



## Strategic Aspects Of Financing Campus Sustainability

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## Introduction

- Sustainability, Energy Self-Sufficiency and Climate Control must be core values of the institution
  - Sustainability means different things to different people – executives must set the definition
  - Sustainability concepts must be **fully integrated into facility master plans**, particularly the educational master plan and the institution's strategic plan.
  - The financial aspects of sustainability must be looked at in terms of their **total impact** on the institution.



## Integrating Sustainability

- Sustainability, Energy Self-Sufficiency and Climate Control must be an **integral part of all building designs from day one.**
  - Minimizes cost if an integral part of design as opposed to being an add-on.




## Capital versus Operating Funds

- California Community Colleges have an **abundance of capital funds** and a **shortage of operating funds.**
  - Capital funding sources (Bonds, State Budget, Donors)
  - Capital and operating funds cannot be commingled
  - **Green buildings and energy self-sufficiency dramatically reduce operating costs.**
    - Even if \$1 of capital expenditure only generated \$1 of operating expense savings, it is worth it because this is \$1 more for education



## Using Public Relations to Maximize Value

- Sustainability, Energy Self-Sufficiency and Climate Control achievements have **marketing and public relations value** when in the news.
  - Green is valued in California
  - Awards are important
  - Generates student enrollment and donors




## Institutionalizing Sustainability

- Create unique training programs to develop, install and maintain green technology
  - Good paying jobs attract students to enroll
  - Develops funds from training partners (MWD, MTA, DWP)
  - Use the buildings and facilities as instructional equipment



## Cost Issues



- When looking at costs
  - Minimize by promoting sustainability as being valued in its own right
  - Minimize by being part of design from day one
  - Capture operating savings over life cycle which offset capital expenditure

## Cost Issues (cont.)



- Wash capital money into operating funds
- Recognize marketing and public relations value of “being green”
- Recognize and use facilities in instruction so expenditure serves as instructional equipment.

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