

Neighborhood Power-Up Rock Island Pilot Project

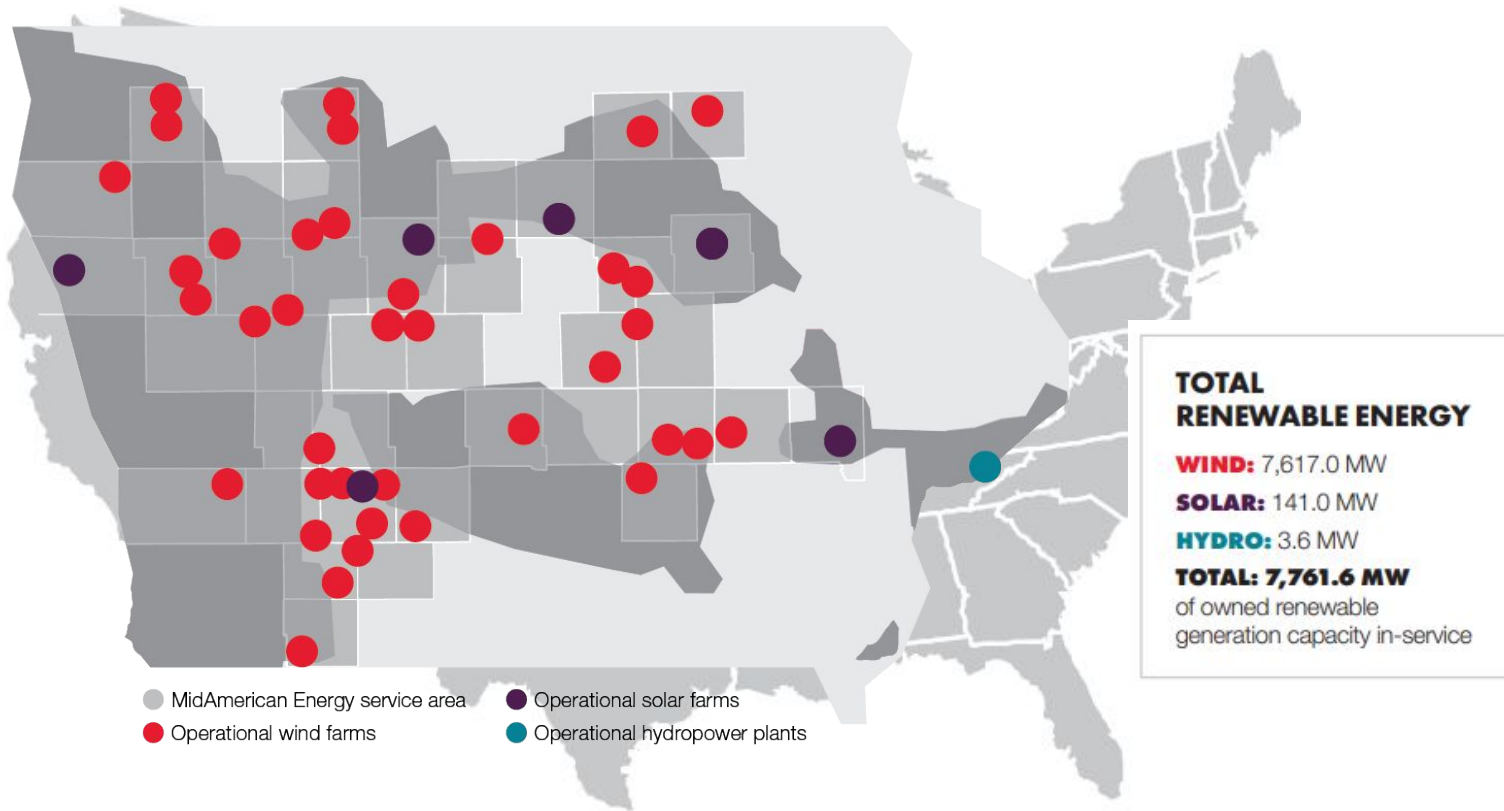
Sarah McCarville

January 28, 2026



MidAmerican Energy

Obsessively, Relentlessly **At Your Service**



1.6+ million electric and natural gas customers in Iowa, South Dakota, Illinois and Nebraska



3,100 employees



420+ communities served

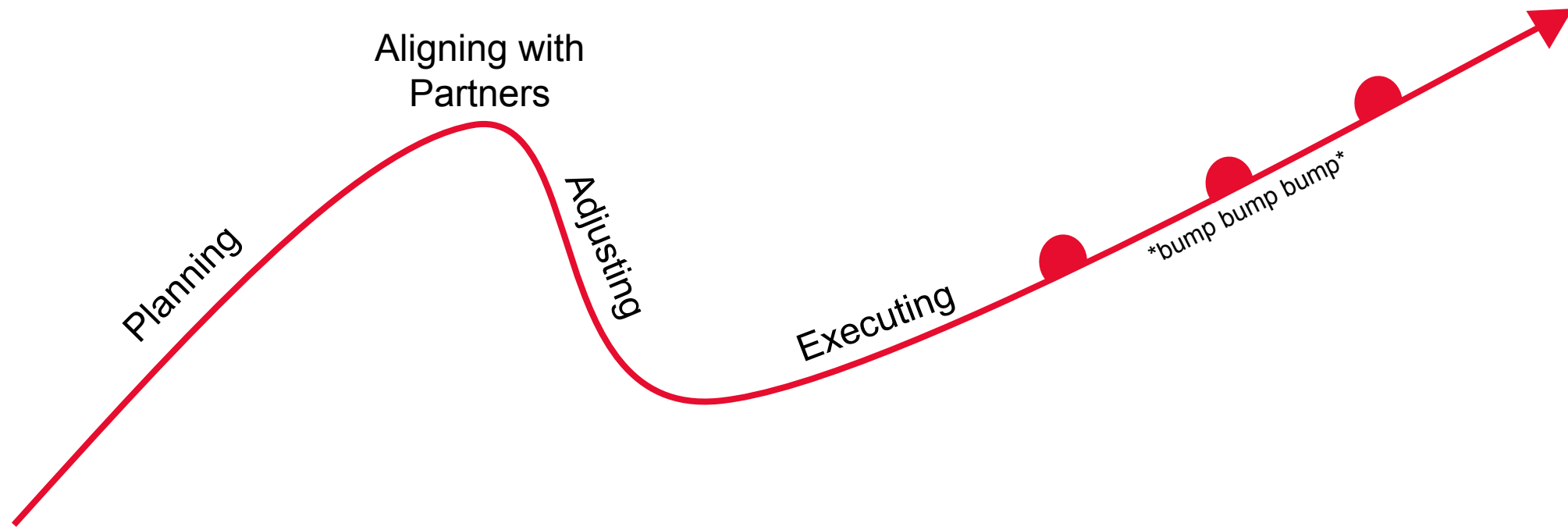


We deliver electricity across more than **29,000** miles of power lines.



We safely manage more than **14,000** miles of natural gas systems.

Neighborhood Power-Up Pilot





What more can we do with supplemental weatherization assistance?

- Funds available to enhance discounts and “rebates” to customers of all types
- Special service offerings such as installation, audits and education
- Limited to a specific area and timeframe
- A neighborhood “Power Up”
- Existing partnerships with Resource Innovations and CLEAResult

What is Neighborhood Power-Up?

- Limited-time
- Place-based
- Tailored to neighborhood and customer
- Offerings for small business, residential & multifamily
- Contractor-direct model to reduce out of pocket costs
- Partnership dependent



What Sets NPU Apart?

- Comprehensive to entire neighborhood
 - One program name
 - Multiple offers
 - All customer types
 - Blitz style
- Not siloed programs available to “all”
- Coordinated across partners, contractors, implementors

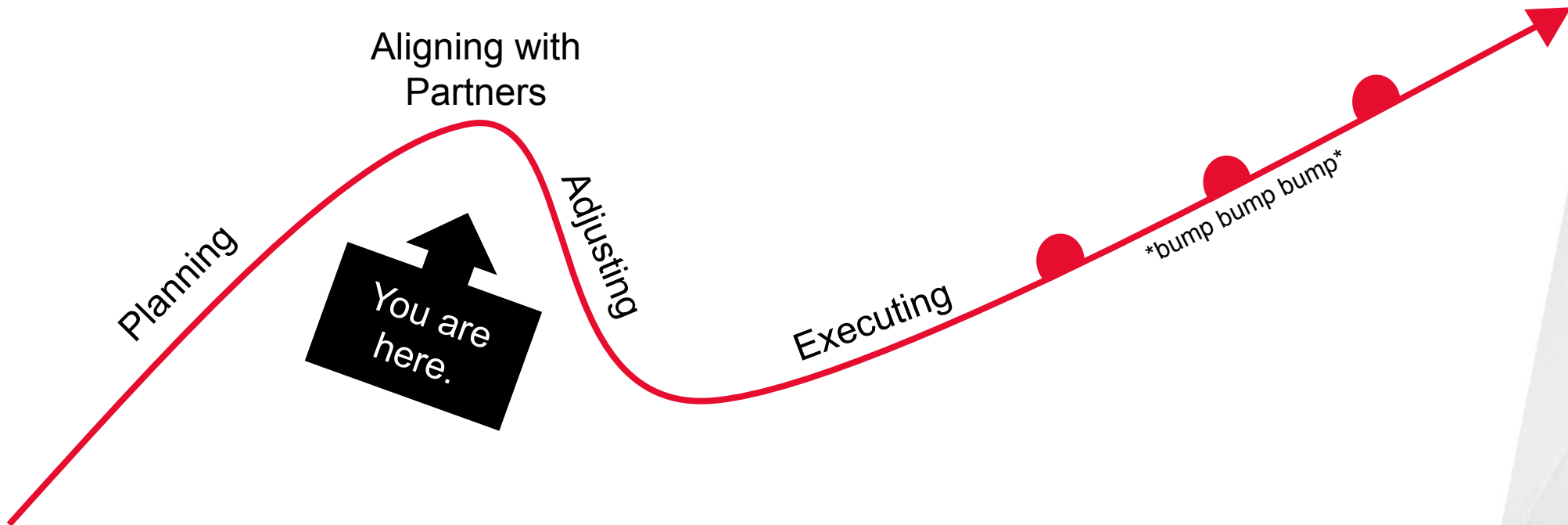


Partners



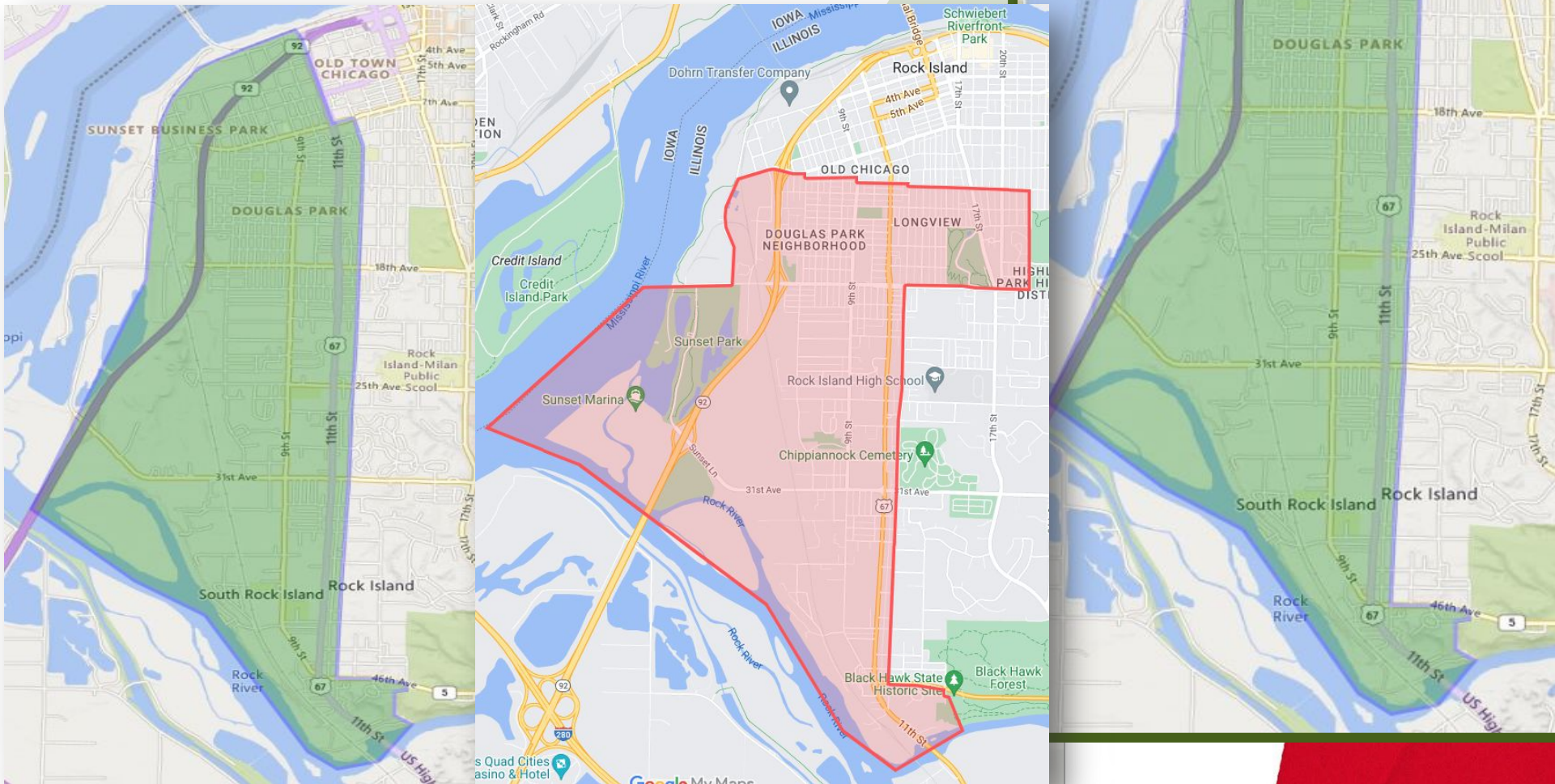
Moline Regional
**Community
Foundation**

Your giving *in action.*




Who would be eligible?


Rock Island census tracts + West End



Final Offerings

 Multifamily property equipment upgrades, energy assessments, direct installation

 Home/business energy audits, free installation of energy-saving equipment

 Free smart thermostat installation

 Enhanced HVAC “rebates” and Instant Discounts + Gap funding



HVAC



Appliances



Water Heating

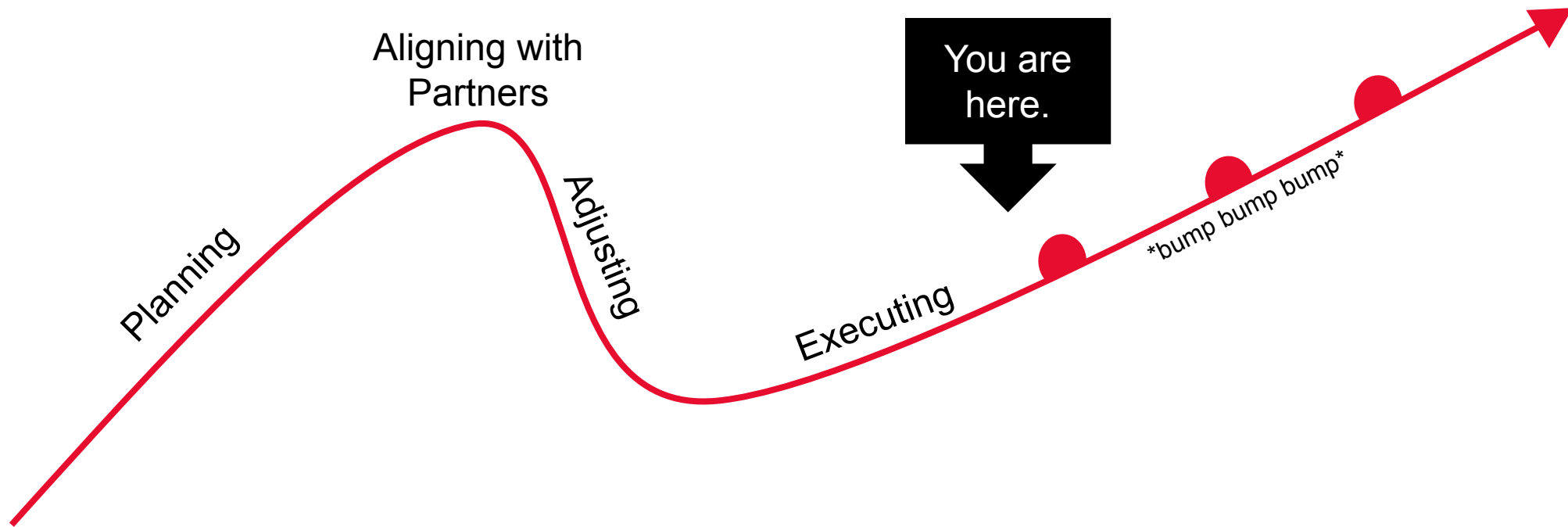


Lighting



Insulation

Neighborhood Power-Up Pilot





Small Hands, Big Hearts Childcare



“We are ever so thankful for this program! ...I feel like the new lighting makes maneuvering around with the forklift safer for our employees.

Replacing the lighting in the warehouse was something we knew we should do, but in shouldering the cost of the upgrades ourselves, it was on our "wish list" rather than on our "to do" list. This program made upgrading our lighting feasible.”

-Argo Moving & Hiney Heros Diaper Bank





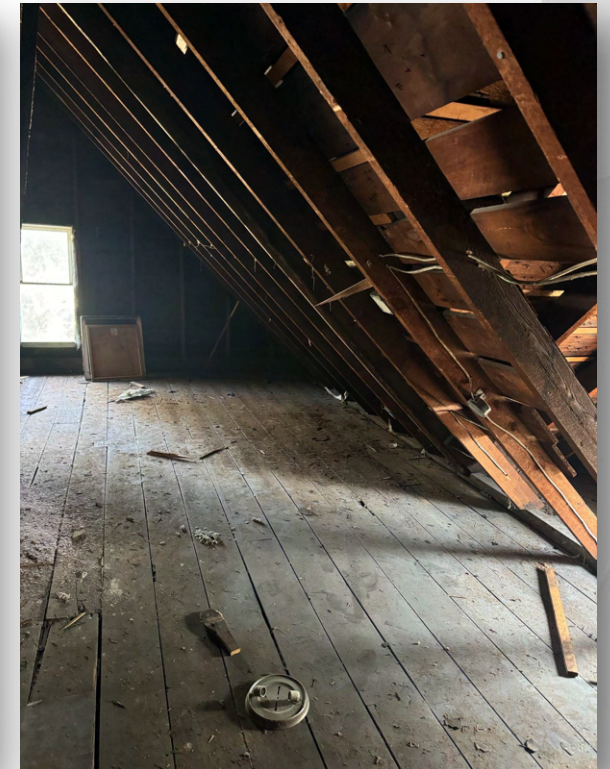
**What creates
the best
outcome for the
customer?**

**Are we asking
too much of the
participant?**

Challenges & Lessons Learned

Housing & Facility Limitations

- Sealed/finished attic spaces
- Knob & tube wiring
- Wi-Fi access
- Homes without central ducting
- **Supplemental funding & home repair/weatherization partner are key**



Challenges & Lessons Learned



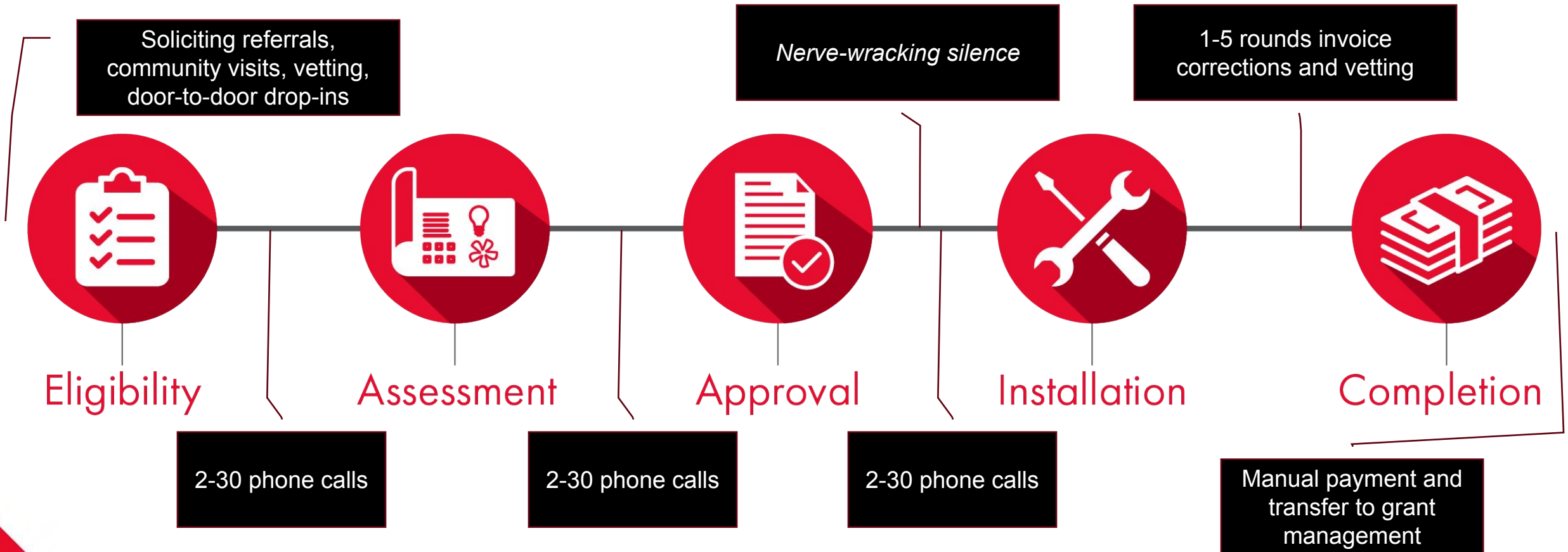
Contractor Coordination

- Start with contractor recruitment
- Quality over quantity
- Template & process
- Expect delays

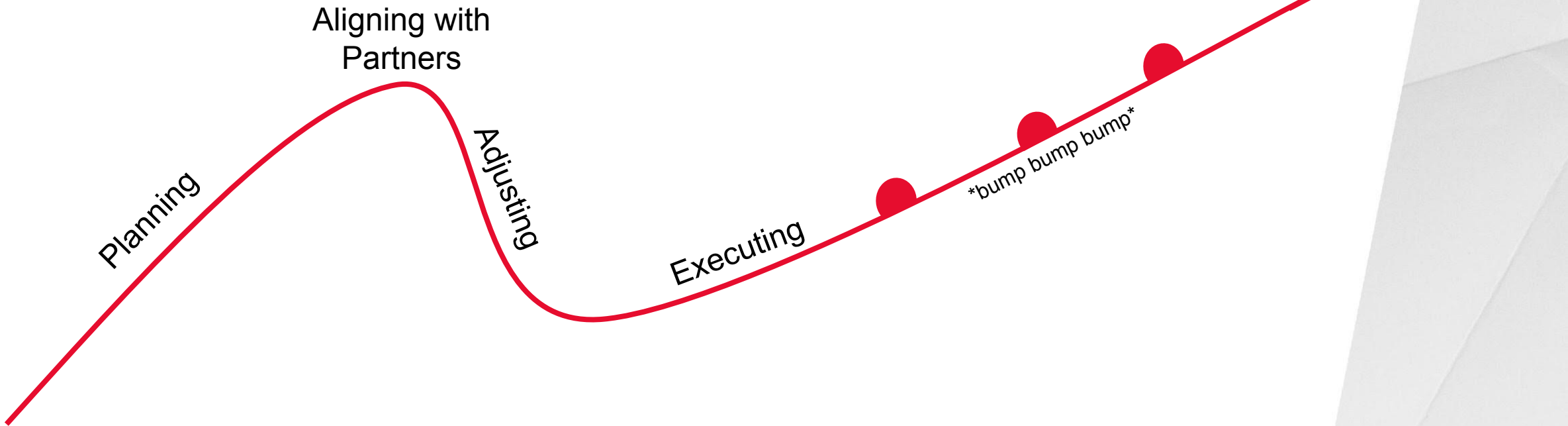
Customer Outreach

- Utilize friendly faces for education and outreach
- Drop-in > scheduled for small business
- Getting *back* in the door
- Pre-paid return envelopes

Expectation v. Reality



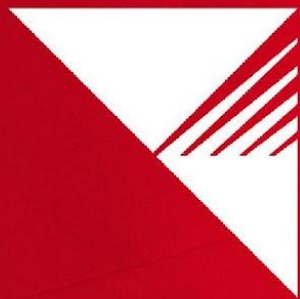
Neighborhood Power-Up Pilot



What's Next?

- Sioux City, Iowa - Completing
- Waterloo, Iowa - Launching
- Moline, Illinois
- Ongoing partnerships





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Obsessively, Relentlessly **At Your Service**®

Lift Off! Materials

- Community member meeting
- Smart thermostat offer mailing
- Multifamily assessment materials
- DIRECT OUTREACH!

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POWER UP & SAVE MONEY!

You're invited to participate in MidAmerican Energy's Fall 2024 Neighborhood Power-Up program. This program is a community-wide effort, with a focus on helping Rock Island residents save energy and money.

You have been identified as someone who may benefit from the program to improve the efficiency of your home. Our Neighborhood Power-Up program for residents of single-family homes includes a free home energy assessment and basic upgrades to energy-saving equipment. During the assessment, you may qualify for large discounts on home heating and cooling equipment, like a furnace or air conditioner, a smart thermostat and/or insulation.

If you are interested in this program, please RSVP to attend one of the informational meetings. **Attendance at one of the meetings is required to participate.**

Neighborhood Power-Up Homeowner Meeting
AUGUST 5 | NOON OR 6 P.M.
 Martin Luther King Center
 630 Ninth St., Rock Island, IL 61201

Let us know you're coming!
 Please let the person who shared this invitation with you know which session you plan to attend:

For more information, please contact EnergyExpert@midamerican.com.

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WELCOME TO SAVINGS

Your Energy Efficiency Upgrades are Complete

Recently, MidAmerican Energy visited your building to help improve comfort and save energy in your home, along with the homes of your neighbors, through our multifamily energy efficiency program. As a result of this visit, energy-efficient equipment was installed, and simple upgrades were completed at no cost to you.

See the checked boxes below to learn more about the energy-efficient upgrades we completed:

- SHOWERHEADS AND AERATORS**
Faucet aerators and showerheads have been installed to improve water use efficiency and reduce demand on water heaters. This could help your family save up to 700 gallons of water per year, which is the amount needed for 45 showers!
- ENERGY STAR® REFRIGERATORS**
ENERGY STAR®-certified refrigerators use at least 10% less energy than standard models, leading to significant energy savings over the life of the units.
- INSULATED WRAP FOR WATER PIPES**
Insulated hot water pipes reduce heat loss, which helps improve efficiency and reduces demand on your water heater.
- SMART THERMOSTATS**
Smart or learning thermostats can reduce heating and cooling costs by about 10% by optimizing system performance based on time of day, occupancy and more.
- LED LIGHT BULBS**
Using 75% less energy and lasting 25 times longer than incandescent bulbs, LEDs help reduce your energy use and save on your bill.

Find out how to save more energy and money by taking our HomeCheck® Online assessment!

Get a **FREE SMART THERMOSTAT** through the Neighborhood Power-Up program!



MidAmerican Energy is offering a **FREE** smart thermostat, including installation, in certain areas of Rock Island as part of our Neighborhood Power-Up program — now through November!



A smart thermostat can help you save energy and save on your bill by learning your heating and cooling habits, as well as adjusting the temperature in your home to run more efficiently. Plus, you can control the smart thermostat from your smartphone and adjust the temperature while you're away!

To see if your home qualifies for this free upgrade, call **888-795-2280** or email **PowerUp@clearesult.com!**



BIG SAVINGS WITH THE POWER-UP CAMPAIGN

Learn how MidAmerican Energy is helping Rock Island

MidAmerican Energy's Neighborhood Power-Up Campaign is offering enhanced incentives to qualifying homes, multifamily properties and small businesses for a variety of energy-efficient upgrades. This limited-time program will help residents and businesses reduce energy and maintenance costs while enhancing the comfort in homes and workplaces with low- or no-cost upgrades.

Incentive-eligible equipment that may be installed at your property may include:

- LED LIGHTING**
- SMART THERMOSTAT**
- WATER HEATING**
- HVAC**
- INSULATION**

Our Partners

The Power-Up Campaign for Rock Island, Illinois, is proud to work with local partners to deliver energy savings. These partners include:

- Martin Luther King Center
- West End Revitalization
- Project Now
- Prairie Rivers Network
- St. Mary Monastery

Participation is easy and begins with a no-cost energy assessment to determine the most appropriate energy-saving upgrades for each home or business.

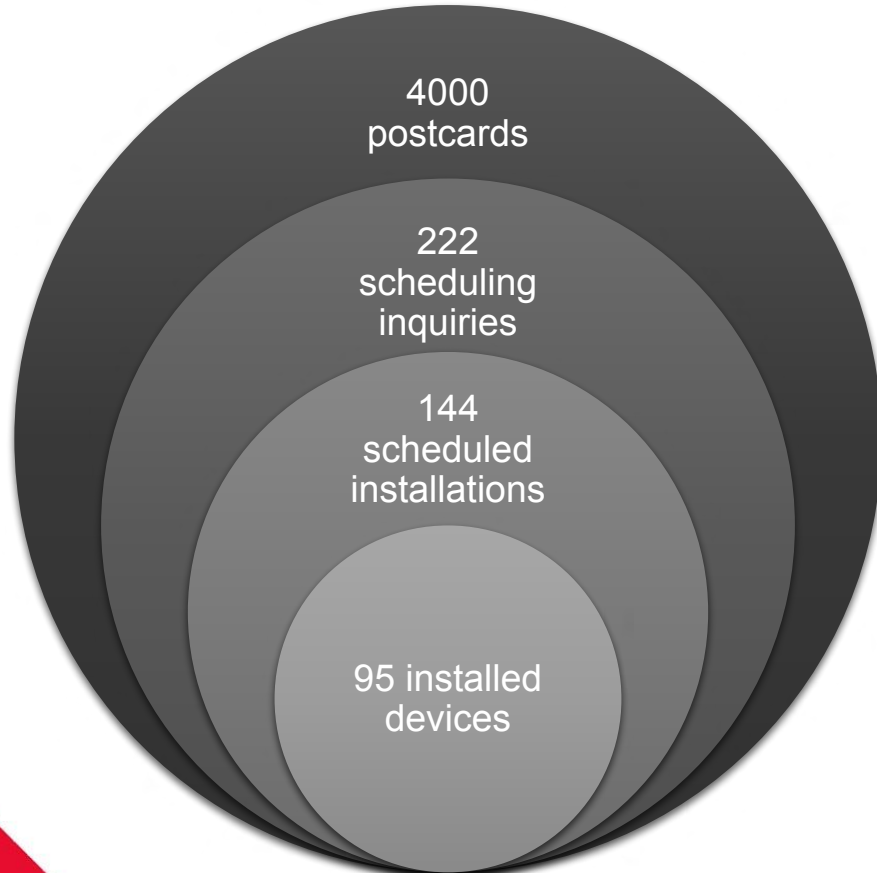
The Rock Island Power-Up Campaign ends on November 30th, so call 877-932-0616 to schedule your assessment today!

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Results

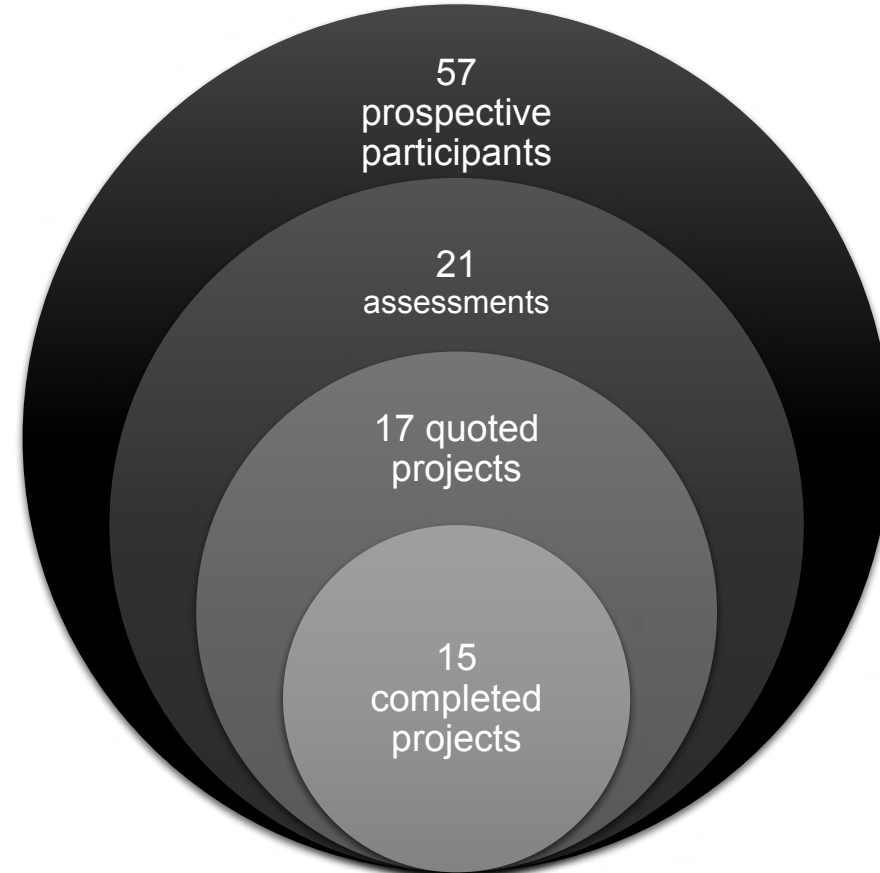
Smart Thermostat Installs

Goal: 200 installs



Single-Family Homes

• Goal: 30 participants



Results

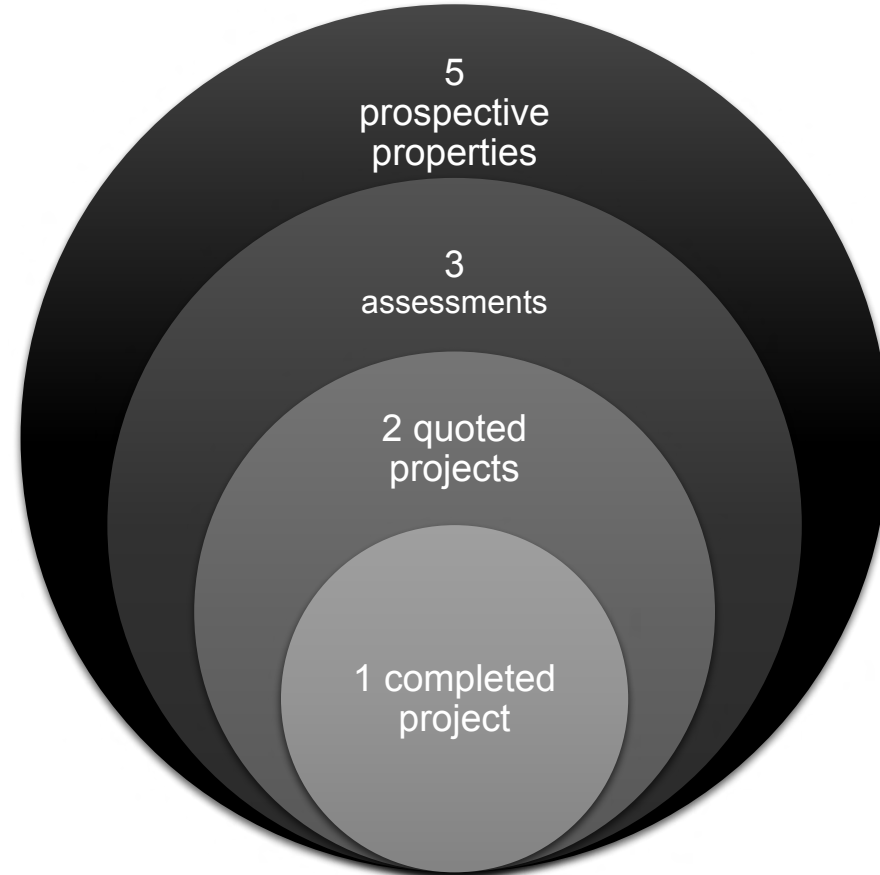
Small Businesses

- Goal: 10 participants



Multifamily Properties

- Goal: 3 participants



Savings

	kWh	kW	Therms	Peak Therms
Residential	149,288	20	5811	105
Small Business	56,695	21	-242	0.3
Multifamily	41,601	2	-431	-2
TOTAL	247,584	43	5,138	103

- Dual fuel woes
- Plenty of lighting opportunity
- Preserved savings with 1-1 replacements