

*greater brighton area chamber*   
**environmental**  
**council**



# AGENDA

- The Founding of our Council
- Meet our Team
- Strategic Direction
- Our Work
- City of Brighton Master Plan Environmental Goals
- Take Action!
- Q&A

# THE FOUNDING OF OUR COUNCIL

ALEX

# MISSION

*To encourage engagement and action around environmental issues within the greater Brighton area by supporting, promoting and initiating projects that heighten the connection between the community, economy and natural environment.*

# MEET OUR TEAM

ALEX

# BRIGHTON CHAMBER ENVIRONMENTAL COUNCIL



Pam  
McConeghy



Alex Pushman



Tiffany Stewart



Brenda Korth



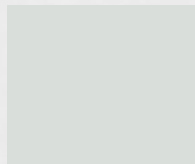
Dave  
Richardson



John Hulyk



Jim Gilligan



Julie Eckles



Jason Bibby



Jimmy Banish



Nicole Urban



Steve Kolk



Patty Thomas



Sindy Santure

# STRATEGIC DIRECTION

TIFFANY

# GUIDING PRINCIPLES



**Awareness**

**Education**

**Action**



# OUR GOALS

	2020	2023
<b>Business</b>	Green Leaf Certified Businesses <ul style="list-style-type: none"><li>● 20 by 2020</li></ul>	Expanding Green Leaf <ul style="list-style-type: none"><li>● Sustainability consulting</li><li>● Tiered Green Leaf</li><li>● Stats to track impact</li><li>● Business recycling program</li></ul>
<b>Community</b>	Strengthen relationships with COB and environmental groups <ul style="list-style-type: none"><li>● Connecting the community</li><li>● Our website as a resource</li><li>● “Greening up” local events</li></ul>	Instilling a Green Culture in our community <ul style="list-style-type: none"><li>● Community led projects (e.g. community gardens)</li></ul>
<b>Environment</b>	Educational events/activities to grow awareness and action <ul style="list-style-type: none"><li>● Movie nights</li><li>● Sustainability speaker series</li></ul>	Put the greater Brighton area among the top green communities in Michigan <ul style="list-style-type: none"><li>● Plan to work toward clean energy</li></ul>

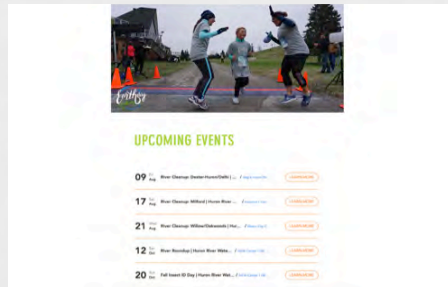
# OUR WORK

TIFFANY, DAVE, ALEX, PATTY

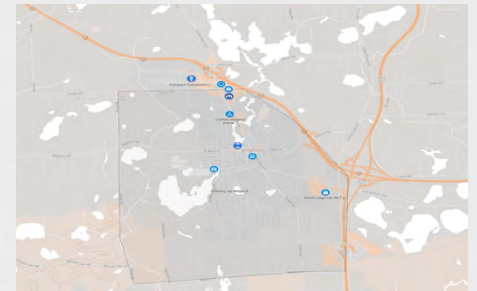
# NEW WEBSITE



New Website



Environmental Activities



Take Action!

Visit the Brighton Chamber website, [brightoncoc.org](http://brightoncoc.org).  
Select: **Environmental Council** under Chamber Groups

# GREEN LEAF CERTIFICATION PROGRAM

Implement initiatives within 6 of the 9 areas to apply for your FREE Green Leaf Certification

1

Eliminate Chemicals

2

Educate

3

Energy Efficiency

4

Sustainable Product Purchasing

5

Food Systems

6

Leadership and Culture

7

Sustainable Site

8

Waste Management

9

Water Conservation



# COMMUNITY EVENTS



Movie Nights



Earth Day Challenge



Climate Action Event

Save the Date!  
Movie Night: Friday, October 18, 7PM

# SUSTAINABLE EVENTS

## Vendor Checklist



### Sustainable Vendor Checklist

We are excited that you will be participating in our upcoming event!  
Here are some ideas to help us make this event more sustainable.

#### VENDORS/ARTISTS

##### REDUCE

- Avoid individually wrapped items
- Use recycled paper content shopping bags as opposed to plastic or offer an incentive for those that bring their own

##### REUSE

- Bring your own reusable water bottle and/or mug and reusable utensils
- Display reusable signage that can be used at future events

##### RECYCLE

- Single-stream recycling bins for cardboard, plastic, glass and aluminum available around the Mill Pond (look for the green bin)

#### FOOD VENDORS

##### REDUCE

- Offer condiments in refillable containers or bulk containers/bottles instead of individual packets
- Steer away from polystyrene (Styrofoam)
- Have straws/lids available upon request only
- Use locally sourced food when possible
- Offer a vegetarian and vegan option
- Use compostable serving products; recycled content napkins



##### REUSE

- Have a food donation plan for leftovers

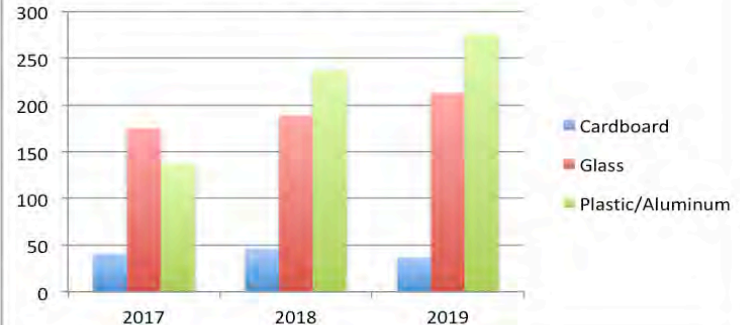
##### RECYCLE

- Single-stream recycling bins for cardboard, plastic, glass and aluminum available around the Mill Pond (look for the green bin)

*Thank you!*

## Recycling Statistics

### Smokin' Jazz and BBQ Blues Fest



# FOOD WASTE PILOT

FOR OUR PLANET, ORCA IS



**65x**

Better than landfill

**10x**

Better than windrow composting



## SUSTAINABILITY

ORCA positively contributes to your environmental imperatives.

FOR YOUR HEALTH, ORCA IS

**35x**

Better than in-vessel composting



**25x**

Better than anaerobic digestion



# BRIGHTON MASTER PLAN

NATE GEINZER, BRIGHTON CITY MANAGER

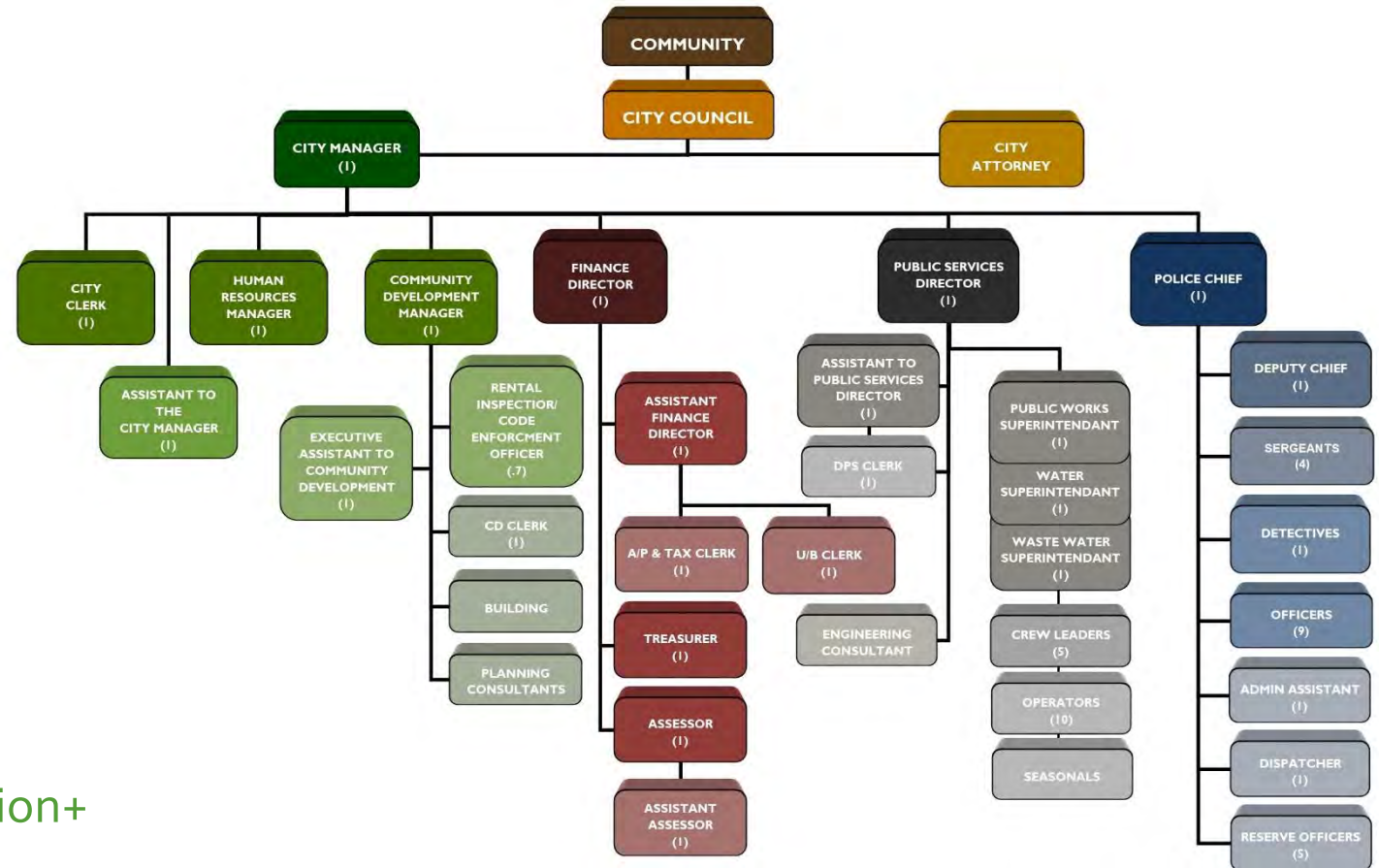


**CITY OF BRIGHTON**

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# Introduction

- History
- Form of Government
- Responsibilities
  - 9 Primary Functions
  - 50+ Employees
  - General Fund Budget \$10 million+
  - Total Budgets \$20 million+
  - Capital Assets \$100 million+
- Community Involvement

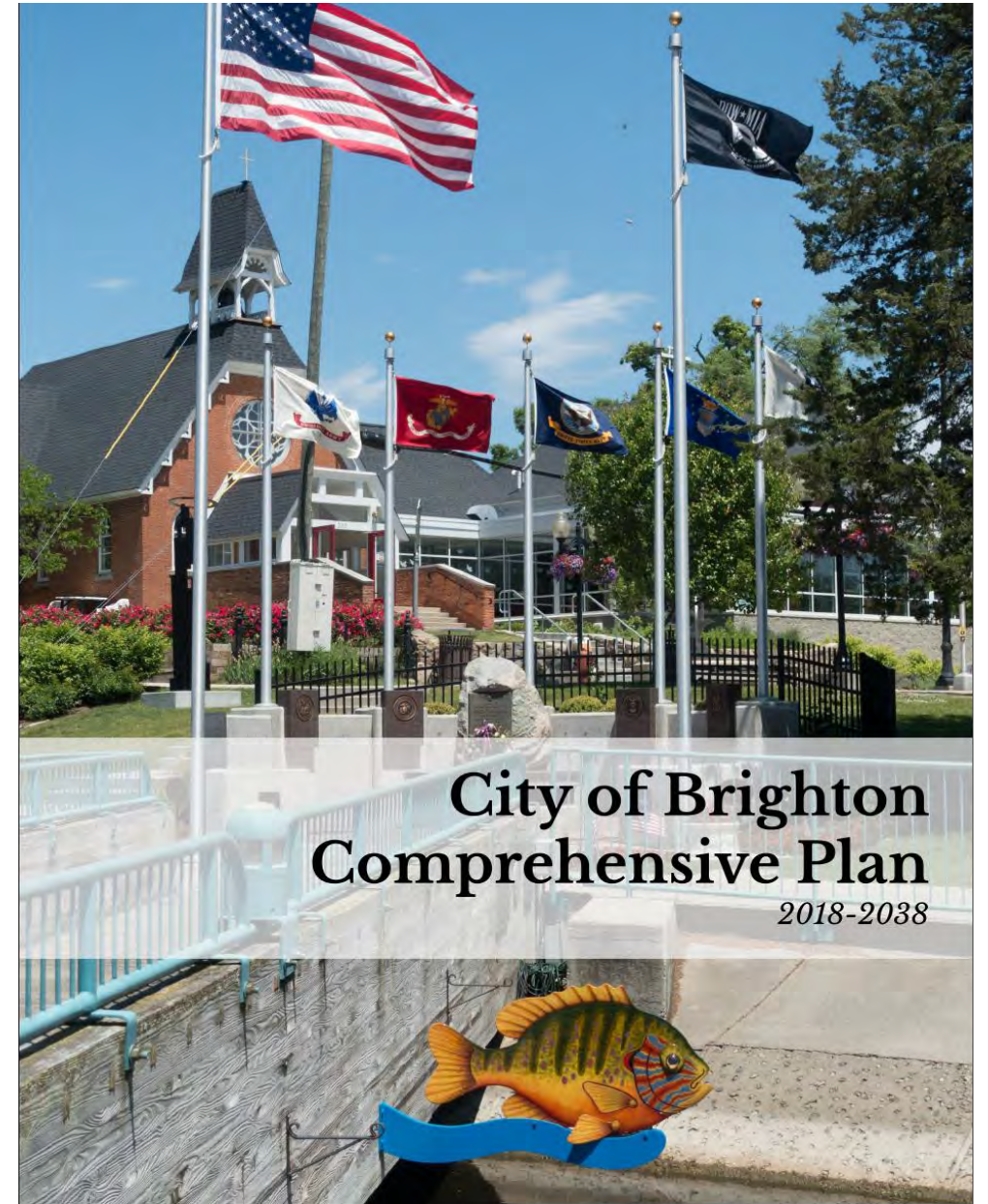


# City Council Adopted Goals

- FISCAL RESPONSIBILITY IS AN EXPECTATION OF CONSTITUENTS TO BE APPLIED BY CITY COUNCIL AND CITY ADMINISTRATION
- EXEMPLARY SERVICES ARE A SOURCE OF PRIDE THAT WILL BE PURSUED BY BALANCING COMMUNITY PRIORITIES AND FISCAL RESTRAINT
- **ENVIRONMENTALLY RESPONSIBLE PRACTICES ARE TO BE PROMOTED AND THE CITY'S NATURAL SPACES PROTECTED AND ENJOYED**
- AN ENGAGED, CONNECTED, AND VALUED CITIZENRY IS A HALLMARK THAT SETS BRIGHTON APART FROM ITS PEERS
- THE WELL-BEING OF THE COMMUNITY WILL BE PROTECTED BY SERVICE-ORIENTED OFFICERS AND ADMINISTRATIVE STAFF THROUGH CONSCIENTIOUS POLICY MAKING THAT UNDERSCORES HEALTH AND SAFETY
- THE COMMUNITY WILL BE ENHANCED BY WELL-SUITED RESIDENTIAL AND COMMERCIAL REDEVELOPMENT
- CITIZENS WILL HAVE ACCESS TO RESOURCES THAT SUPPORT AN ACTIVE AND SOCIALLY ENRICHED LIFESTYLE

# Comprehensive Master Plan

- Master Land Use Plan
- Downtown Plan
- Complete Streets Plan
- Parks & Recreation Plan
- Goals
  - Quality and Variety of Housing
  - Community Identity
  - Environmental Stewardship
  - Infrastructure & Civic Space
  - Economic Development



# PAST EXPERIENCE

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# City of Farmington Hills

- Green Efforts Committee → Commission for Energy and Environmental Sustainability
- Energy Efficiency and Conservation Block Grant
- Georgetown Energy Prize

# City Hall Revitalization



# PRESENT DAY

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Prioritizing and Implementing the Recommendations of the  
Comprehensive Master Plan



# Prioritization Process in the Works

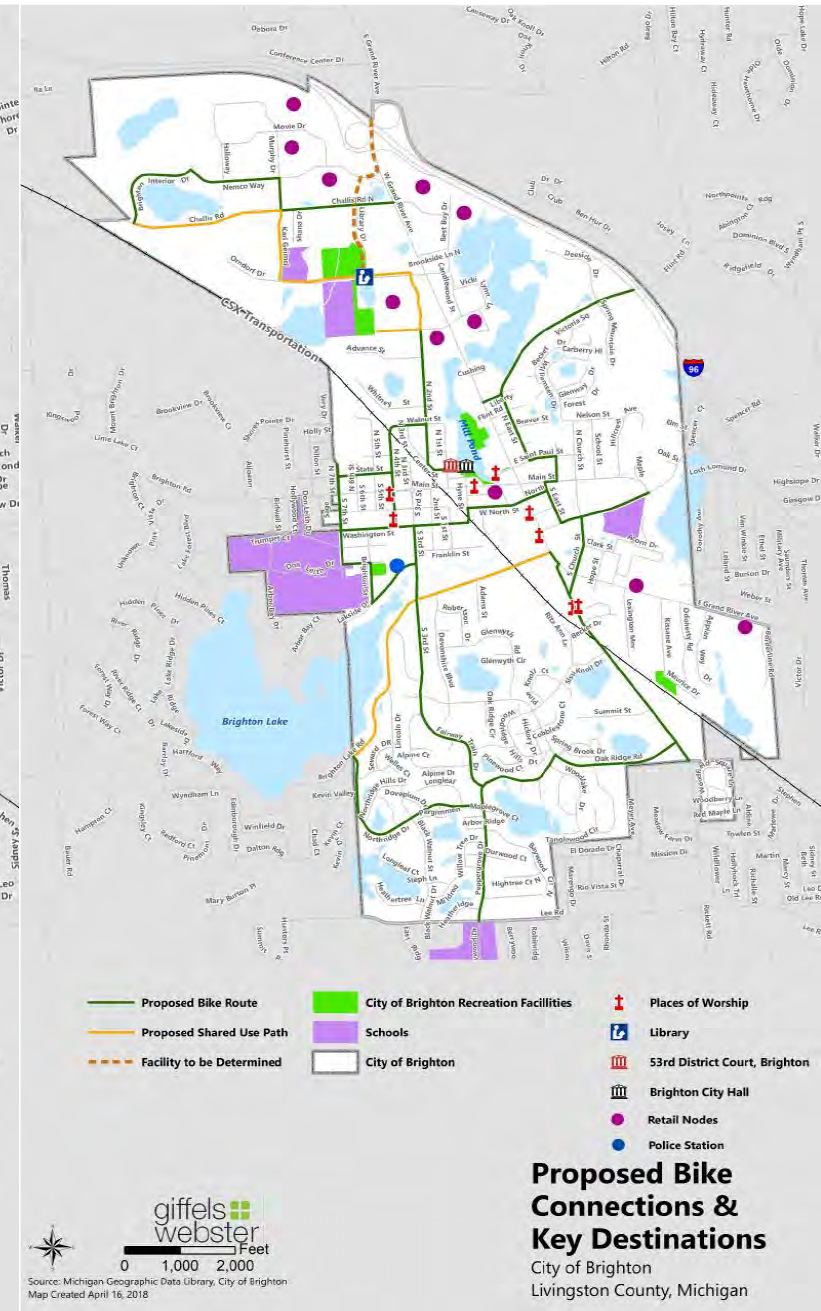
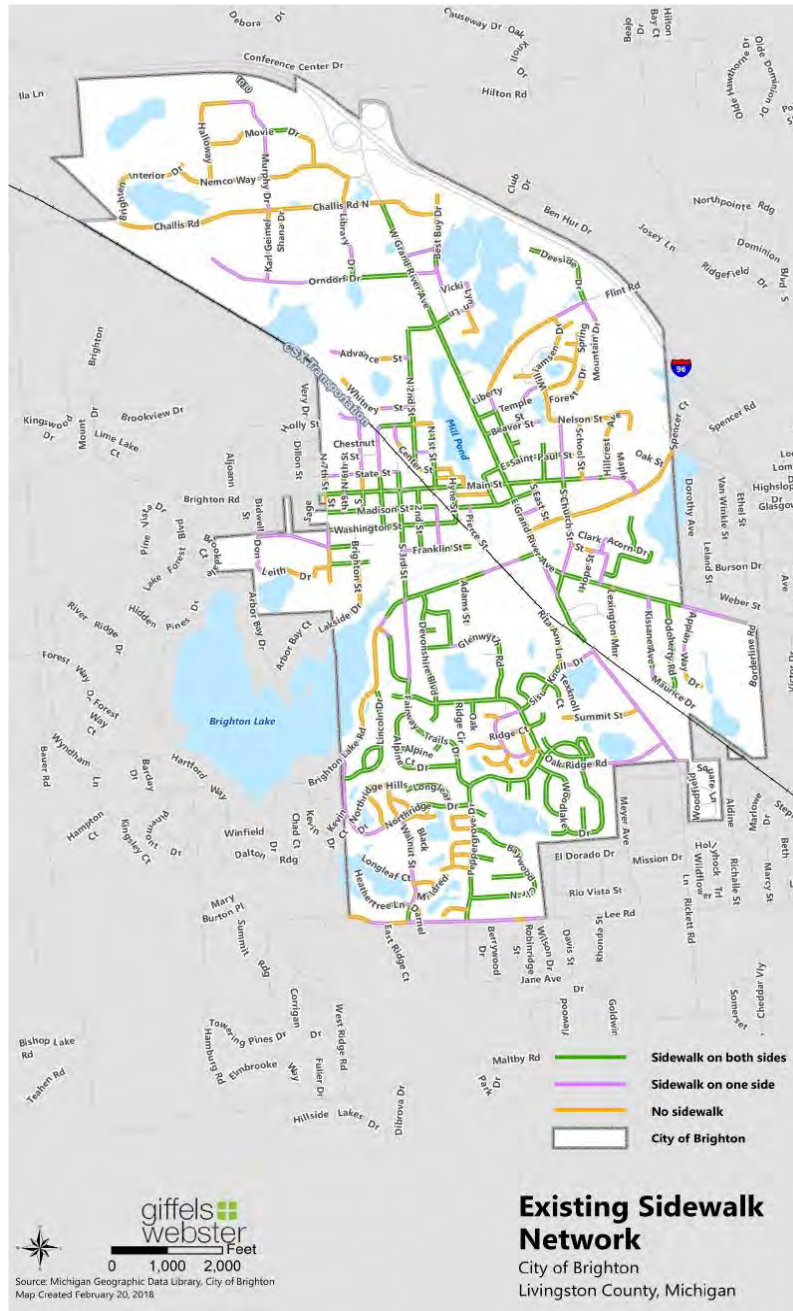
- Over 90 Recommendations
- Not a Believer in Plans as Dust Collectors

# Environmentally Responsible Practices Are To Be Promoted And The City's Natural Spaces Protected And Enjoyed

- Annual Earth Day Millpond Clean Up
- Downtown Recycling Program
- Millpond Restoration Project
- Energy Efficiency



# Complete Streets and the Promotion of Non-Motorized Transportation



# Using Zoning to Enhance Stormwater Management...and Encourage Energy-Efficiency and Environmentally Sustainable Development

- R5 Example

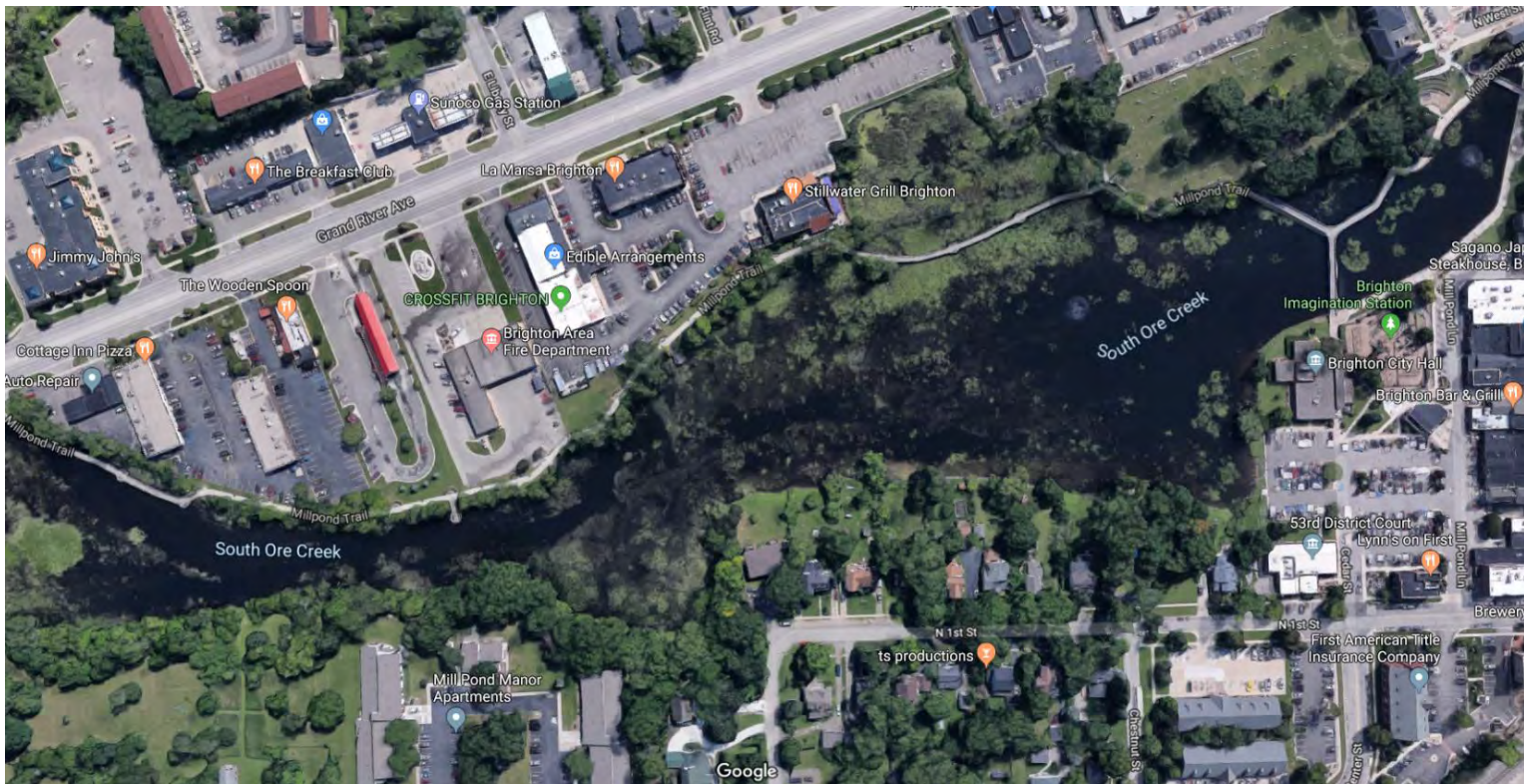
The Overall Building Height (max.) and Frontage Height (max.) for principal structures may be increased to 60 feet and 48 feet, respectively, to permit four floors, if any two of the conditions below are met. For flat roofs, the Frontage Height may be increased to 48'.

- a) Structured or underground parking that accommodates at least 50 percent of the total parking demand for the development site is provided on site.**
- b) Open space parks, plazas, and/or boardwalk areas are provided that give access to or viewing of natural features or waterbodies.
- c) A park or playground is developed that is accessible to the general public.
- d) A wildlife habitat, wetland, woodland or similar environmental feature is preserved in a manner that goes beyond what would be otherwise required by a conventional development on the site.**
- e) A substantial off-site public benefit is provided by the applicant that would not otherwise be a part of a conventional development.**

# Volunteer Group to Assist with Identification and Removal of Invasive Species and Identification and Protection Strategies for Wildlife Habitats



# Develop an Interpretive Signage Program Based on the Above Findings and Recommendations & Develop Demonstration Projects at City Parks...



# Downtown Streetscape

- Better Pedestrian Facilities
- Stormwater Management
- Electric Vehicle Infrastructure



# Questions?



- Nate Geinzer, City Manager
- [geinzern@brightoncity.org](mailto:geinzern@brightoncity.org)
- 810-225-8022





**TAKE ACTION!**

TIFFANY, PATTY, SINDY, JIM, JIMMY

# 1. USE LESS PLASTIC

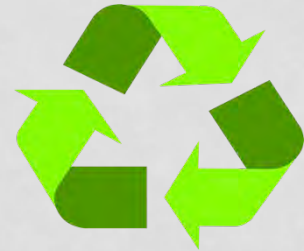
**22 MILLION pounds of plastic debris enter our Great Lakes every year**

- Conduct your own personal plastic audit
- Choose to reuse – eliminate single-use plastics
- Consider alternatives to plastic (or recycled content)
- Choose products with eco friendly packaging
- Talk to local businesses



## 2. RECYCLE RIGHT

- 10% Contamination Limit
  - Non-recyclable materials
  - “Dirty” recycling
- Check What Your Waste Hauler Accepts
- “When In Doubt, Throw It Out”
- Other Ways to Recycle
  - Community Drop Off Events
  - Not-for-profit Locations
- Downtown Public Recycling



# DOWNTOWN PUBLIC RECYCLING

## Look for These Cans Downtown

- 7 Cans Total
  - Around Millpond
  - In the AMP
  - At the Pavilion
  - Inside the Imagination Station



### 3. KNOW WHAT YOU EAT

- Buy locally grown foods
- Grow your own foods
- Purchase plant foods to reduce packaging from processed foods
- Compost plant waste

# HAPPY TO HELP!

Sindy Santure

517.404.8087

SindyS@att.net



## *Grow Good Health*

### **TOWER GARDEN**

#### **The Future of Gardening**

- Grow 30% more
- No dirt, digging or weeding
- 90% less water
- 90% less space

#TAKEHEALTHYBACK

# 4. The Environmental Cost of Fast Fashion

A woman in a purple dress stands in the center of a vast field of discarded clothing, including t-shirts, jeans, and other garments, under a cloudy sky. The scene is a visual metaphor for the environmental cost of fast fashion.

Garment manufacturing is now the second leading cause of pollution.

1.2 billion tons greenhouse gases annually, 92 million tons textile waste, water pollution, etc.

Only the oil industry creates more pollution than the fashion industry!

We now buy 400% more garments per year than just 20 years ago.

Americans buy 20 BILLION garments each year. On average 1 new item every 4 - 5 days!

Americans throw away an average of 76 pounds of shoes and clothing each year.

70 million trees are cut down each year to make our clothes.

It takes approximately 1,000 gallons of water to produce the half pound of cotton in 1 t-shirt.

Production of fiber is responsible for 18% of pesticide use and 25% of insecticide use worldwide

# Microfibers In Our Foodstream

Garments built from synthetic fibers lose up to 1,900 microfibrils per washing, each.

190,000 tons of textile microfibers end up in the oceans every year.

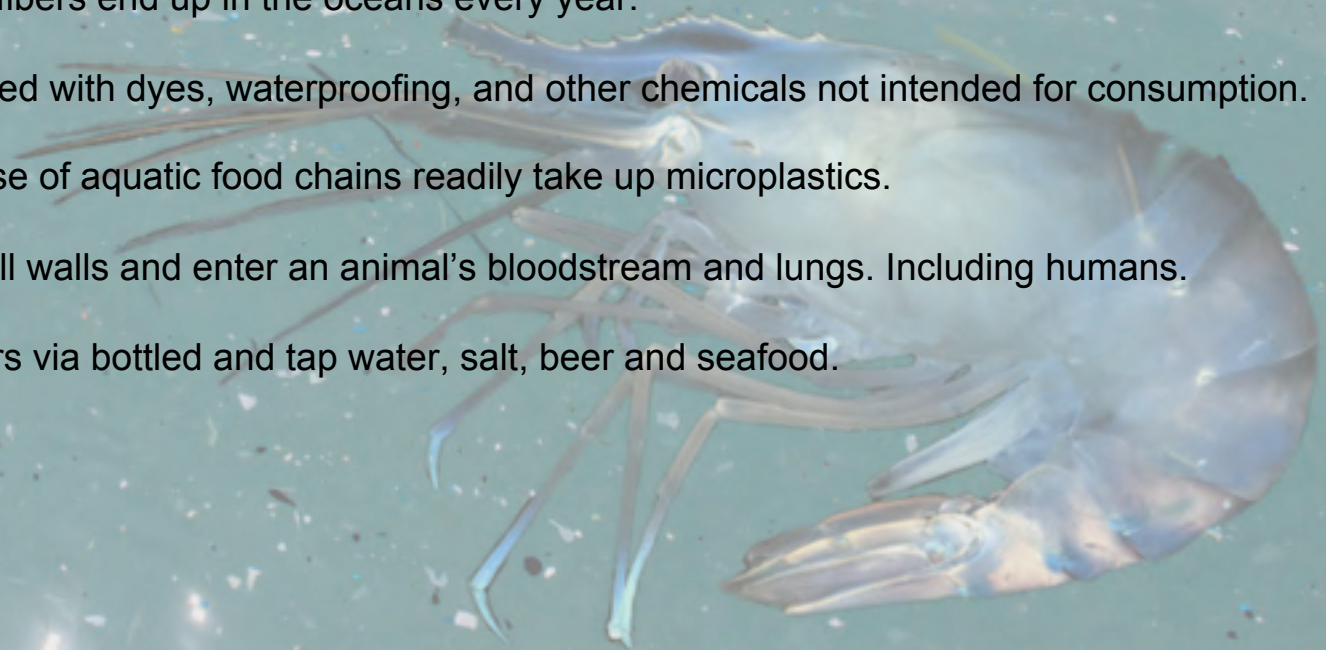
Synthetic garments are treated with dyes, waterproofing, and other chemicals not intended for consumption.

Plankton, which form the base of aquatic food chains readily take up microplastics.

Microfibers can penetrate cell walls and enter an animal's bloodstream and lungs. Including humans.

Humans consume microfibers via bottled and tap water, salt, beer and seafood.

Yes, beer.





# Positive Actions You Can Take Now

Buy items made in countries with higher environmental/humanitarian standards (U.S., Canada, EU...)

Choose sustainably produced fibers such as organic cotton, bamboo, recycled, etc.

Buy less, buy better quality, clean and mend clothes, and recycle.

Install a microfiber filter on your washing machine by PlanetCare or another manufacturer.

Use a filter bag such as GuppyFriend in your washer.

Take a breath.

# HAPPY TO HELP!

**Jim Gilligan**

**Jim.Gilligan@Snedicors.com**

**810.599.6881**



# 5. START MOVING





EXPLORE YOUR OWN BACKYARD

[www.visitlivingstoncounty.com](http://www.visitlivingstoncounty.com)

CHALLENGE YOURSELF

Register for a race or event you've never done

BECOME A TREE HUGGER

Not really, but have appreciation for what you have

CONNECT WITH PEOPLE

[Facebook.com/groups/greentribelivingston](https://www.facebook.com/groups/greentribelivingston)

QUESTIONS?

# WANT TO GET INVOLVED?

Let us know after the meeting or reach out to Pam

THANK YOU!