





Starting this Summer, Ameren Missouri will help you track your energy use! In future Home Energy Reports, we'll compare your current usage to your historical usage and provide you with updates on your progress toward saving energy. Remember, every little bit helps so we'll also give you *personalized* tips and recommendations for saving even more.



## Save year after year with these personalized steps!

### ANNUAL SAVINGS:

UP TO **10%** of drying costs

#### Don't overdry clothes. Use moisture control to save energy.

Want some easy energy savings? Avoid overdrying your clothes. If your dryer has a moisture control sensor, use the dryness control setting to help your clothes last longer and avoid wasting energy.

### ANNUAL SAVINGS:

UP TO **80%** of lighting costs

#### Replace your bulbs with energy-saving LEDs.

Switching to ENERGY STAR® certified LED bulbs is an inexpensive and easy way to reduce your energy costs. You'll enjoy great light quality and the convenience of bulbs that last up to 25 times longer and use up to 80% less energy than traditional bulbs. Ameren Missouri offers discounts on LEDs at participating retailers, so get yours today! For more information, visit [AmerenMissouri.com/lighting](http://AmerenMissouri.com/lighting).

### ANNUAL SAVINGS:

UP TO **60%** of hot water costs


#### Upgrade to a heat pump water heater to cut your energy bills.

In many homes, hot water usage eats up 15%-25% of your energy budget. An ENERGY STAR® certified heat pump hot water heater can provide huge energy savings and \$500 in rebates from Ameren Missouri. For more information, visit [AmerenMissouri.com/products](http://AmerenMissouri.com/products).

For more information about this program and additional ways to save, visit [AmerenMissouri.com/myreport](http://AmerenMissouri.com/myreport) or call 1.877.215.5752.



This is the landing page for Program Participants; it will not be visible to visitors to our webpage. The page address will be on the report sent to Program Participants: AmerenMissouri.com/myreport



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## Home Energy Report Program

Are you eager to make your home more energy efficient? Congratulations! You're one step closer.

The Ameren Missouri Home Energy Report program provides you with personalized information about your energy use in order to help you save energy and money.

Your Home Energy Report compares your home's energy use to homes in your area that have similar characteristics so that you can put your usage into context and easily make informed decisions about how you use energy.


### How It Works

You are part of a select group of Ameren Missouri customers who will receive the Home Energy Report seasonally.

### Report Features

Your Home Energy Report will include the following features:

- Neighbor Comparison** – In this chart, your energy use is compared to homes in your area with similar square footage, home type, and cooling and heating types. At a glance, you can see if your home is using more or less energy than similar homes and efficient homes in your community.
- Progress Tracker** – In every other report you will see what percentage your energy use has improved since your first Home Energy Report. You can set a goal to reduce your usage by a certain percentage and track your progress over time.
- Energy Saving Tips** – You will be provided personalized tips based on your energy use patterns and the characteristics of your home. Each seasonal tip shows you how much your home is likely to save and will range from no cost, to low and higher cost investments.



In addition to the personalized information we provide on your Home Energy Report, we offer a variety of other programs that can help you save money and manage your energy use.


- Participate in our energy efficiency programs**  
Save energy and money through our energy efficiency programs. From energy efficient products to lighting, we offer our residential electric customers money back rebates and more.
- Manage your account online**  
View your energy statement, compare your daily and monthly usage, create a home profile to learn how you use your energy and more.
- Enroll in alerts and notifications**  
Sign up to receive notifications from us via email or text like bill reminders, usage and cost data, and more.
- Missouri Home Energy Certification Program**  
The Missouri Home Energy Certification (MHEC) is a voluntary program that encourages Missourians to reduce energy usage by making improvements or upgrades to their homes. MHEC is intended to help homeowners convey the invested value of the energy efficient features of their home to potential buyers.


### Looking For More Information?



Our [FAQ](#) page has answers to some of the most common questions about the Home Energy Report Program.

### Contact Us

We obtain this information from publicly available sources, so on occasion it can be incomplete or out of date. If you have questions about your report or notice that the information about your home is not correct, please update it by contacting us.

 1.877.215.5752 (8 a.m. – 5 p.m. CST)

 [MyReport@ameren.com](mailto:MyReport@ameren.com)

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This is the page that comes up when you click on FAQs on the previous page. These are common Frequently Asked Questions.

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## Home Energy Report Program Frequently Asked Questions

**Close** What is the purpose of the Home Energy Report Program?

The goal of the Ameren Missouri Home Energy Report Program is to provide you with detailed personalized information about your energy use, so that you can easily make behavior changes and/or investments that can help you save energy and money on your utility bills.

**Close** How did you choose the homes used in my neighbor comparison?

To provide valid comparisons, we've chosen homes that are in your area and have characteristics that typically lead to similar energy needs, such as home size, home type, use of air conditioning and heating source. We also make sure to only include homes that are occupied at the time of the comparison. We obtain this information from publicly available sources, so on occasion it can be incomplete or out of date. If you have questions about your report or notice that the information about your home is not correct, please update it by contacting us via phone at 1-877-215-5752 or by email at [MyReport@ameren.com](mailto:MyReport@ameren.com)

**Close** How do you determine the information about my home and how do I update it?

We determine information about your home like your square footage, heating type, structure type, the number of occupants and age of your home based on publicly available records.

On occasion this information can be out of date or incomplete. If the information we have about your home is not correct, please update it by calling us at 1-877-215-5752 or by email at [MyReport@ameren.com](mailto:MyReport@ameren.com).

**Close** Can my neighbors see how much energy I am using?

No, the neighbor comparison only takes the average energy use of similar homes in the area. Under no circumstance are individual Ameren Missouri customer's energy use information ever shared with anyone else other than the account holder.

**Close** Why was I selected to be a part of the program?

You are one of 225,000 Ameren Missouri customers who were randomly selected to be part of the Home Energy Report program. The Home Energy Report program is just one part of Ameren Missouri's three-year plan to reduce energy consumption by 570,000 MWh, equivalent to the energy used by nearly 40,000

**Close** What if there are good reasons that my household uses more energy than my neighbors?

Research indicates that our similar home average is a good indication of typical energy usage, however, there are some factors that may not be accounted for because it would be impossible to do so.

Even if your household uses more energy than your average neighbors for good reasons, there are still opportunities for you to reduce your usage and save money. Most people can realize savings if they follow the personalized energy savings tips on their report.

**Close** I have certain life circumstances, such as energy-intensive medical equipment, that prevent me from reducing my energy use. So how can these reports help me?

We understand that everyone's life circumstances are unique, and that for some people it might be difficult to reduce their home's energy use. In order to account for such situations, we try to provide a range of energy saving tips to address the various needs of Ameren Missouri customers. We encourage you to review the savings tips on your report and determine which tips are best suited for your circumstances. We've found that most people can realize at least some energy savings.

**Close** How do some of my neighbors manage to use so much less energy than I do?

Efficient households manage to use less energy by taking a variety of steps. Some of these steps include using the thermostat to manage heating and cooling costs, turning off lights and electronics when not in use, upgrading to ENERGY STAR® certified heating and cooling equipment and appliances and much more. Your home energy report provides you with personalized energy saving tips that can help you become an efficient household.

**Close** Can I opt out of this Program?

Yes, you can opt out of the Home Energy Report program by calling us at 1-877-215-5752 or by email at [MyReport@ameren.com](mailto:MyReport@ameren.com)

**Close** How did you come up with the estimated savings on my report?

Savings estimates are drawn from reliable, third-party sources such as the US Department of Energy's ENERGY STAR Program. For more information, you can visit the ENERGY STAR website at [energystar.gov](http://energystar.gov)

**Close** Why is Ameren Missouri trying to help me save energy?

Investing in energy efficiency programs helps our customers reduce their energy usage, which reduces the need to build new energy centers, saving customers billions of dollars for decades to come.

**Close** How often will I receive the report?



Your report will be delivered through the mail seasonally. Keep an eye out for your next Home Energy Report so you can track your progress.

**Close** Whose home qualifies as the Efficient Home? Are these real people and homes?

Yes, these are real homes. For this report, we use a scale of 1 to 100 to rank all of the homes that are similar to yours from low to high based on each home's energy use. The Average Home represents the ones in the middle of the pack, performing at the 50-percent mark. The Efficient Home represents homes that fall at the 20-percent mark, which means that 20 percent of the homes in your comparison consume this amount of energy or less.

**Close** I have gas heating. Does this report compare energy usage for both electricity and gas?

No, the report only accounts for a home's electricity use, so the costs for gas are not included. However, you are only being compared to homes that are like yours, so we do not compare an all-electric home to a gas-heated home.

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The next two pages will also be a link on the Program Participant webpage explaining how to read the Home Energy Report. For the front and back sides.

## How to read your Home Energy Report

**Ameren MISSOURI**

**Summer 2016 Home Energy Report**  
Account Number: 0000000000

\*\*\*\*\*SINGLP  
|||...|||  
JOHN DOE  
123 MAIN ST  
BOULDER, CO 80304-0000

30000  
17.71  
kWh

**REPORTING PERIOD AND ACCOUNT NUMBER**  
You'll receive a seasonal report on your home's energy usage.

**COMPARING YOUR USAGE**  
We'll show you how your usage for the time period compares to similar homes that are average (50th percentile) and efficient (20th percentile).

**My Report is your guide to saving energy.**  
We're dedicated to helping you reduce your energy spending, and this Home Energy Report just for you. You'll receive this report with information on how your energy use compares to that of similar homes, along with personalized recommendations on ways to cut your energy costs and take advantage of Ameren Missouri rebates. In the chart below, your energy usage from last summer is compared to other, similar homes during the same time.

**RATING YOUR USAGE**  
We'll rate your seasonal usage.

**Compare your usage from last summer to similar homes:**

Home Type	Usage Level
Similar Efficient Home*	Lowest (20th Percentile)
Your Home	Average (50th Percentile)
Similar Average Home†	Average (50th Percentile)

\*Homes of similar size, style and age in your area that have the lowest energy use (in the 20th percentile)  
†Homes of similar size, style and age in your area that have average energy use (50th percentile)

**KEEPING IN TOUCH**  
If you have questions or need additional information, visit us online or give us a call.

**Your energy use is:**  
Good!  
You're using less than average! Turn over for more ways to save.

For more information about this program and additional ways to save, visit [AmerenMissouri.com/myreport](http://AmerenMissouri.com/myreport) or call 1.877.215.5752.



[AmerenMissouri.com](http://AmerenMissouri.com)

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# How to read your Home Energy Report



Starting this Summer, Ameren Missouri will help you track your energy use! In future Home Energy Reports, we'll compare your current usage to your historical usage and provide you with updates on your progress toward saving energy. Remember, every little bit helps so we'll also give you *personalized* tips and recommendations for saving even more.



## TRACKING YOUR USAGE

We'll show you how your current usage compares to your historical usage.

## PROVIDING ENERGY SAVINGS TIPS

Based on your home and usage patterns, we'll provide customized recommendations to help you save energy and money.

## Save year after year with these personalized steps!

**ANNUAL SAVINGS:**  
UP TO **25%** of cooling costs

### Cool your home naturally with shade trees.

Shade trees shield your home from the hot summer sun. Be sure to plant the right tree in the right place to avoid potential tree and wire conflicts as the tree matures. Call 811 before you dig. It's the law.

**ANNUAL SAVINGS:**  
UP TO **15%** of cooling costs

### Reduce drafts by caulking and weatherizing.

Keep out the summer heat and humidity! Caulking and weather stripping can reduce your cooling costs by 10-15%. Visually inspect your doors and windows every year for gaps. Find those smaller problems before they become bigger ones.

**ANNUAL SAVINGS:**  
UP TO **20%** of drying costs

### Upgrade your old electric dryer to save energy.

If you can't remember when you bought your clothes dryer, it may be time to replace it. Today's efficient models reduce energy use significantly. Look for a seasonal sale to save even more.

For more information about this program and additional ways to save, visit [AmerenMissouri.com/myreport](http://AmerenMissouri.com/myreport) or call 1.877.215.5752.



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This is the landing page for Non- Participants; it will be the only page visible to visitors to our webpage. This page is important as some customers may hear about it and want to know more.

The screenshot shows the Ameren Missouri website's landing page for the Home Energy Report Program. The page features the Ameren Missouri logo in the top left, a navigation menu with links to Corporate Home, About Ameren Missouri, Media, Careers, and Contact Us, and a search bar. A secondary navigation bar includes links to Home, Customer Service Center, Residential, Business, Communities, Environment, and Energy Efficiency. A blue sidebar on the left lists 'Energy Efficiency Programs' with sub-links for Residential, Business, and Natural Gas Efficiency. The main content area is titled 'Home Energy Report Program' and includes a descriptive paragraph, an eligibility note, and four key program features: participating in energy efficiency programs, managing accounts online, enrolling in alerts and notifications, and the Missouri Home Energy Certification Program. A contact information section provides an email address, MyReport@ameren.com. The footer contains copyright information, site map, contact us, legal & privacy statements, employee log-in, and social media follow links for Facebook and Twitter.

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## Home Energy Report Program

The Ameren Missouri Home Energy Report program provides participating customers throughout the Ameren Missouri service territory with personalized information about their energy use to help them save energy and money. The report compares customers home energy use to similar homes in the area, along with personalized recommendations on ways to cut energy costs.

**Eligibility:** The Home Energy Report Program is currently full. However, we offer many opportunities for all of our customers to manage their energy use and save.

- Participate in our energy efficiency programs**  
Save energy and money through our energy efficiency programs. From energy efficient products to lighting, we offer our residential electric customers money back rebates and more.
- Manage your account online**  
View your energy statement, compare your daily and monthly usage, create a home profile to learn how you use your energy and more.
- Enroll in alerts and notifications**  
Sign up to receive notifications from us via email or text like bill reminders, usage and cost data, and more.
- Missouri Home Energy Certification Program**  
The Missouri Home Energy Certification (MHEC) is a voluntary program that encourages Missourians to reduce energy usage by making improvements or upgrades to their homes. MHEC is intended to help homeowners convey the invested value of the energy efficient features of their home to potential buyers.

**Contact Us** if you have any questions.  
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