



ActOnEnergy™ for Business

Status Update to Stakeholder Advisory Group

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September 9, 2008

June 2008 Highlights

- Business Program launched June 23, 2008
- Standard Lighting, Refrigeration, HVAC, and Motors incentive programs designed & launched
- Custom incentive program designed & launched
- Program Ally Workshops held at six locations; more than 200 people attended

June 2008 Highlights (contd.)

- Call Center initiated
- Act On Energy website designed & launched
- Initial coordination meetings held with DCEO and ComEd

July 2008 Highlights

- 125 Standard & Custom Applications received as of July 31st (representing \$1.1M in potential Program Year One incentives)
- 65 Program Ally Applications received and processed as of July 31st
- Continued to refine and add components to website (8,300 visits during July)

July 2008 Highlights (contd.)

- Initiated program design of Demand Credit and Street Lighting Programs

August 2008 Highlights

- The Ameren Illinois Utilities Act On Energy Team participated in customer workshops with DCEO in 6 different locations (shown below).

Approximately 400 business customers attended these workshops:

- Mount Vernon
- Fairview Heights
- Quincy
- East Peoria
- Bloomington
- Urbana

August 2008 Highlights (contd.)

- The website experienced 7,319 hits in the month of August; 5,090 hits were from new visitors and 2,229 hits were from returning visitors
- 91 Program Ally applications received and processed as of August 31st
- Continued design of the Demand Credit and Street Lighting Programs
- Approximately 300 calls and 200 emails received by Call Center

August 2008 Highlights (contd.)

- 177 applications received as of August 31st (representing \$1.78M in standard and custom Program Year One incentives) (76% of budget)
- 98 pre-approval letters issued as of August 31st totaling \$775,000 in incentives (33% of budget)
- Current pre-approved standard and custom incentives as of August 31st represents net savings of 10,400,000 kWh (25% of goal)

August 2008 Highlights (contd.)

- Standard and custom pre-approved projects average \$0.075/kWh
- Percentage of savings for pre-approved projects:
 - 61% lighting
 - 23% refrigeration
 - 14% compressed air
- Going forward we are planning to reduce the budget for measures with higher \$/kWh incentive levels

Questions?