

## ESC Meeting Notes

October 4<sup>th</sup>, 2011

**Members in attendance:** Jordan Dalton, Graduate Student Association; Saira Hasnain, Information Technology (for Tom Furlani); James Nadbrzuch, University Life and Services; Joseph Raab, University Facilities; Jeffery Reed, Employee Relations; Tricia Kandler, Procurement Services (for Dan Vivian); Kenneth Tramosch, Research; Robert Shibley, chair; Paul Stephan, Student Association; Ryan McPherson, Office of Sustainability; Mary Alice Coffroth, Graduate School; Alan Rabideau, Undergraduate Education.

**Absent:** Michael Dupre, University Facilities; Jean Wactawski-Wende, Strategic Strengths.

**Excused:** Erin Moscati, UB Green

**Staff and others:** James Simon, UB Green; Al Gilewicz, Utility Operations; Fred Stoss, University Libraries; Emily Gibson, UB Green.

**Review of meeting notes:** The notes from the May 3<sup>rd</sup>, 2011 meeting were circulated. The notes were approved for posting on the ESC website.

- Reed—still list Beth as Office of the Provost—Eileen Kane-Sherman is current Chief of Staff to Provost. McPherson—will work to make necessary adjustments.
- Shibley—close to concluding one, three, and five year plans. Will be presented to the Planning Board shortly. Consistent meeting format going forward.

**SA Environmental:** Paul Stephan—Represents SA. Started Environmental Affairs in SA while Climate Action Plan was being formed and UB 2020 was being created. It is important to have students at the table while decisions are being made. We will have subcommittee representatives for each committee. Email communication is coming shortly to chairs. Recognize that SA Environmental can increase the capacity of the ESC. Looking forward to working together in the future.

- Shibley—casualty of no meetings in August and September is missing the arrival of students. Let's take full advantage of student capacity.

**Chief Sustainability Officer Role:** Ryan McPherson reports directly to Dennis Black. This is a strong and clear recognition of the work the committee has done. Shibley—happy with the level and position that Ryan represents. This is a terrific step forward. A conduit for our communications needs as well.

- This adds value to the existing UB Green team. Ryan's job is not our job. We still need to do the outreach across campus and within our institutional roles. This is where we work across the silos. With all due affection, he's not smart enough to do it! We need the committee. None of us are silly enough to imagine that our jobs are easier. RAM will challenge the ESC. We represent a way to reach across the executive structure of the university.
- Ryan and Jim are still the team to go to on committee work.

**Solar Strand Update:** Gilewicz—currently experiencing a weather delay. 12 students and 6 others came through on 10/1 for Solar Tour. Still planning to flip the switch by the end of the year. The landscaping, with the weather turning bad, is a challenge. Not sure if we will get there by the end of the fall.

- There is a cross walk at Flint and Service Center Road. We are seeing a lot of students crossing there, but also a place to cross for the Strand. Watch vehicles blow through the cross walk. Explore a change in driving pattern, signage or speed bumps. Shibley—part of the master plan is better striping along this entrance.
- Gilewicz—will be planting trees at the strand on October 23<sup>rd</sup>. Shibley—it will calm the traffic as there will no longer be a clear line of sight around the curves. McPherson—there will be more information coming out on the 23<sup>rd</sup> from 9-12pm. There will be a flyer and an email communication as an outreach device. Great opportunity to reinforce the message of engagement. There is a lot of attention on the array. Gilewicz—the volunteers for Saturday came from the honors college—may be another resource for volunteers. McPherson—another reason for the 23<sup>rd</sup> is that the national ESW conference is on site that weekend. Shibley—trees will give an instant presence. Even though the landscaping is rough, the mowing patterns have been maintained. Less lawn care, better ecological return. This is a very interesting geometry. Largest land mounted array in New York State. It's a demonstration project. UB will get heat on the cost/watt value. We are smarter now than when we started. We've given the world a vocabulary that takes it out of the power plant mentality and into the cultural transformation. Kudos to UB folks working on this. Gilewicz—Around 90 trees. We'll need at least 50 people. Shibley—these tall arrays create outdoor classrooms. Ryan and team will bring the little yellow buses. Open to the public after construction.
- Gilewicz—only facility in the world that encourages walking amongst panels without the fear of dying.
- Shibley—using less steel per panel. Less cabling. More beautiful, more efficient.

**Provost's Challenge:** Shibley—responded to challenge to create campus wide policies designed to save money and encourage behavior change.

- Raab—meeting through energy committee to create these programs. Developing policy related items. Provost challenged us to save \$1 million in energy costs. A twofold challenge—save money and the sustainability aspect. If we can save money in a sustainable way, he's willing to support these items. Recently met with Provost and discussed projects. Some of the items include an intersession set back, cooling the corridors to a different level than classes and offices, and turning things down early on Fridays. System wide changes, but also individual changes. Sustainability Office will work on a campaign to reduce energy. Marketing and leadership campaign. Organize students to assist, Identify lights that could be turned around to encourage setback at certain times. Provost was surprised that there were no big ticket capital items. Those are coming. Additional phases of NYPA projects are ongoing. We can saver around the edges through conservation and efficiency measures. Create targeted policies. Asked for usage of buildings in intersession over the last few

years. Very little feedback. Provost indicated that he would get support to get a list of who is where over the holidays to do curtailment.

- Gilewicz—Provost indicated that he is not a big fan of finding an alternative work space. We can find a way to condition the space. Logistics require more than a 10 day advance notice.
- McPherson—the work that the committee has done has gotten us on the verge of having the administration adopt significant university wide energy policies.. Years of work in technical efficiency—but lots of low hanging fruit lies on the conservation end. Our job is to provide as much support for these policies when they go into effect. We need to reduce the number of calls made from the community questioning the implementation. When these policies go through, we'll be doing the job of coordinating and communicating, making sure there are options. We need your support.
- Shibley—this is one of two major premises of the Climate Action Plan. Conservation and a reward for conservation. New model—take savings and send them back to the units. This is a huge policy change. Raab—We can track savings at a building level.
- Shibley—bad news—money goes back only to units, not for future efforts. Gilewicz—is this true? Shibley—that's what I heard from Provost. Let's get the model to a place where we are reinvesting dollars into future projects.
- Gilewicz—there's an opportunity to save energy if open lines of communications exist. Example shared of new equipment in the CFA so that energy is saved. Communication is the key to efficiency and savings.
- Raab—also looked at consolidating classes into common buildings, especially in the summer, so classes are not spread out across campus. Heat and cool to the fullest potential.

**Creating Three Year Action Plans:** Shibley—The new resource model or redistribution of resources will largely occur through application to a 3E fund—excellence, efficiency, and engagement—we are in the final moments of looking at 1, 3, and five year plans. Specific items could take the form of applications to the fund. Bad news—applications are due at the end of the month. Will work with Ryan and Jim to pull out action items and work on potential items for application. McPherson—We submitted several as placeholders, but if there are additional items for application and ripe for partnership, please reach out.

**Sustainability Office Update:** McPherson—it's a privilege to be in this position and with this committee. When we started down this road, we wanted to make sure there was one person kicking the ball down the field and held accountable for it. We wanted to make sure in addition to the committee that there was staff driving this everyday and providing support to the committee and the University. This is a University wide strategy. Trying to get caught up to speed on bringing together ESC, CAP, and UB Green and some of the new approaches related to culture change. Clearly not a subject matter expert—I connect and collaborate across the university. Thinking of our work—a four pronged approach.

- Research and Teaching—faculty do what they do, but showcase, feature, and promote their work. Pedagogy—connections, pathways.
- External Engagement—partner in the community where we can. Prospective students, AAU peers, SUNY.

- Operations—this is the CAP.
- Campus Engagement & Culture Change—how do we create culture and behavior change? How do we get it in every student employee mindset.
- What’s the branding language?
  - UB Green
  - A Greener Shade of Blue (or, A Greener Shade of Blue & You)
  - Environmental Stewardship Committee
- How do we talk about our efforts and how do we brand ourselves. We don’t want to talk about our office. The Stewardship Committee is the basis of the work. What’s the branding of our campaigns? What resonates? Input is needed from the ESC.
  - Kandler—haven’t seen the 2030 piece. GSOB is known of and associated with faculty or professional staff. Unsure of student connection.
  - Raab—met with Joe Brennan and Tracey Eastman. Like GSOB and use it for campaign and less for branding. Stick with each designation, but use it different ways. UB Green does have a long history. Always have been people that associate sustainable efforts with UB Green.
  - Gilewicz—regardless of what is chosen. Need a single entry point for everything. It’s hard to navigate all of this. So many entry points. UB Green is a great name that’s out there. It needs to transition to being an office to the umbrella. McPherson—Cornell has a great portal, clear point of entry. Gilewicz—is it possible to see what people search for when going to the UB website? What’s the breakdown? Hasnain—can look into this. Gilewicz—where are people entering the system? Nadbrzuch—depends on how pages are tagged. Stoss—Libraries are doing an analytics survey of sites. Shibley—libraries are expanding services to include these things. Let’s connect up with Austin Booth.
  - Shibley—interesting graphic. There is promise in this way of thinking about the institutional efforts.
  - McPherson—making sure this is a holistic piece—environment is 80% of our work. Shibley—the CAP is largely interested in measuring carbon output.
  - Shibley—what we are hearing is that UB Green has currency. Move from office brand to enterprise wide brand. No effort to date to brand ESC. Make sure there is comfort in knowing that there is someone working on this. McPherson—community relations created YourUB. Portal for the work. Not about the office. Come to the site for information.
  - Dalton—There’s a need for urgency. Student groups need access to sharing information right now. There are discussions about coordinating communications amongst students. Something like this is needed. In the student population, attention span is short. Personal experience—go into the community and drawn back to campus. Problem of graduate student involvement—sometimes staff, faculty, and student at once. Not fully engaged in a single circle.
  - Raab—Environmental Task Force—grassroots, looks at policy. There is still an interest in this work. UB Green reinvigorated the ETF. Made an effort to get student groups to attend. The first meeting was great.

Information exchanged quickly but also room for discussion. ETF has a place. Maybe the name needs to be changed? A lot of people with interest in sustainability. Important to capture in grassroots.

- Rabideau—UB Green is a slam dunk better brand than GSOB. Perception of UB Green has always felt a “left” progressive bent. Mainstreaming this. Needs to still be a voice from the “progressive” side. ETF was that type of thing. Maybe in the early days, UB Green held this role. Dalton—there is a risk of it just becoming a brand. It’s important the brand is backed up by coherent outreach.
- Stoss—elements of other programs have gone away and maybe need to be brought back. Shibley—for example? Stoss—an inventory of green classes that are being taught. Rabideau—that’s a task of the Research, Teaching, and Public Service committee and we are working on it. Stoss—of the branding nature of things—a discussion on space planning in the libraries is occurring. Do we have an app for that?
- Shibley—by getting access to power, we have an ESC that reports up. It was never intended that advocacy work be pushed away. We need advocacy and need it working through channels. Example—Architecture and Planning had convened Environmental Congresses. The advocacy game is bigger than us. There is a way of understanding the environmental enterprise of WNY that reinforce the advocacy on campus and across the environmental alliance. Growwny.org is a hub. Each institution has a site, but Grow is the place. McPherson—there is no intention to create homogeny. We need the external pressure to achieve our objectives.
- Pollution Prevention Institute—small student projects. Information available: [http://www.nysp2i.rit.edu/r\\_and\\_d.html](http://www.nysp2i.rit.edu/r_and_d.html)
- Shibley—push the “not one track” as an agenda item. Needs to be a way to advocate. Secondly, bring it back next time—UB Green has done a good job straddling community and campus advocacy. Out there and in here. How do we connect with the larger environmental enterprise?

### **Lightning Round Committee Updates.**

- Research, Teaching, and Public Service – Alan Rabideau
  - Meet first Wednesday of the month. Top of the to-do list is course listings and class projects. We missed it this fall—spring registration. Will roll into an ongoing thing. How do we disseminate this? Merge Climate talks into a larger program? Environmental mini-medical school? Having scholars from UB presenting research can be a valuable thing.
- Information Technology and Human Resources – Tom Furlani /Saira Hasnain
  - Continued to reduce footprint and numbers to back this. Submitted 3E proposals for virtual classroom space. Jeff Reed—we have not met in the interim. Raab—the thought is that HR would have a small core group that would meet but also provide service to the other committees.
- Materials – Dan Vivian

- Kandler (for Vivian)—update on sugar cane paper. Students and Erin Moscati researched and found that the paper was produced in China. Not a sound use. University Business Systems offering Business Systems. UB Green and Modern will promote “All in One” Recycling. 300 people attend. 20 vendors as well as internal departments. Meeting in another two weeks.
- Transportation – Jim Nadbrzuch
  - Operational updates. 21% increase in Zipcar members. Pilot program in units. 9 units involved. As soon as pilot is done, will market to all units. 248 carpools. Majority are 2-3 members. Working on new bus fleet. All new buses will be biodiesel capable, low floor, and with GPS. Park & Ride committee has identified clusters. 1500 student transit passes.
- Energy – Mike Dupre
  - Raab—further develop Provost’s challenge.

**Traveling ESC Presentation:** Initially rolled out at the Greener Shade of Blue & You Day. Anyone can use to introduce our work. This was developed in lieu of having an event. Having a powerpoint versus presentation boards is more malleable.