

# ROADMAP TO A SUSTAINABLE OJAI

**Drivers:** The human need for a quality place to live.

Sustainable Initiatives

Community Conservations

General Plan

AB 32 Carbon Footprint

Community Health

**Vehicles:** The programmatic approaches to achieving the goals established by the drivers.

**ENVIRONMENTAL CONSERVATION:**  
Maintain responsible stewardship of air, watershed protection and natural systems management

- LAND PROTECTION AND MANAGEMENT
  - Urban Forest Management Plan
  - Pollution Prevention
  - Trail System
  - Urban Service Boundary
  - Sustainable Agriculture Program
  - Habitat Preservation
  - Urban Ecosystem Analysis
  - Environmentally Sensitive Lands Protection Program
  - Tree Protection Ordinance
  - Street Tree/Canopy Management
  - Golf Course Design Standards
- AIR AND WATER QUALITY
  - Monitoring Program (County)
  - AQ Assessment Guidelines
- WATERSHED PROTECTION
  - National Pollution Discharge Elimination System
  - Wildlife Protection
  - Dam Management
  - Watershed Restoration

**WATER CONSERVATION:**  
Ensure the quality and quantity of water resources while providing a safe and reliable water supply

- Urban Water Management Plan (Golden State)
  - Watershed Management
  - Environmental Landscape Management
  - USDOE Clean Cities Coalition
  - Fertilizer and Pesticide Reduction and Proper Use Program
  - Water, Wastewater and Reuse Rates
  - Water-efficient Landscaping Ordinance
  - Low Impact Development
  - Stormwater Management

**WASTE REDUCTION:**  
Reduce commercial and residential waste and increase recycling, explore alternative methods for waste disposal and storage, and explore ways to gain value from the waste produced.

- RESIDENTIAL RECYCLING
  - Household Hazardous Waste Collection Centers
  - Curbside Collection (Harrison)
  - Carpet Recycling Program
  - Mobile Hazardous Waste Program
  - Motor Oil and Lead Acid Battery Recycling Program
- METHANE GAS RECOVERY
  - COMMERCIAL RECYCLING
    - Construction Reuse Center (ReStore Habitat for Humanity)
    - Office Supply Reuse Center
    - Green Business Recycling Partnership
    - Construction Demolition Debris Recycling Ordinance

**ENERGY REDUCTION:**  
Reduce and eventually eliminate the use of fossil-fuel, greenhouse gas-emitting energy sources.

- Plug-in hybrid Electric Vehicles
  - Zero Energy Homes
  - Energy Mgmt Master Plan
  - Solar/Photovoltaic Program
  - Green Roof Program

**TRANSPORTATION:**  
Promote alternative modes of transportation and mobility.

- FLEET
  - Hybrid Vehicles
  - Fuel Reduction
- MOBILITY
  - Gold Coast Transit
  - Ojai Trolley
  - Ojai Valley Trail
  - Sidewalks to Promote Walkability
  - Bike Lanes
  - Transit
  - Mixed-Use Neighborhoods to reduce Vehicle

**COMMUNITY DESIGN & DEVELOPMENT:**  
Share ownership and responsibility for designing, developing and delivering a successful sustainable community by creating partnerships for implementation.

- PARTNERSHIPS
  - Ojai Unified School District
  - Ojai Valley Green Coalition
  - Ojai Tree Committee
  - Ojai Trees
  - Ojai Valley Sanitary District
  - Golden State Water Company
  - Casitas Municipal Water Company
  - Ventura County Regional Energy
  - Green Building Council of Ventura County
  - Ojai Valley Land Conservancy
- INITIATIVES
  - Transit Oriented Design
  - Smart Growth
  - Green Building Ordinance
  - Free Mulch and Compost Program
  - Community Garden Program
  - Mixed-Use Neighborhoods and City

**Fuels:** Resources to help us power the vehicles.

- Communications:**
  - News Releases
  - Brochures
  - Media Appearances
  - Web Site
  - Media Kits
  - Fact Sheets
  - TV Ch 10
  - PSAs
  - Office Window Display
  - Green Contractor yard signs
- Public Awareness:**
  - Expanded Donor Base
  - Presentations
  - Community Partners
  - Educational Seminars
  - Go Native Campaign
  - Conservation Awards
  - Education
  - Trade Workshops
  - Distinguished Speaker Series
- Employee Participation:**
  - Energy Star Workshops
  - Internal Sustainability Task Force
  - Workshops
  - Education
- Research:**
  - Monitoring Program
  - Food Waste Composting
  - Demonstration Project
  - Case Studies
- Grants:**
  - Federal and State
  - Local