



2022 Annual Trade Ally Meeting

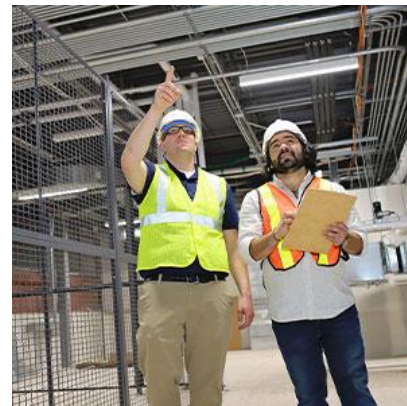
December 13, 2022



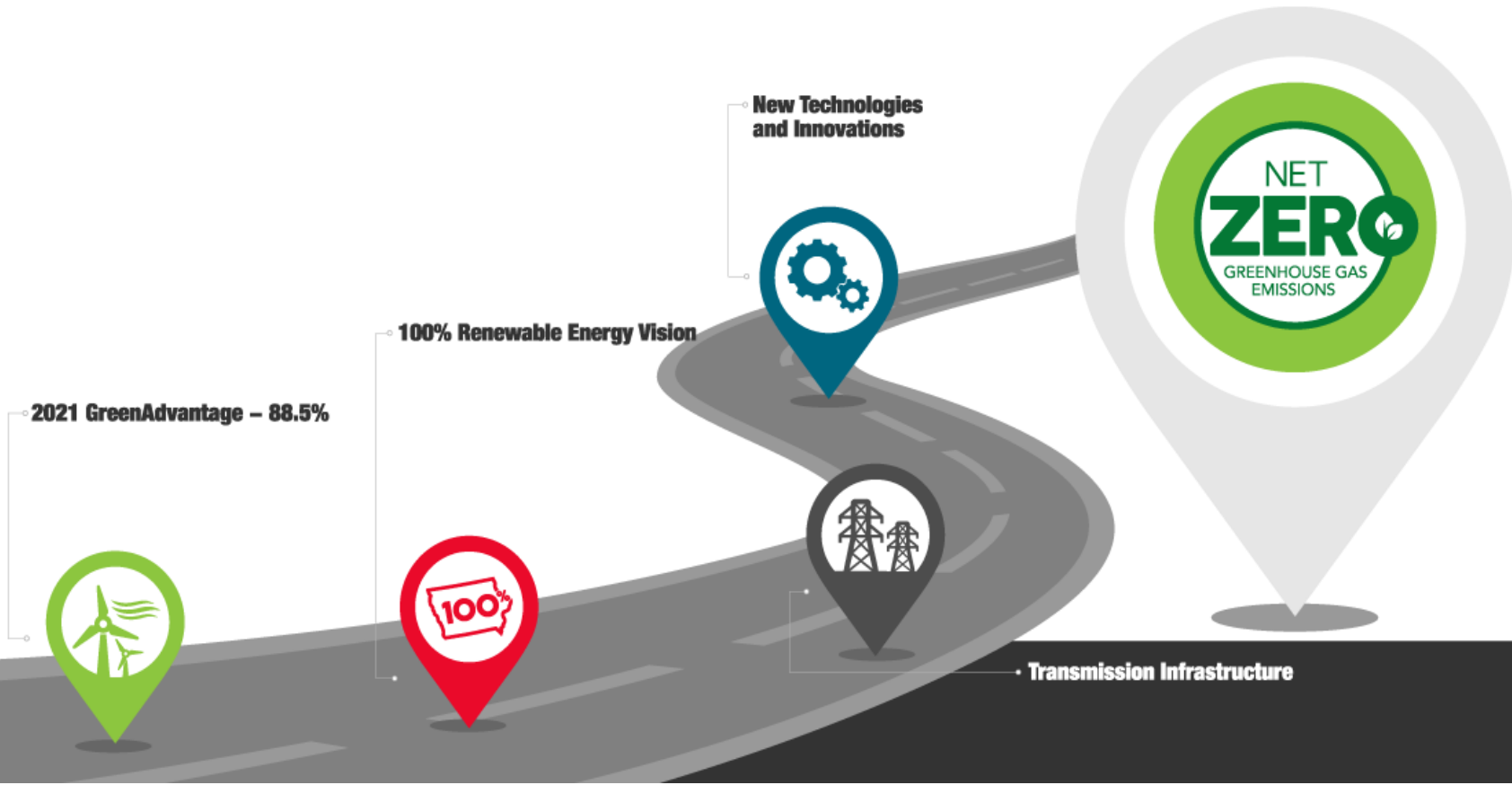
Agenda



- MidAmerican updates
 - Destination Net Zero
 - Wind PRIME
 - GreenAdvantage ®
 - Serving our communities
- 2022 year in review
- 2023 program overview
- 2024-2028 EE Plan
- Trade Ally resources
- Reminders
- Questions and discussion



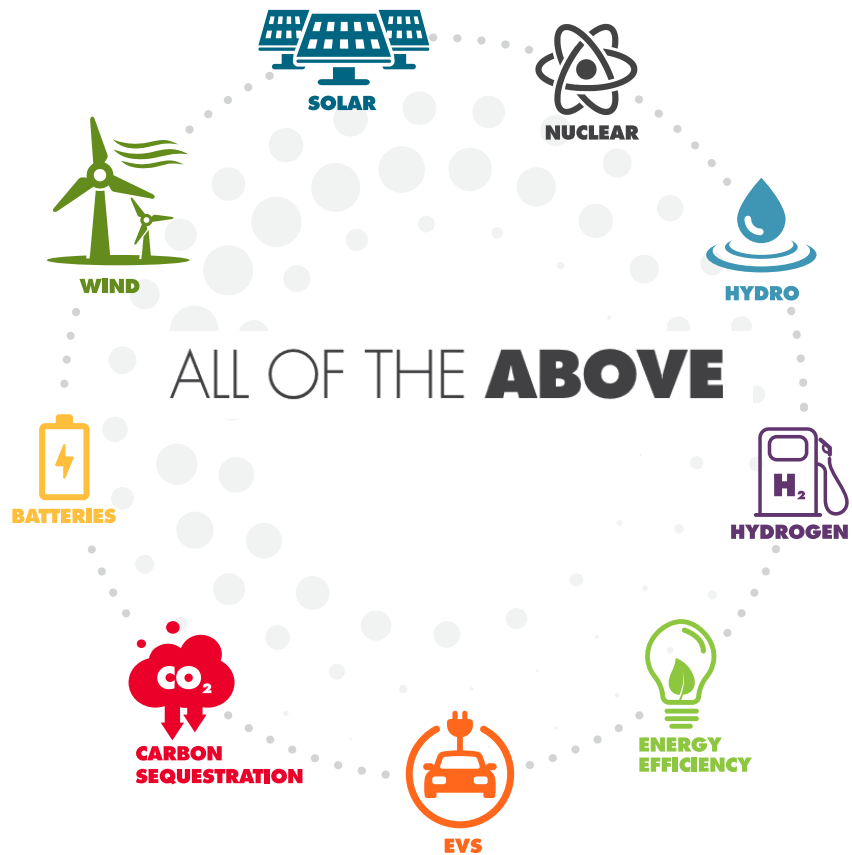
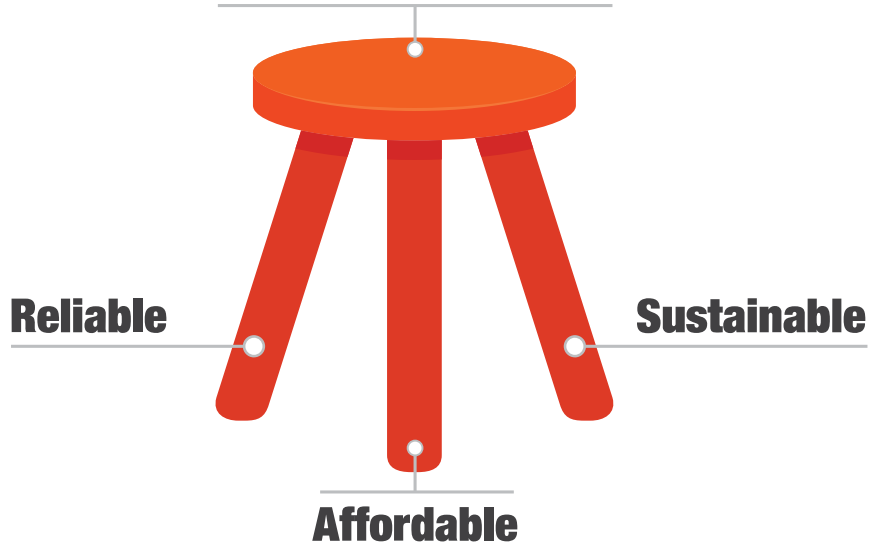
Path to Net Zero



COMMITMENT TO **YOU**



Destination Net Zero



Renewable Energy Equation



MIDAMERICAN'S RENEWABLE ENERGY

EQUATION

TODAY

7,300 MW
Renewable Energy



WIND PRIME

2,092 MW
Renewable Energy



100% renewable energy
delivered to customers



Reduction in carbon emissions



Rate stability



Keeping rates low

Meeting Your Sustainability Goals



Customers claim renewable energy



Launched in 2017 at 50+%



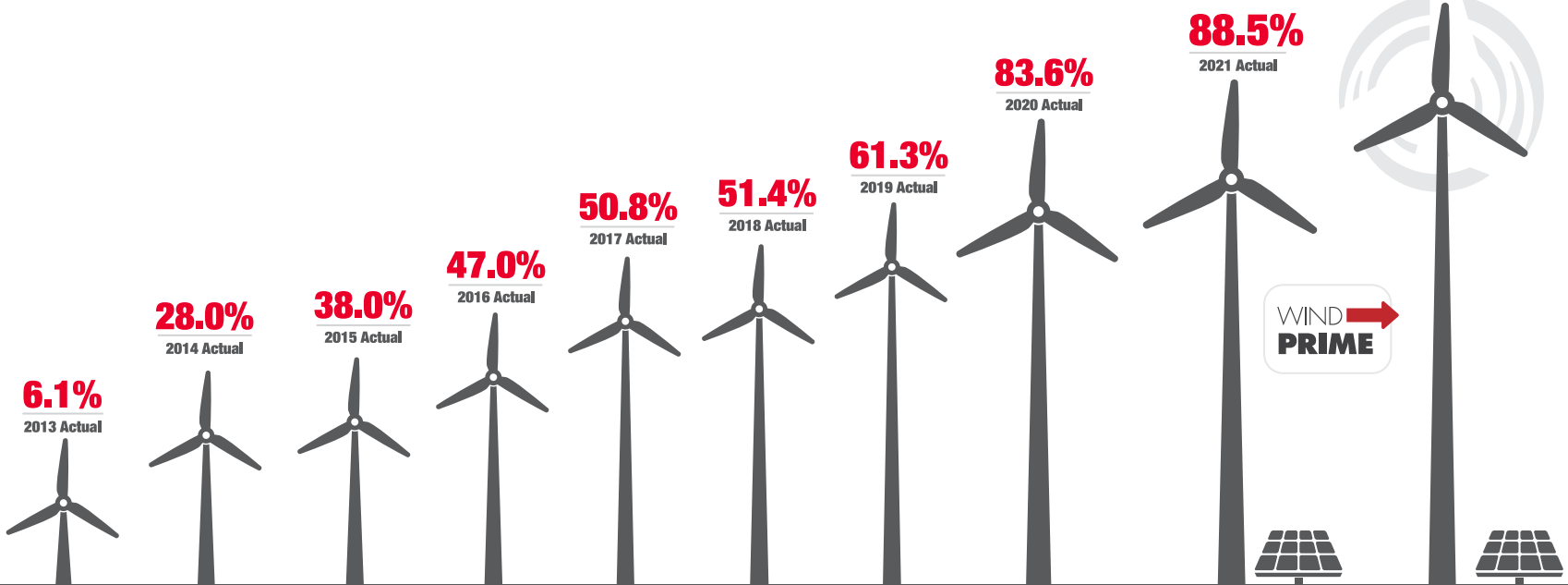
Here to help you meet your sustainability goals



Wind PRIME gets us to 100%



2025 Forecast



GreenAdvantage®

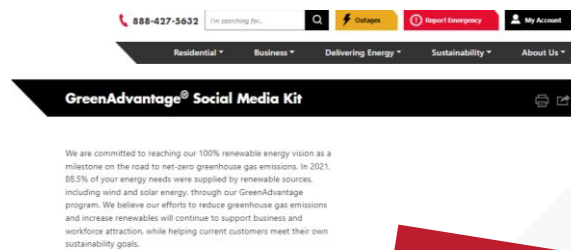


88.5% of your 2021 energy usage came from renewable sources

Did you know? MidAmerican Energy is on a journey to reach net-zero greenhouse gas emissions by 2050 while achieving several key milestones along the way. As a MidAmerican customer, we're glad to have you join us on the road to [Destination Net Zero!](#) Next stop – 100% renewable energy to meet your annual usage.

We are proud to announce that in 2021, 88.5% of the energy we delivered to you came from renewable resources. Even better: because the Iowa Utilities Board, the state's regulatory body, verified that percentage through the [GreenAdvantage® program](#), you can claim that amount to meet your own sustainability goals – at no additional cost.

Through GreenAdvantage, MidAmerican retires the renewable energy credits associated with our wind fleet, solar projects and more – making MidAmerican's program an added value that you can take to the bank! While customers of other utility providers have to meet their sustainability goals through adding private generation, buying RECs off the market or entering into a Power Purchase Agreement at a significant cost, as a MidAmerican customer, you get the same outcome included in your regular energy rates!

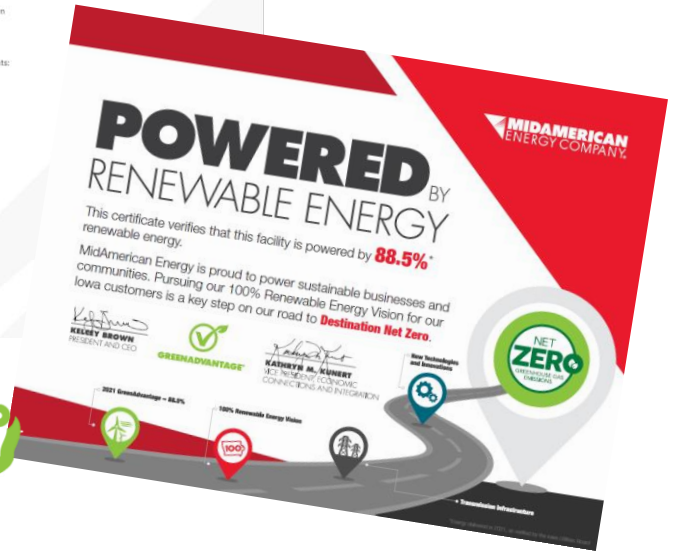
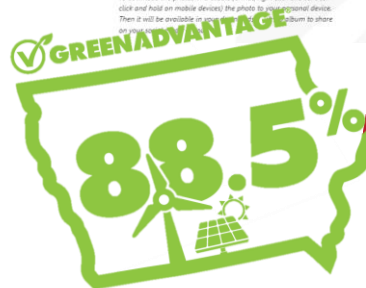


We are committed to reaching our 100% renewable energy vision as a milestone on the road to net-zero greenhouse gas emissions. In 2021, 88.5% of your energy needs were supplied by renewable sources, including wind and solar energy, through our GreenAdvantage program. We believe our efforts to reduce greenhouse gas emissions and increase renewables will continue to support business and workforce attraction, while helping current customers meet their own sustainability goals.

Thanks for helping us spread the good news! Below are example social media posts and images for you to share on your own accounts:



To download the photos in a usable format, right-click and save (or click and hold on mobile devices) the photos to your personal device. Then it will be available in your gallery to share.



Affordable, Reliable and Renewable



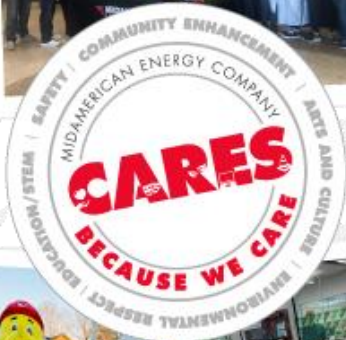
MidAmerican Energy's rates are

**11th lowest
in the nation**

while its offering of
renewables is on track
to reach **100%**



Serving Our Communities



2022 Year in Review




- Strong residential participation
 - Furnace participation exceeds 100% of goal
 - SummerSaver smart thermostat participation exceeded goal
 - Over 37,000 energy efficiency kits distributed to IA and IL customers
- Online application available to all
 - 50% of applications are now received online
- Updated energy efficiency website
 - More streamlined
 - Easy to find online applications
- Small Business Express
 - Estimating 158 projects to be completed
 - 108% increase compared to 2021
- Direct Project Assistance
 - Estimating 35,000 MWh savings
 - 40% increase compared to 2021



Apply online!

Apply for your rebate online with our new web-based system:

Apply now 

[Printable applications](#) are also available.

2023 Program Changes



- Air Source Heat Pump – Res and Nonres (IA and IL)
 - Minimum efficiency constraints: SEER ≥ 16 , and EER ≥ 12 , and HSPF ≥ 8.7
 - SEER 16-16.9 (\$400/unit)
 - SEER 17-17.9 (\$500/unit)
 - SEER 18+ (\$600/unit)
- Ductless Minisplit Air Source Heat Pump – Res, IL only
 - EER ≥ 12 and HSPF ≥ 10
- Ductless Minisplit Air Conditioners – Res, IL only
 - Removed

2023 Program Changes



- Small Business Express
 - Linear strip fixtures - \$30-\$60/fixture
 - 8' Linear LED lamps - \$12/lamp
 - High-bay LED Fixtures replacing high-bay fluorescent fixtures
 - Added Canopy fixtures
 - VSD Air Compressors < 50 hp

Instant Discounts Pilot Program



- Launching January 1, 2023
- Joint utility effort
 - Consistency in measures and discounts
- “Midstream” rebate delivery model is used, successfully, in many other utility programs
- Easy for customer and contractor
 - No more paper applications!
 - Discount at time of sale

Instant Discounts Pilot Program



- Paper/online applications will not be available or accepted for any equipment purchased and installed on or after January 1, 2023
- Reduce administrative costs
 - Moving more dollars to incentives!
- Program implementer, DNV, has started outreach

Development of Instant Discounts Pilot



June 2020

- Collaborations begin
 - Environmental Intervenors
 - MEC, Alliant, Black Hills
 - Manufacturers & Distributors

September 2020

- Program design workshops

March 2021

- Presentation of collaboration findings
- Basic program design

February 2022

- RFP issued for program implementation
- Alliant and MidAmerican partner

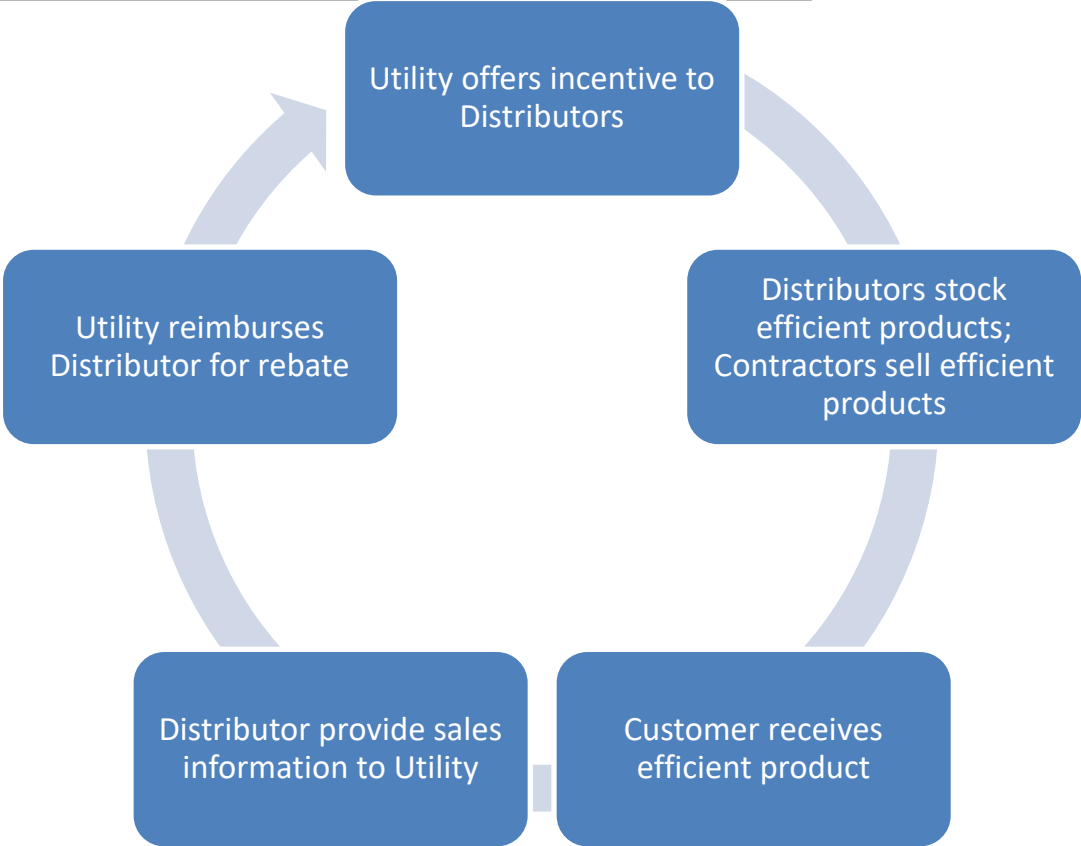
November 2022

- Final program design
- Establish program materials and tools
- Begin outreach

January 2023

- Official program launch

Midstream Process Flow



Qualifying Equipment Natural Gas Furnaces



Residential Customers

Measure	Specifications	Instant Discount (min.)
≤40,000 btu/hr – Tier 1	≥90% - ≤95% AFUE	\$60
≤40,000 btu/hr – Tier 2	>95% AFUE	\$75
<40,000 – ≤80,000 btu/hr – Tier 1	≥90% - ≤95% AFUE	\$108.75
<40,000 – ≤80,000 btu/hr – Tier 2	>95% AFUE	\$135
> 80,000 – <225,000 btu/hr – Tier 1	≥90% - ≤95% AFUE	\$195
>80,000 – <225,000 btu/hr – Tier 2	>95% AFUE	\$213.75

Nonresidential Customers

Measure	Specifications	Instant Discount (min.)
≤40,000 btu/hr – Tier 1	≥90% - ≤95% AFUE	\$37.50
≤40,000 btu/hr – Tier 2	>95% AFUE	\$52.50
<40,000 – ≤80,000 btu/hr – Tier 1	≥90% - ≤95% AFUE	\$78.75
<40,000 – ≤80,000 btu/hr – Tier 2	>95% AFUE	\$93.75
80,000 – <225,000 btu/hr – Tier 1	≥90% - ≤95% AFUE	\$120
>80,000 – <225,000 btu/hr – Tier 2	>95% AFUE	\$150

Qualifying Equipment Central Air Conditioners



Residential Customers

Measure	Specifications	Instant Discount (min.)
≤24,000 btu/hr – Tier 1	≥16 - <18 SEER	\$101.25
≤24,000 btu/hr – Tier 2	≥18 SEER	\$161.25
>24,000 – <65,000 btu/hr – Tier 1	≥16 - <18 SEER	\$195
>24,000 – <65,000 btu/hr – Tier 2	≥18 SEER	\$412.50

Nonresidential Customers

Measure	Specifications	Instant Discount (min.)
≤24,000 btu/hr – Tier 1	≥16 - <18 SEER	\$75
≤24,000 btu/hr – Tier 2	≥18 SEER	\$120
>24,000 – <65,000 btu/hr – Tier 1	≥16 - <18 SEER	\$138.75
>24,000 – <65,000 btu/hr – Tier 2	≥18 SEER	\$300

Qualifying Equipment Lighting



Nonresidential Customers

Measure	Lumens	Instant Discount
LED 4' T12/T8/T5 Linear replacement fluorescent lamps	$\leq 1,200$	\$1.50/lamp
	$> 1,200 - \leq 2,400$	\$2.50/lamp
	$> 2,400 - \leq 4,000$	\$5.00/lamp

Instant Discounts Providers



- 11 enrolled lighting and/or HVAC distributors
- Distributors: Contact DNV for further details
 - eeinstantdiscounts@dnv.com
- Contractors: Contact Trade Ally Ambassador if you work with a participating distributor
- Participating distributors and contractors will be listed on the Trade Ally Search Tool

Trade Ally Search Tool



SEARCH CRITERIA

* Sector

Business

* Specialty

- Commercial Refrigeration and Kitchen
- Compressed Air
- Heating, Ventilation and Air Conditioning (HVAC)
- Lighting
- Process

Search for Company by Name

Search for Contractors Near You

Enter zip code

Select a Radius

Business Type

- Consulting/Engineering Firm
- Contractor/Installer
- Manufacturer
- Supplier/Distributor
- Small Business Express QSP
- Instant Discounts Provider

Energy Efficiency Contractor Search Results

To narrow your search, use the additional Search Criteria, or add your zip code to find contractors near you.

Select 'Download as PDF' for a copy of your results or select 'Copy Link' to attach a link of your results in an email.

[Download as PDF](#)

[Copy link](#)

128 companies match your search criteria.

[List View](#) [Map View](#)

Company Name	Contact Information	Specialty	Business Type
L KIRSNER ENTERPRISES INC 942 56TH ST DES MOINES, IA 50312	larry@kirsner.net 515-277-7699	Lighting	Contractor/Installer Supplier/Distributor Small Bu...
CURRENT ELECTRIC 10058 145TH ST DAVENPORT, IA 52804	jmiller@currentelectricca.com 563-381-4500	Lighting	Contractor/Installer
ENERGYEFFICIENT SYSTEMS INC 407 N 4TH ST STE B BURLINGTON, IA 52601	chad@energyefficient.com 800-713-3732	Lighting	Manufacturer Consulting/Engineering Firm Suppl...
CBMC LIGHTING SOLUTIONS 5855 KOPETSKY DRIVE SUITE G INDIANAPOLIS, IN 46217	rthomson@cbmcinc.com 317-828-4119	Lighting	Consulting/Engineering Firm Supplier/Distributor
HONORABLE ELECTRIC PO BOX 1105	michael@honorableelectric.com 515-978-7004	Lighting	Contractor/Installer

Income Qualified Multifamily



- Iowa opportunity
- Program for properties such as
 - Transitional housing
 - Shelters
 - Section 8
- Free assessment and direct install
- Enhanced incentives for proposed follow up projects
 - 40% of installed cost or 5x annual energy savings



2024-2028 Energy Efficiency Plan

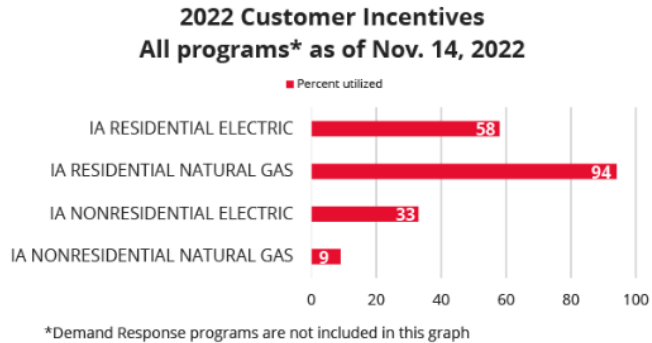


- File with IUB February 1, 2023
- Final approved plan estimated Q4 2023
- RFP for program implementation
- Communicate updates to trade allies
- Many similarities to this plan, but new initiatives being proposed:
 - Work to eliminate paper applications
 - More equipment moves to Instant Discounts
 - Online marketplace offering instant discounts
 - Instant coupons for small appliance
 - Affordable multifamily new construction program
 - Retro commissioning
 - Strategic Energy Management

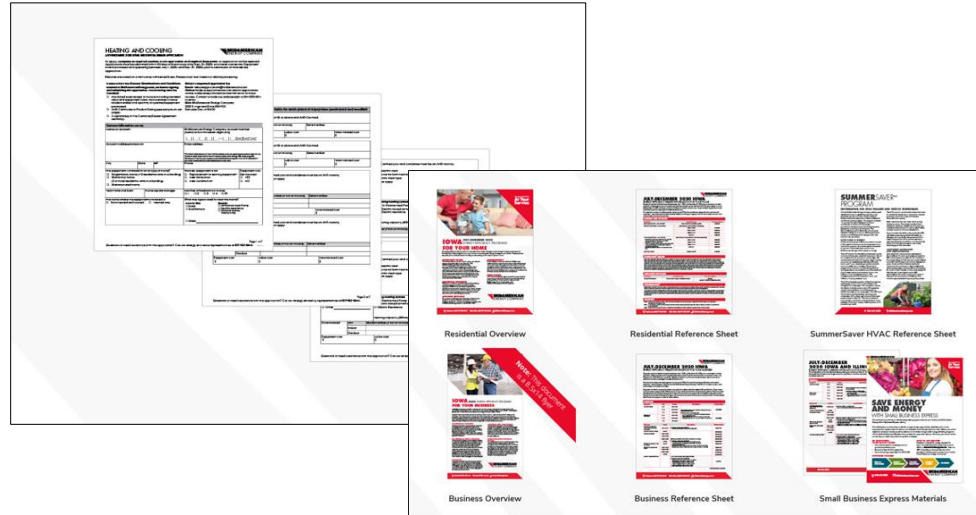
Trade Ally Resources



- Trade Ally Ambassadors
- Trade Ally Central – tradeallycentral.com
 - A one-stop shop and available 24/7



Snapshot of available incentive dollars



Rebate Applications & Program Materials

Reminders

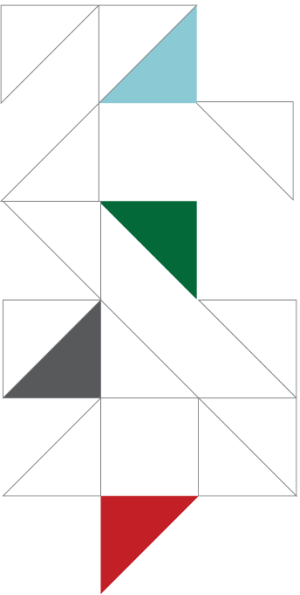


- 2022 applications must be submitted by December 31, 2022
- Online applications:
 - Alternate payee authorization form – must have customer signature; upload with other supporting documents
 - Paper applications will not be available on MidAmerican website
- Instant Discounts will replace traditional rebates for select equipment
 - No more paper/online app for these measures
 - Instant Discounts cannot be combined with any other rebate or incentive program, including prescriptive rebates



QUESTIONS

Visit tradeallycentral.com or
contact a Trade Ally Ambassador at 877-290-4517.



MIDAMERICAN ENERGY COMPANY

Obsessively, Relentlessly **At Your Service™**