



CAMPUS CONVERSATION:

WVU Sustainability

April 20, 2021

WHAT WE WILL DO TODAY

- ✓ How Today Will Work
- ✓ Background
- ✓ Sustainability Survey
- ✓ Current Sustainability Efforts
- ✓ STARS Program
- ✓ Next Steps

HOW TODAY WILL WORK

- ✓ Hear from Stephanie, Traci and Ted
- ✓ Open question-and-answer session

BACKGROUND

- ✓ As part of our land-grant mission, West Virginia University has been at the forefront of many initiatives focused on promoting a more sustainable future for our campus community.
- ✓ However, many of these efforts have been disjointed and without clear targets or goals, which has resulted in limited awareness and engagement.
- ✓ Sustainability is less of a centralized function and more of an underlying way of living or working — sustainability truly touches everything we do at WVU.

A blue recycling bin is the central focus, featuring a green recycling symbol and a 'TRASH' label. The background includes a street lamp, trees with autumn foliage, and a concrete barrier. The text 'SUSTAINABILITY SURVEY' is overlaid in large, bold, white letters.

SUSTAINABILITY SURVEY

WVU SUSTAINABILITY SURVEY

- ✓ In late fall 2019, the **Office of Sustainability** conducted surveys among the University's student and employee populations to gain a better understanding of:
 - ✓ General awareness of WVU's sustainability initiatives.
 - ✓ What areas of sustainability were most important to these populations.
- ✓ Both the student and employee surveys centered around eight core areas of sustainability:
 - ✓ Buildings and Grounds
 - ✓ Energy
 - ✓ Food and Dining
 - ✓ Purchasing
 - ✓ Recycling
 - ✓ Service and Learning
 - ✓ Transportation
 - ✓ Water

WVU SUSTAINABILITY SURVEY: RESULTS

83%
STUDENTS

believe sustainability is extremely or
very important

89%
EMPLOYEES

2%
are indifferent
to the issue

- While most **students (53%)** and **employees (75%)** have noticed efforts on campus that indicate WVU takes sustainability seriously, respondents mentioned seeing recycling far more than anything else.

WVU SUSTAINABILITY SURVEY: RESULTS

64%

STUDENTS

94%

EMPLOYEES

recycle

65%

STUDENTS

50%

EMPLOYEES

Want to learn how to improve
their recycling efforts

WVU SUSTAINABILITY SURVEY: RESULTS

STUDENTS	SUSTAINABLE ACTION	EMPLOYEES
70%	use alternative transportation	23%
64%	reduce their personal energy use on campus	87%
53%	pay attention to the amount of water they use	56%
64%	avoid wasting food and using disposables at on-campus dining facilities	68%

WVU SUSTAINABILITY SURVEY: RESULTS

- ✓ The top three sustainability areas both students and employees believe are most important for the University to address are:
 - ✓ Increasing and expanding local, healthy and sustainable food options on campus.
 - ✓ Using renewable energy for campus power.
 - ✓ Making campus buildings eco-friendly and green.



CURRENT EFFORTS

BUILDINGS AND GROUNDS

/ Green Cleaning

- / Since 2009, **WVU Facilities and Services** has reduced the number of different chemical-containing cleaning products from **129** to **14**.
- / **Facilities and Services** also use supplies with recycled content (such as paper towels and can liners) for restrooms and landfill and recycling bins.

/ Indoor Air Quality, Low-VOC Paints and Furnishings

- / University building standards dictate the use of low- or no-VOC paints.
- / Interior furnishings are selected to minimize impact on indoor air quality and are recyclable at end of life. **33** out of **40** of our most purchased items have sustainability certifications.



2,300+
*trees managed in
landscaped areas*

BUILDINGS AND GROUNDS

/ Eco-Friendly Buildings

- / WVU attempts to meet LEED-equivalent standards for sustainable features (e.g., efficient HVAC systems, improved insulation, etc.) of buildings for construction projects.

/ Grounds

- / The University began piloting “low-mow” areas in 2019 and increased locations in 2020.
- / Natural landscape waste is used to mulch planting beds and/or taken to WVU’s farm to be composted.
- / WVU has been recognized since 2018 by **Tree Campus Higher Education®** — a national program that requires protection and management of campus trees.



*reduced potable
water use by*
10%
*per user since
2013*

ENERGY

/ Performance Contracting with Siemens

- / WVU began its contract with **Siemens** in 2006, and we are in our third phase of the agreement.
- / To date, this effort has decreased greenhouse gas emissions by almost **600 million pounds**.
- / Energy efficient upgrades, such as new HVAC systems and improved lighting and low-flow water fixtures, have increased energy efficiency in more than **60 campus buildings**.
- / The current phase of the contract primarily focuses on LED lighting upgrades in **Health Sciences**.



\$35 million+

*savings in energy costs
through the performance
contracting program*

FOOD AND DINING

/ Dining Services

- / All WVU dining halls are trayless, which reduces food waste.
- / A pilot **Reusable Box Program** for to-go orders will be available this fall at all dining halls.
- / **WVU Dining Services** purchases a percentage of locally sourced foods and is committed to purchasing sustainable seafood and cage-free eggs.
- / **WVU Dining Services** has eliminated single-serve packaging for condiments and drinks whenever possible.
- / Most kitchen equipment purchased by **WVU Dining Services** is certified for energy efficiency.
- / Used cooking oil is recycled and converted to biodiesel fuel.



~**22%**

*of food expenditures
for the Morgantown
campus are
plant-based*

PURCHASING

/ Reducing Paper Usage

- / Systems like **Mountaineer Marketplace**, **My Expenses** and **My Travel** save more than one million sheets of paper each year.
- / WVU's shared network printing contract encourages more efficient printing.

/ Promoting Green Products

- / Some suppliers in **Mountaineer Marketplace** offer a green product search filter to only show products that are made from recycled material.



7%

***of WVU's paper
purchases included
recycled content***

RECYCLING

/ Blue and Gold Mine Sale

- / The sale is an annual student move-out event where students and community members donate items to sell to the public. All proceeds benefit the local **United Way**.
- / This year's event will take place on **Saturday, May 15**, at the event tent on the south side of **Bennett Tower**.

/ Commercial Recycling

- / In addition to day-to-day items, WVU has processes to recycle University-owned electronics, surplus furniture, ink/toner cartridges, etc.



\$184,000+

*in total raised for the
United Way through
the Blue and Gold
Mine sale*

RECYCLING

/ Book Recycling Program

- / This biannual event provides faculty and staff the opportunity to get rid of any unwanted paper items from their offices and storage rooms. The next event will occur during the summer in anticipation of many faculty and staff returning to their offices.

/ Textiles

- / WVU operates four drop-off locations that are open 24/7 for clothing and linens that go to a local non-profit agency.



72%

***of construction waste
from Stansbury and
Hodges halls was
diverted from landfill***

SERVICE AND LEARNING

/ Eco-Reps

- / **Eco-Reps** are student ambassadors who have worked within residence halls to increase sustainability awareness, inspire behavioral changes in students and develop and implement sustainability projects across campus.

/ Tree Planting

- / As part of the **Tree Campus Higher Education** program, students, faculty and staff can get involved in planting trees across our campus by volunteering through the **iServe** platform.



18,520

*volunteer hours
completed by students
working on
environmental and
sustainability projects*

SERVICE AND LEARNING

/ RecycleMania

- / **RecycleMania** is an annual competition among colleges and universities based in the U.S. and Canada to promote waste reduction on their campuses.

/ S-Designated Courses

- / The **Center for Service and Learning** connects the **Office of Sustainability** with courses to work on projects. Past examples include conducting a survey on bicycling on campus with **School of Public Health** students, mapping bottle-filling stations with **Multidisciplinary and Interdisciplinary Studies** students and exploring grant funding with students in a research for non-profits course.



44%

*of WVU's academic
departments offer
sustainability courses*

TRANSPORTATION

/ Public Rapid Transit (PRT) System

- / WVU is home to the world's only PRT system, which uses **100%** electric vehicles.

/ Mountain Line Transit System

- / WVU provides free **Mountain Line** access for all students and employees. All buses within the fleet are equipped with bicycle racks to accommodate cyclists.

/ Bicycling

- / The University is among **208 colleges and universities** in **47 states and the District of Columbia** to receive the **Bicycle-Friendly UniversitySM** designation, and WVU is the only academic institution in West Virginia to be recognized.



15,000+
*people transported
per day with the
PRT*

WATER

/ Storm Water Management

- / WVU administers a storm water management program that employs **U.S. Environmental Protection Agency** best practices to reduce storm water runoff and filter out pollutants.

/ Low-Flow Fixtures

- / Many campus buildings use faucet aerators to add air to water exiting a faucet. Low-flow showerheads also are used in residence halls. Many of these fixtures can reduce water consumption by **50%** when compared to traditional flow fixtures.



40+

***rain gardens used
on the Morgantown
campus for storm
water management***

STARS PROGRAM



STARS PROGRAM: OVERVIEW

- Throughout the past year, the **Office of Sustainability** partnered with more than 25 other areas across WVU to apply for a **Sustainability Tracking, Assessment and Rating System (STARS)** designation.
- STARS** — a program by the Association for the Advancement of Sustainability in Higher Education (AASHE) — is an international reporting framework specific to higher education for colleges and universities to measure their sustainability performance.
- As part of the assessment, the **STARS** program looks at **17 sustainability impact areas**, including transportation, purchasing, dining, construction, energy, grounds maintenance, student engagement and curriculum.
- The assessment looked at WVU's sustainability efforts in the past three fiscal years (FY2018 through FY2020) at the Morgantown campus only.

STARS PROGRAM: RATING



- / WVU's initial **STARS** rating is **Silver** (46.13), which is valid for the next three years on a rolling deadline.
- / Visit go.wvu.edu/STARS-rating to view WVU's complete STARS assessment.
- / In addition to legitimizing the University's sustainability efforts among peer institutions, WVU's **STARS** designation will be critical in helping us establish clear sustainability goals.

STARS PROGRAM: KEY FINDINGS

- As indicated in the sustainability survey from fall 2019, our students, faculty and staff noticed recycling over any other sustainability activities at WVU. However, the survey also showed these populations lacked awareness of many other sustainability activities at the University.
- WVU's **Silver STARS rating** demonstrates to our campus community that we take sustainability seriously and are working to incorporate it into the fabric of the University — whether that's speaking for academics, operations, engagement, or strategic planning.



STARS PROGRAM: NEXT STEPS

- ✓ In addition to becoming a point of pride for WVU, **STARS** is a way to establish benchmarks for ourselves in contrast to other institutions to strengthen our efforts.
- ✓ Sustainability cannot be something that's the responsibility of one officer or team. Our participation in the **STARS** program provides colleges, departments and units across WVU targets we can aspire to reach.
- ✓ WVU has never published formal sustainability goals. This particular **STARS** submission marks our baseline, from which we will set specific, time-based and measurable goals as an institution.
- ✓ We expect these goals will focus on the major areas of energy, transportation, waste management, water and purchasing.

STARS PROGRAM: NEXT STEPS

- Upcoming projects and activities based on our **STARS** assessment include:
 - An examination of WVU's fleet needs.
 - Reusable to-go container program in dining halls.
 - Determining how to track **Scope 3 emissions** for future greenhouse gas inventories.
 - Reuse and recycling from “domino moves” for **Reynolds Hall** and **Hodges Hall**.



STARS PROGRAM: NEXT STEPS

- Throughout the coming months, the **Office of Sustainability** will be working with key stakeholders across the University on establishing near- and longer-term sustainability goals.
- In the meantime, students, faculty and staff should visit the STARS report and the **Office of Sustainability** website (sustainability.wvu.edu) for more information and details on **Earth Week 2021** virtual and physically-distanced activities.
- As a reminder, the **Blue and Gold Mine Sale** is back for this year and will take place at the tent on the south side of **Bennett Tower** on **Saturday, May 15**. Visit bluegoldmine.wvu.edu for details.

MOUNTAINEERS® RECYCLE!

LE!

QUESTIONS?

**PLEASE PLACE
AND PLACE**

CONTACT INFORMATION

- ✓ Visit the **Office of Sustainability** website (sustainability.wvu.edu) for more information and details on how you can get involved.
- ✓ Contact the **Sustainability** team at sustainability@mail.wvu.edu with any questions.
- ✓ An archived version of this Campus Conversation will be available at bureaucracybusters.wvu.edu/campus-conversation.
- ✓ Stay tuned for upcoming Campus Conversations.