



Energy Efficiency A Good Investment for Iowa

In 2008, the Iowa Utility Board established the state's energy efficiency standard, setting annual energy savings targets for rate-regulated electric and gas utilities. These goals are developed for each utility every five years, after an assessment of energy usage and potential savings is completed. How has Iowa benefitted from energy efficiency?

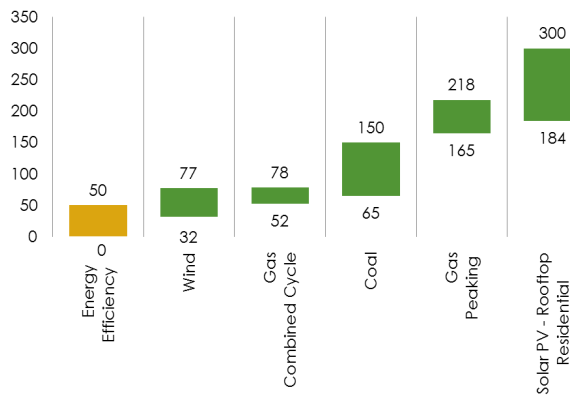
Energy and Cost Savings

Energy efficiency is the cheapest energy resource in Iowa at an average of \$19 per megawatt hour. As the chart below shows, new natural gas and coal-fired power plants are considerably more expensive than energy efficiency measures, as are renewable energy sources like wind and solar.

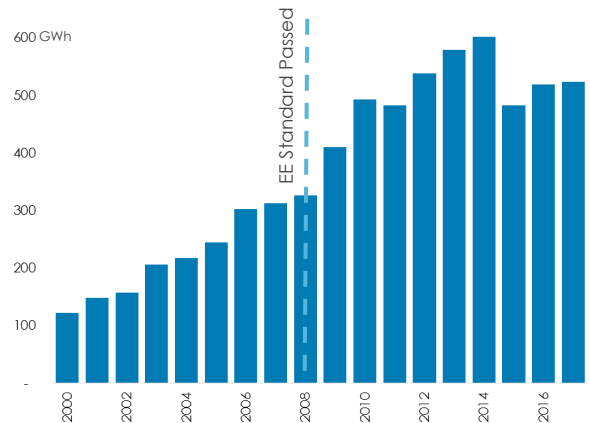
EE standards have proven energy savings. Since the standard was implemented in 2008, electric savings have increased by about 60% and natural gas savings have increased by more than 40%.

Energy efficiency is a cost-effective investment. In 2016, for every \$1 spent on electric energy efficiency programs in Iowa, residents and businesses reaped \$2.88 in benefits. Every \$1 spent on natural gas energy efficiency programs yielded \$1.40 in benefits.

Cost Ranges of Electricity Resources
\$ per megawatt-hour, 2015



Electric Savings in Iowa through Utility Efficiency Programs



Additional Benefits

Energy efficiency is a significant job creator. A recent study by Clean Jobs Midwest found that nearly 20,000 Iowans work in the energy efficiency sector—that's 2/3 of all clean energy jobs in the state.

Energy efficiency investments also improve business competitiveness, save consumers money on their bills and make homes and businesses more comfortable places to live and work.

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