

**2007 Innovations Awards Program**  
**APPLICATION**

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ID # (assigned by CSG): 07-S-49WVSUSTAINABLECOMMUNITY

**Please provide the following information, adding space as necessary:**

State: West Virginia

Assign Program Category (applicant): Natural Resources (Use list at end of application)

1. Program Name

West Virginia Sustainable Communities Project

2. Administering Agency

West Virginia Department of Environmental Protection  
Public Information Office

3. Contact Person (Name and Title)

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9. Please provide a two-sentence description of the program.

Celebrating the Mountain State's unique natural, social, and cultural opportunities and working to preserve them for generations to come, the West Virginia Sustainable Communities Project (WVSCP) conducts free energy, water, and waste assessments in select counties of need to help homeowners, businesses, schools, and other community institutions save money and lessen their impact on the environment. While working together to build the foundation of sustainability – a strong local economy, wholesomely vibrant communities, and a healthy environment – seven young adult interns move into and become a part of a community and work hand-in-hand with people to conserve energy and water, minimize their solid waste, and prevent pollution.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on April 2, 2007, to be considered.

WVSCP has been operational from April 2005 to present.

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

The only way to change the status of our environment is to change attitudes, behaviors, and cultural understanding. Before the WVSCP, no government or social program existed in the Mountain State – or any state that we are aware of – that took this approach. Efficiency programs exist, but target only energy and are typically only for businesses, industries, and governmental organizations. These programs are a fantastic asset, but we realized if we really wanted to affect change in a community we had to take our mission of promoting a healthy environment on the road, into our own backyard, and do it in a way that inspires residents to look at ways they can make a quantifiable difference.

The WVSCP interns become invested in helping homeowners, educators, business owners, congregations, health care givers, and other members of a community learn ways they can save money and energy, reduce waste, and conserve water. Going beyond providing people with information, our interns roll up their sleeves and actually help people accomplish goals.

The WVSCP interns living and working in the communities gain new knowledge, skills, and abilities that build community capacity and develop new leaders. These new attributes required to perform the job are demonstrated through qualifying service, education, and training. The interns' performance and professional development ultimately influences them as potential leaders maintaining a strong commitment to promoting a healthy environment, vibrant economies, and livable communities resulting in a sustainable future for all.

The underlying mission of the program is simple: to help communities help themselves. We realize that “we pull the most when we pull together.” This new community-wide behavior results in better community planning, more informed decision-making, more collaboration, consensus building, and more cost-effective use of resources.

Communities in the program have a better understanding of the issues facing them today and of solutions that ultimately affect the outcome of building sustainable communities. More than just providing a service, the WVSCP interns build relationships with residents. Our interns realize that when they move into a community and become a part of the dynamic, change will begin to happen. Soon, it becomes neighbor helping neighbor, not government preaching to citizens.

This integrated approach has resulted in quantifiable differences in the impact a community has on its environment, economy, and culture.

The primary focus of the WVSCP is resource conservation, solid waste reduction and recycling, and pollution prevention. Communities learn about ways to conserve resources, prevent pollution, and minimize solid waste through:

- Water Conservation – the care, preservation, protection, and wise use of water with methods ranging from more efficient practices in farm, home and industry to capturing water for use through water storage or conservation projects.
- Energy Conservation – the good and glorious practice of using energy resources in a sustainable way by considering which processes are wasteful and addressing those inefficiencies.
- Solid Waste Reduction – encompasses all solid waste management methods, such as source reduction, waste prevention, recycling, composting, or purchasing recycled and environmentally preferable products, which result in the prevention of or reduction of solid waste going to the landfill or other disposal facilities.
- Solid Waste Recycling – the process by which materials are collected and used as "raw" materials for new products and also is the reuse of materials that would otherwise be considered solid waste and can be derived from pre-consumer solid waste (materials used in manufacturing) or post-consumer solid waste (materials discarded by the consumer). The three steps in recycling are: 1-Materials are source-separated and collected; 2-Materials are processed and manufactured into new products; and, 3-Consumers purchase the goods made with reprocessed materials.
- Pollution Prevention – any activity that reduces or eliminates pollutants prior to recycling, treatment, control, or disposal. It also means reducing waste and pollution at their source while promoting the Three Rs: Reduce, Reuse, and Recycle.

The ultimate goal of the WVSCP is to identify the complementary relationships among the environment, economy, and society and to create sustainable communities as special places where people want to live and work, now and in the future.

A successful sustainable community is dependent on a healthy environment and actively works to show environmental responsibility and the ability to address issues and solve problems by committing to the following objectives:

- Comply with all applicable legislation and regulations and go beyond compliance;
- Conserve energy, water, wastes, materials, and other resources;
- Develop and implement practices that prevent pollution and solid waste;
- Identify yourself as environmentally responsible within the community; and,
- Promote continual improvement.

## 12. Describe the specific activities and operations of the program in chronological order.

April 2005

- Finalize the funding with the funding partner and the organization that provides the interns.
- Finalize the contract with the organization providing the project leader and interns.

May 2005

- Identify counties of need to locate the project leader and interns.
- Begin advertising and marketing the WVSCP.

- Prepare position descriptions for recruitment of the project leader and interns.

#### June 2005

- Interview the candidates for the project leader position.
- Hire the project leader.
- Project leader acquires housing for self and the interns in the counties of need where the WVSCP is based.
- Project leader begins the planning process to support the WVSCP within the counties of need.
- Project leader begins to identify the activities and performance measures for the WVSCP.
- Project leader begins to identify the government and nongovernmental organizations as potential sponsors, partners, and supporters of the WVSCP.
- Project leader begins to identify the materials, products, tools, and resources for the WVSCP.
- Project leader interviews the candidates for the intern positions.
- Project leader hires the interns.

#### July 2005

- Project leader and interns begin training in the areas of capacity building, leadership development, public speaking, education and outreach, print and broadcast media support, resource conservation, solid waste reduction and recycling, and pollution prevention.
- Begin to draft a community contacts list and resource needs to support the WVSCP within the counties of need.

#### August 2005-July 2006

- WVSCP internship.
  - Target homeowners, schools, businesses, and community institutions within the counties of need.
  - Implement energy conservation, water conservation, solid waste reduction and recycling, pollution prevention, and sustainability projects and measures.
    - Identify and measure changes in awareness and understanding and attitude, behavior, and culture/condition.
    - Identify and measure economic, environmental, and social improvements.
  - Convene and facilitate a process to identify and measure improvements in community image and the capacity to address resource conservation, solid waste reduction and recycling, pollution prevention, and sustainability issues.
    - Provide homeowners with information about tax incentives, loans, efficient materials and products, sustainability, and energy, water, waste, and pollution prevention tips and resources (i.e., ENERGY STAR, etc.).
    - Provide school administrators and teachers with information about sustainability, incentives and recognition programs, and environmental education programs available (i.e., ENERGY STAR, Project WET, Healthy Water and Healthy People, Project WILD, etc.); teach engaging, hands-on lessons about energy conservation, water conservation, solid waste reduction and recycling, and pollution prevention.
    - Provide businesses with information about tax incentives, loans, efficient materials and products, other incentives and recognition programs, sustainability, and energy, water, waste, and pollution prevention tips and resources (i.e., ENERGY STAR, Performance Track, West Virginia Environmental Excellence Program, Environmental Management Systems, Leadership in Energy and Environmental Design Green Building Rating System, Smart Growth, Low Impact Development, etc.); perform technical research on materials and products to increase energy, water, and waste

efficiency and reduce or eliminate costs; teach engaging, hands-on lessons about energy conservation, water conservation, solid waste reduction and recycling, and pollution prevention.

- Provide community institutions with information about tax incentives, loans, efficient materials and products, other incentives and recognition programs, sustainability, and energy, water, waste, and pollution prevention tips and resources (i.e., ENERGY STAR, Performance Track, West Virginia Environmental Excellence Program, Environmental Management Systems, Leadership in Energy and Environmental Design Green Building Rating System, Smart Growth, Low Impact Development, etc.); perform technical research on materials and products to increase energy, water, and waste efficiency and reduce or eliminate costs; teach engaging, hands-on lessons about energy conservation, water conservation, solid waste reduction and recycling, and pollution prevention.
- Develop and provide organizational and leadership development and capacity building skills to homeowners, schools, businesses, and community institutions for building value-added, sustainable communities.
- Conduct energy, water, waste, and pollution prevention assessment of homes, schools, businesses, and community institutions.
- Conduct group and community outreach, education, and presentations.
- Conduct educational programs and presentations and create displays that focus on resource conservation, solid waste reduction and recycling, pollution prevention, and sustainability issues.
- Coordinate print and broadcast media support for the WVSCP.
- Assist communities with the implementation of recycling programs and secure the resources necessary through grants, donations, etc.
- Promote human, social, economic, and environmental sustainability as well as sustainable agriculture, forestry, travel, tourism, communities, development, housing, transportation, infrastructure, government, etc.
- Conduct and participate in community service events and various committees to provide outreach and education on the WVSCP, and specifically resource conservation, solid waste reduction and recycling, pollution prevention, and sustainability issues.
- Prepare and submit the WVSCP Quarterly Reports in October 2005, January 2006, and April 2006.

August 2006

- Prepare and submit the WVSCP Final Report.

September 2006

- Perform the final evaluation and audit of the effectiveness of the WVSCP.

Repeat process cycle.

### 13. Why is the program a new and creative approach or method?

The WVSCP is a voluntary and nonregulatory initiative that provides communities with outreach and education, and the tools and resources necessary to address environmental, economic, and social issues affecting West Virginia.

Communities begin to collaborate and foster partnerships with government, business, industry, academia, and individuals to create a healthy environment, build vibrant economies, and grow livable communities that ultimately improve the overall and quality of life for West Virginians – resulting in a sustainable future.

The WVSCP interns and the homeowners, schools, businesses, and community institutions that participate develop new knowledge, skills, and abilities that enable them to address issues more rationally, resolve situations employing logic and reason, and make well-informed decisions pertaining to their environmental, economic, and social well being.

The WVSCP interns and the West Virginia Department of Environmental Protection (DEP) gather data and information resulting from activity-based, behavioral-based, and outcome-based energy and water conservation, solid waste reduction and recycling, pollution prevention, and sustainability practices.

The DEP utilizes this data and information to determine changes in participants' attitude, behavior, condition, and quality of life. The DEP tracks these changes and systematically analyzes and uses this information to answer questions about and provide direction for the WVSCP and its effect on participants and their communities.

The DEP connects to the people where the learning happens and documents individual change when it occurs. This means simply that our clients shape our program. The WVSCP focuses on building capacity and developing leaders at the local level through providing effective learning resources and experiences. Not only do local leaders gain new knowledge, skills, and abilities, our interns evolve as new leaders.

In this era of responsibility and accountability, it is no longer acceptable to assess simply “what we do,” instead, as the leaders of an environmental agency we must transfer our attention to “what we cause to happen.” The WVSCP lends itself to a planning and evaluation framework that includes results of “what we cause to happen” and provides a structure by which to link community issues to global, national, state, and local issues.

Additionally, environmental regulation in the United States has traditionally relied on command-and-control policies in which regulators – typically the government – set pollution standards or pollution limits and applies them uniformly to a broad category of organizations. Typically this disregards an organization that maintains or even goes beyond compliance in an effort to better market its activities, products, and services in a more environmentally, economically, and socially responsible fashion.

Instead, we should offer performance-based and economic-based incentives to organizations that maintain or go beyond compliance, demonstrate continual improvement, and engage communities.

This migration from command-and-control regulation to economic-based and performance-based incentives creates an opportunity to work with regulatory agencies and regulated communities. The goal is to involve individuals and nonregulated entities in energy and water conservation, solid waste reduction and recycling, pollution prevention, and sustainability projects with broader community benefits.

Although command-and-control regulation is still common, more and more legislation is beginning to use performance-based and economic-based incentives to best meet the demands of the environmental issues at hand. An example of these EPA's Performance Track and the West Virginia Environmental Excellence Program.

Typically environmental regulatory agencies address air, water, waste, and land issues separately. This command-and-control approach disregards the need for more comprehensive and holistic approaches to the various media issues we are faced with today.

The WVSCP embraces a multimedia approach that is inclusive and works with regulated and nonregulated organizations to develop options for how to meet environmental standards and promotes the incentive to research new, creative, and innovative ways to further reduce their environmental footprint.

Individuals and organizations, whether regulated or not, are provided with the tools, resources, and support necessary to decide how they can work collectively to best meet their own needs.

The WVSCP promotes a paradigm shift from command-and-control regulations to self-regulation and more performance-based and economic-based incentive programs for environmental regulation. This shift creates environmental leaders who are responsible, accountable, and exemplify superior environmental performance while allowing the organization to play a role in determining the most cost-effective and efficient ways to conserve energy and water, minimize solid waste, and prevent pollution.

The WVSCP promotes ways of jointly addressing several environmental media, such as air, water, waste, and land to best meet the needs of present and future generations. This is more of a bottom-up versus a top-down approach that involves everyone, whether regulated or not, in an effort to improve environmental performance and sustain those results through continual improvement.

The WVSCP is truly a unique program. We cannot find evidence of another like it anywhere in the country, much less in West Virginia.

Our interns hit the ground running while they conduct free energy, water, and waste assessments in select counties of need to help homeowners, businesses, schools, and other community institutions save money and lessen their impact on the environment.

The program celebrates the Mountain State's unique natural, social, and cultural opportunities and works to preserve them for generations to come. The WVSCP interns work together to build the foundation of sustainability – a strong local economy, wholesomely vibrant communities, and a healthy environment – with seven young adults living as part of a community and working hand-in-hand with people to conserve energy and water, minimize solid waste, promote recycling, and prevent pollution.

As a social, economic, and environmental outreach and education program, it is unmatched.

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

<b>Category</b>	<b>Description</b>	<b>DEP</b>	<b>Benedum</b>	<b>Total</b>
Personnel	Project Manager Six Interns	\$ 30,000.00	\$ 40,000.00	\$ 70,000.00
Fringe Benefits Indirect Costs	Health Insurance Unemployment Insurance Leave (Sick and Annual) Social Security Tax Worker's Compensation Stipends Education Awards Etc.	\$ 28,000.00	\$ 37,000.00	\$ 65,000.00
Travel Transportation	Vehicle Rental Fuel Operations and Maintenance Etc.	\$ 14,000.00	\$ 16,000.00	\$ 30,000.00
Supplies	General Office Supplies Consumables Basic Necessities Etc.	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00
Evaluation	Project Performance Evaluation	\$ 3,000.00	\$ 2,000.00	\$ 5,000.00
Training	Various Trainings Workshops Forums Etc.	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
Other	Administration Recruitment Screening Personnel Services Outreach and Education Materials Computers Attendant Software Housing Communications Clothing Etc.	\$ 10,000.00	\$ 15,000.00	\$ 25,000.00
<b>Total</b>		<b>\$100,000.00</b>	<b>\$125,000.00</b>	<b>\$225,000.00</b>

Note:

In-kind service contributions were difficult to estimate as we received donations of volunteer labor, energy and water efficiency products, print and broadcast media support, etc.

The cost benefit of the total dollars invested is estimated to be a minimum of 2:1.

If we were to hire seven full-time employees through state government including support for travel, transportation, supplies, evaluation, training, etc., the program is estimated to cost taxpayers in excess of \$450,000 for one year alone.

15. What are the program's annual operational costs?

Year 1 – 2005-2006 – \$225,000.00 (Past)  
Year 2 – 2006-2007 – \$210,000.00 (Current)  
Year 3 – 2007-2008 – \$210,000.00 (Future)

16. How is the program funded?

The first year of WVSCP was funded by a U.S. Environmental Protection Agency (EPA) Pollution Prevention Grant (\$100,000.00) and a Claude Worthington Benedum Foundation Grant (\$125,000.00).

The second year of WVSCP is being funded by a U.S. EPA Pollution Prevention Grant (\$100,000.00) and a Claude Worthington Benedum Foundation Grant (\$110,000.00).

The third year of WVSCP will be funded by a U.S. EPA Pollution Prevention Grant (\$100,000.00) and a Claude Worthington Benedum Foundation Grant (\$110,000.00).

Subsequent years funding is pending based on available grants and the special and general revenue devoted to the WVSCP.

Other costs that cannot be realized are those associated with are partners that contribute resources, tools, and training to the WVSCP. The WVSCP leverages support from other local, state, and federal government agencies to generate the best return on our overall investment. This approach also guarantees us that we will not reinvent the wheel or duplicate the efforts of other programs.

The WVSCP is currently supported with grants from the DEP and the Claude Worthington Benedum Foundation.

The Claude Worthington Benedum Foundation is an independent foundation established in 1944 by Michael and Sarah Benedum, natives respectively of Bridgeport and Blacksville, West Virginia. They named the foundation in memory of their only child, Claude Worthington Benedum, who died in 1918 at age 20. The family expressed the wish that grant making be focused in West Virginia and Southwestern Pennsylvania, their native and adopted homes. Grants are made in the areas of education, health and human services, community development, and economic development as a way of promoting philanthropy.

The DEP and the Claude Worthington Benedum Foundation contract with the Student Conservation Association to provide the interns and other support services to implant the WVSCP.

The Student Conservation Association was founded in 1957 and is a nationwide force of high school and college-age volunteers who are committed to protecting and preserving the environment. Through internships, conservation jobs, and crew experiences, SCA members are rising to meet environmental challenges while gaining real, hands-on field experience while living and working in the target communities. The SCA mission is to build the next generation of conservation leaders and inspire lifelong stewardship of our environment and communities by engaging young people in hands-on service to the land.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

No.

18. What equipment, technology and software are used to operate and administer this program?

Personal computers; printers; scanners; attendant software (i.e., Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Access, Adobe PageMaker, Adobe Photoshop, Arc View, ArcGIS, etc.); phone; facsimile; electronic mail; internet; intranet; etc.

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

Yes.

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20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?

No.

The WVSCP differs from other similar state programs in that the focus is not just on regulated businesses, industries, and institutions that wish to participate. Other state programs typically focus on regulated organizations without taking into consideration that the tools and resources that we make available will improve environmental performance, raise community awareness, and create a new image across all sectors, regulated or not, and especially individuals.

21. Has the program been fully implemented? If NO, what actions remain to be taken?

No.

The WVSCP is in the pilot-demonstration phase and is designed to evolve into a statewide program. The WVSCP, during the pilot-demonstration phase, works primarily in counties of need to help homeowners, businesses, schools and other community institutions save money and lessen their impact on the environment.

In order to fully implement and institutionalize the WVSCP, we need to secure a sufficient budget so the program can be offered in all 55 counties in West Virginia. The WVSCP is currently working in small, rural communities with the goal of expanding statewide to take on larger, urban communities as well.

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

The WVSCP has been very effective in targeting homeowners, schools, businesses, and community institutions to address resource conservation, waste minimization, and pollution prevention at the community level. The WVSCP identifies the tools and resources necessary to promote resource conservation, waste minimization, and pollution prevention practices in communities that ultimately leads to effective dissemination of information, improved communication, and a more comprehensive and holistic approach to addressing environmental issues and problems that result in overall improved environmental performance.

Another positive is how participants go through the natural transition of change as it relates to attitude, behavior, and condition that ultimately support short-term, medium-term, and long-term outcomes with measurable results.

Communities are becoming successful as a result of the WVSCP when dependent on a healthy environment and are actively working to show environmental responsibility and the ability to address issues and solve problems through the commitment to the following objectives:

- Comply with all applicable legislation and regulations and go beyond compliance;
- Conserve energy, water, wastes, materials, and other resources;
- Develop and implement practices that prevent pollution and solid waste;
- Identify yourself as environmentally responsible within the community; and,
- Promote continual improvement.

The WVSCP is building partnerships with various stakeholders within communities where government is typically not welcome or even trusted. The program is well received, although government leadership is apparent, and aids in improving the overall image of environmental, economic, and social responsibility of participants. As a result, government is now more approachable. Homeowners, school administrators, businesses, and community leaders are becoming more comfortable in sharing their environmental issues, data, and information with the DEP and the public as a way of demonstrating their commitment to environmental, economic, and social responsibility.

Examples of our clients:

- Homeowners (and Renters) – includes single-family dwellings, multi-family dwellings, developments, gated communities, etc.
- Schools – includes public, private, parochial, trade, and vocational schools.
- Businesses – includes travel, tourism, recreation, manufacturing, healthcare, accommodations, restaurants, gas stations, service industry, retailers, agriculture, financial, utilities, real estate, transportation, automotive, waste water, grocery stores, etc.
- Community Institutions – includes court houses, community facilities, healthcare, churches, libraries, parks, animal hospitals, etc.

### Examples of our projects:

- Energy, Water, Waste, and Pollution Prevention Outreach and Education Programs – provides participants with a type of social service that includes involvement in activities designed to educate participants on energy and water conservation, solid waste reduction and recycling, and pollution prevention approaches that save money and lessen their impacts on the environment. The greater benefits are from activities, including instruction, that provide knowledge, skills, and abilities that provide a better understanding of the issues and promote the adoption of energy and water conservation, solid waste reduction and recycling, and pollution prevention practices.
- Energy, Water, Waste, and Pollution Prevention Assessments – provides homeowners; school administrators, teachers, other personnel, and students; businesses; and community institutions with energy and water conservation, solid waste reduction and recycling, and pollution prevention tips and resources to begin to save money and lessen their impact on the environment. The results of these assessments provide the tools and resources necessary to reduce consumption of water; electricity; and natural gas and propane; reduce solid waste generation; and implement pollution prevention measures to further reduce consumption and solid waste.

The WVSCP leverages support from other local, state, and federal government agencies to generate the best return on our overall investment. This approach also guarantees us that we will not reinvent the wheel or duplicate the efforts of other programs. The WVSCP utilizes several state and federal government programs in its pollution prevention efforts.

### Examples of our collaborative projects:

- Weatherization Assistance Program– assists low-income families who lack resources to invest in energy efficiency. The funds provided by Congress are used to improve the energy efficiency of low-income families, low-income dwellings, particularly for the elderly, people with disabilities, and children using the most advanced technologies and testing protocols available in the housing industry. (Weatherization Assistance Program Technical Assistance Center – <http://www.waptac.org>)
- Weatherization Plus – The Next Generation – evolved from the Weatherization Assistance Program and its traditional focus on heating and cooling energy conservation to an expanded focus on whole-house energy usage and whole-community efforts. (Weatherization Assistance Program Technical Assistance Center – <http://www.waptac.org>)
- Home Energy Saver – assists homeowners and residential building owners with the identification of the best ways to save energy and find the resources to make the savings happen. It is the first Internet-based tool for calculating energy use in homes and residential buildings. (Home Energy Saver – <http://hes.lbl.gov>)
- ENERGY STAR – Products, Improvements, and New Construction – provides tools and resources necessary to save money and protect the environment through energy-efficient products and practices, construction, and weatherization. (ENERGY STAR – <http://www.energystar.gov>)

- ENERGY STAR Change a Light, Change the World Campaign – encourages participants to change from using incandescent lights to compact fluorescent lamps. It is estimated that if every West Virginia household replaced just one 75-watt incandescent light with a 20-watt compact fluorescent lamp we could save more than \$5 million annually in energy costs. (ENERGY STAR – <http://www.energystar.gov>)
- ENERGY STAR Portfolio Manager – provides an effective data management tool to help streamline their portfolio’s energy and water data, and track key consumption, performance, and cost information portfolio-wide. (ENERGY STAR – <http://www.energystar.gov>)
- Lighting Grants Program – assists public facilities with lighting evaluations and matching grants of up to \$20,000.00 for the installation of energy-efficient florescent lighting systems. Participants receive a lighting analysis and lighting audit using approved lighting audit protocols; and presentations on lighting and building energy efficiency topics for school and government facility audiences. (West Virginia Development Office’s Energy Efficiency Program – <http://www.wvdo.org>)
- Litter Control Grant Program – provides a matching grant of up to \$3,000.00 to assist municipalities and county government agencies with community cleanup and litter enforcement projects. Funding is provided for this grant through litter fines imposed on those who violate state litter laws. (West Virginia Department of Environmental Protection’s Rehabilitation Environmental Action Plan – The Next Generation Program – <http://www.wvdep.org/reap>)
- Recycling Assistance Grant Program – provides grants to assist counties, municipalities, and public and private entities interested in planning and implementing recycling programs, related public educational programs, and need assistance in recycling market efforts. Funding is provided for this grant through a \$1.00 fee imposed on every ton of solid waste disposed of at state landfills. (West Virginia Department of Environmental Protection’s Rehabilitation Environmental Action Plan – The Next Generation Program – <http://www.wvdep.org/reap>)
- Save Our Streams Program – trains participants of all ages to monitor and become watchdogs over their local wadeable streams and rivers utilizing a streamside biological approach to monitoring that involves collecting a series of aquatic bug samples to assign a biological integrity rating to the stream or river. (West Virginia Department of Environmental Protection’s Division of Water and Waste Management – <http://www.wvdep.org/dwwm>)
- Stream Partners Program – provides community-based organizations with the outreach, education, and tools and resources necessary to improve the quality of life in and around their stream, river, and watershed. Watershed associations may receive matching seed grants of up to \$\$5,000.00 to help form partnerships to complete sustainable watershed improvement projects. (West Virginia Department of Environmental Protection’s Division of Water and Waste Management – <http://www.wvdep.org/dwwm>)
- Project WET – provides K-12 teachers and other educators with hands-on classroom activities through training workshops that incorporate important environmental lessons pertaining to water resources into all disciplines including the sciences, mathematics, fine arts, social studies, language arts, and music. (West Virginia Department of Environmental Protection’s Division of Water and Waste Management – <http://www.wvdep.org/dwwm>)

Some of our major WVSCP contributions are derived from partnerships with the Governor’s Office of Economic Opportunity (Weatherization Assistance Program and Weatherization Plus); West Virginia Development Office’s Energy Efficiency Program (Ride Share; ENERGY STAR; Home Energy Saver; Alternative Fuels; Energy Training Program; Industrial Assessment; Industries of the Future; Lighting Grants Program; Recycling; Renewable Energy – Solar, Biofuels, and Wind; and Public Schools); West Virginia Division of Natural Resources (Project WILD); and the DEP [divisions of Water and Waste Management (Project WET; Healthy Water Healthy People; Stream Partners; and Save Our Streams); Land Restoration; Air Quality; Mining and Reclamation; Rehabilitation Environmental Action Plan, or REAP – The Next Generation Program (Pollution Prevention and Open Dump Program; West Virginia Make It Shine Program; Adopt-A-Highway, Operation Wildflower, and the Statewide Recycling Program); and Public Information Office (Print and Broadcast Media Support and Youth Environmental Program)].

The WVSCP is only able to work in so many counties at a time based on available human, financial, and technical resources. Currently we are not able to assist everyone that wants and needs help and realize that priority setting is critical to the effectiveness of the program. Current participants are asked to mentor and coach others like them in an effort to reach as many people as possible with the tools and resources necessary that save money and lessen their impact on the environment.

WVSCP Results:

Measurement Type	Results	
Activity Measure		
Number of interns placed	7	Actual Number
Number of forums conducted	30	Actual Number
Number of people in attendance	600	Actual Number
Behavioral Measure		
Number of people implementing P2 practices	60	Actual Number
Outcome Measure		
Gallons of water conserved	0.05	Million Gallons
Kilowatt hours conserved	125.0	MWh
British thermal units conserved	125.0	MMBtu
Pounds of solid waste eliminated	100,000.00	Pounds
Dollars saved	0.0377	Million Dollars
Measurement Description and Background		
Gallons of water conserved – Estimated gallons of water conserved based on comparison of utility bills before and after activity.		
Megawatt hours conserved – Estimated Megawatt hours of electricity conserved based on comparison of utility bills before and after activity.		
British thermal units conserved – Estimated Million British thermal units of natural gas and/or propane conserved based on comparison of utility bills before and after activity.		
Pounds of solid waste eliminated – Estimated pounds of solid waste eliminated based on comparison of weights before and after activity.		
Dollars saved – Estimated million dollars saved of water/electricity/natural gas/propane conserved based on comparison of utility bills before and after activity, and solid waste eliminated based on comparison of weights before and after activity.		

23. How has the program grown and/or changed since its inception?

The WVSCP has primarily remained the same size as it relates to interns and funding since its inception.

The only change that has occurred has been the expansion into additional counties from two to four in an effort to cover a larger geographic area and cross all three congressional districts to gain a higher profile for the WVSCP.

The WVSCP is currently in the second year of the pilot-demonstration.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

If trying to duplicate the WVSCP in other states, make sure there are sufficient human, financial, and technical resources as well as resources providers to efficiently and effectively implement the program.

This is a government-lead project and trust can sometimes be a major detriment to the success of the WVSCP. With the WVSCP, there are a growing number of participants that have changed their opinions about government involvement and it was determined that:

- Governments that have the most public contact must be made more performance-based, results-oriented, and customer-driven.
- Communities achieve satisfaction with government services equal to or better than the business service sector.
- Architectural designs need to be developed to enable communities to have access to all government information and programs that will benefit the environment, economy, and society

**2007 Innovations Awards Program  
Program Categories and Subcategories**

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

*Infrastructure and Economic Development*

- Business/Commerce
- Economic Development
- Transportation

*Government Operations*

- Administration
- Elections
- Public Information
- Revenue

*Health & Human Services*

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

*Human Resources/Education*

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

*Natural Resources*

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

*Public Safety/Corrections*

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

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**Deadline: April 16, 2007**