

**Chancellor's Campus Sustainability Committee**  
**November 23, 2009 @ 4:00-5:00 pm**  
**Cheadle Hall, Rm 5123**

In Attendance:

Ingrid Banks  
Michael Hewitt  
Constance Penley  
Bruce Tiffney

Advisors/Consultants:

George Foulsham  
Mo Lovegreen

**1. Minutes -approved**

**2. PV Panels on Parking 22**

We had discussion about the Photovoltaic's (PV's) moving forward on parking structure 22 with funding from Student Affairs (as part of their Net Zero Energy program). Parking and Transportation will partner with Student Affairs should they not have enough funds to complete the build-out using the funds remaining from savings in the parking structure's original construction budget. There is another meeting in early December to move this project forward. The hope is to fast-track it so we can have the panels in place by next summer. At this next meeting we will review the size of the system and cost projections and the budgets from SA and Parking.

3. Discussion Items

**a. Utility budget decentralization pilot.**

We've met with Larry Coldren and John Melack and got their approval to use ESB, Harold Frank Hall, and Bren Hall as pilot buildings for this study. The idea is to assess each building's energy use over the last 5 years, take the appropriate amount from the centralized FM allocation for electricity/gas/water, reduce it by 5-10%, then push the allocation out to the control points/department to see what they can do to impact human behavior in the space that would help us realize energy savings. Any energy savings the control points/departments make, they get to keep and use the corresponding sum of money at their discretion. However, if they exceed the energy allocation, they will be responsible for paying for the increased cost. What we've seen at Stanford and a few other places is that positive behavioral changes can save 10-20% from the utility budget in a building. David McHale is also in the process of partnering with Student Affairs on a TGIF proposal that would allow the pilot to expand out to include Cheadle and SAASB (could also possibly include the RecCen). This would include a building kiosk so that building occupants could view real-time data on energy use within the building and see how they are doing. The goal is to get this project rolling by February 1 with Bren/ESB/Harold Frank Hall; the other buildings may take a little longer.

**b. Op-ed-George**

George, Marc Fisher, and Ron Cortez had a meeting with a consultant to see if they could get the message out to the community regarding the great stuff happening on the campus with the sustainability efforts. It occurred to George at this meeting that perhaps the best way to get this message out was to have key faculty members do op-ed pieces targeted to specific newspapers. George cited the column that Ed Keller does that has such a good following. George recommends we target the *Daily Sound*, the *Ventura County Star*, *Santa Maria Times*, and perhaps the *LA Times* (maybe we could partner with a faculty member at UCLA to get an in). Constance bought up that the UCTV system-wide committee is looking to expand its service.

UCSB could have its own TV (at no cost to UCSB). We'd have to be really behind this initiative to get it going. Broadcasts cost about \$700/hour, but UCTV is currently picked up by 20 million homes. One presentation we could air through this venue is "how is UC addressing sustainability?" Ingrid thought that this could have a great appeal if we couched it with "why should I care - changes/going through crisis." George said he may have an in with Jerry Roberts for a cable TV program option.

c. Conversion technology letter-

The Committee approved this to go out.