

# PRESS RELEASE



**Des Moines Joins 20-City Effort to Improve Efficiency and Reduce Emissions of Buildings**  
*By 2030, Participating Cities Combined Could Save \$1.5 Billion Annually*

**For Immediate Release:**

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**DES MOINES, IOWA – Tuesday, November 15, 2016 –** The City of Des Moines today announced that it's one of 10 new cities joining the City Energy Project (CEP), a united effort to address the largest source of energy use and climate pollution in America's urban centers: buildings. Other key partners in this program include Capital Crossroads, Greater Des Moines Partnership, and Urban Land Institute of Iowa. By 2030, the 20 participating cities combined have the potential to save annually more than \$1.5 billion in energy bills and reduce carbon pollution by more than 9.6 million metric tons, equivalent to taking 2 million cars off the road for a year.

"Last year at COP 21 in Paris, I had the opportunity to reflect back on Des Moines' decade of work towards creating a more sustainable community. A lot has been accomplished over the last ten years, but we know we have more work to do." said Mayor Frank Cownie. "I have committed the City to reducing its energy consumption 50 percent by 2030 and carbon neutral by 2050 and see the City Energy Project as a way to enhance our efforts and collaborate with our business and development community to create meaningful and lasting policy at the local level. Together we will meet our target reductions and make Des Moines will continue to be a more sustainable and livable community."

A joint project of the Natural Resources Defense Council (NRDC) and the Institute for Market Transformation (IMT), the City Energy Project works with participating cities to create healthier, more prosperous American cities by making buildings more efficient, in turn boosting local economies and reducing harmful pollution. Joining the project today are: Des Moines, Iowa; Fort Collins, Co.; Miami-Dade County, Fla.; New Orleans; Pittsburgh; Providence, R.I.; Reno, Nev.; San Jose; St. Louis; and St. Paul, Minn.

"Mayors have the power to make real progress in combating climate change just by looking to their skylines," said Shelley Poticha, director of the Urban Solutions program at the Natural Resources Defense Council. "The City Energy Project works with mayors who are in-tune with the needs of local businesses and residents to develop plans that reduce climate pollution and wasted energy in buildings. By joining today, these mayors are demonstrating that local leadership and local improvements can have a significant global impact in this urgent fight."

Funded by a partnership with Bloomberg Philanthropies, the Doris Duke Charitable Foundation, and The Kresge Foundation, the project launched in January 2014 with 10 pioneering cities:

Atlanta; Boston; Chicago; Denver; Houston; Kansas City, Mo.; Los Angeles; Orlando; Philadelphia; and Salt Lake City. In December 2015, the project's funders announced an additional \$10.5 million investment to expand the project's reach in the U.S. to the new cities joining today.

"Improving the energy efficiency of buildings not only helps residents, owners, tenants, businesses, cities, and utilities save money, it also increases property value, creates jobs, reduces harmful pollution, and creates healthier spaces," said Cliff Majersik, Executive Director of IMT. "We're proud to expand the work of the City Energy Project to cities such as Des Moines to help unlock the enormous benefits offered through increased investment in energy efficiency and create permanent markets that can drive continual return on these investments."

### How It Works

Through the City Energy Project, Des Moines will develop a locally tailored plan comprising multiple integrated strategies to significantly reduce building energy use, recognizing that a suite of initiatives can make more progress in each city than one program or policy could alone. In addition to providing efficiency expertise and guidance on initiative planning, design and implementation, the City Energy Project also offers a platform for peer-to-peer sharing of lessons learned and best practices.

"The business case for energy efficiency in buildings is already proven. It has been demonstrated in the ability of companies to attract and retain talent while saving on operational costs through enhancements to their building like natural daylighting, indoor air quality, and stabilized temperatures." Said **Justin Doyle**, MODUS Engineering "It's exciting to see that the City Energy Project will assist Des Moines in formalizing this business case through good policy while partnering with local developers and building owners. I'm looking forward to participating in these efforts." The energy efficiency solutions that CEP will help Des Moines develop are flexible to Des Moines' unique situation, supporting the following goals:

- \* Promote efficient building operations: Strong building energy performance can be achieved through efficient operations and maintenance, and the training of facilities personnel.
- \* Encourage private investment: Common-sense solutions to financial and legal barriers to energy efficiency should be adopted to increase private investment in building energy improvements.
- \* Bolster city leadership: Cities will lead by example and reduce taxpayer-funded energy consumption in municipal buildings, and encourage the private sector to match their actions.
- \* Promote transparency: Building energy performance information should be transparent and accessible to enable market demand and competition for energy-efficient buildings.

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For more information contact the City of Des Moines Public Information Office at (515) 344-4381.

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