

# The Green Initiative Fund Training Materials Packet

Printed on 100% Recycled Paper



<b>Announcements &amp; Sproul (Outdoor) Rap</b>	–	<b>p. 2</b>
<b>Rules for Campaigning</b>	–	<b>p. 3</b>
<b>Fact Sheet</b>	–	<b>p. 4</b>
<b>Why to Vote for TGIF</b>	–	<b>p. 4</b>
<b>Question and Answer Sheet</b>	–	<b>p. 5</b>
<b>Potential Projects for TGIF</b>	–	<b>p. 7</b>

## ♥ Agenda ♥

- ♥ Intro / Welcome / Names
- ♥ TGIF – What is it? *Fact Sheet, Why Vote TGIF, Q&A*
- ♥ Campaign Overview – *Paving the Road to Success*
- ♥ Direct campaigning
  - a. Tabling on Sproul (coordination)
  - b. Talking to students on Sproul / Other areas of campus
  - c. Standing with STICKY sign
  - d. Classroom announcements
  - e. Chalking
  - f. Flyering on campus
  - g. Student group announcements
  - h. House announcements
- ♥ Raps and Announcements
- ♥ Tips for Direct Campaigning
- ♥ Campaign Rules
- ♥ Indirect Campaigning
  - a. Change facebook profile picture to TGIF logo
  - b. Invite friends to TGIF facebook group
  - c. Post link to TGIF website on facebook profile
  - d. Get 2 friends to vote for TGIF who weren't already going to vote
  - e. Wear TGIF buttons
- ♥ Questions
- ♥ Sign Up for Sproul Shifts!

Your Friendly TGIF Training Coordinators:

Patrick Ford – 510.932.9172 / [pjford@berkeley.edu](mailto:pjford@berkeley.edu)

Rachel Barge – 949-533-0133 / [rachelbarge@berkeley.edu](mailto:rachelbarge@berkeley.edu)

## *Announcements & Sproul (Outdoor) Rap*

### Classroom / Group / House Announcement

- Thanks to professor for inviting me\*
- Hi! My name is \_\_\_\_\_, and I'm part of a team working on an ASUC student fee referendum called "***The Green Initiative Fund,***" or ***TGIF***. TGIF is a fee of \$5 per semester per student and raise over \$200,000 for sustainability projects to make the campus "greener". This fund will help us to pay for more solar power, increase energy efficiency, increase water conservation, promote renewable energy, and many other projects to reduce Berkeley's impact on the environment. Here's one statistic that puts our impact into perspective: UC Berkeley produces more global warming gasses than the entire country of Cambodia, which is a country of 13 million people. There are lots of ways we can reduce our environmental impact at Cal, but there currently isn't the funding to do it. TGIF will make a huge difference, and it only costs about as much as a burrito.
- Vote for TGIF!
- Go to [votetgif.com](http://votetgif.com)!
- If you're interested in helping contact me
- If you'd like to be reminded to vote, sign this list with your email (join the Facebook group, and we'll send you the link to the voting site)

### Sproul (Outdoor) Rap

- Opening: Are you going to Vote for TGIF?
  - What's TGIF?
- TGIF is a UC Berkeley ballot measure that will cost \$5 per student per semester that will help to reduce our impact on the environment.
  - Oh. Cool.
- We're reminding people to vote, if you put your name and email right here, then we'll send you the link to vote during the election. After the election we'll delete your email and you'll never hear from us again. So we're signing people up (hand over clipboard).
  - Awesome!

### Where did you get the Cambodia example?

The Cal Climate Action Partnership (CalCAP) Project Manager researched this comparison.

<http://sustainability.berkeley.edu/calcap.html>

**Campaign Rules for ASUC Elections**  
**Compiled for The Green Initiative Fund referendum campaign, March 2007**

The following is a summary of the ASUC Bylaws pertaining to elections and campaigning that **EVERYONE campaigning for TGIF** should know **to avoid causing lawsuits that could result in the possible disqualification of TGIF**, should it pass in the April 11-13, 2007, elections.

1. **STAY 100 FEET AWAY** – Do not campaign within 100 (one hundred) feet of a polling place or 20 feet of any unsupervised computer being used for voting (includes signs, posters, literature, as well as actively or passively campaigning), or within 10 (ten) feet of any official Elections Council sandwich boards or banners.
2. **NO CAMPAIGNING IN RES HALLS** – Do not campaign in any way in/around/near Residence Halls. This includes talking to people, posting literature, etc. However, individual students may post literature inside their own rooms, including on windows, or on personal bulletin boards, provided they have given their permission.
3. **FLYERS ONLY GO ON BOARDS** – Only post campaign materials on “public access bulletin boards and kiosks” (some of which are inside University buildings – that’s ok). Do not post in bathrooms, on backs of chairs, on either interior or exterior walls of buildings, on campus structures like statues or Campanile, etc.
4. **STAY AWAY FROM SATHER GATE** – No materials on in/on/around/near Sather Gate or Sather Bridge.
5. **DON’T ABANDON YOUR SIGNS / SANDWICH BOARDS** – Free standing displays must be attended by a campaign member within 6 feet at all times.
6. **NO SIGNS IN CLASSROOMS!** Any TGIF signs must be turned upside-down in a classroom.
7. **NO ASUC RESOURCES** – Do not use any ASUC authority, facilities, funds, buildings, or other resources (including Eshleman Hall) for anything having to do with the TGIF campaign, even remotely. Do not leave anything involving the campaign in Eshleman, and don't use computers in that building for anything related to the campaign, don't meet there, and don't even call people about the campaign from there.
8. **DON’T TOUCH OTHER FLYERS** – Do not interfere with / take down / touch anything related to the ASUC, ASUC student groups, or ASUC business operations, including: **posters, signs, banners, leaflets or flyers** which advertise functions, meetings, events, or existence of ASUC sponsored student groups and publications. The bylaws do not prohibit interfering with posted items from other campaigns or candidates, but don’t touch anyone else’s campaign materials, either.
9. **DON’T BLOCK PEDESTRIAN FLOW** – Do not block any entrance or tight space or otherwise restricting the flow of vehicular or pedestrian traffic on campus.
10. **NO SPAM** – Only send emails to organizations that you are a member of, or to organizations from whose leadership you have obtained **WRITTEN PERMISSION to send communication**. “Personalize” messages that you post by adding something unique to you. Don't send any mass communication to random listservs or to non-groups (e.g. people who are on an email list because of where they live, etc.)
11. **NO ANNOUNCING IN CLASSES WITHOUT PERMISSION** – Get **WRITTEN PERMISSION from instructors before making classroom announcements** – please email the permission to [sarons@berkeley.edu](mailto:sarons@berkeley.edu)
12. **NO CHALKING ON CAMPUS** – Do not “chalk” anywhere on campus – only city sidewalks (not touching campus property) are ok to chalk on.
13. **IT HAS TO BE APPROVED** – MAKE SURE that anything you are posting or giving to anyone has been **submitted to the ASUC Elections Council and is official TGIF publicity material**. Anyone campaigning for TGIF, regardless of whether they are a member of TGIF or not, must stick to our officially sanctioned campaign materials (flyers, buttons, t-shirts, pamphlets, etc).

## **TGIF Fact Sheet**

### **What is TGIF?**

An ASUC fee referendum; it raises \$200,000 per year for campus sustainability projects. It will last 10 years.

### **How much does it cost?**

\$5 per student per semester

### **What will it pay for?**

Investment in clean energy, energy efficiency, water conservation, green buildings, sustainable transportation, expanded recycling and composting, student internships, and more!

*TGIF does NOT pay for anything the university is already required to do by law or policy*

### **Who oversees the money?**

TGIF Grant Making committee; made up of 4 students, 2 administrators and 1 faculty appointed annually. The money is housed in ASUC auxiliary.

### **How are TGIF projects funded?**

Entities on campus submit proposals asking for funding – a student-majority Grant Making Committee reviews the proposals and selects them based on The Green Initiative Fund Bylaws

### **When will the money start funding projects?**

Assuming the UC Regents approve the fee promptly, projects will start getting funded in Fall 2007.

### **How will I know where my \$5 go?**

The Green Initiative Fund Grant Making Committee will report all TGIF projects to the ASUC Senate annually and the projects will be made available online.

### **Who initiated TGIF at Cal?**

A group of UC Berkeley students – just like you!

### **Who else has done TGIF?**

UCSB passed TGIF in 2006 with over 80% approval; 20 other schools have passed similar fees

### **When can I vote for TGIF?**

April 11<sup>th</sup>-13<sup>th</sup> at ASUC campus polling places or online at <http://election.asuc.org>

## **Why to Vote for TGIF**

1. TGIF ONLY COSTS AS MUCH AS A BURRITO
2. TGIF HELPS FIGHT GLOBAL WARMING
3. CAL IS BEHIND OTHER UNIVERSITIES IN CAMPUS SUSTAINABILITY
4. SOLAR IS COOL
5. CAL EMITS 200,000 TONS OF CO<sub>2</sub> EACH YEAR—2 HUMMERS WORTH OF CO<sub>2</sub> PER STUDENT
6. THIS IS OUR CHANCE TO GIVE \$5 AND MAKE A BIG DIFFERENCE
7. TGIF WILL BE OUR SUSTAINABLE LEGACY
8. TGIF WILL SAVE MONEY THROUGH ENERGY CONSERVATION PROJECT
9. CAL PRODUCES A BILLION POUNDS OF TRASH EVERY YEAR—WE CAN REDUCE THAT
10. WATERLESS URINALS! WATER CONSERVATION PROJECTS CAN SAVE WATER & MONEY!
11. DON'T YOU WANT A GREEN CAMPUS?

## **TGIF Question & Answer Sheet**

### **Why should students pay for TGIF? Why not the administration?**

The truth is, the administration *should* be paying for campus sustainability initiatives. However, the funds do not currently exist on either the state or campus level to pay for the numerous sustainability projects that need to happen on our campus. Climate change needs to be addressed now, and our campus needs to begin investing in the sustainable infrastructure that will pay off in the future. This is our chance as students to place major pressure on the administration to step up their own sustainability initiatives and match TGIF (the same goes for alumni). We students are spearheading sustainability and holding our campus accountable to do the same.

### **How do I know flaky student groups aren't going to waste this money? Who will propose projects besides students? How do we know decent project proposals will be made?**

- Projects can be proposed by faculty and staff of UC Berkeley, not just by students. Students working on TGIF have been in contact with numerous campus administrative departments including Physical Plant Campus Services, Environmental Health and Safety, Refuse and Recycling, etc, who are all aware of TGIF and will likely submit proposals if TGIF passes.
- TGIF grants do not fund general activities of any group (such as a student group); TGIF only awards money to well-defined projects.
- TGIF's Bylaws list specific project criteria to make sure that only well-conceived, high-impact projects will be funded.
- There are plenty of great project opportunities out there. There's a backlog of potential projects suggested by groups such as the Cal Climate Action Partnership (CalCAP), the Chancellor's Advisory Committee on Sustainability (CACS), and Facilities Services. In fact the 2005 Sustainability Assessment, available at <http://sustainability.berkeley.edu/assessment> outlines numerous short and long-term projects that could be implemented at UC Berkeley.

### **Where does the money go if it isn't spent?**

It is almost certain that all available money will be spent each year because there are far too many sustainability projects that need to be completed on campus, and the entities on campus that could do these projects are already asking for more than \$200,000 annually. If for some reason, the money isn't spent by a project it will return to the fund for the next year and will be reallocated then.

### **Who appoints the Grant Making Committee? Are these people trust-worthy?**

- One student is appointed by the ASUC Director of Sustainability
- One student is appointed by the chair of the Graduate Assembly Environmental Sustainability Committee
- One student is appointed by the Chancellor's Advisory Committee on Sustainability
- One staff member is appointed by the Vice-Chancellor of Administration
- One staff member is appointed by the Vice-Chancellor of Facilities Services
- One faculty member is appointed by the Academic Senate
- The last student is appointed by the 6 other appointees on the Grant Making Committee.

Appointments are made annually, and there is a two consecutive term limit. After a year off, a Committee member may serve again.

We chose a diverse group of campus bodies to appoint the most qualified and knowledgeable students, staff and faculty to the Grant Making Committee. The bodies are all major contributors to the campus sustainability movement and will make knowledgeable appointments.

### **Who holds the TGIF Grant Making Committee accountable to the students?**

There are four ways in which the TGIF Grant Making Committee is held accountable:

- First, there are three non-voting members who sit on The Green Initiative Fund Grant Making Committee, including one appointed by the ASUC Senate, whose sole responsibility is to monitor the fund for accountability.
- Second, TGIF maintains publicly available records of all projects funded each year.
- Third, Committee members are appointed by a diverse set of organizations to ensure different viewpoints and perspectives.
- Finally, the Bylaws have provisions to prevent committee members from having conflicts of interest. The Bylaws also include provisions to remove committee members who exhibit unacceptable behavior.

### **Why not make this a voluntary fee, like CalPIRG?**

- The overhead costs of manually collecting a voluntary fee are huge and the process is time-consuming, resulting in less impact for your dollar
- As a student body we want to demonstrate a strong commitment to sustainability and create leverage to ask the administration to do the same
- Mandatory fees are eligible for financial aid, voluntary ones are not
- Everyone benefits from a greener campus so we should all pay equally

### **Why \$5?**

\$5 would *triple* the current amount of funding for sustainability projects on campus (The Chancellor's Advisory Committee on Sustainability (CACS) usually receives ~\$100,000 per year), and survey data found most students were in favor of paying \$5 over a greater or lesser fee.

### **Why does the fee increase?**

To cover inflation and projected increases in energy costs.

### **Won't voting for TGIF cause more people to pass student fees in the future?**

No. Passing a fee referendum is incredibly hard work. It takes a committed body of students working for over a year to do it. Also, TGIF is not funding a particular student group or department; it is creating a new fund to address a need that is not currently being met on campus.

### **How will TGIF affect students receiving financial aid?**

As per university policy, 1/3 of the initial \$300,000 raised by TGIF each year (\$5 x 2 semesters x 30,000 students) will be apportioned to the financial aid office via "return to aid," leaving \$200,000 for sustainability projects. This extra money allows the financial aid office to give more to those students who really *can't* afford a \$5 fee increase.

### **Will TGIF reduce the funding that the administration already gives to sustainability?**

We don't think so. The University will still have to spend its own money for sustainability activities required by law or University policy, since TGIF's bylaws state that it will *only* fund projects that go above and beyond these requirements.

## **Potential Projects for TGIF**

These are specific examples of project ideas that would be appropriate for TGIF. *These are not necessarily the projects that TGIF will fund.*

TGIF has been designed as a rather open-ended funding source for campus sustainability projects so, as sustainability innovations become standard practices, TGIF can stay on the cutting edge. With this in mind, it is important to view these only as items that could be developed into TGIF projects if they were more rigorously characterized.

### **Project: Campus Computer Lab Energy Reduction\***

Description: Configure all campus computers to energy star settings

Cost: \$10,000 in staff time

Savings to Cal: \$500,000 annually

CO2e savings: 100's to 1000's of metric tons of CO2

Payback to TGIF: \$100,000 annually, 50% increase of TGIF's capacity

For less than \$10,000 in staff time, most campus computers could be configured with Energy Star settings, which would annually save on the order of \$500,000 and prevent the release of 100s to 1000s of metric tons of CO2. \$100,000 of the savings would be paid back to TGIF and increase TGIF's capacity by 50%.

### **Project: Electric Vehicle Project\***

Description: Add 20 electric vehicles to Cal's fleet. In addition to decreasing greenhouse gas (GHG) emissions, fuel savings would pay for this project in a little over a year, after which the savings could help expand TGIF.

Cost: \$200,000 (\$10,000 per vehicle)

Savings to Cal: \$200,000 total (\$10,000 per vehicle per year)

CO2e savings: 10's of metric tons annually (would increase if electricity to charge the vehicles were purchased from a cleaner source)

Payback to TGIF: \$20,000 annually after first year, 10% increase of TGIF's capacity

Roughly one year's worth of TGIF revenue could add about 20 electric vehicles to Cal's fleet. In addition to decreasing greenhouse gas (GHG) emissions, fuel savings would pay for this project in a little over a year, after which the savings could help expand TGIF.

### **Project: Repair the CoGen plant\***

Description: Survey the steam traps currently in use at the campus co-generation plant and repair defective units (a potential savings of 80,000 therms or 8000 BBTU).

Cost: \$50,000 for parts and labor

Savings to Cal: \$50,000

CO2e savings: 600 of metric tons annually

Payback to TGIF: \$10,000 annually after first year, 10% increase of TGIF's capacity

Many of the Berkeley campus buildings are heated by a co-generation plant that burns natural gas to produce both steam heat and electricity. As with a significant portion of the Berkeley campus infrastructure, the CoGen plant is in need of repair, and TGIF could step in to save over 600 tons of CO2 while saving \$50,000 per year.

**Project: Bathroom Upgrades and Water Conservation**\*≠

Description: Replace all high flow-rate toilets and urinals with low flow units

Cost: \$1,000,000

Savings to Cal: \$250,000 annually

CO2e savings: 300 of metric tons annually

Gallons saved: 65,000,000 gallons saved / year

Payback to TGIF: \$50,000 annually after 4-year payback period

Most of the Berkeley campus buildings have high-flow toilets and urinals that use up to 3.6 gallons per flush. TGIF could fund low-flow technology retrofits of all campus toilets and urinals to save the campus 60,000,000 gallons and \$250,000 annually.

**Project: Upgrade to 100% biodiesel in Cal Refuse trucks from 50%**\*\*

Cost: \$3200 per year

CO2e savings: 42 metric tons per year

Switching from fossil fuels to their renewable alternatives reduces greenhouse gas (GHG) emissions. Upgrading from 50% biodiesel to 100% in the Cal Refuse Fleet would reduce the fleet's carbon footprint by 42 tons per year, and only cost \$3,200. The reduction in GHG emissions would be even greater if the biodiesel were made from waste vegetable oil.

\* Based on preliminary data gathered by the Cal Climate Action Partnership (CalCAP, <http://sustainability.berkeley.edu/calcap.html>).

\*\* Based on data from the campus recycling and refuse manager (<http://recycle.berkeley.edu/>) and CalCAP.

≠ Detailed information available in the Sustainable Water Plan for UC Berkeley

([http://sustainability.berkeley.edu/water\\_plan/](http://sustainability.berkeley.edu/water_plan/)).