



Montgomery County
Community College

Climate Commitment Action Plan

September 2010

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I. Introduction

Montgomery County Community College has a long standing commitment to promoting and practicing responsible environmental behavior and in 2005; the College codified this commitment in its strategic plan to 2010, “Great Expectations,” by setting as one of its six goals “investing in campus renewal and sustainability.” It was this early commitment that fueled the College’s interest and the Board of Trustees’ endorsement in becoming one of the original 2007 signatories of the American College and University President’s Climate Commitment pledge. In signing the pledge, the College agreed to draft, and put into action, a plan aimed at reducing our carbon footprint. This action plan for sustainability is attached.

As a signatory of the pledge, the College also took a number of steps between fall 2007 and the development of this action plan to meet its Climate Commitment pledge. These actions include:

1. Developing a greenhouse gas inventory and a baseline of our current greenhouse gas emissions. This inventory is included in the first section of the Climate Action Plan.
2. Renovating a brownfield site in Pottstown into a thriving 50,000 square foot learning facility, now known as North Hall, and securing ownership and beginning development of another three acre site in Pottstown into the Riverfront Academic and Heritage Center.
3. Restoring grasses on the Central Campus to their natural state, reducing mowing and developing a facilities renewal plan that limits the development of the campus’ open space.
4. Adopting a series of commitments including:
 - a. Integrating sustainability goals into our ongoing planning efforts including adopting sustainability goals for our graduates with the renewal of the College’s core curriculum;
 - b. Forming a President’s Climate Commitment Advisory Council with cross sector representation from faculty, staff, students and the community with responsibility for developing the action plan and for monitoring the plan’s implementation;
 - c. Training and educating groups and community members about the commitment including unveiling a full slate of continuing education programs that meet emerging workforce development needs as well as offering personal enrichment opportunities for community members;

- d. Encouraging student participation and support of the initiative through participation in the recycle mania competition and via the development of an Honors colloquium experience on sustainability;
- e. Purchasing 15% of our electricity consumption from renewable sources;
- f. Setting an expectation that future buildings, from the College Hall renovation forward, will qualify for LEED certification;
- g. Making a commitment to purchase energy star rated appliances and electronic items in our purchasing practices.

The College is proud of these early results and expects to make even more progress as we begin to implement elements of the Climate Commitment Action Plan.

The purpose of this Climate Commitment Action Plan is to articulate a pathway forward for further reducing the College's carbon footprint and working towards carbon neutrality. The Climate Commitment Plan outlines short and long term strategies to reduce our footprint in three key areas: Transportation; Campus Operations; and Curricula, Co-Curricular and Community Outreach. This Plan is intended to be a living document, and as market and technology conditions change, the plan will be adjusted. However, our commitment to advancing the overarching goals of the plan, to reduce our carbon footprint, will remain steadfast.

Karen A. Stout
President

II. Overview of Current Greenhouse Gas Emissions for Montgomery County Community College

In 2007, the College engaged in the process of measuring its Carbon Footprint. A software package, Clean Air-Cool Planet, was used to determine carbon output for several areas of the College. Data was collected by the facilities management team from several of the College's vendors and outside agencies.

The following areas of output were used in the calculation of the Colleges footprint:

- a. Electricity:** Data was collected from the Facilities Management Department and verified by PECO.
- b. Natural Gas:** Data was supplied by Amarada Hess and PECO.
- c. Propane:** Data was supplied by Farm and Home Oil Company.
- d. Agriculture:** Data on chemical amounts were supplied by Davey Tree.
- e. Solid Waste:** Data was calculated by the capacity of the dumpsters and frequency of pickups on both the Blue Bell and Pottstown campuses.
- f. Refrigeration:** Data on air conditioning and refrigeration equipment totals were collected from the Facilities Management Department.

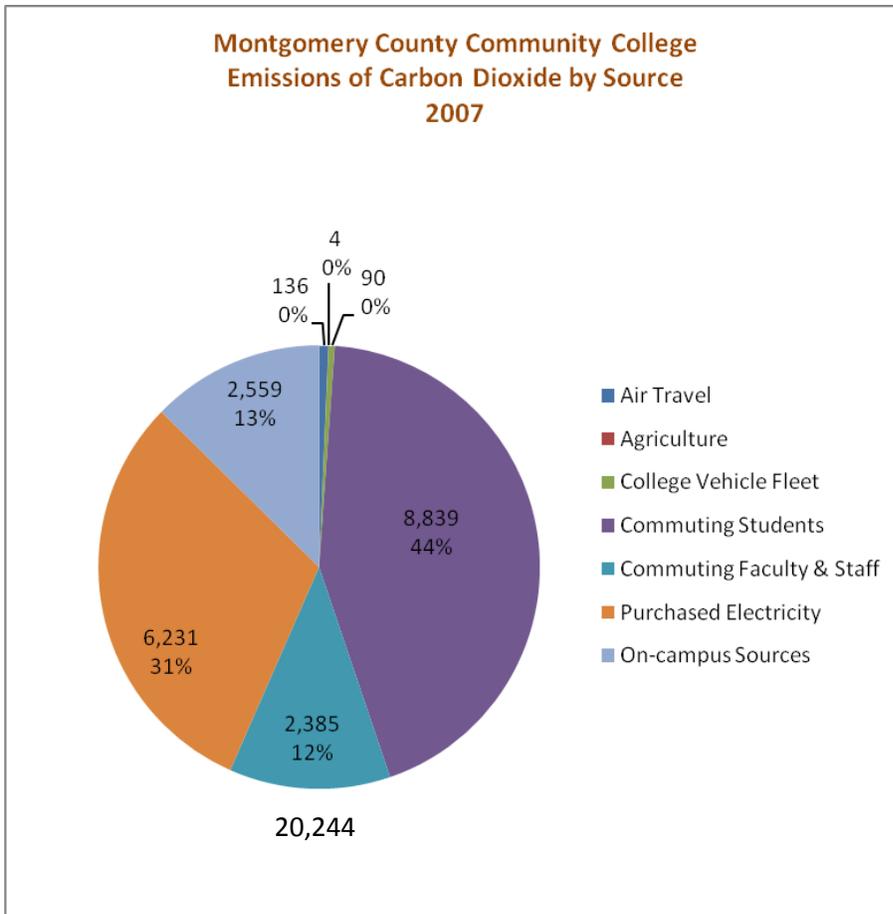
The transportation emissions produced were compiled from the following areas:

- a. The College's Fleet:** The average cost for a gallon of gas in each fiscal year was calculated. This figure was then multiplied by miles logged on each vehicle during the same fiscal year.
- b. Commuter Traffic:** Zip code listings were collected for all students and staff and distances were calculated from each of those zip codes to either Blue Bell or Pottstown Campus.
- c. Public Transportation: Annual ridership data was supplied by SEPTA.**
- d. Air Travel: Annual employee usage data was supplied by Atlas Travel.**

The following graphs display the College's emissions in metric tons for the years 2007, 2008 & 2009.

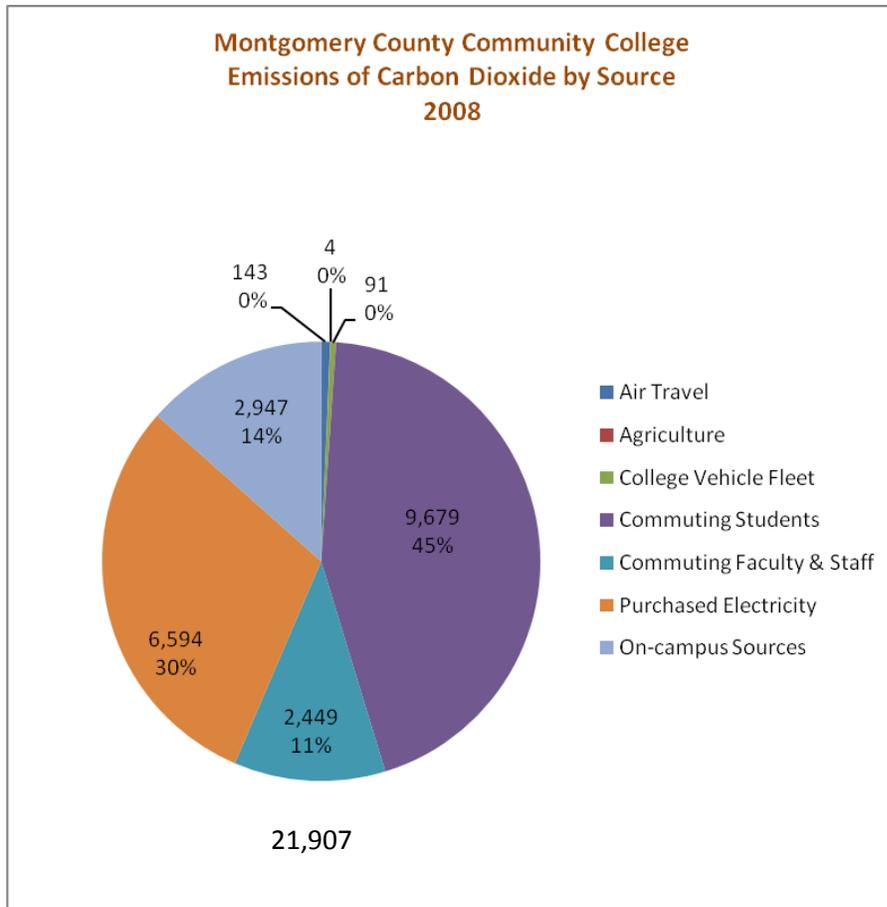
2007

Emission Source	Emission Amount
Air Travel	136
Agriculture	4
College Vehicle Fleet	90
Commuting Students	8,839
Commuting Faculty & Staff	2,385
Purchased Electricity	6,231
On-campus Sources	2,559



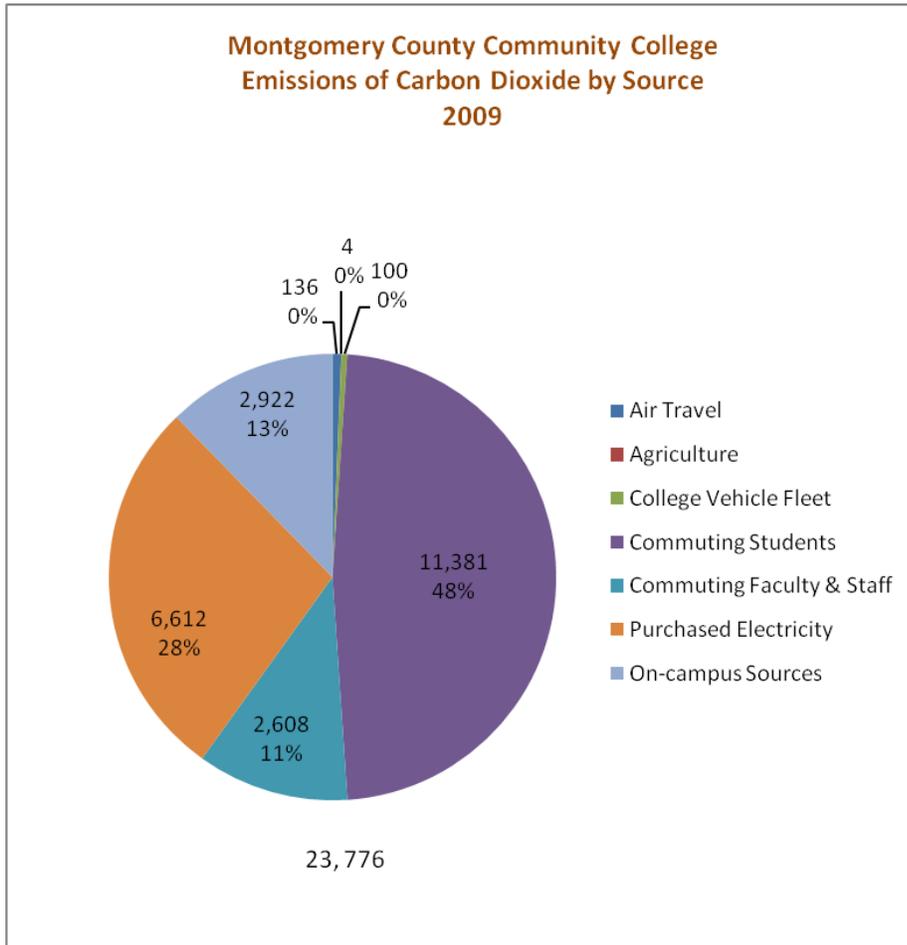
2008

Emission Source	Emission Amount
Air Travel	143
Agriculture	4
College Vehicle Fleet	91
Commuting Students	9,679
Commuting Faculty & Staff	2,449
Purchased Electricity	6,594
On-campus Sources	2,947

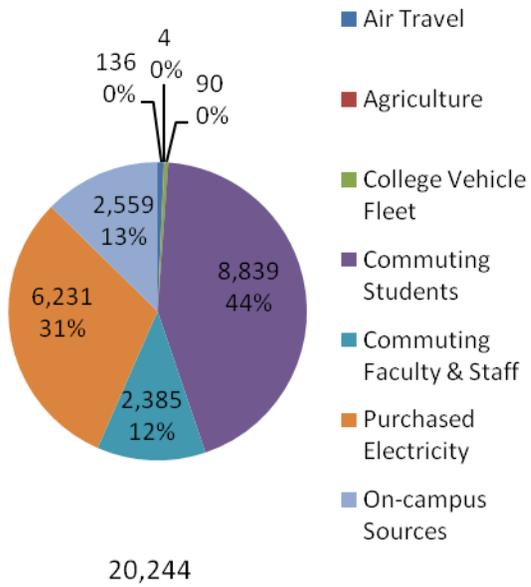


2009

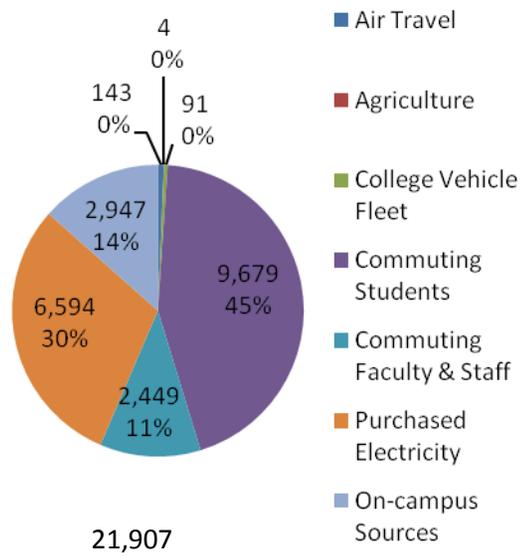
Emission Source	Emission Amount
Air Travel	149
Agriculture	4
College Vehicle Fleet	100
Commuting Students	11,381
Commuting Faculty & Staff	2,608
Purchased Electricity	6,612
On-campus Sources	2,922



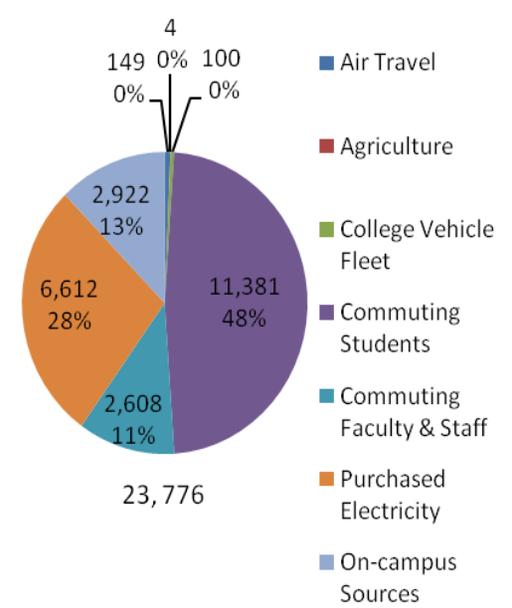
Montgomery County Community College
Emissions of Carbon Dioxide by Source
2007



Montgomery County Community College
Emissions of Carbon Dioxide by Source
2008



Montgomery County Community College
Emissions of Carbon Dioxide by Source
2009



III. The Climate Commitment Action Plan for Montgomery County Community College

A. Transportation

Introduction

The Transportation Committee was tasked with researching ideas and programs that will reduce the carbon footprint produced by transportation related activities of the College. This plan outlines mitigation strategies that will reduce total commuter emissions by 50% by 2030. Transportation is the highest percentage of the College's overall carbon inventory at 56% in years 2007 and 2008, with an increase to 58% in 2009. For a commuter campus, reducing our carbon footprint in the area of transportation presents great challenges and opportunities. The following summary provides the setting of the College and helps to understand the strategy and goals regarding transportation at Montgomery County Community College.

The College's Central Campus in Blue Bell is located in the eastern and most densely populated area of Montgomery County. Montgomery County includes large, suburban residential communities in proximity to Philadelphia County; large operating farms in the northern and western sections; and several small urban centers. The West Campus is located in Pottstown at the converging borders of Berks, Chester, and Montgomery counties. Centrally located on the Route 422 corridor, the West Campus serves students primarily from Montgomery and Chester counties. The campuses are approximately 28 miles apart. About 4% of the credit students took courses at both campuses in the 08-09 academic year, of the College's nearly 14,500 students. Many faculty and staff also travel between campuses.

Areas addressed in this section include:

1. Marketing and Communication Strategies
2. Biking and Walking Options
3. Shuttle Service and Carpooling
4. Public Transit
5. Scheduling Strategies
6. e-Learning and Hybrid Learning Options
7. The College Fleet and College-related Travel
8. Pedestrian Friendliness
9. A Comprehensive Parking Plan

Recommendations in this section are broken into:

- Short-Term Strategies - address immediately;
- Intermediate Strategies - address within one to five years;
- Long-Term Strategies - address after five years or at the end of the life-cycles.
(part of deferred maintenance or require a significant capital improvement)

Reducing emissions from personal travel is a significant challenge, as it requires changing individual behavior and a wide range of convenient and flexible alternatives. A comprehensive and flexible program of Transportation Demand Management (TDM) that encourages commuting via carpooling, walking, biking, and public transportation is suggested. Such a strategy not only reduces emissions, but also eases local congestion, while improving town relations and providing less expensive and healthier commuting options. Any comprehensive College transportation program will require continued partnerships with, the Greater Valley Forge Transportation Management Association (GVF Transportation), and the Montgomery

County Planning Commission and various other groups such as the Montgomery County Bicycle Coalition.

1. **Marketing and Communication Strategies**

Implement Marketing and Communication strategies to change commuting behavior.

Marketing is an integral part of the TDM approach. This is particularly true for a community college where a large portion of the community turns over frequently. Because the goal is to change behavior, it is important to offer a range of choices and to make sure that people are aware of these choices and have incentives to try them. Marketing can make people aware of alternatives, alleviate anxiety to trying them, and overcome inertia in travel habits.

Short-Term Strategies

a. Orientations and Promotional Material

Expand the Commuter Orientation segment to be offered to new students at open houses, orientations, and during the first week of the semester, and develop a commuter orientation for faculty and staff at orientation and opening day. The orientations should provide the following commuter information and incentives for participants:

- SEPTA and PART promotion posters, route maps and route timetables;
- Instructions on SEPTA/PART schedules, use, including photographs of signage;
- A Transit Check application for faculty/staff, a packet of tokens for students;
- Car pool sign-up for a coupon for campus coffee;
- (requires purchase of coupons and availability of computers)
- Personal benefits of mass transit use;
- Inter-campus shuttle schedules and reservation instructions.

Assignment

The messaging for new student communication will be provided by the Vice President of Student Affairs. The messaging for new employee communication will be provided by the Executive Director of Human Resources.

The design of the commuting communication messaging will be created through the Director of Marketing.

Schedule

Design materials and provide for fall 2010 new student and new employee orientations.

2. **Biking and Walking Options**

Improve biking and walking options for the entire College community.

While less than 3% of students, faculty and staff reported walking or biking to work, 12% of staff and 33% of students reported commuting less than five miles roundtrip, which is within the range of use of bicycles as a commuter option. However, most of the roads connecting the Central Campus in Blue Bell are not designed for bicycles or pedestrians. Many are narrow and are not very well designed for the traffic conditions they handle. Commuting to the West Campus in Pottstown is better, but still not ideal. Pottstown also

has a bike share program in place <http://www.bikepottstown.org/>. To accommodate bicycles on campus, the College would need to make investments in safe and weather-proof storage facilities. Another possible option would be to provide some type of incentive for staff and students that commute to the College by bicycle.

Short-Term Strategies

a. Identify and Promote Biking Routes

Coordinate with Whitpain Township, Worcester Township, Towamencin Township, Upper Gwynedd Township, and Lower Gwynedd Township, to identify low auto traffic density bike corridors to reach the Central Campus. This effort should extend up to a 10-mile radius from campus.

Similar coordination efforts should be made with Pottstown Borough, Lower Pottsgrove Township, Upper Pottsgrove Township, West Pottsgrove Township, Douglass Township, (Berks County), and North Coventry and East Coventry Townships, (Chester County) to identify low auto traffic density bike corridors to reach the West Campus. This effort should extend to up to a 10 mile-radius from campus.

b. Provide Facilities

Establish a secure mass bike parking area where bikes could be securely parked under shelter – ticket or token – and overseen by Public Safety during a range of specified hours.

Arrange with the Physical Education Center at Central Campus for shower and secure lockers for those bike commuters who wish to use them regularly.

Explore solutions for showers and secure lockers for the bike commuters at West Campus.

Intermediate Strategies

a. Implement the Central Campus Jogging/Walking Trail that is in the Master Plan

The trail would link the recreation fields to the Central Campus core facilities and campus perimeter and tie into the Township walking trail.

b. Develop Web-Hosted Image Maps

Develop web-hosted map images for all of the important bike routes. Develop web-hosted, text-based route notations (e.g. From Penllyn: Penllyn-Blue Bell Pike; Right onto Lantern Lane 1 mile; Right onto Plymouth 1/2 mile; Left onto Grasshopper 1/2 mile; Left onto Cathcart to College).

c. Provide Facilities

Explore the utilization of a ‘park-and-ride’ lot within five miles of the Central Campus in Blue Bell, perhaps in North Wales or Lansdale, at which more distant commuters can park their cars and ride their bikes the rest of the way.

Provide bicycle service facility for repairs and tune-ups. This could be student run.

d. Promotion

This consists of general promotion and marketing activities oriented towards

encouraging commuters to bicycle or walk. Marketing messages can include health and cost savings, convenience, and other benefits.

Designate a “*Bike to Work Day*” (BTWD) for late September. Market it through various College media. The BTWD promotion provides many commuters with a first-time experience with bicycling to work. A small proportion of these commuters, every year, become habitual bicycle commuters. Allowing a day where commuters can be introduced to the ease of bicycle commuting is a great way to change commuting modes. It was found in the Denver area that more than 25% of new BTWD participants will continue to bicycle to work after participating in the event. The limitation is that bicycle commuting declines during the winter and since it usually only occurs once a year, building a sponsor and promotions list can be challenging. It was noted that assisting bicyclists with where/how to park their bicycle and prepare for the workday has been proven to be more effective than promotion alone.

e. Form a College bike club

Design and contract for creation of College bike jerseys for sale. Encourage members to wear jerseys during commuting and to participate in regional bike rides and races such as the Quad County Ride in May and Uninvest Cyclosporitif in September.

Contact area bike shops about purchasing a share of the bike storage in return for advertising.

<i>Indicators</i>	<i>Targets</i>	<i>GHG savings</i>
Increase participation by 10% per year	15% of community who live within 5 miles participating	5 mi/rt (19.4 lbs CO2 emissions) x # trips avoided

Assignment

The Vice President of Administration and Finance will work with various College departments, such as Facilities, Purchasing, Student Success, Student Activities and Marketing on the above-identified initiatives. The above-mentioned short-term strategies will be implemented by summer 2011. The intermediate strategies should be implemented by fall 2011.

3. Shuttle Service and Carpooling

Implement a shuttle service and improve carpooling options for faculty, staff and students. Because the personal automobile is the most common method of transportation, providing incentives to increase the occupancy of those automobiles would have a significant impact on Green House Gas (GHG). In the 2009 survey of faculty and staff, only 19 employees (4%) reported carpooling to and from work at the College. Carpools may have one person who drives everyday with passengers paying for the cost of gasoline, or they may rotate driving responsibilities. There are several factors that make carpooling difficult at the College. The many different schedules of faculty and students mean that most people are not arriving or leaving at the same times. This is especially true for part-time faculty, who may have teaching obligations on other campuses. Many students work or have childcare responsibilities and are coming from or going to campus as a stop in a busy day. However, 42% of the students in our survey said they would be likely or very

likely to use carpooling if they could connect to others in their area.

Carpooling software is available to the College that can help people find connections to potential car-mates, but an incentive may have to be offered for many people to give up the convenience of their personal cars. One incentive could be providing preferential parking in the ATC parking lot.

Short-Term Strategies

a. Ridematching Service

There are both non-profit and for-profit companies that provide this service. A service that easily matches both locations and time can be complex. GVF Transportation has a free service that we can encourage community members to participate in. Ridematching systems that have been reviewed include icarpool, Carpoolworld, and AlterNetRides. The Transportation sub-committee recommends AlterNetRides, as it provides a flexible, secure and immediately responsive system at a reasonable cost, which is approximately \$600/year.

<i>Indicators</i>	<i>Targets</i>	<i>GHG savings</i>
Increase participation by 10% per year	Upward trend	20 mi/rt (19.4 lbs CO2 emissions) X # trips avoided.

b. Incentives

Providing preferred parking, in the ATC lot would be an incentive to carpooling. Other incentives include reduced parking fees (if instituted) or a transportation allowance.

c. Shuttle System

An outside vendor will be secured through GVFTA to run an inter-campus shuttle four days a week.

Intermediate Strategies

a. Guaranteed Ride Home

A Guaranteed Ride Home (GRH) program provides a free taxi ride home to those who fall ill, have an emergency, or are left stranded by a carpool. As cited by most commuters, having a guaranteed way to avoid being ‘stuck at the office’ is a desirable incentive. Guaranteed Ride Home allows for employees to always have a ride home, regardless of the emergency or situation. Interestingly, GRH is rarely abused nationwide. The main limitation is ensuring an appropriate commute trip reduction program is implemented for GRH to be effective. Employers may also hesitate to provide GRH due to costs and liability, however costs are usually low.

Assignment

The Vice President of Administration and Finance will work with the Vice President of Student Success and the Executive Director of Human Resources to complete a feasibility study of implementing by spring 2011.

The Vice President of Administration and Finance and their designee will work to explore the viability of preferred parking by spring 2011.

The Director of College Services will work in conjunction with the Finance Area to engage an outside transportation service by fall 2010. The Director of College Services will be responsible for the daily operational management of the shuttle.

The Vice President of Administration and Finance will work with the Vice President of Student Success and the Executive Director of Human Resources to complete a feasibility study for a guaranteed ride home of implementing by fall 2011.

4. Public Transit

Increase the use of Public Transit to the Campuses. There are currently two bus routes that stop at the College. The 94 route originates in Chestnut Hill and stops at the College on the way to the Montgomery Mall. The 96 route originates in Norristown and stops at the College on the way to Lansdale. The only connection to SEPTA Regional Rail and the College is through these bus routes. The nearest regional rail stop is Gwynedd Valley which is not within reasonable walking distance to the College. Less than 4% of the College community uses public transportation.

Bus Service in Pottstown and adjacent communities is a publicly owned and privately operated system. The Borough of Pottstown owns funds and administers the system. http://www.atlantic4us.com/pages/put_welcome.html. The day-to-day operations are the responsibility of Pottstown Urban Transit, Inc. (PUT).

Short-Term Strategies

One of the most significant actions an individual commuter can make is to leave the vehicle at home and use public transportation. Four programs that are supported by SEPTA are listed below:

a. Pass Perks

The Pass Perks Program gives student SEPTA pass holder discounts on purchases they make on campus. The colleges who currently participate offer discounts at places like the campus store and on-campus coffee/snack shops. The college decides the amount of the discount and also subsidizes it. Currently, faculty and staff get a 10% discount toward purchases in the bookstore. This could be set up in a similar manner, but instead of showing a staff ID, students could show a current SEPTA pass for a discount.

b. University Pass Program

This program allows students to purchase SEPTA passes at a 10% discount. The student would have to buy one semester's worth of passes at a time (approximately four months) but would receive a pass at a 10% discount. Five percent of the discount is subsidized through SEPTA and the other 5% is subsidized through the College. Because the pass is for a whole semester, not weekly or monthly, it is expensive for the College's students. The cost will depend on the distance traveled, but can easily cost \$350 for the student and \$17.50 for the College. Because this is the only program that is currently offered by SEPTA that provides a direct discount to students, it is a significant tool, even though few students will take advantage of it for cost reasons.

c. Token Purchases

SEPTA tokens are currently sold in the Campus Bookstore at the Central Campus in Blue Bell. Each token purchased is valid for one base fare on any bus trolley or subway/elevated line. There is a 28% reduction of the cash fare when using tokens. Tokens should also be sold at the Campus Bookstore at the West Campus in Pottstown.

d. TransitChek

TransitChek is an employer-provided benefit in the form of a tax-break for taking transit for both commuters and employers. TransitCheks are vouchers that can be used to purchase tickets, tokens and passes for all major transit systems in the region, including SEPTA, PATCO, NJTransit, DART First State and Amtrak. The TransitChek program helps employers reduce the cost of their employees' commutes in three ways:

- Employers can give employees TransitCheks in addition to salary as part of their benefits package. Neither the employer nor the employees need to pay taxes on the TransitCheks given as a benefit. And, the entire cost of the program is tax-deductible as a business expense.
- Employers can allow employees to purchase TransitCheks through a pre-tax payroll deduction. Employees can protect over \$100 per month from federal income tax and FICA taxes, saving them hundreds of dollars over the course of the year. And, employers save on the matching FICA taxes.
- Employers can give a portion of TransitChek as a benefit, and allow employees to take a pre-tax payroll deduction for the remaining amount.

<i>Indicators</i>	<i>Targets</i>	<i>GHG savings</i>
Increase participation by 10% per year	Upward trend	20 mi/rt (19.4 lbs CO2 emissions) x # trips avoided

e. Car Share Programs

PhillyCarShare and ZipCar car sharing programs have been reviewed. At this time, the need to provide usage guarantees makes participation cost prohibitive. The Climate Council should continue to monitor these programs in the future.

Assignment

The Vice President of Administration and Finance in conjunction with various College departments, such as Purchasing, the Student Success Center, and outside community organizations will work to implement the above-mentioned initiatives. All initiatives should be implemented by summer 2011.

5. Scheduling Strategies

Adopt scheduling strategies to reduce trips to campus.

An immediate, low cost step that can reduce the number of commutes to and from the College and commutes between campuses is schedule changes. This option will take a lot of planning but may create the biggest impact with the lowest up-front direct costs to the College.

The major areas for reducing vehicle miles for employees are video conferencing, flextime, and telecommuting.

The major areas for reducing vehicle miles for students are e-Learning, hybrid learning and some forms of accelerated learning.

Short-Term Strategies

a. Videoconference Meetings

Faculty and staff currently meet via videoconference on a regular basis reducing Vehicle Miles Traveled (VMT) by 28 miles (one way). Over the past three years, the number of videoconferenced meetings has gone from 194 in 2005 to 869 in 2008.

Because a vast majority of meetings are already conducted in this way, the GHG savings to be achieved would be minimal. Noted in the transportation survey was that “although we have the technology to connect between campuses, many of us feel as if there is pressure to be physically at the Blue Bell meetings.”

<i>Indicators</i>	<i>Targets</i>	<i>GHG Savings</i>
Number of classes	Upward trend	56 mi/rt (19.4 lbs CO2 emissions) x # trips avoided

b. Flextime and Telecommuting

Flextime is a variable work schedule as opposed to traditional work arrangements requiring employees to work a standard 9 a.m.-5 p.m. day. Alternative schedules, such as flextime and staggered work hours, allow employees to alter the standard work week. Flextime makes it much easier for employees to coordinate with rideshare partners, meet transit schedules, or bike or walk during daylight hours. It also helps employees avoid peak hour traffic or at least reduce their exposure to it, which can reduce commute time and GHG.

Telecommuting, e-commuting, e-work, and telework are work arrangements in which employees enjoy flexibility in working location and hours. The daily commute to a central place of work is replaced with telecommunication links. Instituting telecommuting programs would involve careful planning and policies. A successful program requires a management style that is based on results and productivity, not on close scrutiny of individual employees. Some positions that require ongoing public contact will not be appropriate for this option.

<i>Flextime Indicators</i>	<i>Targets</i>	<i>GHG savings</i>
Increase participation by 10% per year	Upward trend	Calculated in carpool and transit savings

<i>Telecommuting Indicators</i>	<i>Targets</i>	<i>GHG savings</i>
Number of staff participating	Upward trend	20 mi/rt (19.4 lbs CO2 emissions) x # trips avoided

Assignment

A feasibility study of the appropriateness of a flextime and/or telecommuting program may be conducted by the Vice President of Administration in conjunction with the Executive Director of Human Resources. These programs must, above all, support the College’s Mission. The feasibility study for flex-time and telecommuting should be completed by summer 2011. The Vice Presidents for the College should continue to promote the use of videoconferencing for all inter-campus meetings.

6. e-Learning and Hybrid Learning Options

Increase e-learning and hybrid learning options. e-Learning, formerly called distance learning, has been a popular learning method of course enrollment at the College since 1999. Enrollments have increased an average of 15% per year. One of the primary advantages of e-Learning is the convenience of not having to commute to campus. Students and faculty can log into class at any time to interact with instructors, fellow students, and coursework. Hybrid or blended learning is a blend of face-to-face and online instruction to meet the desired learning outcomes while reducing seated class time. The approximate instructional ratio is 60:40 online to face-to-face instruction.

<i>Indicators</i>	<i>Targets</i>	<i>GHG Savings</i>
Number of classes	Upward trend	20 mi/rt (19.4 lbs CO2 emissions) x # trips avoided

Short-Term Strategies

a. Videoconference Course

A videoconference course is one that is conducted simultaneously at two or more locations such as the College’s Central and West campuses via two-way audio and video. The faculty member is present at one location but is able to interact and conduct class with student’s at all remote locations succinctly by using videoconferencing and screen sharing to share documents and facilitate discussion among learners. This learning mode facilitates reduced transportation miles for participants who would otherwise need to drive to campus.

<i>Indicators</i>	<i>Targets</i>	<i>GHG Savings</i>
Number of classes	Upward trend	56 mi/rt (19.4 lbs CO2 emissions) x # trips avoided

b. Accelerated Learning

Accelerated learning programs are structured to take less time than conventional programs to attain college credits. The College’s accelerated program is a variation of the hybrid model, and is presented in less time (eight weeks rather than 14) than the traditional semester, with much of the work occurring online.

<i>Indicators</i>	<i>Targets</i>	<i>GHG Savings</i>
Number of classes	Upward trend	20 mi/rt (19.4 lbs CO2 emissions) x # trips avoided

Assignment

The Vice Presidents of Academic Affairs and Student Affairs, will work with faculty, administrators, and staff to study the feasibility and benefits of minor to radical changes in scheduling. This should be completed by fall 2011.

7. The College Fleet and College Related Travel

Better manage the College fleet and College related travel. The College fleet is made up of all the trucks, mowers, intra-campus vehicles, College cars, and Public Safety vehicles. It amounts to less than 1% of the total MTCO2 emissions of the college.

Short Term Strategies

a. Fuel shifts

Modest fuel shifts can be made with current vehicles, including increased use of ethanol and biodiesel fuel mixes. However, changes to vehicle engines may be required to permit the use of some of the alternative fuel types that have the greatest greenhouse gas reduction.

Assignment

<i>Indicators</i>	<i>Targets</i>	<i>GHG Savings</i>
Number of vehicles	100% electric fleet	60/year

b. Air Travel

Air travel consists of business travel by College staff and student travel for the International Studies Program. It amounts to less than 1% of the total MTCO2 emissions of the College.

The College can reduce short-distance flights, such as travel to Boston, by encouraging train travel. Strategic planning and coordination of travel in a responsible manner will provide opportunity for reductions. We assume that most trips are necessary, so this area might be one where the purchase of carbon offsets would be appropriate.

<i>Indicators</i>	<i>Targets</i>	<i>GHG Savings</i>
Number of trips	100% of trips covered by carbon offsets	136/year

Assignment

The Vice President for Administration and Finance will continue to look at upgrading College vehicles that provide the opportunity for carbon reduction. An initial report should be completed by spring 2011.

The Vice President of Administration and Finance will be responsible for investigating the most efficient mode of travel for the College community. An initial report should be

completed by spring 2011.

8. Pedestrian Friendliness of the Campus

Improve the pedestrian friendliness of the campus. While the Central Campus is relatively compact and walkable, anecdotal evidence suggests some people do not believe this to be the case. During a recent talk with students, some indicated they drove from one parking lot to another, and there were a number of comments in the faculty/staff survey indicating the same thing. With the opening of 140 College Drive, the West Campus could have the same problem.

Short Term Strategies

The College has the Amish scooter share program in place, although it appears to be lightly used. This program could be opened up to student use.

Assignment

The Vice President of Student Affairs and the Executive Director of Human Resources shall communicate these values during orientations. It is the responsibility of the entire College community to uphold these values. Communication should begin at spring 2011 New Student and New Employee Orientations.

9. A Comprehensive Parking Plan

Develop a comprehensive parking plan. The cost and supply of parking has a significant impact on travel behavior. A comprehensive approach to managing the parking supply is an important part of a TDM strategy. In general, it is unlikely that any of the other strategies will be highly effective if parking management is not tackled.

Intermediate Strategies

A more in-depth parking study needs to be conducted. This will be helpful in identifying parking strategies. In addition to the strategies, a cost benefit analysis should be performed with regard to instituting a parking fee.

One of the primary elements involved in parking is supply. At the Central Campus, supply is adequate, although the community often finds it inconvenient. Students are especially critical of the parking situation. People spend fuel circling around the ATC parking lot looking for a space. This should be discouraged and ticketed if possible.

Parking at the West Campus has been expanded by the addition of the 140 College Drive lot. However, at peak times, there is still inadequate campus parking.

Many of the survey respondents commented on parking, including the idea of charging for parking. This would not be a popular change, but it may be a way to encourage alternate commutes. Many colleges charge for parking; for example the charge for faculty at West Chester University is \$30 per academic year.

Income from parking fees can be used to offset the costs to provide subsidized transit, shuttle service or carbon offsets. A transportation allowance provides employees with a sum of money that they can choose to use for parking or for another mode of transportation.

Assignment

Vice President of Administration and fiancé and the Director of Public Safety will complete a more in depth parking study by fall 2011.

B. Campus Operations

Introduction

The Operations Committee was tasked with gathering ideas and best practices and formulating an action plan for sustainable campus operations. It is understood that some of these items involve hard and soft costs, while others are “cost free” and merely require the incorporation of sustainable practices in our everyday routines.

Areas addressed in this section include:

1. Waste and Recycling
2. Energy Efficiencies
3. Buildings and Grounds (maintenance, renovations, and new construction)
4. Efficient Facility Use

Recommendations in this section are broken into:

- Short-Term Strategies - address immediately;
- Intermediate Strategies - address within one to five years;
- Long-Term Strategies - address after five years or at the end of the life-cycles. (part of deferred maintenance or require a significant capital improvement)

1. Waste & Recycling

The Operations Committee selected several items for implementation which have the potential for the greatest impact in reducing the carbon footprint of the College.

Short-Term Strategies

- a. **Continue the current infectious waste disposal program with the Health Sciences.**
Seek efficiencies by looking into the frequency of pickups and consolidation of waste to a single vendor for disposal.
- b. **Continue the recycling of newspapers campaign in the large bins in designated areas throughout the College.**
As the newspapers are emptied from the recycling stations, they are placed into the large newspaper receptacles in the designated maintenance areas/loading areas of the College.
- c. **Explore and institute an environmentally friendly alternative to plastic bags used in the College Bookstore.**

Intermediate Strategies

- a. **Correct the insufficient quantity and ineffective disbursement of recycling stations on campus.**
As a result of mandatory recycling in the Pottstown Borough, this is already happening at the West Campus. The Central Campus needs to develop, plan, and implement standardized trash and recycling stations to be placed in strategic locations, inside and outside of the buildings. Create campus maps depicting locations/stations. The Central Campus should consider using the same stations that are in place at the West Campus. The receptacles are high profile, blue in color, and cost effective at about \$100 each. Set up recycling stations throughout campus and clearly designate paper, plastic, can,

newspaper, and cardboard disposal. Place some stations in parking lots.

Create an aluminum collection site on campus; the aluminum can be delivered to a recycling center for revenue and could be used for the establishment of an “Environmental Sustainability Fund.” This project lends itself, in part, as a student club function or as an Honors students’ project.

Do away with all plastic bottles in beverage vending machines and allow only aluminum cans. Aluminum is one of the few recyclable items that have significant cash value. Segregate aluminum cans into a dedicated bin; sell to a local scrap yard monthly. This money could also go to the establishment of the College’s “Environmental Sustainability Fund.”

- b. Integrate purchase of recycling materials into the general building requirements and policies when planning renovations and new buildings.**
- c. Identify recycling locations for non-typical materials for Central Campus and for West Campus.**
- d. Develop and implement plan for recycling batteries. Some batteries can be disposed of in trash but should be recycled as a best practice.**

Batteries that need to be recycled are nickel cadmium batteries, camera batteries, watch and mice batteries, etc. Set-up collection stations and plan for removal from campus and safe disposal.
- e. Develop and implement plan for recycling printer cartridges.**

Set-up collection stations and plan for removal from campus. Assess the benefit of student club fundraising from printer cartridges collection.
- f. Monitor and Implement Office Depot’s exploratory program to deliver College office supplies in plastic, reusable containers in place of cardboard boxes packed with bubble wrapping.**

Office Depot is conducting pilot programs. Monitor the success of the program and look for implementation opportunities.
- g. Cut consumption on paper products.**

Eliminate multi-fold towel system. Review, select, and implement efficient towel system.
- h. Cut consumption of Styrofoam.**

Develop and implement a plan for using biodegradable/“green” products; or develop and implement a plan for recycling Styrofoam in the servery and throughout the campus, (i.e. packaging) or take to a facility that accepts Styrofoam, such as Pottstown Recycling Center, on a schedule.

Implement the use of greenware with the renovation of the Central Campus College Hall Servery and implement at West Campus during the same time period.

Increase the awareness of the purpose and benefit of baskets being used by the College’s food service outlets.

- i. Research partnering relationships with Recycling Centers and composting sites to bring acceptable recyclable materials to their facility.**
Collaborate with owners on outreach. Inform the College community of their services charges per load or \$10 donation, do not do bulk. Collaborate with owners to establish on-site or off-site services.
- j. Plan and implement a community hazardous recycling event and a community shredding event 2-4 times per year.**
Use these events as opportunities for recruiting and other College initiatives. The College will align this with other community events.
- k. Determine from all vendors/resources what happens to the recyclables after they leave the College Campuses.**
Set up process for tracking and reporting of the recyclable path.

Assignment

The Vice President of Administration and Finance and the Director of College Services should continue to monitor the success of the waste and recycling initiatives. All of the short term strategies should be continued, expanded, or instituted by spring 2011.

The Vice President of Administration and Finance and the Director of College Services should develop all intermediate strategies for implementation by fall 2011.

2. Energy Efficiencies

Short-Term Strategies

- a. Use controlling devices and building Energy Management Systems (EMS) to cut energy consumption during off-peak hours and monitor for cost effectiveness.**
Program the EMS which manages the operation of HVAC and lighting systems to trend the operation of each piece of HVAC equipment to perform the minimum requirements in achieving a desired temperature. All settings need to have checks and balances.

Custodial and Public Safety staff should assist by going through buildings at the end of the evening to make sure lights are out and windows are closed. Occupied and Unoccupied settings will be determined by the room schedule/events calendar and programmed by the HVAC Technician on a weekly basis.
- b. Reduce the use of inefficient, filament type lamps.**
Switch to LED technology of fluorescent lamps. Put into place a means for properly disposing of compact fluorescent lamps.

Intermediate Strategies

- a. Plan and implement automatic dispensing soap in lavatories with foaming soap.**
- b. Plan and implement the installation of filtered water stations at strategic locations throughout campus to reduce dependency on bottled water.**

Long Term Strategies

a. **Continue to seek grants to subsidize or pay in full for photovoltaic, wind, geothermal and other capital investments in sustainability.**

b. **Information Technology Initiatives with Regards to Campus Operations**

The information technology (IT) professionals will continue to work to support green initiatives and technologies. The College has adopted a paperless human resource application system. The IT department is working on server virtualization and enhancing other programs across the College to support sustainability initiatives. The information technology professionals continue to evaluate internal and external practices which support the College's infrastructure and reduce the College's carbon footprint.

Assignment

The Vice President of Administration and Finance will work to identify program devices and systems. Once systems are implemented, public safety and custodial staffs can provide physical measurements of the effectiveness of the programming. Utility bills can be evaluated once the programming is completed and verified over a one-year trend. Initial settings are to begin immediately. Incremental programming will continue with final implementation by spring 2011.

The Vice President of Administration and Finance and the Director of Facilities Management will develop the above intermediate strategies for implementation by fall 2011.

The Vice Presidents for Administration and Finance and Information Technology should continue to expand these opportunities when appropriate and where vendor support exists.

3. Building and Grounds

Short-term Strategies

a. **Develop a Baseline Set of Standards for Renovations and New Construction**

The College will develop a baseline set of standards for renovations and construction projects, with a set of standard finishes with respect to sustainable operations. Toilet tissue dispensers, paper towel holders, waste receptacles, recycling stations, lighting and environmental controls, and the like will be assigned the College standards.

The materials used should be in accordance with an environmentally friendly standard, which allows the College to purchase responsibly and to minimize inventory. Using appliances which allow for use of bulk quantities and recycled content, standard sizes, and green products will lower inventory requirements, thereby minimize deliveries to the campus and reduce pollution and waste.

Incorporating items like controlled lighting, efficient HVAC systems, and waste and recycling stations into the Furniture, Fixtures and Equipment (FFE) and architectural design, places our commitment to sustainability in the foreground of our design, rather than an afterthought. As technologies change, the standards document can be modified or changed to reflect the most current thinking in support of the Climate Commitment and Model and Modern Workplace Initiative. Use of prior discussions with the construction team on this subject can be used as a foundation for building the standards document. Continue discussion with the construction team using recent projects to evaluate successes and areas for improvement and to complete a draft document which can be used by the

architects for submittals involving all future College renovations.

Intermediate Strategies

- a. **Look for entrepreneurial opportunities to engage in the use of solar panels and other green energy companies.**
The College will gain energy usage benefits and the external business will receive a tax benefit.
- b. **Develop standards for more energy efficient building design, use solar panels, green roofs and wind power.**

Long Term Strategies

- a. **Develop, plan and implement (FFE) standards for design specifications when planning the renovation of buildings and new buildings and integrate the purchase of recycling materials into the general building requirements and policies. Look for “green” investment companies to help with funding and know about the “seven year payback.”**
For example, engaging with companies that make the equipment more efficient; they will invest and share in the payback through amortization.

Assignment

The Vice President of Administration and Finance will work with the Director of Facilities Management for renovation and new construction projects to ensure best practices. A system should be developed by spring 2011.

The Vice President of Administration and Finance will work with the Director of Facilities Management to facilitate the implementation of recycling strategies and the procurement of green products and their distribution. The Department of Purchasing will facilitate working relationships with outside vendors that support the College’s mission of reducing its carbon footprint. An alternative energy plan should be developed for the College by spring 2012.

The Vice President of Administration and Finance will lead the efforts of plan development for FFE to be completed by fall 2015

4. Facility Use

Intermediate Strategies

- a. **Plan and implement room and class scheduling so that buildings are being utilized to the fullest**
Develop, plan and implement efficient facility/room scheduling to eliminate or decrease the energy consumption in unused buildings and rooms.

West Campus has experienced some energy cost savings by incorporating room and class scheduling, so that buildings are being utilized to the fullest; unused classrooms and buildings should be shut down.

Assignment

The Vice President of Academic Affairs should lead this effort in conjunction with the Director of Facilities Management and the Director of College Services to develop an operating procedure. Room schedulers from College Services and Academics will work together to begin by looking at weekend activities and seek opportunities for consolidation within the buildings. There has been some informal work in this area by the academic room schedulers. A more formalized and comprehensive efficiency plan should be developed by spring 2015.

C. Curricular, Co-Curricular, and Community Outreach

Introduction

The Curricular, Co-Curricular and Community Outreach Sub-Committee of the Climate Council was tasked with encouraging and developing programs and initiatives that educate and engage students, faculty, staff, and the Montgomery County community at large with sustainability issues and the College's commitment to reduce its carbon footprint to zero.

Areas addressed in this section include:

1. Curricular Development
2. Co-Curricular Activities
3. Community Outreach

Recommendations in this section are broken into:

- Short-Term Strategies- address immediately;
- Intermediate Strategies -address within one to five years;
- Long-Term Strategies - address after five years or at the end of the life-cycles.
(part of deferred maintenance or require a significant capital improvement)

1. **Curricular Development**

To have Curricular developments to support the educational needs of our students.

Short-Term Strategies

a. Sustainability Literacy will become a mandatory component of each student's education through the adoption of the College's new core curriculum.

Several teaching faculty have committed to or have expressed intent to incorporate sustainability topics and service learning opportunities into their courses during the 2009-2010 academic year. Some of the courses include Geography, English Composition, Speech Communications, Biology, Geology, Nutrition, and Engineering. The Committee will continue to track courses with a sustainability component as more faculty become familiar with the College's sustainability work and plan. The establishment of an Environmental Sciences Program compliments and enhances the College's collaborative relationship with the Schuylkill Heritage River Association. This degree is important in achieving local and far reaching sustainability goals. Environmental Science students continually work on and care for recently planted trees at both West and Central campuses. Aggressive marketing efforts must be made to promote and communicate the importance of the environmental sciences program.

b. Continue to Implement Sustainability Lecture Series.

Originally established by the faculty Climate Change Group two years ago, the Lecture Series brings in-house and community experts to campus for hour-long discussions of sustainability topics. The lectures are open to the entire College community as well as to the general public.

c. Identify opportunities to work with the students enrolled in the Honors Colloquium.

As an example, the energy and electricity student group would be good candidates for these evaluations with the assistance of Public Safety. The group would then submit proposals for reduction or elimination and costs involved. In addition, external

opportunities for students to work with groups such as the Clinton Global Initiative should be explored.

d. Faculty will investigate and implement learning material alternatives.

Faculty will lead discussions on proposing textbook alternatives and other paperless learning materials. This has already started to take place with the incorporation of Blackboard into not only online classes but, traditional face to face classes. As e-books, such as Kindle become more widely used, the College will have to meet the demands of students looking for cost effective and sustainable materials. A subcommittee of the Curriculum Committee could be charged with this initiative or implementation could be developed by each of the academic divisions.

e. Development of Curriculum for Entrepreneurs and the Workforce

Through the College's Center for Entrepreneurial Studies there will be courses offered that frame the benefits of using sustainable initiatives to further business. Sustainable initiatives will be evaluated by students as to the feasibility of instituting these initiatives and balancing the cost. Today's entrepreneurs will not be able to operate businesses without recognizing global commitment to sustainability. Furthermore, future curriculums will be examined that are user specific to green industries.

Curriculum development in the area of Continuing Education and Workforce Development will be driven by the demands of the market place as government initiatives and legislation influence the operations of businesses; more professional certifications will be necessary. Construction professionals in the immediate future will need training in solar panel installation, LEED construction requirements and other green certifications. As evidence of this fact the Workforce Investment Board continues to monitor and looks to the College to become a supplier of these necessary professional courses and certifications.

f. Development of Curriculum of Personal Educational Development

Programs, such as "Easy Steps to a Healthy Green Home," "Residential Weatherization," and "Go-Green Compost," will provide residents of Montgomery County with real-world experience to aid in the reduction of their personal footprint.

Intermediate Strategies

a. Support three-year NASA grant project

The College is a co-investigator with Dickinson College on a "Cooling the Liberal Arts Curriculum" grant proposal to NASA. The three-year project will enable the faculty to participate in sustainability-themed workshops and learning communities and to develop new courses/modify existing courses to better integrate climate change and sustainability education into the curriculum.

b. Make Sustainability an annual component of the College's Opening Day activities and other events, such as faculty dinners.

c. Establish and schedule monthly CTL workshops and other professional development opportunities to encourage and train faculty in methods of incorporating sustainability into their courses.

d. Establish, sustain, and support an education and feedback program for the College's facilities staff.

- e. **Recruit faculty and establish a commitment from each academic division to maintain at least one faculty member on the Council.**

Long-Term Strategies

- a. **Achieve Sustainability Literacy for Students, Faculty and Staff.**

Assignment

The Vice President of Academic Affairs will be responsible for the leadership of developing, and enhancing sustainability curriculum and the activities that support teaching and learning.

2. Co-Curricular Activities

Implement Co-Curriculum activities that support sustainability.

Short-Term Strategies

Several co-curricular and service learning initiatives for students will incorporate sustainability themes during the 2010-2011 academic years. Many of the initiatives will provide the College community at large with various avenues to support student sustainability efforts, and the students' outreach into surrounding communities will help promote and educate the general public about sustainability issues.

Short-term goals are:

- a. **Re-establish Student Environmental Club.**

The re-establishment of a student Environmental Club will require multiple areas of support. Student Leadership and Involvement staff will provide assistance in filing the necessary paperwork to establish the club. According to current club regulations, each student club must have an advisor; a faculty member from the Environmental Science (ES) program is an appropriate fit for the Environmental Science Club. The club will be open to all students and will engage both Environmental Science majors as well as all students who are concerned about the environment.

The College's Student Club Handbook requires each group to do a minimum number of service projects per year. Also, service-learning opportunities will exist for students that are able to utilize their involvement with the Environmental Club in developing a campus project that meets both the number of required hours for the service-learning credit and is approved by their instructor. This initiative can be sustained at the College through yearly club membership from students in the ES major, as well as by additional students at the College who wish to join after expressing interest in the group at the College's Club fairs held each September and February.

- b. **Engage Students in Campus Sustainability Day.**

Campus Sustainability Day is a nationwide event aimed at drawing attention and giving support to sustainability activities on college campuses. The 2010 date is October, 20, which will be the second year that the College will engage students in this initiative. Coordinated by the Coordinator of Civic and Community Engagement with support from the President's Climate Commitment Advisory Council, suggested activities include information tables on sustainability and student-produced media pieces for student newspaper, and radio station that pertain to students' personal efforts in sustainability issues, such as recycling, pollution, composting, etc.

The goal is to continue to grow this event on the College's campuses in future years and incorporate student efforts with the sustainability community outreach initiatives carried out by the College's Office of Marketing and Development. Support from the Environmental Club will also help to sustain the event.

c. Incorporate Sustainability-Related Service Opportunities into Martin Luther King Recognition Wee

In honor of Martin Luther King's (MLK) Day of Service, the College's Office of Student Leadership and Involvement will sponsor one week of awareness events and service projects on-and-off campus that reflect the life, work, and ideals of MLK. One component of this week will include an on-campus service project that both reflects the vision of Dr. King and relates to being more environmentally conscientious.

The student clubs identified to lead the project are ACE Club (Service Organization at Central Campus) and Doug's Corner (Service Organization at West Campus). These clubs will be supported by their advisors and the Coordinator of Civic and Community Engagement in developing a project idea, such as creating birdhouses from recycled soda bottles, which can then be displayed on campus and/or given to a local arboretum/park in the area for display. This display could also include signage on the benefits of recycling to better the environment.

The goal is to provide students with an MLK Recognition Week experience on an annual basis and to incorporate at least one environmental service event each year.

d. Engage Students in Earth Day Activities.

In preparation for Earth Day, April's "Service Saturday" will offer students at both campuses the opportunity to participate on an off-campus project at the Elmwood Park Zoo. Students at that project will also be encouraged to support Earth Day events the following week on the College's campus. Presentations by outside environmental organizations can be provided to students, along with an on-campus project that allows for College-wide participation and educational awareness. An example is allowing each person to create a section of a piece of art work using recycled materials that will be assembled and displayed. Both projects will be supported by the Coordinator of Civic and Community Engagement; however, the projects will be student-led by interested clubs at both campuses.

Intermediate Strategies

a. Develop New Alternative Spring Break or Alternative Break Experiences.

Currently, the College offers students the opportunity to participate in an Alternative Spring Break (ASB) experience, which coincides with the College's scheduled spring break week. With a full-time administrator responsible for continuing this program and other service and civic engagement opportunities across campus, the intention is to develop and grow the ASB experience to one or more trips that occur in March or that are offered during select times in the academic calendar. (Trips that occur during other parts of the year would require changing the programs name to the "Alternative Break Experience.")

Following the example of many other institutions across the country, the ASB experience

offers students the opportunity to select and apply for placements on trips that meet their particular areas of interest. For example, students can select to apply for an ASB trip in Virginia that focuses on issues related solely to poverty or a trip to Washington D.C. that focuses on urban education issues.

With growing interest in ASB, the College looks to continue its current partnership with Habitat for Humanity's Collegiate Challenge. However, the College can begin to explore options to offer a second trip that pertains to environmental issues in the next few years. Examples could include working with CHRISPAZ to develop a service trip abroad in El Salvador to build a water filtration system or coordinating a trip to the Grand Canyon National Park that focuses on environmental conservation.

Long-Term Strategies

The College will develop and facilitate some sort of sustainability service-learning experience required for each credit student on campus.

Assignment

The Office of Student Leadership and Involvement and college student leaders will work to initiate, continue and expand these initiatives. The final goal should be a comprehensive plan by fall 2011.

3. Community Outreach

Short-Term Strategies

a. Support Partnerships and Advocacy Initiatives that provide incentives for individuals to move into the community of Pottstown.

The support provides opportunity for faculty/staff and students to work close to home and creates a decrease in emissions caused by transportation.

b. Support Community Day and Schuylkill River Festival.

The members of the Council will continue to provide support for Community Day, held annually at the Central Campus in Blue Bell on the first Saturday in October, and the Schuylkill River Festival, held annually at Riverfront Park in Pottstown on the second Saturday in October. Both events have "green" themes and combined attract up to 10,000 people from the community. The Community Day planning committee, in coordination with the Council and the Department of Marketing and Development, will leverage the events to communicate the College's sustainability efforts.

c. Provide Support for Action Plan's Marketing and Communications Needs.

Many of the initiatives and activities set forth in the action plan require marketing, communications, and media support. This includes annual initiatives, such as Recyclemania and the Sustainability Lecture Series, as well as new and one-time needs, such as creating posters about carpooling or supporting a student-led sustainability-based fundraiser. During the first year of the plan, communication needs will be addressed as they arise. The appropriateness of the media plan will be assessed continually.

d. Utilize *big News* to Engage College Employees in Sustainability Efforts.

Word of mouth, also called grassroots marketing, is one of the best ways to disseminate an organization's message. With a captive audience of approximately 1,500 full-time, part-

time, and adjunct employees, the College's Director of Communications, in coordination with the Council, will publish a monthly sustainability column in *big News*, the College's employee blog. The column will primarily focus on campus sustainability initiatives, although general green best practices will be included as appropriate. A goal for this initiative is to incorporate "guest columnists" from the College community to author some of the pieces.

e. Develop a Sustainability Media Plan.

A sustainability media plan has been developed for the upcoming academic year. The purpose of the plan is to schedule at least two sustainability-related media pitches per month and at least three national media pitches per year. The pitches will target specific College initiatives, as well as human interest stories around sustainability issues, such as profiles of faculty and students who ride bikes to campus, compost, etc.

Intermediate Strategies

a. Partner with Media Outlets for Sustainability Columns/Broadcasts Surrounding Earth Day and Campus Sustainability Day.

The newspaper industry is in a state of flux, leaving editors scrambling to fill pages with meaningful content with little staff. The Director of Communications, in coordination with the Council, will work with local news media outlets to gauge their interest in running one student or faculty-written column each week during October and April to commemorate Campus Sustainability Day and Earth Day. The Director of Communications will work with campus authors to develop and edit the pieces, and then will coordinate their publication.

b. Influence Public Opinion.

The long-term community outreach goal is to establish Montgomery County Community College as a sustainable institution in public opinion and as an expert resource for environmental education.

Assignment

The President and Vice Presidents will continue to look for and encourage partnerships with the larger community.

The Department of Marketing and Communications, in coordination with the President's Climate Commitment Advisory Council, are responsible for developing and executing the Community Awareness initiatives.

Appendix A

Presidents Climate Commitment Advisory Council

Role: To advise the President and guide the College in developing and implementing plans, policies and protocols that meet the terms of the American College and University President’s Climate Commitment (ACUPCC) and that foster the College’s sustainability efforts to advance the accomplishment of its strategic plan, especially the goal: “Invest in Campus Renewal and Sustainability.”

Membership: Members are appointed by the President *for* two year terms and represent a broad constituency of the College including faculty, administrators, and support staff, as well as students, alumni, and the community. The President will seek interest in service by issuing a call for volunteers to develop a prospectus tool from which to make appointments. Several senior staff with responsibilities for implementation will be standing members of the Council.

Meetings: Council meetings will be held quarterly with an annual calendar of meeting dates and times prepared and distributed by the first of January. Administrative support for the meetings (agenda, dissemination, minutes and assistance in documenting our progress) will be provided by an Assistant in the President’s Office.

Appendix B

2009-2010 Sustainability Media Plan

The purpose of this document is to outline a schedule of media and community awareness initiatives as it relates to the sustainability initiative at Montgomery County Community College.

July/August 2009

Feature story: Greening the Auto Technology Program

Press Release: Online Wastewater Management Certificate Programs

September

Publicity for Community Day with “green” focus

Publicity for Schuylkill River Festival with “green focus”

big News going green column

October

Feature: Campus Sustainability Day (Oct. 22) / Update on Sustainability initiative

Photo Releases from Community Day and SRF

Publicity for Sustainability Lecture Series (if available)

big News going green column

November

Feature: Transportation

Feature: “Why I Bike to Work/School”

big News going green column

December

Feature: Operational Efficiencies

big News going green column

January 2010

Feature: Faculty or student profile: “Why I compost”

big News going green column

February 2010

Feature: Environmental Science Student Profile

Press Release: Recyclemania Participation

Publicity for Sustainability Lecture Series (if available)

big News going green column

March 2010

Feature: TBD

Press Release: Recyclemania Recap

big News going green column

April 2010

Feature: Pitch weekly articles written by faculty and students about Sustainability.

Earth Day activities publicity/follow-up

big News going green column

May 2010

Feature: TBD

big News going green column