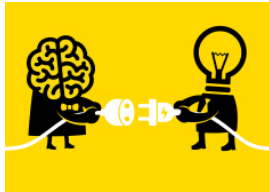


CUB Proposal: Ameren Energy Saving Kit



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Proposed Program Measure

- Ameren customers can order a free Energy Savings kit after conducting an on-line or phone “Home Audit” which includes:
 - 6 CFLs
 - 2 low flow showerheads
 - 2 faucet aerators (1 kitchen and 1 bathroom)
 - 1 advanced power strip



Customer Eligibility

Residential low- income Ameren customers (renters and owner-occupied)

- Ameren gas only customers will not receive the advanced power strip or the CFLs
- Ameren electric only customers will not receive the showerheads and faucet aerators



Purpose of the Program

Free program offering energy efficiency measures and education for low- income customers.



Background

- Ability to reach low- income renters and homeowners who cannot afford the Home Energy Performance/Audit cost of \$50 and are not eligible for the Moderate Income Program
- Increase participation of rural Ameren customers
- Expand awareness of other Ameren EE programs and increase customer satisfaction



Background

- Successful kit in Nicor territory
- Successful audit/kit: Duke Energy (KY), West Penn Power
- Kits have savings of:
 - Electric Water Heat: 1243 – 790 kWh
 - Gas Water Heat: 197-170 kWh and 123- 32 Therms
- Individual measures' savings are determined by the IL TRM



Duration of Program

This program will commence with the next 3- year plan and be offered for the duration of the plan.



Delivery Strategy

- Audit administered over the phone or online
- Consumers will be mailed the Kit upon their request
- Self-installation
- Survey Follow-Up



Marketing Strategy

- Promotion through existing Ameren marketing channels (such as Act on Energy website)
- Potential for additional promotion through Community Based Organizations



Program Funding

1. Appoint funds from programs moving to the IPA.
2. Allocate a portion of funds from Home Performance (as some of the same measures will be implemented into the kits)

