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# NEWS RELEASE

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## Dubuque Named All-Star Community for Sustainability Initiative

DUBUQUE, Iowa – The Iowa League of Cities recognized the city of Dubuque as a 2010 All-Star Community at its Annual Conference & Exhibit, which was held in Coralville, September 22-24. Councilwoman Joyce Connors accepted the award on behalf of Mayor Roy Buol and the City Council.

The All-Star Community Award is one of the most prestigious honors presented by the League to cities. Entries are judged by a panel of former city officials and others familiar with municipal government. Judges determine winners based on innovative efforts in areas such as urban renewal, development, preservation, service sharing or quality of life improvements.

This year, Dubuque was one of five of Iowa's 947 cities to be named a 2010 All-Star Community. The project was recognized specifically for sustainability.

Sustainable Dubuque was "born" during the Dubuque City Council's 2006 annual goal-setting sessions, at which it was identified as a top priority. Subsequently, the city created a Sustainable City Task Force, which included representatives from throughout the community and laid the groundwork for the initiative. The task force eventually developed a vision statement and a sustainability model that focuses on creating policies and programs to address three key elements: economic prosperity, environmental integrity, and social/cultural vibrancy.

Because the sustainability model is used throughout the city, examples of its use in Dubuque are numerous, but sometimes not all that obvious. Dubuque's year-round farmer's market may not seem like a sustainability initiative until the costs of food transportation and the impacts buying food locally can have on the area's economy are considered. Other

projects, like partnering with a local business to purchase and sell rain barrels or encouraging efficiencies in energy and water usage, are more natural components.

Another tangible result of the initiative is the city's partnership with IBM on the Smarter Sustainable Dubuque program. The program is the combination of Sustainable Dubuque and IBM's Smarter Planet/Smarter Cities initiative. The goal of Smarter Sustainable Dubuque is to give residents the information they need to make smarter choices related to how they use resources such as water, electricity, natural gas, and oil. The initiative is engaging Dubuque residents and businesses who, through advanced technology, will be able to actively participate in managing their consumption of resources.

The other 2010 All-Star Community Award winners were Center Point, Le Mars, Oskaloosa, and Prairie City.

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