



PY2019 RESULTS OVERVIEW

STAKEHOLDER ADVISORY GROUP (SAG)

TELECONFERENCE

MARCH 11, 2020

AmerenIllinoisSavings.com

Overview

PY2019 Overview

- Portfolio Results
- Portfolio Delivery Strategies

Residential Program

- Initiatives

Business Program

- Initiatives

Market Development Initiative Activities



PORTFOLIO OVERVIEW



PY2019 Overview Portfolio Results

Ameren Illinois achieved:

98.4% of approved electric savings goals

127.1% of approved gas savings goals

Most successful Initiatives in PY2019

- Income Qualified
- Business Standard

	Savings (MWh)		% to	Savings (therms)		% to	Spend \$
	Actual	Goal	Goal	Actual	Goal	Goal	Actual
C&I Program	199,574	214,571	93.0%	2,835,711	1,664,787	170.3%	\$45,642,587.67
Residential	111,824	108,915	102.7%	986,055	1,084,855	90.9%	\$18,126,911.58
Income Qualified	14,291	12,605	113.4%	1,226,743	1,215,918	100.9%	\$31,626,475.06
Voltage Optimization	8,792	7,650	114.9%				
Portfolio Level Costs							\$13,381,390.13
Total Portfolio	351,097	356,663	98.4%	4,481,414	3,524,551	127.1%	\$108,777,364.44

Seven-fold increase in diverse vendor spend since FEJA. PY2019 alone had a diverse spend for Program delivery of almost \$9.5 million

Over 60 market development efforts were in process or complete at the end of PY2019

Business standard initiative made significant contributions to the portfolio, processing over 9,500 electric and nearly 800 gas applications

Increased event schedule/customer outreach by 30% YOY, with a record turnout of 572 attendees at Business Symposium



RESIDENTIAL PROGRAM



Residential Initiatives

- Behavior Modification Initiative
- Direct Distribution of Efficient Products Initiative
- Retail Products Initiative
- HVAC Initiative
- Appliance Recycling Initiative
- Income Qualified Initiative (Program Ally, Community Action Agency, Multifamily, Smart Savers)
- Public Housing Initiative
- Multifamily Initiative



Behavior Modification

Highlights

- Savings: 3,617 MWh and 35,694 therms
- 150,310 home energy reports delivered in PY2019, reaching over 40,000 participants
- The Initiative was discontinued in 2019 due to the continued focus on persistent savings

Marketing

- Cross promoted other Residential Initiatives via the delivered home energy reports (Marketplace and Appliance Recycling)



Direct Distribution of Efficient Products

Highlights

- Savings: 2,718 MWh and 82,338 therms
- 7,501 kits distributed with 59% of the schools representing low income communities
- 93% of educators rated the Initiative as excellent

Marketing

- Cross promoted the Business Program, especially SBDI, to schools where presentations were conducted



Retail Products

Highlights

- Savings: 94,849 MWh and 739,243 therms
- 16,044 smart thermostats incentivized, resulting in over \$1.4 million in savings for customers in following year
- Pilot was launched in Q4 with Greenlite targeting customers in local retailers and produced strong results; with over 2,200 applications received
- New retail product rebate opportunities were introduced in December (including refrigerators, clothes washers, electric clothes dryers, air purifiers and dehumidifiers)
- Removal of standard LED's in July due to focus on long term measures

Marketing

- Point of sale
- Bill messaging and bill inserts
- Cross promoted with Home Energy Reports
- Social media: Facebook, Yahoo native, paid search
- Print and digital ads



HVAC

Highlights

- Savings: 5,600 MWh and 69,492 therms
- 5,423 projects completed
- 1,393 smart thermostats installed
- 363 ASHP
- 135 ER ASHP replacements

Marketing

- 45,595 visitors to the website in PY2019 which is a 6% increase over 2018

Appliance Recycling

Highlights

- Savings: 2,639 MWh
- Achieved goal
- Distributed 526 EE kits to low and moderate income customers
- 5,422 units recycled
 - 4,196 refrigerators
 - 1,226 freezers

Marketing

- Bill inserts and bill messaging
- Direct mail campaign
- Cross promoted with other Residential Initiatives
- Social media: Facebook, Yahoo native, paid search
- Print and digital ads
- Outreach



Income Qualified

Highlights

- The IQ Initiative is delivered through four channels:
 1. IQ - Registered Program Ally Channel – Serving low to moderate income single family homes
 2. IQ - Community Action Agency Channel – Serving low income single family homes
 3. IQ - Multifamily – Serving low to moderate income multi-family homes
 4. IQ – Smart Savers – Providing smart technology to income qualified communities

Marketing

- 31,068 visitors to the website in PY2019 which is a 30% decrease over 2018
- Decrease in website traffic is attributable to increase in outreach efforts and promoting the helpfulness and benefits of using the home efficiency specialist (HES) team
- Over 35,000 calls handled by HES team last year



IQ Registered Program Ally

Highlights

- Savings: 8,744 MWh and 812,403 therms
- Achieved goal
- 2,413 projects completed
- 1,985 smart thermostat installed
- Launched partnership with Nicor to reach underserved customers in our overlapping territory
- Homeowner home efficiency case study

Marketing

- 188 outreach events in PY2019 promoting HEIQ and other Residential Initiatives
- Cross promotion with CAA and MDI events



IQ Registered Program Ally

- Program targets moderate income customers with Walker Miller as implementer
- In order to serve market, program also serves low income customers
- Engagement with customer initiated through instant savers assessment
- Customer eligibility is verified first, followed by identification of any DIM and any show stoppers (safety) that would prevent the project from moving forward



IQ Community Action Agency

Highlights

- Savings: 926 MWh and 88,717 therms
- Achieved goal
- Ameren Illinois partners with 22 local Community Action Agencies (CAA) to serve low income single family homes throughout our service territory
- 381 homes were served
- 86 smart thermostats installed

Marketing

- CAA marketing toolkit - *AmerenIllinoisSavings.com/Partner*



IQ Multifamily

Highlights

- Savings: 1,562 MWh and 25,361 therms
- 53 buildings
- 2,362 units received direct install measures
- 1,283 smart thermostats installed

Marketing

- An outreach coordinator joined the team in April 2019
 - 97 total events
 - 26 presentation on the Multifamily Initiative
 - Exhibited at 29 tradeshow, associations and organizations specifically serving multifamily properties
 - Hosted 26 information tables at locations serving multifamily property managers and tenants
 - 16 miscellaneous activities promoting the Multifamily Initiative



IQ Smart Savers

Highlights

- Savings: 3,059 MWh and 300,262 therms
- Achieved goal
- 6,048 smart thermostats installed

Marketing

- Email
- Direct mail
- Outreach
- TV interview



Public Housing

Highlights

- Savings: 1,164 MWh and 31,662 therms
- AIC partnered with local PHAs to provide energy efficiency upgrades
- 151 buildings
- 3,016 units received direct install measures
- 78 building envelope projects completed
- 152 smart thermostats installed

Marketing

- Direct outreach and presentations to 12 PHAs



Multifamily

Highlights

- Savings: 1,237 MWh and 27,626 therms
- 56 buildings
- 1,890 units received direct install measures
- 1,456 smart thermostats installed

Marketing

- Direct outreach to multifamily property managers and tenants
- Flyers
- Website



Residential Initiative Changes for PY2020

- On Bill Financing
- New initiatives
 - Heat Pump Water Heaters
 - HVAC for residential
 - Building envelope for non-IQ
 - Retail products platform
- Workshop agreements
 - Mini split incentives
 - Window unit A/C's
 - Market survey for electric resistance heat replacement with ASHP
 - One stop shop
- Prioritize long term savings using measure lives of 10 years or greater



BUSINESS PROGRAM



Business Initiatives

- Standard
- Custom
- Retro Commissioning
- Streetlighting

Standard

Highlights

- Savings: 171,858 MWh and 1,364,960 therms
- Strong and consistent performance throughout 2019
 - SBDI – reached target spend and savings goal 10.31.19
 - Lighting (electric) and Steam Traps (natural gas) leading measures
 - Exceptional Program Ally highlight - Jarvis Electric
 - Instant Incentives (mid-stream) continued growth
 - Indoor Ag Sector
- Achieve energy savings from longer life measures
 - Low participation from VFD's
 - Discontinued business incentives for standard/omni directional, non-exempt LEDs

Marketing

- Increase online energy consultation requests for small business and standard projects
- Increased customer interest (46% over 2018) in Business smart thermostats
- Digital advertising promoting longer life measures



Custom

Highlights

- Savings: 19,898 MWh and 1,397,816 therms
- Removed project cap to encourage large indoor ag and CHP projects
- Increased focus on Custom Wastewater Treatment Plant (WWTP) projects
- Placed more emphasis on longer life measures
- Energy Analyzer pilot, launched at Business Symposium, to identify and drive Custom projects
- Offered Competitive Large Industrial Projects (CLIP) in Q4 to drive custom projects for PY2020 and PY2021

Marketing

- Robust Custom campaign from June to November included, direct mail, digital and emails
- Emphasized Custom project applications
- Business Symposium offered increased number of Custom application information and resources



Retro Commissioning

Highlights

- Developing additional service providers for both Compressed Air and Large Facility Offerings to gather additional activity
- CARCx – 16 projects – 3,595 MWh
- LFRCx – 7 projects – 813 MWh
- RCx Lite – 1 project (SEDAC assessment – City of Carbondale)

Marketing

- Focus on digital and email campaigns, less reliant on print collateral
- Target marketing to drive Retro Commissioning customer to implement Custom project



Street lighting

Highlights

- Municipal Owned - 21 applications in PY2019 for 611,762 Gross kWh
 - The City of Peoria released RFP for city wide street light replacement
 - Ameren Illinois Owned – 22 communities completed. Approximately 5,000 street lights
 - 3,318 MWh savings
 - Currently planning for PY2020

Marketing

- Flyer and letter to municipalities
- Focus on education and outreach



Business Initiative Changes for PY2020

- Increase savings from electric custom Initiative
- Continue focus on standard and small business measures with long live
- Workshop agreements
 - Piloting Process Energy Advisor Q1 of PY2020
 - Energy Efficiency as a Service pilot
- Agentis "Energy Analyzer" tool
- Exploring "virtual" commissioning offering through Power Take off – launched Q1 of PY2020
- Connecting businesses with financing partners



MARKET DEVELOPMENT INITIATIVE



Market Development Initiative Goals

Starting in 2018 the Ameren Illinois Company (AIC) Energy Efficiency Plan dedicated *\$2.9M annually for market development, diversity and economic empowerment* for communities in the AIC service territory

The AIC Energy Efficiency Plan was designed with the Market Development Initiative (MDI) and has three primary goals:

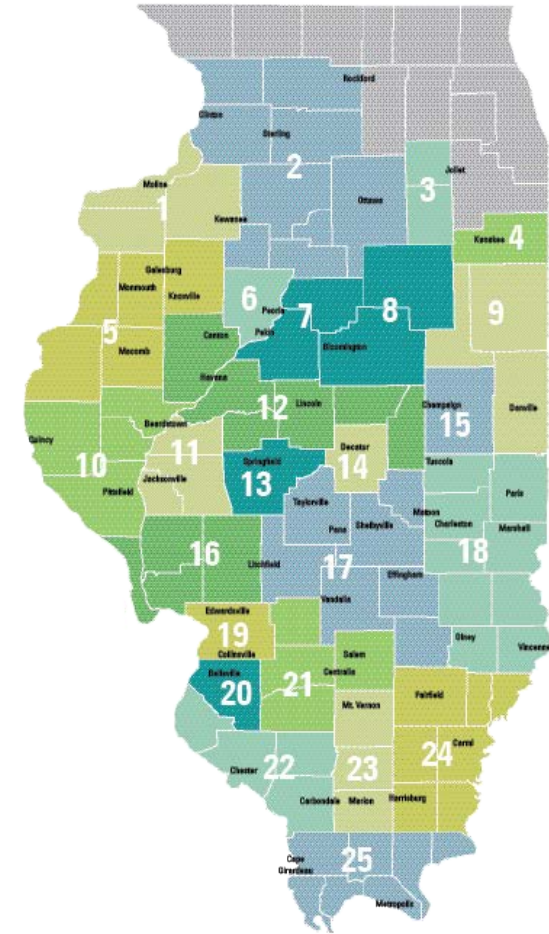
- Increase energy efficiency participation and engagement by customers and communities who have not traditionally participated
- Increase the number of local, diverse candidates filling untapped energy efficiency jobs
- Expand or launch new local and diverse energy efficiency businesses



Market Development Innovation & Planning

- **MDAP - Market Development Action Plan (MDAP) contains both diagnostic and action-oriented attributes that will allow us to better understand the communities that comprise the AIC service territory, as well as the markets therein**
- **Partnerships with Community Action Agencies, Community Based Organizations and diverse companies launched advancing efforts to reach unserved and underserved communities through energy efficiency education and measures**
- **Expanded diverse vendor involvement and spend, supporting diverse spend for Program delivery of more than \$9.4 million which is nearly a six-fold increase from efforts prior to FEJA**

COMMUNITY ACTION AGENCY TERRITORY MAP



Market Development Marketing & Outreach

- **Senior Services** – Events held in East Peoria, Quincy, Decatur, Urbana, Fairview Heights and Mt. Vernon reaching almost 500 customers with energy efficiency education
- **Held first Neighborhood Energy Efficiency Day (NEED) event** in Alton, Illinois in partnership with City of Alton and Senior Services Plus, offering direct install measures and energy efficiency education with food and entertainment from local and diverse vendors
- **Bill Pay Assistance Events** – Partnering with Ameren Illinois Customer Service to provide energy efficiency education, kits, and advanced power strips to those eligible to receive a bill credit
- **Internships & Scholarships** - Developed to build a pipeline of local and diverse job candidates knowledgeable of, and interested in, energy efficiency careers
- **Case Studies** – Materials produced through up-close, in-depth, and detailed exploration of customers, interns, scholarship recipients, and community partners



Market Development Residential Program Engagement

- Customer Kits - Delivery of energy efficiency education and outreach to multiple customer segments like seniors and LIHEAP customers at Community Action Agencies
- [Accessibility Pilot](#) – Partnered with Google and Community Based Organizations to bring together energy efficiency measures and smart home products that provide energy-saving and accessibility benefits to customers living with a disability
- Workforce Development Research – Collaborated with Smart Energy Design Assistance Center (SEDAC) to review Ameren Illinois workforce development offerings against industry best practices, to be followed by a workforce development summit and pilot design in PY2020



MDI – Participation Metrics By Category

Metric	Value	Details
Number of diverse vendors	9	Representing 26% of the smart savers Portfolio spend
Number of Smart Savers local Program Allies	9	1,731 thermostats installed
Number of Smart Savers diverse Program Allies	3	676 thermostats installed
Number of interns	18	Up from 13 in 2018
Number of scholarships offered	36	Up from 18 in 2018
Number of CBO projects launched	21	Up from 13 in 2018

MDI – MWBE Program Allies

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

MWBE Allies	12/31/18	12/31/19	Difference	% Difference
Residential	32	36	4	12.5%
Business	242	253	11	4.5%
Residential & Business	66	78	12	18.2%
Subtotal	340	367	27	7.9%

Budget Shift Table – Filing Plan to Implementation Plan

ELECTRIC					GAS				
Initiatives	2018-2021 Filing Plan PY2020	Implementation Plan PY2020	Variance	Variance (%)	Initiatives	2018-2021 Filing Plan PY2020	Implementation Plan PY2020	Variance	Variance (%)
HVAC	\$ 3,810,636.30	\$ 4,574,401.00	\$ 763,764.70	+20%	HVAC	\$ 338,375.70	\$ 733,926.00	\$ 395,550.30	+117%
Multifamily	\$ 707,287.87	\$ 1,020,728.00	\$ 313,440.13	+44%	Multifamily	\$ 168,063.64	\$ 189,610.00	\$ 21,546.36	+13%
Appliance Recycling	\$ 1,428,571.00	\$ 1,992,207.00	\$ 563,636.00	+39%	Appliance Recycling	\$ -	\$ -	\$ -	NA
Direct Distribution Efficient Products	\$ 648,115.05	\$ 1,016,563.00	\$ 368,447.95	+57%	Direct Distribution Efficient Products	\$ 113,509.95	\$ 233,029.00	\$ 119,519.05	+105%
Retail Products	\$ 6,673,764.50	\$ 8,087,309.00	\$ 1,413,544.50	+21%	Retail Products	\$ 712,798.85	\$ 1,890,045.00	\$ 1,177,246.15	+165%
Behavioral Modification	\$ 695,000.00	\$ -	\$ (695,000.00)	-100%	Behavioral Modification	\$ -	\$ -	\$ -	NA
Public Housing	\$ 660,050.65	\$ 1,776,087.00	\$ 1,116,036.35	+169%	Public Housing	\$ 282,893.07	\$ 213,187.00	\$ (69,706.07)	-25%
Income Qualified	\$ 15,800,739.07	\$ 16,334,177.00	\$ 533,437.93	+3%	Income Qualified	\$ 5,162,590.50	\$ 5,240,293.00	\$ 77,702.50	+2%
Residential Program Total:	\$ 30,424,164.44	\$ 34,801,472.00	\$ 4,377,307.56	+14%	Residential Program Total:	\$ 6,778,231.72	\$ 8,500,090.00	\$ 1,721,858.28	+25%
Standard	\$ 34,892,848.28	\$ 35,623,592.00	\$ 730,743.72	+2%	Standard	\$ 3,569,952.70	\$ 1,627,313.00	\$ (1,942,639.70)	-54%
Custom	\$ 15,531,551.20	\$ 10,484,659.00	\$ (5,046,892.20)	-32%	Custom	\$ 2,247,234.94	\$ 3,526,425.00	\$ 1,279,190.06	+57%
Retro-Commsioning	\$ 2,360,822.74	\$ 965,655.00	\$ (1,395,167.74)	-59%	Retro-Commsioning	\$ 722,022.18	\$ 511,668.00	\$ (210,354.18)	-29%
Street Lights	\$ 575,204.77	\$ 1,398,756.00	\$ 823,551.23	+143%	Street Lights	\$ -	\$ -	\$ -	NA
Business Program Total:	\$ 53,360,426.99	\$ 48,472,662.00	\$ (4,887,764.99)	-9%	Business Program Total:	\$ 6,539,209.82	\$ 5,665,406.00	\$ (873,803.82)	-13%
Portfolio Administration	\$ 4,934,490.05	\$ 5,543,799.00	\$ 609,308.95	+12%	Portfolio Administration	\$ 778,797.75	\$ 343,812.00	\$ (434,985.75)	-56%
Evaluation	\$ 2,960,694.03	\$ 2,960,694.00	\$ (0.03)	-0%	Evaluation	\$ 467,278.65	\$ 467,279.00	\$ 0.35	+0%
Marketing	\$ 3,454,143.04	\$ 3,355,640.00	\$ (98,503.04)	-3%	Marketing	\$ 545,158.43	\$ 501,417.00	\$ (43,741.43)	-8%
BED	\$ 3,555,882.46	\$ 3,555,535.00	\$ (347.46)	-0%	Breakthrough Equipment & Devices	\$ 467,278.65	\$ 97,953.00	\$ (369,325.65)	-79%
Portfolio Administration Total:	\$ 14,905,209.58	\$ 15,415,668.00	\$ 510,458.43	+3%	Portfolio Administration Total:	\$ 2,258,513.48	\$ 1,410,461.00	\$ (848,052.48)	-38%
Portfolio Total:	\$ 98,689,801.01	\$ 98,689,802.00	\$ 0.99	+0%	Portfolio Total:	\$ 15,575,955.01	\$ 15,575,957.00	\$ 1.99	+0%

Budget Shift Table – PY19 to PY20

ELECTRIC				
Initiatives	Implementation Plan		Variance	Variance (%)
	PY2019	PY2020		
HVAC	\$ 3,153,734.71	\$ 4,574,401.00	\$ 1,420,666.29	+45%
Multifamily	\$ 650,839.84	\$ 1,020,728.00	\$ 369,888.16	+57%
Appliance Recycling	\$ 1,645,523.14	\$ 1,992,207.00	\$ 346,683.86	+21%
Direct Distribution Efficient Products	\$ 877,380.44	\$ 1,016,563.00	\$ 139,182.56	+16%
Retail Products	\$ 9,033,952.11	\$ 8,087,309.00	\$ (946,643.11)	-10%
Behavioral Modification	\$ 805,900.85	\$ -	\$ (805,900.85)	-100%
Public Housing	\$ 1,189,798.08	\$ 1,776,087.00	\$ 586,288.92	+49%
Income Qualified	\$ 24,716,469.69	\$ 16,334,177.00	\$ (8,382,292.69)	-34%
Residential Program Total:	\$ 42,073,598.86	\$ 34,801,472.00	\$ (7,272,126.86)	-17%
Standard	\$ 32,733,020.50	\$ 35,623,592.00	\$ 2,890,571.50	+9%
Custom	\$ 7,849,637.85	\$ 10,484,659.00	\$ 2,635,021.15	+34%
Retro-Commsissioning	\$ 450,956.25	\$ 965,655.00	\$ 514,698.75	+114%
Street Lights	\$ 482,965.55	\$ 1,398,756.00	\$ 915,790.45	+190%
Business Program Total:	\$ 41,516,580.15	\$ 48,472,662.00	\$ 6,956,081.85	+17%
Portfolio Administration	\$ 4,675,422.72	\$ 5,543,799.00	\$ 868,376.28	+19%
Evaluation	\$ 2,960,598.00	\$ 2,960,694.00	\$ 96.00	+0%
Marketing	\$ 3,819,016.86	\$ 3,355,640.00	\$ (463,376.86)	-12%
BED	\$ 3,644,584.38	\$ 3,555,535.00	\$ (89,049.38)	-2%
Portfolio Administration Total:	\$ 15,099,621.96	\$ 15,415,668.00	\$ 316,046.04	+2%
Portfolio Total:	\$ 98,689,800.97	\$ 98,689,802.00	\$ 1.03	+0%

GAS				
Initiatives	Implementation Plan		Variance	Variance (%)
	PY2019	PY2020		
HVAC	\$ 127,765.56	\$ 733,926.00	\$ 606,160.44	+474%
Multifamily	\$ 128,426.02	\$ 189,610.00	\$ 61,183.98	+48%
Appliance Recycling	\$ -	\$ -	\$ -	NA
Direct Distribution Efficient Products	\$ 124,454.52	\$ 233,029.00	\$ 108,574.48	+87%
Retail Products	\$ 1,319,617.00	\$ 1,890,045.00	\$ 570,428.00	+43%
Behavioral Modification	\$ 50,714.05	\$ -	\$ (50,714.05)	-100%
Public Housing	\$ 167,747.91	\$ 213,187.00	\$ 45,439.09	+27%
Income Qualified	\$ 6,844,678.80	\$ 5,240,293.00	\$ (1,604,385.80)	-23%
Residential Program Total:	\$ 8,763,403.86	\$ 8,500,090.00	\$ (263,313.86)	-3%
Standard	\$ 1,579,074.58	\$ 1,627,313.00	\$ 48,238.42	+3%
Custom	\$ 2,344,906.00	\$ 3,526,425.00	\$ 1,181,519.00	+50%
Retro-Commsissioning	\$ 543,207.38	\$ 511,668.00	\$ (31,539.38)	-6%
Street Lights	\$ -	\$ -	\$ -	NA
Business Program Total:	\$ 4,467,187.96	\$ 5,665,406.00	\$ 1,198,218.04	+27%
Portfolio Administration	\$ 902,953.28	\$ 343,812.00	\$ (559,141.28)	-62%
Evaluation	\$ 460,821.19	\$ 467,279.00	\$ 6,457.81	+1%
Marketing	\$ 588,339.14	\$ 501,417.00	\$ (86,922.14)	-15%
Breakthrough Equipment & Devices	\$ 177,999.70	\$ 97,953.00	\$ (80,046.70)	-45%
Portfolio Administration Total:	\$ 2,130,113.31	\$ 1,410,461.00	\$ (719,652.31)	-34%
Portfolio Total:	\$ 15,360,705.13	\$ 15,575,957.00	\$ 215,251.87	+1%

Program Year 2019 Success Stories

- Smart thermostat economic impact of nearly \$3,000,000 in gas/electric savings
- Residential program case studies
 - Energy Stars Heating and Cooling
 - Waller family
 - Smart Savers
- Business program case studies
 - Jarvis Electric
 - Peoria Civic Center



QUESTIONS





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Portfolio Delivery Strategies

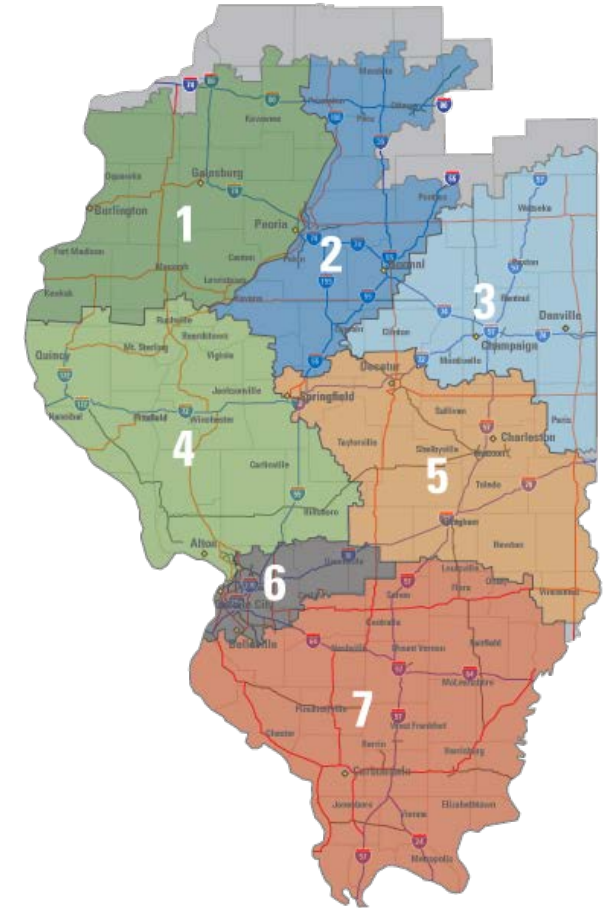
Updated

Energy Advisors

- Energy Advisors are assigned in seven geographic territories with specific goals
- Responsible for customer relationships and Program Ally recruitment
- Cross promote all Initiatives to all customers, as applicable

Program Allies

- 313 Active Residential Program Allies
- 636 Active Business Program Allies
- Certified installer – recertified to ensure all work done was completed by certified installer



Appendix

- Jarvis Electric Case Study
- Energy Stars Heating and Cooling Case Study
- Peoria Civic Center Case Study
- Waller Family Case Study
- Smart Savers Pilot Study

Appendix One: Jarvis Electric Case Study



ENERGY EFFICIENCY PROGRAM



JARVIS ELECTRIC AMPS UP PROGRAM ALLY ACTIVITIES

As a small family-owned business, Jarvis Electric aims to build customer relationships that last a lifetime. And these days, Jarvis is taking its relationship with Ameren Illinois to new heights to help customers light their facilities for less.

"As part of our statewide network of Program Allies, Jarvis Electric helps deliver energy savings to the customers and communities we serve," says Keith Martin, Director of Energy Efficiency for Ameren Illinois. "We count on Program Allies to provide quality products and installation while maximizing incentives for energy-saving projects."

Based in Swansea, Illinois, Jarvis Electric — a licensed electrical contractor — has been a trusted Ameren Illinois Program Ally since 2014.

Working primarily with the utility's lighting programs, Jarvis amped up its Program Ally activities in 2019. Today, half of Jarvis' 28-member team is devoted to Ameren Illinois projects.

In the first quarter of 2019 alone, Jarvis Electric completed 267 projects. Through those projects, customers received more than \$1.1 million in incentive payments and achieved 6.5 million kilowatt-hours in energy savings.

"We have been going strong with the Ameren Illinois incentive program in 2019," says Jarod Thompson, who conducts as many as 10 free assessments every day. "Our focus right now is working with leaders of local towns and cities."

"By helping to lower energy bills, our partnership with Ameren Illinois allows Jarvis to give back to communities in our area."

— Jarod Thompson,
Jarvis Electric Company



Find Ways to Save at AmerenIllinoisSavings.com

Build Your Business with Ameren Illinois

Does your business have room to grow? When you become a registered Ameren Illinois Program Ally, you join an elite statewide network of contractors that are specially trained on Ameren Illinois programs and listed on our website. In addition, Program Allies can earn cash bonuses for projects completed. Become a Program Ally and watch your business grow!

For more information — visit AmerenIllinoisSavings.com/Ally

In early 2019, Jarvis Electric completed its first major municipal project in O'Fallon, Illinois. Within a single week, Jarvis Electric completed LED upgrades at more than 40 city buildings and outdoor recreational areas.

"Jarvis was fantastic. They were a real pleasure to work with. They were flexible with the schedule and professional from the day I met them," says Dan Bowman, Facilities Manager for the City of O'Fallon. "Jarvis worked closely with us and matched the light output to be as good or better than existing lighting. With Jarvis' warranty, we won't have to change a light bulb for at least five years. Jarvis made the entire process painless."

From start to finish, Program Allies like Jarvis Electric streamline the customer experience.

"We are very skilled in what we do, and we know every lighting fixture out there. We also understand Ameren Illinois programs and processes," says Thompson. "We provide facts that give the customer peace of mind. After the customer signs the application, we take care of everything."

Beyond sparing the customer time and trouble, Program Allies deliver real savings that can make all the difference to small businesses, cities and nonprofits.

"We care about our communities," notes Thompson. "By helping to lower energy bills, our partnership with Ameren Illinois allows us to give back to communities in our area."

As a Program Ally, Jarvis Electric is able to grow its business, increase profits and provide gainful employment to skilled workers.

"The Ameren Illinois program allows Jarvis to employ twice as many union electricians through the union hall," says Thompson.

Together, Jarvis and Ameren Illinois deliver a powerful punch that brightens up communities in more ways than one. Thompson recalls the satisfaction he felt after completing a recent project at an East St. Louis church.

"When you can help a struggling church make ends meet — and they see what a big difference this lighting makes — the smiles on their faces say it all."

READY TO BEGIN?

AmerenIllinoisSavings.com
1.866.800.0747



Appendix Two: Energy Stars Heating and Cooling



ENERGY EFFICIENCY PROGRAM



ENERGY STARS HEATING & COOLING — AN ALLY IN EFFICIENCY

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

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

"We've actually built our processes around the Ameren Illinois energy efficiency programs," says Shanna Evans, Marketing Manager for Energy Stars Heating & Cooling Co. "We are

trained on Ameren Illinois program requirements and have a good system in place to help customers apply for incentives — plus, we provide a quick turnaround on installations."

Helping Customers Who Need it Most

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

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

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

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

Affordable Efficiency

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

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



Bringing out the best in homes

Program Benefits

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

Build Your Business with Ameren Illinois

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

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

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

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

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

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

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

Where Science Meets Service

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

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

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

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

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

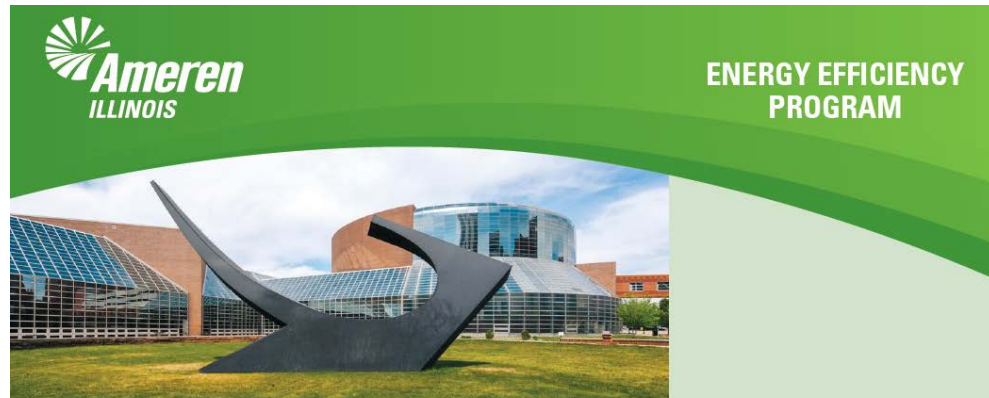
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Appendix Three: Peoria Civic Center



LEDs Steal the Show at Peoria Civic Center

From country crooner Blake Shelton to local talent like the Peoria Rivermen Hockey Club, the Peoria Civic Center offers an array of world-class entertainment. Lighting helps create a mood to match every performance.

In the mood for savings, the civic center put two major LED lighting projects center stage in 2018. Through the Ameren Illinois Energy Efficiency Program, the city qualified for more than \$152,000 in cash incentives that cut project costs by more than half.

"We are pleased to offer incentives that help municipalities conserve budget funds — and the environment," says Keith Martin, Director of Energy Efficiency for Ameren Illinois. "Upgrading to the latest LED technology is a simple, smart way to save. And today, there are LEDs to meet every need — including the unique needs of the Peoria Civic Center."

Working with Program Ally Oberlander Electric Company, Will Kenney, Director of Operations at the civic center, first targeted the 11,330-seat Carver Arena, replacing a mix of metal halide and incandescent lighting that dated back about 20 years. The team followed up by replacing HID and incandescent lighting in more than 110,000 square feet of exhibit space.

The ability to fine-tune lighting levels by zone was critical in all locations. For example, bold, bright lighting helps to showcase cars in the popular Central Illinois Auto Show; while a soft glow works better for banquets.

"Control is very important. We have to be able to provide different lighting levels to accommodate a variety of events and illuminate different sized playing surfaces in the arena," says Kenney.

With the help of Ameren Illinois Energy Advisors and Oberlander Electric Company, the Peoria Civic Center gained a better quality of light with far fewer fixtures — and the control and flexibility it needed.

"Along with a decrease in utility costs, the light quality is definitely better than before," says Kenney.

Prior to the upgrades, arena patrons frequently complained about light spilling over into

ENERGY EFFICIENCY PROGRAM

"The new LED lighting creates a much crisper and brighter ambiance and safer environment for our players performing on the ice. And the new lights have done wonders for our game presentation."

— Bart Rogers, Chief Operating Officer/
Owner, Peoria Rivermen Hockey Club



Efficiency Takes Center Stage at AmerenIllinoisSavings.com

Flip the Switch on Energy Waste

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



The Lowdown on LEDs

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

READY TO BEGIN?
AmerenIllinoisSavings.com
1.866.800.0747

the seating area. Those complaints have been replaced by compliments.

"We've received a lot of positive feedback. Today, the lighting is much more even across the arena floor, and the shadows are gone," says Kenney.

"The new brightness in Carver Arena is great for a host of reasons. First and foremost, it creates a safer environment for our fans to enjoy the game — and they instantly notice how bright the facility looks when they walk into the arena. The new LED lighting creates a much crisper and brighter ambiance and safer environment for our players performing on the ice. And the new lights have done wonders for our game presentation," says Rogers.

The responsiveness of the new LED lighting system also adds a welcome bit of dramatic flair on the ice. "The ability to instantly turn the LED lights on and off allows for greater in-game promotions and fun for fans," says Rogers. "In years past, when the lights were turned off for player introductions or a special on-ice ceremony, it would take approximately 10 minutes for the old lights to warm back up, sometimes delaying the start of the game. Now that is done in just a second!"

Another speedy response came from Oberlander Electric Company in completing the upgrades. In spite of the project's significant scope, the Program Ally completed work in less than three months. The resulting savings will go on for several years.

By reducing annual energy costs by an estimated \$67,000, the civic center will be able to tackle more energy-saving projects in the future. Kenney continues to work with Ameren Illinois to identify projects with the most potential.

"Now that we've got these big projects under our belt, we're looking for more," says Kenney, who was surprised at some of the incentives available.

"Ameren Illinois offers incentives for a lot of things I wasn't aware of — like hot boxes for our kitchen," says Kenney. "It's been great working with the Ameren Illinois team, and I highly recommend the Ameren Illinois programs. The application process was easy and the transition was smooth. The Ameren Illinois team made it very easy to follow through."

Thanks to that follow through, the Peoria Civic Center is now more inviting than ever — whether you're a music or sports fan. But when it comes to energy savings, LEDs steals the show.

"The new LED lighting inside Carver Arena has dramatically improved the Bradley Basketball viewing experience for our fans in the arena, as well as those watching on television. In addition to creating an improved ambiance during the game, the entire lighting system allows for greater flexibility to enhance the entire Bradley Basketball game day experience."

— Bobby Parker, Associate AD for
Communications and Event & Facility
Operations, Bradley University

Energy Efficiency. It's Good Business.

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



Appendix Four: Waller Family Case Study



ENERGY EFFICIENCY PROGRAM



HOME EFFICIENCY PROGRAM OFFERS HOPE FOR HOMEOWNERS

The Waller family of Collinsville, Illinois — Christopher, Chantel and their five-year-old twins — reached a major milestone with the purchase of their first home. Their high hopes, however, were dampened by the daunting need to improve the older home's energy performance.

"The house we fell in love with was over 70 years old. We were completely overwhelmed with the thought of improving its efficiency and making it comfortable for our little family," says Chantel. "We were prepared to eat lots of peanut-butter-and-jelly sandwiches in order to do the needed updates."

But then a friend told them about the Ameren Illinois Home Efficiency Program, which makes upgrades far more affordable for moderate-income customers. In some cases, Ameren Illinois cash incentives cover as much as **80% of project costs**.

First, a home energy audit identifies ways to help the home reach its highest efficiency potential. In the case of the Waller home, the audit identified several opportunities for savings — including simple measures like advanced power strips, as well as larger upgrades like a new HVAC system and attic insulation.

"I was very much impressed at the ease of the whole process. **Ameren Illinois' customer service was fantastic** — and the vendors they use for installation were professional, helpful and went above and beyond what was expected," says Chantel.

Today, the Waller family enjoys a more comfortable home at less cost. And those PB&Js? Completely optional.

Chantel sums it up simply: "Ameren Illinois helped turn our house into a home."

\$
\$9,900
In Incentives from Ameren Illinois

\$
\$705
In Annual Energy Savings

\$
Rebates may cover
up to 80%
of home efficiency upgrades

CONTACT
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Residential Customer Service
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Appendix Five: Smart Savers Pilot Case Study



AMEREN ILLINOIS SMART SAVERS PILOT

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

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

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

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

— Richard Mark,
Ameren Illinois
Chairman & President

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



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



Boosted energy efficiency engagement and supplier diversity in underserved areas



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

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