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September 2, 2008

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

COUNTYWIDE GREEN LEADERSHIP AWARD PROGRAM
(ALL DISTRICTS) (3 VOTES)

SUBJECT

Recommendation to establish a Green Leadership Award Program to recognize outstanding efforts by individuals and organizations in Los Angeles County in developing and implementing innovative programs and projects to enhance environmental sustainability and stewardship; the program would be officially launched on April 21, 2009 (Earth Day).

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve establishment of the County of Los Angeles Green Leadership Award Program effective September 1, 2008 to recognize outstanding efforts by individuals and organizations in developing and implementing innovative strategies to enhance our environmental sustainability, and instruct the Chief Executive Officer to identify funding for this program as part of the 2008-09 Supplemental Budget.

2. Instruct the Chief Executive Office (CEO) to work with the Office of the Chair of the Board of Supervisors to coordinate presentation of an initial Chair's Green Leadership Award in November 2008, including an announcement about official implementation of the program consistent with "Earth Day" on April 21, 2009, and to manage the program, including a countywide promotion effort, on an annual basis.

3. Instruct the Environmental and Energy Policy Team, with the assistance of the CEO, to monitor the program and make modifications or refinements as needed.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On April 22, 2008, your Board instructed the Chief Executive Officer, in coordination with the Department of Public Works, to report on the implementation of a "Green Leadership Award," including a nomination and selection process, budget, promotional plan, potential opportunities for soliciting private partnerships, and a recommendation on the earliest award date.

The CEO convened a Task Force composed of representatives from the Departments of Public Works, Internal Services, and Regional Planning along with the CEO's Offices of Workplace Programs, Quality and Productivity Commission, and Public Information. The Deputy Chief Executive Officers representing the Community and Municipal Services and Operations Clusters co-chaired the Task Force. The following outlines the recommendations of the Task Force:

- The Task Force recommends an initial Board Chair's Leadership Award in November 2008 with the official launch of the program on April 21st (Earth Day) 2009, including the announcement of awards in various categories; and

- Activities leading up to the official launch will include an aggressive promotional outreach effort to ensure all eligible individuals and organizations are aware of the program, Internet-based issuance of the award program application forms, establishment of an expert review panel who will conduct on-site evaluations of all nominated projects, and development of final award recommendations.

- **Logo**

The CEO developed a logo for the County of Los Angeles Green Leadership Award Program that includes an image of the County area in the background overlaid by the capital letter "G" logo for Green. The goal of the logo is to bring the focus of the award and project home to Los Angeles County and the environmental efforts of its residents.

- **Categories of the Award**

Individual: An individual activist whose efforts, independently or through an organization, empowers his/her community and society toward ecological restoration

and a sustainable future. This individual's courage and innovation inspires others and moves them to action.

Public Agencies: An organization that demonstrates environmental leadership in local government through innovative legislation, regulations, or initiatives that encourage sustainability.

Business and Private Sector: A private company that is moving its business practices toward a sustainable enterprise. This company's commitment to resource efficiency, social responsibility, and sustainability pervades throughout the company's employees in their business and personal life. This company encourages and inspires other private companies to join in pioneering the processes of sustainable development.

Non-Profit Agency: An agency that demonstrates leadership to protect the environment and create a shift toward a sustainable future. Through collaboration and partnerships, this agency resolves environmental challenges and conflicts with innovative solutions and initiatives.

Chair's Award: Recognizes an individual who embodies the mission of the Green Leadership Award to develop and implement innovative strategies to enhance our environmental sustainability; whose actions demonstrate leadership; and whose dedication played a significant role in environmental education. This individual demonstrates a personal commitment to the environment and uses his or her reputation to educate and inspire others to take action.

- **Project Criteria:**

  Eligible projects must:

  - Be located in the County of Los Angeles
  - Have been initiated within the past three years, and be fully operational for at least one year. (Long-term projects may be considered if a new benefit was achieved in the past three years.)
  - Be submitted in the required format
  - Be submitted by an applicant who agrees to allow the County to publish a summary of their accomplishments.

- **Eligibility:**

  Competition is open to all County of Los Angeles residents, businesses, non-profit organizations, educational institutions, professional and trade associations, communities, State, and local government entities. Those who have previously applied are welcome to apply again.

- **Evaluation Process and Criteria:**

  Applications will be reviewed by a panel of experts within the County and final award winners will be determined by the Energy and Environmental Policy Team. Finalists will be contacted on or after March 15, 2009. The deliberative process of the committee is confidential and decisions are final.

  In the event that a committee member has a close affiliation with an entry, they will withdraw from evaluating that entry. Committee members' decisions are solely based on completed nomination forms and support documentation.

  The following factors will be considered:

  Project Design: Clear and comprehensible with a realistic timeline; activities well-defined and technically feasible.

  Results: Results are clearly defined in measurable terms.

  Transferability: Project can be readily transferred to other sectors.

  Impact: Benefits include more than one environmental resource; has a long lasting and sustainable impact; scale of impact.

  Innovation: Demonstrates creative, original approach to problem; project goes beyond standard techniques or regulatory compliance standards.

  Collaboration: Working with community or government partners in designing, planning and implementing project.

  Economy: County's economy is enhanced; new or better jobs are created.

  Financial Viability: Implementation of cost-effective green projects.

- **Awards Presentation:**

  We are recommending that the Chair of the Board kick-off the Green Leadership Award Program by presenting the first Chair Leadership Award in November 2008. The award will honor an individual who demonstrates a personal commitment to the environment and uses his or her reputation to educate and inspire others to take action.

  Subsequently, the official launch of the Program is proposed for April 21, 2009 (Earth Day), with your Board honoring all annual award winners at the regular Board meeting on the third Tuesday of each April. A publication profiling the recipients will be released. We are also recommending that your Board host a ceremony and reception in honor of the recipients.

- **Promotional Plan:**

  The Green Leadership Award promotional campaign will begin following approval by your Board. All promotional materials will be branded with the County of Los Angeles Green Leadership Award logo, as well as the County seal. Promotional activities will include:

  - Make promotional announcements available through the County Website.
  - Publish articles in the County DIGEST introducing the program and publish annual spotlights on the Green Leadership Award winners.
  - Publish articles in Workplace Connections, *Quality Matters*, and all department newsletters.
  - Post award-winning programs on the County Website, including all program elements.
  - Seek opportunities to promote our program nationally.
  - Conduct a kick-off meeting for department heads and Board deputies.

FISCAL IMPACT/FINANCING

Management of the Green Leadership Award Program by the CEO will result in a workload increase especially in the first year. Project costs are estimated as follows:

- One-time, start-up costs of approximately $5,000 for such items as permanent plaques; and

- Ongoing costs of approximately $50,000, including staff support and supplies.

The CEO will identify funding and include recommendations in the 2008-09 Supplemental Budget Resolution.

IMPACT ON CURRENT SERVICES

The County of Los Angeles Green Leadership Award program will help promote "Green" practices in our community and enhance the County's role as a leader in these efforts by recognizing outstanding environmental sustainability efforts by deserving individuals and organizations. In honoring these outstanding efforts, your Board will provide a forum for highlighting and spreading these best practices.

Respectfully submitted,

WILLIAM T FUJIOKA
Chief Executive Officer

WTF:ES
MKZ:RW:acn

c: County Counsel
Interim Director of Internal Services
Acting Director of Public Works
Director of Planning

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