

35a&b

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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