

Minutes

SUSTAINABILITY TASK FORCE

Ames, Iowa

October 27, 2010

Merry Rankin called the meeting to order at 5:06 p.m. Those in attendance included: Gerry Peters, Jennifer Malone, Matt Santee, Irina Bassis, Chris Knorowski, Tom Elston, Carolyn Raffensperger, Karen Shimp, Monte Streit, Adam Papesh, Jim Gaunt, Erv Klaas, Eve Doi, Andrew Tulp, Corey Metzger, Don Kom, and Steve Schainker.

Introduction of Task Force Members

Merry welcomed the members and asked everyone to introduce themselves as well as state their interest in sustainability issues, and what sector of the community they are representing.

Review of the Task Force Charge

Steve Schainker explained that this is a task force for the City Council that has a very focused assignment scheduled to last twelve months. The Council has asked this body to develop a Sustainability Plan that will help achieve cost-effective energy reductions in the various sectors of our community through the focus on electrical energy consumption and the associated carbon emissions. Erv Klaas asked whether the group will be dealing with transportation issues related to electric cars, for example, that would impact electric consumption. Merry indicated that the group won't be exploring this broader topic during this assignment.

Merry Rankin explained the organization of the Task Force which also includes sub-committee members for each sector and interested individuals who will serve in a consulting capacity. She is hoping that Task Force members will lead their respective sub-committees to identify ideas for each sector regarding best practices, educational strategies, and identification of challenges that need to be overcome.

Review of Products, Results, and Timeline

Merry reviewed the proposed timeline which envisions a meeting once per month. Since the group could not agree on a consistent day of the week and time of day, Merry agreed that a Doodle calendar will be sent out for members to indicate their preference. Members asked if load shedding and wind/solar techniques could be considered. Don Kom indicated that these were important to the Ames electric utility.

Merry shared with the group her concept of a planning workshop to be held on February 26th. Her concept is to invite consultants and vendors to offer ideas to Task Force and sub-committee members.

Carolyn Raffensperger suggested a “fun” technique perhaps through a simulation game that would identify costs and savings for various reduction solutions.

Karen Shimp urged for the establishment of reduction goals and emphasized the importance of monitoring the effectiveness of the recommendations. She hope that the plan would provide a roadmap with a step by step procedure to reduce consumption.

Overview of Electrical Consumption

Merry shared with the group energy consumption information for the City’s electric customer classes as well as necessary individual reductions to achieve 5, 10, and 15% electrical consumption reduction. Don Kom, the Director of Electric Services, explained the City’s demand-side management programs that offers \$800,000 of incentives each year to induce customers to reduce consumption.

Corey Metzger asked if the City has a breakdown of what percentage of electric consumption is caused by lighting, refrigeration, etc. Don will look into this further. Jim Gaunt was interested in this type of information for churches. Don responded that although specific data was not available from Ames customers, there may be national data available.

Discussion of “Take Charge Initiative”

Eileen Horn, Sustainability Coordinator for Lawrence Kansas and Douglas County review the intra-city competition that was held in 2009. The goal of the year-long event was to educate the citizens from the participating communities about electric consumption reduction and motivate the residents in these communities to accomplish this reduction.

The cities planned a comprehensive public relations campaign around this competition. They kept their message very simple and learned that each sector is motivated by a different message. They consciously avoided trying to convince people to participate to reduce global warming. There were other reasons that resonated with the participants.

The meeting was adjourned at 7:45 p.m.