

Ameren Illinois Company
Implementing FEJA Through Energy Efficiency
October 31, 2018
Kristol W. Simms, Ameren Illinois

About Ameren Illinois



- Delivery Only – electric & natural gas
- 1.2 Million Electric and 816,000 Natural Gas Customers
- 43,000 square mile territory
- 3,000+ Employees
- \$2.5 Billion in Revenue

Our Program Accomplishments Since 2008



\$715 mil

**ESTIMATED ENERGY SAVINGS
FOR RESIDENTIAL CUSTOMERS**

11 billion

**POUNDS OF CARBON EMISSIONS
REMOVED FROM THE
ENVIRONMENT**

Over 1 million

**CARS REMOVED FROM THE
ROAD FOR ONE YEAR**

What's new with the Future Energy Jobs Act (FEJA)?



- Directing more EE resources to customers in disadvantaged communities
- No longer providing EE services to large industrial customers
- Delivering EE services to public facilities (schools, municipal buildings, etc.)
- EE program costs are now recovered through a regulatory asset
- Diversifying the EE workforce, increasing the pipeline of diverse vendors, and delivering economic benefits to communities we serve
 - Contracting with several new vendors
 - Adding jobs, increasing payroll and generating economic impact
 - Partnering with Community Based Organizations (CBOs)

Ameren Illinois Energy Efficiency Programs ICC-approved Plan for 2018-2021



Plan Summary:

- Invest approximately \$114 million per year for the next four years in electric and gas efficiency programs.
- Achieve nearly 9 percent, or 2,471,563 MWhs, in cumulative persisting energy savings by the end of 2021, with a goal of 16% in cumulative persisting savings achieved by 2030.
- Fund initiatives aimed at developing a best-in-class model to engage diverse and economically challenged communities, businesses and individuals through AIC energy efficiency investment.
- Offer energy efficiency opportunities tailored to deliver meaningful energy savings to all eligible Ameren Illinois' customers who participate.

*Subject to compliance filings and other ICC approved updates

Energy Efficiency Portfolio Goal and Vision

Goal: Achieve the Illinois Commerce Commission-approved savings targets

Vision: Leverage investment in energy efficiency to improve the quality of life in all communities that we serve



What are these energy efficiency programs?

- **Residential**
 - **Multi-Family**
 - **Home Efficiency (Income-Qualified)**
 - **Lighting & Retail Products**
 - **Appliance Recycling**
 - **Heating & Cooling**
 - **Home Energy Reports**

- **Business**
 - **Small Business**
 - **Standard Program**
 - **Retro-Commissioning**
 - **Municipality-Owned Street Lighting**
 - **HVAC & Water Heaters**
 - **Variable Frequency Drives**
 - **Custom Incentives - unique projects that don't fall under one of our standard programs**

- **Online Marketplace**
- **Persisting Savings Is King**
- **Serve All Customers**

HOME EFFICIENCY PROGRAM INCOME-QUALIFIED



Free direct install products provided:

- LED light bulbs, smart power strips, faucet aerators and showerheads, smart thermostats

Free upgrades available for customers:

- Adding insulation
- Air/duct sealing
- Pipe wrap
- Mechanicals (co-pay may apply)

You have taken the first step to managing your energy costs — **only two steps to go** before you start enjoying lower energy bills and a more comfortable home.

1 Schedule and receive an energy audit for your home.

2 Contact a trusted Program Ally to determine which energy-saving improvements you would like.

3 Sign an agreement with the Program Ally to install the energy-saving upgrades.

 **ENERGY STAR MADE**

MORE WAYS TO SAVE

Use a smart power strip
These power strips automatically shut off electronic devices — like TVs and cable boxes — when not in use, helping to save you energy.

Use your ceiling fan
Set your fan to a clockwise setting in the winter and a counter-clockwise setting in the summer to maximize comfort.

Don't block air vents
Keep your vents clear and clean so they can circulate heated or cooled air throughout your home.

Use smart plugs
Plug small appliances like a coffee maker or toaster into a smart plug to remotely manage energy use and shut off devices when not in use.

Keep your fridge cool
Place a dollar bill over the refrigerator's seal and close the door. If you can pull the bill out easily, it's time to replace the seal.

Size it right
When buying a refrigerator, select the size that's right for your home. To lower energy use, select a smaller model that can suit your needs.

Open or close window coverings
Close your curtains or blinds in the summer to block the sun's hot rays. In the winter, pull them open to let the sunlight warm up the room.

Shop for ENERGY STAR®
When searching for new appliances, look for the ENERGY STAR label. These products use 10-50% less energy than standard models.

Check your filter
Check your air filter every month, especially those months when you use your heating and cooling system the most. A dirty filter slows the airflow and makes the system work harder to keep your home warm or cool.

Learn about other available incentives and rebates for your home:
Visit AmerenIllinoisSavings.com/MyHome or call 1.866.838.6918.

HOME EFFICIENCY PROGRAM INCOME-QUALIFIED



WHO IS ELIGIBLE?

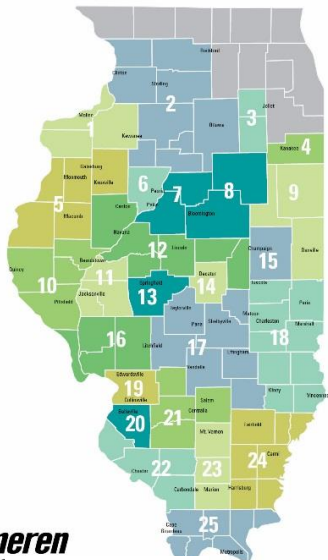
- Customers up to 300% poverty level
- Customers total household income must not exceed the amounts listed below based on family size:

	NUMBER OF HOUSEHOLD MEMBERS							
	1	2	3	4	5	6	7	8
MAXIMUM ANNUAL HOUSEHOLD INCOME (GROSS)	\$36,180	\$48,720	\$61,260	\$73,800	\$86,340	\$98,880	\$111,420	\$123,960

COMMUNITY ACTION AGENCY PARTNERSHIP MAP



COMMUNITY ACTION AGENCY TERRITORY MAP



1. Project NOW

Rock Island
Mercer
Henry

2. Tri-County

Carroll
Ogle
Whiteside
Lee
Bureau
Putnam
Stark
Marshall
La Salle

3. Kankekee County

Kankakee

4. Kendall County Health Dept.

Kendall
Grundy

5. WIRC

Henderson
Warren
Hancock
McDonough
Knox

6. PCCEO

Peoria

7. Tazwood

Tazewell
Woodford

8. Mid Central

McLean
Livingston

9. East Central

Ford
Iroquois
Vermilion

10. Two Rivers

Adams
Schuyler
Brown
Pike

11. MCS

Cass
Morgan
Scott

12. CAPCIL

Fulton
Mason
Menard
Logan
De Witt
Piatt

13. Sangamon County

Sangamon

14. Decatur

Mason

15. Champaign County

Champaign

16. IL Valley

Calhoun
Greene
Jersey
Maccoupin

17. CEFS

Montgomery
Christian
Shelby
Moultrie
Effingham
Fayette
Cley

18. ERBA

Douglas
Edgar
Coles
Cumberland
Clark
Jasper
Crawford
Richland
Lawrence

19. Madison County

Madison

20. St. Clair

St. Clair

21. BCMW

Bond
Washington
Clinton
Marion

22. Western Egyptian

Perry
Monroe
Jackson
Randolph

23. Crosswalk

Jefferson
Franklin
Williamson

24. WADI

Wayne
Edwards
Wabash
Hamilton
White
Saline
Gallatin

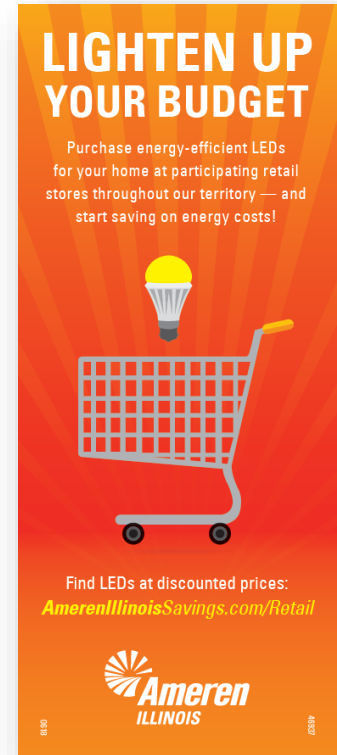
24. Shawnee Development Council

Union
Johnson
Pope
Hardin
Alexander
Pulaski
Massac

LIGHTING DISCOUNTS

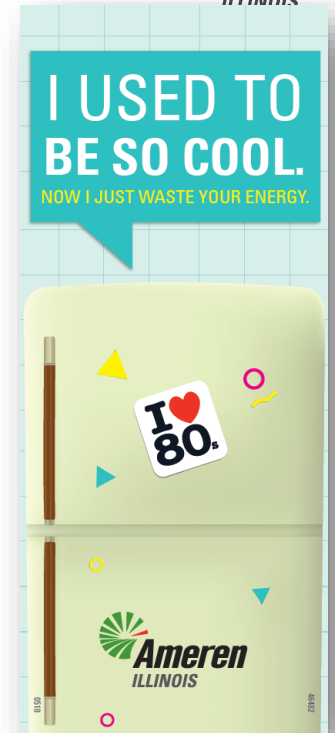


- Purchase discounted LED lighting at retail stores
 - Significant discounts at retail stores located in lower income areas (Dollar Tree)
 - Additional discounted products like smart power strips are available at these stores
- More than 800 retail stores in our territory offer discounts on lighting
- Promote via bill inserts, bill messaging, emails, digital advertising, and in-store promotions



APPLIANCE RECYCLING

- Ameren Illinois will provide a **\$50 reward** to kick off the savings
- Free pickup and haul away of old fridge or freezer
- Eligibility Requirements:
 - Appliance must be full-size and in working (cooling) condition
 - Ameren Illinois electric customer
- Promote via bill inserts, bill messaging, digital advertising, emails, and targeted direct mail



SMART THERMOSTAT INITIATIVE

Ameren Illinois has launched an initiative to deliver 300,000 smart thermostats to customers – including thousands of low-income households.

- The average home spends about half of energy costs on heating and cooling
- With proper use, smart thermostats can save you up to **\$180** per year in energy costs
- Ameren Illinois is working to provide the devices and installation services to low-income customers at no cost
- Promote via print and digital advertising, bill inserts, bill messaging, emails and in-store promotions



Ameren Illinois Market Development Initiative



- In 2017 Ameren Illinois worked hard to develop and the Commission approved an energy efficiency plan that has dedicated **\$2.9M for market development, diversity and economic empowerment** for communities in the AIC service territory.
- This Market Development Initiative has three primary goals to:
 - 1) Increase energy efficiency engagement by people and communities that have not traditionally participated;
 - 2) Increase the number of local, diverse candidates filling untapped energy efficiency jobs; and
 - 3) Expand or launch new local, diverse, MWBE energy efficiency businesses.
- The Ameren Illinois energy efficiency plan was also designed with the objective of serving **moderate- to low income customers** in a very meaningful way.
 - This objective allowed the company to seek **vendors as partners** with experience doing this work and several of them are diverse business enterprises.

Market Development Initiative Overview



Research and Design

- Identify current DBE and support organization landscape, key partners and sponsors
- Develop engagement strategies, support services and performance metrics and grants

Establish Community-Based Partnerships

- Establish agreements and grants where appropriate, to create local jobs
- Tie metrics to partnership agreements to ensure funding provided has tangible results

Incubate DBEs and Jobs in the Communities

- Customized grants, services and tools provided to individuals and organizations in communities most in need
- Potentially delivered through an RFP process with metrics, strategies and agreements that require accountability

Ameren Illinois Market Development Initiative Progress



- In 2018 11+ Community Partnerships Launched
- AIC identified and launched 59 different innovative approaches to assist in leveraging this investment for the benefit of communities in need.
- Summer Internship Program launched in 2018. video
- 3 separate events were held across Illinois in Fall 2018: West Frankfort; Macomb and Decatur
 - Distributed and explained the usefulness of home energy efficiency kits to 1,350 customers overall, and produced as many leads for HEIQ program
 - Signed up more than 200 people for our smart savers thermostat program
- Smart Savers Smart Thermostat Program

SMART SAVERS INITIATIVE



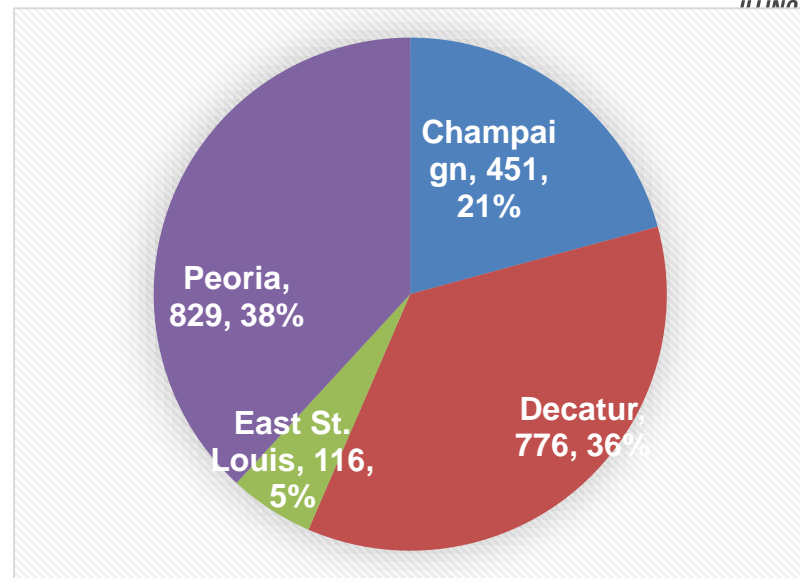
- Initiative launched in mid-August
- Single Family & Multifamily are eligible
- Pilot Program
- 5,000 units
- 4 month time-frame
- Based on qualifying zip codes

The banner features the Ameren ILLINOIS logo in the top left corner and a "Need Help?" link in the top right corner. Below the logo is a thick green horizontal bar. The main image shows a smiling woman with curly hair looking at her smartphone. Overlaid on the image is the text: "Free smart thermostat!" in a large, bold font, followed by "Ameren Illinois Smart Savers Initiative makes it possible." in a smaller font. At the bottom of the banner, there is a line of small text: "See qualifying information below. If you meet the requirements, please click the START button at the bottom of the page to claim your FREE smart thermostat! If you have questions, please contact us at [866.251.2531](tel:866.251.2531)."

SMART SAVER INITIATIVE

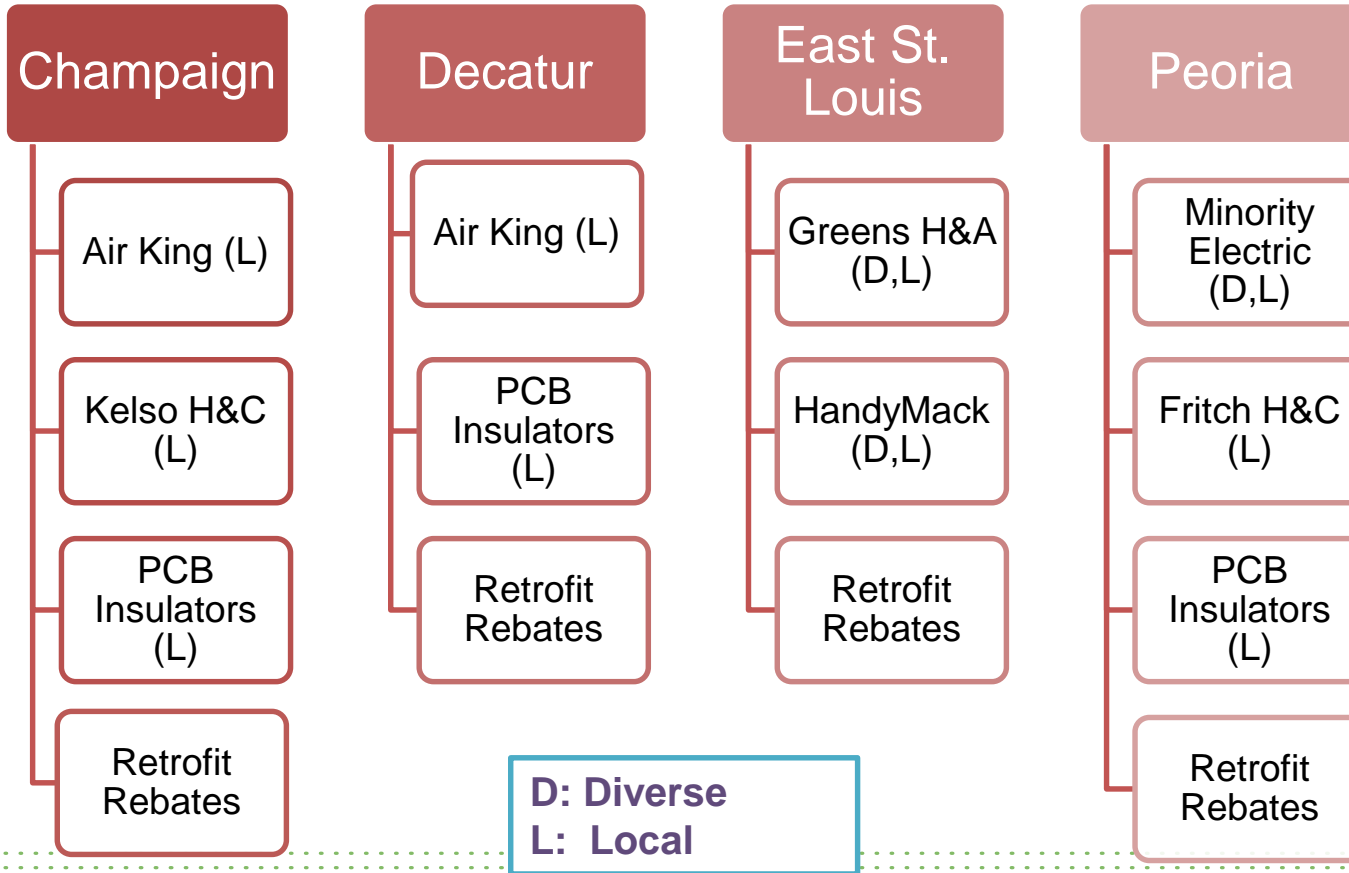
CURRENT STATISTICS

Total Thermostats Self Install	1,128
Total Thermostats Program Ally Install	1,041
Total Thermostats Multifamily Install	3
Total Number of Thermostats	2,172



In Progress

Smart Savers Initiative



Market Development Initiative Potential for Growth

- SSP – Senior Services Plus – Alton
- University of Illinois SEDAC – Workforce Development
- Finding ways to tackle new and existing challenges.



Market Development Initiative Project

ILLINOIS BLACK CHAMBER OF COMMERCE

Diverse Business Outreach Expansion

The Illinois Black Chamber of Commerce will host two (2) new project managers/relationship managers (PMRMs) focused on:

- » DBE identification
- » Increasing number of certified businesses
- » Recommending new business partners/allies
- » Networking with other chambers of commerce to increase pool of diverse suppliers
- » Serving as liaison with AIC's existing EE business partners
- » Facilitating EE workshops for businesses within AIC's service territory

Energy Efficiency Diversity Procurement Efforts



- Working to identify all procurement opportunities
- Will identify the timing for the opportunities
- Will identify diverse business enterprises as potential partners
- Set expectation that consideration is to be extended
- Track the level of spend by each vendor and sub



FOCUSED ENERGY. *For life.*