

UA Sustainability Council Meeting – 08 July 2014



Ozark Hall 102
Tuesday
08 July 2014
3:30-5:00

Minutes

1. Call to order
 - a. Carlos Ochoa called the meeting to order at 3:30 Pm.
2. Approval of Minutes
 - a. The minutes from the April 8, 2014 meeting were approved.
3. Approval of Agenda
 - a. The agenda for the current meeting was approved. Carlos sent around a sign-in sheet and called for introductions.
4. Co-chair updates
 - a. Executive Director, Office for Sustainability
 - i. Marty Matlock summarized metrics development efforts by interns over the last quarter, including waste management efforts with Walton College led by Kate Hurlbut (Office for Sustainability) and Jon Johnson (Walton College of Business). The zero waste recycling initiative has been in development for a number of months. Marty Matlock proposed we go zero waste as an institution by the year 2020, six years from now. Zero waste means that no waste goes to a landfill from our campus. Part of this would mean increasing our recycling from 30% to 75% in the next three years. This will require a full cultural shift. This is not primarily economically motivated in the way that saving electricity is, so it demonstrates full commitment to sustainability and to change our culture. He asked the council to consider the implications and challenges for their own units. James Brown (Razorback Athletics) shared what was learned at the Collegiate Sports Sustainability Conference in Colorado. He said that the zero waste goal is tangible in the athletics department, and that our biggest hurdle is to find someone to take composted materials. Another major challenge is handling in construction debris. Beyond that, consumer trash is the issue, which means changing behaviors of individuals. Marty Matlock stated that we will engage the workgroups to assemble a coherent strategy over the next year. Mike Johnson (Facilities Management) stated that the biggest challenge is creating a culture where people are motivated to find sustainable ways to

dispose of their trash: just as we need to train building occupants at the point of building opening in what to expect from indoor air quality, we also have to train people on responsible trash behaviors. Receptacles need to be provided, but people still have to care enough to use them. Peer pressure is a major tool at anyone's disposal. Felisha Perrodin (University Housing) stated that this can be deployed in the residence halls by working the zero waste culture into their promotional materials for incoming freshmen. Jon Johnson pointed out how significant it is for athletics to be leading in this area, and the business college is eager to show leadership as well. He stressed that enabling people to recycle physically is equally important to motivating them culturally. Creative solutions are needed to integrate recycling into physical spaces. Marty Matlock then asked what would need to change in our procurement strategies to make this a reality. Anselm Lambert (Global Campus) suggested integrating life cycle information into RazorBuy and prompting for waste disposal intentions at the point of sale. Marty Matlock shared that Walmart and Waste Management are interested in collaborating on this initiative. Michele Halsell (Applied Sustainability Center) informed the council that the City of Fayetteville has recently employed a consulting firm from Florida to help devise a strategic waste plan for the city. The university needs to be seen as a city within the city, so working with our municipal neighbors will be necessary. Mike Johnson stated that the city of Fayetteville has a lot going on with conversion of materials to other usable products. Jon Johnson reiterated that recycling receptacles must be located next to trash receptacles, and Marty Matlock gave an overview of the logistical process behind adding new receptacles. We have to integrate all of that into our overall strategy to ensure that the processes are sustainable and responsible. At the October meeting there will be a vote to approve a plan to accomplish this.

b. Associate Vice Chancellor for Facilities

- i. Mike Johnson brought the council up to date on the NW Smith football center, which achieved a LEED Silver rating, as well as several other buildings on campus that are in the process of certification, including a potential third Gold rated building. These will bring our total into the 10-12 range. Mike called on Scott Turley (Facilities Management) to talk about combined heat and power, which may bring us to our 2021 emissions goal within the next year. The project will displace about a quarter of our coal-based power use from SWEPCO. There was some discussion regarding our accomplishments in reducing GHG emissions levels to 2005 levels even while the campus population has grown. Jon Johnson stated that we must ensure that the world knows about our achievement of 1990 levels when that happens. Marty Matlock pointed out that the combined heat and power system would make a very good case study for scholarship on sustainability. Michele

Halsell said that we need to tell our legislators about this as well. According to Scott Turley, it should come online in May 2015. Work has already begun on implementing the system, and rest of the major equipment will arrive in the fall. We have gotten rid of all of our old outdated and inefficient steam boilers. At the same time we have shifted to a core steam loop, and most of our buildings are now being heated with hot water. The new generator harnesses its own exhaust to heat additional water. The project is being self-financed through Energy Savings Performance Contracts. Jon Johnson inquired about our plans to make these stories public to enhance the university's reputation and drive investments. As a university we should be showing leadership, and we are moving in that direction. Mike Johnson said that the chancellor and provost are excited about these initiatives. Our biggest challenge is public relations and getting the stories beyond Fayetteville.

c. ASG Representative

- i. Cameron Baker is the new ASG Sustainability representative. He briefly detailed his experiences getting involved in sustainability on campus and his involvement with ASG. He will be involved with reviewing applications in the fall for the Green Revolving Fund. Currently his agenda is to mobilize ASG in order to advance sustainability goals. Another of his objectives is to revitalize the Student Sustainability Council, which is a student equivalent to this body but is currently very unorganized. One idea is to get RSOs across campus that want to contribute to sustainability efforts more involved. We also have a goal of winning the Game Day Challenge for the second time this year. Cameron Baker then introduced the [Dero ZAP program](#), which is a bicycle program to increase ridership on campus by providing incentives and tracking mechanisms. It involves placing stations on the campus (2-3) at strategic points that will detect when bikes with tracking devices ride past them. This can lead to incentive programs for biking. Jon Johnson asked Facilities what we need to do to increase ridership. According to Mike Johnson, they have continued installing new bike racks and will continue. They are focusing on placing them at entrances to campus, with thoughts of creating a dismount zone within the core of the campus to reduce bicycle-related accidents. They have a map and some other planning completed for this. We also have two repair stations on campus, at the bookstore and union. RIC has approved the installation of two more.

5. Workgroup Updates

- a. Will Gisler (University Relations) has suggested that the workgroups meet more often to coordinate efforts. Anyone who is at all interested in joining a workgroup or even just providing input is encouraged to contact Carlos.
- b. Built Systems
 - i. Scott Turley reported on a meeting held at Facilities on the Zero Client program. It was a gathering of representatives from different colleges

as well as UITS. There was consensus that this model will be more efficient across the board, but there are issues to be resolved in implementation. Mike Johnson mentioned that facilities would like to test these with 30-40 zero client terminals to provide facilities management staff better access to the internet, which they currently lack due to being constantly mobile across campus. Scott Turley said that Facilities is also trying to do some studies on using storm water for power generation. The surface runoff flows to the southeast, ending up near Harmon Garage. Cooling tower fills are the second greatest consumer of potable water on campus. The idea is to create a storage basin down in Lot 19 to catch and store storm water that they can then draw into the cooling towers (a 7-10 day supply). This would reduce water consumption by about 10% annually. Marty Matlock explained all of the GHG emissions represented by water use and drainage. The project should be able to cover at least 80% of its own costs. It also prevents many pollutants from winding up in the river and ultimately Beaver Lake. Some filtration already has to be conducted on potable water to for use in the towers, and not much more would be necessary for storm water. Eventually, according to Mike Johnson, gray water could feasible be directed into this reservoir as well.

c. Managed Systems

- i. Theresa Ehrlich and Keaton Smith presented on the Green Revolving Fund (materials were send out via email prior to this meeting). It is an avenue for education and innovation on campus, as well as a way to encourage student engagement. Individuals will apply through an online form to propose projects and request funding. A committee will review the applications first, and then make recommendations to the Managed Systems workgroup, where they will be voted on. Primary considerations will be projected cost savings and how the applicant intends to quantify and verify their results. Applications will be due before Thanksgiving break, and reviewed by January or February. The end of the fiscal year, March through June, will be the implementation phase for projects. The workgroup and OFS will work with students to ensure proper tracking and reporting of results. Being mentored through this process will also be an educational experience for students. Theresa Ehrlich presented the actual application to the council. Savings will be split between the GRF account and FAMA so that both entities will see an immediate return on all investments. Facilities and OFS will each be seeding \$5,000 per year for five years into the fund, and the hope is for it to become self-sustaining. Theresa Ehrlich requested a vote of confidence from the council to move forward with the project. Jon Johnson moved for a vote. The council moved into discussion. One question was whether the initial \$10,000 would be enough to accomplish anything significant. Marty Matlock expressed the need to begin with caution in order to establish the

financial processes for the fund. The first year's projects will be small in scale. Theresa explained the initial test project that has been designed to take us through the process from start to finish. The project will be to install five LED bulbs on campus. The payback period is 10 months and the net value will be approximately \$200. Another suggested project was installing devices to regulate the compression cycles of vending machines (Energy Misers). Many of these projects are good learning experiences for students in navigating bureaucracies, according to Mike Johnson. The infrastructure will have to be developed in order to ensure that the savings will be returned to the fund and FAMA. Dr. Matlock expressed the vision that the fund could eventually grow large enough for major capital investments. Mike Johnson said it is possible that a major donor may one day want to endow the green revolving fund. On the question of whether this is strictly for student projects, Theresa Ehrlich stated that other institutions have used GRFs for both capital improvements and for student projects. The latter is a major focus for our fund, particularly as a resource for sustainability capstone students. The potential to spur creativity is a huge asset. There are other existing opportunities available for capital investments. It was suggested that a biannual cycle that is more synchronized with the academic year would be more effective for ensuring that students follow through. Carlos Ochoa shared how ASU has been able to fund many projects by bundling projects together (coupling weaker projects with stronger projects) for integrated risk management. According to Marty Matlock, failures can be seen as an investment in learning and are therefore an acceptable risk if documented properly. Theresa Ehrlich spoke of how we hope to engage with faculty and students within the classroom. The goal is for all projects in the first year to have no more than a five year return period. However, much of the program will be revised after the first year based on experience. In terms of funding, the GRF can prove itself in the first year. Many members of the council were in favor of detailed risk management strategies in the selection and implementation of the program. With proper supervision and leadership, the risk would decrease as well. The vote was called by Carlos and the council voted in favor of moving forward with the Green Revolving Fund.

d. Social Systems

- i. Michele Halsell and Will Gisler are the new co-chairs of the social systems workgroup. Power Down for the Holidays is a promising project that they are looking to embark on. It would be an educational campaign to raise awareness and decrease holiday power consumption. The social workgroup exists to foster a culture of sustainability and build social norms on campus that lead to sustainable behaviors. The ASC is working on a pilot project around

energy conservation behaviors, testing different types of interventions and their effectiveness.

- e. Natural Systems
 - i. This workgroup is still looking for co-chairs. If we have any recommendations or nominations, please contact Carlos. We hope that by the next meeting we will have co-chairs for all of the workgroups.
 - f. Academic Systems
 - i. Steve Boss updated the council on the progress of the proposal for the undergraduate degree, which is still under review by the administration. So far 60 students have graduated with the minor. We had a 25% growth in the spring sustainability class, showing that there is no lack of interest among students. We need help pushing the need for the degree and communicating it effectively across the university. We already have students who want to major in sustainability but cannot. Dr. Matlock said we need about a \$5 million endowment to implement and run the degree. It is not common practice to ask for endowments for new programs, but it is common practice to endow a school, which is what we are aiming for. All we need for the degree are dedicated faculty to teach the courses. In order to be represented in the capital campaign, the chancellor and provost will need to advocate for it. We believe it is a high priority for the chancellor at present. Working to put out the stories and develop public relations presence will help to advance that priority. Anselm Lambert asked whether there is a formal communications plan. Marty Matlock replied that we are working with the ELL for internal communications and with university relations for external communications. We have to craft the stories with the right data first. Momentum and trajectory are important to establish context. Mike Johnson suggested that we need to get our stories into the AASHE newsletter and start presenting at more conferences, which we are starting to do.
6. Good-of-the-Order
- a. Carlos asked for comments on the Climate Action Plan. Mike Johnson called for contributions from the council members for the update. We will have an email vote before the next meeting to approve the plan.
 - b. Keaton Smith announced the Community + Campus Sustainability Mixer coming up the fall. It is still in the planning phase, but the past events have been very successful networking events for students and community stakeholders. Please be on the lookout for announcements about the next event.
7. UASC Scheduled Meetings
- a. 2015 10 14 location TBD
8. Adjourn
- a. The meeting was adjourned at 5:05 Pm.