



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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1,200+ Volunteer for Smarter Electricity Study

DUBUQUE, Iowa – More than 1,200 households have volunteered to participate in Dubuque’s Smarter Electricity Pilot Study, exceeding the target of 1,000.

“This tremendous response underscores the level of citizen engagement and community support there is in Dubuque for sustainability efforts,” said Dubuque Mayor Roy D. Buol. “They are two of the key reasons Dubuque is emerging as a pioneering community in sustainability.”

The tremendous response for volunteers supports the findings of a recent national survey commissioned by General Electric. Eighty-eight percent of Americans said they would be willing to use a smart device such as a meter, thermostat, or appliance if it would help to better manage their energy usage. Additionally, 82 percent of those willing to use these devices believe smart meters and smart appliances are the future. The survey found the main motivators to be: desire to save money (95 percent), increased control over their energy bill (90 percent), desire to make a difference for their children or grandchildren (88 percent), helping reduce the number of power outages (86 percent), and environmental concerns (85 percent).

A survey of the Dubuque volunteers for the Smarter Electricity Pilot Study yielded similar findings. The results indicated that 95.9 percent feel it is important to lower their energy bill, 93.3 percent think it is important to conserve energy, and 88.8 percent want to better understand how their habits impact the environment.

The City of Dubuque recruited volunteer households for the 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 1,000 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 a portal, or interactive website, currently under development by IBM.

July 1 was the deadline to volunteer for the study which 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. 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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