

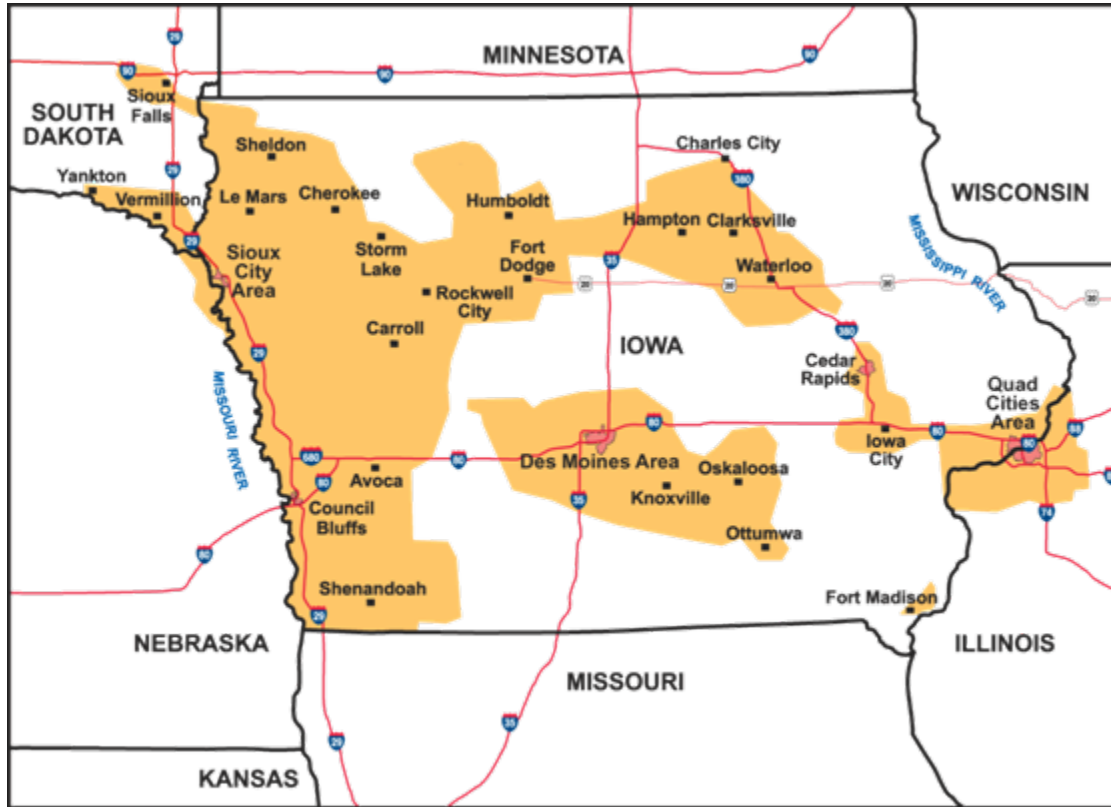
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MidAmerican's Energy Efficiency Programs



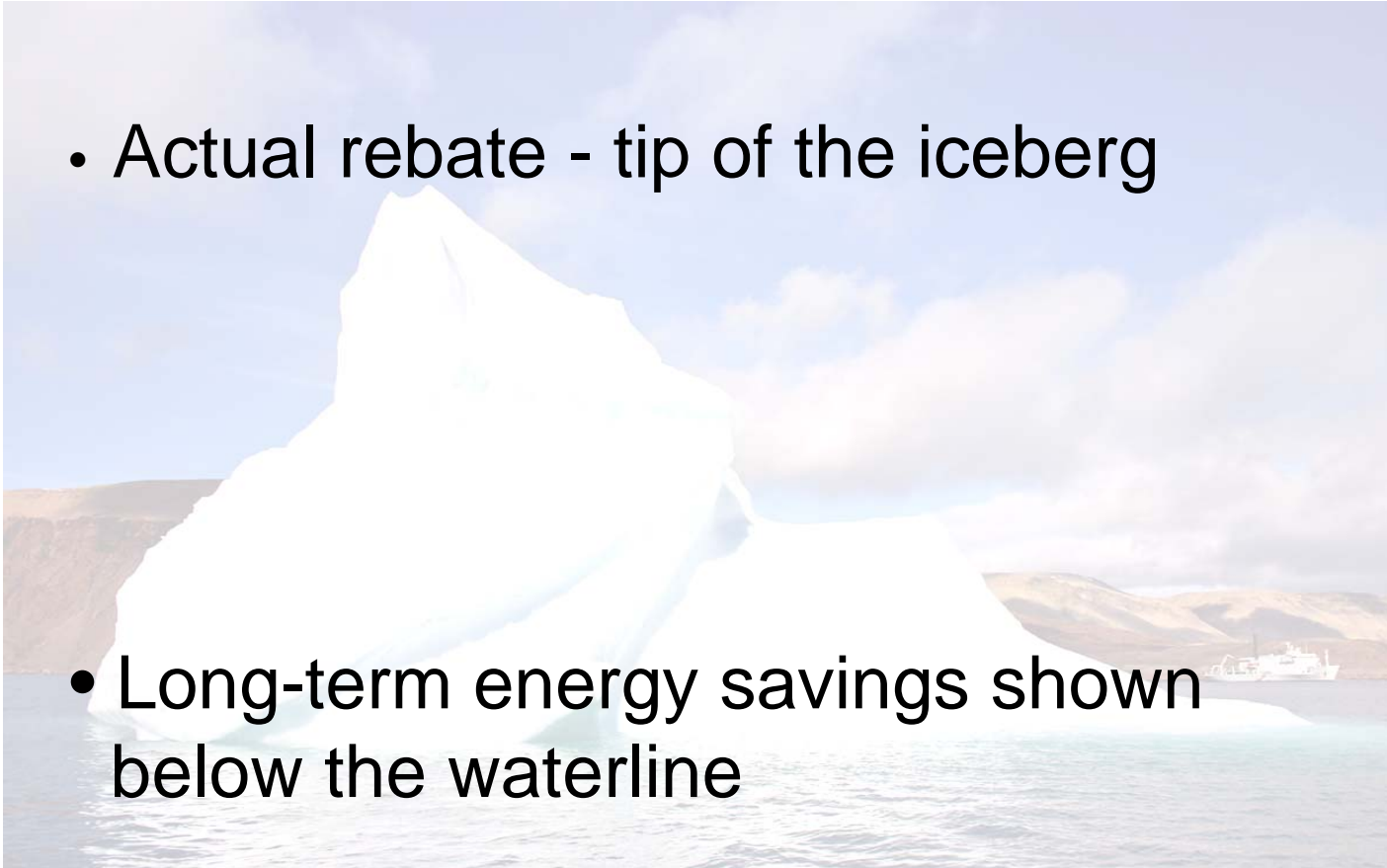
MidAmerican Energy Company Service Area

- Programs in Iowa since early 1990s
- Programs in Illinois since June 1, 2008



Think Long-Term

- Actual rebate - tip of the iceberg
- Long-term energy savings shown below the waterline



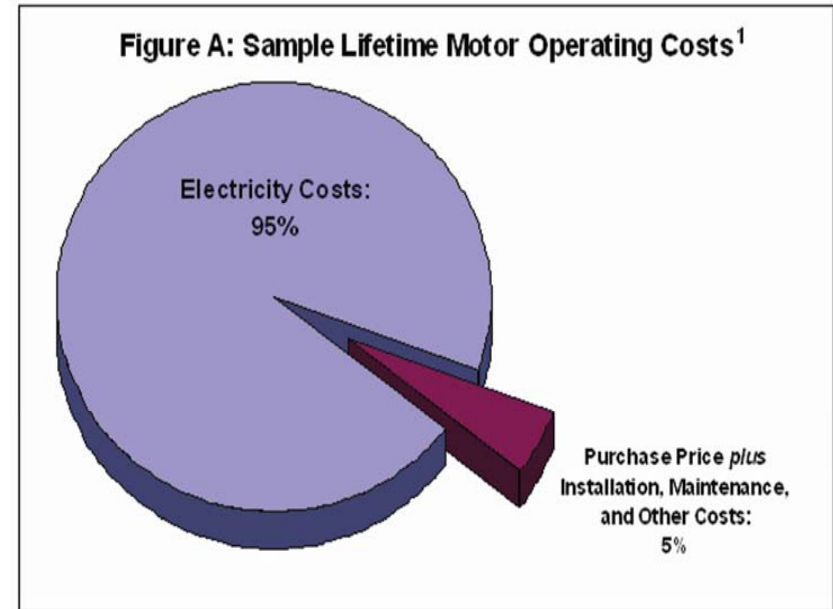
Understanding the True Cost of Electricity

- Multiple components contribute to the total cost of energy; these components vary widely across the country
- Two primary components
 - Energy charge
 - Demand charge
- Reducing overall energy usage may save on demand, energy or both



Understanding a Motor's True Costs

- Annual energy costs often five times the initial purchase price
- Energy often 95 percent of total lifetime operating costs



Assumes 100 HP motor; 94.5 percent efficiency; 6,300 hours/year; 18-year life; 7.5¢/kWh



Calculating the Total Cost of Electricity

Sample Electric Bill

On-peak kWh	27,600	\$634.80
On-peak demand kW	407	\$307.00
Off-peak kWh	14,000	\$266.00
Off-peak demand kW	311	\$126.60
Power factor	\$0.84	\$155.00
Subtotal		\$1,489.40
Taxes	3%	\$44.68
Total		\$1,534.08

Sample Calculation

Calculate the aggregate cost of power by dividing the total cost of electricity by the total number of kilowatt-hours (kWh) consumed.

$$\frac{\$1,534.08}{(27,600+14,000)} = 3.7\text{¢ per kWh}$$



Prescriptive Motors & Variable-Speed Drives Program

- 1 – 200 HP TEFC and open drip-proof
- Incentives range from \$15 - \$1,275
- Simple and straight forward
- Application + invoice = incentive check
- Variable-speed drives
- \$30/HP: minimum 3,000 annual hours



Custom Systems Program

- Motors larger than 200 HP
- Compares existing motor to proposed new motor
- Compares motor efficiency A to motor efficiency B
- Analysis and preapproval is required
- Notified in writing of incentive amount



Nonresidential Energy Analysis/ *EfficiencyPartners*[®] Program

- Comprehensive whole-plant approach
- Free scoping-level audit included
- Energy management diagnostic session included
- Motors and drives, lighting, HVAC, building shell, heat recovery, EMS, other measures



Nonresidential Energy Analysis/ ***EfficiencyPartners***[®] Program (continued)

- May include a detailed study – e.g., motor survey
- Detailed study on a 50/50 cost-share basis
- Eligible to have your 50 percent reimbursed
- Receive enhanced incentives by implementing multiple measures



Programs are available – Let us help you

- Very simple to use
- Contact key account manager, energy efficiency staff or motor vendors
- Do your part to **save some green**



Questions?

www.midamericanenergy.com/ee (Iowa)

www.midamericanenergy.com/illinois_ee (Illinois)

800.894.9599

