

COUNCIL ACTION FORM

SUBJECT: SUSTAINABILITY ADVISORY SERVICES CONTRACT RENEWAL

BACKGROUND:

On July 1, 2010, the City entered into a contract with Iowa State University to utilize the services of its full-time Director of Sustainability. Since that time the contract has been extended on four other occasions. The current contract expires on June 30, 2015. In recent years the City Council approved a Scope of Services that included reducing electric consumption through implementing the Sustainability Task Force's recommendations, as well as branching out to other types of conservation efforts.

In keeping with the Council's direction, staff is recommending that the Sustainability Advisory Services Contract with ISU be approved with the Scope of Services being targeted to specific areas and/or projects related to energy consumption reduction and sustainable practices for the community for FY 2015/16. Those include the following:

- 1) Work with the Public Works and Water and Pollution Control Departments on reuse and diversion programs related to the waste stream, including – but not limited to – the exploration of a composting and food waste program.
- 2) Continue to support and strengthen the Smart Business Challenge through outreach and recruitment of participants, oversight of Challenge interns, and marketing of outcomes and accomplishments of Challenge participants.
- 3) Continue to represent the City at events that educate residents about ongoing City sustainability efforts, rebates, and waste reduction opportunities including the Eco Fair and WelcomeFest.
- 4) Continue work with Iowa State University professors and students to develop a residential energy consumption comparison tool with the possibility of expanding to other City utilities.
- 5) Continue to assist departments in enhancing and updating the EcoSmart program websites as the City converts to a new website redesign. Continue to provide student feedback on developing useful, easy-to-navigate web pages that provide helpful information on sustainability.

The FY 2015/16 operating budget includes \$25,000 for services to be performed under this contract for services provided by Iowa State University's Director of Sustainability.

ALTERNATIVES:

1. Approve the contract renewal with Iowa State University for sustainability advisory services for a one-year period from July 1, 2015, through June 30, 2016. Total work in FY 2015/16 shall be an amount not to exceed \$25,000.
2. Do not renew the agreement.

MANAGER'S RECOMMENDED ACTION:

Staff has worked with the Sustainability Coordinator to target specific programs and initiatives for FY 2015/16 to provide a more environmentally healthy community for the City's future.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as stated above.

Staff Report

FY 2014-15 Annual Sustainability Report

June 23, 2015

This report provides an annual update of the FY2014/15 activities and accomplishments related to the Sustainability Advisory Services contract between the City of Ames and Iowa State University.

Background

On July 1, 2010, the City entered into a contract with Iowa State University to utilize the services of its fulltime Director of Sustainability. Initial Scope of Services focused on the reduction of electric consumption. As additional opportunities and needs have been identified related to sustainability, Scope of Services has expanded and diversified. During FY 2014/015, in keeping with the Council's direction, Scope of Services targets five Priority Areas related to energy consumption reduction as well as waste reduction and diversion. A sixth goal of providing twice-yearly reports has been incorporated into annual expectations and will no longer be considered as a separate priority.

1. Provide a staff report to the City Council regarding best practices that other communities are doing to consider "environmental impacts" when considering policies and or decisions.
2. Continue to support and strengthen the Smart Business Challenge through outreach and recruitment of participants, oversight of a Challenge intern, and marketing of outcomes and accomplishments of Challenge participants.
3. Continue work with Iowa State University professors and students to develop a residential energy consumption comparison tool.
4. Remain in a consulting role with City departments in updating EcoSmart Program websites toward providing a more consistent customer experience.
5. Work with Public Works and Water and Pollution Control on reuse and diversion programs related to the waste stream, including the exploration of a composting and food waste program.
6. Biannual progress reports will be provided to Council will be provided - December and June

Progress on Scope of Services:

- 1. Provide a staff report to the City Council regarding best practices that other communities are doing to consider "environmental impacts" when considering policies and or decisions.***
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Accomplishments of FY2014/15 include the following for Priority Area #1:

Research was completed that illustrated a variety of interpretations and implementations utilized by communities related to best practices in considering environmental impacts. Communities across the country define environmental impacts and defining protocol, best practices, strategies, and indicators in a diversity of ways according to their specific needs and challenges and/or goals. Although practices include an eclectic assortment of indicators and measurements, all connect to increasing and enhancing community connection and commitment to sustainability. In highlighting a few examples:

- A joint initiative between Mecklenburg County, the City of Charlotte, surrounding towns, the Foundation for the Carolinas and various community partners is developing a unified vision that incorporates community-wide goals centered on how the county communities live, work, and play today and into the future toward an end result of a Livable Communities Plan. In completing this project, existing plans and policies are being reviewed and common goals and vision are being identified. The Sustainable Community Indicator Catalog helps communities identify indicators that can measure progress toward their sustainability objectives. The indicators in this catalog focus on the relationships among land use, housing, transportation, human health, and the environment. Use this website to identify the indicators that are most closely aligned with the issues of greatest concern to your community.
- In collaboration between Portland State University, PolicyMap, The Reinvestment Fund, the University of Arizona Responsible Investing Center, and a team of national advisors, The Triple Bottom Line online platform was developed to assist communities in analyzing impacts and considering alternatives, specifically focused on investment strategies related to community development and infrastructure.
- To assist communities in opportunities and alternatives related to shaping and managing development that responds to their needs and reflects their goals and values, the U.S. Environmental Protection Agency's Offices of Environmental Justice and Sustainable Communities, published "Creating Equitable, Healthy and Sustainable Communities" to provide a menu of land use and community design strategies that bring together smart growth, environmental justice, and equitable development principles.

- The Groundwork USA Network has accumulated practical policy and program insights to engage local stakeholders in projects that reclaim brownfields, urban waters, community parks, public squares, and streetscapes. To this end, a series of case studies have been put together in a report focusing both on practical and far-reaching policy recommendations to assist policymakers, practitioners, and nonprofit leaders in advancing urban greening and community renewal.
- Collaboration partners: Center for Sustainable Communities, National Resource Network, and former Assistant City Manager Melissa Mundt.

Planned work in FY2015/16 – No additional planned work.

2. Continue to support and strengthen the Smart Business Challenge through outreach and recruitment of participants, oversight of a Challenge intern, and marketing of outcomes and accomplishments of Challenge participants.

Accomplishments of FY2014/15 include the following for Priority Area #2:

- Enrollment of fourteen businesses in the Smart Business Challenge. Three businesses have achieved certification levels, two platinum and one silver.
- Outreach to businesses through four presentations to civic groups; information booth at the Ames 150 on the 4th event; multiple business walks targeting different Ames' business districts (Main Street, Campustown, etc.) and participation in business-sponsored public events for Earth Week.
- Collaboration with the Chamber of Commerce related to marketing and recognition opportunities targeted on the Challenge, its participants and businesses achieving certification.
- Coordinated scheduling of energy audits, audit follow-up meetings and communication and assistance related to checklist resources, completion and business certification.
- Oversight of two, quarter-time Smart Business Challenge Interns.
- Collaboration partners: Electric Services – Steve Wilson; Public Relations Officer – Susan Gwiasda; Purchasing – Derek Zarn; The Energy Group; Ames Chamber of Commerce; and Assistant City Manager Melissa Mundt.

Planned work in FY2015/16 –

- Continue recruitment of businesses as well as offering assistance to currently enrolled businesses related to checklist completion, goal setting, connection to resources and contacts.
- Recruitment and oversight of two quarter-time Smart Business Challenge Interns.
- Continue enhancement of marketing efforts related to Challenge recruitment as well as highlighting current success and future accomplishments of Challenge participants.

3. Continue work with Iowa State University professors and students to develop a residential energy consumption comparison tool.

Accomplishments of 2014/15 include the following for Priority Area #3:

- Delivery of an interactive online, self-guided data system to track personal electrical usage and compare usage to similar households through collaboration with Iowa State University students <http://thecityofames.org/php/login.php> - (user - demo, password - demo).
- Collaboration partners: Electric Services – Steve Wilson and Mike Wheelock; IT Services – Stan Davis and Miriam Carlson; The Energy Group; Iowa State University Colleges of Engineering and Liberal Arts and Sciences; and former Assistant City Manager Melissa Mundt.

Planned work for FY2015/16

- Finalize web interface for finished product to ensure accessibility and visibility for Ames Electric Utility customers.
- Explore and pursue additional opportunities for collaboration with the College of Engineering during the 2015-2016 academic year, related to online tools and interactive initiatives to assist other EcoSmart Programs.

4. Remain in a consulting role with City departments in updating EcoSmart Program websites toward providing a more consistent customer experience.

Accomplishments of 2014/15 include the following for Priority Area #4:

- Collaboration with Iowa State University students related to collecting user

feedback focused on website content, navigability and relevance and benefit to target audience for the EcoSmart programs webpages

- Completed meetings with department teams to review feedback from student proposal papers to begin strategizing content and design ideas and revision for EcoSmart program webpages.
- Began development of a template for website content and design to ensure consistency among EcoSmart programs.
- Collaboration partners: Electric Services – Steve Wilson; Management Analyst – Brian Phillips; Parks and Recreation – Keith Abraham; Public Relations Officer – Susan Gwiasda; Public Works - Lorrie Hanson; Water and Pollution Control – John Dunn; Iowa State University College of Business and former Assistant City Manager Melissa Mundt.

Planned work for FY2015/16:

- Finalize website content template, working in conjunction with the conversion process and components for the new design for comprehensive City of Ames website, to be launched Fall 2015.
- Continue meetings with department teams to strategize and finalize content for revised EcoSmart program webpages.

5. Work with Public Works and Water and Pollution Control on reuse and diversion programs related to the waste stream, including the exploration of a composting and food waste program.

Accomplishments of 2014/15 include the following for Priority Area #5:

- Collaboration with Iowa State University students related to an analysis of opportunities to reduce materials entering the waste stream, including food waste.
- Delivery of an Ames Pay-It Forward database offering waste diversion opportunities and outlets (reuse and donation) available to Ames business and residents as an alternative to putting items in the trash, in collaboration with the ISU Honors Program student.
- Collaboration partners: Electric Services – Steve Wilson; Public Relations Officer – Susan Gwiasda; Public Works - Lorrie Hanson; Water and Pollution Control – John Dunn; Iowa State University College of Business; Iowa State University Honors Program, and former Assistant City Manager Melissa Mundt.

Planned work for FY2015/16:

- Finalize web interface for Pay-It Forward database to ensure accessibility and visibility for community residents, businesses and organizations.

- Pursue grant funding to complete a study focused on gathering specific and detailed information specific to the organic waste stream of the Ames community as well as attitudes, interest and values of businesses and residents associated with organic waste and diversion opportunities. This study will also investigate current infrastructure as well as infrastructure and policy needs to assist City leadership in creating effective strategies and collaborations to reduce organic waste going to Resource Recovery (and ultimately to the Boone County Landfill) as well as identifying beneficial reuse applications.

6. Biannual progress reports will be provided to Council will be provided - December and June

A sixth goal of providing twice-yearly reports has been incorporated into annual expectations and will no longer be considered as a separate priority.

**CONTRACT
FOR
SUSTAINABILITY ADVISORY SERVICES**

This Agreement, made and entered into the 1st day of July 2015, by and between the CITY OF AMES, IOWA, hereafter called the "City" and IOWA STATE UNIVERSITY, hereafter called "ISU."

WITNESSTH THAT:

WHEREAS, the City and ISU had previously entered into a Contract for Sustainability Advisory Services dated July 1, 2010, which was, by mutual consent, extended to December 31, 2011, and to June 12, 2012, and to June 30, 2013 and to June 30, 2014; and to June 30, 2015 and,

WHEREAS, the City and ISU remain committed to the concept of sustainability and are desirous of reducing carbon emissions; and

WHEREAS, ISU currently employs a Director of Sustainability to coordinate their sustainability efforts; and

WHEREAS, the sharing of the services of ISU's Director of Sustainability is a more efficient method for both the City and ISU to provide this service.

NOW, THEREFORE, the parties hereto, pursuant to and in accordance with the provisions of Chapter 28E Code of Iowa for joint exercise of governmental powers, agree as follows:

**I
PURPOSE**

The purpose of this agreement is to secure for the City and its citizens leadership, coordination, and support services for sustainability efforts directed at carbon emission reduction and promoting sustainable community practices.

**II
SCOPE OF SERVICES**

ISU, through its Director of Sustainability, shall assist City staff in the implementation of conservation efforts and other sustainable practices by planning, implementing, and carrying out the following programs or initiatives:

- 1) Work with Public Works Department and Water and Pollution Control Department on reuse and diversion programs related to the waste stream, including – but not limited to – the exploration of a composting and food waste program.
- 2) Continue to support and strengthen the Smart Business Challenge through outreach and recruitment of participants, oversight of a Challenge intern, and marketing of outcomes and accomplishments of Challenge participants.
- 3) Continue to represent the City at events that educate residents about ongoing City sustainability efforts, rebates, and waste reduction opportunities including the Eco Fair and WelcomeFest.

- 4) Continue work with Iowa State University professors and students to develop a residential energy consumption comparison tool with the possibility of expanding into other City utilities.
- 5) Continue to assist departments in enhancing and updating the EcoSmart program websites as the City converts to a new website redesign. Continue to provide student feedback on developing useful, easy-to-navigate web pages that provide helpful information on sustainability.

III METHOD OF PAYMENT

Although this is a lump sum contract for consulting services, ISU anticipates devoting a maximum of 480 hours (25%) of the Director of Sustainability's time to complete the tasks identified in the Section II. Furthermore, ISU shall not charge for the use of ISU office space or office equipment (such as computing and communications) used on a day to day basis by the Director of Sustainability for conducting the work.

The City will disburse payments to ISU each month in the amount of \$2,083.33. The maximum total amount payable by the City under this agreement is \$25,000 for work detailed in the SCOPE OF SERVICES (Section II of this Contract) and no greater amount shall be paid.

IV SUPERVISION OF CONTRACTED SERVICES

The work of ISU's Director of Sustainability under this agreement shall be supervised and directed by the Ames City Manager or his designee. Each month, the Director of Sustainability shall provide a written report to the City Manager highlighting the progress being made to accomplish the tasks required in Section II. Also, biannual progress reports will be provided to Council will be provided in December and June of each contract year. Clerical assistance needed to perform the work identified in the SCOPE OF SERVICES (Section II) will be provided by the City Manager's Office.

V DURATION AND EARLY TERMINATION

This agreement shall be in full force and effect from and after July 1, 2015, until June 30, 2016. This agreement may be terminated without cause by either party upon the giving of notice 90 days advance written notice. On or before April 1, 2016, the parties will discuss renewal of this agreement.

VI DISCRIMINATION PROHIBITED

In accordance with Chapter 14 of the *Municipal Code*, no person shall, on the grounds of age, race, color, creed, religion, national origin, disability, sexual orientation, or sex be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity funded in whole or in part with funds made available under this Agreement.

IN WITNESS WHEREOF the parties hereto have, by their authorized representatives, set their hand and seal as of the date first above written.

CITY OF AMES, IOWA

ATTEST:

BY _____
Ann H. Campbell, Mayor

Diane R. Voss, City Clerk

IOWA STATE UNIVERSITY

BY _____
Steven Leath, President
Iowa State University