

Energy Efficiency PROGRAM

# PY2022 QUARTERLY REPORT Second Quarter Report (January - June)

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.

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

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Portfolio Overall Savings Achievement PYTD

#### **Electric Savings Goal**



Ameren Illinois received approval from the Commission for its 2022 Plan on July 22, 2021. Subsequently, passage of Public Act 102-0662 amended Section 8-103B of the Act, which sets forth electric energy efficiency provisions applicable to the 2022 Plan. Ameren Illinois filed a modified plan with the Commission on April 14, 2022, to reflect affected elements of the 2022 plan approved by the Commission. Information on budgets, goals and savings contained in this report reflect the plan approved by the Commission on June 23, 2022.

#### PY2022 PORTFOLIO SUMMARY

# Portfolio Overall Spend Achievement PYTD

PY2022 Budget: **\$135,784,471** Actual Spend: **\$39,654,544** Income Qualified Spend: **\$11,025,375** Third Party Electric Spend: **\$2,349,473** Non-Profit Spend(Incentive & T/M): **\$1,134,855** 

# 4,471 4,544 5,375 9,473

#### PY2022 Diverse Supplier & Program Ally Spend



#### PY2022 Health & Safety Summary

Channel	Overall Spend
IQ CAA	\$60,462
IQ Single Family	\$364,777
IQ Multifamily	\$0

# PY2022 PORTFOLIO SUMMARY

### Smart Thermostats Incentivized PYTD



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Ameren Illinois Company (AIC) d/b/a Ameren Illinois ("Ameren Illinois") provides this quarterly report for the period of January - June 2022 pursuant to Section 6.5 of the Illinois Energy Efficiency Policy Manual Version 2.1 (effective Jan. 1, 2022). Consistent with Section 6.5, 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, with updates and changes being made on a quarterly basis. As set forth in Section 6.5, 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 Q2, the portfolio has achieved 35% of its electric PY2022 electric implementation plan savings goal of 456,345 MWh and 19% of its gas PY2022 implementation plan savings goal of 3,500,528 therms.

#### Alternative Options for 02 2022

Alternative options to deliver programs in the safest manner given the COVID-19 pandemic.

#### **Business Program**

- » Virtual Commissioning with Power TakeOff continued in Ω2
- » Virtual Inspections Completed virtual inspections through Q2
- » Supply Chain Impacts Supply chain issues and labor shortages have caused project completion to be delayed
- » Inflationary Pressures Increase in prices has caused inflation through Q2

#### **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
- » Continued wearing PPE in homes through Q2

#### All Programs

Extended Q1 alternative program delivery options through Q2 due to CDC COVID-19 Community Levels for a given county.

#### RESIDENTIAL PROGRAM

The Residential Program includes six 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 to moderate-income customers, are designed to achieve reductions in energy consumption within participants' homes, 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.

#### **02** Update Residential Program (All Initiatives):

» Through Q2, the Residential Program has achieved 44,203 MWh (29%) of its electric PY2022 implementation plan savings goal of 152,554 MWh and 314,703 therms (23%) of its gas PY2022 implementation plan savings goal of 1,375,533 therms.<sup>1</sup>



#### **02** Update Residential Program (Non-IQ):

» Through Q2, the Residential Program (Non-IQ) has achieved 32,033 MWh (47%) of its electric PY2022 implementation plan savings goal of 67,812 MWh and 176,857 therms (29%) of its gas PY2022 implementation plan savings goal of 603,376 therms.<sup>1</sup>



#### Gas PY2022 implementation plan savings goal

<b>29</b> %			
	176,857 therms	603,376 therms	

#### RESIDENTIAL PROGRAM

#### 02 Update Residential Program (10 Channels):

» Through Q2, the Residential Program (IQ) has achieved 12,170 MWh (14%) of its electric PY2022 implementation plan savings goal of 84,742 MWh and 137,846 therms (18%) of its gas PY2022 implementation plan savings goal of 772,157 therms.<sup>2</sup>

Electric PY2022 implementation plan	savings goal	Gas PY2022 implementation plan savi	ings goal
14%		18%	
12,170 MWh	84,742 MWh	137,846 therms	772,157 therms

#### **02** Update Residential Program (Third Party):

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

» Through Q2, 3rd Party Programs have achieved 4,405 MWh (7%) of its electric PY2022 implementation plan savings goal of 60,490 MWh and 97,710 therms (29%) of its gas PY2022 implementation plan savings goal of 336,834 therms.<sup>2</sup>



Note: SAG (Stakeholder Advisory Group) reporting template has Residential initiatives separated by Non-IQ, IQ, and a BTU Conversion component; however, some Residential offerings have a component within the Residential Program that is IQ focused. Numbers are reported here to be as consistent with SAG reporting template as possible.

#### **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<sup>®</sup> and other qualified high-efficiency lighting products, home appliances and smart thermostats.

#### **Q2** Update:

- » Non-IQ: Through Q2, 28,204 net MWh and 106,863 net therm savings achieved (51% and 31%, respectively, of implementation plan savings goals).
- » IQ: Through Q2, 4,334 net MWh and 34,439 net therm savings achieved (9% and 19%, respectively, of implementation plan savings goals).
  - In Q2, to combat inflationary pressure, the Retail Products Initiative expanded several efforts to increase participation in all channels. This included:
    - Free thermostats for eligible customers on the Residential Online Marketplace through the end of the Program Year.
    - New rebate measures added to the point of purchase channel, including shop lights, high lumen bulbs, night lights and weatherization and water products.
    - Agreements with new retail partners and manufacturers including Family Dollar, Bright, and Earthtronics.
  - In addition to the expansion of efforts, the Retail Products Initiative also focused heavily on providing incentives at thrift stores, with over one million dollars in funding provided.
  - Also, the Retail Products Initiative developed an instant coupon portal that will provide another method for customers to receive instant incentive rebates for select product purchases.

#### Efficient Choice Tool Channel

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.

- » Through Q2, 302 net MWh and 26,504 net therm savings achieved (48% and 110%, respectively, of implementation plan savings goals).
  - Additional marketing efforts drove a significant lift in Efficient Choice Tool visitors in Q2, with 79,766 visitors, PYTD.

#### MARKET RATE SINGLE FAMILY INITIATIVE

Overview: The Market Rate Single Family Initiative is comprised of two channels that aim to serve a large cross population of residential customers through distributors and installation contractors to distribute information/incentives.

#### Midstream HVAC Channel – Third Party

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.

#### **Q2** Update:

- » Through Q2, 1,885 net MWh and 22,701 net therm savings achieved (34% and 59%, respectively, of implementation plan savings goals).
  - Feedback from manufacturers and distributors in Q2 indicated that while supply chain lead times we're beginning to reduce, price increases and inflationary pressures were now making an impact on the participation in the channel.
  - Even with these challenges, the channel saw an increase of 16 distributors in Q2. In total,118 distributor branches participated, with the following unit production:
    - 1,257 Central Air Conditioning (CAC) units
    - 243 Air Source Heat Pumps (ASHP)
    - 205 Ductless Heat Pumps
    - 6 Air Source Heat Pump Water Heaters
    - 475 Smart Thermostats

#### Home Efficiency Channel

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.

- » Through Q2, 62 net MWh and 7,730 net therm savings achieved (17% and 22%, respectively, of implementation plan savings goals).
  - The channel focused on Program Ally outreach during Q2, with feedback collected to drive more success in this channel. The primary point of feedback received indicated that the paperwork completion process was cumbersome. In response, the channel focused on streamlining the paperwork process in Q2.
  - The following metrics have been completed PYTD:
    - 203 customer assessments complete
    - 21 retrofit projects complete
    - 163 direct install projects complete



Artwork by Brenda Pagan, member of the Peoria Guild of Black Artists

#### 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.

#### **Q2** Update:

- » Through Q2, 437 net MWh and 0 net therm savings achieved (31% and 0%, respectively, of implementation plan savings goals).
  - An outreach calling blitz to all public housing authorities assisted in driving customer participation in Q2 with the following completed:
    - 9 projects completed with 8 buildings served containing 72 units
    - 82 Ductless Heat Pumps incentivized
  - To mitigate against sourcing delays in Ω2, the channel kept a close watch on inventory levels and increased stock in several products.



## MARKET RATE MULTIFAMILY INITIATIVE

Overview: The Market Rate Multifamily Initiative provides electric and gas energy savings in multifamily buildings for customers that are not a part of the IQ Initiative through the direct installation of free or low-cost energy-saving measures in individual living units and common areas, with a goal of converting to whole building comprehensive retrofits.

- » Through Q2, 449 net MWh and 831 net therm savings achieved (31% and 5%, respectively, of implementation plan savings goals).
  - Participation in the Multifamily direct install channel significantly raised during Ω2, with a full pipeline of projects and the following complete:
    - 8 projects complete serving 21 buildings and 218 resident units
    - 206 Smart Thermostats incentivized
- The whole building channel continued to expand measures, to increase participation over the remainder of the program year.
- 3 heat pump projects were completed with 24 ductless heat pumps incentivized.



#### DIRECT DISTRIBUTION OF EFFICIENT PRODUCTS INITIATIVE

#### **DDEP: School Kits Channel – Third Party**

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.

#### **Q2** Update:

- » Through Q2, 996 net MWh and 38,732 net therm savings achieved (32% and 36%, respectively, of implementation plan savings goals).
  - Spring participation was exceeded during Q2 with the following participation:
    - 2,739 students and 118 teachers participated from 53 income-qualified schools
    - 2,910 total kits distributed with a 45% home efficiency worksheet rate
  - High participant targets set for Fall during Q2, with call campaigns planned for mid and late summer.
  - Summer email campaign saw success with one email to past participants prompting 60 teachers to enroll for Fall.

#### **DDEP: High School Innovation Channel – Third Party**

Overview: The High School Innovation Initiative primarily targets students in grades 9 through 12. In conjunction with providing energy efficiency and conservation awareness through the school kits channel, the Initiative offers an afterschool innovation camp designed to support long-term development of energy workforce professionals.

- » Through Q2, 0 net MWh and 0 net therm savings achieved (0% and 0%, respectively, of implementation plan savings goals).
  - In Q2, teachers expressed excitement for the Fall initiative, with 8 schools enrolled to participate and a distribution target set of 2,500 kits.
  - 52 income qualified high schools have been targeted for the Fall semester, with 1 afterschool STEM camp curriculum scheduled.

#### INCOME QUALIFIED INITIATIVE

Overview: The Income Qualified (IQ) Initiative implements ways to help 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 and 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 relevant to the customer. 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. 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 has eight implementation channels:
  - IQ Single Family 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-income multifamily homes
  - IQ Smart Savers Channel serving low-income single-family homes (Third Party)
  - IQ Community Kits Channel serving low-income customers by distributing kits through community and other outreach efforts (Third Party)

- IQ Mobile Homes Weatherization and Air Sealing Channel serving low-income mobile home residences (Third Party)
- IQ Retail Products Channel serving low-income customers through point-of-sale purchases
- IQ Healthier Homes Channel serving low and moderateincome customers through healthy home upgrades (Third Party)

PY2022 IQ Homes Served (Actual)	
Community Kits (Includes MDI)	0
CAA Channel Comprehensive Retrofits	154
SAVE Kits	749
Single Family Income Qualified Direct Install	249
Single Family Income Qualified Channel Comprehensive Retrofit	307
Joint Utility offering with Nicor Retrofits	3
Joint Utility offering with Nicor Kits	0
Smart Savers	0
School Kits	2,910
Multifamily In-Units (Including Public Housing)	1,998
Total Number of Homes	6,370

#### RESIDENTIAL PROGRAM

#### IQ: Single Family Channel (Low & Moderate Income)

Overview: The IQ-Single Family Channel is in its fifth year of implementation with a commitment to deliver community-focused energy efficiency initiatives.

- » Through Q2, 4,240 net MWh and 65,159 net therm savings achieved (40% and 24%, respectively, of implementation plan savings goals).<sup>3</sup>
  - Channel participation swelled due to an email campaign which was delivered to customers in June. The channel received over 1,200 applications from this effort.
  - Overall, channel participation increased in Q2 with the following results:
    - 465 projects completed
    - 743 Safe and Virtual Energy Efficiency kits (SAVE) shipped
    - 94 Smart Thermostats installed
    - 518 virtual assessments completed
  - Program Ally Council sessions were also completed in Ω2, with feedback evaluations received on how to enhance and streamline channel implementation.
  - The joint utility effort utilized health and safety funding to help overcome barriers, allowing deep retrofit projects to move forward.
  - Assessments revealed that more homes meet the eligibility criteria than previously anticipated. More projects are moving from assessments to project completion, and, in total, the following have been completed in the joint utility effort:
    - 45 customers enrolled
    - 26 assessments completed with 25 projects in the pipeline



#### RESIDENTIAL PROGRAM

#### 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 fifth year of serving low-income customers.

#### Q2 Update:

- » Through Q2, 403 net MWh and 34,591 net therm savings achieved (40% and 24%, respectively, toward implementation plan savings goals).
  - 141 homes have been served PYTD, with 15 agencies participating.
  - Program staff continued to address agency staffing barriers during Q2, with first phase of the agency staffing pilot completed and the implementation of the following:
    - Developed relationships with career pathways at 5 community colleges to build a talent pipeline for agencies.
    - Collaborated with Market Development Initiative workforce development channel on IACAA staffing grant to create floating field resources for agencies.
  - Additionally, the channel prepared for contractor engagement events in Q2, with the first events scheduled for early Q3.

#### IQ: Multifamily Channel (Low Income)

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

- » Through Q2, 1,669 net MWh and 3,657 net therm savings achieved (31% and 10%, respectively, of implementation plan savings goals).
  - Strong participation in the channel continued in Q2 even with sourcing delays, with a steady number of properties applying for energy assessments with the following results:
    - 191 Smart Thermostats incentivized
    - 10 Air Source Heat Pumps and 150 Ductless Heat Pumps incentivized
    - 1 building envelope project completed
  - Additionally, a large direct install project containing over 1,600 units joined the pipeline and will begin in early Q3.

## IQ: Smart Savers Channel (Low Income) – Third Party

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

#### **Q2** Update:

- » Through Q2, 0 net MWh and 0 net therm savings achieved (0% and 0% respectively, of implementation plan savings goals).<sup>4</sup>
  - Program staff continued to prepare for channel launch in Ω2, with partner collaboration to quickly launch the channel upon contract execution.
  - Similarly, recruiting and training needs were identified for direct install in Ω2, with self-installation options for customers as the first offering.
  - In addition, the eligible 2022 zip code list was finalized during Q2, to identify the target marketing for the channel.
  - Strong Program Ally engagement occurred during Ω2, with 14 Program Allies registered and ready to begin installations.

#### IQ: Community Kits Channel (Low Income) – Third Party

Overview: The Community Kits Channel primarily distributes kits through community and other outreach efforts.

- » Through Q2, 1,524 net MWh and 0 net therm savings achieved (55% and 0%, respectively, of implementation plan savings goals).
  - Development of the Community Partner Portal was completed during Q2, implementing a secure way for Community Partners to verify account information and track kit orders for the channel.
  - Conversations occurred with partners during  $\Omega 2$ , with kit distribution planned for  $\Omega 3$ .



# *IQ: Mobile Homes Weatherization and Air Sealing Channel(Low Income) – Third Party*

*Overview: The Mobile Homes Weatherization and Air Sealing Initiative targets energy-efficient building envelope and heating system improvements in the unique residential dwelling type of mobile homes for low-income Ameren Illinois electric and gas customers.* 

#### **Q2** Update:

- » Through Q2, 0 net MWh and 0 net therm savings achieved (0% and 0%, respectively, of implementation plan savings goals).
  - The channel launched in Q2, with 26 assessments completed and 25 projects scheduled for completion.
  - In addition, in-person outreach events occurred in late Ω2 yielding 45 customers enrolled to begin projects in early Ω3.
  - Similarly, 5 Program Allies enrolled in the channel during Q2, with projects being scheduled.

# *IQ: Healthier Homes Channel (Low & Moderate Income) – Third Party*

Overview: The Healthier Homes Channel assists low-to-moderate income customers by completing comprehensive home health assessments during a standard energy assessment. During the assessment, key variables are examined to determine overall air quality and identify any trouble spots.

- » Through Q2, 0 net MWh and 0 net therm savings achieved (0% and 0%, respectively, of implementation plan savings goals).
  - Early engagement with Program Allies during Q2 showed a positive interest in this channel.
  - Program staff developed project target during Q2, with anticipated launch of the channel in Q3.







#### BUSINESS PROGRAM

The Business Program includes six initiatives that provide incentives and services to non-residential customers to achieve electric and gas energy savings. 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, 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 Q2, the Business Program has achieved 74,893 MWh (33%) of its PY2022 electric implementation plan savings goal of 225,291 MWh, and 351,218 therms (17%) of its PY2022 gas implementation plan savings goal of 2,124,995 therms.<sup>5</sup>



**O2 Update Business Program (Third Party):** Consistent with the Sections 8-103B(g)(4) of the Illinois Public Utilities Act 220 ILCS 5/8-101, the identified initiatives are being funded by Ameren Illinois as part of the third-party energy efficiency programs and are separately reported in this section.

» Through Q2, 3rd Party Programs achieved 13,618 MWh (42%) of the Ameren Illinois electric PY2022 implementation plan savings goal of 32,617 MWh, and 36,277 therms (144%) of the Ameren Illinois gas PY2022 implementation plan savings goal of 25,190 therms.



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

#### **STANDARD INITIATIVE**

Overview: The Business Standard Initiative incentivizes customers to purchase energy-efficient products. Products consist of lighting, refrigeration equipment, HVAC equipment, steam systems, agricultural equipment, variable frequency drives and other specialty equipment. 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.

- » Through Q2, 11,599 net MWh and 163,647 net therm savings achieved (27% and 27%, respectively, of implementation plan savings goals).
  - Incentives were increased during Q2 to drive participation in all channels with 317 electric projects and 85 gas projects complete.
  - Additionally, the Business Online Store incentivized 414 Smart Thermostats through Q2 and offered a promotional back-to-work bundle with desk lamp, power strip, and LED lamps.
  - Estimated completion dates were adjusted for projects in the pipeline in Ω2 due to supply chain issues and equipment delays requiring program staff to enhance marketing strategies on additional measures.



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

#### MIDSTREAM INITIATIVE

#### Midstream Lighting Channel – Third Party

Overview: The Business Midstream Lighting Channel provides incentives for energy-efficient lighting to customers at the point of sale. Ameren Illinois customers can visit the **AmerenIllinois**Savings.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.

#### **Q2** Update:

- » Through Q2, 13,352 net MWh savings achieved (42% of electric implementation plan savings goals).
  - During Q2, incentive levels increased to enhance participation and mitigate inflation and supply chain issues. Due to this adjustment, the channel saw an activity influx with 230,937 lighting products purchased.
  - The channel reintroduced public sector installation incentives in Ω2, with marketing efforts scheduled to engage the sector.

#### Midstream HVAC Channel – Third Party

Overview: The Business Midstream HVAC Channel provides incentives for energy efficient HVAC equipment to customers at the point of sale. Ameren Illinois customers can visit the **AmerenIllinois**Savings.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.

#### **Q2** Update:

» Through Q2, 266 net MWh and 36,277 net therm savings achieved (51% and 144%, respectively, of implementation plan savings goals).

- Distributor enrollment increased during Q2 with 118 distributor branch locations enrolled. Of these locations:
  - 106 distributors offer HVAC equipment
  - 71 distributors offer HPWH equipment
- Similarly, 276 Smart Thermostats were incentivized during Ω2, even with supply chain issues contributing to price increases along with inflation.
- In addition, the channel increased distributor payments for Heat Pump Water Heaters during Q2 to offset increased product costs.

#### Statewide Midstream Food Service Channel

*Overview: The Statewide Midstream Food Service Channel promotes high-efficiency commercial food service measures utilizing partnerships with distributors throughout the state of Illinois.* 

- » Through Q2, 0 net MWh and 0 net therm savings achieved (0% and 0%, respectively, of implementation plan savings goals).
  - Discussions continued to occur with program staff during Q2 with the statewide contract in negotiation with an anticipated execution of early Q3.
  - All measures for this channel were offered under the downstream application in the Standard Initiative until channel launch.

#### SMALL BUSINESS INITIATIVE

Overview: Small businesses, including non-profits, schools and local government facilities, receive prescribed direct install measure, weatherization and HVAC 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.

#### Small Business Direct Install Channel

Overview: Small non-residential customers receive lighting and refrigeration upgrades through this Channel.

#### **Q2** Update:

- » Through Q2, 23,498 net MWh savings achieved (33% of electric implementation plan savings goal).
  - In Q2, the channel saw an increase in participation even with the challenge of supply chain issues and labor shortages with:
    - 2,726 assessments completed
    - 201 Program Allies enrolled
    - 1,063 projects completed
  - The channel saw increased refrigeration measure activity due to enhanced outreach efforts.
  - Diverse Program Ally training increased channel participation in Q2, with 10 diverse Program Allies enrolled.

#### Small Business Energy Performance Channel

Overview: Small non-residential customers receive HVAC and weatherization upgrades through this channel.

- » Through Q2, 0 net MWh and 0 net therm savings achieved (0% and 0%, respectively, of implementation plan savings goals).
  - Audits scheduled for the number of facilities needed in order to reach the goal for weatherization upgrades. Installation planned for Q3 & Q4.
  - Targeting HVAC measures for small facilities that are not handled by any other prescriptive channel. Facilities within Empower Communities will be contacted in Ω3, with focus on public sector in order to help meet minimum spend requirements for public customers.



#### **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.

### **Q2** Update:

- » Through Q2, 12,532 net MWh and 151,295 net therm savings achieved (24% and 13%, respectively, of implementation plan savings goals).<sup>6</sup>
  - The Custom Initiative increased incentives during Q2 to drive participation in all channels and mitigate inflation and supply chain delays.
  - In addition, enhancements of the Custom Initiative continued in Ω2, with the following participation:
    - 13 Custom Large Incentive projects
    - 8 Metering & Monitoring projects
    - 21 Feasibility Study applications included 8 Compressed Air
  - Similarly, 5 Process energy advisor assessments were completed through Ω2 and the Initiative garnered 26 on-going STEM participants.
  - In total, the Custom Initiative completed 33 projects through Ω2, with a strong pipeline of projects pending completion.

## 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.

- » Through Q2, 1,421 net MWh and 0 net therm savings achieved (54% and 0%, respectively, of implementation plan savings goals).
  - The Retro-Commissioning Initiative continued to lag in Q2, due to VFDs and HVAC equipment supply chain delays and inflationary effects.
  - 2 industrial refrigeration retro-commissioning projects were completed with verification expected in Q3.
  - The Initiative gained a new diverse owned Retro-Commissioning Service Provider (RSP) during Q2, with project completion scheduled for Q3.



#### STREETLIGHTING INITIATIVE

Overview: The Street Lighting Initiative incentivizes 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.

#### **Q2** Update:

» Through Q2, 12,225 net MWh savings achieved (61% of implementation plan savings goal).

#### Municipal-Owned Streetlighting Channel

• 177 upgrades were completed in 6 communities within this channel.

#### Ameren-Owned Streetlighting Channel

- The channel completed 1,194 LED upgrades in Q2, within 36 communities.
- Over 9,000 Replace on Failure Street light upgrades were completed throughout the service territory through Q2.



#### 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.

- » Through Q2, 41,191 net MWh savings achieved (52% of implementation plan savings goal).
  - A total of 181 circuits are being measured during 2022, with 195 planned for construction in 2022.



Overview: Market transformation is the strategic process of intervening in a market to create lasting change in market behavior by removing identified barriers or exploiting opportunities to accelerate the adoption of cost-effective energy efficiency as a matter of standard practice. The intent is to transform markets, meaning changes in the market structure or function, so that efficient products, services and practices are adopted within specific target markets on an accelerated, sustained and permanent basis.

- » Through Q2, 0 net MWh and 0 net therm savings achieved.
  - Continued to engage with Market Transformation Savings Working Group to develop TTW savings for incorporation into the TRM and participation in the Partnership for Advanced Windows (PAWs).
  - Through Ω2, continued participation in SAG MT Savings Working Group, evaluating proposed edits to IL-TRM Attachment C and proposed savings protocols for the ENERGY STAR Retail Products Platform market transformation initiative.
  - In Q2, continued development of Luminaire Level Lighting Controls market transformation initiative and conducted a two-day Program Ally training course on the fundamentals and commissioning of LLLC systems.

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, an Ameren Illinois Market Development Initiative data analysis partner.

#### **Q2** Update:

- Metrics YTD:
  - 43,709 customers engaged
  - 21 Partner Referrals
- In Q2 2022, 16 MDI partners held 97 events. These outreach events ranged from the Illinois Black Chamber of Commerce sending out Eblasts to residents and businesses to inform them on the Ameren Energy Efficiency Program to the 2022 Senior Services Plus Project which educated residents on energy efficiency and distributed direct install items.
- One Ameren MDI partner held a workshop in Q2 2022. This was through the Sangamon County Department of Community Resources' 2022 Sangamon Residential EE Education and Outreach project. All five of these Financial Literacy Workshop events included educating participants, as well as handing out gas kits and other giveaway items to participants.

### **DIVERSE PROCUREMENT**

*Overview: As part of the Market Development Initiative, the Diverse Procurement Channel focuses on identifying and preparing diverse owned businesses for utility procurement efforts.* 

- Facilitated a second vendor procurement webinar with 13 diverse owned vendors and suppliers in attendance.
- Connected a diverse portfolio vendor with the National Association of Veteran Owned Businesses to assist in expanding their business.
- Completed one on one meetings with all Implementation Partners to identify additional areas of diverse spend opportunities.



#### WORKFORCE DEVELOPMENT

*Overview: As part of the Market Development Initiative (MDI), the Workforce Development Channel focuses on identifying and preparing EE jobseekers for open EE positions as well as connecting qualified jobseekers with employers.* 

#### **Q2** Update:

- 10 individuals placed in EE jobs
- 41 individuals received workforce development services
- Assisted three employers to hire summer workers as part of the Ameren Illinois Jobseeker Placement Program
- Onboarded new community partner Goodwill Industries to provide expanded wraparound services to returning citizens in the Peoria area
- Assisted Community Partner House of Hope in engaging over 100 customers with workforce development collateral via a block party on Peoria's South Side



#### **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 measurefocused or 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 having full integration into standard Portfolio operations.

- \$290,319 in incentives were provided to diverse SBDI Program Allies receiving training from their local energy advisors.
- Secured \$75,000 in copay coverage from the City of Urbana Community Development Department to provide free Mobile Home projects for residents of the city.
- Currently tracking 124 equity-based improvements identified in Implementation Partner MDAPs as part of an effort to increase equity across the portfolio.
- Implemented the Jobseeker Placement Program providing 15 employment opportunities to summer workers across the service territory.
- Expanded the current scholarship program to include Lincoln Land Community College in Springfield IL, bringing the total number of participating community colleges to 7.

#### **OVERALL PORTFOLIO**

#### **Q2** Update:

- Successful launch of a new engaging and dynamic homepage on the *AmerenIIIinoisSavings.com* website.
- Created a new "Ways to Save," webpage to provide customers a central resource for managing their usage in anticipation of rising power supply costs.

#### (AmerenIllinoisSavings.com/WaysToSave)

• The page provides a clear and condensed hub of all the "Ways to Save" within the Ameren Illinois Energy Efficiency Program.

#### **RESIDENTIAL PROGRAM**

#### **Q2** Update:

- Utilized the "Ways to Save" website for HEIQ targeted messages.
- Made a switch in HEIQ marketing for a more targeted approach with language and imagery to make the Program more relatable.
- Outreach events focused on service groups, non-profit organizations with fundraisers, resale stores, church and food pantries, outbound calls, webinars with Public Housing Authorities (PHAs) and virtual conferences.
- Earth Day, Memorial Day, July 4 promotions for no cost smart thermostats. Social media ads focused on the Google Nest thermostat.
- In May, an "All the Ways to Save" email was sent to residential customers that highlighted the Marketplace, Product Rebates, and the Efficient Choice Tool.

#### **BUSINESS PROGRAM**

- Power Lunches were hosted with the Q2 topic of:
  - Advanced Rooftop Controls, Small Business Program New Incentives and Networked Lighting controls.
- The Business Outreach team participated in several Chamber Lunch and Learns, sponsored several partner events, and attended several conference and community events across the Ameren IL service territory.
- Sent out messaging for the Made in Illinois Bonus to participating manufacturers to increase the traffic flow for projects.
- Web banners were created for the Online Store landing page to focus on the bundle and everyday smart thermostat \$100 rebate.



#### LOW INCOME ENERGY EFFICIENCY ACCOUNTABILITY COMMITTEE(LIEEAC)

#### **Q2** Update:

- Ameren Illinois worked with the South Region Subcommittee's chosen facilitator, Future Energy Enterprises (FEE), to establish a contract for the years 2022—2023. Negotiation of contract terms between Ameren Illinois and FEE took place during Q2, including staff input throughout the process. The contract was reviewed by the Commission and executed on April 29th.
- LIEEAC kickoff meetings were scheduled for Q3.

#### **CUSTOMER COORDINATION EFFORTS**

#### **Q2** Update:

• The Ameren Illinois Energy Efficiency team coordinated with the corporate communications team to provide energy efficiency programs as a resource for customers to manage their usage in anticipation of rising power supply costs.

# NEW MEASURES

Program Measure Name	Sector	Measure-Level TRC Ratio - with Societal NEIs	Measure-Level TRC Ratio - without Societal NEIs
LED Nightlights	Residential	2.93	2.64
Dishwasher	Residential	1.09	1.06
Low Flow Toilets	Residential	N/A	N/A
Ceiling Fan	Residential	1.26	1.15
LED Open Sign	Non-Residential	11.26	10.55
Greenhouse Boiler Tune-up	Non-Residential	2.26	2.17
Dairy Water Heater	Non-Residential	4.21	4.07
On-Demand Package Sealers	Non-Residential	4.54	4.24
High Efficiency Grain Dryer	Non-Residential	8.17	7.91

BUDGET SHIFTS

# ELECTRIC BUDGET

Program	Initiative	Channel	Implementation Plan Rev00 (under ICC Order 7/22/21)	Implementation Plan Rev01 (under ICC Order 6/23/22)	Implementation Plans Variance
			2022	2022	2022
Residential	Market Rate Single Family	Home Efficiency	\$445,411	\$790,752	\$345,341
Residential	Market Rate Single Family	Midstream HVAC	\$845,428	\$2,524,513	\$1,679,085
Residential	Market Rate Single Family	Smart Home Engagement	\$199,692	\$0	(\$199,692)
Residential	Market Rate Single Family	Advanced Thermostats with TOU	\$57,500	\$0	(\$57,500)
Residential	Multiple	Residential Targeted (High School Innovation & Healthier Homes)	\$1,214,021	\$888,826	(\$325,195)
Residential	Market Rate Multifamily	Direct Install	\$127,597	\$147,259	\$19,662
Residential	Market Rate Multifamily	Heat Pumps	\$522,573	\$656,678	\$134,105
Residential	Market Rate Multifamily	Whole Building	\$144,202	\$37,962	(\$106,240)
Residential	Direct Distribution Efficient Products	School Kits	\$881,284	\$672,443	(\$208,841)
Residential	Retail Products	POP Retail Products	\$7,296,307	\$6,759,764	(\$536,543)
Residential	Retail Products	Online Marketplace	\$675,101	\$391,518	(\$283,583)
Residential	Retail Products	Efficient Choice Tool	\$581,823	\$368,314	(\$213,509)
Residential	Residential Market Transformation	Market Transformation	\$454,872	\$55,433	(\$399,439)
Residential	Income Qualified	САА	\$2,104,641	\$3,323,984	\$1,219,344
Residential	Income Qualified	IQ Single Family	\$11,246,497	\$15,996,556	\$4,750,059
Residential	Income Qualified	IQ Multifamily	\$5,214,254	\$6,688,561	\$1,474,307
Residential	Income Qualified	IQ Retail Products	\$3,448,850	\$3,730,225	\$281,375
Residential	Income Qualified	Community Kits	\$581,947	\$503,550	(\$78,398)
Residential	Income Qualified	Smart Savers	\$1,941,866	\$2,046,785	\$104,919
Residential	Income Qualified	Electrification	\$0	\$676,774	\$676,774
Residential	Income Qualified	Manufactured Homes Weatherization and Air Sealing	\$1,089,673	\$1,064,658	(\$25,015)
Residential	Public Housing	Public Housing	\$1,201,693	\$1,628,808	\$427,115
Residential	Subtotal		\$40,275,233	\$48,953,364	\$8,678,131

# BUDGET SHIFTS

Program	Initiative	Channel	Implementation Plan Rev00 (under ICC Order 7/22/21)	Implementation Plan Rev01 (under ICC Order 6/23/22)	Implementation Plans Variance
			2022	2022	2022
Business	Standard	Standard Prescriptive	\$8,911,695	\$9,050,822	\$139,127
Business	Standard	Public	\$1,153,848	\$1,187,658	\$33,810
Business	Small Business	Small Business Direct Install	\$19,923,875	\$19,556,534	(\$367,341)
Business	Small Business	Small Business Energy Performance	\$318,442	\$403,500	\$85,057
Business	Small Business	One Stop Shop for Homeless Facilities	\$30,000	\$0	(\$30,000)
Business	Midstream	Midstream Lighting	\$3,255,450	\$5,713,267	\$2,457,818
Business	Midstream	Midstream HVAC	\$814,296	\$712,534	(\$101,762)
Business	Midstream	Statewide Midstream Food Service	\$103,918	\$103,918	\$0
Business	Custom	Private	\$10,714,320	\$11,678,425	\$964,104
Business	Custom	Public	\$2,094,088	\$2,097,086	\$2,998
Business	Retro-Commissioning	Private	\$1,009,939	\$1,062,088	\$52,149
Business	Retro-Commissioning	Public	\$289,105	\$317,632	\$28,527
Business	Streetlighting	Municipality-Owned Streetlights	\$238,532	\$230,169	(\$8,362)
Business	Streetlighting	Ameren-Owned Streetlights	\$1,225,555	\$1,221,287	(\$4,268)
Business	Business Market Transformation	Market Transformation	\$241,903	\$621,163	\$379,260
Business	Subtotal		\$50,324,966	\$53,956,083	\$3,631,118
Below the Line	Portfolio Administration	N/A	\$6,439,331	\$6,222,322	(\$217,009)
Below the Line	Evaluation	N/A	\$3,178,458	\$3,584,675	\$406,217
Below the Line	Marketing	N/A	\$2,904,443	\$3,188,060	\$283,617
Below the Line	MDI	MDI	\$3,200,000	\$3,584,675	\$384,675
Below the Line	Subtotal		\$15,722,232	\$16,579,732	\$857,500

Portfolio Total	\$106,322,431	\$119,489,180	\$13,166,749
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# GAS BUDGET

Program	Initiative	Channel	Implementation Plan Rev00	Implementation Plan Rev01	Implementation Plans Variance
			2022	2022	2022
Residential	Market Rate Single Family	Home Efficiency	\$341,302	\$336,326	(\$4,977)
Residential	Market Rate Single Family	Midstream HVAC	\$0	\$64,574	\$64,574
Residential	Market Rate Single Family	Smart Home Engagement	\$37,200	\$0	(\$37,200)
Residential	Multiple	Residential Targeted (High School Innovation & Healthier Homes)	\$183,569	\$93,513	(\$90,057)
Residential	Market Rate Multifamily	Direct Install	\$37,108	\$33,722	(\$3,386)
Residential	Market Rate Multifamily	Whole Building	\$24,402	\$6,297	(\$18,105)
Residential	Direct Distribution Efficient Products	School Kits	\$117,888	\$110,710	(\$7,178)
Residential	Retail Products	POP Retail Products	\$380,454	\$483,445	\$102,990
Residential	Retail Products	Online Marketplace	\$431,379	\$366,075	(\$65,303)
Residential	Retail Products	Efficient Choice Tool	\$236,002	\$51,367	(\$184,635)
Residential	Residential Market Transformation	Market Transformation	\$51,549	\$7,454	(\$44,094)
Residential	Income Qualified	САА	\$1,980,907	\$1,551,917	(\$428,990)
Residential	Income Qualified	IQ Single Family	\$4,275,578	\$3,760,152	(\$515,426)
Residential	Income Qualified	IQ Multifamily	\$323,727	\$299,155	(\$24,572)
Residential	Income Qualified	IQ Retail Products	\$308,317	\$335,889	\$27,573
Residential	Income Qualified	Community Kits	\$60,381	\$111,789	\$51,408
Residential	Income Qualified	Smart Savers	\$142,566	\$100,118	(\$42,448)
Residential	Income Qualified	Manufactured Homes Weatherization and Air Sealing	\$266,287	\$782,674	\$516,387
Residential	Public Housing	Public Housing	\$188,656	\$174,516	(\$14,140)
Residential	Subtotal		\$9,387,270	\$8,669,692	(\$717,578)

# BUDGET SHIFTS

Program	Initiative	Channel	Implementation Plan Rev00	Implementation Plan Rev01	Implementation Plans Variance
			2022	2022	2022
Business	Standard	Standard Prescriptive	\$568,519	\$765,677	\$197,158
Business	Standard	Public	\$465,100	\$554,997	\$89,897
Business	Small Business	Small Business Energy Performance	\$282,945	\$365,049	\$82,104
Business	Small Business	One Stop Shop for Homeless Facilities	\$1,849	\$0	(\$1,849)
Business	Midstream	Midstream HVAC	\$115,016	\$124,669	\$9,653
Business	Midstream	Statewide Midstream Food Service	\$158,234	\$159,656	\$1,422
Business	Custom	Private	\$1,837,160	\$2,303,190	\$466,030
Business	Custom	Public	\$1,229,148	\$907,941	(\$321,207)
Business	Retro-Commissioning	Private	\$259,840	\$539,162	\$279,322
Business	Retro-Commissioning	Public	\$83,001	\$57,984	(\$25,017)
Business	Business Market Transformation	Market Transformation	\$10,500	\$70,665	\$60,165
Business	Subtotal		\$5,011,312	\$5,848,989	\$837,677
Below the Line	Portfolio Administration	N/A	\$1,022,787	\$848,498	(\$174,289)
Below the Line	Evaluation	N/A	\$401,105	\$488,859	\$87,754
Below the Line	Marketing	N/A	\$472,816	\$439,252	(\$33,564)
Below the Line	Subtotal		\$1,896,708	\$1,776,609	(\$120,099)

		Portfolio	Total		\$16,295,291	\$16,295,291	\$0
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#### IQ MULTIFAMILY DIRECT INSTALL MEASURES INSTALLED BY ZIP CODE

Zip Code	Number of Projects	Total Tenant Buildings	Total Tenant Units
61341	1	6	32
61350	1	9	92
61401	1	6	24
61491	2	2	8
61554	1	1	4
61561	1	2	8
61571	1	7	134
61603	5	5	22
61604	3	5	146
61606	1	2	4
61701	2	2	32
61761	1	2	8
61801	1	2	8
61821	2	2	12
61832	2	2	320
61858	1	2	10
61920	1	2	19
62087	1	8	56
62095	1	5	60
62221	1	6	20
62263	1	1	8
62269	4	8	110
62401	2	2	18
62515	1	2	26
62521	1	135	471
62539	1	1	4
62613	1	3	6
62693	1	2	26
62806	1	1	10
62901	1	10	20
62906	1	1	3
62959	1	1	4
Total	46	245	1725

#### IQ MULTIFAMILY MAJOR MEASURES INSTALLED BY ZIP CODE

Zip Code	Number of Projects	Total Tenant Buildings	Total Tenant Units
61615	1	1	2
61554	1	1	2
61604	1	1	8
61350	1	8	80
61401	3	11	60
61533	1	5	20
61548	1	4	4
61554	2	4	10
Total	11	35	186

#### IQ MULTIFAMILY MEASURE TYPES

End Use	Measure	Measure Type
Building Shell	Air Sealing	Major
Building Shell	Ceiling/Attic Insulation	Major
Consumer Electronics	Advanced Power Strip	Direct Install
HVAC	Advanced Thermostat	Direct Install
HVAC	Air Source Heat Pump	Major
HVAC	Duct Insulation and Sealing	Major
HVAC	Ductless Heat Pump	Major
Lighting	Commercial LED Exit Sign	Direct Install
Lighting	LED Specialty Lamp, Candelabra Base	Direct Install
Lighting	LED Specialty Lamp, Directional	Direct Install
Lighting	LED Specialty Lamp, Globe	Direct Install
Miscellaneous	Health & Safety	Direct Install
Water Heating	Domestic Hot Water Pipe Insulation	Direct Install
Water Heating	Low Flow Faucet Aerator	Direct Install
Water Heating	Low Flow Showerhead	Direct Install