



CONTACTS:
Randy Gehl, Public Information Officer
O: 563-589-4151, C: 563-599-2448
rgehl@cityofdubuque.org

Scott Drzycimski, Strategic Communications,
Interstate Power and Light Co.
319-786-7550, ScottDrzycimski@alliantenergy.com

NEWS RELEASE

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City Recruiting Volunteers for Smarter Electricity Pilot Study

DUBUQUE, Iowa – The City of Dubuque is seeking 1,000 volunteer households for its Smarter Electricity Pilot Study, which is being conducted in partnership with Alliant Energy – Interstate Power and Light Company and IBM Research, and funded by a grant from the Iowa Office of Energy Independence.

The Smarter Electricity Pilot Study is the next phase of Smarter Sustainable Dubuque, the City's partnership with IBM Research. The goal of the partnership is to give people the information and tools they need to make smarter choices and reduce their costs and environmental impact. "We are excited that several hundred of the Smarter Water Pilot Study participants have already volunteered for this next phase," said David Lyons, Smarter Sustainable Dubuque project manager.

To reach the goal of 1,000 participants, approximately 5,500 additional Dubuque households will be invited to participate and will receive a letter in the next two weeks. These households were selected based upon their general location and the ability of the technology to reach them. "We hope these households are excited about this opportunity and will respond to the mailing in the coming weeks," said Lyons.

IBM and Alliant Energy's role in this project is to provide the technology and services that will allow volunteer participants to monitor their electric energy consumption much more frequently, instead of once a month on their utility bill. This will enable consumers to make better, more informed choices about when to use energy, and how much they are using.

There is no cost or obligation to Alliant Energy customers to participate. Volunteer households selected for the pilot study will have new Advanced Metering Infrastructure (AMI) meters installed at their home later this summer. Alliant Energy will provide anonymous customer electricity usage data to the City and IBM for analysis. IBM will use the data to develop a consumer interface system to enable study participants to better understand their

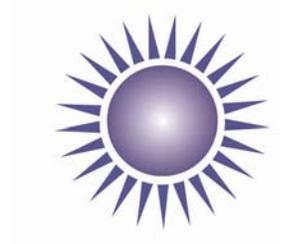
electricity use so they can consider changes to save energy, reduce costs, and reduce carbon emissions. Volunteers will eventually be able to access their electricity usage and related data through an interactive website, currently under development by IBM.

The initiative is engaging Dubuque residents and businesses who, through advanced technology, will be able to voluntarily better manage their use of resources like water, electricity, oil, and natural gas. Individual wellness is also being considered as a component.

“We are very excited to see the electricity phase of this project begin and we are grateful to Alliant Energy and the Iowa Office of Energy Independence for their partnership,” said Dubuque Mayor Roy D. Buol. “This is another great example of how public/private partnerships are making Dubuque an innovation hub for the region.”

Smarter Sustainable Dubuque is part of the City of Dubuque’s Sustainable Dubuque Initiative, which began in 2006 and seeks to make Dubuque a community that meets the environmental, economic, and social equity needs of its residents today without reducing the ability of future generations to meet their needs. In conjunction with Dubuque’s community-wide water meter replacement project, the City is also currently conducting a Smarter Water Pilot Study, a project featuring advanced water metering technology in approximately 350 volunteer homes to empower participants with the information they need to save money, water, and energy.

The Smarter Electricity Pilot Study helps meet Dubuque’s sustainability principle of Smart Energy Use. For additional information on Smarter Sustainable Dubuque, please visit www.sustainabledubuque.org.



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