

## Residential Program Description

Program	Residential Program
<p><b>Program Description</b></p>	<p>The planned Residential Program includes eight initiatives that address key electric and natural gas end-uses in single family homes and multifamily properties containing two or more living units. It offers a range of educational opportunities and incentives for consumers to implement a series of energy efficiency improvements. Direct installation initiatives, targeted primarily to low- to-moderate income customers, are designed to achieve deep reductions in energy consumption within participant’s homes through the installation of low-cost energy saving measures and comprehensive weatherization services. Each initiative is a potential entry point for consumers into the Program, which is structured to facilitate cross-promotion between initiatives.</p> <p>A brief description of each component Initiative within the Residential Program is provided below.</p> <p><b>Behavior Modification</b>                      Behavior Modification generates electric and natural gas energy savings by empowering consumers to make better-informed decisions regarding their energy use. Behavioral science research has demonstrated that peer-based comparisons are effective in motivating consumers to better manage their energy consumption. The Initiative leverages a dynamically created comparison group for each residence and compares its consumption to other similarly sized homes within the same community. Customers receive feedback regarding their energy consumption relative to similar homes and individually customized energy savings tips based on their energy usage patterns, housing characteristics and demographics by mail and email. Behavior Modification also serves as a platform to cross-promote other Initiatives within Ameren Illinois’ Residential Program.</p> <p><b>Direct Distribution Efficient Products</b>                      Providing energy education to students is an effective way to influence families’ energy behaviors. The program targets students in grades 5 through 8. Teachers receive energy education curriculum and training by a qualified professional. Students are provided with a “take-home” kit that raises awareness about how individual actions and low-cost measures can provide reductions in electricity, natural gas, and water consumption. The take-home kit includes LED light bulbs, LED nightlight, low-flow showerhead, faucet aerators, tier 1 smart power strip and furnace filter tone alarm.</p> <p><b>Retail Products</b>                      The Retail Products Initiative intervenes at the point of sale to encourage residential customers to purchase high efficiency products through brick and mortar and online ecommerce sites. Customers receive instant discounts and/or mail-in cash rebates as an incentive to upgrade to ENERGY STAR® and other qualified high efficiency lighting products, home appliances, programmable and smart thermostats. Employees staffed by the implementation contractor will work with participating retailers to label eligible products in stores to help customers identify qualifying models. In addition, the implementation contractor will provide sales associates with training and other collateral materials for use in explaining details related to the Retail Products</p>

Initiative to customers. Special promotions are staged at retail store locations within Ameren Illinois service territory including prominent placement of qualified products with signage that promotes the incentive offer.

#### HVAC

The HVAC Initiative partners with HVAC contractors to offer consumers instant discounts and/or mail-in cash-back rebates on energy efficient electrical heating and cooling equipment, heat pump water heaters, programmable and smart thermostats. Using a top-down communication strategy, employees staffed by the implementation contractor conduct outreach to eligible product manufacturers, wholesalers and installation contractors (trade allies) to raise awareness of the HVAC energy savings opportunities. Trade allies are provided with training and collateral materials for use in upselling energy efficient HVAC equipment using the incentive offer.

#### Appliance Recycling

The average household replaces a refrigerator or freezer every fifteen years. Many of the older, inefficient refrigerators and freezers that are replaced still function and are used as backup appliances in basements and garages or are sold in a used appliance market. The Appliance Recycling Initiative produces long-term electrical energy savings in the residential sector by permanently removing operable inefficient refrigerators and freezers from the power grid and recycling them in an environmentally responsible manner. The pickup service is provided at no cost and customers receive a \$50 reward for each qualified appliance they turn-in.

#### Income Qualified

The Income Qualified Initiative helps low- to moderate-income customers manage their energy consumption through comprehensive home weatherization services, enhanced rebates on HVAC equipment, LED lighting, and direct distribution of energy saving kits. Single family homes and multifamily living units and properties with average household incomes below 300% of Federal Poverty Guidelines may receive a comprehensive home assessment, including a health and safety evaluation, to identify the weatherization services to be provided. Low-cost energy saving devices will be installed in conjunction with the assessment at no cost. Comprehensive weatherization measures are also installed at no cost including: insulation, air sealing, duct sealing, and ECM blower replacement. In addition, customers in eligible communities may receive enhanced cash-back rebates on energy efficient HVAC equipment and LED lighting, which will be marketed in conjunction with the HVAC and Retail Products Initiatives. Energy saving kits will be distributed at no cost through special events and other direct distribution efforts.

#### Public Housing

The Public Housing Initiative mirrors the comprehensive home weatherization service offered through the Income Qualified Initiative in terms of income eligibility, home assessment, weatherization services, and incentive structure. The Initiative targets public sector housing owned by government entities including federal, state and municipal housing authorities.

#### Multifamily

The Multifamily Initiative produces immediate electric and natural gas energy

	<p>savings in multifamily buildings that are not income-qualified through the direct installation of free low-cost energy saving measures in individual living units and common areas. Low-cost devices installed through the Initiative include LED light bulbs, faucet aerators, low-flow showerhead, programmable thermostat, pipe wrap and tier 2 smart power strips. The direct installation service is provided at no cost to eligible property owners and tenants. Educational materials that explain the energy and money saving benefits associated with installed products and other Ameren Illinois Initiatives that may be of benefit are left behind in each living unit.</p> <p><b>DCEO New Construction Commitments</b>                  Although not an Initiative under the Residential Program, a budget allocation is included to cover the cost of incentives associated with pre-existing commitments DCEO made to income qualified new construction projects. All projects, as noted from DCEO, must be completed by December 31, 2019 to qualify for payment.</p>																																																																																
<p><b>Program Duration</b></p>	<p>The Residential Program will operate continuously from January 1, 2018 through December 31, 2021. Each initiative within the Program will also operate over this timeframe with the following exception:</p> <p style="padding-left: 40px;">DCEO New Construction Commitments will be fulfilled and the Initiative discontinued at the completion of the projects which should be before December 31, 2019.</p>																																																																																
<p><b>Estimated Budget</b></p>	<p><b>Behavior Modification</b></p> <table border="1" data-bbox="418 1024 1430 1430"> <thead> <tr> <th>Electric Budget Category</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>Incentives</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> <tr> <td>Non-Incentives</td> <td>\$695,000</td> <td>\$695,000</td> <td>\$695,000</td> <td>\$695,000</td> </tr> <tr> <td>Electric Total</td> <td>\$695,000</td> <td>\$695,000</td> <td>\$695,000</td> <td>\$695,000</td> </tr> <tr> <th>Gas Budget Category</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>2021</th> </tr> <tr> <td>Incentives</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> <tr> <td>Non-Incentives</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> <tr> <td>Gas Total</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> </tbody> </table> <p><b>Direct Distribution Efficient Products</b></p> <table border="1" data-bbox="418 1497 1430 1896"> <thead> <tr> <th>Electric Budget Category</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>Incentives</td> <td>\$384,336</td> <td>\$384,336</td> <td>\$384,336</td> <td>\$384,336</td> </tr> <tr> <td>Non-Incentives</td> <td>\$264,373</td> <td>\$263,214</td> <td>\$263,779</td> <td>\$265,082</td> </tr> <tr> <td>Electric Total</td> <td>\$648,709</td> <td>\$647,550</td> <td>\$648,115</td> <td>\$649,418</td> </tr> <tr> <th>Gas Budget Category</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>2021</th> </tr> <tr> <td>Incentives</td> <td>\$72,639</td> <td>\$72,639</td> <td>\$72,639</td> <td>\$72,639</td> </tr> <tr> <td>Non-Incentives</td> <td>\$40,277</td> <td>\$41,436</td> <td>\$40,871</td> <td>\$39,568</td> </tr> <tr> <td>Gas Total</td> <td>\$112,916</td> <td>\$114,075</td> <td>\$113,510</td> <td>\$112,207</td> </tr> </tbody> </table>	Electric Budget Category	2018	2019	2020	2021	Incentives	\$0	\$0	\$0	\$0	Non-Incentives	\$695,000	\$695,000	\$695,000	\$695,000	Electric Total	\$695,000	\$695,000	\$695,000	\$695,000	Gas Budget Category	2018	2019	2020	2021	Incentives	\$0	\$0	\$0	\$0	Non-Incentives	\$0	\$0	\$0	\$0	Gas Total	\$0	\$0	\$0	\$0	Electric Budget Category	2018	2019	2020	2021	Incentives	\$384,336	\$384,336	\$384,336	\$384,336	Non-Incentives	\$264,373	\$263,214	\$263,779	\$265,082	Electric Total	\$648,709	\$647,550	\$648,115	\$649,418	Gas Budget Category	2018	2019	2020	2021	Incentives	\$72,639	\$72,639	\$72,639	\$72,639	Non-Incentives	\$40,277	\$41,436	\$40,871	\$39,568	Gas Total	\$112,916	\$114,075	\$113,510	\$112,207
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## Retail Products

Electric Budget Category	2018	2019	2020	2021
Incentives	\$5,581,554	\$5,581,554	\$4,836,284	\$4,836,284
Non-Incentives	\$1,822,920	\$1,814,933	\$1,834,842	\$1,843,907
Electric Total	\$7,404,474	\$7,396,487	\$6,671,126	\$6,680,191
Gas Budget Category	2018	2019	2020	2021
Incentives	\$342,801	\$342,801	\$428,501	\$428,501
Non-Incentives	\$277,724	\$285,711	\$284,298	\$275,233
Gas Total	\$620,525	\$628,512	\$712,799	\$703,734

## HVAC

Electric Budget Category	2018	2019	2020	2021
Incentives	\$1,554,085	\$2,233,835	\$2,889,585	\$2,889,585
Non-Incentives	\$588,290	\$596,081	\$921,051	\$925,601
Electric Total	\$2,142,376	\$2,829,916	\$3,810,636	\$3,815,187
Gas Budget Category	2018	2019	2020	2021
Incentives	\$195,665	\$195,665	\$195,665	\$195,665
Non-Incentives	\$89,627	\$93,836	\$142,711	\$138,161
Gas Total	\$285,291	\$289,501	\$338,376	\$333,825

## Appliance Recycling

Electric Budget Category	2018	2019	2020	2021
Incentives	\$300,000	\$300,000	\$300,000	\$300,000
Non-Incentives	\$1,128,571	\$1,128,571	\$1,128,571	\$1,128,571
Electric Total	\$1,428,571	\$1,428,571	\$1,428,571	\$1,428,571

## Income Qualified

Electric Budget Category	2018	2019	2020	2021
Incentives	\$9,802,458	\$9,884,943	\$8,775,822	\$8,976,363
Non-Incentives	\$5,613,270	\$6,136,210	\$6,922,743	\$6,616,656
Electric Total	\$15,415,727	\$16,021,153	\$15,698,565	\$15,593,018
Gas Budget Category	2018	2019	2020	2021
Incentives	\$4,187,278	\$4,249,850	\$3,987,002	\$4,180,218
Non-Incentives	\$959,796	\$1,073,867	\$1,175,588	\$1,087,919
Gas Total	\$5,147,074	\$5,323,717	\$5,162,591	\$5,268,137

## Public Housing

	<b>Electric Budget Category</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
	Incentives	\$350,227	\$350,227	\$350,227	\$350,227	
	Non-Incentives	\$310,521	\$309,160	\$309,824	\$311,354	
	<b>Electric Total</b>	<b>\$660,748</b>	<b>\$659,387</b>	<b>\$660,051</b>	<b>\$661,581</b>	
	<b>Gas Budget Category</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
	Incentives	\$234,888	\$234,888	\$234,888	\$234,888	
	Non-Incentives	\$47,308	\$48,669	\$48,005	\$46,475	
	<b>Gas Total</b>	<b>\$282,196</b>	<b>\$283,557</b>	<b>\$282,893</b>	<b>\$281,362</b>	
	<b>Multifamily</b>					
	<b>Electric Budget Category</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
Incentives	\$367,827	\$367,827	\$366,225	\$366,225		
Non-Incentives	\$328,271	\$326,833	\$341,063	\$342,748		
<b>Electric Total</b>	<b>\$696,098</b>	<b>\$694,660</b>	<b>\$707,288</b>	<b>\$708,973</b>		
<b>Gas Budget Category</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>		
Incentives	\$94,519	\$94,519	\$115,218	\$115,218		
Non-Incentives	\$50,012	\$51,451	\$52,846	\$51,161		
<b>Gas Total</b>	<b>\$144,532</b>	<b>\$145,970</b>	<b>\$168,064</b>	<b>\$166,379</b>		
<b>Estimated Participation</b>	<b>Behavior Modification</b>					
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
	Units	250,000	250,000	250,000	250,000	
	<b>Direct Distribution Efficient Products</b>					
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
	Units	67,500	67,500	67,500	67,500	
	<b>Retail Products</b>					
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
	Units	2,490,996	2,490,996	1,061,524	1,061,524	
	<b>HVAC</b>					
	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>		
Units	8,495	9,935	11,310	11,310		
<b>Appliance Recycling</b>						
	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>		
Units	6,000	6,000	6,000	6,000		
<b>Income Qualified</b>						
	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>		

	Units	769,413	769,495	218,014	172,590	
	<b>Public Housing</b>					
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
	Units	3,131	3,131	3,131	3,131	
	<b>Multifamily</b>					
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
	Units	39,242	39,242	32,920	32,920	
	<b>Target Savings</b>	<b>Behavior Modification</b>				
		<b>Net Savings</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
		MWh	6,290	6,290	6,290	6,290
MW		1.11	1.11	1.11	1.11	
Therms		230,000	230,000	230,000	230,000	
<b>Direct Distribution Efficient Products</b>						
<b>Net Savings</b>		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
MWh		1,363	1,446	1,517	1,517	
MW		0.17	0.18	0.18	0.18	
Therms		50,010	50,010	50,010	50,010	
<b>Retail Products</b>						
<b>Net Savings</b>		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
MWh		51,596	49,871	32,929	29,124	
MW		6.42	6.22	4.44	4.25	
Therms		305,808	305,808	382,260	382,260	
<b>HVAC</b>						
<b>Net Savings</b>		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
MWh		3,575	4,751	6,643	6,643	
MW		1.02	1.29	1.68	1.68	
Therms		192,389	192,389	192,389	192,389	
<b>Appliance Recycling</b>						
<b>Net Savings</b>		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
MWh		2,842	2,842	2,842	2,842	
MW		0.35	0.35	0.35	0.35	
Therms		0	0	0	0	
<b>Income Qualified</b>						
<b>Net Savings</b>		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	
MWh	25,314	25,319	18,173	17,088		
MW	4.50	4.52	3.64	3.59		
Therms	957,923	957,923	957,923	957,923		

	<b>Public Housing</b>				
	<b>Net Savings</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	MWh	618	618	618	618
	MW	0.16	0.16	0.16	0.16
	Therms	52,040	52,040	52,040	52,040
	<b>Multifamily</b>				
	<b>Net Savings</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	MWh	1,373	1,373	1,544	1,544
	MW	0.18	0.18	0.20	0.20
	Therms	78,419	78,419	91,913	91,913
<b>Collaboration</b>	<p>Ameren Illinois may collaborate with other Illinois investor owned utilities to provide some consistency across the State of Illinois.</p> <p>Collaboration with other stakeholders will occur within individual Initiatives:</p> <ul style="list-style-type: none"> <li>• <b>Direct Distribution Efficient Products</b> – The initiative will collaborate with public and private school systems, parent and teacher organizations, and the Illinois Board of Education to distribute information about the energy savings measures through existing communication channels.</li> <li>• <b>Retail Products</b> - The Initiative will collaborate with manufacturers and wholesalers, leveraging their relationships and existing communication channels with retailers to distribute information about the Initiative.</li> <li>• <b>HVAC</b> -- The Initiative will collaborate with manufacturers, wholesalers, and installation contractors, leveraging their relationships and existing communication channels with installation contractors to distribute information about the Initiative.</li> <li>• <b>Appliance Recycling</b> -- The Initiative will work with waste management and recycling authorities, and appliance retailers, to generate referrals of customers who are considering disposing of an inefficient appliance.</li> <li>• <b>Income Qualified</b> -- The Initiative will collaborate with local community action agencies and/or the Illinois Home Weatherization Assistance Program to recruit participants and provide them with assessment and weatherization services. The Initiative will provide installation and customer service best practices that are largely consistent with the Illinois Home Weatherization Assistance program. As needed to augment community action agency capacity, the Initiative will mount community-based recruitment campaigns in cooperation with community leaders and non-profit organizations, and seek to employ diverse, local assessment and weatherization providers to maximize economic development value.</li> <li>• <b>Public Housing</b> – The Initiative will collaborate with federal, state and municipal government agencies within the AIC service territory and housing authorities to identify and weatherize eligible properties.</li> <li>• <b>DCEO New Construction Commitments</b> – Ameren Illinois will collaborate with entities that received pre-approval of New Construction projects by the Illinois Department of Commerce and Economic Development to fulfill commitments.</li> </ul>				

## Delivery Strategy

A consultant will be used to administer and coordinate the delivery of services across the Residential Program including subcontractor management, quality assurance and control, tracking and reporting. Implementation contractors will be selected to manage delivery of each Initiative. Implementation contractor responsibilities common to all Initiatives include: finalizing program design, project management, Initiative specific marketing, customer enrollment and service, subcontractor management, program ally network management, incentive claim processing and payment, tracking and reporting,

Initiative specific delivery strategies include:

- **Behavior Modification** – The implementation contractor is responsible for development of customer demographic and psychographic profiles, targeted marketing, delivery of customized energy consumption reports and recommendations, and customer service including an opt out process for customers who choose not to participate. Quality control measures include billing analysis to monitor energy savings impacts and a customer satisfaction survey.
- **Direct Distribution Efficient Products** – The implementation contractor is responsible for: recruiting schools and teachers into the program, training teachers on energy education curriculum, supplying take-home kit contents, managing kit distribution, tracking shipments and collecting data provided by students for use in measuring energy savings impacts. Quality control measures include sampling to ensure data integrity, tracking product warrantee claims, tracking the rate at which student data collection forms are returned by schools and a customer satisfaction survey.
- **Retail products** – The implementation contractor is responsible for upstream collaboration with manufacturers and wholesalers; coordination with retailers to organize promotions; instore support including product labeling, sales associate training and merchandising support. Quality control will include sampling to ensure data integrity, onsite verification of a portion of appliance product installations to discourage fraud, and a customer satisfaction survey.
- **HVAC** – The implementation contractor is responsible for upstream collaboration with manufacturers and wholesalers, installation contractor support including salesperson training and the provision of collateral materials. Quality control measures include sampling to verify data integrity, onsite verification of a portion of mechanical equipment installations to discourage fraud, and a customer satisfaction survey.
- **Appliance Recycling** – The implementation contractor provides the trucks, equipment and trained staff needed to safely pickup refrigerators and freezers from customers' homes and a system for recycling them in an environmentally responsible manner. Quality control measures include sampling to verify data integrity, onsite inspection of appliance removal to monitor compliance with customer service, appliance removal, recycling and safety policies and procedures.
- **Income Qualified and Public Housing** -- The implementation contractor is responsible for: coordination with community action agencies and/or the Illinois Home Weatherization Assistance program to provide

	<p>comprehensive weatherization services, managing development of community-based recruitment campaigns, kit distribution, recruitment, training and management of a network of diverse assessment and installation contractors as needed to augment community action agency capacity, and developing partnerships with public housing authorities. The implementation contractor is also responsible for marketing enhanced rebate offers in cooperation with local HVAC contractors and retailers. Quality assurance and control includes; sampling to verify data integrity, training installation contractors on assessment, installation, customer service and safety guidelines, onsite inspection of weatherization projects to ensure adherence to guidelines, providing coaching and mentoring to improve contractor proficiency, and verifying installation of a representative sample of HVAC equipment purchased using enhanced rebates.</p>
<p><b>Targeting Strategy</b></p>	<p>The Program is structured to facilitate cross promotion between Initiatives. The intent is to engage participants via direct marketing tactics to encourage them to implement a series of energy efficiency improvements over time, maximizing energy savings. Therefore, the Program emphasizes cross promotion as a key targeting strategy.</p> <p>Additional Initiative specific eligibility requirements and targeting strategies include:</p> <ul style="list-style-type: none"> <li>• <b>Behavior Modification</b> - The Initiative will target approximately 50,000 households on an annual basis that have not previously participated in the Initiative. Customers with higher than average consumption and favorable demographic characteristics will be prioritized with emphasis on serving disadvantaged communities.</li> <li>• <b>District Distribution Efficient Products</b> – The Initiative will target 5<sup>th</sup> to 8<sup>th</sup> grade students in communities that receive both electric and natural gas service from Ameren Illinois. Communities with average household income at or below 300% of Federal Poverty Guidelines will be prioritized.</li> <li>• <b>Retail Products</b> -- The Initiative makes incentive offers available to customers through retail store locations within Ameren Illinois’ service territory.</li> <li>• <b>HVAC</b> -- Equipment installed in single family homes and multifamily buildings consisting of four or more living units are eligible to participate.</li> <li>• <b>Income Qualified</b> -- The Initiative will target single-family homes and multifamily properties in communities with average household incomes at or below 300% of Federal Poverty Guidelines.</li> <li>• <b>Public Housing</b> -- The Initiative will target single family homes and multifamily living units and properties managed by municipal, state and federal Housing authorities in communities with average household incomes at or below 300% of Federal Poverty Guidelines.</li> </ul>
<p><b>Marketing Strategy</b></p>	<p>General awareness of the Residential Program and component Initiatives will be promoted via Ameren Illinois' website, social media, web banners, earned media, advertising and other media as appropriate.</p> <p>The Residential Program is structured as a single, seamless offering to consumers to facilitate cross promotion between the component Initiatives.</p>

Each Initiative is a potential entry point for customers into the Program and provides an opportunity to cross promote other Initiatives. Once enrolled, customers are engaged on an ongoing basis using direct marketing tactics to promote complimentary Initiatives in order to affect a series of improvements over time.

Marketing and cross promotional activities associated with each Initiative include:

- **Behavior Modification** – The Initiative will primarily use direct marketing tactics, including direct mail and email communications, to recruit participants. Information about Initiatives that correspond to the tips and recommendations provided to customer through the Behavior Modification Initiative, will be included in periodic communications.
- **Direct Distribution Efficient Products** – The Initiative will work to gain endorsements from parent and teacher organizations, school districts and the Illinois Board of Education. Endorsements will be leveraged in direct marketing and personalized communications with schools and teachers to recruit their participation. Collateral materials included with school kits will outline the other Initiatives within the Residential Program that customers may participate in as a next step.
- **Retail Products** – The Initiative will be marketed primarily through in-store promotions. It will leverage incentive offers and merchandising support to gain favorable merchandising terms for retail promotions such as premium shelf space, end-cap displays, bulk stacks, labeling of qualified products and point of sale signage. Retailers will be encouraged to incorporate incentive offers into advertising within Ameren Illinois' service territory. Collateral materials provided to retailers and rebate checks mailed to customers may reference Ameren Illinois' website as a source of information on other incentive offers and Initiatives. Appliance recycling collateral materials will be supplied to retailers to promote the program in conjunction with the purchase of new appliances.
- **HVAC** – HVAC Initiative incentive offers are marketed primarily through HVAC contractors as they are best positioned to influence customer purchasing decisions at the point of sale. The Initiative gains HVAC contractor trust and support through a top down communication strategy that leverages existing relationships and communication channels with manufacturers and wholesalers. Manufacturer and wholesaler salespeople are provided with training and collateral materials to equip them to promote the Initiative among contractors. The Initiative will leverage manufacturer and wholesaler communication channels to disseminate information about the program including through participation in manufacturer and wholesaler training events, and distributing information to contractors via electronic bulletin boards, newsletters and email. The Initiative will also employ circuit riders who will develop direct relationships with key HVAC contractors, providing them with personalized training on Initiative and collateral materials designed to help them upsell customers to high efficiency equipment
- **Appliance Recycling** – The Appliance Recycling Initiative will be promoted among customers purchasing new appliances through the Retail Products Initiative. Participating retailers will be provided with training and

	<p>collateral materials for use in referring customers to the Initiative at the point of sale for new appliances. The service will be prescribed to eligible customers in conjunction with energy assessments conducted by the Income Qualified and Public Housing Initiatives. Customers will be educated regarding the benefits associated with retiring a second refrigerator or freezer, and made aware of the Appliance Recycling service through handouts and communications delivered by the Multifamily and Behavior Modification Initiatives. As needed to generate sufficient participation to achieve energy savings goals, the program will use direct marketing tactics, advertising and earned media to promote the Initiative within targeted communities. Collateral materials that outline the other initiatives within the Residential Program will be provided to customers in conjunction with home visits to pick up old appliances.</p> <ul style="list-style-type: none"> <li> <p><b>Income Qualified and Public Housing</b> – The Income Qualified Initiative will partner with community action agencies and other community based organizations to recruit customers as they apply for bill assistance and other services. As needed to supplement community action agency recruitment efforts, the Initiative will employ a community-based marketing strategy that leverages partnerships with community leaders and familiar institutions to gain customer trust and interest. Activities may include, but are not limited to, press releases and advertising, the placement of kiosks at relevant locations, recruitment drives and the direct distribution of energy saving kits in cooperation with community organizations such as churches and senior centers, and distribution of information through non-traditional channels such as Meals on Wheels. Community-based outreach will be coordinated across the single family and multifamily market segments to capitalize on synergies that enhance the overall effort and enable community leaders to seamlessly promote participation across all residential customers. Assessment providers will also identify appliance recycling opportunities and coordinate pickup of secondary refrigerators and freezers. Enhanced rebates on HVAC equipment and LED lighting will be marketed in conjunction with the HVAC and Retail Products Initiatives, and collateral materials provided to participants will outline the other Initiatives within the Residential Program.</p> </li> <li> <p><b>Multifamily</b> – The initiative will partner with property management and tenant associations to raise awareness of the service through existing communication channels such as email, advertising in trade journals, electronic bulletin boards and presentations at member meetings. Primary recruitment efforts will target property management companies using a combination of direct marketing and business to business personal selling tactics to secure agreements to address multiple properties through a single point of contact. If necessary, business to business recruitment efforts will be extended to include individual property owners. Other Initiatives will be cross promoted through leave behind materials delivered through the direct installation process.</p> </li> </ul>
<p><b>Eligible Measures</b></p>	<p><b>Behavior Modification</b>            The Behavior Modification Initiative provides participants with feedback regarding their energy consumption relative to similar homes in their area and individually customized energy savings tips at no cost.</p> <p><b>Direct Distribution Efficient Products</b></p>

The Direct Distribution Initiative provides training and energy education curriculum to teachers at no cost. Participating students receive an energy savings kit that includes LED light bulbs, low-flow faucet aerator and showerhead, tier 1 smart power strip, water heater temperature adjustment kit, furnace filter tone alarm and LED nightlight at no cost.

#### Retail Products

The Retail Products Initiative offers instant discounts and/or mail-in cash back rebates through retail stores and ecommerce websites on the following energy efficient products: A-Line LED light bulbs, Specialty LED light bulbs, programmable thermostats, smart thermostats, heat pump water heaters, tier 1 smart power strips, multi-speed pool pumps, and ENERGY STAR<sup>®</sup> qualified ceiling fans, dehumidifiers, air purifiers, water coolers, room air conditioners, and bathroom exhaust fans. Beginning in 2020, cash-back mail-in rebates will also be available on ENERGY STAR<sup>®</sup> qualified clothes washers, clothes dryers, refrigerators, freezers, and dishwashers.

#### HVAC

The HVAC Initiative will offer prescriptive, cash-back rebates that cover a portion of the incremental cost to purchase and install energy efficient electric heating and cooling equipment. Energy saving measures include: programmable thermostats, smart thermostats, air source heat pumps, central air conditioners, ECM blower motor retrofit in existing furnaces, new furnaces with an ECM blower motor, and heat pump water heaters. Rebates may be claimed directly by the customer or deducted from the purchase price and claimed by the installation contractor. Rebate claims may be submitted online or via mail.

#### Appliance Recycling

The Appliance Recycling Initiative will offer a cash-back incentive for customers to turn-in functioning refrigerators and freezers. The incentive payment will automatically be mailed to the customer and the pickup and disposal service is provided at no cost.

#### Income Qualified

The Income Qualified Initiative will provide a comprehensive home assessment and direct installation of the following energy saving measures at no cost to participants with household incomes at or below 300% of Federal Poverty Guidelines: LED light bulbs, low-flow faucet aerators, low-flow showerhead(s), pipe wrap, programmable thermostat or smart thermostat, tier 2 smart power strip, air sealing, duct sealing, attic insulation, and ECM blower motor retrofit. Comprehensive home weatherization project specifications will mirror the Illinois Weatherization Assistance Program, to the extent practicable, with the exception of ceiling insulation, which will have a finished heat flow resistance value of R-38. Consistent with the Illinois Weatherization Assistance Program, minor repairs, health and safety measures will also be provided at no cost, to the extent practicable, if necessary to install energy savings measures. Enhanced rebates will be offered on energy efficient furnaces, air conditioners, heat pumps, ductless heat pumps and LED lighting. Energy saving kits will include LED light bulbs, faucet aerators, showerhead, water heater temperature adjustment kit and a tier 2 smart power strip.

<b>Cost Per Energy Saved</b>	<p><b>Public Housing</b> Energy saving measures and services available through the Public Housing Initiative will mirror the comprehensive weatherization component of the Income Qualified Initiative.</p> <p><b>Multifamily</b> The Multifamily Initiative will provide for the direct installation of low-cost energy saving measures at no cost (except smart thermostats) in non-income qualified multifamily living units and common areas. Eligible products include: programmable thermostat, smart thermostat upgrade, LED light bulbs, faucet aerators, shower head(s), pipe wrap, and tier 2 smart power strip. Property managers will be referred to the Business Program for cash-back incentives and direct installation of commercial grade energy saving measures as appropriate.</p>																																																											
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Appendix H (Rev.)

	\$/therm	\$5.43	\$0.29
	<b>Multifamily</b>		
		<b>First Year</b>	<b>Lifetime</b>
	\$/kWh	\$0.48	\$0.06
	\$/therm	\$1.83	\$0.22
<b>Appendices</b>	N/A		

## Business Program Description

Program	Business Program
<p><b>Program Description</b></p>	<p>The planned Business Program provides incentives and services to non-residential customers to achieve electric and natural gas energy savings. The core initiatives for the Business Program are Standard, Custom, Retro-commissioning (RCx), and Streetlighting. Financial incentives to customers are the cornerstone of the program, 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.</p> <p><u><a href="#">Standard</a></u></p> <p>The Business Standard Initiative will incentivize customers to purchase energy efficient products. Measures included within this initiative will have predetermined savings values consistent with the Illinois Statewide Technical Reference Manual or industry-accepted savings calculations. The measures will have fixed incentive levels (although these incentive values may change as program budgets, savings calculations, and performances alter throughout the year). Applications are filled out and delivered to AIC via contractors, customers, or through the AmerenIllinoisSavings.com website. Various measures may require a simple calculation to identify measure savings, but the measure level incentives will remain fixed regardless of individual project characteristics (lighting technology, air compressors, variable frequency drives (VFDs), etc.). Program Allies - including contractors, retailers, and distributors - will be the main sales force promoting the initiative and educating customers.</p> <p>Lighting represents significant energy savings potential in the commercial, non-profit, local/municipal, schools, and industrial sectors. Considering both recent and future significant product improvements, lighting will continue to provide substantial energy savings for the initiative. Midstream offerings in lighting, HVAC, and water heating technologies will provide simple access to incentives for those customers. Similarly, motor systems present a large portion of the realistic achievable electric savings in the industrial sector. Motor system improvements, including the proper application of variable frequency drives, represent a significant opportunity to achieve energy savings. Standard measures for HVAC, steam systems, and specialty applications (e.g. refrigeration, ventilation, food service and agriculture) will also provide a portfolio of energy savings measures across all non-residential building types. Incentives for customer-owned exterior lighting have been included in the initiative.</p>

Small Business offerings within the Standard Initiative will incentivize customers to install energy efficient products and perform energy saving retrofits. Measures included within this offering will have predetermined savings values consistent with the Illinois Statewide Technical Reference Manual and fixed incentive levels (although these incentive values may change as program budgets and performance vary through the year). Measures are marketed and installed by a group of Program Allies experienced and trained to assist small-business, non-profits, schools, and local government in becoming more energy efficient.

The small business focused measures are rapidly deployable and target the often financially and time constrained small businesses, non-profits, schools, and public sector customers. Customer eligibility is primarily based upon a delivery service rate of DS-2 (150kW demand or less) for electric and GDS-2 for natural gas. Measures are heavily subsidized to increase participation and assist with higher labor costs incurred by small business customers (i.e. higher costs per unit since projects are typically smaller).

#### Custom

The Business Custom Initiative applies to products in compressed air, lighting, HVAC, refrigeration, motors/drives, waste/water treatment, and process upgrades that do not fall into the Standard or Streetlighting Initiatives. Complex and large scale new construction and building renovation projects also qualify under the Custom Initiative. These projects normally are complex and unique, requiring separate incentive applications and calculations of estimated energy savings. Incubator offerings like the Staffing Grant, Metering & Monitoring, Strategic Energy Management (SEM) and the Feasibility Study are also being offered which can be used by customers to overcome barriers to Business Program participation.

#### Retro-commissioning

The primary goal of the Retro-commissioning Initiative is the identification and implementation of no cost/low cost (zero- to one-year payback) energy efficiency measures which will optimize the operation of existing systems for compressed air systems, healthcare facilities, commercial and public sector building facilities, industrial ventilation systems, industrial refrigeration, and grocery stores. The Retro-commissioning Implementation Plan developed for each project will provide a roadmap of capital projects (one- to ten-year payback) which may be implemented under the Custom and Standard Initiatives in the future. The energy efficiency measures in this initiative are generally beyond what is offered by the Standard Initiative. Healthcare and compressed air studies will also work hand-in-hand with recommending Standard incentives where applicable (e.g. laminar flow restrictors in healthcare and no-loss drains in compressed air).

	<p><a href="#"><u>Streetlighting</u></a></p> <p>The Streetlighting Initiative will incentivize municipal customers to upgrade their streetlight fixtures to LED technology. Measures included within this initiative will have predetermined savings values consistent with the Illinois Statewide Technical Reference Manual and fixed incentive levels associated with them (although these incentive values may change as program budgets, savings calculations, and performances alter throughout the year). Applications are filled out by municipal customers and delivered to AIC via mail, email, or website submission. Energy Efficiency Staff working with public sector customers will be the main sales force promoting the initiative and educating customers.</p> <p>A combination of street lighting, protective lighting, area lighting, and decorative lighting will be upgraded from HID technology to LED. HID technology is still the standard technology throughout the United States (US).</p> <p>AIC-owned streetlight fixtures will be incentivized to be replaced prior to burn out. A per fixture incentive will be provided to the customer on AIC-owned fixtures.</p>
<b>Program Duration</b>	The program will run from January 1, 2018 through December 2021.

**Estimated Budget****Standard**

<b>Electric Budget</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Incentives	\$22,874,869	\$22,944,136	\$22,690,020	\$22,435,200
Non-Incentives	\$12,468,802	\$12,126,494	\$12,202,829	\$12,321,887
<b>Electric Total</b>	<b>\$35,343,670</b>	<b>\$35,070,631</b>	<b>\$34,892,848</b>	<b>\$34,757,086</b>
<b>Gas Budget</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Incentives	\$1,745,323	\$1,527,881	\$1,679,199	\$1,751,411
Non-Incentives	\$1,899,637	\$1,908,983	\$1,890,754	\$1,839,239
<b>Gas Total</b>	<b>\$3,644,960</b>	<b>\$3,436,864</b>	<b>\$3,569,953</b>	<b>\$3,590,650</b>

**Custom**

<b>Electric Budget</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Incentives	\$10,170,730	\$10,010,120	\$10,162,212	\$10,387,309
Non-Incentives	\$5,430,884	\$5,318,848	\$5,369,339	\$5,410,984
<b>Electric Total</b>	<b>\$15,601,613</b>	<b>\$15,328,968</b>	<b>\$15,531,551</b>	<b>\$15,798,293</b>
<b>Gas Budget</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Incentives	\$1,532,396	\$1,371,999	\$1,415,289	\$1,450,386
Non-Incentives	\$827,402	\$837,306	\$831,946	\$807,676
<b>Gas Total</b>	<b>\$2,359,798</b>	<b>\$2,209,305</b>	<b>\$2,247,235</b>	<b>\$2,258,062</b>

**Retro-commissioning**

<b>Electric Budget</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Incentives	\$1,127,154	\$1,115,046	\$1,131,740	\$1,077,891
Non-Incentives	\$1,243,171	\$1,217,525	\$1,229,082	\$1,238,615
<b>Electric Total</b>	<b>\$2,370,325</b>	<b>\$2,332,571</b>	<b>\$2,360,823</b>	<b>\$2,316,506</b>
<b>Gas Budget</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Incentives	\$518,372	\$510,237	\$531,583	\$551,401
Non-Incentives	\$189,399	\$191,666	\$190,439	\$184,883
<b>Gas Total</b>	<b>\$707,770</b>	<b>\$701,903</b>	<b>\$722,022</b>	<b>\$736,284</b>

**Streetlighting**

<b>Electric Budget</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Incentives	\$520,000	\$520,000	\$520,000	\$520,000
Non-Incentives	\$53,580	\$54,886	\$55,205	\$55,954
<b>Electric Total</b>	<b>\$573,580</b>	<b>\$574,886</b>	<b>\$575,205</b>	<b>\$575,954</b>

<b>Estimated Participation</b>	<u>Standard</u>				
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	Units	937,312	941,060	939,203	940,008
	<u>Custom</u>				
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	Units	242	265	286	408
	<u>Retro-commissioning</u>				
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	Units	36	36	36	36
	<u>Streetlighting</u>				
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	Units	10,400	10,400	10,400	10,400
<b>Savings Targets</b>	<u>Standard</u>				
	<b>Net Savings</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	MWh	155,357	148,259	146,283	144,172
	MW	20.85	19.99	19.47	19.22
	therms	1,450,179	1,316,667	806,200	849,881
	<u>Custom</u>				
	<b>Net Savings</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	MWh	68,466	74,434	79,734	110,903
	MW	7.87	7.74	7.86	8.04
	therms	507,595	447,915	430,589	441,498
	<u>Retro-commissioning</u>				
	<b>Net Savings</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	MWh	10,639	10,897	10,940	10,768
	MW	0.93	0.95	0.95	0.94
	therms	324,247	306,720	324,247	324,247
	<u>Streetlighting</u>				
	<b>Net Savings</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
	MWh	5,811	5,811	5,811	5,811
MW	0.00	0.00	0.00	0.00	
therms	0	0	0	0	

<p><b>Collaboration</b></p>	<p>The prescriptive, midstream, custom, and retro-commissioning incentives are structured similar to the ComEd and Nicor programs where appropriate to help provide some consistency across the State of Illinois.</p>
<p><b>Delivery Strategy</b></p>	<p>A third party contractor will be responsible for program implementation and management. Primary responsibilities include final program design, rebate fulfillment, measure lists, implementation plan development, engineering review (as necessary), QA/QC, and coordinating the Program Ally network of program partners. The main distribution channel for all initiatives other than the Streetlighting initiative will be the Program Allies, which include contractors, distributors, vendors, and local chamber of commerce and economic development associations where applicable. In order for these allies to effectively promote and communicate the benefits of the program, proper training and marketing materials will be provided.</p> <p>Components of the implementation plan include:</p> <ul style="list-style-type: none"> <li>• End User Rebates and On-line Sales</li> <li>• Dealer Stocking Programs</li> <li>• Midstream/Upstream Dealer Incentives</li> <li>• Educational/Evaluative Programs</li> <li>• Direct installation of measures and self-install options (small business offerings)</li> </ul> <p><u>Standard</u></p> <p>A secondary method for distributing incentives includes working directly with distributors to provide incentives at the point-of-purchase for technologies such as lighting, water heating, and HVAC equipment. Frequently referred to as a midstream or upstream delivery channel, this method of providing incentives should provide easy access for customers to buy more efficient products.</p> <p>Lastly, there will be direct work with facility managers to focus on specific technologies such as water-saving technologies (aerators, laminar flow restrictors), pipe insulation, and steam trap surveys/replacement.</p> <p><u>Custom</u></p> <p>For the Custom Initiative, the implementation contractor will be responsible for engineering review of savings and incentive calculations. The design and installation of efficiency measures is the responsibility of the customer. The customer will submit an application outlining their potential efficiency upgrades. The implementation contractor will perform a thorough desk review of project cost and estimated energy savings prior to pre-approving the installation. All projects follow a common screening criteria process flow:</p> <ul style="list-style-type: none"> <li>• <b>Facility eligibility</b> – Does the facility have the necessary requirements to be included in the initiative such as appropriate rate class and Ameren Illinois’ service territory location?</li> </ul>

- **Project eligibility** – Is the customer installing new, premium efficient equipment or incorporating energy efficient designs?
- **Application submittal** – Has the customer completed all necessary documentation including the project application?
- **Customer implements project** – Does the customer possess the ability and have they assumed the primary responsibility of installing the pre-approved measures and improvements?
- **Post-installation documents** – The customer will provide data including invoices, receipts, and any engineering analysis (if the project was altered from original application) once the project has been placed in service. Metering for particularly large or complex projects may be required for evaluation purposes.

For projects exceeding a specified cost or energy savings threshold, on-site visits will be required to verify energy savings estimates, baseline data, and proper measure installation. AIC approval will be required for any incentive application exceeding a preset limit defined by AIC and the implementation contractor.

#### Retro-commissioning

Retro-Commissioning Service Providers (RSPs) will be pre-qualified to conduct studies based upon their technical abilities and experience. Training will be provided to the RSPs by the implementation contractor to ensure that they understand the guidelines of the initiative and are able to market the initiative to customers.

The project qualification process will be guided by the following methodology. Interested customers and their RSP will submit incentive application proposals to the implementation contractor for review. The RSP will conduct a comprehensive survey, including data collection to establish the existing energy use profile of the appropriate building systems, and will produce an Implementation Plan Report. This report will identify the no cost/low cost (zero- to one-year payback) measures which must be implemented to qualify for the retro-commissioning incentives, as well as identify capital improvements (one- to ten-year payback) which may qualify for incentives under the Custom Initiative in the future. Following the building survey, efficient upgrades will be recommended by the RSP, reviewed by the implementation contractor, and implemented by the customer. The customer may utilize their own resources, hire a local contractor, or enlist the services of the RSP to complete the implementation phase. After the implementation stage, ex-post verification will be done by the RSP to ensure proper installation and adherence to stipulated implementation guidelines. A portion of all retro-commissioning projects will also receive a post-implementation inspection by the implementation contractor. Once the project is completed and approved by the implementation contractor, an incentive check will be delivered to the customer.

	<p><a href="#"><u>Streetlighting</u></a> A third party implementation contractor will be responsible for recruiting projects from municipal customers. The implementation contractor will review applications and provide appropriate contacts between AIC and municipalities.</p>
<b>Target Market</b>	<p>The Business Program will target non-residential customers including commercial, non-profits, schools, local/municipal buildings, industrial, and select institutional entities. The idea is to provide a journey for the non-residential customer to optimize energy efficiency through all initiatives. The Standard and Custom Initiatives target all of the non-residential markets with enhanced incentives for smaller customers with financial and operational challenges. Water Treatment Facilities will be a major target of the Custom and Standard Initiatives. Industrial and manufacturing facilities will be the target of Compressed Air and Refrigeration Retro-commissioning. A large facility offering will be targeted to healthcare, schools, government, private/public college/universities, commercial spaces, and big box retail. Grocery store Retro-commissioning is targeted to mid- to large- grocery stores. Municipalities and other customers that have streetlights will be the focus of the multiple streetlight offerings.</p>

## Marketing Strategy

Education and awareness of programs with customers and Program Allies will continue to be essential components in the Business Program's marketing strategy. Primary marketing strategies will include:

- **Education** – The implementation contractor will play an important role in training and educating the Program Ally sales staff and customers. The implementation contractor will assist Program Allies in identification of measures qualifying for prescriptive incentives; the different application options, and how to effectively sell the program to customers. Many of the small business gas measures are not well known by Program Allies in the AIC territory so additional training and outreach will be needed for those gas measures.
- **Marketing Materials** – Materials will be provided to the customers to further enhance program awareness and increase market penetration.
- **Direct Mail** – This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics and building types.
- **Digital Advertising and Social Media** – Online Advertising, Search Engine Marketing, Website, Emails and e-Newsletters will be used to provide low cost marketing and reaching different customer segments.
- **Associations & Community Outreach** – A unique opportunity exists in various trade associations. Businesses and public sector customers rely on these organizations to represent that industry's best interests in lobbying, growth, and identification of business and political opportunities. AIC will coordinate with specific associations to highlight program offerings suitable for their respective industry. Community outreach will particularly benefit reaching small- to mid-sized customers. Reaching small-business through their communities will help drive potentially large groups of customers at a relatively low cost.

- **Highlight successfully completed projects** – AIC will selectively choose projects to display the process and benefits of the Business Program. This type of marketing will spur the customer's competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.
- **Market Segmentation** –Ameren Illinois will use a target marketing approach. Separating the program's marketing campaign to focus on specific customer types (healthcare, hospitality/lodging, grocery/convenience store, municipalities, school districts, etc.) or technology markets (compressed air, refrigeration, process improvements, commercial kitchens, etc.) will increase customer interest and drive installations.
- **Program Allies.** AIC will continue to utilize the growing Program Ally network as salespersons for the program. Proper training will be given to these program partners to ensure optimal customer service and adherence to all programs rules.
- **Marketing to Large Customers** – With assistance from the Ameren Illinois Key Account Executive department, the Business Program will target large customers who will benefit from building systems upgrades. On the electric-side, this would be customers with demand from 1 MW to 10 MW.
- **Municipal Outreach** – Municipal outreach through AIC's municipal relationships will provide the foundation for public sector offers, streetlight initiatives, and driving energy efficiency from the city-level.

Industrial customers will receive a special segmentation approach which will leverage program field staff to work closely with customers to identify industrial system needs and inefficiencies. At customer sites, field staff will provide assessments in an effort to uncover the various energy saving opportunities—this includes not only motors and drives, but lighting, HVAC, steam, pumping, and compressed air. Field staff will also drive industrial systems' savings through coordination with the network of Program Allies.

The Business Program will also seek to develop sustainability and persistence through endorsement of best practices and behavior changes. Staffing Grants, SEM, Metering & Monitoring, and Education/training will provide opportunities for behavior-based energy savings to be implemented at facilities.

**Eligible Measure(s)**

Standard

Prescriptive incentives will be available for efficient lighting, VFDs, furnaces, boiler controls, demand control ventilation (DCV) (Kitchen and HVAC), steam traps, Aerators, laminar flow restrictors, and commercial kitchen equipment. Measures will be available for small- and mid-sized businesses new construction HVAC and water heating measures. Specialized equipment required by large customer new construction typically falls under the Custom Initiative.

Midstream incentives (Instant Incentives) may be provided for select commodity-type lighting and HVAC/water heating equipment. Pilot midstream offerings in HVAC motors, pumps, filters, ECMs, belts will also be considered during the plan.

The small business offerings will focus on lighting retrofits (mainly LED) and lighting controls with coordination of other technologies available under the standard initiative as appropriate. Other measures include VFDs, vending machine controls, pre-rinse spray nozzles, boiler controls, kitchen and HVAC DCV, notched v-belts, programmable and advanced thermostats, low-flow aerators and laminar flow restrictors, and rooftop controls.

Custom

Financial incentives will be provided to offset the higher costs associated with installation of new, higher efficient equipment, building system, or process upgrades. Measures falling outside of the scope of standard lighting, refrigeration, HVAC, and motors offerings will be included in the Custom Initiative. Combined Heat & Power (CHP) technology will be eligible for incentives under this initiative, using the Feasibility Study to determine the practicality and energy savings followed by a Custom application for energy savings and incentives. Incentive levels will be calculated based on energy savings estimates for each project. Incentives will be subject to modification to balance the overall Business Program's financial requirements and savings targets.

Project funding may be capped at a predetermined amount per project. Incentive levels will vary between different technologies and fuel types as needed to adhere to budgetary limits and achieve energy savings goals. Public sector or other financially constrained customers will receive enhanced incentives where necessary. Water treatment facilities will have additional measures highlighted for them, including aeration improvements, VFDs, customized controls, and CHP.

	<p>Large new construction and most new construction lighting will be incentivized through this initiative. For new construction lighting projects, a tool is provided to customers to help design efficient lighting design no matter what the size of the facility and a simple application is used to incentivize lighting that is chosen that exceeds Illinois Energy Codes.</p> <p>Strategic Energy Management (SEM) and behavior-based metering &amp; monitoring incentives will be provided in this initiative.</p> <p><a href="#">Retro-commissioning</a> An incentive will be given to the customer to buy-down the cost of the survey/benchmarking exercise. Incentives will cover a predetermined portion of the survey cost, depending on cost-effectiveness and savings potential per project. The incentive levels are subject to change based on implementer experience and expertise. Enhanced incentives for public sector or other financially strained customers will be provided. Mid-sized commercial offering will be available for buildings that do not qualify as a large facility or for customers that are interested in a smaller scale retro-commissioning activity.</p> <p><a href="#">Streetlighting</a> Prescriptive incentives for streetlights will be provided to encourage municipalities to convert from HID-based technology to LED technology.</p>																																				
<p><b>Program Tracking</b></p>	<p>Energy savings and costs will be tracked through implementation contractor databases, summary dashboard database, and reviewed by EM&amp;V contractor.</p>																																				
<p><b>Cost per Energy Saved</b></p>	<p><a href="#">Standard</a></p> <table border="1" data-bbox="396 1150 943 1272"> <thead> <tr> <th></th> <th>First Year</th> <th>Lifetime</th> </tr> </thead> <tbody> <tr> <td>\$/kWh</td> <td>\$0.24</td> <td>\$0.02</td> </tr> <tr> <td>\$/therm</td> <td>\$3.22</td> <td>\$0.32</td> </tr> </tbody> </table> <p><a href="#">Custom</a></p> <table border="1" data-bbox="396 1339 943 1461"> <thead> <tr> <th></th> <th>First Year</th> <th>Lifetime</th> </tr> </thead> <tbody> <tr> <td>\$/kWh</td> <td>\$0.19</td> <td>\$0.01</td> </tr> <tr> <td>\$/therm</td> <td>\$4.97</td> <td>\$0.38</td> </tr> </tbody> </table> <p><a href="#">Retro-commissioning</a></p> <table border="1" data-bbox="396 1528 943 1650"> <thead> <tr> <th></th> <th>First Year</th> <th>Lifetime</th> </tr> </thead> <tbody> <tr> <td>\$/kWh</td> <td>\$0.22</td> <td>\$0.04</td> </tr> <tr> <td>\$/therm</td> <td>\$2.24</td> <td>\$0.45</td> </tr> </tbody> </table> <p><a href="#">Streetlighting</a></p> <table border="1" data-bbox="396 1717 943 1839"> <thead> <tr> <th></th> <th>First Year</th> <th>Lifetime</th> </tr> </thead> <tbody> <tr> <td>\$/kWh</td> <td>\$0.10</td> <td>\$0.01</td> </tr> <tr> <td>\$/therm</td> <td>N/A</td> <td>N/A</td> </tr> </tbody> </table>		First Year	Lifetime	\$/kWh	\$0.24	\$0.02	\$/therm	\$3.22	\$0.32		First Year	Lifetime	\$/kWh	\$0.19	\$0.01	\$/therm	\$4.97	\$0.38		First Year	Lifetime	\$/kWh	\$0.22	\$0.04	\$/therm	\$2.24	\$0.45		First Year	Lifetime	\$/kWh	\$0.10	\$0.01	\$/therm	N/A	N/A
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