



March 2023

Proposed 2024-2028 energy efficiency and demand response plan

On February 1, 2023, MidAmerican filed with the Iowa Utilities Board a proposed 2024-2028 energy efficiency and demand response plan.

This plan represents our continued commitment to providing energy-efficient solutions for our customers to help them save money and reduce energy usage. The plan and budget are a continuation of the previous plans and energy efficiency programs dating back to 1990. The current plan, which has been in place since 2019, expires on December 31, 2023.

The Iowa Utilities Board will review the proposed plan and consider public comments before deciding on whether to approve it by January 1, 2024.

Read the full [2024-2028 Energy Efficiency and Demand Response Plan](#) in [docket EEP-2022-0156](#).

[View the full news release ►](#)

2023 program updates

Visit [Trade Ally Central](#) for the latest details on program offerings and qualifications for residential and business customers.

Highlights:

- [Air Source Heat Pumps](#) – updated qualifications and rebates
- [Ductless Minisplit Air Source Heat Pumps](#) – residential, Illinois only, updated qualifications
- Ductless Minisplit Air Conditioners – residential, Illinois only, offering removed

Small Business Express expansions and updates

- Newly eligible fixtures
 - Linear strip fixtures – \$30-\$60/fixture
 - 8' Linear LED lamps – \$12/lamp
 - Fixtures with expanded eligibility
 - High-bay LED fixtures replacing high-bay fluorescent fixtures
 - Canopy fixtures
 - VSD air compressors eligibility increased from <40hp to ≤50hp
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Identify as an Instant Discounts Provider – make it easy for customers to find you!

If you are an installing contractor that works with an Instant Discounts distributor partner, we would like to recognize you as an Instant Discounts Provider on our search tool. If you are already listed on the search tool and would like to identify as an Instant Discounts Provider, email tradeallycentral@midamerican.com and include your company name and the name(s) of your distributor(s).

If you are not already listed on the search tool, complete [this form](#) to send us your company and distributor information.

Complete the form ►

Instant Discounts Program Frequently Asked Questions

Our Instant Discounts program incentivizes local distributors to stock energy-efficient equipment, making it easier for you to find more energy-saving models in your area so you can help customers reduce their energy bills and overall carbon footprint. The Instant Discounts program is a pilot program that launched in January 2023. All Iowa and Illinois furnaces, residential air conditioners, small air conditioners for business, and 4' linear LED lighting will be part of the Instant Discounts program. This equipment will no longer be eligible for traditional rebates through the application process.

What equipment qualifies for Instant Discounts?

See the [reference sheet](#) on Trade Ally Central for details, including:

- The minimum discount available from participating distributors
- SEER 1 and SEER 2 qualifications

Why is some equipment included in Instant Discounts and other equipment still qualifies for rebates?

Instant Discounts is a pilot program in 2023, therefore only select equipment was included.

Why is the discount that participating HVAC distributors provide not a fixed amount?

We recognize that distributors participating in Instant Discounts incur additional administrative burden – therefore, the program allows them to keep up to 25% of the total incentive to make up for these additional costs.

How do I get discounts for my customers as a Trade Ally?

1. Contact a participating distributor, confirm the customer and equipment

qualify, and purchase the equipment at a discounted price.

2. Pass that discount to your customer and include a line with the discount amount attributed to MidAmerican Energy.
3. For quality assurance, you may be asked to provide the invoice with customer address, install date and discount line.

Where can I find participating distributors?

Use the [contractor search tool](#) – listings will differentiate between supplier/distributor and contractor/installer.

If my distributor isn't participating in Instant Discounts, can I still get a rebate for my customer?

No – Instant Discounts is the only program that includes incentive dollars for Iowa and Illinois furnaces, residential air conditioners, small air conditioners for business, and 4' linear LED lighting.

Have more questions? Contact our Instant Discounts team at eeinstantdiscounts@dnv.com or [833-216-7371](tel:833-216-7371) for more information.

Stay updated by visiting tradeallycentral.com

[Trade Ally Central](https://tradeallycentral.com) is a one-stop shop for all our contractors, dealers and trade allies to find any program materials you may need. The site keeps you updated on announcements and news specifically for trades, as well as the availability of customer incentives by state.

Visit Trade Ally Central ►



[877-290-4517](tel:877-290-4517)



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