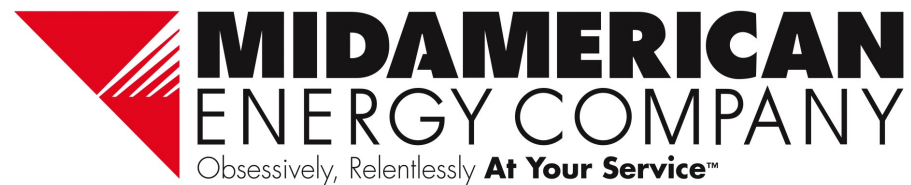


2020 Collaborative #1

Tina M Yoder

Director, Energy Efficiency



Agenda

Obsessively. Relentlessly.
**At Your
Service**

- Collaborative overview
- Fall meeting follow-up
 - Nonresidential Load Management update
 - Tracking online assessment recommendations and actions
 - Air source heat pumps
 - Lighting blitz
- Efficiency and cost reduction results
- Pilots:
 - Smart thermostats in Residential Load Management
 - AMI
 - Powerley Plugged-In
- iCare update
- Introduction to Midstream
- Future collaborative meetings

Collaborative Overview

Obsessively. Relentlessly.
**At Your
Service**

- **Settlement Article III Collaboration Terms:**
 - Starting in 2020, the parties will convene approximately three collaboration meetings each year at mutually agreeable times to discuss:
 - Low income supplemental weatherization
 - Pilot programs including midstream/upstream equipment programs and demand response
 - Uniform cost definitions
 - Allocation of realized cost savings
 - Timeline for additional collaborative meetings - June and September
 - Separate meetings for midstream/upstream initiative – April 22 kick-off meeting
 - June - Discuss and seek consensus of types of stakeholder collaboration will be useful for this Plan
 - September – OCA's recommendations - Cost/Accounting topic such as Uniform cost definitions, accounting strategies to maximize budget/impacts

Nonresidential Load Management Update

Obsessively. Relentlessly
**At Your
Service**

- Impact to participation after incentive change

	2018	2019
Number of participants	107	99
Returning participants	107	99
Customers using generation*	64	60
Customers shedding load	43	39
New participants	0	0

- Impact to contracted load after incentive change

Contracted curtailable load	267,312	263,372
Returning participants	267,312	263,372
Customers using generation*	80,585	78,710
Customers shedding load	186,727	184,662
New participants	0	0

Online Assessment – Tracking Actions

Obsessively. Relentlessly.
**At Your
Service**

- No additional action taken at this time – current efforts around increasing the use of the online assessment
- Initiate discussion to identify viable **automated options** with Oracle starting third quarter 2020
- Administrative cost reduction may be reinvested for this initiative

Air Source Heat Pumps

Obsessively. Relentlessly.
**At Your
Service**

- Non-fuel switch measure in place for 2020
- New installation with fuel source change – fuel switching.
MidAmerican intends to:
 - provide recommendations for baseline and other terms when new installation results in change of fuel source
 - Collaborating with ICF and Tetra Tech on recommendation
 - Timeline undetermined for recommendations

Ductless Mini-split Heat Pumps

Obsessively. Relentlessly.
**At Your
Service**

- Ductless Mini-splits
 - included in our Illinois Plan for residential customers
 - baseline applicable for both new or replacement units
 - using the IA TRM for savings
 - cost-effective measure – for both heating/cooling and cooling only
 - Rebates lower for cooling only units
- Working with ICF to allow current budgets to accommodate measure
 - possible mid-year addition
 - residential and nonresidential measure for heating/cooling units
 - cooling only units niche market for older/convert homes and buildings

Lighting Blitz

Obsessively. Relentlessly.
**At Your
Service**

- MidAmerican will consider implementing a short term blitz into variety of programs when funding is available – i.e. lighting
- Multiple marketing and implementation channels may be used to incorporate additional measures for a blitz:
 - Instant discounts on equipment such as ENERGY STAR® LEDs at select retailers for a defined period of time
 - rebates/coupons through the equipment and low income programs
- Going forward, Annual Program Changes used to communicate measures that may be used in Blitz during the year; additional information shared prior to Blitz being announced

Efficiency and Cost Reduction Results

Obsessively. Relentlessly.
**At Your
Service**

- New exhibit to be included in Annual Report each year
- In 2019, primary cost reductions related to:
 - reduction in staffing
 - contracted implementation cost – competitive bid process/eAuction
- High number of new program implementation contractors
 - transitional/start-up costs higher than anticipated – unknowns
 - Program efficiencies in future years for now established processes/procedures
- Known uses of cost reductions in 2020
 - ASHP measures

Residential Load Management / Smart Tstats

Obsessively. Relentlessly.
**At Your
Service**

- Smart thermostats to be added in 2020 – CLEAResult and Energy Hub
- Outreach to customers in May:
 - Customers who received rebates in 2018 & 2019 - approximately 3,100 eligible (ecobee, Honeywell and Nest) or
 - Powerley pilot participants with Tstat - approximately 600
- Self-enrollment through Energy Hub portal for these customers only
- Smart Tstats as replacement for future LCR replacement still under discussion

Advanced Metering Infrastructure (AMI) Pilot Project

Obsessively. Relentlessly.
**At Your
Service**

- Review of the pilot area is being conducted
 - The downtown Des Moines area was chosen because a significant portion of this area's power distribution is located underground which can cause issues with timely outage detection
 - The pilot will be electric only, gas will remain automated meter reading (AMR)
 - Customers will be allowed to opt out of the pilot
 - The pilot will include residential, commercial and industrial customers
- With the AMI system, outages will be detected faster than conventional call-in methods and will allow for quicker restoration for impacted customers
- A vendor has been selected and contract negotiations are in progress
- Installations in the pilot area are slated to begin late spring of 2021

Powerley Pilot

Obsessively. Relentlessly.
**At Your
Service**

- The program is called MidAmerican Plugged In
- Over 2,300 customers have requested to be enrolled in the program
- Nearly 1,300 customers are seeing real time electrical usage information in the Plugged In app
- Customers are not charged for this pilot program
- Program participants are being surveyed and results have been positive
- Future strategic planning will occur in late April

iCare Efforts

Obsessively. Relentlessly.
**At Your
Service**

- February 2019 & February 2020:
 - Employee fundraiser; chicken and noodle soup luncheon
- Ongoing:
 - The program is highlighted in the Iowa welcome booklet that is mailed to all new customers or existing customers who have moved in the last six months
- In development:
 - Working with EEMIS contractor to allow customers to allocate a portion or all of their rebate payment to iCare

I CARE

Donate to I CARE to help a neighbor in need pay their heating bills or make energy efficiency improvements to their home. I CARE donations go to local community action agencies in the donor's area to provide financial assistance to eligible low-income customers for heating bills and home weatherization projects.

Learn more about the program and how to make a donation at MidAmericanEnergy.com/help-your-neighbor.



iCare Efforts


Obsessively. Relentlessly.
**At Your
Service**

2019: November & December
iCare contribution on bills

Total Amount Due by 12/09/19 \$81.70

For online bill payment log in to My Account at MidAmericanEnergy.com

020201000H0

 ☐ Monthly ☐ One Time

\$

My Contribution \$1 \$5 \$10

I want to contribute to the I CARE program

MidAmerican Energy Company
PO Box 8020
Davenport IA 52808-8020

100817000000024958000000000003

2019: November article in the At Your Service printed newsletter, sent to all Iowa customers as a bill insert.

I CARE

The I CARE program helps community action agencies provide assistance with heating bills and home weatherization to local customers in need. For every \$1 donated, we contribute an additional 25 cents. You can make a tax-deductible contribution online or by marking your donation amount in the I CARE box on your bill stub and adding your donation to your bill payment. Find more information or donate online by visiting MidAmericanEnergy.com/assistance.

2019: November highlighted in small business customer newsletter; December highlighted in residential customer newsletter



I CARE helps neighbors in need

Customers can donate to our [I CARE program](#), which funds assistance for heating bills and home weatherization for low-income residents in your community. Donations stay local and are administered through local community action agencies.

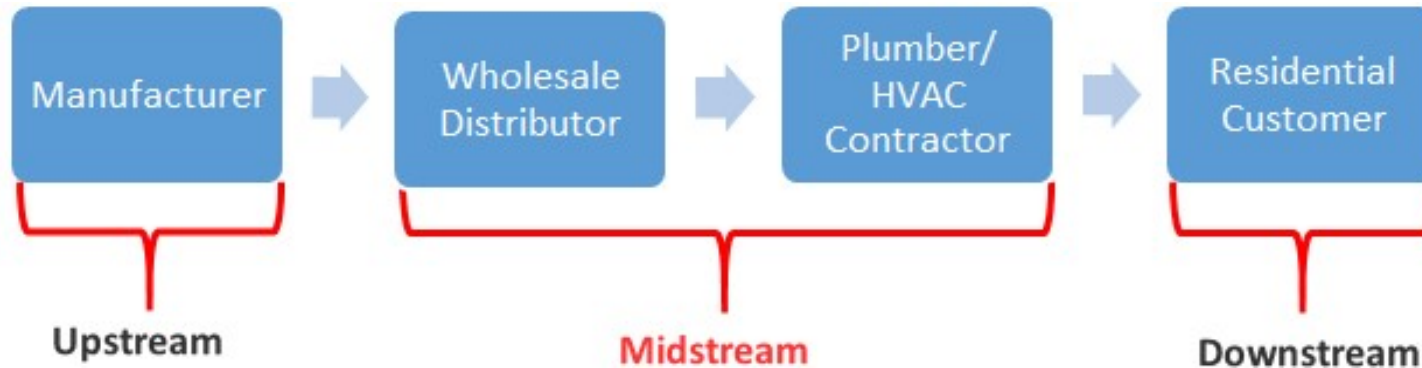
Introduction to Midstream

Obsessively. Relentlessly.
**At Your
Service**

- Objectives for April collaborative – Initiative Kick-off
 - Use Tetra Tech as facilitator for initiative
- Midstream focus
 - Statewide approach to Midstream offerings – not utility specific
 - Introduction to different channels-driven programs
 - Present an overview of current programs implemented by other utilities
 - Pros/cons of a Midstream/Upstream approach
 - How interested stakeholders can be involved
 - Next steps
 - Frequency of meetings

Introduction to Midstream

Obsessively, Relentlessly
At Your Service



Upstream

- Rebates to manufacturers – top of supply chain
- Low admin costs
- High participation
- Impact stocking practices
- No customer/install data

Midstream

- Rebates targeted to distributors and contractors
- Low admin costs
- High participation
- Impact stocking practices
- Customer data

Downstream

- Rebates to end user – bottom of supply chain
- Typically mail-in rebates
- High admin costs
- Low participation
- Customer/install data

Future Collaboration Meetings

Obsessively. Relentlessly.
**At Your
Service**

- April 2020 focus:
 - Focus will be on midstream/upstream equipment programs
- June 2020 focus:
 - Discuss and seek consensus on what type of stakeholder collaboration is useful and appropriate for current Plans
- September 2020 focus:
 - Uniform cost definitions
 - Discuss accounting strategies to maximize budget/impacts
 - All other cost/accounting topics as needed
- Send an ideas to tmyoder@midamerican.com

