



A key goal of the City of Mount Vernon is a sustainable environment. The broad definition of sustainability is making choices that will leave the planet better off for your kids, grand children and future generations. To increase the health of the ecosystem, economic measures have to be joined with incentives. Unfortunately, to have a true sustainable impact, economics and the ecosystem cannot be separated. Therefore, the 10% Challenge incorporates both.

The 10% Challenge is a voluntary awareness campaign generating citizen and business partnerships by increasing the sustainability of our local ecosystem and economy. The 10% Challenge has a very obtainable philosophy and set of objectives. The philosophy is to use obtainable standards by a 10% increase or decrease of an activity. These activities are interconnected with all of the 5-prongs (objectives) of the 10% Challenge, increasing sustainability of the local ecosystem and economy concurrently. By increasing our knowledge, attention and activities which are at the core of the 10% challenge, Mount Vernon truly will be thinking globally, by acting locally.

The 10% Challenge's 5-prong objectives are:

- Recycle 10% more (i.e. The Rotary and Brookshire's accept aluminum cans or you can sale aluminum cans for scrap, this increases the health of the ecosystem and increases local wealth)
- Decrease energy consumption by 10% (by lowering energy consumption, the local ecosystem is healthier and you send less money to Houston or Shreveport, and are able to spend more locally)
- Shop 10% more locally (the environment is better off with you not driving elsewhere and you save money on motor fuel and you assist local merchants)
- Reduce water loss by 10% (the environment is better able to handle drought, your water and sewer bill is reduced, and the City's energy bill is reduced by not having to pump water, further reducing water costs for everyone and making the environment even more better off)
- Exercise 10% more (this increases your health and reduces medical costs, walk to a local park, grow a garden, this reduces energy consumption and saves you money)

Some benefits of the City of Mount Vernon 10% Challenge are:

- Increased knowledge of the environment. If you join the 10% Challenge, invitations to monthly educational seminars, which will be held locally, educating participants about sustainable measures,
- Your name, or if you are a participating business, your businesses name, will be included on the City's web site as a partner/participant,
- You will receive a 10% sticker to place at your home, on your car or in your businesses window or door,
- Monthly, e-mails will be generated to participants informing of activities, like an Arbor Day celebration, or educational tid-bits about insulating your home or energy reduction tax credits..,
- Literally and figuratively, you will be COOLER,
- Our local environment and economy will be BETTER OFF!!!!

CITY OF MOUNT VERNON 10% CHALLENGE

PLEDGE SHEET

This is a voluntary pledge, with the goal of improving our local ecosystem and environment by at least 10%. By taken this pledge, I will attempt to:

1. Recycle 10% more,
2. Decrease energy consumption by 10%,
3. Shop more locally by 10%,
4. Reduce water loss by 10%,
5. Exercise 10% more.

Name of citizen _____

Or
Name of business _____

Mailing address _____

E-mail address _____

You are able to participate both as a citizen and business!!!

Would like your name shown as a participant on the City's web site (www.comvtx.com)?

Yes _____ No _____

Do you want to receive e-mail updates and information regarding sustainable events and educational information?

Yes _____ No _____

Please e-mail to citymgr@comvtx.com, mail to City of Mount Vernon, 10% Challenge (PO Box 597, Mount Vernon, Texas 75457), or bring to City Hall located at 109 North Kaufman Street.

Thanks for participating and making Mount Vernon more sustainable!!!!!!!!!!