

MidAmerican Energy Company

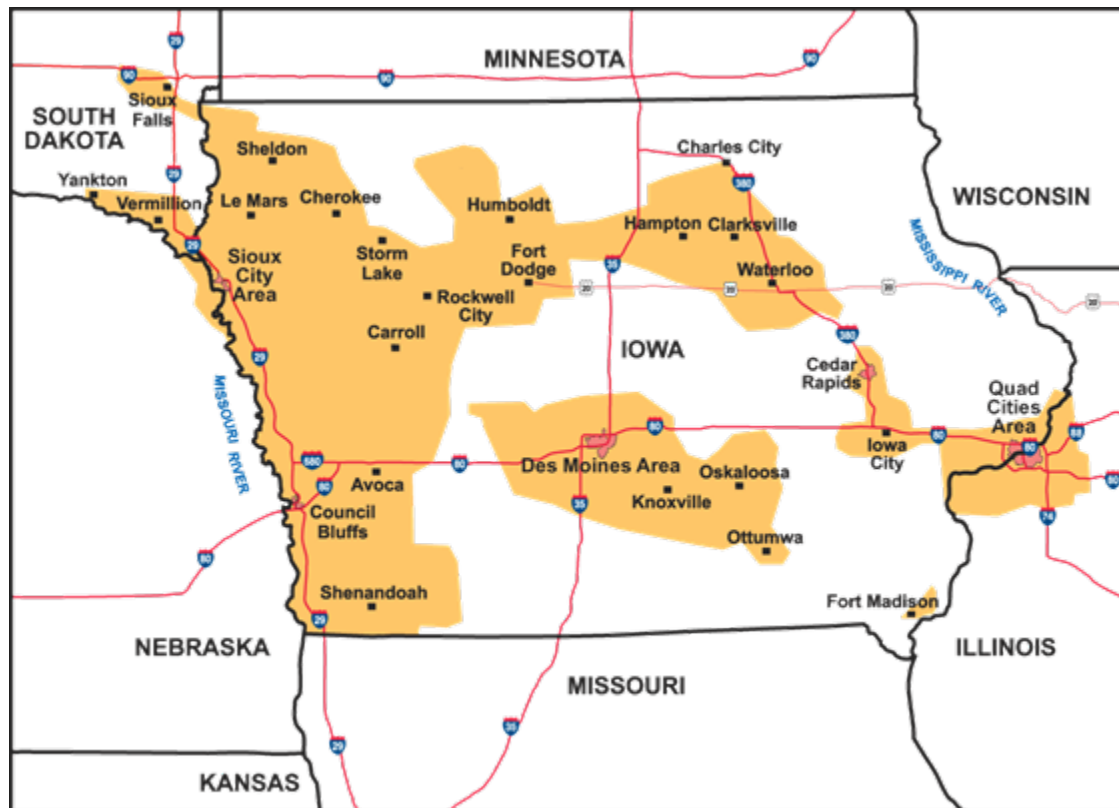
CEE Program Meeting Industrial Motors & Motors System Committee

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MidAmerican's Energy Efficiency Programs



MidAmerican Energy Company Service Area

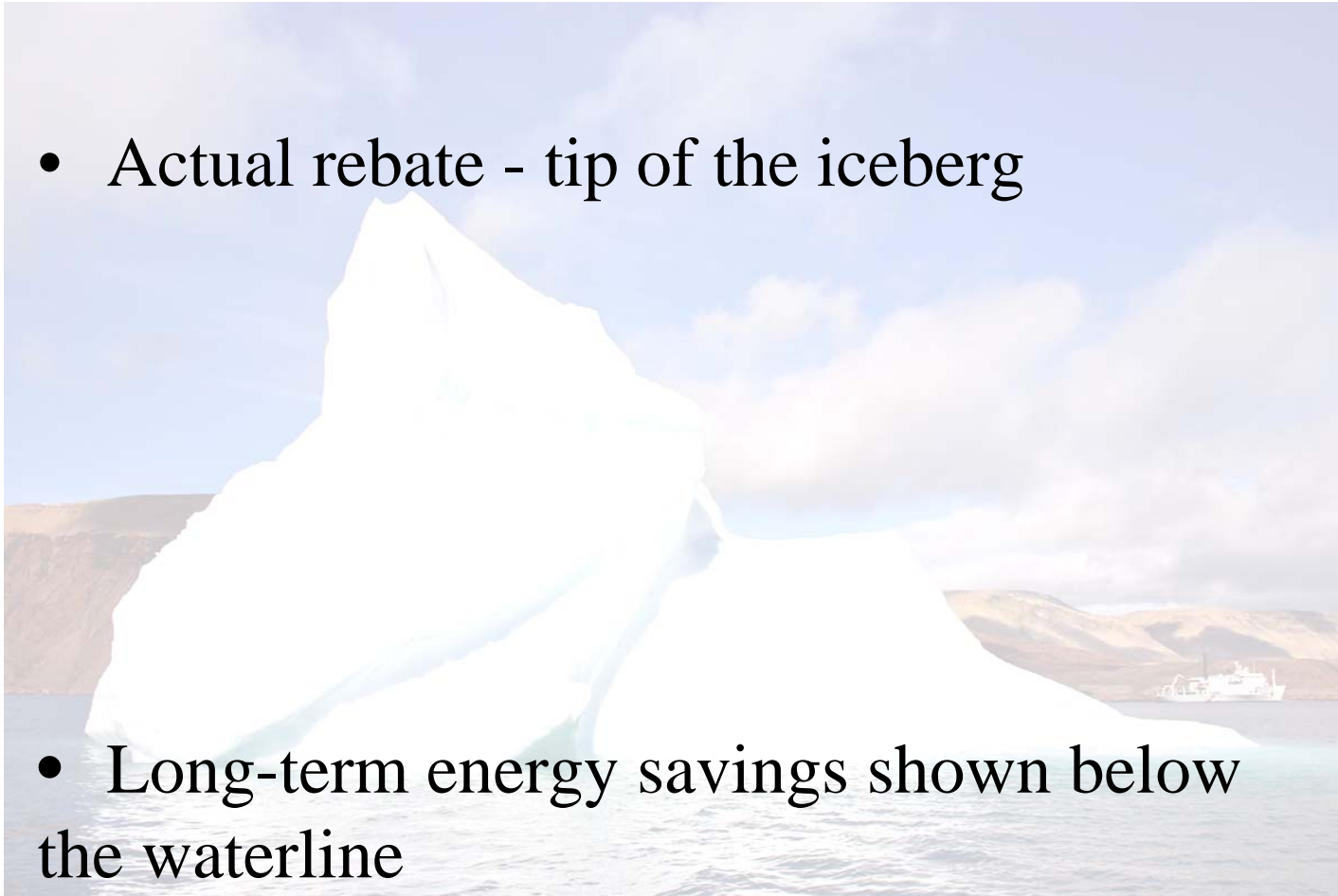
- Programs in Iowa since early 1990s



Think Long-term

- Actual rebate - tip of the iceberg

- Long-term energy savings shown below the waterline



2009 Results

- 617 rebates for NEMA Premium motors
- 638 rebates for variable speed drives
- Several ethanol plants built in 2009



2004-2008 Plan Filing – Motor Incentive

- Obtained local pricing for EPC and NEMA Premium motors
- Motor Master seemed to show much higher purchase costs
- Calculated the incremental cost
- Set the incentive at half the incremental cost
- Using same approach for 2009 & 2010



Next Generation Motor Efficiency “Ultra Premium”

- NEMA Premium becomes standard Dec. 2010
- 633 motors identified as “Ultra Premium”
- Same approach of incremental costs
- Obtain local pricing NEMA Premium vs. the 633 units identified
- Set the incentive at half incremental cost



2011 Transitioning

- Still provide incentives for NEMA Premium?
- Customers can still buy EPC Act 1992 efficiency products
- Provide current rebate plus bonus for “Ultra Premium” units?
- Need to decide before fall 2010



Marketing & Promotion

- Collected e-mails of Trade Allies / Program Partners
- Set up Trade Ally Central website
- E-mail blasts, training events, special promotions, etc.
- January program meetings in 6-7 cities to review changes
- Venue allows T/A to meet with EE staff



2009 Survey

- Survey Monkey to identify training needs
- Top five – Motors/drives, lighting, pumping, compressed air & commercial HVAC
- Working to set a regional seminar on motors & drives for 2010





Questions?

www.midamericanenergy.com/ee

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