

# Muskegon Area Sustainability Coalition

## Vision 2020 Action Steps

### ***By the year 2020, Muskegon County employers will...***

1. Reduce their electric energy usage per unit of production by 25% and/or source 25% of their electric energy from renewable sources.
2. Use at least 25% of locally grown and processed food for business use.
3. Develop comprehensive recycling plans for their material flows.
4. Use cleaning products that are certified by Green Seal and the CRI Green Label Testing Program, or equivalent.
5. Incorporate wellness incentives into their insurance plans for employees.
6. Invest 10% of their annual building maintenance budgets into maintenance that will increase the energy efficiency of their structures.
7. Provide incentives to their employees to walk, bike, carpool, or take public transportation to work.
8. Use business vehicles that meet or exceed CAFÉ standards.
9. Invest an amount equal to 5% of each employee's wages into training and further education for that employee (i.e. skill enhancement, leadership, diversity, etc.).
10. Encourage employees to contribute the equivalent of 5% of total payroll to non-profit community programs including in-kind donations, matching contributions, and volunteer programs.

### ***By the year 2020, Muskegon County individuals and households will...***

1. Reduce their overall energy use by 25%.
2. Purchase from local farmers or grow 25% of the food they consume.
3. Reduce their monthly waste stream by 50% through reduction, re-use, and recycling and reduce the amount of packaging involved in their purchases by 25%.
4. Reduce monthly auto miles driven by 25% through car-pooling, walking, biking, better planning, and public transportation.
5. Participate in a healthy lifestyle that involves regular exercise and proper nutrition.
6. Ensure that 50% of home and apartment landscaping include species native to the state of Michigan.
7. Maintain homes and personal vehicles to maximize energy efficiency and ecological integrity.
8. Volunteer 4 hours a month in the community to contribute to the welfare and understanding of others and encourage respect for cultural differences.
9. Participate in and help establish working neighborhood associations.
10. Increase eligible family member participation in all elections to 75%.

### ***By the year 2020, Muskegon County government subdivisions will...***

1. Purchase 25% of their electricity from renewable sources and develop policies to encourage others to do the same.
2. Establish zoning ordinances that protect against the loss of agricultural lands.
3. Protect and promote access to urban land for parks, community gardens, and urban agriculture.
4. Compost 25% of county's food and other biodegradable waste and make compost available to the community.
5. Develop and implement a countywide recycling plan.
6. Implement mass transit, ride sharing, bicycle commuting plans that reduce auto trips within the county by 25%.
7. Reduce nutrient pollution into Lake Michigan caused by runoff from public and private lands by 25%.
8. Implement a plan to supply county school children with locally grown, organic food.
9. Incorporate wellness incentives into insurance plans for public employees.
10. Implement Building Codes that require sustainable standards equivalent to or better than current LEED certification for all new buildings permitted within the county.

# Muskegon Area Sustainability Coalition

## Sustainability Principles

The following Sustainability Principles are core principles meant to transcend jurisdictions and time frames. These principles have been developed with the idea that they will contribute to a better life for all in the Muskegon region. They are divided into categories to give focus and direction, for now and into the future.

### SOCIAL EQUITY:

- Because we are all interdependent and deeply connected, the concept of equity<sup>1</sup> is critical to our collective survival.
- We should invest in all people across the social spectrum, because the future of our region depends on continual innovation, education, and collective success.
- Diversity of people, ideas, and approaches creates resilience in the social fabric.
- Focus on restoring the health and well being of all people, providing equal access, and revitalizing both our environment<sup>2</sup> and ourselves will ensure the strength of our communities.

### ENVIRONMENTAL INTEGRITY:

- All economic and social activity is based on the environment<sup>3</sup>.
- We should take our cues for sustainable living from the successful operating systems of the natural world. Nature is dynamic and diverse, and continually evolves.
- In a natural system nothing is wasted. Waste is a potential resource that should be recycled and reused.
- We should live on the current solar and geothermal<sup>4</sup> resources we have been given.

### ECONOMIC PROSPERITY

- Businesses must be able to make a profit<sup>5</sup>, while providing a fair wage.
- Businesses, large and small, have the potential to impact the local, regional and global economy.
- Employment sector diversity is a major factor in community prosperity and sustainability.
- Businesses must invest in local human and natural resources to receive the greatest return on sustainability.

---

#### Relevant Definitions

- 1: **Equity-** In this case, equity means ensuring equal opportunity and access to employment and opportunities for all persons regardless of race, religion, sex, national origin, ancestry, age, sexual orientation, marital status, disability, or veteran status.
- 2: **Environment-** In this case, environment means the culture that an individual lives in, and the people and institutions with whom they interact.
- 3: **Environment-** In this case, environment means the physical and biological factors along with their chemical interactions that affect an organism.
- 4: **Geothermal-** Heat stored beneath the Earth's surface.
- 5: **Profit-** "profit" is a subjective term used to incorporate the ideas of both a business's viability as well as costs and benefits to workers and the community.