

The Ameren Illinois Utilities Energy Efficiency Awareness Plan

Stakeholder Advisory Group

July 7, 2008

Energy Efficiency Awareness Plan

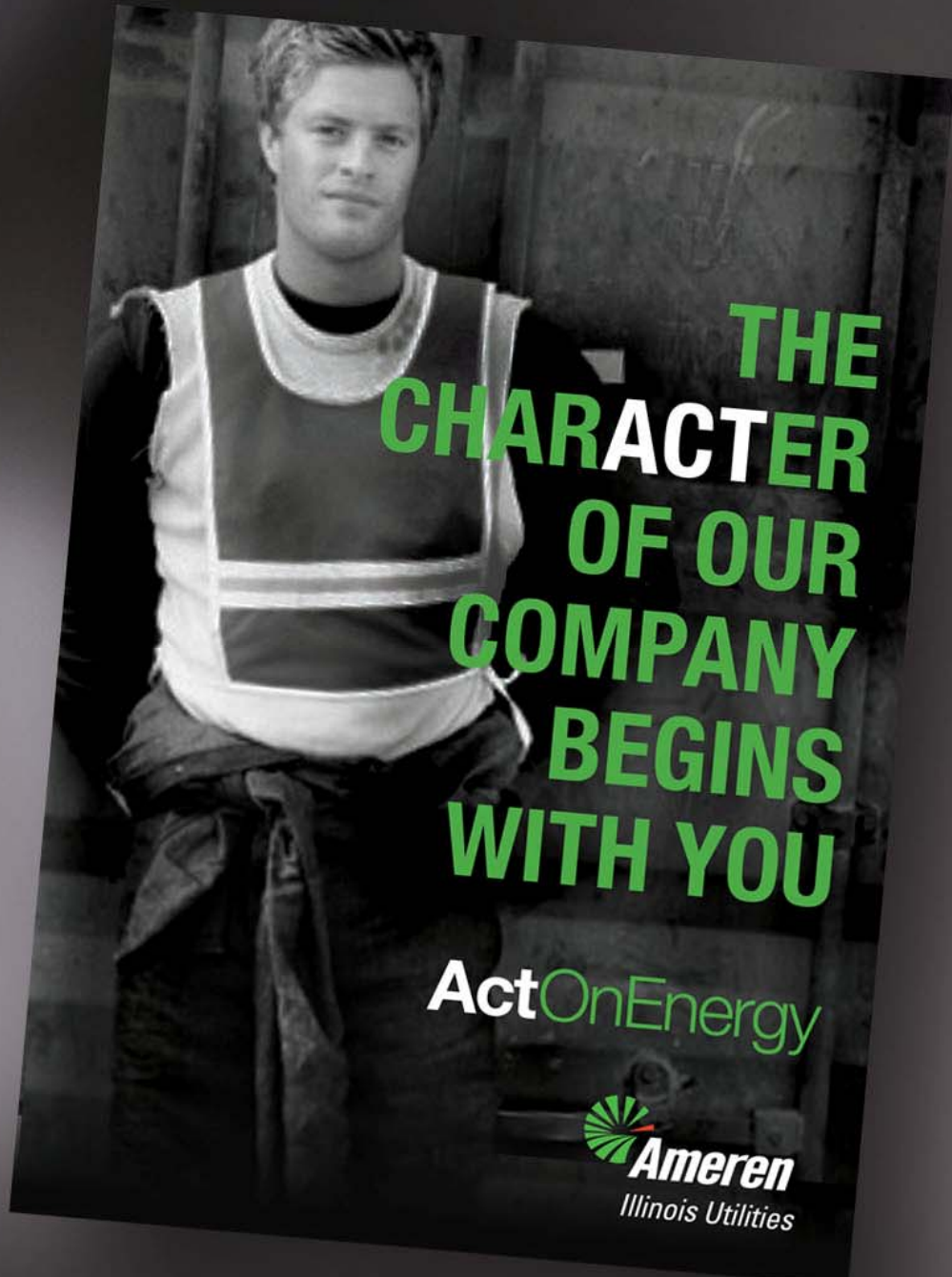
- I. Employee Education
- II. Awareness Campaign
- III. Program Marketing

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I. Employee Education

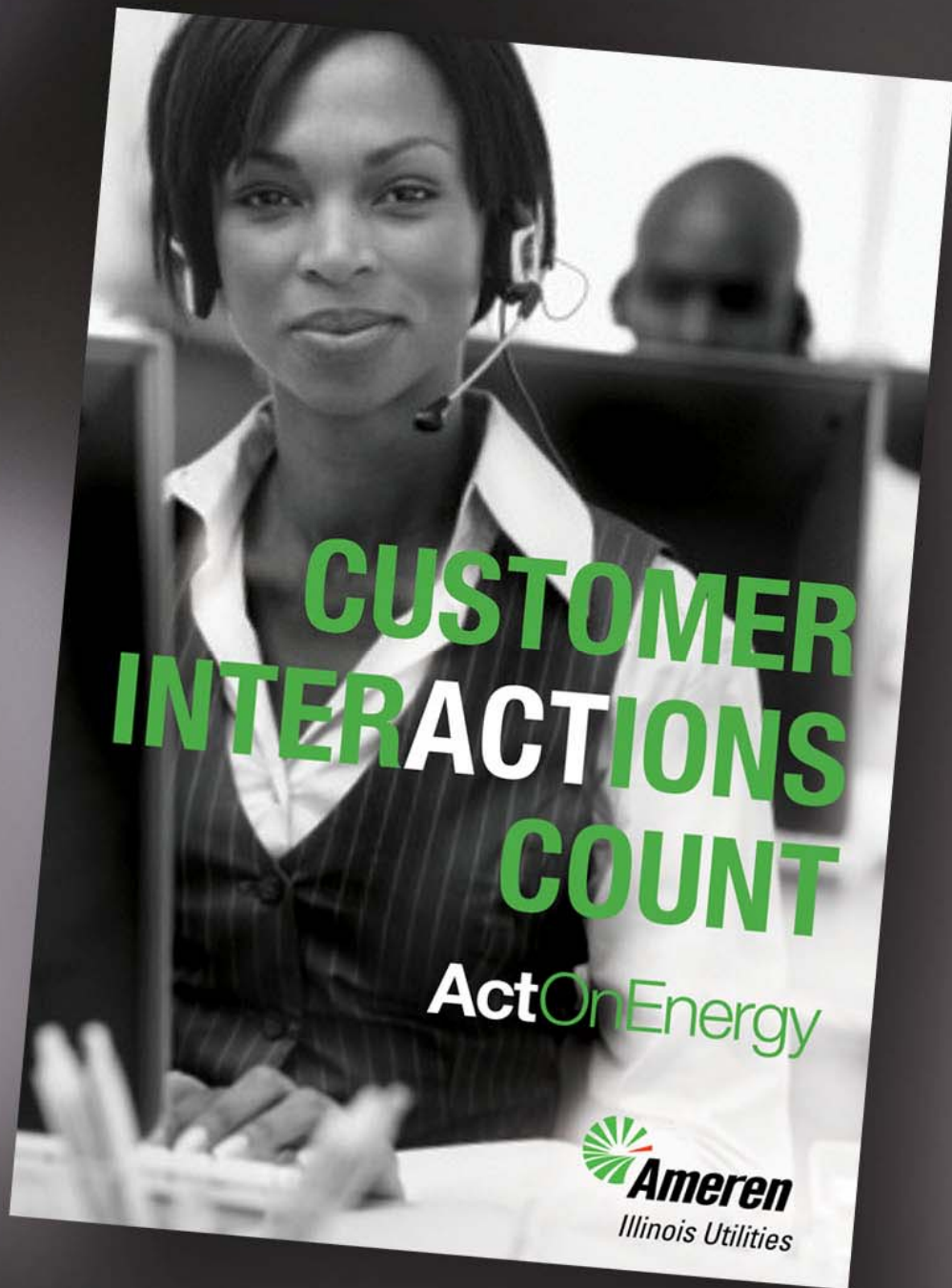
- Empower employees to help deliver energy efficiency programs
- Instill employee pride and trust in energy efficiency programs
- Encourage employees to be knowledgeable about energy efficiency programs



**THE
CHARACTER
OF OUR
COMPANY
BEGINS
WITH YOU**

ActOnEnergy





**CUSTOMER
INTERACTIONS
COUNT**

ActOnEnergy



WE CAN CREATE POSITIVE IMPACT IN OUR COMMUNITITES

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Employee Video



II. Energy Efficiency Awareness Campaign

- TV, Radio, Web Banners, Newspaper, etc

Adjust it 1 degree and you could...



LOWER YOUR BILL 3%

ActOnEnergy™



With an Energy Star refrigerator
you could...



SAVE UP TO \$70 A YEAR

ActOnEnergy™



Replace 20 bulbs
with these and you could...



SAVE \$100 A YEAR.

ActOnEnergy™



[MUSIC BEGINS] “Hey, I’ve got an...”



[CLICK] "...idea."



“Replace 20 bulbs in your house with these compact fluorescent lights, and you’ll save an average of \$100 a year.”



“Really, you will...I’m not yanking your chain.” [CLICK]

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[END MUSIC]

Radio and TV Clips

III. Energy Efficiency Program Marketing (Electric)

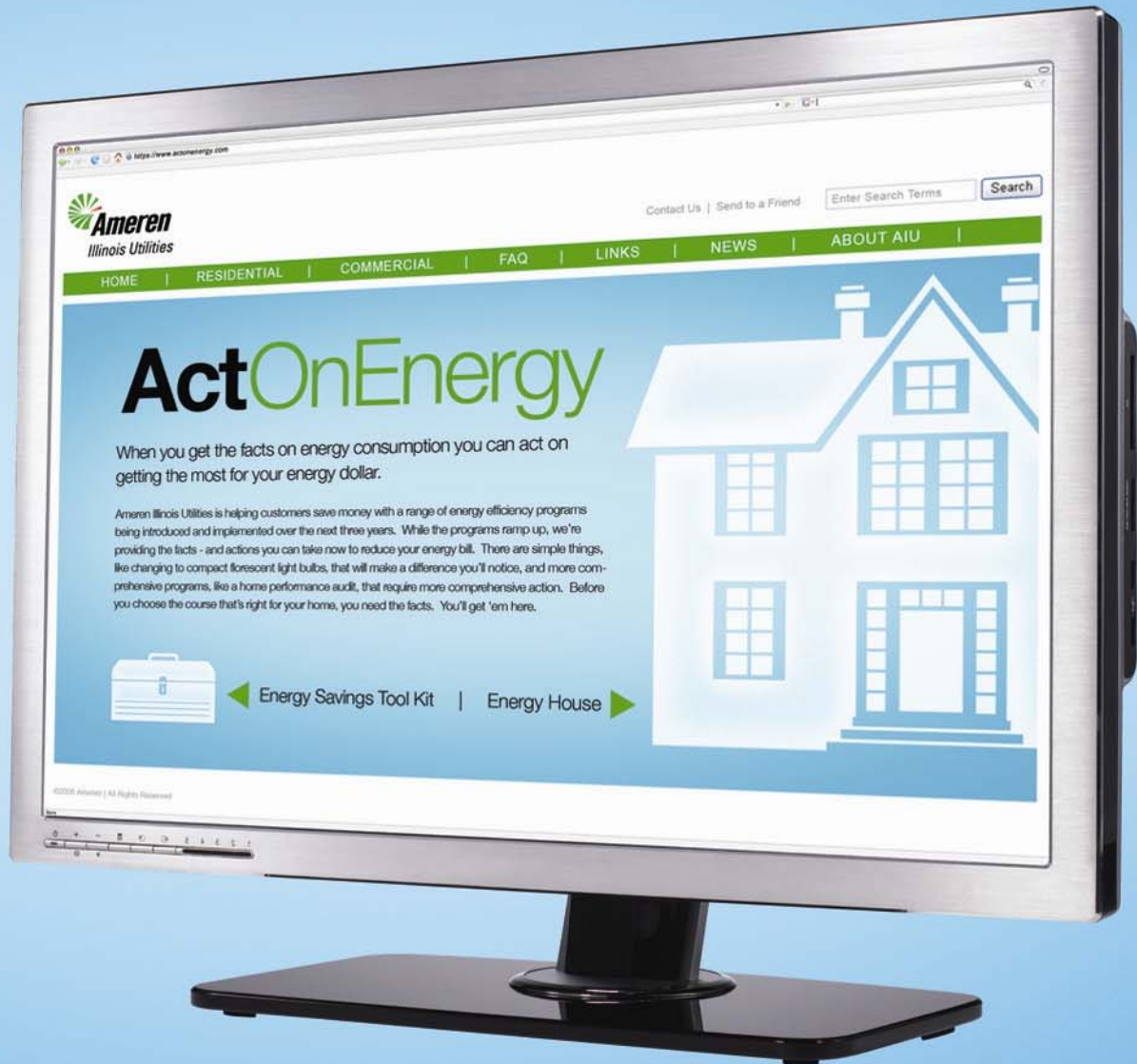
Business Programs

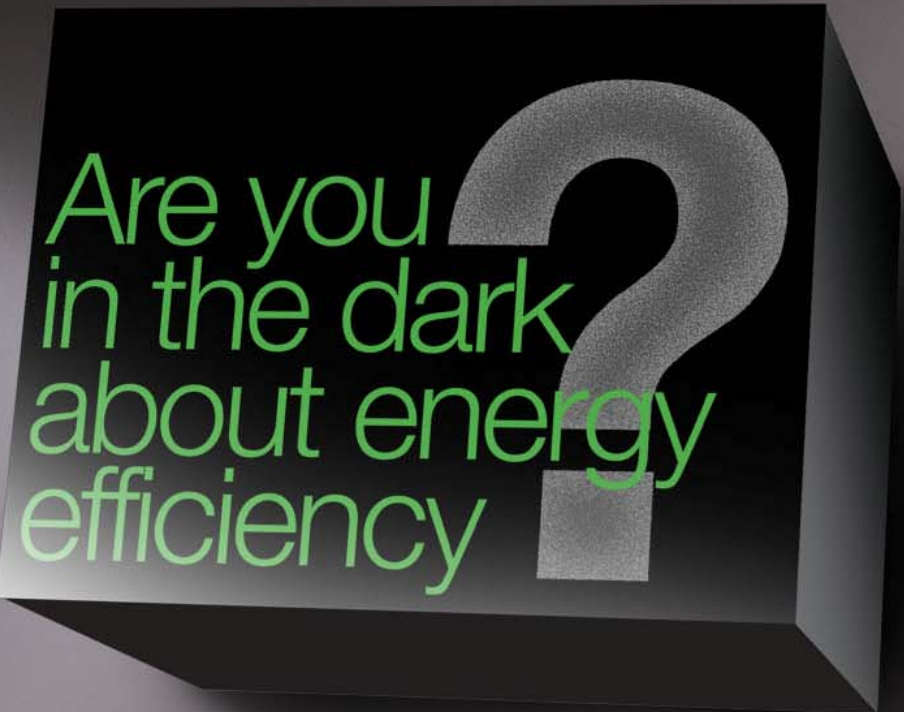
- Commercial & Industrial Standard
- Commercial & Industrial Custom
- Retro-Commissioning
- New Construction
- Street Lighting
- Demand Credit Program

Residential Programs

- Appliance Recycling
- Lighting & Appliances
- Multi-Family
- Home Energy Performance
- HVAC Tune Up
- Residential New HVAC
- Demand Response

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Are you
in the dark
about energy
efficiency



LIGHTEN UP!

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The **Facts**
on Energy are
Unfolding

Ameren Facts

Ameren Illinois Utilities does not produce energy (electricity or natural gas); we only deliver energy to homes and businesses.

We buy electricity and natural gas on the market from various energy suppliers and deliver it to homes and businesses -- and make no profit on the cost of the energy whatsoever.

The bill you receive from Ameren IL Utilities is split into supply, delivery and taxes: Ameren Illinois Utilities receives only the delivery charge portion of your bill, approximately 30% of the total bill. The remaining cost is for taxes and energy supply - with no income or profit to Ameren Illinois Utilities because, by law, we do not own power generation companies anymore.

When energy rates go up, Ameren IL Utilities does not request those increases, nor do we make any profit from the

Savings applies to appliances

Toaster ovens, microwaves and counter-top grills use less energy and create less heat than a full-sized oven. Use these appliances when you need to prepare small portions of food.

Your dishwasher, oven, washer and dryer can add heat, moisture and humidity to the air of your home. Use these appliances in the evening when their use won't increase the demands on your air conditioner.

You can reduce your oven's baking temperature by 25 degrees if you use glass cookware.

Use your dishwasher only when you have a full load. This will help reduce the amount of hot water used.

Check the door gaskets on your refrigerator and freezer. Close the door on a dollar bill. If the bill can be easily pulled from the closed door, you should replace the gasket.

Don't pack your refrigerator and freezer space so tightly that air cannot adequately reach the food. Your refrigerator and freezer need room to circulate the cold air. The appliance will operate efficiently with space to circulate air throughout the compartments.

When doing laundry, use the cold water setting on your washer for most loads.



Warm up and keep costs down

Replace or clean your furnace filters monthly. This could save up to 5% on your heating bill.

Shut the doors to rooms you don't use on a regular basis.

Make sure your water heater is in good condition and keep the water temperature between 115-120 degrees. Even consider getting a tankless water heater that only heats the water you need.

During the heating season, keep the draperies and shades on your southfacing windows open during the day to allow the sunlight to enter your home and closed at night to reduce the chill you may feel from cold windows.



Efficiency is a Breeze

Check your home for air leaks. Common sources of air leaks include cracks around doors and windows; gaps along baseboards; mail chutes and pet doors; cracks in brick, siding or foundation; and where external

lines (phone, cable, etc.) enter your home.

Plug air leaks with caulking or weather-stripping. This may help save up to 10 percent on your energy bill.

Consider replacing old windows. Storm or dual-glazed windows can reduce heat gain by as much

Act on Energy Efficiency Tips and Save!

Saving is cool

To cool your house efficiently, your air conditioner needs to be cool itself. Keep it in the shade. If your air conditioner is already in the shade, you can save even more.

Set the thermostat as high as possible. For every degree you raise the thermostat setting on your air conditioner, your energy use will be reduced by 3 to 5 percent. The recommended energy efficient summer temperature is 78 degrees Fahrenheit.

Where your thermostat is located sometimes determines how well it operates. It should never be placed on an exterior wall, where it would be affected by the hot or cold outdoor temperatures. Appliances that give off heat—like lamps—should be kept away from the thermostat to ensure that the instrument senses the temperature accurately.



If your thermostat is 10 years old or older, you might replace it with a newer model that is more accurate and efficient.

Consider placing a timer on your room air conditioner or using a programmable thermostat on your central air conditioner.

Hardware stores sell timers and programmable thermostats that will automatically start your air conditioner before you get home.

You can save energy by taking care of air conditioner coils. They won't work efficiently unless they are clean, so check them out every spring.

Don't forget to check your filter at the beginning of the cooling season. A clogged filter will use up to five percent more energy than a clean one.

Using fans can help create an air flow that will make your home more comfortable. If you use an air conditioner, a ceiling fan will allow you to raise the thermostat setting about 4 degrees with no reduction in your comfort.

For maximum efficiency and comfort without an air conditioner, position a fan to blow air out of the house during the daylight hours and pull cooler air into the house after dark. For a window fan to work properly there should always be another window open in the area the fan is meant to ventilate.

Keep the heat out by drawing shades and curtains on hot days.

The Facts on Energy are Unfolding



Opportunities

- Delivery Bundling
- Measure Bundling

Concerns & Issues

- Market Timing
- Available Funds

Next Steps

- Your Feedback