

2019 Sustainability Culture Survey

Executive Summary



August 2019

UNIVERSITY OF
WISCONSIN

River Falls
SUSTAINABILITY

Overview

This survey was designed to assess the sustainability culture at the University of Wisconsin-River Falls. Focus areas for the survey include demographics, awareness of campus sustainability efforts, desired campus initiatives, and values, behaviors, and beliefs.

This survey was sponsored by the Student Government Association in collaboration with the Office of Sustainability. Any questions regarding the facilitation of the survey or the results can be sent to sustainability@uwrf.edu

Demographics

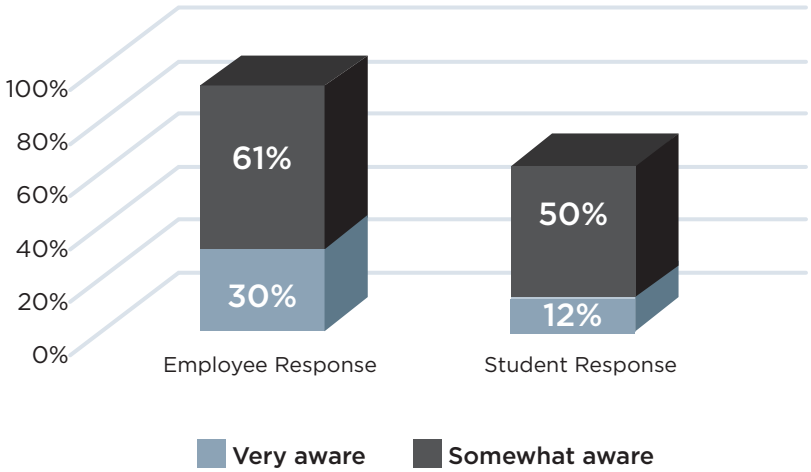
- ➔ 747 student respondents with representation from all 31 academic departments
- ➔ 218 employee respondents

Awareness of UWRF Sustainability Initiatives

- ➔ 96% of employees and 82% of students have heard the term “sustainability” used at UWRF
- ➔ 64% of employees feel their work on campus includes or relates to sustainability topics
- ➔ 62% of students feel their field of study includes sustainability related topics
- ➔ 97% of employees and 90% of students are extremely interested or somewhat interested in sustainability
- ➔ Percent of survey respondents who engage in the following activities all of the time or most of the time:

Activity	Employee Response	Student Response
Recycle glass, plastic, paper, etc.	96%	90%
Recycle electronics through a certified vendor	79%	53%
Print double-sided	83%	78%
Use a reusable water bottle, coffee mug, etc.	94%	91%
Use a water bottle refill station	92%	93%
Use reusable bags when shopping	69%	49%
Shop at second-hand stores	33%	37%
Shop for items with minimal packaging	28%	28%
Attend UWRF sustainability related events	11%	10%
Participate in activities or groups that facilitate positive change on campus	14%	19%
Volunteer	16%	31%
Sign a petition	19%	19%
Turn lights off when leaving a room	97%	95%
Turn off computers/monitors when not in use	80%	83%
Unplug laptop when fully charged	38%	63%
Use solar powered devices or chargers	6%	10%
Unplug appliances and power strips when not in use	17%	25%
Use LED light bulbs	70%	55%
Take the stairs instead of the elevator	79%	79%
Minimize time in the shower	64%	53%
Run washer only when there is a full load of clothes	89%	86%
Turn off water when brushing teeth	83%	88%

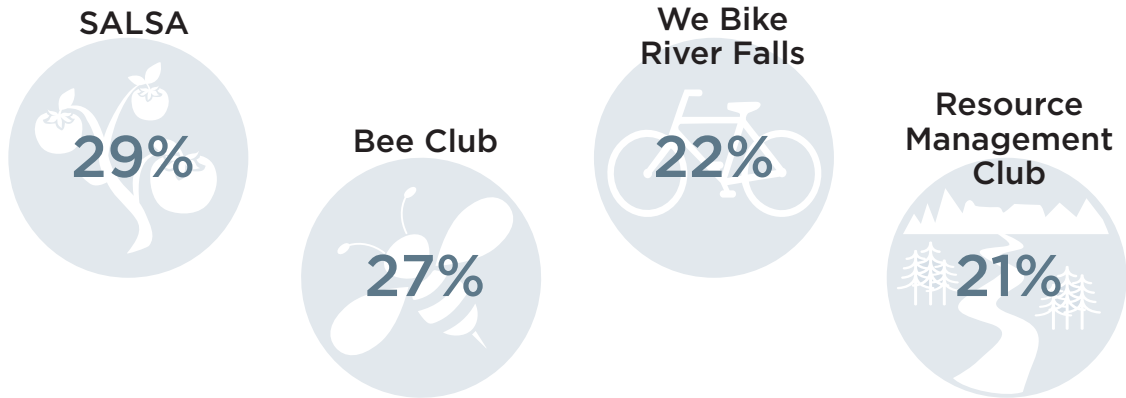
Awareness of UWRF Office of Sustainability and associated efforts/initiatives:



Percent of survey respondents who strongly agree or agree with the following statements:

Statement	Employee Response	Student Response
I have a good understanding of sustainability and sustainability related topics	81%	70%
I value sustainable practices	92%	87%
UWRF values sustainable practices	77%	62%
Sustainability has been a topic in at least one of my courses at UWRF	NA	66%
My work on campus contributes to sustainability on campus	44%	NA
I would like to see UWRF value sustainability more	67%	72%

Percent of students aware of the following organizations:



➔ Percent of survey respondents who are aware of the following campus initiatives:

Initiatives	Employee Response	Student Response
Recycling processes	12%	11%
RecycleMania Competition	3%	1%
Battery Recycling	10%	7%
Surplus Program	11%	7%
Don't Throw It. Donate It Move Out Collection	7%	6%
SALSA's Organic Garden	4%	5%
Use of Retention Ponds for Stormwater Management	7%	5%
University Center Water Reuse System	6%	5%
Water Bottle Refill Stations	12%	17%
Chartwells Farmer's Markets	2%	4%
Fare For All	4%	1%
Enterprise CarShare	8%	7%
Free Shuttle to River Falls Food Pantry	3%	4%
Safe Ride Shuttle	NA	8%
STARS Report	6%	3%
Annual Waste Minimization Report	2%	3%
Annual Greenhouse Gas Inventory	2%	2%
UWRF Carpooling Facebook Page	1%	8%

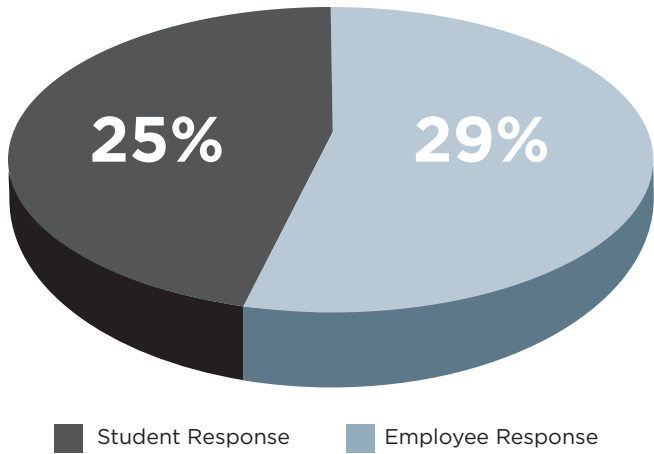
➔ Percent of survey respondents who follow or have visited the following:

Platform	Employee Response	Student Response
The "UW-River Falls Sustainability" Facebook Page	20%	12%
The #Sustainable UWRF Instagram Page	5%	5%
The UWRF Sustainability Website	30%	10%

➔ Percent of survey respondents who would like to receive information in the following ways:

Method	Employee Response	Student Response
Facebook	17%	16%
Instagram	4%	10%
Snapchat	<1%	8%
Website	30%	13%
Monitors in UC	14%	16%
In classes	6%	20%
At events	12%	14%
Other	Email, Falcon Daily, Posters, Twitter, Monitors in buildings other than UC, Chancellor's Blog, From Tour Guides, Signs in Library, Table Tents	

➔ Percent of survey respondents who are aware of the Sustainable Development Goals set by the United Nations:



➔ Percent of survey respondents who are aware of the following campus programs:

Program	Student Response
Sustainable Management Major	10%
Conservation and Environmental Planning Major	19%
Environmental Science Major	31%
Sustainable Studies Minor	7%
Sustainable Agriculture Minor	10%
Sustainable Justice Minor	7%
Outdoor Education Minor	12%
Sustainable Management Science Certificate	2%
Sustainable Enterprise Management Certificate	2%

Desired UWRF Sustainability Initiatives

➔ Top five open ended survey responses for how people would like UWRF to be more sustainable:

- Implement a composting program
- Increased use of renewable energy on campus
- More sustainable elements to campus buildings
- Reduce greenhouse gas emissions
- Increased locally-sourced food options in dining areas

➔ **Percent of survey respondents who are very interested or somewhat interested in UWRF pursuing the following initiatives:**

Initiative:	Employee Response:	Student Response:
Shuttle to the Twin Cities	54%	68%
A ride share program	52%	65%
A bike share program	53%	65%
Designated bike lanes	71%	77%
Charging stations for electric vehicles	82%	73%
Food waste (organics) composting	86%	90%
Increased locally-sourced food options in UC dining areas	85%	91%
Increased vegan and/or vegetarian options in UC dining areas	56%	57%
Electronic waste collection for students	86%	82%
Zero-waste events	82%	81%
Decreased availability of single-use plastic bottles on campus	82%	88%
Source more energy from renewable sources such as solar or wind energy	91%	93%
Construct campus buildings using more sustainable materials	92%	90%
Increased use of LED lighting	91%	89%
Become a certified Tree Campus USA	84%	81%
Reduced pesticide use on campus	85%	82%
Increased rain gardens	90%	87%
Increased pollinator gardens	92%	88%
Having bee houses (apiaries) on campus for educational opportunities	89%	86%
Increased opportunities to volunteer with sustainability	77%	83%
Sustainability educational programs in Res Halls	NA	76%
An Eco-Rep Program in Res Halls	NA	67%
Energy conservation contest in Res Halls	NA	75%
An employee educator's program where employees educate other employees on sustainability	70%	NA
Energy conservation contest between buildings	70%	NA
Increased integration of sustainability in courses	79%	82%
Reduce greenhouse gas emissions	88%	88%

➔ **Survey respondents list of sustainability goals we should prioritize**

Priority #1	Waste
Priority #2	Energy
Priority #3	Food and Dining
Priority #4	Water
Priority #5	Campus Engagement
Priority #6	Air and Climate
Priority #7	Buildings
Priority #8	Grounds
Priority #9	Public (Community) Engagement
Priority #10	Transportation
Priority #11	Curriculum
Priority #12	Research
Priority #13	Diversity and Affordability
Priority #14	Wellbeing and Work
Priority #15	Purchasing
Priority #16	Coordination and Planning
Priority #17	Investment and Finance

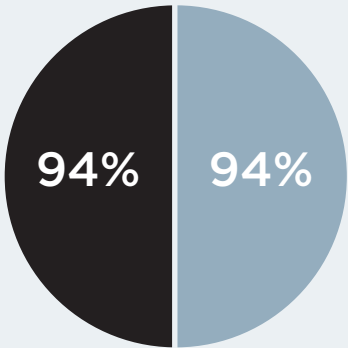
➔ **The majority of students support implementing a green fund on campus, with :**

- 33% being willing to pay \$10+ per semester.
- 31% support \$5-\$9 per semester.
- 19% support \$1-\$4 per semester.
- 17% are not supportive.

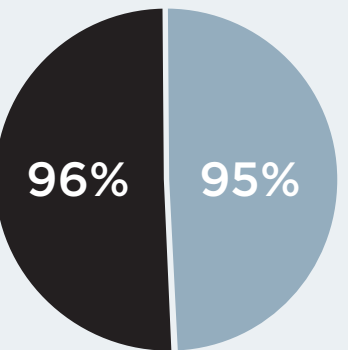
Sustainability Values, Behaviors, & Beliefs

➔ **70% of employees and 71% of students understand that sustainability should focus on social, environmental, and economic impacts.**

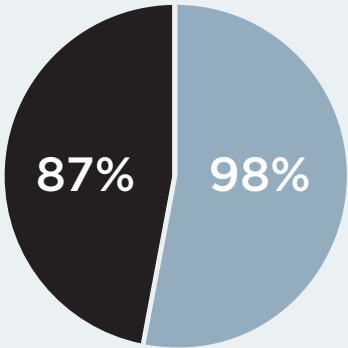
➔ **Percent of survey respondents who believe climate change is a very serious or somewhat serious global problem:**



➔ **Percent of survey respondents who believe climate change is a result of human activity:**



➔ **Percent of survey respondents who feel sustainability is important to them and/or their future career goals:**



■ Student Response ■ Employee Response



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