

**Response of  
Interstate Power and Light Company  
to  
OFFICE OF CONSUMER ADVOCATE  
Data Request No. 59**

Docket Number: EEP-08-1  
Date of Request: July 3, 2008  
Response Due: July 11, 2008  
Information Requested By: Jennifer Easler  
Date Responded: July 15, 2008  
Author: Hossein Haeri, Ph.D.  
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Subject: Non-Residential Programs - Achievable Potential

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How did IPL determine the achievable potential?

**Response**

The achievable potential was not determined. Instead, IPL established targets for each program based on its own experience and best practices, the results of the technical potential and economic potential studies and the advice of its consultant, The Cadmus Group. For more details of the potential studies and the program target-setting see IPL's application in this docket, especially sections 1.2 and 2.1 and subsections 2.2.3, 2.2.4, 2.2.5, 2.2.6, 2.6.1, 2.6.2, and 2.6.3.