

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 Gwasda; 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 Gwasda, 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.**