Project Descriptions

Project 1: Outreach and Events
- Used social media, newsletters, all staff emails, tabling, SRJC sustainability webpage, SCLLL webpage, and events to reach out to the community about transportation and other sustainability programs
- Planned and executed 10 public events
- Motion for funding approved through Student Government; procured 1000 reusable bottles and 1000 cutlery sets for Earth Week distribution
- Without an institutionalized marketing and communications plan for sustainability projects, initiatives, and event, it was difficult to get the word out across the SRJC community

Project 2: Develop a Sustainable Transportation Plan
- Researched past sustainable transportation efforts, challenges, & policy
- Document intended to guide decision-making for active & alternative transportation facilities and parking infrastructure, show breadth of transportation work needed throughout district, show the need for full-time staff member in this area
- Layers with forthcoming Climate Action Plan (CAP)
- Challenges moving forward include: navigating district bureaucracy to implement proposed strategies, setting achievable target dates with uncertainty, accountability questions, overcoming entrenched culture of single-occupancy commutes for students and employees.

Achievements

Marketing & Communications
- Established biweekly SRJC sustainability newsletter
- Sustainability website improvements & buildout for www.livinglearninglandscapes.com
- Weekly all-staff Earth Month communications
- Created 30+ marketing materials
- Pitched idea, designed, and got a new Sustainable SRJC logo approved through district sustainability committee

Carpool Parking Pass
- Supported SRJC student intern with implementing plan to offer incentivized student carpool parking
- Program is saving about 20,736 pounds of CO2 from vehicle travel in spring 2019

Lessons Learned

Suggestions for Program Expansion
- Seek out and advance interdepartmental partnership opportunities
- Infuse sustainability into all aspects of the organization, and at each campus
- Create sustainability focused professional development opportunities to inspire growth, ownership, and collaboration

Strategies for Success
- Listen to needs of all stakeholders; prioritize equitable solutions
- Understand colleagues’ communicative styles
- Be responsive, considerate, and determined yet adaptable

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