



ENERGY EFFICIENCY  
PROGRAMS

# 3<sup>RD</sup> QUARTER REPORT

Program Year 2020 | 01.01.20 – 09.30.20

# TABLE OF CONTENTS

Portfolio Summary..... 3

Residential Program ..... 9

Residential Third-Party Programs ..... 13

Business Program..... 14

Voltage Optimization ..... 17

Breakthrough Equipment & Devices..... 18

Marketing Education & Devices ..... 19

New Measures ..... 20

Budget Shifts..... 21

*Data presented in this document is based on preliminary results and is subject to revision and evaluation adjustments.*

## PORTFOLIO SUMMARY

Ameren Illinois Company d/b/a Ameren Illinois (“Ameren Illinois”) provides this quarterly report for the period of January - September 2020 pursuant to Section 6.6 of the Illinois Energy Efficiency Policy Manual Version 2.0 (effective Jan. 1, 2020). Consistent with Section 6.6, Ameren Illinois provides this report 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 6.6(i)-(viii). 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 6.6, 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.

» **Through Q3, the portfolio has achieved 77% of its electric PY2020 electric implementation plan savings goal of 356,347 MWh and 55% of its gas PY2020 implementation plan savings goal of 3,436,634 therms.**

Since the start of the calendar year there has been a global pandemic related to the COVID-19 virus and, in response, the State of Illinois was subject to a disaster proclamation made by the Governor that involved numerous restrictions on individuals, businesses and public and private facilities throughout the Ameren Illinois service territory. Over time, the Governor has lifted, relaxed or modified many of those restrictions, however, some remain and may be re-imposed. There have also been noted changes in customer behavior and safety related to administering the approved portfolio. There are several factors well beyond the Company’s control that will impact the total costs that will be incurred including intervening action by the State of Illinois, Federal or local government actors, customers, as well as potential rapid spread or declining spread of the COVID-19 virus.

## PORTFOLIO SUMMARY

### BUSINESS PROGRAM IMPLEMENTATION STAFF TIMELINE

#### COVID-19 Implementation Impacts

Initiative	Q1 (March)	Q2 (April – June)	Q3 (July – Sept.)
<b>Standard *</b>	Face-to-Face interaction limited to mission critical activities only	<b>April</b> - Alt. option(s) approved <b>May</b> - Initiated implementation of alt. option(s) <b>June</b> - Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only	Continue (Cont.) delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only
<b>Custom *</b>	Face-to-Face interaction limited to mission critical activities only	<b>April</b> - Alt. option(s) approved <b>May</b> - Initiated implementation of alt. option(s) <b>June</b> - Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only	Cont. delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only
<b>RCx</b>	Face-to-Face interaction limited to mission critical activities only		
<b>Streetlighting *</b>	No Impact	<b>April</b> - Alt. option(s) approved <b>May</b> - Initiated implementation of alt. option(s) <b>June</b> - No Impact	No Impact

*\*Alternative (alt.) options identified on page 7*

## PORTFOLIO SUMMARY

### RESIDENTIAL IQ PROGRAM IMPLEMENTATION STAFF TIMELINE

COVID-19 Implementation Impacts

Channel	Q1 (March)	Q2 (April – June)	Q3 (July – Sept.)
<b>IQ – Registered Program Ally *</b>	Suspended field activities	<b>April</b> - Alt. option(s) approved <b>May</b> - Initiated implementation of alt. option(s) <b>June</b> - Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only	Cont. Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only
<b>IQ - CAA</b>	Activities suspended	<b>April/May</b> - Activities suspended <b>June</b> - Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only	Cont. Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only
<b>IQ – Multifamily *</b>	Limited visits to customers already in pipeline	<b>April</b> - Limited visits to customers already in pipeline <b>May</b> - Alternative option approved <b>June</b> - Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only	Cont. Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only
<b>IQ – Smart Savers</b>	Self Install Free Thermostat Only	Self Install Free Thermostat Only	Program Ally installation began

*\*Alternative (alt.) options identified on page 7*

## PORTFOLIO SUMMARY

### RESIDENTIAL PROGRAM IMPLEMENTATION STAFF TIMELINE

COVID-19 Implementation Impacts

Initiative	Q1 (March)	Q2 (April – June)	Q3 (July – Sept.)
<b>Appliance Recycling</b>	Activities suspended	<b>April/May</b> - Activities suspended <b>June</b> - Authorized curbside/garage pickup	Re-entry into home interior authorized when necessary
<b>DDEP *</b>	School kit presentations suspended	<b>April</b> - Alt. option(s) approved <b>May/June</b> - Initiated implementation of alt. option(s)	Delivery of alt. option(s)
<b>Retail Products</b>	Field staff suspended from in-store visits	<b>April/May</b> - Field staff suspended from in-store visits <b>June</b> - Store visits authorized	Store visits continue
<b>Heating &amp; Cooling</b>	Initiative continues to be delivered by non-program staff		
<b>Multifamily *</b>	Limited visits to customers already in pipeline	<b>April</b> - Limited visits to customers already in pipeline <b>May</b> - Alternative option approved <b>June</b> - Delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only	Cont. delivery of alt. option(s). Face-to-Face interaction limited to mission critical activities only

*\*Alternative (alt.) options identified on page 7*

## PORTFOLIO SUMMARY

### ALTERNATIVE OPTIONS THROUGH Q3

#### » Business Program

- Instant Incentives Promotion – 30% increase in incentives on all instant incentives midstream products
- Streetlights – additional 200 added to 2020 schedule
- Standard Lighting Bonus – Increased incentive on standard lighting measures, with a 20% coupon offered to customers who register for the Energy Analyzer tool
- Small Business Direct Install Extension – Additional funding to extend offering through late Fall
- Custom – Additional Competitive Large Incentive Project (CLIP) Implementation

#### » Residential Program

- Registered Program Ally Channel – Implementation of energy efficiency kits, virtual instant savers assessments, addition of customer bonus, and reduction in number of work scopes for the year
- Multifamily/PHA Channel – Implementation of energy efficiency kits, virtual property in-unit assessments with energy efficiency products shipped to site. **\*(approved on 05.29.20)**
- Direct Distribution of Efficient Products (School Kits) – Multi-faceted approach on presentations, with all presentations beginning in Q3
- Distribution of Efficient Products (Non School Kits) – Implemented a virtual solution to provide energy efficiency to low-income customers receiving bill pay assistance



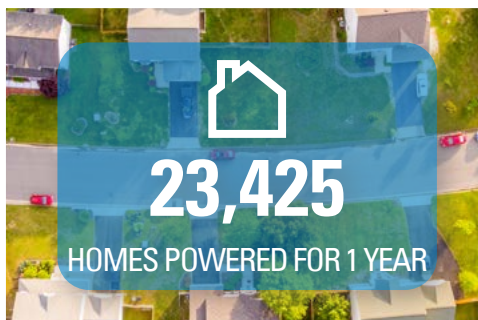
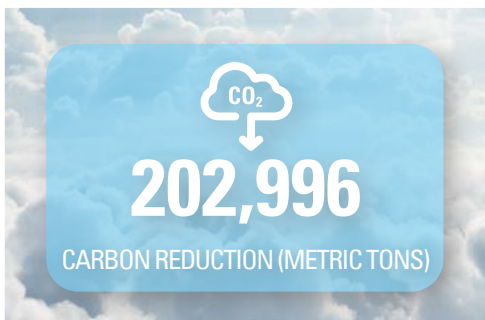
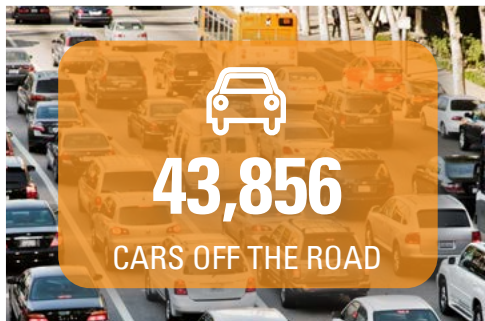
## PORTFOLIO SUMMARY

### PY2020 PORTFOLIO SUMMARY

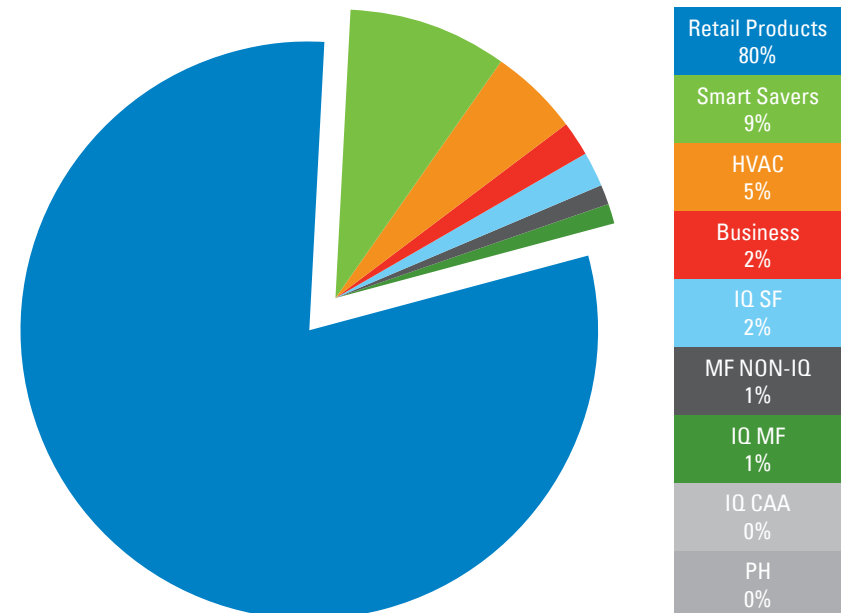
Electric Implementation Plan Savings Goal Achieved.....	77%
Gas Implementation Plan Savings Goal Achieved.....	55%
Actual Net MWh YTD .....	273,029
Actual Net Therm YTD .....	1,881,237
PY2020 MWh Implementation Plan Savings Goal.....	356,347
PY2020 Therm Implementation Plan Savings Goal.....	3,436,634
PY2020 MWh Filed Goal .....	378,767

PY2020 Therm Filed Goal .....	3,074,613
Third Party Electric Spend YTD .....	\$4,883,502.47
Diverse Vendor Spend YTD.....	\$8,928,740.00
Diverse Program Ally Spend YTD .....	\$6,431,000.00
Income Qualified Spend YTD.....	\$10,248,335.33
PY2020 Actual Spend YTD.....	\$72,372,163.67
PY2020 Budget.....	\$114,265,756.01

### PY2020 YTD ENVIRONMENTAL IMPACT



### SMART THERMOSTATS INCENTIVIZED



Total Number of Smart Thermostats Incentivized: 20,405



## RESIDENTIAL PROGRAM

### PORTFOLIO-LEVEL NARRATIVE

The Residential Program includes seven initiatives that address key electric and natural gas end-uses in single family homes and multifamily 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 savings 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.

Ameren Illinois' large geographic service territory encompasses over 43,700 square miles and serves more than one million residential customers of which over 640,000 receive both electric and gas service.

#### Q3 Update Residential Program (All Initiatives):

- » Through Q3, the Residential Program has achieved 58,171 MWh (60%) of its electric PY2020 implementation plan savings goal of 96,766 MWh and 1,013,296 therms (50%) of its gas PY2020 implementation plan savings goal of 2,014,051 therms.<sup>1</sup>

#### Q3 Update Residential Program (Non-IQ):

- » Through Q3, the Residential Program (Non-IQ) has achieved 45,453 MWh (73%) of its electric PY2020 implementation plan savings goal of 62,210 MWh and 817,319 therms (62%) of its gas PY2020 implementation plan savings goal of 1,320,037 therms.

#### Q3 Update Residential Program (IQ Channels):

- » Through Q3, the Residential Program (IQ) has achieved 12,718 MWh (37%) of its electric PY2020 implementation plan savings goal of 34,556 MWh and 195,977 therms (28%) of its gas PY2020 implementation plan savings goal of 694,014 therms.<sup>2</sup>

*Note: SAG reporting template has Residential initiatives separated by Non-IQ, IQ, and a BTU Conversion component; however, all Residential Initiatives have an IQ component. Numbers are reported here to be as consistent with SAG reporting template as possible.*

### RESIDENTIAL HVAC INITIATIVE

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

#### Q3 Update:

- » Through Q3, 3,430 net MWh and 53,958 net therm savings achieved (103% and 50%, respectively, of implementation plan savings goals).
- » 1,030 smart thermostats were incentivized Program Year to Date (PYTD).
- » PYTD, 328 Air Source Heat Pumps (including early replacement), 3,141 Central Air Conditioning (CAC) units (including early replacement) and 13 Heat Pump Water Heaters (HPWH) were incentivized.
- » Heat Pump Water Heater Midstream Pilot kick-off with distributors occurred during Q3 with three distributors enrolled.
- » Online HVAC incentive portal implemented in Q3, and has been very popular with Program Allies.
- » 3,721 projects completed, PYTD.



<sup>1</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

<sup>2</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

## RESIDENTIAL PROGRAM

### RESIDENTIAL APPLIANCE RECYCLING INITIATIVE

*Overview: In the Appliance Recycling Initiative, operable, inefficient refrigerators, freezers, and window air conditioners 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 customer, who also receives a cash reward for each qualified appliance they turn in.*

#### Q3 Update:

- » **Through Q3, 1,705 net MWh savings achieved (60% of electric implementation plan savings goal).**
- » 2,409 customers participated with 523 freezers and 2,186 refrigerators successfully recycled, PYTD.
- » All customers added to waitlist during shelter-in-place order have been served.
- » Contactless pickups resumed through Q3, with 84% of pickups occurring outdoors.
- » In Q3, Window Air Conditioner pickups commenced on multifamily properties.

### RESIDENTIAL PUBLIC HOUSING INITIATIVE

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

#### Q3 Update:

- » **Through Q3, 225 net MWh and 7,319 net therm savings achieved (16% and 30%, respectively, of implementation plan savings goals).**
- » 26 properties completed with a total of 740 units receiving direct install measures, PYTD.
- » 66 smart thermostats installed, PYTD.
- » In Q3, contactless “doorknob delivery” (hanging kit on the doorknob) of kits was approved and implemented.

- » Expanded outreach to regional Public Housing properties and USDA contacts for Window/Wall A/C pilot.
- » Using a data driven approach to identify properties with a high probability of electric resistant heat, 28 ductless heat pumps have been installed or are in the process of being installed.
- » Focused outreach on initiative to regional PH organizations, IAHA, and USDA continues.

### RESIDENTIAL MULTIFAMILY INITIATIVE

*Overview: The non-IQ Multifamily Initiative provides electric and gas energy savings in multifamily buildings for market rate, low- and moderate-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.*

#### Q3 Update:

- » **Through Q3, 244 net MWh and 3,214 net therm savings achieved (48% and 39%, respectively, of implementation plan savings goals).**
- » 11 properties with 403 units completed, and 261 smart thermostats installed through Q3.
- » In Q3, 19 DIM projects were completed.

### RESIDENTIAL DIRECT DISTRIBUTION OF EFFICIENT PRODUCTS INITIATIVE (NON SCHOOL KITS)

*Overview: The Direct Distribution of Efficient Products (Non School Kits) Initiative primarily distributes kits through community and other outreach efforts.*

#### Q3 Update:

- » **Through Q3, 359 net MWh and 8,365 net therm savings achieved (41% and 18%, respectively, of implementation plan savings goals).**
- » 160 Appliance Recycling kits and 388 community kits distributed through Q3.
- » Creation of contactless kit delivery process for Appliance Recycling kits implemented during Q3.

## RESIDENTIAL PROGRAM

### RESIDENTIAL INCOME QUALIFIED INITIATIVE

*Overview: The Income Qualified (IQ) Initiative specifically focuses on helping low- and moderate-income customers manage their electric and/or natural gas 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 multifamily living units and properties with average household incomes up to 300% of Federal Poverty Guidelines may receive a free, comprehensive home assessment, including a health and safety evaluation, to identify the energy efficiency services to be offered. Low-cost energy saving devices are installed in conjunction with the assessment at no cost. Comprehensive weatherization measures are also installed for eligible customers 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 savings kits are distributed at no cost through special events and other direct distribution efforts.*

#### » The IQ Initiative is implemented through four channels:

1. IQ-Registered Program Ally Channel – serving low- and moderate-income single family homes
2. IQ-Community Action Agency Channel – serving low-income single family homes
3. IQ-Multifamily Channel– serving low- and moderate-income multifamily homes
4. IQ-Smart Savers Channel – serving low- and moderate-income family homes

IQ Homes Served PYTD	
Community Kits (includes MDI)	504
CAA Channel Comprehensive Retrofits	222
Registered Program Ally Channel Direct Install	650
Registered Program Ally Channel Comprehensive Retrofits	366
Smart Savers Channel	1,797
School Kits (IQ Only)	0
Multifamily In-Units	1,928
Total Number of Homes	5,467

#### ***IQ: Registered Program Ally Channel – Low- to Moderate-Income***

*Overview: The IQ-Registered Program Ally Channel is in its third year of implementation – with a commitment to develop community-focused energy efficiency initiatives.*

#### **Q3 Update:**

- » **Through Q3, 1,330 net MWh and 151,019 net therm savings achieved (17% and 29%, respectively, of implementation plan savings goals).<sup>3</sup>**
- » PYTD, 650 instant savers assessments were completed.
- » 366 projects were completed, PYTD.
- » In Q3, additional customer bonuses were implemented to drive down project costs and increase customer participation.
- » 385 smart thermostats were installed, PYTD.
- » Safe and Virtual Energy-Efficiency (SAVE) Kit offering was launched during Q3, with 3,619 kits delivered PYTD.
- » Quality Assurance inspections were resumed in Q3, with no incidents or COVID related customer concerns reported.
- » Partnering with Nicor on a joint pilot in Bloomington-Normal; outreach to customers began in Q3.

<sup>3</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

## RESIDENTIAL PROGRAM

### ***IQ: Community Action Agency Channel – Low-Income***

*Overview: The IQ-Community Action Agency Channel partners with Community Action Agencies (CAA) located in Ameren Illinois' service territory and is in its third year of serving low-income customers.*

#### ***Q3 Update:***

- » **Through Q3, 466 net MWh and 31,206 net therm savings achieved (48% and 34%, respectively, of implementation plan savings goals).**
- » 222 homes served with 8 thermostats installed, PYTD.
- » Worked with agencies on forecasting throughout Q3.
- » Q3 production raised by 15%, due to agencies ability to complete work in the field.
- » North and South utilities, DCEO staff, IACAA staff met on September 28th to discuss waitlisted customers and the potential for cross-promotion of offerings; discussions with DCEO on these topics will continue.

### ***IQ: Multifamily Channel – Low- and Moderate-Income***

*Overview: The IQ- Multifamily channel targets low- and moderate-income multi-family properties and uses a diverse vendor in its outreach to facility managers.*

#### ***Q3 Update:***

- » **Through Q3, 524 net MWh and 1,346 net therm savings achieved (31% and 6%, respectively, of implementation plan savings goals).**
- » During Q3, Air Purifier offering through MDI stimulated several complexes to complete additional measures and is fully subscribed.
- » Strong customer satisfaction with coordination of bulk appliance rebates at large property in Southern Illinois, with 180 units incentivized.
- » 20 projects completed, 770 units served, and 253 smart thermostats installed, PYTD.
- » Virtual Assessments and Property Installed Direct Install Measures offerings were well received by properties.

- » Expanded outreach to regional Public Housing properties and USDA contacts for Window/Wall A/C pilot in Q3.
- » Using a data driven approach to identify properties with a high probability of electric resistant heat, 40 ductless heat pumps have been installed or are in the process of being installed.
- » Focused outreach on initiative to regional Public Housing organizations, IAHA, and USDA continued throughout Q3.

### ***IQ: Smart Savers Channel – Low-Income***

*Overview: This IQ-Smart Savers Channel offers low- and moderate-income residential customers the ability to acquire a smart thermostat at no cost.*

#### ***Q3 Update:***

- » **Through Q3, 5,607 net MWh savings achieved (55% respectively, of implementation plan savings goals).<sup>4</sup>**
- 1,797 smart thermostats incentivized, PYTD.
- In Q3, Program Ally installation commenced.
- 14 Program Allies registered, with support from local and diverse Program Allies.

<sup>4</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings.

## RESIDENTIAL THIRD-PARTY PROGRAMS

### PORTFOLIO-LEVEL NARRATIVE

Consistent with the Sections 8-103B(g)(4) of the Illinois Public Utilities Act, the following two initiatives are being funded by Ameren Illinois as part of the third-party energy efficiency programs and are separately reported in this section.

- » **Through Q3, 3<sup>rd</sup> Party Programs have achieved 44,255 MWh (75%) of its electric PY2020 implementation plan savings goal of 59,303 MWh and 752,828 therms (52%) of its gas PY2020 implementation plan savings goal of 1,440,870 therms.**

### RESIDENTIAL RETAIL PRODUCTS INITIATIVE

*Overview: 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 smart thermostats.*

#### Q3 Update:

- » **Through Q3, 44,129 net MWh and 752,828 net therm savings achieved (77% and 54%, respectively, of implementation plan savings goals).**
- » Field work resumed during Q3.
- » 16,191 smart thermostats, 43,714 advanced power strips, and 703,830 specialty bulbs were incentivized, PYTD.
- » Smart Thermostat Blitz from Aug 15 to Sep 15 drove sales with 12,298 Smart Thermostats attributed to Retail Products.
- » 29 freezers, 1,561 clothes washers, and 859 electric clothes dryers were incentivized throughout Q3.
- » Bulk appliance rebate application was developed during Q3, for implementation in Q4.
- » Ameren Illinois Marketplace selected as second place ESource award winner in the Home Energy Management/Smart Home category for April smart thermostat plus LED lighting fixture campaign.

### RESIDENTIAL DIRECT DISTRIBUTION OF EFFICIENT PRODUCTS INITIATIVE (SCHOOL KITS)

*Overview: The Direct Distribution of Efficient Products Initiative primarily targets students in grades 5 through 8 providing energy efficiency and conservation awareness to families in the Ameren Illinois service territory. Participating classes receive an energy education presentation and direct install measures by qualified professionals. 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.*

#### Q3 Update:

- » **Through Q3, 126 net MWh and 0 net therm savings achieved (6% and 0%, respectively, of implementation plan savings goals).**
- » 7,166 school kits pending distribution PYTD.
- » Began classroom presentations in Q3, with 67 completed PYTD.



## BUSINESS PROGRAM

### PORTFOLIO-LEVEL NARRATIVE

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 include 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.

There are 160,000 business customers spanning the 43,700 square mile Ameren Illinois service territory. Ameren Illinois has 358 commercial and industrial customers with demands between 1 and 10 MW.

- » Through Q3, the Business Program has achieved 159,640 MWh (77%) of its PY2020 electric implementation plan savings goal of 206,721 MWh and 867,941 therms (61%) of its PY2020 gas implementation plan savings goal of 1,422,583 therms.<sup>5</sup>

### BUSINESS STANDARD INITIATIVE

*Overview: The Business Standard Initiative incentivizes customers to purchase energy efficient products. Applications are filled out and delivered to Ameren Illinois customers via program allies or through the [AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com) website. Program allies – including contractors, retailers, and distributors, along with program Energy Advisors, 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 from product distributors.*

#### Q3 Update:

- » Through Q3, 132,636 net MWh and 296,775 net therm savings achieved (78% and 86%, respectively, of implementation plan savings goals).
- » Standard Initiative processed and paid 2,994 applications and installed 413 smart thermostats PYTD with 14 pending.

<sup>5</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

- » 1,827 instant incentive projects processed, through Q3
- » 10,399 electric applications and 394 gas applications received, PYTD.
- » Initiative offerings completed and obtained following savings through Q3:

- Standard Lighting – 25,215 net MWh
- Small Business Direct Install – 66,489 net MWh
- Instant Incentives – 24,508 net MWh
- HVAC – 81,980 net therms
- VFD's – 11,091 net kWh

- » COVID-19 continued to affect many businesses and altered project schedules throughout Q3.

### SMALL BUSINESS DIRECT INSTALL

*Overview: Small businesses, including non-profits, schools, and local government facilities, receive prescribed direct install measures with higher incentives through a network of Program Allies experienced and trained to assist facilities receiving delivery services under the electric DS-2/DS-3A delivery service rates.*

#### Q3 Update:

- » 144 active Program Allies performed 4,466 total assessments within Small Business Direct Install, PYTD.
- » In Q3, assessment to pipeline conversion rate was 59%.
- » 2,633 projects in the pipeline with 2,157 completed through Q3.
- » Strong participation continued throughout Q3.





## BUSINESS PROGRAM

### BUSINESS CUSTOM INITIATIVE

*Overview: The Business Custom Initiative offers incentives, training, and education for improving efficiency of any non-prescriptive measure, including compressed air, lighting, HVAC, refrigeration, motors/drives, waste/water treatment, and manufacturing processes, etc. 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 (SEM), and the Feasibility Study are funded under the 'custom' initiative incentives.*

#### Q3 Update:

- » **Through Q3, 7,743 net MWh and 571,166 net therm savings achieved (29% and 58%, respectively, of implementation plan savings goals).<sup>6</sup>**
- » 7 Competitive Large Incentive Projects (CLIP) were completed throughout Q3, with 30 more scheduled for completion.
- » Through Q3, financing discussions occurred with 44 specific large customers and 10 referred to list of financing companies.
- » 6 Metering and Monitoring and 21 Feasibility Study applications are in progress, PYTD.
- » Future activity shows continued strength with many Feasibility Studies being completed.
- » 2 Public Sector Energy Assessments have been completed in 2020, with 1 in pending, PYTD.
- » Completed 12 process energy advisor (PEA) visits, PYTD.

### BUSINESS RETRO-COMMISSIONING (RCX) INITIATIVE

*Overview: 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.*

#### Q3 Update:

- » **Through Q3, 4,072 net MWh and 0 net therm savings achieved (98% and 0%, respectively, of implementation plan savings goals).**
- » 6 Compressed Air projects completed PYTD.
- » 1 Large Facility project completed PYTD, with 1 pending completion.
- » COVID-19 created challenges for companies, especially medical facilities, to complete projects due to no spending, no work allowed, or challenges procuring materials.
- » Over 1,000 MWh of Virtual Commissioning savings are in progress.
- » PYTD, 10 Registered Service Providers have submitted projects with recruitment continuing to generate more activity.



<sup>6</sup> Savings and goal inclusive of projected gas to electric fuel conversion savings

## BUSINESS PROGRAM

### BUSINESS STREET LIGHTING INITIATIVE

*Overview: The Street Lighting Initiative incentivizes municipal customers to upgrade both their utility-owned and municipal-owned street light fixtures to LED technology. Ameren Illinois-owned street light fixtures are incentivized to encourage replacement with a per fixture incentive provided to the customer.*

#### Q3 Update:

- » Through Q3, 15,189 net MWh savings achieved (245% of implementation plan savings goals).

#### Street Lighting: Municipal-Owned

- » 10 applications have been received, PYTD.
- » Throughout Q3, 154 streetlights were upgraded.
- » One of the largest municipalities in the Ameren Illinois service territory is scheduled to upgrade all their streetlights, barring any delays in material delivery.
- » For one large municipality, 243 decorative streetlights have been retrofitted to LED under the Instant Incentives offering.

#### Street Lighting: Ameren-Owned

- » 50 communities scheduled to complete comprehensive upgrades this year with 27 in progress, PYTD.
- » PYTD, 22,500 streetlights have been upgraded.
- » Additional savings due to system wide utility owned streetlighting approach.



## VOLTAGE OPTIMIZATION

*Overview: Voltage Optimization ("VO") is the use of automation on distribution voltage control devices (switched capacitor banks, voltage metering, voltage regulators and LTC's) to reduce the reactive power (VAR) flows on a circuit, and lower the voltage within regulatory limits to reduce end-use customer energy consumption and utility distribution system losses. As part of its portfolio, Ameren Illinois plans to deploy VO to an estimated 1047 cost-effective circuits from 2019-2025, while using its best efforts to identify and prioritize circuits with low-income customers.*

### **Q3 Update:**

- » **Through Q3, 55,218 net MWh savings achieved.**
- » A total of 125 circuits are planned for deployment by end of 2020.



## BREAKTHROUGH EQUIPMENT & DEVICES

### MARKET DEVELOPMENT INITIATIVE

*Overview: As part of its portfolio goals and activities, Ameren Illinois deploys targeted funding to meet the goals of the Market Development Initiative (MDI), which include developing the energy efficiency workforce, the energy efficiency markets in unserved or underserved communities in the Ameren Illinois service territory as well as developing and supporting local and diverse businesses.*

#### Q3 Update:

- » PYTD, Market Development Initiative partners engaged over 77,000 customers through 85 events and digital outreach including webinars, social media outreach, and email newsletters to the clients.  
<https://vimeo.com/446887864/99ff83e4fa>
- » Internship program successfully adapted to COVID-19 pandemic restriction. Internship recap video ([linked here](#)) illustrates how interns engaged virtually with the program.
- » 7 MDI partners continued to support the SAVE initiative during Q3, signing up 3,590 clients for opportunities during existing interactions, such as LIHEAP appointments and wellness checks.
- » The Illinois Black Chamber of Commerce successfully completed their 2020 MDI project, referring 10 diverse-owned businesses into the Small Business Direct Install Initiative, and engaged over 800 non-residential customers through virtual outreach events.
- » During Q3, Minority Business Development Center successfully completed its training of six minority contractors within the Ameren Illinois service territory. Participating contractors attended a six-week course and received instruction on a variety of topics including safety, bidding, certifications, accounting, and invoicing.

### ENERVEE EFFICIENT CHOICE TOOL

*Overview: This new online platform is meant to serve as a “kayak.com” and “Consumer Reports” type search and compare engine for residential energy-efficient home appliances. It allows customers to compare the efficiency ratings of different household appliances and make informed purchasing decisions. Several additional website features differentiate Ameren Illinois’ Efficient Choice Tool from other sites on the internet.*

#### Q3 Update:

- » Energy Efficient Choice Tool launched in Q3.





## MARKETING EDUCATION AND AWARENESS

### PORTFOLIO

- » During Q3, COVID-19 “Light on the Horizon” performing well reaching #24 out of 136 utility social campaign engagement as monitored by ESource.
- » Developed a COVID-19 recovery page in Q3 to continue assisting customers with bill pay options and provide no and low-cost energy efficiency tips and products.

### RESIDENTIAL

#### Through Q3 Update:

- » Launched the “Efficient Choice Tool”, powered by Enervee to all residential customers in Q3.
- » Revised Residential SAVE offering marketing materials to drive participation in the virtual installation option during Q3.



### BUSINESS

#### Through Q3 Update:

- » Business Symposium marketing began promoting the 11th annual (and first ever virtual) event during Q3 with a goal of 500 registrants.
- » 247 online C&I Energy consultation requests have been received PYTD, which reflects levels consistent with pre-COVID-19 levels.
- » PYTD, 98 small facility assessment requests have been received with 37 occurring within Q3.
- » Developed and put in motion an almost 10,000-piece direct mail campaign promoting the Small Business Initiative, which led to strong participation.



## NEW MEASURES

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

Measure Name	Program	Measure-Level TRC Ratio
LED Fixtures Interior (revised)	Residential	2.44
LED Fixtures Exterior (revised)	Residential	5.71
ENERGY STAR Water Coolers	Residential	6.12
Low Pressure Sprinkler Nozzles	Business	1.65
Milk Pre-Cooler	Business	2.74
Scroll Compressor for Dairy Refrigeration	Business	6.72
Fan Thermostat Controller	Business	29.85
VSD on Condenser Fans	Business	1.14
Restrictor Shower Valve - Gas DHW	Residential	1.59
Reprogram Thermostat	Residential	8.20



## BUDGET SHIFTS - ELECTRIC

No budget shifts.

## BUDGET SHIFTS - GAS

No budget shifts.