



Randy Zane, IBM Media Relations
914-945-1655, rzane@us.ibm.com

Randy Gehl, City of Dubuque
563-589-4151, rgehl@cityofdubuque.org

Smarter Electricity Portal Launched in Dubuque

FOR IMMEDIATE RELEASE -- AUG. 26, 2011

Dubuque, IA -- IBM and the City of Dubuque today announced the availability of the “Smarter Electricity” portal/website for approximately 900 volunteer households participating in Dubuque’s Smarter Electricity Pilot Study.

The study is a collaboration of IBM, the City of Dubuque, Alliant Energy - Interstate Power and Light, and the Iowa Office of Energy Independence. The study’s goal is to demonstrate how informed and engaged citizens can help themselves by saving money and conserving energy while making their community more sustainable.

Throughout the study, anonymous electricity usage data will be collected and analyzed, providing these volunteer households with information, insights, and actionable intelligence to potentially lower their energy costs. The study is utilizing “cloud computing,” or internet-based computing, to enable citizens to access information about their energy usage and habits and share best practices through the portal over a six-month period.

The Smarter Electricity Pilot Study is a project of Smarter Sustainable Dubuque, the City’s partnership with IBM Research and a component of the Sustainable Dubuque initiative, a holistic approach to making our community sustainable through a three-part approach that addresses environmental and ecological integrity, economic prosperity, and social and cultural vibrancy.

As the City of Dubuque continues to enhance its integrated sustainability approach, IBM’s technology will interface automated metering technology from Alliant Energy to monitor energy consumption data and provide near real-time information about overall city energy consumption. In addition, private access to personal usage data allows participants to potentially reduce their electric usage.

“Based on the success of the Smarter Water Pilot Study completed earlier this year, we look forward to learning the insights the Smarter Electricity Study will offer our citizens and our city,” said Dubuque Mayor Roy D. Buol. “Dubuque is honored to be IBM’s partner in this research to create a model for communities across the country and around the world.”

“One of many enhancements that automated meters provide is real-time data collection. With help, consumers can understand their usage patterns and make informed decisions on how to adjust those habits to save money and conserve resources,” says

Milind Naphade, Program Director, IBM Smarter City Services Research. “Our energy portal has these unique personalized decision support capabilities based on advanced analytics and social computing. This portal can be used by any utility deploying smart meters.”

This study comes on the heels of a similar study performed using smart water meters in 2010 which resulted in a 6.6 percent reduction in water consumption for pilot households that were empowered with consumption information provided by a smart water meter system.

Recruitment is currently underway for volunteers to participate in another Smarter Sustainable Dubuque pilot study. The Smarter Travel Study will enable participants to provide anonymous travel data on how, when and where they travel within the community. The data will be provided to the volunteers with options to save money, conserve resources, and improve the environment through their travel choices. The aggregate data can be used by the City and its transit partners to implement policies that incorporate lower-cost and lower-impact options sought by citizens. TransitPlannter, newly created IBM smartphone technology, can be easily downloaded to Blackberry and Android smartphones at no cost to provide anonymous travel data for the study analysis. After downloading and installing the application on your smartphone, the app will record travel data anonymously and securely transmit it for analysis. For instructions and additional details, visit www.cityofdubuque.org/smartertravel or call 563-690-6111.

#

In September 2009, IBM and Dubuque announced a collaboration aimed at making this community of 58,000 one of the first “smarter” sustainable cities in the U.S. Dubuque is recognized as a national leader in sustainability with its forward-thinking public policy and, together with IBM, will address the ever-increasing demands of cities to deliver vital services such as water management, energy and transportation, all while reducing the community's impact on the environment. Additionally in 2009, IBM and leaders of Iowa's business and governmental communities opened an IBM technology services delivery center -- located in the historic Roshek Building in downtown Dubuque – and will employ 1,300 by the end of this year.