

# MidAmerican Energy Company

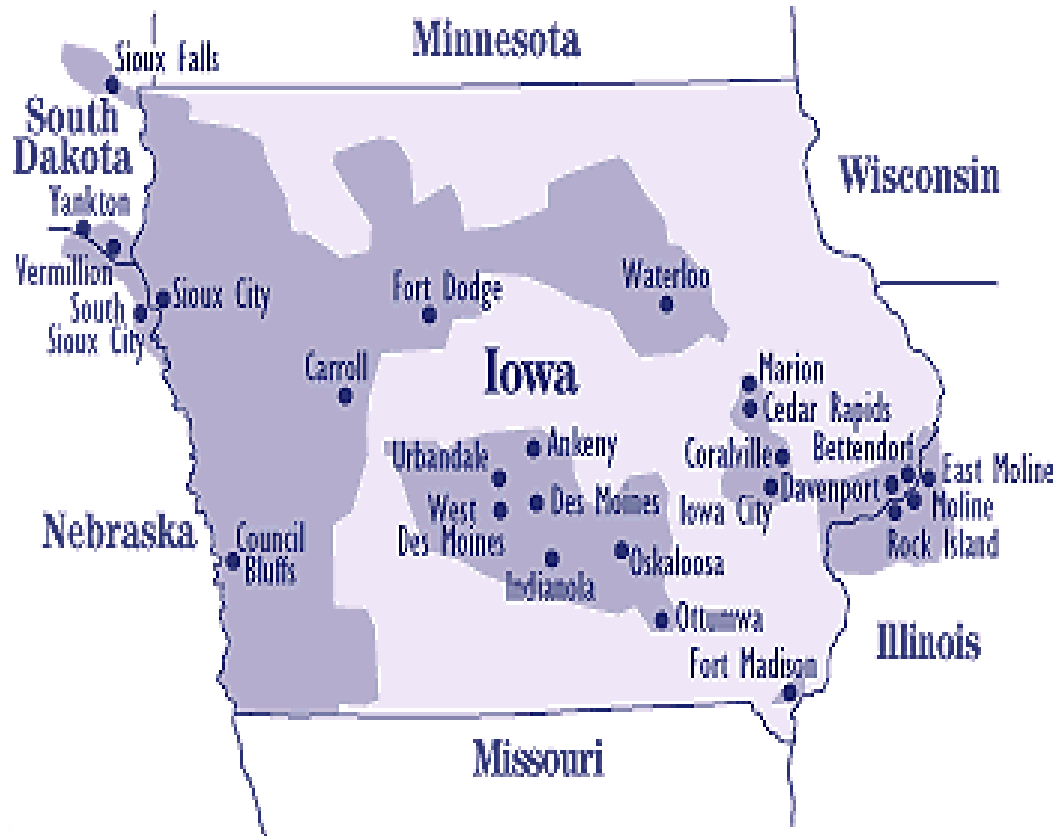
Richard Walker, Energy Efficiency Product Manager

**Energy Efficiency Program  
Coordination and Collaboration in Iowa**

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# MidAmerican's Service Area



MidAmerican provides service within a 10,600-square-mile area with a population of 1.7 million.



# Major Areas of Collaboration/Coordination

- **General Collaboration/Coordination**
  - Assessment of capacity and energy savings potential studies
  - Strategies for multi-year energy efficiency plans and programs
  - Strategies for pilot and new program development efforts – research and development activities
  - Other collaboration activities: education/awareness, disaster relief, low income weatherization
- **CORE Areas of Collaboration/Coordination of Multi-Year EE Plans and Programs**
  - On-site and online energy audits: all customer classes by major energy sources
    - 1<sup>st</sup> level: informational (walk-through, direct installs, lighting, insulation)
    - 2<sup>nd</sup> level: coordinate & provide incentives for the work (Home Performance w/ Energy Star)
      - Infiltration measures
      - Insulation
      - Appliances
      - HVAC equipment
      - Lighting
      - Water heating
  - Equipment EE eligibility requirements and incentive levels
  - Residential and commercial new construction programs
  - Load management programs
- **Special Initiatives re EE Collaboration/Coordination**
  - CFL retail sales campaigns
  - Appliance recycling



# EE Stakeholders Participating in Collaboration/Coordination Activities

- Investor-owned utilities
- Municipal utilities and RECs
- Office of Consumer Advocate
- Illinois Attorney General's Office
- IUB/ICC staff members
- Consumer groups
- Renewable Energy/Environmental groups
- Customers
- Energy services providers
- Legislators
- Other state agencies
- State-operated EE organizations
- EE consultants/contractors
- Many, many more



# Joint Assessment of Energy and Capacity Savings Potential in Iowa

- Iowa energy efficiency rules require rate-regulated utilities to complete an assessment of potential
- MidAmerican, Black Hills Energy and Interstate Power & Light (IOUs) have met this requirement jointly in the past two EE Plan filings
  - Issue RFP through the Iowa Utility Association
  - Conduct collaborative meetings with stakeholders during the process
  - Attain cost-savings by using the same consultant or team of consultants
  - Improves the comprehensiveness of the study and makes it a statewide endeavor
  - Provides a common and consistent starting point for EE Plan development



# Residential and Nonresidential Rebate Levels

- Iowa IOUs held Product Manager meetings to strategize common equipment rebates and efficiency qualification requirements for residential and nonresidential equipment programs
  - Consistency reduces customer confusion
  - Consistency helps trade allies market energy efficiency to customers in different service territories
  - As much as we try, there are some measures which require different rebates due to different markets or other requirements
    - Black Hills and IPL offer prescriptive nonresidential window rebates and MidAmerican rebates windows through its Custom Systems program
    - There are some differences between IPL and MidAmerican on nonresidential lighting measures



# Residential On-Site Energy Audit Programs

- First Level: Iowa's IOUs work together to provide consistent energy audit program
  - IOUs use same energy auditing contractor
  - IOUs each install the same low-cost measures at time of audit for eligible customers
    - Water Heater Pipe Insulation
    - Energy-Saving Showerheads and aerators
    - Energy-Saving CFL Bulbs
    - Water Heater Insulation Blanket
  - IOUs offer consistent insulation rebates
    - 70% of installed cost with a \$750 cap for ceiling insulation
    - 70% of installed cost with a \$750 cap for sidewall insulation
    - 70% of installed cost with a \$750 cap for foundation insulation
- Second Level: Iowa's IOUs are now working together to develop a consistent "Home Performance with ENERGY STAR® audit product



# Residential and Commercial New Construction Programs

- IOUs collaborated to have identical Builder Option Package (BOP) requirements for residential builders
  - BOP is the prescriptive list of requirements needed for a home to qualify for a rebate
    - Common BOP simplifies program compliance for builders that are in multiple markets and multiple utility service territories
- IOUs collaborated to develop a common design-assistance approach for their commercial new construction programs
  - IOUs each use highly-regarded and MEEA member contractor, The Weidt Group, to perform design assistance and building compliance work
    - Projects in overlapping service territories have design assistance fees and rebates paid by both utilities
    - Common contractor provides consistent process for architects and design firms



# Single-Family Home Low Income Weatherization

- **Iowa Statewide Low-Income Collaborative (SLICE)**
  - Iowa's investor owned utilities have worked together with the Iowa Department of Human Rights since the mid-1990s to deliver low income weatherization services in Iowa
  - Weatherization services delivered by local community action agencies
  - IOUs work with IDHR to develop a common set of eligible energy efficiency measures and reimbursement rates providing ease of administration across Iowa
  - Each IOU maintains its own contract with IDHR, but all utilize the common list of eligible measures and the same reimbursement rates
  - IOUs and IDHR work together to hire one evaluation contractor
  - SLICE committee meets annually to review prior year results and plan subsequent year activities
    - SLICE committee has representatives from IOUs, IDHR, Office of Consumer Advocate, Iowa Utilities Board, Iowa Utility Association and Community Action Agencies



# Multi-family and Institutional Housing Low Income Weatherization

- IOUs worked with Iowa Finance Authority (IFA) to develop procedures to implement enhanced rebates for eligible multi-family and institutional housing properties
  - The primary targets for the Program are Section 8 and Tax Credit housing
  - IFA determines property eligibility
  - IOUs use a common energy auditing firm to perform energy audits
    - This especially helps with overlapping service territories
- Eligible properties may be eligible for rebates up to 40% of installed costs for cost-effective measures identified during audit



# Energy Wise Kits and Education Program

- IOUs collaboratively developed a low-income education program primarily targeted to LIHEAP eligible clients that are renters
- IOUs work together with the same contractor to implement the program statewide
- Contractor delivers Train the Trainer (T3) training to local Community Action Agencies
  - IOU staff members participate in T3 sessions
- Community Action Agencies deliver Energy Wise Kits and energy efficiency education classes to eligible participants
  - Kits are attractive with useful EE measures that participants self-install
  - Participants return surveys about the measures they installed
    - Surveys help contractor prepare annual report on program



# Coordination with Municipal Utilities

- IOUs have executed coordination agreements or memorandums of understanding with interested municipal utilities in Iowa
  - Agreements focus on coordination of home energy audits
- MidAmerican has executed 5 agreements
  - MidAmerican provides gas service in 4 of the towns and electric service in one town
  - Where MidAmerican is the gas provider, the municipal utility pays for lighting measures and a portion of the insulation or windows incentive, if the customer adds these measures as a result of the audit
  - Where MidAmerican is the electric provider and the municipal utility is the gas provider, MidAmerican pays for lighting measures
- IPL has executed 3 similar agreements and Black Hills also has executed similar agreements



# Additional (New) Collaboration Efforts

- **Education: build awareness among customers regarding energy use and cost - (“Can’t manage what you don’t measure!”)**
  - **2009: tried coordinating with community school districts**
  - **Educating low income customers re low cost, no cost weatherization**
  - **Investigating behavior-based EE programs**
    - **State universities doing behavior-based energy/climate research**
    - **Iowa network of fifteen community colleges providing HVAC training resources**
- **Solid State Lighting pilot programs – MEEA, IA utilities, Iowa Energy Center, electrical contractors**
- **Industrial pilot programs**
  - **Industrial Savings Potential**
  - **EISA research and development**
  - **Industrial education – provide feedback re EE savings to large customers**



# Questions?

