

2 April 2014

Ms. Stephanie Herrera
Executive Director
Association for the Advancement of Sustainability in Higher Education
1536 Wynkoop St., Suite 100
Denver, CO 80202

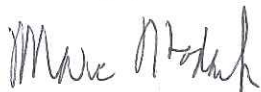
Dear Ms. Herrera,

I am writing to request that you strongly consider the University of California, Santa Barbara's Water Action Plan as an innovation credit in the Innovation Credits category for the Sustainability Tracking, Assessment & Rating System (STARS). The UCSB Water Action Plan meets and exceeds the criteria outlined for an innovation credit as defined in the STARS system. It is one of the first and only comprehensive water guidance documents for an institution of higher education that examines both historical and current potable water use. It also identifies and evaluates future water conservation and efficiency strategies coupled with a comprehensive economic analysis for each recommendation.

The level of stakeholder engagement is unmatched in other university water related planning activities. For example, local and regional water conservation professionals were actively sought out and involved in the plan's drafting. At UCSB itself, multiple facilities management personnel were included from the beginning and throughout the plan's writing and review. Feedback from these water professionals insured that the plan's data collection and analytic methods mirrored those regularly used in industry. By collaborating early and often with UCSB's facilities management personnel, university administrators enthusiastically accepted the plan as the university's official water guidance document.

Based on my work in water security and sustainability for a large, government organization with a world-wide physical presence, UCSB's plan mirrors efforts we have underway in water efficiency and conservation. For example, we have eight pilot locations where we recently completed water balances and road maps. A water balance examines how much water is currently being used and the kinds of activities that the water is being used in. With that information as a baseline, we then created project road maps which provide specific projects that a pilot location can implement to achieve the water efficiency and conservation goals of the pilot program. Each project includes a cost-benefit analysis to insure that it is viable under current life cycle analysis. The UCSB plan fully embraces these kinds of studies, concepts, and implementation guidance. It is a framework for others to follow, particularly under the current drought conditions in California and the expected changes that climate change is forecasted to bring.

Sincerely yours,



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