SONOMA COUNTY JUNIOR COLLEGE DISTRICT

Measure H Update for the Board of Trustees

February 9, 2016
PRESENTATION AGENDA

Recent Work – Steering Committee and Burbank Theater
Sustainability Workshop
Site and Landscape Presentation
Signage and Wayfinding Presentation
STEERING COMMITTEE ACTIVITY

2030 Plan Steering Committee - Subcommittee Activity

- Sustainability – Workshop on January 29th and PDA day on February 11th
- Signage and Wayfinding – Presentation to 2030 Plan SC, February 5th
- Site and Landscape – Findings presented to 2030 Plan SC, February 5th
- Demonstration Classrooms – PDA day workshop, February 11th
- Fixtures Fitting and Equipment
- Universal Access and ADA
- Architectural Design
- Health and Safety

Subcommittee Co-Chairs and Tri-Chairs have been selected
BURBANK THEATER MODERNIZATION

Architect Selection - process started
- RFQ/P released for architectural services on February 5th
- Selection by early March

Selection Committee Identified
- 1 Student member
- 1 Board of Trustees member
- 2 Faculty members
- 2 Classified members
- 2 Management members

Project Delivery Methodology
- Based on feedback, still under discussion
Sustainability
From Sustainability Workshop on January 29, 2016
Creating a Culture of Sustainability

Strategies | Progress | What Now?
Sustainability is...

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

(Brundtland Commission, 1987)
Energy Conservation & Generation: Energy Consumption – Santa Rosa

Energy Consumption (MBtu)

- 2003-2004
- 2004-2005
- 2005-2006
- 2006-2007
- 2007-2008
- 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012
- 2012-2013
- 2013-2014
- 2014-2015

Electricity
Natural Gas
Energy Conservation & Generation: District Energy Snapshot, 2014/15*

* Includes Santa Rosa, Petaluma and Shone Ag campuses
Acronyms & Terms
GHGs etc

A greenhouse gas (sometimes abbreviated GHG) is a gas in an atmosphere that absorbs and emits radiation within the thermal infrared range. This process is the fundamental cause of the greenhouse effect.

“Carbon dioxide equivalent” or “CO₂e” is a term for describing different greenhouse gases in a common unit. For any quantity and type of greenhouse gas, CO₂e signifies the amount of CO₂ which would have the equivalent global warming impact.

A quantity of GHG can be expressed as CO₂e by multiplying the amount of the GHG by its GWP. E.g. if 1kg of methane is emitted, this can be expressed as 25kg of CO₂e (1kg CH₄ * 25 = 25kg CO₂e).
Carbon & Climate Action: Understanding Scopes

**SCOPE 1:**
Greenhouse gas emissions from sources that are owned or controlled by a Federal agency.

**SCOPE 2:**
Greenhouse gas emissions resulting from the generation of electricity, heat, or steam purchased by a Federal agency.

**SCOPE 3:**
Greenhouse gas emissions from sources not owned or directly controlled by a Federal agency but related to agency activities.
## Carbon & Climate Action:
### Estimating SCJCD GHG Emissions (2014/15)

<table>
<thead>
<tr>
<th></th>
<th>Unit</th>
<th>Santa Rosa</th>
<th>Petaluma</th>
<th>Shone Ag</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity GHG</td>
<td>tons CO2e</td>
<td>2,025</td>
<td>472</td>
<td>32</td>
<td>2,528</td>
</tr>
<tr>
<td>Natural Gas GHG</td>
<td>tons CO2e</td>
<td>2,893</td>
<td>402</td>
<td>0</td>
<td>3,296</td>
</tr>
<tr>
<td>GHG Scopes 1 &amp; 2 estimate</td>
<td>tons CO2e</td>
<td>4,918</td>
<td>874</td>
<td>32</td>
<td>5,824</td>
</tr>
<tr>
<td>% GHG Total</td>
<td></td>
<td>84%</td>
<td>15%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>GHG 1 &amp; 2 per GSF</td>
<td>lbs CO2e/gsf</td>
<td>8.2</td>
<td>9.4</td>
<td>1.0</td>
<td>8.3</td>
</tr>
</tbody>
</table>

**Assumptions:**
- Electricity GHG Factor = 0.202 Metric tons CO2e/MwH (PG&E's Greenhouse Gas Emission Factors: Guidance for PG&E Customers April 2013)
- Natural Gas GHG Factor = 0.00530 Metric tons CO2e/therm (TCR 2013 Default Emissions Factors Table 12.1)
Carbon & Climate Action: GHG Scope 1&2 – Benchmark Comparisons

GHG Emissions - Scope 1 & 2 (lbs CO2e/gsf)
Carbon & Climate Action: GHG Scope 1&2 – Benchmark Comparisons

GHG Emissions - Scope 1 & 2 (lbs CO2e/sgf)

LA Harbor College, Lompoc, Santa Maria, Santa Monica College, Petaluma Junior College*, Loyola Marymount, Sonoma County JCD*, Santa Rosa Junior College*, Cal Poly Pomona, UC Santa Barbara, De Anza College, West Los Angeles College, UC Santa Cruz

12.6 – CEC Avg CA Higher Education
Setting Priorities: Session 1
Landscape
From 2030 Plan Steering Committee Presentation on February 5, 2016
**LANDSCAPE ANALYSIS**

**Landscape Structure**

**HISTORIC**
Landscapes affiliated with the original campus open space and still serving as a signature campus identity.

**ARRIVAL**
Landscapes affiliated with the intended visitor arrival, drop-off, and “front door” to the campus.

**NATURAL**
Landscapes that require minimal human management and intervention. These areas contain meadows, streams, and young forests.

**CONNECTIVE**
Multifunctional spaces that usually occur between buildings and function as pedestrian corridors, passive open space, service areas, and small visual landscapes.

**EVENT/REC**
Outdoor spaces on the campus designed to promote social interaction, programmed physical education, casual recreation, and campus functions.

**STORM WATER GARDENS**
Working landscapes that collect and clean storm water through a deliberate design and plant material palette.

**COURTYARD**
Landscapes that are varied and unique to their architectural setting, and rich in detail and sensory appeal. Courtyards are public living spaces.

**UNIQUE/SPECIAL**
Landscapes that serve a specific function or role on the campus and should be designed and maintained accordingly.
LANDSCAPE ANALYSIS

Landscape Structure: Santa Rosa Campus

[Diagram showing various areas such as Historic Arrival, Natural, Courtyard, Connective, Event/Rec, Storm Water Gardens, Unique/Special]
LANDSCAPE ANALYSIS

Landscape Structure: Petaluma Campus
LANDSCAPE FURNISHINGS

Pedestrian Lighting

Santa Rosa

Petaluma
LANDSCAPE FURNISHINGS

Seating / Tables / Benches: Santa Rosa
LANDSCAPE FURNISHINGS

Seating / Tables / Benches: Petaluma
Signage and Wayfinding
From 2030 Plan Steering Committee Presentation on February 5, 2016
Existing SCJCD & SRJC Identity Components

**SCJCD EMBLEM**

**SRJC EMBLEM**

**COLOR**

**ABCDFEGHIJKLMNOPQRSTUVWXYZ**

**abcdefgghijklmnopqrstuvwxyz**

**SANTA ROSA JUNIOR COLLEGE**

**WORDMARK**

**TYPEFACE: FRIZ QUADRATA**

Friz Quadrata is a glyphic serif typeface designed by Ernst Friz and Victor Caruso circa 1965. Because of its level of detail and graphic weight, it is often used as a display font, for short texts and headlines.
WAYFINDING ANALYSIS

User Journey: San Francisco to Santa Rosa

As part of our wayfinding analysis, Gensler undertook a user journey as experienced by a first-time visitor going from San Francisco to the Santa Rosa campus. Our final destination was the Bertolini Student Center.

1. Website
The site seemed comprehensive and easy to navigate and displayed strong commitment to brand: identity, color, type, photography etc.

2. Campus Map
We quickly found campus maps which we printed and brought with us. Maps could be more interactive to direct users to a specific destinations. Maps could also be tailored for people with disabilities.
User Journey: San Francisco to Santa Rosa

3. Directions
We input SRJC address into iphone and had turn by turn directions to campus.

4. Journey
Regional access to campus is via the US-101, taking exit 490 onto College Avenue. Highway signage clearly directed us to campus.

5. Arrival
There was no visible signage identifying Zumwalt parking structure. We drove past.
WAYFINDING ANALYSIS

**User Journey:** Zumwalt Parking to Bertolini Student Center

1. **Parking Entrance**
   Entrance to parking is well organized with clear informational signage regarding permit parking. No reference to Santa Rosa Junior College identity.
WAYFINDING ANALYSIS

User Journey: Zumwalt Parking to Bertolini Student Center

As part of our wayfinding analysis Gensler undertook a user journey as experienced by a first time visitor going to the Santa Rosa campus from San Francisco. Our final destination was the Bertolini Student Center.

2. Parking Interior
Within the parking pavilion there is no visible brand expression or sense of welcome. When exiting on the ground floor there was no visible wayfinging signage.
WAYFINDING ANALYSIS

User Journey: Zumwalt Parking to Bertolini Student Center

As part of our wayfinding analysis Gensler undertook a user journey as experienced by a first time visitor going to the Santa Rosa campus from San Francisco. Our final destination was the Bertolini Student Center.

3. Campus Map & Directory

Campus map sign is overloaded with information. Pathways are not clearly identified. Directional arrows were misleading.
WAYFINDING ANALYSIS

User Journey: Zumwalt Parking to Bertolini Student Center

Sign is overloaded with information. Maps are difficult to read and are not oriented to visitor point of view. Pathways are not clearly identified. Directional arrows were misleading. Multiple patches of information overlaid. Color would be very helpful.
WAYFINDING ANALYSIS

User Journey: Zumwalt Parking to Bertolini Student Center

As part of our wayfinding analysis Gensler undertook a user journey as experienced by a first time visitor going to the Santa Rosa campus from San Francisco. Our final destination was the Bertolini Student Center.

4. Pathways
Long walk between signs with many decision making points along way. Very little signage at intersections. Black signs tend to recede into background.
WAYFINDING ANALYSIS

User Journey: Zumwalt Parking to Bertolini Student Center

As part of our wayfinding analysis Gensler undertook a user journey as experienced by a first time visitor going to the Santa Rosa campus from San Francisco. Our final destination was the Bertolini Student Center.

5. Pedestrian Directional
Sign was at one point overloaded with information regarding departments within buildings and room numbers. Most of the messaging has deteriorated and is no longer legible.
WAYFINDING ANALYSIS

User Journey: Zumwalt Parking to Bertolini Student Center

As part of our wayfinding analysis Gensler undertook a user journey as experienced by a first time visitor going to the Santa Rosa campus from San Francisco. Our final destination was the Bertolini Student Center.

6. Pathways
Long walk between signs with many decision making points along way.
Wayfinding Analysis

User Journey: Zumwalt Parking to Bertolini Student Center

As part of our wayfinding analysis Gensler undertook a user journey as experienced by a first time visitor going to the Santa Rosa campus from San Francisco. Our final destination was the Bertolini Student Center.

7. Campus Map & Directory

Campus map is not well located. The sign is in the path of travel and is an obstacle to navigate around.
WAYFINDING ANALYSIS

User Journey: Zumwalt Parking to Bertolini Student Center

As part of our wayfinding analysis Gensler undertook a user journey as experienced by a first time visitor going to the Santa Rosa campus from San Francisco. Our final destination was the Bertolini Student Center.

8. Arrival
Multiple temporary postings cluttered around entry door. Temporary stanchion with overloaded hand written messaging
SIGNAGE AUDIT

Sign Family Overview: Photo Survey
CASE STUDY

College of Marin
CASE STUDY

GGNRA: Presidio
QUESTIONS?