



# AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM PY21 RESULTS

MAY 4, 2022

***AmerenIllinoisSavings.com***

# Portfolio Overview: PY21 Preliminary Evaluated Savings & Spend

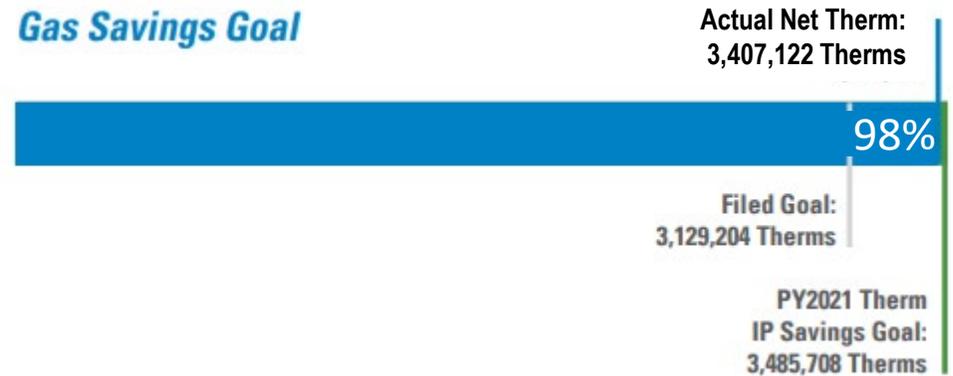
## Electric Savings Goal



**Income Qualified Spend:**  
\$25,072,943

**Low Income Electric Spend:**  
\$18,377,680

## Gas Savings Goal



**Public Housing Spend:**  
\$1,525,277

**Public Sector Spend:**  
\$14,026,908



## Portfolio Overview: PY21 COVID-19 Impacts

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**Ameren Illinois understands that many of our customers continue to face economic hardships because of COVID-19.**

**To help customers find ways to improve comfort, manage usage, and reduced costs, the Program continued to provide virtual participation opportunities and educational resources.**

The Program continued to provide a dedicated COVID-19 resource and recovery webpage that provided residential and business customers with additional COVID-19 support.

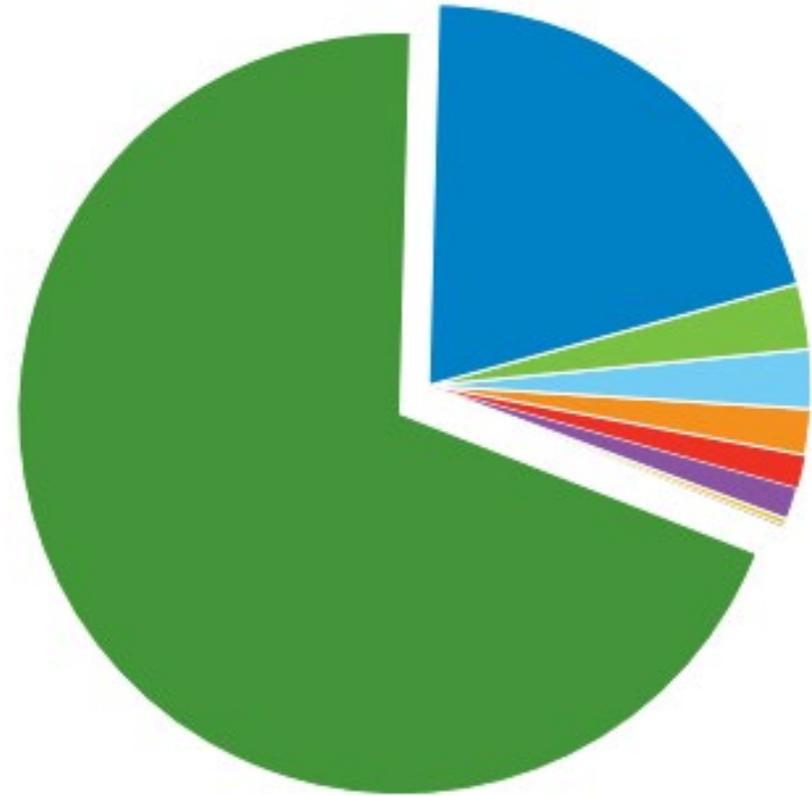


# Portfolio Overview: Smart Thermostats

## Smart Thermostats Incentivized

Total Number of Smart Thermostats Incentivized: 40,727

Retail Products 28,289	Smart Savers 8,362	IQ MF 1,134	Multifamily 913
HVAC 845	Business 617	IQ - Mod Income 503	Public Housing 52
Home Efficiency 12	IQ-CAA 0		



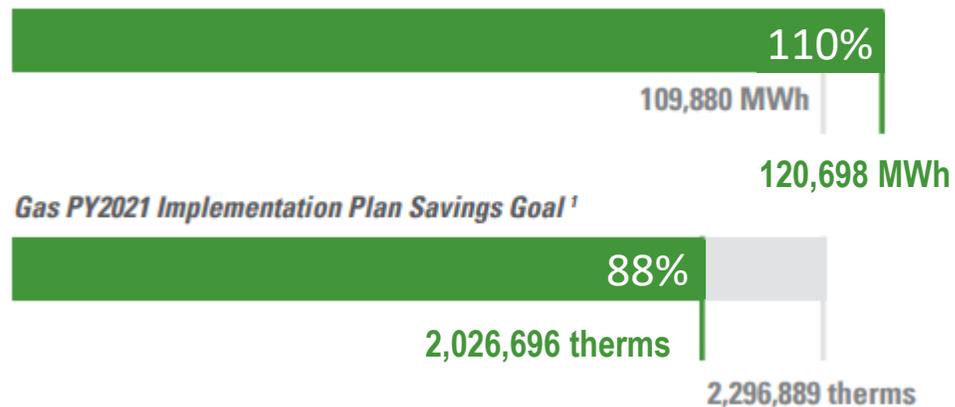
PY21 AMEREN ILLINOIS  
ENERGY EFFICIENCY  
RESIDENTIAL PROGRAM



## Residential Program Offerings Overview: All Initiatives

Residential Program achieved 120,698 MWh (110%) of its electric PY2021 Implementation Plan savings goal of 109,880 MWh and 2,026,696 Therms (88%) of its gas PY2021 Implementation Plan savings goal of 2,296,889 therms.

*Electric PY2021 Implementation Plan Savings Goal <sup>1</sup>*



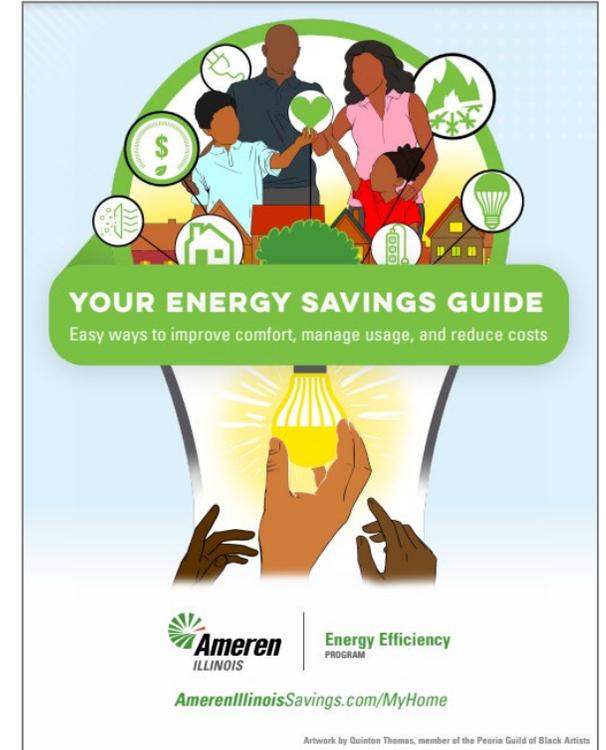
Key Initiatives	PY21 MWh*	PY21 therms*
Retail Products	55,026	1,374,813
Income Qualified Single Family	8,216	519,519
Income Qualified CAA	642	56,491
Income Qualified Multifamily	3,777	14,716
Smart Savers	4,163	370,114
Community Kits	7,558	39,188

\* Not including gas-to-electric conversions or carryover



## Residential Program Highlight: Customer Service Partnership

- In partnership with grant funding for low- and moderate-income customers, over 2,500 free energy efficiency kits were distributed to bill troubled customers through a partnership with Credit & Collections Department
  - Customers received information on additional Program Offerings and educational resources
- Utility Disconnection Avoidance Program (UDAP): provided energy-saving resources to over 26,000 UDAP customers
  - Distributed over 1,500 free energy efficiency kits to UDAP customers
- Payment Assistance for Residential Customers flyer: to provide low- and moderate-income customers energy efficiency education and financial assistance resources, the Program distributed a promotional flyer with information on hardship grant opportunities and payment assistance options for customers
- Ameren Illinois Customer Service Representatives and the Energy Efficiency Program Home Energy Specialist Team, who is the first point of contact for a customer when they call the energy efficiency call center, worked closely to share impactful information with customers who needed support



## Residential Program Highlight: Transition to Virtual Engagement to IQ Customers

- SAVE kits included energy-saving products that would typically be installed during an in-person assessment
- Qualifying customers received cash incentive for verifying they installed the products
- Distributed over 8,500 kits in partnership with Community Based Organizations and Community Action Agencies, with 3,000 distributed to Fresh Start customers
  - Fresh Start provided funding to low-and-moderate income customers who needed assistance with their heating and cooling expenses in 2020.
- Emphasized virtual assessments with the implementation of a Personal Energy Advisor to enhance the customer experience
- Received the 2021 AEE Regional Award for Energy Project of the Year



## Residential Program Highlight: Community Action Agency

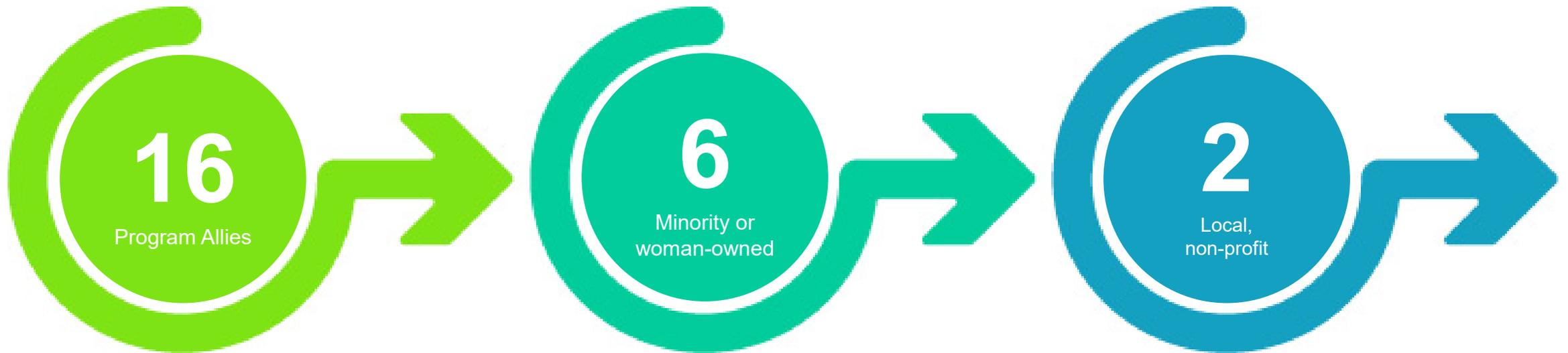
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- IHWAP activity continued to experience impacts due to the COVID-19 pandemic restrictions
- Monthly calls between DCEO/IACAA/CAAs continued in PY21 to cover impacts to staff, operations and product availability during COVID-19
- Implemented alternative solutions to serve customers with energy efficiency kits and additional measures
- Some CAAs experienced internal operational challenges, which delayed a 'restart' of operations until later in the year
- Over 300 homes were served by 18 participating agencies



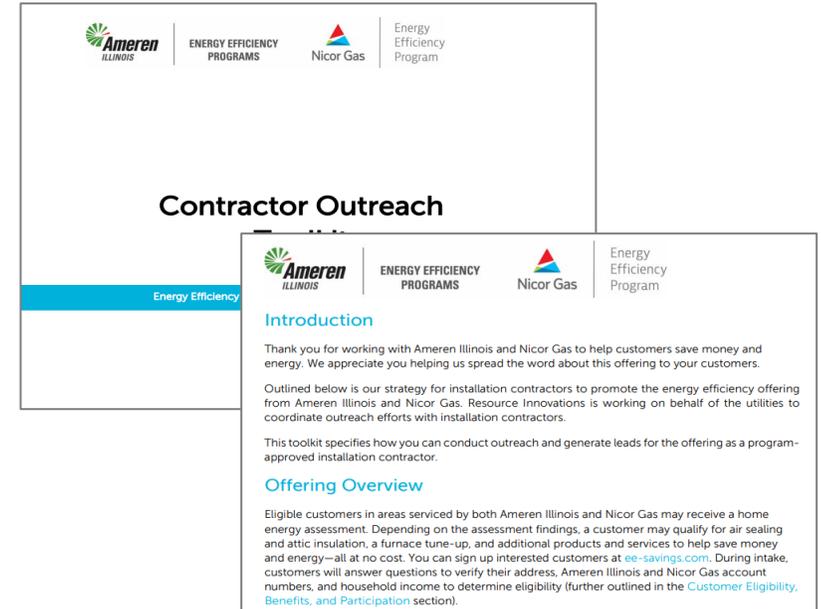
## Residential Program Highlight: Smart Savers

- Goal: provide seamless access to smart thermostat technology that enables income eligible customers to improve comfort, manage usage, and reduce costs
- Diverse Program Allies participating in the Initiative and account for 55% of Program Ally generated revenue in PY21  
Non-Profit Program Allies participating in the Initiative and account for 8% of Program Ally generated revenue in PY21



# Residential Program Highlight: Joint Utility Nicor Bloomington-Normal Pilot

- Joint utility pilot continued with Nicor
- Developed customer application and Program Ally submission portal for enhanced customer experience and Program Ally interaction
- Community impacts:
  - 514 kits distributed
  - 92 IQ homes served with full comprehensive retrofit projects



## Residential Program Highlight: Multifamily - Income Qualified & Market Rate

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- Implementation of One Stop Shop approach continued serving properties with a comprehensive application
- Electric resistance heat properties identified by analyzing customer billing data
- Continued focus on Ductless Heat Pump installation with PY21 target exceeded



## Residential Program Highlight: Multifamily – Public Housing

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- Continued implementing virtual solutions
- COVID-19 Executive Orders continued to delay building envelope and DIM installations in several areas throughout the service territory
- Comprehensively served public housing authorities in a one-stop-shop model
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- Enhanced focus on Ductless Heat Pumps



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ENERGY EFFICIENCY  
**BUSINESS PROGRAM**

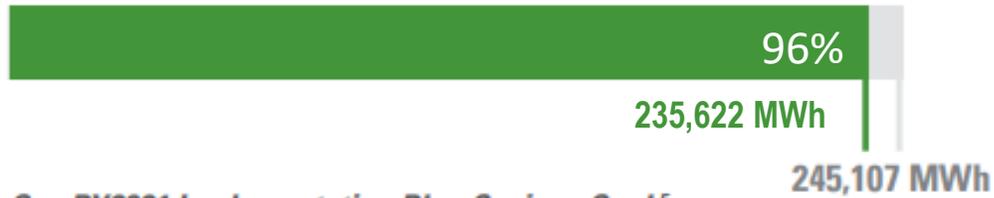


# Business Program Offerings Overview

## Business Program: All Initiatives

Business Program achieved 235,622 MWh (96%) of its PY2021 electric Implementation Plan savings goal of 245,107 MWh and 1,380,427 Therms (116%) of its PY2021 gas Implementation Plan savings goal of 1,188,819 Therms.

*Electric PY2021 Implementation Plan Savings Goal <sup>5</sup>*



*Gas PY2021 Implementation Plan Savings Goal <sup>5</sup>*



Key Initiatives	PY21 MWh*	PY21 therms*
Standard	162,946	688,130
Street Lighting	25,301	0
Custom	42,493	670,354
Retro-Commissioning	4,835	21,943

\* Not including carryover



# Business Program Highlight: Network Lighting Controls



## Networked Lighting Controls Pay Dividends for Champaign Bank



Right in the heart of town, you'll find a bank with heart — First Federal Savings Bank of Champaign-Urbana. From sponsoring little league teams and local children's theatre to funding local charities, this independently owned financial services company is proud to invest in its hometown while helping customers of all kinds reach their financial goals.

Like First Federal Savings Bank, Ameren Illinois knows a thing or two about investing in customers and communities.

"Every year, through our award-winning Energy Efficiency Program, Ameren Illinois provides millions of dollars in cash incentives to help individuals, businesses, and nonprofits save energy and money — savings that contribute to quality of life," says Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois.

First Federal Savings Bank initially learned about the Program from an HVAC contractor making a service call for the bank's troublesome HVAC system. The bank soon began working with the Ameren Illinois Energy Efficiency Program and received substantial incentives to upgrade the outdated HVAC system, leading to the addition of an advanced network lighting control system as well.

With the HVAC system under control, Operations Manager Matthew Chappell set his sights on the bank's lighting, which was plagued by burned-out bulbs, inefficient fluorescent lights in varying colors, and lights operating when they didn't need to be.

"LEDs are the wave of the future. We had thought about installing LEDs in our building for a long time, but we couldn't justify the costs of the upgrades," says Chappell.

*"We've added to employee comfort while saving energy, money, and service calls... Without Ameren Illinois, we wouldn't have been able to do it"*

— Matthew Chappell, Operations Manager

Fortunately, Ameren Illinois' Lighting Program — and a Pilot program for Networked Lighting Controls — helped to move the upgrades off the back burner.

### TAKE CONTROL OF LIGHTING

Did you know that a networked lighting control system can save your facility up to 50% in lighting energy costs? Thanks to advancements in technology and new resources and rebates, it's never been easier to incorporate lighting controls into your facility.

**\$** With networking and luminaire-level dimming, the controls can save up to twice that of regular occupancy controls.

### LEDS: A BRIGHT IDEA

Lighting upgrades are often the easiest and most affordable way to save energy in a business. High-efficiency LED lights can reduce energy use by up to 50% and can last up to 25 times longer than conventional lighting options. The Ameren Illinois Energy Efficiency Program offers generous cash incentives on a variety of LED lighting upgrades and projects.

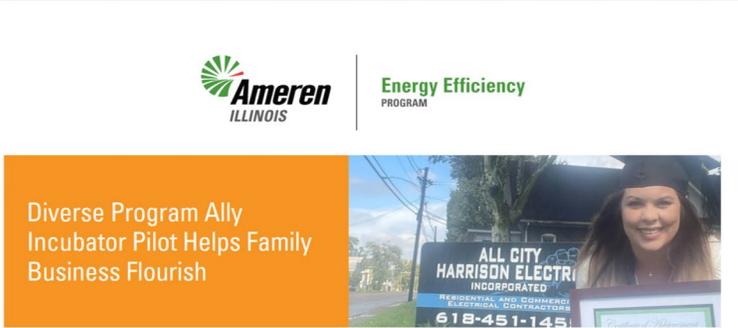


- 9 NLC projects in 2021 versus previous years of 1 or less each year
- NLC incentives were highlighted at the annual Ameren Illinois Business Symposium in October 2021
  - \$0.75/watt controlled – no existing controls
  - \$0.40/watt controlled – existing occupancy or daylight only controls
- Case Study developed for a Champaign Bank that is estimated to save 113,884 kWh annually from Lighting and NLC updates
- Market Transformation LLLC pilot launched in November with email to program allies
  - Adds up to \$0.50/watt controlled payable to Program Allies
- Soft launch of the LLLC pilot resulted in an approved installation in 2022 for a warehouse, with savings estimated to be ~171,000 kWh annually



# Business Program Highlights

- Midstream Lighting and HVAC Initiative continued growth
- Small Business Direct Install (SBDI) achieved the highest savings in program history
- Additional savings driven by offering copay assistance in tandem with MDI.
- Provided program ally training for 6 new allies.
- New Construction participation higher than any previous program year
- Agricultural efforts continue with little interest in assessments from larger farms
- 13 Process Energy Advisor visits – 6 projects



**Ameren ILLINOIS** | **Energy Efficiency PROGRAM**

### Diverse Program Ally Incubator Pilot Helps Family Business Flourish

For a quarter of a century, customers in Madison and St. Clair counties have turned to All City Harrison Electric for quality electrical work. Founded by Thomas Harrison, the company is growing in unexpected ways, thanks to a partnership with the Ameren Illinois Energy Efficiency Program — and one determined daughter.

Kristen Watson, Harrison's daughter, was proud to join the family business in 2014 and eager to carry her own weight. In 2018, Watson helped All City Harrison Electric become a registered Ameren Illinois Program Ally and expand into parking lot LED lighting upgrades. In 2021, Watson jumped at the chance to participate in a unique opportunity - the Ameren Illinois Energy Efficiency Diverse Program Ally Incubator.

"Going in, I thought it would simply be a good refresher for me on Ameren Illinois Programs and processes, but I was completely blown away with the amount I learned," said Watson, Vice President of Sales & Marketing at All City Harrison Electric. "The experience was so much more valuable than I expected."

**Energizing Diverse Program Allies**

Ameren Illinois partners with local contractors across its service territory to bring its award-winning Energy Efficiency Program to customers. Known as Program Allies, these contractors are highly skilled and specially trained to implement energy-efficient upgrades and connect customers to cash incentives.

To help small, diverse-owned companies fully capitalize on their Program Ally status, Ameren Illinois partnered with Walker-Miller Energy Services to launch the Diverse Program Ally Incubator in June 2021.

"Ameren Illinois launched the Diverse Program Ally Incubator to help diverse contractors, with limited or no experience in completing energy efficiency projects, to generate sustainable revenue as Program Allies," notes Erika Dominick, Program Manager at Walker-Miller Energy Services. "There is a common misconception that smaller companies don't have the same capabilities as larger companies. It's amazing what they can do when you remove barriers and present them with opportunities."

**10 Weeks to Transformation**

The Diverse Program Ally Incubator educated and trained five diverse Program Allies on Ameren Illinois Energy Efficiency Program Offerings. The 10-week Incubator also featured weekly one-on-one business coaching sessions, business education, marketing support, and more.

**“** The Incubator opened doors I didn't even know were there. **”**  
— Kristen Watson, All City Harrison Electric

**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 the Ameren Illinois Energy Efficiency Program and listed on our website. As a Program Ally, you'll gain access to free technical training, project and marketing support, and more! In addition, you will be able to offer financial incentives to your customers.

Become a Program Ally and watch your business grow!

Visit [AmerenIllinoisSavings.com/Ally](https://AmerenIllinoisSavings.com/Ally) to learn more.



**PY21 AMEREN ILLINOIS  
ENERGY EFFICIENCY PROGRAM  
MARKET DEVELOPMENT INITIATIVE**



## Market Development Initiative *4-year Recap Video*



- [Link to video: https://vimeo.com/658688819?embedded=true&source=video\\_title&owner=16325238](https://vimeo.com/658688819?embedded=true&source=video_title&owner=16325238)

## Market Development Initiative: 2018-2021

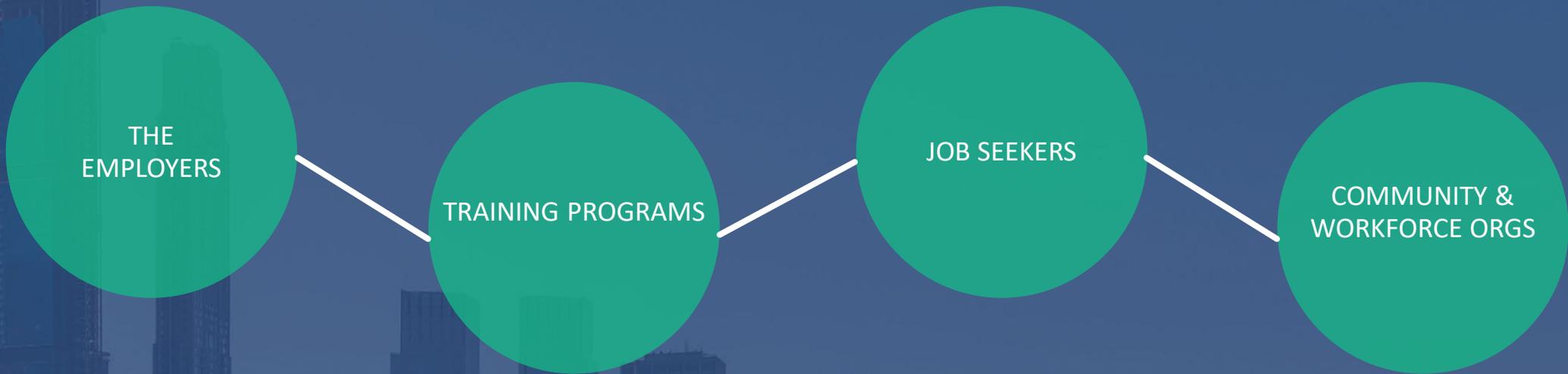
### *Community Partnerships*

- Partnered with over 40 community-based organizations to engage approximately 94,000 customers

- Pictured: Community partner Senior Services Plus adapts to COVID-19 pandemic by distributing energy efficiency kits and education through drive-thru events.



# 2021 Workforce Development Pilot: A Collaboration with Many Partners



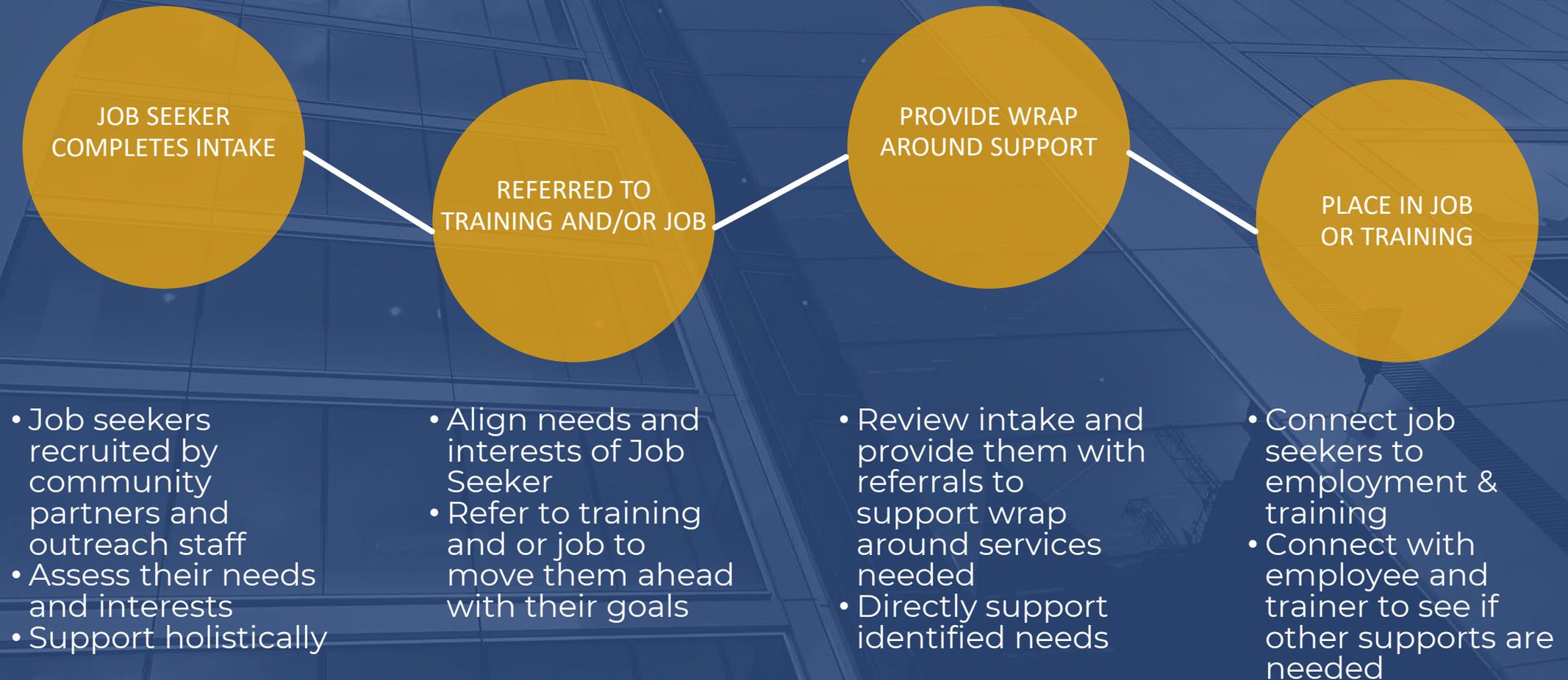
- Help finding qualified job applicants
- Roundtable discussions
- Connection to training programs

- Roundtable discussions
- Curriculum development
- Recruiting students
- Job placement for students

- Learn about career paths, job opportunities
- Connect to jobs and training
- Support

- Connect job seekers to employment & training
- Raise awareness of EE jobs
- Connect with employers

# 2021 Workforce Development Pilot: Job-Seeker Process



# 2021 OUTCOMES



## MDI Highlight: Workforce Development Pilot

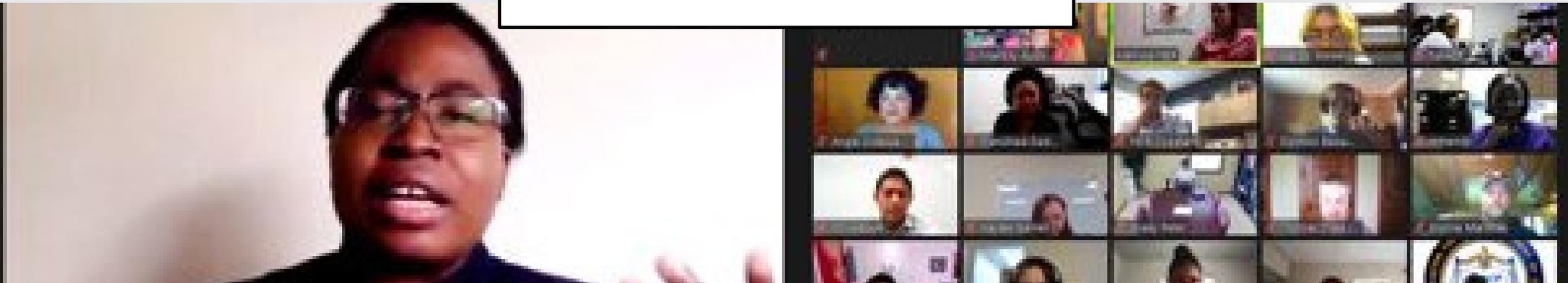
- 11 Jobseekers placed in energy efficiency jobs
- 11 Jobseekers placed in training programs
- 41 Jobseekers who received support or wraparound services

# Market Development Initiative: Additional Outcomes

## *Workforce Development*

- Internships - 23 Internship positions funded
- Scholarships - 31 scholarships awarded at six community colleges

Timinyo Owei, 2021 intern with Smart Energy Design Assistance Center, participates in an energy efficiency webinar with the internship cohort.



# Market Development Initiative

## Supplier Diversity

- Market Development Initiative workforce and diverse procurement efforts yielded exponential growth in both diverse vendor and diverse program ally spend:

**Total Diverse Spend**



Springfield-based Southtown Construction (owner Calvin Pitts, pictured above with customer) participated in the MDI program ally incubator in 2021, resulting in \$125,000 additional revenue generated for his business through remediating knob & tube wiring for income-qualified customers. This helped his business grow exponentially and removed barriers to program participation for customers in need.

# APPENDIX



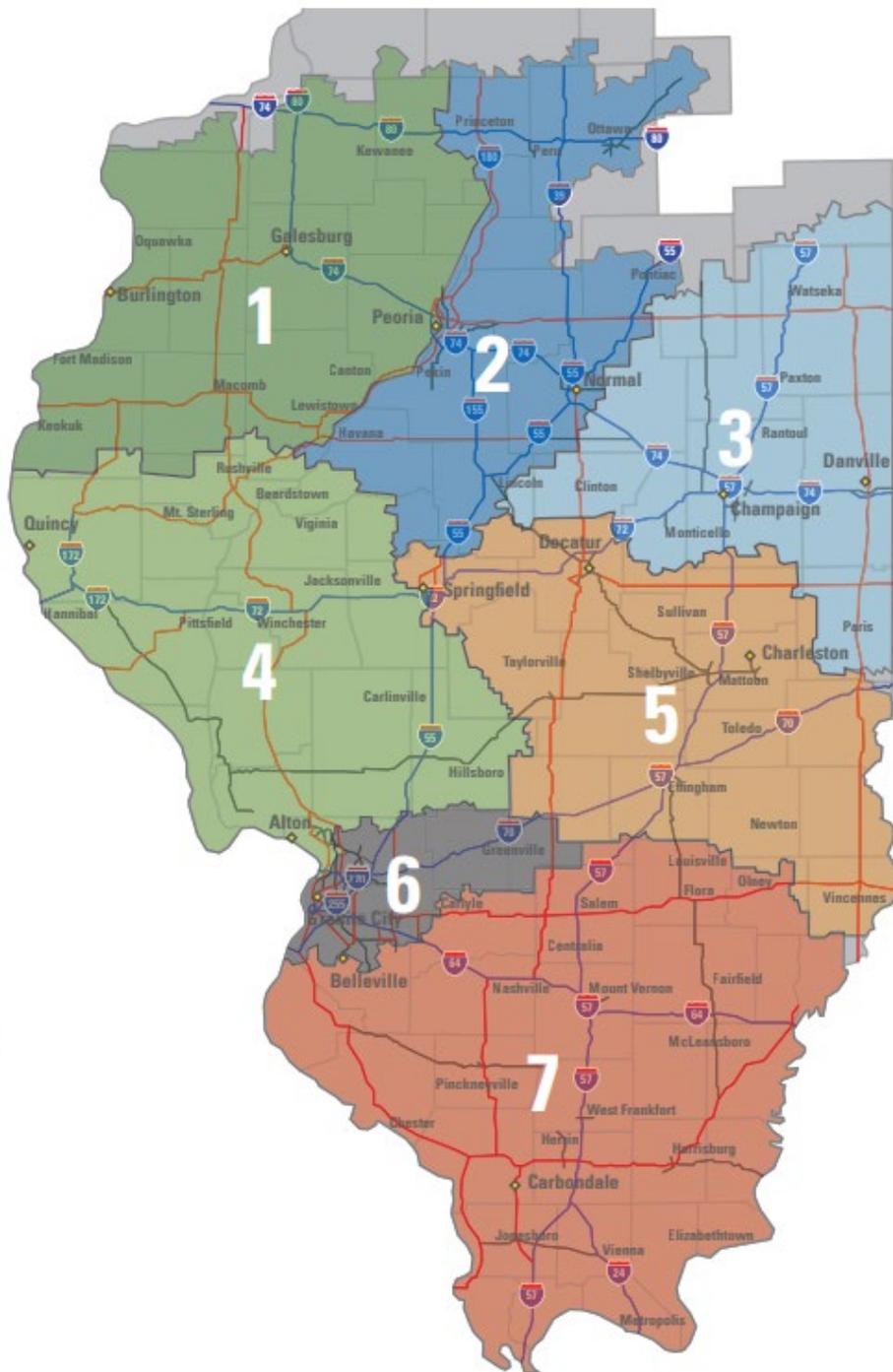
# Market Development Initiative Overview

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- 2021 Case Studies
  - <https://amerenillinoisavings.com/wp-content/uploads/2021/05/PY21-Case-Study-APR-2021-RES-CCRPC-Intern-Study-FINAL.pdf>
  - <https://amerenillinoisavings.com/wp-content/uploads/2021/06/PY21-MAY-2021-BUS-SBDI-MDI-DPS-SB-Program-Ally-Training-Pilot-Study-FINAL-2.pdf>
  - <https://amerenillinoisavings.com/wp-content/uploads/2021/12/PY21-Case-Study-OCT-2021-WMES-Case-Study-FINAL.pdf>
  - <https://amerenillinoisavings.com/wp-content/uploads/2021/12/PY21-Case-Study-DEC-2021-MDI-Diamond-Jackson-FINAL.pdf>
  - <https://amerenillinoisavings.com/wp-content/uploads/2022/01/PY21-Case-Study-NOV-2021-Peoria-Production-Shop-Smart-Savers-FINAL.pdf>
- 2021 Videos
  - [https://vimeo.com/606812281?embedded=true&source=video\\_title&owner=16325238](https://vimeo.com/606812281?embedded=true&source=video_title&owner=16325238)
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# Business Program



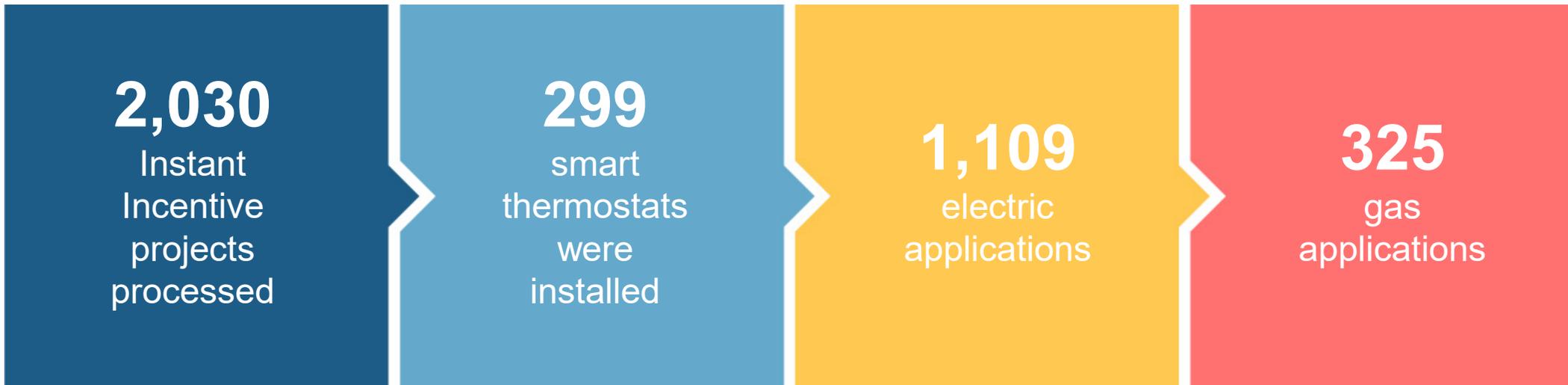
- The Business Program provides incentives and services to non-residential customers to achieve electric and gas energy savings. The core initiatives for the Business Program include Standard, Midstream Lighting, Midstream HVAC, Small Business Direct Install, Custom, Retro-commissioning (RCx) and Street Lighting. Financial incentives are provided to business customers to drive them to conduct energy efficiency projects. Other aspects include education and training for customers and market professionals, energy efficiency marketing, and advancement of energy systems construction and monitoring beyond standard industry practices.

- There are 160,000 business customers spanning the 43,700 square mile Ameren Illinois service territory.



## Business Program Offerings Overview: Standard

- 30,100 net MWh and 617,769 net Therm savings achieved (55% and 360%, respectively, of implementation plan savings goals).
- Increased incentives on VFDs, chillers, and LED lighting facilitated additional Program Ally interest and increased participation.
- HVAC offering was a strong performer for PY2021 with 2,181 net MWh and 190,170 therms. In particular, the promotion of Demand Control Ventilation (DVC) measures increased performance of those measure by 50% over any previous program year.



## Business Program Offerings Overview: Small Business Direct Install

Small businesses, including non-profits, schools, and local government facilities, receive prescribed direct install measures with higher incentives through a network of Program Allies experienced and trained to assist facilities receiving delivery services under the DS-2 and DS-3A rates.

- **92,970 net MWh savings achieved (105% of electric implementation plan savings goals).**
  - 183 active Program Allies performed 4,825 total assessment completed.
  - 3,257 projects were completed.
  - 19 women's shelters had projects completed in partnership with the Market Development Initiative.
  - Completed 13 projects at a high need large school district



## Business Program Offerings Overview: Midstream Lighting Initiative

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The Business Midstream Initiative Lighting Initiative provides incentives for energy efficient lighting to customers at the point of sale. Ameren Illinois customers can visit the ***AmerenIllinoisSavings.com*** website to find a list of enrolled distributors that offer incentives on lighting products such as linear TLED, screw-in lights and downlight fixtures.

- **Through Q4, 38,629 net MWh savings achieved (162% of electric implementation plan savings goals).**
  - 184 lighting distributors branches participated in the initiative
  - 809,804 lighting products were incentivized
  - Increased incentives raised participation



## Business Program Offerings Overview: Midstream HVAC Initiative

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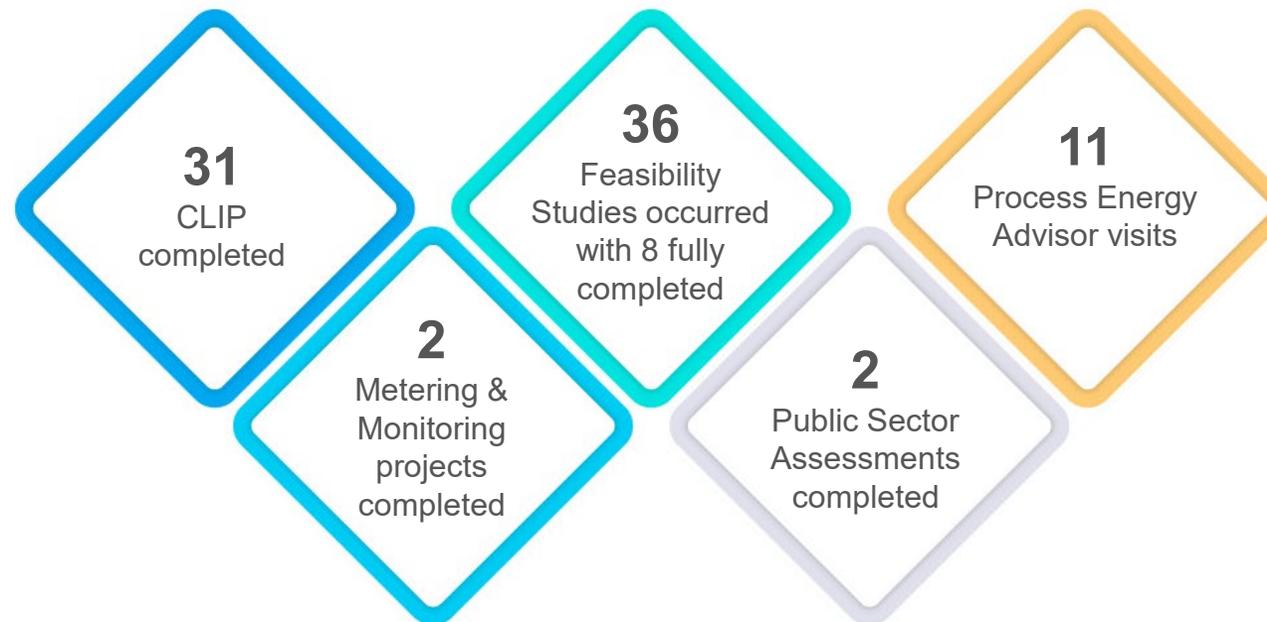
The Business Midstream HVAC Initiative provides incentives for energy efficient HVAC equipment to customers at the point of sale. Ameren Illinois customers can visit the ***AmerenIllinoisSavings.com*** website to find a list of enrolled distributors that offer incentives on HVAC equipment such as central air conditioners, air source heat pumps, smart thermostats, heat pump water heaters, and notched V-belts.

- **Through Q4, 399 net MWh and 23,012 net therms savings achieved (240% of implementation plan savings goals).**
  - 74 HVAC distributors have enrolled.
  - 51 HPWH distributors have enrolled.
  - 351 smart thermostats were incentivized in PY2021.
  - Program Ally contractor list assists customers to find a participating contractor.
  - Continued supply chain constraints due to pandemic have limited availability of some types of efficient equipment.



## Business Program Offerings Overview: Custom

- 44,740 net MWh and 824,659 net Therm savings achieved (116% and 94% respectively, of implementation plan savings goal).
- 14 Strategic Energy Management (SEM) participants active in the offering within their facilities.
- New construction participation higher than any previous program year for electric savings
- Agricultural/farm energy audit pilot successfully completed 11 audits at agricultural facilities.



## Business Program Offerings Overview: Retro Commissioning

- **5,177 net MWh and 25,075 net Therm savings achieved (133% and 45%, respectively, of implementation plan savings goals).**
- 7 large facility preliminary surveys were completed with 2 facilities completing all recommended energy efficiency measures
- Public sector customers (schools) accounted for over half of the Virtual Commissioning energy savings.
- 50 Virtual Commissioning projects produced over 4,528 MWh



## Business Program Offerings Overview: Street Lighting

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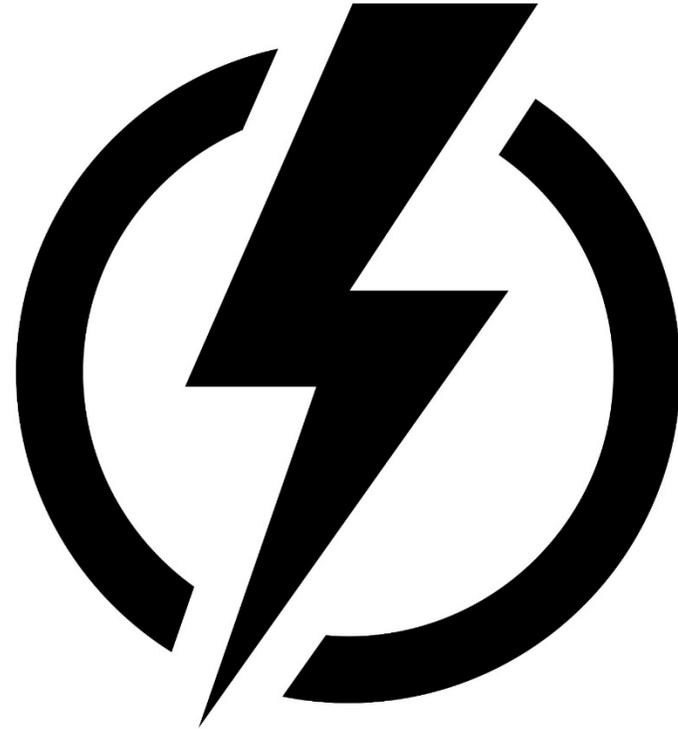
- **23,121 net MWh savings achieved (88% of implementation plan savings goal).**
- Municipal-Owned
  - 9 projects were completed, resulting in 864 street lights upgraded.
- Ameren-Owned
  - 53 communities completed early LED replacements, resulting in 9,690 street lights upgraded
  - Over 30,000 replace on fail street light upgrades to LED were completed throughout the service territory in PY2021.



## Business Program Offerings Overview: Voltage Optimization

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- 95,431 net MWh savings achieved
- VO achieved an average of 3.8% reduction across the 180 circuits deployed and measured





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