



City of Pasadena 2012 Green City Awards Application

The City of Pasadena invites you to participate in the Green City Awards. Through the awards the City looks to recognize and show appreciation for those who give back to the environment and encourage others to get involved. The goal of the Green City Awards is to recognize those who have exhibited creativity, initiative or substantial effort in practicing environmental responsibility. Green City Awards will be presented by the Mayor and Council in April as part of the Earth and Arts festival activities.

Awards Categories:

- **Energy**- conservation, alternative energy generation/purchasing,
- **Waste Reduction**-reduce, reuse, recycling, composting,
- **Urban Design**-green building, urban planning, green jobs
- **Urban Nature**-tree planting, habitat protection, litter abatement,
- **Transportation**-clean vehicle, congestion reduction, public transit
- **Environmental Health**- toxic reduction, organic foods, air quality improvement
- **Water**-conservation, pollution prevention, waste water reduction
- **Innovation/Start-Up**-new concepts/ideas, trail blazers,

Eligibility:

Open to all citizens, business, organizations, schools within the City of Pasadena, that have demonstrated outstanding efforts to improve Pasadena's environment- either for a single project or over a period of time.

Evaluation Criteria

Criteria	Description
Innovative	Does it contribute new information on how to improve the environment? Is it a new concept or process? Has it ever been executed successfully before? Is it a creative solution to a problem?
Beneficial	Does it make significant contribution to improve the environment? Does it reduce health risk or conserve resources? Does it reduce a large volume or significant percentage of air or water pollutants, solid waste, and energy resources? Is it self-sustaining or ongoing? Does it address other social or economic needs beyond environmental quality? Does it protect natural resources?
Measurable	Can we measure its contribution to environmental quality? Is the measurement specific?
Educational/Outreach	Does it promote public awareness or education? Does it include employee training or technology transfer? Does it include guidelines, brochures, or videos? Does it serve as a model for other efforts? Does the program reach a wide number of stakeholders?
Cooperative Effort	Does it involve a cooperative effort between multiple entities or organizations (government, industries, civic groups, schools, citizens, associations)? Has it significantly improved the quality of life for the larger community?
Greenhouse Gas Reduction	Is the reduction measurable? Will the activity reduce future emissions? Does it avoid the release of greenhouse gases into the atmosphere or reduce the amount of greenhouse gases already present in the atmosphere?

