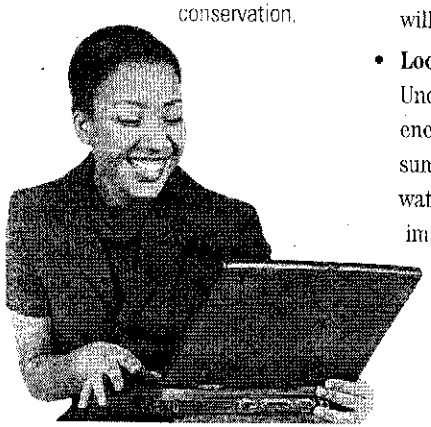
Communicate Your Way to Savings

By making energy efficiency an ongoing theme in your organization, you can encourage employees to become more energy conscious. To help employees understand the cost of their actions, such as leaving the lights on at night, effective communication might include calculating the cost of an hour of lighting at full capacity. Equate the potential savings to something meaningful within your organization (e.g. "The anticipated yearly savings of turning off our office lights at night would be enough to purchase 10 laptop computers.")

Use Energy Awareness Month in October to raise employee awareness of the importance of energy conservation.



Plan Your Way to Energy Savings

To tap into the power of energy efficiency, make energy performance a key measure of your organization's success. By making energy efficiency a shared goal in your business, you can rally your entire team to help lower energy consumption.

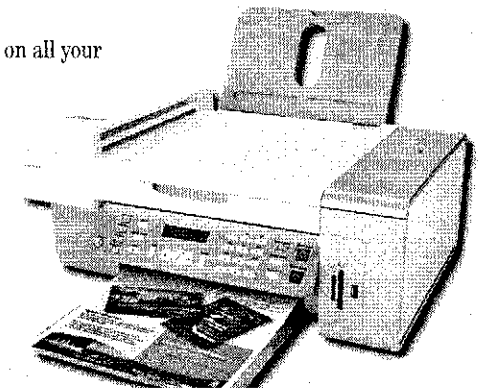
Follow these steps to get the most from every hour of power you use:

- **Build a team.** Include representatives from management or administration—top-level commitment is paramount.
- **Schedule a planning session** and start laying the groundwork. **Set realistic goals.** Is saying you want to save 10 percent over two years possible? What is the baseline you will measure against? How and when will the measurement be made?

  (As part of the ENERGY STAR® Challenge, the Environmental Protection Agency encourages a 10 percent savings goal.)
- **Create an action plan** for implementing the top priority energy-saving measures. Decide who will do what, by when, and within what budget. Schedule time to celebrate your successes. Instead of waiting until the end of a two-year program to announce results, create regular milestones and incentives to meet them. Make people feel they're a part of the program's success, and it will take on a life of its own.
- **Look at your current energy use and costs.** Understand what equipment uses the most energy. A small improvement in an area that consumes a lot of energy, like heating and cooling, water heating or lighting, will make a larger impact on the bottom line. Visit the Energy Efficiency and Renewable Energy Network at **www.eere.energy.gov** for more information.
- Consider replacing older fluorescent tube lighting with T8 or T5 fixtures.
- Install automatic, occupancy sensor room-lighting controls to turn lights on or off in frequently unoccupied areas such as bathrooms, copy rooms and warehouses.
- Use photocells or astronomical clocks with outdoor lighting to prevent unnecessary light usage during daylight hours.
- Replace large, traditional decorative holiday lights with new LED lights, which use about 90 percent less energy and last much longer than the larger bulbs. Use an automatic timer to help you avoid leaving the holiday lights on all night or during the daylight hours.
- Replace incandescent or fluorescent exit signs with LED exit signs.
- Make sure that bulbs, fixtures, lenses, lamps and reflective surfaces are cleaned regularly. By removing grease, dust and other dirt, you can increase the output of your lights.

Equipment, Appliances & Machinery

- Turn off any machines and equipment when not needed and during non-business hours. This includes computers, monitors, printers, copiers and task lighting.
- E-mail documents instead of using the fax machine.
- Set energy-saving features on all your office equipment to put it into sleep mode when not in use.
- Only buy office equipment that displays the ENERGY STAR® logo.

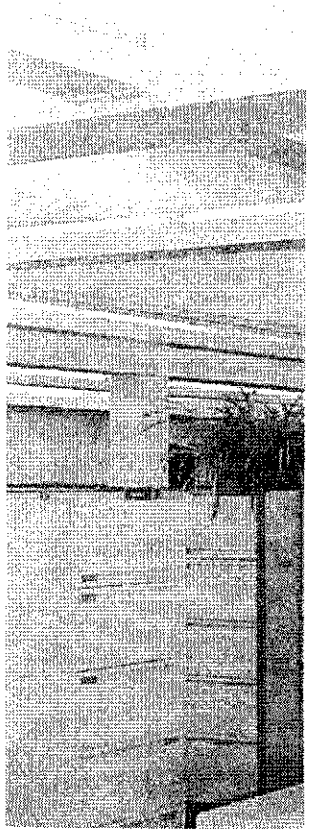


Tap into Energy-Efficient Technologies

Make it your business to stay abreast of emerging technologies that can save your business energy, time and money. For example, induction heating uses electrical currents to heat metals and transform them into finished products, reducing heating times and eliminating on-site combustion emissions. Lightwave ovens can cook a pizza in less than 90 seconds, and electric infrared ovens are about three times more efficient than convection ovens.

Visit the Edison Electric Institute Web site at **www.eei.org** to learn more about these and other cutting-edge energy-efficient processes.

Lighting comprises about 30 percent of the electrical load in most commercial buildings.



- GeoExchange Heating and Cooling Systems — also known as "ground source heat pumps" or "geothermal heat pumps" — use the constant temperature of the Earth to provide heating comfort in the winter and cooling in the summer time. GeoExchange systems provide the lowest operating costs and best environmental performance, even when compared to advanced fossil fuel systems.
- Use a heat pump water heater to capture the free heat exhausted by air conditioners, ice makers or above a cooking line, and amplify it to make cheap hot water. It also returns a moderate amount of free air conditioning as a byproduct.
- Recover part of the furnace exhaust heat for use in lower-temperature heating processes.
- Plant deciduous trees or shrubs on the south and west sides of your building. This acts as insulation, provides shade and blocks reflected heat from patios or driveways during the summer. The trees will drop their leaves in winter, allowing the warm sunlight to enter your facility.

Lighting

- Use compact fluorescent light bulbs instead of incandescent bulbs. They use only 25 percent of the electricity used by incandescent lights and last up to 10 times as long.
- Install electronic ballasts to increase fluorescent lamp efficiency by up to 25 percent and increase light output by 10 to 15 percent.
- Leave only minimal lighting on during non-business hours, if necessary for safety.
- Use task lighting instead of overhead lighting, and light only those areas that are needed at the time.

- **Consult with your electric company.** Many electric companies, including Ameren, offer a variety of services to enhance your business' energy efficiency. Ameren's energy experts can help you learn how your facility uses energy and determine the value of potential savings. Ameren also has access to an extensive network of qualified contractors with the know-how your business needs to improve its energy performance. Our network includes experts in distribution maintenance services, power quality, power reliability, backup generation, energy audits, utility bill audit and consolidation, facility analysis, performance contracting, compressed air services, HVAC and lighting.

  Visit **www.ameren.com** or call **1.877.322.2287** to learn more about products and services that may be of value to you.
- **Conduct an audit of your facility's energy use.** A walk-through audit is a simple, low-tech place to start. Pay particular attention to people's habits and practices that can be adopted to use energy more efficiently. For more in-depth information, consider hiring a trained professional. A walk-through of your facility by energy experts can help identify improvements to heating and cooling systems, lighting, the building envelope and auxiliary systems such as water heaters and coolers.
- **Determine how long it will take your investment to pay for itself in energy savings.** Simply divide the cost of the improvement by the annual energy savings. The result is the number of years to pay back the investment. This method doesn't take into account inflation, energy cost changes, tax effects, or expected life of equipment, so you may want to use an adjusted-payback or life-cycle costing method.

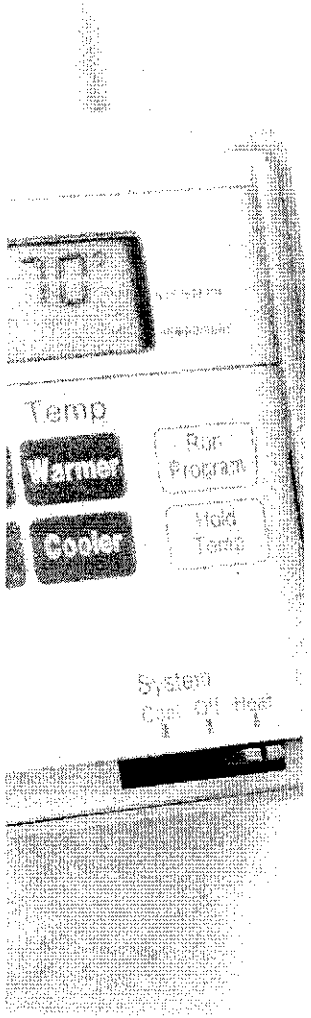
Consider Hiring a Professional

Energy audits of your facilities can help you discover how your business uses energy and identify potential areas for savings. Ameren has created a Value-Added Partner Network to help you locate a contractor with the expertise to provide energy-related services tailored to your business.

Ameren and the approved contractors in our network use the latest in technology to identify potential savings for your business. For example, our team uses ultrasonic inspections to detect hidden compressed air leaks, steam leaks and steam trap failures. Thermography allows us to identify temperature loss around windows, doors, commercial freezers and coolers, and piping insulation. And laser alignment helps us identify and eliminate frictional loss that occurs when electric motors are misaligned.

For more information, contact Ameren toll-free at **1.877.322.2287** or via e-mail at **marketing@ameren.com**.

Heating and cooling account for 70 percent of the energy used in commercial buildings. Water heating accounts for seven percent.



Strategies to Save Energy and Money

Heating, Cooling & Comfort

- Adjust thermostats up when cooling and down when heating, especially when an area is unoccupied. Programmable thermostats make these adjustments for you automatically.
- You may wish to install locking covers on your thermostats to prevent employees from tampering with temperature settings.
- Reduce the temperature on your water heater thermostat to decrease heat loss from your tank. Turn off the water heater if the building will be unused for two or more days.
- Make sure you have sufficient insulation in the ceiling floor.
- Insulate your hot water pipes, especially when they are located in unheated areas.
- Make sure your heating equipment is properly sized. The most efficient sizing will require the heating system to run constantly at full load on the coldest day that the building is designed to handle.
- Install interior or exterior shading devices (window film, solar screens, awnings, etc.) in south- and west-facing windows to block the sun's heat in the summer.
- Install fans or other re-circulating systems to create air movement. Proper air circulation improves space comfort and system efficiency. Ceiling fans work equally well in the winter to circulate warm air from the ceiling back down to the occupied space.
- If your air conditioning vents are in the floor, install reflectors to direct the cooler air upward. (Remember, cool air sinks toward the floor.)
- Consider installing air conditioner economizers (common in packaged rooftop units); they use the cool nighttime air outside to help cool the inside of your building.
- When buying new heating or cooling systems, choose ENERGY STAR® products. They are 20 to 30 percent more efficient than older models.
- Keep exterior doors and windows closed as much as possible when cooling with air conditioning.
- Consider installing a heat pipe. Originally developed by NASA to cool spacecraft, it lowers an air conditioner's energy consumption by 5 to 10 percent by improving its ability to dehumidify the air.
- Use variable speed motors and compressors on heat pumps and air conditioners to more closely match energy use to temperature fluctuation.
- Consider using a heat pump water heater, which can provide hot water much more efficiently than standard water heaters in many commercial applications, while maintaining comfort.
- Perform regular maintenance to keep heating, ventilation and air conditioning (HVAC) systems running more efficiently. Maintain a regular filter replacement and cleaning schedule and repair leaks in piping, ducting, coils, fittings and at the unit(s).
- Keep all registers or vents clear of drapes, desks, plants or boxes to keep the conditioned or heated air moving freely.
- Seal exterior cracks and holes with weather stripping or caulking. For an in-depth analysis of leaks, consider hiring a professional to conduct blower door tests or an energy audit. Ameren can help you locate a qualified professional in your area.

A qualified professional can conduct blower door tests or an energy audit. Contact Ameren to help you locate one in your area.

Ameren lines

ameren.com

SEPTEMBER
2007

September Marks National Preparedness Month

The U.S. Department of Homeland Security each September sponsors National Preparedness Month to encourage Americans to take simple steps to prepare for emergencies. Those steps include assembling an emergency supply kit, creating a family emergency plan, and getting informed about threats and involved in preparing communities.

First, ask yourself, "In the event of an emergency, do we have everyone's contact numbers and an out-of-town contact?" "Have we designated a place to meet outside our home and neighborhood?" "What is our emergency plan, including the evacuation location of my child's school?" To get started, you can download templates found at www.ready.gov.

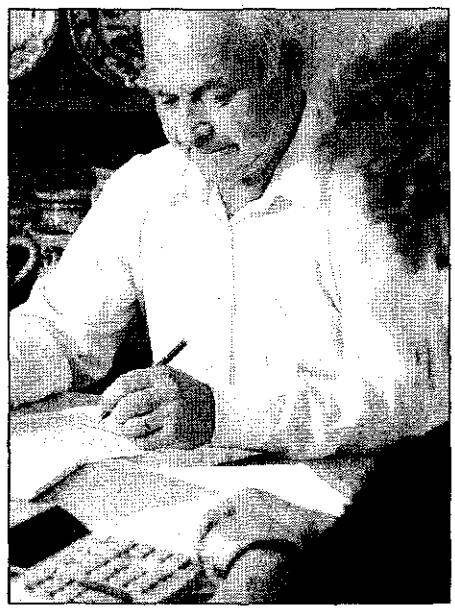
Also, assemble basic items like water, canned food, a battery-powered radio, flashlights and a first aid kit. Find a complete list of recommended supplies at www.ready.gov and suggestions for dealing with outages at Ameren's Web site, **www.ameren.com**.

Rate Relief Nearer for Ameren Illinois Utilities' Electricity Customers

Ameren Illinois utilities joined state legislators and other energy providers in developing an agreement that would bring our customers $488 million in bill credits, refunds and other relief through 2010 — all part of a $1 billion statewide relief package. Legislation authorizing the package was passed in late July, and currently awaits the governor's signature.

Under the agreement, 80 percent of our residential customers would realize a cut of 40 percent or more from the expected 2007 electric bill increase. Even residential customers using small amounts of electricity would get at least a $100 rebate this year. A typical residential electric customer who doesn't use electric heat would see a rebate of about $130 in 2007. Typical residential customers who heat their homes with electricity would get a credit of about $400 this year. And residential customers who use large amounts of electricity during the winter would get more than $1,000 returned to them this year.

Once legislation is signed, customers would begin to see credits reducing their bills or



checks in the mail within two to four weeks. The credits and checks would be retroactive to January. Bill-paying assistance will continue in 2008 and 2009.

In addition, the package would include millions of dollars to help low-income customers, senior citizens, not-for profit organizations and customers with unique hardships. It also would include a range of energy conservation programs and a pledge that a certain percentage of the utilities' electricity will come from renewable sources. For more on the rate relief package visit **www.ameren.com**.

Plug in Your Phone Number to Find Out About Outages

Another feature now available on Ameren's "Outage Information" Web page at **www.ameren.com** allows you to enter only your phone number — without registering to be an e-Customer — to view your electric outage status — no more searching for that account number to get your information.

Other recent features include:

- **Separate Missouri and Illinois Outage Maps:** Ameren's popular "Outage Map" has now been split to more easily display Missouri and Illinois outages.
- **Greater Level of Detail on Outage Maps:** Customers in many areas can now "click" to up to four levels of detail on the outage maps — giving a better view of ZIP codes affected by outages.
- **ZIP Code Alerts:** During major outages, alert messages will be added for affected ZIP codes on the Outage Map and in the company's "My Electric Outage" feature to provide additional detail.

Check out these new features at www.ameren.com.

Ameren CILCO

Check Out Tax Credits On Energy Efficient Appliances, Products

Planning to install energy-efficient windows, insulation, doors, roofs, or heating and cooling equipment in your home? Be sure to apply for tax credits on projects completed before Dec. 31, 2007.

The Energy Policy Act of 2005 offers consumers and businesses federal tax credits for purchasing fuel-efficient hybrid-electric vehicles and energy-efficient appliances and products. Most of these tax credits remain in effect through 2007.

Purchasing and installing energy-efficient appliances and products help reduce emissions by lowering the amount of energy power producers must generate. These appliances can cut your energy bills and increase your indoor comfort.

Some consumers will also be eligible for state rebates, as well as state tax incentives for energy-efficient homes, vehicles and equipment. Each state's energy office Web site carries more information on specific state tax information — Illinois offers some incentives; check out www.dsireusa.org and click on Illinois. For more on federal tax breaks, visit http://www.energy.gov/taxbreaks.htm.

AmerenCILCO
Customer Service Numbers

Residential: **1.888.672.5252**

Business: **1.877.677.5740**

Suspected gas leak: **1.888.672.5252**

TTY Illinois Relay: **711**

Underground locating (JULIE): **1.800.892.0123 or 811**

Speed Pay information: **1.866.729.2452**

The Scoop on Energy Hogs

The average U.S. household — while more aware than ever of energy efficiency — continues to use more energy. Why? The increasingly wired American home is loaded with outlets charging cell phones and iPods.

That typical home also houses multiple computers and big-screen TVs — all creating higher demand for power. At last count, six of every 10 homes have a computer. In 1992, the number was one in five. Households that once had only one TV, now have two or three — some with screens four times as large as the typical television of 20 years ago. These plasma screens use eight to 10 times as much electricity as the TVs they replace. In fact, entertainment and telecommunications devices now account for 15 percent of home energy use.

Larger homes also add to the rise in energy demand. Average homes in 2001 were 2,555 square feet — up from 2,072 in 1981 — and that average new home has a lot more space to cool.

What can you do? Consider zoned cooling for that larger house. Programmable thermostats allow you to manage your energy use when you are not at home. Weatherize your home to control air flow in and out. Turn off lights in unoccupied rooms. Use fans to create air flows to add comfort, and turn off kitchen and bath ventilation fans after they've done their job.

The average family spends $1,900 a year on energy bills, with the majority of that cost going to heating and cooling the home. Explore the interactive Energy House under the Residential tab on **www.ameren.com** to discover the electrical energy demands and cost of using many home appliances.

Ameren Seeks to Enhance Natural Gas Pipeline Safety

If you live or work near natural gas pipelines, you should have received a special pipeline safety pamphlet — part of AmerenCILCO's larger communications effort to educate the public and emergency responders on safety around natural gas pipelines.

Utilities and federal and state agencies are working to make the pipeline system as safe as possible by sharing critical safety information with those who live and work near pipelines.

A key element in pipeline safety is the Illinois JULIE (Joint Utility Locating Information for Excavators) program, which offers anyone who may dig a free service to mark the location of all underground utilities. Illinois law requires anyone digging, regardless of the depth of the project, to call JULIE by dialing "811" or a toll-free number, 1-800-892-0123. Your notice to dig must be made at least 48 hours (two working days) before excavation starts, and the project must begin within 14 calendar days from the call to JULIE.

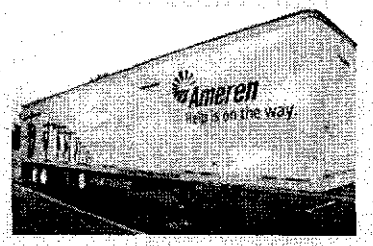
AmerenCILCO also conducts and participates in safety education for emergency responders, contractors, customers, children and others. Customers receive regular safety information bill inserts, and AmerenCILCO conducts regular patrols and inspections of its natural gas pipeline rights-of-way and facilities. Highly trained AmerenCILCO natural gas employees are qualified under U.S. Department of Transportation (USDOT) standards for natural gas pipeline operators. For more, visit **www.ameren.com** – and check out the special section for children on the "In Your Community" page.

Power Smart Pricing

Power Smart Pricing is a real-time electricity pricing program for residential customers served by the Ameren Illinois utilities. The program gives customers access to real-time electricity prices that are based on wholesale market prices. These prices vary hour-to-hour, day to day according to the actual market price of power. Customers who select Power Smart Pricing receive enhanced customer support from CNT Energy, a non-profit organization serving energy consumers. CNT Energy notifies program participants in advance when prices will be high and provides personalized information and tips to help customers manage their electricity usage and costs. For more information, visit www.powersmartpricing.org or call CNT Energy at 1-877-655-6028.

Ameren lines
ameren.com

MARCH
2007



Storm Repair to Go!

Trailers Put Equipment, Communications "On the Road"

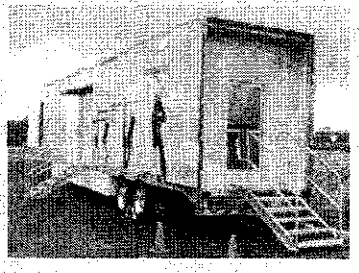
Two new, 53-foot trailers equipped with all the necessary storm restoration materials — from wire and hardware to crossarms and computers — can now help AmerenCILCO crews combat the effects of severe storms when they hit.

The trailers are easy to spot — they have been covered with eye-popping graphics that depict AmerenCILCO crews at work, as well as an important message: "Help Is On the Way!"

The trailers are equipped with a generator that supplies electricity inside the trailer, outlets to charge cell phones and laptops and an undercarriage to tote the large crossarms that may need to be replaced during storms.

Specially trained employees distribute materials to restoration crews, order new materials and coordinate all material-related communications between the mobile storeroom and warehouses.

During the next storm — keep an eye out for our storm trailers!



Ameren Illinois Utilities Offer Help for Higher Rates

Ameren Illinois utilities are offering two optional programs to help customers ease the transition to higher electric rates, following the expiration of a 10-year rate freeze in the state.

AmerenCILCO's Customer Elect Plan:

Under this plan, about 90 percent of all Ameren Illinois customers — including residential customers, eligible schools, local governments and small commercial customers — can defer a portion of the 2007 price increases over a three-year period (2007-2009). The deferred portion would be repaid with a below-market interest rate of 3.25 percent APR, beginning no later than January 2010.

Enrollment for the Customer Elect Plan ends Aug. 21, 2007, and deferrals begin no earlier than May. Customers who enroll early — by April 10, 2007 — will receive retroactive deferrals for January through April on their May bills.

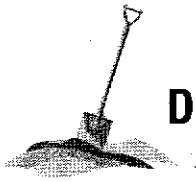
For more information about this optional program, visit www.ameren.com.

AmerenCILCO's Price Response Program: Under this plan, a form of real-time pricing, customers will pay an hourly price for electricity rather than a fixed price. This price may vary from hour to hour. Program participants will be provided with daily price forecasts that allow them to make informed decisions about how they use electricity and help them manage what they pay for electricity over the course of time.

The Illinois Commerce Commission has approved the Community Energy Cooperative (CEC) as the program administrator for the Ameren Illinois utilities' Price Response Program (PRP). A non-profit membership organization based in Chicago, the CEC in 2003 launched the nation's first large-scale residential electricity pricing program to use hourly, market-based electricity prices.

AmerenCILCO will provide further details about the PRP once promotional and educational materials and other requirements of the program have been finalized. For more information about the CEC, see www.energycooperative.org.

It's tax season. Remember, when filling out your Illinois state income tax form, you can help families in need by checking the Energy Assistance box to make a donation to the state's Good Samaritan Fund.



DIG THIS: Calling Ahead Is the Law!

You've been waiting all winter to get outside and dig in your garden, fix a leaky basement or build a new deck — but did you know that you can disrupt utility service — and even put your life in danger — just by digging in your yard?

That's because natural gas and electrical lines are sometimes buried under your property. The solution? Just call JULIE — Joint Utility Locating Information for Excavators — at 800.892.0123 *before* you turn over that first shovel of dirt.

Within two working days, JULIE will locate the lines on your property and mark them so that you or your contractor can finish the job safely.

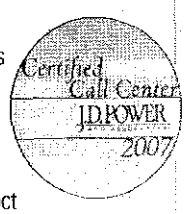
You can visit the JULIE Web site at **www.illinois1call.com** for full details about what you need to do before you dig.

Attention Excavators: New federal law requires you to contact 911 emergency service if you cause damage to any line that results in the release of natural gas. For more information visit **www.illinois1call.com**.

Ameren CILCO

Contact Center Recertified for Service Excellence!

The AmerenCILCO customer contact center in Peoria, Ill., has earned recertification under the J.D. Power and Associates Certified Call Center Program℠, which recognizes excellence in customer service. The recertification was based on positive feedback from customers surveyed about their telephone experience in contacting AmerenCILCO. Evaluation criteria included courtesy, agent knowledge, concern for the customer's questions or issues and usefulness of the information provided.



AmerenCIPS and AmerenUE customer contact centers also recently earned J.D. Power and Associates recertification, while the AmerenIP contact center in Decatur, Ill., achieved certification for the first time. All of the Ameren companies' customer contact centers are now certified. Certification is for one year. Recertification depends on the results of another customer satisfaction survey.

"I'm proud of our contact center representatives," said Stan Ogden, manager, Ameren Illinois Customer Service. "They've proven their ability to deliver an outstanding customer experience."

AmerenCILCO Customer Service Numbers

Residential: **1.888.672.5252**

Business: **1.877.677.5740**

Suspected gas leak: **1.888.672.5252**

TTY Illinois Relay: **711**

Underground locating (JULIE): **1.800.892.0123**

Speed Pay information: **1.866.729.2452**

Spring Storms Ahead? Plan Now to Be Prepared!

While nobody wants to see a repeat of last year's damaging storms, it's always a good idea to be prepared for emergencies.

Here are some items you can gather now to prepare your family for any emergency, at any time:

- Emergency telephone numbers
- Flashlights and fresh batteries
- Extra keys for your garage and home
- Battery-powered radio
- Battery-powered or wind-up alarm clock
- Supply of bottled water (one gallon per person per day)
- Non-perishable foods that don't require heating
- Blankets, bedding or sleeping bags
- First-aid kit and medications
- Hand-operated can opener
- Special items for infants, the elderly or family members with special needs
- Hand tools, such as a screwdriver, scissors, duct tape, plastic utensils, paper plates, waterproof matches and household bleach

- Identification and copies of important family documents
- Extra cash, since an extended electrical power outage may prevent you from withdrawing money from automatic teller machines or banks

If bad weather is on the way, you might want to take these additional steps:

- Turn your refrigerator to its coldest setting and leave the door closed. (But don't forget to turn the setting back up when the risk is over!)
- Turn off and unplug any unnecessary electrical equipment — especially sensitive electronics.
- Place important documents in a safe box or other waterproof storage space.
- Fill your vehicle's gas tank.
- Bring lawn furniture and other loose, lightweight objects inside.

Finally, don't forget your pets! Make sure you have plenty of food and water, fresh litter and clean newspaper, leashes and collars and a carrier for each pet!

For the Record: Does Tree-Trimming Really Reduce Storm-Related Power Outages?

In major storms where entire trees are uprooted and brought down on power lines, a routine tree-trimming program would have little or no impact on the extent and duration of outages.

The main purpose of maintenance tree trimming is to prevent incidental contact of limbs with power lines — not to prevent entire trees or large limbs that normally have adequate clearance from falling into power lines in an exceptionally severe storm.

An extensive tree removal program would be necessary to prevent "problem" trees from causing power outages during a major storm, but many of these trees are outside utility rights-of-way, where utilities currently lack authority to remove them.

Ameren companies support the expansion of tree-trimming programs, along with provisions for increased removal of problem trees, provided regulators enable the companies to fund that expansion and obtain the necessary authority to trim or remove problem trees outside our rights-of-way.

The best defense against tree-related outages is to live by the saying, "the right tree in the right place."

That means not planting trees directly beneath power lines, near poles or too close to electrical equipment.

Consider planting trees of a slower growth or limited height variety, like crabapples, hawthorns, ornamental pears or cherries. Working together, we can reduce the number and duration of storm-related outages!

Ameren*lines*

ameren.com

JULY
2007

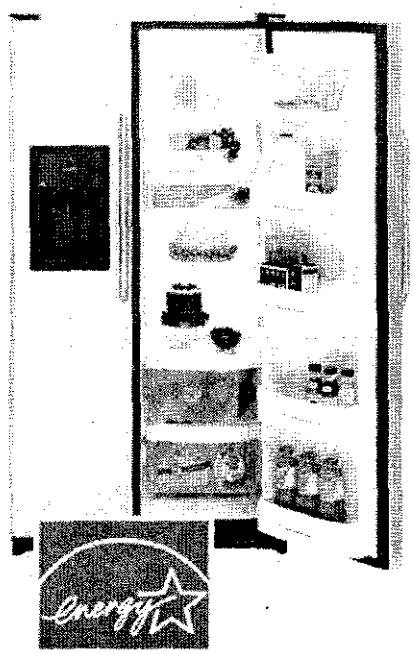
ENERGY STAR® — *Your Smart Choice in Appliances, Electronics*

When shopping for new appliances or home electronics, there's an easy way to tell which models will be easiest on your energy bill, and easiest on the environment: Just look for the ENERGY STAR® label.

The ENERGY STAR label identifies products that meet strict energy efficiency standards set by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE). Products that have earned this label help you save energy and money without sacrificing performance.

When buying a new appliance, remember that it has two costs — what you pay for the appliance itself, and what you pay for the energy to operate it over the life of the product. ENERGY STAR-qualified appliances such as clothes washers, refrigerators, dishwashers, room air conditioners and dehumidifiers use advanced technologies that reduce energy and water usage 10 to 50 percent over standard models.

Looking for the ENERGY STAR label in choosing home electronics can make a big difference, too. An average home has roughly two TV sets, a VCR, a DVD player and three telephones. According to the DOE, 40 percent of all electricity used to power these devices is consumed while they're turned off. That's because even when they're off, home electronics products use energy to power "always on" features like clock displays and remote control capability. ENERGY STAR-qualified products use as much as 50 percent less energy to perform these functions.



To learn more, visit the ENERGY STAR Web site: **www.energystar.gov**

Is Your Contact Information Up-to-Date?

The Ameren Web site, **www.ameren.com**, offers a range of features to help you with billing and service questions, as well as useful energy savings tips and tools to help you control costs by using energy more efficiently.

Recently, we enhanced our Storm Center to provide you with more detailed information about power outages, even during major storms. The Storm Center also provides special outage alerts and other key information tailored to your area.

To use some of these special features, you will need to register, but registration is easy. Just go to **www.ameren.com**, and click on "My Home" or "My Business." Then click on "Sign Up Now."

Already registered? You can visit our Web site to update your e-mail address, phone number and other contact information so you can continue to enjoy the full range of features and services available.

Save Postage and Gasoline with Online Payment Options

With postage up and record-high gasoline prices, now is a good time to consider Ameren's online payment options.

Direct Pay allows you to have your monthly Ameren service bill paid directly from your bank account on the day it is due. Before your payment due date, you will receive your monthly statement with the same information you get now, so you can record the amount in your check register. But instead of actually having to write a check, your payment will be made automatically. There is no charge for this service.

Another free payment option for Ameren customers is to pay online by **electronic check**, through CheckFree Corporation. You will need your Ameren account number to sign up with CheckFree.

You may also pay your bill online by **credit or debit card**; there is a convenience fee of $3.50 for each transaction.

For details on these and other payment options, visit **www.ameren.com**, and click on "My Home" or "My Business."

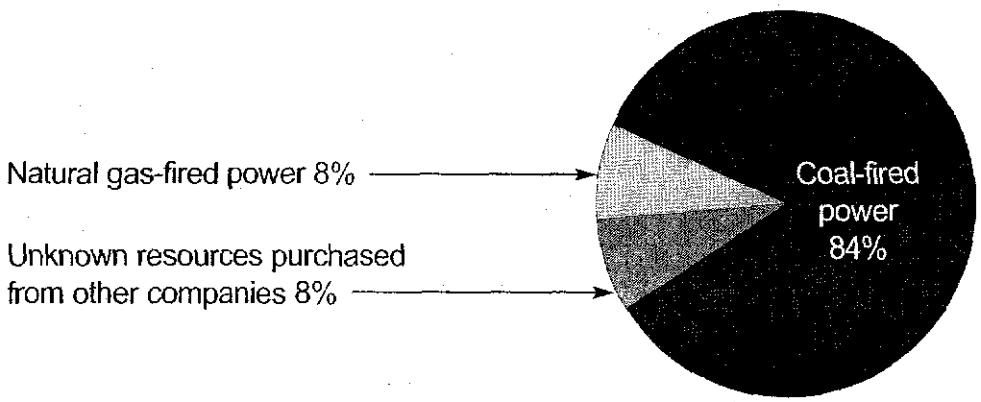
Ameren CILCO

Stay Cool During the "Dog Days" of Summer

As we enter the "dog days" of summer, here are some simple ways to help keep you, and Rover, from losing your cool:

- Close blinds or draperies on the south and west side of your house to keep out the summer sun.
- Set the thermostat on your air conditioner to the highest setting at which you are comfortable. For each degree you raise the thermostat, you can save 2 to 3 percent on your cooling costs.
- Run heat-producing appliances, such as dishwashers, washing machines and clothes dryers, early in the morning or later in the evening to avoid adding extra heat to your home during the hottest part of the day.
- Finally, check your air conditioner's filter once a month. When you can hardly see light through it, clean or replace it. Also, keep the outdoor compressor free of leaves and debris.

Sources of electricity supplied for the 12 months ending March 31, 2007



Sources of electricity supplied for the 12 months ending March 31, 2007	Percentage of total
Biomass power	0%
Coal-fired power	84%
Hydro power	0%
Natural gas-fired power	8%
Nuclear power	0%
Oil-fired power	0%
Solar power	0%
Wind power	0%
Other resources	0%
Unknown resources purchased from other companies	8%
TOTAL	100%

AVERAGE AMOUNTS OF EMISSIONS and AMOUNT OF NUCLEAR WASTE per 1000 kilowatt-hours (kWhs) PRODUCED from KNOWN[1] sources for the 12 months ending March 31, 2007

Carbon Dioxide	1,970 lbs
Nitrogen Oxides	2.48 lbs
Sulfur Dioxide	9.35 lbs
High-Level Nuclear Waste	0 lbs
Low-Level Nuclear Waste	0 ft^3

Footnote

[1] 8% of the total electricity supplied was purchased from other suppliers and the amounts of emissions and amount of nuclear waste attributable to producing this electricity is not known and is not included in this table.

Additional information on companies selling electrical power in Illinois may be found at the Illinois Commerce Commission's Web site (www.icc.illinois.gov).

AmerenCILCO Customer Service

Residential: **1.888.672.5252**
Business: **1.877.677.5740**
Suspected Gas Leak: **1.888.672.5252**

TTY Illinois Relay: **711**
Underground Locating (JULIE): **811** or **1.800.892.0123**
Speed Pay Information: **1.866.729.2452**

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 2.01 Regarding Ameren's Exhibit 2.0 Page 9 of 45, (Lines 186-204) Witness Voytas indicated that Ameren will offer numerous residential and business services and programs. Please provide a detailed description of similar or related existing services Ameren is currently offering its Illinois customers, and program results and analysis.

Response: The Ameren Illinois Utilities are not currently offering Illinois residential and business customers similar or related energy efficiency and demand response programs which witness Voytas described in his testimony. Therefore, program descriptions, results and analysis do not exist.

Prepared By: Gregory W. Lovett
Title: Managing Spv, Product & Svcs
Phone: (314) 554-6415
Date: December 12, 2007

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 1.12 At p. 50 of the Plan the Company discusses the difficulty of evaluating bulb placement and usage. Please provide more detail regarding how the Company will be collecting customer information that will allow it to track participants' usage, including how it will obtain customer contact information.

Response: At this point, it is unclear what the most effective strategy will be, and it will be the responsibility of the evaluator to develop the approach that is most effective for purposes of the evaluation. If a program is based on manufacturer or retailer buy-downs, it is virtually impossible to track participants. In-store rebates and coupon-based incentive approaches enable tracking but some retailers refuse to participate in programs that require them to process rebate forms. Mail-in rebates are the most track-able, but involve considerably more expense. The Ameren Illinois Utilities will work with the program implementer, evaluator and other parties to develop a final program design that enables the most effective tracking process within budget.

Prepared By: Val R. Jensen
Title: Senior VP, ICF International
Phone: (415) 677-7113
Date: December 12, 2007

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 1.13 Has Ameren done any research to estimate potential savings from consumers setting their thermostats at recommended levels in summer and winter?

Response: Ameren Corporation's subsidiary, AmerenUE, conducted a critical peak pricing pilot in 2004 and 2005. On average, customers on solely a critical peak pricing rate, using no technology, reduced load during critical peak periods by approximately 0.6 kW per kW. Customers on a critical peak pricing rate who also employed smart thermostats provided by AmerenUE reduced load by approximately 1.2 kW per customer. No critical peak pricing events were called during winter months.

Prepared By: Richard A Voytas
Title: Manager, Energy Efficiency and Demand Response
Phone: (314) 554-3025
Date: December 12, 2007

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 1.15 Has Ameren done research regarding the usage of programmable thermostats in its service territory? If yes, please describe and provide all documentation, including the following:

n) How many customers currently have programmable thermostats?

o) How many customers who have programmable thermostats use them?

p) The average savings per customer.

q) The benefits to the system from greater usage of programmable thermostats.

Response:

n) The Ameren Illinois Utilities do not know how many customers currently have programmable thermostats

o) The Ameren Illinois Utilities do not know how many customers who have programmable thermostats use them.

p) See The Ameren Illinois Utilities' Response to Energy Law & Policy Center's Data Request No. ELPC 1.13, filed currently herewith.

q) The Ameren Illinois Utilities have not researched on benefits to the system from greater usage of programmable thermostats.

By "Ameren" we understand this to mean the Ameren Illinois Utilities.

Prepared By: Richard A Voytas
Title: Manager, Energy Efficiency and Demand Response
Phone: (314) 554-3025
Date: December 12, 2007

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 1.16 Does Ameren believe it faces different challenges than ComEd implementing energy efficiency programs due to the rural nature or other unique characteristics of its service territory? If yes, please explain how it plans to target and manage its programs to adjust for those differences.

Response: Yes. The Ameren Illinois Utilities will face different challenges than ComEd when implementing their energy efficiency programs. One difference, among others, is population density. The Ameren Illinois Utilities serve 1.2 million electric customers over 44,000 square miles – an average of 27 customers per square mile. The number of customers per square mile is estimated to be 10 times larger for ComEd.

The Ameren Illinois Utilities will select Program Managers to assist with final program design and marketing plans. The Ameren Illinois Utilities anticipate Program Managers will bring expertise and experience from various markets which will allow us to successfully implement programs that account for the unique characteristics of our territories.

Prepared By: Stan E. Ogden
Title: VP, Customer Service & Public Relations
Phone: (309) 677-5549
Date: December 12, 2007

Prepared By: Keith Martin
Title: Manager, Customer Service and Energy Efficiency
Phone: (309) 677-5562
Date: December 12, 2007

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 1.18 Has Ameren done any analysis regarding customer's usage of outdoor lighting, including current customer usage of energy efficient outdoor lighting and potential customer savings? Please provide all documentation.

Response: Objection. The data request seeks information that is not relevant nor material to the issues in this proceeding, and not likely to lead to the discovery of admissible evidence. Without waiving objection, the answer is none.

Prepared By: Stan E. Ogden
Title: VP, Customer Service & Public Relations
Phone: (309) 677-5549
Date: December 12, 2007

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 1.19 Ameren's Residential Lighting & Appliances program description does not provide any references to different types of lighting. Has Ameren done any specific savings analysis or planned any specific programs related to:

a) Outdoor lighting
b) Recessed indoor lighting
c) Candelabra-type lights
d) Other forms of lighting

Please explain and provide all documentation.

Response: No, the analysis at this stage considered only basic CFL screw-in and pin-based lamps, table lamps and torchieres. The Ameren Illinois Utilities expects that the final program design will include specialty lamps.

Prepared By: Val R. Jensen
Title: Senior VP, ICF International
Phone: (415) 677-7113
Date: December 12, 2007

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 1.21 Please provide the most recent copy of Ameren's appliance saturation and/or customer end-use surveys, or any similar market research. Such research would include information such as the typical vintage and characteristics of the refrigerators and other appliances of Ameren customers.

Response: The Ameren Illinois Utilities are not aware of any appliance saturation and/or end-use surveys that have been conducted in the past five years for any of the Ameren Illinois Utilities. Such surveys completed prior to this period are generally not available and would not be expected to provide relevant data.

Prepared By: Stan E. Ogden
Title: VP, Customer Service & Public Relations
Phone: (309) 677-5549
Date: December 12, 2007

Prepared By: Richard A Voytas
Title: Manager, Energy Efficiency and Demand Response
Phone: (314) 554-3025
Date: December 12, 2007

AmerenCILCO's, AmerenCIPS', and AmerenIP's
Response to
Energy Law & Policy Center (ELPC) Data Requests
ICC Docket No. 07-0539
Approval of Energy Efficiency and Demand Response Plan

ELPC 1.23 Has Ameren done any studies or does Ameren possess any information regarding phantom load, i.e., load from appliance that are plugged in but not in use? Please provide all related documents.

Response: Objection. The data request seeks information that is not relevant nor material to the issues in this proceeding, and not likely to lead to the discovery of admissible evidence. Without waiving objection, the answer is none.

Prepared By: Richard A Voytas
Title: Manager, Energy Efficiency and Demand Response
Phone: (314) 554-3025
Date: December 12, 2007

OPINION DYNAMICS
CORPORATION

EVALUATION OF AMERENUE'S COMMERCIAL ENERGY AUDIT AND ENERGY EFFICIENCY IMPROVEMENT REBATE PROGRAM

Prepared for

AMERENUE

Prepared by

OPINION DYNAMICS CORPORATION
1030 Massachusetts Avenue
Cambridge, MA 02138
(617) 492-1400
www.opiniondynamics.com

In partnership with

GDS ASSOCIATES

June 2007

TABLE OF CONTENTS

Executive Summary

The Commercial Energy Audit and Energy Efficiency Improvement Rebate Program is designed to encourage more effective utilization of electric energy through energy efficiency improvements in the building shell or though the replacement of inefficient electrical equipment with efficient electrical equipment. AmerenUE provides a rebate for a portion of the costs of an energy audit and related upgrades that improve the efficient use of electricity. (A detailed description is provided in Section II.)

This program was run as a pilot program between 2003 and 2006. Program accomplishments during the pilot period include:

- 42 applications with 31 of 42 projects completed: 29 high-efficiency lighting or lighting controls; 5 HVAC improvements or HVAC controls; 1 installation of variable speed drives (VSD) and chillers[1]
- Over $131,000 in rebates provided to customers, with 71% of program budget committed
- Additional non-energy benefits reported by participants, including brighter and cleaner lighting
- Self-reported estimates by participants of over 5,724 MWh in annual energy savings from program supported projects, with verification of nearly 1,000 MWh.

These program accomplishments are described further in Section III.

The amount of funding available to participants during this pilot was small (i.e., a maximum of $5,000 per customer). For participants, these funds increased communications and overall satisfaction with AmerenUE; but while appreciated by customers, for *most* customers, the small amount of funding from the AmerenUE program does not appear to increase the efficiency level of the projects—there were, however, a few participants who said that it did help justify the measures and/or speed up the timing of the upgrades.

During the pilot period, this program was undersubscribed, and most notably, did not result in the energy savings that could have been achieved with the available program funding since only 71% of the available budget was used or committed. Notably, it was also administered at a low cost by AmerenUE (and with AmerenUE kicking in for the cost of the administrative efforts). As such, program tracking was kept to a minimum. This approach is understandable given the low level of funding for the projects; however, the lack of project documentation does not allow for an impact analysis to be conducted. The evaluation team was unable to verify program savings or report on the cost effectiveness of this program.

We did, however, examine impacts for seven of the 31 projects completed through this program. These projects appear to be cost effective. (See Sections IV and VII.)

[1] This is according to the program spreadsheet although our review of the final rebate applications indicates that at least one project (an HVAC project) is mislabeled as a lighting project in the program spreadsheet.

Based on the findings from our evaluation efforts, AmerenUE and the Collaborative should consider the following process recommendations for future commercial programs:

- Increase marketing efforts to promote program awareness and increase future participation
- Change the rebate structure to support additional projects and encourage projects that would not otherwise be done, and review size requirements
- Require an ROI of over three years to reduce freeridership
- Reexamine the role of the audits
- Consider a more formal pre-application notification process that limits the reservation of funds, and a stated policy for extension of deadlines
- Increase administrative oversight and program tracking efforts
- Collect additional data to allow for an impact analysis (details included in Section V)
- Verify documentation, installation and persistence of measures
- Conduct future evaluation efforts closer to project implementation

While the pilot was valuable—allowing AmerenUE to gain experience with a commercial program, before rolling out a larger program—AmerenUE should revisit the project design and ensure that all necessary information is being tracked. Addition information on each of the recommendations listed above is provided in Section V.

I. Introduction and Methodology

The Commercial Energy Audit and Energy Efficiency Improvement Rebate Program is designed to encourage more effective utilization of electric energy through energy efficiency improvements in the building shell or though the replacement of inefficient electrical equipment with efficient electrical equipment. AmerenUE provides a rebate for a portion of the costs of an energy audit and related upgrades that improve the efficient use of electricity.

This pilot program started on October 1, 2003 and allowed participation of up to 25 companies per funding cycle with rebates of up to $5,000 per company. Two rounds of program funding occurred between October 2003 and December 2006, for a total budget of $250,000.

This evaluation report is based on (1) our review of the participant tracking spreadsheet and available applications or other hard copy documentation, (2) our review of program materials (i.e., a short program description and the program application forms), (3) in-depth interviews with the AmerenUE program administrator and program stakeholders, and (4) telephone interviews with program participants. In all, we interviewed 13 program participants representing a total of 20 individual projects, of which 18 had been completed at the time of our interviews.[2]

We attempted to reach all customers listed in the participant database. Table 1 below presents the interview status of all 42 projects that had some contact information listed in the program spreadsheet.

Table 1: Interviews Status

	Number of Customers	Number of Projects
Completed interview[a]	13	20
Could not identify correct telephone number	5	8
Did not return call after multiple attempts to contact	12	12
Dropped from program	2	2
Total	32	42

a. Three of the interviewees did not have sufficient time to complete the entire interview and only provided high-level feedback about the program.

Because of the small number of participants in this program, we would need to speak with approximately 70% of the customers in the database (22 of the 32 customers) to present quantitative findings with 90% confidence ± 10% error. Thus, our findings below should be considered to be qualitative findings.

[2] Three of the interviewees did not have sufficient time to complete the entire interview and only provided high-level feedback about the program. Most of the impact and process findings in Sections IV and V below are therefore based on the responses of ten program participants, of which eight had completed their projects.

II. Program Description

The Commercial Energy Audit and Energy Efficiency Improvement Rebate Program is an incentive program designed to encourage customers to replace inefficient energy consumption equipment or otherwise improve the energy efficiency of commercial facilities. The program started on October 1, 2003 and was run as a pilot program through the end of 2006.
During this pilot program, there were two rounds of funding. Each round of funding allowed for 25 projects with a maximum rebate amount of $5,000 per project. The maximum program funding was $125,000 per year, for a total program budget of $250,000.

Energy-efficient measures eligible for rebates include high-efficiency lighting, space and water heating equipment, central air conditioning, and other measures. The target market is small commercial companies in Missouri that are served by AmerenUE. The design documents indicate that larger companies would not benefit as much from this program because it has a relative small rebate (up to $5,000 per customer), but they are still eligible to participate. Individual residential homes and manufacturing facilities are not eligible to participate in the program.

Prospective program participants completed the Customer Enrollment Application, which requests general information about the applicant and their business, e.g., contact information, building type and structure, and prior energy conservation projects. Applications were screened to determine that the customer was an AmerenUE Missouri customer, and that there were still openings in the program. No information on anticipated energy savings measures was collected in the enrollment application (although estimated savings is usually provided on the final rebate application), and savings and ROI were not required.

According to the program materials, the program consists of three main components – an initial energy audit, a follow-up energy audit, and implementation of energy audit recommendations – although participants do not need to complete all three components to receive a rebate. These three program components are described below.

Initial Energy Audit: The initial audit is a high-level walk-through and audit of all the systems listed under AmerenUE's standard energy audit.[3] Although the audit step is required to be in the program, there is no required forms to fill out unless the customer is requesting reimbursement. (Notably, only one participant received a rebate for the initial audit according to the program tracking spreadsheet.) Auditors usually submitted some form of paperwork (at times an invoice, other times a more detailed audit report.) According to the design documents, the initial audit is intended to identify potential cost-effective improvements and energy savings measures but the extent of this audit is not specified. AmerenUE makes available a list of approved Energy Auditor (EA) firms, but participants are not required to use a contractor from this list. The program provides a rebate of 50% of the cost of the initial energy audit, up to $500. In many cases, however, the contractors do not separately charge for the audit if they are also hired to implement the energy saving measures.

[3] This includes general building construction, heating and cooling systems, water heating system, refrigeration equipment, indoor and outdoor lighting, cooking equipment, office equipment, laundry equipment, hot tubs, spas, and swimming pools, elevators and escalators, interval usage data, and operations and maintenance procedures.

Follow-up Energy Audit: The follow-up audit is a detailed on-site audit of the systems identified as areas of potential energy savings during the initial audit. In this audit, which is not required to receive the implementation rebate, the auditor calculates specific energy savings from potential measures as well as the predicted potential total energy savings and the associated Return on Investments (ROI). Recommendations of energy saving measures are outlined in a report for the customer. According to the design document, AmerenUE would then review the recommendations to verify applicability to the program. After the follow-up energy audit is performed, the remaining 50% of the initial audit cost, up to another $500, is credited to the customer. It should be noted that none of the projects enrolled in the pilot program had a follow-up audit performed (so the follow-up audit component is by design, not in practice).

Implementation of Energy Audit Recommendations: The customer has 18 months from the application date to complete some or all audit recommendations. Once energy efficiency measures have been implemented, the customer completes the two-page "Application for Commercial Energy Audit & Energy Efficiency Rebate Program" which asks for the date complete, the annual kWh savings, the associated costs and ROI (estimated by the contractor) and submits this form to AmerenUE with documentation of project completion (generally an invoice). The AmerenUE program administrator verifies that the customer has the correct paperwork and then sends the application to AmerenUE's accounting department to offer the customer a rebate of 33% of the costs of the upgrades, up to a total of $5,000 (minus the previous audit credits, if any). Interactions between the customer and the program administrator are minimal. While the current pilot program does not require a specific ROI for participation, it is anticipated that future program revisions will require an ROI of greater than three years.
AmerenUE conducted minimal proactive promotional campaigns for this program given the minimal funds available during the pilot period. According to the program materials, promotional activities included:

- Press release at the beginning of the program.
- Description of the program on the Products and Services page in the Your Business section of www.ameren.com.[4]
- Description of the program to customers who could benefit from this program during routine discussions in the field and call center, and to customers requesting information about the program.

[4] This is believed to have been short and brief since the program was only available to 25 customers each round. No large scale marketing was done. Design documents indicate that messages would be available on the Ameren bills, but this was never done due to the limited availability of funding.

III. Program Accomplishments

Based on our findings, program accomplishments during the pilot period include:

- 42 applications with 31 of 42 projects completed: 29 high-efficiency lighting or lighting controls; 5 HVAC improvements or HVAC controls; 1 installation of variable speed drives (VSD) and chillers[5]
- Over $131,000 in rebates provided to customers, with 71% of program budget committed
- Non-energy benefits including brighter and cleaner lighting
- Self-reported estimates by contractors of over 5,724 MWh in annual energy savings from program supported projects, with nearly 1,000 MWhs verified through evaluation efforts.

These accomplishments are described in more detail below.

Thirty-One of 42 Projects Completed

Since the inception of the pilot program in October 2003, 42 individual projects have been initiated (of 50 possible spots) and 31 projects have been completed. In the first year, the program allowed for the same customer to submit multiple projects, so in all, these 31 projects were completed by 21 customers. (Note that this was changed in subsequent years so that each customer could only receive one rebate.)

Table 2 below presents a summary of the projects for the two funding cycles, 2003 and 2004, and for the overall program to-date.[6]

Table 2: Summary of Projects

	Round 1	Round 2	Total
Application Date	10/27/03 to 10/06/05	10/06/05 to 06/26/06	10/27/03 to 06/26/06
Date Implementation Completed	12/13/03 to 03/29/06	10/30/05 to 09/30/06	12/13/03 to 09/30/06
Number Initiated	25	17	42
(Unique Customers)	(15)	(17)	(32)
Number Completed as of March 2007	23	8	31
(Unique Customers)	(13)	(8)	(21)
Projects Started But Not Completed	-	9	9
Projects Dropped	1	1	2
Percent Completed	92%	47%	74%

The majority of the 31 completed projects are lighting projects, with a few other types, including HVAC, VSD, and chiller projects. All completed projects had an initial audit but only one was funded through the program; none had a follow-up audit.

[5] This is according to the program spreadsheet although our review of the final rebate applications indicates that at least one project (an HVAC project) is mislabeled as a lighting project in the program spreadsheet.
[6] The tables in this section include program information as of March 2007.

Table 3: Completed Projects Including Various Measures

Measures	Round 1	Round 2	Total
Total Number of Completed Projects	**23**	**8**	**31**
By Measure (some projects had multiple measures)			
Lighting / Lighting Controls[a]	22	7	29
HVAC / HVAC Controls	4	1	5
VSDs	-	1	1
Chillers	-	1	1
Initial Energy Audit	23	8	31
Initial Energy Audit Funded Through the Program	-	1	-
Follow-Up Energy Audit	-	-	-

a. Lighting controls include occupancy sensors; HVAC controls include DDC Controls, programmable T-stats, and thermostat controls for ceiling fans.

During in-depth interviews, three customers indicated that the AmerenUE program affected the timing of their project (moving it up), or that the program affected the efficiency level. Three others said that they "might or might not" have done the project without the AmerenUE funding. Many customers, however, (7 of 13) reported that while very satisfied with the program, they would have made the changes anyway. In all, four of 13 interviewees indicated that the incentive was very important in their decision to install the upgrade.

Over $131,000 In Rebates Given, With 71% of Budget Committed

AmerenUE provided a total of $131,000 in rebates, representing about 53% of the program budget, with an average rebate amount of $4,528 per project. In addition, up to $45,000 in additional rebates are earmarked for the nine projects that have been started but not completed (as of March 2007). If these rebates are given out in full, program rebates would total $176,000, or 71% of the program budget. Only one of the 31 completed projects requested a rebate for audit costs.

Total implementation costs for the completed projects by participants have totaled almost $5 million;[7] thus the AmerenUE rebates represent only 2.6% of the total funds for these projects (or 8% of total funds after removing one outlier). According to customers, the average ROI period, before the rebate, was 4.5 years, with 11 completed projects having an ROI of three years or less and 18 completed projects having an ROI of greater than three years.[8]

[7] Note that one project with a recorded implementation cost of $3.3 million accounts for 66% of total project costs.
[8] Note that two of the completed projects were missing ROI information in the database.

Table 4: Summary of Program Rebates and Funding

	Round 1	Round 2	Total
Total Rebates Available	$125,000	$125,000	$250,000
Rebates Provided	$109,309	$22,000	$131,309
Percent Rebates Used	87%	18%	53%
Average Rebate Amount	$4,753	$3,667	$4,528
Total Implementation Cost	$4,732,674	$223,232	$4,955,906
Average ROI	4.7	3.1	4.5
Number with ROI ≤ 3 years	7	4	11
Number with ROI > 3 years	16	2	18

Non-energy Benefits Including Brighter Cleaner Lighting

Through in-depth interviews with 13 participants, several participants indicated that the program-supported lighting improved the conditions of those in the space. Respondents (including the National Guard) frequently mentioned brighter, cleaner lighting as one non-energy benefit from the AmerenUE supported projects.

Over 5,724 MWhs in Annual Energy Savings from Program Supported Projects

While documentation was not available to conduct an impact assessment for this program (see detailed write-up below), participants were asked to provide estimates of annual kWh savings on the final rebate applications. The AmerenUE program spreadsheet estimates that the 31 completed projects account for annual energy savings of over 5,724 MWh. Nearly 1,000 MWhs of this was verified through our analysis. (See Section VII.) This program has the ability to result in a large amount of energy savings for AmerenUE and the Collaborative—more than nearly every other program in the portfolio besides the residential lighting program.

IV. Impacts

Over the pilot period, this program was administered in-house, at a low cost. As such, program tracking was kept to a minimum (as were administrative costs). This approach is understandable given the low level of funding for the projects; however, the lack of project documentation did not allow for an impact analysis to be conducted. Thus, we are unable to report total program savings or the cost effectiveness of this program.

We did, however, examine impacts for seven of the 31 projects that were supported with program funds (see table below). This included five lighting projects and two HVAC projects. Savings for the lighting projects ranged from 73,000 kWh to 258,000 kWh, while savings from the two HVAC projects were 44,192 and 275,000 kWh. Only one of the HVAC projects resulted in gas savings. (See table below.)

The total savings from these seven projects was approximately 1,000 MWh, and all seven were determined to be cost-effective. (See Section VII.) While we did not have enough information to extrapolate to the program as a whole (given the wide range of projects), these seven projects represent 23% of all completed projects.

Table 5: Savings from Seven Projects

	Project Type	Electricity Savings (kWh)	Gas Savings (therms)	Demand Reduction (KW)
Missouri Lutheran Synod—St. Louis	HVAC	275,949	--	70
WalMart—Ferguson	Lighting	258,546	-490	47.4
WalMart—Caruthersville	Lighting	148,477	-304	29.3
WalMart—Owensville	Lighting	108,354	-248	23.7
St. Anthony's—St. Louis	Lighting	74,460	--	20.4
Clean Uniform—O'Fallon	Lighting	73,251	--	23.5
Capitol Plaza Hotel--Jefferson	HVAC	42,192	1,044	24.7
TOTAL FOR 7 PROJECTS		981,229 kWh		

Through in-depth interviews with 13 participants, we also found that all measures are still installed (i.e., in-service rate appears to be 100%). Three of 13 participants indicated that the project resulted in increases in the use of the equipment (i.e., snapback). No spillover was reported by those interviewed.

Recommendations for data tracking, to allow for future impact evaluations, are provided in the process findings section below.

V. Process Findings and Recommendations

The Commercial Energy Audit and Energy Efficiency Improvement Rebate Program was undersubscribed during the pilot period, and most notably, did not result in the energy savings that could have been achieved with the available program funding since only 71% of the budget was used or committed during the pilot period.

Overall, however, there was a high level of satisfaction among the customers who enrolled in the pilot program. The interviewed participants found both the application and the rebate process to be very easy and thought that AmerenUE provided all the program information they needed. Some also mentioned that the AmerenUE program contact was helpful in guiding them through the process. None of the interviewed participants indicated having any problems with either the application or rebate process. Several interviewees indicated that the application process was "very easy" and that the AmerenUE contact person had been very helpful. One participant mentioned that the online application process was helpful. Participants were also highly satisfied with the new products they installed. The pilot Commercial Energy Audit and Energy Efficiency Improvement Rebate Program was clearly very popular with the interviewed program participants, and interviewees had very little criticism about any aspects of the program.

Based on our process related findings, AmerenUE and the Collaborative should consider the following recommendations for future programs:

- **Increase marketing efforts to promote program awareness and increase future participation**

  As mentioned above, this program was undersubscribed. During the pilot period, the program enrolled 42 of 50 possible projects. So far, proactive promotional campaigns for this program have been kept to a minimum, partially because the program was still in its pilot phase and was only available to Ameren's Missouri customers. The limited approach to marketing might have contributed to the under-subscription to the program in its second round of funding (only 17 of 25 potential projects were initiated).

  Going forward, we recommend increasing marketing efforts to encourage more participation in this program (assuming that the program grows). Because this program currently targets small commercial customers (who most likely do not have account representatives), AmerenUE should consider proactively reaching out to targeted customers, either on a one-on-one basis or through a contractor network. Notably, through in-depth interviews, participants in the pilot program reported learning about the program through a variety of sources, including contractors, Ameren's website, and by directly contacting AmerenUE to inquire about available incentives.
  We also recommend searching for a way to expand the program to Illinois customers if at all possible.

- **Consider changing the rebate structure to support additional projects and encourage projects that would not otherwise be done, and review size requirements**

  Interviewed participants were generally satisfied with the level of program incentives. For many (7 of 13), however, their satisfaction appears to be, in part, because they would