



NEWS RELEASE

May 3, 2010 – For Immediate Release

Power Fund Awards \$1.4 Million for City of Dubuque Sustainable Energy Model

DES MOINES — The Iowa Power Fund Board has approved a \$1.4 million grant to the City of Dubuque which will assist in the advancement of the Smarter Sustainable Dubuque Initiative. The Initiative is a multi-partner project including IBM and Interstate Power and Light, to analyze the consumption of energy in the community. Combined with leveraged funds of nearly \$9.7 million the total capital project investment will be over \$11 million.

“Dubuque has been a model for green growth, and I congratulate the City for this award,” said Governor Culver. “This is further evidence that environmental protection and economic development can and should be linked. I look forward to our continued work with the City, and with IBM, as this innovative project moves Dubuque and Iowa forward.”

The Smarter Sustainable Dubuque Initiative seeks to provide information to citizens so that they can make smarter choices related to energy consumption. The initiative is engaging Dubuque residents and businesses who, through advanced technology, will be able to actively participate in managing their consumption of resources like water, energy, and natural gas. The ultimate goal is the formation of a replicable sustainability model for other communities across the nation, particularly communities under 200,000, where 40 percent of the United States population resides. The model will integrate community engagement and education, more energy-efficient ways of operating municipal services and buildings, decreased carbon emissions, new job creation, increased financial savings, and a higher quality of life for the entire community. Dubuque is currently conducting a pilot study of smart water metering technology as part of its citywide water meter replacement project.

“We are grateful to Governor Culver, the Iowa Office of Energy Independence, and the Iowa Power Fund Board for this grant and their support of this project,” said Dubuque Mayor Roy D. Buol. “The City of Dubuque is proud to partner with IBM and Alliant Energy to create a sustainable energy model for communities across Iowa and the nation.”

IBM and Interstate Power and Light’s role in this project is to provide the technology and services that allow Dubuque residents to monitor electric energy consumption on a near-real time basis. This will allow consumers to make better, more informed choices about when to use energy and how much they are using. “The Power Fund investment plays a key role in the project’s continued optimization of energy usage, development of jobs and potentially a model that can be replicated in communities across the state and country to improve our goals for a sustainable economy,” said Roya Stanley, Director of the Office of Energy Independence.

“IBM is excited to be partnering with the City of Dubuque, Alliant Energy, the Iowa Power Fund and local volunteers,” said Robert Morris, Vice President of Services Research, IBM Research. “Our project will show how a better understanding of electricity consumption patterns can encourage behavior changes that will reduce peak load and shrink overall consumption. Such changes will help citizens save money by lowering their electric bills and improve their lives by reducing carbon emissions.”

The project will support the community's ability to work with Alliant Energy to analyze how residents can save money and electricity in their homes and support Dubuque's commitment to sustainability while giving it the ability to plan for a prosperous future, one where this generation has access to the highest possible quality of life today without jeopardizing that same opportunity for its future generations.

“We're excited to be part of this project and pleased that the Iowa Power Fund has selected Dubuque to receive grant funding for it,” says Tom Aller, President of Alliant Energy's Interstate Power and Light Company. “Dubuque continues to be a leader in furthering sustainability. We hope this collaborative effort between the City, State, IBM and Alliant Energy can help participants limit their energy usage, lower their energy bills and decrease their environmental footprint.”

Dubuque Mayor Roy D. Buol and the Dubuque City Council have made sustainability a top priority for their community since 2006. A community task force received significant community input over a two-year period, creating the community's definition of sustainability as a livable, viable and equitable community with environmental/ecological integrity, economic prosperity and cultural/social vibrancy. Dubuque2.0, a sustainability initiative of the Community Foundation of Greater Dubuque and the Dubuque Area Chamber of Commerce, is building on the City's sustainability plan and supplying residents and businesses with the tools and information necessary to measure and manage their resource utilization. With this knowledge people will be empowered to make educated choices to change behavior, reducing their costs and identifying long-lasting sustainable opportunities.

Representatives will be available to the media on Tuesday, May 4, 2010 at 10:30 a.m., in the Julien Room of the Hotel Julien, 200 Main Street, Dubuque. Attending will be Dubuque Mayor Roy D. Buol; David Lyons, Smarter Sustainable Dubuque Project Manager; Roya Stanley, Director, Iowa Office of Energy Independence; Robert Morris, Vice President, IBM Services Research; and Milind Naphade, Manager, IBM Services for a Smarter Planet.

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