

Partnership of the Year

Rebuild Webster City, IA

“The Rebuild America program has provided a tremendous tool for our community to tie together many economic development and energy-efficiency initiatives.” – Kelley E. Needles and Teresa Rotschafer, Rebuild Webster City, IA

Now in its second year, Rebuild Webster City has emerged as a model for other Rebuild America communities in Iowa. Its action plan focuses on immediate and short-term successes in the context of meeting clear, long-term goals and frames the benefits to the community in terms of energy savings, job retention and development, and the environment. Perhaps more importantly, it establishes a replicable method for sustaining the Rebuild Webster City program.

As a part of the City’s continuing mission to enhance economic and community development, Webster City is retrofitting municipal, industrial, institutional and multifamily properties with a goal of reducing energy costs by 30 percent or more over a three-year period.

The municipal utility has created a separate Rebuild Webster City office within the community, along with an “energy store” that allows consumers to buy the highest efficiency and most cost-effective equipment locally.

They have also established relationships with local contractors that allow the contractors to benefit from “free” marketing through Rebuild Webster City and the ensuing off-season employment. The contractors, in turn, stand to benefit from the positive publicity that their financial support of the program brings.



Les Wilson of Rebuild Webster City, IA (left), and Mark Bailey, Rebuild America national program manager

The partnership has the commitment of the local government, utility, business community and residents due to its ability to communicate established goals and recognize achievements in the community.

Rebuild Webster City has parlayed \$50,000 in Federal funding into a \$5 million retrofit program at present. The partnership has retrofitted 20 buildings and implemented \$4.5 million in improvements to yield \$542,000 in annual energy cost savings.

The community has become increasingly involved in the Rebuild Webster City effort and local residents now recognize the program manager as “the energy guy!”