

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 26**

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Response Due: July 10, 2008
Information Requested By: Jennifer Easler
Date Responded: July 10, 2008
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Subject: Residential Programs – Community/Grassroots Level Initiatives

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What community initiatives, if any, are planned to encourage grassroots level participation in all IPL programs?

To the extent not addressed above, what community initiatives, if any, are planned to specifically encourage grassroots level participation in CFL initiatives?

Response

As proposed in subsection 7.2.8 of IPL's application in this docket, IPL plans to continue the E-Community program to encourage grassroots level participation in all IPL energy efficiency programs. The E-Community program focuses on energy efficiency education and energy reduction for all members in a given community. The E-Community program provides a community with a set of goals, timeline and reward allowing IPL and the community coordinator to encourage immediate action, hopefully modifying consumer behavior for long-term results.

As proposed in subsection 7.2.2 of IPL's application in this docket, IPL also encourages a grassroots initiative via the school based energy education programs. School based education initiatives like the LivingWise[®] program and Alliant Energy Kids, provide school aged kids with information on how to reduce energy use. By incorporating this education in schools, energy efficiency becomes a new standard for the next generation and children bring the information home encouraging their families to adopt efficient behaviors and measures, including the installation of CFLs, low flow showerheads and faucet aerators, all of which are included in the LivingWise energy kits.

As proposed in subsection 7.2.9 of IPL's application in this docket, IPL proposes the Affinity Bright Ideas (ABI) program to provide communities with the opportunity to design and implement their own energy efficiency initiatives (e.g. a CFL promotion). IPL will promote the ABI program to local organizations and affinity groups to encourage creative, grassroots approaches to energy efficiency. This program will provide these organizations an opportunity to apply for funding to help fund and support community initiatives.