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AMEREN ILLINOIS 2025 EVALUATION RESEARCH UPDATE

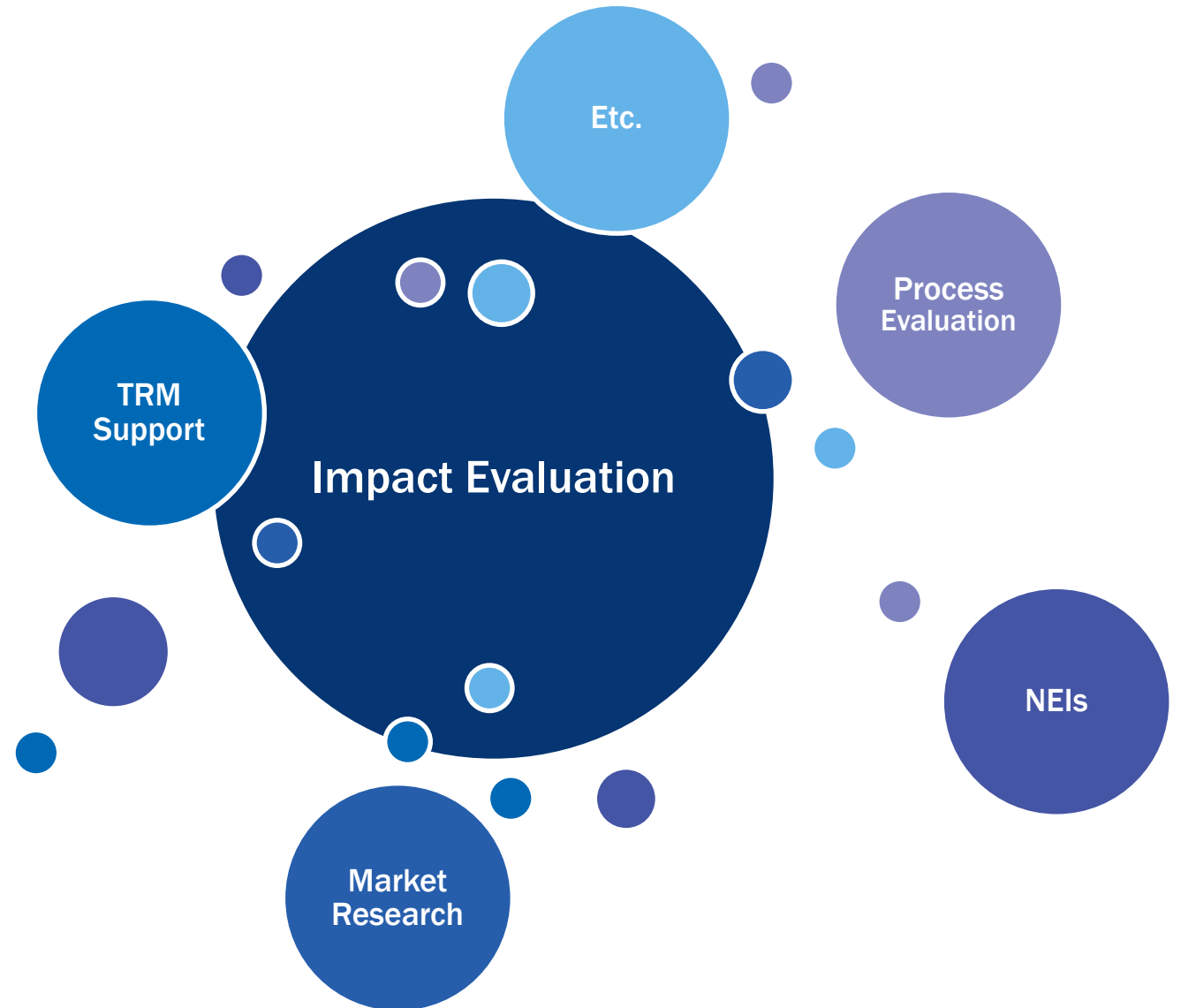
PRESENTATION TO ILLINOIS STAKEHOLDER ADVISORY
GROUP

NOVEMBER 12, 2025

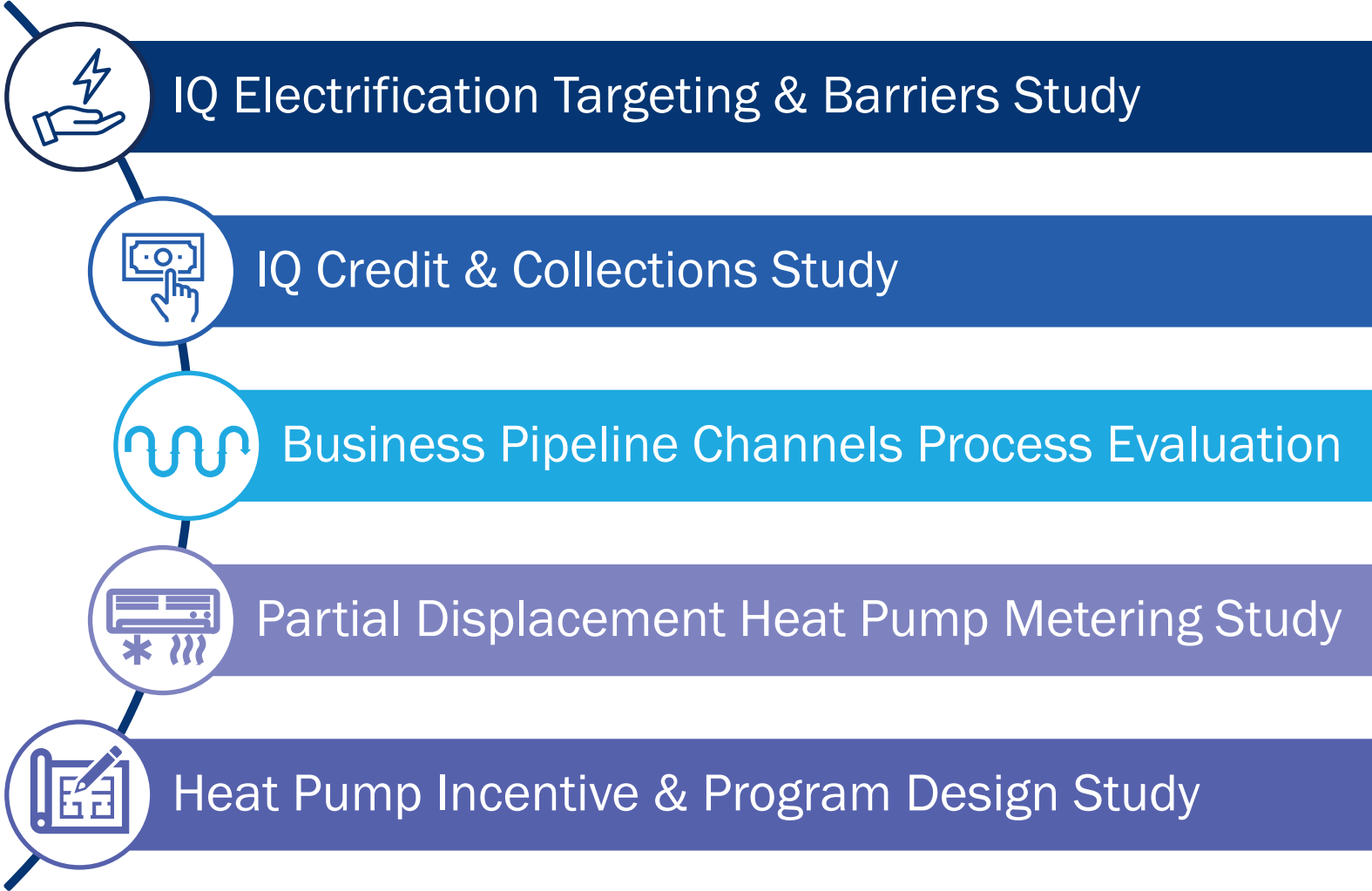


BACKGROUND ON EVALUATION RESEARCH

- A major objective of the AIC portfolio evaluation is to verify net program energy savings and produce a range of required reporting for statutory purposes
- However, we have a range of many other objectives included in our evaluation scopes; the purpose of evaluation is not just to audit but improve programs
- To support these objectives, every year our team scopes and executes evaluation research studies to achieve objectives based on our assessment of AIC's programs well as input from AIC and SAG



2025 EVALUATION RESEARCH STUDIES





INCOME QUALIFIED ELECTRIFICATION TARGETING & BARRIERS STUDY

Study Context

- AIC has not seen the desired level of uptake in their electrification offerings targeting propane users
- We were asked to scope a study to help better understand the impact that marketing/outreach efforts and targeting are having on the level of program performance

Key Research Objectives

- Review AIC's current approach for identifying propane customers and identify any recommendations for improvement in targeting
- Understand customer barriers to electrification efforts to increase program participation and optimize marketing and outreach efforts

Study Status

- Staff interviews and targeting review is completed
- Peer utility interviews are underway
- Launching customer survey this month
- Report anticipated in Q1 2026

Methods

- Interviews with AIC staff and reviews of AIC's outreach materials and customer targeting approach
- Interviews with representative peer utilities
- Survey with eligible customers who have not yet participated

INCOME QUALIFIED CREDIT AND COLLECTIONS STUDY



Study Context

- AIC aims to refer customers with bills sent to collections or those negotiating payment plans to its IQ energy efficiency offerings to mitigate arrearages and service shutoffs
- AIC agreed to consider conducting a “one-time study” to assess consistency of cross-referrals and effectiveness of cross-referrals in driving program participation and we scoped this study to meet that commitment



Research Questions

1. How frequently and consistently does the AIC credit and collections department refer customers to AIC’s IQ energy efficiency offerings?
2. What portion of customers who receive referrals go on to participate in an IQ whole-building offering?



Study Status

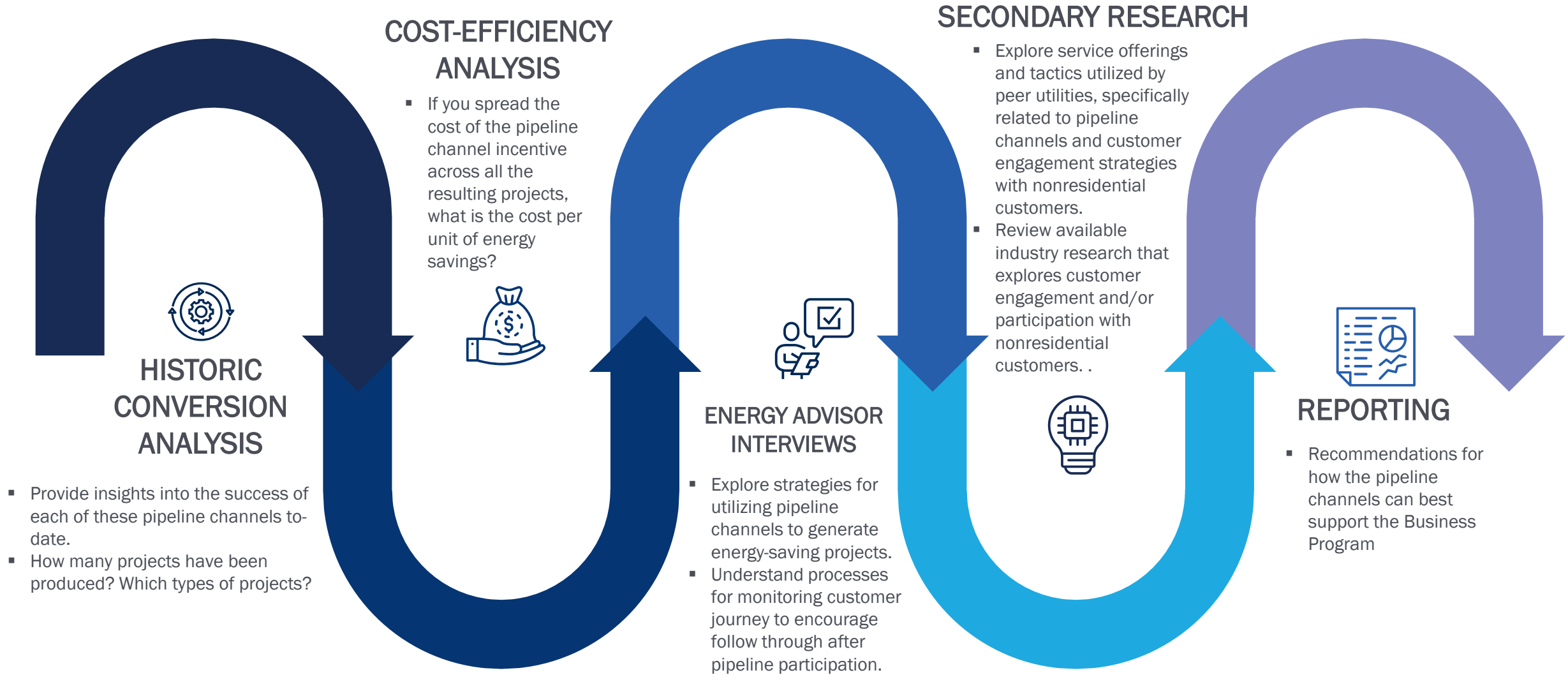
- We have completed initial discussions with AIC staff and have explored the coverage and availability of credit and collections data
- Time and effort required to obtain data that would allow us to directly assess some of these metrics was not tenable for the budget and timeline of the study
- We are requesting a smaller subset of data on credit and collections involved customers and will estimate metrics



Next Steps

- Expect to field a survey with credit and collections-involved AIC customers early next year
- Report expected in Q1 2026

BUSINESS PROGRAM “PIPELINE CHANNELS” PROCESS EVALUATION



PARTIAL DISPLACEMENT HEAT PUMP METERING STUDY

Research Question: What is the observed *in situ* switchover temperature between heating sources for air source heat pumps with backup fossil/electric resistance heat?



Research Outputs: Information to update IL-TRM measure characterization for partial displacement heat pump installations to refine savings estimates.



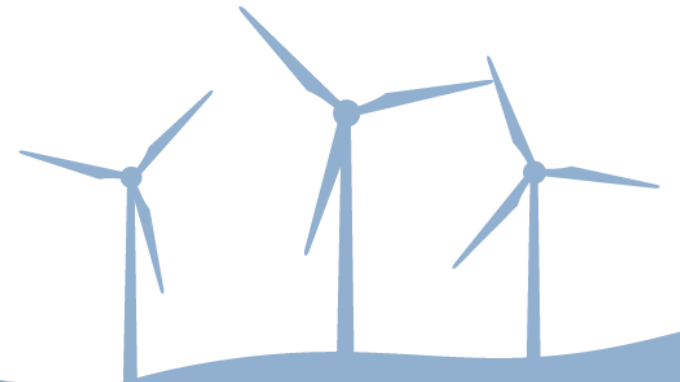
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