

# MEMO

**Date:** February 3, 2010  
**To:** Town Sustainability Committee Members  
**From:** Community Development Department Staff  
**RE:** Discuss Healthy Sustainable Business Neighborhoods Program Proposal

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## Overview

The idea for the Healthy Sustainable Business Neighborhoods program came from discussions at a gathering of Fox Valley sustainability groups about how to encourage sustainability and healthy living. George, myself, Dr. Margie Weiss, Mike Dillon and Dale Youngquist have met to discuss the possibility of a start-up Healthy Sustainable Business Neighborhood in the McMahon Business Park. Attached you will find a preliminary overview of the program as brainstormed at our initial meetings.

We wanted to bring this to the Sustainability Committee to discuss what our level of involvement should be in the program.

# Healthy, Sustainable Business Neighborhoods Designation (HSBN Designation)

## **Purpose:**

- to identify those business neighborhoods demonstrating leadership in health & wellness, safety and sustainable business practices in the Town of Menasha
- to promote/market these businesses as innovative business leaders
- to encourage and attract new business to the Town of Menasha

## **Business Benefits-(Proposed)**

- Signage
- Publicity
- Reduced set-backs
- Increased density and other zoning considerations
- Increased access to public transportation-pending
- Other

## **Criteria for Designation:**

- More than one company (for-profit, non-profit, governmental)
- Co-located in a common geographic area
- Demonstration of clearly articulated vision and plan for promoting health, safety and sustainability in business practices (See audit criteria)
- Commitment to ongoing education and mentoring of others in the community in relation to health, safety and sustainability

## **Audit Committee**

- Town of Menasha Board Member
- Sustainability Committee member
- Planning Staff
- Representative from Planning Commission
- SME-Subject Matter Expert

## **Proposed initial Audit Committee**

- Town of Menasha Board Member-Dale Youngquist
- Sustainability Committee Member-Michael Dillon
- Planning Staff-Ria Hull
- Representative from Planning Commission-TBD
- SME-Subject Matter Expert-Dr. Margie Weiss

This committee would serve as advisory to the Planning Commission.

## **Process**

Identification of potential healthy, sustainable business neighborhoods

Work with companies located in the area to complete the audit tool **(Limit pages to 10?)**

Audit Committee reviews and approves

Designation awarded through Town of Menasha

**Timeline**-dependent upon time needed for companies to prepare audit document and contingent upon Planning Commission meeting schedule

**Maintaining the Designation:** HSBN must provide an annual “report to the community” on any neighborhood-related actions relative to HSBN criteria (i.e. a neighborhood project/walkway beautification/clean-up/H&W neighborhood efforts-i.e. walking program, etc)

# Healthy, Sustainable Business Neighborhood (HSBN) Audit Criteria



## 1) Incorporate HS<sup>3</sup>™ Model in Vision & Mission Statements (10 points)

The organization has a clearly articulated definition of health, safety & sustainability; how they are linked and an understanding of how they affect business.

(Metrics: presence of health, safety, sustainability, stewardship (HS<sup>3</sup>™) integration in vision, mission, and policy statements, such as job descriptions)

Note: ISO 14000 requires a policy statement (ISO Phase 1)

## 2) Secure Leadership Support (5 Points)

The organization's integrated health, safety, & sustainability strategies receive sufficient focus from senior management and all responsibilities and accountabilities are clear.

(Metrics: leader's communication efforts, budget allocations, modeling & mentoring)

## 3) Build a leadership team representative of health, safety, sustainability, and stewardship (5 Points)

The organization has the required capabilities and tools to execute the health, safety & sustainability strategy effectively.

(Metrics: team composition, involvement time/level of participation)

## 4) Assessment & Data Collection (20 points)

The organization has conducted a thorough assessment of the drivers of health, safety & sustainability and the integration that presents the greatest opportunities and potential risks to the business.

The organization's health, safety, & sustainability agenda is aligned with relevant external stakeholders (i.e. supply chain, vendors, shareholders, customers)

(Metrics: assessed via data collected & analyzed.) Samples:

- a. Attach 21 Survey-Attachment and Self-Efficacy metrics
- b. Worker Aspects
  - i. Worker-Health Status: (Sample Metrics: macro=healthcare costs, micro-HRA results; Biometrics, Presenteeism)
  - ii. Worksite-Health, safety and risk-resistant status (Sample Metrics: Macro-W/C Costs, Mod-rating. Micro-incident tracking, absenteeism)
  - iii. Customer & Employee Health and Safety Needs Analysis Sample Metrics: Macro-Reportables, Micro-Workstation Ergonomic analysis; access to delighting; Occupant comfort survey)
  - iv. Worker interest/needs survey (Welcoa requirement)
  - v. Workplace Diversity (Sample Metrics: Micro=women, ethnicity, age, Women in leadership roles)
- c. Environmental Aspects (ISO Phase 2) Building
  - i. Design, maintenance & operation (LEED O&M, LEED for Neighborhoods)
  - ii. Air Quality Sample Metrics: Macro=elimination of radon, mold, toxins; Micro=HVAC certification/maintenance)
  - iii. Water Quality Sample Metrics: Macro=annual water use Micro=water discharge measurements; Reuse of water)
  - iv. Waste Management-solid waste management infrastructure (Sample Metrics: Macro=Tons to Landfill, Waste Management costs)
  - v. Environmental Contamination-Internal and External; Storm water management; (Sample Metrics: Macro-Exposures/Spills, # of regulatory citations Micro=# recycled cartridges, toners; # of paper used; decrease in packaging costs)
  - vi. Energy Conservation-Renewable energy sources; (Sample Metrics: Macro=Annual Energy Costs Micro=Fleet status: #/type of vehicles, miles driven)

- vii. Use of Natural Resources and raw materials (Sample Metrics: Macro=cost of production materials, % of product renewal, recycled, salvaged, locally produced)
- d. Community Aspects-Corporate Social Responsibility-LEED for Neighborhoods;
- e. Reducing auto dependence, public transportation; wetlands/natural habitat conservation & restoration; walkable streets; Local and community issues (Legal & Other Requirements) (Sample Metrics: Macro=Regulatory citations, # customer complaints/returns Macro=\$ in philanthropy Micro=volunteer hours)

**5) Integrate health, safety, sustainability, stewardship within company's strategic plan (20 Points)**

The organization has a clear and compelling business case for integrating health, safety, & sustainability efforts over the short term (1-3 years) and long term (4+ years).

The organization has used this analysis to guide where and how the organization will deal with health, safety, & sustainability as business issues.

(Metrics: review of plan, environmental review/visit)

- a. Identify goals, objectives, strategies in company strategic plan (Objectives, Goals, Targets-ISO Phase 4)
- b. Implement an integrated model, such as HS<sup>3TM</sup> –Choose integrated interventions, programs (Management Programs-ISO Phase 5)
- c. Defining structure, accountability/Responsibilities (ISO Phase 6)
- d. Define Employee Growth & Development Opportunities-PSPs (Determine Education, Training and Competence ISO Phase 7)
- e. Determine Communication and Marketing Strategies (ISO Phase 8)
- f. Designate Documentation Requirements (ISO Phase 9)
- g. Determine Operational Controls & Evaluate Policies
- h. Develop Emergency Preparedness & Response (ISO Phase 10)

**6) Evaluation: (15 points)**Sustaining progress with ongoing outcome evaluation and continuous improvement: (Checking & Corrective Action-ISO )

The organization's health, safety, & sustainability strategy is integrated with operations, processes and culture.

The organization has established targets for health, safety, & sustainability efforts along with metrics for ongoing measurement, tracking and reporting.

- a. Metrics and Monitoring in place (ISO Phase 11)
- b. Response to nonconformance, corrective & preventive action determined, communicated and consistently applied (ISO Phase 12)
- c. Record keeping in place (ISO Phase 13)
- d. Audit processes in place(ISO Phase 14)
- e. Board & Shareholder Reports-Management/Oversight Review in place (ISO Phase 15)

**7) Neighborhood Commitment: (20 points)** Neighborhood Collaboration and Commitment to ongoing education, mentoring and, research

The organization has demonstrated a commitment to ongoing education, mentoring and research activities. The businesses applying for the distinction have collaborated on projects or initiatives that improve the health of their people, the environment, and the community at-large.

LEED for Neighborhoods-Community outreach and involvement

References: LEED for Neighborhoods, ISO 14000 focus areas, Welcoa Well Worksite, and MIT Sloan Sustainability Audit. "The Sustainability Audit" MIT Sloan, The Business of Sustainability, 2009 Special Report. <http://sloanreview.mit.edu/special-report/the-business-of-sustainability/> 9/17/2009