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MAGAZINE

VIRGINIA TOWN & CITY

P.O. Box 12164

RICHMOND, VIRGINIA 23241

13 EAST FRANKLIN STREET

RICHMOND, VIRGINIA 23219

804/649-8471

FAX 804/343-3758

E-MAIL e-mail@vml.org

www.vml.org

To: VML Executive Committee
From: Mike Amyx, Executive Director
Jay Fisette, President-Elect
Date: October 14, 2007
Re: Go Green Virginia Initiative

In order to support and implement VML's 2007-2008 Action Plan, as it relates to sustainability and natural resource stewardship, we propose the Go Green Virginia Initiative (The "Initiative").

The 2007-2008 Action Plan, adopted by the VML Executive Committee in July 2008, states under Goal 2:

VML staff should work with state groups, national groups, state agencies and cities and towns to develop, promote and educate on issues related to reducing emissions in municipal operations, buildings with less energy demand, and fleets of energy-efficient vehicles for municipal operations. Staff should work with consultants and localities to establish a clearinghouse of information and best practices.

The Initiative is designed to inform, encourage and support local governments' efforts to implement practical strategies that are both economically viable and environmentally responsible. The Initiative would include the following elements:

- *Establish an ad hoc advisory committee (8 – 12 members) to help guide the Initiative, including members of the Environmental Quality Policy Committee, the Executive Committee, local government staff, nonprofit organizations*
- *Hold four or five "Best Practices" Regional Forums across the state that would serve to educate and provide a venue for local governments to exchange ideas and showcase successful model programs*
- *Publish a "Best Practices Green Book," based on a survey of VML local government members, that would catalog programs and practices used in localities across the state to promote sustainability. The book would be an addition to the Local Officials Resource Series and would focus on programs that have proven their value and can be replicated*
- *Establish a monthly column in VML's magazine to further the Initiative*
- *Sponsor a Go Green Virginia Challenge for local governments. This would be a friendly competition designed to encourage Virginia's cities, towns and counties to implement specific environmental policies and take practical actions that reduce the carbon emissions generated by the local government. One hundred "green points" earns a certification as a "Green Government." The top three jurisdictions receive special public recognition at the 2008 VML Annual Conference*
- *Provide additional support to VML for targeted environmental legislative action*