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800 SOUTH VICTORIA AVENUE, VENTURA, CALIFORNIA 93009

April 22, 2008

Board of Supervisors
800 S. Victoria Ave.
Ventura, CA 93009

SUBJECT: ADOPTION OF COUNTYWIDE CLIMATE CHANGE ACTION AWARDS PROGRAM

RECOMMENDED ACTION:

1. In recognition of Earth Day, support creation of a Countywide Climate Change Action Awards Program as outlined below.

2. Schedule Awards to be presented by the Board for Earth Day 2009.

FISCAL IMPACT:
Actual mail and award expenses covered by Supervisor Bennett's office. Minimal in-kind assistance from county staff for a brief technical review of applications.

DISCUSSION:

As public and private organizations within Ventura County put measures in place to reduce greenhouse gasses, it would be appropriate and encouraging to recognize leaders in this effort through an awards program.

Many organizations, large and small, public and private, have responded to the risks of global warming by voluntarily implementing measures to reduce their carbon footprints. Other organizations have undertaken public awareness and education efforts or started planning a reduction program, while many organizations are looking for examples to follow.

Ventura County organizations have many fine projects to put on display. From large-scale installation of solar electric systems, to energy efficiency building retrofits, to green buildings, to citizen's action committees, Ventura County organizations have done much that merits recognition. An awards program will allow us to celebrate these efforts while raising public awareness of the need for individual and organization action.

An awards program outline is attached. While it's difficult to have a single awards program that equitably addresses all possible organizational actions, I believe the outlined program is appropriate to a countywide scale while being relatively easily and objectively implemented. I am prepared to coordinate the awards program through my office.

A review committee of County and APCD staff can be formed to provide technical review of competing proposals as necessary. Final awards would be decided by a selection committee of volunteers not associated with any of the applicants. It may also be fruitful to partner with allied organizations such as the Green Building Council. After the first year, a review will be performed to guide the following year's program.

As today is Earth Day, please join me in supporting this effort to recognize and encourage local efforts to reduce global warming.

Cordially,

Steve Bennett

Steve Bennett
Supervisor, First District

Attachment

DRAFT

Countywide Climate Change Action Awards-

Recognizing the year's best projects to reduce Carbon Footprints

Categories:

1. Large, Medium, and Small Organization Carbon Footprint Reduction
2. Planning or Research Project
3. Public Outreach/Education
4. School/Youth
5. Sustainable Business Practices

Judging Criteria:

Organization Footprint Reduction: Judged based on Metric Tons of Carbon Dioxide or other Greenhouse Gas Emissions (GGE) reduced (comparison of with-project and without-project emissions) GGE emission reductions must be calculated using the protocols of either the California Climate Action Registry, Chicago Climate Exchange, or ICLEI.

Planning or Research Project: Judged based on amount of GGE reduction expected to be achieved in future years, and the likelihood and proximity of success.

Public Outreach/Education: Judged based on number of persons reached, effectiveness of message, and usefulness as a model for other outreach and education projects.

School/Youth: Judged based on extent of participation, originality, and amount of GGE reduction or future GGE reduction (calculation not necessary).

Sustainable Business Practices: Any combination of measures resulting in energy, water, or resource use reductions. Judged on level of effort, workforce participation, and creativity, as well as overall reduction of energy, water, and resource consumption (Quantification of GGE reduction not necessary).