

CITYnews

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IBM and Dubuque Partner on Smarter City Initiative

On Sept. 17, IBM Corporation and the City of Dubuque announced a new collaboration aimed at making Dubuque one of the first “smarter” sustainable cities in the U.S.

IBM has identified “building a smarter planet” as its top priority and has partnered with Dubuque to create a “smarter,” more sustainable city that can serve as a model for communities under 200,000, where over 40 percent of the US population resides. The objective is to create an innovative model for energy and environmental sustainability, energy-efficient buildings, water management, and optimization of city-wide transportation and parking.

This model will focus on measuring, managing, and optimizing the utilization of energy and resources within the community in order to reduce costs, increase competitiveness, create jobs, and improve community sustainability. In the first phase of the project, approximately 250 Dubuque homes and businesses will be sought for voluntary participation related to energy and water use. Eventually, the pilot group will be expanded to 1,000, and more as it evolves and is expanded to transportation-related issues.

Plans include the development of new “smarter” technologies and implementation strategies to create an international model of sustainability for communities of 200,000 and under.

Dubuque and IBM Research, a different division of IBM than the service delivery center in the Roshek Building, will work together to address the ever-increasing demands of cities to deliver vital services such as energy and water management, and transportation, all while reducing the community’s impact on the environment.

“The goal of this collaboration is to develop and pilot a systematic mechanism to give consumers and businesses the information they need to make informed decisions about how they consume resources like electricity, water, natural gas, and oil,” said Robert Morris, vice president, IBM Research. “To create

such a mechanism, a partnership is needed between a community with a track record of successful public-private partnerships, citizens and businesses that believe in sustainability, and enterprises like IBM that have the information technology and knowledge to apply to this transformative partnership.”

“Our goal is a replicable model of viability, livability and equity for other communities and to create a sustainable legacy for generations to come,” said Mayor Roy D. Buol. “It will also save residents and businesses money and create an international brand for Dubuque, helping to recruit businesses and workforce, serve as a major recruitment tool for area colleges, and it will accelerate local business growth.”

In addition to IBM and the City of Dubuque, the partnership is planned



Robert Morris, Vice President, IBM Research

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to include local and regional private businesses, non-profit organizations, local and state government agencies, and several federal agencies. This initial phase will cost \$850,000, available from the City water fund. Future phases are anticipated to be funded by external grant sources. Additional revenue from the more accurate metering capability and extending the debt on the water meter replacement project resulted in the Mayor and City Council voting to reduce the water rate by two percent.

The City is currently implementing a city-wide water meter replacement project and is integrating a device, called an Unmeasured Flow Reducer (UFR) and manufactured locally by A.Y. McDonald, designed to augment the water meter in providing the most accurate measurement possible during low-flow use. The new system will allow consumers to identify waste and consider corrective measures

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THE CITY OF
DUBUQUE
Masterpiece on the Mississippi

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which will translate into better water use and energy savings. Reduction in water use will also reduce use of both energy and chemicals in treating and delivering water. As the City enhances its water management system, IBM's technology will interface with the City's system to process water consumption data and give City staff real-time visibility into the overall city water consumption. IBM Research plans to also build new service systems integration, data management, and analytic technologies that will create new insights for consumers which will translate into better water utilization and energy savings.

According to national research, 30 percent of households have water leaks (faucet, toilet, etc.). As part of the water meter replacement project, the City is also creating a rebate program for costs associated with repairing leaks identified by the new system. The City will budget

\$10,000 annually in matching funds to fix leaks and reduce costs for water customers.

The Dubuque Area Chamber of Commerce and Community Foundation of Greater Dubuque, with funding support from the Mystique Casino, have partnered to create Dubuque², the city's newest community engagement process aimed at making our city a national leader in sustainability efforts. Dubuque² will be much like Envision 2010, a process that encouraged public/private partnerships to shape our community's future. The process is meant to increase awareness of sustainability efforts, opportunities and outcomes in our community.

Additional information will be made available as details for the project are finalized. For more background, visit www.sustainabledubuque.org, www.dubuque2.org, or www.ibm.com/smartercities. §

Ice and Snow...Take it Slow

Winter is just around the corner, and the Iowa Department of Transportation offers some easy tips to keep yourself, your family, and other drivers safe this winter.

- Always maintain a reasonable speed and safe following distance from the vehicle in front of you. Winter road conditions often result in longer stopping distances and reduced visibility.
- Check the weather forecast and road conditions before embarking on a trip. Dial 511 or visit www.511ia.org.
- Turn on lights to see and be seen. Keep head and tail lights clear of snow.
- Avoid using cruise control in winter driving conditions. You need to be in control of when your car accelerates based on road conditions.
- Don't drive through "white out" conditions. Be patient, wait it out, and travel safely.
- Be aware that ramps, bridges, and overpasses may occasionally freeze before other roadway segments.

For more tips and weather-related information visit www.iowadot.gov. §

Public Works Reminders

Leaf Rake-Outs (\$15 minimum fee) can be scheduled for collection Oct. 12 through Nov. 25, weather permitting.

Holiday Collection

*Thanksgiving collection: Saturday, Nov. 28
Christmas collection: Saturday, Dec. 26
New Year's Day collection: Saturday, Jan. 2*

Merry Mulch Program

Christmas trees and yard waste will be picked up during the first two full weeks in January on regular collection days. Please attach a City brush tag or yard waste sticker.

Holiday Tag Distribution

City refuse customers may present the bottom half of their Nov. 2009 City Utility Bill to the City Utility Billing Office, Municipal Services Center, Housing & Community Development, or Leisure Services before Dec. 11 to receive one complimentary green "extra garbage" tag.

For more information, visit www.cityofdubuque.org/publicworks, call 589-4250, or email publicworks@cityofdubuque.org. §

Tips for Flu Season

Dubuque public health officials are preparing for the coming flu season and urge local residents and organizations to do the same. Locally, public health is working with schools, health care providers, and businesses to keep residents healthy and minimize the impact of the flu, both the seasonal and Novel H1N1 strains.

Simple steps for local residents include:

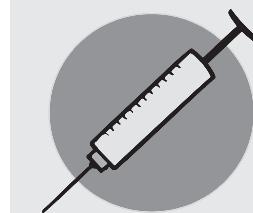
- Remember the "three C's"

Cover your coughs and sneezes with a tissue or your elbow.

Clean your hands with soap and water or hand sanitizer.

Contain germs by staying home when ill.

- Get the seasonal flu shot now



- If you're eligible, get the H1N1 vaccine when it becomes available.

A statewide toll-free influenza hotline has been established for public questions at 1-800-447-1985. More information can also be found at [www.idph.state.ia.us/h1n1](http://idph.state.ia.us/h1n1) §

LEISURE SERVICES news&events

Bunker Hill Golf Course clubhouse is available for party rentals and meetings during the offseason beginning in late November. A full service bar is available with seating in excess of 100. For information or to reserve, contact Leisure Services at 589-4263.

The Uptown Recreation weekend open gym program at Prescott, Audubon, and Lincoln schools begins the weekend of Nov. 6-8.

For additional details and schedules, visit www.cityofdubuque.org/recreation or call Leisure Services at 589-4263. §



A MESSAGE from the CITY MANAGER

— Michael C. Van Milligen

Mayor Buol and the Dubuque City Council recently hosted a community forum, attended by more than 100 people, on crime issues in our community. On October 5, the Mayor and City Council appointed a 25-member Safe Community Task Force to collect facts about the scope of the problem, identify efforts already underway to improve and prevent problems, look at what other communities are doing, establish goals and objectives, create committees and work groups to get all interested parties involved, and make recommendations to the City Council. I will keep you informed as the issue progresses.

The IBM/City of Dubuque Smart City partnership announced in September will help Dubuque make sustainability sustainable. It will save businesses, non-profits, and individuals money, create jobs, contribute to local and national energy independence, create an international brand for this community helping to recruit businesses and workforce, create a major recruitment tool for the area colleges, bolster Dubuque's convention and tourism business, and it will accelerate local business growth!

IBM Corporation has made the strategic decision to partner with Dubuque to create a smarter, more sustainable Dubuque. Project participants will learn more about their use of electricity, natural gas, water and transportation, so they will have better information to make decisions on how they spend their money.

The Project Manager for the public sector components of this partnership will be David Lyons. A graduate of Loras College and the University of Iowa Law School, he most recently served as the Chief Business Development Officer for the Iowa Farm Bureau, before leaving to form a non-profit research institute. Prior to that, David was the Director of the Iowa Department of Economic Development (appointed by Governor Tom Vilsack), State of Iowa Insurance Commissioner (appointed by Governor Terry Branstad) and Legal Counsel to the Iowa Legislature.

Dubuque's approach to sustainability is also focused on growing new markets, new industries, new jobs and new revenue in the community and David is forming a consortium of local businesses to discuss and pursue these new opportunities.

From local manufacturers of smart utility meters for Dubuque residences to local technology companies providing advanced monitoring systems, the future is being developed here in our community and will be exported to a world challenged to better manage its resources.

The Dubuque Area Chamber of Commerce and the Community Foundation of Greater Dubuque recently launched a community dialogue on sustainability called Dubuque², partially funded by Mystique Casino. This IBM partnership is only one part of the City's sustainability initiative that includes environmental/ecological integrity, economic prosperity, and social/cultural vibrancy.

As the City and partner agencies and organizations have worked to fulfill the goal of making the Dubuque area more sustainable, we have found ourselves ahead of the trend for cities, not behind it. This is not an unusual experience for this community as Dubuquers have transformed it time and time again to address challenges. It is our tenacity to tackle new challenges and set new benchmarks that have earned national recognition as an All-America City, as the Most Livable Small City in the U.S., and as one of the Top 100 Places for Young People. It is these strategic risks and grassroots leadership that have created positive change for our community. We now stand on the cusp of an unparalleled opportunity, one that also allows us to be a leader globally, as we become a smarter, sustainable Dubuque. §

Snow Route Parking Policy Reminder

When Dubuque's snow route policy is declared, the program requires "odd/even" parking along the City's designated snow routes, which are marked by signage. When in effect, parking is prohibited on the "even numbered" side of the streets on the even days of the month and on the "odd numbered" side of the streets on the odd days of the month. The parking restrictions are in effect from noon to 5:00 p.m. OR 1:00 a.m. to 6:00 a.m., depending upon the street.

Enforcement of the snow route parking policy is announced at least six hours in advance through area news media,



including CityChannel 8 and the City of Dubuque website, as well as the City's "CodeRED" emergency notification system. Residents may also sign up for the Odd/Even Snow Route Parking "Notify Me" at www.cityofdubuque.org/notifyme. An email will be sent to subscribers each time the odd/even snow route parking policy goes into effect.

The City of Dubuque's CodeRED Emergency Notification System is a high-speed telephone communication service to contact all or targeted areas of the city or county in case of an emergency situation that requires immediate

action. CodeRED allows individuals and businesses to add their phone numbers directly to the database through the Internet. To add a phone number to the database, visit www.cityofdubuque.org and click on the "CodeRED" logo.

The CodeRED system is not used for severe weather warnings or information. Residents should rely on local media that use the Emergency Alert System (EAS) or NOAA all-hazards radios.

For more information on Dubuque's odd/even snow route parking policy, visit the Public Works section of the City website or call 589-4250. §

FASTfacts

access to your City - 24 / 7

You can receive an automatic e-mail notification when **City Council Agendas and Minutes** are available online by subscribing to the City Council Agendas and Minutes "Notify Me" list. Here's how: 1) Visit www.cityofdubuque.org/notifyme 2) Enter your email address at the top of the page 3) Check the box labeled "City Council Agendas & Minutes" 4) Scroll to the bottom of the page and click "Subscribe."

You can also view past **City Council and other meetings** online at www.cityofdubuque.org/media, or link to the CityChannel8 live feed for live meeting viewing online.

New Faces

The City of Dubuque welcomes these new employees:

Todd Atkinson Public Works	Charles Wehrspann Parking	Todd Irwin Engineering
Jonathan Brokens Police	Phyllis Russell City Manager's Office	Richard Ross Airport
Kevin Clemens Emergency Communications	Ann Kennedy Police	Daryl Wickre Water Pollution Control
Michael Frazier Fire	Michael Kuhn Fire	Thomas Williams Fire
Tina Herrig Airport	Ericka Lessears Housing	Hope Wilson Airport
Kathleen Hoffmann Airport	Jonathan Miller Police	Antonio Mouzon Recreation

Retirements

Congratulations to the following employees who recently retired from the City of Dubuque:

Thomas Schmeichel
Police

John Huekels
Public Works

Contact Information

The City of Dubuque welcomes comments and suggestions about your city government or news appearing in this newsletter. Please contact:

City Manager's Office
50 W. 13th Street
Dubuque, Iowa 52001-4864
(563) 589-4110 phone
(563) 589-4149 fax
ctymgr@cityofdubuque.org



Editorial Information

City News is published by the Public Information Office and is inserted in the City of Dubuque utility bills six times per year. For the most up-to-date City news and events, visit www.cityofdubuque.org.

CALENDAR

November

6	Barter Theatre National Tour: "Of Mice and Men," 7:30 p.m., Five Flags Theater
14	Dubuque Symphony Orchestra Presents: "Beethoven Symphony No. 7," 7:30 p.m., Five Flags Theater
15	Dubuque Symphony Orchestra Presents: "Beethoven Symphony No. 7," 2 p.m., Five Flags Theater
23	FY2011 Budget Public Input Meeting, 5:15 p.m., City Council Chambers, Historic Federal Building
24	Sesame Street Live Presents: 1-2-3 Imagine! with Elmo and Friends, 7:30 p.m., Five Flags Arena
25	Sesame Street Live Presents: 1-2-3 Imagine! with Elmo and Friends, 4 p.m. & 7:30 p.m., Five Flags Arena

December

4	Dubuque Symphony Orchestra Presents: "Holiday Pops," 7:30 p.m., Five Flags Theater
4	Five Flags Center Presents: "Lee Greenwood's A Tennessee Christmas," 7:30 p.m., Five Flags Arena
5	Dubuque Symphony Orchestra Presents: "Holiday Pops," 7:30 p.m., Five Flags Theater
6	Dubuque Symphony Orchestra Presents: "Holiday Pops," 2 p.m., Five Flags Theater
12	Jim McDonough Holiday Grande 2009, 2:30 p.m. & 7:30 p.m., Five Flags Theater

This calendar is subject to change.

- Leisure Services: 589-4263, www.cityofdubuque.org
- Five Flags: 589-4258, www.fiveflagscenter.com
- E.B. Lyons Interpretive Center, Mines of Spain: 556-0620, www.minesofspain.org

Mark Your Calendar

FY2011 Budget Public Hearing Meeting - City Manager Michael Van Milligen will hold a public input meeting **Monday, Nov. 23**, at 5:15 p.m. in the City Council Chambers in the Historic Federal Building. The public is welcome to attend and provide input on City programs and services for the recommended budget the City Council will consider for the 2011 fiscal year, which begins July 1, 2010.

Dr. King Birthday Breakfast - faces & voices will sponsor this event on **Monday, Jan. 18**, at 7:30 a.m. at the Grand River Center. Pre-registration is required and will be available through the Community Foundation of Greater Dubuque in late December. Contact Human Rights at 589-4190 for more information.



Congratulations!

The Dubuque Metropolitan Area Solid Waste Agency's Green Vision Education Program was awarded the *2009 Outstanding Facility/Program Award* by the Iowa Society of Solid Waste Operations.

www.dmaswa.org

City of Dubuque Trivia

Last issue's question:
Q: What was the former name of the Five Flags Civic Center?
 A: Majestic Theater