

2010: It's Easy Being Green

Green Team Proposal to The City of Morgantown, City Council

Statement of Purpose

Who: This initiative, to make next year's City of Morgantown "Year of" campaign focused on sustainability, is being presented and offered for consideration by the Morgantown Green Team, an advisory group to the City of Morgantown. We, the Green Team volunteers, have reached out to a number of local organizations, groups, and businesses to gauge interest, potential participation, and support. If selected, we intend our efforts to be inclusive and open to a variety of interested parties in an attempt to foster a collaborative community-wide enthusiasm for sustainability with awareness for its importance and urgency.

What: We propose this coming year to bear the name "2010: It's Easy Being Green" in order to promote a positive attitude for an agenda focused on real, achievable and sustainable goals. Our areas of focus for this year will include:

- air quality
- waste and recycling
- water use and water quality
- energy use and efficiency
- built environment
- local/regional consumerism
- general pollution/toxicity concerns/emissions
- economics/investing/investments

Within these areas of focus we plan to host events and collaborate with existing events in order to provide educational and outreach opportunities to increase the local public knowledge on such issues. In addition to our educational outreach programs we plan to offer opportunities for individual action at home and at work through the completion of "Easy Tasks" on "Easy Days" (see calendar). Furthermore, we plan to offer fun opportunities for groups and individuals to get involved and excited about sustainability and our collective future.

Where: These events will happen throughout the local community at facilities of the parties that have pledged their participation and support. For those individuals and households wishing to be involved, "Easy Tasks" will be taken on within their homes on a voluntary basis as they see fit.

When: Our plans encompass an ongoing twelve-month calendar with recurring, periodic and one-time events that begin in January 2010. We will continue to develop and expand our calendar as the year progresses and upon selection. See the attached Calendar of Events and related notes.

Why: Research and solicitation of public opinion was done with regard to a variety of sustainability concerns as well as local and regional areas of interest, concern, and opportunity. As a result, we established the above listed areas of focus. In addition, to help steer our efforts; we have compiled a fact sheet (see attached) that begins to highlight and emphasize why these areas of concern need attention and/or improvement in our community.

On a related note, we believe that Governor Manchin's recent proclamation establishing November 2009 as America Recycles Month, illustrates the importance of one of our areas of focus as a real concern and opportunity for West Virginians. This proclamation demonstrates a commitment to improvement in this one area at the state level.

Additionally, Morgantown has been recognized as one of the best small cities in the country. We believe this initiative will help demonstrate the city's commitment to our community, the future, and the planet in an effort to continue to lead the country by example.