

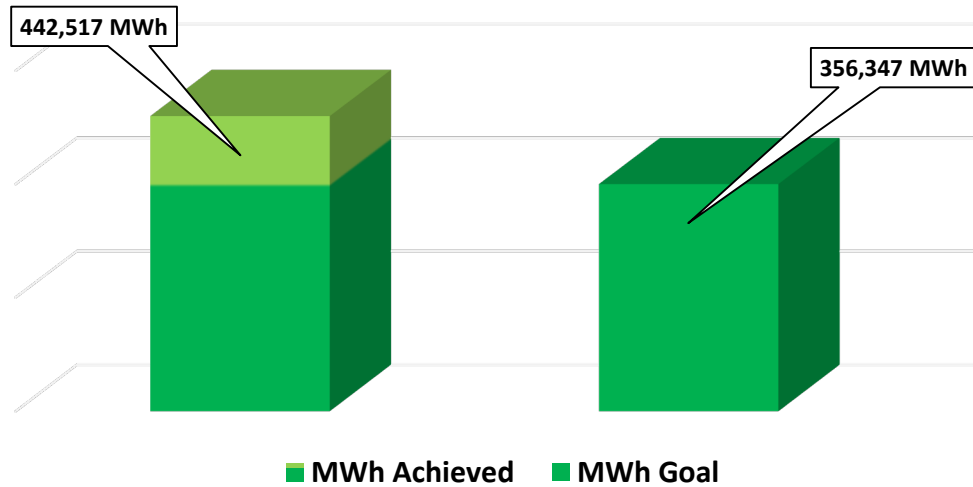


# AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM PY20 RESULTS

AUGUST 30, 2021

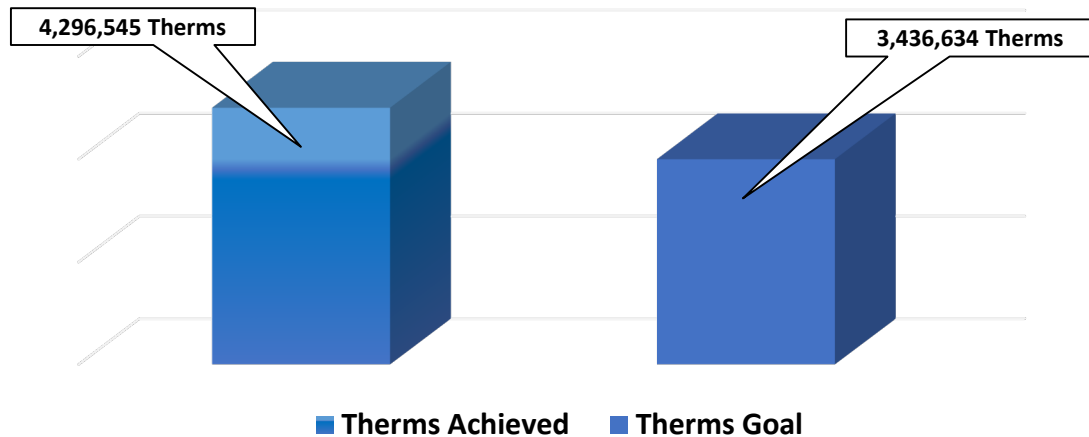
***AmerenIllinoisSavings.com***

## Portfolio Overview: PY20 Evaluated Savings & Spend



**Income  
Qualified  
Spend:**  
\$21,441,271

**Low Income  
Electric Spend:**  
\$13,819,095



**Public Housing  
Spend:**  
\$1,312,104

**Public Sector  
Spend:**  
\$14,837,333

## Portfolio Overview: PY20 COVID-19 Impacts

During the COVID-19 pandemic, Ameren Illinois understood that many of our customers faced economic hardships, as well as uncertainty for the future. In an effort to help customers find ways to improve comfort, manage usage, and reduced costs, the Ameren Illinois Energy Efficiency Program shifted Offerings to support our customers in a new virtual way.

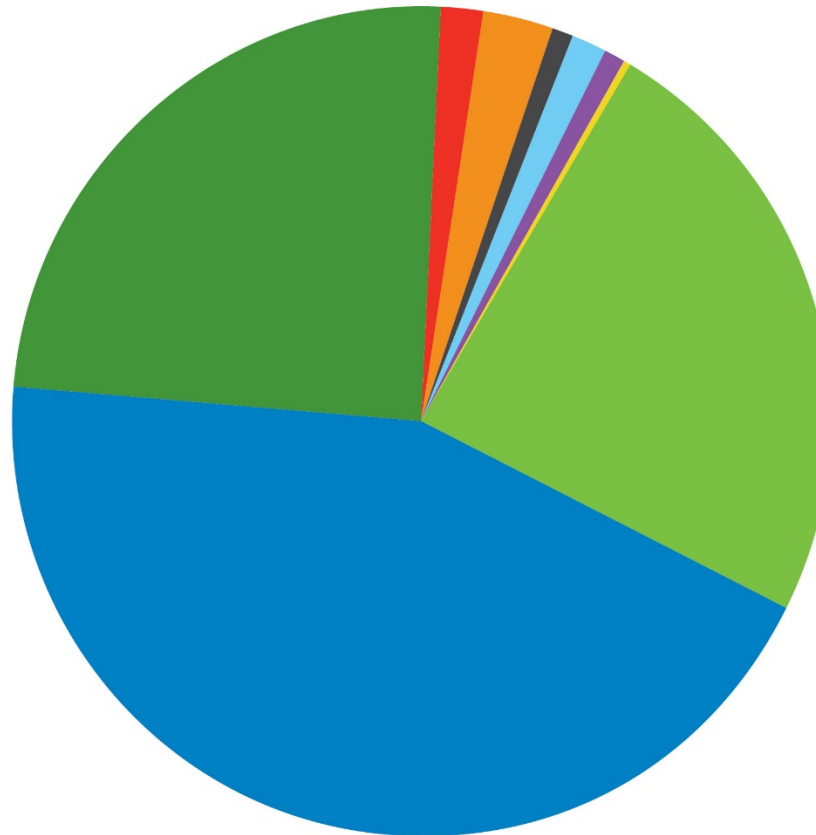
Ameren Illinois created a COVID-19 resource webpage that provided resources to residential and business customers including information on bill payment assistance.

COVID-19 impacts are outlined throughout this presentation under each applicable Program.

The screenshot displays the Ameren Illinois website's COVID-19 resource hub. At the top, a green header reads "COVID-19 Recovery" with a sub-header "Economic hardship caused by the COVID-19 pandemic is affecting residents in every corner of our state, from all walks of life. If you find yourself behind on your energy bill, we understand. There is a clear path to maintaining the essential electricity and natural gas services you need... now and in the future. For more information please visit [AmerenIllinois.com/Recovery](https://www.amerenillinois.com/Recovery)." Below this, a navigation bar includes links for "RESIDENTIAL", "BUSINESS", "MULTIFAMILY", "PROGRAM ALLIES", and "ABOUT", along with a search bar. The main content area is titled "Amen Illinois Energy Efficiency Programs - COVID-19 Information". It features a section for "New funding and flexible payment programs" with a photo of a family and text stating "for Ameren Illinois residential customers." Another section, "Economic Hardship Recovery Program:", explains that many families face financial challenges and offers bill payment assistance and flexible payment options. A sidebar on the left lists "Resources for your Business" (Small Business Employer/Employee Resources, Additional Business Resources, Multifamily Resources) and "Resources" (Residential, Business, Residential). A "General En" section lists "Energy Sav" and "Energy Sav". At the bottom, there is a "Training Webinars" section. The footer includes the Ameren Illinois logo, the "COVID-19 Economic Hardship Recovery Program" text, and a date "11/17 Nov 07/26/2020".



### SMART THERMOSTATS INCENTIVIZED



Total Number of Smart Thermostats Incentivized: 48,467

Retail Products	21,344
Helpfulness Campaign	11,730
Smart Savers	11,634
HVAC	1,421
Business	833
IQ SF	700
IQ MF	440
MF NON-IQ	291
PHA	66
IQ-CAA	8



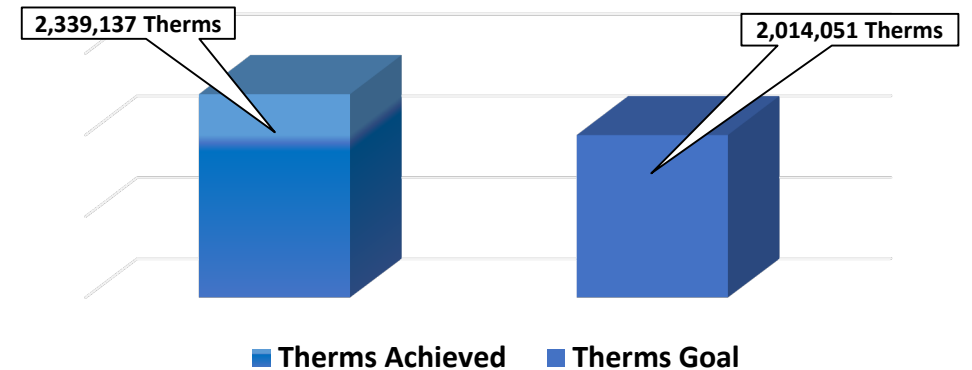
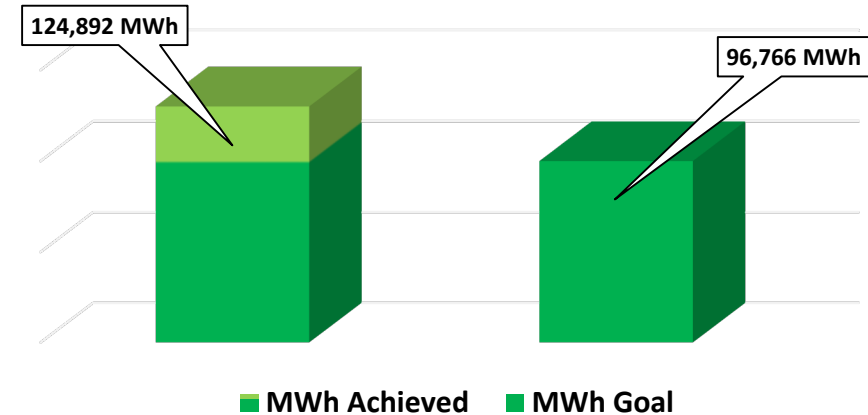
PY20 AMEREN ILLINOIS  
ENERGY EFFICIENCY  
**RESIDENTIAL PROGRAM**



## Residential Program Offerings Overview: All Initiatives

Residential Program achieved 124,892 MWh (129%) of its electric PY2020 Implementation Plan savings goal of 96,766 and 2,339,137 Therms (116%) of its gas PY2020 Implementation Plan savings goal of 2,014,051.

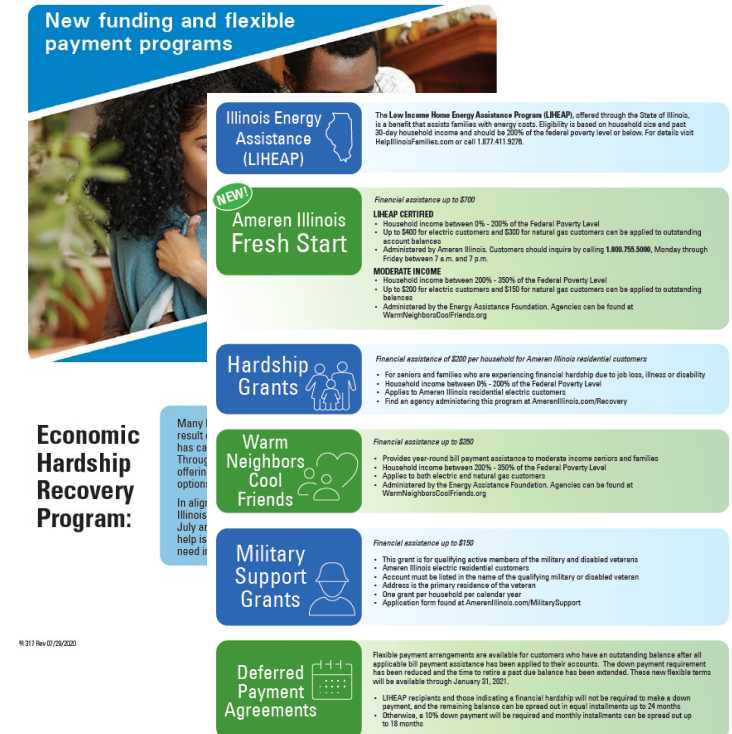
Initiative	PY20 MWh
Retail Products	60,846
Income Qualified Single Family	9,760
Smart Savers	5,923
Community Kits	5,762



# Residential Program Highlight: Customer Service Partnership

- In partnership with grant funding for low and moderate income customers, over 1,900 free energy-efficiency kit were distributed to bill troubled customers through a partnership with Credit & Collections Department
  - Customers received information on additional Program Offerings and educational resources to help them improve comfort, manage usage, and reduce costs
- Payment Assistance for Residential Customers flyer: in an effort to provide low and moderate income customers energy efficiency education and financial assistance resources, the Program distributed a promotional flyer with information on hardship grant opportunities and payment assistance options for customers
- Ameren Illinois Customer Service Representatives and the Energy Efficiency Program Home Energy Specialist Team, who is the first point of contact for a customer when they call the energy efficiency call center, worked closely to share impactful information with customers who needed support

**New funding and flexible payment programs**



**Illinois Energy Assistance (LIHEAP)**  
The Low Income Home Energy Assistance Program (LIHEAP), offered through the State of Illinois, is a benefit that assists families with energy costs. Eligibility is based on household size and past 30-day household income and should be 200% of the federal poverty level or below. For details visit [helpillinoisfamilies.com](http://helpillinoisfamilies.com) or call 1.877.411.9276.

**NEW! Ameren Illinois Fresh Start**  
Financial assistance up to \$100  
• LIHEAP CERTIFIED  
• Household income between 0% - 200% of the Federal Poverty Level  
• Up to \$400 for electric customers and \$300 for natural gas customers can be applied to outstanding account balances  
• Administered by Ameren Illinois. Customers should inquire by calling 1.800.755.5006, Monday through Friday between 9 a.m. and 7 p.m.

**Moderate Income**  
• Household income between 200% - 350% of the Federal Poverty Level  
• Up to \$200 for electric customers and \$150 for natural gas customers can be applied to outstanding balances  
• Administered by the Energy Assistance Foundation. Agencies can be found at [WarmNeighborsCoolFriends.org](http://WarmNeighborsCoolFriends.org)

**Hardship Grants**  
Financial assistance of \$200 per household for Ameren Illinois residential customers  
• For seniors and families who are experiencing financial hardship due to job loss, illness or disability  
• Household income between 0% - 200% of the Federal Poverty Level  
• Applies to Ameren Illinois residential electric customers  
• Find an agency administering this program at [AmerenIllinois.com/Recovery](http://AmerenIllinois.com/Recovery)

**Warm Neighbors Cool Friends**  
Financial assistance up to \$200  
• Provides year-round bill payment assistance to moderate income seniors and families  
• Household income between 200% - 350% of the Federal Poverty Level  
• Applies to both electric and natural gas customers  
• Administered by the Energy Assistance Foundation. Agencies can be found at [WarmNeighborsCoolFriends.org](http://WarmNeighborsCoolFriends.org)

**Military Support Grants**  
Financial assistance up to \$100  
• This grant is for qualifying active members of the military and disabled veterans  
• Ameren Illinois electric residential customers  
• Account must be listed in the name of the qualifying military or disabled veteran  
• Address is the primary residence of the veteran  
• One grant per household per calendar year  
• Application form found at [AmerenIllinois.com/MilitarySupport](http://AmerenIllinois.com/MilitarySupport)

**Deferred Payment Agreements**  
Flexible payment arrangements are available for customers who have an outstanding balance after all applicable bill payment assistance has been applied to their accounts. The down payment requirement has been reduced and the time to retire a past due balance has been extended. These new flexible terms will be available through January 31, 2021.  
• LIHEAP recipients and those indicating a financial hardship will not be required to make a down payment, and the remaining balance can be spread out in equal installments up to 24 months  
• Otherwise, a 10% down payment will be required and monthly installments can be spread out up to 18 months

**Economic Hardship Recovery Program:**  
Many results have come through offering options. In all of Illinois, July is the best time to get help.

© 2021 Rev 01/26/2020

## Residential Program Highlight: Transition to Virtual Engagement to IQ Customers

- SAVE kits included energy-saving products that would typically be installed during an in-person assessment
- Qualifying customers received cash incentive for verifying they installed the products
- Distributed over 9,000 kits in partnership with Community Based Organizations and Community Action Agencies
- Received the 2021 AEE Regional Award for Energy Project of the Year





## Residential Program Highlight: Community Action Agency

---

- In March, all IHWAP activity ceased due to stay at home order issued by the governor
- Monthly calls between DCEO/IACAA/CAAs established in April to cover impacts to staff, operations and product availability during COVID-19
- In July, DCEO issued guidance for agencies to return to the field
- Some CAAs experienced internal operational challenges, which delayed a 'restart' of operations until later in the year



## Residential Program Highlight: Smart Savers

- Goal: provide seamless access to smart thermostat technology that enables income eligible customers to improve comfort, manage usage, and reduce costs
- Diverse Program Allies participating in the Initiative and account for 56% of Program Ally generated revenue



## Residential Program Highlight: Launch of The Efficient Choice Tool

---



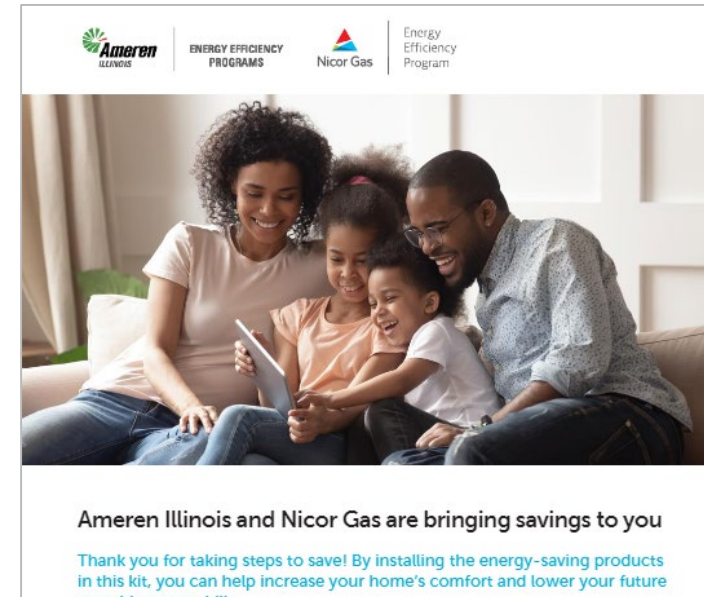
## Residential Program Highlight: Smart Thermostat Campaign

- In August 2020, Ameren Illinois launched a 30 day smart thermostat blitz with a goal of distributing 15,000 smart thermostats
- Promotion was a collaboration between the Retail Products/Marketplace Initiative and the Smart Savers Initiative
- Included a streamlined website landing page that allowed customers to chose what procurement option they qualified for
- All inclusive marketing campaign was established between Ameren Illinois Corporate Communications, Ameren Illinois Energy Efficiency, and CleaResult
- Distributed **16,145** smart thermostats in **30 days**



## Residential Program Highlight: Joint Utility Nicor Bloomington-Normal Pilot

- Goal: deliver joint gas and electric retrofit to customers in an underserved market
- Joint process established
- Diverse Business Enterprise impacts
- Community impacts:
  - Approx. 4,800 customers reached through local community based organizations
  - 20 kits distributed
  - 11 IQ homes served with full retrofit projects
  - 10 homes made safer through health and safety upgrades





PY20 AMEREN ILLINOIS  
ENERGY EFFICIENCY  
MULTIFAMILY INITIATIVE



## Residential Program Offerings Overview: Multifamily - Income Qualified & Market Rate

- Policy Manual revisions expand IQ qualifying properties
- Continued to increase the number of Ductless Heat Pumps incentivized, using lessons learned to ramp into 22-25 Plan commitments





## Residential Program Offerings Overview: Multifamily – Public Housing

---



- Launched virtual solutions in June
- Worked closely with Property Managers to perform installs for tenants
- COVID-19 Executive Orders delayed building envelope and DIM installations in several areas throughout the service territory
- Resurgence of COVID-19 caused limited available resources at some PHA locations

# Residential Program Offerings Overview: One Stop Shop



[AmerenIllinoisSavings.com/Multifamily](https://AmerenIllinoisSavings.com/Multifamily)

# PY20 AMEREN ILLINOIS ENERGY EFFICIENCY **BUSINESS PROGRAM**



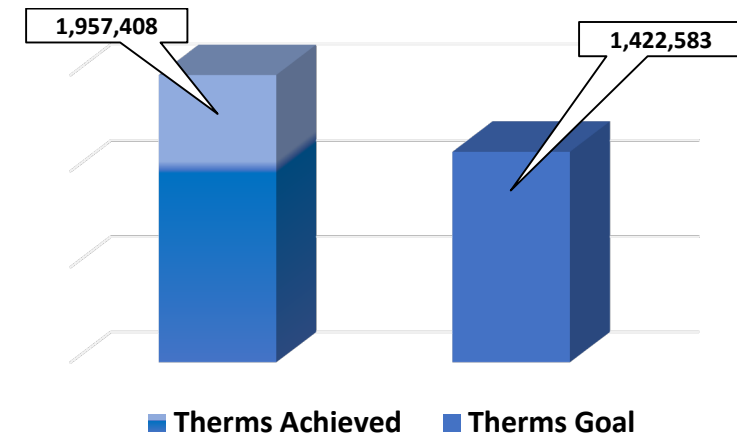
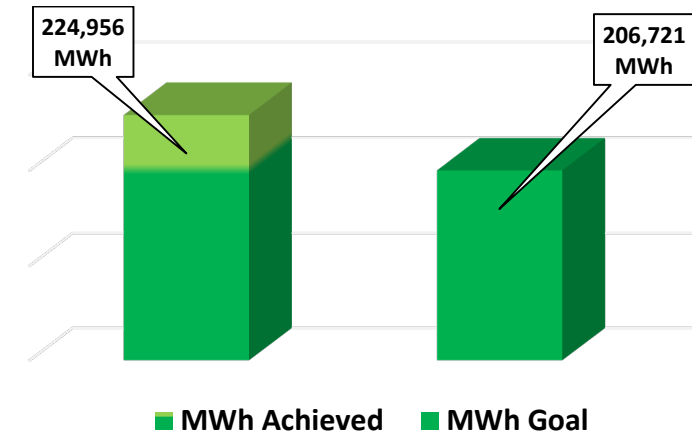


# Business Program Offerings Overview

## Business Program: All Initiatives

Business Program achieved 244,956 MWh (119%) of its PY2020 electric Implementation Plan savings goal of 206,721 MWh and 1,957,408 Therms (138%) of its PY2020 gas Implementation Plan savings goal of 1,422,583 Therms.

Initiative	PY20 MWh
Standard	177,037
Street Lighting	31,306
Custom	25,442



## Business Program: Highlights

- Completed 74 building envelope projects for school districts buildings focusing on low-income communities in 22 school districts

### Participating School Districts

Lawrence Co. CUSD 20
Bond County CUSD #2
Harrisburg CUSD #3
South Central CUSD 401
Red Hill CUSD 10
NCOE CUSD 3
Anna Jonesboro CHSD 81
Carrier Mills-Stonefort CUSD 2
Dupo CUSD196
Vienna SD 55
Richland County CUSD 1
Chester CUSD139
Vienna HSD 133
Anna CCSD 37
Galatia CUSD 1
North Wayne CUSD200
Bluford USD 318
Cypress SD64
Buncombe Grade School
Vandalia CUSD #203



## Business Program: Network Lighting Control Pilot

---



- Consist of addressable light fixtures and other linked devices, connected to a central server. NLC enables energy-saving strategies including occupancy sensing, daylight harvesting, high end trim, scheduling and flexible software-based zoning
- AIC has faced challenges finding customers and Program Allies who understand the technology well enough to move forward with a project
- To overcome challenges with NLC, AIC will focus on education for customers and Program Allies

## Business Program: Highlights

---

- Midstream delivery of HVAC and HPWH
- Additional measures for VFD's on condenser fans
- Cannabis
- Agricultural Pilot Offering





**PY20 AMEREN ILLINOIS  
ENERGY EFFICIENCY PROGRAM  
MARKET DEVELOPMENT INITIATIVE**





# Market Development Initiative (MDI) Overview

- In 2020, MDI:
  - Engaged 129,912 customers
  - Funded 13 internship positions at 11 businesses
  - Provided 7 staffing grants to 5 employers focusing on employee retention due to COVID-19
  - Funded 16 scholarships awarded at 6 community colleges
  - 12 staffing grants funded
  - 3 equipment grants
  - 10 outreach grants provided to community partner network.
  - 446 Partner referral projects to the Portfolio



# MDI Highlight: Peoria Guild of Black Artists



## CONCEPT 12

**Artist(s):**  
Chantell Marlow

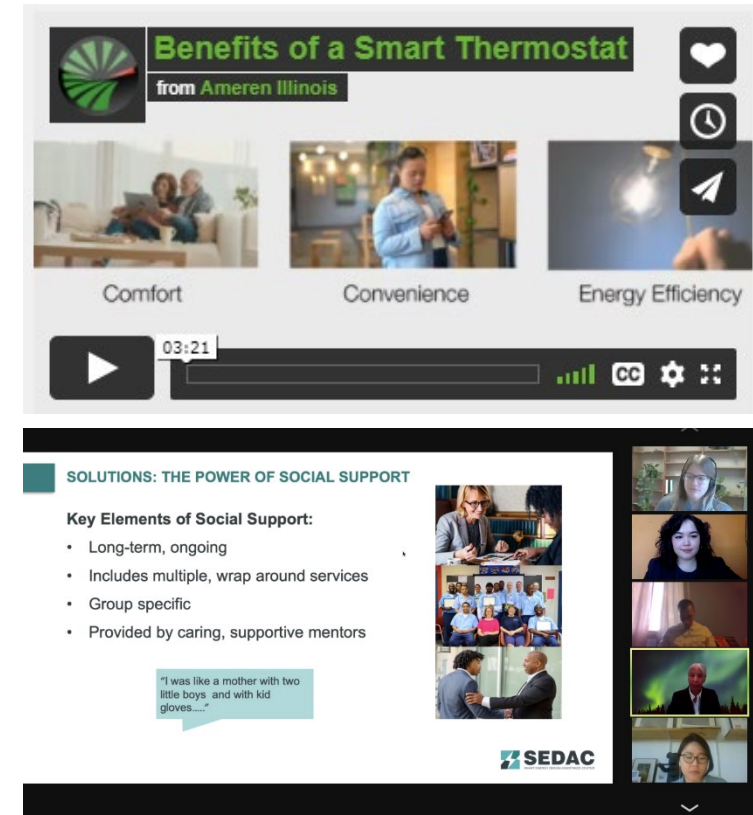
**Concept description:**  
Representing the intersection of community and energy sustainability, this concept is an abstract approach to showing the connectivity of it all, bringing it down to a personal level.

**Visual aesthetic:**  
The hand-drawn line art is twist on Ameren's heavy use of icons, making use of things like light bulbs, leaves, dollar bills, etc. Drawings of diverse faces in the same style of the icons tie together the two seemingly separate worlds.



## MDI Highlight: New Partnerships

- Smart thermostat educational videos
  - Completed 3 smart thermostat education videos geared towards senior audience in partnership with Senior Independent Living Collaborative
- Smart Energy Design Assistance Center (SEDAC) Workforce Development Summit



## Portfolio Overview: PY20 Vendor Spend

---

“As part of Walker-Miller’s commitment to bring more Black people, people of color, women and other underrepresented populations into local energy workforces, we work closely with diverse businesses to increase procurement opportunities in utility energy efficiency programs. Based on the contract needs of Ameren Illinois’ energy efficiency Portfolio (“Portfolio”), Walker-Miller identifies, vets and recommends minority, woman and veteran-owned companies to supply various products and services to the Portfolio. This growth in staff and increase in capacity brings us full circle by impacting the local economies within the communities that Ameren Illinois serves.

– Erika Dominick, Diversity & Inclusion Outreach Manager



## Portfolio Overview: PY20 Diverse Program Ally Engagement

TOTAL DIVERSE  
PROGRAM ALLY  
INCENTIVES:  
**\$7,872,000**

TOTAL PROJECTS  
COMPLETED BY DIVERSE  
PROGRAM ALLIES:  
**3,041**

TOTAL kWh SAVED  
BY DIVERSE PROGRAM ALLIES:  
**46,099,395**

TOTAL THERMS SAVED  
BY DIVERSE PROGRAM ALLIES:  
**57,924**





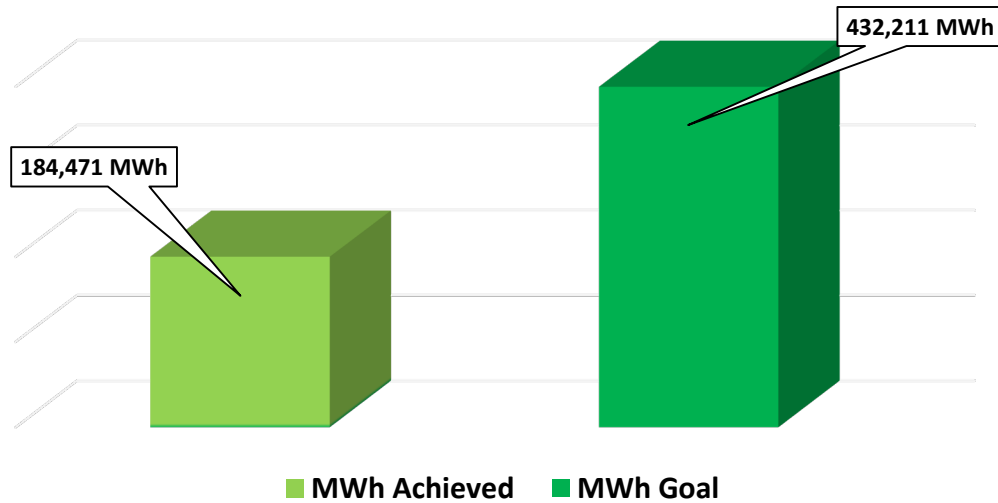
## Market Development Initiative Overview

---

- 2020 recap video: <https://vimeo.com/489084388>

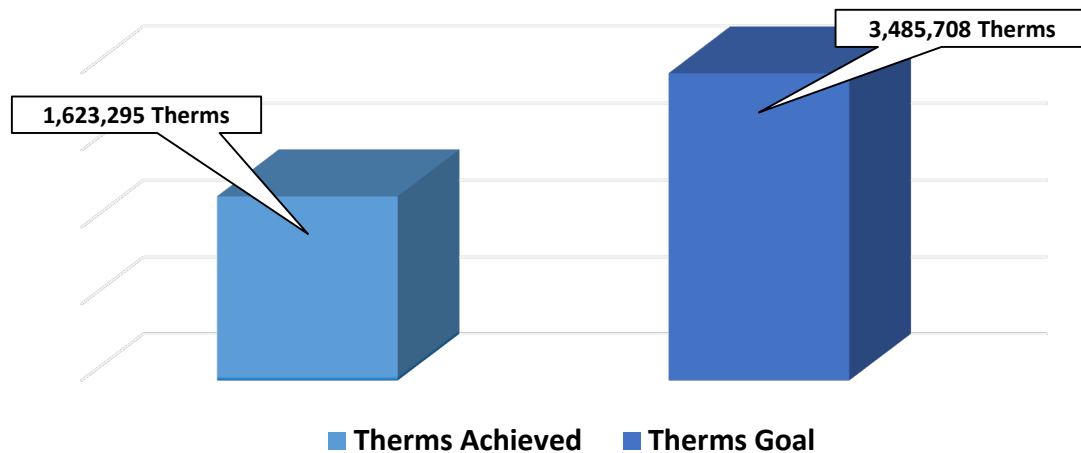


## Portfolio Overview: PY21 Evaluated Savings & Spend Through Q2



**Income  
Qualified  
Spend:**  
\$10,458,511

**Low Income  
Electric Spend:**  
\$5,498,036



**Public Housing  
Spend:**  
\$733,546

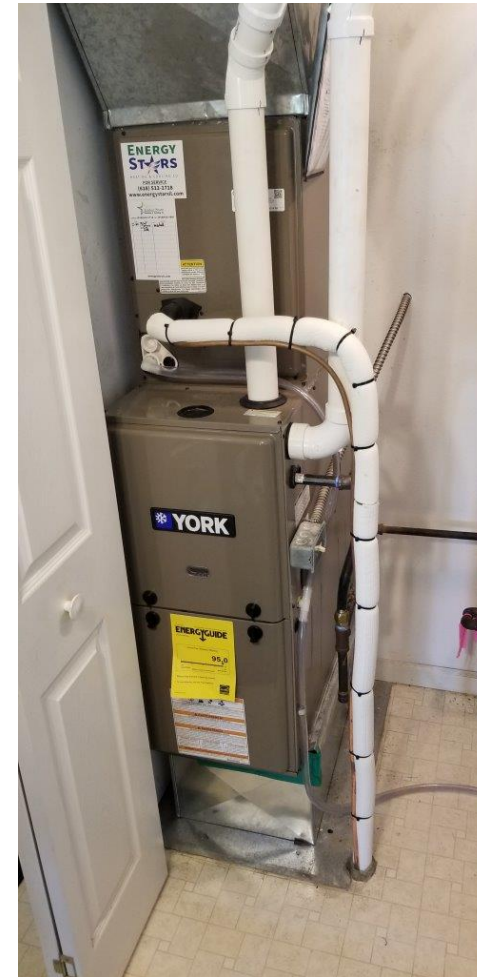
**Public Sector  
Spend:**  
\$3,939,532

# APPENDIX



## Residential Program Offerings Overview: Heating & Cooling

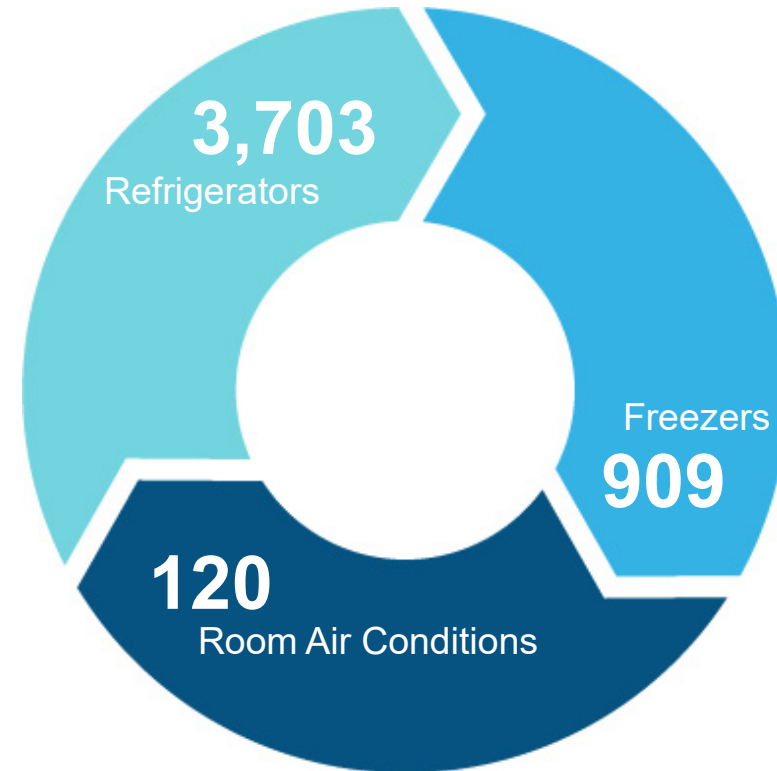
- 5,884 net MWh and 73,773 net Therm savings achieved
- 4,979 projects and 42 building envelope projects completed
- Products incentivized:
  - 544 air source heat pumps
  - 4,195 central air conditioners
  - 20 heat pump water heaters
- Transition to Midstream Offering in Fall 2020
  - Incentives on heat pump water heaters offered through distributor channel
  - Five distributor companies enrolled covering 31 distributors branch locations by the end of 2020
  - 8 Heat Pump Water Heater processed through Midstream Pilot





## Residential Program Offerings Overview: Appliance Recycling

- 2,461 net MWh savings achieved
- 4,201 customers participated
- 84% of pickups occurred contactless
- 372 kits distributed to low income communities

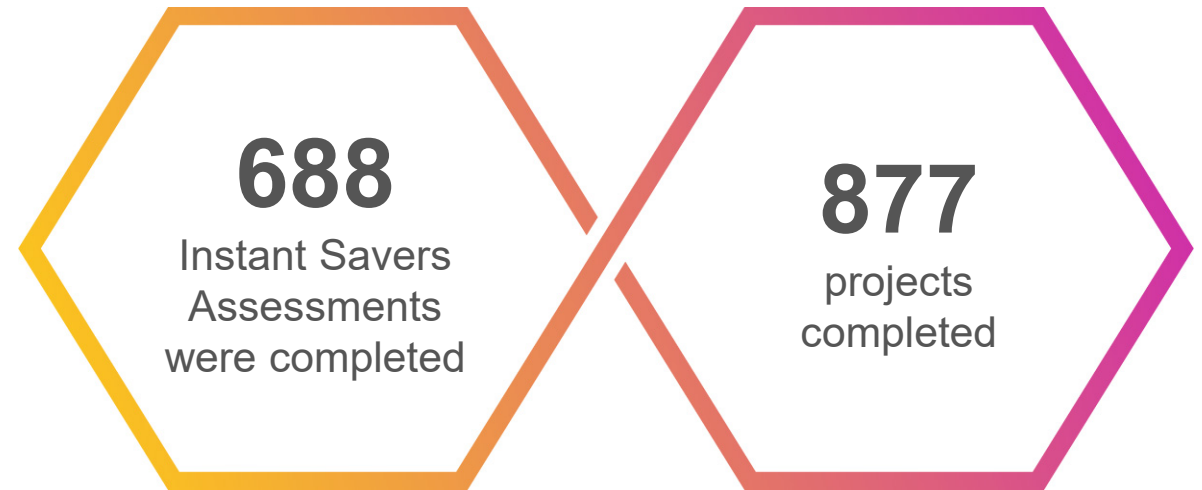


Total Number of Products Recycled

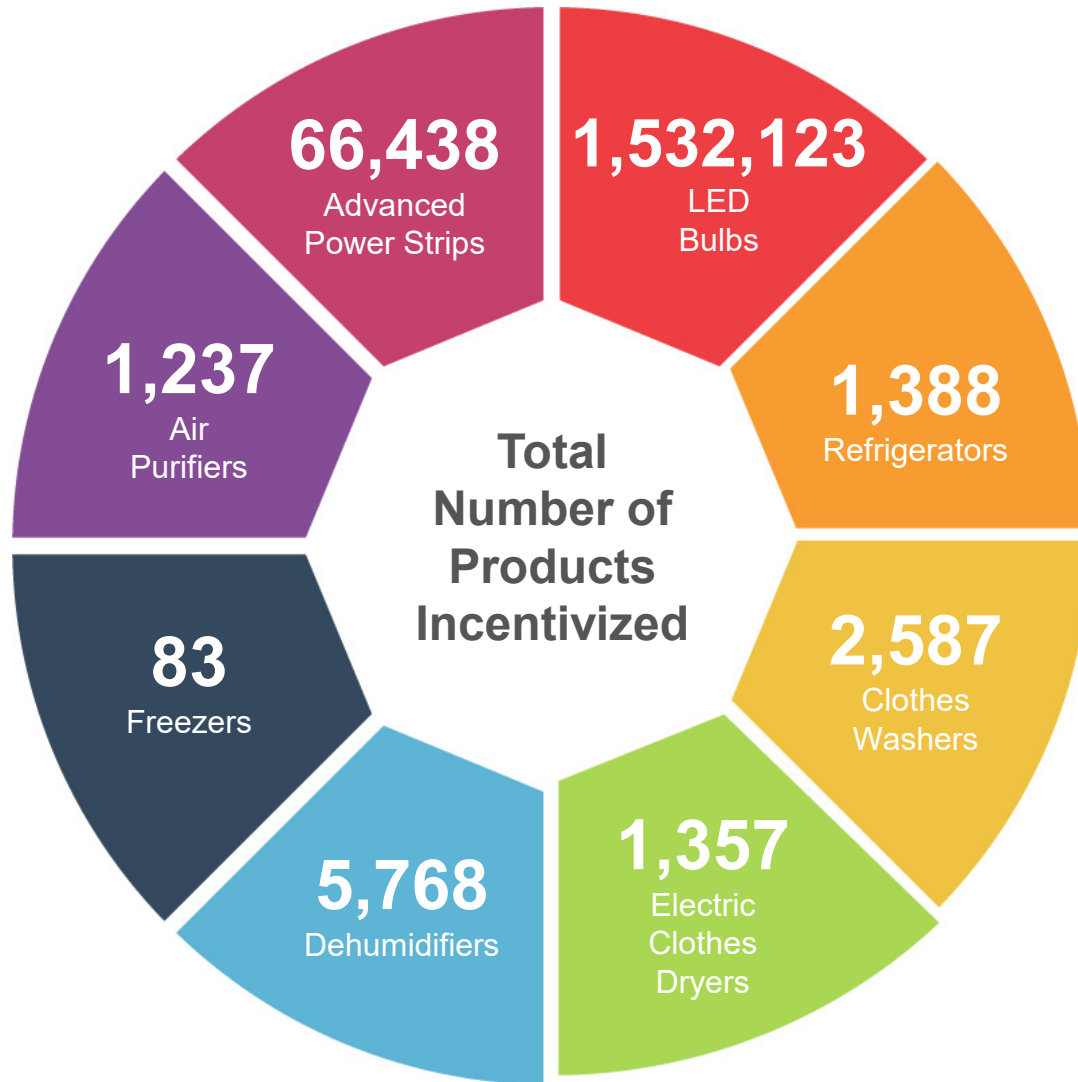
## Residential Program Offerings Overview: IQ Program Ally

---

- 9,760 net MWh and 682,068 net Therm savings achieved
- Shift to virtual Instant Savers Assessments in June
- Additionally added customer bonus in June
  - Up to \$3,500 customer project bonus for both customers between June 15 – Dec. 31



## Residential Program Highlight: Retail Products



- In June, introduced a “Thank You to Healthcare Workers” marketing campaign that provided a \$125 smart thermostat bonus as thank you to healthcare workers
- Added a “Work from Home” bundle to the Marketplace that included an advanced power strip, a smart bulb, and a desk lamp
- Offered a Greenlite holiday bundle that included a free Greenlite smart thermostat and a smart bulb

## Residential Program Offerings Overview: Community Kits

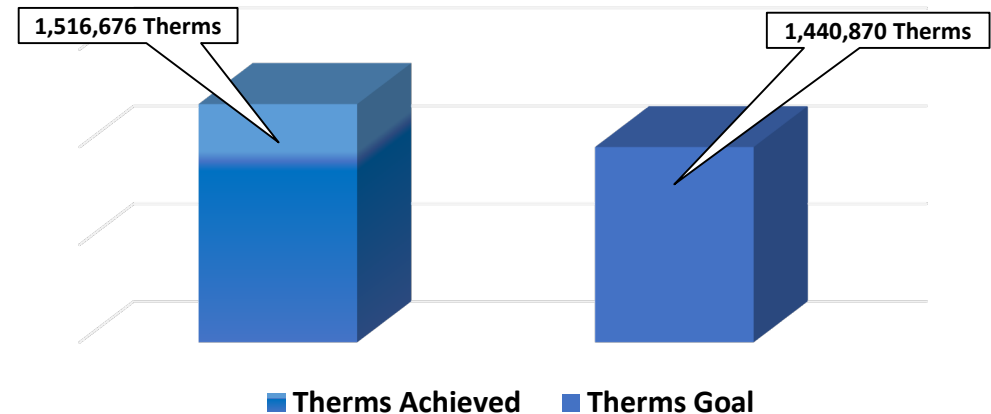
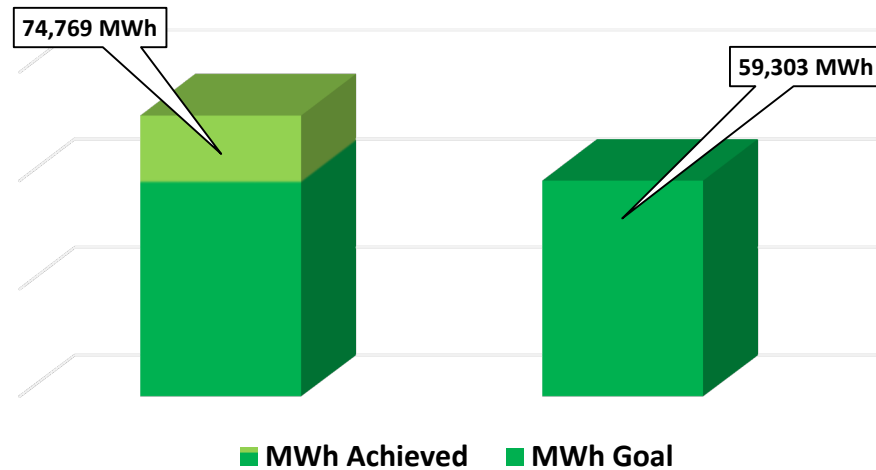
- 6,040 net MWh and 25,586 net Therm savings achieved
- 1,136 community kits distributed
  - Distribution of gas and electric only kits to single fuel customers
- Community Partner kit distribution utilized SAVE Kit distribution in June
- Distributed over 44,000 products to 75 food banks






## Residential: Third Party Programs: Retail Products and School Kits

Third Party Programs achieved 74,769 MWh (126%) of its electric PY2020 Implementation Plan savings goal of 59,303 MWh and 1,516,676 Therms (105%) of its gas PY2020 implementation plan savings goal of 1,440,870 Therms.



## Third Party Programs: School Kits

- 2,184 net MWh and 60,128 net Therm savings achieved
- 7,503 school kits distributed
- Conducted 94 virtual classroom presentation
- 100% of PY20 teachers rated the overall Offering “Excellent” or “Good”
- 77% of PY20 parents said participation changed the way they use energy in their home



### Rewarding Results

**Reward Your Students**

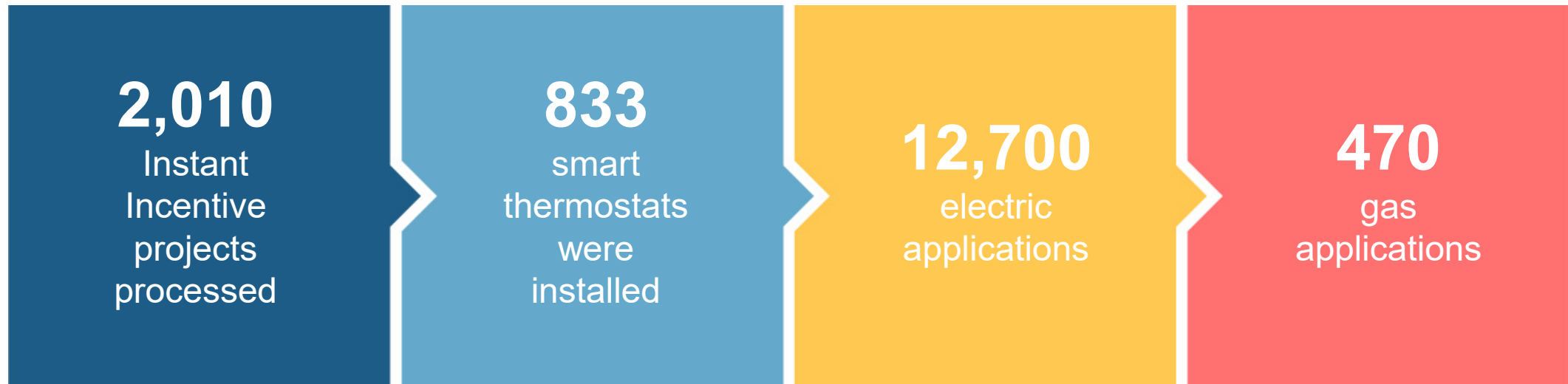
- Give students a color-changing pencil when they complete their *Home Energy Worksheet* on paper or online at [ThinkEnergy.org/AmerenIllinois](http://ThinkEnergy.org/AmerenIllinois). The pencil will identify them as an individual who will *Take Action!* to save energy and the earth.
- Students that cannot use an item in their *Take Action Kit* should give it to a neighbor, friend or relative in the Ameren Illinois service territory and complete the worksheet question for the user of that item.
- Giving a completion grade or extra credit may encourage students to complete the worksheet.

**Ameren ILLINOIS**  
[AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com)

## Business Program Offerings Overview: Standard

---

- Incentive on standard lighting measures, with a 20% coupon offered to customers who register for the Energy Analyzer Tool as a result of COVID-19



## Business Program Offerings Overview: Small Business Direct Install

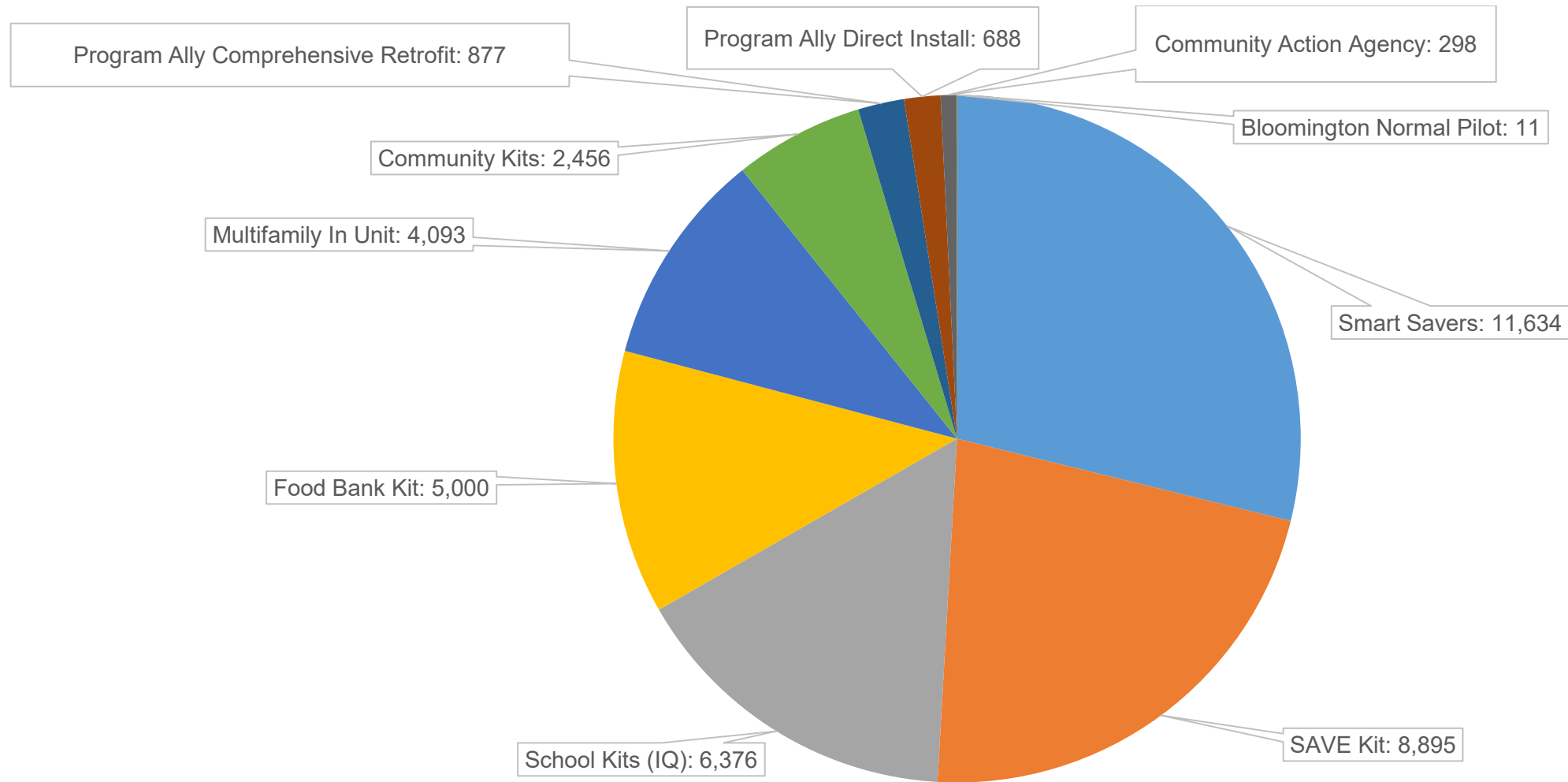
- Additional funding to serve more customers was added to SBDI as a result of COVID-19
- SBDI Pilots
  - Small Business Energy Performance: The Pilot focused on conducting air sealing and insulation at non-residential buildings around the Ameren Illinois territory in order to save electricity and natural gas.
  - EaaS: Ameren Illinois worked closely with Allumia to implement a small trial of the Energy-as-a-Service approach with a selected group of customers in 2020
  - Refrigeration: 20 Program Allies received training on new refrigeration measures throughout Q4

**32%** Percentage of SBDI Projects Completed at NO COST to the Customer



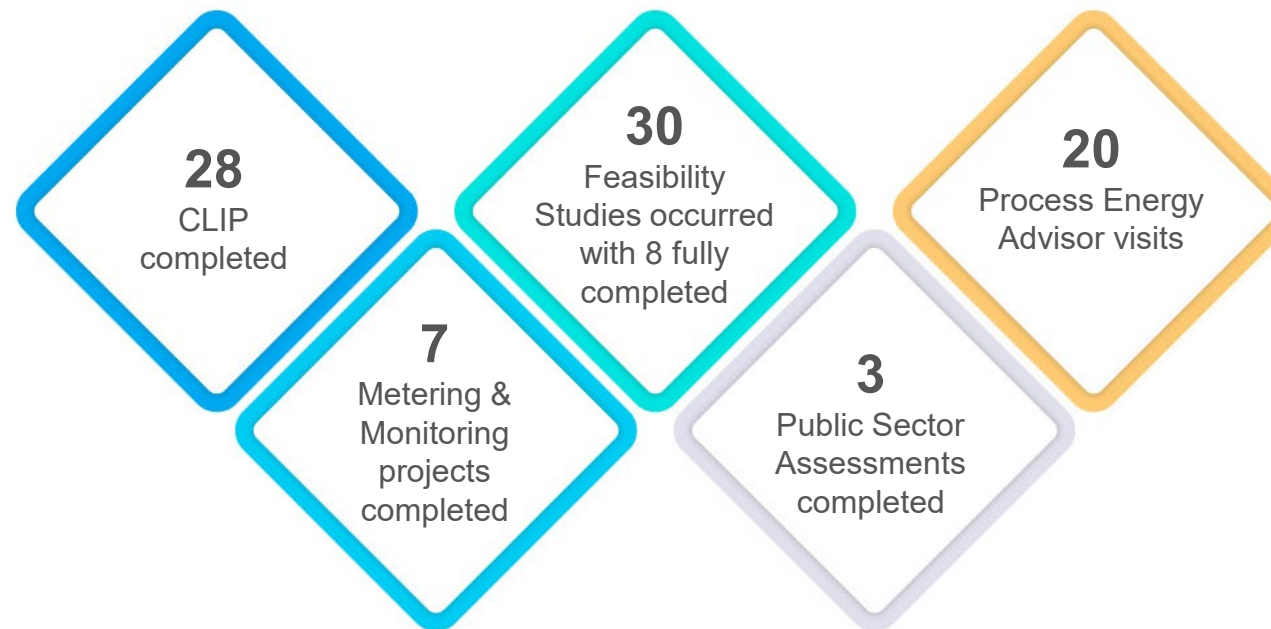


## Residential Program Highlight: Total Homes Served



## Business Program Offerings Overview: Custom

- 25,442 net MWh and 1,415,174 net Therm savings achieved
- Financing discussions occurred with 48 specific large customers and 11 referred to list of financing companies
- Addition of Custom productivity improvement incentive and energy efficient hydraulic oils
- Process Energy Advisors provided specialized sector assistance to customers to help develop energy savings and custom projects at facilities



## Business Program Offerings Overview: Retro Commissioning

- 4,062 net MWh and 54,441 net Therm savings achieved
- 6 compressed air projects completed
- 3 large facility projects completed
- 4 newly trained Registered Service Providers worked on their first project
- Virtual Commissioning produced over 453 MWh



## Business Program Offerings Overview: Street Lighting

---

- 31,306 net MWh savings achieved
- Added 200 units to 2020 schedule as a result of COVID-19
- Municipal-Owned
  - 11 projects were completed, resulting in 1,566 streetlights upgraded
- Ameren-Owned
  - 51 communities completed upgrades, resulting in 47,948 streetlights upgraded

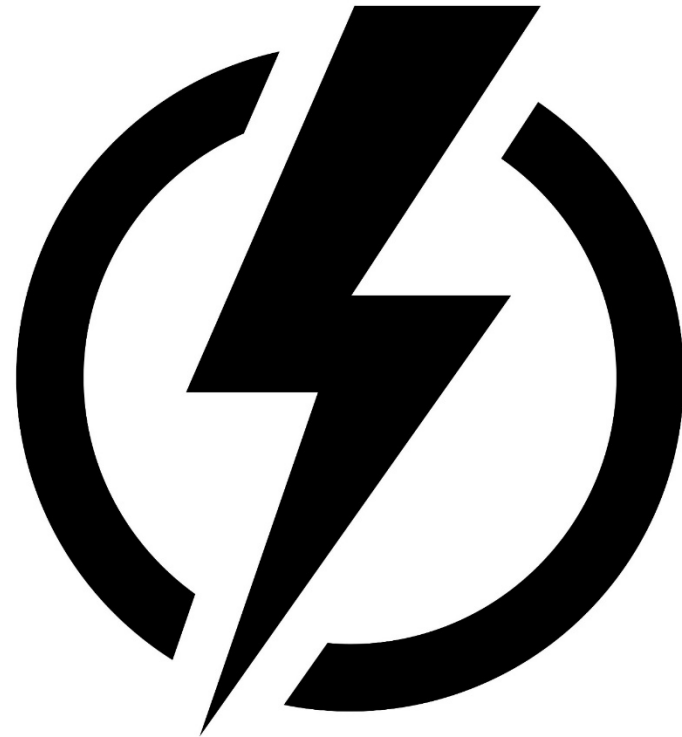




## Business Program Offerings Overview: Voltage Optimization

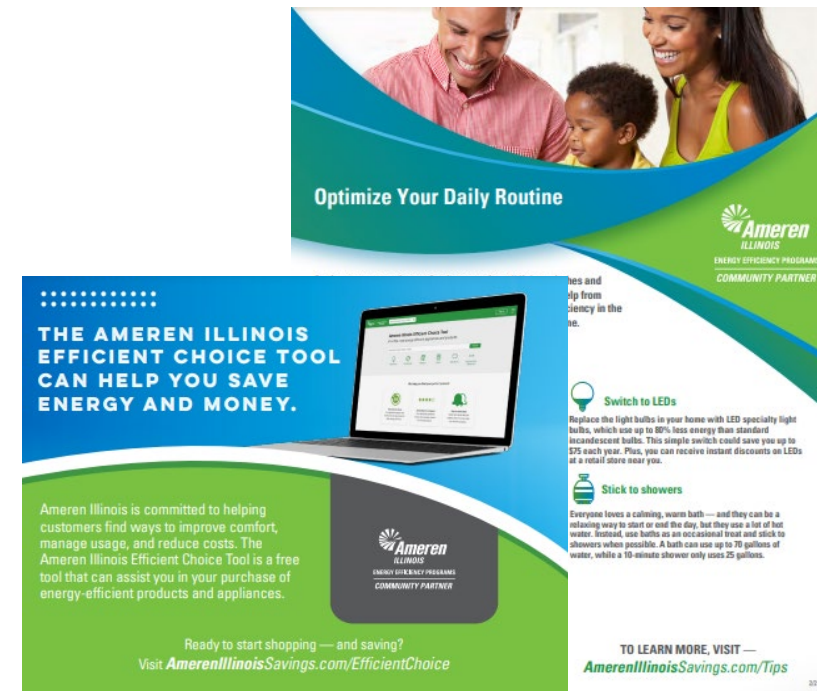
---

- 72,669 net MWh savings achieved
- VO achieved an average of 4% reduction across the 125 circuits deployed and measured



# MDI: COVID-19 Impacts

- Marketing & Communications Toolkit
  - Provided Community Partners with a Toolkit that included pre-approved social media messaging, newsletters, and advertisements that they could use to share with their customer-base through their own platforms
- Facebook Live Events
  - Partnered with CBOs to host Facebook Live events that promoted residential energy efficiency offerings available to residential customers, along with energy-saving tips for their home





***AmerenIllinoisSavings.com***