

# City of Ames Sustainability Education and Awareness Initiatives and Activities

August 16

# 2011

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This report serves as a companion piece to the City of Ames Sustainability Plan for Electrical Consumption Reduction offering information regarding current education and awareness initiatives and activities, related to electrical consumption reduction and as well as other areas of sustainability, currently being offered by organizations in the Ames community.

A summary of the results of a community survey.

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## **BACKGROUND**

In furthering the efforts and accomplishments of the 2010-2011 City of Ames Sustainability Task Force, the Ames City Council provided a two-fold charge to the Task Force Facilitator. The first part of this charge was to lead the seven-sector community task force in accomplishing the following:

- Prepare a baseline electrical consumption resource for the various sectors;
- Recommend electrical energy reduction targets and develop strategies to achieve these targets for the various sectors and the community;
- Provide a list of “best practices” that have been proven successful in reducing energy consumption for the various sectors and the community;
- Create an educational strategy for the community as to the importance of electrical energy reduction and offer actions that the various sectors and the community can take to reduce consumption; and
- Identify any impediments to electrical energy reduction targets that exist in City ordinances.

The second part of this charge was to:

- Provide a report to the Ames City Council outlining what other groups in the community are doing to offer education about sustainability issues; and
- Provide a report to the Ames City Council about which other groups would be willing to partner with the City to offer education and promotion related to community-wide sustainability.

This report specifically addresses the second part of the Task Force Facilitator charge. The first part of the Task Force Facilitator charge is addressed in full in the City of Ames Sustainability Plan for Electrical Consumption Reduction (Rankin, 2011).

## **SURVEY PROCESS**

A 23-question educational initiatives and activities survey was developed by the Task Force Facilitator and the City Manager that focused specifically on educational efforts that were being completed by organizations in the Ames community related specifically to electrical consumption reduction as well as other areas of sustainability (Appendix A).

The survey includes questions to gauge educational efforts of community organizations applicable to employees, staff, and volunteers as well as customers, clients, and partnering organizations. Survey questions also look at funding sources for efforts that are being implemented and reasons why organizations may not be taking part in sustainability education. In addition, the survey also considers currently available resources offered by the City of Ames’ Smart Energy Program and includes questions focused on community organizational use of and

experiences with these resources. Finally, the survey includes a number of open-ended questions that focus on sharing examples of sustainability initiatives and activities, highlighting sustainability successes and accomplishments, and allowing respondents the opportunity to be listed as a sustainability resource for the Ames community.

The survey was administered electronically through a Zoomerang link. Zoomerang was utilized to ensure anonymity of responses. The link was emailed to all Task Force members to share with their sector subcommittees and members and also posted on the City of Ames website. In addition, the Ames Chamber of Commerce shared the link with their members and the Volunteer Center for Story County shared with their partnering organizations.

## **SURVEY RESULTS**

A summary of the survey responses is noted below. For a detailed listing of all the survey question responses, please refer to Appendix B (closed question responses) and Appendix C (open question responses).

**Respondents:** A total of 39 respondents completed the survey. The respondents represented a good diversity of community organizations with business and for-profit making up 39% of the respondents and faith-based, civic and non-profit and other organizations (primarily non-city government) equally representing the remainder of respondents.

**Electrical Consumption Reduction Education and Awareness:** In terms of providing education and awareness materials, information, or events related to electrical consumption reduction, the majority of respondents noted that they do not provide these opportunities to employees, staff, and/or volunteers (61%) or customers, clients, and/or partnering organizations (64%). In both cases when asked why these opportunities were not provided, the primary reason noted was that offering these opportunities was not a priority of their organization. Other reasons given by multiple respondents included budgets and a small workforce.

For those respondents that do offer education and awareness materials, information, or events related to electrical consumption reduction, most reported implementing a combination of general awareness resources and information. Included in their efforts are newsletters, reminder signs, announcements, and websites. Two respondents noted the formation of internal “green teams” to assist with educational efforts. In all cases, the focus of educational resources and opportunities seemed focused on general electrical efficiency tips to incorporate around the home and office (turning off lights, power saving modes on equipment, HVAC controls, replacing inefficient light bulbs, etc.).

When asked if there were specific accomplishments and successes, to highlight, respondents noted offering and sponsoring community presentations, creating and distributing community publications, and specific “in-house” efforts to engage internal and external participants in electrical efficiency including benchmarking and goal setting, energy audits, and targeted consumption reduction campaigns.

In funding these initiatives, most respondents noted resources to either be a part of their organizational budget or to be accomplished through volunteer efforts.

**Utilization of Smart Energy Resources:** Respondents were asked if their organization has utilized any of the City of Ames’ Smart Energy Resources, and if so, were asked to note what resources. Resource choices included the “informational insert” in the City of Ames electric utilities bill, free energy audit, rebates, and assistance from Electric Services employees.

Most respondents (57%) noted that their organizations had not utilized any of the Smart Energy Resources provided by the City of Ames. Of the 43% that had utilized Smart Energy Resources, the primary resource utilized (47%) was the “informational insert” in their monthly utility bill. The next most utilized resource was assistance from Electric Services employees (35%). Utilization of audits and rebates was equally used by 18% of respondents. Additional resources respondents noted they utilized included Prime Time Power and Smart Energy Kits. One respondent also noted that their organization was planning to distribute Smart Energy Kits to their customers.

**Education and Awareness for Other Areas of Sustainability:** In terms of providing education and awareness materials, information, or events related to areas of sustainability besides electrical consumption reduction, 54% of respondents reported that they do provide these opportunities to their employees, staff, and/or volunteers but only 41% provide these opportunities to customers, clients, and/or partnering organizations. The areas of sustainability included in these opportunities encompass a wide diversity including: green cleaning, paperless communications, natural gas consumption reduction, water conservation, waste reduction, recycling, reuse opportunities, green purchasing, community volunteerism and giving back, climate change, emissions reduction, sustainable transportation, green landscaping, local foods, air quality, and biomass.

**Additional Opportunities:** Respondents were also asked for any additional comments they wanted to offer that would be beneficial to the work of the City of Ames Sustainability Task Force as well as future sustainability initiatives. Respondents noted that challenge in being too

focused on any one area of sustainability since all areas were so interconnected and dependent on one another. Partnering opportunities, specifically for education and awareness initiatives and events were also offered and encouraged by respondents.

To assist in the growth and diversification of current and future sustainability efforts and initiatives, 36% of respondents offered to share contact information for their organization so that they could be a resource for other organizations and members of the Ames community. These resource organizations include:

- AmesNewsOnline.com & Ames Bulletin Board;
- Collegiate United Methodist Church;
- Darul Arqum Islamic Center;
- First Christian Church;
- FOX Engineering;
- Insite Lawn Care and Landscaping;
- J Lohr Consulting and Publishing;
- McFarland Clinic;
- Story County Community Foundation;
- Story County Conservation;
- The UPS Store;
- Unitarian-Universalist Fellowship of Ames;
- Waste Management; and
- Iowa State University.

## **FUTURE OPPORTUNITIES**

Though representing a limited sample of community organizations, the results from this survey support interest and engagement in sustainability education and awareness materials, information, or events related to electrical consumption reduction and other areas of sustainability within and by the Ames Community. This interest and engagement coupled with the vision, goals, and action steps of the sector subcommittees presented in the City of Ames Sustainability Plan for Electrical Consumption Reduction (Rankin, 2011), offer a notable foundation from which to build, grow, and diversify current as well as future sustainability efforts and initiatives in the Ames Community.

## **BIBLIOGRAPHY**

Rankin, M. (August 2011). City of Ames Sustainability Plan for Electrical Consumption Reduction. (pp. 1-111). Ames, Iowa: Office of the City Manager.

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**APPENDIX A.**

**EDUCATION AND AWARENESS INITIATIVES  
AND ACTIVITIES SURVEY QUESTIONS**



# City of Ames Sustainability Task Force - Education and Awareness Initiatives and Activities Survey (1)

## City of Ames Sustainability Task Force - Education and Awareness Initiatives and Activities Survey

Page 1 - Heading

The following questions are focused on gaining and understanding and awareness of the different educational and awareness resources, activities, and initiatives that are available and being offered and utilized within the Ames community. This survey is part of the charge given to the City of Ames Sustainability Task Force that is currently focusing efforts on the reduction of electrical energy consumption in the Ames community. Responses from this survey will be compiled into a report provided to the City Council and made available to the Ames community.

The survey should take no longer than 15 - 20 minutes to complete, depending up your organization's involvement in electrical reduction efforts.

All responses will be confidential. You will note there are some sections that do offer the opportunity for sharing your electrical reduction successes and strategies. If you choose to share these successes, that is the only information that will be identified to specifically to your organization.

Thank you for your assistance with and ongoing support to this very relevant and beneficial initiative!!

Page 1 - Question 1 - Choice - Multiple Answers (Bullets)

Which of the following best classifies your organization?

- Faith-based
- Civic/Non-Profit
- Business/For-Profit
- Housing/Property Management
- Other, please specify

Page 1 - Question 2 - Yes or No

Does your organization provide any education and awareness materials, information, or events related to electrical energy conservation to employees, staff, and/or volunteers?

(Examples might include newsletter information, bulletin board announcements, emails, speakers, competitions, projects, and/or campaigns related to changing light bulbs, shutting off lights, minimizing use of electrical equipment, power strip use, etc.)

- Yes
- No

Page 1 - Question 3 - Open Ended - Comments Box

If yes, please provide a description of what you offer. Feel free to include websites (if applicable).

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Page 1 - Question 4 - Open Ended - Comments Box

How are the items noted above funded? If grant funding or rebates are utilized, please provide the specific name of the funding source and/or website information, if possible.

Page 1 - Question 5 - Choice - Multiple Answers (Bullets)

If no, why isn't your organization offering electrical reduction education and awareness information and opportunities to employees, staff, and/or volunteers? [Question Title]

- Not a priority of our organization
- No budget/resources to offer
- No incentive to focus on electrical reduction
- N/A my organization does offer electrical reduction education and awareness information and opportunities
- Other, please specify

Page 1 - Question 6 - Yes or No

If your organization provides any education and awareness materials, information, or events related to electrical energy conservation to employees, staff, and/or volunteers, are there are particularly successful or popular examples you would like to highlight?

- Yes
- No

Page 1 - Question 7 - Open Ended - Comments Box

If yes, please describe the successes and accomplishments you would like to highlight.

Page 1 - Question 8 - Yes or No

Does your organization provide any education and awareness materials, information, or events related to electrical energy conservation to customers, clients, and/or partnering organizations?

(Examples might include newsletter information, bulletin board announcements, emails, speakers, competitions, projects, and/or campaigns related to changing light bulbs, shutting off lights, minimizing use of electrical equipment, power strip use, etc.)

- Yes
- No

Page 1 - Question 9 - Open Ended - Comments Box

If yes, please provide a description of what you offer. Feel free to include websites (if applicable).

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Page 1 - Question 10 - Open Ended - Comments Box

How are the items noted above funded? If grant funding or rebates are utilized, please provide the specific name of the funding source and/or website information, if possible.

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Page 1 - Question 11 - Choice - Multiple Answers (Bullets)

If no, why isn't your organization offering electrical energy reduction education and awareness information and opportunities to customers, clients, and/or partnering organizations? [Question Title]

- Not a priority of our organization
- No budget/resources to offer
- No incentive to focus on electrical reduction
- N/A my organization does offer electrical reduction education and awareness information and opportunities
- Other, please specify

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Page 1 - Question 12 - Yes or No

If your organization provides any education and awareness materials, information, or events related to electrical energy conservation to customers, clients, and/or partnering organizations, are there any particularly successful or popular examples you would like to highlight?

- Yes
- No

Page 1 - Question 13 - Open Ended - Comments Box

If yes, please describe the successes and accomplishments you would like to highlight.

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Page 1 - Question 14 - Yes or No

Has your organization utilized any of the City of Ames' Smart Energy Resources?

- Yes
- No

Page 1 - Question 15 - Choice - Multiple Answers (Bullets)

If yes, what Smart Energy resources has your organization utilized?

- Informational "insert" with monthly City of Ames bill
- Free Energy Audit
- Electric Services Rebates
- Assistance from Electric Services Employees
- Other, please specify

Page 1 - Question 16 - Open Ended - Comments Box

Please provide any additional information you feel would be of interest to this report regarding utilizing City of Ames Smart Energy information and/or resources.

Page 1 - Question 17 - Open Ended - Comments Box

If there are other electrical conservation resources, information, initiatives, or organizations your organization utilizes and finds beneficial, please feel free to share them.

Page 1 - Question 18 - Yes or No

Does your organization provide any education and awareness materials, information, or events related to other areas of sustainability besides electrical energy conservation to employees, staff, and/or volunteers?

(Examples might include water conservation, recycling/waste management, green purchasing, air quality, use of chemicals/cleaning products/pesticides, volunteering in the community, helping to sponsor a community event, serving on a community or organization board or committee, etc.)

- Yes
- No

Page 1 - Question 19 - Open Ended - Comments Box

If yes, please provide a brief description of the additional areas of sustainability that are included. If you would like to include more detailed information you are welcome. Feel free to include websites (if applicable).

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Page 1 - Question 20 - Yes or No

Does your organization provide any education and awareness materials, information, or events related to other areas of sustainability besides electrical energy conservation to customers, clients, and/or partnering organizations?

(Examples might include water conservation, recycling/waste management, green purchasing, air quality, use of chemicals/cleaning products/pesticides, volunteering in the community, helping to sponsor a community event, serving on a community or organization board or committee, etc.)

- Yes
- No

Page 1 - Question 21 - Open Ended - Comments Box

If yes, please provide a brief description of the additional areas of sustainability that are included. If you would like to include more detailed information you are welcome. Feel free to include websites (if applicable).

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Page 1 - Question 22 - Open Ended - Comments Box

If there is any additional information you would like to offer that you feel would be beneficial for this report and the initiative of the City of Ames Sustainability Task Force, please feel free to share it.

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Would you be willing to share contact information for your organization if other organizations or members of the Ames community would like to learn more about your initiatives and successes? If yes, please include your contact information below.

If you provide your contact information, you will receive a copy of the draft report to review your information and provide comment.

- Name
- Company
- Address 1
- Address 2
- City/Town
- State/Province
- Zip/Postal Code
- Country
- Email Address

Thank you again for taking time to share your organization's information and experiences by completing this survey. Your support and assistance are invaluable!!

**APPENDIX B.**

**EDUCATION AND AWARENESS INITIATIVES  
AND ACTIVITIES SURVEY RESULTS  
(CLOSED QUESTION RESPONSES)**

# Survey Results (Closed Question Responses)

City of Ames Sustainability Task Force - Education and Awareness Initiatives and Activities Survey – Closed Results

The following questions are focused on gaining and understanding and awareness of the different educational and awareness resources, activities, and initiatives that are available and being offered and utilized within the Ames community. This survey is part of the charge given to the City of Ames Sustainability Task Force that is currently focusing efforts on the reduction of electrical energy consumption in the Ames community. Responses from this survey will be compiled into a report provided to the City Council and made available to the Ames community. The survey should take no longer than 15 - 20 minutes to complete, depending up your organization's involvement in electrical reduction efforts. All responses will be confidential. You will note there are some sections that do offer the opportunity for sharing your electrical reduction successes and strategies. If you choose to share these successes, that is the only information that will be identified to specifically to your organization. Thank you for your assistance with and ongoing support to this very relevant and beneficial initiative!!

1. Which of the following best classifies your organization?		
Faith-based	7	18%
Civic/Non-Profit	8	21%
Business/For-Profit	15	39%
Housing/Property Management	0	0%
Other, please specify	8	21%



**2. Does your organization provide any education and awareness materials, information, or events related to electrical energy conservation to employees, staff, and/or volunteers? (Examples might include newsletter information, bulletin board announcements, emails, speakers, competitions, projects, and/or campaigns related to changing light bulbs, shutting off lights, minimizing use of electrical equipment, power strip use, etc.).**

Yes	15	39%
No	23	61%
<b>Total</b>	38	100%

**3. If yes, please provide a description of what you offer. Feel free to include websites (if applicable).**

16 Responses

**4. How are the items noted above funded? If grant funding or rebates are utilized, please provide the specific name of the funding source and/or website information, if possible.**

13 Responses

**5. If no, why isn't your organization offering electrical reduction education and awareness information and opportunities to employees, staff, and/or volunteers? [Question Title]**

Not a priority of our organization	10	37%
No budget/resources to offer	4	15%
No incentive to focus on electrical reduction	3	11%
N/A my organization does offer electrical reduction education and awareness information and opportunities	7	26%
Other, please specify	12	44%

**6. If your organization provides any education and awareness materials, information, or events related to electrical energy conservation to employees, staff, and/or volunteers, are there are particularly successful or popular examples you would like to highlight?**

Yes	3	12%
No	23	88%
<b>Total</b>	26	100%

**7. If yes, please describe the successes and accomplishments you would like to highlight.**

6 Responses

**8. Does your organization provide any education and awareness materials, information, or events related to electrical energy conservation to customers, clients, and/or partnering organizations? (Examples might include newsletter information, bulletin board announcements, emails, speakers, competitions, projects, and/or campaigns related to changing light bulbs, shutting off lights, minimizing use of electrical equipment, power strip use, etc.)**

Yes	13	36%
No	23	64%
<b>Total</b>	<b>36</b>	<b>100%</b>

**9. If yes, please provide a description of what you offer. Feel free to include websites (if applicable).**

15 Responses

**10. How are the items noted above funded? If grant funding or rebates are utilized, please provide the specific name of the funding source and/or website information, if possible.**

13 Responses

**11. If no, why isn't your organization offering electrical energy reduction education and awareness information and opportunities to customers, clients, and/or partnering organizations? [Question Title]**

Not a priority of our organization	13	52%
No budget/resources to offer	5	20%
No incentive to focus on electrical reduction	4	16%
N/A my organization does offer electrical reduction education and awareness information and opportunities	4	16%
Other, please specify	6	24%

**12. If your organization provides any education and awareness materials, information, or events related to electrical energy conservation to customers, clients, and/or partnering organizations, are there are particularly successful or popular examples you would like to highlight?**

Yes	5	20%
No	20	80%
<b>Total</b>	25	100%

**13. If yes, please describe the successes and accomplishments you would like to highlight.**

6 Responses

**14. Has your organization utilized any of the City of Ames' Smart Energy Resources?**

Yes	15	43%
No	20	57%
<b>Total</b>	35	100%

**15. If yes, what Smart Energy resources has your organization utilized?**

Informational "insert" with monthly City of Ames bill	8	47%
Free Energy Audit	3	18%
Electric Services Rebates	3	18%
Assistance from Electric Services Employees	6	35%
Other, please specify	8	47%

**16. Please provide any additional information you feel would be of interest to this report regarding utilizing City of Ames Smart Energy information and/or resources.**

9 Responses

**17. If there are other electrical conservation resources, information, initiatives, or organizations your organization utilizes and finds beneficial, please feel free to share them.**

2 Responses

**18. Does your organization provide any education and awareness materials, information, or events related to other areas of sustainability besides electrical energy conservation to employees, staff, and/or volunteers? (Examples might include water conservation, recycling/waste management, green purchasing, air quality, use of chemicals/cleaning products/pesticides, volunteering in the community, helping to sponsor a community event, serving on a community or organization board or committee, etc.)**

Yes	19	54%
No	16	46%
<b>Total</b>	<b>35</b>	<b>100%</b>

**19. If yes, please provide a brief description of the additional areas of sustainability that are included. If you would like to include more detailed information you are welcome. Feel free to include websites (if applicable).**

21 Responses

**20. Does your organization provide any education and awareness materials, information, or events related to other areas of sustainability besides electrical energy conservation to customers, clients, and/or partnering organizations? (Examples might include water conservation, recycling/waste management, green purchasing, air quality, use of chemicals/cleaning products/pesticides, volunteering in the community, helping to sponsor a community event, serving on a community or organization board or committee, etc.)**

Yes	14	41%
No	20	59%
<b>Total</b>	<b>34</b>	<b>100%</b>

**21. If yes, please provide a brief description of the additional areas of sustainability that are included. If you would like to include more detailed information you are welcome. Feel free to include websites (if applicable).**

15 Responses

**22. If there is any additional information you would like to offer that you feel would be beneficial for this report and the initiative of the City of Ames Sustainability Task Force, please feel free to share it.**

4 Responses

**23. Would you be willing to share contact information for your organization if other organizations or members of the Ames community would like to learn more about your initiatives and successes? If yes, please include your contact information below. If you provide your contact information, you will receive a copy of the draft report to review your information and provide comment.**

14 Responses

**Thank you again for taking time to share your organization's information and experiences by completing this survey. Your support and assistance are invaluable!!**

**APPENDIX C.**

**EDUCATION AND AWARENESS INITIATIVES  
AND ACTIVITIES SURVEY RESULTS  
(OPEN-ENDED QUESTION RESPONSES)**

## City of Ames Sustainability Task Force - Education and Awareness Initiatives and Activities Survey

### Open Ended Question Responses

**1. Which of the following best classifies your organization?**

- | # | Response  |
|---|---|
| 1 | Educational/non profit                                  |
| 2 | McFarland Clinic 1215 Duff Avenue                       |
| 3 | Residential Consumer with For-Profit Office in our Home |
| 4 | non city government                                     |
| 5 | government  |
| 6 | county government                                       |
| 7 | government agency                                       |
| 8 | government  |

**3. If your organization does provide education and awareness materials, information, or events related to electrical energy conservation to employees, staff, and/or volunteers, please provide a description of what you offer. Feel free to include websites (if applicable).**

- | #  | Response   |
|----|--|
| 1  | Knowledgeable church members have oriented staff to green office procedures, including electrical aspects. CFLs have been installed wherever possible. Fluorescents are being converted to T8 as the old magnetic ballasts fail. Converting lighted exit signs to LEDs is planned. Motion sensor lighting has been installed in certain areas. The church has implemented green practices in several areas besides electricity use. The church has recently formed a Green Team to promote continuing efforts toward sustainability. |
| 2  | www.wm.com, company e-mails announcements, employee training   |
| 3  | part of ISU and live green initiatives, do all of the above www.livegreen.iastate.edu  |
| 4  | All facility upgrades since 2000 include energy efficient improvements from lighting bulbs, thermostat controls, HVAC upgrades, roofing and windows. Announcements are shared about status of upgrades with staff and physicians.  |
| 5  | staff newsletters email reminders policy manual references conservation  |
| 6  | Our organization is a big advocate on being "green". They encourage us to use "power save" modes on fax machines, printers, etc, have us log off our computers every night, use power strips, etc.   |
| 7  | We post sign and use a communication log to relay information to the employees of new ways to follow procedures that reduce energy use.  |
| 8  | notices in newsletter about the opportunity ideas about savings of electrical devices.   |
| 9  | N/A  |
| 10 | general information in way of literature and educational information   |
| 11 | Explain how new thermostats work. Information from contractors   |

- 12 We are working towards recognition as a Green Sanctuary from Unitarian-Universalist Association of Congregations. Our Green Sanctuary program has 12 projects that focus on environment, education, celebration, and social justice. We distribute information through newsletters, web site, forums, small group discussion groups and worship services. We have policies on energy and water conservation, recycling, and reducing the use of plastics and oil-based products. We have installed solar panels on our roof for energy conservation.
- 14 We have signs in our common areas noting lights may be off to help us conserve electricity.
- 15 Newsletters
- 16 We have members that are part of a conservation group and share info. We had a cool congregation's presentation. We also had energy conservation kits that could be picked up following worship.

**4. How are the items noted above funded? If grant funding or rebates are utilized, please provide the specific name of the funding source and/or website information, if possible.**

- | #  | Response   |
|----|--|
| 1  | Through volunteer efforts and the general church budget.   |
| 2  | funded internally for the most part, by ISU  |
| 3  | We are private organization so we incorporate these into our renovation planning as facility upgrades. When possible we submit for energy rebates. |
| 4  | I work for a large corporation and am not aware of how these promotions are funded. I'm sure they are coming from a much larger department.        |
| 5  | None applicable at this time   |
| 6  | Informational savings  |
| 7  | N/A  |
| 8  | our budget   |
| 9  | The above items are funded solely from donations and bequests.   |
| 10 | The information is provided through email and a newsletter generated by county staff. No outside funding is utilized.                              |
| 11 | The cost of the producing the signs in-house was minimal.  |
| 12 | budget as far as I know  |
| 13 | I don't know.  |

**5. If your organization is not offering electrical reduction education and awareness information and opportunities to employees, staff, and/or volunteers, why?**

- | # | Response   |
|---|--|
| 1 | Large Corporation with over 200 locations if something were to happen it would come from the top and hit our local markets.          |
| 2 | I focus on energy savings at McFarland Clinic and I am constantly look at innovative ways to save KWH and KW demands usage and cost. |
| 3 | we are a volunteer organization so not applicable  |



- 4 We are a small retail business in a strip mall.
- 5 N/A
- 6 We only have four employees, so an informal reminder system about shutting off lights, putting paper and plastics in the recycling bins and conservation of resources works best.
- 7 I think we're all pretty aware of these issues- we don't need to be reminded to turn off lights and don't need competitions to encourage us.
- 8 Very small home business, focus on electrical reduction with our family.
- 9 We have a small office with a part-time employee and very little electrical equipment.
- 10 We offer personal advice and rules to follow for the office
- 11 We are on a farm and use very little electricity. We use a solar oven for a lot of our cooking. We recently built a house on our property and there is a law about having to have a outlet on every wall every so many feet that seemed a bit outrageous to us.
- 12 only one employee

**7. If your organization is offering electrical reduction education and awareness information and opportunities to employees, staff, and/or volunteers, please describe the successes and accomplishments you would like to highlight.**

- |   |   |
|---|---|
| # | Response  |
| 1 | ISU Live Green web site highlights all sustainability accomplishments, including electrical consumption reduction. Specific highlight in this area is the reduction in electricity use of ~12% since 2008. This has occurred in spite of an increase in building gsf.   |
| 2 | We do not offer outside department suggestions. I take personal responsibility for energy conservation measures for McFarland Clinic.<br>Success stores range from electrical KWN and KW usage and cost reductions amounting to nearly \$10,000.00 a month since 2000. Ongoing saving at each renovation process help us maintain lower KWN usage by installing high energy efficient equipment like electrical T8 and T5 lights, High efficient motors, VFD drives, insulation both in side walls and attics as well as new flat roof insulation along with white rubber roof to reflect the heat. Window replacement as well as building caulking are just a few of many areas we focus our attention to. |
| 3 | We recycle huge amounts of paper We have kept our energy costs equal or less than previous years through better use of fans, doors, circulation of air and reinforcement of best practices  |
| 4 | We have a weekly "green tip" on our company's intranet that highlights different employees' ideas on being green. It's interesting to see how other co-workers are working to become more environmentally conscious.  |
| 5 | N/A   |
| 6 | Sponsored recent film series, open to members and the community at large that were attended by 30-40 people. Energy production of solar panels can be viewed with a link on our web site. Recent campaign to promote the use of re-usable water bottles in place of disposable plastic bottles resulted in the sale of more than 100 bottles. Replaced most of our incandescent bulbs with compact florescent bulbs. Installed programmable thermostats for heat/air conditioner system. One worship service per month is devoted to environmental/social justice topic. We intend to purchase Kill-A-Watt monitors and loan to members to measure the electrical consumption of their major appliances.    |

**9. If your organization provides any education and awareness materials, information, or events related to electrical energy conservation to customers, clients, and/or partnering organizations, please provide a description of what you offer. Feel free to include websites (if applicable).**

- |    |   |
|----|---|
| #  | Response  |
| 1  | The church has offered the Low Carbon Diet (LCD) program to small groups. <a href="http://www.empowermentinstitute.net/lcd/">http://www.empowermentinstitute.net/lcd/</a> A group of households reduced their carbon footprints by an average of 15%. This is equivalent to taking 1.5 U.S. households off-line. The LCD program focuses on electricity, natural gas, water, solid waste, and car and air travel. |
| 2  | <a href="http://www.wm.com">www.wm.com</a>  |
| 3  | We provide energy studies and make recommendations on energy improvements. We implement energy saving provisions in our project designs. We educate our customers on their energy use and needs.  |
| 4  | We use compostable carry out containers for food and beverages. We post signs that advertise that.  |
| 5  | N/A   |
| 6  | We provide ads with links on our website, plus we create links to appropriate information for the articles we publish on sustainability.  |
| 7  | literature and advertising, attending energy fair   |
| 8  | We are planning to start offering 'green' tips in our newsletters starting in August. We encourage our children to take steps to help the earth as part of their mission projects.  |
| 9  | As a consultant focused on Lean processes, we are always helping our client recognize waste of any kind, including energy.  |
| 10 | Signs for how to use override buttons in student lounge.  |
| 11 | We distribute the AMOS publication "Ames Be Cool" which provides helpful things for people to do at home to reduce energy consumption.  |
| 12 | See number 3, our park patrons see signs in restrooms etc to shut off lights to conserve energy.  |
| 13 | Newsletter information, campaigns related to changing light bulbs, shutting off lights, minimizing use of electrical equipment  |
| 14 | We had a cool congregation's presentation.  |
| 15 | ISU initiatives are intended to benefit employees, staff, and volunteers as well as customers, clients, and partnering organizations. Live Green website, monthly newsletter, and campus and community lectures and events are all intended to support customers both internally and externally <a href="http://www.livegreen.iastate.edu">www.livegreen.iastate.edu</a> .  |

**10. How are the items noted above funded? If grant funding or rebates are utilized, please provide the specific name of the funding source and/or website information, if possible.**

- |   |   |
|---|---|
| # | Response  |
| 1 | The LCD program is presented by volunteers. Participants buy their own books. Participants may make changes in their practices that results in rebates from a variety of sources. |
| 2 | no  |
| 3 | No special funding for our work. However, we obtain rebates from the utility for implementation of the energy saving features.  |

- 4 Signs are provided by the company.
- 5 N/A
- 6 The Ames Electric Services pays for the ads. We provide the links in the ads as a public service.
- 7 general budget
- 8 They don't cost money.
- 9 Funded by client fees
- 10 Newsletters and materials are funded through membership dues. AMOS publication was funded by City of Ames.
- 11 Budget as far as I know
- 12 I don't know.
- 13 Internal ISU budget

**11. If your organization is not offering electrical energy reduction education and awareness information and opportunities to customers, clients, and/or partnering organizations, why?**

- |   |   |
|---|---|
| # | Response  |
| 1 | This would be a great idea to offer employee's this information, however it is a time constraint for myself with my current responsibilities. |
| 2 | not applicable  |
| 3 | Again, we are a volunteer organization  |
| 4 | We are a small retail business in a strip mall.   |
| 5 | We are hoping to expand our customer awareness concerning the electrical and environmental friendly practices of our business.                |
| 6 | We informed our clients about our switch from gas powered to electrical powered equipment as a way to reduce our emissions.                   |

**13. If your organization is offering electrical energy reduction education and awareness information and opportunities to customers, clients, and/or partnering organizations, please describe the successes and accomplishments you would like to highlight.**

- |   |  |
|---|--|
| # | Response   |
| 1 | We would be happy to discuss the Low Carbon Diet with interested organizations. A ten-household group in our church reduced their carbon footprint by an average of 15%.   |
| 2 | We are currently providing an energy audit/study for the City of Marshalltown WWTP through Alliant Energy. We implemented energy saving blowers at a plant in Council Bluffs that received a rebate from Mid-American Energy and operation saves significant energy. We provided two projects last year that received "Green" grant funds from ARRA for energy saving projects at Newton and Council Bluffs. These had about a 2-5 year payback based on the energy savings. |
| 3 | For "kitchen garbage" we are using fewer plastic sacks by using paper sacks some, and also "dumping" the kitchen garbage from the plastic sack (unless it is too messy) and reusing the plastic sack rather than throwing the plastic sack into the garbage full and tied each time.   |
| 4 | N/A  |

- 5 Our web site link to the solar panels. We conducted a survey of our members to gauge their awareness of energy conservation and environmental issues. Survey showed a high awareness on most matters.
- 6 The ISU Live Green Initiative offers many resources that are accessible to any internal and external customer and/or stakeholder or anyone who is interested. Resources include the Live Green! website [www.livegreen.iastate.edu](http://www.livegreen.iastate.edu), Live Green Monthly newsletter, campus lectures, and campus and community events. All accomplishments and initiatives are highlighted on the Live Green! website.

**15. What Smart Energy resources has your organization utilized?**

- | # | Response   |
|---|--|
| 1 | Frequent contact with Steve Wilson and Donald Kom.   |
| 2 | Air Conditioner Turn-Off Program   |
| 3 | Smart Energy Kits  |
| 4 | Prime Time, Demand Record for every 15 min interval for 1 month,   |
| 5 | a/c units on prime time power  |
| 6 | We paid for a more "commercial-level" energy audit of our building.  |
| 7 | Energy kits available out after worship  |
| 8 | Partnering efforts with Electric Services and sharing of resources between ISU and the City. Also partnering efforts with The Energy Group for student projects and initiatives. |

**16. Please provide any additional information you feel would be of interest to this report regarding utilizing City of Ames Smart Energy information and/or resources.**

- | # | Response  |
|---|---|
| 1 | The energy audit focused almost entirely on lighting. The lighting is difficult because we rent the building, not own it. Focusing on reducing energy by plug load (which is a huge factor in an office setting) would be a great benefit.  |
| 2 | Larger scope of incentives for Geothermal utilization in needed in Ames. I have one new facility in Ames and the amount of energy rebates were lower and the return on investment could not be justified. However, a new facility programmed in Carroll, Iowa utilizing Mid American for a 40,000 square foot facility will receive an energy rebate of nearly \$114,000.00. A 15,000 square foot medical facility in Ames received \$14,700.00 energy rebate. Big difference. Ames needs to be more proactive supporting this technology and encouraging business to utilize this type of energy conservation. |
| 3 | Employees and resources are great! I can't say enough about their ability to assist me with my questions.   |
| 4 | The city takes great pride in its ability to produce electricity by the use of coal / trash fired power plant. It would be also nice to take pride that the city is looking into the future and produce wind and solar power electricity. This could be shown as assisting others in this production.   |
| 5 | N/A<br>There are many other things that impact sustainability than electricity, for example; give tax break to people who don't have to drive to work; stop letting people send recyclables to foreign countries when they can be recycled at our resource recovery plant; traffic flow; parking lots and street lights that light up the sky;  |
| 6 |   |

- 7 Will pass out conservation kits 7/17/11
- 8 many of our A/C units are 3 phase. We had you come out to try and get us onto prime time power, but you said we could not be on it due to our equipment. We tried to help.
- 9 The installation of solar panels on our roof was a learning process for both us and the city. Hopefully this will lead to a more streamlined process for others who wish to install solar panels.

**17. If there are other electrical conservation resources, information, initiatives, or organizations your organization utilizes and finds beneficial, please feel free to share them.**

- |   |           |
|---|-----------|
| # | Response  |
| 1 | N/A       |
| 2 | see above |

**19. If your organization provides any education and awareness materials, information, or events related to other areas of sustainability besides electrical energy conservation to employees, staff, and/or volunteers, please provide a brief description of the additional areas of sustainability that are included. If you would like to include more detailed information you are welcome. Feel free to include websites (if applicable).**

- |    |  |
|----|--|
| #  | Response   |
| 1  | The church is working on a gamut of green practices. Green cleaning materials are used by the housekeeping staff. Bulletin inserts have been significantly reduced to save paper and printing. The church newsletter is no longer mailed in hard copy to save paper, printing and postage. Electronic copies are emailed and a limited number of hard copies are printed for those without internet access. These must be picked up at the church. High efficiency boilers were installed about three years ago and have resulted in significant savings on natural gas. |
| 2  | In 2003-04 I did a complete water utilization and sewer and water cost. This was a major facility undertaking for water conservation measures which included toilets and low flow faucets. Water and sewer cost have been reduced nearly fifty percent.  |
| 3  | I am concerned that our city's old sewer lines are likely to have become corroded and/or partially blocked or blocked. Are we doing anything by dropping in "remote cameras" or other inspection methods to be sure they are okay and/or repairing them adequately. I hope these can be adequately maintained so that they don't all "break down" during the same fiscal period.   |
| 4  | We (The UPS Store) accept packaging materials from our customers for reuse and to keep them out of the waste stream.   |
| 5  | They provide 8 paid hours of volunteer service each year, strongly advocate community involvement, along with the above things noted.  |
| 6  | recycling, green purchasing, Fair Trade, non toxic cleaning chemicals, water conservation  |
| 7  | Waste recycling of trash.  |
| 8  | water conservation, recycling/waste management, green purchasing volunteering in the community, helping to sponsor a community event, serving on a community or organization board or committee  |
| 9  | just simple general literature   |
| 10 | We have been involved in climate change awareness events.  |

- 11 All our students complete a minimum of one hour of volunteering per month in school before they can graduate. We also donate free haircuts to the Emergency Residence project and commit to provide one Food At First meal per month
- 12 Insite uses bicycles to pull trailers that have electrically powered mowers, trimmers, and blowers to maintain residential lawns. This reduces fuel consumption and emissions. We also use 100% Corn Gluten Meal for fertilizer instead of petroleum based fertilizers - reduces oil consumption. We use people instead of machines wherever possible to reduce fuel consumption and emissions while providing jobs and income to the local economy. We use horticultural grade vinegar for spraying certain weeds in an effort to protect water systems. Most of our communication is via email - newsletters, invoices, contracts, etc. This reduces paper and ink use/waste. All possible materials are reused and recycled including wastes from landscaping jobs.
- 13 Information to staff/ trustees regarding specific situations or problems. Answered questions regarding proposed retention pond.
- 14 we try to use green chemicals/cleaning products as much as possible
- 15 This has been covered in answers to above questions.
- 16 Areas covered are those given as examples in question 18
- 17 Our mission has always included "educating citizens to be wise caretakers of our natural environment." we do this through programs, events, our quarterly publication etc.
- 18 We recycle, encourage carpooling, have very little electricity usage, no air conditioning, provide local food to community members, donate food from the farm to those in need; have potlucks covering different topics sometimes related to sustainability.
- 19 water conservation, recycling/waste management, serving on a community or organization board or committee
- 20 We have volunteers that share information with us about sustainability.
- 21 ISU focuses on all aspects of sustainability in their Live Green! initiative which includes environmental, economic, and social sustainability. Education, awareness, and involvement opportunities are provided through the Live Green! website, newsletters, events, etc. The same resources are utilized to encouragement awareness and empowerment for all areas of sustainability.

**21. If your organization provides any education and awareness materials, information, or events related to other areas of sustainability besides electrical energy conservation to customers, clients, and/or partnering organizations, please provide a brief description of the additional areas of sustainability that are included. If you would like to include more detailed information you are welcome. Feel free to include websites (if applicable).**

- |   |  |
|---|--|
| # | Response   |
| 1 | As above, the Low Carbon Diet program ( <a href="http://www.empowermentinstitute.net/lcd/">http://www.empowermentinstitute.net/lcd/</a> ) focuses on electricity, natural gas, water, solid waste, and car and air travel. |
| 2 | <a href="http://www.wm.com">www.wm.com</a>   |
| 3 | We design biomass conversion facilities that generate biogas (methane) that can then be used as a renewable resource. We are participating in Dubuque's sustainability conference this year.                               |
| 4 | We (The UPS Store) accept packaging materials from our customers for reuse and to keep them out of the waste stream.   |
| 5 | We provide information on all of the above through our news articles and community calendar.   |
| 6 | just literature and information  |

- 7 See #19
- 8 See question no. 9  
www.wwellington.com We send out emails and newsletters informing our clients of our efforts to reduce, reuse, and recycle. This
- 9 has included the conversion of a gas powered mower into a propane powered mower for a major reduction in emissions.
- 10 presentation by Erv interactive bathing demonstration (carbon footprint) printed information regarding proposed retention pond  
sustainability articles from time to time
- 11 See answers to above questions. Many of our members participate in community projects and serve on commissions and task  
forces.
- 12 We offer information on all of the above.
- 13 water conservation, recycling/waste management, green purchasing, air quality, volunteering
- 14 A member of our church did a presentation on sustainability.
- 15 All initiatives are noted on ISU's Live Green! website www.iastate.edu

**22. If there is any additional information you would like to offer that you feel would be beneficial for this report and the initiative of the City of Ames Sustainability Task Force, please feel free to share it.**

- |   |  |
|---|--|
| # | Response   |
| 1 | It is difficult to separate electricity conservation from other sustainability issues. In terms of cost and carbon footprint, natural gas conservation would probably be of higher impact. Water and waste water are important issues themselves but they also have energy costs associated with them. Energy use as well as waste water, storm water, and solid waste have implications for pollution of the environment as well as overuse of resources. We need to deal with all the environmental issues as well as the other two legs of the Three Legged Stool -- economy and social equity. |
| 2 | What about waste reduction, Free Days the resource recovery plant hardly promote sustainability; how about more and better bicycle trails, they should not just be for recreation but daily transportation too; is it sustainable to keep adding onto the town and adding new housing areas?   |
| 3 | I'm surprised the City of Ames Electric Department does not work with Story County Conservation in mutually beneficial programs, especially when we already offer environmental education programs like Mr. Garbage about recycling. I often get the impression that since Ames burns some trash at the power plant that people really aren't committed to reducing their carbon footprint.  |
| 4 | Our building has up to date floor heating through warm water regulated automated system along with special lights that utilize min energy.   |

**23. Would you be willing to share contact information for your organization if other organizations or members of the Ames community would like to learn more about your initiatives and successes? If yes, please include your contact information below. If you provide your contact information, you will receive a copy of the draft report to review your information and provide comment.**

#

Response

- 1 Jim Gaunt, First Christian Church, 611 Clark, , Ames, IA, 50010, USA, [jagaunt@gmail.com](mailto:jagaunt@gmail.com)
- 2 Carrie Spencer, Waste Management, 201 SE 18th St, , Des Moines, Iowa, 50317, USA,
- 3 Keith Hobson, FOX Engineering, 414 South 17th Street, Suite 107, , Ames, Iowa, 50010, USA, [klh@foxeng.com](mailto:klh@foxeng.com)
- 4 Ron Frantzen, McFarland Clinic, 1215 Duff, , Ames, Iowa, 50010, USA, [rfrantzen@mcfarlandclinic.com](mailto:rfrantzen@mcfarlandclinic.com)
- 5 Jim Lohr, J Lohr Consulting & Publishing LLC, 4247 Stone Brooke Road, , Ames, IA, 50010, USA, [jlhr10@mchsi.com](mailto:jlhr10@mchsi.com)
- 6 Suzan Shierholz, Story County Community Foundation, 416 Douglas, Suite 202, PO Box 1666, Ames, IA, 50010, USA, [storycounty@storycountyfoundation.org](mailto:storycounty@storycountyfoundation.org)
- 7 Gary Thompson, The UPS Store #5469, 809 Wheeler St - Ste 110, , Ames, IA, 50010, , [store5469@theupsstore.com](mailto:store5469@theupsstore.com)
- 8 Lauris Olson, AmesNewsOnline.com & Ames Bulletin Board, 326 5th St., , Ames, IA, 50010, USA, [laurisolson@amesnewsonline.com](mailto:laurisolson@amesnewsonline.com)
- 9 Willie Wellington, Insite Lawn Care and Landscaping, 2153 210th Street, , Boone, IA, 50036, , [insite@wwellington.com](mailto:insite@wwellington.com)
- 10 Mary Jean Baker, Collegiate United Methodist Church/Wesley Foundation, , , , , , ,
- 11 Erwin Klaas, Unitarian-Universalist Fellowship of Ames, 1405 Grand Avenue, , Ames, IA, 50010, , [ervklaas50010@yahoo.com](mailto:ervklaas50010@yahoo.com)
- 12 Amber Tiarks, Story County Conservation, 56461 180th Street, , Ames, IA, 50010, USA, [conservation@storycounty.com](mailto:conservation@storycounty.com)
- 13 Sal Syed, Darul arqum Islamic center, 1212 Iowa aver, , Ames, IA, 50014, USA, [ksalsyed@yahoo.com](mailto:ksalsyed@yahoo.com)
- 14 Merry Rankin, Iowa State University, Live Green! initiative, 108 General Services Building, Ames, IA 50011-4001 [mrankin@iastate.edu](mailto:mrankin@iastate.edu)