

# Sustainability Spotlight:

## Denzell Hayes

Communications Assistant, City of Iowa City Office of Sustainability



### What does sustainability mean to you?

When I think of sustainability, I think of it as a systems-thinking approach to be applied to any process or project. Sustainability to me means making decisions based on the triple bottom line: people, planet, and profit. When you make decisions based on the triple bottom line, you take into consideration all of the externalities associated with a decision. This allows you to make the best long-term choice. Sustainability is fluid and can be constantly improved upon. It's often easy to forget that the word "sustainability" can almost always be interchanged with the word "efficiency." Solving problems considering all externalities simply creates more holistic, efficient, and sustainable long-term solutions.

### How is sustainability incorporated into your position?

In my position, my primary responsibility is to ensure that the public knows what the City of Iowa City is doing to make Iowa City more sustainable. I work to ensure the public is up-to-date by preparing the monthly Sustainable Iowa City Newsletter, supplying the City of Iowa City's Communications Department with sustainability content for our social media efforts, as well as preparing other various sustainable communications for the City.

### What actions have you taken to improve sustainability within your position?

My position is a new one for the City of Iowa City. I work directly with Brenda Nations, the City of Iowa City's Sustainability Coordinator. The addition of my position has allowed the City's sustainability efforts to be effectively conveyed to the public. I have worked to grow the subscription base of the monthly Sustainable Iowa City Newsletter, optimize the City of Iowa City Sustainability webpage, and provide sustainable social media content for the City's Communications Department. Through this work, I hope to provide more people with up-to-date and engaging sustainability content so residents can know what the City is doing to make Iowa City more sustainable.

### In your opinion, what efforts can be made to improve sustainability within your position or within our community?

The primary way I can work to improve sustainability within my position is by growing the subscription base of the Sustainable Iowa City Newsletter and other sustainable communication outlets. Getting more of the community to engage in the efforts the City is taking to make the community more sustainable is crucial to advance its sustainability goals. Communities are made up of individual people. It takes an effort from those individuals to drive real change for a community. My hope is that through my position I can enable individuals to help create a more sustainable community by providing them with quality and interactive communications.

For more information about the City of Iowa City's sustainability efforts, visit [www.icgov.org/sustainability](http://www.icgov.org/sustainability), subscribe to our Sustainable Iowa City newsletter at [www.icgov.org/e-subscriptions](http://www.icgov.org/e-subscriptions), or follow #SustainableIC on Facebook, Twitter, or Instagram.

