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**Date:** Tuesday, March 11, 2008 4:39:18 PM  
**Cc:** Kidwell, Stephen M; Fritz, Bruce; Mueller, Mark F; Martin, Molly K  
**Subject:** Hot Weather Safety Pilot Program Draft

As promised, attached is a draft of the key elements in the Hot Weather Safety Pilot program. Please review and send any comments back to me by Tuesday, March 18<sup>th</sup>.

Thank you  
Gaye Suggett  
681-7202

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AARP  
Exhibit No. 854  
Case No(s). 62-2008-0318  
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## **Hot Weather Safety Pilot Program**

### **Key Elements**

**Draft 3/11/08**

#### **Objective:**

Encourage "at risk" customers to run their air conditioners during heat advisory/emergency days by educating them on both the danger heat poses to them, and the economics of running their air conditioner on those extremely hot days.

#### **Goal:**

Reduce heat related emergencies/deaths among "at risk" customers.

#### **Potential components of the program**

##### **1) Communication/Education -**

- a) Use opportunities as listed below to communicate with "at risk" customers (isolated, living alone, etc) and educate them on the importance of running their air conditioner during heat advisory/emergency days. This communication should have a strong health focus, and should help them to understand the low cost to run their air conditioner, along with understanding the dangers associated with the extreme heat. Use messages such as "Heat Can Kill".
- b) A more targeted message can be directed to the low income sector. This message can direct them to contact the community action agencies to receive assistance.

**Opportunities to communicate:** Area Agencies on Aging and senior centers, Food Banks/Meals on Wheels, direct mailings, printed materials, door hangers, PSC "on hold" messages, 211 system, social service agencies, PSA's, churches, telephone reassurance, children of the elderly, buddy system, legislators, etc.

**Eligibility:** All elderly and/or disabled customers in the AmerenUE service territory.

- 2) **Incentive** - Pledge would be administered monthly to approximately 2400 AmerenUE customers, system-wide. Maximum amount of the pledge would be \$5/day, at approximately 13 "heat advisory" events per year, which are most likely to be concentrated in July and August.  
Customers affected (2400 customers x \$5/day x 13 events/yr = \$156,000/yr)

**Eligibility:** Elderly and/or disabled LIHEAP customers in the AmerenUE service territory; approximately 2400 customers.

**Funding for the Incentive Program** - Funding opportunities are being explored.  
Total cost of the incentive program is estimated at \$156,000/year.