



PY2018

3rd Quarter Report
January – September 2018

NOVEMBER 21, 2018

PY2018 Quarterly Report

Q3

QUARTERLY REPORTING

Ameren Illinois Company d/b/a Ameren Illinois (“Ameren Illinois”) provides this quarterly report for the period of January-September 2018 pursuant to Section 6.5 of the Illinois Energy Efficiency Policy Manual version 1.1 (eff. Jan. 1, 2018). Consistent with Section 6.5, Ameren Illinois provides this report (which supersedes the second quarter report filed August 14, 2018) 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 6.5(i)-(vii). The information in this quarterly report may be based on preliminary results and will be assessed for revision, evaluation and adjustment quarterly, 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.

PORTFOLIO-LEVEL NARRATIVE

OVERALL PORTFOLIO

In the first through third quarter of 2018, AIC has seen a number of successes and challenges associated with its energy efficiency programs. As for successes, AIC has been able to sign-on a number of community based organizations (CBOs) to work in its market development initiative. These CBOs have agreed to engage with the portfolio in a number of ways including education and outreach, program referrals and direct install of energy efficient measures. This network of interested stakeholders has proven to provide AIC the proximity to those customers in need of energy efficiency services; this serves as a useful parallel and complementary track to other portfolio outreach efforts. AIC also successfully launched instant rebates for smart thermostats and an online marketplace to make it ultra-convenient for customers to access much needed energy saving products. Finally, after a slower than anticipated startup, the Residential Program is seeing a number of relative successes, including a 25% increase in program allies delivering services and a strong pipeline of customers signing up for energy audits and other offered programs and services.

AIC continues to utilize its ability to adjust its portfolio and exercise flexibility as granted in Section 6.1 of the Illinois Energy Efficiency Policy Manual. This flexibility appropriately provides opportunities to adjust measure mix and budgets, and recognizes that final

approved plans (and/or compliance filings) must be adjusted to address changing costs, market response and channel effectiveness. During 2018, there have been several market responses that vary significantly from planning assumptions and channels that have not yielded planned results. Those variations became fully evident during the third quarter and fall into four general categories.

1. Lower than expected participation by business customers for non-lighting measures.
2. Higher than expected participation for lighting measures in both the residential and business sector.
3. Challenges in finding and training program implementers and staff to weatherize multi-family and single-family homes.
4. Challenges in the Community Action Agency (CAA) channel in completing the planned number of audits and projects.

The Business Custom Initiative as reflected in the compliance filing for the 2018-2021 Approved Plan (Plan) assumed 68,466 MWhs could be achieved in 2018. The market response through the third quarter resulted in net savings of 13,546 MWhs. Similarly, the Plan savings for the Retro-commissioning Initiative assumed 10,639 MWhs could be achieved in 2018. The market response through the third quarter resulted in net savings of 805 MWhs. Through the third quarter, the effect of these two initiatives on the achievement of the Applicable Annual Incremental Goal (AAIG) indicated a shortfall of approximately 50%. As a result, AIC took several steps to raise incentives, increase outreach and engage allies for these two initiatives. In spite of these efforts, the market response continued to be less than levels assumed in the Plan. As a result, savings and budget utilization for these initiatives continued to fall behind, requiring a shift of funds to other measures and initiatives.

The LED lighting measures within the Business Standard and Residential Retail Products Initiatives performed better than Plan levels. To support this market response, some of the budgets not utilized under the Business Custom and Retro-commissioning Initiatives were shifted to these initiatives. However, due to the relatively short life for lighting measures, shifting was limited in the interest of long-term savings.

There continued to be significant market and savings potential for weatherizing low- and moderate-income single family homes. Air sealing, insulation and direct installation measures continued to be very beneficial to customers with non-energy benefits maximized if HVAC equipment was upgraded as part of the project. These HVAC projects absorbed some of the budgets not utilized elsewhere. However, challenges related to the CAA channel along with finding and training firms, contractors and program allies who work within the target low- and moderate-income market have resulted in fewer than planned audits and projects, less than planned savings, and higher than planned cost.

A variety of operating challenges continued to limit progress with CAAs weatherizing the planned number of homes. As a result of discussions and negotiations related to the Illinois Home Weatherization Assistance Program (IHWAP) leveraging agreement, a reserved annual budget of \$3.7 million remained in place through the third quarter. However, expenditures through the third quarter were only \$168,713.

In summary, through the third quarter, AIC continued to utilize its portfolio flexibility to adjust gas and electric program budgets in order to maximum long-term savings. Budget adjustments may be found in Appendix A and B of this report, and comply with Section 6.1 of the Illinois Energy Efficiency Policy Manual Ver. 1.1. Such adjustments were made to the electric initiatives based on, among other things, the following guiding principles:

1. To the extent practicable, fully use all available funds to maximize persisting savings by increasing incentives to achieve increased participation and savings, shifting funds from underperforming measures/initiatives/programs and increasing capacity of diverse delivery channels.
2. To the extent market potential is limited for non-lighting measures in the business initiatives, shift funds to lighting measures to achieve the PY2018 CPAS goals.
3. To the extent budgets remain under-utilized, shift funds to low- and moderate-income initiatives for deeper weatherization of homes including heating and cooling retrofits.
4. To the extent budgets still remain under-utilized, shift funds to direct distribution of smart power strips, smart thermostats and further investment in residential behavior programs, to the extent reasonable and practical.

Electric Savings from Alternate Fuels

In accordance with the Future Energy Jobs Act (FEJA) legislation,¹ AIC is permitted to use electric funds to pay for alternate fuel measures and convert savings from those measures to kWhs on an equivalent BTU basis. During the 3rd Quarter, the approved gas budget for our Income Qualified weatherization initiative was fully reserved and expended for approved and completed projects. To maintain availability of these important weatherization services and ensure continued program ally engagement, AIC allocated electric funds for installation of gas measures. AIC will track such funding and applicable measures for review and reporting by the independent evaluator.

In addition, AIC also allocated electric funds to a pilot focused on direct installation of smart thermostats for low- and moderate-income customers. Since gas funds were not available for this unique pilot, the initiative was implemented using electric funds. Gas

¹ 220 ILCS 5/8-103B(b-25)

savings from this pilot will be converted to kWh savings and again, AIC will track for review and reporting by the independent evaluator.

In summary, data related to installation of gas weatherization measures and implementation of the smart thermostat pilot using electric funds will be tracked and made available to the independent evaluator. It is likely that the evaluator will report therm savings attained using electric funds, applicable BTUs, and associated kWhs for purposes of achieving a level of converted kWh savings equal to 10% of the Applicable Annual Incremental Goal.

PROGRAM-LEVEL NARRATIVE:

RESIDENTIAL PROGRAM

The Residential Program includes eight initiatives that address key electric and natural gas end-uses in single family homes and multi-family 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- and moderate-income customers, are designed to achieve reductions in energy consumption within participants' homes through the installation of low-cost energy saving measures 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.

PY2018 began on January 1, 2018 as a result of FEJA, and after approval of Ameren Illinois' Plan from the Illinois Commerce Commission in the fall of 2017. There were many new activities including but not limited to serving low-income customers who were previously provided energy efficiency offerings through the Department of Commerce and Economic Opportunity (DCEO) for the past nine years, along with the on-boarding of several new implementation contractors.

There were no new residential measures added during the first two quarters.

New measures added during the third quarter with accompanying Total Resource Cost (TRC) results are as follows:

- Floor Insulation..... 1.04
- Thermostatic Restrictor Shower Valve..... 0.36
- Shower Timer..... 1.37

The measures added during the third quarter were available through the Income Qualified Initiative.

With awareness that there are communities in the AIC service territory where Spanish is the first or preferred language, AIC expanded efforts to convert Residential Program marketing materials to Spanish in Q3. In addition, AIC expanded marketing and outreach efforts to faith-based organizations and local public libraries beginning in the third quarter.

A summary report on the various residential initiatives follows, with additions to reflect the appropriate quarterly update, as indicated.

Residential Behavior Modification Initiative

The Behavior Modification Initiative generates both electric and natural gas energy savings by empowering consumers to make better-informed decisions regarding their energy use. Customers receive feedback regarding their energy consumption relative to similar homes and individually customized energy savings tips based on their energy usage patterns, housing characteristics, and demographics. Feedback is delivered by mail, email, and interactions with a customized web site.

Q1 2018 Update:

The implementer contract was executed, data transfer protocols completed, and reports finalized. The program was on track to achieve assumed energy savings, and no significant challenges were experienced other than typical program start-up activities.

Q2 2018 Update:

During Q2, the majority of the efforts included pre-work to the distribution of Home Energy Reports. This included development and review of multiple marketing materials and finalizing the online customer portal. Approximately 116,000 reports were distributed between mid-May and the end of the quarter.

Q3 2018 Update:

Electric savings through the third quarter were lower than Plan assumptions and are primarily attributed to the delayed delivery of the first reports in mid-May.

Residential Direct Distribution of Efficient Products Initiative

The Direct Distribution of Efficient Products Initiative targets students in grades 5 through 8 providing energy education to influence families' energy behaviors. Teachers receive energy education curriculum and training by a qualified professional. 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.

Q1 2018 Update:

The program implementer contract was renewed, followed by successful outreach to educators, which resulted in presentations scheduled through the end of the school year. No significant challenges were experienced other than the need to quickly update kit contents and related packaging for delivery during the spring school semester.

Q2 2018 Update:

Over 4,000 kits with corresponding presentations were delivered to 64 different schools by the end of May. In June, outreach and recruitment of low-income schools was an area of focus.

Q3 2018 Update:

With a focus of increasing participation in low-income schools beginning with the 2018-2019 school year, AIC began pursuing an objective where 50% of the school participation would occur in low-income areas. AIC also began cross promoting this initiative with the standard business initiative in Q3.

Residential Retail Products Initiative

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® and other qualified high efficiency lighting products, home appliances, and programmable and smart thermostats.

Q1 2018 Update:

The program implementer contract was renewed and related agreements with retailers and manufacturers were reached which was consistent with the approved plan. Contract completion, execution, and related start-up activities impacted savings, which were less than expected. Rebate processing for smart thermostats also experienced program start-up challenges. It was anticipated that start-up challenges would be resolved in Q2.

Q2 2018 Update:

Several challenges with receiving data from retail partners continued through May but were resolved by the end of the quarter. The level of incentives and number of products available with discounts were increased which resulted in relatively high savings during the slower summer season. The Smart Thermostat Instant Rebate portal was launched in May and the online Marketplace was launched in June. Over 6,700 instant rebate coupons were reserved and more than 1,600 were redeemed by AIC customers. In total, over 670,000 products were sold equaling nearly 15 million kWhs and over 147,500 therms in energy savings.

Q3 2018 Update:

Steady participation through the Smart Thermostat Instant Rebate portal continued through the third quarter. Since the portal was launched in May, approximately 10,200 instant rebate coupons were reserved and nearly 3,300 were redeemed by AIC customers. Overall customer engagement through the Retail Products Initiative remains relatively strong with over 2 million products purchased by AIC customers at discounted prices through the first three quarters of 2018. To expand opportunities for customer participation in underserved areas, negotiations took place during the third quarter to add retail stores (Dollar General, Salvation Army and St. Vincent DePaul).

Residential HVAC Initiative

The HVAC Initiative partners with HVAC contractors to offer consumers instant discounts and/or mail-in cash-back rebates on energy efficient electric heating and cooling equipment, heat pump water heaters, and both programmable and smart thermostats.

Q1 2018 Update:

Continuity in program operations with the program ally network and implementation contractor provided a strong pipeline of projects resulting in electric savings greater than anticipated.

Q2 2018 Update:

Q2 continued with strong activity from HVAC contractors with higher than expected Plan savings. Programmable thermostats were removed as part of the offering but smart thermostats remained available. Through the second quarter, incentives were provided for nearly 2,000 HVAC units and more than 125 smart thermostats.

Q3 2018 Update:

With slower than anticipated activity for smart thermostats in comparison to the level sought by AIC for this initiative, the incentive for the smart thermostat was increased in the third quarter in an effort to increase participation.

Residential Appliance Recycling Initiative

In the Appliance Recycling Initiative, operable inefficient refrigerators and freezers are permanently removed and recycled in an environmentally responsible manner. The pickup service is paid for by energy efficiency funds without additional cost to the customers, who also receive a cash reward for each qualified appliance they turn in.

Q1 2018 Update:

The initiative was launched with a diverse implementation contractor that brings national experience in this market following a competitive RFP process and successful contract

negotiations. This new, diverse vendor successfully executed the initial start-up activities including hiring staff, securing office/warehouse space and leasing transportation equipment. Marketing activities generated the expected demand.

Q2 2018 Update:

Several challenges were experienced after start-up and resolved. In response to market demands, the contractor revised its implementation strategy, increased the number of field resources and expanded operating hours. Marketing strategies and activities were also increased in order to generate the necessary customer participation and related savings. With the support of Ameren Illinois, the contractor chose to begin recruitment for a local, full time, project manager. At the conclusion of Q2, the initiative had recycled almost 2,000 appliances compared to an annual goal of 6,000 units.

Q3 2018 Update:

In the third quarter this initiative had strong participation and showed good responses to AIC marketing efforts. At the conclusion of Q3, the initiative had recycled over 4,500 appliances compared to an annual goal of 6,000 units.

Residential Income Qualified Initiative

The Income Qualified (IQ) Initiative helps low- to moderate-income customers manage their 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 multi-family living units and properties with average household incomes below 300% of Federal Poverty Guidelines may receive a free comprehensive home weatherization assessment, including a health and safety evaluation, to identify the weatherization services to be provided. Low-cost energy saving devices will be installed in conjunction with the assessment at no cost. Comprehensive weatherization measures are also installed at no cost including: insulation, air sealing, duct sealing, and ECM blower replacement. In addition, eligible customers receive enhanced incentives on energy efficient HVAC equipment. Energy saving kits are distributed at no cost through special events and other direct distribution efforts.

Moderate Income Implementation Contractor Channel

Q1 2018 Update:

The initiative was launched with a diverse implementation contractor with a proven commitment to developing community-focused energy efficiency initiatives following a competitive RFP process and successful contract negotiations. This new, diverse contractor successfully managed several operational and logistic challenges related to launch of a complex program in an unfamiliar territory in an abbreviated time period. Despite these challenges, the contractor has successfully hired staff, secured office/warehouse space, trained auditors, finalized program design, finalized incentive

levels, and established partnerships with trade allies. Marketing activities generated expected demand resulting in completed audits and projects by program allies.

Q2 2018 Update:

Staffing, training and other ramp-up activities continued with a total of 484 single family homes being served.

Q3 2018 Update:

There continued to be significant market interest for weatherizing low- and moderate-income single family homes. Air sealing, insulation and direct installation measures continue to be very beneficial to consumers with non-energy benefits maximized if HVAC equipment is upgraded as part of the project. These HVAC projects have absorbed some of the budgets not utilized elsewhere. The number of audits and direct installed measures was less than Plan levels due to start-up challenges related to finding and training contractors and program allies.

Through the end of the third quarter, more than 2,000 projects have been completed through this channel. Also, AIC has been able to increase its program ally network by 25% through Q3 2018. However, the implementation contractor and program allies experienced significant challenges in finding and training staff to conduct the audit and complete projects. In addition, inspection of completed projects was an ongoing challenge due to limits in the number of trained resources able to complete such work. While staffing constraints limited the number of audits and projects, specifically insulation, the program budgets were fully utilized to meet the demand for necessary heating and cooling equipment.

Low Income Community Action Agency Channel

Q1 2018 Update:

Several meetings were held with the Illinois Association of Community Action Agencies (IACAA), local Community Action Agencies (CAAs), DCEO, local Community Based Organizations (CBOs) and other stakeholders. Topics of the meetings included education regarding the approved Ameren Illinois Plan, negotiations between AIC and DCEO, and agreements between the program implementer and CAAs. Final contract language was not reached with DCEO resulting in delays with agreements between the implementation contractor and CAAs. Significant challenges were also experienced with the extraction of data and flexibility associated with IHWAP data collection systems. New marketing outreach and education created leads and direct distribution of efficiency kits. Products and education were provided at outreach events for low-income customers.

Q2 2018 Update

A majority of the 27 CAAs serving Ameren Illinois customers signed on to participate with Ameren Illinois to serve low-income customers. Agreements addressed customer

eligibility, measures and coordination with AIC's moderate income activities. Contracting difficulty surrounding the DCEO memorandum of understanding persisted, but AIC continued to work with DCEO to resolve outstanding questions. Due to these contract challenges, CAAs were only able to incorporate AIC funding into 29 projects.

Q3 2018 Update:

A variety of operating challenges continued to limit progress with CAAs weatherizing the planned number of homes. As a result of discussions and negotiations related to the IHWAP leveraging agreement, a reserved annual budget of \$3.7 million remained in place through the third quarter. In addition, these same discussions with agencies and DCEO indicated approximately 750 homes would be weatherized during the calendar year. However, expenditures through the third quarter were \$168,713. The number of homes weatherized through the third quarter was 48.

Residential Public Housing Initiative

The Public Housing Initiative targets public sector housing owned by government entities including federal, state, and municipal housing authorities. The initiative mirrors the comprehensive home weatherization service offered through the IQ Initiative in terms of income eligibility, home assessment, weatherization services, and incentive structure.

Q1 2018 Update:

The initiative was launched with a diverse implementation contractor following a competitive RFP process and successful contract negotiations. This new, diverse contractor successfully managed operational and logistic challenges related to launch of this program in the service territory within an abbreviated time period. Despite these challenges, the contractor has successfully finalized program design, hired staff, secured office/warehouse space, trained installers, and conducted outreach. Outreach to property managers has generated expected demand resulting in a pipeline of projects. The initiative experienced limited success with implementation of building envelope measures. Ductless mini splits were not included in the list of offered measures during Q1, though they remain available should interest rise.

Q2 2018 Update

This Initiative experienced higher than expected participation in the Direct Install measures. As a result, funds have been redirected from other Initiatives to support demand. A total of 1,444 units were served during Q2.

Q3 2018 Update:

Participation continued at a high level with program year total through the third quarter at over 2,700 units completed, nearly 100 in process and over 1,600 units pending.

Program Implementers continued to be challenged with less than anticipated savings per unit from public housing due to the number of CFLs in existing units.

Residential Multifamily Initiative

The Multifamily Initiative provides electric and gas energy savings in multifamily buildings for market rate and low-income customers that are not a part of the IQ Initiative through the direct installation of free low-cost energy saving measures in individual living units and common areas.

Q1 2018 Update:

The initiative was launched with a diverse implementation contractor following a competitive RFP process and successful contract negotiations. This new, diverse contractor successfully managed operational and logistic challenges related to launch of this program in an unfamiliar territory in an abbreviated time period. Despite these challenges, the contractor has successfully finalized program design, hired staff, secured office/warehouse space, trained installers, and conducted outreach generating a pipeline of projects consistent with planned expectations.

Q2 2018 Update:

In Q2, smart thermostats were added to this initiative. Customer interest grew as additional marketing materials have been developed and education for property owners was increased.

Q3 2018 Update:

Savings are less than Plan levels since CFLs were found in many multifamily units.

Residential DCEO New Construction Commitments

While the DCEO New Construction Commitments 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.

Q1 2018 Update:

Projects continued to be tracked with planned incentives to be provided to qualified properties.

Q2 2018 Update:

The new construction project at Fox Meadows was completed. However, this project initiated by DCEO in previous years, was determined to be a municipal electric customer and not an Ameren Illinois customer. Therefore, incentives were not

distributed. Other projects continued to be tracked with planned incentives provided to qualified properties.

Q3 2018 Update:

The new construction project at the Regional Housing Development was completed during the third quarter along with the site inspection. A portion of the project did not qualify for incentives as insulation levels did not meet Ameren Illinois program minimum requirements.

BUSINESS PROGRAM

The Business Program provides incentives and services to non-residential customers to achieve electric and gas energy savings. The core initiatives for the Business Program are Standard, Custom, Retro-commissioning (RCx) and Street Lighting. 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, and advancement of energy systems construction and monitoring beyond standard industry practices.

Similar to the Residential Program, the Business Program began on January 1, 2018 as a result of FEJA and after approval of Ameren Illinois' Plan from the Illinois Commerce Commission in the fall of 2017. There were many new activities including serving Ameren Illinois customers within the public sector who were provided energy efficiency offerings through DCEO managed programs for the past nine years. This significant change created a need for increased training and education efforts targeted to program allies. Additionally, in an effort to achieve additional electric savings through the Business Program, and in response to apparent market conditions, the shifting of funds between certain Initiatives was considered. For example, AIC considered options to shift electric funds from the Business Custom Initiatives and Business Retro-commissioning Initiative to the Business Standard Initiative, as well as reduce the overall budget for the Business Street Lighting Initiative.

Q1 2018 Update:

New measures added during the first quarter with accompanying Total Resource Cost (TRC) results are as follows:

○ Low Pressure Drop Filters for Compressed Air.....	3.57
○ AC Tune-Up.....	5.48
○ LED Open Sign.....	4.04
○ Linkageless Boiler Controls.....	1.89
○ Night Covers.....	4.36
○ Stack Economizer.....	8.40
○ Outdoor Pipe Insulation.....	7.14
○ Other Indoor Pipe Insulation.....	3.14
○ HTHV Direct Fired Heater-2.....	3.80
○ Adjust programmable thermostat schedule.....	8.67

Q2 2018 Update:

There were no new measures added during the second quarter.

Q3 2018 Update:

The Business Program was under budget due to a less than planned market response to the Custom, Retro-commissioning and Street Lighting initiatives. Electric savings for each of these initiatives were also significantly less than targeted in the 2018 Plan.

Increased incentives were used in an effort to generate more participation. Customer outreach and program ally recruitment were employed aggressively to encourage new projects. Budgets for these initiatives were redeployed to other initiatives based on market indicators and to the extent practical.

New measures added during the third quarter with accompanying TRC results were as follows:

• 3ft TLED.....	1.11
• 8ft TLED.....	1.74
• LED Desk Lamp.....	8.95
• LED 2x4 Fixture.....	2.07
• LED Utility Wrap.....	2.14
• LED 2x2 Fixture.....	3.60
• LED Flush Mount.....	1.38
• LED Flood Lights.....	6.18
• LED Wall Pack.....	2.84
• Evaporator Fan controls 1/15 – 1/20HP.....	1.12
• Evaporator Fan controls 1/5HP.....	3.26
• Evaporator Fan controls 1/3HP.....	5.40
• Evaporator Fan controls 1/2HP.....	8.10
• Evaporator Fan controls 3/4HP.....	12.21

Business Standard Initiative

The Business Standard Initiative incentivizes customers to purchase energy efficient products. Applications are filled out and delivered to AIC via contractors, customers or through the AmerenIllinoisSavings.com website. Program Allies – including contractors, retailers, and distributors – are the main sales force promoting and educating consumers about the Standard Initiative. Midstream offerings in lighting technologies provide simple access to incentives for business customers. Small businesses, including non-profits, schools, and local government facilities, receive unique services and higher incentives through a network of Program Allies experienced and trained to assist facilities receiving delivery services under the electric DS-2 and the gas GDS-2 delivery service rates.

Q1 2018 Update:

Continuity in program operations with the program ally network and implementation contractor provided a strong pipeline of projects resulting in electric savings greater than Plan budget for the commercial/industrial sectors.

For the small business sector, a robust group of projects was successfully implemented following a competitive RFP process and successful contract negotiations. The program implementer selected for leading this effort finalized program design, hired staff, secured office space, and trained energy advisors. The program implementer also hired a diverse subcontractor for completing a significant portion of the outreach activities. Initial launch of the initiative offered electric incentives that were higher than plan levels which were, in part, designed to generate strong and early engagement by program allies. Further adjustments to electric incentives were developed in response to market feedback in order to increase public sector participation.

Registration and fees related to certified energy efficiency installer requirements as outlined by FEJA created significant operational challenges and program ally frustrations. Specifically, AIC's implementation contractor held meetings with approximately 400 Program Allies to assist them in completing the application process. Timely management of this work streamlined the process for the ICC and maintained program continuity.

Q2 2018 Update:

Marketing efforts for all sectors were ramped up with an increased focus on public sector. Those efforts appeared to bring in some positive results with an increase in total visitors to the Business Program webpages on AmerenIllinoisSavings.com.

At the outset of Q2, there was decreased activity in the small business sector resulting in some enhancements to the Initiative during the quarter. A public sector Program Ally bonus was initiated during the second quarter and a summer break bonus initiated at the beginning of summer for the public sector. Power lunch webinars were also being planned for public sector customers.

Electric incentives were increased for HVAC and other measures to drive additional savings.

Activity for T12 lighting replacements was higher than originally planned. While replacement of this old technology is beneficial for customers, a higher mix of T12 replacements may reduce persistent savings compared to the approved Plan.

Q3 2018 Update:

Incentives and outreach activities were further increased beginning August 1 to maintain program momentum and offset an overall business market response that was below business initiative targets as outlined in the Plan. In addition, a self-install option for small facilities in the public sector was added. Finally, Program Ally bonuses were extended for various measures.

An offer to the public sector for commercial kitchen upgrades was developed. Initial market response was positive including participation by public sector customers with small facilities.

Although not a new measure to the Business Program overall, notched v-belts, were added to the Instant Incentives channel. In addition, Type B TLED lamps were also added to the Instant Incentive channel.

Business Custom Initiative

The Business Custom Initiative offers incentives, training, and education for improving efficiency of compressed air, lighting, HVAC, refrigeration, motors/drives, waste/water treatment, and manufacturing processes. 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, and the Feasibility Study are also provided.

Q1 2018 Update:

Continuity in program operations with the program ally network and implementation contractor provided a timely and effective launch of all measures. The number of gas projects and related savings was well above plan targets for the commercial/industrial sectors. Some of this savings was due to Staffing Grant services and the Business Symposium coupon offer. Electric projects and related savings were lower than planning levels. Several steps were taken to increase the number of submitted electric projects, including, but not limited to, energy advisors increased focus and outreach to customers with demand in the 5 MW to 10 MW range. Outreach and increased incentives for electric Feasibility Studies were implemented in order to generate a future pipeline of projects. Custom electric incentives were increased from \$.08/kWh to \$.10/kWh. Custom Waste Water Treatment Plant (WWTP) incentives were increased from \$.08/kWh to \$.21/kWh. New Construction Lighting incentives were increased by 20-40% (depending on improvement above code).

Q2 2018 Update:

Overall, large energy efficiency electric project activity was greatly reduced from the past nine years. However, during June, the Business Custom Initiative received more projects from the public sector compared to the private sector.

The Staffing Grant was released in April with more than 40 applications received.

The gas budget for custom projects available for private sector customers was fully subscribed. Two projects were completed for the public sector and 14 projects were completed for the private sector.

Q3 2018 Update:

Electric savings continued at levels below those approved in the Plan. Even after increasing the Custom project incentive to 10 cents/kWh in the first quarter, customer participation and energy savings continued to be lower than needed to achieve Plan targets. In July, Custom project incentives were raised another 2 cents/kWh for a total of 12 cents/kwh. In general, this increase effectively doubled the cents/kWh from PY9.

Business Retro-commissioning (RCx)

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.

Q1 2018 Update:

Continuity in program operations with the program ally network and implementation contractor provided a timely and effective launch of this service. Several electric projects were completed with a few new retro-commissioning service providers (RSPs) conducting projects. There was no significant change to incentives compared to plan assumptions.

Q2 2018 Update:

Recruitment efforts were initiated to increase the number of qualified Retro-Commissioning Service Providers (RSP).

The Program Ally bonus was increased for public sector RCx projects to spur participation from this sector. In addition, a new offering, RCx Lite, was initiated during the second quarter with a push towards retro-commissioning opportunities for smaller facilities, especially in the public sector. For this Initiative, 545,000,000 kWh in savings were completed through the end of Q2.

Q3 2018 Update:

RCx participation for both electric and gas continued at levels below Plan targets. In response, electric and gas incentives were increased to 100% of survey costs. Efforts to recruit additional Retro-Commissioning Service Providers (RSPs) also continued.

Business Street Lighting

The Street Lighting Initiative incentivizes municipal customers to upgrade their street light fixtures to LED technology. Ameren Illinois-owned street light fixtures are

incentivized to encourage replacement prior to burn out with a per fixture incentive provided to the customer.

Q1 2018 Update:

Significant outreach and discussions occurred with several communities and the State of Illinois Department of Transportation. No projects were completed and market feedback indicated the initial incentive level assumed for Ameren Illinois-owned lights may need to be increased. The incentive for municipality-owned street lights was increased to \$0.70/watts of power reduction for a given retrofit.

Q2 2018 Update:

During Q2, only five applications from the public sector, including the Illinois Department of Transportation, were received. In response to these market conditions and with very little activity occurring for early replacement of Ameren-owned street lighting, funds were redirected to the Business Standard Initiative. Additionally, AIC continued to work to identify a diverse contractor, low income communities and necessary enhanced incentives to upgrade Ameren-owned lights.

Q3 2018 Update:

Through the end of the third quarter, a year-to-date total of nine applications were received for street lighting projects. Outreach activities identified barriers to participation including relatively low incentive levels, confusion regarding street light ownership and efforts by the State of Illinois to upgrade street lights along state highways. Redesign of the program was initiated including adjustment of incentives, improved marketing material and identification of a diverse contractor for installing Ameren Illinois-owned lights.

ADDITIONAL ACTIVITIES

BREAKTHROUGH EQUIPMENT AND DEVICES

Market Development Initiative (MDI)

Q1 2018 Update:

Ameren Illinois employees with support from its implementation contractors provided outreach and education to over 2,100 low-income customers. Specific activities included distribution and demonstration of energy saving products contained in an energy efficiency kit. Outreach was delivered through LIHEAP bill payment assistance events at four locations in the AIC service territory.

Several meetings were conducted creating a network of Community-Based Organizations (CBOs) with the goal of creating collaborative activities focused on education and delivery of energy efficiency measures to low-income communities. Content of the meetings included assessing CBO's areas of interest, capabilities, and insight on community needs. Preliminary plans were established for specific CBOs with creation of an overall Market Development Action Plan.

Q2 2018 Update:

During Q2, this initiative included activities targeted at engaging the newly established network of CBOs to provide job training, economic development, and education/outreach related to energy efficiency. Many of the CBOs agreed upon metrics and budgets to be used in order to complete these efforts. Several woman and minority owned businesses were engaged or sought out to explore their ability to participate in the AIC energy efficiency program. Additionally, AIC launched its first Energy Efficiency Internship and Summer Work program. This program is new to Ameren Illinois and was designed to assist local and diverse job candidates in gaining experience and exposure to the energy efficiency industry. This program includes both an onsite work experience as well as instructor-led energy efficiency training with information about critical energy efficiency topics. AIC also furthered the development of a pilot project aimed at assisting moderate- and low-income customers in taking advantage of new technology like smart thermostats. This effort also focused on finding and engaging local and diverse service vendors to operate as program allies in delivery of these measures and services.

Q3 2018 Update:

The market development initiative saw continued successes in the third quarter of 2018. During this quarter AIC officially launched its effort to build a network of CBOs delivering energy efficiency services and supporting the portfolio. This network consisted of CBOs that will be trained and deliver services like education and outreach as well as produce leads and referrals to AIC business and residential programs.

During three Fall bill payment assistance events, AIC served nearly 1,300 LIHEAP eligible customers with energy efficiency education and provided them with energy saving kits for use at their homes. Interested customers were also referred for further introduction to Ameren Illinois energy efficiency programs. The MDI initiative also provided over 500 seniors with energy-savings tips and resources to become more energy efficient as well as program registration at a series of six senior-focused events throughout central and southern Illinois.

In Q3 AIC launched its Smart Savers Initiative as a pilot project which was designed to provide further insight as to customer choice on leading smart thermostat products, cost and feasibility of professional installation, local and diverse vendor opportunities, and the practical constraints related to direct mail of energy efficient measures to low- and moderate-income customers. The pilot project was made available in Decatur, Peoria, East St. Louis and Champaign Illinois. At the close of Q3, AIC distributed just over 700 smart thermostats to customers in low- and moderate-income communities.

Pilot Program for Online Distribution of Measures (Rebate Bus)

Q1 2018 Update:

Ameren Illinois implemented a pilot for delivery of measures through an online platform (Rebate Bus) for processing midstream incentives for business customers. Unique to this platform is the integration of the online transaction with large e-commerce distributors which seamlessly integrates the existing vendor websites to incentive processing. The partners to the company implementing this pilot are experts in the online advertising space and are able to target customers with relevant, actionable advertisements.

Q2 2018 Update:

A third-party contractor offered the Rebate Bus service which provided online discounts for energy efficient lighting. This effort was an attempt to expand the number of online vendors available to AIC customers and was intended to compliment AIC's existing online store. However, as of the end of the second quarter, Rebate Bus has been unable to recruit a significant number of new lighting vendors.

Q3 2018 Update:

The pilot program with Rebate Bus ran for six months. Rebate Bus signed up four e-commerce sites to participate which provided incentives collectively of \$2,275 and savings of 24,452 kWh. Due to lack of significant uptake during the pilot, Rebate Bus's contract was not renewed and the trial was ended 8/11/18.

Business Energy Reports (BERs), Advisor and Engagement Portals:

Ameren Illinois began launch of a pilot initiative to further engage non-residential customers. The current scope of the BERs pilot is intended to provide approximately 30,000 Ameren Illinois' small and medium business customers a web-based online self-

service platform that provides unique, personalized information based on their energy usage and business-type. In addition, the scope of the pilot includes a cloud-based analytics solution intended to provide program staff with customer usage data enabling identification of customers with the highest propensity for improvement in energy efficiency and energy optimization. It is anticipated the deployed system(s) will utilize Ameren Illinois' AMI interval data.

Aerial Infrared Thermal Mapping

Ameren Illinois began launch of a pilot initiative to gain a better understanding of the number and location of buildings that are experiencing significant heat loss. The pilot uses aerial infrared thermal mapping technology to identify above average heat loss in roof structures. Similar technology is used to identify hot spots when fighting forest fires.

THIRD-PARTY PROGRAM

FEJA added a new requirement to Section 8-103B(g)(4)(A) of the Act requiring Ameren Illinois to include a third-party EE implementation program in an amount no less than \$8.35 million per year beginning in 2019 with bids going out in 2018. In AIC's Plan filing approved by the Commission in Docket No. 17-0311, AIC proposed certain residential and small business measures in the retail distribution channel to satisfy the third-party program/initiative requirements.

Q3 Update:

During the development of the Third-Party RFP, stakeholders were involved in reviewing and providing edits to the RFP prior to its release on August 27, 2018. The final RFP was distributed by the SAG Facilitator to all stakeholders via email in addition to being added to the SAG website on August 27, 2018.

The primary scope of the RFP included electric energy efficiency measures and/or initiatives (i.e., bundled measures that would constitute an initiative to be implemented under AIC's Residential Program or Business Program) that are identified in or applicable to the (1) Residential Retail Products Initiative, (2) Residential Direct Distribution of Efficient Products Initiative, and/or (3) the online retail portion of the Business Standard Initiative.

Bidders were also able to propose new and innovative proposals for initiatives that would be based on realistic market analysis and not duplicate, compete with or replace the other existing AIC initiatives that are under contract for the 2019-2021 implementation period.

Consistent with Section 8-103B(g)(4)(D), AIC retained Cadmus as the independent third party to score the proposals received through the RFP process, rank them according to their cost per lifetime kWhs saved, and assemble the portfolio of the third-party program to be recommended to AIC for contracting and inclusion in its Plan.

Eight (8) bids from 6 parties were received. Cadmus started the review, analysis and ranking of all bids received.

OTHER COMMISSION CONCLUSIONS

Consistent with the Commission Analysis and Conclusions in the AIC Plan Final Order in Docket No. 17-0311, Ameren Illinois' Retail Products Initiative launched under the Residential Program beginning at the onset of the new Plan period which started in January 2018, AIC has provided an opportunity for residential customers to obtain a rebate for technology-based measures under the Retail Products Initiative regardless of the manufacturer as long as the products/measures are ENERGY STAR® certificated.

Appendix A: Budget Shifts

Electric									
Sector-Initiatives	2018-2021 Plan PY2018		Implementation Plan February 2018			Implementation Plan August 2018			
RES-HVAC	\$ 2,142,376		\$ 2,195,055	\$ 52,679	2%	\$ 2,488,828	\$ 346,453	16%	
RES-Multifamily	\$ 696,098		\$ 879,598	\$ 183,500	26%	\$ 1,075,774	\$ 379,676	55%	
RES-Appliance Recycling	\$ 1,428,571		\$ 1,450,799	\$ 22,228	2%	\$ 1,571,578	\$ 143,007	10%	
RES-Direct Distribution Efficient Products	\$ 648,709		\$ 395,223	\$ (253,486)	-39%	\$ 683,569	\$ 34,860	5%	
RES-Retail Products	\$ 7,404,474		\$ 8,361,428	\$ 956,954	13%	\$ 8,361,428	\$ 956,954	13%	
RES-Behavior Modification	\$ 695,000		\$ 1,016,251	\$ 321,251	46%	\$ 1,079,825	\$ 384,825	55%	
RES-Public Housing	\$ 660,748		\$ 696,523	\$ 35,775	5%	\$ 1,005,274	\$ 344,526	52%	
RES-Income Qualified	\$ 15,517,901		\$ 15,927,451	\$ 409,550	3%	\$ 19,099,755	\$ 3,581,854	23%	
RES-DCEO New Construction Commitments	\$ 698,888		\$ 623,252	\$ (75,635)	-11%	\$ 422,908	\$ (275,979)	-39%	
RESIDENTIAL PROGRAM TOTAL	\$ 29,892,764		\$ 31,545,581	\$ 1,652,816	6%	\$ 35,788,939	\$ 5,896,175	20%	
BUS-Standard	\$ 19,444,798								
BUS-Standard-Small Business	\$ 10,771,932	\$ 35,343,670	\$ 33,863,330	\$ (1,480,340)	-4%	\$ 39,337,501	\$ 3,993,831	11%	
BUS-Standard-Public Buildings	\$ 5,126,940								
BUS-Custom	\$ 13,607,235	\$ 15,601,613	\$ 11,552,059	\$ (4,049,554)	-26%	\$ 7,515,104	\$ (8,086,509)	-52%	
BUS-Custom-Public	\$ 1,994,378								
BUS-Retro-commissioning	\$ 2,099,182	\$ 2,370,325	\$ 1,613,260	\$ (757,065)	-32%	\$ 882,401	\$ (1,487,924)	-63%	
BUS-Retro-commissioning-Public	\$ 271,143								
BUS-Ameren Owned ER Streetlights	\$ 539,635	\$ 573,580	\$ 595,690	\$ 22,110	4%	\$ 299,003	\$ (274,577)	-48%	
BUS-Standard-Public Streetlights	\$ 33,945								
BUSINESS PROGRAM TOTAL	\$ 53,889,189	\$ 53,889,189	\$ 47,624,339	\$ (6,264,850)	-12%	\$ 48,034,009	\$ (5,855,180)	-11%	
Pending Contract Implementer Costs	\$ -		\$ 5,610,460						
Demo Breakthrough Equip & Devices Costs	\$ 3,555,691		\$ 2,900,000			\$ 3,436,940			
Evaluation Costs	\$ 2,960,598		\$ 2,960,598			\$ 2,960,598			
Marketing Costs	\$ 3,454,031		\$ 3,438,663			\$ 3,818,856			
Portfolio Administration Costs	\$ 4,934,330		\$ 4,606,962			\$ 4,647,261			
TOTAL	\$ 98,686,603		\$ 98,686,603	\$ 0	0%	\$ 98,686,603	\$ 0	0%	

Gas									
Sector-Initiatives	2018-2021 Plan PY2018		Implementation Plan February 2018			Implementation Plan August 2018			
RES-HVAC	\$ 285,291		\$ 146,115	\$ (139,176)	-49%	\$ 190,886	\$ (94,405)	-33%	
RES-Multifamily	\$ 144,532		\$ 157,160	\$ 12,628	9%	\$ 212,407	\$ 67,875	47%	
RES-Direct Distribution Efficient Products	\$ 112,916		\$ 108,585	\$ (4,331)	-4%	\$ 106,446	\$ (6,470)	-6%	
RES-Retail Products	\$ 620,525		\$ 606,776	\$ (13,749)	-2%	\$ 606,776	\$ (13,749)	-2%	
RES-Behavior Modification	\$ -		\$ -	\$ -		\$ -	\$ -		
RES-Public Housing	\$ 282,196		\$ 296,752	\$ 14,556	5%	\$ 273,386	\$ (8,810)	-3%	
RES-Income Qualified	\$ 5,147,074		\$ 6,058,397	\$ 911,323	18%	\$ 6,582,455	\$ 1,435,381	28%	
RES-DCEO New Construction Commitments	\$ 90,489		\$ 94,373	\$ 3,884	4%	\$ 90,696	\$ 207	0%	
RESIDENTIAL PROGRAM TOTAL	\$ 6,683,024		\$ 7,468,158	\$ 785,134	12%	\$ 8,063,052	\$ 1,380,028	21%	
BUS-Standard	\$ 1,946,004								
BUS-Standard-Small Business	\$ 871,065	\$ 3,644,960	\$ 2,506,122	\$ (1,138,838)	-31%	\$ 2,409,501	\$ (1,235,459)	-34%	
BUS-Standard-Public Buildings	\$ 827,891								
BUS-Custom	\$ 1,817,055	\$ 2,359,798	\$ 2,059,463	\$ (300,335)	-13%	\$ 2,407,089	\$ 47,291	2%	
BUS-Custom-Public	\$ 542,742								
BUS-Retro-commissioning	\$ 601,650	\$ 707,770	\$ 593,236	\$ (114,534)	-16%	\$ 491,864	\$ (215,906)	-31%	
BUS-Retro-commissioning-Public	\$ 106,120								
BUSINESS PROGRAM TOTAL	\$ 6,712,527	\$ 6,712,527	\$ 5,158,821	\$ (1,553,706)	-23%	\$ 5,308,454	\$ (1,404,073)	-21%	
Pending Contract Implementer Costs	\$ -		\$ 1,341,131						
Demo Breakthrough Equip & Devices Costs	\$ 470,019		\$ -			\$ 119,967			
Evaluation Costs	\$ 470,019		\$ 470,019			\$ 470,019			
Marketing Costs	\$ 548,356		\$ 531,000			\$ 643,736			
Portfolio Administration Costs	\$ 783,366		\$ 698,183			\$ 1,062,085			
TOTAL	\$ 15,667,312		\$ 15,667,312	\$ (0)	0%	\$ 15,667,313	\$ 1	0%	

Appendix B: Energy Savings Shifts

Electric (MWh)								
Sector-Initiative	2018-2021 Plan PY2018		Implementation Plan February 2018			Implementation Plan August 2018		
RES-HVAC	3,575		5,273	1,698	48%	5,498	1,923	54%
RES-Multifamily	1,373		2,250	877	64%	2,261	888	65%
RES-Appliance Recycling	2,842		2,842	0	0%	2842	0	
RES-Direct Distribution Efficient Products	1,363		1,060	-303	-22%	1,233	-130	-10%
RES-Retail Products	51,596		73,404	21,808	42%	73,405	21,809	42%
RES-Behavior Modification	6,290		3,211	-3,079	-49%	3,211	-3,079	-49%
RES-Public Housing	618		2,171	1,553	251%	3,402	2,784	451%
RES-Income Qualified	25,538		14,211	-11,327	-44%	13,491	-12,047	-47%
RES-DCEO New Construction Commitments	1,011		1,011	0	0%	1,011	0	0%
RESIDENTIAL PROGRAM TOTAL	94,206		105,433	11,227	12%	106,354	12,148	13%
BUS-Standard	106,141							
BUS-Standard-Small Business	34,024	155,357	157,404	2,047	1%	192,539	37,182	24%
BUS-Standard-Public Buildings	15,192							
BUS-Custom	61,893	68,466	63,323	-5,143	-8%	37,905	-30,561	-45%
BUS-Custom-Public	6,573							
BUS-Retro-commissioning	10,124	10,639	10,639	0	0%	5,956	-4,683	-44%
BUS-Retro-commissioning-Public	515							
BUS-Standard-Public Streetlights	223					747	-5,063	-87%
BUS-Ameren Owned ER Streetlights	5,587	5,810	5,781	-29	0			
BUSINESS PROGRAM TOTAL	240,272	240,272	237,147	-3,125	-1%	237,147	-3,125	-1%
BTU Conversion for Alternate Fuel	12,922		9,503			9,120		
TOTAL	347,400		352,083	4,683	1%	352,621	5,221	2%

Gas (therms)								
Sector-Initiatives	2018-2021 Plan PY2018		Implementation Plan February 2018			Implementation Plan August 2018		
RES-HVAC	192,389		114,444	-77,945	-41%	144,458	-47,931	-25%
RES-Multifamily	78,419		44,576	-33,843	-43%	47,745	-30,674	-39%
RES-Direct Distribution Efficient Products	50,010		50,010	0	0%	56,919	6,909	14%
RES-Retail Products	305,808		608,048	302,240	99%	608,048	302,240	99%
RES-Behavior Modification	230,000		148,000	-82,000	-36%	148,000	-82,000	-36%
RES-Public Housing	52,040		80,330	28,290	54%	77,687	25,647	49%
RES-Income Qualified	957,923		888,502	-69,421	-7%	869,511	-88,412	-9%
RES-DCEO New Construction Commitments	8,892		8,892	0	0	36,799	27,907	314%
RESIDENTIAL PROGRAM TOTAL	1,875,481		1,942,802	67,321	4%	1,989,167	113,686	6%
BUS-Standard	985,845							
BUS-Standard-Small Business	186,845	1,450,179	1,566,911	116,732	8%	1,731,603	281,424	19%
BUS-Standard-Public Buildings	277,488							
BUS-Custom	411,338	507,595	603,810	96,215	19%	1,351,735	844,140	166%
BUS-Custom-Public	96,257							
BUS-Retro-commissioning	280,430	324,247	324,247	0	0%	285,895	-38,352	-12%
BUS-Retro-commissioning-Public	43,817							
BUSINESS PROGRAM TOTAL	2,282,020	2,282,020	2,494,968	212,948	9%	3,369,233	1,087,213	48%
BTU Conversion for Alternate Fuel	-441,009		-324,325			-311,266		
TOTAL	3,716,492		4,113,445	396,953	11%	5,047,134	1,330,642	36%