



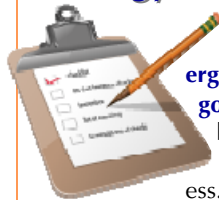
Upcoming Events

September 24, 2009 Stormwater Design for Non-Engineers. Register/more information: [Here](#)

October 7 — 9, 2009 IAMU Annual Conference, Holiday Inn Des Moines — Airport/Conference Center. Register/more information: [Here](#)

November 17 — 19, 2009 Annual Water/Wastewater Operator Conference, Holiday Inn Northwest, Des Moines.

Energy efficiency reporting goals, recommendations



◆ **Electric and gas utilities are coming to grips with their obligation to set energy efficiency goals, refine existing programs and select new ones to meet the goals.** IAMU has asked that information about the goals and programs be submitted by October 31 to be included in the end-of-year report to the IUB. We know that utilities need additional information and time to complete the goal-setting process. **Next week, you will receive information on a road map and timetable for reporting goal and program information to IAMU. This article is a summary of that information.**

In July IAMU asked for interim goals to encourage utilities and their governing bodies to advance the goal setting process. There is much more to be done. The legislation requires that each utility report an energy efficiency goal, the cost to the utility of achieving the goal, a description of each measure that will be used to achieve the goal, and analysis of the each measure's cost-effectiveness.

IAMU will recommend that each utility adopt a set of five programs (utilities may consider revising some existing programs) and will assist members in matching these programs to their efficiency goals and budgets and to their customer base. Adoption of a common set of programs will simplify the cost-effectiveness analysis and reduce marketing and administrative costs. All programs need not be implemented or funded (programs are typically offered on a conditional basis, depending on available funding and customer demand). Members will have access to complete descriptions, policies, and forms necessary to offer and administer any or all of the following programs: Residential and small commercial Energy Star appliance rebate programs for six electric and gas appliances plus lighting; residential high-efficiency heating, cooling, and gas water heating incentives; residential audit and weatherization; commercial and industrial prescriptive program for lighting, motors, variable frequency drive, large HVAC, water heating, and refrigeration; and non-residential custom programs.



At least two model "blitz" delivery programs are also being developed. These are neighborhood or community-wide events that may be more cost-effective than traditional programs. Additionally, IAMU has developed a basic marketing kit that includes the following: A common program "brand" (local branding may be substituted and all materials can be customized with local contact information); a general brochure about how/where to access information about the utility's energy efficiency programs; a bill stuffer; a counter display for use at the utility office, banks, schools, and other locations; and newspaper ad formats with information about how to get more details.

A menu of other services will be available, including various levels of program administration, marketing, tracking and verification, reporting, program evaluation, customer research, and "blitz" event management.

Lifeline Awareness Week touts telephone assistance



◆ **Governor Chet Culver has issued a proclamation recognizing Lifeline Awareness Week September 14 –20. The event lets low-income Iowans know they can receive financial assistance for basic local telephone service.**

Research has shown that many eligible low-income families and individuals in the state are not receiving assistance because they are unaware of it. They may receive and maintain certification in the Life/Link-Up telephone assistance program by completing and submitting an application form and possibly periodic eligibility forms. For more information, Iowa residents are asked to contact their local telephone company or the Iowa Utilities Board at 877-565-4450; or go to the IUB web site at www.state.ia.us/iub.

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IAMU's water training facilities were busy recently with the fall edition of the Water Distribution and Leak Detection Workshops.



A thank you is extended to Titan Machinery of Des Moines for supplying a Case backhoe for use with the Water Distribution Workshop.