

South Coast Sustainability Summit

Collaborative Planning for a Sustainable Future

October 13, 2011

Hosted by  UCSB Sustainability

In Partnership with the County of Santa Barbara, City of Santa Barbara,
City of Goleta, City of Carpinteria, and the Community Environmental Council

First Annual South Coast Sustainability Summit

Program Agenda

Thursday, October 13, 2011 8:30 – 3 p.m.

8:30-9:00	Check-In/ Refreshments & Pastries	1108 Loma Pelona
9:00-9:05	Welcome: Ron Cortez , Associate Vice Chancellor, Administrative Services, UCSB Co-Chair Chancellor's Campus Sustainability Committee	1108 Loma Pelona
9:05-9:10	Building Local Partnerships: Doreen Farr , Third District Supervisor Santa Barbara County	1108 Loma Pelona
9:10-9:45	Opening Keynote Speakers: Dave Davis , CEO/ Executive Director Community Environmental Council Mark Heintz , Director of Corporate Social Responsibility & Sustainability Deckers Outdoor Corporation	1108 Loma Pelona
9:45-9:50	Announcement of Sessions: Bruce Tiffney , Dean, College of Creative Studies, UCSB Co-Chair Chancellor's Campus Sustainability Committee	1108 Loma Pelona
10:00-11:15	Session A:	
Panels:	Energy: Innovative Projects in Energy Efficiency	1108 Loma Pelona
	Transportation: Greening Your Fleet	1108A Loma Pelona
	Water: Expanding Reclaimed Water & Utility Resource Management	1100 Loma Pelona
	Waste: What does Zero-Waste look like on the South Coast?	1100A Loma Pelona
11:30-12:45	Session B:	
Panels:	Energy: Financing Renewable Energy	1108 Loma Pelona
	Transportation: Best Practices in Carpool Rideshare Programs	1108A Loma Pelona
	Water: Water Quality Improvements & Pollution Prevention	1100 Loma Pelona
	Waste: Food Waste and Composting Programs	1100A Loma Pelona
1:00- 1:15	Closing Keynote- John King , Southern California Edison Manager SCEEP South County Energy Efficiency Partnership	1100 Loma Pelona
1:15-1:18	Closing Remarks- Jasmine Syed , Summit Manager Campus Sustainability Coordinator, UCSB	1100 Loma Pelona
1:18-2 p.m.	Buffet Lunch	Outside Patio
2-3 p.m.	Career Panel- Event for students interested in Private Sector Green Careers	1108 Loma Pelona

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Program Details

Session A
10-11:15 a.m.
Room: 1108

Energy Panel: Innovative Projects in Energy Efficiency

Presentation 1: ***Energy Visualization Project***

Bill Shelor, Student Affairs Sustainability Planner, UCSB

Igor Mezic, Professor of Mechanical Engineering, UCSB

Bryan Eisenhower, Associate Director, Center for Energy Efficient Design, UCSB

The Division of Student Affairs partners with Professor Igor Mezic & Bryan Eisenhower from the UCSB Institute for Energy Efficiency on Integrated Energy Efficiency Design (Energy Visualization) research at the Student Resource Building. As buildings create up to 40% of the energy demand in the United States, it is important that feedback loops be established so that building occupants are made aware of the real-time energy demands of their building and how they contribute to it. Using mathematical tools, this project easily illustrates real-time room- by-room energy use in the Student Resource Building.

Presentation 2: ***From Design to Living with Sustainable Technology: Ozone Generation at the Santa Barbara County Jail Laundry***

Richard Whirty, Facilities Projects Manager, County of Santa Barbara

This presentation will discuss the introduction of ozone generation at the Santa Barbara County jail laundry and will cover the initial conception of the project, hurdles in adopting the technology, and the final analysis of the performance and functionality of the laundry process with the ozone system in place.

Panel Moderator: Roy Hapeman, County Energy Manager, County of Santa Barbara

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Program Details

Session A
10-11:15 a.m.
Room: 1108 A

Transportation Panel: Greening Your Fleet

Presentation 1: *Creating a Greener Fleet Through Automation – Secrets Revealed*

Gary Horwald, Fleet Services Superintendent, City of Santa Barbara
Mitch Guenthart, Transportation Manager, Public Works, County of Santa Barbara

The City and County of Santa Barbara will share their secrets to increase the sustainability of their fleets, by using technology to facilitate car sharing. The end result is not only a greener fleet, but a fleet realizing significant cost savings as well!

Presentation 2: *UCSB Green Fleet Practices*

Arjun Sarkar, Lead AutomotiveTech, Alternative Fuel Transportation Services, UCSB

This presentation will provide an overview of UCSB's fleet make up, including discussion of Alternative Fuel Vehicles; participation in Central Coast Clean Cities Coalition and the Department of Energy Clean Cities Summit; and the campus's Electric Vehicle Program Infrastructure and financing.

Presentation 3: *Electric Vehicle Charging Stations*

Michael Chiacos, Transportation Specialist, Community Environmental Council

This presentation will give an overview of Plug-In Santa Barbara - CEC's program to bring electric vehicle (EV) charging stations to the Central Coast and make it easier to use EVs in Santa Barbara County.

Panel Moderator: Ron Cortez, Associate Vice Chancellor Administrative Services
Co-Chair Chancellor's Campus Sustainability Committee

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Program Details

Session A
10-11:15 a.m.
Room: 1100 A

Waste Panel: What Does Zero-Waste look like on the South Coast?

Presentation 1: ***Recycling Programs at the City of Goleta***
Everett King, Environmental Services Coordinator, City of Goleta

The City of Goleta will provide an overview of waste management services added recently to their new waste hauling contract and describe how these services have positively impacted waste diversion. The presentation will also discuss Goleta's current recycling programs.

Presentation 2: ***Strategic Planning for Zero Waste***
Mo Lovegreen, Executive Officer, Department of Geography, UCSB

The University of California has set system-wide ambitious waste reduction targets for 2012, 2020 and 2050. UCSB will present an overview of current and historical waste diversion rates and discuss on-going waste reduction and recycling programs.

Presentation 3: ***Tajiguas Resource Recovery Park Project***
Leslie Wells, Program Leader, Resource Recovery & Waste Management Division
Public Works Department, County of Santa Barbara

The County of Santa Barbara is pursuing a project that will provide an alternative to landfilling waste currently being generated on the South Coast and disposed at the Tajiguas Landfill. The project provides an opportunity to better use the resources in our trash while reducing our community's carbon footprint and generating green energy.

Panel Moderator: Alan Nakashima, Program Specialist, Resource Recovery & Waste Management Division, Public Works Department, County of Santa Barbara

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Program Details

Session A
10-11:15 a.m.
Room: 1100

Water Panel: Expanding Reclaimed Water and Utility Resource Management

Presentation 1: *Santa Barbara Reclaimed Water System*

Chris Toth, Wastewater System Manager, City of Santa Barbara

The City of Santa Barbara is working to improve the quality of its reclaimed water product at the El Estero Wastewater Treatment Plant. Significant capital project improvements are planned to achieve the city's reclaimed water quality improvement goals. This presentation will focus upon an overview of Santa Barbara's reclaimed water system and water quality goals.

Presentation 2: *Sustainability at Public Water Utilities*

Chris Rich, Water Supply and Conservation, Goleta Water District

With growing public awareness regarding the importance of resource management, water utilities remain on the forefront of the sustainability dialogue. In this workshop, the Goleta Water District will discuss how its water management framework and system have been designed to foster sustainability, maintain healthy local water sources, and minimize energy use.

Panel Moderator: Shanna Farley, Assistant Planner, Community Development, City of Carpinteria

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Program Details

Session B
11:30-12:45 p.m.
Room: 1108

Energy Panel: Financing Renewable Energy

Presentation 1: Economics for Photovoltaic Solar Systems for Public Facilities

Jim Dewey, Facilities and Energy Manager, City of Santa Barbara

This presentation will cover the general economics of large commercial and government owned PV systems, and the advantages for using Power Purchase Agreements for public agencies to fund PV projects.

Presentation 2: Financing Renewable Energy Projects through Qualified Energy Conservation Bonds

Roy Hapeman, County Energy Manager, County of Santa Barbara

Roy Hapeman will discuss Qualified Energy Conservation Bonds or QEGBs as a financing mechanism for renewable energy projects. The County of Santa Barbara has two renewable energy projects currently underway using this financing mechanism, which will generate a significant amount of the electricity through solar power. These projects will be located adjacent to the county jail on Calle Real and at the Laguna County Sanitation District sewer treatment plant, which will be one of the largest solar energy projects in Santa Barbara County to date.

Panel Moderator: Jordan Sager, LEED Program Manager, Utilities and Energy Services, UCSB

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Program Details

Session B
11:30-12:45 p.m.
Room: 1108 A

Transportation Panel: Best Practices in Carpool Rideshare Programs

Presentation 1: *Employee Rideshare Program*

Browning Allen, Transportation Manager, Public Works, City of Santa Barbara

In 2007 the City of Santa Barbara's started an employee Work Trip Reduction Incentive Program (Work TRIP) to reduce the number of single occupant vehicle trips to the City. One of the successful elements of the Work TRIP is the Rideshare program where employees pay to use a City vehicle to carpool to work.

Presentation 2: *Dynamic Rideshare Systems*

Kent Epperson, Director of SBCAG Traffic Solutions

With the rapid consumer adoption of Smartphone technology it is now possible to enhance static carpooling tools with "instant (or Dynamic) ridesharing capability" via affordable and popular consumer mobile devices. This presentation will highlight the new emerging Dynamic Ridesharing solutions (both local and national) moving from the traditional online commuter matching tools to smartphone-based real-time instant ride matching services.

Panel Moderator: Katie Maynard, Sustainability Coordinator, UCSB

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Program Details

Session B
11:30-12:45 p.m.
Room: 1100 A

Waste Panel: Food Waste and Composting Programs

Presentation 1: **How to Organize a Zero Waste Event**
Thomas Oretsky, Environmental Specialist, City of Santa Barbara

Most businesses and agencies periodically host meetings or events involving some form of food service. During this session, Environmental Services staff will outline the steps to organizing a successful Zero Waste Event from procurement of compostable tableware to working with catering staff and finally, diverting the compostable material from landfill disposal.

Presentation 2: **City of Santa Barbara Food Scraps Recovery Program**
Matt Fore, Environmental Services Manager, City of Santa Barbara

Matt Fore will discuss the City of Santa Barbara's Food Scraps Recovery Program which offers food scrap collection service to compliment greenwaste, recycling, and trash collection already available for businesses. Collected food waste from restaurants and schools is converted to compost rather than dumped in our city's landfills. This innovative program provides a reliable and cost-effective collection system to maximize solid waste diversion.

Presentation 3: **Backyard Composting Program**
Jeffrey Simeon, Composting Specialist, County of Santa Barbara

Composting at home is an easy way to truly recycle at home. Balancing "greens" and "browns", particle size, water and air to make compost for your home and garden may sound complicated, but it can be done in only minutes a week. Jeff Simeon will explain the basics of composting, dispelling the myth of "composting right", discuss the County's discounted composting bin sale and the other backyard composting support the County offers to the South Coast.

Presentation 4: **University Composting Programs**
Speaker:
Mark Rousseau, Energy and Environmental Manager, Housing & Residential Services
Philip Jankoski, A.S. Recycling Composting Coordinator, UCSB

Mark Rousseau and Philip Jankoski will describe composting efforts at UCSB managed by Housing and Residential Services and Associated Students Recycling. They will discuss successful composting accomplishments, future composting program expansions, as well as challenges to implementing more broadly across the campus.

Panel Moderator: Colin Twohig, Campus-Affairs Coordinator, Environmental Affairs Board, Member of the Student Food Collective, UCSB

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Program Details

Session B
11:30-12:45 p.m.
Room: 1100

Water Panel: Water Quality Improvements and Pollution Prevention

Presentation 1: Water Quality Improvement Projects

Lisa Stratton, Director of Ecosystem Management, Cheadle Center for Biodiversity and Ecological Restoration (CCBER), UCSB

UCSB's Cheadle Center for Biodiversity and Ecological Restoration will discuss how low impact development strategies such as bioswales and storm water management systems can reduce impacts from stormwater and dry season nuisance flows to coastal wetlands. Benefits include enhanced aesthetics, habitat for wildlife, integration of ecosystem processes with urban landscapes and educational opportunities. CCBER will present examples and data from three projects: Manzanita Village bioswale project, San Clemente Storm Water Management Project and the San Nicolas Wetland project.

Presentation 2: Water Pollution Source Tracking

Jill Murray, Water Quality Research Coordinator, Creeks Restoration/Water Quality Improvement Division, City of Santa Barbara

Because traditional tools are not effective enough, the City of Santa Barbara has worked closely with UCSB and consultants to develop, test, and implement protocols to detect sewage contamination entering storm drains, creeks and the coastal ocean. This presentation will cover case studies where DNA-based molecular techniques, sewage sniffing canines, underground surveillance, and GIS methods have been used to locate (and eliminate) sources of contamination, improving water quality for beachgoers in Santa Barbara.

Panel Moderator: Mo Lovegreen, Executive Officer, Department of Geography, UCSB

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Program Details

2-3 p.m.

Room: 1108

Career Panel

An open discussion with four local professionals on their green career path in the private sector. This event is open to all students.

Speakers:

Neil DiPaolo, CEO of Mesa Lane Partners

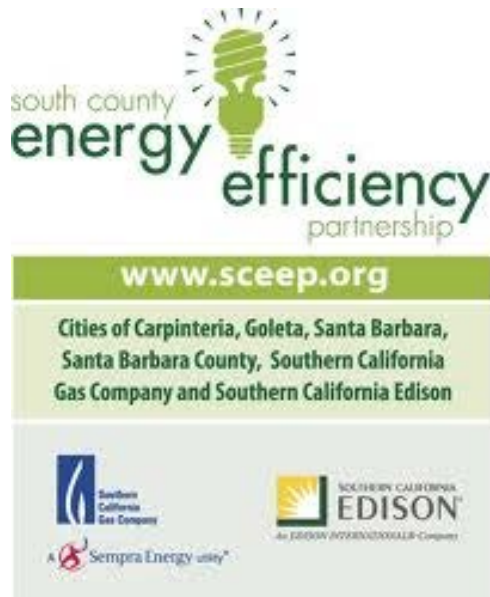
Jay Higgins, Vice President at Capital Pacific Development Group

Perrin Pellegrin, Managing Partner at Innovative Workshop Consulting

Shawn Jacobsen, Santa Barbara Solar Energy Consultant for REC Solar

Panel Moderator: Colin Twohig, Campus-Affairs Coordinator, Environmental Affairs Board, Member of the Student Food Collective, UCSB

The South Coast Sustainability Summit was made possible
by the generous support of our co-sponsors:



A special thanks for the time and effort dedicated to this conference by our planning committee members, who have shaped this event in the spirit of collaboration.

South Coast Sustainability Summit Planning Committee:

Lori Pedersen, City of Santa Barbara
Michael Chiacos, Community Environmental Council
Alan Nakashima, County of Santa Barbara
Leslie Wells, County of Santa Barbara
Roy Hapeman, County of Santa Barbara
Shanna Farley, City of Carpinteria
Erin Maker, City of Carpinteria
Cindy Moore, City of Goleta
Anne Wells, City of Goleta
Ron Cortez, UCSB
Jasmine Syed, UCSB
Bill Shelor, UCSB
Mo Lovegreen, UCSB
Kirsten Deshler, UCSB
George Foulsham, UCSB
Colin Twohig, UCSB
Brandon Kaysen, UCSB