



2017 Campus Sustainability Survey

Section 1: Student Results

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Background

A 27 question online Qualtrics survey was administered to a representative sample of both graduate and undergraduate CU Boulder students over a 2 week period during Fall 2017 semester.

Survey questions were developed by a team from the CU Environmental Center and Residence Life, in consultation with the CU Office of Assessment.

Results will be used for STARS reporting and evaluating sustainability programming and impact.



Survey Questions

The survey aimed to assess both the **Sustainability Literacy** and **Sustainability Behaviors and Values** of CU Boulder students .

Questions were True/False, multiple choice, or asked respondents to either select or rank choices in a table.

Limitations: Not all questions were answered by every student. N varied between 310 and 284 depending on the question.





Sustainability Literacy

Overall, Sustainability Literacy among CU Boulder students is high.....

- **95% selected the correct definition of the term “carbon footprint”**
- **90% correctly identified the purchasing behavior that “most effectively supports local economies”**
- **87% selected the correct international definition of sustainable development**
- **84% knew that many people in the world do not have access to clean drinking water and must drink contaminated water.**
- **82% correctly identified “one of the predicted effects of climate change according to scientists” (*expansion of deserts*)**
- **73% selected the correct definition of the term “triple bottom line”**
- **63% correctly identified the definition of “environmental justice”**

Sustainability Literacy

Room for improvement.....

- **64% did not know Colorado's primary source of fuel for electricity (*Coal*).**
- **69% did not know the largest source of anthropogenic greenhouse gases (*Electricity and heat production*)**
- **37% did not know the definition of environmental justice**

Sustainability Literacy on Campus

CU Boulder Campus Recycling - The good news!

- **97% of students know that *paper* is recyclable on campus**
- **96% of students know that *plastic bottles and containers* are recyclable on campus**
- **95% of students know that *aluminum cans* are recyclable on campus**
- **94% of students know that *cardboard* is recyclable on campus**
- **90% of students know that *glass bottles* are recyclable on campus**
- **84% of students know that *composting bins* are located in food service areas and bathrooms in some buildings**



Sustainability Literacy on Campus

CU Boulder Campus Recycling - Room for improvement

- 78% of students indicated that *broken/unwanted electronics* are recyclable on campus or don't know
- 72% of students indicated that *pizza boxes* are recyclable on campus or don't know
- 53% of students indicated *batteries* are not recyclable on campus or don't know
- 52% of students indicated *plastic bags* are recyclable on campus or don't know

Sustainability Behavior and Values

Sustainability is important to students.....

- 90% of students indicated that sustainability was either “very” or “somewhat” important to them prior to attending CU Boulder
- 97% of students indicated that sustainability was either “Very” or “Somewhat” important to them now that they are CU Boulder students
- 92% of students said it was important to them that CU Boulder has a strong commitment to environmental sustainability
- 92% of students said they try to make environmentally sustainable choices in the way they live.
- 40% of students report they chose CU in part because of its sustainability reputation

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Sustainability Behavior and Values

Climate Change is important to students.....

- 95% of students think that climate change is a legitimate concern for their generation
- 50% of students stated that climate change is “extremely” important to them personally.
- 44% of students stated that climate change is either “very” or “moderately” important to them personally.
- 80% of students thought they were either “extremely” - 7% or “moderately” - 73% environmentally sustainable (low carbon footprint).
- 95% of students stated they would like to be either “extremely” - 65% or “moderately” - 30% environmentally sustainable (low carbon footprint)

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Sustainability Behavior and Values

Student Engagement..... The good news

- 78% of students had intentionally chosen a plant-based meal in the previous week.
- 77% of students who are employed on campus report their office or department regularly practices and advocates sustainability “mostly” or “some” .
- 48% of students report they are engaged in sustainability oriented events and programs on campus either “moderately” or “extremely”.
- 33% report that they have engaged in volunteer service in any area of sustainability in the past year.

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Sustainability Behavior and Values

Student Engagement..... Room for Improvement

- 8% of students reported being “Very or Extremely” engaged in sustainability oriented events or programs on campus
- Fewer than 10% report having participated in any of a list of sustainability oriented programs on campus including Green Room Certification, Green Food Gatherings, the annual Campus Sustainability Summit, the Green Labs program and more.
- 52% of students reported “Never” being engaged in sustainability oriented events or programs on campus
- 67% of students reported they have not performed any voluntary service in the past year in areas of sustainability/eco-social justice

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Sustainability Behavior and Values

Behaviors in the past year when you've had a chance.....

	5=always	1= never
b. Turn off lights when not used	66%	1%
g. Reuse Containers/Bags	64%	2%
h. Walk, skate, bike, bus, van or carpool	61%	3%
e. Print double-sided	55%	6%
f. Wash clothes in cold water	42%	9%
d. Recycle electronics	24%	16%
a. Adjust thermostats to save energy (cooler in winter, warmer in summer)	39%	7%
m. Conserve water (turn off faucets, shorter showers)	39%	2%
i. Shop with minimal packaging in mind	27%	13%
k. Make sustainable food choices (organic, locally grown, humanely treated, etc.)	26%	9%
j. Buy used goods (clothes, electronics, etc.)	24%	12%
c. Turn off power strip/ electronics when not used	23%	13%
l. Buy products with an eco-label (e.g. office supplies, electronics, clothing, household products)	14%	11%



Sustainability Behavior and Values

Importance of programs and initiatives to students

- 98% of students rated **Waste Reduction** (reducing disposables, move in and out, events) as “Very” or “Some”
- 98% of students rated Renewable Energy projects as “Very” or “Some”
- 97% of students rated Building Retrofits and Energy Conservation as “Very” or “Some”
- 97% of students rated Water Conservation as “Very” or “Some”
- 95% of students rated Organics Recovery as “Very” or “Some”
- 95% of students rated Petroleum Use Reduction (idling vehicles, more electric) as “Very” or “Some”
- 95% of students rated Transportation (reduce campus cars, increase bus/bike access) as “Very” or “Some”
- 95% of students rated Sustainable Food (edible gardens, landscaping, and local) as “Very” or “Some”
- 91% of students rated **Increased Student Sustainability Experiences** (majors, minors, workshops, service learning) as “Very” or “Some”

Highest % Very. Highest % Some



Selection from 59 Comments

- Community garden for all the students. bee keeping.
- I would love to see more information about CU Boulder's sustainability programs on the Law School campus.
- Compost bins in dorm bathrooms
- Green practices/workshops/opportunities should be more advertised. Perhaps we should get more e-mails or have to undergo mandatory workshops. Students should be more informed about recycling, energy conservation, composting, etc
- Divest from fossil fuels - and make students aware of how tied the university regents are to fossil fuel interests...As a practice I haven't seen the buildings or department's practice energy saving - computers are left on all the time in the labs. Students or lab managers don't turn them off. The thing is while individuals can do work, it's from the top down not the bottom up that produces real change.
- CU Agriculture Village/ Farm on East Campus... or South Campus. Include aspects of sustainable agriculture, supporting food system in net zero eco-village, lots of opportunity for innovation and engineering projects
- COMPOST BINS IN DORMS FOR GODS SAKE. Electric vehicles for some CU departments. Have Eco-reps play a bigger role and get a scholarship. Also there's mandatory education on being an effective bystander for sexual assault, but no education on being an effective member of society with regards to the environment?
- I'm in the business building a lot, and would really like to see more of a push about recycling/composting programs. Also, keeping smaller bins for garbage to suggest recycling instead of just making the garbages all the same size. In addition, I would like to suggest that the coffee stands use sustainable products when possible.





2017 Campus Sustainability Survey

Section 2: Staff and Faculty Results

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Background

A 26 question online Qualtrics survey was administered to a representative sample of CU Boulder staff and faculty over a 2 week period during Fall 2017 semester.

Survey questions were developed by a team from the CU Environmental Center and Residence Life, in consultation with the CU Office of Assessment.

Results will be used for STARS reporting and evaluating sustainability programming and impact.



Survey Questions

The survey aimed to assess both the **Sustainability Literacy** and **Sustainability Behaviors and Values** of CU Boulder Staff and Faculty .

Questions were True/False, multiple choice, or asked respondents to either select or rank choices in a table.

Limitations: Not all questions were answered by every participant. N varied between 185 and 174 depending on the question



Sustainability Literacy

Overall, Sustainability Literacy among CUB Staff and Faculty is high.....

- **96% selected the correct definition of the term “carbon footprint”**
- **91% selected the correct international definition of sustainable development**
- **90% correctly identified the purchasing behavior that “most effectively supports local economies”**
- **86% knew that many people in the world do not have access to clean drinking water and must drink contaminated water.**
- **82% selected the correct definition of the term “triple bottom line”**
- **79% correctly identified “one of the predicted effects of climate change according to scientists” (*expansion of deserts*)**
- **57% correctly identified the definition of “environmental justice”**



Sustainability Literacy

Room for improvement.....

- **60% did not know Colorado's primary source of fuel for electricity (*Coal*).**
- **79% did not know the largest source of anthropogenic greenhouse gases (*Electricity and heat production*)**
- **43% did not know the definition of environmental justice**

Sustainability Literacy on Campus

CU Boulder Campus Recycling - The good news!

- 99% of staff and faculty know that *paper* is recyclable on campus
- 99% of staff and faculty know that *plastic bottles and containers* are recyclable on campus
- 99% of staff and faculty know that *aluminum cans* are recyclable on campus
- 98% of staff and faculty know that *cardboard* is recyclable on campus
- 94% of staff and faculty know that *glass bottles* are recyclable on campus
- 81% of staff and faculty know that *composting bins* are located in food service areas and bathrooms in some buildings



Sustainability Literacy on Campus

CU Boulder Campus Recycling - Room for improvement

- 63% of staff and faculty indicated *plastic bags* are recyclable on campus or don't know
- 51% of staff and faculty indicated that *unwanted office supplies* are not recyclable on campus or don't know
- 42% of staff and faculty indicated that *printer cartridges* are not recyclable on campus or don't know
- 35% of staff and faculty indicated *batteries* are not recyclable on campus or don't know

Sustainability Behavior and Values

Sustainability is important to Staff and Faculty..

- 88% of staff and faculty indicated that sustainability was either “very” or “somewhat” important to them prior to working for CU Boulder
- 98% of staff and faculty indicated that sustainability is either “very” or “somewhat” important to them now that they are CU Boulder employees
- 92% of staff and faculty report trying to make environmentally sustainable choices in the way they live.
- 90% of staff and faculty said it was important to them that CU Boulder has a strong commitment to environmental sustainability
- 72% of staff and faculty report they feel pleased or proud to work at the university in part because of its sustainability reputation

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Sustainability Behavior and Values

Climate Change is important to Staff and Faculty..

- 89% of Staff and Faculty think that climate change is a legitimate concern for their generation
- 49% of Staff and Faculty stated that climate change is “extremely” important to them personally.
- 43% of Staff and Faculty stated that climate change is either “very” or “moderately” important to them personally.
- 74% of Staff and Faculty thought they were either “extremely” - 9% or “moderately” - 65% environmentally sustainable (low carbon footprint).
- 93% of Staff and Faculty stated they would like to be either “extremely” - 58% or “moderately” - 35% environmentally sustainable (low carbon footprint)

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Sustainability Behavior and Values

Staff and Faculty Engagement..... The good news

- 75% of staff and faculty have heard of the Car-share and/or Bike rental program
- 74% of staff and faculty had intentionally chosen a plant-based meal in the previous week.
- 74% of staff and faculty report their office or department regularly practices and advocates sustainability “mostly” or “a little”.
- 48% of staff and faculty report they are engaged in sustainability oriented events and programs on campus or in their community either “moderately” or “extremely”.
- 44% of faculty and staff have heard of the annual Campus Sustainability Summit
- 20% report that they have engaged in volunteer service in any area of sustainability in the past year.

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Sustainability Behavior and Values

Staff and Faculty Engagement..... Room for Improvement

- **8% of staff and faculty reported being “Very or Extremely” engaged in sustainability oriented events or programs on campus or in their community**
- **20% or fewer report having participated in any of a list of sustainability oriented programs on campus including Green Office Certification, Zero Waste Athletic events, the annual Campus Sustainability Summit, the Green Labs program and more.**
- **53% of staff and faculty reported “Never” being engaged in sustainability oriented events or programs on campus or in their community**
- **58% have not heard of Green Office certifications**
- **65% have not heard of the Green Labs Program**
- **80% of staff and faculty reported they have not performed any voluntary service in the past year in areas of sustainability/eco-social justice**

Sustainability Behavior and Values

Behaviors in the past year when you've had a chance.....

	5=always	1= never
b. Turn off lights when not used	78%	7%
g. Reuse Containers/Bags	60%	2%
a. Adjust thermostats to save energy (cooler in winter, warmer in summer)	55%	2%
e. Print double-sided	49%	6%
f. Wash clothes in cold water	41%	5%
m. Conserve water (turn off faucets, shorter showers)	38%	9%
d. Recycle electronics	33%	10%
h. Walk, skate, bike, bus, van or carpool	29%	7%
i. Shop with minimal packaging in mind	25%	10%
k. Make sustainable food choices (organic, locally grown, humanely treated, etc.)	21%	7%
c. Turn off power strip/ electronics when not used	17%	23%
j. Buy used goods (clothes, electronics, etc.)	14%	12%
l. Buy products with an eco-label (e.g. office supplies, electronics, clothing, household products)	9%	10%

Sustainability Behavior and Values

Importance of programs and initiatives to Staff and Faculty

- 99% of Staff and Faculty rated **Building Retrofits and Energy Conservation** as “Very” or “Some”
- 99% of Faculty and Staff rated Water Conservation as “Very” or “Some”
- 98% of Staff and Faculty rated **Renewable Energy projects** as “Very” or “Some”
- 98% of Staff and Faculty rated Waste Reduction (reducing disposables, move in and out, events) as “Very” or “Some”
- 96% of Faculty and Staff rated Organics Recovery as “Very” or “Some”
- 96% of Staff and Faculty rated Petroleum Use Reduction (idling vehicles, electric vehicles) as “Very” or “Some”
- 95% of Staff and Faculty rated Transportation (reduce campus cars, increase bus/bike access) as “Very” or “Some”
- 94% of Staff and Faculty rated Sustainable Food (edible gardens, landscaping, and local) as “Very” or “Some”
- 93% of Staff and Faculty rated **Increased Student Sustainability Experiences** (majors, minors, workshops, service learning) as “Very” or “Some”
- 92% of Staff and Faculty rated Increased Staff/Faculty Sustainability Experiences (training, workshops, professional development) as “Very” or “Some”

Highest % Very. Highest % Some



Selection from 36 Comments

- Classroom/Lecture hall/office lights on 24/7 -waste of power
- I would like to see a message from leadership that sustainability is one of our core values, that climate change is a real threat to humanity, and that the university will actively defend its climate research scientists against political attack.
- You need to add electric vehicle charging stations to each building/parking area. Many of us are trying to drive electric and cannot charge.
- Housing is a huge problem for CU Boulder. Employees can't afford to live in Boulder and are forced to far reaching communities and then have to own cars and contribute to traffic/poor air quality.
- Sick of hearing about it at every campus event I attend.
- Campus programs might try to reach those who work away from the main campus
- Purchase more food from local sources - do away with paper cups at all locations - require faculty/staff/students to invest in reusable mugs for beverages (maybe even provide one to all incoming freshman with CU brand
- For those who can't take a bus, bike, or walk to campus due to various factors, it would reduce transit and idling time if CU parking lots and garages had indicators for the number of remaining spaces and the location of those spaces (typically a simple sensor with a red or green light on the ceiling of a garage, or on a shared pole in a parking lot.



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Thank you.

