



“Energy Efficiency through Trees”

**Green Infrastructure Summit and
Urban Trees Forum**

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Alliant Energy Corp.



- Headquartered in Madison, WI and serves parts of WI, IA, and MN
 - 1 million electric customers and 600K gas
- 5,000 employees
- 54% electricity generated from coal
- Adding more renewables (\$2 billion last two years)
 - On track to meet state RES
 - Early to endorse climate legislation
- Madison – associated with Progressive movement
- Rep. Blumenauer visit in 2005

Electric Utilities – Common Public Perceptions

- Bad guys (not as bad as the oil, pharmaceutical, or health insurance guys, but....)
- Corporate greed
- Climate change




Electric Utilities – Reality?

- Flip on the switch and life is better – progress
- Yes – earning profits is goal, but utilities want to be respected partners within the communities they serve
- Regulated entities
 - PUCs determine what we can build, how much we can charge customers, and how much profit we earn
- Alliant Energy – no new coal plant built since 1970s
 - CO₂ was byproduct of breathing and made soda taste good
 - Nuclear companies were the “bad guys” back then



Energy Efficiency Programs

- Alliant Energy is unique within our industry
 - Energy efficiency is nothing new to us – we have been doing it for decades.
- \$824 million on energy efficiency programs since 1990
- 56,000,000 MWhs of electric savings and 104,156,069 therms of natural gas 
- Iowa and Wisconsin have top energy efficiency state programs

Alliant Energy EE Programs

- Over two dozen ee programs for residential, commercial, industrial, and agricultural customers. For example:
 - Appliance recycling
 - Home energy audits
 - New home and commercial construction assistance
 - Custom rebates – investments in equipment
 - Electric interruptible program
 - Low-income programs
 - Low-interest financing (Shared Savings)
 - Deferred building a 250 MW power plant and reduced 2 billion pounds of CO₂ since 1997





Alliant Energy's Tree Planting Programs

- For the past 20 years, Alliant Energy's tree planting programs have contributed more than one million trees and seedlings to communities throughout our service territory.
- Since 1989, Alliant Energy's *Branching Out* program has supported long-term tree care in Iowa, with a special emphasis on energy efficiency, conservation and youth education.
- *Branching Out* is:
 - A nationally recognized, award-winning program.
 - A comprehensive community forestry program with multiple benefits.
 - Volunteer-based and locally led.
 - Concerned about energy efficiency and the right location for the right tree species.

Branching Out Program

- Working together, Alliant Energy and Trees Forever have successfully accomplished the *Branching Out* program goals.
- The 1.1 million trees and seedlings planted through Branching Out have helped our customers reduce their electricity consumption by more than 13.9 kilowatt-hours - the environmental impact of 69.8 million pounds of carbon sequestered. Through Alliant Energy's Branching Out program, we have accomplished the following:

Cumulative Grants Awarded to Communities	2,322
Trees planted	1,141,529
Population Served Cumulative	5,700,852
Number of Volunteers Involved	121,000
Total Volunteer Hours Contributed	475,364
Total Project Match	\$2,346,314

How it Works

The Branching Out Program Approach

- The *Branching Out* program is a three-way partnership between Alliant Energy, Trees Forever, and the local community or volunteer group applying for and receiving funds. Some of the roles and responsibilities are as follows:

Alliant Energy:

- Provides matching funds for community tree-planting or project grants that promote energy efficiency and air quality.
- Funds Trees Forever to administer and deliver all aspects of the *Branching Out* program, including on-site assistance and support at the local level.
- Works in collaboration with Trees Forever to develop, plan, and implement communications for *Branching Out*.
- Prepares a *Branching Out* implementation schedule with the Trees Forever Program Support Coordinator.
- Participates with Trees Forever in quantifying benefits of *Branching Out* by reviewing research and helping establish formulas for calculations used.

How it Works

Trees Forever:

- Efficiently and proficiently administers all aspects of a grant program, including application development and distribution, tracking cumulative data regarding program accomplishments, and providing media training, support, and analysis.
- Assists with local *Branching Out* volunteer recruitment, development and training.
- Provides Alliant Energy *Branching Out* communities year-round technical assistance and guidance.
- Provides oversight for all aspects of program delivery including training materials, technical assistance for project development.

Operation ReLeaf



- The Operation ReLeaf program offers our residential customers in Iowa the opportunity to purchase landscape trees at discount prices.
- The partnership is funded by Alliant Energy and administered by the Iowa Department of Natural Resources.
- Since the program began in fall 2001, the Iowa County Conservations Boards have hosted 119 Operation ReLeaf events with nearly 18,500 customers planting more than 45,300 new trees. The customer pays \$25 toward their tree purchase and Alliant Energy subsidizes the remaining cost.

We Dig Your District



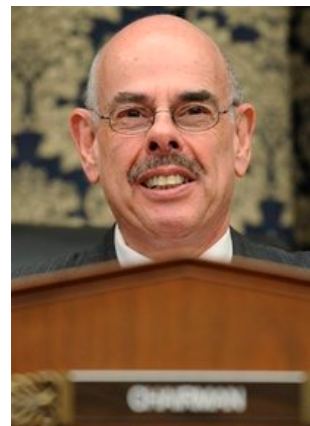
- The *We Dig Your District* program is a Cedar Rapids initiative in which Alliant Energy, in partnership with Trees Forever supports tree-planting projects in each of the five Cedar Rapids City Council Districts.
- The tree-planting locations are selected from letters and e-mails submitted suggesting sites where trees could make a difference in our community. The program's goal is to demonstrate how trees improve energy efficiency and contribute to a healthier, “cooler” community.
- Sun Prairie example

The Conservation through Trees Act

- Creates a grant program to assist electric utilities with programs that use targeted planning of shade trees to reduce energy demand.
- Utilities receive assistance to partner with nonprofit tree planting organizations.
- Benefits
 - Lowers peak demand and energy costs
 - Can reduce AC bills by 30% in some cities
 - Improves air quality and stores CO₂

House “ACES” Bill

- Comprehensive energy/climate bill
- Multiple “carrots and sticks” designed to increase energy efficiency
- Renewable electricity standard (RES)
 - Allows ee to count towards meeting requirement
- Energy efficiency resource standard (EERS)
 - 15% in electric savings by 2020 and 10% gas
 - No credit for early action
 - Poorly defined terms
 - Too much discretion to DOE
- Cap-and-trade structure



Looking to Future

- Energy efficiency becoming the first, not fifth fuel for utilities.
 - Cannot build new coal plants
 - Customers want more energy efficiency, not less
- FERC – Chairman Wellinghoff making it top priority
- Congress - fans of energy efficiency
 - EISA '07
 - Stimulus bill
 - Current legislation

Questions?

