



VALLEY FORWARD ASSOCIATION

IN PARTNERSHIP WITH
SRP

PRESENTS THE

28TH ANNUAL
ENVIRONMENTAL EXCELLENCE
AWARDS BOOKLET



VALLEY FORWARD ASSOCIATION

AND

SRP

APPRECIATE YOUR ATTENDANCE AT THE

2008

ENVIRONMENTAL EXCELLENCE AWARDS

WESTIN KIERLAND RESORT
SCOTTSDALE, ARIZONA

SEPTEMBER 6, 2008

ABOUT THE AWARDS

Valley Forward Association initiated the Environmental Excellence Awards in 1980 to recognize outstanding contributions to the physical environment of Valley communities. The program has grown significantly and now serves as a benchmark for promoting livable communities, conserving natural resources and sustaining our unique desert environment for future generations.

SRP joins us as title partner of this prestigious event for the seventh consecutive year. The nation's oldest reclamation project, SRP is a founding member of Valley Forward and continues its centennial heritage of environmental leadership.

We received more entries than ever before in this year's competition, making the program exceptionally competitive. Submittals encompassed the following categories: buildings and structures, site development and landscape, livable communities, art in public places, environmental technologies, environmental education/ communication and environmental stewardship.

A professional panel of judges identified a maximum of two Awards of Merit and one coveted first-place Crescordia winner per category. The President's Award was selected from among Crescordia recipients and is presented to an organization or individual that has had a special impact on the environment.

Valley Forward has a rich history of advocating for a balance between economic growth and environmental quality. Since our inception in 1969, we have brought business and civic leaders together to convene thoughtful public dialogue on regional issues and to improve the environment and sustainability of Valley communities. Our membership is diverse and includes the Valley's most prominent large corporations and small businesses, municipalities and other government agencies, the nonprofit community and a host of concerned citizens.



THE CRESCORDIA

Since the introduction of the Environmental Excellence Awards program, the coveted Crescordia – a Greek term, which means “To Grow in Harmony” – has been given as the highest honor in each category.

JUDGING

The following individuals gave freely of their time to judge the entries:

Lead Judge

Steven A. Betts

President and CEO

SunCor Development Company

Jack Black

Senior Associate

Ayers/Saint/Gross

Kristina J. Floor

Principal/President

Floor Associates, Inc.

Bernie Frist

Principal, Global Management and

Advisory Services

ARCADIS

John F. Kane

Principal

Architekton

Marilu Knode

Associate Director

Future Arts Research

Arizona State University

Kathryn Lansink

Senior Associate

Norris Design

Michelle Olson

President

Olson Communications

Teresa Raml

District Manager

Bureau of Land Management

THE PRESIDENT'S AWARD

The President's Award was selected from among Crescordia recipients and is presented to an organization or individual that has had a special impact on the environment. The recipient of the 2008 President's Award and Crescordia winners follow.

SCHOOL OF SUSTAINABILITY, ARIZONA STATE UNIVERSITY

ASU's School of Sustainability, established in 2007, is the first of its kind in the nation. Its mission is to bring together multiple disciplines and leaders to create and share knowledge, train a new generation of scholars and practitioners and develop practical solutions to pressing environmental, economic and social challenges of sustainability, especially those in urban areas.

Teaching and research at the new school focus on major global issues such as rapid urbanization and population growth; increased competition for water and other essential natural resources; the need for renewable energy and "smart" materials; the need to understand human dimensions that influence sustainable practices; policies and government structures that support sustainable behaviors; conservation of biodiversity and habitats; and providing for global equity in standards of living without endangering Earth's natural systems.

The school offers five degree programs in sustainability ranging from a Bachelor of Arts to a Doctor of Philosophy. It also offers a Certificate in Sustainable Technology and Management to help meet the business and engineering imperatives of sustainable development in a global economy.

Committed to being problem-based rather than discipline oriented, the school offers hands-on courses that tackle real world problems.

A total of 28 students comprise the nation's first ever class, and as many as 200 undergraduates will be admitted in the fall of 2008. Graduate enrollment is expected to increase to 60. These students will be future stewards of the environment and their legacy will effect generations to come.

PRESIDENT'S AWARD
SPECIAL ACHIEVEMENT IN
ENVIRONMENTAL EXCELLENCE

CRESCORDIA AWARD
ENVIRONMENTAL EDUCATION/COMMUNICATION
EDUCATORS, STUDENTS AND NONPROFITS



Award Recipient: Charles Redman
Submitted by: Global Institute of Sustainability,
Arizona State University

CORONADO ADDITION

The addition onto a historic bungalow in central Phoenix was an experiment in affordable, lean construction methods and sustainability that now stands as a testament to the benefits of revitalization.

The added dining room, bedroom, bathroom and library almost double the size of the existing 900 square-foot house. The two new buildings are configured on the site to transform the existing yard into a series of outdoor rooms serving five distinct functions of patio, pool, lawn, hummingbird garden and dog run.

Instead of trying to appear historic, the new structure meets the old via a glass box that also connects the outdoor and indoor rooms. The design started with the idea of using prefab technology. A pre-engineered, 100 percent recycled metal building system was purchased locally, fabricated in a shop, delivered to the site and erected in two days.

To comply with the historic guidelines and respect the character of the house, the buildings matched the height and roof pitch. From the street, the addition goes unnoticed. The new buildings were clad with raw steel to avoid reflectivity and color fading, giving them a timeless quality.

Sustainable building concepts include salvaged building materials such as one-inch high-performance insulated glass and maple lab shelving, green screens for biomass and shading, two-button low flow toilets and a bedroom that functions as a sleeping porch.

BUILDINGS AND STRUCTURES

SINGLE FAMILY RESIDENCE



Award Recipients: Caren & Mark Roddy
Submitted by: Caren Roddy, AIA and
Mark Roddy, AIA

OPTIMA CAMEL VIEW VILLAGE

This 13.3-acre project provides downtown Scottsdale with a vibrant, modernist-inspired architecture while incorporating an eco-friendly design and creating a benchmark aesthetic for multi-family development. Defining a new standard for luxury residential living, the community incorporates a myriad of environmental benefits throughout 11 interconnected and bridge-linked buildings, creating a new downtown village containing retail, amenities and nearly 700 urban dwelling units.

The six- and seven-story structures shelter desert oasis courtyards layered with mature trees, fountains, private patios, covered overhangs and walking paths that connect individual residences.

Existing infrastructure and public transportation networks seamlessly integrate with the site, reducing burdens on the community. The central promenade features a grand, landscaped civic space lined with shopping, palm trees, fountains and water falls, providing an evaporative cooling effect. Parking for more than 1,200 automobiles is located below grade, optimizing green public space at the street level, significantly reducing the heat island effect and encouraging pedestrian activity around the courtyards.

Over 17 acres of landscaped green roofs on each level and rooftop of the project also aid in the reduction of the ambient temperature and contribute to a reduction in energy consumption for residents. Photovoltaic panels integrated into the uppermost rooftop harness energy from the sun, also benefiting the larger community. The project is expected to receive Leadership in Energy and Environmental Design (LEED) certification through the U.S. Green Building Council.

BUILDINGS AND STRUCTURES

MULTI-FAMILY RESIDENTIAL



Award Recipient: David C. Hovey, FAIA
Submitted by: David Hovey & Associates
Architect, Inc.

MEMORIAL HALL AT STEELE INDIAN SCHOOL PARK

The Phoenix Indian School, now the site of Steele Indian School Park, is among the most significant historic and cultural properties within the city of Phoenix. Its Memorial Hall was originally built at a cost of \$50,000, with students providing much of the labor.

The federal government closed the Phoenix Indian School in 1990 and a decade of inattention accelerated the deterioration of Memorial Hall, which was showing signs of neglect when the city acquired the property in 1996. The building is now listed in the National Register of Historic Places, and the district was given landmark designation in 2004.

The two-story Mission Revival style building is executed in a glorious array of intact common red brick. The original building fabric was restored to preserve as much of the structure as possible and reduce the need for new materials and increased landfill waste. An original maple floor was refinished and reinstalled, most of the windows were rehabilitated rather than replaced, saving the original wood that was used to make them in 1922, and elements for the chairs on the balcony level were all reused. Many of the tin ceiling tiles were salvaged in the restoration of this stunning feature in the auditorium.

New electrical and plumbing systems were designed with energy-efficient lighting, low flow fixtures and state-of-the-art control systems to reduce energy consumption.

Memorial Hall has been rehabilitated with great care to preserve the past, accommodate people of all abilities and set the stage for future generations to enjoy the performing arts and contemplate history's lessons.

BUILDINGS AND STRUCTURES

HISTORIC PRESERVATION



Award Recipient: Sara Hensley, CPRP
Submitted by: City of Phoenix Parks and
Recreation Department
Architect: Swan Architects

PAPAGO GATEWAY CENTER

Papago Gateway Center establishes a new era of flexible, responsible and sustainable development in Tempe. This 267,000 square-foot, six-story building and its 933 space parking structure negotiate a delicate balance between market-driven tenant needs and celebration of the Sonoran desert.

The building's orientation and long, narrow footprint minimize the desert's harsh solar exposure on the west, south and east sides while maximizing views. The north and south facades are clad in glazing, while the deceptively "heavy" stone east and west facades, anchor, transform, then peel away at the entries. The most prominent southern façade is additionally clad with operable aluminum louvers that serve as sunshades.

The project is pre-certified LEED-CS Silver certification but is tracking currently at Gold for its innovative sustainable design. Environmental attributes include: a high efficiency irrigation system and fixtures; landscape and water features that utilize blow-down water from the building's cooling system; a high performance low-e glazing system; diversion of more than 80 percent of construction waste from landfills; recycled building materials; CO2 monitoring and low-emitting materials.

Even the location of this impressive project embraces principles of sustainability by allowing access to light rail and city bus routes. Landscape was salvaged and reused as part of the final development. Bicycle capacity exceeds city requirements while also providing lockers and showers for riders.

BUILDINGS AND STRUCTURES

OFFICE, COMMERCIAL AND
MIXED USE



Award Recipient: Michael L. Medici, AIA
Submitted by: SmithGroup, Inc.

NEIGHBORHOOD RESOURCE CENTER

The South Mountain community collaborated to revitalize the intersection of 24th Street and Broadway as a commercial gateway called *The Four Corners*, which now provides critically needed retail activities, office space and city services. The project is located within the South Phoenix Village Neighborhood Initiative Area, which is targeted for community-driven revitalization.

Although modest in scale, the Neighborhood Resource Center's dramatic use of shape, volume and opposing angles announces an exciting presence that transcends building dimensions. Integrated into the site plan is the initial section of the 24th Street multi-use pedestrian trail that will eventually link two major recreational areas: the five-mile, 580-acre Rio Salado Habitat Restoration Area and the 17,000-acre South Mountain Regional Park.

The building stands as a leader in the area's renewal, accommodating increased community meeting space, a 24-hour neighborhood police unit and office capacity for 20 Neighborhood Services staff. Recognizing the harsh desert climate, the project is a courtyard building oriented on the east-west axis. Its language is borrowed from nearby industrial sheds, with a palette of metal siding and standard block. Abundant glazing along the street façade, entries and community rooms permit the building to act as a beacon to the community, as well as allowing the community to view the activities inside.

BUILDINGS AND STRUCTURES

PUBLIC WORKS



North Neighborhood Services



South Entry at Night

Award Recipient: Marlene Imirzian
Submitted by: Marlene Imirzian &
Associates, Architects
Project Owner: City of Phoenix

TEMPE CENTER FOR THE ARTS

A 33-foot deep landfill crisscrossed with towering high voltage power transmission lines has been thoughtfully transformed into a park masterpiece and cultural arts center that will enrich the quality of life for area residents and businesses for decades. The landfill was carefully screened of toxic materials and re-engineered for use as the building foundation. Transmission lines were buried out of sight for a half-mile. Cues were taken from the ancient Hohokam civilization's irrigation canals that covered the site to lay out land uses creating a magnificent building and park, all atop the levee that protects the city from catastrophic flooding.

At the entrance, 8,000 embedded marbles and tiny mirrors create a shimmering sunlit effect at the center's marquee, which is echoed on the west wall of the Lakeside room, where a massive array of mirrors capture and digitize the available lighting off the center's expansive negative-edge pool.

Presenting a new sculptural form from every angle near, far and above, the center gives the region an iconic and identifiable form. Materials of concrete, sandstone, copper and native river rock were chosen to engage the building with its environment. The region's scarce rainfall is celebrated with a monumental waterspout on the east end of the building.

Siting of the project also responds to the unique desert climate. All openings are triple glazed and deeply recessed or protected by extensive building elements. Complementing the man-made amenities of Tempe Town Lake, the center houses more than nine community groups and educates visitors on the connection between the building's architecture and public art, and the heritage of the desert.

BUILDINGS AND STRUCTURES

PUBLIC ASSEMBLY



Award Recipient: The Hon. Hugh Hallman,
City of Tempe

Submitted by: City of Tempe

Architect: Architekton

DILLON RESIDENCE

The original home on this one-acre horse property in Scottsdale was built 30 years ago in an area once considered the outskirts of town and is now surrounded by development. Homes like this often end up encircled by large screens of plants that provide privacy at the cost of an inviting landscape. This carefully thought out design brings together sensibility with functional requirements, demonstrating the importance of place as a measure of authenticity in the desert.

Gabion walls used inside and outside the home are filled with local river rock from the Salt River. A corrugated metal roof has been allowed to patina to a beautiful rusted hue, blending into the natural environment. The driveway is comprised of open cell CMU block filled with decomposed granite, providing a functional surface and softened edge, allowing rainwater to percolate rather than run-off into the street.

An informal southwest landscape palette of Mesquite, Ironwood and Palo Verde trees along with native grasses, cactus and desert wildflowers also incorporates large boulders, integrating stone walls with the ground plane. A bosque of desert trees covers the front yard, effectively screening the house from the street without suggesting an impenetrable barrier. An inner courtyard suggests a more riparian and refined landscape providing a cool oasis in the heart of the site.

Effective design techniques and drought-tolerant, native materials with strong yet simple elements and clean lines of modernism combine to exemplify authentic regionalism in a Sonoran landscape setting.

SITE DEVELOPMENT AND LANDSCAPE

RESIDENTIAL



Award Recipient: Michael Dollin
Submitted by: Urban Earth Design, LLC

ENVIRONMENTAL IMMERSION EXHIBITS AT THE PHOENIX ZOO

Education is an important tool in engaging people in the critical task of protecting the environment and the Earth's biodiversity. To heighten the educational experience at The Phoenix Zoo, a new program allows visitors to not only view animals but to become directly immersed in their environments.

The Monkey Village and Wallaby-Walk-About installations are the first exhibits of this kind at The Phoenix Zoo and are now among the most popular, allowing barrier free observation from within the actual animal enclosures.

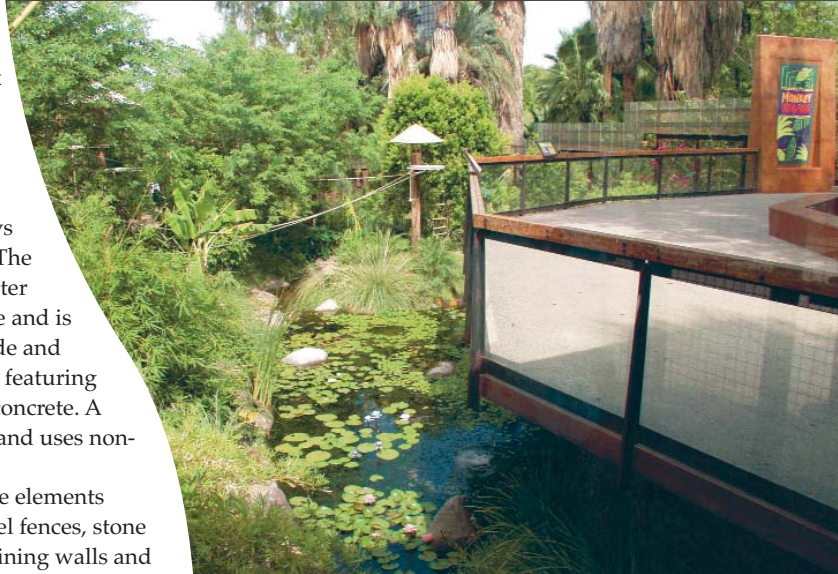
Monkey Village is the first primate aviary in North America that allows visitors to physically enter the animals' natural environment. It's home to a tribe of squirrel monkeys and is designed to eventually accommodate larger species. The animals are contained only through the cantilevered perimeter enclosure, which is designed to be as transparent as possible and is heavily landscaped to blur any distinction between the inside and outside. The material palette blends into the natural setting, featuring rusted steel, structural gabion walls and integrally colored concrete. A naturalistic water feature functions as part of the enclosure and uses non-potable water.

The Wallaby-Walk-About integrates art and interpretive elements inspired by original Aboriginal motifs, including woven steel fences, stone "boomerang benches," cast-in-place stone and concrete retaining walls and an interpretive "dream wall." Fragrant native Australian plants enhance the experience.

The project represents an important step in ensuring these animals and their natural environments continue to be treasured and respected.

SITE DEVELOPMENT AND LANDSCAPE

INDUSTRIAL AND PUBLIC WORKS



Award Recipient: Chris Brown
Submitted by: Floor Associates and
Weddle Gilmore Architects

SYBIL B. HARRINGTON CACTUS & SUCCULENT GALLERIES

These new outdoor galleries at the Desert Botanical Garden opened in April 2008 and replace the aluminum lathe Cactus House built in 1950 and the Succulent House built in 1965. The planting beds were in need of enhancements through contouring and hardscaping elements. Interpretive features had been retrofitted to the existing plant palette and structure. Many of the plants had matured beyond the roof capacity, necessitating a massive renovation plan.

Inspired by the simplicity of greenhouse structures, the new galleries are shaded by an expanded metal canopy supported by masonry columns. At 27 feet high, the canopy allows collections to reach optimum height over many years of growth. The support columns are painted in desert-hued red to accentuate and compliment the color and textures of the cacti and leaf succulents within.

The two new exhibits launch a new direction for plant design and display at the garden, showcasing the succulent collection as works of art. Designed with strong organizational elements that create drama through special design, each display area addresses the horticultural, research and educational roles important to the garden's mission. Interpretive signs are presented in English and Spanish.

In addition, the galleries include a new state-of-the-art experimental heating and cooling system that provides optimum growing conditions for the expanding collections and will allow the garden to showcase plants that have never before been on display at the facility.

SITE DEVELOPMENT AND LANDSCAPE

PUBLIC ASSEMBLY



Award Recipient: Ken Schutz

Submitted by: Desert Botanical Garden

Landscape Architect: Steve Martino & Associates

RIO SALADO EQUESTRIAN TRAILHEAD

The Rio Salado Equestrian Trailhead is located at 7th Avenue and the Phoenix Rio Salado on an abandoned landfill site that was quarried for sand and gravel, and then filled with a range of different types of debris. The project required the cleanup of nine acres while developing a public trailhead for passive recreational exploration of the Rio Salado Habitat Restoration Area.

More than 6,500 cubic yards of landfill debris, including concrete, asphalt, rubber tires and scrap metals were removed, and the remaining 22,000 cubic yards of reclaimed soil was used onsite.

Landscaping includes plant material ranging from riparian cottonwood and willow zones at the wetland, to lower Sonoran Mesquite and Palo Verde areas around the balance of the site. The wetland provides riparian habitat, as well as critical water storage capacity for irrigation of the greater Rio Salado habitat.

Public parking spaces and equestrian staging areas use stabilized granite paving, which retains the natural desert character while minimizing drainage run off. Concrete rubble reclaimed during the cleanup is used for site benches and salvaged concrete pavers. Metal roof panels, wall panels and steel beams have a natural rust finish and include a high percentage of recycled content. All the structures are nested into the landscape and incorporate materials that blend well with the natural desert.

Landfill gas monitoring wells were installed to ensure there is no build up of landfill gas on the trailhead site. Moisture sensing probes ensure the optimal amount of water is used for irrigation. The trailhead serves as an appropriate and impressive staging area for more than 25 programs offered at Rio Salado, including bird walks, arts and crafts programs, bike rides and interpretive hikes.

SITE DEVELOPMENT AND LANDSCAPE

TRAILS



Award Recipient: The Hon. Phil Gordon,
City of Phoenix

Submitted by: Weddle Gilmore Architects

Landscape Architect: Floor Associates

CHANDLER HEIGHTS COMMUNITY FACILITIES

The Chandler Heights Community Facilities Project was a collaborative effort over a five-year period among the city's municipal utilities, police and community services departments. Their efforts resulted in a dynamic facility that meets the needs of residents in a variety of areas, including water conservation, public safety, environmental education and parks and recreation.

Opened in April 2008, the project encompasses a 113-acre site that includes the Chandler Heights Recharge Facility, Veterans Oasis Park, a five-acre fishing lake and the Chandler Heights Police Substation.

Designed to balance seasonal demand variations and provide adequate storage capacity, the recharge facility has a permitted recharge capacity of two million gallons per day on an annual average basis, or 2,240 acre-feet per year.

The unique combination of a recharge facility and park at the same location has given the city an opportunity to educate and demonstrate to its citizens the importance of water recycling and reuse. The recharge basin, 80 acres of riparian areas and the urban fishing lake are focal points for this theme. The recharged water is recovered from the aquifer by an onsite recovery well, which discharges into the fishing lake managed by the Arizona Game and Fish Department.

The lake features interpretive signage to explain the aquatic ecosystem, as well as water resource management issues. The entire project is an example of how communities can provide public amenities while combining water recycling and reuse principles with public education.

SITE DEVELOPMENT AND LANDSCAPE

PARKS



Award Recipient: The Hon. Boyd Dunn,
City of Chandler

Submitted by: City of Chandler

Landscape Architect: Logan Simpson Design, Inc.

“MEDIATION” – THE GLENDALE ENVIRONMENTAL CLASSROOM

Glendale now boasts an outdoor environmental classroom where children and adults can learn about the beauty and importance of the natural Sonoran desert. The project is located within an existing garden adjacent to the Glendale Main Library building. The venue is as beautiful as it is functional, thanks to an extraordinary design created by local artists.

The site was loaded with conceptual potential, as the existing library building is a fine example of true Modern architecture, derived from the internationalist style using pure geometry throughout its form. The erratic, chaotic forms of the landscape stand in exact contrast to the pure geometry of the building. Together, the building and garden express the very issue pressing the need for an environmental classroom.

The design is intended to function as a classroom but also acts as a “mediator” between the building and landscape. The artwork bends and erodes itself to the needs and forms of the existing landscape, suggesting that humans can always give a little of themselves up to their environment.

Seating accommodates 27 with black steel benches similar to the building’s structure arranged in a curving form placed along the existing edges of landscape. A new path made of stabilized decomposed granite connects a nearby concrete sidewalk with the classroom. Hanging above is a large vertical shade, and standing in front is a large saguaro that serves as the focal point. The structure for the shade is cantilevered off the existing structure, using some of the same-sized elements but leaving them unpainted to rust. Though the material of the shade rusts and becomes more closely colored and textured like the plants, it expresses its continuing limitation to further grow on its own, as nature does.



Award Recipient: Matthew Salenger
Submitted by: colab studio, llc

RIO SALADO HABITAT RESTORATION AREA – SOLAR IRRIGATION ENHANCEMENT

This landmark project stretches along five miles of the Salt River, south of downtown Phoenix. It transformed an area of the riverbed plagued by illegal dumping into a lush riparian corridor with hiking and equestrian trails, indigenous plant life and wetlands. The region's harsh, dry climate presented enough challenges that were then compounded when the habitat's irrigation system was vandalized in 2007.

A series of wells is the main source of water for the habitat vegetation and wetland areas, with an original design employing a technologically advanced electronic water pumping system to draw shallow groundwater for irrigation. However, vandals began stealing the system's copper electrical conductors, rendering the system inoperable.

The city turned to an innovative solution – solar photovoltaic (PV) technology. Multiple departments leveraged resources, knowledge and experience to design a single module, battery back-up solar PV system as a pilot project to power and operate a single irrigation controller at the habitat. The design allows the system to operate for up to 5.75 consecutive days of cloudy conditions – an anomaly in the Valley of the Sun – before the units quit pumping.

The use of solar PV technology addressed the theft issue and also facilitates the sustainable generation and use of clean energy to ensure the long-term preservation of the habitat. It further demonstrates use of this technology beyond typical lighting applications. In fact, all 28 hydro-controllers located along the habitat are scheduled for retrofits with solar powered systems. The project has also been recognized by the U.S. Army Corps of Engineers, which revised its original irrigation specifications for Phase II to include the use of nearly 50 additional solar powered irrigation controllers.

ENVIRONMENTAL TECHNOLOGIES

PUBLIC SECTOR



Award Recipients: John Trujillo
and Carolyn Bristo

Submitted by: City of Phoenix
Public Works Department

AUTOMATED CURBSIDE TRASH AND RECYCLING CAMPAIGN

This incredibly successful environmental education campaign was developed to radically change the most highly-rated city service – trash pickup – and bring recycling to Goodyear. It was developed and produced entirely in-house by city employees at a total cost to the city of \$42,588 for a five-month campaign to more than 18,500 homes. A grant from the Arizona Department of Environmental Quality provided additional monies.

Goodyear had been the only major community in the region with manual trash pickup and no curbside recycling. If the city went to an automated system, it would give up the twice-weekly trash collection and residents feared the weeklong smell of garbage in the hot desert climate. The city also estimated as many as 3,000 households were getting trash service for free, as it does not own the water company for 10,000 homes and had no means of controlling those who did not pay for sanitation service in that area.

A comprehensive marketing campaign themed around a fun mascot with wild red hair named CURBY was developed and featured on the city's Web site and on flyers, brochures, T-shirts, door hangers, refrigerator magnets and an INFOCUS newsletter article. CURBY even came to life in the form of Curby and the Collectors, a group of singing employees.

The campaign was so successful, the recycling contamination rate was less than five percent within six months. The city now has the second highest diversion rate in the state – 30 percent, which is higher than the national average. And, citizens rated recycling the second best service in the city, just behind fire protection.

ENVIRONMENTAL EDUCATION /
COMMUNICATION

PUBLIC SECTOR



Award Recipient: The Hon. James Cavanaugh,
City of Goodyear

Submitted by: City of Goodyear

APOLLO GROUP'S GO GREEN CHALLENGE

The Go Green Challenge, a comprehensive and multi-faceted internal communications program, was created by Apollo Group's leadership, faculty and staff to understand their impact on the environment and provide them with the tools needed to succeed in adopting long-term sustainable living practices. While the campaign originated in Phoenix, the effort engaged more than 50,000 employees and faculty members at more than 300 locations nationwide.

Initiated as a month-long competition to drive the implementation of Apollo's green initiatives and encourage positive behavior changes, the Go Green Challenge encompassed desk-side recycling, carpooling, use of environmentally-friendly break-room consumables, conversion to energy-efficient lighting and more. Passionate "Go Green Captains" were instrumental in driving change, as they held each location responsible for its environmental actions and decisions.

The project began with a required interactive Sustainability 101 tutorial, an informative Web-based course created by the university's technology team. The company also sent a Living Green Expo "event in a box" to each facility, showcasing 16 green products, their environmental impact and where they can be purchased.

The top three performing campuses received charitable donations to the eco-friendly organizations of their choice, and 10 trees will be planted in their employees' names through the Arbor Day Foundation. More than 5,000 Apollo employees completed the Sustainability 101 course, and 4,500 have gone to the Go Green Web site pledging to engage in green initiatives. Apollo Group lowered its overall annual carbon footprint by 1.25 million pounds through its purchase of carbon-offset packages for employees.

ENVIRONMENTAL EDUCATION /
COMMUNICATION

PRIVATE SECTOR



Award Recipient: Ayla Dickey, Apollo
Group / University of Phoenix

Submitted by: CKPR

TEMPE IN MOTION PROGRAM

Tempe in Motion, the city's transportation program, provides light rail, bus, bicycle and pedestrian facilities and encourages getting around in anything but a car. Since passage of the community's 1996 transit sales tax, Tempe has: added bus service, implemented five free neighborhood circulator routes named Orbit, created an alternatively-fueled fleet, constructed light rail, built bikeways, constructed two "green" buildings and implemented neighborhood pedestrian facilities.

In an effort to improve air quality and decrease traffic congestion, the community is also constructing two projects – Tempe Canal and Western Canal – multi-use bike paths that feature lighting, landscaping and public art.

Tempe is also actively supporting Leadership in Energy and Environmental Design (LEED) certified buildings in its community. The East Valley Bus Operations & Maintenance Facility is submitted for Gold certification through the U.S. Green Building Council. It has the largest liquefied natural gas and compressed natural gas fueling station in the country. The Tempe Transportation Center, to be completed later this year, will also be submitted for LEED Gold certification.

The 5.5 miles of light rail through the heart of Tempe will serve employment, activity and cultural centers, downtown Tempe, Arizona State University and Apache Boulevard. Each city station will incorporate a variety of art elements, reflecting the unique characteristics and history of the community.

LIVABLE COMMUNITIES

MULTIMODAL TRANSPORTATION
& CONNECTIVITY



Award Recipient: The Hon. Hugh Hallman,
City of Tempe
Submitted by: City of Tempe

CITY OF SCOTTSDALE PRESERVATION DIVISION

The city of Scottsdale's Preservation Division and three individuals specifically – Robert Cafarella, Claire Miller and Scott Hamilton – are directly responsible for bringing the vision of the McDowell Sonoran Preserve to reality. They not only guide the ongoing stewardship of this amazing preserve but also manage the process of defining what it will be for future generations. They do it through hands on leadership and an uncompromising set of values in what it means to preserve our fragile Sonoran Desert ecology.

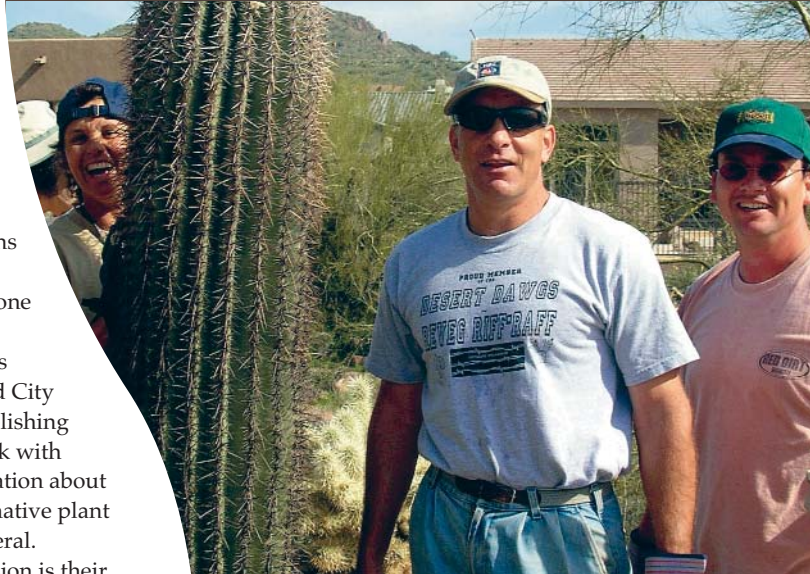
More than a decade ago, Scottsdale citizens initiated the vision for what ultimately will be the preservation of approximately 36,400 acres of Scottsdale's McDowell Mountains and Sonoran Desert. When completed, the preserve will encompass nearly one-third of the city's land area and will be one of the largest urban preserves in the country.

The Preservation Division, led by these individuals, works directly with the McDowell Sonoran Preserve Commission and City Council to acquire the land. They are also responsible for establishing criteria for permitting public access into the preserve, and work with several nonprofit conservation organizations to facilitate education about the preserve, including ongoing stewardship, desert wildlife, native plant communities, and the area's history and desert ecology in general.

Perhaps, the most remarkable demonstration of their passion is their direct involvement in the physical labor going into creating the preserve. They lead volunteer groups into the field to perform difficult labor-intensive tasks – trail building, reclamation of previously disturbed areas and the salvage and relocation of literally thousands of cacti and native plants from sites throughout Scottsdale.

ENVIRONMENTAL STEWARDSHIP

THE SRP AWARD



Award Recipient: The Hon. Mary Manross,
City of Scottsdale

Submitted by: Anonymous

AWARDS OF MERIT

BUILDINGS AND STRUCTURES SINGLE FAMILY RESIDENCE

Desert House

Award Recipient: Peter M. Koliopoulos, AIA
Submitted by: Circle West Architects

3313 East Medlock Drive: Preserving the Past, Improving the Future

Award Recipient: Philip Beere, Green Street Development
Submitted by: City of Phoenix

BUILDINGS AND STRUCTURES MULTI-FAMILY RESIDENTIAL

The Duke

Award Recipient: Peter M. Koliopoulos, AIA
Submitted by: Circle West Architects

BUILDINGS AND STRUCTURES HISTORIC PRESERVATION

Renovation of Indian-Central Valley Bank Building

Award Recipients: Paul Hoskin and Thomas Ryan
Submitted by: Hoskin Ryan Consultants, Inc.
Architect: OWP/P

Franklin Police and Fire High School

Award Recipient: David N. Hunt
Submitted by: Hunt & Caraway Architects, Ltd.

BUILDINGS AND STRUCTURES OFFICE, COMMERCIAL AND MIXED USE

Mercedes Benz of Arrowhead

Award Recipient: Chuck Theisen, Phoenix Motor Company
Submitted by: Autopilot Development Services, LLC
Architect: Barry R. Barcus

Riverpoint Center for Apollo Group / University of Phoenix

Award Recipient: Mark Roddy, AIA, LEED AP
Submitted by: SmithGroup, Inc.
Architects: SmithGroup, Inc. and Carpenter Sellers & Associates

BUILDINGS AND STRUCTURES INDUSTRIAL AND PUBLIC WORKS

Camelback East Village Core Pedestrian Streetscape and Underpass / City of Phoenix

Award Recipients: Angela Dye, A Dye Design and Aaron Jensen,
City of Phoenix
Submitted by: A Dye Design
Architect: Keven Peterson, Peterson Design

BUILDINGS AND STRUCTURES
PUBLIC ASSEMBLY

Arabian Library, Scottsdale Public Library

Award Recipient: Rita Hamilton, City of Scottsdale
Submitted by: richärd+bauer, llc

Betty H. Fairfax High School

Award Recipient: Tom O'Neil
Submitted by: DLR Group
Project Owner: Phoenix Union High School District

SITE DEVELOPMENT AND LANDSCAPE
OFFICE, COMMERCIAL AND MIXED USE

SouthBridge

Award Recipient: Kenneth Allen
Submitted by: Allen + Philp Architect/Interiors
Project Owner: Scottsdale Canal Project LLC / Fred Unger

SITE DEVELOPMENT AND LANDSCAPE
URBAN PLAZAS

Arizona Canal Bank at Scottsdale Waterfront

Award Recipient: Rick Jones
Submitted by: Floor Associates and Weddle Gilmore Architects
Project Owners: OPUS West Corporation, SRP

SITE DEVELOPMENT AND LANDSCAPE
INDUSTRIAL AND PUBLIC WORKS

Redefining Green Acres – Glendale Park + Ride

Award Recipient: Jamsheed Mehta, City of Glendale
Submitted by: Jacobs Engineering Group, Inc.
Landscape Architect: J2 Engineering & Environmental Design

SITE DEVELOPMENT AND LANDSCAPE
TRAILS

Waterfall Trail – White Tank Mountain Regional Park

Award Recipient: R.J. Cardin
Submitted by: Maricopa County Parks and Recreation Department

SITE DEVELOPMENT AND LANDSCAPE
PARKS

Tempe Center for the Arts

Award Recipient: The Hon. Hugh Hallman, City of Tempe
Submitted by: City of Tempe Community Services Administration
Landscape Architect: Design Workshop

ART IN PUBLIC PLACES

Terraced Cascade

Award Recipient: The Hon. Mary Manross, City of Scottsdale
Submitted by: Scottsdale Public Art Program
Artist: Lorna Jordan

ENVIRONMENTAL TECHNOLOGIES
PUBLIC SECTOR

**City of Scottsdale CAP WTP Granular Activated Carbon
Adsorption Facility**

Award Recipient: The Hon. Mary Manross, City of Scottsdale
Submitted by: Malcolm Pirnie, Inc.
Project Owner: City of Scottsdale Water Resources Department

**US 60 Florence Junction Traffic Interchange Ironwood Tree
Salvage Experiment**

Award Recipient: LeRoy Brady, Arizona Department of
Transportation Roadside Development
Submitted by: Logan Simpson Design Inc.

ENVIRONMENTAL TECHNOLOGIES
PRIVATE SECTOR

**iLinc Green Meter – Reduces Travel, Reduces Cost,
Reduces Environmental Impact**

Award Recipient: James M. Powers, Jr.
Submitted by: iLinc

EnviroTower Water Savings

Award Recipient: Joel Simoneau
Submitted by: EnviroTower

ENVIRONMENTAL
EDUCATION/COMMUNICATION
PUBLIC SECTOR

Recycling Public Service Announcements

Award Recipient: William Black
Submitted by: City of Mesa Solid Waste Management Department

Recycling Changes Everything – On The Weekend

Award Recipients: John Trujillo and Carolyn Bristo
Submitted by: City of Phoenix Public Works Department

ENVIRONMENTAL
EDUCATION/COMMUNICATION
PRIVATE SECTOR

Moran Architects Sustainability Initiatives

Award Recipients: Gregoria Moran and Doug McCord
Submitted by: Moran Architects

Recycle Program and Green Practices

Award Recipient: Paul McKee
Submitted by: ScottBlue Reprographics

ENVIRONMENTAL
EDUCATION/COMMUNICATION
EDUCATORS, STUDENTS AND NONPROFIT
ORGANIZATIONS

Making Sustainable Communities Happen

Award Recipient: Sherry Ahrentzen, ASU Stardust Center
Submitted by: LISC Phoenix

Phoenix Zoo Barrel Project

Award Recipient: Liesl Pimentel
Submitted by: The Phoenix Zoo

LIVABLE COMMUNITIES
MASTER PLANNED COMMUNITIES

Cabrillo Point by Pulte Homes

Award Recipient: Jacque Petroulakis
Submitted by: Pulte Home Corporation

Henson Village HOPE VI Development

Award Recipients: Michael Johnson and Dee Wheeler-Cronin
Submitted by: City of Phoenix

LIVABLE COMMUNITIES
MULTIMODAL TRANSPORTATION & CONNECTIVITY

**Working Together – Connecting Communities ADOT-
MAG Regional Freeway System 1985 – 2008**

Award Recipients: Victor Mendez, ADOT and Dennis Smith,
MAG

Submitted by: Arizona Department of Transportation and
Maricopa Association of Governments

LIVABLE COMMUNITIES
PUBLIC POLICY/PLANS

**McDowell Sonoran Preserve: Access Area
Design and Site Standards**

Award Recipient: Chris Brown
Submitted by: Floor Associates
Project Owner: City of Scottsdale

Arts, Culture and Small Business Overlay District

Award Recipient: Debra Wilkins Stark
Submitted by: City of Phoenix Planning Department



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As title sponsor of Valley Forward’s 28th annual Environmental Excellence Awards, SRP salutes environmental commitment. In 1903, SRP was founded on the principles of resource stewardship as Roosevelt Dam was built to bring water to the Valley. These same principles guide SRP today in its many community partnerships dedicated to helping preserve Arizona’s environment for future generations.



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Valley Forward has influenced quality of life decisions in the Valley of the Sun since 1969 and is now celebrating its 39th year of bringing business and civic leaders together to improve the environment and quality of life in the region. The organization has helped to ensure that decisions about how residents will live tomorrow are made with foresight and imagination today.

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