

REBUILD AMERICA PARTNER: Rebuild Iowa

“Rebuild Iowa helps communities complete energy-efficiency improvements to reduce energy costs and create local jobs.” – *Monica Stone, Iowa Department of Natural Resources*

Goals

- ◆ Total Area to be Retrofitted: 72 million square feet of public, commercial, industrial and multifamily space.
- ◆ Anticipated Energy Savings: 1,269 Gwh; 7.17 trillion btus
- ◆ Anticipated Cost Savings (annually): \$16.5 million
- ◆ Anticipated Capital Investment: \$595 million
- ◆ Job Creation: 16,601 jobs (through 2001)
- ◆ Emissions Reduction (cumulative):

CO2	2,871,858 tons
NOx	1,648 tons
SO2	18,624 tons
Particulate	2,172 tons

Demographics

Target Area: Communities statewide. Current focus is on the central and northern portions of state: Cedar Falls, Des Moines, Hancock County, Waterloo, Waverly and Webster City.

Population: 470,000 (participating communities); statewide: 2.8 million

Government: Governor

Approach

Rebuild Iowa communities establish individualized programs that focus on completing energy-efficiency improvements, thereby reducing energy costs and creating jobs. This helps the State meet its energy-efficiency goals and creates stronger communities. To coordinate this effort, the Department of Natural Resources assists Rebuild communities in finding a local representative who has strong community ties and access to local decision makers. The Department and coordinators work with participating communities to develop and fully implement an action plan. The role of the coordinator includes:

- solidifying support and resources from local banks, businesses and leadership to ensure sustainability
- launching a marketing campaign, with a focus on media events, community awareness and one-on-one sales
- helping to administer the process of identification and implementation.
- building partnerships and developing organizations that can help with the objectives.

The Department's role in community assistance includes:

- reviewing technical work
- ensuring client access to programs to monitor and track savings
- training engineers, contractors, builders and other industry professionals
- providing marketing assistance and media contacts
- coordinating with the Department of Energy

Rebuild Iowa helps member communities meet their energy-efficiency goal by providing access to a wide variety of energy-efficiency and renewable energy programs: Million Solar Roofs, ENERGY STAR Buildings, the Federal Energy Management Program, Iowa Energy Bank and the Home Energy Rating System (HERS). By encouraging local leaders to attain sustainability, Rebuild Iowa raises awareness of the benefits of energy efficiency and encourages the use of alternative energy resources, thereby reducing demand for traditional energy sources.

Partners

Lead:

Iowa Department of Natural Resources-Energy Bureau

Program:

Association of Business and Industry
 Chicago Regional Support Office
 City of Cedar Falls
 City of Des Moines
 City of Waterloo
 City of Waverly
 City of Webster City
 Department of Housing and Urban Development
 Energy Service Companies
 Evensen Dodge, Inc.
 Fannie Mae
 Industrial Assessment Center
 Iowa Association of Municipal Utilities
 Iowa Banker's Association
 Iowa Department of Economic Development
 Iowa Higher Education Loan Authority
 Iowa Hospitals and Health Systems

Iowa State Association of Counties
Iowa State University
League of Cities
MidAmerican Energy Company
Norwest Investment Services, Inc.
SYCOM Enterprises
Tech Resources, Inc.
The Energy Group
University of Northern Iowa
U.S. Department of Agriculture
Viron Corporation
Waste Reduction Assessment Program

Status

Rebuild Iowa is succeeding because:

- participating communities have made arrangements with local banks and utilities to finance energy-efficiency improvements
- coordinators have focused on one-on-one marketing within each community
- a clear and complete understanding of the market and how to approach it was developed.

As of July 1998, \$6 million of energy-efficiency improvements have been implemented with estimated annual savings of approximately \$466,000 and energy savings of 5.6 Gwh and .03 trillion btus. Some 8,926 tons of emissions – CO₂, NO_x, SO₂ and particulate – have been avoided. The program has helped create an estimated 150 jobs.

Contact

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