

THE RELENTLESS PURSUIT OF GREATER ENERGY EFFICIENCY



MidAmerican Energy is serious about providing reliable power to customers while keeping its cost low. By using energy efficiently and continuing efforts to increase renewable energy sources, the company can continue to make the best use of its resources and keep energy use and costs under control.

MidAmerican Energy's EnergyAdvantage® programs are designed to encourage the use of high-efficiency equipment and offer no-cost and low-cost energy-saving ideas, help residential and business customers save money on their energy bills, improve the comfort of their homes and businesses, and reduce the demand on natural resources needed to produce energy.

On Feb. 1, 2013, MidAmerican Energy will file an assessment of potential energy and capacity savings and a new five-year energy efficiency plan with the Iowa Utilities Board. The plan will include a variety of programs designed to put the power of energy efficiency in the hands of our residential and business customers. With MidAmerican Energy's EnergyAdvantage programs, customers will continue saving money while doing their part to reduce the overall demand on the natural resources required to create this energy. MidAmerican Energy projects that the total net economic benefit to Iowa customers will exceed \$800 million through lower future energy use and associated costs.

Enhancements to Current Programs

The new plan introduces several enhancements to the company's current EnergyAdvantage programs, including:

- Greater incentives for project completion following a home energy assessment
- The addition of an HVAC tune-up option
- An HVAC System Adjustment and Verified Efficiency installation requirement to receive incentives for new HVAC equipment, ensuring equipment is running as efficiently as possible
- Available financing for insulated siding in addition to windows and exterior doors
- A new, ongoing performance track for the Commercial New Construction program to assist newly constructed buildings achieve additional energy savings
- A new building tune-up track within the commercial building assessment to ensure existing systems are working as efficiently as designed
- Additional project assistance for industrial customers through the Nonresidential Energy Analysis program, as well as a simplified incentive structure

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Next month, MidAmerican Energy Company will submit to the Iowa Utilities Board its proposal for a comprehensive five-year energy efficiency plan effective 2014-2018.

This notice includes a preview of the plan's program proposals as well as estimated costs to provide these programs to MidAmerican Energy's Iowa customers.



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MAIL PANEL



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PUTTING THE
POWER
OF ENERGY EFFICIENCY
IN YOUR HANDS



2014-2018 ENERGY EFFICIENCY PLAN



www.midamericanenergy.com/ee



ENERGY EFFICIENCY PROGRAM PROPOSALS FOR 2014-2018

MidAmerican Energy Company is proposing the following programs for its 2014-2018 energy efficiency plan. The Iowa Utilities Board will review the company's proposal, and as a result, modifications may be made to the proposed plan.



RESIDENTIAL PROGRAMS

Home Energy Assessment – Customers can request that an energy specialist identify ways to save energy and money in their home. The energy specialist may install energy-saving measures such as compact fluorescent or LED light bulbs, a smart strip, faucet aerators or pipe insulation. Enhanced financial incentives will be available when multiple energy efficiency improvements are made.

HVAC Tune-Up – This program helps ensure home HVAC equipment is functioning as efficiently as possible through maintenance tune-ups and reviewing performance improvement opportunities for home ductwork.

Residential Equipment – MidAmerican Energy's residential customers may receive incentives to replace certain energy-inefficient HVAC equipment and appliances with high-efficiency versions. New HVAC equipment must receive SAVE-certified installation to qualify for incentives. In addition to saving money through purchasing incentives, customers receive long-term savings through reduced utility bills.

Appliance Recycling – This program assists customers by safely removing inefficient refrigerators, freezers and window air conditioners, and properly recycling the coolant inside them. Customers receive an incentive for old, working appliances in addition to hauling and disposal.

New Home Construction – MidAmerican Energy works with home builders to ensure new homes provide comfort and efficiency from the first day they're occupied. Once completed, the new residence may qualify for an ENERGY STAR® designation, potentially aiding in its resale value.

Residential Load Management – SummerSaverSM is a voluntary initiative for MidAmerican Energy customers who wish to help reduce energy use at peak times. A cycling device allows MidAmerican Energy to cycle air conditioners on peak usage days from June through September. Participants receive a credit on their energy bill at the end of each program period.

COMMERCIAL AND INDUSTRIAL PROGRAMS

Commercial Building Assessment – MidAmerican Energy's business customers may request an assessment of their business's energy use and may receive simple, energy-saving lighting and water heating measures installed at no cost. Customers interested in pursuing more ambitious energy efficiency improvements receive reliable, energy-saving advice from MidAmerican Energy experts.

Enhanced financial incentives would be available when multiple energy efficiency improvements are made. Customers who do not have major system renovations or retrofits planned may be eligible to receive a building tune-up to ensure that existing systems are working as efficiently as designed.

Nonresidential Energy Analysis – Industrial customers may receive assistance by implementing comprehensive energy-saving strategies to achieve high-performance, energy-efficient facilities. Qualifying participants may receive an energy assessment, assistance through detailed investment-grade studies, expert advice, help with project prioritization and identifying qualified contractors, as well as financial incentives to help offset upfront equipment costs.

Nonresidential Equipment – Incentives are available for a comprehensive list of nonresidential products and equipment that include lighting, insulation, motors, variable-speed drives, heating, cooling, refrigeration and kitchen appliances. Following project preapproval, equipment not included on the original list also may qualify for incentives based on its energy savings, peak demand savings, usage profile and incremental cost.

Commercial New Construction – Commercial construction projects and building renovations start out right by optimizing energy efficiency strategies during the planning stage. To study and test energy efficiency strategies early in the process, MidAmerican Energy provides owners, developers and their design teams with complimentary energy design assistance and services. Construction incentives may be awarded for installations that achieve savings levels better than Iowa Energy Code requirements. Buildings constructed through the program also may be eligible for ongoing performance evaluation.

Nonresidential Load Management – Large commercial and industrial customers may receive financial incentives for reducing their electricity usage during times of peak demand. Curtailment goals can be reached by shedding load, shifting load to non-peak periods or by on-site generation of replacement power.

SPECIALTY PROGRAMS

Agribusiness – Agribusiness customers may request an on-site energy assessment to identify possible energy inefficiencies and determine the most beneficial energy efficiency improvements. MidAmerican Energy provides expert technical assistance as well as financial incentives to lower the cost of energy-efficient equipment.

Multifamily Housing – Owners and managers of multifamily structures may request an energy assessment. An energy specialist will install simple energy-saving lighting and water heating measures where warranted, and offer independent energy-saving advice.

ADDITIONAL SPECIALTY PROGRAMS

MidAmerican Energy proposes additional programs that include:

- Low-income home weatherization
- Community tree planting that promotes energy efficiency by providing windbreaks and shade
- Financing for qualifying energy-efficient home improvements
- Point-of-sale discounts for energy-efficient lighting
- Education that encompasses trade ally outreach and assistance for schools
- Home energy reports to help customers better assess their energy consumption and explore ways to reduce energy use

The Review Process

After MidAmerican Energy files this energy efficiency plan, the Iowa Utilities Board will conduct a contested case proceeding to review the company's application. During this proceeding, MidAmerican Energy's proposal may be modified.

Customers of the company have a voice in this proceeding and may request a consumer comment hearing. Questions, written comments or objections to the company's energy efficiency plan may be directed to any of the following:

MidAmerican Energy Company
Attn: Energy Efficiency
106 E. Second St.
P.O. Box 4350
Davenport, IA 52808
888-427-5632

Iowa Utilities Board
1375 E. Court Ave.
Room 69
Des Moines, IA 50319
877-565-4450

Office of Consumer Advocate
1375 E. Court Ave.
Des Moines, IA 50319
515-725-7200



THE COST OF THIS PROPOSAL IS SHOWN IN THE FOLLOWING TABLES.

Energy Efficiency Cost-Recovery Notice: Electric

CUSTOMER CLASS	ENERGY EFFICIENCY COST RECOVERY RATE \$/KWH		ANNUAL BILL IMPACT % CHANGE
	CURRENT	PROPOSED	
Residential	\$0.00303	\$0.00547	2.76%
General Service	\$0.00225	\$0.00238	0.19%
Large General Service	\$0.00225	\$0.00238	0.30%
Lighting	\$0.00013	\$0.00013	0.00%

Energy Efficiency Cost-Recovery Notice: Natural Gas

CUSTOMER CLASS	ENERGY EFFICIENCY COST RECOVERY RATE \$/THERM		ANNUAL BILL IMPACT % CHANGE
	CURRENT	PROPOSED	
Residential	\$0.05397	\$0.03850	-1.68%
General Service	\$0.03125	\$0.04498	2.18%
Large General Service	\$0.03125	\$0.04498	1.37%
Lighting	N/A	N/A	N/A

Electric Energy Efficiency Programs - Annual Costs*

MAJOR CLASS	CURRENT BUDGET	PROPOSED BUDGET	% CHANGE
Residential	\$17,558,921	\$31,190,254	77.63%
Nonresidential	\$29,061,067	\$35,749,647	23.02%

Natural Gas Energy Efficiency Programs - Annual Costs*

MAJOR CLASS	CURRENT BUDGET	PROPOSED BUDGET	% CHANGE
Residential	\$16,012,235	\$14,859,121	-7.20%
Nonresidential	\$4,752,561	\$10,024,538	110.93%

*Annual costs are based on the first year budget (2014) and are subject to change in subsequent years.