

## Innovation in West Michigan

# Sustainability



**Sustainability: making wise use of our natural resources to assure they will meet the needs of future generations – is everyone’s responsibility. At the Holland BPW we take this responsibility seriously, from the sustainable practices we employ in our day-to-day operations to the tools and teachings we share with our customers and community.**

### **Sustainability at the Holland BPW**

Sustainability begins at home, and at the Holland BPW we are constantly finding efficiencies, some literally in our own backyard. For example, we have established new landscape management practices that include less frequent mowing for some areas – a simple choice that conserves a significant amount of fuel over the warm-weather months.

### **Energy Smart**

The Holland BPW is engaged with several customer and civic initiatives designed to improve energy use and efficiency. In 2009, the Holland BPW designed and implemented “Energy Smart,” our energy efficiency program focused on encouraging energy efficiency to our residential and commercial & industrial customers.

### **Our customers saved over 3.2 Million kWh of Electricity**

#### **CFL Bulb Recycling Program**

We also offer a CFL bulb recycling program for our residential customers. Old, unbroken CFL bulbs may be dropped off at the BPW Service Center, 625 Hastings Avenue, Holland, MI 49423.

Education is another key component of our public outreach efforts. We are firm believers in the value of CFL and Light-emitting Diode (LED) lighting, which are more energy-efficient, less expensive to operate and longer-lasting than traditional incandescent lights. In addition to changing out all of our traffic signals to LED technology in 2009, we continue to convert other municipal lighting throughout Holland to LED’s, and provide and install 30,000 LED lights each year in Centennial Park to illuminate the city for the holiday season.

#### **Holland Community Sustainability Committee**

To further reinforce our commitment to sustainability, the BPW, along with the City of Holland, formed a new committee in early 2009: the Holland Community Sustainability Committee.

This nine member committee, made up of community citizen representatives, is charged with engaging the greater-Holland community in sustainability measures. In 2010, the Sustainability Committee hosted 19 community forums, which gathered information and input on two important subjects: energy management and water management. The committee will continue to explore opportunities to engage the community on other sustainability efforts in the future.