

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

Staff Report
FY 2016-17 Year End Sustainability Report
June 13, 2017

This report provides a year end update of the FY2016-17 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 2016-17, 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) 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. 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 FY2017 accomplishments include the following for Priority Area #1:

- Completed 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):
 - Added recycling questions to the annual Resident Satisfaction Survey and followed up with a Story County-wide survey to establish interest in composting and recycling options
 - Completed the Request for Proposal process for the development of a Waste Diversion Enhancement & Recommendation Report through contracted services. The consultant will develop and implement a two-part study leading to enhanced waste diversion and increased efficiency of the Resource Recovery Plant (RRP). Also, the study will consider awareness and understanding of citizen value and interest in additional waste management related services, including organic waste programs such as composting.
 - SCS Engineers hired and are beginning the project.

Collaboration partners: Public Works – Bill Schmitt, Mark Peebler and Lorrie Hanson; Purchasing – Karen Server 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 FY2017 accomplishments include the following for Priority Area #2:

- Continued recruitment of additional businesses for a total of 23 Smart Business Challenge participants, including five platinum certified businesses (and an additional two platinum pending certified businesses).
- Continued featuring Smart Business Challenge participants in City Side with photos and working to produce video on each business' energy savings story.

Collaboration partners: Electric Services – Steve Wilson; The Energy Group,

Public Relations Officer – Susan Gwiasda; Cable TV Coordinator – Derek Crisler.

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.

- Participated in the City of Ames Eco-Fair.
- Participated in the Community Solar Power Feedback Meeting.
- 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.

Collaboration partners: Electric Services – Donald Kom and Steve Wilson; Public Relations, Graphics and Cable TV – Susan Gwiasda, Derek Zarn and Derek Crisler

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.

- Completed five planning meetings for the 2017 Rummage RAMPage event. This year's event will be held from Friday, July 28 to Wednesday, August 2 and has been extended an extra day due to overwhelming interest and participation last year. This year's event offers overnight volunteer shifts as well as day time shifts.
- Completed informational meeting for non-profits organizations on May 24.
- Informational meeting with property managers planned for the week of June 12.
- The timeline calendar for this year's event includes the following key dates:
 - June 9 -- Deadline for agencies to sign-up for funding eligibility.
 - June 14-23 -- Agencies begin registering volunteers and receive weekly updates.
 - June 26 -- 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.

- Sometime between July 17 & 24 -- Volunteer Orientation
 - July 28 – 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>.

Collaboration partners: Iowa State University Parking Services, Volunteer Center of Story County, Resource Recovery Plant, Ames Electric Services, Public Relations Office.

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.

- Ongoing input and feedback regarding City of Ames Smart Energy, Smart Water, Smart Watersheds and other EcoSmart programs.
- Worked with Iowa State University computer science students to create an online interactive resource, “Ames Pay-It Forward database,” offering waste diversion opportunities (reuse and donation) available to Ames business and residents. This would include how to responsibly dispose of items (anything from clothing to furniture to household hazardous waste), where to get more information on disposal, and organizations that accept items for donations.

Collaboration partners: Iowa State University – Computer Engineering Department and Public Relations Officer – Susan Gwiasda

RENEWAL OF CONTRACT FOR FY 2017/18:

Staff is recommending the Sustainability Service contract with Iowa State University be renewed for FY 2017/18. The recommended tasks would continue the four current areas of emphasis. In regards to Task 3, we would be adding public education, outreach and support for SunSmart Ames, the new community solar project as one of the areas of focus.

Given the success of the assistance provided to the City by ISU’s Director of Sustainability, it is the recommendation of the City Manager that the City Council approve the attached contract for FY 2017/18 reflecting the five tasks desired by the City at an annual cost of \$25,000.

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Staff Report

FY 2015-16 END OF YEAR SUSTAINABILITY REPORT AND AUTHORIZATION TO RENEW SUSTAINABILITY SERVICES CONTRACT

June 28, 2016

This report provides an end of year update of the FY 2015-16 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 ISU's full time Director of Sustainability. 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 been expanded and diversified. In accordance with Council's direction, during FY 2015-16 the Scope of Services targeted priority areas related to energy consumption reduction, as well as adding waste reduction and diversion. These priorities are shown below:

- 1) Work with Public Works Department and Water and Pollution Control Department staff 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) 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.

PROGRESS ON SCOPE OF SERVICES:

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.

End of FY 2015/16 accomplishments include the following for Priority Area #1:

- Completed 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):
 - Survey questions were included in the City of Ames annual Resident Satisfaction Survey focusing on knowledge, interest, and engagement of residents in current community recycling opportunities, potential expanded recycling opportunities, and opportunities specifically related to composting of food waste. Analysis of responses is in progress.
 - Survey questions are being distributed through a separate mailed survey to Story County residents who would not have received the City of Ames survey.
 - A waste audit of materials brought to RRP for processing was completed. Sample waste sorts were completed in four waste categories: residential, business, "vehicle line" drop-off, and tipping floor. Each sample was sorted into one of the following nine categories: desirable other, undesirable other, textile, metal, organic, paper, plastic, wood, construction demolition (C&D), and glass, and was documented by volume and weight.
- Received an Ames Convention and Visitors Bureau Community Grant for a Reuse, Repurpose, Recycle Market – A Street Market to Find that Special Treasure.
 - This will be held on August 28 from 10am-4pm on the 200 and 300 blocks of Main Street.
 - The purpose is to provide a community outlet for items having reuse options, rather than putting them into the waste stream – connecting useful items with community needs.
- Collaboration partners: Electric Services – Steve Wilson; Public Works – Bill Schmitt, Mark Peebler and Lorrie Hanson; Water and Pollution Control – John Dunn and Christina Murphy, Iowa State University – Institute for Design Research & Outreach, Iowa Department of Natural Resources Waste Exchange Program, Campustown Action Association, Worldly Goods, and Public Relations Officer – Susan Gwiasda.

Planned work for FY 2016/17 –

- Completion of survey analyses.

- Selection of a consultant to complete the audit of waste management programs and develop diversion options for unsuitable RRP materials in other communities. Compile a Story County comprehensive waste analysis and beneficial use report.
- Completion of the Reuse, Repurpose, Recycle Market event.

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.

End of FY 2015/16 accomplishments include the following for Priority Area #2:

- Recruitment of additional businesses for a total of twenty-two Smart Business Challenge participants, including five platinum certified businesses.
- Featuring Smart Business Challenge participants in City Side with photos.
- Collaboration partners: Electric Services – Steve Wilson; The Energy Group, and Public Relations Officer – Susan Gwiasda

Planned work for FY 2016/17 –

- Hire two part-time interns, working in conjunction with Electric Services as well as the Smart Business Challenge.
- Continue recruitment of businesses as well as offering assistance to currently enrolled businesses related to checklist completion, goal setting, and connection to resources and contacts.
- Continue enhancement of marketing efforts related to Challenge recruitment as well as highlighting current success and future accomplishments of Challenge participants. Continue to feature participants in City Side.
- Develop short video features on Smart Business Challenge participants to share best practices

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.

End of FY 2015/16 accomplishments include the following for Priority Area #3:

- Coordinated Smart Business Challenge Interns participation in the first annual “Ames Home and Garden Show.”
- Participated in the City of Ames Eco Fair and coordinated Smart Business Challenge Interns to also take part.
- Coordinated Smart Business Challenge Interns to take part in Wheatsfield’s Earth Week Events.
- Participated in WelcomeFest as part of the City of Ames efforts in explaining Ames sustainability initiatives.
- Participated in planning activities and volunteer recruitment for Stash the

Trash.

- Began hosting a regular radio program focused on sustainability broadcast on local radio station KHOI.
- Collaboration partners: Electric Services – Steve Wilson, Volunteer Center of Story County, Wheatsfield Cooperative, Public Relations Officer – Susan Gwiasda

Planned work FY 2016/17 –

- Participation in the City of Ames Fourth of July parade driving an ISU electric truck.
- Participation in WelcomeFest, Stash the Trash and Eco Fair.
- Completion of six monthly radio programs on KHOI.

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.

End of FY 2015/16 accomplishments include the following for Priority Area #4:

- ENERGY YARDSTICK UPDATE: Work has been postponed on this project due to concerns related to ensuring confidentiality of customer information within current IT system constraints and Energy Yardstick interactive data needs.
 - Continued consideration will be given as opportunities may arise.
 - Iowa State University Department of Computer Engineering has offered assistance for completion as opportunities may arise to move forward.
- Collaboration partners: IT Services – Stan Davis and Miriam Carlson; Iowa State University – Department of Computer Engineering; and Public Relations Officer – Susan Gwiasda.

Planned work for FY 2016/17 –

- No work currently planned – ON HOLD.

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.

End of FY 2015/16 accomplishments include the following for Priority Area #5:

- Continued work on developing City of Ames website content template focusing on sustainability and promotion of Smart Energy, Smart Water, Smart Watersheds and other EcoSmart programs.
- Continued work with Iowa State University computer science students to create

an online interactive resource, “Ames Pay-It Forward database,” offering waste diversion opportunities (reuse and donation) available to Ames business and residents. This would include how to responsibly dispose of items (anything from clothing to furniture to household hazardous waste), where to get more information on disposal, and organizations that accept items for donations.

- Collaboration partner: Iowa State University – Computer Engineering Department; and Public Relations Officer – Susan Gwiasda

Planned work for FY 2016/17 –

- Continue work to update, redesign, and improve the City’s web pages.
- Finish and post Ames Pay-It Forward database to the City of Ames website.

RENEWAL OF CONTRACT FOR FY 2016/17:

Staff is recommending the Sustainability Service contract with Iowa State University be renewed for FY 2016/17. The recommended tasks would continue to include four of the five current areas of emphasis. However, Task 4 included in the current contract would be eliminated and replaced by the Rummage RAMPage.

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

Given the success of the assistance provided to the City by ISU’s Director of Sustainability, it is the recommendation of the City Manager that the City Council approve the attached contract for FY 2016/17 reflecting the five tasks desired by the City at an annual cost of \$25,000.

To: Mayor and City Council

From: Diane Voss, City Clerk

Date: June 24, 2016

Subject: Item No. 35b: Sustainability Contract

The Legal Department review of the above-referenced Contract has not yet been completed. The Contract will be sent to you on Monday, June 27, 2016.

Thank you.

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Staff Report

FY 2013-14 Sustainability Report

July 22, 2014

This report provides an update of the FY 2013/14 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. The expectation was that the primary focus would be to provide City staff assistance to the three committees in implementing the Task Force's recommendations. During FY 2013/014, in keeping with the Council's direction, Scope of Services targeted five Priority Areas related to energy consumption reduction:

1. Develop a program and related communications materials for businesses, non-profit and civic facilities entitled "Five Ways to Start Saving Energy".
 - As part of this program, develop an awards/recognition component branded around the City's 150th Anniversary and or Sesquicentennial.
2. Review of the City's building codes as it pertains to energy efficiency requirements and a report to the City Council regarding how the City compares other municipalities within the State of Iowa and nationally.
3. Advise the City on updating the Smart Energy page on the City's website to provide a better customer experience.
4. Work with Iowa State University professors and students to develop a residential energy consumption comparison tool.
5. Work with Public Works and Electric to educate the ISU community and all residents on waste diversion and reuse as related to promoting the City's waste to energy program.

Progress on Scope of Services:

- 1. Develop a program and related communications materials for businesses, non-profit and civic facilities entitled "Five Ways to Start Saving Energy".***

As part of this program, develop an awards/recognition component branded around the City's 150th Anniversary and or Sesquicentennial.

Through discussions with City staff related to long-term goals and opportunities for engagement and empowerment of community businesses, non-profit and civic facilities in energy reduction, the focus of this priority area became the development of a Smart Business Challenge.

<http://www.cityofames.org/index.aspx?page=1781>

Accomplishments include the following for Priority Area #1:

- Development of a ten tier Smart Business Challenge Checklist. Tiers were chosen to offer an overarching consideration of and commitment to sustainability and building and nurturing a sustainable community (inclusive of environmental, economic, and social sustainability) and include: policy and planning, conservation (energy and water), transportation, indoor environment, outdoor environment, purchasing, waste diversion, carbon footprint, customer relations, and community relations).
- Compilation of an online resource list to assist businesses in increasing sustainability efforts and impacts. The resources are applicable and relevant to both businesses participating and not participating in the Smart Business Challenge.
- Creation of a branding strategy for the Smart Business Challenge, that allows the Challenge to continue even after the Sesquicentennial year.
- Creation of marketing materials including a Smart Business Challenge website, challenge logo, and recognition decals for participating businesses and those achieving bronze, silver, gold, and platinum status.

- Recruitment and hire of a Smart Business Challenge Intern with the Electric Department to act in a liaison and resource role to businesses participating in the Challenge through organizing and facilitating participant meetings, assisting with energy audits and follow-up goals and action plans, creating and maintaining participant files and spreadsheets to track correspondence, resources, and deadlines, and responding to requests for information and resources - as well as recruit new participants.
- Outreach to and recruitment of community businesses and organizations through tabling at the Annual Chamber of Commerce Dinner and Awards Ceremony, presenting to business associations, and meetings with local business owners.
- Collaboration partners: Electric Services – Steve Wilson; Public Relations Officer – Susan Gwiasda; Purchasing – Derek Zahn, Chamber of Commerce; and Assistant City Manager Melissa Mundt.

2. Review of the City's building codes as it pertains to energy efficiency requirements and a report to the City Council regarding how the City compares to other municipalities within the State of Iowa and nationally.

The following is the report for Priority Area #2:

- Staff requested the Inspections Division to determine what the current municipal code requires.
- In October 2013, Seana Perkins noted that as the City was working through the most recent round of updates to the Building Code and that originally they were looking to adopt the 2012 International Energy Conservation Code(IECC), along with all of the other 2012 Building Code updates, and the Building Board of Appeals recommended approval of that Code to the City Council. The IECC regulates the design and construction of new buildings for the effective use of energy. This code applies to both residential and commercial buildings and is compatible with the other Codes that the City has adopted which dictate the installation of mechanical, electrical, and plumbing systems. (International Mechanical Code, International Fuel Gas Code, National Electrical Code, Uniform Plumbing Code)
- Compliance with the 2012 IECC requires verification from the contractor to the City of Ames that the design will comply with the 2012 IECC. For a comparison

by States, here are the adoptions of the 2012 IECC as of July 2014:
<http://www.iccsafe.org/gr/Documents/stateadoptions.pdf>

- The City of Ames followed the State of Iowa's 2012 IECC adoption process which mandated that all new residential and commercial construction be in compliance with the 2012 IECC by June 1, 2014. The City has also adopted the International Existing Building Code (IEBC) which is used for the design of alterations, renovations, additions, etc. of *existing* commercial buildings and is also compatible with the other Codes adopted by the City. There are varying levels of alterations and categories for additions, occupancy change, etc. but the basis for this code is any alteration or addition must comply with the IECC without requiring the entire building or structure to comply with the energy requirements of the IECC. Existing buildings and building systems can, for the most part, continue to be used as is with no upgrades other than to keep systems in safe working order. This can also be used for one and two family dwellings, but anything new in those buildings must comply as if it were new construction.
- Existing buildings are exempt from the IECC unless repairs, alterations, etc. are made to the building which would require the new to comply.
- New buildings that meet the requirements of a low energy building or buildings that do not contain conditioned space are exempt from the IECC.
- The 2012 IECC is a State of Iowa mandated Code. The Inspection Division is not aware of a jurisdiction that has adopted a more restrictive Code or more restrictive addendums to the 2012 IECC.
- The Sustainability Task Force had been seeking the City to move toward a more holistic sustainable design and to incorporate more LEED related requirements into the Code, which would be above what is currently adopted.

3. Advise the City on updating the Smart Energy page on the City's website to provide a better customer experience.

In consideration of the expanded focus of Priority Area 1 and the establishment of the Smart Business Challenge, an expanded focus was also given to this priority area to include all of the EcoSmart web pages and not be limited to Smart Energy.

<http://www.cityofames.org/index.aspx?page=990>

Accomplishments include the following for Priority Area #3:

- Collaboration with Iowa State University's College of Business to offer "live" case study projects to Management 370 (students during both fall and spring semesters) related to completing an analysis of current EcoSmart program websites, meeting with City staff to discuss goals and objectives, gathering feedback from customers, and providing recommendations focused on increasing education, engagement, and empowerment of website users.
- Delivery of twenty-two formal business proposals offering customer feedback and perspective gathered through survey results and focus groups as well as "shovel-ready" recommendations were provided to City staff for review and implementation.
- Delivery of two additional proposals, specifically focused on the City of Ames ISU Students webpage.
- Confirmation of additional opportunities for collaboration with the College of Business during the 2014-2015 academic year, related to continued website development and/or additional areas of focus.
- Collaboration partners: Electric Services – Steve Wilson; Public Relations Officer – Susan Gwasda; Management Analyst – Brian Phillips; Parks and Recreation – Keith Abraham, Water and Pollution Control – John Dunn; Iowa State University College of Business; and Assistant City Manager Melissa Mundt.

4. Work with Iowa State University professors and students to develop a residential energy consumption comparison tool.

This priority area specifically focuses on a targeted action item identified by the Residential Sector of the Sustainability Task Force and discussed in the City of Ames Sustainability Plan for Electrical Consumption Reduction: Creating an On-line, Self-guided Data System to Track Personal Electrical Usage and Compare Usage to Similar Households. <http://www.cityofames.org/index.aspx?page=1144>

Accomplishments include the following in Priority Area #4:

- Collaboration with Iowa State University's Colleges of Engineering and Liberal Arts and Sciences to offer senior software engineering and design students a software design and programming consultation project opportunity (including

spring 2014 and fall 2014 semesters) related to meeting with City staff to discuss goals and objectives, researching and collecting energy performance benchmark and goal-setting data and formulas, and gathering feedback from customers, and creating an online interactive residential energy consumption reduction tool.

- Delivery of an interactive online, self-guided data system to track personal electrical usage and compare usage to similar households (provided spring semester 2014) that will be developed into a full prototype, evaluated, and finalized fall semester 2014. The final product will serve as a modification to the web interface currently available for Ames Electric Utility customers allowing customers to see energy consumption information on a relative basis as well as compare themselves to other customers with similar household space and electrical need.
<http://www.thecityofames.org/php/home.php>
- Confirmation of additional opportunities for collaboration with the College of Engineering during the 2014-2015 academic year, related to online tools and interactive initiatives.
- 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 Assistant City Manager Melissa Mundt.

5. Work with Public Works and Electric to educate the ISU community and all residents on waste diversion and reuse as related to promoting the City's waste to energy program.

Although much of the progress related to this priority area has been accomplished through the expanded focus of Priority Area #3, as noted above, additional focus was also given to this area.

Accomplishments include the following in Priority Area #4:

- Development of a “Green Your Iowa State Adventure” handout, in collaboration with City staff, highlighting the diversity of waste diversion opportunities offered to Iowa State University students.
- Dissemination of the handout, in conjunction with the City of Ames display, at Iowa State University's Destination Iowa State event for all incoming students as

well as other student events offered by the Office of Sustainability throughout the 2013-2014 academic year.

- Creation of a “Follow Your Trash” webpage on the Live Green! website, focused on increasing awareness of and education about waste management at Iowa State University and the City of Ames’ waste to energy program.
<http://www.livegreen.iastate.edu/programs/facilities-services-and-operations/waste-diversion-and-recycling>
- Establishment of an Organic Waste Working Group (including City of Ames Public Works and Water and Pollution Control departments and Prairie Rivers RC&D) to discuss, research, and strategize opportunities related to diversion of organic waste, and in support of the FOG (fats, oils, and grease) Initiative, which includes but is not limited to composting is still being worked upon and will be part of the 2014/2015 program.
- Collaboration partners: Electric Services – Don Kom; Public Relations Officer – Susan Gwiasda; Parks and Recreation – Keith Abraham, Public Works – Gary Freel, Bill Schmidt, and Lorrie Hanson; Water and Pollution Control – John Dunn; Prairie Rivers RC&D; and Assistant City Manager Melissa Mundt.



Smart Business

Applicant Name (Name of Business): _____

This business has completed an energy audit with a certified entity (consultant, energy provider, government agency, etc.). Please note verification of an energy audit is required to take part in the Green Business Checklist Program.

Yes	No	If yes, list date and provider

Tier Level Section 1 - Policy and Planning

Yes No Pending

Description of Tier Activities
(Planned or Current)

Gold	Environmental policies, goals, practices, and accomplishments are publicized in employee updates, customer newsletters, annual reports, and media advisories.	Yes	No	Pending	
Silver	A formal tracking and reporting system of energy/utility/waste/water usage is used to identify trends and unusual changes in usage.	Yes	No	Pending	
Bronze	An awareness program for is in place for energy conservation including regular communication to employees about wasteful practices and encourages turning off lights and electronics when not in use. Reminder signs are posted. There is a system in place that allows employees to provide feedback and suggestions for new ideas and improvements.	Yes	No	Pending	

Examples of policies and plans include: luncheon and learns for employees, procedure manual update to reflect best practices, mission statement identifying sustainable practices as a priority, etc.

Tier Level Section 2.1 - Energy Conservation - Lighting

Yes No Pending

Description of Tier Activities
(Planned or Current)

Gold	Energy efficient lighting practices are required and in place in all applications, except those where no low-energy options are available.	Yes	No	Pending	
Silver	Energy efficient lighting practices and incorporating them (when possible) are a priority.	Yes	No	Pending	
Bronze	Energy efficient lighting options and opportunities are included in an awareness program. Information is provided about energy efficient lighting practices and how to incorporate them.	Yes	No	Pending	

Examples of energy efficient lighting practices include: audit of lighting use and system functionality, CFL, LED, T5, and T8 lighting applications, motion detectors, occupancy sensors, timers, and zone or individual workspace lighting control options.

Tier Level	Section 1 - Policy and Planning	Yes	No	Pending	Description of Tier Activities (Planned or Current)
	Section 2.2 - Energy Conservation - Equipment	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Energy efficient equipment use and practices are required and in place for all equipment, except those where no conservation options are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Silver	Energy efficient equipment use and practices and incorporating them (when possible) are a priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze	Energy efficient equipment use, practices and incorporation are included in an organizational awareness program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Examples of energy conservation practices include: use of Energy Star products, computers and non-essential office equipment turned off at the end of the work day and on weekends, all computers and non-essential office equipment programmed for auto power down and standby modes to take effect within 30 minutes of inactivity, reduction of personal office equipment toward communal equipment (printers, scanners, coffee pots, refrigerators, etc.), and work stations with multiple devices are powered through power strips that are turned off at the end of the work day and on weekends.

Tier Level	Section 2.3 - Water Conservation - Indoor Water	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Indoor water conservation practices are required and in place in all applications, except those where no options are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Silver	Indoor water conservation practices and incorporating them (when possible) are a priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze	Indoor water conservation options and opportunities are included in an awareness program. Information is provided about water conservation and how to incorporate it into business operations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Examples of water conservation practices include: audit of water use and system functionality, low flow faucets and showers, auto shut-off or timed, faucets and showers, low flow or dual flush toilets, waterless urinals, auto shut-off or timed water features, and personal responsibility and behavioral commitment.

Tier Level	Section 2.3 - Water Conservation - Outdoor Water	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Outdoor water conservation practices are required and in place in all applications, except those where no options are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Silver	Outdoor water conservation practices and incorporating them (when possible) are a priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze	Outdoor water conservation options and opportunities are included in an awareness program. Information is provided about water conservation and how to incorporate it into business operations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Tier Level	Section 1 - Policy and Planning	Yes	No	Pending	Description of Tier Activities (Planned or Current)
	<i>Examples of practices include: low or no maintenance and irrigation landscaping, (if not prohibited) irrigation plan consisting of time of day and length of time, landscape maintenance plan noting schedule of maintenance and specific maintenance completed, stormwater capture and reuse, written stormwater management plan, mowing practices that promote water retention, and adopting City seasonal water conservation recommendations (up to and including dormancy of green space).</i>				

Tier Level	Section 3 - Transportation	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Sustainability-minded transportation opportunities and practices are required and in place, except when no opportunities are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Silver	Sustainability-minded transportation opportunities and practices (when possible) are a priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze	Sustainability-minded transportation opportunities and practices are included in an organizational awareness program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<i>Examples of transportation practices include: develop incentives and create an environment to encourage employees to carpool (i.e. designated parking), use mass transit (i.e. subsidized bus passes), and ride their bikes to work (i.e. bike storage space and access to showering facilities); track and compare annual vehicle miles traveled and gallons of fuel consumed for company business; develop a plan and provide criteria for buying energy efficient vehicles; develop delivery routes and schedules to minimize driving time and fuel consumption; hold meetings via telecommunications and facilitate carpooling for offsite meetings where teleconferencing is not an option.</i>				

Tier Level	Section 4 - Indoor Environment	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Indoor environmental quality and energy efficiency practices and incorporating them are required and in place, except when no opportunities are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Silver	Indoor environmental quality and energy efficiency practices and incorporating them (when feasibly possible) are a priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze	Indoor environmental quality and energy efficiency practices and incorporating them are included in an organizational awareness plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<i>Examples of practices include: HVAC energy efficiency operations plan, programmable thermostats or thermostat adjustment plan, inventory of indoor use hazardous chemicals and educational signage noting chemical name, uses, and safe handling and cleanup procedures, low or no phosphate detergents, proper disposal of fats/oils/greases, low VOC, and/or low emission paints, stains, cleaning supplies, and furnishings (carpet, furniture, etc), reduced or non-chemical pest control programs, and (if not prohibited) smoking is confined to a separate and emissions-controlled and monitored area.</i>				

Tier Level	Section 5 - Outdoor Environment	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Outdoor environmental quality and energy efficiency practices and incorporating them are required and in place, except when no opportunities are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Tier Level	Section 1 - Policy and Planning	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Silver	Outdoor environmental quality and energy efficiency practices and incorporating them (when feasible) is a priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze	Outdoor environmental quality and energy efficiency practices and incorporating them are included in an organizational awareness plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Examples of practices include: use of environmentally-sensitive maintenance and lawn products (deicer, cleaning products, fertilizers, herbicides, fungicides, etc.), reduced or non-chemical pest control programs (pesticides, insecticides, rodenticides, etc.), inventory of outdoor use hazardous chemicals and educational signage noting chemical name, uses, and safe handling and cleanup procedures, and (if not prohibited) smoking is confined to a separate and emissions-monitored area.

Tier Level	Section 6 - Purchasing	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Sustainability-minded purchasing processes and products for business operations and services are required and in place, except when no opportunities are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Silver	Sustainability-minded purchasing processes and products for business operations and services (when feasible) are a priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze	Sustainability-minded purchasing processes and products for business operations and services are included in an organizational awareness plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Examples of practices include: products that are made from recycled content, reusable, non-disposable, recyclable, green manufactured, local, energy efficient, utilize reduced packaging, and have a green certification (Green Seal, Energy Star, etc.), on-site recycling, "swap" opportunities for office supplies and equipment, donation policy for unneeded office supplies and equipment, leasing options for new equipment, and paperless procurement and inventory system.

Tier Level	Section 7 - Waste Diversion and Responsible Waste Management	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Waste diversion and responsible waste management practices and incorporating them are required and in place, except when no opportunities are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Silver	Waste diversion and responsible waste management practices and incorporating them (when feasible) are a priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze	Waste diversion and responsible waste management practices and incorporating them are a part of an organization awareness plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Examples of practices include: waste diversion plan for all waste generated on-site or as a result of products or services provided, on-site or participate in diversion (including reuse, recycling and/or composting), in-house or intra-company "swap" opportunities for business supplies and equipment, and donation policy for unneeded business supplies and equipment.

Tier Level	Section 1 - Policy and Planning	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Tier Level	Section 8 - Carbon Footprint	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	A carbon footprint assessment has been completed for the business and a carbon emission reduction plan has been put into place with specific time-sensitive goals and action step requirements.				
Silver	A carbon footprint assessment has been completed for the business and a carbon emission reduction plan has been put into place with specific time-sensitive goals and action step priorities.				
Bronze	A carbon footprint assessment has been completed for the business and a carbon emission reduction plan with goals and action steps is a part of an organizational awareness program.				

Tier Level	Section 9 - Customer Relations	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Sustainability-minded customer service practices are required and in place, except when no opportunities are available.				
Silver	Sustainability-minded customer service practices (when feasibly possible) are a priority.				
Bronze	Sustainability-minded customer service practices are included in an organizational awareness program.				

Examples of practices include: discounts for reusable bag use, minimal product packaging, paperless ordering, return, and/or accounting, environmentally--conscious products/merchandise (recycled content, reusable, recyclable, green manufactured, local, energy efficient, etc.), on-site recycling, and education and awareness resources about green business practices (website, in-store/business signage, public events, newsletters, publications, etc.).

Tier Level	Section 10 - Community Relations	Yes	No	Pending	Description of Tier Activities (Planned or Current)
Gold	Collaborative community opportunities related to sustainability-minded activities and awareness are required and in place, except when no opportunities are available.				
Silver	Collaborative community opportunities related to sustainability-minded activities and awareness (when feasibly possible) are a priority.				
Bronze	Collaborative community opportunities related to sustainability-minded activities and awareness are included in an organizational awareness program.				

Tier Level	Section 1 - Policy and Planning	Yes	No	Pending	Description of Tier Activities (Planned or Current)
	<i>Examples of opportunities include: events (hosting, planning, facilitation, or volunteerism), education materials and resources, charitable contributions (in-kind or monetary), and community service.</i>				

Tier Level	Section 11 - Additional or Innovative Actions	Yes	No	Pending	Description of Tier Activities (Planned or Current)
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Attach any additional information describing condition(s) or activity(ies) that you believe should be taken into account in the evaluation that is not otherwise covered in this checklist. This might include actions that are unique to your facility or industry, industrial process improvements, significantly lower emissions or discharge than permitted levels, land conservation, product life cycle analysis, super-efficient HVAC systems such as geo-thermal, environmental advocacy, etc. Points may be awarded commensurate with the scope and value of such additional actions.

I verify that the information provided above is accurate and representative of our business practices.

Signed (please print name) _____
 Title _____
 Signature _____
 Date _____
 Contact Address _____
 Contact City, State, Zip _____
 Phone and Email _____

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FOUNDING MEMBER

Creating a sustainable Ames through increasing efficiencies and implementing business strategies that grow our economy while helping the environment.