

CEE Member Programs: Commercial Programs

A. Organizational Details

1. What organization sponsors the program(s)? MidAmerican Energy Company
2. Which of the following best describes the program sponsor? (*Check one.*)
 - Utility
 - Nonprofit "efficiency utility"
 - State Government
 - Regional Program Administrator
 - Public Service Commission
 - Other:
3. Please list the State(s) where the program is offered. (*If programs differ across state lines, please fill out one questionnaire form for each state.*) Iowa
4. What is the geographic scope of the program(s)?
 - Smaller than statewide
 - Statewide
 - Service territory in more than 1 state (*describe*)
5. How large is the customer base served by your commercial programs? 82,100 electric and 49,000 natural gas customers
6. Do you differentiate your programs according to specific commercial target markets?
 - No
 - Yes → Please mark all that apply:
 - Commercial Real Estate (separate owner/tenant)
 - Hospitality
 - Restaurant/Food Service
 - Corporate Real Estate (owner-occupied)
 - Retail
 - Schools
 - Health Care
 - Other (*please specify*):

B. Whole Building Program Approaches

7. Please mark all of the following whole-building elements that you include in your program? *Please see the attachment for general descriptions of whole-building program elements and examples.*
 - Obtain upper management commitment to program
 - Measure whole-building energy performance (benchmark)
 - Identify and screen building candidates and project opportunities (e.g., scoping studies, screening audits, RCx)
 - Re-assess building performance
 - Coordinate recognition
 - None
 - Other (*specify*)
8. Do you incorporate ENERGY STAR ®'s Portfolio Manager benchmarking tool in your commercial programs? Yes No
9. Please briefly describe your whole-building program approach and how you are measuring improvement in whole-building energy performance.
 - 1) Existing large facilities: MidAmerican generally follows the CEE Commercial Whole-building Performance Model. Our approach includes:
 - candidate screening for enrollment into the program;

- management diagnostic sessions with customers' senior management;
- benchmarking of customers' energy management policies, procedures and practices;
- facility-wide energy assessments (C&I facilities);
- benchmarking of facility-wide energy consumption using ENERGY STAR's Portfolio Manager;
- written reports of both management and technical facility assessment results;
- recommendations in the areas of energy management-level improvements, low/no cost facility improvements, energy-saving capital investment projects and, where appropriate, recommendations for detailed studies of systems where energy saving is promising but needs additional information, including retro-commissioning recommendations, where appropriate;
- facilitated discussions with customers' energy management team and operators to review and discuss recommendations and development of detailed, long-range energy efficiency action plans to be signed by customers and MidAmerican;
- variety of technical assistance offerings to aid in implementing action plans and detailed studies;
- periodic meetings with customers' energy teams to review action plan status and update plans;
- action plan status reporting to customers' senior management by customers' energy management teams;
- on-site post-installation verifications and measurements against benchmarks; and
- rebates and financing incentives from MidAmerican

2) Existing small facilities:

- enrollment screening of small commercial building applicants;
- whole building walk-through energy audits;
- direct installation of simple, inexpensive energy saving devices appropriate to businesses during the audit, ranging from CFLs, faucet aerators and LED exit retrofit kits to refrigerated vending machine controllers and pre-rinse sprayers;
- formal audit reports with recommendations for low/no cost improvements and equipment replacement and retrofit projects; and
- rebate and financing incentives from MidAmerican

3) For new construction, including new commercial buildings and additions and major renovations to existing buildings:

- energy design assistance services along three tracks - (i) intensive DOE2 modeling and data gathering for buildings greater than or equal to 50,000 square feet, (ii) less intensive modeling and data gathering for buildings less than 50,000 square feet with less, and (iii) recommendations of technologies and qualifying equipment for buildings less than 15,000 square feet, typical for the type of building and its planned use;
- independent construction document reviews for large buildings;
- post-occupancy verification and monitoring measurements of energy strategies constructed into large facilities; and
- construction (rebate) incentives from MidAmerican

C. Overview of Program Offerings

10. In the following table, please list, by name, all programs that impact commercial buildings.

- Please categorize the **Program Type** by letter in the second column, using the scheme below (*List all that apply*):

A. Prescriptive B. Custom C. Standard Performance Contract D. Loan or financing E. Other (*specify*)

- Please categorize the **Technology Type** by number in the third column, using the scheme below (*List all that apply*):

1. Lighting 2. Commercial Kitchens 3. Data Centers 4. HVAC
5. Retrocommissioning 6. Building Envelope 7. Other (*specify*)

Program Name & Website	Program Type (A - D)	Tech. Type (1-6)	New construction (NC) or Existing Bldg. (E)	Eligibility E.g. Sq. ft or kW limit (provide)	Training? (Y/N)	Audits? (Y/N)	Focus: Upstream (U) and/or Downstream (D)	Contact Person/email	Year Begun & Length of Budget Cycle*	Current Program Budget
1. Custom Systems Program	B, D is optional	2,3,4,5,6, 7 - AG and multi-family	NC/E	All must pass societal test	y	n	U (Mech Contr, engineers & TAs); D	Dick Walker rcwalker@midamerican.com	1991	
2. Commercial New Construction Program (for new bldgs, additions and renovations): http://www.midamericanenergy.com/html/energy6h.asp	B	6, 7-Ag and multi-family	NC and E (for signif renov)	Large (>= 50K-sf); Small (>= 15 K-sf)	n	n	U(A&Es, contractors & developers), D	Dick Walker rcwalker@midamerican.com	1997	
3. Small Commercial Audit Program	A; B; D is optional	all, incl Ag and multi-family	E	~ 25 K-sf or less	n	y	D	Dick Walker rcwalker@midamerican.com	2004	
4. Nonresidential Energy Analysis Program (for large existing whole building audits)	B; D is optional	all, incl Ag and multi-family	E	> 25 K-sf	n	y	D	Dick Walker rcwalker@midamerican.com	2004	
5. Nonresidential Equipment Program (for HVAC, Lighting, Comm'l Kitchen equipment etc.)	A; D is optional	1,2,4, 7-Ag and multi-family	NC/E	All must meet min. qualifying effcy level	y	n	U (TAs & mfg reps); D	Carol Parker cdparker@midamerican.com	1991	
* The length of your budget cycle in years									Total:	

11. Do your commercial programs reference one or more energy efficiency specifications?

Yes → *Please list:* To be eligible for incentives, all measures must exceed the prevailing State energy code; prescriptive rebates are based on combinations of CEE and EPA recommendations and past experiences as to what will move customers to action. Custom and special projects are tested for cost-effectiveness (with emphasis on the societal benefits test). These rebates are based on incentive structures designed to buy down the cumulative incremental cost of individual and whole-building projects and are generally greater than prescriptive rebates

No

12. Do your commercial programs co-sponsor marketing campaigns with ENERGY STAR?

Yes → *Please list:* MidAmerican uses ENERGY STAR ratings for some prescriptive measure qualification.

No

D. Program Evaluation and Performance

13. What specific indicators or metrics are used to evaluate and assess the impacts of program activity? For example, kW or kWh saved, trainings attended, rebates provided, etc.

MidAmerican files periodic EE Plans with state regulatory bodies that include targets for energy and demand savings, spending budgets and numbers of participants by program. Reporting to regulators of actual performance against these targets is done quarterly and annually (and monthly internally). Metrics such as cost per kwh/kw, therm/peak day therm, and for new construction kWh/kW per square foot, are used internally to compare and monitor effectiveness of programs over time. As mentioned in No. 11, above, custom and special projects are analyzed and tested for cost effectiveness with emphasis on the societal benefits test results.

14. For programs incorporating training, building benchmarking, or behavior improvements, are you receiving credit for savings from regulators? No Yes

If Yes, how is program credited?

MidAmerican participates in an Iowa-wide Building Operator Certification Training Program. Our first certified operators will graduate in September. At that time State regulators will review and approve/modify our projected energy savings. To date we have not attempted to receive credit for other sponsored training in the areas of compressed air management, motors, etc. or in our benchmarking, retro-commissioning, ENERGY STAR building recognition and limited LEED certification activities. These activities have been modest to date and treated as pilot efforts. Review and approval / adjustment of such activities is expected to be pursued as part of the regulators review of our next EE Plan.

15. Please briefly describe the most unique feature(s) of your program.

MidAmerican's programs successfully target business sectors that are traditionally very difficult to reach, especially, small commercial business sectors and multifamily dwellings. To better target these customer segments, we focus to a large extent on large and small private, institutional, governmental and not-for-profit customers.

16. Are past program evaluations available to the public?

- Yes → Please tell us how these can be obtained.
- No → Check one:
 - Past evaluations are confidential
 - Program has not been evaluated



Thank you for taking the time to complete this summary! Please return to sloucks@cee1.org or fax to Susan at 617-589-3948