



2012 Clean Air Awards Nomination Form


South Coast Air Quality Management District
21865 Copley Drive
Diamond Bar, CA 91765-4178

Address Service Requested



South Coast
Air Quality Management District
21865 Copley Drive
Diamond Bar, CA 91765-4178
1-800-CUT-SMOG®
www.aqmd.gov

Cleaning the air that we breathe...™

Printed on Recycled Paper 



to be held
Fall 2012



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 (AQMD) invites you to nominate worthy candidates to be recognized at its 24th Annual Clean Air Awards. Individuals, large and small businesses, 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 South Coast 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

Clean Air Awards



2012 AWARDS NOMINATION GUIDE

Awards are presented in five categories :

1) ADVANCEMENT OF AIR POLLUTION TECHNOLOGY

Any extraordinary contribution to the development and/or innovative application of new technology designed to reduce emissions. Some examples include development of cleaner fuels, improved engine design or an improved technological process.

Selection Criteria

1. Technology is actually developed and is either being demonstrated or has been used for at least one year.
2. Technology that has actually reduced at least 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), 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?
8. Is this project unique, exceptional or innovative?

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 to 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.
7. Is this project innovative?

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 which involve the public, business and government. Enhanced public transportation, improved energy conservation beyond existing energy efficiency standards, 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 is an outstanding achievement which can be duplicated in other locations or 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, working with a special interest group, media outreach, or other efforts that helped the public understand what smog is and what they can do to help clean the air that we breathe are examples in this category.

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. Duplication 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 clearly written submission describing why your nominee deserves a Clean Air Award. The description should be brief but sufficient to explain how the nominee addresses each of the selection criteria in your submittal category. Please provide clear and complete contact information for your nominee. Submit one copy of your entry package.

ELIGIBILITY

Individuals, 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 13, 2012.

MORE INFORMATION

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

South Coast AQMD's 24th Annual Clean Air Awards ceremony will be held in Fall 2012.



Entry Form

Entry Deadline: Postmarked by July 13, 2012

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 typewritten submission description, including how the nominee meets the applicable category's selection criteria, and please mail to:
Clean Air Awards
Legislative & Public Affairs
South Coast AQMD
21865 Copley Drive
Diamond Bar, CA 91765-4182