

More Information

Detailed tables showing indicators and Index scores for each sector and selected periods and geographies are available on the Muskegon Area Sustainability Coalition website: www.muskegonasc.org

In addition to the detailed tables, the MASC website also provides information on data sources, selection of indicators, and the scales – or rubrics – used in calculating the Index scores. For questions or comments about the report or *Prosperity Index*, contact: sustainability@muskegonasc.org

Information about the *Prosperity Continuum*, the model used in defining the integration of human services with other community sectors, is available on the Community Coordinating Council (CCC) website: www.cccmuskegoncounty.org

Also available on the CCC website is information about the recent *Driving Prosperity* project – an initiative to develop action plans to improve select Social Equity indicator measures and scores.

Sponsors and Contributors

- Alcoa
- Annis Water Resources Institute – Grand Valley State University
- Community Coordinating Council of Muskegon County
- Community Foundation *for* Muskegon County
- Muskegon Area Chamber of Commerce
- Muskegon Area First
- Muskegon Area Sustainability Coalition
- Muskegon County Environmental Coordinating Council



Acknowledgements

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Prosperity *Index*
for Muskegon County,
Michigan

2009 SUMMARY REPORT

2007
Overall
Prosperity Index
Score:
3.0
out of 5.0



a project of
Muskegon Area
Sustainability Coalition

produced by
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Background

This is the third annual summary report of the *Prosperity Index for Muskegon County* and includes data for 2007. The Index grew out of several community conversations focused on ensuring a future for Muskegon County, strengthening cooperation between various community sectors, identifying priorities and evaluating outcomes, and establishing a framework for action around prosperity.

Sustainability

Principle

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

- Brutland Report, 1987

The Community Coordinating Council, a State-endorsed community collaborative of human service agencies, conceived and developed the concept for an index that would support integration of various sectors of the community in achieving prosperity.

About the same time, several area businesses and organizations were forming the Muskegon Area Sustainability Coalition out of a shared commitment to achieve prosperity and community success without sacrificing the assets and resources of future generations. The Coalition recognized the value of the *Prosperity Index* as a tool in monitoring progress toward prosperity and establishing cross-sector accountability for community outcomes. The Index was adopted by the Coalition as a key project, and the first summary report was produced in October 2007.

Sustainability

Achieving a sustainable community requires a balanced, integrated focus around the core values of:

- Social Equity
- Environmental Integrity
- Economic Prosperity

Each core value is represented as a separate sector in the *Prosperity Index*.

Index Scores

Index scores were calculated for each indicator based on how the measure compares to a fixed scale – or “rubric” – of standards. The rubrics allow score comparisons from year to year and monitoring trends within indicators and sectors.

The index scores are based on a 5-point scale with 5.0 being the highest score. An overall score of 4.0 or higher indicates a community is “thriving.” A score of 3.0 indicates a “sustainable” level has been achieved.

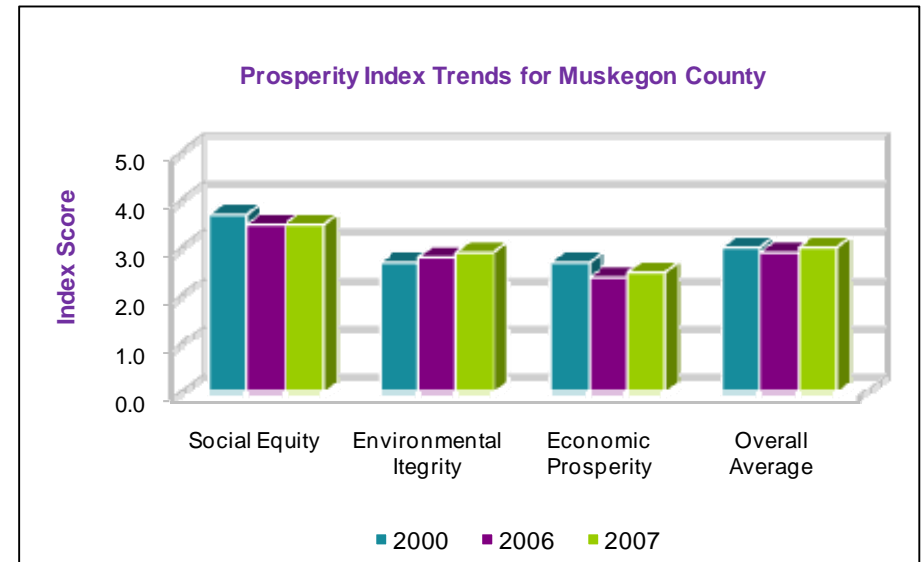
Score	Prosperity Level
4.0 to 5.0	Thriving
3.0 to 3.9	Sustainable
2.0 to 2.9	Needs Improvement
1.0 to 1.9	Failing
Less than 1.0	Unsustainable

Benchmarking

Again this year, the Index report includes data and score averages for two groups of select counties in Michigan. In the tables on the foldout pages, the numbers in each column headed “West MI” are the simple averages of data reported for Muskegon, Kent and Ottawa Counties. Each “East MI” column shows the averages of data reported for Bay, Genesee and Saginaw Counties. The East Michigan counties were selected because the overall size and configuration of their urban and rural populations was deemed comparable to the West Michigan counties.

Trends

Based on the revised indicators and data sources, the overall Index score reached the “sustainable” level in 2007 increasing to 3.0 from 2.9 in 2006. As shown in the chart below, overall averages for the Social Equity sector have stayed at or above a sustainable level since 2000. The averages for the Environmental Integrity indicators improved from 2000 to 2007. The Economic Prosperity indicator averages lagged the other sectors in 2006 and 2007.



Unfold Sheet for 2007 Data Tables