



SPaRC  
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## **Sustainable Program and Resource Center**

**"If we build it, it will sustain"**



# **Sustainable Program and Resource Center**

## **Business Plan**

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*Those who contemplate the beauty of the earth find resources of strength that will endure as long as life lasts.*

*~Rachel Carson*

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## **EXECUTIVE SUMMARY**

### **PROJECT HISTORY**

A Sustainable Development Committee (SDC) was established in 2006 by faculty, staff, and students whose mission was to raise awareness on issues related to environmental sustainability. Between 2006 and 2009, the committee hosted an average of 15 events a year for discussions on sustainability. These events included panels, book discussions, film viewings, science fairs, and a major conference. The SDC also raised funds for scholarships and internships for students. The committee went dormant for a year and then in late 2011, an interest in sustainability was renewed.

### **OVERVIEW/SCOPE**

Members from all entities on campus including faculty, students, administration, and staff would benefit from the establishment of a center as a go-to place to house resources for all sustainability inquiries and provide a future training location and meeting site for all community wide stakeholders.

The SPaRC team identified Immediate, Short Term, and Long term location options for a center. The Immediate solution will house our Resource Center in S105 until such time when the Short Term option in Village 113 and 114 is staffed and developed. The Long Term option might include a new or existing building to be renovated along the Newhall Ranch development along State Route 126 and the Santa Clara River, or possibly at the Canyon Country Campus built in conjunction with the Planetarium to form a Science Center. A functional center would help attract funding from various sources including Federal, State, business, and private grants.

SPaRC-will reflect our commitment to sustainability.

## **PROJECT SUMMARY**

### **MISSION**

- The Sustainable Program and Resource Center mission is to provide education and resources, engage the campus community in dialogue and sustainability, and build networking collaborations across the campus and serve our diverse community.

### **VISION**

- To be a link in the College's vision in providing a hub and gathering place for students, staff, business, and the community, and foster a culture of sustainable planning, innovative design, and relevant educational programs.

### **GOALS**

- SPaRC will serve as a hub of information and resources, providing opportunities to both the campus and local community to engage in sustainability activities.
- To utilize technology to showcase advancing virtual sustainability practices by developing a SPaRC website.
- To build networking and collaboration throughout the campus community including students, staff, and faculty, and learn about public policy as it relates to sustainability.

## **PROJECT OPTIONS**

### **IMMEDIATE OPTIONS**

To increase awareness and give visibility to sustainability practices on a campus-wide scale we recommend the creation of a virtual center to include:

- Calendar of Campus-wide sustainability
- College departments involved in sustainability efforts
- List of sustainability partners in the Santa Clarita Valley business community

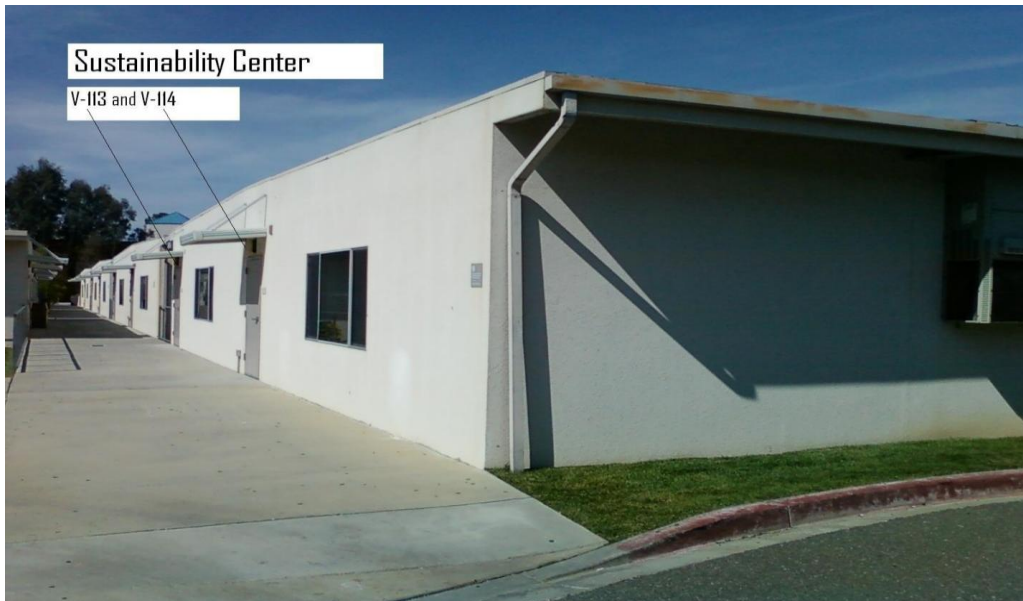
### **SHORT TERM OPTIONS**

SPaRC will provide a central location for the area's leaders in sustainable practices in business, government, and education. It will be a hub for the current sustainability committees and initiatives at the college and provide a place for community members,

faculty, students, and other interested individuals to learn about green technology, sustainability, and innovation.

The center will provide a dedicated meeting space for the current sustainability committees on campus. In addition, the center will offer training programs through specialized courses in areas such as Architecture, Building and Construction Management, Engineering, Green Business, Alternative Energy/Fuels, and Green Home/Garden/Interior Design. Visitors may experience first-hand what sustainability looks like in practice and discover resources to integrate these practices into their workplace and lifestyle.

The Short Term center will consist of two 740 square foot classrooms located at Village 113 and Village 114. These locations will serve as an Education Center, Classroom, Meeting Space, and a Resource Center for displays and exhibits, which will allow for connections to local and state sustainability resources.



### **LONG TERM OPTIONS**

The SPaRC team is proposing:

- 1) The renovation of an existing building, or:
- 2) The building of a sustainability center in the Newhall Ranch development along State Route 126
- 3) A site on the Canyon Country campus built in conjunction with the Planetarium to form a Science Center.

A building dedicated to “Living Green” would be a showcase for the College and premier COC as an innovator and forger of the Green Movement for community colleges around the State.

Future models may include the center being housed in a sustainably constructed building in order to serve as a model of sustainable practices in architecture. This Sustainability Center will be a living laboratory featuring green technology. This will be accomplished by utilizing the experience and expertise of COC departments and students, and community member stakeholders. The Center’s will be designed to help educate people in ways to contribute to the health of our planet and its inhabitants.

**A “Living Green Machine” Building**



## **MARKETING SUMMARY**

### **MARKETING SUMMARY**

The COC Sustainability Center will need to be promoted so that college and community members will be informed about its presence and take advantage of the services and resources available at the center. In order to attract business involvement we will need to have an integrated marketing plan that proves to be effective at getting the word out about the center. Our first task will be educating the public about the center and this requires a marketing plan, which utilizes existing marketing avenues and opportunities because we do not anticipate having a large advertising budget in these tight financial times. Promoting the COC Sustainability Center can be accomplished in a variety of free and cost effective ways:

- COC-all email messages
- MAC presentations
- All College meetings
- COC Sustainability website linked to various campus and community websites including Professional Development, Economic Development, and others in the community such as non-profits organizations interested in promoting sustainability
- Word of mouth
- City of Santa Clarita E-Blasts
- Sustainability community meetings, presentations & workshops
- Brochures, flyers, and posters
- Public Service Announcements

Seeking in-kind donations from companies and organizations, which are supportive of sustainability efforts, can offset advertising costs.

### **FORCE FIELD ANALYSIS**

The LEAP Sustainability Solution team conducted a Force Field Analysis to further explore the viability of developing SPaRC. After careful consideration the team produced the attached Force Field Analysis.





## FORCE FIELD ANALYSIS

**Current Situation:**      **Desired Future Situation:**

No central location at COC for sustainability resources and information such as campus and community activities.

COC has a 'Central Hub' for all things sustainable; this hub is both physical and virtual.

**Driving Forces:**  **Inhibiting Forces:** 

**The Forces Driving the Sustainable Resource Center to happen**                      **The Forces Inhibiting or Stopping the Sustainable Resource Center from happening**

• Chancellor's Office	5	5	• Paradigm Shift required
• Public Image	5	5	• Lack of Space
• Future Generations	5	5	• Financial Crunch/Lack of Funding
• Health/Quality of Life	5	5	• Lack of Visibility/Knowledge
• Sustainability Development Committee & Sub-Committees	4	4	• Time Pressures
• Leap Team and Mentors	4	4	• Duplication of efforts
• Sustainability Center will attract funding	4	3	• Not a crisis yet-reactionary
• Small Businesses with sustainable products, services and resources	4	3	• Lack of Cohesiveness
• Large Local Corporations	4	3	• Not in Current COC Strategic Plan or Master Plan
• Utility Companies: Southern California Edison, The Gas Company, Castaic Water Agency	4	3	• I-me-mine/Self-centered society
• Educating Youth	4	3	• Lack of Infrastructure
• Other schools are doing it	4	3	• Lack of Buy-In From General Public
• COC Foundation	3	2	• Overwhelming Concept
• City of Santa Clarita	3	2	• Many Nay Sayers
• Science, Technology, Engineering, Mathematics (STEM) K-12 Effort	2	2	• People Are Lazy
• Limited Resources	2	2	• Our local Culture
• Desire to Motivate Others	1	2	• Lack of Technology (i.e. Electric car battery)
• Community Interest	1	1	• Corporate Profit Motive/Public Relations
		1	• Life Style/Convenience
<b>TOTAL DRIVING FORCES</b>	<b>64</b>	<b>58</b>	<b>TOTAL INHIBITING FORCES</b>

It is exciting to see that the driving forces outweigh the inhibiting forces 64 to 58 in our Force Field Analysis. This gives us confidence in going forward on the development a Sustainability Resource Center at COC.

When looking at the driving forces we can see there are many individuals, groups, organizations and resources available to partner with and rely on for the development of SPaRC.

When reviewing the inhibiting forces we see several opportunities for reducing and eliminating these forces. For instance, the building of this center and the education it will offer will increase the visibility and knowledge about sustainable practices. Working to include SPaRC into the Santa Clarita Community College (SCCCD) strategic plan and then the COC Foundation strategic plan will eliminate those two inhibiting forces.

The next team to work on this project can dive deeper into the strategies for moving the long range plans forward utilizing the Force Field Analysis included here. As they proceed with the development of SPaRC, they can leverage the driving forces to lower or completely eliminate the inhibiting forces.

## FINANCIAL PLAN

This program promotes sustainable living and it will provide non-monetary profits to the college community by teaching and implementing sustainable systems and resources. This is not a profit motivated endeavor that derives revenues from business related activities, but a venture that will help educate students and the community about sustainable living efforts.

### **SHORT TERM**

In order to keep Sustainability alive at COC, the following funding is necessary to maintain and operate a Sustainability Center for the next few years:

One-time costs:	<u>Year 1</u>		
Website creation	\$1,500		
Computer/Printer/Copier	\$2,000		
Large Flat Screen	\$1,000		
Desk, table, chairs	\$2,000		
Signage	\$1,000		
Ongoing costs for temporary center		<u>Year 2</u>	<u>Year 3</u>
Part-time Adult Hourly–salary & benefits (Based on \$13 per hour and 1000 hours annually)	\$16,000	\$16,500	\$17,000
Stipends	\$4,500	\$4,500	\$4,500
Office supplies & Meeting costs	\$1,500	\$1,500	\$1,500
Memberships	\$500	\$500	\$500
Phone	\$1,000	\$1,000	\$1,000
Guest Speakers	\$1,000	\$1,000	\$1,000
Conference attendance	<u>\$3,000</u>	<u>\$3,000</u>	<u>\$3,000</u>
Totals:	<u>35,000</u>	<u>28,000</u>	<u>28,500</u>

There are many sustainable groups on campus. Each group that has a display will bear the cost of creating their display. Eventually each sustainable group that implements a sustainable system and receives funding could share in the cost of running the Sustainability Center.

Although sustainable systems can be costly to implement, the benefits affect the future quality of our college and community. In time, many sustainable systems eventually pay for themselves and are self-supporting. In addition, there may be opportunities for advertising revenue from the SPaRC website, displays, and brochures to help support cost of operating the Sustainability Center. There is also potential funding available from grant applications, donations, or fundraising activities.

Potential Funding may also be available from the following:

- The Edison Foundation
- The Clarence E. Heller Foundation
- Verizon Foundation
- Toyota Foundation
- Compton Foundation
- The Energy Foundation
- UPS Foundation
- Southern California Edison
- COC Foundation
- COC Foundation Gardens
- Chancellor's Circle
- The Ralph M Parsons Foundation
- James Irvine Foundation
- Associated Student Government
- [www.foundationcenter.org](http://www.foundationcenter.org)
- [www.grantsalert.com](http://www.grantsalert.com)
- [www.cfda.gov](http://www.cfda.gov)
- Lockheed Martin
- COC Grants Development

### **LONG TERM**

As the plan for a permanent Sustainability Center develops, there will be significant costs to fund a permanent building as well as staff the center. This unique long-term project, approximately \$750 thousand to “green” an existing building, or \$1.5 million for a new building, is dependent on the generous support of private foundations, corporations, and individual donors to make it a reality. Potential sources of funding are

grants, sponsorships, donations, or fundraising activities. In addition, the College of the Canyons Foundation could run a Capital Campaign to assist in raising funds for the Sustainability Center.

## **MANAGEMENT SUMMARY**

The shifts we are experiencing in the world today have been referred to by some business people as the next industrial revolution. It is an encouraging time to be a part of the sustainability movement, knowing that many opportunities exist to work for real and lasting changes. The challenges before us demand an in-depth and broad spectrum knowledge on the system dynamics and natural processes that make up our world. Through our education systems, knowledge must be shared of not only how to make a living, but also how to preserve life. Armed with the strength of education and fueled by a desire to better the world, the next generation of leaders can create a world more hospitable to all.

## RESOURCES

**District's Sustainable Development Committee is composed of the following subcommittee's:**

Mission/Vision  
Facilities/Energy  
Curriculum  
Technology and Educational Resources  
Student and Campus Engagement  
Research and Site Visits  
Funding  
Communications, Marketing and Community Outreach

### **COC Resources:**

- Interdisciplinary Sustainability Development Committee and its subcommittees
- Hands on Earth club
- COC Foundation Gardens
- SNAC
- COC Foundation
- Chancellor's circle

### **Local Resources:**

- [www.greensantaclarita.com](http://www.greensantaclarita.com)
- [www.hikesantaclarita.com](http://www.hikesantaclarita.com)
- <http://www.meeconline.com>
- [www.creec.edgateway.net](http://www.creec.edgateway.net)
- <http://www.hydrateu.com/About.aspx#>
- <http://www.sustain.ucla.edu/>

### **National Resources**

- <http://www.slowfoodusa.org>
- <http://www.epa.gov>
- <http://www.sustainabletable.org>
- <http://chicagogreentech.org/>