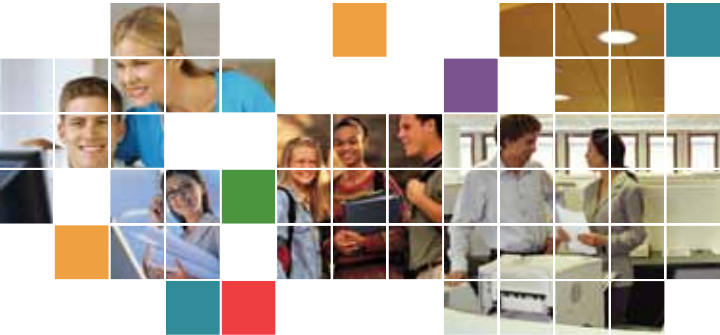




2012 IOWA  
RESIDENTIAL AND  
COMMERCIAL /  
INDUSTRIAL  
ENERGYADVANTAGE<sup>®</sup>  
PROGRAMS



800-894-9599  
[www.MIDAMERICANENERGY.com](http://www.MIDAMERICANENERGY.com)



1175516921



PROVIDING THE **POWER**  
OF ENERGY EFFICIENCY

From checking the insulation in homes to cutting energy expenditures for businesses, MidAmerican Energy Company offers a variety of programs designed to put the power of energy efficiency in the hands of our residential and business customers. With MidAmerican Energy's EnergyAdvantage<sup>®</sup> programs, customers can save money as well as do their part to reduce the overall demand on the natural resources needed to produce energy.

save  
some  
green<sup>®</sup>



# RESIDENTIAL

If you are a homeowner living in Iowa and are a MidAmerican Energy customer, our EnergyAdvantage® programs can help you better manage your energy expenditures and keep your home more comfortable.

## HomeCheck® Program

The HomeCheck program provides heating energy customers, with homes built before Dec. 31, 2001, with an on-site home audit, as well as free installation of low-cost energy efficiency measures. Call 800-545-0762 for a HomeCheck audit, or visit [www.midamericanenergy.com/homeaudit](http://www.midamericanenergy.com/homeaudit) to complete an audit online.

## Residential Equipment Program

Residential customers can receive rebates or discounted financing through the Residential Equipment program when they replace existing space-conditioning equipment, water heaters and selected appliances with high-efficiency equipment. In addition to saving money with purchasing incentives, customers receive long-range benefits with lower utility bills. **Call MidAmerican Energy at 800-621-2757 for details on our Appliance Recycling program for select appliances.**

## Low-Income Weatherization Program

This program is available to low-income households in our Iowa service territory. The program is administered through local community action agencies and the Iowa Department of Human Rights. Further information on this program is available at local community action agencies.

## EnergyAdvantage® Financing Program

For customers interested in increasing the energy efficiency of their homes, MidAmerican Energy offers special financing in partnership with First American Bank. EnergyAdvantage Financing is designed to provide Iowa residential customers the opportunity and flexibility they need to make energy-efficient improvements by providing customers access to competitive interest rates when they meet First American Bank's credit qualification requirements, then purchase and install qualifying equipment.

## EnergyAdvantage® New Homes Program

MidAmerican Energy works with home builders to ensure new homes provide comfort and efficiency from the day they are built. Once completed, the new residence may even receive the ENERGY STAR® label, potentially aiding in resale value.

## SummerSaver<sup>SM</sup> Program

SummerSaver is a voluntary initiative for MidAmerican Energy customers who want to help reduce energy use at peak times. An air conditioner cycling device is installed on the siding of the home near the central air conditioner or air-source heat pump. From June 1 to Sept. 30, this device allows MidAmerican Energy to cycle the air conditioner on peak usage days. Participants receive a \$40 bill credit for their first year and a \$30 bill credit in following years.

## Trees Please! Program

The MidAmerican Energy *Trees Please!* program is designed for communities in our Iowa service area which are interested in enhancing neighborhoods and parks by planting trees. In addition to promoting energy efficiency through shade and protection from the wind, trees improve air quality, nourish soil and beautify the community.

## Plant some shade® Program

MidAmerican Energy partners with the Iowa Department of Natural Resources and local county conservation boards to offer affordable and desirable landscape trees (6-8 feet tall) for Iowa residents to purchase and plant on their property for long-term community reforestation. The cost to residents is \$30 per tree; up to two trees per household may be purchased. For more information, visit [www.midamericanenergy.com/iowa\\_plantsomeshade](http://www.midamericanenergy.com/iowa_plantsomeshade).

## FEDERAL TAX CREDITS FOR ENERGY EFFICIENCY

Consult a qualified tax advisor or visit [www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits) for details on any applicable federal tax credits or incentives available for installation of energy-efficient equipment.

Call 800-894-9599 today.

# COMMERCIAL/INDUSTRIAL

Energy costs are a crucial part of the bottom line of any business. If your Iowa business purchases its energy from MidAmerican Energy, you can achieve greater control of your energy expenditures with our EnergyAdvantage® programs.

## BusinessCheck® Program

This program is intended for small businesses interested in increasing the energy efficiency of their operations. An energy specialist from MidAmerican Energy will perform an on-site energy audit and install simple energy-saving lighting and water heating measures at no cost to the customer. MidAmerican Energy also offers rebate incentives for energy-efficient upgrades. Call 877-401-4059 for a BusinessCheck audit.

## Nonresidential Equipment Program

Rebate incentives are available for qualifying lighting, insulation, motors, variable-speed drives, heating, cooling, refrigeration and kitchen equipment to commercial, institutional, industrial and agribusiness facilities served by MidAmerican Energy.

## Nonresidential Custom Systems Program

The program encourages commercial, institutional and industrial customers to purchase and install customized energy-efficient building or manufacturing equipment and systems. Rebate incentives are based on the incremental cost of improvements and projected energy savings. Energy analysis assistance is available to expedite the incentive process.

## Efficiency Bid® Program

This customer-driven program is designed to allow larger industrial customers (1MW or more) to create their own energy efficiency programs and projects as a response to bidding rounds issued by MidAmerican Energy. As part of the bid, customers determine project parameters and incentives needed.

## Multifamily Housing Program

The Multifamily Housing program begins with a free energy audit conducted by a MidAmerican Energy energy specialist. The audit report offers reliable, independent energy-saving advice. Immediate cost savings often result through free, customer-approved energy efficiency measures the energy specialist installs during the audit. Schedule a Multifamily Housing audit for a qualifying building by calling 877-401-4059.

## Commercial New Construction Program

This program encourages the design and construction of highly energy-efficient commercial buildings. Our consultant assists the design team with energy-saving strategies at no cost to the building developer or owner. Incentives are paid to the owner based upon overall energy savings built into the new facility. The program is available for most new, commercial and institutional buildings as well as for additions to or renovations of existing buildings.

## Curtailement Program

This program provides large commercial and industrial customers with financial incentives to reduce energy usage during times of peak demand. Curtailement goals can be reached by shedding load, shifting load to non-peak periods or by on-site generation of replacement power.

## Nonresidential Energy Analysis

This program promotes comprehensive strategies for large, existing commercial, institutional, industrial facilities and manufacturing processes. These strategies are designed to save operating costs by returning existing buildings or processes back to or better than original levels of energy performance. The program provides customers with expert energy consultation and a wide range of technical assistance services, including cost sharing of detailed building or process energy studies where warranted. MidAmerican Energy helps develop comprehensive Energy Efficiency Action Plans. Participants will be eligible for financial incentive packages to achieve savings.

## Agriculture Program

The Agriculture program offers assistance to Iowa agribusiness customers who purchase electricity from MidAmerican Energy. The program includes free farm energy audits to determine and prioritize energy efficiency improvements, expert technical assistance in making purchase decisions and rebates to lower the cost of energy-efficient equipment. Call 877-401-4059 for a farm energy audit.

## 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](http://www.energystar.gov/taxcredits) and click on Commercial Buildings under Other Tax Information for details or consult a tax advisor.