

A stylized white graphic of tall grass with seed heads, positioned on the right side of the page against a green background.

*geela*

2013 Governor's  
Environmental and Economic  
Leadership Awards

The 2013 Governor's Environmental and Economic Leadership Awards is California's most prestigious environmental honor, given only to California organizations that 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**

**Ecosystem and Watershed Stewardship**

**Enhanced Environmental and Economic Leadership**

**Environmental and Economic Partnerships**

**Sustainable Practices by State Agencies**

**Sustainable Practices or Facilities**

**Zero Emission Vehicle Dealers**

**Waste Reduction**



**Celebrating the 2013  
Governor's Environmental and  
Economic Leadership Awards**





OFFICE OF THE GOVERNOR

December 10, 2013

*Governor's Environmental and Economic Leadership Awards*

It is a pleasure to welcome you as we honor the recipients of the 2013 Governor's Environmental and Economic Leadership Awards.

The individuals, organizations, and businesses gathered here today have demonstrated exceptional leadership and made notable contributions in conserving California's precious resources, protecting and enhancing our environment, while simultaneously 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, and I commend your dedication for building a stronger California.

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

Sincerely,

  
EDMUND G. BROWN JR.

## The Water Conservation Garden

Ms. Smarty-Plants™  
Program

*Strengthening the  
Conservation Ethic in the Next  
Generation of Water Users*

GEELA Category  
Children's Environmental  
Education



The Water Conservation Garden's Ms. Smarty-Plants™ Program brings water to the forefront of conservation education. Program director and creator Pam Meisner brings her award-winning experience as the creator of Ms. Fizzle's curriculum for Scholastic's The Magic School Bus to The Water Conservation Garden as Ms. Smarty-Plants™. Beginning in 2008, the program served 1,500 students in the San Diego area, asking students to take pledges to conserve water, such as reducing their shower time by three minutes. Participating schools collected data to assess long-term impacts. Today, the program has over 30,000 students and will grow to more than 55,000 in the next year. With a hands-on approach that is adaptable to all grades and learning styles, Ms. Smarty-Plants™ is teaching children and their parents simple yet extremely valuable lessons in water use efficiency and conservation.

***“The Water Conservation Garden's Ms. Smarty-Plants™ youth education program takes seriously its responsibility to empower children and adults to conserve water and other natural resources, and ultimately change lives for the better.”***

– John Bolthouse  
Executive Director

## Western Riverside Council of Governments

The HERO Program

*Making Energy-Efficient  
Improvements Affordable  
for Homeowners*

GEELA Category:  
Climate Change



The Western Riverside Council of Governments, in just 16 months, has implemented the largest Property Assessed Clean Energy Program in the nation. The initiative, known as the Home Energy Renovation Opportunity (HERO) Program, provides financing through local governments to residential and business property owners for the installation of energy efficient, renewable energy and water conservation improvements on existing properties. The high up-front costs of retrofits that were once a barrier for homeowners are eliminated because financing for the upgrades are repaid through the monthly property tax bill. More than 4,000 property owners in Western Riverside, representing over \$200 million in financing, have been approved, adding local jobs, reducing energy use and curbing the impacts of climate change through greenhouse gas reductions.

***“The HERO Program is a great example of how a public/private sector partnership can work to improve properties, create jobs, save energy, lower utility costs and reduce greenhouse gases. It’s a ‘win’ for the economy and for the environment.”***

– Jeff Stone  
WRCOG Executive  
Committee Chair

## California National Guard

Counterdrug Task Force  
Public Lands Reclamation  
Partnership

*Reducing the Environmental  
Harm from Illegal Growing  
Operations*

GEELA Category  
Ecosystem & Watershed  
Stewardship



The California National Guard's Counterdrug Task Force is a federally funded unit that cleans up habitat through the removal of illegal marijuana operations and related infrastructure throughout the state. The task force disrupts illegal marijuana operations and gives nature the opportunity to rebound by removing hazardous trash and debris, including fertilizers, tents and temporary water irrigation piping. Cleanup of significantly impaired sites restores natural stream flows, eliminates illegal water diversions and has long-lasting impacts because it removes infrastructure, deterring re-establishment of growing operations. The task force has also recovered significant amounts of waste, and recycled or reused as much of the recovered materials as possible. These cleanup operations are the first step to restoring the environment and reducing pollution resulting from illegal growing sites while also improving public safety and health.

***“Our soldiers’ and airmen’s dedication to duty is evident during their fearless work in hazardous situations to protect and reclaim California’s pristine lands from illegal marijuana grows that damage California’s land, water, and economy.”***

– Michael Holder  
Environmental Programs  
Directorate  
California Army National Guard

# Homewood Mountain Resort

Watershed Restoration and Monitoring Project

*Helping Keep Lake Tahoe Basin Sustainable for Future Generations*

GEELA Category  
Ecosystem & Watershed Stewardship



The Homewood Mountain Resort has created a 300-page handbook detailing how restoration actions can enhance the ski resort's economic value while promoting overall sustainable land management practices. The Lake Tahoe basin faces a variety of environmental challenges, and the handbook describes restoration efforts that minimize existing impacts. Homewood is working to restore and enhance watersheds and habitats within the Lake Tahoe basin, as well as minimize potential runoff into the lake. Effective watershed management decreases sediment runoff which plays a role in protecting the clarity of Lake Tahoe. Because the methods used by Homewood are being shared in the handbook and can be viewed by other resorts, it has the potential to create a long lasting and sustainable impact on the entire Lake Tahoe region.

***“By making the commitment and investment to reduce on-mountain sediment runoff into Lake Tahoe, Homewood Mountain Resort is taking important steps to improve lake clarity, thereby protecting the region’s greatest asset.”***

– Art Chapman  
Founder, JMA Ventures LLC

## PEP Housing

Leadership in Sustainable  
Senior Communities

*Providing Affordable,  
Healthy Communities for  
Limited-Income Seniors*

GEELA Category

Enhanced Environmental &  
Economic Leadership



PEP Housing is a Petaluma-based affordable housing developer with a focus on sustainable senior living. All housing projects are classified as infill development and are always within one-eighth of a mile of a bus stop. Residents are encouraged to use public transportation, reducing the amount of fuel consumed and saving them the cost of owning and maintaining a car. PEP Housing received two Section 202 grants from the federal government – only one of ten affordable housing developers to receive such funding in the entire state. With a commitment to providing affordable and sustainable housing for seniors, PEP Housing is filling a growing need and contributing to the economy while minimizing impacts on the environment. PEP Housing was awarded a GEELA in 2009 for their Casa Grande Senior Apartment complex.

***“The first to embrace an eco-sensitive approach in the construction of affordable senior communities, PEP Housing continues to lead the way with its commitment to utilizing the latest in ‘green’ building principles and energy-conserving technologies.”***

– Mary Stompe  
Executive Director

## City of San Jose

### Commercial Waste Management System

*A Comprehensive  
and Innovative  
Approach for Reducing  
Commercial Waste*

GEELA Category  
Environmental &  
Economic Partnerships



In July 2012, the City of San Jose transformed its commercial waste management system in an effort to move the City closer to its zero-waste goal by 2022. The diversion rate for commercial solid waste tripled, and greenhouse gases were significantly reduced. In addition, the project incorporates a leading-edge wet-dry collection service and a new low-emission collection fleet that can serve as a national model. The City collaborated with private partners to ensure all businesses have access to recycling services and even developed multilingual flyers and hired bilingual recycling coordinators. The City of San Jose has created a unique, innovative and transferable commercial waste management system, which also utilizes a 5.1 megawatt anaerobic digestion facility that converts food waste to a source of renewable energy. The City hopes their commercial waste management system will become an anchor to its long-term sustainability efforts.

***“Through a close partnership with our local businesses, we have increased our recycling rate by almost 80% and are inching closer towards achieving our Green Vision goal to divert all of our waste from landfills; this is now a national model.”***

– Chuck Reed  
Mayor, City of San Jose

## Hilton Concord Hotel

Hospitality Sustainability  
Platform for Global  
Expansion

*Integrating Sustainability  
Into the Hospitality Industry*

GEELA Category  
Environmental &  
Economic Partnerships



With nearly 5 million guest rooms and close to \$4 billion in annual energy costs, the U.S. hospitality industry has a sizable environmental footprint. The Hilton Hotels & Resorts chain, seeing an opportunity for change, selected its Concord facility as a pilot location for its “Sustainability Prototype,” which will eventually rollout to 400 properties globally. The prototype consists of 40 sustainability initiatives, including an advanced laundry system, motion sensors, and a pillow-vac system, which allows for the reuse of pillow down, preventing this material from ending up in a landfill. All of these initiatives are designed to reduce energy and water use and limit environmental impacts. Well-documented results present a strong case for adoption of these initiatives at other facilities. Widespread adoption beyond the Hilton chain of hotels could be a game-changer for sustainability efforts in the hospitality industry.

***“Sustainability is simply good business. It’s vitally important for us to lead our industry with sustainable practices that deliver great guest experiences and conserve our environment.”***

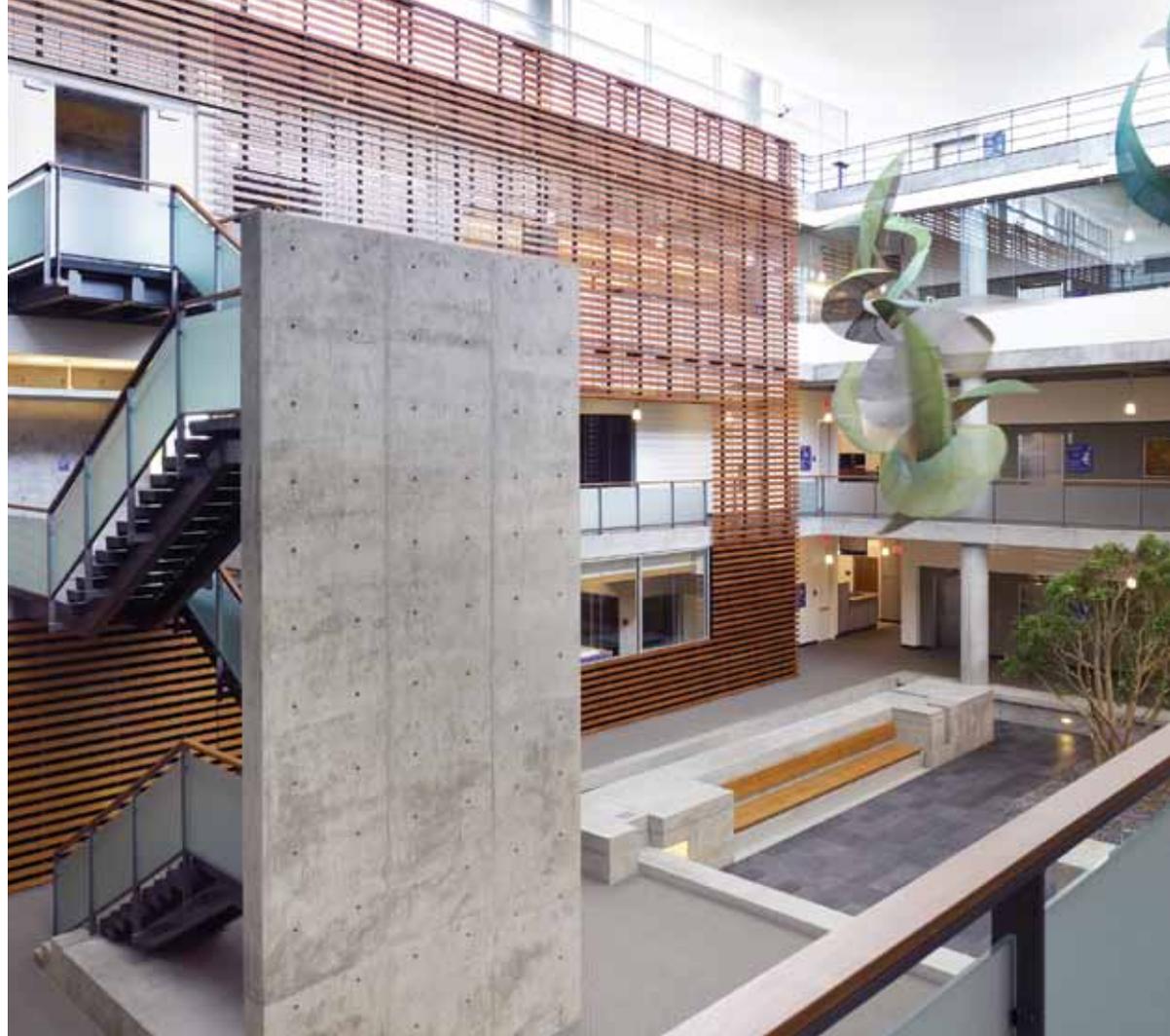
– Jack Hlavac  
General Manager  
Hilton Concord Hotel

**California  
Department of  
Public Health**

Richmond Campus  
– Building P

*Helping the State  
Go Green through  
Government Leadership*

GEELA Category  
Sustainable Practices  
by State Agencies



The California Department of Public Health strives to be a leader among state departments in overall sustainability. Its 700,000 square-foot Richmond Campus is one of the largest employers in the city. Nearly 700 people occupy the three-story, 205,000-square-foot Building P which was selected as a pilot net-zero building by the Department of General Services. Some of the savings achieved through the CDPH department-wide environmental management plan include a 42 percent reduction in computer electricity use, a 41 percent recycling rate and a 40 percent reduction in water use. Richmond Campus has 35 electric vehicle charging stations, with room to expand to 60 and uses 100 percent renewable electrical power.

***“Building P of CDPH’s Richmond Campus has been a showcase government building that was not only designed with sustainable features but has continued to be in the forefront of continued implementation of sustainable measures, thus providing an exemplary workplace for its employees.”***

– Leon Alevantis  
M.S., P.E. LEED® AP  
Senior Mechanical Engineer –  
Sustainability Manager

## NASA Ames Research Center

Sustainability Base

*Technological Innovation  
as a Solution to Improved  
Sustainability*

GEELA Category  
Sustainable Practices  
or Facilities



NASA's Sustainability Base is a 50,000-square-foot office building in the heart of Silicon Valley that houses 200 employees. Built in consultation with visionary architect and sustainability pioneer William McDonough, the Base is NASA's first new construction in over 20 years and the first federal facility to receive LEED Platinum for new construction. NASA incorporated and developed their own technology into the design and construction of the Base, including a graywater reclamation system and an intelligent, adaptive control system. Other impressive savings include diversion of more than 90 percent construction waste and a 90 percent reduction in potable water use compared with other similarly sized facilities. Sustainability Base was built as a model for efficient design, construction and operation and continues to pave the way as the standard for future sustainable environmental planning.

***“We believe California’s businesses and residents will benefit from the NASA aerospace technologies we are bringing back to the built environment on planet earth. Our goal is to continue to contribute NASA technology to benefit the people of our state, nation and home planet.”***

– Dr. Steve Zornetzer  
Associate Director,  
NASA Ames Research Center

## University of California, Irvine

Smart Labs

*Making Laboratories  
and Research Facilities  
Sustainable*

GEELA Category  
Sustainable Practices  
or Facilities



Faced with escalating utility costs and energy demands in its scientific laboratories, the University of California Irvine developed Smart Labs, an integrated approach to energy reduction and sustainability for research facilities that can be achieved through retrofits or new construction. Converting 10 campus laboratories to Smart Labs resulted in significant benefits, including going from a LEED Silver rating to LEED Platinum, laboratory energy savings of up to 60 percent, and economic savings of \$2.3 million. Irvine is on track to achieve 40 percent energy savings campus-wide by 2020 thanks in large part to its Smart Labs program. A project guide for Smart Labs is being shared with other university laboratories, companies, organizations and governments, with anticipated energy efficiencies of 50 percent if implemented state or nationwide.

***“Our Smart Labs program addresses the University’s most energy-intensive facilities – its laboratories – and demonstrates the feasibility of cutting laboratory energy consumption by more than half.”***

– Wendell Brase  
Vice Chancellor,  
Administrative and  
Business Services.

## Nissan of Downtown Los Angeles

LEAF Dealer

*Promoting the Sale and  
Adoption of Zero Emission  
Vehicles in California*

GEELA Subcategory  
Zero Emission  
Vehicle Dealers



Nissan of Downtown Los Angeles sold 140 of their Leading, Environmentally friendly, Affordable, Family cars (LEAFs) from May 2012 through April 2013, representing 7 percent of the dealership's new car sales. Thanks in large part to the hire of LEAF Specialist Paul Scott in 2011, Nissan of Downtown LA now leads Southern California Nissan dealers in LEAF sales. Recognizing the need for a robust charging infrastructure to enable zero emission vehicles to compete with conventional vehicles in the marketplace, Nissan of Downtown LA installed one of the first DC quick chargers in the LA region. In addition, Mr. Scott ensures staff are qualified and regularly trained about the technology behind the LEAF and other zero emission vehicles. Staff are so enthusiastic about electric vehicles that eight of them own a LEAF, making Nissan of Downtown LA a dealership that talks the talk and drives the LEAF.

***“As environmental stewards, we at Nissan of Downtown LA are committed to electric transportation because petroleum pollution must end. We strive to become the model of an EV-friendly dealership, providing courteous, knowledgeable and experienced EV sales associates, and free EV charging, 24/7.”***

– Paul Scott  
LEAF Specialist, Nissan of  
Downtown Los Angeles

# Inland Empire Regional Composting Authority

Inland Empire Regional  
Composting Facility

*An Innovative Approach to  
Biosolids Management*

GEELA Category  
Waste Reduction



Faced with the ever-increasing challenges of biosolids management, the Inland Empire Regional Composting Authority developed an award-winning Organics Management Business Plan. The regional agency designed and constructed North America's largest, fully enclosed composting facility, which receives and processes more than 200,000 tons per year of recycled materials and nearly 600 wet tons of waste products each day to produce approximately 230,000 cubic yards of compost. Use of a biofilter removes 98 percent of the volatile organic compounds and 99 percent of the ammonia and other common pollutants associated with composting. Given the strict air quality requirements in the region, such a high rate of avoidance is an impressive feat and encouraging sign for the composting industry throughout the state.

***“This project takes over 200,000 wet tons of waste and turns it into valuable compost that is used locally saving precious water and creating beautiful landscapes. It also saves thousands of miles of truck traffic while utilizing clean energy.”***

– Jon Blickenstaff  
IERCA Board Chairman

## CleanWorld

Sacramento BioDigester

*Partnering to Make Clean  
Energy Digesters a Reality in  
California*

GEELA Category  
Waste Reduction



CleanWorld's impressive partnerships with multiple Sacramento area businesses and organizations helped construct the largest biodigester of its kind in the nation. The Sacramento BioDigester is an enclosed, in-vessel facility that processes 10,000 tons of food and agricultural waste each year to produce nearly 200,000 diesel gallon equivalents of renewable natural gas and enough fertilizer enhancements to supply over 20,000 acres of farmland each year. The digester also captures and converts 100 percent of the methane released from the decay of organic materials and produces enough natural gas to operate 10 garbage trucks full time, offsetting the atmospheric release of 5,800 tons of carbon dioxide each year. CleanWorld has created an entire system fabricated in California that supports 16 green energy jobs and contributes \$10 million in annual economic activity, while simultaneously protecting the environment.

***“CleanWorld is showing how an innovative California company can build upon the state’s assets to build facilities that eliminate organic wastes from landfills and produce clean renewable natural gas and electricity for homes and vehicles.”***

– Shawn Garvey  
Vice President, Communications  
and Public Affairs

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Protecting nature. Preserving life.™

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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, Consumer Services 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 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 and External Affairs**

**California State Parks Foundation**

**Award Evaluators**



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