

# City Side

Caring People Quality Programs Exceptional Service

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### Fourth of July Closings

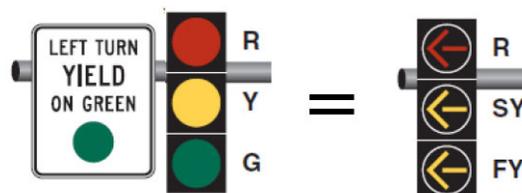
Most City of Ames departments and divisions will be closed Thursday, July 4 in recognition of the Fourth of July. Offices will resume normal business hours on Friday, July 5.



## New Traffic Signals Feature Flashing Yellow Arrow

New traffic signals added to intersections in Ames, as well as traffic signals scheduled for replacement around the community, will now feature flashing yellow arrows in place of the traditional green light. A flashing yellow arrow means left turns are allowed, but you must first yield to oncoming traffic and pedestrians and then proceed with caution.

The flashing yellow arrow is the new standard and will be installed at all new or replaced signalized intersections. The City has adopted the recommended guidelines of the MUTCD (Manual on Uniform Traffic Control Devices) and FHWA (Federal Highway Administration), and the flashing yellow arrow is consistent with those standards.



*The new flashing yellow (FY) will replace the traditional green light for left turns. The steady yellow is designated as SY.*

The flashing yellow arrow has been determined to be safer and results in fewer delays. A national study demonstrated drivers had fewer crashes with the flashing yellow left-turn arrow than with the traditional yielding left-turn indication. Additionally, traffic engineers prefer the flashing yellow because it offers more flexibility.

The first intersections to feature the new format will include Southeast 16th Street and South Dayton Avenue, Mortensen Road and Dotson Drive (by the Ames Middle School), Lincoln Way and Dotson Drive, Lincoln Way and Ash Avenue, Lincoln Way and Sheldon Avenue, and 28th Street and Grand Avenue.

## Celebrate 4th of July with Pancakes!

Ames residents are invited to join Mayor Ann Campbell and members of the Ames City Council at this year's Fourth of July Community Pancake celebration.

The event will be held from 8:30 to 10:30 a.m. on Thursday, July 4, just prior to the Fourth of July parade at 11 a.m. During the celebration, free pancakes, sausage, and coffee will be served at the front entrance of City Hall, 515 Clark Ave. Participants are welcome to stay downtown after the parade for activities, food, and games. The holiday will conclude with fireworks at around 10 p.m. Children are welcome to bring their bikes, decorate them at the breakfast, and join the parade.



Celebrate your community and your country at the annual Fourth of July Community Pancake Breakfast. Breakfast will be served rain or shine!

# Calendar

## City Council Meetings

The following meetings will be held in the Council Chambers, 515 Clark Avenue:

7 p.m. July 9  
7 p.m. July 23

A Council workshop will be held at 7 p.m. July 16. For the most current information, go to: [www.cityofames.org](http://www.cityofames.org).

## Reduce Runoff; Get a Rebate!

The Public Works Department's Smart Watershed Program is offering rebates for both Lawn Soil Quality Improvement and Native Landscaping. The Smart Watershed Program promotes practices that reduce the amount of rainfall runoff leaving properties. Beginning July 1, property owners may apply for up to \$350 to improve lawn soil quality by aeration of the lawn followed by topdressing with a thin layer of high quality yard waste compost and grass seed. Additionally, the Native Landscaping rebate provides up to \$350 for adding native prairie or woodland plants to lawns or gardens. Contact City of Ames Stormwater Specialist Jake Moore at 515.239.5287 for details.

Helping Businesses Relocate or Expand

## Coleman Begins as Business Development Coordinator

Opening or expanding a business can create many challenges, so having a designated staff person to help navigate rules, regulations, and potential hurdles can be a tremendous help. Through a partnership between the City of Ames and the Ames Economic Development Commission (AEDC), Tiffany Coleman was hired as the City's new Business Development Coordinator and AEDC's Director of Business Development and Marketing.

The Ames City Council has a goal of promoting economic development and showcasing Ames as a welcoming place to do business. The Business Development Coordinator focuses on encouraging private sector growth by acting as a facilitator for entrepreneurs as they work to implement their ideas. In this shared position, Coleman serves as the liaison between the City of Ames and private developers, companies considering relocating to Ames, and existing businesses exploring expansion. She will implement an aggressive economic development marketing strategy and follow up with clients who have expressed interest in the Ames area as a place to locate a business. Additionally, Coleman will analyze current City of Ames policies and procedures to look for ways to improve.



*Business Development Coordinator Tiffany Coleman was hired in May.*

Coleman received her bachelor's degree from Culver-Stockton College, Canton, Mo., and her Executive MBA from the Tippie School of Management, University of Iowa. She served as the County Economic Development Director for the City of Bolivar, Polk County, Mo., from 2002-2004, and Executive Director of Warren County's Economic Development Corporation in Indianola, Iowa, for more than six years. Most recently, Coleman was the Economic Development Coordinator for the Urbandale Development Association.

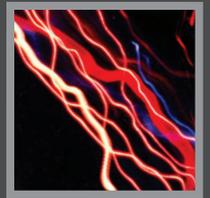
## Plant Experts Have the Answers!

Members of the Parks and Recreation Department spend hours tending to the trees, plantings, and landscaping in more than 3,000 acres of Ames parkland. But even our park professionals need help at times determining why a tree isn't growing or what is damaging a plant. In those situations, they turn to the experts at the Plant and Insect Diagnostic Clinic (PIDC) with Iowa State University Extension. During this growing season, Ames residents have access to the same expertise by contacting PIDC with their disease and pest problems.



The PIDC promotes disease and insect management practices that are effective and safe for homeowners. After identifying the problem, PIDC staff recommend control strategies suitable for each situation and provide homeowners information on how to prevent problems from occurring in the future. Additionally, they emphasize solutions that don't harm our watershed.

While every gardener wishes for a season free of plant disease and insect problems, there are times when landscaping or plantings struggle. For assistance or questions, contact the PIDC professionals at [pidc@iastate.edu](mailto:pidc@iastate.edu), call at 515.294.0581, or go online at <http://clinic.ipm.iastate.edu>



## Some Electric Items Use Power Even When Not Turned On

Standby power is the electricity consumed by the internal components of an electrical device even when it's turned off. This type of power can use as much as 15 watts per device or more. If you add up all the electrical devices in your home, then take all of this times the 111 million households in the United States, the result is a lot of wasted energy.

Additionally, the number of devices per household is increasing. A Nielsen report stated that the average number of televisions per home is now 2.93, up from 1.57 in 1975. Standby power can account for up to 22 percent of all the energy used by the home's electronic devices and appliances.

According to Pew Research Center's Internet and American Life Project, 76 percent of Americans own a computer, up from 51 percent in 2000. Eighty-five percent of citizens own a mobile phone, up from 55 percent in 2000. And 56 percent of U.S. households own a video game console, up from 35 percent in 2004. The problem of wasting energy grows as people add energy-using devices to homes and use them inefficiently.

The Alliance to Save Energy estimates that businesses waste \$2.8 billion every year powering 108 million unattended PCs. The National Resource Defense Council estimates that each household owning a video game console wastes \$100 a year by not turning it off when done. All that wasted energy adds up. The result is about 120 billion kilowatt hours (kWh) of electricity costing homeowners \$140 billion and releasing about 125 million tons of CO<sub>2</sub> into the atmosphere each year.

In Ames, you can expect to pay about \$60 each year for standby power, all used by stuff that's turned off. You can help by unplugging items you don't use frequently, investing in power strips and turning off all items at once, and purchasing electronics that are marketed as "low standby."

## Energy-Saving Tips

During the summer electricity usage is highest between the hours of 3 p.m. to 9 p.m. Ames Electric Services customers who shift electric usage from peak hours to early morning or late evening hours can help reduce peak demand. Some other steps you can take include:

- Avoid cooking with the oven. Eat cold foods or use a microwave.
- Replace or clean your furnace filter every month during hot weather.
- Caulk and weather strip your windows and doors.
- Sign up for Prime Time Power or learn more about electricity-saving Smart Energy rebates at [www.cityofames.org](http://www.cityofames.org).
- Call the Energy Guy at 515.239.5177 with questions.

## Thermostat Adjustments Work!

Does adjusting the thermostat up a few degrees save electricity? While many people are under the impression that it takes more energy to cool the house down later, the research proves that adjusting the thermostat lowers your bills. According to the Department of Energy, it's a common misconception that an air conditioner works harder than normal to re-cool a space back to a comfortable temperature after the thermostat has been set higher, resulting in little or no savings.

Based on years of research and numerous studies, it has been shown that the energy required to re-cool a space is roughly equal to the energy saved as the space rises to the higher temperature. But you save energy for the time that the temperature is at the higher setting. How much money can you save? Setting your thermostat up 5 degrees consistently over the summer can save you 10 to 15 percent.



# Ask the Energy Guy

**Q: Why is it important to look for Energy Star appliances? How much electricity do they really save?**

**A:** What's the first thing you think of when you need to buy a new refrigerator, computer, or TV? Hopefully, it's Energy Star. As the

Energy Guy, I guess I take it for granted that everyone knows about energy conservation tools and uses them to help zero in on their next purchase. Let me answer your question first with some history.

The Energy Star program began in the Air Office of the Environmental Protection Agency (EPA), an organization with a primary goal to reduce air pollution. Energy Star, which started in 1992, was a continuation of another program called Green Lights that worked with building owners and managers to install more efficient lighting. After all, saving energy will reduce power plant emissions and improve air quality.

I view the Energy Star program like a shortcut. If you want to purchase an appliance that's energy efficient, just look for the blue and white Energy Star label. All necessary testing has been done to ensure efficiency. Products earn the Energy Star label by meeting established energy efficiency requirements as set forth in Energy Star product specifications. The EPA picks products that will contribute significantly to national energy savings, while delivering the features and performance demanded by consumers. Another area considered is availability. Chosen products are to be broadly available, using non-proprietary technologies and offered by more than one manufacturer.

Energy Star products will save energy and result in lower utility bills because they are 20 to 30 percent more efficient than those with standard efficiency. However, Energy Star-certified products typically cost more. An important factor to consider when making an appliance purchase is that increased efficiency will lower bills and offer a payback through savings over time.

The City of Ames Electric Services' Smart Energy appliance rebate program offers incentives for the purchase of Energy Star-rated refrigerators, freezers, dishwashers, and washing machines. Additionally, the Smart Energy new home construction program offers an incentive for Energy Star rated homes.

For more information, visit [www.cityofames.org/smartenergy](http://www.cityofames.org/smartenergy).

## Numbers to Know

Power out .....515.239.5240  
Street light out .....515.239.5500  
Utility bill question ...515.239.5120

Renting security lights .....515.239.5437  
Energy questions .....515.239.5177

Tree growing too close to an electric line .....515.239.5500

Going to be digging? Iowa One Call: .....811

### Heating Degree Days

April			Season to date		
2013	2012	31-year Average	12/13	11/12	31-year Average
560	327	446	6297	5118	6307

### Cooling Degree Days

April			Season to date		
2013	2012	31-year Average	2013	2012	31-year Average
7	17	13	0	3	14

Degree Days are tabulated from hourly temperature data recorded at the Electric Services Power Plant. Monthly and seasonal degree days are averages since 1982. More degree day information is available on our Web site: [www.cityofames.org/electricweb](http://www.cityofames.org/electricweb)

Steve Wilson

*"The Energy Guy"*

Energy Services Coordinator  
515.239.5177

## Ceiling Fans Save Electricity

Ceiling fans can reduce energy costs by making a room feel cooler. But ceiling fan direction is crucial for comfort. The rule to follow is fairly simple, "counter-clockwise" or "forward" is used to blow air down on occupants during summer. Reversing the direction to "clockwise" pushes heat off the ceiling and circulates it into the room during winter.

Comfort's a good thing, but how does this save energy? The idea is to use the fan in cooperation with setting the thermostat higher a few degrees. Fans do nothing to the temperature of a room, but because of wind-chill effects, the moving air provided by a fan allows one to tolerate higher temperatures and not forfeit comfort.

**City Side is a publication of the City of Ames, Iowa**

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### Questions?

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