



2009 Clean Air Awards Nomination Form

South Coast Air Quality Management District
21865 Copley Drive
Diamond Bar, CA 91765-4182

Address Service Requested



AQMD

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Air Quality Management District
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Cleaning the air that we breathe...™



21st Annual Clean Air Awards

to be held
**October 2, 2009 at the Biltmore
Hotel in Los Angeles**

Clean Air Heroes... people who see an air pollution problem and do something to help, instead of just turning away. Many of you know such trailblazers. You might be one yourself.

The South Coast Air Quality Management District's 21st annual Clean Air Awards competition invites you to nominate worthy candidates for its 2009 awards. Individuals, businesses large and small, cities, media organizations and community groups are among those eligible (you can nominate yourself if you like). The Clean Air Awards honor those who have made a significant contribution to cleaner air through innovation, leadership and personal environmental commitment.

This guide will help you prepare your nomination and includes an entry form. If you have further questions, please call AQMD at (909) 396-2432. We look forward to receiving your nomination.

Sincerely,

William A. Burke, Ed.D.
Chairman of the Governing Board
South Coast Air Quality Management District



2009 AWARDS NOMINATION GUIDE

Awards are presented in five categories :

1) ADVANCEMENT OF AIR POLLUTION TECHNOLOGY

Any extraordinary contribution to the development and application of new technology designed to reduce emissions. Some examples include development of cleaner fuels, improved engine design or an improved technological process. A separate award will be considered for businesses with fewer than 50 employees and less than \$1 million in gross annual revenues.

Selection Criteria

1. Technology is developed and has been in use for at least one year.
2. Amount of any one of the six criteria pollutants (ozone, carbon monoxide, nitrogen dioxide, particulate matter, sulfur dioxide, lead) or precursors (i.e. oxides of nitrogen, oxides of sulfur or reactive hydrocarbons) reduced, weighted in favor of pollutants that are more pervasive in the District.
3. Versatility of technology – can it be, or is it being used in more than one industry?
4. Overall environmental responsibility of technology – does it reduce air pollution at the expense of other media (water, solid waste, etc.)?
5. Pollution prevention aspects of technology.
6. Does it meet an existing need?
7. Does it have economic development potential?

2) INNOVATIVE TRANSPORTATION PROJECTS

An outstanding use of a single alternative transportation mode, or of a comprehensive transportation strategy. Projects must have demonstrable air quality benefits. Innovative ridesharing programs are included in this category.

Selection Criteria

1. Project implemented.
2. Actual pollutant emissions reductions.
3. Does this project provide information to others in a more comprehensive, less expensive or more accessible manner?
4. Can this project be replicated in other areas, by other companies, groups or individuals?
5. Measurable change in behavior of a target group (not only in attitude).
6. Measurable, significant change in attitude of a target group which can reasonably be expected to lead in a change of behavior (i.e., discovery of a new rideshare incentive which tests off the charts, development of a marketing message or strategy which gets non-carpoolers to participate in rideshare programs). This could be an educational effort, but not necessarily.

3) MODEL COMMUNITY ACHIEVEMENT

An exceptional single program or comprehensive strategy that promotes good air quality in a community intended to recognize collaborative/integrated efforts or programs involving the public, business and government. Enhanced public transportation, establishment of recycling centers, improved energy conservation and environmentally sensitive zoning are all examples of eligible programs within this category.

Selection Criteria

1. Projects must be complete and/or strategy must have been implemented for a minimum of one year.
2. Demonstration of actual pollutant reductions in that community.
3. Project or strategy can be duplicated in other locations by other groups.

4) PUBLIC EDUCATION ON AIR QUALITY ISSUES

An outstanding individual or group effort designed to educate the public on air quality issues. Public speaking, work with a special interest group, media outreach, or other effort that helped the public understand what smog is and what they can do to help clean the air that we breathe.

Selection Criteria

1. Number of people reached with clean air message.
2. Clean air message delivered to a target group in a unique way or in a way which provides multiple exposures to the message.
3. Duplicability of strategy, project and result.
4. A change in public perception, attitude or behavior which supports clean air message.
5. Adaptability of educational components.
6. Innovation or creativity in message presentation or distribution.

5) PROMOTION OF GOOD ENVIRONMENTAL STEWARDSHIP

Individuals of any age and also groups and organizations of any size, who have shown leadership and commitment in promoting good stewardship of the environment, for themselves and for others. Extraordinary examples of environmental justice, alternative transportation, innovative home or community design, education, or the promotion of new technologies and processes, or other action with positive air quality results – qualify in this category.

A separate award will be considered for youths, under age 18, with an emphasis placed on scope of personal efforts, uniqueness and inspirational value.

Selection Criteria

1. Duration of personal or organizational efforts.
2. Scope of personal or organizational efforts.
3. Uniqueness.
4. Efforts involve a new group in clean air and/or multi-media pollution reduction/prevention efforts.
5. Number of people impacted by effort.
6. Inspirational value of personal efforts.
7. Replicability of efforts.

PREPARING YOUR ENTRY

Attach the entry form to a typewritten submission describing why your nominee deserves a Clean Air Award. Keep the description brief. Submit one copy of your entry package. Consider the selection criteria when preparing your submission.

ELIGIBILITY

Individual, public and private entities, educational institutions, media organizations, and service organizations who have demonstrated an acute awareness of the air quality problem in the South Coast Air Basin, and have taken some exemplary action to improve air quality. Nominations may be made by an individual or organization.

JUDGING

Nominees will be judged by a panel representing relevant disciplines in each of the categories. Completed nomination forms and accompanying support documents are the only materials that will be used to judge each entry.

DEADLINE

All nominations must be postmarked by Friday, July 10, 2009.

MORE INFORMATION

If you have questions or need additional information, call AQMD's Public Affairs Office at (909) 396-2432, or visit the AQMD's web site at www.aqmd.gov.

The AQMD's 21st annual Clean Air Awards ceremony will be held on October 2, 2009 at the Biltmore Hotel in Los Angeles.



Entry Form

Entry Deadline: Postmarked by July 10, 2009

Specific Category _____
(Only one category per entry. Complete a separate entry for each category.)

Person(s) or Organization(s) Being Nominated

Company/Organization _____

Address _____

Telephone _____ Fax _____

E-mail _____

Person(s) or Organization(s) Submitting Nomination
Name and Affiliation

Address _____

Telephone _____ Fax _____

E-mail _____

Attach entry form and submission description and please mail to:
Clean Air Awards
Public Affairs
AQMD
21865 Copley Drive
Diamond Bar, CA 91765-4182