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April 2011 E-newsletter

Making Earth Day last all year, goats and other creative corporate sustainability measures, taking the anxiety out of government reform, and more...

Happy Earth Day-April 22!

Photo: San Diego Children and Nature Collaborative

As we celebrate Earth Day and the arrival of warmer temperatures this month, we encourage all San Diegans to go outside and enjoy some of our region's most valuable natural assets: our 1.4 million [acres of green space](#), [482 miles of trails](#), and exceptional biodiversity. These assets are vital to our economy and our environment. Why?

[Click here to read more.](#)

People often ask what they can do to extend the momentum of Earth Day throughout the year. What can you do? Our [blog provides tips](#).

Lean and Green: Cricket Wireless Sets an Example for a Fast-Growing Sector

How many companies have thought to use goats rather than lawnmowers to trim grass and brush? San Diego's Cricket Wireless has.

It's no secret that strategies to improve a company's environmental footprint often

also reduce costs, but sometimes those savings are found in unexpected places. From LEED Gold-certified corporate offices, to fleet management devices that identify the most fuel-efficient routes for its service trucks, to the aforementioned goats,

90% of Cricket customers use paperless billing

Cricket has shown no shortage of creativity when it comes to identifying opportunities to both reduce its environmental impact and cut costs. [Read the full profile](#) to see how it all fits into an integrated sustainability strategy, the latest in our series on companies that are contributing toward advancing economic prosperity, vibrant communities and a healthy environment in San Diego County.

Taking the Anxiety Out of Government Reform Conversations

Not long ago in California, the words "government reform" would probably have ranked close to "fixing the national debt" among top dinner party conversation killers. But that is starting to change. In March, Equinox Center participated in a public workshop on government reform convened by The [San Diego Foundation](#) and [California Forward](#). [Read more about efforts to increase government efficiency, accountability and collaboration.](#)

Why Does Land Use Matter?


Did you know that until recently, residential development in our region [outpaced actual population growth by 2.5 times](#)? This staggering data point is [among several](#) that underscore why new plans are needed to help us manage and accommodate growth. We've been updating you on progress with the [San Diego County General Plan](#) for the unincorporated region (the final County Board of Supervisors vote has been pushed back), but other areas including [Encinitas](#), [Solana Beach](#) and [Escondido](#) are also in the process of updating their general plans.

What does a new general plan mean for any community in San Diego? Voice of San Diego recently published Equinox Center's [commentary](#) on this issue, including a [slideshow](#) illustrating why land use matters to us all--in images.

Equinox In The News

ABC Channel 10 news showcased Equinox Center's water usage indicator from our 2011 Dashboard. To see reporter Michael Chen's take on Equinox findings, [click here](#).





In addition to the [commentary](#) by Ann Tartre on the County's General Plan it published in March, Voice of San Diego's Scott Lewis also interviewed Ann [for a segment on KOGO Radio](#).

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