



Cultural Indicators of Sustainability

Saturday, June 23

AESS Santa Clara University



How to Measure Success

- Audits: Observations, Focus Groups
- Stakeholder Involvement
- Life Skills Assessment
- Pledges Signed
- Large-Scale Change mixed with smaller impact communication techniques
- Students as Experts

Utah

- Legislature: Passed resolution stating climate change isn't real
- Legislature approved bill that would have teachers pretend not to know about BC
- Among highest BR in USA
- Religious, conservative
- USU Self Tax – additional 65\$ athletics/semester.

USU


- Princeton Review top green schools
- 2007 One of 1st 100 in nation – CC, 1st in UT
- 2050 Carbon Neutral
- Sustainability Council Formed Same Year



Recent History

- 2011: Student fee 3\$/semester BGG: Fought by Students for Liberty.
- \$29,424 in Grants 2011-2012, matched with 43,310 in-kind. Student rep from each of 8 colleges, 4 faculty: Water Refill Stations, Bike Maintenance Stations, educational organic garden, etc



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- 44% (n=1,380) of USU students drive to school as the most common mode of transportation, the rest either walk (29%, n=911), take the bus (21%, n=643), bike (4%, n=138) or carpool (2%, n=70).
 - Only 34% (n=1,057) were aware that Aggie Blue Bikes (free bike rentals and repair services: http://www.usu.edu/ucc/htm/programs/bikes_exists_on_campus).
 - 50% (n=1,535) of USU students are either moderately or extremely concerned with the winter air quality in Cache Valley.
 - 71% (n=772) of those that ski/snowboard did not know that USU's ORP operated a scheduled carpool (Powder Wagon) to Beaver Mountain Resort during the ski season. 73% (n=753) of those would consider using the Powder Wagon to carpool to Beaver Mountain.
 - 21% (n=646) recycle on campus everyday, with an additional 29% (n=895) recycling approximately once a week. 21% (n=646) of students never recycle on campus. The top reason listed for students not recycling is "I have to go out of my way to find a recycling bin" (49%, n=1,267 of the responses)
 - 72% (n=2,201) of students were not aware that you get a discount when you bring your own mug/ reusable beverage container to purchase a drink on campus.
 - 75% (n=2,253) feel confident in Cache Valley water being completely safe/healthy.
 - When students eat on campus, 71% (n=2,149) do not usually pick a dish that includes red meat.
 - 98% (n=2,951) of students haven't heard of a campus free store, but 87% (n=2,620) would use it if it existed.

Sustainable Living



EARTH WEEK 2012
(APRIL 9-13)

USU Extension Sustainability

- Student Fact Sheets



UtahStateUniversity
EXTENSION SUSTAINABILITY