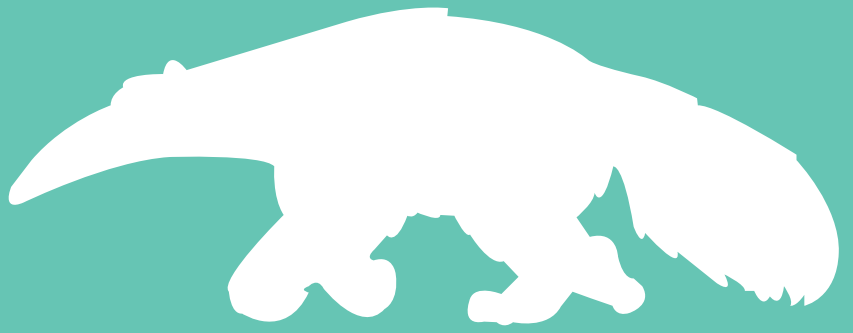




Greening the Campus,
Building the Workforce

AN ALLIANCE TO SAVE ENERGY PROGRAM

MAY 2014
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THE GREEN VINE

UNIVERSITY OF CALIFORNIA, IRVINE

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WHAT HAVE WE BEEN UP TO?

EARTH WEEK BY JACQUELINE KHA

During Earth week, our team tabled on campus to spread awareness of California's dilemmatic drought. The major cause that we advocated was National Geographic's "Change the Course," which will help funnel water back to the Colorado River Basin. Due to excessive demand, the Colorado River Basin, one of our state's major source of fresh water, has been so heavily depleted in the past years that it no longer drains into the sea. The program encourages people to reduce their water footprint and be more conscious of their actions. For each pledge that the foundation receives, corporate partners will donate funds to support restorative work along the Basin. Sponsors will work to bring back 1,000 gallons per pledge.

At our table, we offered plantable bookmarks, organic lollipops, pins and stickers as incentives. Educational brochures with ways to save water were displayed at our booth to give students ideas of how they could reduce their footprint. By actively approaching people as they walked by, we were able to reach out to at least 30 people. With only 5 pledges from each person, our campus accumulated a total of 150,000 gallons that the sponsors will work toward putting back into the Colorado River. Tabling has helped to save lots of water and has raised awareness of California's current issue.



MY SUSTAINABILITY PATHWAY BY JANET ORTEGA



The time had finally arrived for My Sustainability Pathway, a green career panel planned by the PowerSave team and Theta Psi (sustainability fraternity). Earth Week was just around the corner, so everyone was really pumped to start it off with this joint event. The panel was an opportunity for students to learn more about how UCI faculty and staff implement sustainability in their careers. The panel was a diverse group, eager to answer any questions the students had. In addition to the panel, there was an opportunity for student-led sustainability groups on campus to get together and learn more about one another. Organizations included Global Brigades, CALPIRG, TGIF (The Green Initiative Fund), Arroyo Vista Community Garden, Global Sustainability Resource Center, Theta Psi, and PowerSave Campus. The team hopes that everyone had a great time and that this sparks more collaborative events and projects on campus!



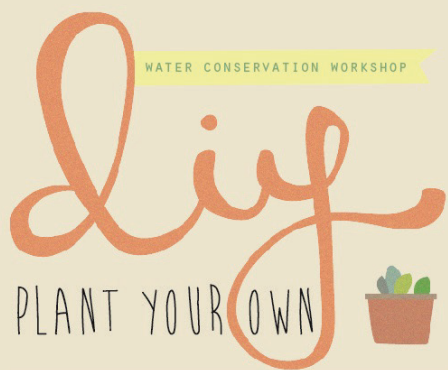
CELEBRATE UCI BY CARMELISA MORALES

On April 12th, UC Irvine had their annual event for incoming freshmen, Celebrate UCI. Also called Wayzgoose, this event brings out hundreds of UCI organizations to sell food, beverages, and show people what they have to offer. There were performances, DIY activities, dance workshops, a car show and companies giving out awesome freebies! The UCI PowerSave team participated by tabling in Aldrich Park. In addition to advertising our program, we had people spin our wheel and answer questions about water. They were able to win prizes like candy, buttons, stickers, and waterbottles. The day was great for bonding with the team and getting our name out there on campus.



WATER UCI STUDENTS DOING TO HELP SAVE WATER?

BY JAIMIE WAN



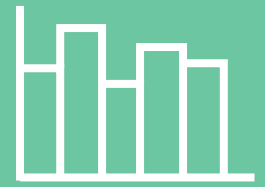
California's wells are no longer springing with water, so this Spring quarter PowerSave Campus at UCI has been working on various water-focused projects in light of California's water crisis. In response to Governor Jerry Brown's drought emergency declaration for California, the University of California of the President issued a drought response statement to reduce UC system-wide water usage by 20% by year 2020. UC Irvine has made tremendous strides in implementing water reduction in building and grounds management. Students are also stepping up to the challenge through education and awareness on campus. In March, students in course ESS60B, Regional Environmental Issues, hosted a drought booth and Pledge with Pete (UCI's Anteater mascot) campaign to conserve water.

Last year, in conjunction with an irrigation retrofit in Mesa Court Housing, project coordinator Jaimie hosted a hands-on educational DIY: Water Conservation Workshop to educate the UCI community about the retrofit project and ways they could properly manage water usage in landscaping and personal lifestyle. The event was sponsored by the Metropolitan Water District, The Green Initiative Fund, UCI Housing, and UCI PowerSave Green Campus. The turnout was quite successful and Mesa Court Housing requested another round for this Spring 2014 quarter.

The second workshop was very similar to last year's, where attendees learned how they can contribute to water conservation through proper landscape & water management. The workshop went over basic water conservation knowledge and how to tend and care for California native plants. With the supervision of Melissa Falkenstien, Director of Capital Projects & Asset Management at UCI Housing Administration, participants decorated pots and took home their very own California Native succulent or cactus. The speakers this year are: Water Use Efficiency Analyst, Nathan Adams; Irvine Ranch Water District Irrigation and Grounds Supervisor from UCI Housing, Rick Ternet; and Senior Planner from the UCI Office of Environmental Planning & Sustainability, Matt Deines. Melissa Falkenstien, the Director of Capital Projects & Asset Management at the UCI Housing Administration, supervised the Irrigation Retrofit project in Mesa Court last year. This year, she helped facilitate the DIY planting portion of this second workshop. Stay tuned this quarter, as we will be working on more water-saving events on campus.



METRICS FOR THE MONTH



SIGNIFICANT METRICS OUTREACH FOR APRIL

PROJECT	#	UNIT	CATEGORY	EVENT TITLE/DESCRIPTION
OUTREACH EVENTS	1	EVENTS	KPI	EARTH WEEK BOOTHING
NEWSLETTER RECIPIENTS	35	PEOPLE	REMOTE INTERACTION	STAKEHOLDERS, PROFESSORS, STUDENTS
WEBSITE VIEWS	205	HITS	REMOTE INTERACTION	UCI POWERSAVE WEBSITE
REACH BY TABLING	95	PEOPLE	INTERACTION	EARTH WEEK BOOTHING, DIY WATER CONSERVATION WORKSHOP
FACEBOOK LIKES	60	LIKES	INTERACTION	1796 VIEWS, 31 PAGE LIKES, 29 LIKES ON POSTS
COMMUNITY EVENTS	1	EVENTS	KPI	CELEBRATE UCI/WAYZGOOSE

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