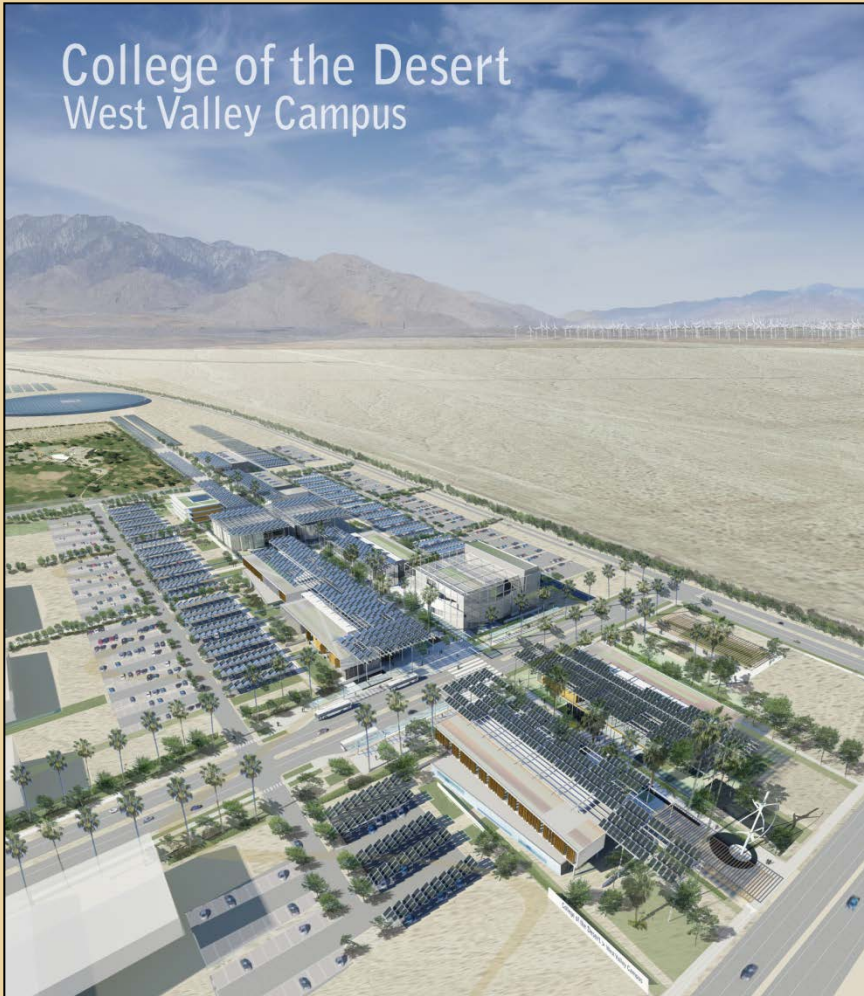


College of the Desert
West Valley Campus



GOING GREEN BIG TIME

Surplus land, free sun and wind, business partnerships, program development, and a commitment to sustainable practices can lead to a money-making, self-sustainable campus

GOING GREEN BIG TIME:

Dr. Edwin Deas, Vice President for Business Affairs,
College of the Desert

Terence Williams, Terence Williams Architects, Inc
British Columbia, Canada

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Pasadena, California

CCBO 27th Annual International Conference
Palm Springs, CA
November 3, 2009



AGENDA

- Creating a campus in a city
- A unique little campus as part of a big campus
- The technical planning of a totally green campus
- Educational Planning
- Using the educational programs and technology to create partnerships
- Turning the partnerships into revenue generation
- Relating everything at West Valley Campus to the Sustainability Stewardship Policy

COD WV CAMPUS: AERIAL VIEW



■ CITY OF PALM SPRINGS OBJECTIVES ■

- **Capture the college.** A catalyst for City's Clean & Green community and economic development plans.
- Become a **major center for sustainable technology economic and business development**
- **Provide workforce training** for new jobs
- Stimulate and support **CleanTech business development**
- Create a new **city gateway**

POLICY ON SUSTAINABILITY STEWARDSHIP

POLICY

COD will develop and maintain principles and guidelines of sustainable stewardship in the execution of its responsibilities to facilities design and operation; campus management; and teaching and learning

Principles and Guidelines

1. Responsible and thoughtful utilization of college land

Principles and Guidelines

2. Development and operation of alternative energy generation units to promote self-sustainability and practical teaching and learning.

Principles and Guidelines

3. Design, construction and retrofitting of buildings to the highest feasible level of sustainability recognition.

Principles and Guidelines

4. Fund and grant raising to promote Green initiatives.

Principles and Guidelines

5. Partnership with energy production and other agencies, public and private to promote Green initiatives.

Principles and Guidelines

6. Operating practices that demonstrate the commitment to sustainable management.

Principles and Guidelines

7. Encouragement of “Greening” of the curriculum.

POLICY ON SUSTAINABILITY STEWARDSHIP

Implementation

Development of annual strategies Including applications, deliverables, and timeframes - new and renewable commitments.

CITY OF PALM SPRINGS OFFER

- Donation of 119 acre site
- Additional project-related funds
 - \$5 - 9 million
 - Redevelopment, QUIMBY fees, Gas Tax, Arts \$, CDBG
- Innovation Enterprise Zone contribution
 - College Park Tax Increment allocation-- ongoing
- Full participation in creating a sustainable environment.

COD WVC GUIDING PRINCIPLES

- College in the Community
- Commitment to sustainability
- Linkage to community needs
- Community Engagement
- Partnership & collaboration
- Revenue enhancement

■ EDUCATION VISIONING PROCESS ■

- Community stakeholders
- Focus groups
- Needs assessments
- Collaboration with key City staff
- Internal Planning Process

■ THE EDUCATION VISION: FOUR PILLARS ■

Each pillar represents an area of significant opportunity for **partnership**

- Hospitality / Culinary Arts / Tourism / Spa
- Multi-media / Film / Digital Production
- Allied Health
- Sustainability, (Clean & Green), Technology
 - Engineering / Engineering Tech
 - Green Technology
 - Alternate Fuels / Energy / Wind Technician
 - GIS

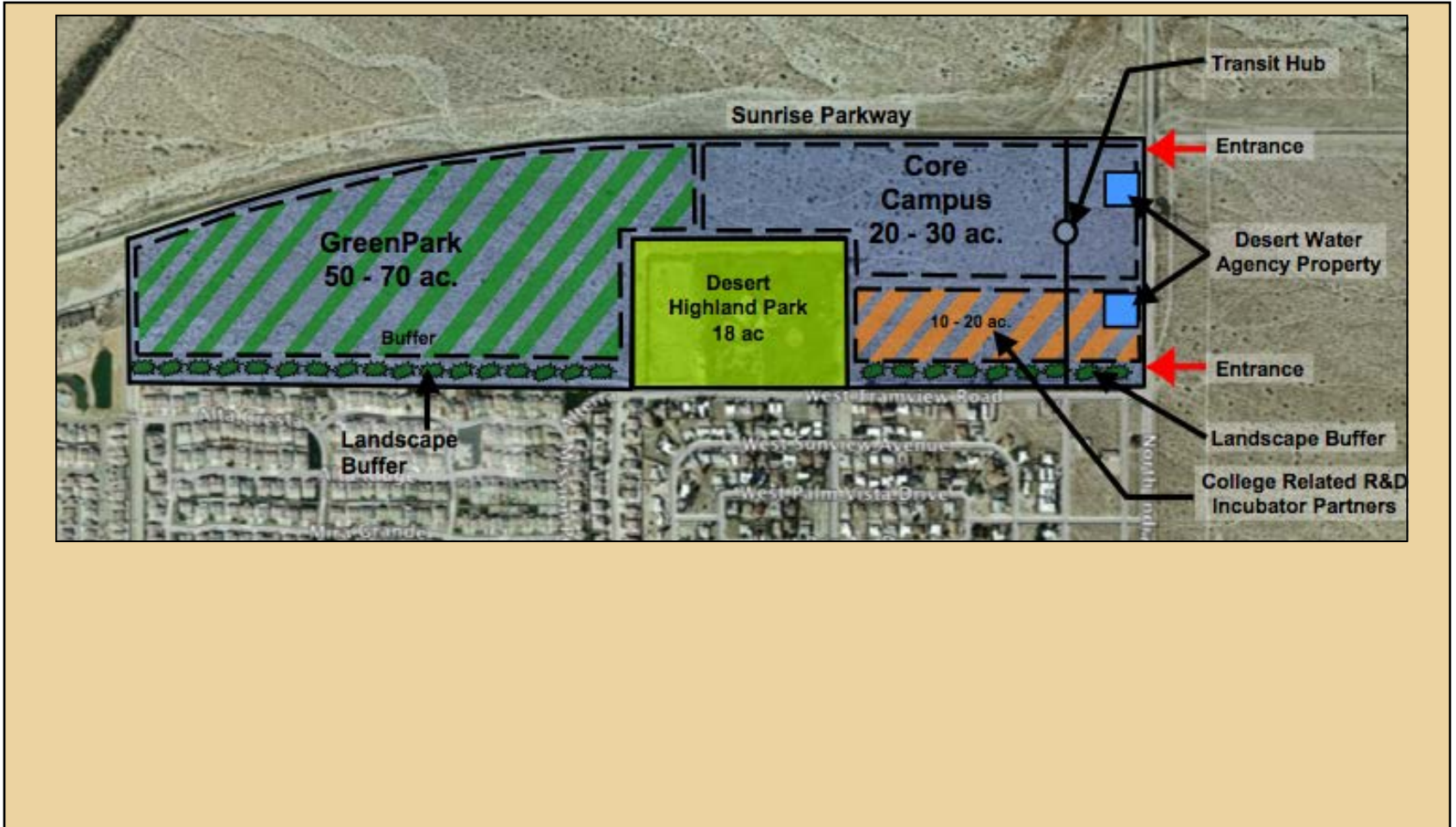
THE SUSTAINABILITY VISION

- A Clean & Green Campus and Living Laboratory
- LEED Gold and sustainability best practices throughout.
- COD WV as host and support to a CleanTech Business/R & D/ Incubator center
- Producer of 10 - 15 MW of renewable energy on solar PV field for sale to grid
- On campus renewable energy & conservation for 100% off-grid energy.

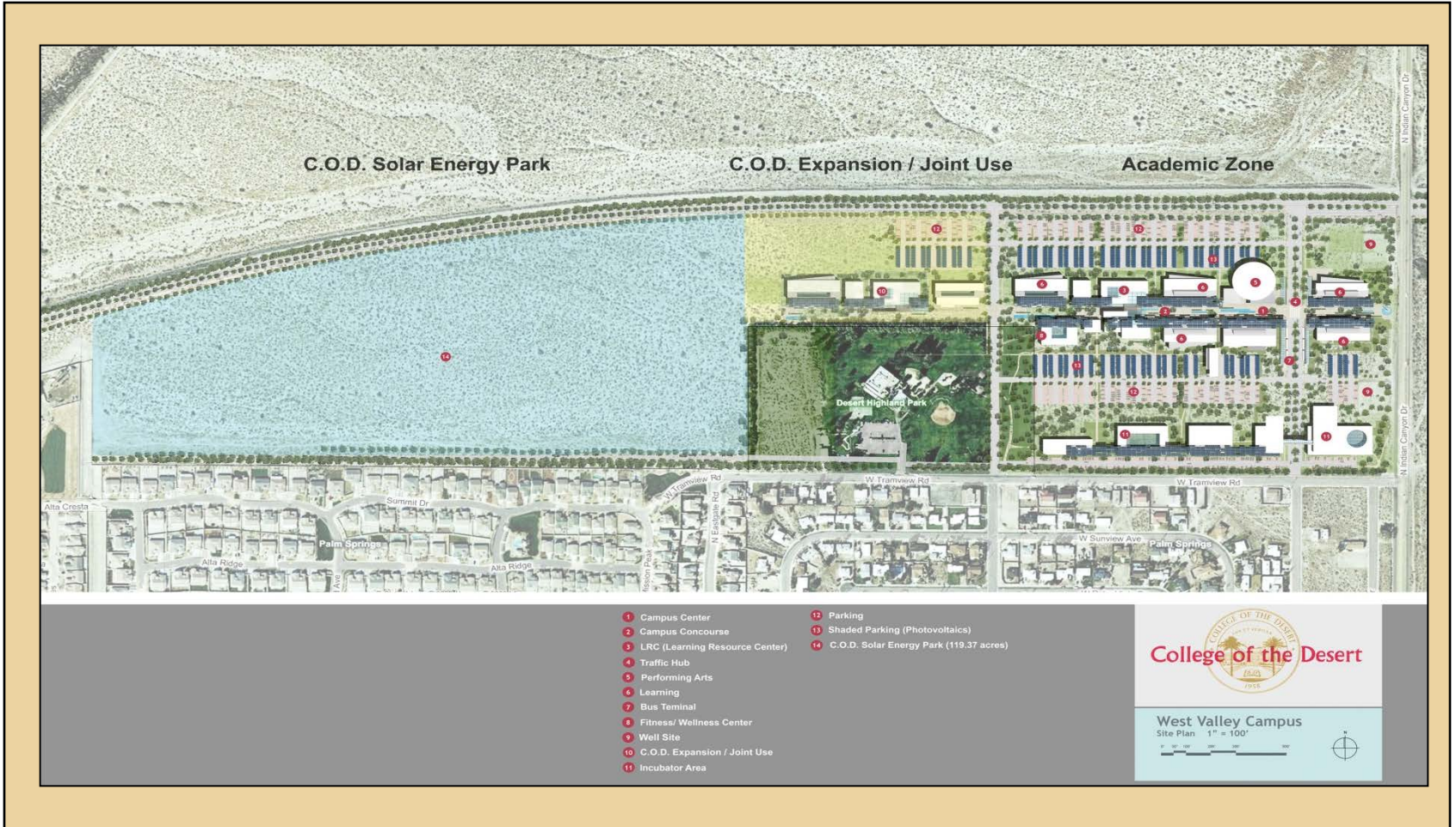
■ **“CLEAN & GREEN” PROGRAM:** WALKING THE TALK ■

- Workforce training
- Cleantech R & D & Incubator Park
- R & D partnerships
 - (UC, SCE, Cal Tech, Lawrence Livermore Labs)
- Demonstration programs & best-practices
- GreenPark: Renewable energy production:
 - Solar photovoltaic
 - Wind
 - Geothermal
 - Other

MASTER DEVELOPMENT PLAN



CAMPUS PLANNING/INTEGRATED DESIGN

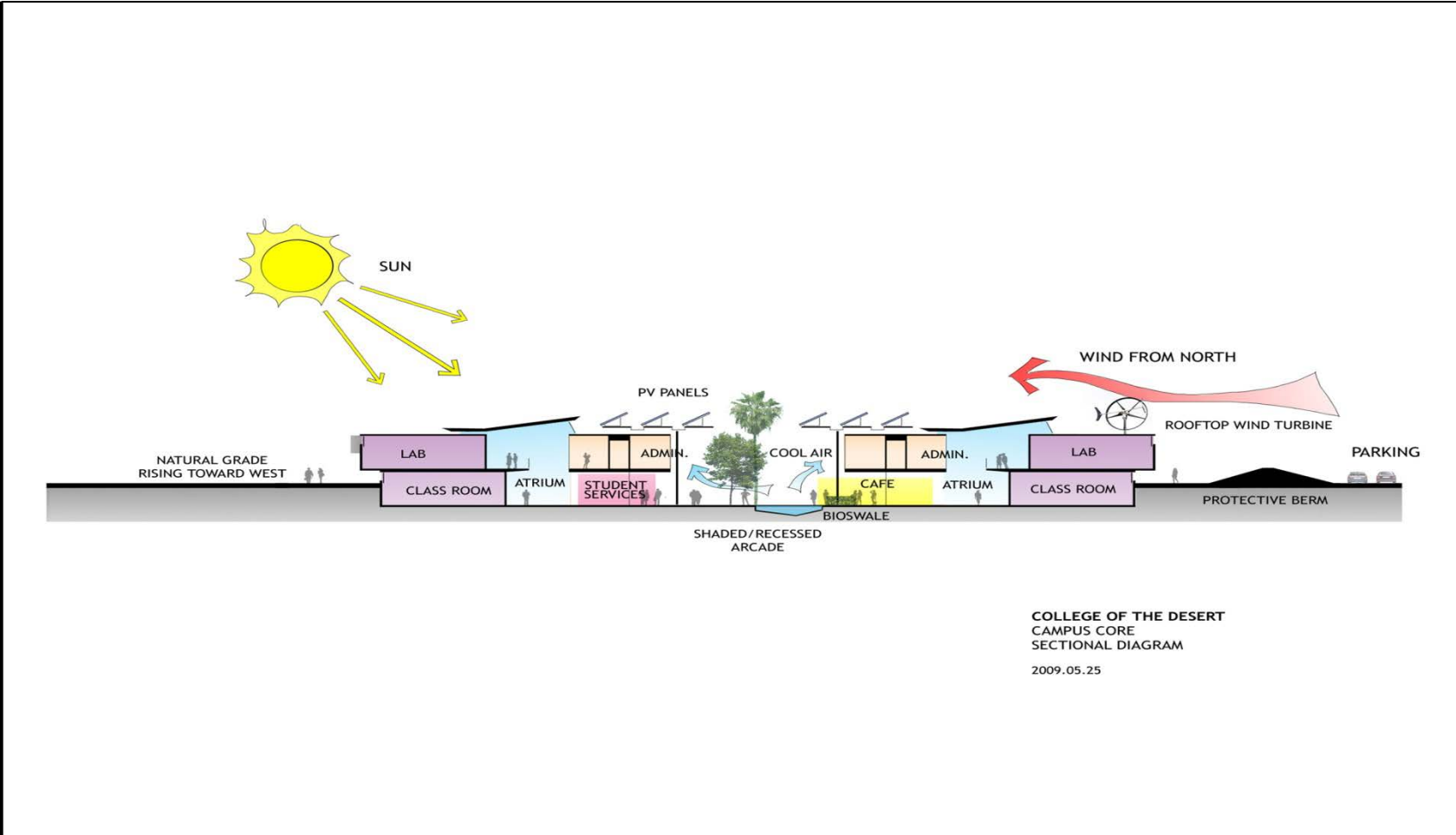


LEARNING FROM NATURE



- The Desert “Box Canyon”
- Biomimicry
- Learning from Nature

RESPONDING TO THE NATURAL ELEMENTS



INTERPRETATION



College of the Desert
Plaza / Arcade
2009.05.31

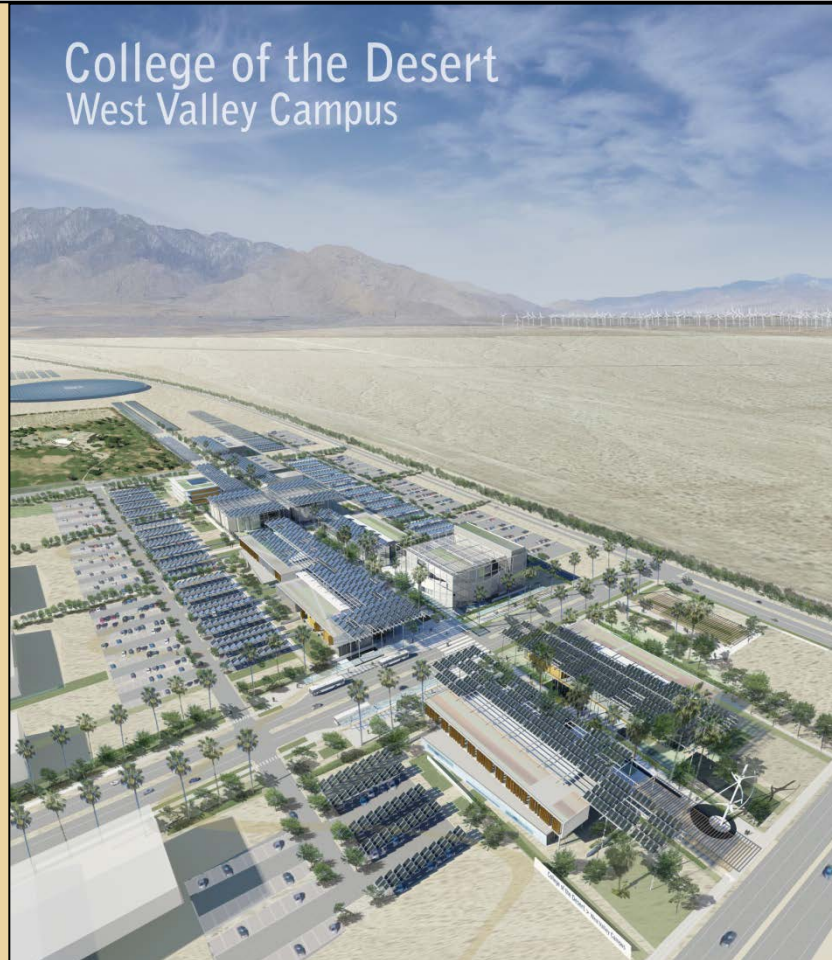
- COD's Box Canyon
- Shaded south side
- Wind Protection
- PV panels create shade
- Storm water reservoir
- Evaporative cooling
- A desert landscape
- Building on Modernism
- A sense of place

COMING AND GOING



- Transportation Local/Regional
- A sense of arrival
- A College and Community asset

THE VISION



THE BUSINESS CASE: TO THE CITY

- Palm Springs gets a college
- College investment of over \$200 million over 20-30 years
- Significant economic benefits to Palm Springs
 - Faculty & staff salaries
 - Operating costs are local
 - Secondary & tertiary effects
- Catalyst for targeted economic development

COD BUSINESS GOALS

- Minimize operating costs
- Create ongoing revenue streams
- Leverage capital assets to generate institutional and private investment
- Attract college-related partners
- Structure value recapture with the City
- Pursue grants and contracts

CITY CONTRIBUTION

- Land: \$2.2 million
- Infrastructure \$5 - 9 million
- By - rights zoning
 - Reduce entitlement process by 2 years
 - Developer saves \$500,000+ per project

OPERATING COST REDUCTION

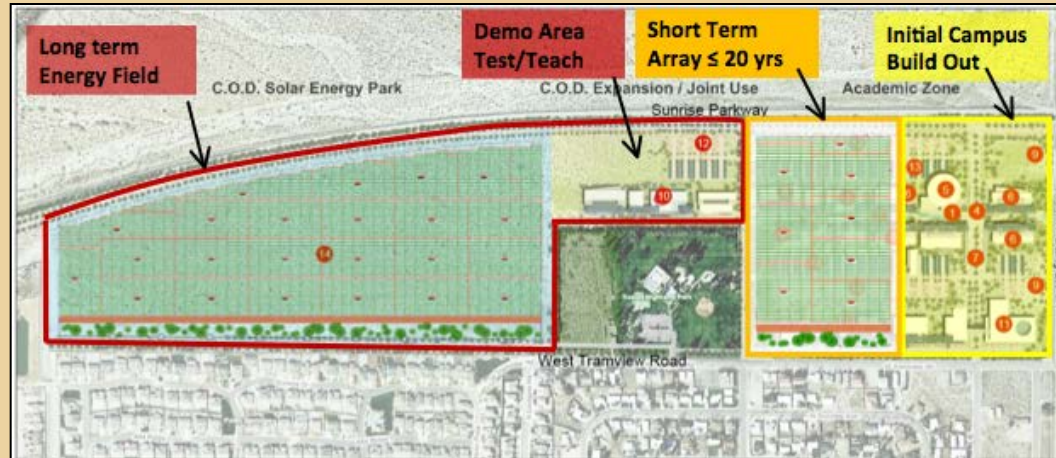
- Maximize energy efficiency -- 100% renewable energy from day 1
- LEEDs Gold standard for facilities
- Operating best practices
- Water treatment & waste recycling

GreenPark™

- 60 - 80 acre solar photovoltaic field
- Up to 15 MW of power
- Developed by third-party integrator/developer
- \$200 - 500,000/year ground lease -- 20 year term
- 10 acre training, R & D & demonstration field

GreenPark™ SCHEMATICS

Phase 1



Phase 2



INNOVATION ENTERPRISE ZONE



A tax increment zone dedicated to the college & cleantech for 25 years

- 60 acres GreenTech R&D facilities
- 50% to enterprise development
- 50% to shared facilities on campus
- \$25 Million over 25 years

PARTNERSHIP GROUND LEASES

- 15 acres, up to 250,000 sf GFA
- Campus related businesses & R & D
- Market rate and incentive leases
- Potential tenants
 - Universities
 - Green companies
 - Film Institute
 - County education program



FACILITY LEASES

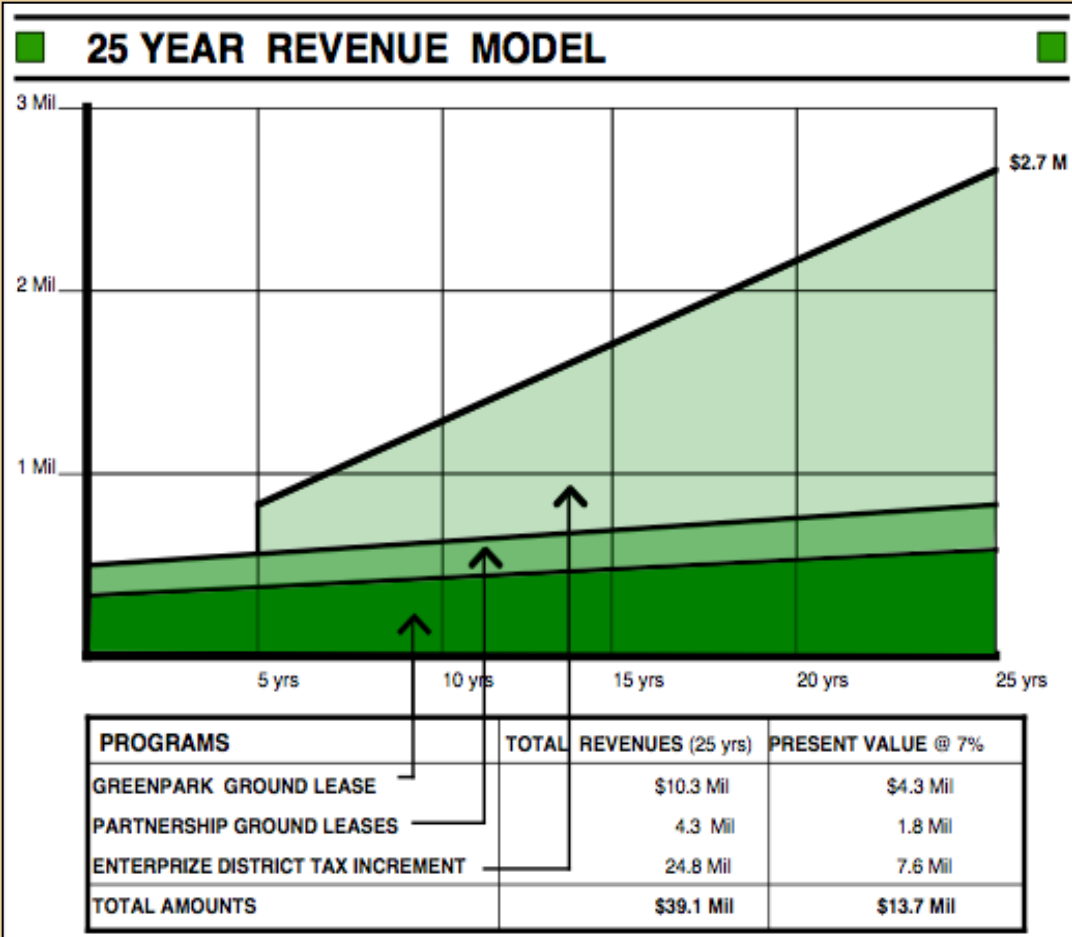


- Campus facility leases to campus-related enterprises
 - Interim
 - Long term
- Off-campus interim leases

GRANTS & CONTRACTS

- Wind turbine training program grant
 - \$519,000. County EDA
- Utility scale solar pv curriculum development
 - \$815,000. California Energy Commission
- Pathways out of Poverty program
 - US Department of Labor
 - Renewable energy workforce training
 - In process

BUSINESS CASE: PROJECTED CASH FLOW

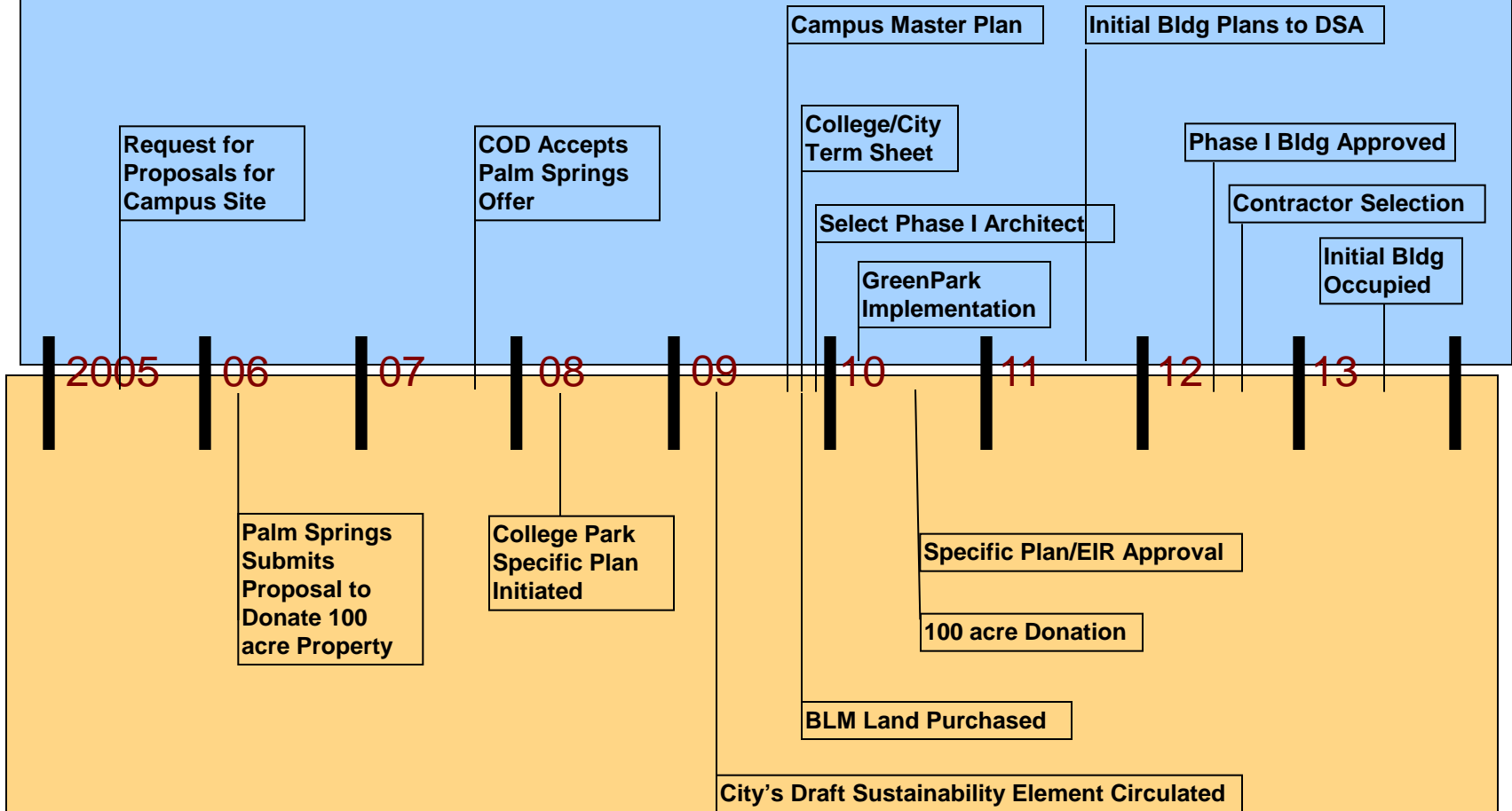


BUSINESS CASE: THE PRICELESS PIECES

- COD WV as a regional center for sustainability best practices
- Attraction of quality students and faculty
- Educational synergies from integrating production, R & D, education and workforce training
- Endless partnership possibilities

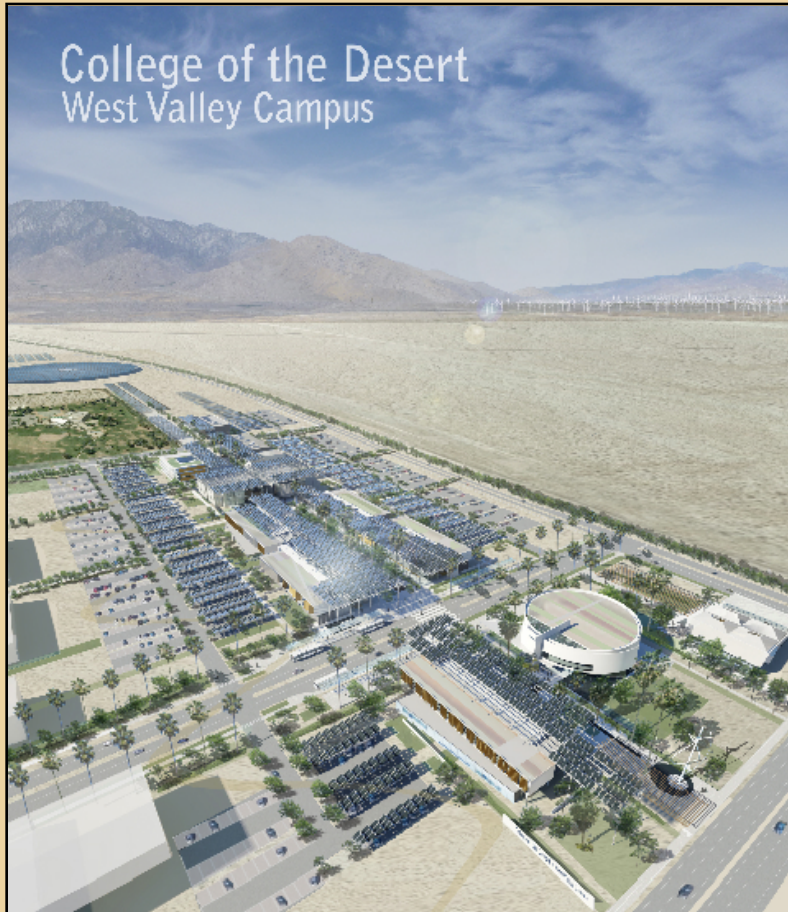
PLANNING AND DEVELOPMENT MILESTONES

COLLEGE OF THE DESERT ACTIVITIES



CITY OF PALM SPRINGS ACTIVITIES

LESSONS BEING LEARNED



- Think big, act small
- Partnerships
- Integrated Design
- The Green Campus

CONTACTS

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