



The Sustainable Advocate

Dedicated to the long-term health and vitality of our region

Sustainable San Mateo County March 2006

SSMC Awards Event A Great Success

This year's Sustainable San Mateo County Awards event was perhaps the best yet. 250 community leaders honored the award winners on Thursday, February 16, 2006, at the Clarion Hotel in Millbrae. Spirits were high, the food and wine were excellent, and both the silent and live auction added excitement to the evening. Short videos about each winner really brought the principles of sustainability to life. Many thanks to all the people who helped make the evening such a success.

The Sustainable San Mateo County Awards celebrate and honor businesses, government programs, community groups, and individuals that have demonstrated an outstanding commitment to sustainable practices in their work. **The 2006 award winners were:**

San Mateo City Councilperson **SUE LEMPert** has worked tirelessly to implement policies which are consistent with sustainability concepts -- a healthy economy in balance with social equity and environmental conservation. She initiated the Rail Corridor Plan to encourage mixed-use, transit-oriented development, and she worked for the creation of Shoreline Park. She has pushed for San Mateo "green building" standards, and is currently working on the city's Sustainable Development Policy.

APPLIED BIOSYSTEMS is an international biotech company that reduced hazardous waste by more than 50%. They retrofitted their Foster City campus with energy saving devices and are a leader in recycling. Employees get incentives to support car-pooling and public transit. Applied Biosystems works with Community Gatepath and employs people with physical, mental and developmental disabilities.

THE PENINSULA CONFLICT RESOLUTION CENTER is a non-profit that helps groups to resolve

conflict without litigation. For 19 years PCRC has aided individuals and organizations by identifying problems, developing viable options and reaching mutually satisfactory agreements through non-adversarial processes. PCRC has 200 trained volunteers from many ethnic, social and educational backgrounds.

AMY WRIGHT has worked tirelessly to bring together donors and volunteers to build the New Beginnings Garden at Shelter Network's Haven House in Menlo Park. Her persistence netted more than \$90,000 of donations and over 900 volunteer hours. The garden supplies fresh fruit and vegetables for Shelter Network's residents, who are temporarily without permanent housing, and offers garden maintenance training.



Amy Wright

without permanent housing, and offers garden maintenance training.

Honorable Mentions go to:

THE MARINE SCIENCE INSTITUTE in Redwood City for over 30 years of bringing students together with the environment on vessels, at camps, and with their scholarship program



ARTHUR & ELENA COURT AND ARTHUR COURT DESIGNS for their leadership in conservation (investing to reduce energy, waste reduction, sustainable landscaping) and their generosity to local and global causes.

Pat Brown and Joe Simitian

continued

Sustainable San Mateo County, the County of San Mateo, and the San Mateo County Chapter of the American Institute of Architects present the Green Building Awards each year. The goal is to inspire and support sustainable design in



Terry Lyngso, Debbie Mytels, Patricia Becker and Alane Weber



Arthur & Elena Court

architecture and to recognize the designers, builders, and owners of green buildings in San Mateo County.

The 2006 winner is:

SUGEN LABORATORY, DES Architects, XL Construction. This interior remodel considered energy issues, the life-cycle of the building's materials and systems, the well-being of the occupants, and the education of future visitors.

Honorable Mention goes to:

THE GREEN SANCTUARY, a

straw-bale yoga studio in Pacifica, for its use of primarily organic materials. Attention was given to engaging the community through workshops on *Green Building Winners* straw-bale construction, thus exposing many people to green building in action. Project architect was Martin Hammer. The structure was built by Vital Systems and Moroso Construction. The creative owners are Quynh Nguyen and Craig Brown.



Kelly Moran, Mark Eliot and Jo Witt

Many thanks to David Hinckle of Earthbeam Natural Foods for donating the delicious organic wines. Thank you to Jacobs Farm /Del Cabo and Veritable Vegetable for the beautiful organic salads.

Elena and Brandon Tomlinson, Bill Dewlaney and Carla Bagneschi



Dante Tosetti, Stan Ruben, Bill Bordin and Arlie Ferguson



Ruth Peterson and Clem Molony

SSMC Indicators Team: Linda Bagneschi Dorrance, Adam Bennett and David Crabbe



Get Involved!

SSMC is looking for volunteers.

Awards Committee: Volunteers help to plan and implement the 8th annual recognition event scheduled for February 2007.

Indicators Report Committee: The 2006 report is our 10th Anniversary edition. The committee determines the number and kind of indicators and the overall content and look of the report. Volunteers are also needed for the research and writing of the various indicators.

Communications Committee: Help us publicize SSMC's work.

For more information contact SSMC—see below.

The Sustainable Advocate is published by Sustainable San Mateo County.

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Marcia Pagels, Founder

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Video Presentation Highlights Award Winners

This year's awards ceremony featured a video by Emmy-winning TV producer Rick Bacigalupi. "Highlighting the award winners was a real honor," he said after the dinner. "I only hope the short pieces did justice to the important work the honorees are doing."

Rick's production company, BaciPix (www.BaciPix.com), specializes in video for nonprofit organizations. His feature-length film, "A Lot in Common," documented the construction of an organic community garden in Berkeley, and aired on public TV stations nationally (www.ALotinCommon.com). He has developed and co-produced KQED's "Local Hero" spots since 1994, profiling more than 250 diverse Bay Area community leaders for broadcast on Channel 9 (including SSMC board member Roz Koo).

"Putting the shorts together wasn't hard," Rick explained. "Stories about sustainability tend to tell themselves. The value of taking care of our communities and environment is self-evident—it's a no-brainer."

Many thanks to auction chair Jeannene Minnix and auctioneer County Supervisor Jerry Hill. Their efforts, along with many fabulous donations, made it a big success.



Gina Simi, Brian Sullivan and Dan Cruey



Tom Cronin and Roz Koo

Many thanks to our sponsors:

Allied Waste Services, formerly BFI	Genentech
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First National Bank of Northern California	Veritable Vegetable
	Wells Fargo Bank



10TH ANNIVERSARY EDITION



SUSTAINABLE SAN MATEO COUNTY'S *Indicators for a Sustainable San Mateo County: 2006 Report Card on our County's Quality of Life*

Every year SSMC publishes an indicators report aimed at raising awareness of our county's sustainability and improving our ability to make sound decisions for the benefit of future generations. It is the only countywide report that tracks major economic, social, and environmental issues in one document. The report is available on our website: www.sustainablesanmateo.org.

"Business leaders know that to hire and retain the best talent for their companies, the Peninsula must emphasize sustainable planning. SSMC's indicators report does just that"

Clem Molony, Lyngso Garden Materials

The 10th Anniversary Edition will feature:

- The Indicators Report
- A ten-year trends analysis
- An Executive Summary

Reports are distributed to:

- County Supervisors • City Councils
- City Managers • Department Directors
- Chambers of Commerce
- Progress Seminar Attendees
- Community Organizations • Libraries
- State and U.S. Representatives

For sponsorship information contact:

Ruth Peterson, Board Chair • 650-638-2323 • advocate@sustainablesanmateo.org

\$10,000 Signature Sponsor

- Mentioned at all events as the Signature Sponsor
- Name listed under “Signature Sponsor” on back cover of the report (distribution: 5000)
- Name included on Executive Summary (distribution: 7500)
- Name included in SSMC indicator report presentations (annual audience ≈ 800)
- Ten tickets to SSMC’s annual awards event (optional)
- Included in press releases, website, and June 2006 SSMC newsletter

\$5000 Platinum Level

- Name listed under “Platinum Sponsor” on back cover of the report (distribution: 5000)
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\$2500 Gold Level

- Name listed under “Gold Sponsor” on back cover of the report (distribution: 5000)
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- Six tickets to SSMC’s annual awards event (optional)
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\$1000 Silver Level

- Name listed under “Silver Sponsor” on back cover of the report (distribution: 5000)
- Four tickets to SSMC’s annual awards event (optional)
- Included in website and June 2006 SSMC newsletter

\$500 Bronze Level

- Name listed under “Bronze Sponsor” on back cover of the report (distribution: 5000)

Sustainable San Mateo County is a public benefit, 501(c)(3), corporation. Contributions are tax deductible.

Update: 2004 Award Winner

CityTrees

CityTrees, a volunteer non-profit organization continues to grow and expand its impact in the County. Started in May 2000 by two residents of Redwood City, Jane Taylor and Jack Stephens, the mission of CityTrees is to promote and support planting and maintaining trees along the streets, at schools and in other publicly owned land in Redwood City and to educate the public on the benefits of a viable and healthy urban

Department of Redwood City and hosted an open public tree-pruning workshop. From this event, a corps of trained tree pruners was recruited and began a maintenance program for the trees planted a few years earlier. The group has now pruned and maintained over 300 trees. CityTrees also completed a pilot tree-planting project with a group from the unincorporated area of Redwood City, the Fair Oaks Beautification Association. This was the first time CityTrees planted outside the City limits and did not have the



A crew from Stanford, planting in Redwood City

forest. The organization has been successful due to a partnership with many local businesses and organizations donating funds, equipment and hundreds of volunteer hours from many parts of the community. CityTrees recently completed their planting season for 2005 and now has planted over 1400 thriving trees in their community with over 1300 volunteers pitching in to plant and prune trees.

Since winning the SSMC Sustainability Award, CityTrees has expanded its scope in a few areas. First, the group has implemented a pruning and maintenance program for the trees it has planted. To kick this program off, CityTrees collaborated with the Public Works

usual support from the Public Works Department. Finally, the group has expanded its educational and outreach program to local community colleges. In November 2005, board member Tom Cronin and Redwood City Public Works Superintendent, Gordon Mann presented an overview of the work CityTrees has accomplished to a Horticulture class at the College of San Mateo.

For more information, visit citytrees.org or contact CityTrees at: (650) 556-9380 ext. 4 or info@citytrees.org

Green Dollhouse Exhibit Inspires Future Developers



The Green Dollhouse Exhibit at Coyote Point Museum inspired at least one school to experiment with building dollhouses from found objects. Heidi Monjure's kindergarten class from North Shoreview Elementary School in San Mateo visited the exhibit and then paired up with partners from Sue McKenna's 1st/2nd grade class to create "Recycle City" with the help of the Art Teacher, Julie Pabian.

First they learned about the concept of reuse and sustainability in their classroom. Then the students collected shoeboxes, Styrofoam, oatmeal containers, plastic bottles and lids, old CD's, caps from assorted items, scraps of fabric, small cans, and other found objects to use as building materials for their houses. Each team worked together to construct their house, write a description of their house, and create and decorate 12-inch paper doll cutouts of the "builders."

On "Recycle City" Day, the houses were placed among the bushes at the front of school and some added streets and driveways leading to the large grassy area or towards the next dwelling. The students stood proudly by their house to explain its features and to be photographed. Parents, press and visitors were delighted by the creative and thoughtful approach these young designers took in their first city planning project.



Ruth Peterson

We owe so much to the people, organizations and businesses in our community who are acting in sustainable ways. Lots of good works going on in our county, and it was a challenge to select from the many worthy nominations we received.

We are gratified, too, to see the growing emphasis on green building, and we appreciate the architects, owners and builders who are developing the know-how. It is our hope that San Mateo County will take the lead in this regard and be an example to the rest of the country in the greening of both residential and commercial buildings.

Kudos to our sponsors! The support you give helps us keep our message to protect our future generations out in front. And the videos were simply wonderful and added so much to the presentations. Thank you again, Rick Bacigalupi, for your skill and generosity. And how about that organic salad? More kudos!!

COMING UP: The Tenth Anniversary edition of our Indicators Report!

The report will be released at the 36th Annual Progress Seminar in Monterey on April 7. We are very pleased to include for the first time reports from the cities on their sustainable efforts and practices. Ten-year trends will also be shown where the data is available. We are printing many more copies of the

report for wider distribution and executive summaries of the report will be available.

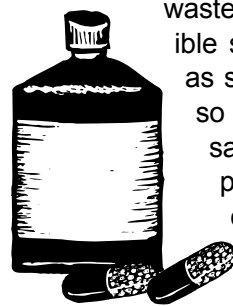
Shelley Kilday, our Director of Education, will have a new PowerPoint presentation of the 2006 report. Please call our office if your group would like to schedule a presentation or make inquiries about it. It's about 20 minutes plus time for Q and A's, and is focused on your city/community.

Thanks to all for your ongoing support for Sustainable San Mateo County. Let me know if you are interested in volunteering with us in any capacity.

Sustainability is really the logical expansion of the environmental movement to include the other two main components – the economy and social equity. These three E's are the legs of a stool – without one, there is a very wobbly stool.

Safe Medicines and Pills Disposal

Never flush waste pharmaceuticals down the toilet. Most of these complex chemical compounds remain untreated upon discharge from the treatment plants to the bay/ocean and adversely affect aquatic life. Instead, crush the solid pills and mix the crushed solid and liquid waste with some inedible solid trash, such as sawdust or sand, so that it cannot be salvaged, and dispose of it with your ordinary residential garbage.



Questions? Please contact the San Mateo County Household Hazardous Waste Program at 363-4305.

Spotlight on SSMC Awards Sponsor

Earthbeam Natural Foods

Did you know that how you choose to nourish yourself has a direct impact on the planet? You can practice sustainability everyday when you consider how to spend your food dollar. Choosing locally-grown produce conserves energy, and buying organic produce and products encourages a sustainable use of our soil. Earthbeam Natural Foods on Broadway in Burlingame, a family-owned business dedicated to sustainability for the past 35 years, sells organic wines, produce, and products. Earthbeam also has a consultant who will help you with your choice of supplements.

SSMC would like to thank Earthbeam Natural Foods for supplying all the delicious organic wines at the Sustainable San Mateo County Awards. We encourage you to support our local source for organic products.

Thank you
San Mateo County Board of Supervisors for unanimously approving a resolution to reduce carbon dioxide (CO2) emissions by 10% from the 1990 levels by 2010 and to support the Sustainable Silicon Valley CO2 Initiative. SSMC is working with SSV and the County on this project. Find out how you can help stop global warming at sustainablesiliconvalley.org.

Sustainable San Mateo County

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