

Ameren Illinois - Summary of KPIs and Customer Benefits

*KEY for Primary Metric Category

Efficiency/Productivity=**EP**; Environmental Compliance=**Enviro**; Budget Controls=**Budget**; Safety=**S**; Outage Duration+Frequency=**ODF**; Customer Service=**CS**

Ameren Illinois Company - KPIs

Incentive Compensation KPIs	Incentive Compensation KPI Descriptions	Customer Benefit	Primary Metric Category*
OSHA Recordables	An OSHA recordable is an injury or illness case that does not involve lost workdays away or restricted duty but does involve either medical treatment other than first aid or an occupational illness (whether treatment is provided or not).	Working safely to protect Ameren Illinois employees and customers and avoiding medical, legal, etc. costs related to accidents or injuries ensures Ameren Illinois has talented employees available to serve customer needs and meet their expectations.	S
Eliminate Vehicular Backing Accidents	Ameren Illinois is focused on safety and believes that all backing accidents can be avoided. This KPI encourages employees to not place themselves in a position where they must back a vehicle. Employees are trained how to avoid backing and given proper instruction for backing.	Working safely to protect our employees and customers and avoiding medical, legal, and property damage costs related to accidents or injuries ensures Ameren Illinois has talented employees available to serve customer needs and meet their expectations.	S
Average FOCUS (Field Operations Customer Survey) and Customer Satisfaction (CCI) Score	The FOCUS survey is a measure of overall customer satisfaction with Ameren Illinois as a provider of services and a specific measure of Ameren Illinois field performance. Both residential and non-residential customers are surveyed. The survey consists of a common set of screener and qualifier questions, questions pertaining to the customer's initial contact experience with Ameren Illinois, and questions regarding the customer's overall impression of Ameren Illinois as a provider of utility services. In addition to these common questions, the survey contains module-specific questions relevant to one of five service transaction types. The five transaction modules are: New Service or Upgrade, Lighting Repair, Gas Leak, Physical Connects/Meter Sets, and Electric Service Problems. The customer sample provided for the study defines the specific transaction module appropriate for each respondent.	The FOCUS survey measures customer satisfaction for specific field orders. The customer ratings and comments help Ameren Illinois identify areas or processes needing improvement in order to increase performance in these areas. The survey also measures overall customer perception of Ameren Illinois and helps Ameren Illinois prepare communication and messaging for customers related to utility requirements, programs, safety, etc., to help customers better understand utility services.	ODF/CS

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FOCUS (Field Operations Customer Survey) - Division Goal	The FOCUS survey is a measure of overall customer satisfaction with Ameren Illinois as a provider of services and a specific measure of Ameren Illinois field performance. Both residential and non-residential customers are surveyed. The survey consists of a common set of screener and qualifier questions, questions pertaining to the customer's initial contact experience with Ameren Illinois, and questions regarding the customer's overall impression of Ameren Illinois as a provider of utility services. In addition to these common questions, the survey contains module-specific questions relevant to one of five service transaction types. The five transaction modules are: New Service or Upgrade, Lighting Repair, Gas Leak, Physical Connects/Meter Sets, and Electric Service Problems. The customer sample provided for the study defines the specific transaction module appropriate for each respondent.	The FOCUS survey measures customer satisfaction for specific field orders. The customer ratings and comments help Ameren Illinois identify areas or processes needing improvement in order to increase performance in these areas. The survey also measures overall customer perception of Ameren Illinois and helps Ameren Illinois prepare communication and messaging for customers related to utility requirements, programs, safety, etc., to help customers better understand utility services.	CS
SAIFI	System Average Interruption Frequency Index (SAIFI) represents the total number of customer interruptions divided by the total number of customers served.	Improving the electric outage incident frequency rate ensures we meet customers' needs for reliable power which leads to increased customer satisfaction.	ODF
Average Speed of Answer as reported to the ICC	Average speed of answer is a metric commonly used in call centers to measure the amount of time it takes to answer all customers calling the Company on an average basis annually.	Monitoring average speed of answer benefits customers by ensuring the call centers are appropriately staffed to respond to customer telephone calls in an acceptable timeframe. Good customer satisfaction ratings are highly dependent upon the initial contact with the Company, which is most frequently through the call center.	CS
All standard designs, FER appointments, technical questions, etc., completed within 1 business day	This KPI measures the performance of Tech Team representatives who complete standard designs for customer new business installations. A standard design example is an underground electric and/or gas service in a subdivision where utility infrastructure is already in place and further engineering design is not necessary. This KPI also measures Tech Team response to customer requests for new service and other field orders.	Providing timely response and service to complete customer requests for new service, upgrades, relocations, etc. ensures an order is processed or an appointment is made for a Field Engineering Representative to meet with a customer.	CS
Percentage of locates screened and cleared	This KPI measures the percentage of JULIE locate requests manually cleared by the Screening Group that do not require an actual field visit to perform the gas or electric facility locate. To clear the request, the screener has verified Ameren Illinois facilities are not in the dig area. The excavator is notified with a clear response.	Providing a timely response to the excavator reduces cost of service by lowering locating expense.	EP
Customer and Priority Reliability Project Designs performed by the FER need date	This KPI ensures engineering design work is completed by the required need date of the Field Engineering Representative, which is associated with the customer need date.	This ensures timely response in meeting customer expectations regarding scheduling and installation of work which requires engineering design.	CS

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Posting of customer work within 30 days of receipt	"Posting" is the process of drawing/inputting new or revised engineering designs and equipment affecting the electric and gas systems into the mapping system. This KPI measures the amount of time in which the work is completed so the system maps are updated in a timely manner.	Electric and gas system emergency response and maintenance work is heavily dependent upon system maps. Keeping maps up-to-date and in good order ensures quicker and more accurate emergency response and better ability to diagnose and locate potential system problems.	EP
RTP Meter installs completed within 45 days	This KPI measures the average number of days to complete meter installations specific to real time pricing customers.	This ensures timely installation of meters prior to customer start date of real time pricing tariff.	CS
Meter tests completed on or before required date	This KPI ensures meter test(s) are performed within the required time period to ensure prompt response to customer inquiry.	This ensures provision of safe, reliable service to customers and accurate meter readings, and supports accurate metering for billing customers.	CS
Complete the 2012 DS-3 meter exchanges	This KPI measures completion of all DS-3 meter exchanges (minus uncontrollable access issues) by 12/31/12.	This ensures provision of safe, reliable service to customers and accurate meter readings, and supports accurate metering for billing customers.	CS
Complete all periodic meter exchanges and field tests	This KPI measures completion of all periodic meter exchanges and Field Tests (minus uncontrollable access issues) by 12/31/12.	This ensures provision of safe, reliable service to customers and accurate meter readings, and supports accurate metering for billing customers.	CS
Field and Shop Compliance with Parts 410 and 500	This KPI measures how well the Shop and Field metering organizations are meeting ICC-mandated testing procedures, calibrations of equipment, and record-keeping.	Compliance supports accurate metering for billing customers.	CS
Fleet Preventative Maintenance Completions within 30 days for Manned Garages	This KPI ensures planned maintenance and regular service is performed on Ameren Illinois vehicles by Fleet personnel.	Ensuring Ameren Illinois vehicles are in good working order and can be operated safely ensures safe, reliable service to customers.	S
Substation Reliability Activities On time Completion	This KPI measures adherence to the Substation reliability project and maintenance plans.	Ensuring timely completion of maintenance targeted for specific problems, installation of new equipment to address specific reliability issues, and upgrades to remediate known equipment problems for substations ensures safe, reliable service to customers.	ODF
SAIFI Substation	Reduce frequency of customer interruptions by strengthening our electric infrastructure (including maintenance and excluding major event days) - Substation/Relay Goal	Improving the electric outage incident frequency rate ensures customers' needs for reliable power are met, which leads to increased customer satisfaction.	ODF
Transmission Relay Testing Schedule	This metric is based on the completion of work relating to Substation and Distribution Relay routine maintenance work.	Ensuring timely completion of routine maintenance as specified by the maintenance strategy teams for Substation and Distribution Relay ensures safe, reliable service to customers.	ODF
Distribution Relay Testing Completion	This metric is based on the completion of work relating to Substation and Distribution Relay routine maintenance work.	Ensuring timely completion of routine maintenance as specified by the maintenance strategy teams for Substation and Distribution Relay ensures safe, reliable service to customers.	ODF
Planned Substation Maintenance Completion	This KPI measures adherence to the Substation reliability project and maintenance plans.	Ensuring timely completion of routine maintenance as specified by the maintenance strategy teams for Substation and Distribution Relay ensures safe, reliable service to customers.	ODF
Joint Use projects completed on schedule throughout 2012	This KPI ensures that Ameren Illinois fully complies with timeframe identified in 3rd Party Master Facility License Agreements and internal customer service goals.	Regulating and tracking attachments to utility poles by others ensures safe, reliable operation of Ameren Illinois electric system.	CS

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Community Volunteering efforts	This KPI measures volunteerism within Ameren communities (100 hours annually).	As an agent of Ameren, employees will be contributing their time and efforts to make our communities an overall better place to work and live.	CS
Annual Pole Rental Billings for Joint Use and CATV completed by September 2012	This KPI measures a collaborative effort between Ameren Illinois departments and communication companies to timely complete annual pole rental billings. It ensures all foreign pole attachments are in compliance with timeframe identified in 3rd Party Master Facility License Agreements.	Regulating and tracking attachments to utility poles by others ensures safe, reliable operation of Ameren Illinois electric system.	EP
Planned MAP projects placed in-service by the end of 2012	This KPI measures the completion rate by year end of planned projects per the Modernization Action Plan as submitted to the ICC in 2012.	The Modernization Action Plan outlines a roadmap to improving the SAIFI, CAIDI, CERTs, and FTE metrics as defined by the Illinois Energy Infrastructure Modernization Act (EIMA).	CS/ODF
Manage O&M spend at or below budget, controllable (excluding major storm)	This KPI measures the adherence to the O&M budget plan.	Adherence to the approved budget ensures that excessive Operating, Maintenance and investment costs are not incurred. The customer benefits through reasonable annual impacts to the customer charge.	Budget
Manage Capital spend at or below budget, controllable (excluding major storm)	This KPI measures the adherence to the O&M capital plan.	Adherence to the approved budget ensures that excessive Operating, Maintenance and investment costs are not incurred. The customer benefits through reasonable annual impacts to the customer charge.	Budget
Ameren Services Company - KPIs			
Accuracy of forecast effective income tax rate	Accuracy shall be measured by the difference between (i) the consolidated Ameren Corporation effective tax rate contained in the corporate forecast of 1/1/12, and (2) the final, actual consolidated Ameren Corporation effective tax rate for 2012. Impacts on the effective tax rate that are beyond the control of the tax department shall be disregarded, including changes to the following: forecast pretax book income as of 1/1/12, forecast retirements as of 1/1/12, forecast equity AFUDC as of 1/1/12, and applicable tax law, due to legislation, regulations or case law.	This KPI benefits customers by encouraging more accurate and effective financial planning.	EP/Budget
Achievement of Operational Objectives	Middle Office and Market Risk Management have 4 key operational objectives that will be measured in 2011. A summary of these items is as follows: Timeliness and accuracy of reporting 25%; Timeliness and accuracy of trade entry 25%; Timeliness and accuracy of confirms 25%; Timeliness and accuracy of forward curves 25%.	These operational objectives are structured to provide financial incentives for Middle Office/RM employees to complete goals that are consistent with the business segment and Corporate needs. The objectives are balanced between the level of service provided to Ameren's business segments and their requirements for risk management. For example, timeliness and accuracy of confirms and trade entry directly impacts the ability to monitor open exposures and positions accurately. Contract operational objectives assist with ability of entities such as the Illinois Utilities to transact with optimal counterparties. All of the operational objectives ultimately are targeted to reduce earnings and cost volatility for Ameren and its customers.	EP

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Average business days to issue reports	This KPI measures the number of business days from the completion of fieldwork (the date that substantially all testing is complete) to the date the final report is issued.	This KPI measures the timeliness of audit report issuance which correlates to efficiency in the report writing process. In addition, issues, risks and action plans are more relevant when communicated timely. Timely issuance of reports benefits customers by increasing the value of audit information.	EP
B&CS Budget Compliance	This indicator measures performance relative to the current O&M and Capital budget. Capital cost is the cost of new construction projects and new equipment or equipment replacements. O&M costs contribute to the cost of producing and delivering electricity. B&CS strives to achieve operational excellence for cost containment.	Cost per customer metrics ensure that Ameren is using its resources wisely and cost effectively, and that employees are constantly focused on keeping costs contained while continuing to deliver the highest level service to the customers of Illinois.	Budget
B&CS Diverse Supplier Spend	This KPI tracks the amount of Ameren 1st tier spend with diverse suppliers on an annual basis. Supply Services is also implementing a supplier diversity program that includes increased Business Line collaboration, a 2nd tier program, mentoring and improved data capture/reporting.	As a major purchaser of materials and services, Ameren plays a significant role in the growth and development of diverse suppliers. At Ameren, we believe that affording increased opportunities to diverse suppliers is not only a business imperative at the core of our values, but also critical to the economic health and vitality of the communities we serve. To consistently meet or exceed our customers' expectations for strong levels of quality service delivered safely, we expect the same commitment from our suppliers. In choosing the products and services we use, we look for the best value; the combination of quality, safety, service, timing, price and delivery that provides the greatest overall value to our customers.	EP
B&CS Operational Excellence - Internal Customer Satisfaction	Survey of internal clients measuring their satisfaction of services provided by the function. It provides the function with a tool for measuring the satisfaction of the various segments and areas where improvement in services may or may not be needed as it relates to their strategies and the function services.	AMS employees support the business segments, such as Ameren Illinois, to ensure that their services are meeting the needs of the segments in delivering reliable and cost efficient energy solutions to their customers.	CS
Business Segment Incentive Compensation Average	This measure represents the aggregate average KPI results of the three operating business segments.	Ensuring the goals of the B&CS organization are aligned with the goals of the operating segments promotes the highest levels of customer service and satisfaction, energy efficiency and reliable service.	EP
CEO Satisfaction Surveys of Internal Audit	Average based on surveys of business segment CEOs, along with Tom Voss. The survey is comprised of the standard B&CS survey questions.	Survey results provide specific feedback for Internal Audit to improve processes and provide incentive for the department to meet management expectations for addressing business needs, identifying relevant audit issues, and adding value to the business. The customer benefits in that audits are more value-added and more effective in minimizing business risks.	CS
Coaching and Feedback	Conduct semi-annual employee/supervisor coaching and feedback with the management and contract employees and quarterly 360 recognition circle exercise.	This KPI ensures the department is working efficiently and promotes employees to strive for operational excellence.	EP

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Credit Losses % of Mean	This KPI looks at actual realized credit-related losses versus what our calculations suggest we could "expect" to realize as losses. Expected losses are predicted through the CVaR calculation, which looks at measurable credit exposure and converts this into expected losses by looking at the ratings assigned to our credit exposures and the historical default probabilities associated with each rating category.	The customer benefits from the Company managing credit-related losses by reducing the loss exposure the Company may have. The credit evaluation process is a critical operation of the Company.	EP/Budget
Culture Change Initiative	Roll-out Project Unfreeze workshop to another 1800 employees to continue culture change initiative during 2012.	Creating a strong values and performance-based culture ensures that Ameren's work environment facilitates high levels of customer service, communication and trust, a safe working environment and a solid work product. Maintaining this culture increases Ameren's ability to attract, retain and motivate the types of employees that are necessary to meet the needs of our customers in an effective manner.	EP/CS
Customer Satisfaction – Ameren.com	Increase average score of ease of use of Ameren.com (baseline of 3.55 determined by averaging scores of 2010 and 2011).	Since the majority of Ameren.com traffic is transactional in nature, increasing ease of use of the website increases customer satisfaction.	CS
Customer Satisfaction - Timely delivery, distribution of materials	Timely development, delivery and distribution of strategies; create materials to increase understanding of corporate efforts, value and responsibilities to key stakeholders (1) Develop Ameren position matrix (2) establish press release process (3) offer media training to ALT.	Providing and producing education materials for the public in a clear and consistent manner increases customer satisfaction. (1) Ensures clear, consistent messaging around key issues of importance to customers. (2) Ensures timely release of accurate communications on issues of customer interest. (3) Ensures Ameren leadership is prepared to communicate clearly to customers in times of crisis as well as other situations covered by the media.	CS
Departmental Expertise	Departmental expertise on Company operations from direct experience/industry meetings/technical journals to bring improvements in our dealing with environmental compliance issues. This KPI is viewed as a means to track "better ways" of doing things versus past operations. A request is sent to the impacted group(s) to get their acceptance that the action resulted in cost/labor savings.	These "better" ways of doing things help bring another level of excellence to our operations because the innovative ways of performing work benefits customers and helps set an example for incorporation of future new ideas.	EP
Early completion of draft federal income tax return	Completion of draft federal income tax return. Note: draft will include all schedules and election statements, but will not include a final manufacturing deduction calculation.	This KPI benefits customers by minimizing the amount of taxes that are included in their electric rates.	EP
Effective Investment Evaluation	Corporate Finance provides support to other corporate entities in analyzing proposed projects, business opportunities and investment of corporate funds. At a legal entity and corporate level, Finance evaluates the impact of capital and O&M on future financings necessary to support overall corporate needs. Finance opines on the extent and impact of potential debt and equity financings.	Analyses compare alternatives that show the relative cost/benefits to customers and impact on regulated rates. Informed judgment ensures the proper allocation of scarce corporate resources are directed to projects that provide value to customers, increase reliability, improve safety and add operational excellence to the Company. Valuation of property tax assessments seek to minimize tax increases.	EP/Budget

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Customer Satisfaction - Advance 2012 communication plan around Ameren's brand promise	Advance 2012 communication plan around Ameren's brand promise Focused Energy. For Life. (1) Environmental Conditioning (add to existing GOB and expand to other facilities) (2) Training (4 modules of CSR training, teach business acumen class on brand training) (3) increased use of digital channels.	(1) and (2) These materials serve the purpose of training and reminders to Ameren employees as to how they are to conduct business in order to increase customer service and ensure customer satisfaction. (3) With the proliferation of digital communication, Ameren is focused on expanding use of this important channel to communicate with and educate its customers. Improved service and access to information increases customer satisfaction.	CS
Insurance Customer Satisfaction	Optimize insurance coverage and premiums to effectively transfer risk from the corporation and to align the insurance program with Ameren's strategies, goals and initiatives.	This KPI measures the ability of the Company's Insurance Department to service the Business Segments with products and solutions to enable the Business Segment to reach their goals and priorities. Enabling the Business Segments to reach their goals and priorities creates an efficient operation. Aligning the insurance programs with the Company's initiatives provides operational excellence and customer satisfaction by having the ability to cover the cost to rebuild a utility building in the event an incident occurred and disabled the utility building. Optimization of insurance premiums ensures that insurance is obtained on a cost effective basis.	CS/EP
Internal Control Compliance (SOX)	This KPI measures the integrity of the accounting controls environment by tracking the control deficiencies, material weaknesses (as defined within the Accounting Pronouncements), and schedule of unadjusted differences detected in our systems of control taking into consideration the newly implemented rules that not only examine those controls at the Ameren Corporation level, but also at the individual registrant levels.	Sarbanes-Oxley rules were put in place to protect financial investors and the public with respect to accuracy of financial information. This KPI encourages the maintenance of strong internal controls which are critical to the operations of the Company, which is a clear and strong benefit to the customer. Success in this category helps assure our cost of capital is not impacted by such negative events.	EP
Investor Services Customer Satisfaction	We send randomly a survey asking to be rated on a five point scale for each of accuracy, promptness, courtesy and helpfulness, knowledge and overall satisfaction.	This KPI allows the Company to determine how the Investor Service Department is serving their customer (shareholder). A happy/satisfied shareholder is more likely to increase their investment in the Company than a dissatisfied shareholder. The shareholders investments provide capital for projects to improve reliability and efficiency in the Company.	CS

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Key Customer Initiatives	<p>This project includes the following tasks:</p> <ul style="list-style-type: none"> • RM/MO Support of Merchant Generation Initiatives • Hedge Plan Asset Optimization (aka delta hedging or trading around the assets) • Day-ahead/Real-Time Asset Spread Optimization • Hedge Effectiveness Controls • Implementation of web based RM Policy training (Similar to FERC market manipulation training, Something equivalent to the Insight Tool) • Dodd Frank Reporting • FTR MTM and risk reporting as guided by FERC Order 741 • Implementation of 2011 Internal Audit Recommendations that were justified by cost/benefit analysis 	<p>This KPI will encourage RM to focus on projects intended for mitigation of real or opportunity losses which is a direct financial benefit to customers rates.</p>	Budget
Merchant Generation Risk Tolerance Update	<p>This project includes the following tasks:</p> <p>Risk Management will work with the Merchant Generation Business Segment to define the risk tolerance profile for commodity risks for the 5 year planning horizon by end of Q1, 2012.</p> <p>Risk Management will establish and monitor daily the appropriate risk metrics to determine if the exposure is within the defined risk tolerance.</p>	<p>The AIUs procure energy for their customers in a competitive market process outlined by the IPA. Ameren's Merchant Generation has been a consistent supplier and counterparty for the energy transactions that hedge the price for the AIU customers. This KPI will support Ameren's Merchant Generation as a viable, financially sound, competitive supplier in the AIU energy procurement process. Without multiple suppliers participating in the procurement process there could be a direct impact on energy pricing for the customers.</p>	CS/EP
Operational Excellence - Development Workgroup Initiatives (ASCIT)	<p>The Development Operational Excellence (OE) Work Group Initiative is continued but, for the first time, is a ASCIT KPI beginning in 2011 and continued in 2012. This initiative is focused on our efforts to control and reduce ongoing maintenance and support spend for the existing application portfolio. The overall KPI has three parts as outlined:</p> <p>Work Group Initiative Participation – 100%</p> <p>Number of "Win Sheets" developed in 2012 – 100</p> <p>Development Labor and Development Non-Labor saved in 2012 - \$500,000</p> <p>This is an all or nothing KPI; all three parts must be met to receive any payout</p>	<p>This KPI focuses on the continuous improvement of IT application maintenance and support services which are critical to the operation of the Company. These applications include applications that directly support customers in Illinois.</p>	EP
Operational Excellence - Infrastructure Cost/FTE (ASCIT)	<p>Operational Excellence efforts have been established to focus on the continuous improvement of IT Infrastructure cost per FTE for three years beginning in 2011. The cost portion of this metric is captured using the definition of "in scope" infrastructure tower items contained in the UNITE Benchmark Book Of Reference. The number of FTEs is calculated using the definition contained in the UNITE Benchmark Book of Reference.</p>	<p>This KPI focuses on the continuous improvement of IT infrastructures services which are critical to the operation of the Company.</p>	EP

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Operational Excellence - BSO Delivery Service Index (ASCIT)	A measurement of the efficiency and quality of selected key services provided by the BSO based on various performance indicators. Each service has a specific Service Level Objective (SLO) that performance is measured against.	This metric encourages improvements in efficiency and quality of service delivery for a number of key services provided by Ameren Service's Business Service Organization (BSO). Among them, remittances and extracts are tracked to make sure that customer remittances are handled timely. This directly benefits the customer by preventing disconnections from occurring due to timing in crediting the customer's account. Transaction and property taxes, and disbursement and invoicing processes are also tracked to ensure that potential fines, late fees and/or additional costs are not incurred.	CS/EP
Operational Excellence - Corporate Analysis Support	Provide analytical and strategic support to help Ameren business segments achieve their operational and financial objectives. Facilitate critical evaluation of key investment decisions and corporate growth initiatives	Providing timely corporate analytical support to facilitate key long term strategic and shorter term business decisions will better position Ameren and its business segments to meet the financial and operational expectations of its key stakeholders.	Budget/EP
Operational Excellence - Diversity Competency Model	Design and implement diversity competency model by Q4 2012.	By ensuring that our employees have the skills to interact with people different than themselves, we can ensure that we provide the highest quality of service to a diverse customer base.	EP/CS
Operational Excellence - Employee Town Hall Meetings	Maintain overall Town Hall rating score (research partner recommendation of obtaining 7.5 on a 10 point scale equals effective communication and should be maintained moving forward).	Educated and engaged employees are better ambassadors of our Company and can better respond to customer questions in many areas, increasing customer satisfaction.	EP
Operational Excellence - IT Service Delivery Index (ASCIT)	This KPI measures the efficiency and quality of selected key services provided by IT based on various performance indicators. Each service has a specific target against which performance is measured.	The services provide support to Ameren personnel, customer billing systems, help desk quality and timeliness, data security and NERC logical access controls, which all provide direct support to customers of Ameren Illinois by protecting customer information, securing infrastructure, and providing reliability and timely delivery of customer bills.	CS/EP
Operational Excellence - Corporate Governance	Ensure that the Corporate Management Review, Performance Scorecard, Business Risk Management, and Corporate Project Oversight elements of corporate governance are implemented, effective, and protect the interests of stakeholders.	<ul style="list-style-type: none"> • Prudence of Expenditure/Cost Containment - Ensures a consistent methodology/framework is used on all projects therefore allowing for on-time and on-budget delivery of projects. • Exposure Reduction – Proper identification, assessment, and prioritization of risks allows for customer protection by measuring and minimizing loss exposure, protecting assets, and providing safe and reliable energy. • Strategic Alignment - Good strategy execution and performance management drive the Company's success which provides products/services to customers at the lowest possible rates. 	EP/CS

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Operational Excellence - Strategy and Performance Management	This KPI measures the effectiveness of the facilitation and support of the strategic planning process, the support of the execution of the strategy, and the tracking of the progress made on the strategies. It also measures the effectiveness of integrating the strategic planning effort with the business risk management and performance management processes across the enterprise.	This KPI assists Ameren in operational excellence. Refreshing Ameren's strategic plan on a timely basis provides proper guidance to the business segments in developing and executing their respective strategic plans. Strategic plans that are aligned, focused and well-executed will better position the Company to meet the financial and operational expectations of its key stakeholders. Incorporating the Point of View and new 15-year visioning processes into the Corporate Strategic Planning project will improve the quality and clarity of Ameren's strategic plan. Integrating business risk management into strategic planning further enhances the likelihood of successfully mitigating the major risks and identifying and proactively addressing evolving risks.	EP
Operational Excellence through Successful Completion of Building Services Improvement Initiatives	Building Services improvement initiatives are focused on improving the safety, operational effectiveness, sustainability, or energy efficiency of the facility operations in the Business Lines we support. Initiatives are identified, developed, and approved by management as to the impact on our customers, employees, and operations. Project rating sheets are prepared annually by the project manager and rated by the business line representatives as to the final impact and successful completion. Examples of these are implementing recycling and energy saving technologies.	In addition to providing a safe working environment, these projects will reduce our corporate liability by reusing materials rather than disposal and reducing energy consumption. They will demonstrate to our customers practical safe, sustainable, energy efficient methods and technologies.	S/EP/Enviro
Operational Excellence through Successful Completion of Supply Chain Operations Improvement Initiatives	Supply Chain Operations improvement initiatives are focused on improving the effectiveness and efficiency of the organization and operation and the Business Lines we support. Initiatives (such as inventory optimization, transformer repair processes, IT system changes) are identified, developed, and approved by management as to the impact on our customers, employees, and operations. Project rating sheets are prepared annually by the project manager and rated by business line representatives as to the final impact and successful completion.	These projects will improve Ameren's Business Line operations, customer support, and financial performance by ensuring we have the appropriate materials/services at the correct locations, at the optimal time and price.	EP
Operational Excellence through Successful Completion of Real Estate Improvement Initiatives	Real Estate improvement initiatives are focused on improving the effectiveness and efficiency of the organization and operation and the Business Lines we support. Initiatives are identified, developed, and approved by management as to the impact on our customers, employees, and operations. Project rating sheets are prepared annually by the project manager and rated by business line representatives as to the final impact and successful completion. Examples include management of license agreements, management of encroachments, and automation of documents.	<ol style="list-style-type: none"> 1) The projects will provide consistent property management which will improve safety of the employees and customers on and around Ameren property. 2) The projects will allow the business segments to predict and control their future Real Estate related costs. 	S/Budget

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Percentage of audit plan completed	This KPI measures the percentage of the Audit Plan completed at any point in time. In general, the percentage of the plan completed, which is based on an analysis of each audit in the Plan, is calculated as: Time incurred/Total projected time. Total projected time is based on: Completed audits – it is equal to time incurred Audits not completed – it is equal to the time incurred, plus the estimated time to complete the audit. Audits that are not completed due to circumstances beyond Internal Audit's control (the most common example of this is delayed system implementations) are excluded from the calculation.	The audits in the Plan typically focus on regulatory required audits and those that subject the Business Segments to significant business risk. The Annual Plan is in large part driven by input from the Business Segments, which assist us in identifying the higher risk audit topics. Achieving a higher percentage of the Plan completed helps us ensure that we are addressing the highest risk areas.	EP
Project Goals	Based on business segments ratings of the Department's ability to meet previously agreed upon project goals on or before the end of the year.	The project goals are primarily developed based on regulatory risks to our business. The goals establish efforts to be taken to mitigate the impact of regulation and stay in compliance. Supporting business segments aids them in meeting customer's needs.	EP
Project Milestones	Based on business segments ratings of the Department's ability to meet previously agreed upon project goals on or before the end of the year.	The project goals are primarily developed based on risks to our business. The goals establish efforts to be taken to mitigate the impact of regulation and stay in compliance. Supporting business segments aids them in meeting customers' needs.	EP
Identification of gaps in risk controls or best practices	This project includes the following tasks: (1) Each RM employee will perform a gap analysis for their area of responsibility. The gaps should identify weaknesses in RM policy monitoring, potential for the Front Office to bypass existing controls therefore subjecting the Company to negative financial impacts, and distinctions between Ameren and industry best practices. The employees will be responsible for identifying the corresponding financial exposure that could result from the identified gap and develop a cost/benefit analysis for potential mitigation. (2) Internal Audit has a draft 2012 audit plan that includes up to 4500 hours of review of functions/processes/controls supported directly or indirectly by Middle Office/RM. Any findings resulting from the audits will be compared against the gap analysis performed by RM for completeness and potential exposure.	This KPI will help define the level of risk monitoring and controls implemented by the Middle Office/RM. Additionally, it will assist in the overall mitigation of potential negative financial outcomes for Ameren.	Budget/EP
Safety - OSHA Recordables (preventable and excluding carpal tunnel)	OSHA Incidence Cases are a key measure of safety focused on behaviors, a safe work environment, and potentially unsafe acts. An OSHA Incidence Case includes: 1) Occupational deaths 2) Non-fatal occupational injuries (involving loss of consciousness, lost days away from work, restriction of work or motion, permanent transfer to another job, or medical treatment other than first aid) 3) Non-fatal occupational illnesses.	Reducing or eliminating altogether lost workdays as a result of occupational injuries as defined by OSHA's incidence rates serves to reduce operating costs by avoiding legal costs, medical costs, workers comp costs and other cost related to injuries or illnesses, which is a direct benefit to the customer. This and other safety-related metrics encourage our workforce to work safely to protect not only themselves, but also the customers they serve.	S

Incentive Compensation KPIs	Incentive Compensation KPI Descriptions	Customer Benefit	Primary Metric Category*
Significant deficiencies or material weaknesses under Section 404 of the Sarbanes-Oxley Act caused by errors or omissions of the Tax Department	This KPI measures the integrity of the accounting controls environment by tracking the control deficiencies and material weaknesses (as defined within the Accounting Pronouncements) detected in our systems of control taking into consideration the newly implemented rules that not only examine those controls at the Ameren Corporation level, but also at the individual registrant levels.	Sarbanes-Oxley rules were put in place to protect financial investors and the public with respect to accuracy of financial information. This KPI encourages the maintenance of strong internal controls which are critical to the operations of the Company, which is a clear and strong benefit to the customer. Success in this category helps assure our cost of capital is not impacted by such negative events.	EP
SOX Compliance for Risk Management Key Controls	This KPI includes the following tasks: No significant SOX 404 Control deficiencies for Risk Management's Key Controls; Completion of all Risk Management SOX 404 Key Controls on a monthly and quarterly basis as needed for compliance.	This KPI impacts Financial Risk. Failure to follow or adhere to established financial reporting processes could result in unanticipated financial consequences including increased expenses for customers. The customer indirectly benefits from the established processes and controls that ensure the market's confidence in Ameren's financial reporting.	EP
Sustainability Strategic Initiative	Continue effort on sustainability in the Corporation. Create and implement an internal and external communication plan. Prepare a Corporate sustainability report.	Increased sustainability reduces corporate liabilities by reusing materials rather than disposal. We also act as a source of information to aid our customers in their own efforts at sustainability by showing how it can be done and still be competitive.	Enviro/EP
Total hours variance from approved project budgets	This KPI compares total projected hours to budgeted hours in the approved plan, as adjusted. It is based on an analysis of each audit in the Plan. In general, the variance is calculated as: Total projected time/Total budgeted time. Total projected time is developed as described in the KPI, "Percentage of Audit Plan Completed." The calculation is adjusted for changes to the plan so Internal Audit is not penalized by audits added or helped by audits cancelled during the year.	This KPI focuses on audit efficiency. By being more efficient in our audit work, our productivity increases leading to operational excellence.	EP
Transfer/Lost Stockholder Correspondence Turnaround	All requests to transfer the ownership of stock and all notifications that stock certificates that have been lost must be given high priority and processed within one business day.	The customer benefits from the Company ensuring high quality services to the investors and complying with the SEC, NYSE and Securities Transfer Association regulations. Noncompliance could expose the Company to potential fines. The customer also benefits from the Company's ability to utilize the shareholders investments to fund capital projects to improve the efficiency and reliability of the Company.	EP
Vehicle Accidents	Vehicle accidents are a key measure of safety focused on behaviors, a safe work environment, and potentially unsafe acts. This KPI measures vehicle safety.	Ameren is committed to employee safety. Accidents and injuries have an impact on the ability to provide timely and reliable service to Ameren Illinois. They also have an impact on the cost of service, by imposing legal costs, health care costs and vehicle insurance costs which in turn impacts customers.	S
Workforce of Tomorrow	Action item to improve engagement identified, developed and socialized.	Engagement correlates with business outcomes including customer satisfaction and loyalty.	EP

Incentive Compensation KPIs	Incentive Compensation KPI Descriptions	Customer Benefit	Primary Metric Category*
Workforce Preparedness	Execute pipeline development strategies to address 100% of the top-ten, critical, high-volume roles.	Workforce preparedness initiatives and metrics ensure that Ameren will have the workforce necessary to meet customer needs in an effective manner, now and in the future. Creating strategies to address any talent management risks within Ameren's top-ten critical roles will ensure that actions are taken to create a pipeline of qualified, diverse talent for key operational roles. This will ensure that Ameren's operating groups can effectively serve their customers. Completing the succession planning process will ensure that Ameren has identified the 2nd line supervisors who have the potential to fill key leadership roles in the future and that these individuals are being prepared for those roles. Among other things, this will ensure that B&CS can provide effective, continuous service to the operating divisions.	EP