

WELCOME TO THE



Michigan
Municipal
Executives

2024 Winter Institute



Sustainability:

Embracing the Triple Bottom Line of People, Planet, and Prosperity

Melissa Marsh

City Manager
City of Madison Heights

Michelle Peters

Program Manager
Energy Sciences

Danielle Beard

Michigan Green Communities
Coordinator
Michigan Municipal League



Overview

Defining Sustainability

Panel Discussion

- Where to Start
- How to Create a Plan

Resources

- Green Communities Challenge
- Funding Opportunities
- Outside Support

Q&A



Defining Sustainability

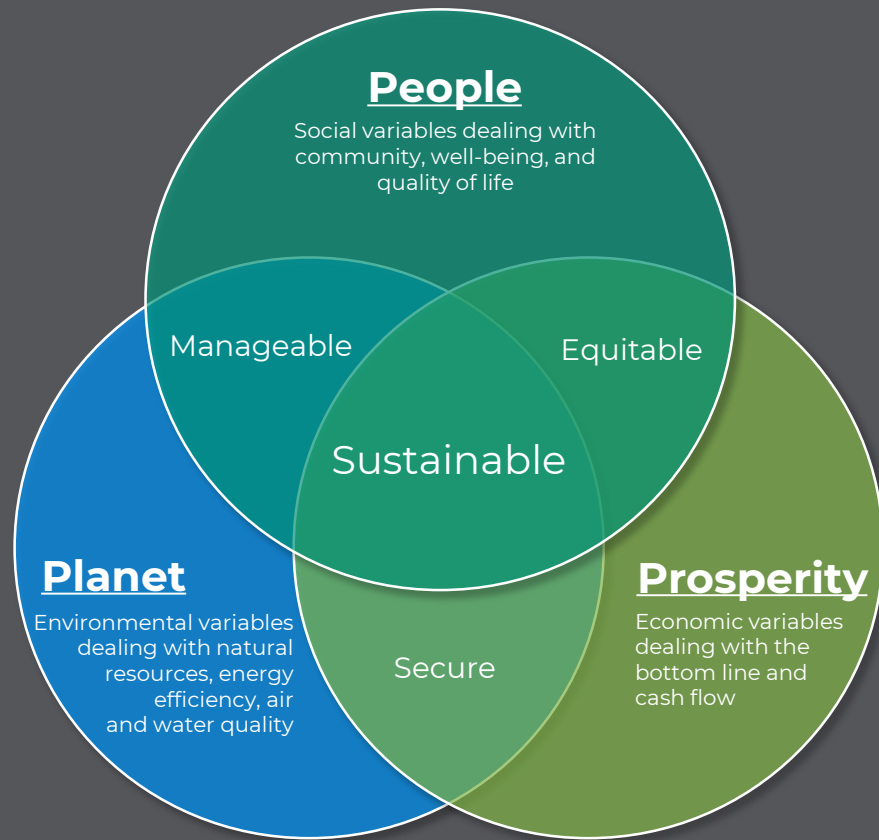


A holistic approach focuses on the Triple Bottom Line:

- People (social)
- Planet (environmental)
- Prosperity (economic)

This approach is used in the public and private sector

- Environmental Social Governance (ESG) Reporting
- MI Healthy Climate Plan
- UN 17 Sustainable Development Goals



Defining Sustainability



People: Engaging the community and quality of life



Planet: Adapting to and mitigating the risks of climate change



Prosperity: Building a resilient and economically secure future

Where to Start

- What does sustainability mean to you?
- How did you start your journey with sustainability?
- Who are your champions?



Where to Start

Embed the initiative within what you are already doing

- It goes beyond sustainability managers
- Make it part of the everyday conversation
- Simple changes, mindset shift



How to Create a Plan

Building a Plan

- What is important?
- Take stock of where you are
- Define 3-5 Priority/ Focus Areas
- Align them with existing initiatives



How to Create a Plan

Assess Progress

- Establish a baseline
- Set timelines for when actions or targets will be achieved
- Review progress



How to Create a Plan



Communicate the Results

- Determine who the results will be shared with
- Define the steps
- Tailor the message to the audience





Resources: Michigan Green Communities

About MGC

A sustainability benchmarking, networking, & technical assistance program for municipalities & counties

Accelerate environmentally sustainable actions by communities **to enhance Michigan's livability & economic competitiveness** in the 21st century global green economy

Benefits

- Free technical assistance
- Access to a peer network
- Easily create a roadmap of sustainability actions that work for your community
- Registration to MISCON & MI Healthy Climate Conference



MICHIGAN **GREEN** COMMUNITIES



Resources: Michigan Green Communities

Catalyst Communities

- Sustainability resource library for local governments
- Resources, examples/case studies, guides for MGC action items

**CATALYST
COMMUNITIES**



Resources: Michigan Green Communities

MGC Technical Assistance Cohorts

- Accelerator Cohort
 - Single topic modules 2x/year
 - Subject matter experts
 - Free consulting
- Catalyst Leadership Circle
 - Meets every other month
 - Fellowship program





Resources: Michigan Green Communities

Template Sustainability Plan Resource Kit

- Internal-facing workplan (Microsoft Excel)
- External-facing sustainability plan (Microsoft Word)
- One-page sustainability plan update/accomplishments (Canva, Microsoft Word)

migreencommunities.com/plan



Resources

Funding opportunities

- Focused Vision
 - Strategy
- Example from Madison Heights
 - EGLE Community Energy Management Grant (CEM) utilized to build a sustainability plan
- Justice40
 - Federal initiative: applies to all grants or funds from the US Government

Resources

Outside Support

- Align with sustainability plan priority/ focus areas
 - List of projects ready for donations to fund
- Strategic Planning with Council and elected officials
- Work with your neighbors
 - Regional applications for federal funding are stronger than going it alone
- Consider assistance for focus areas where additional resources and expertise are needed
 - Energy monitoring, technical guidance, implementation support, etc.



Q&A: Questions, Answers, Discussion





Thank You

Melissa Marsh

City Manager
City of Madison Heights

melissamarsh@madison-heights.org
248.583.0829
<https://www.madison-heights.org/>



Michelle Peters

Program Manager
Energy Sciences

Michelle.peters@esciences.us
734.365.1155
<https://energysciencesllc.com/>



Danielle Beard

Michigan Green
Communities Coordinator
Michigan Municipal League

dbeard@mml.org
517.908.0308
<https://mml.org/>

