



## Energy Efficiency PROGRAM

# PY2021 QUARTERLY REPORT

## Third Quarter Report (January – September)

Data presented in this document is based on preliminary results and is subject to revision and evaluation adjustments.  
Ameren Illinois Energy Efficiency is funded by Ameren Illinois customers in compliance with Illinois law.

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# Portfolio Summary

Ameren Illinois Company (AIC) d/b/a Ameren Illinois ("Ameren Illinois") provides this quarterly report for the period of January - September 2021 pursuant to Section 6.6 of the Illinois Energy Efficiency Policy Manual Version 2.0 (effective Jan. 1, 2020). Consistent with Section 6.6, Ameren Illinois provides this report using a common template developed in collaboration with other Illinois utilities and stakeholders and designed to provide the categories of information set forth in Section 6.6(i)-(viii). The information in this quarterly report may be based on preliminary results and will be assessed for revision, evaluation, and adjustment quarterly, with updates and changes being made on a quarterly basis. As set forth in Section 6.6, interested stakeholders should raise any questions regarding the programs addressed in this report through the Illinois Stakeholder Advisory Group process or with Ameren Illinois directly, including to identify any updates or changes made since prior reports. As has been done previously, AIC will address questions, when practicable, through the appropriate channels, including updates to this report.

» **Through Q3, the Portfolio has achieved 66% of its electric PY2021 implementation plan savings goal of 432,211 MWh and 59% of its PY2021 gas implementation plan savings goal of 3,485,708 therms.**

# Portfolio Summary

## ***Business Program Implementation Staff Timeline***

COVID-19 Implementation Impacts

<b>Initiative</b>	<b>Q1 – Q3 (January - September)</b>
<b>Standard *</b>	Continued delivery of alternative option(s). Face-to-face interaction limited to mission critical activities only
<b>Custom *</b>	Continued delivery of alternative option(s). Face-to-face interaction limited to mission critical activities only
<b>RCx</b>	Continued delivery of alternative option(s). Face-to-face interaction limited to mission critical activities only
<b>Streetlighting</b>	Continued delivery of alternative option(s). Face-to-face interaction limited to mission critical activities only

*\*Alternative options identified on page 6*

# Portfolio Summary

## Residential IQ Program Implementation Staff Timeline

COVID-19 Implementation Impacts

Initiative	Q1 – Q3 (January - September)
<b>IQ – Registered Program Ally *</b>	Continued delivery of alternative option(s). Face-to-face interaction limited to mission critical activities only
<b>IQ - CAA</b>	Continued delivery of alternative option(s). Face-to-face interaction limited to mission critical activities only
<b>IQ – Multifamily *</b>	Continued delivery of alternative option(s). Face-to-face interaction limited to mission critical activities only
<b>IQ – Smart Savers</b>	Continued Program Ally installation

## Residential Program Implementation Staff Timeline

COVID-19 Implementation Impacts

Initiative	Q1 – Q3 (January - September)
<b>Appliance Recycling *</b>	Continued re-entry into home interior when necessary
<b>DDEP *</b>	Continued delivery of alternative option(s)
<b>Retail Products</b>	Store visits continue
<b>Heating &amp; Cooling</b>	Initiative continues to be delivered by non-Program Staff
<b>Multifamily *</b>	Continued delivery of alternative option(s). Face-to-face interaction limited to mission critical activities only

*\*Alternative options identified on page 6*

## *Alternative Options for Q3 2021*

### » **Business Program**

- *Virtual Commissioning* – Continued with Power TakeOff in Q3
- *Increased Incentives* – Continued to raise participation and engagement through raising incentives
- *Supply Chain Impacts* – Supply chain issues and labor shortages have caused project completions to be delayed

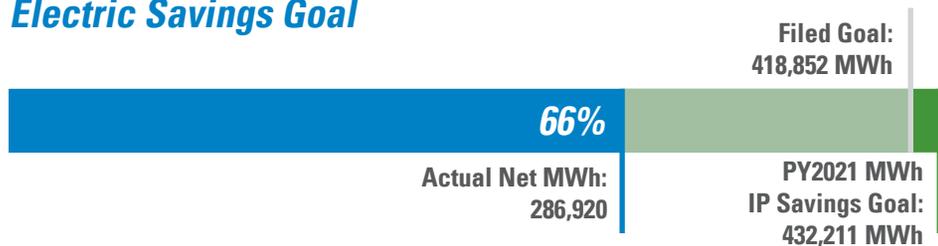
### » **Residential Program**

- *Registered Program Ally Channel* – Continued to implement energy efficiency kits and virtual instant savers assessments
- *Multifamily/PHA Channel* – Continued to implement energy efficiency kits, virtual property in-unit assessments with energy efficiency products shipped to site
- *Direct Distribution of Efficient Products (School Kits)* – Continued to implement Multi-faceted approach on presentations and kit delivery
- *Distribution of Efficient Products (Non-School Kits)* – Continued to implement a virtual solution to provide energy efficiency to low-income customers receiving bill pay assistance
- *Appliance Recycling* – Continued to implement contactless pickup of appliances whenever possible

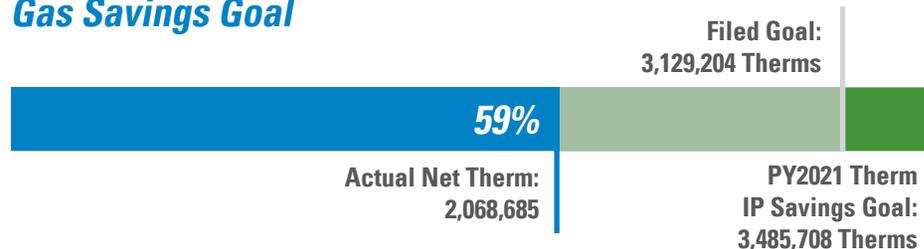
# Portfolio Summary

## Portfolio Overall Savings Achievement PYTD

### Electric Savings Goal



### Gas Savings Goal



## Portfolio Overall Spend Achievement PYTD

PY2021 Budget:  
**\$114,421,544**

Actual Spend:  
**\$70,306,637**

Income Qualified Spend: **\$16,071,597**

Third-Party Electric Spend:  
**\$7,078,690**

Diverse Supplier Spend:  
**\$9,526,908**

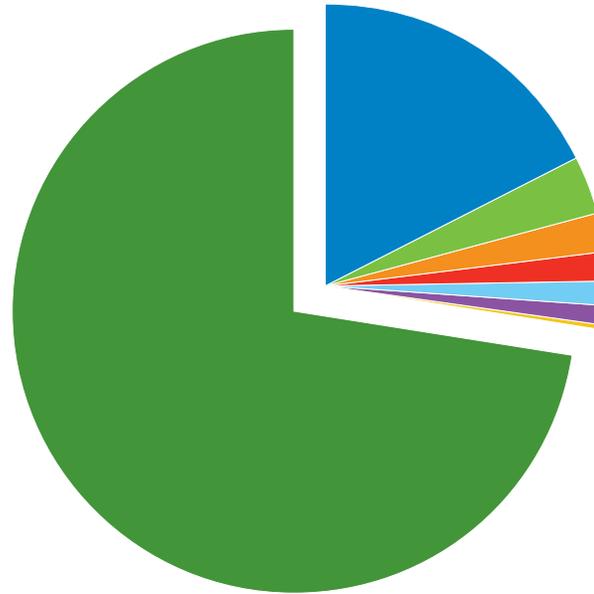
Diverse Program Ally Spend: **\$5,976,000**

# Portfolio Summary

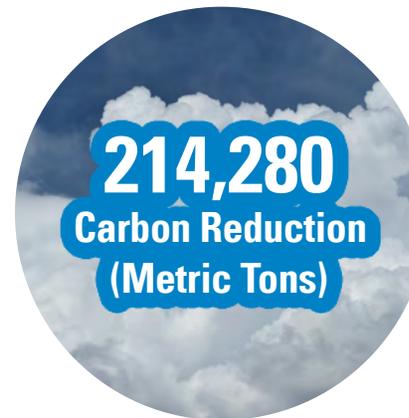
## Smart Thermostats Incentivized

Total Number of Smart Thermostats Incentivized: 27,794

Retail Products 20,154	Smart Savers 4,917	IQ MF 932	HVAC 576
Business 505	Multifamily 389	IQ - Mod Income 310	Home Efficiency 11
Public Housing 0	IQ-CAA 0		



## Environmental Impacts



# Residential Program

The Residential Program includes six primary initiatives and two third-party initiatives that address key electric and natural gas end-uses in single family homes and multifamily properties. The Residential Program 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-and moderate-income customers, and are designed to achieve reductions in energy consumption within participants' homes through the installation of low-cost energy savings measures followed by comprehensive weatherization services. Each initiative is a potential entry point for consumers into the program, which is structured to facilitate cross-promotion between initiatives and maximize participation.

Ameren Illinois' large geographic service territory encompasses over 43,700 square miles and serves more than one million residential customers of which over 640,000 receive both electric and gas service.

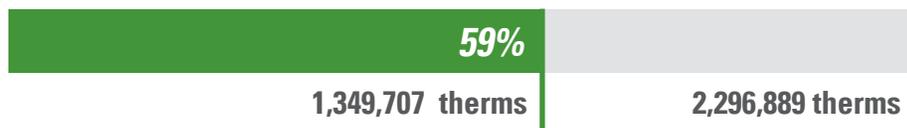
## Q3 Update Residential Program (All Initiatives):

» Through Q3, the Residential Program has achieved:

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



### Gas PY2021 Implementation Plan Savings Goal <sup>1</sup>



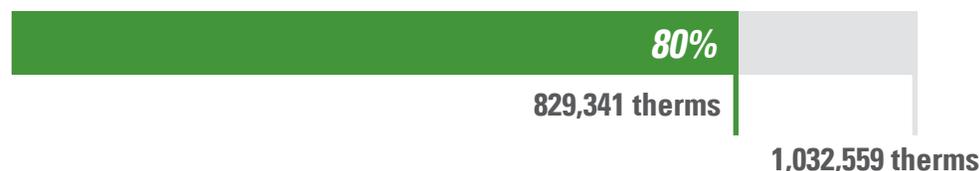
## Q3 Update Residential Program (Non-IQ):

» Through Q3, the Residential Program (Non-IQ) has achieved:

### Electric PY2021 Implementation Plan Savings Goal



### Gas PY2021 Implementation Plan Savings Goal



## Q3 Update Residential Program (IQ Channels):

» Through Q3, the Residential Program (IQ) has achieved:

### Electric PY2021 Implementation Plan Savings Goal <sup>2</sup>



### Gas PY2021 Implementation Plan Savings Goal <sup>2</sup>



Note: SAG (Stakeholder Advisory Group) reporting template has Residential Initiatives separated by Non-IQ, IQ, and a BTU conversion component; however, all Residential Initiatives have an IQ component. Numbers are reported here to be as consistent with SAG reporting template as possible.

<sup>1</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

<sup>2</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

# Residential Program

## Residential Midstream HVAC Initiative

*Overview: Midstream HVAC collaborates with manufacturers, wholesalers, and distributors leveraging their relationships and existing communication channels with installation contractors to distribute information/incentives to increase the number of high efficiency systems being sold and installed.*

### Q3 Update:

- » **Through Q3, 1,760 net MWh were achieved (74% of electric implementation plan savings goals)**
  - 576 smart thermostats incentivized, PYTD.
  - 221 Air Source Heat Pumps (ASHP), 1,493 Central Air Conditioning (CAC) units and 221 Heat Pump Water Heaters (HPWH) were incentivized, PYTD.
  - Distributor recruitment continues with 19 HVAC distributors representing 73 branches registered PYTD, along with the addition of 10 plumbing distributors, representing 51 branches, to promote sales of HPWH.
  - Roundtable discussions between individual distributors and program staff began in Q3, with 2 completed and more planned for Q4. The roundtable discussions are being utilized for two ways of sharing information, providing benefit to both parties.

## Residential Home Efficiency Initiative

*Overview: Home Efficiency partners with Building Envelope Program Ally contractors to offer incentives to homeowners for multiple insulation and air sealing measures, covering part of the project cost completed by a Program Ally.*

### Q3 Update:

- » **Through Q3, 48 net MWh and 10,300 net therm savings achieved (6% and 10%, respectively, of implementation plan savings goals).**
  - 46 projects were completed in Q3, with 18 projects pending installation.
  - Program Ally Council discussions provided further insight into how to increase participation in this initiative.

## Residential Appliance Recycling Initiative

*Overview: In the Appliance Recycling Initiative, operable, inefficient refrigerators, freezers, and window air conditioners are permanently removed and recycled in an environmentally responsible manner. The pickup service is paid for by energy efficiency funds without additional cost to the customer, who also receives a cash reward for each qualified appliance they turn in.*

### Q3 Update:

- » **Through Q3, 2,234 net MWh and 22,461 net therm savings achieved (72% and 115%, respectively, of implementation plan savings goals).**
  - 4,711 customers participated with 977 freezers, 3,427 refrigerators, and 402 window air conditioners successfully recycled, PYTD.
  - Contactless pickups continued through Q3, with 85% of pickups occurring outdoors.
  - In Q3, 2,115 appliance recycling kits were distributed.
  - Preparations for initiative closeout began in Q3 utilizing strategic marketing efforts to advise customers of program discontinuation by the end of 2021.

## Residential Public Housing Initiative

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

### Q3 Update:

- » **Through Q3, 501 net MWh and 1,746 net therm savings achieved (50% and 6%, respectively, of implementation plan savings goals).**
  - 39 projects were completed at 20 properties comprising 194 buildings, PYTD.
    - PYTD, 1,596 units were served containing 1,326 direct install measures and 30 Ductless Heat Pumps (DHP).
  - Performed phone and email outreach to all 41 Illinois PHA pertaining to all public housing facilities within the Ameren Illinois service territory during Q3, regarding the initiative and respective offerings.

# Residential Program

## Residential Multifamily Initiative

*Overview: The non-IQ Multifamily Initiative provides electric and gas energy savings in multifamily buildings for market rate, low-and moderate-income customers that are not a part of the IQ Initiative through the direct installation of free, low-cost energy saving measures in individual living units and common areas.*

### Q3 Update:

- » **Through Q3, 478 net MWh and 9,063 net therm savings achieved (56% and 37%, respectively, of implementation plan savings goals).**
  - 22 projects were completed at 21 properties PYTD.
    - Through Q3, 78 buildings and 452 units were served containing 444 direct install measures, 8 Ductless Heat Pumps, and 1 common area project.
  - 389 smart thermostats installed, PYTD.
  - Received responses from two facilities stemming from a targeted phone outreach push focused in Carbondale and Mt Vernon, which included several dual fuel properties.

## Residential Income Qualified Initiative

*Overview: The Income Qualified (IQ) Initiative specifically focuses on helping low-and moderate-income customers manage their electric and/or natural gas energy consumption through comprehensive home weatherization services, enhanced rebates on HVAC equipment, LED lighting, and direct distribution of energy saving kits. Single family homes, multifamily living units and properties with average household incomes up to 300% of Federal Poverty Guidelines may receive a free, comprehensive home assessment, including a health and safety evaluation, to identify the energy efficiency services to be offered. Low-cost energy saving devices are installed in conjunction with the assessment at no cost. Comprehensive weatherization measures are also installed for eligible customers at no cost including insulation, air sealing, duct sealing, and ECM blower replacement. In addition, eligible customers receive enhanced incentives on energy efficient HVAC equipment. Energy savings kits are distributed at no cost through special events and other direct distribution efforts.*

### » The IQ Initiative is implemented through five channels:

- IQ-Registered Program Ally Channel – serving low-and moderate-income single-family homes.
- IQ-Community Action Agency Channel – serving low-income single-family homes.
- IQ-Multifamily Channel– serving low-and moderate-income multifamily homes.
- IQ-Smart Savers Channel – serving low-and moderate-income family homes.
- IQ-DDEP Channel – serving low-and moderate-income customers by distributing kits through community and other outreach efforts.

PY2021 IQ Homes Served	
Community Kits (includes MDI)	3,773
CAA Channel Comprehensive Retrofits	251
SAVE Kits	343
Registered Program Ally Channel Direct Install	327
Registered Program Ally Channel Comprehensive Retrofits	535
Joint Pilot with Nicor Comprehensive Retrofits	50
Joint Pilot with Nicor Kits	329
Smart Savers	4,917
School Kits (IQ Only)	4,033
Multifamily In-Units (including Public Housing)	4,698
Appliance Recycling Kits (IQ Only)	739
<b>Total Number of Homes</b>	<b>19,995</b>



# Residential Program

## **Residential IQ: Registered Program Ally Channel (Low & Moderate Income)**

*Overview: The IQ-Registered Program Ally Channel is in its third year of implementation – with a commitment to develop community-focused energy efficiency initiatives.*

### **Q3 Update:**

- » **Through Q3, 1,734 net MWh and 171,912 net therm savings achieved (25% and 34%, respectively, of implementation plan savings goals).<sup>3</sup>**
  - During Q3 program staff and Program Allies assisted by providing energy efficiency upgrades that included:
    - 549 virtual and 327 on-site assessments, addressing 49 "no heat" situations with new furnace installations
    - 4,779 Safe and Virtual Energy Efficiency (SAVE) kits ordered
    - 535 comprehensive retrofit projects
    - 310 smart thermostat installations
  - A newsletter was distributed to 3,866 Smart Savers, 641 Efficient Choice, 1,451 Appliance Recycling and 3,944 Fresh Start funding participants encouraging their continued participation in energy efficiency. (Fresh Start provided funding to low- and moderate-income customers who needed assistance with their heating & cooling expenses in 2020.)
  - 2 Regional roundtable sessions were completed in Q3, as part of the Program Ally Advisory Council effort.
  - 25 additional projects were secured with Illinois Housing Development Authority (IHDA) funding through the Single-Family Rehabilitation Program in partnership with BCMW.
  - Joint efforts with Nicor in Bloomington/Normal continued growth with 140 applications, 100 assessments and 39 projects completed, PYTD.
  - Engaged 6 Market Development Initiative Community Partners for customer referrals.
  - Implemented automated process for SAVE kit verification to increase savings attribution and enhance the customer experience.
  - 2 projects were submitted leveraging Illinois Housing Development Association funding by a community action agency.

## **Residential IQ: Community Action Agency Channel (Low Income)**

*Overview: The IQ-Community Action Agency Channel partners with Community Action Agencies (CAA) located in Ameren Illinois' service territory and is in its third year of serving low-income customers.*

### **Q3 Update:**

- » **Through Q3, 495 net MWh and 41,251 net therm savings achieved (55% and 38%, respectively, toward implementation plan savings goals).**
  - 251 homes served, PYTD.
  - PYTD, 18 agencies participated in the offering.
  - Conducted webinar in Q3 with CORE Program Allies and agencies to educate CORE Program Allies on how to get involved with CAA procurement in partnership with the Illinois Association of Community Action Agencies (IACAA).

## **Residential IQ: Multifamily Channel (Low & Moderate Income)**

*Overview: The IQ- Multifamily Channel targets low- and moderate-income multifamily properties and uses a diverse vendor in its outreach to facility managers.*

### **Q3 Update:**

- » **Through Q3, 3,042 net MWh and 8,980 net therm savings achieved (123% and 30%, respectively, of implementation plan savings goals).**
  - 61 projects were completed at 48 properties, PYTD.
    - 162 buildings containing 3,102 units were served containing 2,970 direct install measures, and 73 Ductless Heat Pumps, and 26 additional units consisting of Building Envelope, Window Air Conditioners or carryover Ductless Heat Pumps.
  - 932 smart thermostats were incentivized, PYTD.
  - 73 Ductless Heat Pump (DHP), 9 Building Envelope projects, and 29 Window Air Conditions were completed through Q3.
  - Exceeded ductless heat pump target in Q3, with additional projects in progress.
  - Engaged diverse suppliers for electric and water saving measures, while working through the remaining inventory from previous supplier.

<sup>3</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

# Residential Program

## **Residential IQ: Smart Savers Channel (Low Income)**

*Overview: The IQ-Smart Savers Channel offers low- and moderate-income residential customers the ability to acquire a smart thermostat at no cost.*

### **Q3 Update:**

» **Through Q3, 9,843 net MWh and 3,979 net therm savings achieved (86% and 25% respectively, of implementation plan savings goals).<sup>4</sup>**

- 4,917 smart thermostats were incentivized, PYTD.
  - 55% of installations were delivered by local/diverse Program Allies
  - 8% of installations were delivered by Non-Profit Program Allies
- Throughout Q3, 17 Program Allies were active and completed projects.
- Three new Program Allies enrolled in the offering during Q3, including 1 Not-for-Profit and 1 local/diverse Program Ally. Newly enrolled Program Allies provided coverage in previously unserved zip codes.
- Customer portal was updated in Q3 to simplify the application process for customers.



## **Residential IQ: DDEP Channel (Non-School Kits) (Low & Moderate Income)**

*Overview: The Direct Distribution of Efficient Products (Non-School Kits) Initiative primarily distributes kits through community and other outreach efforts.*

### **Q3 Update:**

» **Through Q3, 1,380 net MWh and 26,072 net therm savings achieved (105% and 48%, respectively, of implementation plan savings goals).**

- During Q3, a total of 3,773 energy efficiency kits were distributed to customers through the engagement of community partners and a coordinated effort with customer service.
  - 1,087 electric kits distributed
  - 155 gas kits distributed
  - 2,531 combo (electric and gas) kits distributed

<sup>4</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

# Residential Third-Party Programs

Consistent with the Sections 8-103B(g)(4) of the Illinois Public Utilities Act 220 ILCS 5/8-101, the following two initiatives are being funded by Ameren Illinois as part of the third-party energy efficiency programs and are separately reported in this section.

» **Through Q3, Third-Party Programs have achieved:**

## Electric PY2021 Implementation Plan Savings Goal



## Gas PY2021 Implementation Plan Savings Goal



## Residential Retail Products Initiative

*Overview: The Retail Products Initiative intervenes at the point of sale to encourage residential customers to purchase high efficiency products through "brick and mortar" retail stores and online e-commerce 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, and smart thermostats.*

**Q3 Update:**

- » **Through Q3, 57,473 net MWh and 990,823 net therm savings achieved (75% and 74%, respectively, of implementation plan savings goals).**
  - 20,154 smart thermostats, 50,517 advanced power strips, 689,832 specialty bulbs, and 300,776 standard bulbs were incentivized, PYTD.
  - Through Q3, 5,781 large appliances and 10,822 small appliances were incentivized.
  - Launched online platform in Q3, to prepare for smart thermostat blitz in Q4.

## Residential DDEP Initiative (School Kits)

*Overview: The Direct Distribution of Efficient Products Initiative primarily targets students in grades 5 through 8 providing energy efficiency and conservation awareness to families in the Ameren Illinois service territory. Participating classes receive an energy education presentation and direct install measures by qualified professionals. 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.*

**Q3 Update:**

- » **Through Q3, 1,519 net MWh and 37,104 net therm savings achieved (70% and 49%, respectively, of implementation plan savings goals).**
  - During Q3, 52 low-income schools participated in the initiative with 139 participating teachers. 4,295 students participated and there were 13 live (remote) presentations.
  - Distributed 4,460 kits to low-income schools for fall semester during Q3.
  - Received positive feedback from schools and educators on the flexibility provided by offering presentations virtually.



Artwork by Hannah Offutt, member of the Peoria Guild of Black Artists

# 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.

» **Through Q3, the Business Program has achieved:**

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



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



## **Business Standard Initiative**

*Overview: The Business Standard Initiative incentivizes customers to purchase energy efficient products. Applications are filled out and delivered to Ameren Illinois customers via Program Allies or through the [AmerenIllinoisSavings.com](https://www.amerenillinoisavings.com) website. Program Allies – including contractors, retailers, and distributors, along with program Energy Advisors, are the main sales force promoting and educating consumers about the Standard Initiative.*

## **Q3 Update:**

» **Through Q3, 16,190 net MWh and 236,247 net therm savings achieved (25% and 94%, respectively, of implementation plan savings goals).**

- 195 smart thermostats were incentivized, PYTD.
- 759 standard electric projects and 201 standard gas projects were completed, PYTD.
- Increased incentives and participation regarding VFD's, chillers, and LED lighting during Q3.
- In-person meetings (e.g., chamber luncheons, industry events, and conferences) for some customer segments are beginning to occur. However, many of these in-person meetings are not as amenable to virtual options as they were in early 2021. Initial signs indicate this may be impacting project inflow on the Standard initiative, in particular with public sector customers.
- Conducted numerous targeted call campaigns to Program Allies and customers during Q3, to increase activity.
- Received 1 Advanced Rooftop Control enhanced pilot project in Q3 containing 11 units, 1st one free, that also agreed to a case study once project is completed.
- Initiatives and offerings completed and obtained the following net savings through Q3:
  - Standard Lighting – 12,884 net MWh
  - HVAC Electric – 1,057 net MWh
  - Steam Traps – 126,741 net therms
  - HVAC Gas – 87,562 net therms



<sup>5</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

## Business Midstream Lighting Initiative

*Overview: The Business Midstream Lighting Initiative provides incentives for energy efficient lighting to customers at the point of sale. Ameren Illinois customers can visit the [AmerenIllinoisSavings.com](http://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.*

### Q3 Update:

- » **Through Q3, 23,020 net MWh savings achieved (96% of electric implementation plan savings goals).**
  - During Q3, 184 lighting distributor branches participated in the initiative.
  - 527,655 lighting products were incentivized through Q3.
  - Incentives were increased during Q3 to increase participation.
  - Began evaluation of pin-based LEDs for inclusion into offerings.

## Business Midstream HVAC Initiative

*Overview: 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](http://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.*

### Q3 Update:

- » **Through Q3, 86 net MWh and 12,350 net therm savings achieved (52% and 1,113% of implementation plan savings goals).**
  - Through Q3, 73 HVAC distributor branches were enrolled with 32% of the branch locations being diverse.
  - 51 plumbing distributors have enrolled, PYTD.
  - 310 smart thermostats were incentivized, PYTD.
  - Incentives for heat pump water heaters and air source heat pumps were increased during Q3 to increase participation.

- Two large manufacturers/distributors were enrolled during the end of Q3.
- Continued supply chain restraints due to the pandemic, have limited availability of some types of efficient equipment.

## Small Business Direct Install (SBDI) Initiative

*Overview: 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 electric DS-2/DS-3A delivery service rates.*

### Q3 Update:

- » **Through Q3, 55,851 net MWh savings achieved (63% of electric implementation plan savings goal).**
  - 175 active Program Allies performed 4,437 total assessments completed through Q3.
  - Through Q3, 2,149 projects were completed.
  - Completed assessments on 19 women's shelters during Q3, in partnership with the Market Development Initiative co-pay assistance effort.
  - Large participation of refrigeration measures with 363 projects, PYTD.
  - Received multiple large projects in Q3 for a school district in the Ameren Illinois service territory.



## Business Custom Initiative

*Overview: The Business Custom Initiative offers incentives, training, and education for improving efficiency of any non-prescriptive measure, including compressed air, lighting, HVAC, refrigeration, motors/drives, waste/water treatment, and manufacturing processes, etc. Complex and large-scale new construction and building renovation projects also qualify under the Custom Initiative. Services such as the Staffing Grant, Metering & Monitoring, Strategic Energy Management (SEM), and the Feasibility Study are funded under the 'Custom' Initiative incentives.*

### Q3 Update:

- » **Through Q3, 25,392 net MWh and 445,306 net therm savings achieved (66% and 51%, respectively, of implementation plan savings goals).<sup>6</sup>**
  - 37 Competitive Large Incentive Projects (CLIP) have been received with 13 completed and 24 in progress.
  - 3 Metering and Monitoring projects were received through Q3 with 1 completed.
  - Through Q3, 36 Feasibility applications were received, with 10 complete and 26 in progress.
  - 3 Process Energy Advisor visits were completed in Q3, with 1 pending for future quarters, and 9 completed, PYTD.
  - 10 new strategic energy management participants have submitted applications, PYTD.
  - Finalized agreement with subcontractor in Q3 to increase participation in the new construction offering, with 14 leads identified and more under consideration.
  - Virtually attended 21 partnership events in the industrial and manufacturing sector, PYTD.
  - Supply chain issues and labor shortages have caused project completions to be delayed more than anticipated with may projects moving into 2022.

## Business Retro-Commissioning (RCx) Initiative

*Overview: The Business RCx Initiative identifies no cost/low cost (zero- to one-year payback) energy efficiency measures to optimize the operation of existing systems for compressed air, healthcare, commercial and public sector building facilities, industrial ventilation systems, industrial refrigeration, and grocery stores. The energy efficiency measures in this Initiative generally go beyond what is offered by the Standard Initiative.*

### Q3 Update:

- » **Through Q3, 2,920 net MWh and 25,075 net therm savings achieved (75% and 43%, respectively, of implementation plan savings goals).**
  - 4 Large Facility projects have been completed with 1 in progress, PYTD.
  - 32 Virtual Commissioning projects were received PYTD, with savings confirmed by internal M&V.
  - 2 Registered Service Providers were active in Q3.
  - First large refrigeration project submitted, with anticipated completion in PY2022.



<sup>6</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

## Business Street Lighting Initiative

*Overview: The Street Lighting Initiative incentivizes municipal customers to upgrade both their utility-owned and municipal-owned streetlight fixtures to LED technology. Ameren Illinois-owned streetlight fixtures are incentivized to encourage replacement with a per fixture incentive provided to the customer.*

### Q3 Update:

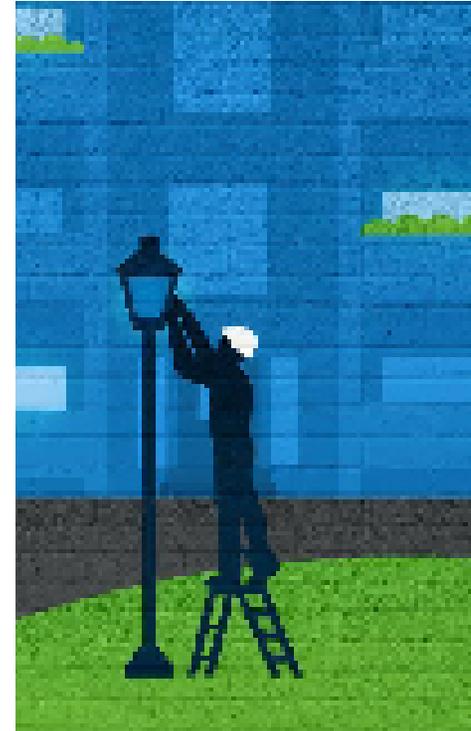
» Through Q3, 13,920 net MWh savings achieved (53% of implementation plan savings goal).

### **Business Municipal-Owned Street Lighting**

- » Through Q3, 4 projects were completed containing 79 municipal-owned streetlights.
- » 7 municipal-owned streetlight applications have been received, PYTD.

### **Business Ameren-Owned Street Lighting**

- » Work continued for early replacement upgrades in 52 communities with over half of those communities completed, PYTD.
- » Replace on failure street light upgrades are continuing to take place throughout the service territory with over 17,000 street light upgrades through Q3.



Artwork by Chantell Marlow,  
member of the Peoria Guild of Black Artists

# Voltage Optimization

*Overview: Voltage Optimization ("VO") is the use of automation on distribution voltage control devices (switched capacitor banks, voltage metering, voltage regulators and LTC's) to reduce the reactive power (VAR) flows on a circuit and lower the voltage within regulatory limits to reduce end-use customer energy consumption and utility distribution system losses. As part of its portfolio, Ameren Illinois plans to deploy VO to an estimated 1047 cost-effective circuits from 2019-2025, while using its best efforts to identify and prioritize circuits with low-income customers.*

## **Q3 Update:**

» **Through Q3, 69,034 net MWh savings achieved (91% of implementation plan savings goal).**

- A total of 180 circuits are planned for deployment by end of 2021.



# Breakthrough Equipment & Devices

*Overview: Ameren Illinois provides funding for the research and development of new products and services to invest in new energy efficiency concepts critical to the future of energy efficiency. Two main efforts are being supplied Breakthrough Equipment & Devices (BED) funding in Q3 2021. Ameren Illinois intends to monitor the energy efficiency landscape throughout 2021 and may fund other BED projects pursuant to the Illinois regulatory framework as new opportunities arise.*

## Market Development Initiative

*Overview: As part of its portfolio goals and activities, Ameren Illinois deploys targeted funding to meet the goals of the Market Development Initiative (MDI), which include developing the energy efficiency workforce, the energy efficiency markets in unserved or underserved communities in the Ameren Illinois service territory as well as developing and supporting local and diverse businesses.*

**Section prepared in partnership with Champaign County Regional Planning Commission, Ameren Illinois Market Development Initiative data analysis partner.**

### Q3 Update:

#### » Metrics YTD:

- 83,596 customers engaged
- 334 events held
- 3,520 Partner Referrals
- Graduated 5 allies from a Diverse Program Ally Incubator Pilot and increased incentive spend to \$12,342 across all Program Allies. (Appendix A)
- 5 Community partners were served with grant writing services
- » The SBDI Co-Pay Assistance program reached the target number of 20 grants throughout Q3.
- » During Q3, 15,966 household participants were engaged through various digital, outreach events, direct installs, kit distributions, and individual appointments.

- 9 different partners engaged household participants through energy efficiency outreach and education projects.

## Internships

- Internship Program has concluded for 2021, with 22 interns participating with 21 employers with funding totaling \$172,453.62.
- Continued virtual approach, with virtual kick-off and 6 educational webinars provided by non-profit partner National Energy Foundation, including *Best Practices in Customer Service*, *Building Science 101*, and *Serving Income-Qualified Customers*.
- Highlights from the end of summer surveys (completed by all interns):
  - 100% of interns stated the internship was a valuable experience and supported their career goals .
  - 100% of interns stated they were given responsibilities that furthered their skills and knowledge .
- Notable quotes from survey:
  - “My favorite experience had to be working 1 on 1 with low income clients and seeing how grateful they were for all of the work that we can do for them. It was a great payoff for all of the hard work that goes into the intake process.”
  - “My favorite experience were the weekly webinars. I really enjoyed all of the new information every week, so much that I took notes.”
- All participating interns interested in job placement assistance are now being served through the Workforce Development Pilot in partnership with Smart Energy Design Assistance Center (SEDAC) and SEEL.
- Internship Recap Video:



# Breakthrough Equipment & Devices

## Other Partner Highlights

- C.E.F.S Economic Opportunity Corporation reached 1,988 households and St. Clair County reached 1,167 households in Q3 through monthly LIHEAP engagements showing strong engagement in their MDI projects.
- In Q3, a total of 13,177 household participants attended an event, with the largest share of the total coming from Sangamon County Department of Community Resources. In addition, 515 participants were reached by this same partner as part of the Residential Energy Efficiency Education and Outreach project.
- MDI Partners held 3 email/newsletter events in Q3 with 212 participants engaged, with a total of 9 events held, PYTD.
  - The NAACP held the most email/newsletter events in Q3 with 24 participants reached for a total of 144 participants engaged, PYTD.
  - These events were part of their 2021 Smart Thermostat Education & Digital Marketing Plan.
  - Email/Newsletter events included the *Qualify for a Free Smart Thermostat* event, which offered energy efficiency incentives to participants through emails and flyers. Other events were the *Bright Spot Newsletter*, which contained information on additional offerings and educational resources to help improve comfort, manage usage, and reduce costs.
- In Q3, 3 different partners engaged household participants through individual appointments reaching 2,790 household participants. The highest performing project was the Embarras River Basin Agency Inc.'s 2021 engagements which accounted for over a quarter of all participants engaged in this metric.
- PCCEO held 5 events with, the Head Start Early Head Start Recruitment being the most successful event, reaching 100 participants in efforts to increase the number of student enrollments in the program.

- Sangamon County Department of Community Resources held the most successful single event, the State Fair Outreach, and reached 500 participants by giving out Ameren Energy Efficiency flyers.
- 1 training event was held for household participants during Q3 as part of the Smart Thermostat Blitz effort with Senior Services Plus, with 12 Youthbuild students trained on how to install smart thermostats.



## Market Development Action Plan (MDAP)<sup>7</sup>

*Overview: The Market Development Action Plan (MDAP) contains both diagnostic and action-oriented strategies that have been identified to foster a more inclusive Implementation Portfolio and create opportunities for underserved customer markets. Identified strategies are either measure-focused or are derived from a need to create Energy Efficiency synergies across customer segments. MDAP approaches are executed from within the Implementation Portfolio and lead to claimed energy savings, portfolio leveraging, and/or workforce development. Team members across all implementation segments are involved in the development and delivery of the concepts contained below, with the goal of each strategy being full integration into standard Portfolio operations.*

### Q3 Update:

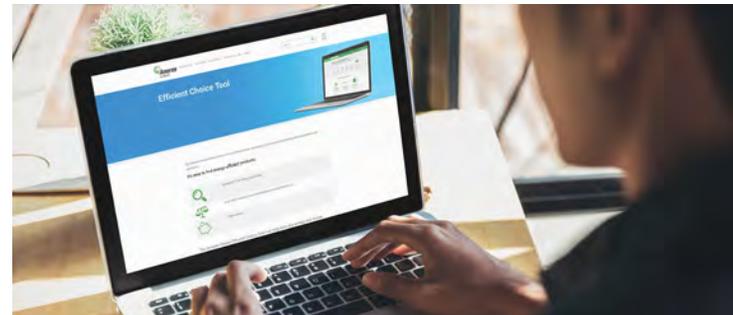
- » Utilized Peoria Production Shop to package materials for Smart Savers initiative.
- » Provided booth sponsorships for diverse Program Allies attending the Ameren Illinois Business Symposium.
- » Began posting open positions with the LGBT Chamber of Commerce to encourage program staff diversity.
- » Provided one on one staff mentoring for community partners whose staff are preparing to receive BPI certification.
- » 19 women's shelter assessments were performed in the Small Business Initiative in support of the MDI Co-Pay assistance effort in Q3.

## Efficient Choice Tool

*Overview: This new online platform is meant to serve as a "kayak.com" and "Consumer Reports" type search and compare engine for residential energy-efficient home appliances. It allows customers to compare the efficiency ratings of different household appliances and make informed purchasing decisions. Several additional website features differentiate Ameren Illinois' Efficient Choice Tool from other sites on the Internet.*

### Q3 Update:

- » Interim evaluation results identified operational activity to be revisited.
- » Ongoing conversations with the implementer are underway to determine the impact.



<sup>7</sup> Quantitative results for MDAP strategies are provided within Business, Residential, and MDI sections

# Marketing Education & Awareness

## Overall Portfolio

### Q3 Update:

- » Successful completion of community roundtables occurred updating municipalities on Energy Efficiency opportunities for both them and their constituents.
- » Over 600 non-residential customers have enrolled for the Business Symposium that will occur in mid-October.

## Residential Program

### Q3 Update:

- » Launched "Save Money" Home Efficiency Income Qualified campaign targeting likely income-qualified customers on how they could reduce their utility bills through energy efficiency.
- » Continued enhancement of customer journey for specific initiatives to heighten the customer experience.
- » Prepared Appliance Recycling Initiative direct mail campaign announcing the discontinuation of the initiative.

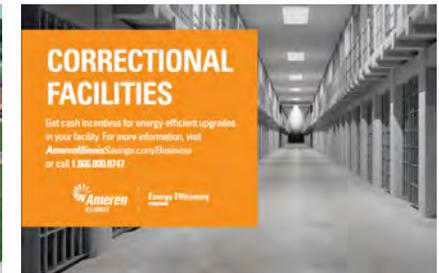


Artwork by Morgan Mullen, member of the Peoria Guild of Black Artists

## Business Program

### Q3 Update:

- » Schools and community college direct mail postcard distributed in Q3.
- » CLIP marketing campaign launched to communicate new effort for increased participation.
- » Created Energy Advisor videos for promotion of the Business Program and the advisors.
  - Videos for 9 Energy Advisors developed – 7 Energy Advisors, 1 Public Sector, and 1 Energy Advisor Specialist.
  - Public Sector, General Energy Advisor, and Lighting overview videos have also been created. These can be found on website.



## A. Diverse Program Ally Incubator Pilot



Business Model Canvas				
<b>8. Key Partners</b> - Who are our Key Partners? - Who are our key suppliers? - Which Key Resources are we acquiring from partners? - Which Key Activities do partners perform?	<b>6. Key Activities</b> - What Key Activities do our Value Propositions require? - Our Distribution Channels? - Customer Relationships? - Revenue streams?  <b>7. Key Resources</b> - What Key Resources do our Value Propositions require? - Our Distribution Channels? - Customer Relationships - Revenue Streams?	<b>2. Value Propositions</b> - What value do we deliver to the customer? - Which one of our customer's problems are we helping to solve? - What bundles of products and services are we offering to each Customer Segment? - Which customer needs are we satisfying? - What is the minimum viable product?	<b>4. Customer Relationships</b> - How do we get, keep, and grow customers? - Which customer relationships have we established? - How are they integrated with the rest of our business model? - How costly are they?  <b>3. Channels</b> - Through which Channels do our Customer Segments want to be reached? - How do other companies reach them now? - Which ones work best? - Which ones are most cost-efficient? - How are we integrating them with customer routines?	 - Who are our most important customers? - What are the customer archetypes?
<b>9. Cost Structure</b> - What are the most important costs inherent in our business model? - Which Key Resources are most expensive? - Which Key Activities are most expensive?		<b>5. Revenue Streams</b> - For what value are our customers really willing to pay? - For what do they currently pay? - What is the revenue model? - What are the pricing tactics?		

### History of Diverse Program Ally Participation

- Commitment to expanding local and diverse energy efficiency businesses, like yours



### Walker-Miller Approach – Intentional Diverse Business Growth

#### Walker-Miller's History in the Energy Industry Informs

- Sharing of Lessons Learned
- Drive to Cultivate Diverse Program Allies
- Capability to Reach Diverse Communities



**Cultivating a Trusted Group of Diverse Program Allies Increases**

- Participation in Energy Efficiency Programs for Diverse Customers
- Enhances Utility Energy Efficiency Programs Reputation in Diverse Communities
- Develops Regenerative Cycle of Inclusion – Increased Revenue and Job Growth

