

Staff Report

FY 2017-18 Year End Sustainability Report

June 26, 2018

This report provides a year-end update of the FY2017-18 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 full-time Director of Sustainability. The contract covers a maximum of 480 hours annually (or no more than 25 percent of the Director of Sustainability's time). The Initial Scope of Services focused on the reduction of electric consumption. As additional opportunities and needs have been identified related to sustainability, the Scope of Services has expanded and diversified. During FY 2017-18, in keeping with the Council's direction, the Scope of Services targets priority areas related to energy consumption reduction, as well as adding waste reduction and diversion:

- 1) Continue to 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 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 – but not limited to – the Eco Fair and WelcomeFest.
- 4) Coordinate the new Rummage RAMPage at the Ames Intermodal Facility in partnership with the Resource Recovery Plant, Public Relations, CyRide, and Iowa State University, to address concerns that usable housewares and furniture are being

needlessly discarded and hard-to-process materials are being sent to the Resource Recovery Plant.

5) Continue to assist departments in enhancing and updating the EcoSmart program web pages and all material on the City of Ames website related to sustainability and conservation. Continue to provide student feedback on improving our sustainability marketing and education materials.

PROGRESS ON SCOPE OF SERVICES:

1. ***Continue to 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.***

End of Year FY2018 accomplishments include the following for Priority Area #1:

- Continue to complete milestones related to the \$20,000 forgivable loan from the Iowa Department of Natural Resources exploring beneficial opportunities and options to improve the Resource Recovery Plant's (RRP) process and improve the quality of refuse derived fuel (RDF):
 - Audit of programs and services offered in other communities of similar size and demographics to Ames and Story County related to waste management and diversion options for unsuitable RRS materials including organic waste. Completed by consultant, SCS Engineers.
 - Completion of a draft comprehensive Story County Solid Waste Analysis and Beneficial Use report for staff to utilize for education and awareness, benchmarking, goalsetting and strategic planning. Information from this report would not only inform and guide decision making at a City and County level, but also is intended to offer transferable and beneficial information to other state and national communities as well as assist research, consideration and decision making related to the Department of Natural Resources' vision of a statewide "hub and spoke" network for organic waste. Final report delivery – July 2018.

Collaboration partners: Public Works – Bill Schmitt, Mark Peebler and Lorrie Hanson; SCS Engineers and Public Relations Officer – Susan Gwiasda

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.***

Year end FY2018 accomplishments include the following for Priority Area #2:

- Continued recruitment of additional businesses for a total of twenty-six Smart Business Challenge participants, as well as efforts to certify additional current participants, resulting in one bronze, five silver, two gold and eight platinum certified businesses.
- Hosted first ever SBC Luncheon, facilitated by Mayor John Haila, on January 25, 2018 at Reiman Gardens. Ames business community members attending were able to interact with sustainability resource organizations, honor platinum certified businesses, participate in discussions about benefits and opportunities of joining the Challenge and exchange sustainability tips and ideas.
- Continued recognition of Challenge participants through publicizing success stories in City Side.
- Working to schedule video "stories" of business energy conservation success.
- Accepted to present the Smart Business Challenge at the 2018 AASHE (Association for the Advancement of Sustainability in Higher Education) international sustainability conference in October in Pittsburgh, PA <http://www.aashe.org/conference/>.

Collaboration partners: Electric Services – Don Kom and Steve Wilson; Public Works – Bill Schmitt, Mark Peebler and Lorrie Hanson; The Energy Group, The Iowa Department of Natural Resources' Iowa Waste Exchange Program and Public Relations Officer – Susan Gwiasda

3. Continue to represent the City at events that educate residents about ongoing City sustainability efforts, rebates, and waste reduction opportunities including – but not limited to – the Eco Fair and WelcomeFest.

Year end FY2018 accomplishments include the following for Priority Area #3:

- Participated in the City of Ames Eco Fair.
- Participated in Community Solar Power Community Informational Meetings.
- Involvement with RAGBRAI preparations to provide expertise in recycling opportunities.
- Supportive involvement with Mayor's Bike Ride (out on injury leave for the 2018 event). Looking forward to full involvement in next year's event and promoting bicycling in Ames.
- Continue a monthly radio program on KHOI focused on community sustainability accomplishments, initiatives and opportunities.
- Continue to share the City of Ames sustainability efforts as part of speaking engagements.

- Continue to work with Ames Electric Services on launching a successful community solar project. Focus on marketing, outreach, and public education opportunities.

4. Coordinate the new Rummage RAMPage at the Ames Intermodal Facility in partnership with the Resource Recovery Plant, Public Relations, CyRide, and Iowa State University, to address concerns that usable housewares and furniture are being needlessly discarded and hard-to-process materials are being sent to the Resource Recovery Plant.

Year end FY2018 accomplishments include the following for Priority Area #4:

- Completed five planning meetings for the 2018 Rummage RAMPage event. This year's event will be held from Friday, July 27 to Thursday, August 2 and has been extended an extra day due to overwhelming interest and participation last year. This year's event will offer over 800 hours in 42 different volunteer shifts for participating non-profit organizations, including overnight as well as day time opportunities.
- Completed information meetings with property managers.
- Completed informational meeting for non-profits organizations on May 23.
- The timeline calendar for this year's event includes the following key dates:
 - June 8 -- Deadline for agencies to sign-up for funding eligibility.
 - June 11-22 -- Agencies begin registering volunteers and receive weekly updates.
 - June 25 -- Volunteer registration opens to the general public.
 - June 30 -- Deadline for agencies to have volunteers registered to serve 10 hours.
 - July 3 -- Agencies notified if they failed to fill 10 hours to receive funding.
 - July 16 -- Volunteer Orientation meeting.
 - July 27 -- Event begins.
- Additional event information, as well as sign-up instructions for non-profit organizations and volunteers, can be found on the Rummage Rampage website: <http://www.cityofames.org/living/rummage-rampage>.
- New addition to this year's event – No animal, fish or aquatic life left behind – ROAR (Rehoming Our Animals/Aquariums Responsibly) initiative to expand scope of event, toward ensuring an opportunity for drop-off of pets that are not able to be moved with residents or residents are no longer able to care for – rather than releasing them. The event will offer a no-questions asked drop-off opportunity. Community animal rescue organizations will be on call to transport animals to appropriate locations toward beginning the rehoming process. No adoptions will take place at the event.

Collaboration partners: Iowa State University Parking Services, Volunteer Center of Story County, Iowa Department of Natural Resources, Story County Conservation, Iowa Wildlife Center, Resource Recovery Plant, City of Ames Police Department, Ames Electric Services, City of Ames Animal Shelter, Public Relations Office, and community non-profit organizations and volunteers

5. Continue to assist departments in enhancing and updating the EcoSmart program web pages and all material on the City of Ames website related to sustainability and conservation. Continue to provide student feedback on improving our sustainability marketing and education materials.

Year end FY2018 accomplishments include the following for Priority Area #5:

- Ongoing input and feedback regarding City of Ames Smart Energy, Smart Water, Smart Watersheds and other EcoSmart programs.

Collaboration partners: Electric Services, Public Works, Water and Pollution Control and Public Relations Office

6. Additional requests from Council – Council voted to engage Merry Rankin to come back to Council with proposals of ways that Council can partner with ISU to address carbon reduction. (November 27 Council Meeting)

Year end FY2018 accomplishments include the following for Priority Area #6:

- Consideration of options and opportunities are being identified and evaluated. As a number of diversified student initiatives are happening, both curricular and non-curricular, the focus has been approaching opportunities from a higher level view. Two primary areas of consideration have evolved.
 1. Explore ISU collaboration related to next steps identified in the final consultant report for Resource Recovery.
 2. Explore ISU collaboration as progress continues with the City's SunSmart Ames initiative or other renewable energy options.

Collaboration partners: Electric Services, Resource Recovery and Public Relations Office