USC Sustainability Steering Committee November Meeting
November 9, 2018, 12:00pm – 2:15pm


Minutes Recorded by: Farris Sukkar

Agenda

- **Introduction & ‘Housekeeping’ – Mark**

- **New Members: Zelinda Welch, FMS Energy Manager**
  - Zelinda will be working on the following projects:
    - EBEWE Benchmarking Ordinance
    - Tracking GHG Emissions
    - Sustainability Team

- **Education & Research – Antonio Bento**
  - USC Center Sustainability Solutions
    - Website: [http://sustainabilitysolutions.usc.edu/](http://sustainabilitysolutions.usc.edu/)
    - The USC CSS is a program that works on major urban sustainability solutions.
    - CSS is beginning to engage with academic departments on campus to form a faculty advisory committee to represent a broad constituent basis.
    - CSS is working towards a comprehensive sponsor program, working with the Wrigley Institute on coordinating retreats and seminars, securing endowment gifts, and finding ways to sustain sponsors.
    - CSS is focused on developing a broader plan that will integrate with operations and campus initiatives.
    - The Program’s proposal will be made public on the Office of Sustainability’s website.
  - Discussion:
    - The Wrigley Institute on Catalina Island is interested in creating a test bed for sustainability research to measure waste metrics.
    - A consultant will be coming on board to help USC integrate the 2028 plan and the Sustainability Senate 2030 Plan with the City of Los Angeles’ goals.
    - USC will engage all constituents to assess feasibility for integrating all plans.

- **Waste Program Updates – Gina, Nichelle, and Ellen and Josh**
  - Gina
    - Recycling:
      - USC is performing a waste characterization that will break down
waste by each commodity next week. Metrics will be posted to Office of Sustainability’s website (OoS) following the characterization.

- USC’s major focus is currently on recycling education and spreading the messaging with a “Clean and Dry” campaign.

  ▪ Composting:
    - USC is currently composting pre-consumer in the back of the kitchens.

  ▪ Discussion:
    - Catalina Island is converting their waste to a usable, sellable, product.
    - USC School of Cinema can assist OoS with developing messaging campaigns to speed up rate with recycling.
    - Steering Committee suggest students be exposed to sustainability during student orientation.

  o Ellen
    ▪ Education and Outreach: Trojan Trash Talkers
      - Students engage with tailgaters to educate them on the proper methods of recycling.
      - Students place new educational signage on trash bins, engage tailgaters and measure recycling metrics in controlled areas.
      - Usage of Daily Trojan ads to spread messaging of reduce, reuse and recycling throughout campus.
      - OoS is focused on infusing lessons learned from Coliseum into the USC campus.

    ▪ Discussion:
      - Use USC Annenberg School of Communications and USC Cinematic Arts to create signage and short video clips for engagement use.

  o Nichelle
    ▪ Plans to work with USC Annenberg School of Communications, USC Cinematic Arts and Catalina Island on recycling projects.
    ▪ Plans to create a campaign called “Make it a Habit” to integrate into new student orientation.

- **Transportation Mobility Hub**
  o Shawn & Tony
    ▪ Mobility hub is located in the USC Village.
    ▪ The Hub provides alternative transportation options within Los Angeles for students and the local community and houses many mobility management options.
    ▪ The Hub will house Ride Amigos (Traveler), an online awareness campaign, that will show students how much money they are able to save on alternative transportation such as carpools and vanpools.
    ▪ The transportation department has installed 65 Electric Vehicle (EV) chargers throughout the campus and is looking into installing solar EV
changers.

- **Discussion:**
  - USC 2028 planning process will include strategies to include EV chargers that do not charge for usage as they currently do.

- **Student Updates**
  - Undergraduate Student Government – Catherine Atkinson
    - Eco-reps have sponsored a composting initiative in student departments.
    - The USC Village will start weighing waste for diversion metrics.
    - Working on a proposal for a Green Wall in the USC Campus Center
  - ESA – Nathaniel Hyman
    - Working on reducing plastic usage on campus.
    - Working with the transportation department on carbon emission reduction projects.
  - **Discussion:**
    - Students will be able to provide input into the USC 2028 Plan through open surveys on the OoS website, focus groups, and open forums.
    - Students are recommended to create a concrete plan with items they are trying to pursue and provide them to administration.
    - Administration is recommended to use a top-down approach by the Board of Trustees in regard to sustainability in order to integrate sustainability throughout the campus.
    - Suggestion: OoS could create an awareness campaign to address solar on campus.
    - OoS is suggested to include in presentation to Board of Trustees in December that USC has room for improvement compared to peer universities.
    - Energy use for USC will be public through the public disclosure ordinance through the Mayor’s office.
    - Education and Research vertical of the university is pushing forward to compete with peer universities.
    - 2028 planning process will include data from each vertical that represents how we benchmark with other institutions.
    - OoS is recommended to provide Board of Trustees with the outlook that we are in a position to be a leader in the community and world if USC takes the necessary steps to integrate sustainability throughout our campus and culture.
    - The consultant brought on board will not make suggestions towards Education and Research goals for 2028 Plan
    - Administration is suggested to look into creating a sustainability class that would be world renowned similar to the geobiology program.

- **Academic Senate Updates**
  - Academic Senate will create a proposal for an idea on how the Academic and Research goals should be measured and displayed in USC’s 2028 Plan.
  - Academic Senate will define Academic and Research goals.
  - Sustainability Senate Committee will invite representatives from OoS to Sustainability Senate Committee meeting to discuss the presentation for the Board
• Academic and Research vertical is suggested to be removed from 2020 plan due to variables and measurements being different from the other verticals.

• Solar
  o Discussion:
    ▪ At the moment, Solar is not cost-effective to install on campus but solar is being assessed with off-site solar and purchasing renewable energy through the city.

• 2028 Update – Mark
  o Cabinet has stated that we will develop a 2028 Sustainability Plan that builds upon the success of the 2020 Plan, and includes specific goals and actions for the university to meet.
  o Efforts are underway to engage the university community (faculty, staff, students, leadership, etc.) to create the 2028 Plan. We’re also looking at the industry, both within higher-ed and other non-profit and/or corporate entities, to determine what types of sustainability initiatives are having the most positive impact.
  o We’ll be working to ensure the 2028 Plan is in alignment with the university mission (being a global research university that is focused on solving difficult problems affecting our City and the world), and that USC is also acting as a responsible leader within our local community.
  o The planning process will engage the Academic Senate to consider every element of their 2030 Proposal.
  o We will be hiring a consultant to facilitate the planning process. Ideally, that consultant must be familiar – and involved in the development of – sustainability planning elements of USC’s physical plant, the City’s pLAn, the U. Cal System Sustainability Plan, and UCLA’s new sustainability plan.
  o We will complete the scheduled presentations to Cabinet and the Board before formally beginning the 2028 planning process (spring 2019?).

Note:
“...[M]embers of the campus community have expressed a desire for increase commitment and investment in sustainable environmental practices in all aspects of the University’s operations. These efforts are inevitably entwined with master planning, capital construction, and facilities management.’ – USC Presidential Candidate Profile, November 9, 2018