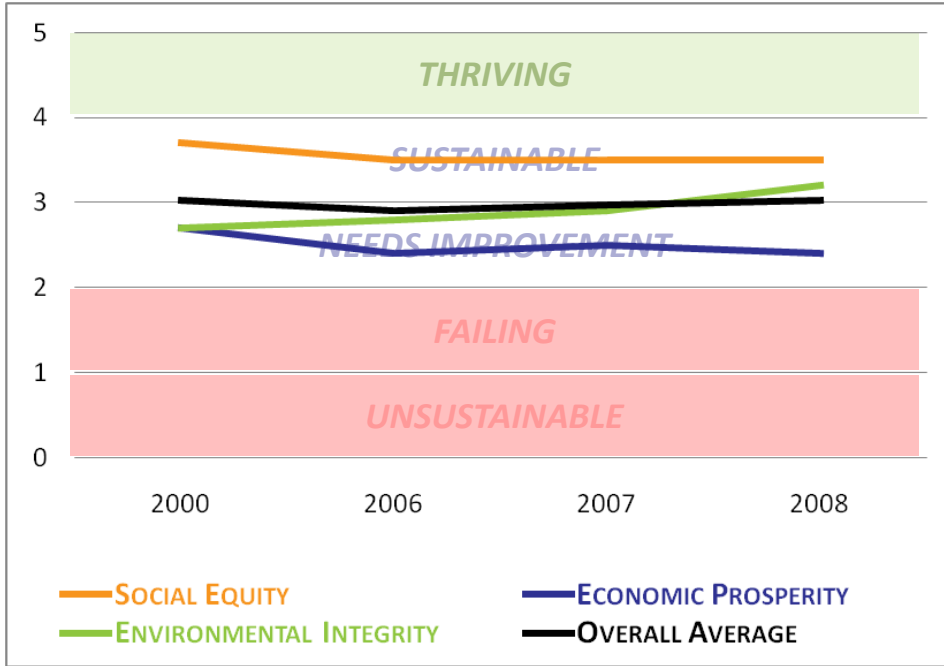


TRENDS

Based on the current indicators and data sources, the **overall Prosperity Index** score remains at a “sustainable” level in 2008, holding steady at a 3.0. Overall averages for the **Social Equity** sector have stayed at or above a sustainable level since 2000. The averages for the **Environmental Integrity** indicators continue to improve each year. The **Economic Prosperity** indicator averages have lagged the other sectors since 2000.



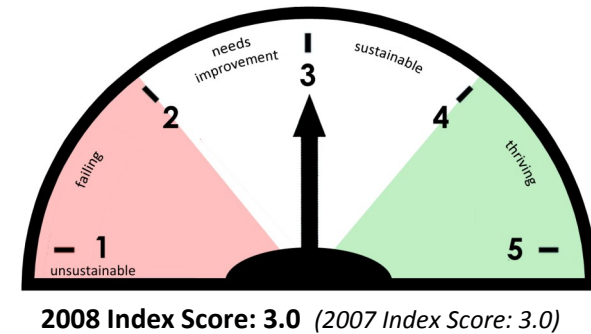
The best way to **continue the positive trends** and **reverse the negative trends** is for **everyone in our community to do their part** in making our community sustainable - **meeting our needs today without compromising the future of our children** and the generations to come. For more information on how to help, visit muskegonasc.org or cccmuskegoncounty.org and click on the Prosperity Index tab.

ACKNOWLEDGEMENTS

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SPONSORS AND CONTRIBUTORS



The Great Law of the Iroquois states, “In our every deliberation, we must consider the impact of our decisions on the next seven generations.”

This *Prosperity Index* is designed to capture key indicators of how our county is currently performing to help us consider how our decisions will impact the next seven generations. Muskegon has just embarked on its second 150 years, that is, the next seven generations. Economic growth, social equity, and environmental integrity are intertwined and linked together. Will we have economic value added...or destroyed? Are we on the road to consumer safety, health and poverty reduction? Are we reducing greenhouse gas emissions, reliance on non-renewable energy and degradation of our water, land and air?

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Education at all levels is the key. We can move the dial!

*Ken Kraus, Director
 Public Health – Muskegon County*

BACKGROUND

The *Prosperity Index for Muskegon County* began as a way for the Muskegon Area Sustainability Coalition to define and measure sustainability by condensing volumes of data into a simple, easy to understand format. As the idea developed, its potential to stimulate conversation and understanding became apparent. Sectors of the community that had not previously engaged in the past began to work together on common interests.

The *Prosperity Index* grew out of several community conversations and initiatives, all focused on ensuring a future for Muskegon County by strengthening cooperation between various community sectors, identifying priorities and evaluating outcomes, and establishing a framework for action around prosperity. Designed as a tool to track progress and guide actions, the *Index* can help Muskegon County develop a more comprehensive response to challenges and opportunities, ensuring that our county is a community that thrives, is desirable, and is enjoyed by current and future generations.

The first summary report of the *Prosperity Index for Muskegon County* was produced in October 2007 and analyzed data from 2005; this fourth annual report includes data for 2008. The *Index* remains a key project for the Muskegon Area Sustainability Coalition and its partners, serving as a means to monitor progress toward prosperity and establish cross-sector accountability for community outcomes.

SUSTAINABILITY PRINCIPLE:

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

- Brundtland Report, 1987

SUSTAINABILITY

Achieving a sustainable community requires a balanced, integrated focus around three core values, also known as the triple bottom line:

Social Equity

Environmental Integrity

Economic Prosperity

Each core value is represented as a separate sector in the Prosperity Index.

INDEX SCORES

Index scores were calculated for each indicator based on how the measure compares to a fixed scale of standards. The rubrics allow score comparisons from year to year and monitoring trends within indicators and sectors.

The index scores are based on a 5-point scale with 5.0 being the highest score. An overall score of 4.0 or higher indicates a community is **thriving**. A score of 3.0 indicates a **sustainable** level has been achieved.

Score	Prosperity Level
4.0 to 5.0	Thriving
3.0 to 3.9	Sustainable
2.0 to 2.9	Needs Improvement
1.0 to 1.9	Failing
Less than 1.0	Unsustainable

WHAT'S HAPPENING NOW IN MUSKEGON COUNTY

Muskegon County has many good things happening to help move the dial...

SOCIAL EQUITY

The Teen Health Center - a collaboration of community agencies and supporters created this accessible place for kids to receive care.

Planned Parenthood Returns to Muskegon -through a partnership with Public Health, necessary reproductive services can once again be provided to women in our community who may not otherwise be able to afford health care. ppwnm.org

Muskegon County Homeless Continuum of Care - recognized by the state as a leading Continuum of Care, this coalition of agencies increases awareness and works together to end homelessness in Muskegon County. muskegoncoc.org

Great Start / Head Start - ARRA and state funding helped increase available pre-school spaces in Muskegon County by 5.3% in 2010. greatstartmuskegon.org



ENVIRONMENTAL INTEGRITY

Goodwill Industries of West Michigan TV & Computer Recycling Program

Since 2005, Goodwill has recycled over 3.4 million pounds of computers components. In 2010, they partnered with Universal Recycling Technologies to recycle 230,000 pounds of out-of-date TVs. Both of these programs supply jobs to dozens of worker throughout the West Michigan region. goodwillwm.org

White Lake Community Native Landscape Initiative

Alcoa Howmet and the Muskegon Area Conservation District partnered to restore the traditional lawn at Alcoa Howmet's Whitehall facility into an environmentally friendly, natural landscape. muskegoncd.org/alcoa_habitat.html

Muskegon Lake/Ruddiman Creek Habitat Restoration Project

This multi-institutional project is aimed at restoring the industrial shoreline on Muskegon Lake's southern shores to its natural condition. wmsrdc.org



ECONOMIC PROSPERITY

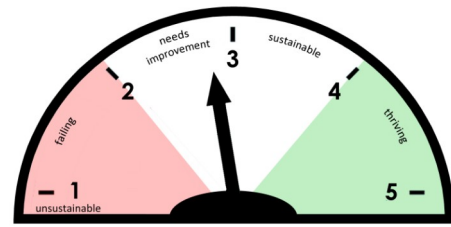
Buy Local - spend a dollar at a local business and it will circulate in our community more often and more quickly than if spent outside the community - up to six times more! muskegon.org/?page=buylocalthinkglobal

Muskegon Opportunity - this dedicated group works to ensure that all high-school students in the Muskegon area are prepared for and have access to post-secondary education, which contributes to economic revitalization. muskegonopportunity.org



Entrepreneurial Support - Muskegon has several groups to support entrepreneurs, including: SCORE (free counseling, workshops, resources) scoremuskegon.org; Muskegon Inventor's Network (networking, resources) muskegoninventorsnetwork.org; Entrepreneur Advisory Council (advocacy, resources) muskegon.org

ECONOMIC PROSPERITY



2008 Index Score: 2.4 (2007 Index Score: 2.5)

How you can help move the Economic Prosperity dial...

- Support local businesses.
- Mentor a young person; encourage post-secondary education.
- Advocate for a diverse business climate.

Economic Prosperity Sector - 2008 Indicators and Scores								
Indicator	Muskegon County		West MI		Michigan		U.S.	
	Measure	Index	Measure	Index	Measure	Index	Measure	Index
Per Capita Personal Income	\$28,062	1.6	\$32,057	1.9	\$34,953	2.2	\$40,166	2.7
Employment Growth avg/year 2004-08	0.04%	1.1	0.14%	1.2	-0.21%	1.0	1.51%	3.3
Employment Distribution	0.972	2.7	1.066	3.7	0.904	2.0	NA	
Bachelor's Degrees ages 25 to 34	16.9%	2.0	27.0%	3.2	27.3%	3.2	29.2%	3.4
Average Weekly Wages	\$693	1.9	\$735	2.1	\$903	3.0	\$876	2.9
Population Growth avg/year 2004-08	0.21%	4.8	0.49%	4.5	-0.01%	2.0	0.77%	4.2
Sector Index	2.4		2.8		2.2		3.3	

- The indicators selected for the Economic Prosperity sector reflect economic growth and development. In 2008, Muskegon County scored in the **needs improvement and failing** ranges on **five of the six** Economic Prosperity indicators, while **Population Growth** remained in the **thriving** range.



- The economy has hit Muskegon particularly hard. One area showing an **improved score** from 2007 to 2008 was **Employment Distribution**, which was most likely caused by the loss of some manufacturing jobs; however, **continuing to diversify our economy will keep this score rising** for the right reasons.

- The Bachelor's Degrees indicator dropped to 2.0 in 2008 from 2.4 in 2007, but is still up from a "failing" score of 1.7 in 2000.

For definitions of indicators and more detailed information, go to muskegonasc.org

SUSTAINABILITY SECTOR AVERAGES

The table below shows overall average index scores by sector for Muskegon County, West Michigan (Muskegon/Kent/Ottawa counties), Michigan, and the United States.

Because 2000 is regarded as a peak year for various economic and social indicators, it is used as the starting year for trend comparisons. The overall Social Equity score for Muskegon County for 2008 remained unchanged from 2007, but showed a decline from the 2000 score. The Muskegon County score for Environmental Integrity showed an improvement between 2000 and 2008, while Economic Prosperity declined.

The next pages contain summary analyses and data for the indicators selected for each sustainability sector. More detailed information on the indicators and index score calculations may be found at muskegonasc.org

Summary Table of Prosperity Index Scores and Trends *									
Sustainability Sector	Sector Index	Muskegon County				West MI (Muskegon/Kent/Ottawa)			
		2000	2006	2007	2008	2000	2006	2007	2008
Social Equity	Score	3.7	3.5	3.5	3.5	3.8	3.6	3.4	3.3
	Trend	steady				declining			
Environmental Integrity	Score	2.7	2.8	2.9	3.2	2.6	2.9	3.0	3.2
	Trend	rising				rising			
Economic Prosperity	Score	2.7	2.4	2.5	2.4	3.0	2.7	2.9	2.8
	Trend	steady				steady			
Overall Average	Score	3.0	2.9	3.0	3.0	3.1	3.1	3.1	3.1
	Trend	steady				steady			

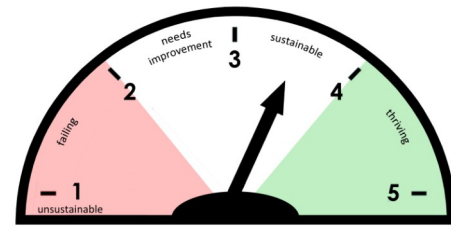
Sustainability Sector	Sector Index	Michigan				U.S.			
		2000	2006	2007	2008	2000	2006	2007	2008
Social Equity	Score	3.6	3.2	3.0	3.0	3.3	3.2	3.0	3.0
	Trend	declining				declining			
Environmental Integrity	Score	2.9	3.3	3.2	3.4	3.1	3.4	3.5	3.8
	Trend	steady				rising			
Economic Prosperity	Score	3.1	2.6	2.2	2.2	3.5	3.1	3.2	3.3
	Trend	declining				rising			
Overall Average	Score	3.2	3.0	2.8	2.9	3.3	3.2	3.2	3.4
	Trend	steady				rising			

*Using a 3 year average, only score changes greater than ± 0.1 are classified as rising or down.

We have not inherited the earth from our ancestors, we have only borrowed it from our children.

- Native American Proverb

SOCIAL EQUITY

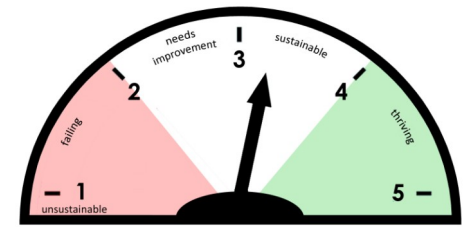
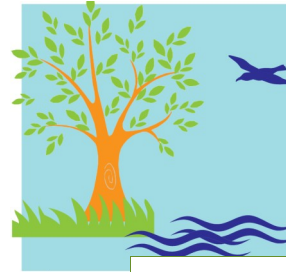


2008 Index Score: 3.5 (2007 Index Score: 3.5)

How you can help move the **Social Equity** dial...

- Volunteer and/or donate to worthy causes.
- Participate in school, neighborhood and community activities.
- Vote in every election.

ENVIRONMENTAL INTEGRITY



2008 Index Score: 3.2 (2007 Index Score: 2.9)

How you can help move the **Environmental Integrity** dial...

- Reduce. Reuse. Recycle.
- Conserve energy and water at home and work.
- Walk. Bike. Carpool. Mass Transit.

Social Equity Sector - 2008 Indicators and Scores

Indicator	Muskegon County		West MI		Michigan		U.S.	
	Measure	Index	Measure	Index	Measure	Index	Measure	Index
Median Household Income	\$40,827	3.1	\$48,939	3.4	\$48,591	3.4	\$52,029	3.5
Household Income Spread	\$9,822	4.6	\$13,961	3.2	\$15,512	2.7	\$19,469	1.6
Infant Mortality per 1,000 live births	6.7	3.6	6.8	3.6	7.6	3.2	6.3	3.7
Nursery/Pre-School Enrollment	54.1%	4.3	48.6%	3.6	49.2%	3.7	49.1%	3.6
Home Ownership	76.3%	4.5	76.6%	4.6	74.0%	4.3	66.6%	3.3
Unemployment Rate	8.5%	0.8	7.4%	1.3	8.3%	0.9	5.3%	2.1
Sector Index	3.5		3.3		3.0		3.0	



- Muskegon County is in the **thriving** range on **three of the six** indicators; two indicators scored at the sustainable level; just one resulted in an unsustainable level.
- **Rising from a sustainable score of 3.8 to a thriving score of 4.3 in Pre-School Enrollment is especially encouraging, because investments in early childhood create the well-educated workforce that is critical to a robust economy.**
- The Unemployment Rate index score for Muskegon County dropped significantly between 2007 and 2008 and continued to remain at a less than sustainable level.



For definitions of indicators and more detailed information, go to muskegonasc.org

Environmental Integrity Sector - 2008 Indicators and Scores

Indicator	Muskegon County		West MI		Michigan		U.S.	
	Measure	Index	Measure	Index	Measure	Index	Measure	Index
Toxic Release Inventory lbs per capita	11.0	3.5	10.9	3.5	9.6	3.7	12.7	3.3
Particulate Matter 2.5 μm^3	10.2	3.6	11.1	3.5	11.3	3.5	10.8	3.6
Land for Agriculture acres per capita	0.5	1.8	0.4	1.7	1.0	2.7	3.0	5.0
Urban Sprawl Fatal Traffic Accidents /100,000 population	10.3	3.4	9.3	3.7	8.7	3.8	12.3	2.9
Ozone parts per million	72.0	3.1	69.0	3.2	69.0	3.2	72.0	3.1
Solid Waste cubic yards per capita	2.9	3.5	2.7	3.7	2.8	3.6	1.6	4.7
Sector Index	3.2		3.2		3.4		3.8	



- **Five of the six** indicators used to gauge the Environmental Integrity of Muskegon County resulted in a **sustainable score and showed improvement from 2007.**
- **Muskegon County performed very well with regards to the air quality indicators.** Toxic Release, Particulate Matter 2.5, and Ozone all scored in the sustainable range.
- The county also scored sustainable with the Solid Waste indicator; however, this still resulted in each resident of Muskegon County throwing away about **eight pounds of trash every day, which adds up to over one ton per year!**

For definitions of indicators and more detailed information, go to muskegonasc.org