Table of Contents

Executive Summary........................................................................................................................................................................4-5
Task Force Members..........................................................................................................................................................................6
Introduction.....................................................................................................................................................................................7-9
Recommendations......................................................................................................................................................................10-12
Recommendations & Discussion by Area....................................................................................................................................13-23
  Introduction.......................................................................................................................................................................13
  Drinking Water Access.....................................................................................................................................................13
  Retail & Vending................................................................................................................................................................16
  Catering & Events.............................................................................................................................................................18
  Department Purchasing....................................................................................................................................................19
  Communication & Outreach...........................................................................................................................................20
  Funding & Oversight........................................................................................................................................................21
Appendix A: Best Practices & Lessons Learned from Other Universities.................................................................23-25
Appendix B: Multnomah County Resolution Banning Use of Public Funds for Bottled Water.................................26-27
Appendix C: History and Accomplishments of PSU’s Take Back the Tap Campaign.......................................................28
Appendix D: PSU Resolution Discouraging Use of Student Fees for Bottled Water..........................................................29-30
Appendix E: Proposal Format of 2008 Pouring Rights Request for Proposals (RFP)..................................................31-32
Appendix F: Specifications of Refilling Stations Currently Installed at PSU.................................................................33
Executive Summary

Following several months of meetings, the Portland State University (PSU) Sustainable Drinking Water (SDW) Task Force has completed its recommendations for changes to campus operations that would support a shift in campus culture with regard to drinking water. The SDW Task Force was charged with identifying ways to increase tap water use and discourage bottled water use on campus.

The following report offers several recommendations for near-term actions regarding campus policies, practices, and procedures related to drinking water. The report also includes recommendations for areas of further analysis and possible future actions. The recommendations of the Task Force will support PSU’s efforts to meet its Climate Action Plan goal of carbon neutrality by 2040 and its target of reducing solid waste by 25 percent from 2008 levels by 2030. The actions recommended in this report will also help save money for departments and individual consumers on campus.

Task Force members were selected by Mark Gregory, Associate Vice President of Finance and Administration, and students involved with the Take Back the Tap (TBTT) campaign. Staff selected to be on the committee included managers who oversee areas in which bottled water is sold, contracts are negotiated, or decisions are made about where to install water bottle refilling stations. The Task Force looked specifically at opportunities related to the following areas:

- Reducing bottled water sales in University-owned retail and vending machines
- Reducing bottled water sales for University catering and events
- Increasing the number of water bottle refilling stations on campus
- Coordinating education and outreach efforts related to sustainable drinking water

In fiscal year 2011 (FY2011), from July 1, 2010, through June 30, 2011, PSU sold approximately 54,540 bottles of Dasani water (manufactured by Coke) through its retail, vending, dining, and catering services. (Note: dining and catering services are contracted out to Aramark.) In addition, a number of individual departments on campus purchase five-gallon water coolers for employee use and some purchase bottled water for visitors to their office. Unfortunately, detailed data about department purchases are not readily available due to the decentralized nature of purchasing at PSU.

Due to its urban location and the availability of bottled water at competing locations, several PSU staff members serving on the Task Force expressed early on that a ban on bottled water was not a practical solution for the University. Instead, the Task Force focused on strategies to disincentivize bottled water consumption and promote tap water by expanding drinking water infrastructure on campus and promoting awareness of sustainable drinking water through signage, awareness campaigns, and informational efforts targeting students and staff. Recommendations are listed on pp. 10-12, with a more detailed discussion of issues considered by the Task Force on pp. 13-21.

In order to make tap water more accessible and convenient, the Task Force recommended expanding the number of water bottle refilling stations (currently numbering 23) by installing at least one station per floor in all future buildings and installing at least one station in all existing buildings on campus. The Task Force also identified maintenance and cleaning of stations as a current issue and recommended that these practices be operationalized in maintenance procedures.

Among its recommendations for University owned and operated retail, the Task Force recommended the creation of a surcharge of up to $.05 on bottles of water sold at University Market, with the proceeds going toward meeting the costs of sustainable drinking water efforts, with oversight from a Sustainable Drinking Water Implementation Team.

The Task Force also discussed the current beverage contract with Coke. Student representatives from the Take Back the Tap campaign who were serving on the Task Force felt the University should consider eliminating Dasani water from the Coke contract (signed in 2009) to provide more freedom for the University’s efforts to reduce bottled water sale. Staff members of the Task Force who were involved in the negotiation of the current contract felt that, given the extensive time and effort that went into the current contract, and given that sustainability had been a consideration...
Within those negotiations, renegotiation of the contract at the current time would be unadvisable. Ultimately, the Task Force recommended that the issue of bottled water be reevaluated in 2014 when the University must decide whether to extend the contract with Coke through 2015 and 2016.

Within the area of catering and events, Task Force recommendations centered around increasing information and options available to customers to choose bottle-free events. Similarly, recommendations targeting the purchasing practices of departments and student groups also focused on providing departments with information about tap water systems that could provide an alternative to the purchase of five-gallon water coolers or individual bottles of water.

Finally, the Task Force recommended a coordinated communications strategy, including consistent signage and information campaigns targeting behavior changes among staff and students.

The Campus Sustainability Office (CSO), a division of the office of Planning, Sustainability, and Real Estate (PSRE), will take the lead on ensuring that recommendations of the report are implemented, including coordinating an ongoing SDW Implementation Team.
Task Force Members

Dan Zalkow - Director, Planning, Sustainability & Real Estate (Chair)
Jacob Sherman - Student, Take Back the Tap
Jake Coppola - Student, Take Back the Tap
Andy Eiden, Student, Take Back the Tap
Catherine Howells - Adjunct Faculty, College of Liberal Arts & Sciences
Brian Hustoles - Associate Director for Conferences & Events, Auxiliary Services
Francis McBride - Supervising Architect, Facilities & Planning
Karen Preston - Manager, Purchasing & Contracting Services
Kristine Wise - Manager, Retail Services, Auxiliary Services

Staff Support:

Emily Lieb - Project Manager, Planning, Sustainability & Real Estate (Lead)
Inna Levin - Program Specialist, Planning, Sustainability & Real Estate
Introduction

The Sustainable Drinking Water (SDW) Task Force was formed in June 2011 to explore strategies to increase tap water use and discourage bottled water use at Portland State University. Comprising nine members – including students, faculty, and staff – the Task Force met five times between June and December of 2011 to discuss current conditions, evaluate opportunities and constraints, and develop recommendations for promoting sustainable approaches to drinking water on campus. This work will support PSU’s efforts to meet its ambitious Climate Action Plan goal of carbon neutrality by 2040 and its target of reducing solid waste by 25% from 2008 levels by 2030. It will also help save money for departments and individual consumers on campus.

Bottled water is significantly more expensive than tap water, and it is energy intensive in production, transportation, and disposal; yet, the average American consumed the equivalent of 174 bottles of water in 2010. A recent Oregon Department of Environmental Quality (DEQ) analysis of drinking water delivery systems found that buying and then recycling a typical plastic bottle of water reduces energy consumption by 24% and greenhouse gas (GHG) emissions by 16% over the entire life cycle, compared to buying and then throwing away that same bottle. However, consuming the same quantity of water from the tap in a reusable bottle reduces energy consumption by 85% and GHG emissions by 79% (when compared to consuming a disposable bottle).

![Solid Waste Generation and Diversion Targets from the PSU Climate Action Plan](https://example.com/solid-waste-chart)

1 In 2010, there were 8,413,500,000 gallons of water produced in the U.S., according to the consulting and financial services firm, Beverage Marketing Corporation (see http://www.beveragemarketing.com/?section=pressreleases). Based on a U.S. population of 308,745,538 (U.S. Census, 2010), that equates to an average of 27.25 gallons per person, or the equivalent of 174 20-ounce bottles of water.

Current Bottled Water Sales at PSU

In 2009, PSU signed a pouring rights contract with Coke that stipulates that the University will nearly exclusively sell Coke-brand beverages, including Dasani water products, as well as numerous flavored/enhanced water products. The contract expires in 2014 with options for two one-year extensions through 2015 and 2016.

In fiscal year 2011 (FY2011), from July 1, 2010, through June 30, 2011, PSU sold approximately 54,540 bottles of Dasani water (manufactured by Coke) through its retail, vending, dining, and catering services. (Note: dining and catering services are contracted out to Aramark.) In addition, a number of individual departments on campus purchase five-gallon water coolers for employee use and some purchase bottled water for visitors to their office. Unfortunately, detailed data about department purchases are not readily available due to the decentralized nature of purchasing at PSU.

In addition to PSU’s efforts to choose products with minimal packaging and to increase the percentage of recyclable containers that are actually recycled, demand management efforts are also key to PSU’s sustainability efforts. Because water is something that is easily accessible from the tap, and because the Portland region has some of the best tap water in the country, this has been identified as an opportunity area for the University to decrease its carbon footprint by educating the community about the quality of tap water and decreasing the barriers to tap water use to reinforce it as a healthy and convenient choice.

Task Force Formation & Take Back the Tap Overview

The Task Force was convened at the request of President Wiewel to provide a concerted effort to expand on the work of PSU’s student-led Take Back the Tap (TBTT) campaign, a student-led campaign affiliated with a national campaign sponsored by the nonprofit advocacy organization, Food and Water Watch. Portland State is one of at least 112 universities in the country with a TBTT or similar campaign to promote sustainable drinking water. Of these schools, 43 have implemented campus-wide bans on the purchase and distribution of bottled water, and 13 have implemented area- or department-specific bans (see Appendix A: Best Practices & Lessons Learned from Other Universities).

A number of public sector agencies around the country – including Multnomah County (see Appendix B: Multnomah County Resolution Regarding Using County Funds to Purchase Bottled Water) – have moved to restrict or ban the use of public funds to purchase bottled water. Chicago has instituted a tax of five cents on every plastic bottle of water sold to offset utility costs for disposal and loss of city water revenue. Additionally, the U.S. Conference of Mayors recently adopted a resolution encouraging cities to phase out the purchase of bottled water for internal use.

Since 2008, PSU’s TBTT efforts have focused on identifying barriers to tap water use and addressing these barriers through education and outreach. Additionally, TBTT leaders have worked to increase the convenience of tap water by increasing access to affordable, reusable water bottles and spearheading efforts to install water bottle refilling stations (also known as “hydration stations”) in PSU buildings (see Appendix C: Take Back the Tap Outreach & Accomplishments Timeline). In order to support TBTT’s efforts to promote sustainability and reduce fiscal waste, PSU’s student government recently restricted the use of student fees to pay for bottled water (see Appendix D: Ordinance Discouraging Use of Student Fees for Bottled Water).

Charge and Guiding Principles of the Task Force

The Task Force was charged with developing recommendations and strategies for increasing tap water use and discouraging bottled water consumption at PSU. The Task Force focused in particular on bottled water sales in University owned and operated retail and vending and in University managed catering services (contracted through Aramark), the funding, installation, and maintenance of water bottle refilling stations around campus, and the development of
coordinated awareness and information campaigns to promote sustainable drinking water practices on campus.

The Task Force chose to exclude the Athletics Department from its current focus due to the recognition that Athletics faces many unique barriers to decreasing bottled water consumption. According to data provided by PSU’s contracted beverage provider, Coca Cola, it is estimated that PSU’s Athletics Department purchases 7,320 bottles of water for distribution to players, coaches, and referees, and for sale at sporting events. Although the Task Force did not examine strategies targeting Athletics, the group recommended that this area be examined in the future.

The Campus Sustainability Office (CSO), a division of PSU’s Office of Planning, Sustainability, and Real Estate (PSRE), will take the lead on coordinating implementation of Task Force Recommendations, with oversight from a Sustainable Drinking Water Implementation Team and in coordination with campus operations staff.

The goals of the SDW Task Force were to identify ways of increasing tap water use and discouraging bottled water use on campus. The Task Force’s recommendations reflect the following guiding principles:

- Considering the environmental benefits associated with reducing bottled water consumption, and supporting the University’s vision, values, and planning efforts surrounding sustainability
- Considering the fiscal impacts of changes to water infrastructure and bottled water sales on campus
- Identifying opportunities for better coordination between campus departments to support SDW efforts
- Identifying opportunities to increase communication and raise awareness about the quality of tap water at PSU
Recommendations

This section presents all of the recommendations that were agreed upon by the Task Force through a consensus-based process. These recommendations, as well as alternatives considered, are discussed in more detail on pp. 13-21.

Drinking Water Access

Goal: Increase the availability, convenience, and awareness of tap water available in public locations around campus.

Install at least one refilling station on each floor of new construction projects and at least one station per building in existing buildings.

- Conduct an assessment to evaluate potential for new refilling stations to be added in high-traffic locations, timing installations with remodeling projects whenever possible.
- Include refilling stations in university design standards.
- Explore new sources of funding for refilling stations, including private sponsorship of refilling stations, student green fees, and budgets upcoming construction projects (see Funding recommendations).
- Review current refilling station models on the market and explore potential to solicit competitive bids from vendors to ensure that low-cost options are fully evaluated.

Prioritize maintenance, cleaning, and repair of drinking water infrastructure on campus, including repairing/upgrading drinking water fountains and operationalizing the changing of refilling station filters.

- Work with students, possibly as part of a capstone class, to conduct an inventory of drinking fountains on campus and identify locations for water fountains to be replaced with hydration stations.
- Operationalize the regular maintenance and cleaning of hydration stations, including ordering and changing filters in hydration stations, by writing these procedures into custodial manuals and contracts.

Develop consistent branding and signage for, and information about, hydration stations around campus.

- Develop consistent messaging, branding, and signage for refilling stations.
- Add refilling station and drinking fountain locations on building maps in entranceways.
- Include informational signage about tap water and refilling stations next to vending machines.
- CSO should work with Facilities to ensure that an updated map of refilling station location is easily available on the web. Opportunities to create a hydration station smart-phone application should be explored for Sustainable Drinking Water 2.0 efforts.

Explore feasibility of outdoor refilling stations, including exploring opportunities to partner with drinking water companies to install test outdoor stations as a pilot project.

- Determine appropriate locations based on a preliminary assessment of plumbing constraints.
- Review existing vendors and explore opportunities for partnerships.

Retail & Vending

Goal: Disincentivize the sale of bottled water in University-owned retail and vending, and use a portion of bottled water revenue to support sustainable drinking water efforts.

Eliminate “quantity” promotional deals for bottled water (i.e. “2 for $2” deals) in University Market.

Implement a surcharge of up to $0.05 on bottled water sold at University Market and use the revenue to help pay for the costs associated with SDW initiatives

- Develop signage or informational materials communicating to customers that a portion of their bottled water purchase goes toward supporting sustainable drinking water on campus.
• Designate a “Sustainable Drinking Water Implementation Team” that would be responsible for managing revenue from the surcharge and allocating it to appropriate SDW projects.

Explore options to install vending machines that distribute reusable water bottles.
• Research vendors and best practices.

Reconvene the Task Force in 2014 to discuss the possible extension and/or revision of the Coke contract.
• Explore options and weigh the costs and benefits of revising the contract to exclude bottled water.
• Explore opportunities to partner with Coke, or another beverage company, around innovative approaches to provide bottle-free water on campus.

Catering & Events

Goal: Provide options and encouragement for bottle-free events.

Provide information and suggestions for hosting bottle-free events in PSU’s Sustainable Events Guidelines.
• Include information about Aramark catering options and highlight best practices.

Partner with Aramark to disincentivize bottled water and encourage the use of pitchers of water.
• Offer a reduced-price boxed lunch option that does not include a beverage (but does include free pitchers of tap water).

Department Purchasing

Goal: Provide information and support for departments wishing to implement sustainable drinking water efforts.

Provide campus departments and student groups with information about tap water systems (filtration, purification, and hot water systems) to provide sustainable alternatives to the purchase and delivery of five-gallon water coolers.
• Evaluate alternatives to eliminate the need for five-gallon water containers.
• Include this information in its “Green Guide” of sustainable practices for PSU offices and on its website.

Facilitate making a particular brand of customizable water bottles available for departments and student groups to purchase as part of promotional efforts.
• Develop recommendations and include information in its “Green Guide” of sustainable practices for PSU offices.

Communication & Outreach

Goal: Raise awareness about the quality of Portland’s tap water and locations where tap water is available at PSU, and increase access to refillable water bottles.

Develop consistent communication and outreach materials aimed at educating the campus community about the quality of Portland’s tap water and sustainable drinking water efforts on campus.
• Create a web page with information about sustainable drinking water, including information about the environmental impact of bottled water and resources for sustainable drinking water infrastructure and programs on campus.
• Include information about refilling stations in employee and student orientation materials.
• Develop information slips to include inside reusable bottles sold at University Market and other venues.

Develop consistent signage and branding for hydration stations around campus, and install the following signage:
• Informational signs next to refilling stations
• Add refilling station icons to building floor plans (located near the entrance of all major buildings on campus) showing the locations of refilling stations in the building
• Signs next to vending machines providing information about the location of the nearest hydration station

**Improve access to affordable, BPA-free, reusable water bottles on campus by improving the affordability and selection of bottles available in University Market and by exploring avenues to provide free or discounted bottles to staff, faculty, and students.**

• Review products and provide recommendations to University Market.
• Work with Student Affairs and University Housing to explore opportunities to provide free or discounted reusable bottles to students in housing or during orientation.
• Develop communications materials focusing on celebrating Portland’s tap water and providing information about SDW efforts and infrastructure at PSU.

**Funding & Oversight**

**Goal: Identify funding sources and ongoing campus leadership to support implementation of the Sustainable Drinking Water Task Force’s recommendations.**

Explore a variety of funding source options to support the expansion of sustainable drinking water infrastructure and efforts, including:

• Centralized university funds
• Student fees, possibly a new “green” fee
• Public-private partnerships for pilot installation projects
• Private sponsorship of refilling stations
• Sustainability grants

**Form a Sustainable Drinking Water Implementation Team to coordinate SDW initiatives, provide oversight for allocating funding, and ensuring ongoing evaluation and tracking of SDW efforts.**

• The implementation team would be facilitated by CSO and would consist of employees and students interested in carrying out the recommendations in this report.
• Explore opportunities to partner with faculty and students, possibly as part of a senior capstone class, to evaluate and track the impacts of SDW efforts.
Recommendations & Discussion by Area

Introduction

In FY2011, PSU purchased and sold or distributed approximately 55,466 bottles of Dasani water (manufactured by Coke) through its retail, dining, and catering services. In addition, some individual departments on campus purchase five-gallon water coolers or individual bottled water from other vendors. However, detailed data about department purchases is not readily available due to the decentralized nature of purchasing at PSU.

In 2009, PSU signed a pouring rights contract with Coke that stipulates that the University will nearly exclusively sell Coke-brand beverages, including Dasani water products, as well as numerous flavored/enhanced water products. The contract expires in 2014 with options for two one-year extensions through 2015 and 2016.

In 2009, Take Back the Tap (TBTT) leaders conducted a survey of students and found that the main barriers to drinking tap water are perceptions about purity, not having reusable bottles, and not having convenient places to fill up. Although the survey was restricted to students, the Task Force also identified these issues as the primary barriers to increasing tap water use among University employees.

Drinking Water Access

Goal: Increase the availability, convenience, and awareness of tap water available in public locations around campus.

Recommendations:

Install at least one refilling station on each floor of new construction projects and at least one station per building in existing buildings.

• Conduct an assessment to evaluate potential for new refilling stations to be added in high-traffic locations, timing installations with remodeling projects whenever possible.

• Include refilling stations in university design standards.

• Explore new sources of funding for refilling stations, including private sponsorship of refilling stations, student green fees, and budgets upcoming construction projects (see Funding recommendations).

• Review current refilling station models on the market and explore potential to solicit competitive bids from vendors to ensure that low-cost options are fully evaluated.

Prioritize maintenance, cleaning, and repair of drinking water infrastructure on campus, including repairing/upgrading drinking water fountains and operationalizing the changing of refilling station filters.

PSU Dasani Water Sales in Fiscal Year 2011 (FY2011)

<table>
<thead>
<tr>
<th>Area</th>
<th>Total</th>
<th>20 ounce</th>
<th>1 liter</th>
<th>1.5 liter</th>
<th>300 ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Market</td>
<td>14,628</td>
<td>9,408</td>
<td>4,080</td>
<td>1,140</td>
<td></td>
</tr>
<tr>
<td>Viking Game Room</td>
<td>384</td>
<td>384</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vending</td>
<td>11,616</td>
<td>11,232</td>
<td></td>
<td></td>
<td>384</td>
</tr>
<tr>
<td>Catering &amp; Events (Aramark)*</td>
<td>12,326</td>
<td>12,326</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Viking Food Court (Aramark)*</td>
<td>8,184</td>
<td>8,184</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ondine Market (Aramark)</td>
<td>624</td>
<td>624</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meetro Coffee Shop (Aramark)</td>
<td>288</td>
<td>288</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation Center</td>
<td>96</td>
<td>96</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Athletics (Stott Center, excluding vending)</td>
<td>7,320</td>
<td>7,320</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>55,466</td>
<td>49,862</td>
<td>4,080</td>
<td>1,140</td>
<td>384</td>
</tr>
</tbody>
</table>

*Unable to obtain data from Aramark for FY11. This data is for October 1, 2010 through September 30, 2011.
• Work with students, possibly as part of a capstone class, to conduct an inventory of drinking fountains on campus and identify locations for water fountains to be replaced with hydration stations.
• Operationalize the regular maintenance and cleaning of hydration stations, including ordering and changing filters in hydration stations, by writing these procedures into custodial manuals and contracts.

Develop consistent branding and signage for, and information about, hydration stations around campus.
• Develop consistent messaging, branding, and signage for refilling stations.
• Add refilling station and drinking fountain locations on building maps in entranceways.
• Include informational signage about tap water and refilling stations next to vending machines.
• CSO should work with Facilities to ensure that an updated map of refilling station location is easily available on the web. Opportunities to create a hydration station smart-phone application should be explored for Sustainable Drinking Water 2.0 efforts.

Explore feasibility of outdoor refilling stations, including exploring opportunities to partner with drinking water companies to install test outdoor stations as a pilot project.
• Determine appropriate locations based on a preliminary assessment of plumbing constraints.
• Review existing vendors and explore opportunities for partnerships.

Discussion
There was a strong consensus on the Task Force about the importance of increasing access to drinking water on campus through the expansion of refilling stations on campus. The Task Force discussed the trade-offs between features and price involved in various models of stations, the need to address current barriers to maintenance, the proper process for selecting and prioritizing locations for installation, and possible funding mechanisms.

PSU currently has 23 refilling stations (water bottle filling stations) in eleven buildings on campus. The majority of these stations are the Brita Haws 2000, which was deemed by staff as the best model on the market in 2008, when PSU started installing refilling stations. In recent years, Facilities and Planning (FAP) has installed a different model – the Elkay EZH20 – in some locations. Both models include filtration systems and sensors that allow for hands-free use. Neither model includes a cooling system. Cooling systems tend to add around $1,000 to the cost of the stations.

Elkay EZH2O offers a dual water fountain feature that makes it more versatile in providing water to people not carrying a water bottle; however, this model is less ADA-friendly than the Brita, due to how far it sticks out from the wall, creating potential mobility issues for visually impaired people. The Elkay model also includes a meter that tracks and displays water usage information. More information about these models is provided in Appendix E: Specifications for Refilling Station Models Currently Installed at PSU.

Combined with the cost of labor to install the station, each station costs approximately $4,000 for new construction and approximately $6,000 in existing buildings. In some locations, a retrofit option may work for existing water fountains; this model is estimated to cost $4,000-$5,000 per unit (including labor), but it may not meet ADA requirements. Refilling stations also provide one Leadership in Energy and Environmental Design (LEED) point toward qualifying U.S. Green Building Council (USGBC) projects.

It is estimated that about $61,000 has been spent to date on adding refilling stations, representing a combination of student fees, stimulus funds, and funds allocated from construction budgets. Due to the leadership
Where to Fill Your Water Bottle

**Current Locations and Floors:**
- Academic and Student Rec Center (3, 4)
- Cramer Hall (Basement, 1, 2, 3, 4)
- Engineering Building (1)
- Millar Library (1, 3)
- Neuberger Hall (2, 3, 4)
- Ondine Residence (2)
- Science Building 1 (1)
- Smith Center (1)

**Future Locations and Floors:**
- Lincoln Hall (3)
- School of Education / Business (3)
- Science Building 2 (1)
- Shattuck Hall (1)
- Smith Center (Basement, 2, 3, 4)
- Urban Center (2, 3)

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**Refilling Station Models, Locations, Costs & Funding, October 2011**

<table>
<thead>
<tr>
<th>Building</th>
<th>Floors</th>
<th>Model</th>
<th>Install Cost</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASRC</td>
<td>2nd, 3rd</td>
<td>Water Fountain</td>
<td>Unknown</td>
<td>ASRC Construction Project</td>
</tr>
<tr>
<td>Engineering Building</td>
<td>1st</td>
<td>Haws 2000</td>
<td>$4,000</td>
<td>Student Building Fee</td>
</tr>
<tr>
<td>Lincoln Hall</td>
<td>3rd</td>
<td>Haws 2000</td>
<td>$5,000</td>
<td>Student Building Fee</td>
</tr>
<tr>
<td>Millar Library</td>
<td>1st &amp; 3rd</td>
<td>Haws 2000</td>
<td>$5000 ea.</td>
<td>Student Building Fee</td>
</tr>
<tr>
<td>Ondine</td>
<td>2nd</td>
<td>Haws 2000</td>
<td>$5,000</td>
<td>Student Building Fee</td>
</tr>
<tr>
<td>School of Ed / Business</td>
<td>3rd</td>
<td>Elkay EZH2O</td>
<td>$5,000</td>
<td>Student Building Fee</td>
</tr>
<tr>
<td>Science 1</td>
<td>1st</td>
<td>Haws 2000</td>
<td>$5000</td>
<td>SB2 Seismic Upgrade project</td>
</tr>
<tr>
<td>Science 2</td>
<td>1st</td>
<td>Haws 2000</td>
<td>Unknown</td>
<td>Student Building Fee</td>
</tr>
<tr>
<td>Shattuck Hall</td>
<td>1st</td>
<td>Haws 2000</td>
<td>$5,000</td>
<td>Student Building Fee</td>
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<td>SMSU</td>
<td>1st</td>
<td>Haws 2000</td>
<td>$4,000</td>
<td>Student Building Fee</td>
</tr>
<tr>
<td>SMSU</td>
<td>Basement &amp; 1st</td>
<td>Elkay EZH2O</td>
<td>$5000 ea.</td>
<td>SMSU Capital Budget (Student Fees)</td>
</tr>
<tr>
<td>SMSU</td>
<td>2nd, 3rd, 4th</td>
<td>Haws 2000</td>
<td>$5000 ea.</td>
<td>SMSU Capital Budget (Student Fees)</td>
</tr>
<tr>
<td>Urban (contingent on funding)</td>
<td>2nd &amp; 3rd</td>
<td>Haws 2000</td>
<td>$5000 ea.</td>
<td>Student Building Fee</td>
</tr>
</tbody>
</table>
of TBTT, student fee funding was approved in 2010, creating $38,000 for the purchase and installation of refilling stations. At present, $24,000 of the student fee funds has been spent on the purchase of filling stations for Shattuck Hall, the Engineering Building, Millar Library and Ondine. The remaining $14,000 will go toward installing refilling stations in the Urban Center, Lincoln Hall and the School of Education / Business.

Decisions about where to install stations have been driven by a combination of feedback from TBTT about locations with the most potential to have a high impact and the evaluation of plumbing logistics and construction timelines by FAP staff. Additionally, in some cases, refilling stations were added to buildings as part of overall construction budgets.

The Elkay Hydration Station, currently installed in two locations on campus, includes a meter that tracks usage of the system. Data collected from one station showed that the water distributed through the station between June 2010 and June 2011 showed that it distributed enough water to fill a 20 oz. container with water more than 44,500 times.

Some refilling stations on the market offer a chilling mechanism, a feature which could help provide an additional attraction for users to choose reusable bottles over bottled water. However, such stations are more energy intensive and expensive, and so far, the University has not opted to purchase any of these models. Similarly, the majority of Task Force members felt that having a chilling feature was less important than installing a greater number of refilling stations around campus, and some felt the added environmental impact of the chilling mechanism made it a less desirable option regardless of cost.

With regard to maintenance, several Task Force members voiced concerns that there has been inadequate maintenance of existing refilling stations, and there was a strong consensus around the need to adopt standard operational procedures and secure the necessary capacity to conduct regular cleaning and changing of filters. In order to ensure that refilling stations are attractive and appealing, Task Force member felt it essential that barriers to maintenance be addressed.

Finally, Task Force members discussed the current lack of coordination around installation of refilling stations and accompanying signage. To solve this problem, the group agreed that staff should be identified in CSO and FAP to evaluate potential locations, measure and record the use of refilling stations, and ensure that as new stations are added to buildings, they are added to the hydration station map and accompanied by appropriate signage in the building.

**Retail & Vending**

*Goal: Disincentivize the sale of bottled water in University-owned retail and vending, and use a portion of bottled water revenue to support sustainable drinking water efforts.*

*Recommendations:*

- Eliminate “quantity” promotional deals for bottled water (i.e. “2 for $2” deals) in University Market.
- Implement a surcharge of up to $.05 on bottled water sold at University Market and use the revenue to help pay for the costs associated with SDW initiatives
  - Develop signage or informational materials communicating to customers that a portion of their bottled water purchase goes toward supporting sustainable drinking water on campus.
  - Designate a “Sustainable Drinking Water Implementation Team” that would be responsible for managing revenue from the surcharge and allocating it to appropriate SDW projects.
- Explore options to install vending machines that distribute reusable water bottles.
  - Research vendors and best practices.
- Reconvene the Task Force in 2014 to discuss the possible extension and/or revision of the Coke contract.
  - Explore options and weigh the costs and benefits of revising the contract to exclude bottled water.
  - Explore opportunities to partner with Coke, or another beverage company, around innovative approaches to
provide bottle-free water on campus.

Discussion:

The University manages a retail market (University Market), a Food Court (Viking Food Court), and 49 vending machines, many of which currently offer bottled water. In addition, there are many other retail establishments throughout the University District where you can buy bottled water.

The primary bottled water product at University managed facilities consists of 20 oz. bottles of Dasani water, which sell for $1.50 at the University’s main retail store, University Market. In addition, University Market offers one liter ($1.75) and 1.5 liter ($2.00) bottles. The market also offers enhanced water products: Smart Water (with electrolytes) and Vitamin Water. However, the Task Force chose to focus on non-enhanced water, out of the recognition that enhanced water represents a different product.

In FY2011, PSU sold approximately 35,724 bottles of water through vending and retail operations managed by Auxiliary Services and Aramark, including:

- University Market: 14,628
- Vending: 11,616
- Viking Food Court: 8,184
- Ondine Market: 624
- Viking Game Room: 384
- Meetro Coffee Shop: 288

In the previous year, Dasani sales constituted approximately 22% of all beverage sales in University Market and approximately 26% of all beverages purchased in the Viking Food Court.

PSU’s beverage contract with Coke (signed in 2009) resulted from a request for proposals (RFP) the University created to solicit competitive bids. In response to the RFP, the University received proposals from two major companies (Pepsi and Coke). The RFP included general criteria related to sustainability (see Appendix E: Proposal Format of 2008 Pouring Rights Request for Proposals), and according to staff involved in the negotiation process, sustainability played a role in the University’s choice of Coke over Pepsi.

According to Coke representatives, the company delivers most of PSU’s Dasani water from its bottling plant in Wilsonville (20 miles from the University) using hybrid trucks. Representatives say the company has worked to reduce its water consumption and reduce the impact of its bottles through increasing recycled and plant-based content and reducing overall packaging. Coke has developed an energy management system for their vending machines that delivers energy savings up to 35%. The company has transitioned to HFC-free insulation foam for new equipment, eliminating 75% of direct GHG emissions and identified Co2 as an alternative source of refrigerant gas that is 1300 times less potent than traditional refrigerant gases.

The Task Force explored a full range of strategies for reducing bottled water sales on campus, including the potential impacts of a ban on bottled water sales in retail and vending. The following concerns about the impacts of a bottled water ban were the most frequently cited among some members of the Task Force:

- **Loss of Customer Choice:** Managers of auxiliary departments on campus are committed to providing custom-
ers with as many choices as possible in order to maintain a high level of customer service and remain competitive with non-University owned retail and services in the surrounding area.

- **Loss of Healthy Option:** By eliminating bottled water but continuing to provide other bottled beverages, some Task Force members felt a bottled water ban could lead customers to choose less healthy bottled beverage products instead. However, other members pointed to a lack of evidence supporting the idea that consumers will substitute soda or other products for bottled water if bottled water is removed from vending and retail options.

- **Sales Revenue:** In addition to decreasing revenue for bottled water products, some Task Force members were concerned that banning water from University retail could lead to a loss of “companion sales,” given that privately owned retail venues in the campus area also carry bottled water. Companion sales consist of a combination of items that are purchased together, and some customers who would purchase bottled water at other locations would also purchase other products at those other locations.

- **Pricing:** Eliminating water products from the beverage contract could cause the wholesale price to go up on other products.

Given the University’s urban context and the current contract with Coke, the Task Force concluded that a ban on bottled water was not an appropriate recommendation at this time. As a result, recommendations for retail and vending are focused on reducing demand for bottled water by removing pricing incentives and using a portion of bottled water revenue (created by a surcharge of up to $.05) to expand access to non-bottled drinking water on campus. Educational and awareness efforts (discussed in the Communication & Outreach section) were also seen as key to supporting this reduction in demand.

Task Force members also discussed the efforts that went into ensuring that sustainability would play a central role in our current beverage contract with Coke, and the Task Force met with Coke to discuss the company’s commitment to sustainability and learn about its efforts related to promoting water stewardship, expanding its hybrid delivery fleet, innovating minimal/recycled and non-petroleum based packing and energy-efficient vending machines, and support for recycling infrastructure. CSO staff and Coke agreed to explore recycling containers and signage provided by Coke that could be added on campus.

Eliminating bottled water from PSU retail, vending, or catering operations at the current time would represent a breach of the contract with Coke and the Task Force decided not to pursue this option at this time. If PSU were to revise the existing contract or sign a new contract with Coke or a different beverage company, the University could consider eliminating bottled water from the contract.

**Catering & Events**

*Goal: Provide options and encouragement for bottle-free events.*

**Recommendations:**

- **Provide information and suggestions for hosting bottle-free events in PSU’s Sustainable Events Guidelines.**
  - Include information about Aramark catering options and highlight best practices.

- **Partner with Aramark to dis incentivize bottled water and encourage the use of pitchers of water.**
  - Offer a reduced-price boxed lunch option that does not include a beverage (but does include free pitchers of tap water).

**Discussion:**

PSU caters approximately 4,780 events annually, primarily in Smith Memorial Student Union (SMSU) and University Place Hotel (UPL). In FY2010-2011, PSU sold approximately 12,326 bottles of water for a total sales of $3,039 (approximately 2% of total catering sales).

Catering services are provided by Aramark, based on PSU’s dining and catering contract effective July, 2007 through
June, 2017. The Aramark contract specially states that the service provider will work with PSU Sustainability staff to implement sustainable practices:

13.20 Sustainability: Operator will assign a representative to work with University and its Operations Sustainability Office to develop a Sustainability Plan (the “Plan”) that will support the concept of sustainability and University’s goals identified in Exhibit E to this Agreement. The Plan, which will be reduced to writing and signed by the parties, will address recycling, purchasing, and other mutually agreed upon sustainability issues and will take into account the availability of goods and services based on seasonality.

Aramark’s catering services offer a choice between pitchers of water or 20 oz. Dasani bottled water. Pitchers of water are the default option for the majority of catering services, with the exception of boxed-lunch meal options, for which a choice of bottled beverage (including bottled water) is included in the cost of lunch. Boxed lunch sales ($49,971) accounted for 3.8% of total catering sales in FY2010-2011. Additionally, bottled water is requested by event planners for approximately half of sandwich buffet orders. It is estimated that a total of 12,326 bottles of water were provided as part of catering sales in FY11.

Task force discussions focused on barriers to supporting bottle-free events – such as the fact that many events are held outdoors or are set up so guests can take a boxed lunch and eat wherever they please. The Task Force also considered the impact of eliminating bottled water altogether would have for customer choice and convenience. Ultimately, the majority of members of the task force felt that eliminating bottled water as a choice on the catering menu should not be pursued at this time.

Instead, the Task Force focused its recommendations around removing pricing incentives for all bottled beverages and increasing the ability of Catering Services to capitalize on the demand for sustainable events by increasing the awareness and convenience of bottle-free water options. Offering a reduced-price boxed lunch option that doesn’t include a beverage (but does include free pitchers of tap water) could help to reduce the incentive for customers to order bottled water, while offering a more sustainable choice to the customers interested in branding their events as “sustainable.”

**Department Purchasing**

*Goal: Provide information and support for departments wishing to implement sustainable drinking water efforts.*

**Recommendations:**

Provide campus departments and student groups with information about tap water systems (filtration, purification, and hot water systems) to provide sustainable alternatives to the purchase and delivery of five-gallon water coolers.

- Evaluate alternatives to eliminate the need for five-gallon water containers.
- Include this information in its “Green Guide” of sustainable practices for PSU offices and on its website.

Facilitate making a particular brand of customizable water bottles available for departments and student groups to purchase as part of promotional efforts.

- Develop recommendations and include information in its “Green Guide” of sustainable practices for PSU offices.

**Discussion:**

Department spending was the area of least consensus for the Task Force. This area primarily relates to the purchase of five-gallon water containers by campus departments. While some Task Force members felt that this purchase was an unnecessary and unacceptable use of public funds, others felt that this option was needed for departments due to the fact that many offices are located in spaces that don’t have a sink or a refilling station nearby, or in buildings with old pipes that may alter the taste and perception of tap water.

The decentralized nature of department spending represents a barrier for encouraging sustainable purchasing prac-
practices on campus. PSU departments are able to spend up to $25,000 per year with a single vendor on discretionary items. Due to the lack of a sink, perceptions of unclean pipes in buildings, or the desire for a hot water spigot, some departments purchase five-gallon water coolers. Additionally, some departments purchase individually bottled water for visitors. Due to the decentralized nature of purchasing, it is difficult to measure the extent of water purchasing by departments. However, using data for purchases from the most commonly used bottled water provider, it is estimated that departments spent over $40,000 on water products in FY11. The largest vendor supplying water to campus is DS Water/Sierra Springs. Other vendors include Arctic Glacier and the Sweetwater Company/Earth20.

Currently, the Business Affairs Office (BAO) is responsible for reviewing invoices to ensure that expenses are necessary for department operations. If a purchase is deemed unnecessary for the department’s operations, the staff-person responsible for the purchase is asked to pay, out-of-pocket, to reimburse the University for the expenditure. There is no formal policy defining what items are considered necessary for a department’s operations; in general, these items are determined based on past experience and reasonableness. So far, the purchase of bottled water and water coolers has been considered an acceptable use of University funds on the basis that some departments do not have sinks in their offices and need access to water and that the quality of water available at drinking fountains is not perceived to be of high enough quality to meet that need.

Several Task Force members felt the current allowance of water purchases was justified given inadequate access to sinks or quality of water in old buildings. Others felt that water coolers were an inappropriate use of public funds given that the city’s drinking water is regularly tested and found to be of a very high quality. In support of this opinion, Task Force members pointed to the many public agencies around the country (including Multnomah County) that have recently moved to eliminate use of public funds for water purchases. Although there was not consensus to recommend banning department purchases of bottled water and/or water coolers, but if in the future a new procurement policy is developed to support sustainability efforts on campus, many Task Force members felt that these options should be explored.

The Materials & Waste subcommittee of the Climate Action Plan Implementation Team (CAP-IT) has been working with the Campus Sustainability Office (CSO) to discuss various options for increasing the efficiency and sustainability of procurement practices on campus. Although its initial focus has been on the purchase of paper, the committee is also working with CSO to explore outreach to departments to support sustainable purchasing practices. These efforts represent an opportunity to further explore barriers and solutions to encouraging sustainable water system purchases at the department level.

The majority of members Task Force felt that best practices in the installation of water filters should be supported by providing information to departments. Regardless of their accuracy, perceptions of water quality represent a barrier to tap water use, and encouraging departments to purchase filtration systems provides a sustainable alternative to the purchase and delivery of water coolers. Although some members were hesitant to reinforce perceptions of tap water as unclean, all members ultimately agreed that this was a necessary step toward changing practices on campus.

The Task Force also discussed the possibility of enacting a procurement policy that would require departments to purchase five-gallon water coolers from a single vendor, in order to facilitate a single delivery schedule for all water deliveries and eliminate unnecessary delivery trips to campus. However, there was not consensus around this recommendation.

As it was finalizing its recommendations, it was identified that the recommendations the Task Force formulated for supporting sustainable purchasing practices in PSU departments were also relevant for supporting sustainable purchasing practices by PSU student groups, so they are included in the recommendations in this section.

**Communication & Outreach**

*Goal: Raise awareness about the quality of Portland’s tap water and locations where tap water is available at PSU, and increase access to refillable water bottles.*

**Recommendations:**
Develop consistent communication and outreach materials aimed at educating the campus community about the quality of Portland’s tap water and sustainable drinking water efforts on campus.

- Create a web page with information about sustainable drinking water, including information about the environmental impact of bottled water and resources for sustainable drinking water infrastructure and programs on campus.
- Include information about refilling stations in employee and student orientation materials.
- Develop information slips to include inside reusable bottles sold at University Market and other venues.

Develop consistent signage and branding for hydration stations around campus, and install the following signage:

- Informational signs next to refilling stations
- Add refilling station icons to building floor plans (located near the entrance of all major buildings on campus) showing the locations of refilling stations in the building
- Signs next to vending machines providing information about the location of the nearest refilling station

Improve access to affordable, BPA-free, reusable water bottles on campus by improving the affordability and selection of bottles available in University Market and by exploring avenues to provide free or discounted bottles to staff, faculty, and students.

- Review products and provide recommendations to University Market.
- Work with Student Affairs and University Housing to explore opportunities to provide free or discounted reusable bottles to students in housing or during orientation.
- Develop communications materials focusing on celebrating Portland’s tap water and providing information about SDW efforts and infrastructure at PSU.

Discussion:

Since 2008, communication and outreach efforts around sustainable drinking water have been mostly carried out by students in PSU’s Environmental Club through Take Back the Tap, a national campaign led by the nonprofit advocacy organization, Food and Water Watch. As part of their outreach efforts for the past three years, the Take Back the Tap campaign has:

- Hosted a Water Awareness Week and set up informational booths at numerous campus events
- Received a Leadership in Undergraduate Research Award (sustainability track) to survey students on their perceptions of and choices regarding tap and bottled water, and to track usage of the Hydration Station in SMSU
- Gathered over 1,600 signatures of support from students and faculty toward efforts to encourage better drinking water infrastructure on campus and to discontinue the use of PSU funds for the purchase of bottled water.
- Facilitated the sale of below-retail-cost Kleen Kanteens and used the revenue to facilitate the installation of refilling stations on campus.
- Developed informational signage and worked with FAP to install signage next to refilling stations

The efforts of TBTT were supported by a $7,000 grant from the Institute for Sustainable Solutions (ISS), PSU’s hub for sustainability research, partnerships, and applied learning. The campaign received further support from the Student Building Fee Fund, which recognized the impact of TBTT’s efforts to promote sustainability by awarding TBTT more than $38,000 to install water bottle refilling stations on campus.

In addition to TBTT efforts, there are numerous senior capstone and other classes at PSU that have done work related to communication about sustainable drinking water and branding of tap water, and the City of Portland and Multnomah County both of which have campaigns related to promoting tap water as an alternative to bottled water.

The majority of operations staff members felt strongly that SDW efforts on campus should focus primarily on
installing more hydration stations and expanding and coordinating communication and outreach efforts. In order to ensure continuity and consistency, the Task Force felt these efforts would be best led by the Campus Sustainability Office (CSO), with input from TBTT and the student Environmental Club. The Task Force discussed opportunities to partner with PSU’s Office of Residential Life and Student Orientation staff in these efforts. Additionally, the Task Force discussed the opportunity to work with students, possibly in senior capstone courses, to evaluate the impact of SDW efforts, develop communications and branding materials, and partner in outreach efforts. The Task Force also discussed opportunities to partner with other local agencies or businesses on communication and outreach efforts; however, the Task Force felt it was important to have a communications campaign that specifically targeted the PSU community.

**Funding & Oversight**

**Goal:** Identify funding sources and ongoing campus leadership to support implementation of the Sustainable Drinking Water Task Force's recommendations.

**Recommendations:**

Explore a variety of funding source options to support the expansion of sustainable drinking water infrastructure and efforts, including:

- Centralized university funds
- Student fees, possibly a new “green” fee
- Public-private partnerships for pilot installation projects
- Private sponsorship of refilling stations
- Sustainability grants

Form a Sustainable Drinking Water Implementation Team to coordinate SDW initiatives, provide oversight for allocating funding, and ensuring ongoing evaluation and tracking of SDW efforts.

- The implementation team would be facilitated by CSO and would consist of employees and students interested in carrying out the recommendations in this report.
- Explore opportunities to partner with faculty and students, possibly as part of a senior capstone class, to evaluate and track the impacts of SDW efforts.

**Discussion:**

To date, investments of sustainable drinking water have focused primarily on the purchase and installation of hydration stations around campus. It is estimated that about $61,000 has been spent to date on adding refilling stations. The student fee funding was approved in 2010, creating $38,000 for the purchase and installation of hydration stations. At present, $24,000 has been spent on the purchase of refilling stations for Shattuck Hall, the Engineering Building, Millar Library and Ondine. The remaining $14,000 will go toward installing hydration stations in the Urban Center, Lincoln Hall and the School of Education / Business.

Decisions about where to install stations have been driven by a combination of feedback from TBTT about locations with the most potential to have a high impact and the evaluation of plumbing logistics and construction timelines by Facilities and Planning (FAP) staff. Additionally, in some cases, hydration stations were added to buildings as part of overall construction budgets.

The Elkay Hydration Station, currently installed in two locations on campus, includes a meter that tracks usage of the system. Data collected from one station showed that the water distributed through the station between June 2010 and June 2011 showed that it distributed enough water to fill a 20 oz. container with water more than 44,500 times.

While making their recommendations, several members of the Task Force felt it was important that there be strong oversight about the allocation of funding in order to ensure fair and data-driven decisions, consideration and monitor-
Appendix A: Best Practices & Lessons Learned from Other Universities

Through online research in November 2011, Task Force staff identified 35 Take Back the Tap (TBTT) campaigns, 47 Think Outside the Bottle campaigns, and thirty additional campaigns not affiliated with TBTT or TOTB. The below lists of schools with bottled water bans were compiled from lists available through the Association for Advancement of Sustainability in Higher Education (AASHE), Food & Water Watch, and Green Report Card.

**Schools with Campus-Wide Bans:**

Amherst College  Humboldt State University  The New School
Belmont University  Illinois Institute of Technology  Université de Sherbrooke
Brown University  John Carroll University  University of Wisconsin - Stevens Point
California Polytechnic State University  Kalamazoo College  University of Houston
Colby College  Lawrence University  University of Oregon–Eugene
College of Saint Benedict  Loyola University of New Orleans  University of Ottawa
College of the Atlantic  Macalester College  University of Pennsylvania
Colorado College  Oberlin College  University of Portland
Denison University  Pacific University  University of San Francisco
DePauw University  Queen's University  University of South Carolina
Drexel University  Seattle University  University of Winnipeg
Duke University  Skidmore College  Upstate Medical University
Earlham College  Smith College  Washington University in St. Louis
Grand Valley State University  Southern Methodist University
Harvard University  Stanford University

**Schools with Department/Area-Specific Bans:**

Barnard College  Ohio University  University of Maryland
Brandeis University  Smith College  University of Minnesota
Gonzaga University  Stanford University  University of Ottawa
New York University  Stony Brook University

**Schools with Awareness/Reduction Campaigns:**

Appalachian State University  Lewis and Clark College  UC Berkeley
Bloomsberg University  Linfield College  Unity College
Boston College  Loyola University Chicago  University of Arkansas
Boston University  Macalester College  University of California
Brandeis University  Middlebury College  University Of Chicago
Brown University  Montana State University  University of Colorado, Boulder
California State University, Chico  New College of Florida  University of Hawaii
Case Western Reserve University  Northeastern University  University of Idaho
Colgate University  Northern Michigan University  University of Kansas
College of the Holy Cross  Oberlin College  University of Maryland - Baltimore
Columbia University  Ohio University  University of Maryland - College Park
Dartmouth College  Pennsylvania State University  University of Montana
Davidson College  Portland State University  University of North Carolina
DePauw University  Queens University  University of Northern Iowa
Drexel University  Reed College
Duke University  Rider University
Emerson College  Saint Joseph's College of Maine
Evergreen State College  Salem College
Fleming College  Santa Clara University
Florida Gulf Coast University  Seattle Central Community College
Georgetown University  St. Olaf College
Georgia Institute of Technology  State University of New York, Cortland
Gonzaga University  Stonehill College
Grand Valley State University  Stony Brook Southampton University
Harvard Law School  Suffolk University
Hawking Community College  The Meredith College
Kalamazoo College  Tufts University
Lessons Learned

The following represent quotes from University leaders that were collected from a combination of websites and phone conversations with Task Force staff. Quotes have been grouped together by common themes.

Education is key.

“I think the key to our success has been the overwhelming support of the campus community. Culturally, our customers “get it”. I recently gave a class lecture and when this topic came up I asked if anyone in the room objected to the move. Not a single hand went up. At the same time, I noticed that every student had a canteen or Nalgene – nobody was drinking out of a disposable container. I’m not sure that this can succeed without first educating customers on why it matters. If customers support it, then it’s easy.” - Buzz Hofford, Bon Appetit General Manager, Seattle University

“When the announcement was made we included lots of information about why using resources to make and transport bottled water was not a reasonable approach. And we worked to educate the campus population on the lack of regulation of bottled water and the safety of tap water.” - Dr. Judy Skeen, Belmont University

“An awareness campaign was launched to inform students of the ban, and to answer questions and concerns that arose following the announcement. Contacting the local municipality with respect to a municipal public water quality report was very helpful in creating awareness on campus of public water.” - Key Campaign Notes, University of Winnipeg

Perception makes a difference.

“We had laboratory analysis done on three popular bottled waters, our filtered water and the unfiltered tap water to show the water chemistry or our filtered water was equal to or better than the purchased water to support our claim.” - Thomas K. Pelis, Assistant Vice President for Facilities and Planning, SUNY Upstate Medical University in Syracuse, NY

Many sustainability leaders feel that bottled water bans are an important step to prevent the privatization of water.

“We banned the sale of bottled water not only for the incredible plastic waste, but also because we are fortunate as a country that in most places you can get safe water out of the tap. We did not want our right to water to be privatized.” - Will Fischer, Sustainability Coordinator, Washington University in St. Louis

“Bottling water is like bottling air; it’s the privatization of a common good,” Karen Price, Campus Sustainability Manager, Office for Sustainability, Seattle University (The Spectator, October 13, 2010)

“CSB acknowledges that water is a fundamental human right, and as an organization declines to profit from its sale.” - College of Saint Benedict Bottled Water Policy

“Banning bottled water is simply a step in a broader acknowledgment that water is a basic human right, rather than a commodity. Rejecting the commodification of water by refusing to purchase and sell bottled water is a first and important step. Putting the focus on clean, safe, healthy public water encourages our decision makers to invest strongly in public water infrastructure.” - Key Campaign Notes, University of Winnipeg

“Our students have been happy with this, and many of them are proud that we were the first campus in North America to ban the sale of bottled water.” – The Bottled Water Ban FAQ Sheet, Washington University in St. Louis

Gradual change and infrastructure upgrades can make a difference.

“We discussed the gradual elimination of bottled water sales, while ensuring corresponding upgrades to existing water infrastructure. The University set up a water safety audit to examine water infrastructure. While the university phases out the sale of bottled water, it will be improving campus water infrastructure to ensure safe, healthy drinking water.
The university plans on adding more water fountains and water bottle re-fill stations and will clearly indicate their locations through clear signage. This water will be completely free, making it the best consumer choice available!” - Key Campaign Notes, University of Winnipeg

Reducing bottled water sales can lead to savings.

“The financial impact on the recycling budget, based on our anticipated reduction of sales, was a savings of about $2500 per year in rolloff fees, and we will see a commensurate savings on collection labor costs.” - University of Wisconsin - Stevens Point

“By the end of the Spring 2011 semester, we did a survey of the water bottle refilling stations and found that the tickers that count 12 oz. of water totaled almost 363,000. When converted to 16 oz. (typical bottle of water) the number was almost 258,000. Assuming that this converted number represented a bottle of water that cost $1, the Temple community saved plenty of money by this initiative.” Sandra J. McDade, Director of Sustainability, Temple University

Partnerships are vital.

“We worked with many local community environmental groups to gain support. Groups in Winnipeg included the Manitoba EcoNetwork, Manitoba Council for International Cooperation, Oxfam, Council of Canadians, Canadian Union of Public Employees, and Public Service Alliance of Canada. Alliances with these groups were essential for building awareness on campus, especially when tabling. Many of these groups were able to also come on campus and distribute water-related materials.” - Key Campaign Notes, University of Winnipeg

Inspirational instructors lead the way.

“Professor Gary Chamberlain was the students’ inspiration and cheerleader through discussing the ethics of the global water crisis in his Religion and Ecology class and his book Troubled Waters: Religion, Ethics and the Global Water Crisis.” – Karen Price, Campus Sustainability Manager, Seattle University

Contracts can be renegotiated.

“SU renegotiated its contract with Pepsi with two years to go on the current contract.” - Frequently Asked Questions, Seattle University

“We had to change contracts with our vending company to get the bottled water out of vending machines and also informed our local bottled water provider, White House Artesian Springs.” Abby Halperin, CDS Recycler, Oberlin College

“Challenging beverage exclusivity contracts is an important part of resisting the commercialization of post-secondary institutions. In the case of the University of Winnipeg’s bottled water ban, CPS-Manitoba and UWSA worked with the administration to discuss aspects of the contract. It was noted that regardless of the contract, the University has the ultimate say in what products are purchased and sold on campus.” - Key Campaign Notes, University of Winnipeg
Appendix B: Multnomah County Resolution Banning Use of Public Funds for Bottled Water

BEFORE THE BOARD OF COUNTY COMMISSIONERS
FOR MULTNOMAH COUNTY, OREGON

RESOLUTION NO. 2010-148

Adopting a County Policy With Respect to Using County Funds to Purchase Bottled Water

The Multnomah County Board of Commissioners Finds:

a. Municipal water systems in Multnomah County are among the finest in the nation equal to or exceeding the quality of bottled water.

b. Local governments nationwide invest approximately $43 billion a year for pure drinking water and treating wastewater.

c. High quality, safe drinking water is already available in all County owned and maintained facilities.

d. Manufacturing, transportation, and consumption of bottled water has a significant negative impact on the environment through the use of fossil fuel required for manufacturing, packaging and transportation, creating the need for additional landfill space and added costs for recycling.

e. Multnomah County adopted a Climate Action Plan in 2009, and reducing the use of bottled drinking water for drinking will reduce fossil fuel use.

f. The average price for bottled water is approximately $1.50 per 16 oz. bottle, or $8 per gallon and the average price for municipal water is $0.0225 per gallon.

g. The FDA regulates bottled water and mandates only six water quality tests per month. The EPA, which regulates municipal drinking water systems, mandates over 300 tests per month for the major provider of drinking water to Multnomah County. The EPA also has far more stringent and enforceable requirements for screening, reporting, and mitigating any contamination.

h. There is clearly a growing consensus around the need to choose tap water over bottled water, as many U.S. cities and counties have initiated limitations or bans on the use of public funds for the purchase of bottled drinking water while encouraging the use of tap water for drinking.

The Multnomah County Board of Commissioners Resolves:

1. Effective December 1, 2010, Multnomah County funds shall, to the maximum extent possible, no longer be used to purchase bottled water for use in Multnomah County facilities or at Multnomah County events, except in cases of emergency, where there are no reasonable alternatives to access safe drinking
water; when there are hydration requirements for employees working outside of
County facilities; or other legal or other contractual reasons are present.

Multnomah County Facilities and Property Management will continue their
ongoing effort to routinely test and respond to reported drinking water quality
concerns within Multnomah County facilities.

ADOPTED this 14th day of October, 2010.

BOARD OF COUNTY COMMISSIONERS
FOR MULTNOMAH COUNTY, OREGON

Jeff Cogen, Chair

REVIEWED:

ENTRY H. LAZENBY, JR., COUNTY ATTORNEY
OR MULTNOMAH COUNTY, OREGON

John S. Thomas, Deputy County Attorney

SUBMITTED BY:
commissioner Barbara Willer, District 2
Appendix C: History and Accomplishments of PSU’s Take Back the Tap Campaign

2008: Started through PSU’s Environmental Club as part of effort to reduce waste on campus.

2009: Surveyed over 600 students to identify the barriers to drinking tap water, and found that most students drink bottled water because 1) they do not have a place to fill up a reusable bottle on campus, 2) they feel that tap water is impure, and/or 3) they simply did not have a reusable water bottle.

2009: Received Miller Grant money to address each of the barriers that were determined from the survey. With those funds, TBTT purchased 600 Kleen Kanteens and sold them to students at a significant discount. With the money raised, TBTT installed the first water bottle refilling station in Smith Memorial Student Union.

2009: Hosted a Water Awareness Week to educate students and raise awareness of the negative implications of bottled water and the importance of drinking tap water.

2009: TBTT member received Leadership in Undergraduate Research Award: Sustainability Track to survey students on their perception of and behavior regarding both tap water and bottled water, as well as to track tap water consumption at the refilling station in Smith Memorial Student Union.

2009: Applied for money through the Student Building Fee Committee and received $37,800 to purchase and install 14 Hydration Stations on campus.

2010: TBTT continued education and outreach. Gathered over 1,600 petitions of support from students and faculty to encourage better drinking water infrastructure on campus and to discontinue the use of PSU funds for the purchase of bottled water.

2010: Received a grant through the Miller Foundation to work with student groups to hold events that are free of bottled water and to start a revolving fund for purchasing reusable bottles.

2010: Worked with the Student Fee Committee and ASPSU to pass a resolution to discontinue the use of PSU funds for the purchase of bottled water.

2010: TBTT’s efforts at Portland State were one of four themes featured in the Association for the Advancement of Sustainability in Higher Education’s (AASHE) national publication of the “2010 Campus Sustainability Review.”

2011: TBTT continues to work with student groups to hold bottled water free events, and continue education and outreach to the larger PSU community.

2011: TBTT presented their campaign accomplishments to Portland State University’s President Wim Wiewel and, as a result, the President created the Sustainable Drinking Water Task Force to research opportunities to promote tap water culture at PSU.

2011: Take Back the Tap’s efforts are featured on Portland State’s home-page. President Wiewel formally encourages all students, faculty, and staff to reduce their bottled water consumption and to choose tap water.
Appendix D: PSU Student Fee Committee Resolution Discouraging Use of Student Fees for Bottled Water

2011 – FC—004

Resolution to Reduce Bottled Water Use in SFC Funded Areas

Sponsored by: Adam Rahmlow

WHEREAS, Portland State University’s Mission is to “be an internationally recognized urban university…that contributes to the economic vitality, environmental sustainability, and quality of life in the Portland region and beyond”, and

WHEREAS, Portland’s public drinking water is some of the finest in the country, and

WHEREAS, Each year 17.6 million barrels of oil are used for the production of the plastic (PET or polyethylene) bottles, solely to meet U.S. demand for bottled water, not including the oil used in transportation [1], and

WHEREAS, More than one billion people lack adequate access to safe drinking water, [2] and

WHEREAS, Bottling public drinking water sources for private sale is an issue of social equity, and

WHEREAS, Student Fee funds are currently being used for the purchase of bottled water, and

WHEREAS, Bottled water costs, at a conservative estimate, $9.06 more per gallon compared with tap water served through campus catering, and

WHEREAS, PSU catering has tap water services available at less cost than bottled water, and

WHEREAS, The University of Seattle, The University of Portland, Multnomah County, The University of Oregon, and Oregon State University have all either discontinued the sale, purchase, and distribution of bottled water or are actively working towards this end, and

WHEREAS, Take Back the Tap at PSU, along with Facilities and Planning has installed 9 Hydration Station water-refilling units on campus, and

WHEREAS, 14 more refilling stations are in the process of being installed, and

WHEREAS, Eliminating the use of Student Fee Funds for the purchase of bottled water would free up funds that could be put to other uses, and

WHEREAS, Eliminating the use of student fees for the purchase of bottled water would start to align our actions with Portland State’s sustainability-related values, and

WHEREAS, Close to 1,000 students, faculty and staff have already signed a petition that voices support for eliminating the use of funds for the purpose of purchasing bottled water, and eliminating the sale and distribution of bottled water on campus, therefore be it
RESOLVED, That the ASPSU Senate formally urges the Student Fee Committee (SFC) to amend their Food Policy Attachment #1 to read:

"The SFC does not approve the use of SFC funds for the purpose of purchasing single-use disposable plastic water bottles unless one or more of the following circumstances applies:

1. Purchased water bottles are used for re-sale at a markup
2. There is a reasonable justification as to why bottled water is necessary for the event and/or training, and
3. Emergency purposes and preparedness,"

and be it further.

RESOLVED, That the ASPSU Senate formally urges the University President to work with students, faculty and staff to actively seek ways to implement a policy with the same intention as this one, to be binding on all campus departments, university affiliates and campus sponsored events, and be it further.

RESOLVED, That any resulting binding clauses will make exception for emergency cases where bottled water may be appropriate.

FOOTNOTES:


Signed by the Sponsor: __________________________

Date: __________________________

________________________________________

Approved on: ____________________________ by the ASPSU Student Senate on a _______-______-______ vote

Authenticated by:
President of the Student Senate: __________________________

Secretary of the Student Senate: __________________________
Appendix E: Proposal Format of 2008 Pouring Rights Request for Proposals

Attachment G

Proposal Format

Proposal Assembly. Assemble your Proposal in the following order, with section marked by Item letter (Item A, Item B, ...) and title as appropriate. To conserve paper, please include multiple items on a page where practical. Items marked with an (*) may not exceed one page (approximately 600 words).

Item A. Cover Letter*
Submit a standard business letter containing a statement of agreement to furnish the services specified in this RFP at the prices and under the conditions indicated in the RFP and in your Proposal. The letter must bear the dated signature, printed name, title, telephone number, fax number, and E-mail address to the person authorized to commit your company to the future Contract.

Item B. Summary of Distinguishing Features*
Highlight five features that distinguish your company in the marketplace from competitors.

Item C. Team Experience, Commitment and References
Provide a brief history of your company, especially as it relates to this market. Include approximate revenue level, number of current accounts, years in business, number and make up of staff, percent split between food and drink vending business. In addition your summary should address the following points:
1) Qualifications of Proposer and personnel committed to the Contract. (5 Points)
2) Past experience in maximizing similar Beverage-related opportunities. (5 Points)
3) Resources available to assure meeting an aggressive transition and implementation schedule. (5 Points)
4) Qualifications of sub-contractor(s), if any (such as installers, repair technicians, etc.) (5 Points)
5) Prior service experience of Proposer at PSU and/or service references from similar universities. (5 Points)
6) Commitment of the contractor to supporting local business and enhancing the local economy. (5 Points)

Item D. Pouring Rights Financial Structure and Total Economic Value
Summarize how you will meet or exceed the requirement and/or preferred benefit for each item below. Refer to the appropriate subsection in Section 2, Scope of Work for what PSU requires and/or desires:
1) Negotiated exclusivity and financial support (30 Points)
2) Highly competitive product pricing. (20 Points)
3) Competitive commissions and guarantees. (15 Points)
4) Extras - Free Beverage Product. (5 Points)

Item E. Sustainability, Recycling Support, Energy Star Certified
Summarize how you will meet or exceed the requirement for each item below. Refer to the appropriate subsection in Section 2, Scope of Work for what PSU requires:
1) Support for sustainability initiatives and recycling support. (25 Points)
2) Energy Star Certified vending, dispensing, and storage equipment. (25 Points)

Item F. Product Selection and Variance, Operations, Marketing and Management Plans, and Contract Requirements
1) Product selection. (10 Points)
2) Product variance. (10 Points)
3) Dedicated management, sales, and merchandizing department. (5 Points)
4) Marketing Plan - Demonstrated understanding of PSU communities and objectives and advancement of PSU objectives and programmatic priorities. (5 Points)
5) Operations and Management Plan - Highly flexible and inclusive contract administration procedures and operations management, innovative and creative management, marketing
and operational strategies and programs, process to assure continual, optimal performance, and accurate and user-friendly reporting tools and controls. (5 Points)

6) Retail and vending requirement, maintenance, and installation. (10 Points)
7) Contract Requirements (5 Points)

Item G. Deviations
State on a point-by-point basis any proposed deviations from full compliance with the RFP’s stated Minimum Requirements, Operations and Management Plan, and Contract Requirements. You must cite the section numbers and paragraph from the RFP for each deviation proposed. PSU may consider any deviation, provided that you submit an adequate explanation and justification for that deviation.

Item H. Usage Reports
Include a one-page sample(s) of the management/usage reports that you would propose in response to the requirements detailed in section IV, 5a and 5b, Operations and Management Plan, page 20-21.

END OF REQUEST FOR PROPOSAL
Appendix F: Specifications of Refilling Stations Currently Installed at PSU

Britta Haws 2000

Features:

- Tested and certified by CSA against NSF/ANSI Standard 42 for the reduction of chlorine (taste and odor) and against NSF/ANSI Standard 53 for the reduction of lead and cysts, NSF/ANSI Standard 61, Section 9, CSA Standard B483.1 and California Lead Plumbing Law (AB 1953)
- Certified as a drinking fountain by IAPMO and CSA
- Manufactured to comply with the American with Disabilities Act when installed per requirements of the Accessibility Guidelines, Section 41.5 for Drinking Fountains & Water Coolers
- ABS front panel is equipped with a hidden lock for easy access
- Sensor features a 30-second timeout function which prevents unwanted use
- Auto purge feature automatically cycles once every 24 hours to assure a fresh water supply as well as trap integrity
- Use of antimicrobial additives in key components to protect them against the growth of mold and mildew
- State-of-the-art integral water filtration system assures healthier*, great-tasting water
- 2,500 gallon capacity filter cartridge, with filter replacement indicator light to notify when replacement is necessary
- 16 gauge, Type 304 Stainless Steel back panel
- Laminar flow prevents splashing, keeping the drinking area contained and clean
- #4 satin finish back panel resists stains and corrosion
- Intended for indoor use only

www.britahydrationstation.com

Elkay EZH20

Features:

- The EZH2O bottle filling station fill rate* is 1.1-1.5 gpm; 3 times faster than a traditional drinking fountain
- One-handed operation allows for a quick fill between activities
- The electronic sensor provides touchless, sanitary operation; just place and fill
- Available as Filterless or with the WaterSentry® Plus 3000, gallon filter is included (NSF 42 & 53 certified for particulate, chlorine, taste & odor and lead reduction)
- Integrated Silver Agion Anti-microbial protects against mold and mildew growth
- Innovative Green TickerTM counts the quantity of bottles saved from land fills
- Fill rate is 1.1 gpm for refrigerated units and 1.5 gpm for non-refrigerated units