

# Sustainable SRJC | *Creating a Culture of Sustainability*

A **Blue**→**Green**print for Achieving  
**18** Sustainability Objectives by **2018**



**Developed by the SRJC Sustainability Collaborative**

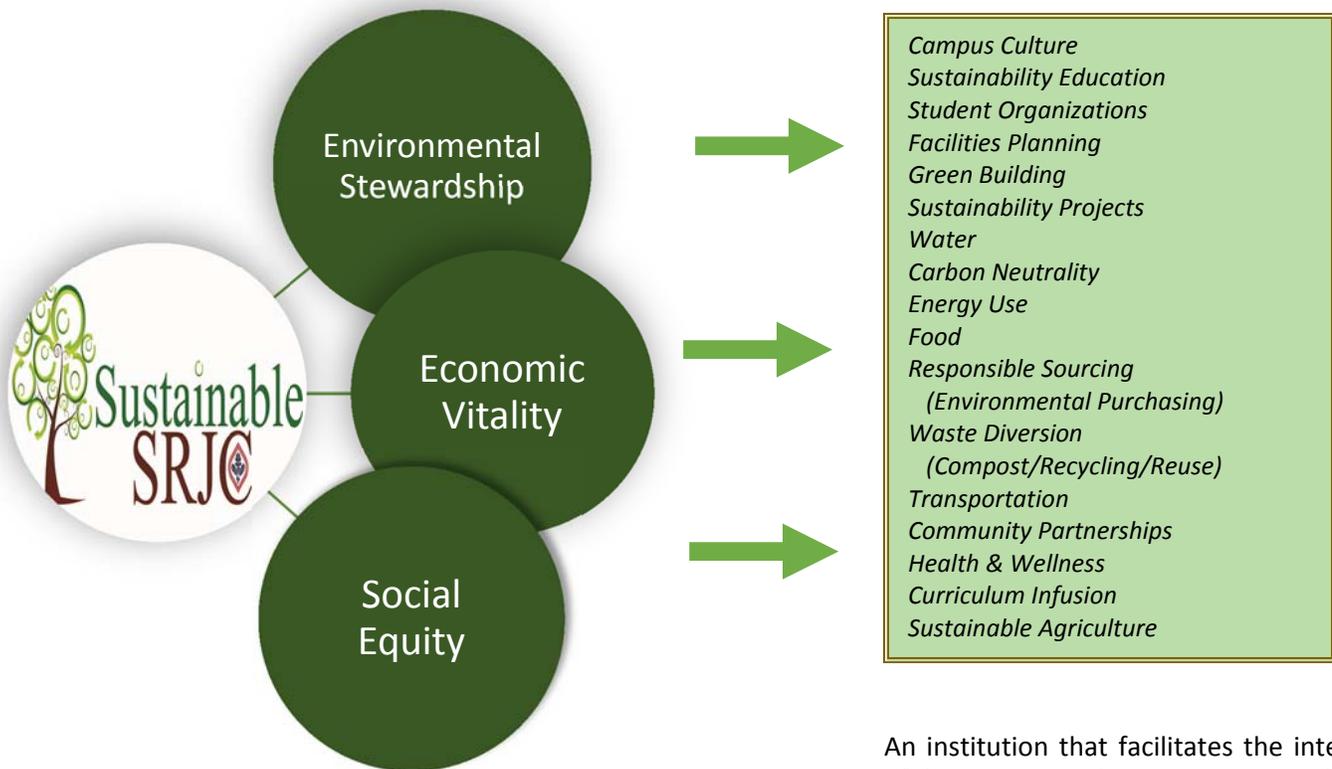
*A Team of Students, Faculty, Classified Staff & Administrators (see Appendix A)*

**Committed to *Creating a Culture of Sustainability***

Presented to SRJC President, Dr. Frank Chong  
March 13, 2015

## Introduction

This proposal is about a “big picture” mission of coordinating the District’s sustainability efforts and aligning them with best practices and community benchmarks for sustainability. We believe the institution needs to use the framework of our Strategic Plan, and Goal E: *Creating a Culture of Sustainability*, as the foundation for moving forward, and building on the tenets of the Talloires Declaration, signed by former President Agrella in 2011 and approved by the Board of Trustees. For this to happen in such a way to make SRJC a state-wide leader in Sustainable policy and practice, any plan will need to have a comprehensive and collaborative focus in several key areas:



An institution that facilitates the interaction of these areas so they are moving at the same pace and direction towards *Creating a Culture of Sustainability*, is an institution which understands the true meaning of sustainability and our collective responsibility as educators and environmental stewards. The college also has a moral imperative to make sure our students understand the demands of our global resource challenges and are prepared to work in environments where a sustainability IQ is necessary for success. A more thoughtful approach to our sourcing, use and disposal of resources, will benefit not only our institutional carbon footprint but the overall financial bottom line. Furthermore, recent reports, including the *Sonoma County Annual Report for 2014* and the *Sonoma County Winegrower’s Association Sustainability Report*, signify an increased emphasis on sustainability in Sonoma County. We believe SRJC has much to offer in creating a sustainable future and should join other regional leaders in this endeavor.

To demonstrate our leadership and commitment, we must integrate best practices and policies that further the college’s sustainability objectives. Our strategic plan has laid a foundation for *Creating a Culture of Sustainability*; now our challenge is to develop a process for decision-making and implementing plans guided by research, community standards, and state and national goals. We must also establish a performance measurement system that tracks progress for the strategic plan scorecard. Based on these guiding principles, the SRJC Sustainability Collaborative has agreed upon 18 target objectives that should be achieved by the year 2018 (the college’s 100<sup>th</sup> anniversary) for SRJC to emerge as a leader in college and community sustainability. They are listed below in order of priority and with specific timelines where appropriate:

**1. Establish Office of Sustainability Programs (Timeline: by Fall 2015)**

Pursue creative fund sources for a Director, Sustainability Programs (reporting lines TBD); this includes resources to create the Office of Sustainability Programs & Services. Explore reassignment of staff to support programs and/or amending current job descriptions to include roles supporting sustainability programs. Cost-saving measures should be calculated as a way to support funding. The Director should be responsible for coordinating the priority list of objectives and the liaison with all committees and groups related to Sustainability.

**Proposed 2015/16 Start-Up Budget for Office of Sustainability Programs**

Category	Use	Amount
Operations & Supplies	Speakers, Events, Etc.	\$3,000
Travel	AASHE Conference, Etc.	\$2,000
Memberships	AASHE, Etc.	\$1,000
Student Employees	Sustainability Ambassadors to support events, recycling, etc.	\$2,000
Director	Oversight of Strategic Plan, Goal E & Priority List	\$90,000
<b>Total</b>		<b>\$98,000</b>

**2. Establish the *President’s Sustainability Council Devoted to Achieving Goal E* (Timeline: by Fall 2015)**

This Presidential Advisory Committee should be devoted in both name and purpose to *Creating a Culture of Sustainability* by charting a path for how the institution can achieve its sustainability objectives, build partnerships with community projects and initiatives, and reach benchmarks in sustainable practices. This body could include members who have traditionally been involved in other committees that interface with sustainability including Auxiliary Enterprises Committee, Integrated Environmental Planning Committee, Institute for Environmental Education, Parking & Transportation, Facilities Planning, and student organizations; essentially combining committees working on Goal E. There should be an official media launch where the President announces this new committee. This group should also provide guidance in selecting a position to oversee the Office of Sustainability Programs.

**3. Align Values, Core & Key Performance Indicators (Scorecard) & Strategic Plan Goal E Objectives (Timeline: by Spring 2016)**

- |   |  |
|---|--|
| ✓ Aspire to Zero Waste                                | ✓ Establish Recycling/Composting Diversion Standards |
| ✓ Provide Sustainable Transportation                  | ✓ Practice Local, Organic Food Sourcing              |
| ✓ Integrate Source Reduction Strategies               | ✓ Integrate Sustainability throughout the Curriculum |
| ✓ Utilize Renewable Energy Sources                    | ✓ Limit Greenhouse Gas Emissions                     |
| ✓ Practice Responsible Water Use & Conservation       | ✓ Use Green Building Principles in all Projects      |
| ✓ Fair Trade & Ecologically-Sound Purchasing Policies | ✓ Pursue Green Initiatives/Projects                  |

**4. Name, Brand and Market the College’s Sustainability Initiatives (Timeline: by Spring 2016)**

Currently we are using Sustainable SRJC as our brand/logo to promote our projects and initiatives. This messaging should be refined and coordinated with Public Relations. It should also be included on all recycle labeling, etc.

**5. Implement Revised Environmental Procurement Policy (Timeline: by Spring 2016)**

We need a serious, well-thought, research based Environmental Purchasing Policy; this policy directs sourcing and contracts so is fundamental to all further change regarding sustainability. The city of Santa Rosa and the County of Sonoma have already developed EPPs that are congruent with sustainable practices. We should explore source reduction strategies that lead to decreased waste. We also suggest using internal college services when possible, i.e. campus printing services.

**6. Align Water, Food & Waste with Best Sustainable Practices (Timeline: by Fall 2016)**

Purchase of food should align with an updated EPP that follows best practices in procuring local, organic, and fair-trade goods and services. Water use as coordinated by the Grounds & Recycling program should establish reduction targets based on community benchmarks. Best practices in waste diversion, including recycling and composting, should be supported and mandated. Water conservation should be maximized in all green spaces.

### **7. Conduct Baseline Audit of Resource Utilization (Timeline: by Fall 2016)**

The college, or an out-sourced agency, should conduct a comprehensive audit of resources to identify areas for improvement and to help ensure responsible allocation of financial resources. This includes auditing the use of energy, water and other resources; a baseline audit of our carbon footprint/budget (GHG emissions) is a priority.

### **8. Assure Green Building & Sustainable Facilities (Timeline: Now and into 2018)**

Design destination buildings and green spaces throughout the District modeled on best practices in sustainable construction. This includes the renovation of current facilities and the construction of new facilities funded by Measure H bond revenue. We should include “smart” infrastructure in all buildings for energy efficiency and greater safety; in particular we should make sure we are using the most energy efficient solution for servers and wireless technology. We should also explore greater use of solar panels and other forms of renewable energy. Emphasis should be placed on native, drought tolerant landscaping to improve water conservation and energy efficiency; rain catchment systems should also be considered. Finally, and most importantly, sustainability must be a key principle guiding all decisions regarding the Facilities Master Plan (FMP); and transparency must be safeguarded for integrity in the process.

### **9. Establish Sustainable Transportation Improvements (Timeline: Plan by Fall 2016)**

We should increase access to all facilities by improving mass transit usefulness, create more safe pedestrian entry points that consider the user’s perspective, and build safe avenues for bikes and other non-motorized vehicles. Sample projects include partnering with city agencies to enhance bus service to our campuses, ensuring connectors to the future SMART train services, creating bicycle lanes through city streets to our campuses, adding crosswalks through busy thoroughfares, and carving out pathways for skateboards and bikes through our campuses. Finally, we must re- envision our relationship with Mendocino Avenue and other neighborhoods surrounding our campuses and sites.

### **10. Increase Community Outreach & Collaboration (Timeline: On-going)**

In addition to the establishing a new committee, other outreach and relationship building should take place with the numerous organizations and institutions actively working on sustainability in our local community. Examples include the Center for Climate Protection, Climate Action 2020, the Leadership Institute for Economy and Ecology (LIFEE), SMART Train, the Sonoma County Winegrower’s association, the Sonoma County Bike Coalition and more.

### **11. Infuse Sustainability throughout the Curriculum (Timeline: by Spring 2018)**

Goal E should be infused in all parts of the curriculum so that students have a well-rounded view of sustainability and how it connects to and affects all parts of our lives. There are several key faculty that are working on these issues and are best to lead this aspect of the project. PDA workshops and other trainings should be encouraged.

### **12. Establish Sustainability Equipment Initiatives (Timeline: On-going)**

There are many projects that could be implemented to simultaneously save money, support our sustainability goals, model sustainability practices, increase social equity, and improve efficient use of our resources. For example, we recently installed a new water bottle filling station in Bertolini Student Center and will soon install a new bike repair stand on the quad. We also need to upgrade our classroom facilities to include the most sustainable teaching equipment. The use of more hybrid college vehicles is another example of this objective.

### **13. Support and Align with Social Equity Projects (Timeline: Now and On-going)**

In addition to Student Equity Funding initiatives and HSI services, we need to support creative projects such as the Phi Theta Kappa Food Bank, the CalWORKs Clothes Closet, and the many multicultural clubs that support cultural understanding. One current project that combines food and equity is the need for EBT card acceptance.

### **14. Implement Sustainable SRJC Lectures & Events (Timeline: Now and On-going)**

Education and awareness activities are important to generate a shared understanding of the vision of a sustainable college culture. We are bringing Dr. Geoffrey Chase to speak as the 2015 Del Monte Lecturer; he is Dean, Undergraduate Studies at SDSU and Co-Founding Board Member for AASHE, the largest Higher Education & Sustainability organization in the nation. We should also support and expand existing opportunities such as the Green Energy Conference, the Environmental Forum, Day Under the Oaks and Art & Lectures programming.

### **15. Research & Sign Appropriate State & National Documents for College Sustainability (Timeline: by Fall 2016)**

We believe we need to further research the advantages of signing such documents as the [American College & University's Presidential Climate Commitment](#). Currently, 29 CCCs have signed this particular commitment.

### **16. Provide Enhanced Leadership Training in Support of Student Organizations (Timeline: by Fall 2016)**

For any lasting and serious institutional change on sustainability, the students need to be actively involved, providing resources to the A.S. Sustainability Committee and any related clubs is imperative. We also need a non-credit leadership training program for students and staff; a year-long program with certification. We propose creating the *Leaders Academy for Sustainable Communities* (LASC).

### **17. Enhance Professional Development Opportunities**

There are numerous state and national trainings and conferences that can be attended; locally, there are numerous symposiums happening this semester alone where SRJC leadership should be present. We should send a delegation to the 2015 California Higher Education Sustainability Conference (CHESC), held at SFSU, and possibly the AASHE conference. Staff should also be eligible to participate in a program such as LASC.

### **18. Develop Communication Strategies to Effectively Deliver & Update Sustainability Information**

All information regarding projects, initiatives and accomplishments should be widely publicized for maximum transparency using all tools available online and inside the institution. This will include agendas, minutes and important documents. Maintain interactive web pages that are routinely updated.

### **In Summary**

Santa Rosa Junior College has a wealth of human resource who are sustainability-wise and committed to establishing SRJC as a regional, state and national leader in higher education sustainability programs and practices. This proposal is a first step in developing a shared and coherent plan for *Creating a Culture of Sustainability* that aligns with our institutional values and engages our community partners. The overall plan should include shared outcomes for one, three and five years, establish realistic timelines for each priority, develop metrics to measure success with public accountability mechanisms in place, and conduct annual evaluations for improvement and modification of the Goal E objectives.

*“In colleges and universities across the United States, students, faculty, and staff are forging new paths to sustainability. From private liberal arts colleges to major research institutions to community colleges, sustainability concerns are being integrated into curricula, policies, and programs. New divisions, degree programs, and courses of study cross traditional disciplinary boundaries; Sustainability Councils become part of campus governance; and new sustainability issues link to historic social and educational missions.”*

*from Sustainability in Higher Education: Stories & Strategies for Transformation*  
Edited by Peggy F. Barlett and Geoffrey W. Chase



**Members of the SRJC Sustainability Collaborative at the 1<sup>st</sup> Annual Sustainability Summit  
(March 6, 2015, Pepperwood Preserve)**

## **Appendix A, Co-Authors & Endorsers of the **Greenprint** for *Creating a Culture of Sustainability***

### Students

*Cheri Mclean, Associated Students VP of Sustainability*

*Student Members of the A.S. Sustainability Committee*

*Josh Pinaula, President, Associated Students*

*Omar Paz, Student Trustee & SSSCC President*

### Faculty

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*Carla Grady, Faculty, Philosophy, Humanities & Religion Department*

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*Tony Graziani, Faculty Life Sciences*

*Alexa Forrester, Faculty, Philosophy, Humanities & Religion Department*

*Shawn Brumbaugh, Faculty, Life Sciences*

*Eric Thompson, Faculty, Philosophy, Humanities & Religion Department*

*Alicia Virtue, Librarian*

*Kasey Wade, Faculty, Agriculture/ Natural Resources*

### Classified Staff

*Adrienne Leihy, Bookstore Technician*

*David Rau, Library Technician III, Petaluma*

*Sahara Chaldean, Coordinator, Student Center*

### Administration

*Robert Ethington, Dean, Student Affairs & Engagement Programs*

*Tony Ichsan, Dean, Facilities Planning & Operations*

*Scott Conrad, Director, Information Technology*

*Carl Dobson, Manager, Grounds & Recycling*

*Javier Aguilera-Rodriguez, Manager, Custodial Services*

*Dr. Jane Saldana-Talley, Vice President, Petaluma Campus*

### Alumni & Community Members

*Jessica Jones, Former A.S. President & Sustainability Advocate*