

2012 IOWA

EFFICIENCY BID[®] PROGRAM

*An opportunity for industrial customers to
submit their own energy efficiency projects.*



save
some
green[®]

IMPROVE YOUR SIMPLE PAYBACK BY SPECIFYING YOUR NEEDED INCENTIVE FOR AN ENERGY EFFICIENCY PROJECT.

MidAmerican Energy Company's EnergyAdvantage® Efficiency Bid® program allows industrial customers to propose energy-savings projects in a bid. The bid details the amount of energy and demand reduction the project will yield and the incentive required by the customer to implement the project.

Demand and energy reductions can be obtained from installation of new or replacement equipment with efficient equipment, process improvement measures or other verifiable methods of energy savings. The Efficiency Bid program is an opportunity for industrial customers to determine their own energy efficiency incentives.

The Efficiency Bid program targets industrial customers with electrical demands of 1MW or greater. Loads may be aggregated to meet the 1MW threshold; however, the same energy efficiency projects must be implemented across all facilities used to aggregate the load, where practical.

Specific bidding rounds are advertised on a periodic basis soliciting bids for energy efficiency measures. The bidding schedule is shown on the next page. Customers compete for energy efficiency funds, and incentives are awarded to customers whose projects have the most merit and highest value for saving energy.



Customer Benefits

- **Financial incentives help offset project costs and shorten payback criteria for capital upgrades.**
- **Customers determine the incentive required to implement energy-efficient measures.**
- **Lower maintenance costs with newer and more efficient equipment are possible.**
- **Reduced energy requirements with energy efficiency projects make a positive impact to a company's bottom line.**

Qualifying Projects

Customers are encouraged to submit bids for comprehensive projects featuring multiple efficiency measures. Projects may include, but are not limited to, manufacturing process improvements affecting energy efficiency; the application of variable-speed drives; waste heat recovery systems; compressed air system improvements; chiller and refrigeration improvements; the application of industrial heat pumps; premium efficiency motor programs and lighting upgrades. Electric projects must save a minimum of 100,000 kWh annually, 7,500 therms annually for natural gas projects (sales gas customers only; transportation rate customers do not qualify).

How to Participate

- Download Efficiency Bid program materials (Request for Proposal, Program Manual, etc.) from www.midamericanenergy.com/iowa_ebid.
- Respond to one of four Efficiency Bid RFPs with desired incentives.
- Submit a bid for approval. Award notification will follow within 60 days.
- Install the project and/or measure.
- Submit the proper post-installation documentation for project verification.
- MidAmerican Energy will distribute the incentives for properly completed projects as indicated in the bid.

2012 Program Schedule

	JAN.	APRIL	JULY	OCT.
Bid Cycle	12A	12B	12C	12D
RFP Issue Date	1/12	4/12	7/12	10/12
RFP Deadline	3/12	6/12	9/12	12/12
Bid Award Date	5/12	8/12	11/12	2/13
Commence Project by	5/13	8/13	11/13	2/14
Project Deadline	5/14	8/14	11/14	2/15

Energy Service Companies and Third-Party Providers

ESCOs and other third-party providers such as equipment contractors, equipment manufacturers and distributors, architectural and engineering firms and others may submit bids on behalf of the customer per the terms and conditions listed in the program manual. All incentive funding will be made payable to the customer.

RFP Bid Package Assistance

Assistance is available to customers in preparing their bid packages.

Start Saving

Contact the MidAmerican Energy product manager at **877-463-2377**, or contact your MidAmerican Energy key account manager for further details.

TERMS AND CONDITIONS

- Participant must be a MidAmerican Energy Company industrial customer.
- Customer must be located at a facility in **Iowa** and use electricity and/or natural gas purchased directly from MidAmerican Energy Company. The primary energy required by any qualifying project must be purchased directly from MidAmerican Energy Company.
- Potential energy savings will be verified by MidAmerican Energy Company before approval is granted for installation.
- MidAmerican Energy Company reserves the right to install metering devices on equipment to establish savings over baseline, and to verify sales receipts, canceled checks and equipment installation during normal business hours before or after issuing an incentive.
- Rebate checks will be sent within four to six weeks of installation verification.
- Incentive checks will be issued to the account holder when equipment is installed in an existing plant.
- Incentives may be subject to income tax. Please consult your tax advisor for more information.
- MidAmerican Energy Company reserves the right to change or cancel this program at any time.
- Customers not selected for Efficiency Bid funding may participate in any of the other EnergyAdvantage programs.
- For further details, view the RFP and Program Manual located at www.midamericanenergy.com/iowa_ebid.
- Customers are encouraged to submit a bid for the amount required to implement the project.



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FEDERAL TAX DEDUCTIONS FOR ENERGY EFFICIENCY

For a limited time, a tax deduction of up to \$1.80 per square foot is available to owners or designers of new or existing commercial buildings that save at least 50 percent of the heating and cooling energy of a building that meets ASHRAE Standard 90.1-2001. Partial deductions of up to \$.60 per square foot can be taken for measures affecting any one of three building systems: the building envelope, lighting, or heating and cooling systems. Visit www.energystar.gov/taxcredits and click on Commercial Buildings under Other Tax Information for details or consult a tax advisor.

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