

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 46**

Docket Number: EEP-08-1
Date of Request: July 3, 2008
Response Due: July 11, 2008
Information Requested By: Jennifer Easler
Date Responded: July 11, 2008
Author: Lisa Pucelik
Author's Title: Product Manager
Author's Telephone No.: (319) 786-4283
Subject: Residential New Construction

Data Request No. 46

Planning, design and administration costs appear very low - \$7,000-8,000 per year. Does IPL have any concern about being able to provide comprehensive training, marketing, incentive administration, technical support, etc. on such a limited budget?

Response

The budget is not limited in the manner as described by this question. The proposed planning, design and administration budgets are \$7,000 for electric and \$7,000 for natural gas for a total 2009 budget of \$14,000. Builder training is proposed as a new program under the Outreach, Education and Training portfolio. Expenses associated with builder training will be tracked under that program.

All marketing expenses for New Home Construction will be applied to the advertising and promotion category, which has a proposed combined electric and natural gas 2009 budget of \$82,000.