Strategic Aspects Of Financing Campus Sustainability
Rocky Young
Los Angeles Community College District
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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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