

Eligible Measures

- Four (4) compact fluorescent lamps (CFLs)
- One (1) low-flow showerhead
- One (1) low-flow kitchen faucet aerator
- One (1) low-flow bathroom faucet aerator
- One (1) disposable thermometer to facilitate water heater temperature turn-down

Energy Efficiency Kits								
Proposed Measure	Incremental Cost per Unit	Incentive per Unit	Direct Delivery of Free Measures	Gross Annual kWh Savings per Measure	Gross kW Demand Savings per Measure	Total Annual Gross kWh Savings	Total kW Demand Savings	Estimated Useful Life (years)
14W Standard CFL	\$2.50	\$0.00	\$2.50	13.45	0.00228	538,000	91	5
20W Standard CFL	\$2.50	\$0.00	\$2.50	14.795	0.00251	295,900	50	5
23W Standard CFL	\$2.50	\$0.00	\$2.50	21.969	0.00373	439,380	75	5
Showerhead 1.75 gpm - Electric DHW	\$12.00	\$0.00	\$4.00	137.294	0.01264	2,745,880	253	10
Faucet Aerator, kitchen or bath - Electric DHW	\$8.00	\$0.00	\$3.00	43.343	0.01834	2,600,580	1,100	9
Water Heater Temperature Setback	\$0.00	\$0.00	\$1.00	43.2	0.00493	864,000	99	2

Program Targets

Measure	PY8	PY9	Total
	Installations	Installations	Installations
CFL 43w to 13w - Post-EISA	40,000	40,000	80,000
CFL 53w to 20w - Post-EISA	20,000	20,000	40,000
CFL 72w to 23w - Post-EISA	20,000	20,000	40,000
1.75 GPM Shower Head - Electric DHW	20,000	20,000	40,000
Faucet Aerator - Electric DHW	60,000	60,000	120,000
Water Heater Temp Adjustment - Electric DHW	20,000	20,000	40,000

Estimated Electric Budget			
Category	PY8	PY9	Total
Incentives	\$0	\$0	\$0
Admin	\$971,160	\$971,160	\$1,942,320
Total	\$971,160	\$971,160	\$1,942,320

MWh Savings			
Category	PY8	PY9	Total
Gross MWh	7,484	7,484	14,968
Net-to-Gross	0.89	0.89	0.89
Net MWh	6,667	6,667	13,334

Program Cost-Effectiveness	
Program	TRC
Energy Efficiency Kits	4.00

PROGRAM	Residential Behavior Modification Program
Program Description	<p>The Behavior Modification Program relies on providing customers with a comparison of their energy usage to that of similar homes within proximity of the report recipient. A similar home does not necessarily refer to a next-door neighbor, but rather a household with similar characteristics in terms of square footage, geographical location, and heating fuel.</p> <p>Home Energy Reports will be mailed to targeted residential customers on a recurring basis for the duration of the program, with exact frequencies mutually agreed to prior to first mailing. The energy and program participation data for this implementation will be provided on an ongoing basis by Ameren and will be combined with third party data to build comprehensive profiles of each participating customer. In addition to the Home Energy Reports, a customer service interface will give customer service representatives online access to the full history of Home Energy Reports delivered to customers. A customer-facing website will provide customers online access to their Home Energy Report, online benchmarking, audit-like functionality, and access to additional energy efficiency information beyond that presented on the direct-mailed report. E-mail reports will be sent monthly to qualifying households to increase overall savings from the program.</p>
Delivery Strategy	<p>Program Duration: June 2015 to May 2017</p> <p>AIC will use a third-party contractor to implement the program. Key implementation steps and processes include but are not limited to:</p> <ul style="list-style-type: none"> • Home Energy Reports will be mailed to targeted residential customers on a recurring basis for the duration of the program. • The energy and program participation data for this implementation will be provided on an ongoing basis by Ameren and will be combined with third-party data to build comprehensive profiles for each participating customer. • In addition to the Home Energy Reports, customers will receive access to a website and e-mail Home Energy Reports. Ameren customer service representatives will get access to a customer service interface which provides full online history of Home Energy Reports delivered to customers and analytics on customers' energy consumption.
Target Market	<p>Ameren's contractor will perform historical energy usage, demographic, and geographic research, in conjunction with Ameren, to identify the regions of Ameren Illinois' territory best suited to deploy the program. Zip codes, city, and county boundaries will be considered so as to optimize data coverage and ensure speedy deployment.</p>

Marketing Strategy	<p>Use energy, housing, demographic, and available past program participation data to design a multi-dimensional segmentation plan of potential customers base on:</p> <ul style="list-style-type: none"> • Energy consumption patterns (e.g., normalized high seasonal peak, high base load, etc.) • Housing data (e.g., age of house, size of house, value of home, type of construction, presence of a pool, presence of a garage) • Past program participation and rebate redemption (e.g., ENERGY STAR and other rebates, rate programs, etc.) if available • Demographic data (e.g., renter vs. homeowner, presence of children in the household, indicators of interest in environmental issues, age of customer, duration of residence, socioeconomic/income levels, as available) <p>Identify high-potential prospects for program marketing by profiling historical participants and available historical marketing campaign results.</p>																								
Eligible Measures	<p>The program focuses on energy consumption behavior changes that result in reduced electricity and natural gas consumption. As such, the overall metric is reduced monthly/annual energy consumption. There are no specific energy efficiency measures associated with the program or corresponding incentives.</p>																								
Program Targets	<p>Maximizing Cost-effective Savings while Staying within Budget</p> <table border="1" data-bbox="436 1016 1377 1392"> <thead> <tr> <th></th> <th>Number of Households</th> <th>PY8 Savings (MWh)</th> <th>PY8 Savings (Therms)</th> <th>PY9 Savings (MWh)</th> <th>PY9 Savings (Therms)</th> </tr> </thead> <tbody> <tr> <td>Legacy Households</td> <td>200,000</td> <td>36,000</td> <td>1,430,700</td> <td>36,000</td> <td>1,430,700</td> </tr> <tr> <td>New Dual-fuel Households</td> <td>60,000</td> <td>1,000</td> <td>318,800</td> <td>2,000</td> <td>352,800</td> </tr> <tr> <td>Total</td> <td>360,000</td> <td>37,000</td> <td>1,749,500</td> <td>38,000</td> <td>1,783,500</td> </tr> </tbody> </table>		Number of Households	PY8 Savings (MWh)	PY8 Savings (Therms)	PY9 Savings (MWh)	PY9 Savings (Therms)	Legacy Households	200,000	36,000	1,430,700	36,000	1,430,700	New Dual-fuel Households	60,000	1,000	318,800	2,000	352,800	Total	360,000	37,000	1,749,500	38,000	1,783,500
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PROGRAM	Small Business Direct Install
Program Description	<p>The Small Business Direct Install Program aims to achieve energy savings in existing buildings and is modeled after other successful Midwest Small Business Programs. The program gains immediate energy savings and customer trust through the direct installation of measures. Then customers are encouraged to work with Program Allies for project implementations that will gain even deeper savings.</p>
Market Barriers	<p>First costs are too high, lack of capital, and projects are only completed on failure Barriers to participation by small business owners include the fact that small business owners often have limited access to capital and will allocate funds to the most pressing needs of the business and not energy efficiency upgrades. Small business customers usually only complete projects on failure. The combination of free product installation to provide value and justification for the initial site assessment and significant project buy-down of the first-cost greatly reduce the capital requirement for customers and allows for participation.</p> <p>Owners are too busy running the company An additional barrier to participation by small business is the difficulty in reaching the decision maker as these individuals are busy running the company and can be difficult to reach by traditional marketing tactics. This barrier is addressed on two fronts:</p> <ol style="list-style-type: none"> 1. By leveraging trade allies to conduct the assessments and perform the initial installation, the program is able to take advantage of additional outreach staff and existing connections/working relationships. 2. The geo-marketing approach allows for trade allies and marketing channels to concentrate on a specific area prior to the target participation dates to build awareness and facilitate canvassing of target areas by trade allies for eligible customers in the participation date window. <p>In addition to being hard to reach, small business owners are extremely busy and play a variety of roles within their businesses, which creates a barrier for traditional efficiency project models as the owner is unable to project manage quotes, vendor selection, installation, and incentive application in addition to their normal jobs. Program Implementer’s streamlined approach minimizes the time demands on small business owners and makes it easy for them to participate. A standard pricing model is incorporated with select program allies, eliminating the time-consuming process for small business owners to obtain multiple bids, to decide which bid to choose, and to create the agreement with the contractor.</p> <p>Lack of decision-making data to support upgrades and need for third party validation The inability of small business owners to make an informed decision supporting investments in energy efficiency upgrades is a common barrier for small businesses because they do not have dedicated facility or energy managers to evaluate proposals. This barrier is addressed by leveraging trade allies with existing relationships and trusted status to identify opportunities and to make recommendations. We also provide unbiased third-party case studies and fact</p>

	<p>sheets detailing the validity of the energy efficient options being presented.</p> <p>Lack of awareness Awareness for energy efficiency offerings is always a challenge. However, in small business programs, it can be an especially challenging barrier. The program implementer’s solution is to combine the geo-marketing approach and leveraging of trade allies described above with strategies to team with affinity groups, such as business associations and chambers of commerce, which help reach their members and serve as a trusted partner in presenting the program.</p> <p>Varying facilities Small business customers represent the most diverse customer segment in many efficiency portfolios, creating a barrier for many programs that do not build in flexibility to deal with the complexity of energy efficiency options needed. The program plan presented includes a robust mix of technologies available for installation as well as vetting, training, and equipping trade allies with the tools and knowledge needed to provide required solutions.</p> <p>For traditional efficiency offerings, the fact that maintenance is often deferred and equipment replacement typically occurs at failure is a large barrier for getting participation from small businesses. However, these facts create opportunity when the first-cost barrier and awareness barriers are addressed with the delivery model proposed. The typical low participation makes these customers prime targets for trade allies who are properly equipped with the correct tools, marketing support, and incentives needed to engage this target market.</p>
Delivery Strategy	<p>Program staff will target eligible customers through marketing and communications efforts and offer free direct installation of measures and an energy assessment. Outreach focus will be on two fronts: building program awareness through direct outreach to customers and supporting Program Allies in their efforts to engage customers.</p> <p>Once on-site the Program Ally will directly install measures and perform a walk-through assessment to identify additional savings opportunities. Utilizing a mobile device, such as an iPad®, the Program Ally will record measures installed and input findings. Customers are left with literature describing the installed measures and their benefits and emailed a summary of additional project opportunities. Staff continues to work with interested customers, coordinating with Program Allies and assisting through the installation process until completed and incentive applications are processed.</p>
Target Market	<p>The target market is small commercial buildings identified using < 150kW. This target market is often underserved and is consider “hard to reach” for several reasons, including:</p> <ul style="list-style-type: none"> • Buildings are often owned by one party but utilized by another who is responsible for the energy bill • Small business owners are time constrained and typically lack staff availability for energy matters • Installation contractors serving these markets can be “small” themselves and not always able to keep up with the area’s program offerings
Marketing	<p>Outreach to customers will occur via direct mail and/or canvassing. Targeting certain geographic areas allows for time effective delivery and builds on word-of-</p>

Strategy	mouth awareness. Mailings will encourage business owners to call and schedule an installation/assessment. Canvassing efforts will ensure that neighboring businesses have an opportunity to participate while staff is in the area.
Eligible Measures	<p>Direct Installation Measures: CFL (14W) replacing incandescent CFL (23W) replacing incandescent CFL (19W) replacing incandescent replacing incandescent Cooler Miser Pre-Rinse Spray Valves Low-flow Bathroom Aerators Low-flow Kitchen Aerators</p> <p>Standard Measures: Delamping w/ reflector (4 lamp, 4 foot T12 to 2 lamp, 4 foot HPT8) Delamping w/ reflector (2 lamp, 8 foot T12 to 2 lamp, 4 foot HPT8) Delamping w/ reflector (3 lamp, 4 foot T12 to 2 lamp, 4 foot HPT8) Delamping w/ reflector (4L 8ft T12 to 4 lamp, 4 foot HPT8) Delamping w/ reflector (2 lamp U tube T12 to 2 lamp, 4 foot HPT8) Delamping w/ reflector (4 lamp, 4 foot T12 to 3 lamp, 4 foot HPT8) Delamping 4 lamp, 4 foot T12 to 2 lamp, 4 foot HPT8 Delamping 4 lamp, 8 foot T12 to 4 lamp, 4 foot HPT8 Delamping 4 lamp, 4 foot T12 to 3 lamp, 4 foot HPT8 Delamping 3 lamp, 4 foot T12 to 2 lamp, 4 foot HPT8 HID to high bay fluorescent to 400W to 6 lamp, 4 foot HPT8 HID to high Bay fluorescent to 250W to 4 lamp, 4 foot HPT8 4 lamp, 4 foot HPT8/LWT8 lamp & ballast retrofit 2 lamp, 4 foot HPT8/LWT8 lamp & ballast retrofit 2 lamp, 8 foot T12 HO/VHO to 4 lamp, 4 foot HPT8 w/ low, medium, or high ballast factor ballast 2 lamp, 8 foot T12 Slimline to 4 lamp, 4 foot HPT8 w/ low ballast factor ballast 3 lamp, 4 foot HPT8/LWT8 lamp & ballast retrofit 1 lamp, 4 foot HPT8/LWT8 lamp & ballast retrofit 2 lamp, 8 foot T12 Slimline HPT8/LWT8 lamp & ballast retrofit 1 lamp, 8foot T12 Slimline to 2L 4ft HPT8 w/ low ballast factor ballast 2 lamp, U Tube HPT8/LWT8 lamp & ballast retrofit 2 lamp, 8 foot T12 Slimline/HO/VHO to 4 lamp, 4 foot HPT8 1 lamp, 8ft T12 HO/VHO to 2 lamp, 4 foot HPT8 w/ low, medium, or high ballast factor ballast Incandescent to LED PAR 38 ≥65W incandescent to screw-in LED <65W incandescent to screw-in LED LED Exit Sign, retrofit LED Exit Sign Fixture w/ Battery Backup Incandescent 75W - Parabolic 15W CFL Incandescent 100W - Parabolic 23W CFL Incandescent 60W - Cold Cathode 15W Outdoor HID 251-400W to LED Outdoor HID 176-250W to LED Outdoor HID ≤175W to LED</p>

Outdoor T12 HO/HID 176-250W to LED
 Induction Lighting (300W to <=400W HID)
 Occupancy Sensor (per watt controlled)
 Vending Miser
 EC Motor, Walk-in
 EC Motor, Reach-in

Program Targets

Scenario 1: Program Implementer is sole implementer of a distinct, unique program

Category	Start Up	PY8	PY9	Total
Incentives		\$ 1,895,823	\$ 2,274,306	\$ 4,170,129
Admin	\$ 172,413	\$ 961,926	\$ 989,448	\$ 2,123,787
Total	\$ 172,413	\$ 2,857,749	\$ 3,263,754	\$ 6,293,916

Category	PY8	PY9	Total
Gross MWh	10,096	10,307	20,403
Net-to-Gross	0.95	0.95	0.95
Net MWh	9,591	9,792	19,383

Category	TRC
Small Business	1.62

Program	Small Business Refrigeration Savings
Program Description	<p>The Ameren Small Business Refrigeration Savings program will take a direct install approach to delivering refrigeration/freezer specific savings to businesses using less than 150 kW. The program will center on a trained network of refrigeration contractors to deliver the program to targeted customers. The program will incentivize these contractors to conduct assessments and install the appropriate measures with close program supervision and guidance.</p> <p>The program will target small, independent grocers, bars and restaurants that have refrigerators and freezers for food and beverages as well as refrigerated cases for other food items.</p>
Program Duration	June 2, 2015 to May 31, 2017
Delivery Strategy	<p>Energy Advisors: Program Energy Advisors handle various portions of the program including conducting energy assessments, Program Ally recruitment and training, quality assurance inspections and on the ground program marketing.</p> <p>Program Allies: The delivery strategy centers on trained HVAC/Refrigeration contractors (Program Allies) to deliver the program with pre-established contractor incentives. Program Allies are incentivized to conduct assessments, install measures and market the program. They are reimbursed per measure installed in order to deliver savings.</p>
Target Market	The program targets small, independent grocers, bars and restaurants, and independent convenience stores.
Marketing Strategy	<p>With a well-defined target market as noted above the marketing strategy involves on-the-ground marketing directly to customers. Door to door canvassing, marketing through associations and membership organizations and Program Ally outreach and activities will increase awareness of the program among the target market while limiting wasted advertising and marketing coverage.</p> <p>Targeted bill stuffers and direct mail will also be used in order to reach the target market directly.</p>
Eligible Measures	<p>The program targets refrigeration measures that are common upgrades for the target market. Measures include:</p> <ul style="list-style-type: none"> ○ Auto Door Closers - Walk-In Cooler ○ Auto Door Closers - Walk-In Freezer ○ Controls - Refrigerated beverage ○ Controls - Non-Refrigerated Snack ○ Controls - Glass Front Refrigerated cooler ○ Controls - Door heater - Low temp ○ Controls - Door heater - Medium temp ○ Controls - Door heater - high temp ○ ECM Motor - Walk In - Restaurant ○ ECM Motor - Walk In - Grocery ○ ECM Motor - Reach In - Grocery ○ Controls - Evaporator Fan ○ LED cold case lighting with occupancy sensors ○ Walk in Cooler Strip Curtains - Refrigeration ○ Walk in Cooler Strip Curtains - Freezer ○ Economizers – refrigeration ○ Night covers for display cases

**Program
Targets**

Customer served

June 2015 to May 2016	June 2016 to May 2017
650	650

Proposed Measure	Estimated Annual Participation/Units	Incentive per Unit	Total Annual Gross kWh Savings	Total kW Demand Savings	Total Annual Gross Therm Savings	Estim Useful (yea
Auto Door Closers - Walk-In Cooler	650	\$132.02	612,950.00	89.05	0	8
Auto Door Closers - Walk-In Freezer	300	\$230.70	692,100.00	92.7	0	8
Controls - Refrigerated beverage	225	\$225.66	362,664.00	0	0	5
Controls - Non-Refrigerated Snack	225	\$47.95	77,066.10	0	0	5
Controls - Glass Front Refrigerated cooler	500	\$169.24	604,440.00	0	0	5
Controls - Door heater - Low temp	275	\$59.63	117,125.58	0	0	12
Controls - Door heater - Medium temp	325	\$53.49	124,171.91	0	0	12
Controls - Door heater - high temp	325	\$23.79	55,222.31	0	0	12
ECM Motor - Walk In - Restaurant	300	\$57.54	123,300.00	9.9	0	15
ECM Motor - Walk In - Grocery	300	\$54.88	117,600.00	15.3	0	15
ECM Motor - Reach In - Grocery	300	\$54.88	117,600.00	15.3	0	15
Controls - Evaporator Fan	250	\$66.92	119,500.00	15	0	16
LED cold case lighting with occupancy sensors	3000	\$42.00	900,000.00	36.17676	0	15
Walk in Cooler Strip Curtains - Refrigeration	4000	\$59.08	1,688,000.00	200	0	6
Walk in Cooler Strip Curtains - Freezer	4000	\$416.36	11,896,000.00	1400	0	6
Economizers - refrigeration Springfield	200	\$903.85	1,291,207.57	0	0	15

Estimated Year 8 Budget – Electric Only

Incentives	\$2,618,168.64
Admin	\$740,000
Total	\$3,358,168.64

Sec 8-103/8-104 Plan 3 Program Descriptions for DCEO Portfolio

Program descriptions for the DCEO Plan 3 Energy Efficiency Portfolio can be found on the Commission website in the DCEO Plan 3 Docket 13-0499 located at <http://www.icc.illinois.gov/docket/files.aspx?no=13-0499&docId=210173>.

Attachment G: Services Agreement



Ameren PY8 PY9
Services Agreement

Attachment H: Diverse Supplier Supplier/Subcontractor Utilization

Ameren believes in providing equal access and opportunity to all qualified suppliers, including diverse suppliers (i.e.; minority, women, veteran, service disabled veteran & LGBT owned businesses). Our commitment to Supplier Diversity reflects our belief that Diverse Supplier partnerships are vital to the economic success of our region. We believe providing diverse-owned businesses an opportunity to compete in the performance of goods and services for Ameren are a critical component of our company's business strategy. Please identify any diverse supplier subcontractors the bidder plans to use on the following Supplier/Subcontractor Utilization form.



2nd Tier Worksheet
for Reporting Compar

Attachment I: Information Access and Cyber – Security

Ameren strives to ensure that its company systems, networks, and confidential data are protected from illegal or inappropriate access or use. Bidders are required to review the attached Information Access Cyber Security policy and complete the Cyber Security Vendor Questionnaire.



Cyber Security Terms and Conditions
Supplier_Risk_Assessment_Screening_Queue

Attachment J: Ameren Corporate Branding

Any co-branding efforts by contracted program vendors must be reviewed and receive approval by Ameren Communications & Brand Management prior to publication or circulation. The attached Identity Guidelines file outlines expectations for the use of graphics in print communications.



Ameren Identity
Guidelines - Graphics



AOE Reference
Guide.pdf