

Obsessively, Relentlessly
**At Your
Service**

Small Business Express

QSP Manual



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GENERAL OVERVIEW

The purpose of this manual is to serve as a reference guide for service providers qualified by Resource Innovations (program implementer) and MidAmerican Energy (MidAmerican) to deliver Small Business Express (SBX) to eligible customers; herein referred to as Qualified Service Providers (QSP).

This manual provides details on SBX goals, expectations, eligibility, marketing and outreach, processes related to conducting assessments, submitting projects for rebate reservation, and completing projects for rebate payment. As such, this document should be used by QSP management, field staff and administrative staff to ensure successful participation. Updated versions of this manual will be made available to QSPs via email.

QSP Onboarding Checklist: acceptance paperwork and tasks

The paperwork and tasks below must be completed upon acceptance to SBX and before presenting SBX to customers. QSPs must submit to tradeallycentral@midamerican.com

- **Qualified Service Provider Agreement(s)**
 - SBX QSP Participation Agreement¹
- **Electrical licensing and/or applicable certifications/licenses and bonding certificates for QSP and/or any approved subcontractor(s).**
- **Certificate of Insurance for the insurance coverages listed in the SBX QSP Participation Agreement, naming MidAmerican Energy Company, as additional insureds.**
- **List of Key Personnel contact information**
 - Key Personnel are those persons employed by the QSP, and who will be interacting with MidAmerican customers, in-person or over the phone, completing in-field energy assessments, and/or performing customer installations as part of the offering. QSPs must provide a list of key personnel including: first and last name, email, phone number, and role
- **Complete Training**
 - Service provider must attend one (1) Mandatory Training to discuss program requirements and expectations, one (1) Mobile Assessment Tool (MAT) software training and are required to schedule the first three (3) assessments with a Trade Ally Ambassador / staff member for training purposes. Any new key personnel are subject to attend at least one (1) in-field assessment training, or more as necessary based on key personnel experience and MidAmerican / Resource Innovations sole discretion. It is the responsibility of the QSP to schedule the in-field assessment trainings per key personnel.
 - Key personnel need to be approved by MidAmerican / Resource Innovations before they can conduct the assessment on their own.
 - Ongoing program update or refresher trainings will be conducted as needed.

¹ Contact a **Trade Ally Ambassador** for the latest version of the SBX QSP Participation Agreement

SMALL BUSINESS EXPRESS

PROGRAM DESCRIPTION

Small business express complements the existing suite of services within MidAmerican's energy efficiency portfolio, providing energy assessments and installations to small to mid-sized nonresidential businesses through a network of QSPs. Typical eligible small to mid-sized businesses include, but are not limited to, retail stores, convenience stores, offices, auto shops, light manufacturing facilities, restaurants, bakeries, dry cleaners, warehouses and non-profit organizations.

Key challenges that face this market segment include:

- Lack of access to capital
- Insufficient time and/or resources to investigate and review energy efficiency improvements
- Leased rather than owner-occupied facilities

To address these barriers, the offering provides:

- Minimal paperwork for the customer to apply and participate
- Approved QSPs capable of providing turnkey services from energy assessment to energy-saving project installation
- Free energy assessments conducted by QSPs, which include energy assessment reports outlining the energy efficiency improvements available to the customer
- Rebates that can be assigned and paid directly to the QSP where the customer only pays the portion they owe after the rebates are applied

REBATES

Please reference the Small Business Express equipment list for details regarding description, specifications and rebate amounts.

ROLES AND RESPONSIBILITIES

There are four primary contributors in SBX: MidAmerican Energy, Program Implementer, Qualified Service Providers (QSPs), and customers. Each has different roles and responsibilities, which are outlined below.

QSP ROLES AND RESPONSIBILITIES

Refer to the SBX QSP Participation Agreement for full details regarding safety, inspection, insurance, noncompliance, etc.

Role/Responsibility	Description
SBX Representative	<p>Responsible for abiding with all SBX requirements, procedures, and priorities</p> <p>Responsible for providing an updated list of key personnel as required</p>
Recruit Customers	<p>Promote SBX and recruit eligible customers</p>
Perform Energy Assessments	<p>Complete the no-cost energy assessment at the eligible customer's site using the MAT and identify two or more upgrades</p> <p>Provide customer with energy-efficient recommendations and review options via the energy assessment report</p> <p>Assist customer in selecting program measures for implementation</p> <p>Communicating that the customer must commit to two or more upgrades to qualify for SBX rebates</p> <p>QSPs are expected to satisfy customer needs via prescriptive or custom rebates if fewer than two upgrades are identified or if the customer is unable to commit to implementing two or more upgrades</p>
Submit SBX Paperwork	<p>Assure all customer information, signature and selections are acquired and accurately recorded in the MAT for project approval and rebate reservation</p> <p>Submit final documentation to the MAT for payment of rebate</p>
Installation	<p>Completed by QSP or approved subcontractors</p> <p>Inspect projects after installation is complete</p> <p>Support customers for any post-installation issues arising from the installed project</p>

<p>Participation Requirements</p>	<p>Keep current with SBX trainings</p> <p>Complete, at a minimum, one project* per year and establish a project goal, as agreed upon with your Ambassador</p> <p>Participation is based on installed projects submitted to SBX per calendar year.</p> <p>All QSPs have a trial period of six months which provides companies the opportunity to ramp up their resources and understand whether they can fully participate in SBX</p> <p>Performance review will be conducted semiannually after six-month initial trial period</p> <p>After twelve months if still not compliant, QSP may receive a non-compliance issuance and/or lose active QSP status</p> <p><i>*A "project" is an eligible, fully installed, submitted project that was completed at a preapproved customer location</i></p>
<p>Licensing, Permitting and Insurance</p>	<p>Maintain required licensure that includes an electrical license &/or mechanical license</p> <p>Maintain registration with the following departments:</p> <p>Secretary of State for business headquarter location</p> <p>Iowa Workforce Development and/or</p> <p>Illinois Commerce Commission (ICC) Energy Efficiency Measures installer certificate</p> <p>Obtain required permitting prior to project implementation</p> <p>Insurance required per QSP Agreement</p>
<p>Material Purchase Requirements</p>	<p>To ensure equipment quality consistency, QSPs shall purchase materials for equipment installed under SBX that satisfy the eligibility requirements listed within Small Business Express information sheet.</p>

QSP SERVICE EXPECTATIONS

Upon being accepted as a QSP, your company's performance will be evaluated throughout the calendar year based on meeting the service expectations of SBX. The first six months of participation will be comprised of a trial period which will begin directly following the QSP Training; the trial period allows QSPs the opportunity to ramp up their resources and understand whether they can fully participate in SBX for the entire calendar year. A QSP's performance against the service expectations will be evaluated and used by Resource Innovations to help determine which QSPs should remain in SBX following the trial period.

Following the trial period, a QSP will be evaluated on a semiannual basis based on the service expectations as outlined in the table below. If the QSP is unable to meet the service expectations in a six-month period (6 months), the QSP will be considered not in compliance with the SBX requirements and may be subject for removal as outlined in the Noncompliance section found in the QSP Agreement.

Category	QSP Service Expectation
Customer Satisfaction	Professional and timely communication A positive customer experience with the assessment, project approval/rebate reservation, installation, and commissioning processes
Project Completion	Achievement of the annual project completion target as discussed with your Ambassador
Quality of Deliverables	High quality and accuracy of assessment, report, invoices, products and installations Comprehensiveness of identified improvements; at a minimum, two upgrades must be identified for each assessment Agreement between QSP entered project characteristics and those observed during inspections
Project Length	Project implementation and final project submission within 90 days from approval/rebate reservation

PROGRAM IMPLEMENTER ROLES AND RESPONSIBILITIES

The Program Implementer (Resource Innovations) implements the SBX program on behalf of MidAmerican. Their roles and responsibilities include:

Role/Responsibility	Description
QSP Recruitment, Training and Management	Recruiting and training QSPs to deliver SBX to the market Managing and supporting the SBX QSPs
QC and Approvals	Reviewing SBX assessments, equipment, and projects to maintain the quality of all SBX services, to customers and MidAmerican
Inspections	Conducting pre-installation and post-installation inspections on selected projects to ensure quality, accuracy and accountability
Processing Payments	Reviewing and approving/rejecting projects in a timely manner
SBX Tools	Designing, maintaining, and improving all program materials and tools

MIDAMERICAN ROLES AND RESPONSIBILITIES

MidAmerican manages and funds SBX. Their roles and responsibilities include:

Role/Responsibility	Description
Customer Marketing	Marketing SBX to customers to build awareness and interest
Approve Payments	Reviewing and approving final project payments
Manage SBX	Manage and support SBX Provide strategic direction to guide SBX's long-term evolution and trajectory

CUSTOMER ROLES AND RESPONSIBILITIES

Customers are the most important SBX stakeholder. Their roles and responsibilities include:

Role/Responsibility	Description
Assessments	Select QSP of choice and schedule assessment Participate in assessment process by providing facility access, system insights and support staff as needed
Projects	Evaluate identified measures, commit to implementing two or more of the identified upgrades over time, define their preferred project scope and, work with QSP to implement selected scope Participate in installation process by providing facility access, system insights and support staff as needed Indicate party that will be the recipient of the rebate (i.e., customer or QSP)

SMALL BUSINESS EXPRESS PROCESS

SBX QSPs are able to offer no-cost energy assessments and enhanced rebates to qualifying small to mid-sized businesses. Energy assessments are conducted and managed using the “Mobile Assessment Tool” or “MAT”. The following provides a general overview of the SBX process, from assessment scheduling through rebate payment. Contact your Ambassador with any questions on the SBX process.

IDENTIFY LEADS

- QSP identifies a qualified lead and determines eligibility

SCHEDULE ASSESSMENT

- QSP works with the customer to schedule the energy assessment
- **Note:** The first three (3) assessments must be scheduled with Resource Innovations for training purposes

CONDUCT ASSESSMENT

- QSP conducts the energy assessment using the Mobile Assessment Tool (MAT)

REVIEW ASSESSMENT REPORT WITH CUSTOMER

- QSP reviews the Assessment Report and facility recommendations with the customer
- **Note:** The first three (3) assessments are reviewed with Resource Innovations prior to presenting to the customer

CUSTOMER SELECTS IMPROVEMENTS

- Customer communicates desired improvements to QSP
- QSP adjusts project's scope accordingly in MAT and generates updated report
- Customer reviews final scope, once satisfied they sign the project agreement (last page of report)

SUBMIT PROJECT FOR APPROVAL AND REBATE RESERVATION

- QSP submits signed report to Resource Innovations for approval and rebate reservation

APPROVAL PROCESS

- Resource Innovations conducts pre-install inspection for selected projects
- Resource Innovations reviews and provides project approval and rebate reservation/rejection notice
- Rebate reservation is valid for 90 days

QSP INSTALLS IMPROVEMENTS

- Project is implemented and submitted within 90 days of rebate reservation
- QSP invoices customer

FINAL PROJECT SUBMISSION

- QSP submits a copy of the invoice and any scope changes via the MAT

FINAL PROJECT REVIEW

- Resource Innovations conducts post-install inspections for selected projects
- Resource Innovations works with MidAmerican to approve the project's rebate

REBATE CHECK ISSUED

- MidAmerican issues rebate check to the QSP or customer as indicated in project agreement

PROGRAM SERVICES

CUSTOMER OUTREACH

QSPs are responsible for marketing to and recruiting customers. QSPs will be provided with approved marketing materials (e.g., program fact sheet). Eligible, small to mid-sized business customer segments include, but are not limited to, offices, restaurants, retail, schools, hotels, motels, manufacturing, convenience stores, auto shops, multifamily housing facilities (three units or more), religious worship, warehouses, etc.

CUSTOMER ELIGIBILITY

The QSP will verify customer eligibility prior to providing program services to the customer. Customer eligibility can be confirmed by contacting their trade ally ambassador and providing the following customer information

- Business name
- Physical address
- Business contact phone number
- Business contact email address (if available)

MidAmerican small to mid-sized business customers must meet the SBX eligibility criteria listed below to qualify for SBX services and rebates.

- Small to mid-sized nonresidential customers, including multifamily (three or more units) facilities located in MidAmerican Energy's Iowa or Illinois service territory ([MidAmericanEnergy.com/media/pdf/mec-detailedservicearea-towns.pdf](https://www.midamericaneenergy.com/media/pdf/mec-detailedservicearea-towns.pdf))
- Facility must be less than 50,000 sq. ft.
- Facility must have less than \$100,000 in total annual energy costs
- Customer must commit to implementing two or more of the identified upgrades over time

ENERGY ASSESSMENTS

QSPs are required to schedule their first three (3) assessments with their Resource Innovations trade ally ambassador. All assessment information must be entered into MAT and all projects require approval and rebate reservation prior to beginning any work.

CONDUCT ASSESSMENT

An energy assessment consists of a site visit to inventory existing equipment at a customer facility and identify rebate-eligible, energy-efficiency improvements available for implementation. During the assessment, the QSP will explain the program and collect all required information. The QSP will also notify the customer that the project agreement must be signed and obtain project approval/rebate reservation prior to project implementation.

The QSP will follow the below steps for conducting an energy assessment:

- Introduce the program using the **Promotional Rules** provided in the Marketing and Outreach section
- Confirm all information is accurate (e.g., email address, phone number, FEIN, facility address, utility accounts)

- Perform the energy assessment:
 - Walk through facility with the customer, acquire key information (e.g., lighting operating hours)
 - Inquire areas of needed improvement and seek out energy intensive equipment
 - Enter all customer, facility and energy-efficiency improvement recommendations in the MAT
 - Submit custom measure recommendations within the MAT

REVIEW ENERGY ASSESSMENT REPORT

Once the energy assessment is complete, the QSP creates the MAT-generated assessment report and provides it to the customer for review and signature. The QSP works with customer to review all the key information and recommendations prior to customer signature using the steps below: Once the project scope is finalized, the signed assessment report is uploaded for Resource Innovations review.

Explain the program process:

- Discuss assessment, project selection, approval/rebate reservation and project implementation steps
- Explain how the rebate payment can be paid to the QSP, with their authorization, to reduce the out-of-pocket cost to the customer
- Inform customer that the program implementer may conduct pre- and/or post-installation inspections

Review assessment report with customer:

- Summary of potential energy and cost savings
- Measures found during assessment and available for implementation

Adjust project scope to meet customer needs:

- Listen to customer feedback regarding assessment findings and align the mix of identified measures included in the project scope with the customer's needs by creating new project scenarios in the MAT
- **Note:** Multiple scenarios can be generated, and multiple reports shared with the customer until the final project scope is identified

Sign project agreement:

- Assessment report that details the customer-defined scope is generated and provided to customer
- Customer reviews this final draft and once satisfied, signs the project agreement on the last page
- **IMPORTANT:** Ensure customer understands that the rebate recipient will be determined based off the information entered on the project agreement

Submit project for approval/rebate reservation:

- QSP uploads the signed assessment report and enters the estimated project completion date via MAT

SUBMIT FOR PROJECT APPROVAL / REBATE RESERVATION

With all information accurately entered/upload the QSP submits the project for approval/rebate reservation. Upon project submission, the customer and QSP will receive an email notification with signed report attached. The notice indicates that the project has been submitted and will be reviewed for rebate reservation.

After the project has been reviewed, a reservation or rejection notice will be sent via email.

- Upon receipt of a reservation notice (to customer and QSP), the QSP can begin project work at the customer site
- Upon receipt of a rejection notice (to QSP only), the QSP will work with their trade ally ambassador to make any necessary corrections so the project may be approved. For extraneous circumstances that require customer involvement, the customer will also be notified.

INSTALLATION

Once the project is approved and the rebate reservation notice has been received, the customer and QSP are encouraged to begin installation as soon as possible.

If there are changes to scope of project after approval and rebate reservation, the following guidelines apply:

- A revised project approval is required if the scope change increases the rebate request by 30% or more. Approvals can be submitted at any time and will be reviewed in the order in which they are received which may result in loss of rebate reservation.
- Final project scopes that differ from the approved scope are submitted at the financial risk of the QSP and customer.

QSPs are encouraged to inspect projects after installation is complete and support any post-installation issues.

SUBMIT INVOICES / FINAL REVIEW

When the customer is satisfied with the completed and properly working installations, the QSP is required to submit the final invoice and enter the project completion date via the MAT. Completing this task will submit the project for final review. An email notification will be sent to customer and QSP indicating that project installation has been completed and final project review will begin.

If any issues are noted during the final project review, Resource Innovations will contact the QSP to make necessary corrections. The QSP shall promptly respond to any such requests.

MidAmerican and Resource Innovations are not responsible for ensuring customer payment of the customer cost to the QSP.

REBATE PAYMENT

Once the review is completed, an email notification will be sent to the customer and QSP indicating that payment should occur within 14 days.

INSPECTION

- At least 5% of all projects will be inspected by the program implementer:
 - Pre-inspection – some projects may be inspected prior to installation
 - Post-inspection – some projects may be inspected following installation
- Pre and post inspection results will be classified in one of three categories:
 - Pass – An inspection result of pass indicates that no further action is required of the QSP
 - Resolution Required – An inspection result of “Resolution Required” indicates some/all of the below items were identified. QSP will be responsible for resolving any issues within 5 business days:
 - Discrepancy between inspection counts and invoiced fixtures/equipment
 - Project work was not executed in a satisfactory manner according to the customer’s standards
 - Actual project conditions do not support conditions indicated in the MAT and/or invoice
 - Project conditions violate any other of the SBX requirements set forth in the QSP Agreement
 - Failed – A single project can result in a failure for the following reasons:
 - Discrepancies between inspection counts and invoiced fixture quantities exceed twenty-five (25) percent
 - The original equipment was not permanently removed and/or is still at the customer’s location
 - Work performed does not conform to product specifications or is not fit for its intended purpose

MARKETING AND OUTREACH

MARKETING COMMUNICATIONS SUPPORT

Communication tools and responsibilities provided to QSPs are intended to support fair market practices and accurate in-field sales efforts

PROMOTIONAL RULES

Aiding you to accurately and effectively promote SBX, these rules will help you maximize your affiliation with SBX while adhering to MidAmerican marketing standards. QSPs are required to follow the promotional rules to promote SBX while giving clear direction on what can and cannot be said, written, or promoted about SBX. QSPs that do not follow the promotional guidelines may be removed from SBX, so it is imperative that all members of a QSPs staff understand and follow the guidelines outlined in this document. Any questions should be directed to the QSPs assigned Ambassador.

FAIR MARKET PRACTICES AND CUSTOMER ANTI-POACHING POLICY

Customer poaching is defined as undercutting another participating QSPs existing relationship with a customer in an effort to persuade that customer to switch to a different QSP. This action creates customer confusion and reflects poorly on SBX and its QSPs. Examples include, but are not limited to:

- Offering a lower price for the same project as a means to sway the customer away from the QSP previously working with them.
- Misrepresenting other QSPs or SBX as a whole, as a means to influence QSP selection.

If Resource Innovations determines that Customer Poaching has occurred, the offending QSP will be subject to the disciplinary consequences as outlined in the QSP Agreement Noncompliance section. Resource Innovations will investigate, log, and report each incident to MidAmerican regardless of whether the customer proceeds with a project.

KEY MESSAGING GUIDELINES

These guidelines have been created to support QSPs in messaging SBX to customers. Refer to the following guidelines when developing materials to share with customers or community organizations.

AUDIENCE AND KEY MESSAGING

Consistent messaging is critical when communicating about SBX to potential and current customers. These key messages are designed as a reference for conveying verbal and written communications to customers. Below you will find details on how to identify customers to target, followed by a brief overview of the SBX marketing key messages. When talking with customers keep it simple and try not to confuse them—the back end of utility programs can get complicated, but to the customer they should be as seamless as possible.

Note: The customer is referred to as “you” in several sections of this document to facilitate using this as a script when speaking to the customer.

IDEAL CUSTOMER/PROJECT PROFILE

These are guidelines for ideal customers/projects rather than firm rules for eligible or acceptable projects. The ideal SBX customer would be a MidAmerican customer with electric and/or natural gas saving opportunities who would like assistance from start to finish on their energy efficiency projects.

Examples of typical small to mid-sized businesses include:

- Offices
- Restaurants
- Retail
- Schools
- Hotels and Motels
- Manufacturing
- Convenience Stores
- Auto shops
- Multifamily Housing
- Religious Worship
- Financial Institutions
- Warehouses

Customer characteristics

- Motivated customer interested in energy efficiency and project implementation
- Customer has funding available for multiple energy efficiency improvements
- Customer expresses a need for help to identify improvements
- Customer expresses a need for a rebate to fund improvements

GENERAL MESSAGING

- **Assessment:** Choose a QSP and schedule your assessment to discover energy-saving opportunities eligible for rebates.
- **Assessment Report:** Work with your QSP to select project improvements that work for you. You must commit to implementing two or more of the identified improvements over time to qualify for these rebates. If you can only implement one in the next 90-days, that's OK; you can implement following improvements later as time and budgets allow.
- **Installation:** Your project will be installed by your preferred QSP, or approved subcontractor and you will receive the corresponding rebates. You only pay the balance after the rebates are applied if you select to have your rebate go directly to the QSP. You can elect to have the rebate payment go to you if that is your preference.

ADDITIONAL MESSAGING

- MidAmerican Energy and qualified service providers are focused on providing high customer satisfaction while attaining significant comprehensive energy savings for your facility.
- Your selected qualified service provider will assist you every step of the way to help you achieve comprehensive energy savings for your business.
- MidAmerican offers Small Business Express to help overcome the unique barriers to implementing energy efficiency projects at small to mid-sized businesses.

MARKETING MATERIALS

A MidAmerican branded fact sheet and a full listing of available rebates is available at Tradeallycentral.com/additional-program-materials

TRADE ALLY AMBASSADOR CONTACT INFORMATION

Trade Ally Ambassadors are available to support you as a Small Business Express QSP and answer any questions you have. Do not hesitate to contact your trade ally ambassador as the need arises. Direct contact information is below.

Name	Role	Email	Phone
Emily Skaggs	Ambassador	eskaggs@resource-innovations.com	515-280-0719