

Staff Report

FY 2021-22 Year-End Sustainability Report

June 14, 2022

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. 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 2021-22, in keeping with the Council's direction, the Scope of Services targets the following 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 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.
5. Serve as a City contact with consultants to complete a Climate Action Plan. Help lead the committee of City employees in collaboration with the selected consultant to complete and present the Climate Action Plan to Council.

SCOPE OF SERVICES PROGRESS:

- 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.***

Year-End FY 2021-22 accomplishments include the following for Priority Area #1:

- Promoted and increased awareness and education related to the City of Ames FWD (Food Waste Diversion) program. More than 60 tons of food waste have been collected since the program's beginning – 15.675 tons being collected January-May 2022.

Collaboration partners: Public Works – Bill Schmitt, Mark Peebler and Lorrie Hanson, and Public Relations Officer – Susan Gwiasda; Parks & Recreation also assists through selling kits at the Community Center Gym.

- 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 FY 2021-22 accomplishments include the following for Priority Area #2:

- Continued recruitment of additional businesses to the Smart Business Challenge and three-year recertification of current certified business members. Thirty-eight businesses are currently participating in the Challenge. Current certifications in the Challenge include three bronze, nine silver, five gold, and 11 platinum. One new business joined the Challenge since mid-year, Championship Productions.
- Completed additional recertifications for businesses being certified for at least three years. One business completed recertification since the mid-year report, Green Hills Community – recertified at the platinum level.
- Hosted the 2022 Smart Business Challenge Recognition Luncheon on January 20, from 11:30 am to 1:15 pm, via Zoom – shifting from a hybrid option due to an increase in COVID cases. Lunches, provided by Platinum-certified Smart Business Challenge member, Wheatsfield Cooperative, were delivered to businesses and attendees joining the event. Mr. Yuill Herbert, with the Sustainable Solutions Group (consultant for the City Climate Action Plan) was this year's keynote speaker. Herbert spoke on "Envisioning the Role of Businesses in Ames' Low Carbon Future". Links to recordings of this year's event and keynote address are available on the [Smart Business Challenge website](#). Next year's event is scheduled for Thursday, January 19, 2023, from 11:30am to 1:15pm.
- Continued piloting a new business audit process and report that includes carbon

emissions evaluation and impact, along with energy reduction and cost savings.

- Assisted in the interviewing process to hire Joel Zook as the new Electric Services Coordinator, replacing Kayley Barrios Lain.

Collaboration partners: Electric Services – Donald Kom and Kayley Barrios Lain; Public Works – Bill Schmitt, Liz Calhoun, Mark Peebler, and Lorrie Hanson; Water & Pollution Control – John Dunn; The Energy Group; 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.

Year-End FY 2021-22 accomplishments include the following for Priority Area #3:

- Participated in sustainability tabling at City Council Night at Bandshell on June 2.
- Assisted in the development and facilitation of the six-hour “Earth Day on the Airwaves” event in collaboration with KHOI Community Radio on April 23, featuring live updates from the Ames Water Treatment Plant open house, community voices sharing initiatives, activities, and stories related to celebrating Earth Day.
- Coordinated with City and University staff in the planning and implementation of Stash the Trash, April 4-11.
- Continued a monthly radio program on KHOI focused on community sustainability accomplishments, initiatives, and opportunities.
- Continued to represent the City in sustainability update segments on KASI.
- Continued sharing of City of Ames sustainability efforts as part of speaking engagements.
- Continued sharing of City of Ames and Ames community volunteer opportunities and sustainability events via Live Green! Monthly newsletter, Live Green! social media platforms and targeted emails.
- Engaged City of Ames department participation in Iowa State University environmental events. Public Works (Storm Water and Resource Recovery), City Manager’s Office and Electric Services tabled at the Sustainapalooza (February 22) and Earth Day (April 22) events.

4. Coordinate 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 FY 2021-22 accomplishments include the following for Priority Area #4:

- Completed six planning meetings for the 2022 Rummage Rampage event. This year's event will be held from Friday, July 29 to Saturday, August 6. This year's event will require more than 1,500 hours split up between 420 different volunteer shifts to benefit non-profit organizations. This includes overnight as well as day-time opportunities.
- When the Volunteer Center of Story County closed, event organizers created and launched a City of Ames Rummage Rampage volunteer sign-up and tracking system through combination of a purchased app and custom software product.
- Completed an informational meeting for non-profit organizations on May 4.
- The timeline calendar for this year's event includes the following key dates:
 - May 23: Deadline for agencies to sign-up for funding eligibility.
 - May 23 - June 17: Agencies register volunteers and receive weekly updates.
 - June 17: Deadline for agencies to register for at least 10 hours. Agencies notified if they have not registered 10 hours to qualify for funding distribution.
 - June 20 – July 22: Volunteer registration opens to the general public.
 - July 13: Volunteer Orientation meeting.
 - July 29: Event begins.
- Additional event information, as well as additional instructions for what and how to donate, can be found on the [Rummage Rampage website](#).
- Partnering with ROAR (Rehoming Our Aquariums and Animals Responsibly) will take place again this year. Due to very busy schedules for our ROAR partners, assistance will be available on an as-needed basis throughout the event, rather than on-site.

Collaboration partners: Iowa State University Parking Services, Iowa Department of Natural Resources, Story County Conservation, Iowa Wildlife Center, Resource Recovery Plant, Ames Police, Ames Electric Services, Ames Animal Shelter, Ames Parks & Recreation, Ames Water & Pollution Control, Ames Public Works, Public Relations Office, and community non-profit organizations and volunteers.

- 5. Serve as a City contact with consultants to complete a Greenhouse Gas (GHG) Inventory and assist in the completion and presentation of the GHG Inventory to the City Council. Play a key role in selecting consultants for a Climate Action Plan. Help lead the committee of City employees in collaboration with the selected consultant to complete and present the Climate Action Plan to the City Council.**

Year-End FY 2021-22 accomplishments include the following for Priority Area #5:

- Collaborate with City staff and consultant SSG to support milestone components of the Climate Action Plan process including:
 - Completion of Climate Action Plan goal setting.
 - Completion of a total of three Steering Committee workshops, three Supplemental Input Committee workshops and one Town Hall meeting.
 - Completion of weekly and/or bi-weekly consultant planning and engagement meetings.
 - Continued development of education and engagement materials including a project website updates, online survey completion, and various marketing materials.
 - Continued assistance with community engagement, outreach, and awareness-building opportunities. Presentations provided at events and for civic and community groups have included Ames Public Library EcoChats, OLLI (Osher Lifelong Learning Institute at Iowa State University), Boards and Commissions Annual Appreciation Luncheon, Des Moines Area MPO (Metropolitan Planning Organization) Environmental Roundtable, Rotary, Kiwanis, Chamber of Commerce and Economic Development, Downtown Ames, and Mary Greeley Medical Center Board of Directors.
 - Continued coordination with technical assistance team members related to evaluating the “Six Big Moves.” This document identifies 29 strategies to achieving Climate Action Plan goals of 83% reduction in carbon emissions by 2030 and net zero by 2050. Working with the technical team to analysis the 29 strategies based on eight criteria: amount of administrative effort needed, feasibility of achievement, legal feasibility, cost, funding, impact on residents in terms of property taxes, utility rates, etc., cost compared to the tonnage of carbon removed, and impact on inclusion.

Collaboration partners: Electric Services – Donald Kom and Kayley Barrios Lain; City Manager’s Office – Deb Schildroth and Susan Gwiasda; Citywide members of the CAP Technical Team