

Staff Report

## **FY 2022-23 Year-End Sustainability Report**

June 13, 2023

This report provides a year-end update of the FY2022-23 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. 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 2022-23, in keeping with the Council's direction, the Scope of Services targets the following 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 opportunities.
  
- 4) Coordinate 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) Serve as a City contact with consultants to complete a Climate Action Plan. Help lead the committee of City employees in collaboration with the selected consultant to complete and present the Climate Action Plan to Council.

### **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.***

Year-End FY2022-23 accomplishments include the following for Priority Area #1:

- Promoted and increased awareness and education related to the City of Ames FWD (Food Waste Diversion) program. More than 102 tons of food waste have been collected since the program's beginning in 2019 – 16.5 tons being collected January-May 2023.

Collaboration partners: Public Works – Bill Schmitt, Mark Peebler and Lorrie Hanson, and Public Relations Officer – Susan Gwiasda; Parks & Recreation also assists through selling collection buckets at the Community Center Gym.

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 FY2022-23 accomplishments include the following for Priority Area #2:

- Continued recruitment of additional businesses to the Smart Business Challenge and three-year recertification of current certified business members. Thirty-five businesses are currently participating in the Challenge. Current certifications in the Challenge include 10 silver, six gold, and 13 platinum members. One new business joined the Challenge since mid-year, Iowa Home Crafters.
- Completed certification for two business, Hastings & Gartin Law Group at the gold certification level and Iowa Home Crafters at the silver certification level.
- Completed additional recertifications for businesses being certified for at least three years. Five businesses completed recertification since the mid-year report, Chevron REG, Barilla America and Worldly Goods – recertified at the platinum level, and Café Diem and Jax Outdoor Gear – recertified at the gold level.

- Hosted the annual Smart Business Challenge Recognition Luncheon on Jan. 19 at Reiman Gardens. This year’s keynote speaker was Donald Kom, Electric Services Director, speaking on, “How the Business Community Can Support the Ames Climate Action Plan.” Links to recordings of this year’s event and keynote address are available on the [Smart Business Challenge website](#). Next year’s event is scheduled for Thursday, January 18, 2024.
- Completed a blog post (by this year’s intern team), [“Celebrating Sustainable Commitments by the Ames Business Community”](#) highlighting the events of the past year and “what’s to come in 2023-2024.” Interns also joined one of the KHOI monthly sustainability programs to discuss and highlight the Smart Business Challenge.

Collaboration partners: Electric Services – Donald Kom and Joel Zook; Public Works – Bill Schmitt, Liz Calhoun, Mark Peebler, and Lorrie Hanson; Water & Pollution Control – John Dunn; 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.***

Year-End FY2022-23 accomplishments include the following for Priority Area #3:

- Participated in the Iowa State University WelcomeFest and City of Ames EcoFair.
- Participated as a reviewer, related to semester work planning for the sustainable future of the City of Ames, focused on the results of two College of Design courses, the Geodesign for Sustainable Futures (held at Iowa State University) and the Urban Planning and Design Studio (held at the University of Georgia).
- Participated in the Ames Walk Bike Roll pedestrian and bicycle master planning process.
- Assisted in the development and facilitation of the six-hour “Earth Day on the Airwaves” event in collaboration with KHOI Community Radio on April 22, featuring live updates from the Water Pollution Control Plant open house and Ames Repair Cafe, as well as community voices sharing initiatives, activities, and stories related to celebrating Earth Day.
- Coordinated with City and University staff in the planning and implementation of Stash the Trash, April 24-May 1.
- Continued a monthly radio program on KHOI focused on community sustainability accomplishments, initiatives, and opportunities.
- Continued to represent the City in sustainability update segments on KASI.
- Continued sharing of City of Ames sustainability efforts as part of speaking engagements.
- Continued sharing of City of Ames and Ames community volunteer opportunities

and sustainability events via Live Green! Monthly newsletter, Live Green! social media platforms and targeted emails.

- Engaged City of Ames department participation in Iowa State University environmental events. Public Works (Storm Water and Resource Recovery), City Manager's Office and Electric Services tabled at the Campus Sustainability Month Celebration (October 25), Sustainapalooza (February 21), and Earth Day (April 18) events.

**4. Coordinate 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 FY2022-23 accomplishments include the following for Priority Area #4:

- Completed six planning meetings for the 2023 Rummage Rampage event. This year's event will be held from Friday, July 28, to Saturday, August 5. This year's event will require over 1,700 hours split up among nearly 450 different volunteer shifts to benefit non-profit organizations. This includes overnight as well as day-time opportunities.
- Completed an informational meeting for non-profit organizations on May 4.
- The timeline calendar for this year's event includes the following key dates:
  - May 20: Deadline for agencies to sign-up for funding eligibility.
  - May 20 – June 16: Agencies register volunteers and receive weekly updates.
  - June 16: Deadline for agencies to register for at least 10 hours. Agencies notified if they have not registered 10 hours to qualify for funding distribution.
  - June 20 – July 22: Volunteer registration opens to the general public.
  - July 12: Volunteer Orientation meeting.
  - July 28: Event begins.
- Additional event information, as well as additional instructions for what and how to donate, can be found on the [Rummage Rampage website](#).
- Partnering with ROAR (Rehoming Our Aquariums and Animals Responsibly) will take place again this year. Due to very busy schedules for our ROAR partners, assistance will be available on an as-needed basis throughout the event, rather than on-site.

Collaboration partners: Iowa State University Parking Services, Iowa Department of Natural Resources, Story County Conservation, Iowa Wildlife Center, Resource Recovery Plant, Ames Police, Ames Electric Services, Ames Animal

Shelter, Ames Parks & Recreation, Ames Water & Pollution Control, Ames Public Works, Public Relations Office, and community non-profit organizations and volunteers.

**5. *Serve as a City contact with consultants to complete a Climate Action Plan. Help lead the committee of City employees in collaboration with the selected consultant to complete and present the Climate Action Plan to Council.***

Year-End FY2022-23 accomplishments include the following for Priority Area #5:

- Collaborated with City staff, community volunteers and consultant SSG to support milestone components of the Climate Action Plan process including:
  - Completion of bi-weekly consultant planning and engagement meetings.
  - Continued assistance with community engagement, outreach, and awareness-building opportunities. Presentations provided at events and for civic and community groups have included OLLI (Osher Lifelong Learning Institute at Iowa State University), Story County Go Green Team, Ames Homebuilders Association, Ames Lions Club, Ames Historic Preservation Commission, Green Hills Community, ISU Women’s Club Nature Study Group, and Northcrest Community.
  - Continued coordination with technical assistance team members related to evaluating the “Six Big Moves.” This document identifies 29 strategies to achieve Climate Action Plan goals of 83% reduction in carbon emissions by 2030 and net zero by 2050. Working with the technical team to analysis the 29 strategies based on eight criteria: amount of administrative effort needed, feasibility of achievement, legal feasibility, cost, funding, impact on residents in terms of property taxes, utility rates, etc., cost compared to the tonnage of carbon removed, and impact on inclusion. Completion of Technical Advisory Team report to Council, related to the analysis of 29, “Six Big Move” strategies toward achieving goals of 83% carbon emissions reduction by 2030 and carbon neutrality by 2050. Analysis was completed and reported, based on eight criteria: analysis the 29 strategies based on eight criteria: amount of administrative effort needed, feasibility of achievement, legal feasibility, cost, funding, impact on residents in terms of property taxes, utility rates, etc., cost compared to the tonnage of carbon removed, and impact on inclusion.
  - Completion of Climate Action Implementation Plan.
  - Completion of two Steering Committee workshops.

Collaboration partners: Electric Services – Donald Kom and Joel Zook; City

Manager's Office – Deb Schildroth and Susan Gwasda; City staff serving on the CAP Technical Team and citywide community members serving on the CAP Supplemental Input Committee