MidAmerican Energy Company

Energy Efficiency Plan

Docket No. EEP-2018-0002

2021 Annual Report

to the

Iowa Utilities Board

April 27, 2022

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1. Executive Summary

1.1 Introduction

MidAmerican Energy Company ("MidAmerican") presents its 2021 Annual Report on energy efficiency and demand response programs. The 2021 Annual Report includes results recorded in its 2019-2023 Energy Efficiency Plan approved by Board order issued February 18, 2019, in Docket No. EEP-2018-0002 ("Plan") with an effective date of April 1, 2019.

The COVID-19 pandemic, labor shortages and global supply chain issues made 2021 a challenging year for the delivery of energy efficiency programs across the country including Iowa. MidAmerican continued to offer virtual options to customers when in-person was not an option, allowed preapproval extensions to accommodate supply delays, increased custom rebate project caps, and suspended customer rebate caps. Despite the programmatic adjustments, most of MidAmerican's energy efficiency programs, especially nonresidential programs, did not meet planned participation levels.

Information on goals and budgets, activities and successes, challenges, promotions and future activities at the individual project level can be found in sections 2 – 6. Supporting documentation can be found in the accompanying exhibits listed below:

- Exhibit A – Measure Results
- Exhibit B – Plan v. Actual Variances by Program
- Exhibit C – Total Spend Plan v. Actual
- Exhibit D – Spend by Cost Category
- Exhibit E – Summary Cost Benefit Results by Program
- Exhibit F – Detailed Cost Benefit Results
- Exhibit G – Plan to Actual Measure Comparison
- Exhibit H – Administrative Cost Reductions

- Exhibit I – Stipulation and Agreement Requirements
- Exhibit J – Curtailment Event Details
- Exhibit K – 2022 Program Changes
- Exhibit L – EMV Recommendations Tracker

1.2 Goals and Budgets

In 2021, total electric savings were 115,931,726 kWh, which was 66 percent of overall planned savings. Individually, the electric savings for energy efficiency programs were 115,154,109 kWh and 777,617 kWh for demand response programs, which was 67 percent and 24 percent, respectively, of planned savings.

Total peak demand savings were 347,547 kW, which was 110 percent of overall planned savings. Individually, peak demand savings for energy efficiency programs were 35,465 kW and 312,082 kW for demand response programs, which was 80 percent and 114 percent, respectively, of planned peak demand savings.

Total natural gas savings were 1,472,793 therms, which was 88 percent of overall planned savings; and total natural gas peak therm savings were 20,894 peak therms, which was 97 percent of overall planned peak therm savings.

Total electric program spending was $32,318,196, which was 73 percent of planned spending. Individually, the electric spending for energy efficiency programs was $21,888,406 and $10,429,790 for demand response programs, which was 68 percent and 87 percent, respectively, of planned spending. Administrative costs excluding regulatory assessments accounted for 23 percent of the total 2021 electric program spending. Electric energy efficiency spending was 1.1 percent of 2021 Iowa electric retail rate revenues; and demand response spending was 0.5 percent of 2021 Iowa electric retail rate revenues.

Total natural gas program spending was $4,988,771, which was 74 percent of planned spending. Administrative costs excluding regulatory assessments accounted for 21 percent of the total 2021 natural gas program spending. Natural gas energy efficiency spending was 0.8 percent of 2021 Iowa natural gas retail rate revenues

Total electric and natural gas program spending was $37,306,967 which was 73 percent of total planned 2021 spending. Administrative costs excluding regulatory assessments accounted for 23 percent of the total 2021 actual Plan spending.

1.3 Five-Year Plan Progress

Electric savings for 2019-2021 were 318,747,760 kWh, which was 63 percent of the overall electric savings for the three-year period. Natural gas savings for 2019-2021 were 3,510,314 therms, which was 78 percent of the overall natural gas savings for the three-year period.

Electric program spending for 2019-2021 was $97,448,580, which was 75 percent of the overall electric spending for the three-year period. Natural gas program spending for 2019-2021 was $13,673,986, which was 71 percent of the overall natural gas spending for the three-year period. Total program spending for 2019-2021 was $111,122,566, which was 74 percent of the overall spending for the three-year period.

2. Residential Programs

In 2021, residential energy efficiency programs achieved annual energy savings of 38,259,016 kWh, which was 87 percent of planned savings; and 1,300,818 therms, which was 126 percent of planned savings. Total spending for residential programs was $9,404,155, which was 78 percent of planned spending.

2.1 Residential Equipment

The Residential Equipment program promotes the purchase of high-efficiency heating and cooling equipment including furnaces, air conditioners, air source heat pumps, ductless minisplit

heat pumps and smart thermostats. The program provides customers with rebates to offset the higher purchase cost of efficient equipment.

2.1.1 Goals and Budgets

In 2021, the Residential Equipment program achieved annual energy savings of 3,811,232 kWh, which was 109 percent of planned savings; and 1,085,617 therms, which was 148 percent of planned savings. Total spending for the Residential Equipment program was $4,729,361, which was 92 percent of planned spending.

2.1.2 Activities and Successes

- 11,108 natural gas furnaces were rebated in 2021, which was 182 percent of planned participation. Natural gas furnaces provided 970,874 therms of natural gas savings or 89 percent of natural gas savings for this program.
- 8,819 central air conditioners were rebated in 2021, which was 86 percent of planned units. Central air conditioners provided 2,697,347 kWh of electric or 71 percent of electric savings for this program.
    - Average achieved central air conditioner savings per unit were approximately 306 kWh compared to planned per unit savings of 192 kWh. This can be attributed to the installation of units that had higher SEER ratings and/or were larger capacity units compared to Plan estimations.
- 230 air-source heat-pumps and 110 ductless minisplits were rebated in 2021.
- Use of online applications by HVAC contractors increased 66% over 2020, as MidAmerican added the ability to assign an alternate payee.

2.1.3 Challenges

- The high volume of furnace applications resulted in the reallocation of funding from administrative cost reductions of other residential programs and from the education program to avoid suspending furnaces rebates.

- 14 air source heat pump applications were declined because the customer wanted to switch from a gas heating source to electric.

2.1.4 Promotion

- Social media such as Facebook and Twitter, MidAmerican's website, customer and employee newsletters, bill messaging and customized modules in Home Energy Reports.

2.1.5 Future Activities

- Continue use of bill inserts, paper newsletters, eNewsletters, Home Energy Report modules and social media to promote the program.
- Increase promotion of smart thermostat rebates through special marketing and cross promotion with the SummerSaver℠ program.
- Expand the use of the online application tool from exclusively trade ally use to residential customers.
- Continue collaborative exploration with energy efficiency intervenors and the Iowa Technical Reference Manual committee of allowing customers to receive rebates when switching heating fuel sources.
- Develop and issue request for proposal for a joint-utility midstream rebate pilot program. See section 9 Pilot and Research Development Updates for more information.

2.2 Residential Assessment

The Residential Assessment program promotes energy efficiency strategies for existing residential customers. The program is delivered through two components that assist residential customers in reducing energy usage:

- HomeCheck® Online, which provides participants access to an interactive home assessment. This online tool is a simple home survey that asks customers questions to

determine the source of their greatest energy use and then provides energy-saving tips on ways to reduce their energy consumption based on their responses from the survey.

- Energy efficiency kits, participants who complete the online home energy assessment are eligible for a free energy efficiency kit containing educational material, information on other energy efficiency programs, and installation instructions.

2.2.1 Goals and Budgets

In 2021, the Residential Assessment program achieved annual energy savings of 3,718,361 kWh, which was 65 percent of planned savings; and 181,963 therms, which was 68 percent of total planned savings. Total spending for the Residential Assessment program was $1,356,970 which was 74 percent of planned spending.

2.2.2 Activities and Successes

- An enhanced web experience was launched in May which made it easier to navigate the tool, thus improving customer engagement and increasing participation.
- Over 36,500 online assessments were completed in 2021, resulting in the distribution of 36,405 energy efficiency kits. This is a 78 percent increase in distributed kits compared to 2020.
- Customers logged in to the HomeCheck Online tool over 900,000 times in 2021 and interacted with over 63,000 energy-saving tips.
- The energy efficiency call center assisted 156 customers with the online home energy assessment.
- An email and direct mail post card (for customers without email) were sent in September to all customers who have received an energy efficiency kit. The communication provided safety tips for the advanced power strip and encouraged customers to continue to interact with the HomeCheck Online tool and energy efficiency tips.

- 1,616 residential equipment projects were completed in 2021 by customers that completed the online home energy assessment.

2.2.3 Challenges

- Keeping customers engaged with the online home energy assessment tool and energy saving tips after they complete the assessment.

2.2.4 Promotion

- Social media such as Facebook and Twitter, MidAmerican's website, customer and employee newsletters, bill messaging and customized modules in Home Energy Reports.
- With the enhanced web experience, any residential customer that logs into their My Account page will have immediate access to the HomeCheck Online tool.

2.2.5 Future Activities

- Continue use of bill inserts, paper newsletters, eNewsletters, Home Energy Report modules and social media to promote the program.
- Utilize customer email addresses on file to provide follow up emails encouraging customers to continue to use the HomeCheck Online tool to manage their energy use and interact with energy efficiency tips.
- Develop additional Next Best Action banners for the online assessment tool to encourage customers to continue to support energy efficient actions.

2.3 Residential Behavioral

The Residential Behavioral program is designed to encourage energy savings through behavior modification. The program provides customers with Home Energy Reports that contain personalized information about their energy use and provides smart ways to make their homes more efficient. Customers are randomly chosen by MidAmerican to participate in the program but may "opt out" if they do not wish to participate. The Home Energy Reports compare the

customer's energy usage to 100 similarly situated homes in their area. The reports engage customers and encourage them to take action to bring their energy usage in line with similar homes. Customers participating in the program receive two paper reports annually and can opt-in to a monthly emailed report.

The program empowers customers to understand their energy usage better and act on this knowledge, resulting in changed customer behavior. Additionally, participation in this program encourages participation in other programs by using the Home Energy Report as a promotional vehicle. By helping customers become more energy efficient and lower their utility bills, the program helps customers understand that decisions they make regarding energy usage are important and relevant to their total monthly energy usage.

2.3.1 Goals and Budgets

In 2021, the Residential Behavioral program achieved annual energy savings of 27,699,063 kWh which was 94 percent of planned savings. Total spending for the Residential Behavioral program was $915,654 which was 61 percent of planned spending.

2.3.2 Activities and Successes

- Over 157,000 customers were active in the program at the end of 2021.
- Reducing the report frequency to two reports per year has not significantly decreased the savings rate compared to prior years.
- 315,558 Home Energy Reports were mailed to Iowa customers.
- 15,819 emails were sent to customers who opted-in to the monthly email version of the report. The email open rate was 56 percent.
- The customer opt-out rate continues to be below national standard.

2.3.3 Challenges

- The lower than planned overall savings can be attributed to weather impacts as well as the impact to customer energy use behavior during the pandemic.

- A program backfill was not performed in 2021 as anticipated due to challenges related to the pandemic.

2.3.4 Promotion

- The Home Energy Report is an “opt-out” rather than “opt-in” program. Therefore, no promotional efforts were utilized to obtain participants. The Home Energy Reports themselves promote energy saving tips and behaviors, other MidAmerican energy efficiency programs, and utilization of a customer web portal which allows for more in-depth energy savings planning and provides additional strategies and tips

2.3.5 Future Activities

- Over 83,000 customers will be added to the program in early 2022. These customers will receive four reports for the first year and then two reports per year starting in year two.
- The program implementer has planned to launch an updated report experience in second quarter of 2022. The updated report has bolder colors to capture customer attention with a bigger and bolder information design approach.
- Both the print and email Home Energy Reports will continue to be used to cross promote other energy efficiency programs throughout the year.
- Continue to promote the opt-in monthly email report via customized print modules.

2.4 Residential Appliance Recycling

The Appliance Recycling program encourages residential customers to stop using old, inefficient refrigerators and freezers and assists in the disposal of old units in an environmentally responsible manner. The program provides rebates to residential customers and provides free pickup and disposal of old working appliances.

2.4.1 Goals and Budgets

In 2021, the Residential Appliance Recycling program achieved annual energy savings of 2,552,728 kWh, which was 49 percent of planned savings. Total spending for the Residential Appliance Recycling program was $565,709, which was 52 percent of planned spending.

2.4.2 Activities and Successes

- 2,786 residential units were recycled which was 52 percent of planned participation.
- The program continued to offer pandemic constrained services in 2021, which included a curbside only pickup option. In September 2021, the program was able to resume full service, allowing in-home pickup which did help to slightly increase participation.
- The online scheduling tool continued to be the preferred choice for scheduling appointments. Approximately 62 percent of customers utilized the online scheduling tool in 2021.

2.4.3 Challenges

- Supply chain delays for new refrigerators and freezers affected program participation as customers delayed making these purchases, opting to use existing appliances until new inventory was available.
- The program continued to experience a heavy volume of rescheduled or cancelled appointments due to delivery delays of new refrigerators and freezers by manufacturers.

2.4.4 Promotion

- In October, MidAmerican highlighted the program with an information booth at the Iowa Annual Landlord convention in Cedar Rapids. More than 150 Iowa landlords attended the event.

- Social media such as Facebook and Twitter, MidAmerican's website, customer and employee newsletters, bill messaging and customized modules in Home Energy Reports.

2.4.5 Future Activities

- Continue use of bill inserts, paper newsletters, eNewsletters, Home Energy Report modules and social media to promote the program.
- Online scheduling tool enhancements to improve the customer experience.
- Improve program efficiency to reduce the length of time between unit pickup and delivery of recycling rebate payment.
- Improve outreach to landlords emphasizing the program's ability to do bulk pickups.
- Improve customer communications by offering additional text and email notifications prior to pickup.

2.5 Residential Low Income

The Residential Low Income program provides financial incentives and education to encourage energy efficiency in existing low income housing. The program is delivered through three separate components.

The first component, statewide weatherization, encourages comprehensive energy efficiency improvements in existing low-income housing by providing free energy assessments and free on-site installation of heating, water heating, lighting, refrigeration, and insulation measures. The Iowa Department of Human Rights (IDHR), which manages a network of community action agency partners (CAP), delivers the program by identifying qualifying households and delivering assessments and weatherization services. The Residential Low Income program supplements funding provided by the Department of Energy's Weatherization Assistance Program through a long-term contract with IDHR.

The second component is supplemental weatherization, which is delivered by Green Iowa AmeriCorps (GIAC) collaborating with CAP agencies to provide supplemental weatherization to customers on weatherization waiting lists.

The third component is a Home Energy Report program for a select number of eligible customers. The reports are tailored to include low cost and no cost energy efficiency tips.

2.5.1 Goals and Budgets

In 2021, the Residential Low Income program achieved annual energy savings of 477,631 kWh, which was 657 percent of planned savings; and 33,238 therms, which was 91 percent to planned savings. Total spending for the Residential Low Income program was $1,646,307, which was 83 percent of planned spending.

2.5.2 Activities and Successes

The activities and successes for the 2021 statewide weatherization component of the Residential Low Income program include the following:

- Funding provided to IDHR totaled $1,312,150. Of that funding, IDHR utilized $1,187,091 in 2021. The remaining funding will be carried over to 2022.
- With MidAmerican funding, IDHR performed 162 electric audits and 212 gas audits.
- The 2020 Report on the Impacts and Costs of the Iowa Low Income Weatherization Program, released in October 2021, found that the average savings per home was 534 kWh and 183 therms.
- Per the IDHR Iowa Low Income Home Energy Assistance Program 2022 Fact Sheet, 80,753 households applied for energy assistance in 2021.

The activities and successes for the 2021 supplemental weatherization component of the Residential Low Income program include the following:

- GIAC continued to offer Energy Saver Kits to accommodate pandemic restrictions and customer aversions to in-home services. Utilizing carryover funding from 2020, GIAC distributed 212 kits to customers.
- In an effort to reach more low income customers in 2021, MidAmerican utilized excess supplemental weatherization dollars to distribute weatherization kits to customers in targeted areas. Beginning in October, a direct mail post card was mailed to customers in Sioux City, Fort Dodge, Council Bluffs and Des Moines directing them to a website to order a weatherization kit. Over 3,000 kits were distributed in 2021. The kits included LEDs, low-flow aerators and showerheads, door sweeps, pipe insulation, and window and door weatherstripping.

The activities and successes for the 2021 Home Energy Report component of the Residential Low Income program include the following:

- Over 36,500 reports were mailed to 12,736 customers.

2.5.3 Challenges

- In 2021, the supplemental weatherization budget, as defined in the Revised Stipulation and Agreement, was $393,674. MidAmerican utilized $226,745 towards the weatherization kit program launched in October 2021. The remaining dollars were reserved for weatherization blitz services provided by GIAC. However, GIAC was unable to execute contracting for the program by December 31, 2021, thus missing the payment deadline for 2021.
- GIAC continues to struggle with staffing and coverage and was unable to utilize the remaining 2020 funding. Approximately $100,000 will be carried into 2022.
- The Customer Contribution Fund collected $204,694 in 2021, therefore no additional dollars were allocated to supplemental weatherization. MidAmerican continues to

promote the fund in bill messaging, social media, Home Energy Reports and the MidAmerican website.

2.5.4 Promotion

- The GIAC Energy Saver Kit effort was promoted by GIAC through CAP agencies and by MidAmerican through direct mail post cards.
- The weatherization kit initiative was promoted through direct mail post cards.

2.5.5 Future Activities

- Due to GIAC contracting issues and their inability to utilize funding, MidAmerican will continue the weatherization kit effort and explore other ways to reach low income customers in 2022. The 2022 supplemental weatherization budget is $426,491.
- GIAC will resume in-person audit and weatherization services in 2022.

3. Nonresidential Programs

In 2021, nonresidential energy efficiency programs achieved annual energy savings of 76,895,093 kWh, which was 60 percent of planned savings; and 171,975 therms, which was 27 percent of planned savings. Total spending for nonresidential programs was $15,120,774, which was 60 percent of planned spending.

3.1 Nonresidential Equipment

The Nonresidential Equipment program promotes the purchase of energy efficient equipment by nonresidential customers. The program offers financial incentives to customers installing energy efficient equipment in existing buildings. Program measures must save energy delivered directly by MidAmerican.

3.1.1 Goals and Budgets

In 2021, the Nonresidential Equipment program achieved annual energy savings of 14,905,118 kWh, which was 55 percent of planned savings; and 5,812 therms, which was

four percent of planned savings. The low natural gas savings is a result of the significant level of LED lighting installations completed by dual-fuel customers, which the program records, as required by the Iowa Technical Reference Manual, as a heating penalty (negative therms savings). If the heating penalty was not included, natural gas savings achieved would have been 39,775 therms. Total spending for the Nonresidential Equipment program was $2,805,963, which was 47 percent of planned spending.

3.1.2 Activities and Successes

- 88,740 LED lighting measures were rebated in 2021, which was 28 percent of planned units. Lighting measures accounted for 14,835,044 kWh or nearly 100 percent of the total electric savings achieved by the program. The program provided customer incentives totaling $1,896,395 for lighting projects.
- There were 739 unique nonresidential LED projects completed by 581 account holders.
- 111 central air conditioners where rebated in 2021, which was a 41 percent increase over 2020 participation.
- 237 natural gas furnaces were rebated in 2021, which was a 16 percent increase over 2020 participation.
- 13 high efficiency boilers were installed, which was 100 percent of planned units.

3.1.3 Challenges

- Low natural gas prices in 2021 continued to influence customers to delay investing in natural gas improvements.
- As participation in the Small Business Express program increases, projects that may once have been recorded in Nonresidential Equipment are now recorded in Nonresidential Energy Solutions.
- Supply chain issues caused many nonresidential projects to be delayed or canceled.

3.1.4 Promotion

- Social media such as Facebook and Twitter, MidAmerican's website, customer and employee newsletters and bill messaging.
- Outreach to trade allies to assist them in fully understanding the equipment rebates available.

3.1.5 Future Activities

- Continue use of bill inserts, paper newsletters, eNewsletters and social media to promote the program.
- Continue recruitment of trade allies to begin using the online rebate application tool for nonresidential prescriptive HVAC and lighting equipment.
- Expand the use of the online application tool from exclusively trade ally use to residential customers.
- Develop and issue request for proposal for a joint-utility midstream rebate pilot program. See section 9 Pilot and Research Development Updates for more information.

3.2 Nonresidential Energy Solutions

The Nonresidential Energy Solutions program promotes comprehensive energy efficiency for existing commercial buildings and industrial facilities through the Small Business Express and Direct Project Assistance offerings. These offerings are tailored to the unique needs of nonresidential customers by size and purpose. Business owners can increase their bottom lines and property values by lowering monthly operating costs and investing in advanced, efficient technologies while improving building operations and comfort. Qualifying customers receive expert project evaluation advice and financial incentives to help offset the costs of new energy efficiency investments. This program also serves agriculture and market-rate multifamily customers.

3.2.1 Goals and Budgets

In 2021, the Nonresidential Energy Solutions program achieved annual energy savings of 18,476,696 kWh which was 29 percent of planned savings; and 64,553 therms, which was 25 percent of planned savings. Total spending for the Nonresidential Energy Solutions program was $6,128,240, which was 60 percent of planned spending.

3.2.2 Activities and Successes

The activities and successes for the Small Business Express component of the Nonresidential Energy Solutions program includes the following:

- Recruited and trained 19 additional qualified service providers (QSPs) bringing the total program QSPs to 42.
- Organized and hosted a QSP roundtable meeting on December 9, 2021, to review best practices and obtain feedback to inform program design and administration. There were 13 QSPs in attendance.
- Provided Energy Profiler Online training to Key Account Managers to help them assist interested customers with interval meters to better understand and manage the energy consumed in their buildings. Nine customers subsequently signed up to use the system.
- Launched a Find an Energy Efficiency Contractor search tool that allows customers interested in Small Business Express to quickly identify QSPs that service their area.
- 265 customers received Small Business Express assessments resulting in 72 projects.
- The maturation of the Small Business Express offering has resulted in a strong project pipeline that promises significantly improved future program performance relative to program years 2020 and 2021.

The activities and successes of the Direct Project Assistance component of the Nonresidential Energy Solutions program includes the following:

- The ability to meet in-person with customers for much of the year allowed energy managers to re-establish customer relationships, support the identification of energy-saving opportunities, and rebuild the pipeline of projects customers intend to complete in 2022.
- Seven engineering site assessments, 15 project consultations, 194 engineering reviews of proposed projects, and 123 engineering reviews of installed projects were completed; while not individually tracked, hundreds of projects received various forms of implementation support such as evaluation of equipment eligibility, rebate application assistance, trend data analysis to identify operational improvements, post-implementation commissioning, etc.
- 107 facilities completed 120 projects.
- Two large lighting system optimization projects at a grocery store and retailer involving the installation of LED fixtures controlled by advanced lighting control systems resulted in more than 1,800,000 kWh in savings.
- Installation of a high-efficiency centrifugal air compressor at an industrial plant to replace aging compressed air equipment resulted in more than 1,200,000 kWh in savings when compared to lower-cost, standard-efficiency screw compressors.
- An industrial customer was able to reduce natural gas used for facility space heating by approximately 60 percent by recovering waste heat generated by their compressed air system.
- An agribusiness implemented seven large horticultural lighting upgrade projects that replaced 1,000-watt high intensity discharge (HID) grow lights with LED grow lights; energy consumption of the impacted systems is estimated to be reduced by more than 55 percent.

- One computer room air conditioning (CRAC) unit was preapproved and installed for a large office building with savings estimated at 27,000 kWh.
- A large data center was preapproved for installed high-efficiency, LED strip fixtures in a previously unlit portion of their facility; estimated savings totaled 34,000 kWh.
- More than 1,300 customer meetings and phone calls were conducted by energy managers to identify, develop, and manage projects.
- More than 500 calls from Iowa customers and contractors to the Nonresidential Energy Solutions hotline were fielded by program staff.

3.2.3 Challenges

- On-site visit restrictions due to the pandemic in the first and fourth quarters once again hampered efforts to assist customers identify and champion cost-effective, energy-efficiency upgrades.
- Customers that were not financially impacted by the pandemic in 2020 were focused on adapting operations and mitigating risk during the pandemic and had less time and resources to focus on energy efficiency projects; this reduced the pipeline of identified and approved projects scheduled for 2021 installation.
- Supply chain challenges and other pandemic-related complications delayed the completion and submission of a large quantity of projects; notably six large projects representing more than 8,000,000 kWh that were expected to complete in 2021 were delayed until 2022.
- 11 Direct Project Assistance and four Small Business Express projects requested program exceptions because of their inability to procure equipment on a timely basis due to supply chain delays.

3.2.4 Promotion

- Social media such as Facebook and Twitter, MidAmerican's website, customer and employee newsletters and bill messaging.
- MidAmerican's business e-newsletters sent by electronic mail in May, July and November promoted Small Business Express. A special edition email was sent in December 2021 promoting Small Business Express. It achieved a 4.1 percent click-through rate, significantly above the industry benchmark of 1.3 percent.
- Five additional segment-specific reports were developed and posted to MidAmerican's website to assist small businesses better understand how energy is being used in their building and how relevant upgrades can provide energy and dollar savings. A total of 15 segment-specific reports are now available on both the MidAmerican website and tradealllycentral.com.
- The Small Business Express Fact Sheet and Reference Sheet were published in Spanish and posted on tradeallycentral.com for use by QSPs when marketing the program to potential participants.
- Two targeted emails were sent to nonresidential customers in October and December to educate and drive interest in Nonresidential Energy Solutions.
- Email communications were sent to Trade Allies to encourage participation in the program offerings.

3.2.5 Future Activities

- Continue use of bill inserts, paper newsletters, eNewsletters and social media to promote the program.
- Continue building the pipeline of projects by maintaining enhanced incentive levels, increasing project caps and eliminating customer caps.

- Develop and implement a strategic marketing plan for business sectors to maximize 2022 participation and continue to build momentum into 2023; tactics under consideration include:
    - Cobranded marketing materials that QSPs can use to align their services more closely to Small Business Express.
    - Project case studies and/or customer testimonials.
- Continue recruitment of additional QSPs through outreach by Trade Ally Ambassadors.
- Organize and hold additional QSP roundtable meetings to foster enthusiasm for Small Business Express.
- Conduct a webinar to promote Energy Profiler Online directly to customers with interval meters.

3.3 Commercial New Construction

The Commercial New Construction program promotes the design and construction of high-efficiency commercial buildings, including new building construction as well as major renovations of existing buildings, by using energy modeling to analyze various energy-saving strategies. It is delivered in partnership with developers, architects, engineering firms and equipment contractors and provides a mix of technical and financial assistance to help influence projects during the planning stage. Energy design assistance, construction incentives and design team incentives are offered to reduce market barriers to incorporating energy efficiency into construction projects. All commercial new construction projects are ineligible for residential or nonresidential equipment prescriptive rebates.

3.3.1 Goals and Budgets

In 2021, the Commercial New Construction program achieved annual energy savings of 42,969,397 kWh which was 125 percent of planned savings; and 72,949 therms. Natural gas savings were the result of prior-plan project accruals for natural gas projects that were

completed in 2021. Total spending for the program, inclusive of ($266,622) in natural gas credits from prior-plan project accruals, was $5,100,425 which was 78 percent of planned spending. Natural gas credits resulted from natural gas projects completed in 2021 that were accrued in the prior energy efficiency plan at higher anticipated spending amounts than were realized in 2021.

3.3.2 Activities and Successes

- 96 projects were completed through the program. These included 39 large projects over 50,000 square feet and 57 small projects under 50,000 square feet.
- 108 new projects enrolled in the program; 52 were large building projects over 50,000 square feet and 56 small projects under 50,000 square feet.
- Projects enrolled in 2021 were an average of 93,758 square feet, with a total of more than 10,100,000 square feet.
- While the program saw its highest enrollment in the Des Moines metro area, the program enrolled projects in 31 communities in 20 counties across the state.
- The multifamily and mixed-use sector saw 20 projects enrolled in 2021. These projects were in 11 different communities across the state.
- 11 multifamily and mixed-use projects completed construction and received $305,863 in electric incentives, $3,349 gas incentives and $38,500 of design team incentives.
- 67 projects received consulting on natural gas savings strategies with over 271,000 therms of savings identified.
- Maintained strong participation in the program through direct outreach to the design and construction community despite the challenges posed by the pandemic.

3.3.3 Challenges

- The pandemic presented several challenges specific to the Commercial New Construction program:

- Projects under construction or starting construction in 2021 saw delays in receiving construction materials due to supply chain issues.
- Multiple projects enrolled in previous years were significantly delayed or cancelled due to difficulty procuring financing. The hospitality sector was most impacted by financing issues.
- Several sectors saw a significant decrease in enrollments including local, county and state government buildings, hotels, offices and retail facilities. This reflects the economy-wide decrease in construction activity in these sectors.
- In-person outreach events were cancelled or transitioned to virtual events, reducing the opportunity for direct outreach to the design community.

- The removal of gas incentives has reduced the overall incentive projects can receive; however, all projects where natural gas was incorporated into the project did receive gas modeling.

3.3.4 Promotion

- LinkedIn and MidAmerican's website.
- Joint-utility promotional efforts with Alliant Energy included:
  - Print advertising in the winter, spring, summer and fall issues of Iowa Architect magazine.
  - A manned booth at the 2021 Iowa American Institute of Architects (AIA) in-person convention. In conjunction with the event, recipients of the 2021 Excellence in Energy Efficient Design Award were also recognized for their outstanding efforts in reducing energy use through joint-utility Commercial New Construction activities. One seminar was presented by program representatives during the convention.

- Three in-person lunch and learn sessions were conducted with architecture and engineering firms; these sessions were approved for one continuing education learning unit through the AIA.
- A data center fact sheet was created to assist data center owners and operators to identify energy saving opportunities and the incentives available.
- Program promotion and networking with the architecture and engineering community occurred at multiple events and meetings, including virtual events, for organizations including American Institute of Architecture, United States Green Building Council Iowa, Iowa Chapter and the Central Iowa Architects Council, and Iowa Chapter of the American Society of Heating, Refrigeration, and Air Conditioning Engineers.

3.3.5 Future Activities

- Continue use of social media to promote the program.
- Outreach to income qualified multifamily developers to educate them on the benefits and process of the program.
- Continue to bring new projects into the project pipeline through lunch and learn programs, investigating project leads found through Construct Connect Insights, phone calls to design team firms, monitoring news and construction services, advertising, customer and trade event participation, presentations at customer and industry events, and key account manager project identification.
- Participate in the eleventh annual Excellence in Energy Efficiency Awards announced in conjunction AIA Iowa Convention in September 2022.

3.4 Income Qualified Multifamily Housing

The Income Qualified Multifamily Housing program provides services and incentives to serve the specific needs of multifamily housing building owners and property managers to help improve the overall energy efficiency of their buildings and reduce their operating costs.

MidAmerican targets existing income-qualified multifamily housing, institutional housing and emergency shelters. This offering provides comprehensive on-site energy assessments to identify areas of high energy use, free direct installation measures and incentives for measures identified during the assessment. Participants are subject to prequalification. For eligibility, a multifamily property must be developed under Section 8 of the U.S. Housing Act of 1937, Low-Income Housing Tax Credit Property under the Tax Reform Act of 1986, Housing and Urban Development's Sectional Housing Types of Section 202 and Public Housing, or the US Department of Agriculture's Section 515 Rural Rental Housing. An on-site assessment is available to owners of multifamily buildings that contain four or more units that receive electricity and/or natural gas supplied from MidAmerican.

3.4.1 Goals and Budgets

In 2021, the Income Qualified Multifamily Housing program achieved annual energy savings of 543,883 kWh, which was 22 percent of planned savings; and 28,661 therms, which was 11 percent to planned savings. Total spending for the Income Qualified Multifamily Housing program was $775,839, which was 46 percent of planned spending.

3.4.2 Activities and Successes

- A total of 170 buildings received assessments. Building owners were offered the option of on-site or virtual assessments and most owners chose on-site.
- In June 2021, the program resumed attic insulation and air sealing installations. There were 12 buildings totaling 55,286 square feet that received installation of attic insulation and air sealing.
- An energy efficiency kit was offered to tenants not comfortable with in-person direct installs. Door hangers were developed to promote the tenant kit in these instances. The doorhanger included a QR code and website where the kit could be ordered.

- Common area direct installs were not restricted in 2021 and direct installs for tenant units resumed in June 2021. In total 8,311 electric direct install measures and 1,510 gas direct install measures were installed.
- There were three follow-up lighting projects totaling 174 units and one follow-up central air conditioner project.

3.4.3 Challenges

- Many of the key property management companies in the state have already participated in the program, making enrollment a challenge.
- Building owners cited staffing shortages as a reason for non-participation.
- In-person outreach was limited in early 2021, and most leasing offices continued to be closed due to pandemic related issues.

3.4.4 Promotion

- Social media such as Facebook and Twitter, MidAmerican's website, customer and employee newsletters and bill messaging.
- Outreach to organizations that provide housing assistance such as Homelessness Assistance, Veteran's Assistance, IMPACT and Refugee Assistance programs.
- Attended the Iowa Finance Authority Housing Iowa Conference in September and the Iowa Annual Landlord convention in October.

3.4.5 Future Activities

- Continue use of bill inserts, paper newsletters, eNewsletters and social media to promote the program.
- Continue to perform outreach in-person to bring enrollments and activity to pre-pandemic levels.
- Focus outreach to owners with smaller inventory of buildings and locate apartment buildings that were once single-family homes.

- Perform outreach to eligible Medicaid, assisted living facilities and group homes. This also includes transitional housing and various emergency shelters.
- Continue to contact organizations that help tenants subsidize their rent.

4. Education Program

The Education program promotes energy efficiency education through activities organized into three general areas: awareness, trade ally support and school curricula.

Awareness is driven by MidAmerican's promotion activities that help educate MidAmerican customers about the benefits of energy efficiency. Messaging focuses on promoting the entire portfolio through unpaid media sources such as social media, newsletters, emails, community and customer events and bill messaging.

Trade allies provide an important delivery channel for MidAmerican's energy efficiency and demand response programs. Trade allies include vendors, installers, wholesalers, distributors and manufacturers of a wide range of energy efficient products and services. MidAmerican provides resources designed to keep trade allies fully informed so they can educate customers on the importance of energy efficiency and encourage participation.

MidAmerican collaborates with schools by providing educational materials that help to integrate energy efficiency education into school curriculum and extracurricular activities. MidAmerican has partnered with Culver Company to deliver a comprehensive energy efficiency outreach program to educators, students and students' families throughout the Iowa service territory. Extensive research and testing have been completed by Culver to determine the critical messaging that maximizes retention and the adoption of energy efficiency behaviors. All classroom materials have been designed to meet state and national standards for science, health and safety, and other subjects. Teachers, students and their families also have access to the additional interactive standards-based materials on the companion e-SMARTkids website

(midamerican.e-smartkids.com). These materials include teacher's guides and interactive online games and activities for students and their families.

4.1.1 Goals and Budgets

There are no planned electric or natural gas savings for the overall Education program. Total spending for the Education program was $500,461, which was 50 percent of planned spending.

4.1.2 Activities and Successes

- In October, MidAmerican highlighted the Appliance Recycling program and the Income Qualified Multifamily Housing program at the Iowa Annual Landlord convention in Cedar Rapids. More than 150 Iowa landlords attended the event.
- Trade ally ambassadors conducted 1,225 touch points to trade allies. Touch points include email campaigns, outreach and phone calls.
- Continuous outreach to trade allies with virtual meetings, trainings, email communication and phone calls.
- Distributed energy efficiency materials to trade allies to increase awareness and participation for energy efficiency programs.
- Upgraded the trade ally search tool in August to improve navigation and customer experience.
- Conducted outreach to educators in grades K-6 to provide awareness for the eSMART website and encouraged group orders for booklets to supplement online teaching programs.
    - Over 43,000 students received energy efficiency education materials.

4.1.3 Challenges

- Trade ally outreach continued to be primarily virtual. In-person events and trainings were limited due to pandemic related concerns.

4.1.4 Promotion

- Energy efficiency programs and topics were highlighted in all 2021 residential and business eNewsletters, customer bill messaging and across MidAmerican's social media channels. This promotion focused on:
    - Educating customers on the benefits of energy efficiency, long-term bill savings and available rebates provided by MidAmerican's energy efficiency programs.
    - Presenting simplified and personalized energy efficiency messages to help customers take action on their own to manage their energy usage.

4.1.5 Future Activities

- Transition trade ally email communications to a new platform and deliver energy efficiency messaging quarterly.
- Encourage trade ally use of the online rebate application.
- Continue to provide energy efficiency content and cross promotion of energy efficiency programs in the eNewsletter that teachers distribute to parents.

5. Trees Program

The Trees program promotes tree planting through the Trees Please! offering. The program provides annual grants for community tree planting projects. Any municipality in MidAmerican's service area may submit a grant request annually for tree planting projects in common areas such as publicly-owned properties, schools, and community spaces. Tree-planting projects must also provide energy efficiency benefits from the new trees. Communities are given information on the benefits of planting trees in an energy efficient landscape, and they are directed to the website to learn more about other MidAmerican energy efficiency programs available in Iowa

5.1.1 Goals and Budgets

There are no planned electric or natural gas savings for the overall Trees program. Total spending for the Trees program was $159,952 which was 107 percent of planned spending.

5.1.2 Activities and Successes

- 55 communities received Trees Please! grants for a total of $109,350 in funding. There were 34 repeat communities that received a Trees Please! grant in 2020 and 21 communities that were new to the program.
- MidAmerican received the Tree Line USA award by the National Arbor Day Society. Tree Line USA is sponsored by The National Arbor Day Foundation in cooperation with the National Association of State Foresters. This award recognizes public and private utilities across the nation which implement tree management practices that protect and enhance America's urban forests.

5.1.3 Challenges

- Communities had significant delays for their tree planting projects due to pandemic-related restrictions for volunteers throughout the year.
- The program exceeded budget due to administrative costs from evaluation, monitoring and verification (EM&V). The EM&V study was conducted and completed with all expenses incurred in 2021, however funds were budgeted over the entire five-year plan.

5.1.4 Promotion

- Annual outreach to over 360 municipalities throughout the MidAmerican service territory encouraged city and community leaders to submit a Trees Please! grant for tree-planting projects that promote energy efficiency.
- Trees Please! participation signs were distributed to communities participating in the Trees Please! program. These signs were designed to be used at the city welcome signs or on poles where they have planted their trees.

- Social media such as Facebook and Twitter, MidAmerican's website, customer and employee newsletters and press releases.

5.1.5 Future Activities

- Continue outreach to non-participating communities to encourage participation and to help address any barriers that may keep the community from submitting a grant request in the future.

6. Demand Response Programs

In 2021, demand response programs achieved annual energy savings of 777,617 kWh, which was 24 percent of planned savings; and 312,082 kW, which was 114 percent of planned peak savings. Total spending for demand response programs was $10,429,790, which was 87 percent of planned spending.

6.1 Residential Load Management

The Residential Load Management program provides financial incentives to residential customers in exchange for allowing MidAmerican to control their central air conditioning on hot summer days when forecasting a system peak demand or operational conditions require use of the program. The program is promoted under the service mark SummerSaver[SM].

6.1.1 Goals and Budgets

In 2021, the Residential Load Management program achieved annual energy savings of 164,889 kWh, which was 34 percent of planned savings; and 45,003 kW, which was 107 percent of planned savings. Total spending for the Residential Load Management program was $3,035,868, which was 92 percent of planned spending

6.1.2 Activities and Successes

- There were 61,214 LCRs operating in the field during the 2021 season, which was 97 percent of projected units.

- MidAmerican began enrolling smart thermostats into the program in 2021. At the end of the season, September 30, 2021, there were 3,633 participants enrolled, which is 91 percent of planned participation. By the end of 2021, there were 4,205 smart thermostat participants enrolled.
- There were two SummerSaver events held in 2021. The first was on June 10, 2021, when the Midcontinent Independent System Operator (MISO) called an event for all SummerSaver participants. The second was on September 27, 2021, when MidAmerican held a certification event for smart thermostat participants only.

6.1.3 Challenges

- There were challenges implementing smart thermostats in the program:
    - For the first event, pre-cooling was not setup which caused some minor discomfort for participants. This was immediately corrected and was in place for the second event.
    - Obtaining event data from the original equipment manufacturer to determine savings achieved proved challenging. We have worked with our program implementation and evaluation contractors to address this and have implemented a new approach for future events.

6.1.4 Promotion

- Social media such as Facebook and Twitter, MidAmerican's website, customer and employee newsletters and bill messaging.
- Direct email solicitation to customers who received an eligible smart thermostat equipment rebate to encourage them to enroll in the SummerSaver program.
- Random email solicitation to customers not already enrolled in the program to encourage participation with an eligible smart thermostat.

- Direct mail solicitation to customers who moved using Keep It Going cards. Keep It Going cards are sent to customers that move into a home that has an existing load control receiver installed. The card offers the new homeowner automatic enrollment in the program.

6.1.5 Future Activities

- Continue use of bill messaging, paper newsletters, eNewsletters and social media to promote the program.
- Continue promoting the smart thermostat option to meet or exceed the enrollment goal of 5,000 participants in 2022.
- Implement direct mail solicitation to customers whose LCR has reached the end of its expected service life encouraging them to participate with a smart thermostat instead.

6.2 Nonresidential Load Management

The Nonresidential Load Management program provides large nonresidential customers with financial incentives to reduce electric demand during MidAmerican's system peak hours. Customers sign a one-year contract to provide a specified amount of load reduction when called for by MidAmerican during the curtailment season (June 1 to September 30). Participating customers reduce demand during curtailment events by shedding load, shifting load to non-peak periods, or generating replacement power with on-site generators. The program is marketed to customers as the Curtailment program.

6.2.1 Goals and Budgets

In 2021, the Nonresidential Load Management program achieved annual energy savings of 612,728 kWh, which was 22 percent of planned savings; and 267,079 kW, which was 116 percent of planned savings. Total spending for the Nonresidential Load Management program was $7,393,922, which was 85 percent of planned spend.

6.2.2 Participation and Capacity Enrollment

In 2021, 92 nonresidential customers participated in the Nonresidential Load Management program. All 92 were returning participants and the total enrolled capacity for the 2021 program was 243,346 kW. The following table provides additional details about the participants and capacity enrolled in the Nonresidential Load Management program for each year of the 2019-2023 Plan compared to 2018 enrollment details under MidAmerican's previous energy efficiency plan.

	2018	2019	2020	2021
Total number of participants	107	99	93	92
New participants	0	0	0	0
Returning participants	107	99	93	92
Generator*	64	60	59	58
Shed/Shift	43	39	34	34
Contracted curtailable load	267,312	263,372	249,794	245,877
New participants	0	0	0	0
Returning participants	267,312	263,372	249,794	245,877
Generator*	80,585	78,710	73,542	67,985
Shed/Shift	186,727	184,662	176,252	177,892

** Customers who use both a generator and shed part of their load to meet their curtailment obligations are included entirely in the generation group.*

6.2.3 Activities and Successes

- One curtailment event called by MISO was held on June 10, 2021, for Group 2 - Generator participants. See Exhibit J – Curtailment Event Details.
- One curtailment event called by MidAmerican was held on July 28, 2021, for Group 3 - Other. See Exhibit J – Curtailment Event Details.

- Physical test events were held for those participants that did not participate in an actual curtailment event during the 2021 summer season. See Exhibit J – Curtailment Event Details.

6.2.4 Challenges

- MISO tariff changes, including participant notification of actual physical availability and testing requirements, continue to be refined.

6.2.5 Promotion

- An enhanced training session was held with key account managers to review details of the program and to provide answers to potential customer questions. Key account managers held one-on-one meetings with current and prospective participants.
- A program information sheet, tariff and contract were distributed to prospective participants. These documents contained a program overview, customer requirements, financial incentives and program compliance.
- Promotion as part of the suite of energy efficiency programs on MidAmerican's website.

6.2.6 Future Activities

- MidAmerican has filed a tariff change to Rider CS that incorporates MISO's tariff updates.
- Offer a webinar for current and prospective curtailment participants that provides a program overview, how to use the program software during an event and as a tool outside of an event.

7. Evaluation, Monitoring and Verification Plan

In March 2020, MidAmerican contracted with Tetra Tech to perform process and impact evaluations of its Iowa programs included in the 2019-2023 plan. By the end of 2021, ten program evaluations were completed. Tetra Tech provided a report for each program that

documented the program design, background, method and key findings. Each report documents sources for claimed (ex-ante) impact results, verified and net savings (where applicable), and recommendations for measure and program level saving and process adjustments. MidAmerican maintains a tracking worksheet of the recommendations included in each report. Each recommendation has been prioritized, high, medium or low, to assist in providing direction to MidAmerican as to which recommendations should be addressed first. MidAmerican has completed its initial review of all high priority recommendations and is currently finalizing the appropriate action needed for those recommendations which will be implemented in 2022 and beyond.

The schedule presented below indicates, by program, the evaluation start date, projected draft report date and notes on the progress of the report.

Evaluation Schedule

Program	NTG	Start Month	Draft Report Delivery Date	Notes
Phase 1 Programs[1]				
Residential Equipment	Yes	March, 2020	October 9, 2020	Kick-off meeting held on April 1, 2020 Draft report delivered October 9, 2020 Report finalized December 10, 2020
Residential Assessment	Yes	March, 2020	October 16, 2020	Kick-off meeting held on April 20, 2020 Draft report delivered October 16, 2020 Report finalized December 22, 2020
Commercial New Construction	Yes	March, 2020	October 16, 2020	Kick-off meeting held on April 3, 2020 Draft report delivered October 16, 2020 Report finalized December 7, 2020
Nonresidential Equipment	Yes	March, 2020	October 30, 2020	Kick-off meeting held on March 31, 2020 Draft report delivered October 30, 2020 Report finalized December 10, 2020
Phase 2 Programs				
Residential Low Income	Yes	October, 2020	April 23, 2021	Kick-off meeting held September 18, 2020 Draft report delivered April 23, 2021

[1] Tetra Tech sent an email to the OCA on August 28, 2020, describing some of the evaluation challenges brought about by the COVID-19 pandemic. As a result, draft report delivery dates were extended for both Residential Equipment and Residential Assessment. The table reflects the updated delivery dates.

Program	NTG	Start Month	Draft Report Delivery Date	Notes
				Report finalized July 16, 2021
Residential Behavioral	Yes	October, 2020	May 21, 2021	Kick-off meeting held September 18, 2020 Draft report delivered May 21, 2021 Report finalized July 12, 2021
Phase 3 Programs				
Appliance Recycling	Yes	March, 2021	September 17, 2021	Kick-off meeting held April 7, 2021 Draft report delivered September 17, 2021 Report finalized November 8, 2021
Trees	No	March, 2021	October 1, 2021	Kick-off meeting held April 12, 2021 Draft report delivered October 1, 2021 Report finalized October 19,2021
Income Qualified Multifamily[2]	No	March, 2021	October 29, 2021	Kick-off meeting held April 13, 2021 Draft report delivered October 29, 2021 Report finalized November 15, 2021
Nonresidential Energy Solutions	Yes	March, 2021	October 15, 2021	Kick-off meeting held April 2, 2021 Draft report delivered October 15, 2021 Report finalized January 7, 2022
Phase 4 Programs				
Education	Yes	June, 2021	October 22, 2021	Kick-off meeting held August 9, 2021 Draft report delivered October 22, 2021 Report finalized November 30, 2021
Residential Load Management[3] [4]	Yes	July, 2021	January 14, 2022	Kick-off meeting held August 31, 2021 Draft report delivered January 14, 2022 Report delivered March 14, 2022
Nonresidential Load Management[3] [4]	Yes	July, 2021	January 7, 2022	Kick-off meeting held September 21, 2021 Draft report delivered January 7, 2022 Report finalized January 28, 2022

[2] This program was originally part of the Phase 2 programs, but due to COVID-19 very few projects were completed in 2020. The evaluation was moved to the Phase 3 programs in hopes that there would be more projects to evaluate. This was included in the email update sent to the OCA on August 28, 2020.

[3] Due to when MidAmerican's peak summer season ends and data availability, the draft report delivery dates were moved out one month. An email was sent to the OCA on July 22, 2021, to notify them.

[4] Demand response program draft report dates were changed. For Curtailment, due to the time needed by MidAmerican to review each participant's data, the draft report date was moved from December 17, 2021, to January 7, 2022. An email was sent to the OCA on October 28, 2021. For SummerSaver, due to the time needed to secure NDAs and retrieve the smart thermostat data and the lag in receiving data/information from CLEAResult, the draft report delivery date was ultimately moved to January 14, 2022. The OCA was kept apprised of reporting dates moves along the way.

8. Settlement Agreement Updates

MidAmerican continued its efforts in 2021 to address and implement the additional Plan commitments included in the Revised Stipulation and Agreement filed with the Board on November 16, 2018, in Docket No. EEP 2018-0002. Exhibit I –Stipulation and Agreement Requirements provides a summary of MidAmerican's progress toward each item in the Revised Stipulation and Agreement as of December 31, 2021.

9. Pilot and Research Development Updates

In 2021, MidAmerican's energy efficiency group, in collaboration with Alliant Energy and Black Hills Energy, worked to develop and launch a midstream rebate pilot program for select residential and nonresidential prescriptive measures. The utility group held collaboration meetings with interested stakeholders and industry representatives to help inform design. A request for proposal will be released in early 2022 to interview and select an implementation contractor to design and implement a joint-utility midstream rebate pilot program. This pilot is being launched in an effort to test a midstream program's effectiveness prior to the 2024-2028 energy efficiency plan.