

Minutes

SUSTAINABILITY TASK FORCE

Ames, Iowa

November 29, 2010

Merry Rankin called the meeting to order at 11:36 a.m. Those in attendance included: Gerry Peters, Jennifer Malone, Matt Santee, Irina Bassis, Chris Knorowski, Tom Elston, Monte Streit, Jim Gaunt, Erv Klaas, Eve Doi, Andrew Tulp, Corey Metzger, Don Kom, Vanessa Preast and Dan Krohn.

Approval of October Minutes

Minutes for the October meeting were approved. Eve Doi moved, Monte Streit seconded, and motion passed unanimously.

Public Comment Added to Future Agendas

Merry Rankin clarified to the group the role of the task force members as being the representatives of the task force that are actively engaged at the monthly meetings. She inquired to the group their thoughts on offering an opportunity for public comment to be added to the monthly agendas in order to ensure additional input can be offered by those in attendance who are not appointed to be actively engaged. Task force members were favorable.

Action Plan Organization and Categories

Merry Rankin provided a template document that outlined categories that the overall task force action plan should include as well as suggested organization and categories for each of the sector specific action plans. Merry clarified that while the overall action plan will note an overview of goals and action steps for a community wide focus on electrical consumption reduction, she noted the importance of each sector to specifically write up their own sector-specific action plan that would be included as an appendix of the overall plan. The action plan is one of the deliverables noted in the official task force charge.

Sector Updates

Students – Reported the student sector is looking at marketing and all the information currently available from the City as a primary focus. Apartment units and their managers are an initial target area for goal setting and opportunities.

Faith-based – Reported the faith-based sector has made contact with the various houses of worship throughout Ames to start dialogue. This sector has been working with Electric Services to collect baseline information on the faith-based customers. A detailed sector report was provided to Merry as well.

Business – Reported the business sector has been discussing ways to engage the overall business sector in electrical reduction and is considering putting together a rating system

for businesses that would offer ideas and opportunities for success. An inquiry was made to Electric Services regarding peak time opportunities for the business community.

Residential – Reported the residential sector has been having general discussion regarding information and resources that are beneficial for sector dialogue and engagement.

Non-City Government – Reported the non-city government sector has been collecting examples of successful electrical reduction programs and practices to share with their sector.

Building Contractors/Developers – reported the building contractor/developer sector has been discussing and clarifying their primary focus.

Civic – reported the civic sector will be meeting soon to start their discussions.

School Districts – reported that the school district sector will be meeting soon to start their discussions.

Discussion of other Iowa Initiatives and City Plans Targeting Electrical Consumption Reduction

Tim Borich – Extension Services, Communities Director – noted a number of projects Extension has been engaged in that supports increasing awareness and engagement in electrical consumption including: community and economic development, healthy communities, leadership development, community visioning, and educational opportunities and resources for community sustainability building. Tim suggested the Community and Economic Program Builder portal as a good resource <http://www.extension.iastate.edu/programbuilder> .

Cori Brubach – City of Dubuque, Sustainability Coordinator – discussed the resources and processes utilized by the City to address their various areas of focus, including electrical consumption. Specific programs include: Smart Energy Use – directed at building management and construction; Dubuque 2.0 – directed at engaging the community as a whole in sustainability and includes the Petal Project (a business certification project); and Smarter Sustainable Dubuque – directed at providing tools to specifically engage the public including smart meters, an on-line dashboard, and other real-time feedback opportunities.

Scott Timm – City of Fairfield, Sustainability Coordinator - discussed the resources and processes utilized by the City to address their various areas of focus, including electrical consumption. Specific initiatives include: new construction guidelines and resources, community education (including home weatherization courses). A Go-Green Guide has been developed to encompass all of the city's areas of sustainability focus and resources relevant to each of them.

Brenda Nations – City of Iowa City, Sustainability Coordinator – discussed the resources and processes utilized by the City to address their various areas of focus, including electrical consumption. She noted that the City began their journey focused on reducing their greenhouse gas emissions which led them toward consideration of electrical reduction.

Erv Klaas noted the overarching approach these cities had taken in developing sustainability initiatives that included areas beyond electrical consumption and reminded the group to consider this in their action plan recommendations for additional areas for their sectors to consider when the task force has completed their current charge of electrical consumption reduction.

Smart Energy Box

Don Kom provided all task force members with Smart Energy boxes that Electric Services has made available to Ames residents as an electrical reduction educational resource. The box contains a variety of energy savings resources including compact fluorescent light bulbs, refrigerator thermometer, electrical consumption information “wheel”, etc. Members were encouraged to consider these ideas and resources when considering engaging and educating their sectors.

The meeting was adjourned at 1: 17 p.m.