



PY2018 RESULTS OVERVIEW

STAKEHOLDER ADVISORY GROUP (SAG)

SPRINGFIELD, ILLINOIS

MAY 14, 2019

AmerenIllinoisSavings.com

Overview

PY2018 Overview

- Portfolio Results
- Portfolio Delivery Strategies

Residential Program

- Initiatives

Business Program

- Initiatives

Market Development Initiative Activities



PORTFOLIO OVERVIEW



PY2018 OVERVIEW PORTFOLIO RESULTS

Ameren Illinois achieved:

104.5% of approved electric savings goals*

99% program related spend compared to approved budget**

Most successful initiatives in 2018

- Business Standard
- Income Qualified

	Savings (MWh)	Savings (therms)	Spend \$
	Actual	Actual	Actual
C&I Program	217,194	5,124,080	\$46,720,074
Residential	121,295	1,137,902	\$19,130,652
IQ	29,838	1,044,767	\$30,280,120
Portfolio Level Costs			\$17,820,848
Total Portfolio	368,327	7,306,749	\$113,951,693

Expanded diverse vendor involvement and spend, supporting diverse spend for program delivery of more than \$8.5 million

60 market development efforts were in process or complete at the end of PY2018

40% increase in minority and woman-owned business enterprises that are identified allies to the program

Launched 12 new partnerships with CAAs and other CBOs in central and southern Illinois

* Based on PY2018 Q4 reports savings of 368,327 MWhs and 7,306,749 therms and approved PY2018 savings goals are 358,145 MWhs and 3,716,492 therms

** Based on preliminary results from Q4 report that included combined natural gas and electric program related spend



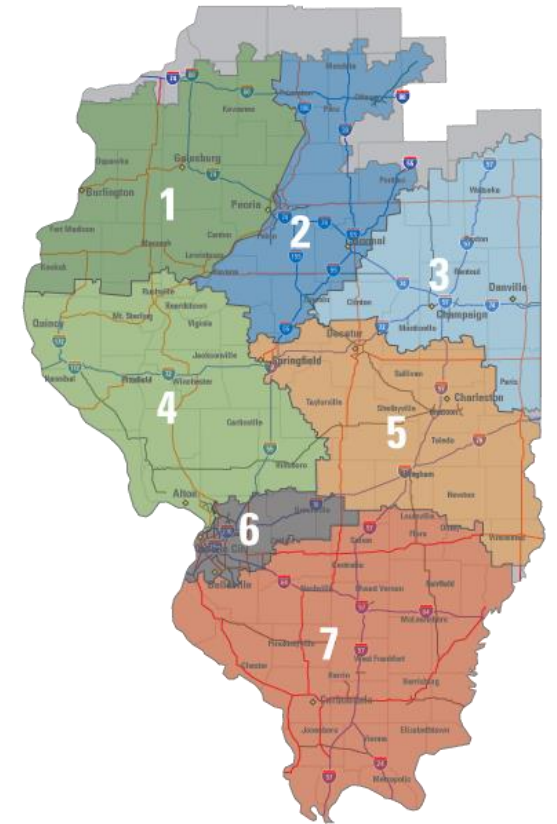
Portfolio Delivery Strategies

Energy Advisory

- Energy Advisors are assigned in seven geographic territories with specific goals
- Responsible for customer relationships and Program Ally recruitment
- Cross promote all initiatives to all customers, as applicable

Program Allies

- 372 Active Residential Program Allies
- 792 Active Business Program Allies



RESIDENTIAL PROGRAM



Residential Initiatives

- Appliance Recycling - new 2018 Implementer*
- Direct Distribution of Efficient Products (SEEKits)
- Retail Products
- Multifamily - new 2018 Implementer*
- Income Qualified - new 2018 Implementers*
- Public Housing*
- Heating & Cooling
- Behavior Modification - new 2018 Implementer

*Denotes Diverse Vendor



Appliance Recycling

Highlights

- Recycled 5,876 units
- New diverse implementer
- Enhanced initiative includes low-income communities
- Expanded measures to include kits to low-income communities

Marketing

- Over 50% of scheduled appointments were driven by bill inserts, followed by 25% friends or family
- Additional marketing channels included: direct mail, email, digital, native, print collateral, cross-promotion with other initiatives



Highlights

- Distributed 9,048 kits throughout the program year
- Between August and December of the 4,500 kits, 2,123 of the middle school kits were distributed to low income schools

Marketing

- Implementation contractor was responsible for all marketing efforts
- All materials were reviewed and approved by Ameren Illinois prior to use

Direct Distribution of Efficient Products



Retail Products

Highlights

- Program launched an online marketplace for residential customers in June – over 2,500 customers purchased energy efficiency products through PY2018
- Retail Products Initiative as a whole contributed 24% of savings towards low/moderate income customers
- Exceeded planned smart thermostat goal – 15,180
- Challenge balancing savings and spend between standard and specialty LEDs

Marketing

- Marketing channels included: bill inserts, email, digital, native, cross-promotion with other initiatives



IQ Registered Program Ally

Highlights

- Impacted the lives of 3,498 low to moderate income customers of which 3,307 received at least one energy efficiency measure and 2,671 completed comprehensive retrofits
- Network of 25 active CORE Program Allies
- Recruited and trained 2 new DBE CORE Program Allies
- Program staffing and identifying candidates who are properly trained to perform the work required
- Enough Program Ally resources to serve our vast territory and various types of housing stock such as mobile homes

Marketing

- 21 outreach events took place in Q4 bringing the 2018 total to 137
- Direct mail using customer segments and variable data
- Marketing channels included: outreach, cross-promotion with other initiatives, print collateral



Highlights

- On-boarded 17 Community Action Agencies (CAA) to participate in the braided funding design with DCEO
- Served 147 homes
- Added smart thermostats and kits in the last quarter of the year
- Increased collaboration and communication with the CAAs and DCEO
- Start-up with program design and training, which delayed agencies to participate
- Integrating the utility program with the IHWAP program was challenging for a number of reasons including
 - Agencies had constrained resources to perform administrative tasks
 - Forecasting accurate monthly activity

Marketing

- Individual CAAs executed marketing as needed

IQ CAA



IQ Multifamily

Highlights

- Began serving Income Qualified – Multifamily properties in March of 2018
- The initiative completed 1,027 projects of which 871 received direct install and 156 received building envelope measures
- Identifying Income Qualified properties proved to be a challenge
- Less than anticipated savings per unit due to the number of CFLs existing in each unit
- Direct installs require the presence of the property staff and competing demands on the property managers schedule is often a barrier

Marketing

- Marketing efforts slowed in Q4 as the focus shifted to completing installations



Highlights

- Exceeded original planned kWh & therm savings goals in 2018
- Finished the year with 4,350 units served
- Smart thermostats were added to the offering
- 184 building envelope projects were completed
- Positive engagement with the PHAs
- Less than anticipated savings per unit from public housing due to the number of CFLs in existing units.

Marketing

- Marketing efforts slowed in Q4 as the focus shifted to completing installations

Public Housing



Highlights

- Exceeded kWh savings goals
- Added Smart Thermostat and Advanced Power Strips as available measures
- Served 3,868 units
- Less than anticipated savings per unit due to the number of CFLs in existing units

Marketing

- Marketing efforts slowed in Q4 as the focus shifted to completing installations

Non-IQ Multifamily



DCEO Affordable Housing New Construction

Highlights

- While the DCEO New Construction commitment is not an Ameren Illinois initiative under the Residential Program, it is being reported under this section because it covers the cost of incentives associated with pre-existing commitments DCEO made to income-qualified new construction projects in the Ameren Illinois service territory and for which budget was allocated.
- All commitments from DCEO were completed and are considered closed

Marketing

- None



BUSINESS PROGRAM



Standard

Highlights

- Several adjustments were made to create a positive customer/program ally response and drive energy savings
 - Commercial kitchens
 - Higher incentives
 - SBDI
 - Steam traps
 - Installation incentive
 - Shift of electric funds from custom, RCx and street lighting
 - Ally bonus
- Obtaining Public Sector natural gas savings proved challenging
- Gained awareness of certain customers need for little to no co-pays
- Gaining participation in longer life measures for persistent savings

Marketing

- Public sector emphasis
- Online Store coupon code SAVE19



Custom

Highlights

- Electric incentives increased to \$.12/kWh and cap on applications raised
- Custom Wastewater Treatment Plant (WWTP) incentives were increased from \$0.08/kWh to \$0.21/kWh
- SEM pilots established
- Energy Management System (EMS) Offer for public K-12 Schools
- Placed more emphasis on longer lived measures
- The Public Sector Energy Assessment Application was released utilizing Smart Energy Design Assistance Center (SEDAC)
- Feasibility Study incentives increased to generate a future pipeline of projects
- More than 40 applications received through the Staffing Grant
- Continued challenge of project inflow despite higher incentives for all aspects of Custom Initiative

Marketing

- Focus on digital and email campaigns, less reliant on print collateral



Retro Commissioning

Highlights

- Developing additional service providers for both Compressed Air and Large Facility Offerings to gather additional activity
- Provided several levels of training to service providers emphasizing:
 - Increased incentives
 - Stressing that RCx helps build long-term customers that lead to additional projects after RCx is completed
 - Refrigeration Offerings
 - Public Sector participation
 - Increased Custom and Standard incentives has customers and allies more interested in Custom and Standard Initiatives
 - Getting to the right level of management to generate interest in RCx

Marketing

- Focus on digital and email campaigns, less reliant on print collateral



Street Lighting

Highlights

- **Municipal-Owned Street Lights**
- **A total of 16 MOSL applications received for PY2018 and 11 projects completed**
- **AIC continued to work to identify a diverse contractor, low income communities and necessary enhanced incentives to upgrade Ameren-Owned lights.**
- **Pilot completed using the newly on-boarded diverse contractor, 536 LED street lights installed**

Marketing

- **Flyer and letter to municipalities**
- **Focus on education**



MARKET DEVELOPMENT INITIATIVE



Market Development Initiative Goals

In 2017 the Ameren Illinois Company energy efficiency plan dedicated *\$2.9M for market development, diversity and economic empowerment* for communities in the AIC service territory

The AIC Energy Efficiency Plan was designed with the Market Development Initiative and has three primary goals:

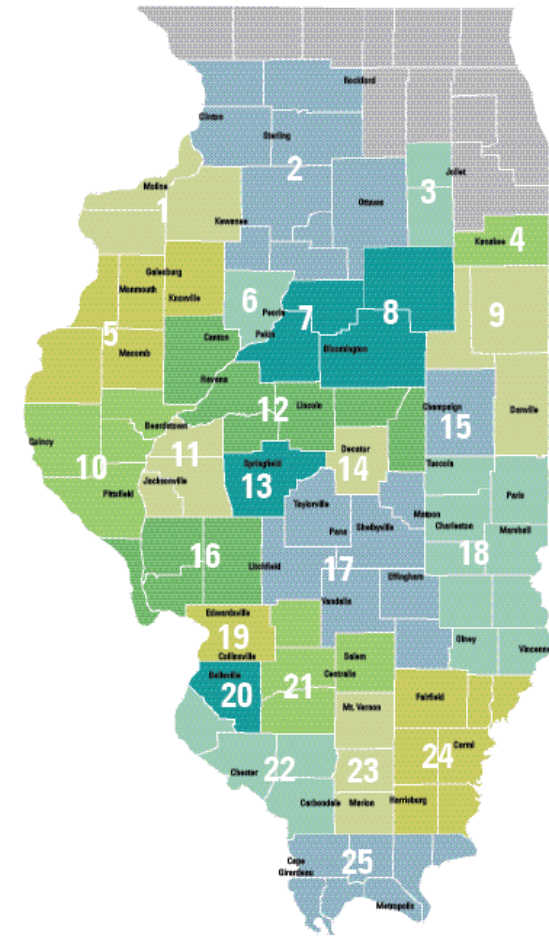
- Increase energy efficiency participation and engagement by customers and communities who have not traditionally participated
- Increase the number of local, diverse candidates filling untapped energy efficiency jobs
- Expand or launch new local and diverse energy efficiency businesses



Market Development Innovation & Planning

- Partnerships with Community Action Agencies, Community Based Organizations and diverse companies launched to advance efforts to reach unserved and underserved communities through energy efficiency education and measures
- MDAP - This Market Development Action Plan (MDAP) contains both diagnostic and action-oriented attributes that will allow us to better understand the communities that comprise the Ameren Illinois service territory, as well as the markets therein
- Expanded diverse vendor involvement and spend, supporting diverse spend for program delivery of more than \$8.5 million which is nearly a seven-fold increase to expenditures in 2017

COMMUNITY ACTION AGENCY TERRITORY MAP



Market Development Marketing & Outreach

- Senior Services – Events held on Pekin, Quincy, Decatur, Champaign, Fairview Heights and Mt. Vernon
- Bill Pay Assistance Events – Partnering with Ameren Illinois Customer Service to provide energy efficiency education and kits to those eligible for receiving a bill credit
- Senior Heating Assistance Partnership - Partnering with Ameren Illinois Customer Service to provide energy efficiency education, baskets and kits to seniors identified with the help of local community partners
- Internships & Scholarships - Developed to build a pipeline of local and diverse job candidates knowledgeable of, and interested in, energy efficiency careers
- Case Studies – Materials produced through up-close, in-depth, and detailed exploration of customers, interns, scholarship recipients, community partners

**ENERGY EFFICIENCY
INTERNSHIPS**

Connecting the future workforce in the energy efficiency industry.

Ameren Illinois is helping local companies and organizations in the energy efficiency field identify potential candidates that would benefit from participating in a summer internship program. Through these connections, interns will be able to learn about employment opportunities in energy efficiency, receive mentorship from professionals in the industry, and learn skills relevant to obtaining a full-time position in energy efficiency.

Key points of this program

- » The program anticipates providing internships to 10-15 candidates
- » Internships are offered for 10-12 weeks, during May through August
- » Selected interns will work full time during the internship period, and no less than 30 hours per week
- » Internships are paid positions, commensurate with experience and the responsibilities of the position
- » Internships are being offered throughout central and southern Illinois, specifically within the Ameren Illinois service territory

Internships will be granted, as available, to candidates who demonstrate a strong work ethic, commitment to the position and a willingness to learn about working in the energy efficiency field.

Learn more at:
AmerenIllinoisSavings.com/Internships
or call 1.844.494.1225

**AMEREN ILLINOIS OPPORTUNITIES
SCHOLARSHIP PROGRAM**

As part of Ameren Illinois' mission to bring diverse candidates into the energy efficiency industry, Ameren Illinois created the Opportunities Scholarship to help train the next generation of Construction Management and HVAC professionals.

The program provides a total of **36 scholarships** per school year at six community colleges in Illinois. Scholarship winners receive a \$3,000 stipend to defray the costs of their training.

Looking beyond a student's GPA, Ameren Illinois works closely with school instructors to identify promising diverse candidates based on attitude, performance, and work ethic — students like Bryan Payton.

After his mother's death when he was just 11 years old, Payton navigated life's challenges — and Chicago's south side — with the help of meaningful mentorships. Eventually, he found a home at Heartland Community College and a passion for HVAC work. He plans to pay it forward via a youth advocate program.

"I found a love for HVAC. There is joy in what I do, and nothing can stop me. This is the start of my legacy."

— Bryan Payton, HVAC Student, Ameren Illinois Scholar

To date, the Ameren Illinois Opportunities Scholarship program has provided **over \$100,000** to support the promises of the future energy efficiency workforce in central and southern Illinois.

CONTACT
Angie Ostaszewski
Specialist – Energy Efficiency
Strategy & Innovation,
Ameren Illinois
aostaszewski@ameren.com
1.308.677.5545

in scholarship dollars awarded
\$100,000+

Aims to bring diverse candidates into the energy efficiency industry


Changes the lives of **36** promising students every year

Rev. 03/19



Market Development Residential Program Engagement

- Customer Kits - delivery of energy efficiency education and outreach to multiple customer segments like seniors and LIHEAP customers at Community Action Agencies
- Smart Savers Pilot - This pilot offered smart thermostats without a co-pay to eligible Ameren Illinois customers in qualifying zip codes



AMEREN ILLINOIS SMART SAVERS PILOT

Too often, those who would most benefit from lower energy bills are least able to afford energy-efficient upgrades.

Launched in 2018, Smart Savers brings the latest smart thermostat technology directly to low- and moderate-income customers — at no cost. Approximately **5,400** income-eligible customers in the pilot communities of Champaign, Decatur, East St. Louis and Peoria were given a Nest E or ecobee3 lite thermostat. Collectively, their new smart thermostats are expected to save an estimated 2.5 million kWh and 270,000 therms every year. This is equivalent to approximately **\$250,000** in electric savings and **over \$270,000** in gas savings annually.

To further boost local economies, the pilot program relied extensively on **local or diverse**-owned suppliers to help identify program participants and install thermostats. This commitment made a huge impact for small businesses like Jodeci Mack, who completed \$50,000 in installation work in Illinois' Metro East area in a five-month period.

"One of my goals has been to ensure that all utility customers, regardless of income, have an opportunity to receive real and meaningful savings from the energy efficiency programs they have been paying for."

— Richard Mark,
Ameren Illinois
Chairman & President

Thanks in part to Smart Savers, the Ameren Illinois Energy Efficiency Program **doubled** the number of diverse vendors it worked with in 2018 and increased its diverse spend by seven-fold.

- 5,400 smart thermostats provided free of charge to low- and moderate-income customers
- Boosted energy efficiency engagement and supplier diversity in underserved areas
- Customer annual energy savings: 2.5 million kWh & 270,000 therms. Roughly equivalent to the annual energy usage of 380 homes.

CONTACT

Shelita Wellmaker
Manager, Energy Efficiency
Ameren Illinois
swellmaker@ameren.com
1.618.343.8076

Rev. 03 /19



MDI – Participation Metrics By Category

Metric	Number of Participants	Number of Customers Served or Leads Produced
Number of diverse vendors	3	183 customer projects
Number of Smart Savers local vendors	7	2,286 thermostats installed by these vendors
Number of Smart Savers diverse vendors	3	650 thermostats installed by these vendors
Number of Street Lighting diverse vendors	1	536 LED street lights installed
Number of interns	13	N/A
Number of scholarships offered	18	N/A
Number of CBO projects launched	12	2,062 participants and 1,373 program leads*

* As of December 31, 2018



MDI – Market Development Action Plan

Year over year growth of minority and woman-owned business enterprises (MWBE) that are identified Program Allies to the program:

MWBE Allies	12/31/18	12/31/17	Difference	%Difference
Residential	68	23	45	195.7%
Business	303	239	64	26.8%
Subtotal	371	262	109	41.6%

Please note, the 'All Diverse Allies Row' is not a total of the other categories due to overlap of Allies; i.e. a Program Ally is minority-owned and woman-owned



QUESTIONS





AmerenIllinoisSavings.com