Facilities*





## California Department of General Services

### Central Plant Renovation Project

#### *Saving Taxpayer Dollars by Reducing Energy Use in State Buildings*

The Department of General Services (DGS) serves as business manager for the State of California. The DGS central utility plant provides chilled water and steam to cool and heat 23 state-owned buildings in downtown Sacramento. The Central Plant Renovation Project replaced the State's existing central plant with an expanded, state of the art, environmentally sustainable facility, providing environmental and economic benefits. The facility is LEED Platinum, the highest level of "green" building design certification for energy efficiency and environmental design awarded by the U.S. Green Building Council. The new plant saves an estimated \$464,000 in electrical costs each year, the gas cost savings is more than \$148,000 per year, and water efficient landscaping and water use reduction measures will save approximately 123,000 gallons of water and \$2,700 per year. The plant includes a photovoltaic array which generates 11,000 kWh per year and an estimated savings of \$1,500 per year. The DGS Central Plant Renovation Project is a model of a cleaner, more efficient energy system. Its modern, sustainable design incorporates environmentally friendly practices into all aspects of its operation, resulting in maximum energy efficiencies and resource conservation for the people of California.

*GEELA Category | Sustainable Practices or Facilities*

## Alameda-Contra Costa Transit

### HyRoad Program

#### *Demonstrating the viability of an emission-free transit system*

Since 2000, the Alameda-Contra Costa Transit District (AC Transit) has been building the most comprehensive hydrogen fuel cell demonstration program in the United States. Zero-emission fuel cell cars and buses emit only water vapor from their tailpipe and have traveled more than 500,000 miles, carried more than 1.8 million passengers and displaced more than 68,200 gallons of diesel fuel. AC Transit's HyRoad program is supported by grants from the California Energy Commission, California Air Resources Board, Bay Area Air Quality Management District, Metropolitan Transportation Commission, and the Federal Transit Administration. Thanks to a \$6-million federal grant, AC Transit will install 400 kilowatt hours of solid oxide fuel cells that will provide stationary power to its largest operating division, leading to the reduction of 1,800 tons of greenhouse gas emissions annually. The Department of Energy is monitoring HyRoad in hopes of showcasing the viability of fuel cells around the world. AC Transit has also installed more than 2,500 solar panels on the roofs of its Hayward and Oakland-Seminary Divisions, delivering a significant portion of the power required to operate each facility during the day. The transit company was the first to join the Climate Registry and engages in significant public outreach and education.

*GEELA Category | Technological & Market Innovation*





## Navy Region Southwest

### Sustainable Solid Waste and Waste Reduction Program

#### *Creating Jobs and Saving Taxpayer Dollars by Reducing Waste*

Navy Region Southwest generates non-hazardous solid waste from nine California Naval installations. Its Sustainable Solid Waste program has achieved an 81.53% diversion rate through diversion and recycling of municipal solid waste and construction and debris from afloat and ashore operations. Its comprehensive and innovative recycling program includes reuse of office furniture and products, in-port ship recycling, railcar recycling, green purchasing and LEED construction. Navy Southwest's efforts have reused \$1.236 million worth of office furniture and diverted 344 tons of waste out of landfills, and effectively removed and recycled 343 obsolete rail cars from Seal Beach with no cost to taxpayers. The 10,000 tons of recycled steel paid the contractor. Their model sustainability showroom showcases recycled furniture and office products that are both beautiful and functional. They market and sell nearly 25,000 tons of recycled material a year to California-based recycling firms. The Navy Region Southwest employs a variety of strategies that have demonstrated successful waste diversion, contributed to local recycling markets, created jobs and saved taxpayers significant amounts of money.

*GEELA Category | Waste Reduction*

## County of Santa Cruz

### Zero Waste Program

#### *Setting the Standard for Achieving Zero Waste*

The County of Santa Cruz is a long-time leader in environmental preservation dating back to the 1970 when they were one of the first communities to offer curbside recycling. The county achieved an impressive 75% waste diversion rate in 2010 and is striving for a zero-waste goal. In the past year, the county has banned the sale of polystyrene foam, banned plastic bags at most retail establishments, passed an ordinance to properly recycle e-waste, grown a thriving green business program, a model green building program, and established comprehensive strategies to reduce waste. The county has reduced plastic bag waste by up to 40 million bags and certified more than 200 local green businesses. It has also diverted more than 40,000 fluorescent light bulbs, more than 1,300 tons of construction waste, 60,000 gallons of oil, and 110,000 pounds of pharmaceutical waste, and has composted more than 200 tons of food waste. Local beach clean ups have collected more than 900 pounds of trash and 4,000 pounds of recyclable material. The next generation is learning the importance of waste reduction thanks to ongoing recycling programs in more than 60 schools.

*GEELA Category | Waste Reduction*





## General Dynamics NASSCO

### Recycling Center

#### *Demonstrating Successful Waste Reduction at a Large-Scale Manufacturing Facility*

General Dynamics NASSCO, the largest shipbuilding and repair company on the West Coast of the United States, currently employs more than 3,000 people who are all contributing to waste reduction and recycling efforts on a daily basis. General Dynamics NASSCO has an on-site recycling center, unusual for most industrial manufacturing facilities. The company increased environmental sustainability within its industrial manufacturing facility by installing a custom hopper, conveyor and compactor unit to improve final waste segregation efforts. General Dynamics NASSCO contributed \$2 billion to the state's economy last year while reclaiming and recycling more than 78% of trash generated in 2009 and more than 81% in 2010. They estimate their current trash reclaiming and recycling rate is more than 90%. The organization was recognized by the City of San Diego with a Recycler of the Year Award in 2010 and 2012 and received CalRecycle's Waste Reduction Award in 2011.

*GEELA Category | Waste Reduction*

## Company Contacts:

### **Alameda-Contra Costa Transit**

Jaimie Levin, Director of Environmental  
Technology and Fuel Cell Program  
510-891-7244  
[www.actransit.org/environment/the-hyroad](http://www.actransit.org/environment/the-hyroad)

### **Aquarium of the Pacific**

Barbara Long, Vice President of Government  
Relations and Special Projects  
562-951-1636  
[www.aquariumofpacific.org](http://www.aquariumofpacific.org)

### **City of Richmond and transMETRO, Inc.**

Lori Reese-Brown  
Project Manager  
510-620-6869  
[www.easygorichmond.com](http://www.easygorichmond.com)

### **City of San Diego**

April Bolduc  
Plug-in Electric Vehicle Program Manager  
858-654-1850  
[www.sdge.com/ev](http://www.sdge.com/ev)

### **Ecology Action**

Aleah Lawrence-Pine  
Marketing Specialist  
831-515-1363  
[www.ecoact.org](http://www.ecoact.org)

### **Environmental Defense Fund**

Phoebe Higgins  
Director, California Fisheries Fund  
415-293-6120  
[www.californiafisheriesfund.org](http://www.californiafisheriesfund.org)

### **General Dynamics NASSCO**

Mary Montgomery  
Manager, Public and Government Relations  
619-544-3610  
[www.nassco.com](http://www.nassco.com)

### **Joseph Gallo Farms**

Peter Gallo, Managing Partner  
Western Marketing and Sales  
209-394-7984  
[www.josephfarms.com](http://www.josephfarms.com)

### **Mattole Restoration Council**

Hezekiah Allen  
Executive Director  
707-629-3514  
[www.mattole.org](http://www.mattole.org)

### **Navy Region Southwest**

James R. Sheetz, PE, BCEE  
Commander, Navy Region Southwest  
619-532-1430  
[www.cnrc.navy.mil/cnrsw](http://www.cnrc.navy.mil/cnrsw)

### **San Francisco Giants**

Shana Daum, Vice President of  
Public Affairs and Community Relations  
415-972-2496  
[www.sfgiants.com](http://www.sfgiants.com)

### **Santa Cruz County**

Tim Goncharoff  
Resource Planner  
831-454-2970  
[www.santacruzrecycles.org](http://www.santacruzrecycles.org)

### **Sapphos Environmental, Inc.**

Christopher Valenti  
Marketing Manager  
626-683-3547  
[www.sapphosenvironmental.com](http://www.sapphosenvironmental.com)

### **Sonoma County**

David Head  
Fleet Manager  
707-565-2925  
[www.sonoma-county.org/gs/energy](http://www.sonoma-county.org/gs/energy)

### **State of California, Department of General Services**

Joel Griffith  
Project Director III  
916-376-1669  
[www.dgs.ca.gov](http://www.dgs.ca.gov)

### **University of California Center for Environmental Implications of Nanotechnology**

Vi Huynh Wu  
Fund Manager  
310-983-3290  
[www.cein.ucla.edu](http://www.cein.ucla.edu)

### **Wildwoods Foundation**

Dawin Wilson  
Executive Director  
213-989-1955  
[www.wildwoodsfoundation.org](http://www.wildwoodsfoundation.org)



Protecting nature. Preserving life.™

---

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



A special thank you to the following entities and individuals who helped make this year's Awards program a success:

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

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



This program was printed on paper containing a minimum 30 percent postconsumer fiber.