



ENERGY SAVINGS GOALS WORKSHOP

SPRINGFIELD, ILLINOIS

MARCH 29, 2019

AmerenIllinoisSavings.com

Overview

Workshop Process (ICC and Ameren Illinois)

- Scope and Goals

PY2018 Overview (Ameren Illinois)

- Portfolio Results
- Portfolio Objectives
- Marketing Approach

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- Initiatives

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- Initiatives

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Workshop Process – Scope & Goals

#1: “The Illinois Commerce Commission’s September 11, 2017 Final Order in ICC Docket No. 17-0311 (“Ameren EE Plan Order”) directed the Staff of the Illinois Commerce Commission (“ICC Staff”) to initiate workshops ‘involving Ameren Illinois and interested stakeholders to develop a path to achieving the [cumulative persisting annual savings goals] set out in the statute for future plans, with a focus on reduction of the cost/kWh in the Ameren Illinois service territory subject to the objectives and requirements of the Act.’” ICC Notice of Energy Efficiency Workshops regarding Ameren Achieving Statutory Energy Savings Goals (Mar. 5, 2019).

#2: Provide information regarding PY2018 performance to assess market conditions, successes, challenges and impact on path to achieving cumulative persisting annual savings goals.

#3: Receive collaborative, innovative, concrete ideas and suggestions from interested stakeholders to assist with path towards future portfolio success.



PORTFOLIO OVERVIEW



PY2018 OVERVIEW PORTFOLIO RESULTS

Ameren Illinois achieved:

106.4% of approved electric savings goals*

99% program related spend compared to approved budget**

Most successful initiatives in 2018

- **Business Standard**
- **Income Qualified**

	Savings (MWh)	Savings (therms)	Spend \$
	Actual	Actual	Actual
C&I Program	221,621	5,505,926	\$46,720,074
Residential	131,503	1,071,149	\$19,130,652
IQ	28,033	683,720	\$30,280,120
Portfolio Level Costs			\$17,820,848
Total Portfolio	381,157	7,260,795	\$113,951,693

Expanded diverse vendor involvement and spend, supporting diverse spend for program delivery of more than \$8.5 million

60 market development efforts were in process or complete at the end of PY2018

40% increase in minority and woman-owned business enterprises that are identified allies to the program

Launched 12 new partnerships with CAAs and other CBOs in central and southern Illinois

* The Independent Evaluator's draft evaluation report estimated savings of 381,157 MWhs and 7,260,795 therms and approved PY2018 savings goals are 358,145 MWhs and 3,716,492 therms

** Based on preliminary results from Q4 report that included combined natural gas and electric program related spend



Portfolio Objectives

- Implement a cost-effective portfolio that achieves savings goals and complies with provisions set forth in Section 8-103B and Section 8-104, using the Total Resource Cost Test;
- Optimize annual and lifecycle savings with an increased focus on long-term measures
- Provide a diverse portfolio that:
 - Delivers a cross section of energy savings opportunities to customers, including delivery of energy efficiency to low- to moderate-income and public sector customers;
 - Focuses on delivery and development of under-served energy efficiency markets through innovative delivery channels;
 - Seeks to achieve savings and improve the economic health, viability and safety of traditionally unserved and underserved communities;
 - Addresses the unique circumstances and attributes of Ameren Illinois' service territory and customer base;
- Increase engagement with diverse business enterprises acknowledging the importance of expanding participation in the energy efficiency economy in Illinois;
- Implement the Voltage Optimization Plan, as approved by the Commission;
- Seek to maintain program continuity and stability for customers and trade partners (Program Allies).



Portfolio Marketing Strategies

Portfolio marketing strategies support energy savings goals across the Portfolio:

- Increase participation and long-term energy savings in all initiatives, particularly in business programs
- Generate education and broader awareness of Ameren Illinois Energy Efficiency offerings
- Increase community and association engagement to influence participation
- Strengthen Program Ally network including new Ally recruitment, and existing Ally engagement to:
 - Grow skills and depth of trained Program Ally network to promote programs and deliver increased energy savings
 - Transform operating practices to include most efficient equipment and services



Portfolio Marketing Strategies

Overarching marketing strategy can be broken down into five main components:

Print Advertising
& Traditional
Media

Digital
Advertising &
Electronic
Channels

Community
Outreach &
Events

Customer and
Program Ally
Engagement

Data, Software &
Analytics



These components allow us to diversify marketing outlets and reach target audiences through multiple touch points



Organizations & Associations

Illinois Manufacturing Excellence Center (IMEC)
Illinois Facilities Managers Association (IFMA)
Illinois Manufacturers Association (IMA)
Illinois Hospital Association (IHA)
Illinois Health Care Association (IHCA)
Illinois Critical Access Healthcare Network (ICAHN)
Illinois Nursing Home Administrators Association
American Society of Healthcare Engineers (ASHE)
Illinois Food Retail Association (IFRA)
Illinois Association of C-Stores
Grocery Merchandising Association
Illinois Retail Merchants Association (IRMA)
IGA (Independent Grocers Association)
M-PACT
Illinois Hotel & Lodging Association (IHLA)
Bloomington Hotel & Lodging Association
Champaign Hotel & Lodging Association
Quincy Hotel & Lodging Association
Galesburg Restaurant & Lodging Association
Illinois Society of Professional Engineers (ISPE)
Illinois Library Association
Illinois Public Transportation Association
Illinois Association of Park Districts
Illinois City/County Management Association
Illinois Association of County Officials
Township Officials of Illinois
Illinois Association of School Business Officials
Illinois Correctional Association
Illinois Public Health Association

Midwest Association of Physical Plant Administrators (MAPPA)
Illinois Section of the American Water Works Association (ISAWWA)
Illinois Association of Public Procurement Officials
Illinois Association of Public Health Administrators
Illinois Public Airport Association
Illinois Association of School Administrators
Illinois Association of Housing Authorities
Illinois Association of School Boards
Illinois Association of School Board Officials
Illinois Principals Association
Illinois Council of Community College Administrators
Illinois Green Economy Network (IGEN)
Association of Illinois Rural and Small Schools
Illinois Counties Association
Illinois Association of County Board Members
Illinois County Treasurers' Association
Illinois Energy Consortium (IEC)
Illinois Municipal League (IML)
Heart of Illinois Hospitality Association (HOIHA)
Convention & Visitors Bureaus
Illinois Department of Agriculture
Grain & Feed Association
Illinois Farm Bureau
Association of Professional Energy Consultants (APEC)
Association of Energy Engineers (AEE)
Illinois Association of Chamber of Commerce Executives (IACCE)
Illinois Restaurant Association (IRA)



Portfolio Marketing Strategies

Transitioned to Salesforce Marketing Cloud:

- **Increases customer engagement by:**
 - **Providing a 1:1 journey based on customer engagement (rather than individual marketing)**
 - **Using segmentation of residential, ally, & business audiences to allow online advertising to reach customers at their point in the journey, engaging broader participation from all customer segments throughout the Ameren Illinois service territory**
 - **Providing enhanced reporting functionality that will show how many customers have signed up for an energy assessment as a result of the outreach**
- **Leverages several applications for streamlined delivery, including:**
 - **Email Studio – Enables creation & delivery of emails**
 - **Journey Builder – Allows for creation of 1:1 personalized journeys for customers**
 - **Content Builder – Serves as a single content repository within Marketing Cloud**
 - **Web Studio – Provides the ability to create digital web pages**
 - **Analytics Builder – Customizes reports on marketing activity**
 - **Advertising Studio – Segments ads based on customer activity & attributes**



RESIDENTIAL PROGRAM



Residential Initiatives

- Appliance Recycling - New 2018 Implementer - SEEL*
- Direct Distribution of Efficient Products (SEEKits)
- Retail Products
- Multifamily - New 2018 Implementer – CMC Energy Services*
- Income Qualified - New 2018 Implementers - Walker Miller Energy Services & Resource Innovations, CMC Energy Services*
- Public Housing Authority – CMC Energy Services*
- Heating & Cooling
- Behavior Modification - New 2018 Implementer - Tendril

*Denotes Diverse Vendor



Residential Overarching Marketing Efforts

Partnerships, collaboration, cross-promotion

Outreach

- Community Based Organizations
- Associations
- Community Presentations & Events
- Home Shows

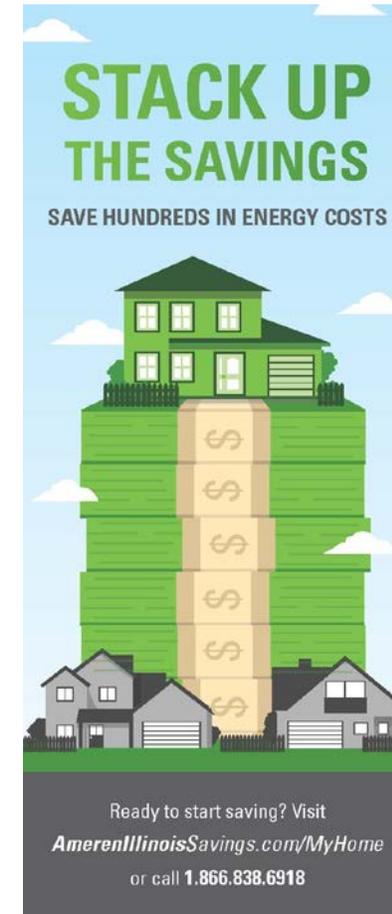
Education & Training

Print Materials

Digital Media

Website

- 131,458 views of "Explore Incentives for your Home" webpage



Residential Marketing Delivery Channels

Marketing Tactic	IQ	Multifamily	PHA	Retail Products	Other*
Advertisements	X	X		X	X
Bill Inserts & Messaging	X			X	X
Digital Media	X			X	X
Direct Mail	X	X	X		X
Education & Training	X	X	X	X	X
Email Communications				X	X
Outreach & Events	X	X	X	X	X
Printed Materials	X	X	X	X	X
Program Ally Engagement	X	X	X		X
Sponsorships	X	X	X	X	X
Website	X	X	X	X	X

* Other includes – Behavior Modification, Direct Distribution Efficient Products, HVAC, Appliance Recycling



Residential Marketing Digital Delivery Channels

Social media posts shared energy efficiency program information and tips with users of:

- Facebook
- Twitter

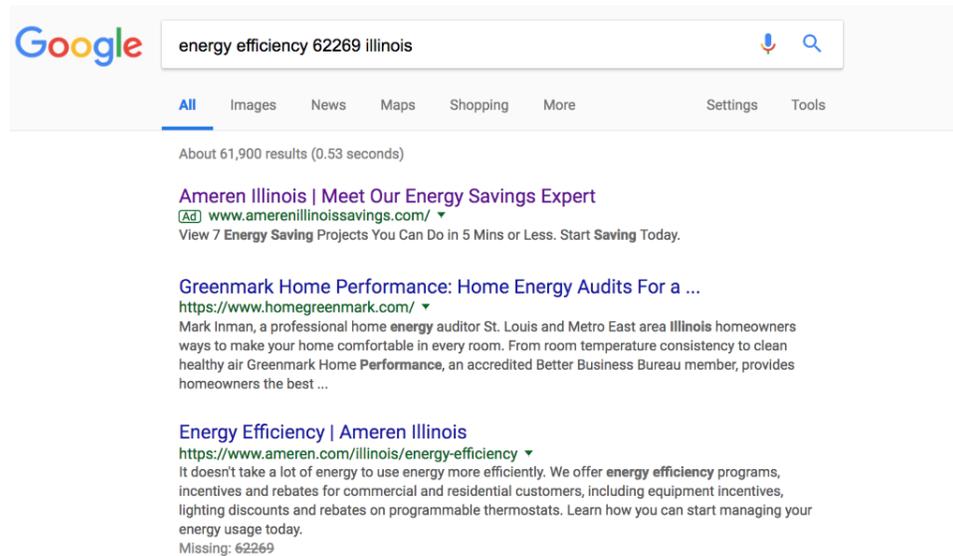
Drove customers to website for additional program information



Residential Internet Marketing

Paid search to make program information easy and simple to find

Articles providing energy efficiency information to customers; ex: "6 Energy Savings Hacks for the Perfect Party"



Google search results for "energy efficiency 62269 illinois".

Search results include:

- Ameren Illinois | Meet Our Energy Savings Expert**
www.amerenillinoisavings.com/
View 7 Energy Saving Projects You Can Do in 5 Mins or Less. Start Saving Today.
- Greenmark Home Performance: Home Energy Audits For a ...**
<https://www.homegreenmark.com/>
Mark Inman, a professional home energy auditor St. Louis and Metro East area Illinois homeowners ways to make your home comfortable in every room. From room temperature consistency to clean healthy air Greenmark Home Performance, an accredited Better Business Bureau member, provides homeowners the best ...
- Energy Efficiency | Ameren Illinois**
<https://www.ameren.com/illinois/energy-efficiency>
It doesn't take a lot of energy to use energy more efficiently. We offer energy efficiency programs, incentives and rebates for commercial and residential customers, including equipment incentives, lighting discounts and rebates on programmable thermostats. Learn how you can start managing your energy usage today.
Missing: 62269



Summer is the perfect season for parties with family and friends. From celebratory graduation parties to fun-filled birthday gatherings, these simple projects can help everyone enjoy the festivities while you enjoy saving money on your energy bill.

Use a Meat Thermometer

These ovenproof, digital meters can tell you what temperature your dish should be when it's done. This means you don't need to open the oven door as often while you're cooking, which allows heat energy to escape each time. Now you can focus on the fun instead of the heat.

Turn on the Fan

A ceiling fan circulates the air so your guests feel cooler no matter where they sit — which means you can set your thermostat a little higher and give the AC unit a break. Fans use significantly less energy than central AC units do, so saving energy is a breeze.

Clear the Area

Your AC unit will operate better if it has room to breathe, so keep plants, patio furniture and other outdoor obstructions away from the system. Your AC unit won't have to work as hard to cool your house which means you can save energy. [Find more helpful ways to increase your outdoor energy-efficiency here!](#)



Residential Television Marketing

Savings Made Easy campaign shared energy efficiency tips and program information

Shown in:

Geographic Area	Stations
Metro East	KMOV, KPLR, KSDK, KTVI, Spectrum, AT&T
Champaign/Springfield/Decatur	WAND, WCIA, WCIS, Comcast, DISH, Consolidated Cable
Peoria/Bloomington	EEEEK, WEEK, WMBD, Comcast, Heartland Wire
Quincy/Hannibal	KHQA, WGEM, Comcast
Paducah/Cape Girardeau/Harrisburg	KFVS, WSIL, Spectrum



Appliance Recycling Successes & Challenges

Successes

- A new diverse implementer successfully overcame inherent challenges of startup and launch
- Enhanced the initiative to include low-income communities and recycled 5,876 units
- Expanded measures to include kits to those low-income communities

Challenges

- Serving the vast Ameren Illinois service territory

Higher Than Plan Measure Uptake - Freezers

Lower Than Plan Measure Uptake - Refrigerators



Direct Distribution of Efficient Products Successes & Challenges

Successes

- We distributed 9,048 throughout the program year
- Between August and December of the 4,500 kits, 2,123 of the middle school kits were distributed to low income schools

Higher Than Plan Measure Uptake – LEDs, Showerheads, Aerators, Temperature Adjustment Cards

Lower Than Plan Measure Uptake - None



Retail Products Successes & Challenges

Successes

- Program launched an online marketplace for residential customers in June – over 2,500 customers purchased energy efficiency products through PY2018
- Retail Products Initiative as a whole contributed 24% of savings towards low/moderate income customers
- Exceeded planned smart thermostat goal – 15,180

Challenges

- Balancing savings and spend between standard and specialty LEDs

Higher Than Plan Measure Uptake – LEDs Standard & Specialty, Advanced Power Strips, Smart Thermostats

Lower Than Plan Measure Uptake - Pool Pumps



Retail Products Marketing Efforts

Ads – Monthly

Bill Inserts - June, July, October, December

Bill Messaging - January, April, July, August, October, December

Cross Promotion - Home Energy Reports

Email Marketing - Timed around manufacturer promotions

Digital Marketing - Paid search campaigns, social media, Facebook, Yahoo native advertising

Website Banners - Special promotions

Website Visitors

- **85,613 views of Smart Thermostat Page**
- **27,196 views of Smart Thermostat Rebate Portal Page**
- **16,860 outbound links to AmerenIllinoisRebates.com**
- **18,346 outbound links to the Online Marketplace**
- **3,063 views of Pool Pump rebate portal page**
- **1,954 to Advanced Power Strip page**



Successes

- Exceeded kWh savings goals
- Added Smart Thermostat and Advanced Power Strips as available measures
- Served 3,868 units

Challenges

- Less than anticipated savings per unit due to the number of CFLs in existing units

Higher Than Plan Measure Uptake – 42w LED Replacement, Smart Thermostats

Lower Than Plan Measure Uptake – Specialty LEDs, Programmable Thermostats, Showerheads, Aerators

Non-IQ Multifamily Successes & Challenges

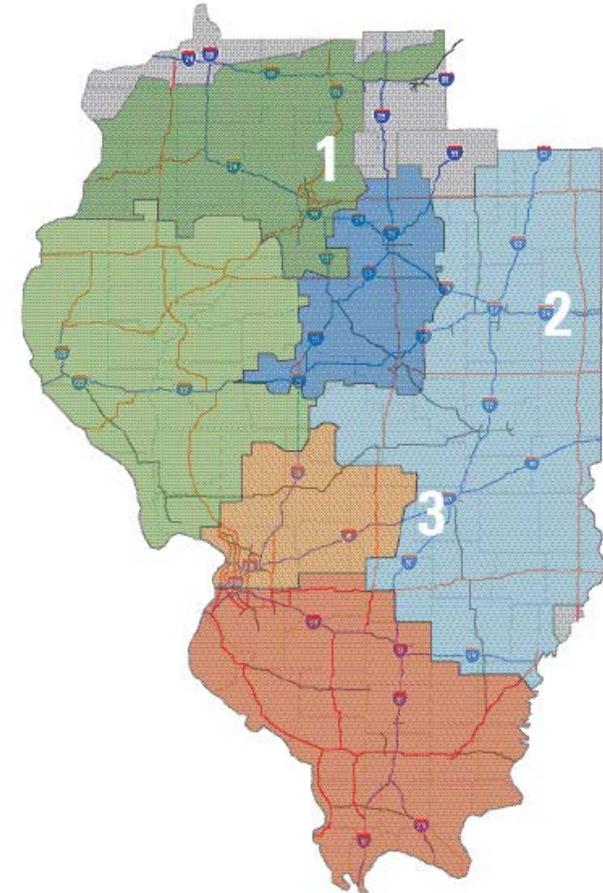


Income Qualified Initiative

- The Income Qualified (IQ) Initiative helps low- to moderate-income customers reduce their energy consumption through comprehensive home retrofit services, enhanced rebates on HVAC equipment, LED lighting, and direct distribution of energy saving kits
- Single family homes and multi-family properties with average household incomes up to 300% of Federal Poverty Guidelines may receive a free comprehensive home assessment, including a health and safety evaluation, to identify the energy efficiency services to be offered
- Low-cost energy saving devices will be installed in conjunction with the assessment at no cost including LED's, aerators, shower heads, advanced power strips and smart thermostats
- New implementers to serve this market were CMC Energy Services*, Resource Innovations*, and Walker-Miller Energy Services*

*Denotes diverse vendor

ENERGY ADVISOR & OUTREACH TERRITORY MAP



IQ Registered Program Ally Successes & Challenges

Successes

- Impacted the lives of 3,498 low to moderate income customers of which 3,307 received at least one energy efficiency measure and 2,671 completed comprehensive retrofits
- Network of 25 active CORE Program Allies
- Recruited and trained 2 new DBE CORE Program Allies

Challenges

- Program staffing and identifying candidates who are properly trained to perform the work required
- Enough Program Ally resources to serve our vast territory and various types of housing stock such as mobile homes

Higher Than Plan Measure Uptake – ECM Single Family, Single Family Ceiling Insulation (R11 to R38), Rim Joist Insulation, Smart Thermostats, Food Bank Kits, Mail Kits, Air Conditioners, Tier 1 Advanced Power Strips, Air Sealing Gas Heat

Lower Than Plan Measure Uptake – Air Sealing Electric Heat, Ceiling Insulation (R5 to R38)



IQ Registered Program Ally Marketing Efforts

Ads - Monthly

Bill Inserts - March, April

Bill Messaging - March

Conferences, Events & Tradeshows

Direct Mail - January, March, May, July, September, November

Education & Training

Outreach

Print Materials

Webpage

- 44,083 visitors to IQ landing page
- 10,999 visitors to IQ application page

Yard Signs

Summary

- Difficult managing marketing efforts with desired pipeline levels and Program Ally/Energy Advisor capacity
- The introduction of an Initiative-focused outreach team was launched in PY2018 and 137 outreach events were conducted with 123 in targeted income-qualified regions



Ameren Illinois Home Efficiency Offering
Incentives for Home Improvements

Improve the efficiency and comfort of your home with help from Ameren Illinois. Through this offering, you can:

- » Identify ways to reduce your home's energy costs
- » Receive generous incentives to make energy-saving upgrades
- » Choose to make a number of recommended improvements, including air sealing and insulation, new heating and cooling equipment, and smart thermostats
- » Get professional installation of the improvements by Program Allies — contractors specially trained by Ameren Illinois

WHY PARTICIPATE?

- » Lower your energy use and utility bills
- » Generous cash incentives can cover a portion of your project costs
- » Fewer drafts and more comfortable rooms
- » Increased long-term value of the home

STEPS TO SAVE

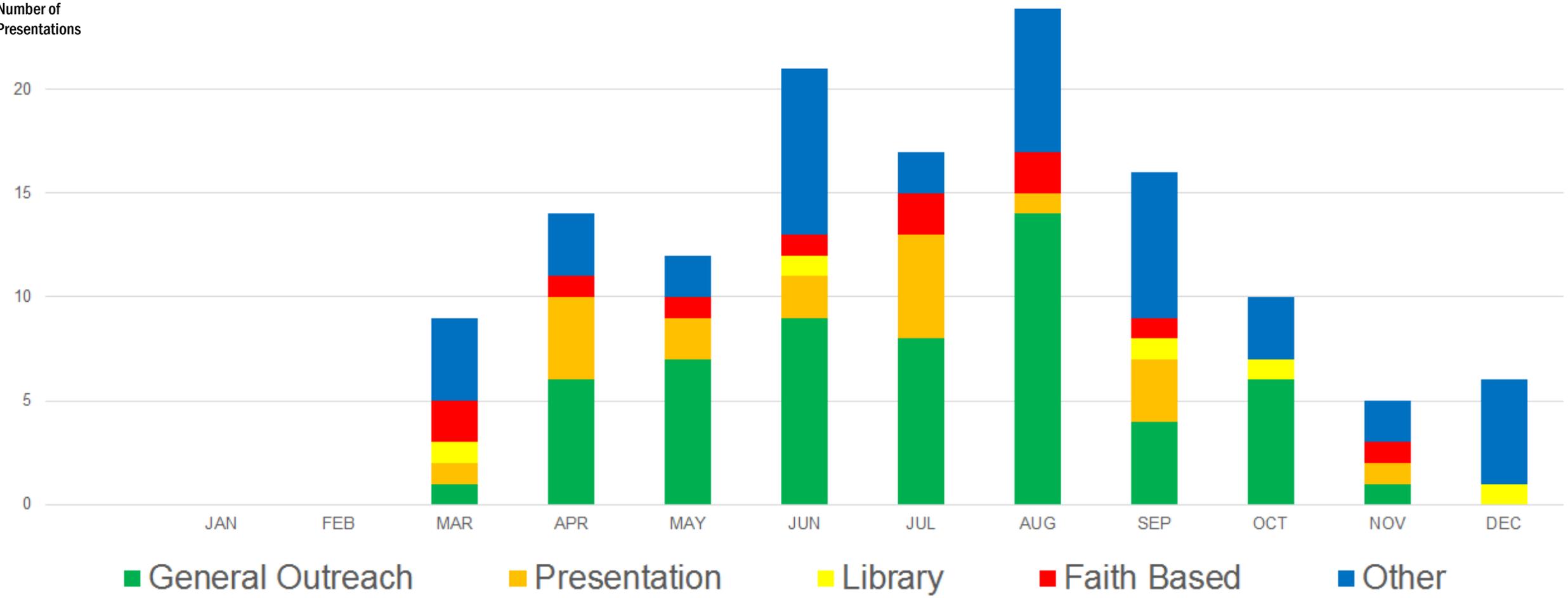
- 01 VERIFY** that you are qualified. Contact Ameren Illinois at 1.866.838.6918 or IllinoisResidentialCEE@ameren.com to receive an application.
- 02 SCHEDULE** a home energy audit. Following qualification, we will perform an audit of your home and provide energy saving recommendations.
- 03 RECEIVE** an estimate of your out-of-pocket cost to make the recommended upgrades. Our staff will develop a work scope explaining the details of your project.
- 04 AGREE** to the work scope and have the work completed by a trusted Program Ally.
- 05 START** saving with your energy efficiency improvements!

ACT NOW
Learn more at AmerenIllinoisSavings.com
or call 1.866.838.6918

Ameren ILLINOIS



Number of Presentations



IQ REGISTERED PROGRAM ALLY OUTREACH EFFORTS



Residential Marketing Print Delivery Channels

Have drafty rooms? Need to save some money?
OUR PROGRAM CAN HELP.

Ameren Illinois knows that your home is important to you. That's why we've created an easy and affordable way to make your home more comfortable and energy efficient. Through this offering, you may qualify for generous incentives that can help **cover a large portion of the costs** to make energy-saving improvements like:



Upgrading to energy-efficient lighting



Adding insulation and sealing air leaks*



Replacing old heating and cooling equipment



Installing a smart thermostat to manage energy use

◀ Open for more information on how to get started.

It's the **PERFECT TIME** to save energy.

Look inside to learn more about our award-winning program and the incentives available to make energy-efficient improvements in your home.

Last year alone, we helped over 2,400 customers across Illinois reduce their energy costs by more than \$1 million through this offering. **Are you the next real result?**



300 Liberty St
5th Floor
Peoria, IL 61602



HOW CAN 3 MINUTES
SAVE YOU HUNDREDS
IN ENERGY COSTS?

In less time than it takes you to open the rest of your mail, you can **SEE IF YOU QUALIFY** for incentives to make energy-saving upgrades to your home.

Thousands of other homeowners have made energy-efficient improvements to their homes with the help of our incentives. Your home in <<City Proper>> can enjoy these benefits of participating:

- » High-efficiency LEDs, added insulation, and air sealing **Installed at no charge***
- » **Save hundreds of dollars** each year on your energy bills
- » Increased long-term value of your home
- » Fewer drafts and more comfortable rooms

WELCOME TO <<CITY PROPER>>

» READY TO SEE WHAT WE CAN OFFER YOU?

You may be eligible to make energy-saving improvements to your home through our award-winning program**. Go to the webpage **AmerenIllinoisSavings.com/<<Campaign URL>>** and complete a short, online form. It will take about three minutes to fill out – you can even do it on your tablet or mobile device.

Once you have submitted the form, we will contact you about your free home energy audit and help you start saving the most energy possible.

FILL OUT THE SHORT ONLINE FORM:
AmerenIllinoisSavings.com/<<Campaign URL>>

Questions? Call us at <<Phone Number>>

* Ameren Illinois residential electric and/or gas account required to participate; primary heat source must be supplied by Ameren Illinois. Ameren Illinois Program **will** assist with installation of equipment to achieve the project to be eligible for incentives. Customer and home must meet all eligibility requirements of the program. Incentives can only be offered while funds are available. Other required upgrades and associated costs may apply. See website for complete details.
** Individual project results will vary based on the work scope, home specific, and the existing equipment. Average cost per kWh or therm used to estimate energy savings.

Check out **REAL RESULTS** in your area:

<<Case Study 1>>†

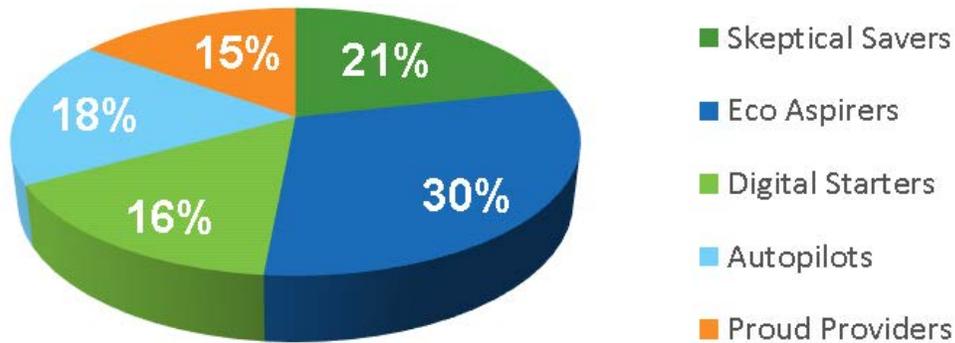


<<Case Study 2>>†

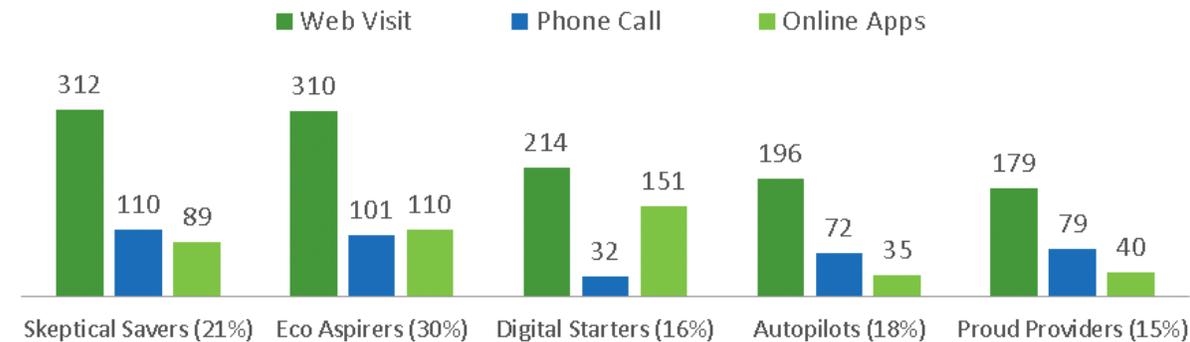



IQ Registered Program Ally Marketing Efforts

Market Segment Breakdown



Final Results by Market Segment



Summary

- Initial direct mail to all customer market segments in target areas sent in January 2018
- July direct mail expanded to all areas for those segments with greatest response - Skeptical Savers & Eco Aspirers
- Continued marketing efforts focused on all segments with priority given to Skeptical Savers & Eco Aspirers



Successes

- On-boarded 17 Community Action Agencies to participate in the braided funding design with DCEO
- Served 147 homes
- Added smart thermostats and kits in the last quarter of the year
- Increased collaboration and communication with the CAAs and DCEO

Challenges

- Start-up with program design and training, which delayed agencies to participate
- Integrating the utility program with the IHWAP program was challenging for a number of reasons including
 - Agencies had constrained resources to perform administrative tasks
 - Forecasting accurate monthly activity

Higher Than Plan Measure Uptake – Smart Thermostats, Kits

Lower Than Plan Measure Uptake – Direct Install, Air Sealing, Insulation, Duct Sealing

IQ CAA Successes & Challenges



IQ Multifamily Successes & Challenges

Successes

- Began serving Income Qualified – Multifamily properties in March of 2018
- The initiative completed 1,027 projects of which 871 received direct install and 156 received building envelope measures

Challenges

- Identifying Income Qualified properties proved to be a challenge
- Less than anticipated savings per unit due to the number of CFLs existing in each unit
- Direct installs require the presence of the property staff and competing demands on the property managers schedule is often a barrier

Higher Than Plan Measure Uptake – Smart Thermostats, Advanced Power Strips, Air Sealing, Insulation, Mini-Splits

Lower Than Plan Measure Uptake – LEDs, Showerheads, Aerators, Pipe Wrap Insulation



IQ Multifamily Marketing Efforts

Calling Campaign - September

Direct Mail - May

Flyers & Leave-Behinds

Tradeshows & Conferences

- Illinois National Assoc. of Housing Rental Officers

Website

- 2,613 views of multifamily landing page
- 379 view to in-unit incentive page
- 334 views to common area incentive page



Summary

- Interest in this initiative peaked at the beginning of the program year
- Direct mail caused a slight increase in website visitors
- Calling campaign and attendance at the IL National Assoc. Of Housing Rental Officials had greatest impact on initiative activity



Successes

- Exceeded original planned kWh & therm savings goals in 2018
- Finished the year with 4,350 units served
- Smart thermostats were added to the offering
- 184 building envelope projects were completed
- Positive engagement with the PHAs

Challenges

- Less than anticipated savings per unit from public housing due to the number of CFLs in existing units.

Higher Than Plan Measure Uptake – Air Sealing, Ceiling Insulation (R11 to R38), Showerheads, Aerators, Smart Thermostats, LED Lighting, Tier 1 Advanced Power Strips

Lower Than Plan Measure Uptake – Duct Sealing, ECMs

PHA Successes & Challenges



PHA Marketing Efforts

Direct Mail – March

Flyers & Leave-Behinds

Outreach

Tradeshows & Conferences

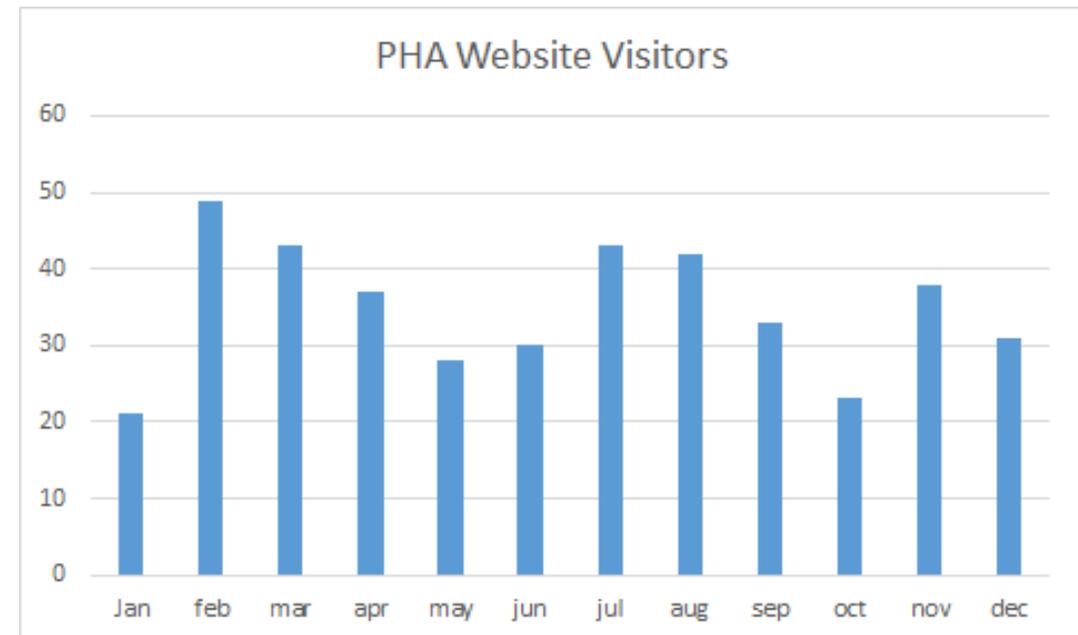
- Illinois Association of Housing Authorities

Website – 558 views

Summary

- Interest in this initiative peaked at the beginning of the program year
- Neither direct mail nor tradeshow/conferences increased website visitors

Cash in on energy efficiency upgrades
for your public housing authority



DCEO Affordable Housing New Construction

While the DCEO New Construction commitment is not an Ameren Illinois initiative under the Residential Program, it is being reported under this section because it covers the cost of incentives associated with pre-existing commitments DCEO made to income-qualified new construction projects in the Ameren Illinois service territory and for which budget was allocated.

All commitments from DCEO were completed and are considered closed



MARKET DEVELOPMENT INITIATIVE



Smart Savers Pilot

- This pilot offered smart thermostats without a co-pay to eligible Ameren Illinois customers in qualifying zip codes across the Ameren Illinois service territory
- Target zip codes were chosen based on high concentrations of income-qualified customers in areas of Peoria, Champaign, Decatur, and East St. Louis
- In addition to distributing 5,500 smart thermostats, the pilot also did a small smart speaker pilot with connected lighting for smart thermostat recipients
- Customers were able to choose self-install or to have the device installed by a Registered Program Ally as this pilot sought to engage local and diverse vendors in these communities to perform the installs

Utilized local and diverse contractors:

Local	Local & Diverse
Air King	Greens Heating & Cooling
Kelso	HandyMack
PCB	Tillman/Minority Electric



Diverse Contractor Expansion & Support

- In 2018, Ameren Illinois undertook efforts to support, train and expand local and diverse business enterprises in the Ameren Illinois service territory
- These efforts primarily included staffing grants, other supportive funding and costs associated with providing business owners with energy audit equipment and pre-payment for weatherization material being installed for Ameren Illinois energy efficiency projects.
- These efforts allowed these businesses to increase the number of Ameren Illinois customers they could serve within the residential program
 - Green Titan
 - Green Home Weatherization
 - John's Mechanical

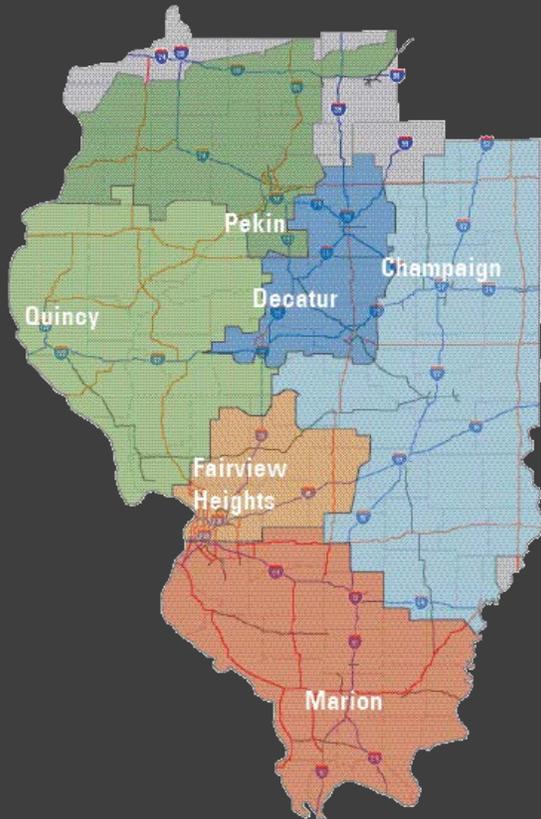


Bill Pay Assistance Events

- Starting in 2018, Ameren Illinois Energy Efficiency partnered with Customer Service to bring energy efficiency education to customer events where LIHEAP eligible customers received assistance
- In addition to receiving a \$150 bill credit, through the customer service group, eligible customers also received an energy efficiency kit containing items such as LED bulbs, a advanced power strip, and aerators
- Recipients also were educated about the benefits of all included items to ensure they knew how to use them to save energy



Senior Power Hours



In August 2018, Ameren Illinois hosted Senior Power Hour events in Pekin, Quincy, Decatur, Champaign, Fairview Heights, and Mt. Vernon

The events brought seniors together to learn about Ameren Illinois residential energy efficiency programs, as well as provide easy and simple sign-up for home energy audits

In addition to an energy efficiency presentation, attendees could visit “open house” style stations to learn about appliance recycling, LED lighting, home audits, and scam awareness and prevention



Senior Heating Assistance Partnership

- In December 2018, Ameren Illinois' Customer Service department provided bill credits to over 600 qualifying seniors to relieve winter heating costs
- In partnership with Customer Service, Ameren Illinois Energy Efficiency placed education materials in the award letters that notified the customers they were receiving a grant
- The education materials informed them of additional energy efficiency opportunities to help them lower their bill
- In addition to the education materials, Ameren Illinois partnered with local community partners to identify an additional 15 seniors to receive energy efficiency gift baskets containing LED bulbs, an advanced power strip, and additional program information to encourage recipients to begin their journey with energy efficiency
- Seniors that did not receive a basket were sent an energy efficiency kit



Workforce Development Activities

The Market Development Initiative built capacity in Ameren Illinois service territory to serve customers with energy efficiency offerings through the following:

- **Workforce Development**
 - **Internship Program**
 - **Scholarship Program**
 - **Program Ally Expansion (examples: Green Home, Green Titan, Jodeci Mack)**
 - **Job Training and Certification**
- **Successfully offered 18 scholarships to candidates at 6 community colleges throughout service territory**
- **Successfully trained and engaged 13 interns during 1st energy efficiency internship program year**



Real Results

A customer in Peoria was 1 of 5 area customers to receive a holiday gift basket as well as \$150 towards his energy bill.

Through customer service, the EE team learned that the customer did not have a functioning boiler. He is a longtime Peoria resident in a historic home, but he has had a difficult past few years, including the loss of a family member. The customer was staying warm through the use of a single space heater in his bedroom, while the rest of his house went unheated.

Program staff ensured we did all we could to help. Ameren Illinois worked with a local contractor to quote, size, and order a new boiler for him. We were able to identify resources to replace this steam boiler, though we normally only work with hot water boilers, making this situation unique.

On December 14th, Ameren Illinois and PCCEO went together to present this customer with his energy efficiency gift basket in person. During this visit, we informed him that he would be provided a new boiler at no cost.



3rd Party RFP

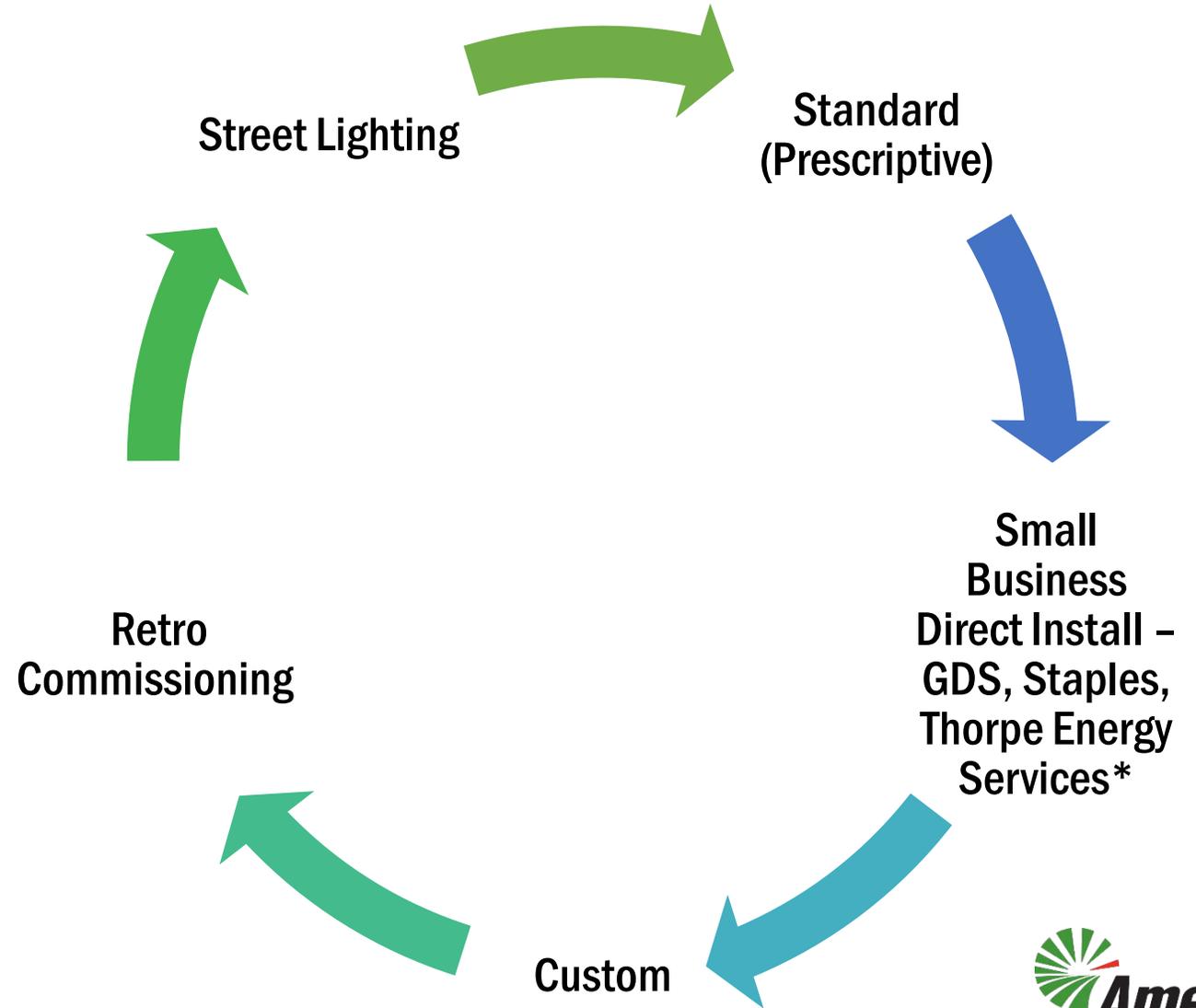
- The Large Group SAG presentation provided on February 25, 2019, outlined the statutory framework, approved approach, process implemented by the independent evaluator and bid results. This presentation can be found on the SAG website
- The unevaluated cost and savings for the retail products program in 2018 was approximately \$9.7 million and 103,000 MWhs, respectively; with a first year cost of 9.4 cents/kwh
- The results of the RFP and implementation cost for 2019 for the retail products program utilized a budget of \$9.1 million for a forecasted savings of 74,700 MWhs, or a first year cost of approximately 12.2 cents/kwh
- The general program design, implementer and target market as proposed by the 3rd party program approved by the Commission, and presented to the SAG, did not change substantially from the program implemented in 2018



BUSINESS PROGRAM



Business Initiatives



** Denotes Diverse Vendor*

Business Overview

Provides incentives and services to non-residential customers to achieve energy savings

Core initiatives - Standard (including small business direct install), Custom, Retro-Commissioning (RCx) and Street Lighting

Other aspects include:

- Education and training for customers and market professionals
- Energy efficiency marketing
- Enhanced focus on reaching underserved markets
- Advancement of energy efficiency systems above building code/standard industry practices

Approximately 160,000 business customers spanning the 43,000 square mile Ameren Illinois service territory



Business Customer Recruiting

New customer recruiting activities in 2018 included:

- Public sector participation (formerly DCEO managed) >1,500 projects
- Small Business Direct Install (formerly IPA) >2,500 projects
- Weaving Market Development Initiatives into the program
- Enhanced focus on customers over 400 kW demand (DS-3B)
- Street Lighting



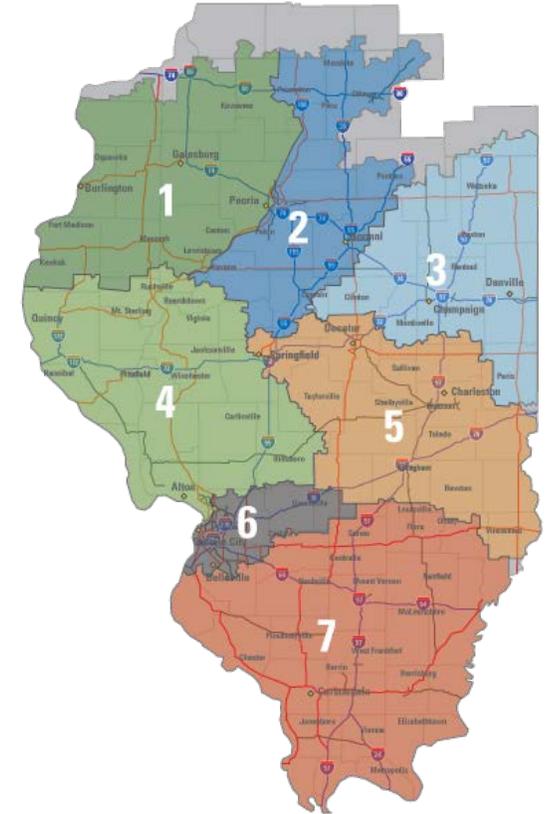
Business Customer Recruiting

Continue to use hybrid “account management” as method for technical interface with C&I customers for Standard and Custom Initiatives

- Leidos jointly partners with Ameren Illinois Key Account Executives to reach commercial and industrial accounts
- Leidos Energy Advisors are assigned in seven geographic territories with specific goals
- Ten Ameren Illinois Key Account Executives (>600 key customers and >8,300 accounts)

Main Objectives:

- Develop a strategic relationship with customers in Top 100 (excludes largest 55), Top 500, Top 1,000, and Public Sector
- Gain a comprehensive understanding of customer’s business activities, financial health and strategic direction
- Develop and maintain a pipeline of energy savings projects with focus on measures that deliver long-term savings
- Ameren Illinois has 358 customers between 1 -10 MW (account managed)



Business Standard & Custom Initiatives Account Management

Leidos Energy Advisors have established relationships with thousands of C&I customers over the last 10 years

- 7 Energy Advisors focused on larger customers and 7 dedicated to small business customers and Program Allies focused on small facilities
 - For the SBDI offer, the Program Allies form a close partnership with the Small Business Energy Advisors
 - Advisors provide Program Allies with technical assistance, recruitment, training and general project support
- Creating long term partnerships, such as Strategic Energy Management (SEM) with larger customers
- Recruit and partner with Program Allies and contractors who offer HVAC, lighting, food service and other product distribution or vendors
- Leidos Staff (additional)
 - Program Ally Support, Recruitment and Training (2)
 - Market Segmentation and Analysis (3)
 - Industrial Account Manager Technical Assistance (1)
 - Public Sector Account Manager (1)



Business Standard & Custom Initiatives Program Allies

Critical component – “boots on the ground” for the program

- 526 active business Allies
- 98 active SBDI Allies
- 92 active Instant Incentives Allies

Many Program Allies are design/contractor firms that help develop/influence new construction projects

Ameren Illinois is focused on creating a robust and transformative energy efficiency market allowing Program Allies to assist customers and grow their business



Business Market Development Activities

Engaged with facility employees to provide energy savings tips for their home and energy saving kits (e.g. light bulbs, power strips, and aerators).

- Cross-promotion with residential
- Little or no incremental cost
- In cooperation with the SEM offering – fostering a culture of energy savings that goes beyond business and into the home

Approximately 40% of SBDI projects in economically challenged areas

Introduction of SBDI offering while delivering Residential School Kits in economically challenged areas

Diverse and small business groups involved in annual Business Symposium



Business Market Development Example

Illinois Black Chamber of Commerce



ENERGY EFFICIENCY COMMUNITY PARTNERSHIPS

Across its territory, Ameren Illinois is partnering with community-based organizations to engage customers in energy efficiency. These trusted and established organizations help bridge the gap between underserved customers and incentives available to them.

Community organizations are in a prime position to identify prospects for the Ameren Illinois Energy Efficiency Program. For example, the **Illinois Black Chamber of Commerce** helped connect Community Storage with the Ameren Illinois Small Business Direct Install Initiative. As a result, the storage rental facility received cash incentives covering roughly

87 percent of the cost to upgrade to state-of-the-art LED lighting. The new lighting will save the East St. Louis business more than **\$5,000** every year.

To further boost local economies, these community partnerships promise to enhance **supplier diversity**. In the case of Community Storage, the lighting assessment and installation work was completed by Jarvis Electric — **one minority-owned business serving another**.

"We believe it makes good sense for businesses to take advantage of energy savings... We are also excited about partnering with Ameren Illinois in our common goal of increasing access to procurement."

— Larry Ivory,
IL Black Chamber of
Commerce, President & CEO



Enlists the help of community-based organizations to raise energy efficiency awareness in underserved communities



Connects small businesses to Ameren Illinois incentives, while building supplier diversity



Illinois Black Chamber referral leads to **\$5,064** in annual energy savings for Community Storage

CONTACT

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Business Marketing Delivery Channels

Marketing Tactic	Standard	Small Business	Custom	RCx	Streetlighting
Advertisements	X	X	X		X
Bill Inserts	X	X	X		
Digital Media	X	X	X		
Direct Mail	X	X	X		X
Education and Training	X	X	X	X	X
Email Communications	X	X	X		X
Outreach and Events	X	X	X	X	X
Print Materials	X	X	X	X	X
Program Ally Engagement	X	X	X	X	X
Sponsorships	X	X	X	X	
Website	X	X	X	X	X



Business Marketing Delivery Examples



The 2018 Ameren Illinois
Business Symposium
OCT. 24 | SPRINGFIELD



EARLY COMPLETION BONUS

Get up to a **15% BONUS** for energy efficiency projects completed in 2018!

Visit AmerenIllinoisSavings.com/Bonus
or call 1.866.800.0747



Instant INCENTIVES

from Ameren Illinois

The simple way for business customers* to save up to 80% on energy-efficient lighting.



Learn more at
AmerenIllinoisSavings.com/Discounts
or call 1.866.800.0747



*Eligible Illinois Business Customers. See website for restrictions and limitations.

THE AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM IS HANDING OUT CASH INCENTIVES!

Save thousands in energy costs with energy efficiency projects **unique to your business.**

Visit AmerenIllinoisSavings.com/Custom
or call 1.866.800.0747



SUMMER BREAK BONUS

Get a **15% CASH INCENTIVE BONUS** for energy efficiency projects completed while students are on summer break!

Visit AmerenIllinoisSavings.com/Break or call 1.866.800.0747

Business Standard & Custom Overarching Marketing Efforts

Annual Business Symposium

- Over 600 attendees
- Over 50 Program Ally exhibitors
- Keynote speaker and 9 educational sessions
- Customer 15% Bonus Coupon

Webpage

- 72,382 visitors

Training & Education

- Webinars
- Monthly Power Lunch
- Building Operator Certification
- Certified Energy Manager
- Case Studies
- Compressed Air Challenge

Partnerships, collaboration, cross-promotion

Energy Innovators Awards

- Technology, Community Benefit, Savings

Top 1,000 Customers

Outreach

- Associations
- Chambers of Commerce
- Conferences
- Lunch & Learns
- Public Sector
- Trade Shows
- Customer Facility Events
- Corporate Events



Business Standard Initiative

Incentivizes customers to purchase energy efficient products

Program Allies (including contractors, retailers, and distributors) are the main sales force promoting and educating consumers

Midstream offerings provide simple access to incentives for business customers

Small facilities receive unique services and higher incentives through a network of Program Allies experienced and trained to assist facilities

- **Includes non-profits, schools, and local government facilities**
- **Electric DS-2 and the gas GDS-2 delivery service rates**



Business Standard Initiative Small Business Direct Install Process

1

Customers receive a no-cost, no-obligation site visit from a registered Small Business Program Ally

2

The Program Ally proposes upgrades via an assessment report which includes Ameren Illinois incentives, savings calculations, potential payback, and any customer co-pays

3

Once agreed upon, the project is sent to the SBDI staff for pre-approval (24 - 48 hour turnaround), and installation is arranged and completed by the Program Ally

4

The Program Ally collects any agreed upon co-pay from the customer and receives incentives from SBDI



Business Standard Initiative Marketing Efforts

Ads

- Illinois Auto Dealers News - March, June, September
- Illinois Manufacturing Association - May
- Illinois Municipal League - April, June, July
- Illinois Society of Professional Engineers - June
- Peoria Inter Business Issues – January, June, November, December

Bill Inserts – June, July, October

Bill Messaging - January, July, December

Case Studies and Collateral

Digital Media

Direct Mail – June, July October

Education & Training

Email Communications – June, July, August, October

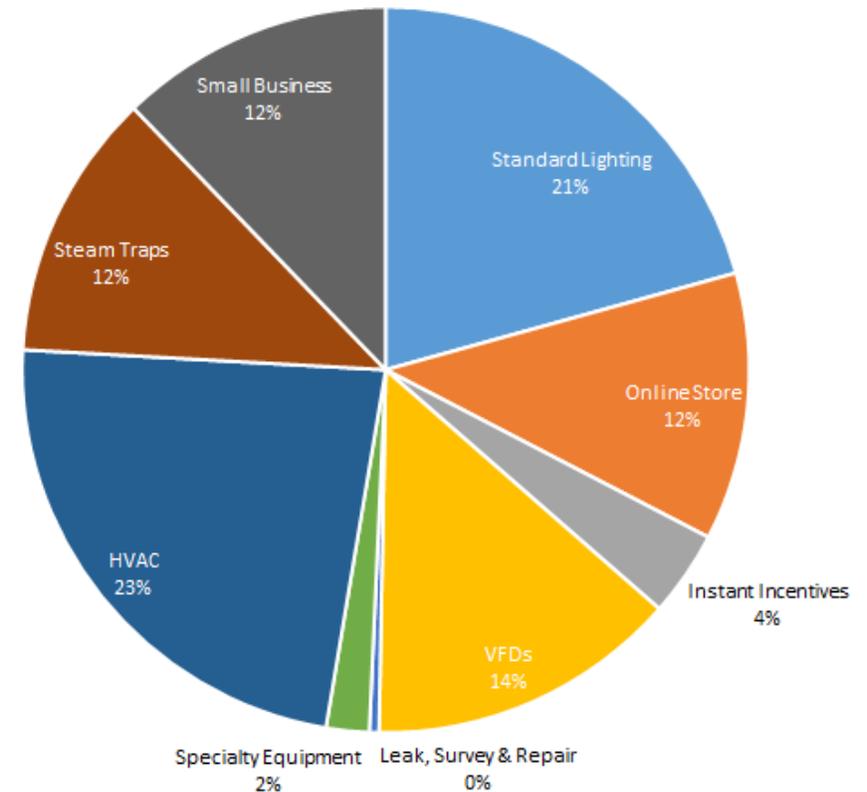
Webinars – January, November

Webpage Visitors

Online store

- Utilization of promo codes
- Special promotions (Memorial Day, Labor Day, Black Friday)
- Free shipping on all orders

Business Standard Webpage Views



Business Standard Small Business Initiative Marketing Efforts

Ads

- Illinois Municipal League – October

Bill Inserts – March

Bill Messaging – February, March

Digital Media* – Facebook, Yahoo, LinkedIn

Direct Mail* – October

Emails – Monthly

Program Ally Support

Webinar – June

- Webpage - 17,172 visitors

* Denotes greatest impact

SMALL FACILITIES ACROSS ILLINOIS ARE SAVING WITH OUR OFFERING!

As a small business owner or facility manager, your time is valuable. That's why we are providing a quick and simple way to reduce your energy costs for years to come.

WHAT'S THE CATCH?

There is absolutely no catch. Ameren Illinois wants to help you and your business lower operating costs, improve indoor air quality, improve appearance and increase employee productivity.

ELIGIBLE UPGRADES AVAILABLE

- > Lighting
- > Heating and cooling systems
- > Water heating
- > Refrigeration
- > Food Service (kitchen demand control ventilation)
- > Compressed air
- > Steam traps
- > Beverage and snack machine controls



2018 Changes to Business Standard Initiative

SBDI initial launch offered some electric incentives that were higher than plan levels which generated strong and early engagement by Program Allies

- Successful in filling the pipeline
- Further adjustments to electric incentives were made in response to market feedback

Installation incentive expanded to non-profit customers for installation of products available through the Ameren Illinois midstream channels (Instant Incentives and Online Store)

Added to midstream channel:

- Notched v-belts
- Type B TLED lamps
- Mogul-based LED lamps



2018 Changes to Business Standard Initiative

After efforts to increase participation, AIC implemented a shift of electric funds from the Business Custom, Retro-Commissioning, and Street Lighting Initiatives to the Business Standard Initiative in response to market conditions

Ally bonus was increased throughout the program year for all electric savings projects in order to motivate allies to add to the pipeline and complete projects in 2018

A Public Sector commercial kitchen offer had widespread acceptance in Q4, generating both therm and kWh savings

Activity for T12 lighting replacements was higher than originally planned and replacement of this old technology is beneficial for customers but creates uncertainty to future levels of expired savings



2018 Changes to Business Standard Initiative

The Standard HVAC/Water Heaters incentive was increased on several gas measures to increase Public Sector gas participation

Marketing Adjustments

- More focus on longer life measures
- Public sector emphasis



Business Standard Initiative Successes

To address slow market activity and increase Program Ally engagement a 25% Ally bonus for Business electric created a positive response and drove energy savings at a higher rate

The commercial kitchen offer for Public Sector – helped many school districts across the territory

- 76 schools
- 60 of the schools had 100% free/reduced lunch (78% in low income areas)

Higher incentives increased number of larger projects and Business Standard energy savings represented about 80% of the Business program total kWhs

The steam trap incentive generated high therm savings



Business Standard Initiative Successes

AIC hosted a Business Symposium on October 24, 2018 that created interest from attending schools, municipalities and larger DS-2 accounts which are all hard to influence customers

Direct mail postcard sent to 85,000 DS-2 customers in targeted areas resulting in a 22% increase in Small Business Direct Install projects in the following months

Numerous business partnerships and collaboration with regional Industrial Assessment Centers (IACs) and various state and professional organizations such as SEDAC

Various marketing and outreach efforts to better serve non-residential customers in lower income areas, including cross promotion between Residential and Business events

SBDI - hired a diverse subcontractor for completing a significant portion of the outreach activities – approximately 40% of completed SBDI projects in low-income areas



Business Standard Initiative Challenges

Certified Installer requirements

- Operational challenges
- Program Ally frustrations
- AIC held meetings for approximately 400 Program Allies to assist them with the application process

Obtaining Public Sector natural gas savings

Small business and public sector customers have little tolerance for co-pays

- State, local, and school district budget issues

Trying to gain participation in longer life measures for persistent savings



Business Standard Initiative Measures

Higher Than Plan

- LED lighting especially small business (Interior fixtures, exterior fixtures, Linear Tubular LED (TLED))
- Anti-sweat heater controls
- Permanent fixture removal (de-lamping)
- Process VFDs

Lower Than Plan

- New highbay fluorescent lighting (customers adopting LEDs)
- Omni-directional LED lighting (midstream and small business)
- High efficiency battery chargers
- Fixture-mounted occupancy sensors
- T5 LED midstream

Business Custom Initiative

Markets include manufacturing, healthcare, agriculture, hospitality, data centers, light commercial

Typical technologies include:

- Compressed air
- Lighting
- HVAC
- Refrigeration
- Motors/drives
- Waste/water treatment
- Industrial and manufacturing process improvement
- Complex and large scale new construction and building renovation project



Services such as New Construction, Staffing Grant, Metering & Monitoring, Strategic Energy Management (SEM), Building Operator Certification, and Feasibility Study

Recruit participation via Program Allies, Energy Advisors, Key Account Executives, enhanced incentives as well as marketing and outreach efforts



Business Custom Initiative Process

1

Customers engage with program through Energy Advisor or ally, and identify an energy savings project that does not meet any prescriptive measures

2

Program works with the customer to collect data needed to show energy savings

3

A 'custom' application is submitted, and pre-approval letter is sent to the customer, work may begin

4

Upon project installation, an inspection may occur, and a final set of 'after' data is collected to verify the actual energy savings. Once verified, the incentive check is sent to the customer

5

Development and execution of a custom project can take from a few months to several years

Business Custom Initiative Account Management

Engaged with C&I customers for long term project development

Strategic Energy Management (SEM) cohorts have been developed over the past several years and have resulted in multiyear energy efficiency projects

- 5 cohorts, 36 customers to date
- Manufacturing & Industrial Focus
- Expanded to Healthcare, Schools, and Municipalities
- Include energy saving goals and other financial and non-financial goals developed within the strategic management of the customer's facilities

Staffing Grants and Metering & Monitoring incentives provided to key customers to develop multi-year partnerships

The Energy Advisors develop these long-term partnership relationships with the Top 1,000 customers



Business Custom Initiative Marketing Efforts

Direct Mail (Letter/Flyer) – April

Education & Training

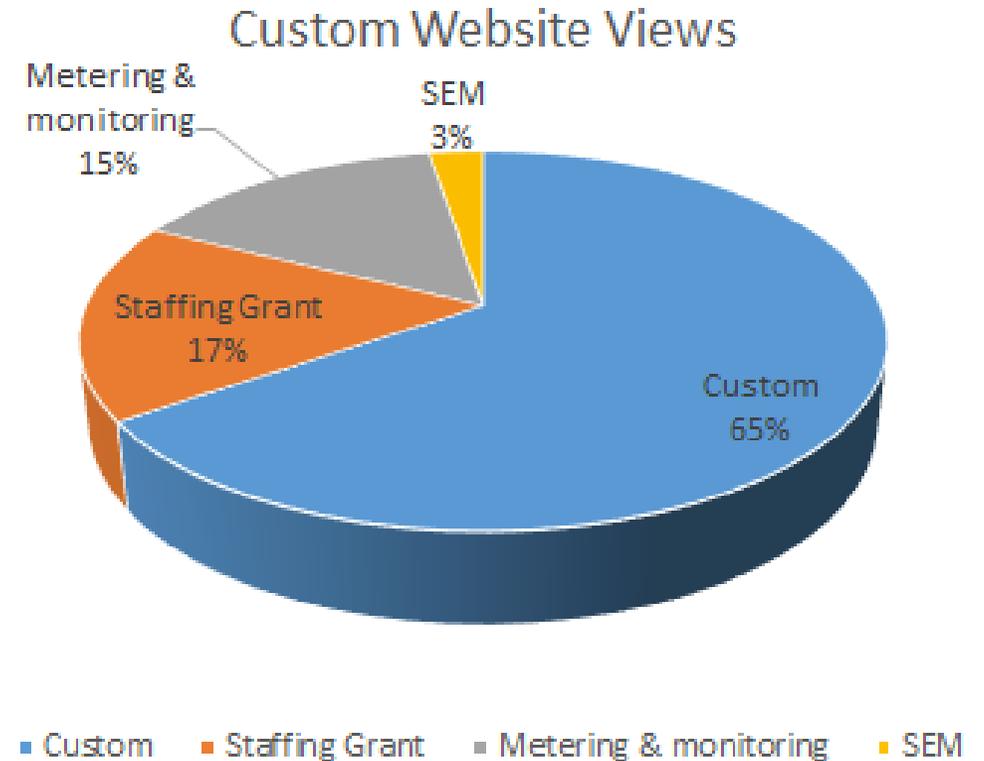
Emails – January, April, June

Outreach

- Energy Advisors
- Marketing Outreach Team
- Program Allies

Website Views

- Custom Landing Page – 3,009 views
- Staffing Grant – 779 views
- Metering & Monitoring – 695 views
- SEM – 119 views



2018 Changes to Business Custom Initiative

Custom electric incentives were increased from \$0.08/kWh to \$0.10/kWh in Q1 and then from \$0.10/kWh to \$0.12/kWh in Q3

- Double incentive rate of PY9

Raised cap on Custom application to cover a larger portion of project cost

Custom Wastewater Treatment Plant (WWTP) incentives were increased from \$0.08/kWh to \$0.21/kWh

Increased incentives on New Construction Lighting by 20-40% (depending on improvement above code) and cap increased by 50% to \$150,000

Emphasis was placed on getting the program information to the decision maker at potential customer locations, including reaching out multiple levels within the customer facility (executives, facility managers, financial personnel, etc.)

Placed more emphasis on longer lived measures



2018 Changes to Business Custom Initiative

Energy Management System (EMS) offer released for public K-12 schools

The Public Sector Energy Assessment Application was released utilizing Smart Energy Design Assistance Center (SEDAC)

Increased incentives for Metering & Monitoring application to drive more participation to lead to future Custom projects

Feasibility Study incentives increased to generate a future pipeline of projects



Business Custom Initiative Successes

Energy Management System (EMS) Offer for public K-12 Schools successful in driving late Custom savings

Several Public Sector energy assessments were completed to maintain Custom projects in future years

SEM pilot cohorts of hospitals, community colleges, and schools finished first year of participation which should lead to future savings in these customers from non-industrial sectors

Gas Rate Code GDS-3 (mid-size customers) produced more gas savings than any other year, second most savings ever from GDS-2 (small customers)

Electric Rate Code DS-3 (mid-size customers) produced more electric savings than any other year



Business Custom Initiative Staffing Grant Successes

Staffing Grant released in April 2018 with more than 40 applications received

Worked with community groups and businesses in economically challenged communities to encourage applying for Staffing Grants, provided step by step assistance when needed

Incorporated prioritization of economically challenged communities, promotion of diversity within the workplace or community, and assistance of locally-owned businesses and organizations into scoring

staffUP HOW MUCH CAN YOU
SAVE *by* STAFFING UP?



Business Custom Initiative Challenges

Obtaining Public Sector natural gas savings

Continued challenge of project inflow despite higher incentives for all aspects of Custom Initiative

- Metering & Monitoring, Feasibility Studies, Custom \$/kWh, and New Construction Lighting all higher than any other year

Customers desire to not share production data to assist in SEM

Customer cost for energy continues to be historically low which drives up payback

Economic considerations may drive participation decisions and levels

Year end difficulty in completing around holiday and winter shutdowns



Business Custom Initiative Challenges

Program Ally confusion over who was still eligible for electric incentives amongst large customers

- **Occurred late in 2017/early 2018, which impacted Custom more than other initiatives**
- **Program Allies left the territory and focused on other areas of the U.S.**

Installer Certification

- **For example, some national accounts and compressed air Program Allies have still decided that certification is a hurdle in Illinois**
- **Not able to fund some projects that were actually installed**

Length of time to get customers engaged and develop projects

Smaller customers require more support in their approach to energy savings and projects



Business Custom Initiative Measures

Higher Than Plan

- Participation by DS-3B rate code customers

Lower Than Plan

- New Construction Lighting
- Metering & Monitoring
- Feasibility Study
- Participation by DS-2 and DS-4 rate code customers

Business Standard & Custom Initiatives New Approaches

Program added notched v-belts, type B TLED lamps, mogul-based LED lamps

Continuously looking to add additional measures, particularly HVAC equipment

Have focused on agricultural market segment since inception of the program – typically focused on efficient grain dryers (corn/soybean producers) and efficient livestock equipment (dairy/pork producers)

Ameren Illinois' Data Center Team continuously monitors latest trends in data center EE and looks for opportunities (fairly limited in Ameren Illinois service territory)

Incentives supporting New Construction projects are offered through Custom Initiative - activity in this segment is continuously evaluated for possible development into a stand alone New Construction Initiative



Business Retro Commissioning Initiative

Identifies no cost/low cost (zero- to one-year payback) energy efficiency measures

Optimize the operation of existing systems for:

- Compressed air
- Healthcare
- Commercial and public sector building facilities
- Industrial ventilation systems
- Industrial refrigeration
- Grocery stores
- Retro Lite, new in 2018, made available for smaller facilities

In Q3 and Q4, offered increased survey incentives for additional Compressed Air RCx projects that could complete prior to year end



Business Retro Commissioning Initiative Successes & Challenges

Successes

- Developing additional service providers for both Compressed Air and Large Facility Offerings to gather additional activity
- Provided several levels of training to service providers emphasizing:
 - Increased incentives
 - Stressing that RCx helps build long-term customers that lead to additional projects after RCx is completed

Challenges

- Finding qualified service providers for Large Facility and Industrial Refrigeration Offerings
- Public Sector participation
- Increased Custom and Standard incentives has customers and allies more interested in Custom and Standard Initiatives
- Getting to the right level of management to generate interest in RCx
- Measure lifetime for Compressed Air RCx



Business Retro Commissioning Initiative Measures

Higher Than Plan

- Compressed Air DS3-A participation
- Industrial Refrigeration

Lower Than Plan

- Compressed Air DS-4 participation
- Grocery Store
- Large Facility

Business Street Lighting Initiative

Municipal-Owned

- Incentivizes municipal customers to upgrade street light fixtures to LED technology
- Incentive levels were increased by 200% versus Plan

Ameren Illinois-Owned

- Incentivized to encourage replacement prior to burn out with a per fixture incentive provided to the customer
- Redesigned to move from an incentive per fixture approach to a small copay with work subcontracted out

Successes

Municipal-Owned Street Lights

- A total of 16 applications received for PY2018 and 11 projects completed
- Illinois Department of Transportation submitted two PY2019 applications for street lighting in the Standard Business Initiative.

Ameren Illinois-Owned Street Lights

- AIC continued to work to identify a diverse contractor, low income communities and necessary enhanced incentives to upgrade Ameren-Owned lights.
- Pilot completed using the newly on-boarded diverse contractor, 536 LED street lights installed

Challenges

- Limited municipality budgets and return on investment due to low operational cost
- Customers understanding ownership



MARKET DEVELOPMENT INITIATIVE



Market Development Initiative Overview

In 2017 Ameren Illinois Company worked hard to develop an energy efficiency plan that the Commission approved

That plan dedicated *\$2.9M for market development, diversity and economic empowerment* for communities in the AIC service territory

The AIC Energy Efficiency Plan was designed with the Market Develop Initiative and has three primary goals:

- Increase energy efficiency participation and engagement by customers and communities who have not traditionally participated
- Increase the number of local, diverse candidates filling untapped energy efficiency jobs
- Expand or launch new local and diverse energy efficiency businesses



MDI - Diverse & Local Business Enterprise Training & Support

In 2018, Ameren Illinois undertook efforts to support, train and expand local and diverse business enterprises in the AIC service territory

These efforts primarily included staffing grants and other supportive funding. It also included costs associated with providing business owners with energy audit equipment and pre-payment for weatherization material being installed for AIC energy efficiency projects

These efforts allowed these businesses to increase the number of AIC customers they could serve within the residential program

Diverse and Local Business Enterprise Training and Support

- Green Titan Investment
- Green Home Investment
- John's Mechanical Investment
- Total Investment \$98,640.38



MDI - CAAs & CBOs

Community Based Organizations

- Champaign County Regional Planning Commission
- Springfield Urban League
- CEFS Economic Opportunity Corporation
- Wabash Area Development, Inc.
- Embarras River Basin Agency, Inc.
- Sangamon County Department of Community Resources
- Illinois Black Chamber of Commerce
- Peoria Citizens Committee for Economic Opportunity
- Illinois Valley Economic Development Corporation
- BCMW Community Services
- Senior Services Plus
- SouthTown Construction
- Total Investment: \$990,890



MDI – Internships & Scholarships

Ameren Illinois developed internships and scholarships to build a pipeline of local and diverse job candidates that are knowledgeable of, and interested in, energy efficiency careers

In 2018, Ameren Illinois funded internship positions with small businesses, non-profits, CBOs and other organizations in Illinois to offer real-world experience in the energy efficiency industry to a diverse group of student interns

Ameren Illinois invested in interns for host organizations and provided regular, in-depth training about the energy efficiency industry

Ameren Illinois also funded 18 scholarships at 6 schools (3 per school). Each scholarship recipient received \$6,000 for the 2018 school year (\$3,000 per semester) to cover tuition and other needs such as textbooks

Scholarship recipients were diverse candidates studying either HVAC or Construction Management

Diversity of candidates is defined broadly to allow inclusion of several groups; for example, women, people of color, those who are the first in their family to attend college, and non-traditional students



MDI – Internships & Scholarships

Internship Partners

- Meyer Climate Control
- Parker Heating and Cooling
- Wabash Area Development, Inc.
- University of Illinois at Champaign-Urbana
- Neighborhood House (2)
- Champaign County Regional Planning Commission
- Resource Innovations
- Future Energy Enterprises
- CLEAResult
- Sangamon County
- NAACP (2)
- Total Investment: \$106,834



**ENERGY EFFICIENCY
INTERNSHIPS**

Connecting the future workforce with opportunities in the energy efficiency industry.

Ameren Illinois is helping local companies and organizations in the energy efficiency field identify potential candidates that would benefit from participating in a summer internship program. Through these connections, interns will be able to learn about employment opportunities in energy efficiency, receive mentorship from professionals in the industry, and learn skills relevant to obtaining a full-time position in energy efficiency.

Key points of this program

- » The program anticipates providing internships to 10–15 candidates
- » Internships are offered for 10–12 weeks, during May through August
- » Selected interns will work full-time during the internship period, and no less than 30 hours per week
- » Internships are paid positions, commensurate with experience and the responsibilities of the position
- » Internships are being offered throughout central and southern Illinois, specifically within the Ameren Illinois service territory

Internships will be granted, as available, to candidates who demonstrate a strong work ethic, commitment to the position and a willingness to learn about working in the energy efficiency field.

Learn more at:

AmerenIllinoisSavings.com/Internships

or call 1.844.494.1225



Who is eligible for an internship through this program?

We are seeking high school upperclassmen or college undergraduate students to participate in this program. Interested candidates must be eligible to work in the United States, complete a job application, and commit to actively participate in the internship program as required for the position's entire duration.



MDI – Internships & Scholarships

Scholarship Schools

- John A. Logan College
- Southwestern Illinois College
- Heartland Community College
- Illinois Central College
- Richland College
- Kaskaskia College
- Total Investment \$108,000



AMEREN ILLINOIS OPPORTUNITIES SCHOLARSHIP PROGRAM

As part of Ameren Illinois' mission to bring diverse candidates into the energy efficiency industry, Ameren Illinois created the Opportunities Scholarship to help train the next generation of Construction Management and HVAC professionals.

The program provides a total of **36 scholarships** per school year at six community colleges in Illinois. Scholarship winners receive a \$3,000 stipend to defray the costs of their training.

Looking beyond a student's GPA, Ameren Illinois works closely with school instructors to identify promising diverse candidates based on attitude, performance, and work ethic — students like Bryan Payton.

After his mother's death when he was just 11 years old, Payton navigated life's challenges — and Chicago's south side — with the help of meaningful mentorships. Eventually, he found a home at Heartland Community College and a **passion for HVAC work**. He plans to pay it forward via a youth advocate program.

"I found a love for HVAC. There is joy in what I do, and nothing can stop me. This is the start of my legacy."

— Bryan Payton,
HVAC Student,
Ameren Illinois Scholar

To date, the Ameren Illinois Opportunities Scholarship program has provided **over \$100,000** to support the promises of the future energy efficiency workforce in central and southern Illinois.

-  **\$100,000+**
in scholarship dollars awarded
-  Aims to bring diverse candidates into the energy efficiency industry
-  Changes the lives of **36** promising students every year
- CONTACT**
Angie Ostaszewski
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Rev. 03 /19



MDI – Energy Efficiency Education & Services

Costs covered in this category included costs that were incurred for the delivery of energy efficiency education and outreach to multiple customer segments like seniors and LIHEAP customers at Community Action Agencies

Examples include, but are not limited to, energy saving kits, marketing pieces, office equipment and supplies for community organizations, charges associated with venue rental for education and outreach, and training meetings with community based organizations

➤ Investment \$441,916.96



MDI – Project Management & Oversight

In order to develop and support efforts related to the market development initiative Ameren Illinois engaged two diverse companies with significant experience in the energy efficiency industry

These companies, Walker Miller Energy Services and Resource Innovations provided services ranging from program design research and support to day-to-day management of CBO programs

➤ Total Investment: \$507,220



MDI – Smart Savers Pilot

This pilot offered smart thermostats without a co-pay to eligible Ameren Illinois customers in qualifying zip codes

Target zip codes were chosen based on high concentrations of income qualified customers in areas of Peoria, Champaign, Decatur, and East St. Louis

In addition to distributing 5,500 smart thermostats, the pilot also did a small smart speaker pilot with connected lighting for smart thermostat recipients

Customers were able to choose self-install or to have the device installed by a Registered Program Ally

This pilot sought to engage local and diverse vendors in these communities to perform the installs

➤ Total Investment \$959,681



AMEREN ILLINOIS SMART SAVERS PILOT

Too often, those who would most benefit from lower energy bills are least able to afford energy-efficient upgrades.

Launched in 2018, Smart Savers brings the latest smart thermostat technology directly to low- and moderate-income customers — at no cost. Approximately **5,400** income-eligible customers in the pilot communities of Champaign, Decatur, East St. Louis and Peoria were given a Nest E or ecobee3 lite thermostat. Collectively, their new smart thermostats are expected to save an estimated 2.5 million kWh and 270,000 therms every year. This is equivalent to approximately **\$250,000** in electric savings and **over \$270,000** in gas savings annually.

To further boost local economies, the pilot program relied extensively on **local or diverse**-owned suppliers to help identify program participants and install thermostats. This commitment made a huge impact for small businesses like Jodeci Mack, who completed \$50,000 in installation work in Illinois' Metro East area in a five-month period.

“One of my goals has been to ensure that all utility customers, regardless of income, have an opportunity to receive real and meaningful savings from the energy efficiency programs they have been paying for.”

— Richard Mark,
Ameren Illinois
Chairman & President

Thanks in part to Smart Savers, the Ameren Illinois Energy Efficiency Program **doubled** the number of diverse vendors it worked with in 2018 and increased its diverse spend by seven-fold.

- 5,400 smart thermostats provided free of charge to low- and moderate-income customers
- Boosted energy efficiency engagement and supplier diversity in underserved areas
- Customer annual energy savings: 2.5 million kWh & 270,000 therms. Roughly equivalent to the annual energy usage of 380 homes.

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MDI – Participation Metrics By Category

Metric	Number of Participants	Number of Customers Served or Leads Produced
Number of diverse vendors	3	183 customer projects
Number of Smart Savers local vendors	7	2,286 thermostats installed by these vendors
Number of Smart Savers diverse vendors	3	650 thermostats installed by these vendors
Number of Street Lighting diverse vendors	1	536 LED street lights installed
Number of interns	13	N/A
Number of scholarships offered	18	N/A
Number of CBO projects launched	12	2,062 participants and 1,373 program leads*

* As of December 31, 2018



MDI – Market Development Action Plan

In 2018, Ameren Illinois implemented an action plan designed to help meet the objectives of the 2018-2021 Market Development Initiative as approved by the Illinois Commerce Commission

This Market Development Action Plan (MDAP) contains both diagnostic and action-oriented attributes that will allow our team to better understand the communities that comprise the Ameren Illinois service territory, as well as the markets therein

It is designed with a goal to provide opportunities to increase the gender, low-income, racial, ethnic, disability, and veteran profile, among others, of the supplier workforce and of Ameren Illinois' eligible customers participating in the Ameren Illinois Energy Efficiency Programs

In 2018, Ameren Illinois used the MDAP to weave the concepts of the Market Development Initiative into the fabric of the delivery of its energy efficiency programs

As a result, AIC has taken great strides in just one short year

To start, the company has expanded its diverse vendor involvement and spend, supporting diverse spend for program delivery of more than \$8.5 million which is nearly a seven-fold increase to expenditures in 2017

Additionally, in total, sixty MDAP efforts were in process or complete at the end of PY2018, with fourteen MDAP initiatives successfully integrated and complete within portfolio operations for PY2018



MDI – Market Development Action Plan

Year over year growth of minority and woman-owned business enterprises (MWBE) that are identified Program Allies to the program:

MWBE Allies	12/31/18	12/31/17	Difference	%Difference
Residential	68	23	45	195.7%
Business	303	239	64	26.8%
Subtotal	371	262	109	41.6%

Please note, the 'All Diverse Allies Row' is not a total of the other categories due to overlap of Allies; i.e. a Program Ally is minority-owned and woman-owned



MDI – Market Development Action Plan

Baseline Projects and Incentives – Diverse (self-identified) Program Allies

	Projects	Incentives	Business Incentives	Residential Incentives
Minority-owned	75 (0.5%)	\$413,522 (0.8%)	\$403,062 (1.4%)	\$10,460 (0.1%)
Woman-owned	260 (1.8%)	\$732,256 (1.5%)	\$689,336 (2.4%)	\$42,920 (0.2%)
Veteran-owned	284 (2.0%)	1,613,285 (3.2%)	\$1,575,355 (5.5%)	\$37,930 (0.2%)
All Diverse Allies	564 (3.9%)	\$2,509,565 (5.0%)	\$2,433,415 (8.5%)	\$76,150 (0.4%)

Program Year 2018 Projects and Incentives – Diverse (self-identified) Program Allies

	Projects	Incentives	Business Incentives	Residential Incentives
Minority-owned	500 (3.36%)	\$2,240,000 (4.4%)	\$2,170,000 (7.3%)	\$70,000 (0.3%)
Woman-owned	473 (3.19%)	\$2,321,000 (4.5%)	\$2,127,000 (7.2%)	\$194,000 (0.9%)
Veteran-owned	762 (5.0%)	\$2,285,000 (4.5%)	\$2,164,000 (7.3%)	\$121,000 (0.6%)
All Diverse Allies	1,572 (10.3%)	\$6,640,000 (12.9%)	\$6,353,000 (21.5%)	\$288,000 (1.3%)



Please note, the 'All Diverse Allies Row' is **not a total** of the other categories due to overlap of Allies; i.e. a Program Ally is minority-owned and woman-owned

APPENDIX





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**ENERGY EFFICIENCY
PROGRAMS**

— **2018** —
**CASE
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BUSINESS PROGRAM

MARKET DEVELOPMENT INITIATIVE

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BUSINESS PROGRAM

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RESIDENTIAL PROGRAM



SCHOOL EDUCATION PROGRAM

Education empowers people of all ages to make informed decisions about their energy use — and early education has the power to create helpful habits that can last a lifetime.

Targeting fifth through eighth grade students, Ameren Illinois' School Education Program provides energy efficiency curriculum and training to teachers, along with take-home kits for students. The program highlights how seemingly small actions and low-cost measures can reduce electricity, natural gas, and water use in the home.

To reach a broader group of students, Ameren Illinois changed its selection criteria before the new school year began in August 2018. The new criteria required that 50% of schools served by the program qualify as low- to moderate-income (as determined by Illinois Report Card data). Of the **4,500 kits** distributed between August and December, 53% of middle school kits and 100% of elementary school kits went to these schools.

Ameren Illinois distributed a total of **9,048 kits** to grade school and middle school students across its 43,700 square-mile territory in 2018. By implementing new selection criteria, the School Education Program makes energy efficiency more accessible to underserved populations.

“Our School Education Program positions young people as ambassadors to bring energy efficiency into their homes and share it with their families.”

— Kristol Simms,
Director of Energy Efficiency &
Innovation, Ameren Illinois



9,000+

Energy efficiency kits distributed to 5-8th grade students in 2018



Change in program criteria helps Ameren Illinois reach more low-income students



Between August and December 2018, low-income schools received **53% of middle school kits and 100% of elementary school kits**

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CUSTOMER ASSISTANCE EVENTS

Even when winter's worst is behind us and summer has softened into fall, the effect of peak heating and cooling costs can linger. To help those struggling to keep up with their bills, Ameren Illinois partners with local community organizations to host customer assistance events every spring and fall.

Customer Service Representatives are on hand to help customers explore payment assistance programs. Eligible low-income customers receive a one-time bill assistance **grant of \$150**.

In 2018, Ameren Illinois hosted seven events that drew a total of **3,402 attendees**. Spring events were held in East St. Louis, Granite City, Danville, and Peoria. Fall events took place in West Frankfort, Macomb, and Decatur.

To help customers reduce future energy costs, in 2018 Ameren Illinois began providing a free energy-saving kit that included an advanced power strip, high-performance shower head, faucet aerator and LED light bulbs. Ameren Illinois representatives offered demonstrations of how to use items in the kits.

Customers were able to fill out a survey and provide feedback on the event. Those who participated received a miniature LED flashlight.

"We understand that these are challenging times for some of our customers. We are pleased to provide customers with immediate financial assistance at these events, as well as energy efficiency recommendations that will help them manage their energy usage and costs."

— Richard Mark,
CEO & President,
Ameren Illinois



3,400+

Customers received free energy efficiency kits in 2018



Customer assistance events provide bill payment grants and energy efficiency education



\$75 Value of energy efficiency kit containing power strip, LED light bulbs, a high-performance shower head and faucet aerators

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ENERGY STARS HEATING & COOLING — AN ALLY IN EFFICIENCY

Mike Boone and Jason Orsega have put decades of experience into Energy Stars Heating & Cooling Co. when they both co-founded the Granite City company in 2013. With a shared goal to help homeowners reduce their energy use, they joined forces with Ameren Illinois — and today, business is booming.

Program Allies — like Energy Stars Heating & Cooling Co. — help customers identify energy-saving improvements and incentives to help pay for the projects. Certified by the Building Performance Institute (BPI) as insulation/air sealing specialists and/or HVAC professionals, these independent contractors are specially trained on the Ameren Illinois program.

“Together, we are making homes more comfortable and giving people more predictable energy bills.”

“We’ve actually built our processes around the Ameren Illinois Energy Efficiency Programs,” says Shanna Evans, Marketing Manager for Energy Stars Heating & Cooling Co. “We are trained on Ameren Illinois program requirements and have a good system in place to help customers apply for incentives — plus, we provide a quick turnaround on installations.”

— Shanna Evans,
Energy Stars Heating & Cooling Co.
Marketing Manager

Helping Customers Who Need it Most

As a Program Ally, Energy Stars Heating & Cooling Co. helps low- and moderate-income families in the Metro East region outside St. Louis take advantage of Ameren Illinois’ Home Efficiency Offering. This offering provides incentives that can cover a substantial portion of the costs to make energy-saving improvements.

“Ameren Illinois created this offering to make energy efficiency affordable to those who need it most,” says Kristol Simms, Director – Energy Efficiency & Innovation. “Our Program Allies provide quality work that helps homeowners achieve greater comfort and significant monthly savings.”

Since Ameren Illinois launched the offering, Energy Stars Heating & Cooling Co. has added 18 new positions, from auditors to installers and office workers — with plans to add more.

“This is a great option for customers. It helps a lot of people with aging equipment make

Affordable Efficiency

The Ameren Illinois Home Efficiency Income Qualified Offering makes energy efficiency affordable to low- and moderate-income households with incomes up to 300 percent of federal guidelines. The Offering focuses on how homes work as a system and offers generous incentives to lower the cost of these upgrades:

- Air/Duct Sealing
- Insulation
- Heating & Cooling Systems
- Smart Thermostats
- High-Efficiency Lighting
- Faucet Aerators & Showerheads



Bringing out the best in homes

Program Benefits

- Lower energy costs
- Incentives cover a significant portion of project costs
- Greater comfort in home
- Better indoor air quality
- Increased long-term value of home
- Reduced impact on environment
- Professional installation by specially trained contractors /Program Allies

Build Your Business with Ameren Illinois

Does your HVAC business have room to grow? When you become an Ameren Illinois Program Ally, you join an elite statewide network that customers can count on. Our Program Ally Network consists of independent contractors that are certified by the Building Performance Institute as insulation/air sealing specialists and/or HVAC professionals and are specially trained on Ameren Illinois programs. Become a Program Ally and watch your business grow!

their house more comfortable,” says Evans. “We get calls from a lot of single parents and seniors who can’t afford to spend thousands out-of-pocket on new heating and cooling equipment.”

Those customers can count on quality work, thanks to the highly trained workers at Energy Stars Heating & Cooling Co.

“We place high importance on training to ensure safe installations and good customer service,” says Evans.

In 2017, Energy Stars Heating & Cooling Co. took that training focus to new heights by building a fully functional training house.

The small, on-site replica allows trainees to practice common installations on equipment such as a furnace, air conditioner, water heater, circuit breaker, attic and wall insulation, and a smart thermostat. For new hires, many of whom are recent technical school graduates, the training house offers priceless experience to help them avoid costly mistakes at a customer’s home.

“The training house provides real hands-on experience that makes our technicians more confident in different situations,” says Evans. “We’re the only company in the Metro East area to have a training house like this — it’s pretty impressive.”

Where Science Meets Service

Energy Stars Heating & Cooling Co. takes a whole-house approach to achieve the greatest gains in efficiency. After all, a home’s comfort depends on how equipment like furnaces, air conditioners and ventilations work together. A problem with one system will affect the entire home’s efficiency and could even create a safety hazard.

Many homes have oversized heating and cooling equipment that costs hundreds or thousands of dollars more to operate. Before installing any equipment, Energy Stars Heating & Cooling Co. technicians perform a full load calculation that takes into account home size, air flow, insulation levels, and other factors. This focus on building science ensures that customers get right-sized equipment that delivers comfort at less cost.

Safety and efficiency go hand-in-hand at Energy Stars Heating & Cooling Co. During any home comfort project, technicians also test the home’s air quality to ensure safety.

That combination of science and service has made them one of the top HVAC companies in the Metro East area — and one of the most active Ameren Illinois Program Allies.

“Energy Stars Heating & Cooling Co. is a company that is making a difference,” says Simms. “We are proud to partner with them serving Metro East communities.”

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BUSINESS PROGRAM



UTICA LIBRARY BEGINS NEW CHAPTER IN EFFICIENCY

Unlike the classic titles you'll find on the shelves of the Utica Public Library, its 1970s-era lighting has not stood the test of time.

The building was riddled with dark spots, patrons complained about low light, and staff struggled with eye strain. Simply keeping up with bulb and ballast replacement became a challenge.

"Poor lighting is a problem we've been battling for years," says Librarian Emily Schaub, whose desk was positioned directly under a four-bulb fluorescent fixture that would frequently flicker and fail. "We had to do something."

At the recommendation of Utica Fire Chief Ben Brown (also chief bulb replacer at the library), Schaub reached out to Ameren Illinois.

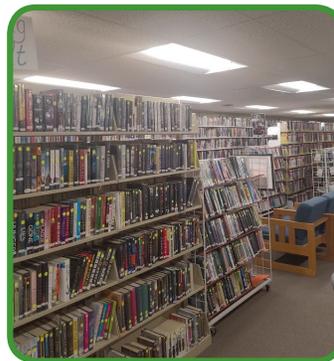
"Our Energy Efficiency Program provides information and incentives to help customers make changes that reduce their energy bills and preserve our energy resources," says Keith Martin, Director of Energy Efficiency Operations for Ameren Illinois. "Lighting is a great place for any facility to start saving."

The utility provided approximately \$8,500, which covered more than 90 percent of the library's cost to upgrade to 62 LED T12 fixtures. Ultimately, the library paid just under \$500 for upgrades worth nearly \$9,000.

The library chose Project Green Environmental Solutions, an Ameren Illinois Program Ally, to install the new lighting. In less than two months, the library was transformed into a far more welcoming place.

"We love our new lights. The entire library is much brighter, and we can all see a heck of a lot better," says Schaub. Today, one high-efficiency LED bulb has replaced the four-bulb fixture over her desk, making flickers a faint memory.

(continued on next page)



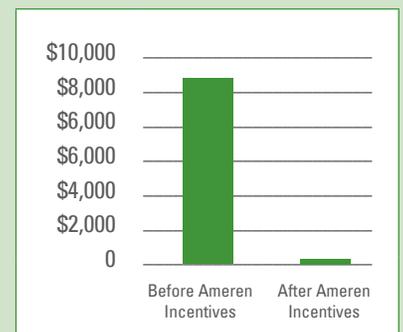
"Utica Public Library is a great example of how small changes can lead to big savings with energy efficiency projects."

— Keith Martin,
Director of Energy Efficiency

Benefits to Utica Library

- Approximately \$8,500 in incentives covered more than 90 percent of project costs
- Annual energy savings of more than 31,000 kWh
- Annual dollar savings of more than \$1,900
- Better quality of light
- 10-year guarantee on new LED lighting
- Improved patron and staff satisfaction
- Reduced impact on the environment

Project Cost Comparison



Brighten Your Business & Boost Your Bottom Line

Flip the Switch on Energy Waste

Lighting accounts for 20 to 50% of the average business' electricity consumption. On the bright side, that means you can enjoy significant savings — year after year — simply by making simple lighting improvements.

Ameren Illinois offers cash incentives for a variety of lighting projects, including:

- Replacing T12s with high-performance T8 or T5 lamps
- LED exit signs
- Interior LED lighting
- LED case lighting
- High-bay lighting replacements
- Exterior lighting for canopies and garages
- T8-to-T5 relamp and reballast
- Permanent lamp/fixture removal

The Lowdown on LEDs

ENERGY STAR®-qualified LED lighting uses at least 80% less energy than incandescent lighting, which cuts operating costs. And because it lasts 35 to 50 times longer than incandescent lighting — and up to five times longer than fluorescent lighting — you'll save on maintenance costs, too.



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The LED lighting will reduce the library's annual energy use by more than 31,000 kilowatt-hours, while producing a better quality of light.

"The LED bulbs produce an amazing quality of light," says Schaub. "I was concerned at first, but they have a nice warmness to them."

Lasting up to five times longer than fluorescent lighting, the LED lights will reduce the library's impact on the environment (not to mention the Fire Chief.)

"We use a lot of energy —and a lot of trees have to die to make a library possible — so we want to try to be as green as possible," says Schaub. "The new lights help with that."

Another feel-good factor is the 10-year guarantee that came with the new lights.

"The price is right, the product is amazing, and the work was done quickly," says Schaub, who commends the tidy (and quiet) team at Project Green Environmental Solutions.

By switching from fluorescent to LED lighting, Utica Public Library will save nearly \$1,900 per year — money better spent on books.

Even as the library gears up for a major expansion, it will continue to reduce its carbon footprint with help from Ameren Illinois.

"Utica Public Library is a great example of how small changes can lead to big savings with energy efficiency projects," says Martin. "An action as simple as switching to LEDs can potentially save thousands of dollars per year."

There's no need to keep quiet about this library's success story. Schaub readily recommends the Ameren Illinois Energy Efficiency Program to any organization looking to ease its impact on the budget and the environment.

As Schaub says: "Ameren Illinois made this a really easy choice. I didn't have to do anything but reach out."

"Ameren Illinois made this a really easy choice. I didn't have to do anything but reach out."

— Emily Schaub, Librarian,
Utica Public Library

Energy Efficiency Pays

Since 2008, the award-winning Ameren Illinois Energy Efficiency Program has provided more than \$100 million in incentives to help business customers save more than \$525 million in annual energy costs. Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, steam system improvements, and compressed air.





PARKLAND COLLEGE ACHIEVES NEW DEGREES OF EFFICIENCY

In its 50-year history, more than a quarter million students have chosen Parkland College as a stepping stone to success. Beyond creating sustainable careers, Parkland College aims to become a sustainable campus.

As part of the national Billion Dollar Green Challenge, Parkland maintains a self-managed green revolving fund that provides seed money for ongoing energy-saving projects. As Green Revolving Fund Coordinator for the college, Seth Rients seeks energy savings in every corner of the one-million-square-foot campus. Ameren Illinois has become an ally in this treasure hunt.

“Our goal is to save energy and money and to re-invest in future projects. Ameren Illinois incentives make projects economically viable,” says Rients. “Partnering with Ameren Illinois was a no-brainer for me.”

Between June 2017 and June 2018, Parkland College tackled more than 15 efficiency projects, ranging from lighting and HVAC to submetering and strategic energy management. During that time, the college received nearly \$24,000 in incentives from the utility and reduced its energy use by 170,000 kWh and 5,600 therms.

“What Parkland accomplished in a single year is remarkable, and the college continues to increase its efforts — and we’re with them every step of the way,” says Keith Martin, Director – Energy Efficiency for Ameren Illinois. “In an era of budget cuts, we’re proud to help educational institutions get the most bang for their energy buck.”

One of the first places Rients sought savings was in the large refrigeration systems that provide cold water to campus. Ameren Illinois provided \$12,800 in Custom incentives, which covered roughly two-thirds of the cost of eddy current testing of the aging chillers.

“Eddy current testing sends an electrical impulse that detects leaks and other imperfections,” says Rients. “The eddy current testing examined every single tube in the chillers. And as we spent time in the chiller plant, we saw other things we needed to do.”

But first, he would need to take a deeper dive into water flow.

“We had to do more metering and monitoring to get precise data on things like the volume and temperature of water flow,” says Rients.

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Grade-A Savings

Ameren Illinois can help educational facilities — including universities, community colleges, and K-12 schools — cut annual energy costs and improve learning environments. Cash incentives are available for a variety of energy efficiency projects, including:

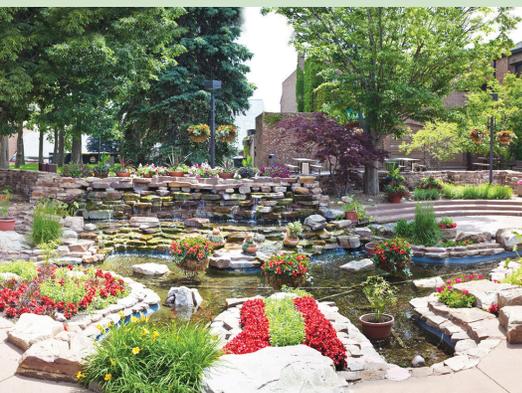
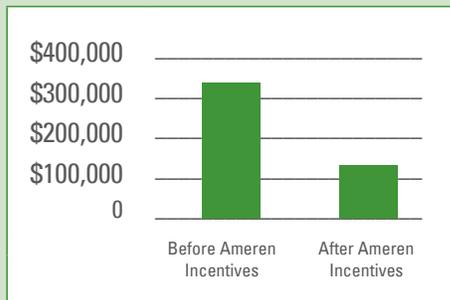
- No-cost/low-cost energy efficiency improvements
- Lighting upgrades
- Heating and cooling system improvements
- Commercial kitchen equipment upgrades
- LED exit signs, and vending controls
- Motor upgrades
- Steam system improvements
- Custom projects

“In an era of budget cuts, we’re proud to help educational institutions get the most bang for their energy buck.”

— Keith Martin,
Director Energy Efficiency

Become a Student of Energy Efficiency

Building Automation & Chiller Optimization Project Cost Comparison



Metering and Monitoring: Track Usage. Target Savings.

Advanced sub-metering and energy monitoring can help your business gain crucial insight into when, where, and how much energy is being used in your facility. Ameren Illinois provides cash incentives that cover up to 100 percent of the cost to install enhanced monitoring equipment and software.

Through its Metering & Monitoring offering, Ameren Illinois provided cash incentives that covered 100 percent of the cost to install enhanced monitoring equipment and software.

“Advanced sub-metering and energy monitoring can show you when, where, and how much energy is being used in your facility,” says Martin. “This makes it easier to pinpoint specific areas for upgrades.”

“In this climate of state budget cutbacks, public entities need energy efficiency more than ever.”

A cross-functional team also helps identify upgrades, as part of Ameren Illinois’ Strategic Energy Management (SEM) offering.

— Seth Rients, Green Revolving Fund Coordinator at Parkland College

The SEM program assists the customer in setting up a structure and a team focused on reducing energy use. The team’s efforts address executive sponsorship, assessment, goal-setting and communications.

“We meet once a month to identify new projects and move them forward,” says Rients, whose team works closely with Ameren Illinois Energy Advisor Rod Rhoads and Key Account Manager Brad Pintar. “I’ve never waited more than a few hours for an answer from Ameren Illinois.”

With smart energy use on the agenda, Parkland’s SEM team is creating a culture of sustainability. And technology only adds to the college’s sustainability efforts — without sacrificing comfort. For example, software and sensors automate savings by powering down unoccupied rooms.

In fall 2018, Ameren Illinois provided more than \$201,000 in Custom incentives for a building automation project that would bring three campus buildings up to modern energy code requirements and incorporate chiller optimization controls. Those incentives covered 60 percent of project costs and reduced the payback period to just 1.25 years. The college also took advantage of deep discounts from Ameren Illinois to replace 1,700 linear fluorescent bulbs with high-efficiency LED lighting.

“It’s amazing to only spend \$1 for an LED bulb that would normally cost \$5 to \$9,” says Rients. “Incentives like these make a huge difference.”

In fact, Ameren Illinois incentives have been a catalyst to help Parkland achieve \$200,000 in annual energy savings (and counting) — a solid start on its \$1 million goal.

By walking the talk on sustainability, Parkland College is ensuring that its mission to “engage the community in learning” includes lessons in energy efficiency.

“Energy savings give us money to tackle more projects,” says Rients. “In this climate of state budget cutbacks, public entities need energy efficiency more than ever.”

Put Theory Into Practice — and Save!

Since 2008, the award-winning Ameren Illinois Energy Efficiency Program has provided millions in incentives to help business, nonprofit and public organizations reduce their annual energy costs. Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, steam system improvements, and compressed air.



READY TO BEGIN?

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NEW CHURCH LIGHTING IS TESTAMENT TO EFFICIENCY

Much like Ameren Illinois, Crossbridge Church has roots that go back nearly a century in northern Illinois. Today, the thriving Ottawa-based church has grown to serve congregations in several area communities.

As organizations grow, however, so do energy costs. Fortunately, Ameren Illinois can help businesses, churches and non-profits spend less on energy.

“Our Energy Efficiency Program provides information and incentives to help customers make changes that reduce their energy bills and preserve energy resources,” says Keith Martin, Director of Energy Efficiency Operations for Ameren Illinois. “Lighting is a great place for any facility to start saving.”

That’s exactly where Crossbridge Church began its journey to energy efficiency. The church partnered with Ameren Illinois Program Ally Premium Light to upgrade outdated, 1970s-era parking lot lighting with high-efficiency LED bulbs.

Ameren Illinois provided cash incentives to help defray the church’s project costs. Beyond those up-front savings, the new exterior lighting will reduce the church’s monthly power bill by hundreds of dollars a year.

In light of the parking lot success, “we had our contractor do a walk-through of our Ottawa campus to look for other energy-saving opportunities,” says Pastor John Pickens. “We ended up replacing nearly all of our interior fluorescent lighting with LED bulbs.”

Rather than installing entirely new fixtures, Premium Light retrofitted existing fixtures and added reflectors to brighten the space even more. “In many fixtures, we were able to reduce four bulbs to three,” says Pickens. “Even with fewer bulbs, it’s amazing how much brighter the rooms feel.”

Light Up Your Facility for Less

Lighting accounts for as much as 50 percent of the average organization’s electricity consumption. On the bright side, that means your business or non-profit can enjoy significant savings — year after year — by making simple lighting improvements. Submit your qualified lighting project and gain:

- Cash incentives
- Lower electricity bills
- Better lighting
- Reduced project costs
- Longer lamp life
- Faster payback period
- Lower maintenance costs
- Reduced impact on the environment



Find Ways to Save at AmerenIllinoisSavings.com

Smart Thermostats: Comfort at Less Cost

Easy to operate and install, today's smart thermostats automatically adjust heating and cooling for optimal performance. By better controlling energy usage, a smart thermostat can help your organization save as much as 10 to 15% on heating and cooling costs. As an added convenience, you can control your smart thermostat from anywhere using your mobile device. Now you can save \$100 when you purchase an ENERGY STAR® qualified smart thermostat! Visit AmerenIllinoisSavings.com to learn more or apply for a rebate.



Along with the warm welcome it provides, the new interior lighting adds to the church's yearly energy savings. LED bulbs last for years, so they help reduce maintenance costs, too.

Cash incentives from Ameren Illinois put an otherwise beyond-budget project well within the church's reach.

"There was a very small chance that we could have taken on this project without the incentive," says Pickens. "The incentive made our decision super easy."

Energy management is super easy as well, thanks to the church's new smart thermostats.

"The new smart thermostats have been incredible for us. Like many churches, we only use rooms for a few hours at a time. Now we can schedule those times to keep the rooms comfortable when they're occupied and switch to an economy setting when they're not in use," says Pickens, who particularly appreciates the ability to remotely control temperatures when last-minute schedule changes occur. "Now we have better lights and cheaper electric bills — it's a win all around."

"The Ameren Illinois program has been a blessing to us."

— Pastor John Pickens,
Crossbridge Church

That win means more money is available to support the church's mission work — such as Cool Compassion, a summer lunch program that feeds children in need.

"Energy efficiency has become a huge motivator for us because those savings allow us to put dollars right back into the people and projects we're passionate about," says Pickens, who sings the praises of the Ameren Illinois Energy Efficiency Program.

"I recommend the Ameren Illinois program wholeheartedly — I was surprised at how easy it was," says Pickens. "It's been a blessing to us."

"Ameren Illinois can help churches and other non-profits impact the community with less impact on the environment," says Martin. "Something as simple as switching to high-efficiency lighting can potentially save thousands of dollars per year — money that can be put to better use in the community."

Cash Incentives: A Blessing for Your Budget

The award-winning Ameren Illinois Energy Efficiency Program offers incentives for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, steam system improvements, and compressed air. Those cash incentives — and the annual savings they help generate — free up funds to support your organization's mission.



READY TO BEGIN?

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MARKET DEVELOPMENT INITIATIVE



AMEREN ILLINOIS SMART SAVERS PILOT

Too often, those who would most benefit from lower energy bills are least able to afford energy-efficient upgrades.

Launched in 2018, Smart Savers brings the latest smart thermostat technology directly to low- and moderate-income customers — at no cost. Approximately **5,400** income-eligible customers in the pilot communities of Champaign, Decatur, East St. Louis and Peoria were given a Nest E or ecobee3 lite thermostat. Collectively, their new smart thermostats are expected to save an estimated 2.5 million kWh and 270,000 therms every year. This is equivalent to approximately **\$250,000** in electric savings and **over \$270,000** in gas savings annually.

To further boost local economies, the pilot program relied extensively on **local or diverse**-owned suppliers to help identify program participants and install thermostats. This commitment made a huge impact for small businesses like Jodeci Mack, of Handy Mack, who completed \$50,000 in installation work in Illinois’ Metro East area in a five-month period.

“One of my goals has been to ensure that all utility customers, regardless of income, have an opportunity to receive real and meaningful savings from the energy efficiency programs they have been paying for.”

— Richard Mark,
Ameren Illinois
Chairman & President

Thanks in part to Smart Savers, the Ameren Illinois Energy Efficiency Program **doubled** the number of diverse vendors it worked with in 2018 and increased its diverse spend by seven-fold.



5,400 smart thermostats provided free of charge to low- and moderate-income customers



Boosted energy efficiency engagement and supplier diversity in underserved areas



Customer annual energy savings: **2.5 million kWh & 270,000 therms.** Roughly equivalent to the annual energy usage of 380 homes.

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AMEREN ILLINOIS OPPORTUNITIES SCHOLARSHIP PROGRAM

As part of Ameren Illinois’ mission to bring diverse candidates into the energy efficiency industry, Ameren Illinois created the Opportunities Scholarship to help train the next generation of Construction Management and HVAC professionals.

The program provided a total of **36 scholarships** in the 2018 school year at six community colleges in Illinois. Scholarship winners received a \$3,000 stipend to defray the costs of their training.

Looking beyond a student’s GPA, Ameren Illinois worked closely with school instructors to identify promising diverse candidates based on attitude, performance, and work ethic — students like Bryan Payton (*pictured center in the above photo*).

After his mother’s death when he was just 11 years old, Payton navigated life’s challenges — and Chicago’s south side — with the help of meaningful mentorships. Eventually, he found a home at Heartland Community College and a **passion for HVAC work**. He plans to pay it forward via a youth advocate program.

“I found a love for HVAC. There is joy in what I do, and nothing can stop me. This is the start of my legacy.”

— Bryan Payton,
HVAC Student,
Ameren Illinois Scholar

To date, the Ameren Illinois Opportunities Scholarship program has provided **over \$100,000** to support the promises of the future energy efficiency workforce in central and southern Illinois.



\$100,000+

in scholarship dollars awarded



Aims to bring diverse candidates into the energy efficiency industry



Changed the lives of **36** promising students in 2018

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ENERGY EFFICIENCY COMMUNITY PARTNERSHIPS



Across its territory, Ameren Illinois is partnering with community-based organizations to engage customers in energy efficiency. These trusted and established organizations help bridge the gap between underserved customers and incentives available to them.

Community organizations are in a prime position to identify prospects for the Ameren Illinois Energy Efficiency Program. For example, the **Illinois Black Chamber of Commerce** helped connect Community Storage with the Ameren Illinois Small Business Direct Install Initiative. As a result, the storage rental facility received cash incentives covering roughly **87 percent** of the cost to upgrade to state-of-the-art LED lighting. The new lighting will save the East St. Louis business more than **\$5,000** every year.

“We believe it makes good sense for businesses to take advantage of energy savings... We are also excited about partnering with Ameren Illinois in our common goal of increasing access to procurement.”

— Larry Ivory,
IL Black Chamber of
Commerce, President & CEO

To further boost local economies, these community partnerships promise to enhance **supplier diversity**. In the case of Community Storage, the lighting assessment and installation work was completed by Jarvis Electric — **one minority-owned business serving another**.



Enlists the help of community-based organizations to raise energy efficiency awareness in underserved communities



Connects small businesses to Ameren Illinois incentives, while building supplier diversity



Illinois Black Chamber referral leads to **\$5,064** in annual energy savings for Community Storage

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