

## Appendix B - Program Templates

The following program template is a detailed description of the Pay As You Save Pilot (PAYS®) program. The program templates facts and analysis completed at the time of this filing. Program tariffs are subject to change based on final program designs, as program revisions and modifications may be implemented during MEEIA 2019-21, and as necessary to align with changes to the exemplar tariffs found in Appendix J - Tariffs. The description follows the requirements set forth in 20 CSR 4240-20.094(4)(D).

<b>PROGRAM</b>	<b>Residential Pay As You Save® Pilot Program</b>
<b>Objective</b>	The objective of this pilot program is to promote the installation of energy efficient technologies and increase deeper, long-term energy savings and bill reduction opportunities for Ameren Missouri customers by delivering program funded energy efficiency services and customer repayment of those services through a tariffed on bill charge tied to the meter. This program will be launched as a pilot program in 2022. Key objectives of the pilot will be to: A) Understand customer experience, including uptake and market potential, and overall satisfaction with the program B) assess evaluated savings C) assess impacts to utility financials from non-payment.
<b>Target Market</b>	The target market will consist of Residential Rate 1(M) customers within the Ameren Missouri service territory.
<b>Program Schedule</b>	Program will launch January 1, 2022 and continue through December 2022.
<b>Program Description</b>	<p>The Residential Pay as You Save® Pilot Program is designed to serve eligible customers through direct installation of select program measures (Tier 1) and a full assessment for customers whose homes are without disqualifying issues (Tier 2).</p> <p>Full assessments will include work proposals for qualifying upgrades. Qualifying measures will be those where the installed cost of the measures does not exceed 80% of the estimated post upgrade bill savings over 80% of the lifetime of the measures.</p> <p>Savings estimates begin with onsite building characteristics, HVAC system specifications, and direct air and duct leakage measurements. Incremental energy savings potential is calculated using a proprietary custom version of the OptiMiser home energy use calculation engine. The implementation contractor's proprietary OptiMiser software extensions use the incremental measure savings outputs and fixed measure costs pre-negotiated with service providers to identify a qualifying offer that meets the PAYS® 80% rules above.</p> <p>Customers who choose to proceed will have upgrades installed through a network of trained program partners (Tier 3).</p> <p>Following completion of upgrades and close out of the project, the program will place a tariffed charge on the customer's bill.</p>
<b>Eligible Measures &amp; Services</b>	<p>The program will provide eligible customers with direct install measures. Customers with homes that do not have health and safety issues which make the property unlikely to endure for the lifetime of the major energy efficiency upgrades will receive a full assessment and offer for additional upgrades, which may consist of qualifying energy and demand saving measures designed to achieve deep energy savings.</p> <p>Measures installed through this program are eligible for Incentives currently available through any of the Company's other Energy Efficiency and Demand Response Programs.</p> <p>Eligible program measures are those filed in File No. EO-2018-0211. Other measures not included in the TRM but that, due to the complexity in the design and configuration of the particular measure in the Qualifying Project, may be subject to a more comprehensive custom engineering algorithm and financial analysis that more accurately characterize the energy efficiency savings. Qualifying Projects are eligible for existing Program benefits and existing Incentives offered for eligible measures in File No. EO-2018-0211 and may be offered for promotion during the Program Period.</p>

<p><b>Implementation Strategy</b></p>	<p>The Company will hire a contractor to administer this program. In addition to the direct installation of select measures, the program will seek to drive property owners to achieve savings possible by offering installation of qualifying measures with no upfront cost to reduce financial barriers to investing in energy efficiency upgrades.</p> <p>The program will identify meter locations with high energy intensity per square foot. This approach also increases the likelihood that little to no copay is the likely result of a PAYS® pilot program offering.</p> <p>The process includes:</p> <ul style="list-style-type: none"> <li>• Visual inspection of the home and perform DI for DI measures (Tier 1).</li> <li>• Homes that do not have health and safety issues which make the property unlikely to endure for the lifetime of the major energy efficiency upgrades, collect data using blower door and duct blaster/pressure pans and record actual home features and conditions (Tier 2).</li> <li>• Assessment - the program analyzes usage history and assessment data and program partner installation costs to determine each participant's unique qualifying scope of work. The qualifying scope of work ensures that 80% of the estimated post upgrade savings over 80% of the lifetime of the measures make up the monthly tariff charge, while 20% of the estimated post upgrade savings immediately flow to the participant, capped at 12 years. Customers will have the option of a co-pay if needed for upgrades to meet the 80/20 rule, where they would reduce the cost to meet this rule.</li> <li>• Create and deliver program offer to customer, educating them on the related savings, costs, and tariff terms.</li> <li>• If customer wishes to proceed, execute customer agreement and authorize program partner to schedule and perform work (Tier 3).</li> <li>• Post-install QC, including post installation blower door and duct blaster readings as needed, and completion of PAYS® work acceptance form.</li> <li>• Provide customer with a "Pearl" home certificate and appraiser's letter.</li> <li>• Tariff charge is placed on the customer bill no less than 45 days after close out.</li> </ul>
<p><b>Market Transformation Elements</b></p>	<p>The program will include education elements designed to educate customers on the benefits of energy efficiency as well as direct installation of select measures. The program will also provide tools and resources designed to encourage the adoption of energy efficiency and a network of trade allies who will install qualifying energy efficiency measures at no upfront cost, reflected in a tariffed on bill charge for participants.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings from the market transformation efforts is included in Appendix E – EM&amp;V Plan</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure, mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>
<p><b>Promotional/ Marketing Strategy</b></p>	<p>Initial marketing strategy will utilize historic usage data and data analytics to identify and customize home energy usage reports meant to encourage high energy intensity customers to enroll in the program. These reports will be distributed to targeted customers as an initial recruitment effort.</p> <p>The program will use marketing communications to overcome a lack of target customer program awareness and increase understanding of program offerings and participation opportunities. Tactics may include but will not be limited to direct mail, email, and digital tactics.</p>
<p><b>EM&amp;V</b></p>	<p>Detailed plans to analyze program performance through EM&amp;V can be found in Appendix E - Sample Evaluation Plans.</p>

<b>Requirements</b>											
<b>Program Design Flexibility</b>	At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and at the same time facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and changing market conditions.										
<b>Estimated Participation</b>	<table border="1" style="margin: auto; border-collapse: collapse;"> <tr> <th colspan="2" style="background-color: #D9EAD3; color: #556B2F;">Pay As You Save Pilot® – Estimated Annual Installations</th> </tr> <tr> <th style="background-color: #D9EAD3; color: #556B2F;">End-Use</th> <th style="background-color: #D9EAD3; color: #556B2F;">2022</th> </tr> <tr> <td>Bldg. Shell RES</td> <td style="text-align: center;">926</td> </tr> </table>	Pay As You Save Pilot® – Estimated Annual Installations		End-Use	2022	Bldg. Shell RES	926				
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**Cost-Effectiveness**

<b>Pay As You Save Pilot® - Program Cost-Effectiveness</b>				
Program	TRC	UCT	PCT	RIM*
Pay As You Save®	2.29	2.47	7.33	0.88

\*Represents net fuel.