

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of Union Electric Company d/b/a Ameren)
Missouri's Filing to Implement Regulatory Changes) File No. EO-2012-0142
Furtherance of Energy Efficiency as allowed by MEEIA.)

NOTIFICATION

COMES NOW Union Electric Company d/b/a Ameren Missouri (Ameren Missouri or Company) and, pursuant to the terms of the *Unanimous Stipulation and Agreement Resolving Ameren Missouri's MEEIA Filing (Stipulation)*, submits the following:

1. The *Stipulation* requires Ameren Missouri to file a notice in this case no less than five business days prior to making a change in its measure and/or incentive amount offering.¹
2. Ameren Missouri is making changes to several Residential Electric 11-step measures, including lighting, energy efficiency products, Home Energy Analysis, incentive payments, Multi-family Low Income, and HVAC new system and tune up.
3. In accordance with the *Stipulation*, Ameren Missouri is providing notice of this change. Attached to this pleading is a list of all incentives offered in Ameren Missouri's residential energy efficiency program with the changed incentives highlighted for ease of identifying where changes occurred. Also attached are copies of the revised web pages.
4. All of these changes have been discussed with the stakeholder group prior to this filing.

WHEREFORE, Ameren Missouri respectfully files this *Notice* in compliance with the terms of the *Unanimous Stipulation and Agreement Resolving Ameren Missouri's MEEIA Filing*.

¹ File No. EO-2012-0142, Unanimous Stipulation and Agreement Resolving Ameren Missouri's MEEIA Filing, p. 14.

Respectfully submitted,

UNION ELECTRIC COMPANY,
d/b/a Ameren Missouri

/s/ Matthew R. Tomc _____

Matthew R. Tomc, #66571

Corporate Counsel

Wendy K. Tatro, #60261

Director and Assistant General Counsel

Union Electric Company d/b/a Ameren Missouri

1901 Chouteau Avenue

P.O. Box 66149, MC 1310

St. Louis, MO 63166-6149

(314) 554-4673 (phone)

(314) 554-3484

(314) 554-4014 (fax)

AmerenMOService@ameren.com

**ATTORNEYS FOR UNION ELECTRIC
COMPANY d/b/a AMEREN MISSOURI**

CERTIFICATE OF SERVICE

The undersigned certifies that true and correct copies of the foregoing have been e-mailed to counsel of record in this case on this 11th day of June, 2015.

/s/ Matthew R. Tomc _____

Matthew R. Tomc

Ameren Missouri Residential Energy Efficiency

Residential Energy Efficiency Program Measures and Incentives

Program Measures as listed are for the following Residential Programs:

1. Energy Efficient Lighting
2. Energy Efficient Products - changes effective 6/6/2014
3. Appliance Recycling
4. ENERGY STAR® New Homes-closed effective 6/21/2014
5. Low Income - changes effective 5/27/2014
6. New HVAC and Tune-up - changes effective 5/5/2014
7. Home Energy Performance Pilot

Energy Efficient Lighting Incentives for Measures identified in the TRM

Energy Efficient Lighting Measures	Low Range Incentive	High Range Incentive
CFL - 13W (60W incandescent equivalent) PRE-EISA	0.50	2.50
CFL - 13W (60W incandescent equivalent) POST-EISA	0.50	2.50
CFL - 18W (75W incandescent equivalent) POST-EISA	0.50	2.50
CFL - 23W (100W incandescent equivalent) POST-EISA	0.50	2.50
CFL - High Wattage Bulbs	1.00	6.00
CFL - Specialty Bulbs	1.00	7.50
CFL - Fixtures	5.0	15.00
CFL - Reflector	1.95	8.00
LED - 10.5W Down light E26 Light Bulb	5.00	15.00
LED - 12W Dimmable Light Bulb	5.00	15.00
LED - 15W Flood Light PAR30 Bulb (POST-EISA)	5.00	15.00
LED - 18W Flood Light PAR38 Bulb (POST-EISA)	5.00	15.00
LED - 8W Globe Light G25 Bulb	5.00	15.00
Occupancy Sensor remove	9.15	15.00

Energy Efficient Product Incentives for Measures identified in the TRM

Energy Efficient Product Measures	Low Range Incentive	High Range Incentive	Incentive Amount
Energy Star Room AC	10.00	50.00	
Heat Pump Water Heaters	125.00	700.00	
Pool Pump and Motor Single Speed	10.00	75.00	
Pool Pump and motor w auto controls - multi speed	85.00	350.00	
Setback thermostat full setback_SF removed 6/6/2014	10.00	50.00	
Setback thermostat moderate setback_SF removed 6/6/2014	10.00	50.00	
Smart Strip plug outlet	6.00	25.00	

Ameren Missouri Residential Energy Efficiency

Residential Energy Efficiency Program Measures and Incentives

Energy Efficient Product Measures	Low Range Incentive	High Range Incentive	Incentive Amount
VFDs on Residential Swimming Pool Pumps	60.00	250.00	
Water Heater – Electric– remove	10.00	50.00	
Low Flow Faucet Aerator - Electric water heater	1.50	5.00	
Low Flow Showerhead - Electric water heater	3.00	15.00	
Pipe Wrap - Electric water heater	1.00	7.50	
CFLs 13W	.50	2.50	
LEDs 10W revised 6/6/2014	5.00	15.00	
Energy Star Room Air Purifier revised 6/6/2014			50.00
Energy Star Hot/Cold Water Cooler revised 6/6/2014			15.00

*When measures are part of a bundled product kit , shipping and handling is not included in above amounts

Appliance Recycling Program Incentives for Measures identified in the TRM

Appliance Recycling Measures	Incentive
Dehumidifier recycling	0
Freezer Recycling	50.00
Refrigerator Recycling	
Room AC recycling	0

ENERGY STAR® New Homes Incentives -This program was discontinued as of June 21, 2014

Incentives are paid to participating Builders on a whole house basis. There are two payment tiers:

● ~~Tier One High Performance Homes:~~

- ~~○ Insulation requirements for Walls, Floors and Ceilings are enforced and signed by HERS Rater~~
- ~~○ Requires cracks in building envelope to be fully sealed~~
- ~~○ Builder submits HERC certificate and AHRI and REM~~

● ~~Tier Two ENERGY STAR Homes:~~

- ~~○ Requires ENERGY STAR qualified light bulbs in 80 percent of light locations~~
- ~~○ ASHRAE 62.2 Ventilation Requirements in full effect~~
- ~~○ All Four ENERGY STAR Checklists (Thermal Enclosure, HVAC System Quality Checklists for Contractors and Raters, and Water Management System Checklist) enforced and signed by HERS Rater~~
- ~~○ ENERGY STAR Certificate, AHRI and REM also submitted~~
- ~~○ Requires certification for HVAC contractor~~

New Homes Measures Tier 1 High Performance Home: \$500 per house/ Tier 2 ENERGY STAR® Home: \$800 per house
ASHP SEER 14 Replace at Fail with ASHP
ASHP SEER 14 Replace at Fail Elec Resist Furnace
ASHP SEER 15 Replace at Fail with ASHP
ASHP SEER 15 Replace at Fail Elec Resist Furnace

Ameren Missouri Residential Energy Efficiency

Residential Energy Efficiency Program Measures and Incentives

New Homes Measures — Tier 1 — High Performance Home: \$500 per house/ Tier 2 — ENERGY STAR® Home: \$800 per house	
ASHP — SEER 16+ Replace at Fail with ASHP	
ASHP — SEER 16+ Replace at Fail Elec Resist Furnace	
CAC — SEER 14 Replace at Fail	- -
CAC — SEER 15 Replace at Fail	- -
CAC — SEER 16+ Replace at Fail	- -
CFL — 13W (60W incand equiv) PRE-EISA	
CFL — 13W (60W incand equiv) POST-EISA	
CFL — 18W (75W incand equiv) POST-EISA	
CFL — 23W (100W incand equiv) POST-EISA	
CFL — Fixtures	
CFL — High Wattage Bulbs	
CFL — Reflector	-
CFL — Specialty Bulbs	- -
Duct Sealing Level 1	
Duct Sealing Level 2	
Geothermal HP Desuperheater	
GSHP — SEER 14+ Replace Elec Resist Furnace	
Heat Pump Water Heaters	- -
HID — Exterior	- - -
Air Sealing (Infiltration reduction) — 30%_SF	
LED — 10.5W Downlight E26 Light Bulb	
LED — 12W Dimmable Light Bulb	
LED — 15W Flood Light PAR30 Bulb (Post-EISA)	
LED — 18W Flood Light PAR38 Bulb (Post-EISA)	
LED — 8W Globe Light G25 Bulb	- -
Occupancy Sensor	- - -
PTAC 10.3 EER_SF	
PTAC 9.3 EER_SF	- - -
PTHP 10.9 EER_SF	
PTHP 9.1 EER_SF	- - -
RCA 10% improvement_SF	
Setback thermostat — full setback_SF	-
Setback thermostat — moderate setback_SF	
Water Heater — Electric	- -
Window Replacement_SF	

Ameren Missouri Residential Energy Efficiency

Residential Energy Efficiency Program Measures and Incentives

Low Income Incentives for Measures identified in the TRM

Low Income Measures	Low Range Incentive	High Range Incentive	Incentive Amount
AC - Energy Star Room_MF	348.00	479.00	
AC - Energy Star Room - Thru-Wall_MF	348.00	636.00	
CFL - 13W_MF PRE-EISA_MF			5.00
CFL - 13W_MF POST-EISA_MF			5.00
CFL - 18W (75W incand equiv) POST-EISA_MF			5.50
CFL - 23W (100W incand equiv) POST-EISA_MF			5.75
Energy Star Refrigerator_MF	525.00	820.00	
HVAC Maintenance and Tune-up_MF			120.00
LED - 10.5W Downlight E26 Light Bulb_MF			23.14
LED - 12W Dimmable Light Bulb_MF			40.04
LED - 15W Flood Light PAR30 Bulb (Post-EISA)_MF			42.90
LED - 18W Flood Light PAR38 Bulb (Post-EISA)_MF			42.90
LED - 8W Globe Light G25 Bulb_MF			36.40
Low Flow Faucet Aerator_MF	13.00	15.00	
Low Flow Showerhead_MF	37.00	48.50	
Pipe Insulation_MF			1.50
RCA 10% improvement_MF			120.00
Setback thermostat - full setback_MF			100.00
Smart Strip plug outlet_MF REMOVED 5-27-14			38.49
Water Heater Blanket_MF			58.31
AC - Energy Star Room_SF	363.00	483.00	
AC - Energy Star Room - Thru-Wall_SF	363.00	641.50	
CFL - 13W_MF PRE-EISA_SF			5.50
CFL - 13W_MF POST-EISA_SF			5.50
CFL - 18W (75W incand equiv) POST-EISA_SF			6.00
CFL - 23W (100W incand equiv) POST-EISA_SF			6.25
HVAC Maintenance and Tune-up_SF			100.00
LED - 10.5W Downlight E26 Light Bulb_SF			24.00
LED - 12W Dimmable Light Bulb_SF			40.04
LED - 15W Flood Light PAR30 Bulb (Post-EISA)_SF			42.90
LED - 18W Flood Light PAR38 Bulb (Post-EISA)_SF			42.90
LED - 8W Globe Light G25 Bulb_SF			37.00
Low Flow Faucet Aerator_SF	15.00	17.00	
Low Flow Showerhead_SF	38.00	49.00	
Pipe Insulation_SF			1.60
RCA 10% improvement_SF			105.00

Ameren Missouri Residential Energy Efficiency

Residential Energy Efficiency Program Measures and Incentives

Low Income Measures	Low Range Incentive	High Range Incentive	Incentive Amount
Setback thermostat - full setback_SF			105.00
Smart Strip plug outlet_SF REMOVED 5-27-14			44.97
Water Heater Blanket_SF			58.81

New HVAC and Tune-up Incentives for Measures identified in the TRM - Rev 1 eff. 5/5/14

HVAC Measure	Customer-facing name	Base Incentive	+ \$100 Sweetener	+ Contractor incentive \$5-\$12.50
ASHP - SEER 14 ER with ASHP ERbegin	ASHP SEER 14 Replacing ASHP	400	500	\$405-\$512.50
ASHP - SEER 14 Replace at Fail with ASHP			n/a	\$405-\$412.50
ASHP - SEER 14 ER Elec Resist Furnace ERbegin	ASHP SEER 14 Replacing Electric Furnace	600	700	\$605-\$712.50
ASHP- SEER 14 Replace at Fail Elec Resist Furnace			n/a	\$605-\$612.50
ASHP - SEER 15 ER with ASHP ERbegin	ASHP SEER 15 Replacing ASHP	500	600	\$505-\$612.50
ASHP - SEER 15 Replace at Fail with ASHP			n/a	\$505-\$512.50
ASHP - SEER 15 ER Elec Resist Furnace ERbegin	ASHP SEER 15 Replacing Electric Furnace	800	900	\$805-\$912.50
ASHP- SEER 15 Replace at Fail Elec Resist Furnace			n/a	\$805-\$812.50
ASHP - SEER 16+ ER with ASHP ERbegin	ASHP SEER 16+ Replacing ASHP	650	750	\$655-\$762.50
ASHP - SEER 16+ Replace at Fail with ASHP			n/a	\$655-\$662.50
ASHP - SEER 16+ ER Elec Resist Furnace ERbegin	ASHP SEER 16+ Replacing Electric Furnace	900	1000	\$905-\$1012.50
ASHP- SEER 16+ Replace at Fail Elec Resist Furnace			n/a	\$905-\$912.50
CAC - SEER 14 ERbegin	CAC SEER 14 Replacing Existing CAC	300	400	\$305-\$412.50
CAC - SEER 14 Replace at Fail		250	n/a	
CAC - SEER 15 ERbegin	CAC SEER 15 Replacing Existing CAC	400	500	\$405-\$512.50
CAC - SEER 15 Replace at Fail		275	n/a	
CAC - SEER 16+ ERbegin	CAC SEER 16+ Replacing Existing CAC	500	600	\$505-\$612.50
CAC - SEER 16+ Replace at Fail		300	n/a	
Concept 3 Continuous Fan Replace at Fail	ECM Motor Included in AHRI Efficiency Rating Or ECM Motor Not included in AHRI Efficiency Rating	50 or 100		
Concept 3 Installations Auto Fan ERbegin				
Concept 3 Installations Auto Fan Replace at Fail				
Concept 3 Installations Continuous Fan ERBegin				

Ameren Missouri Residential Energy Efficiency

Residential Energy Efficiency Program Measures and Incentives

HVAC Measure	Customer-facing name	Base Incentive	+ \$100 Sweetener	+ Contractor incentive \$5-\$12.50
DFHP 14 SEER	Dual Fuel Heat Pump	150		
DFHP 15 SEER		175		
DFHP 16 SEER		200		
GSHP - SEER 14+ ER ASHP with GSHP ERbegin	Geothermal Heat Pump SEER 14+	2000		
GSHP - SEER 14+ ER Elec Resist Furnace Erbegin		1200		
GSHP - SEER 14+ Replace Elec Resist Furnace		1200		
HVAC Maintenance and Tune-up_SF	Tune Up	75		
Indoor Coil Cleaning				
Outdoor Coil Cleaning				
RCA 10% improvement_SF				
Programmable Thermostat removed 5/5/14				

Home Energy Performance Pilot Incentives for Measures identified in the TRM

Home Energy Performance Pilot Measures	Low Range	High Range	*Incentive Amount
Air Sealing (infiltration reduction) – 30% SF	\$35.00	\$264.00	\$121.44
Air Sealing (infiltration reduction) – 50% SF	\$35.00	\$264.00	\$121.44
Window Replacement SF	\$225.03	\$900.12	\$50/window; minimum of 5 windows/maximum of 10 (\$250 to \$500 incentive)
Ceiling Insulation R5-R30 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 25 (\$0.00161 price per sf)
Ceiling Insulation R5-R38 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 33 (\$0.00161 price per sf)
Ceiling Insulation R5-R49 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 44 (\$0.00161 price per sf)
Ceiling Insulation R11-R30 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 19 (\$0.00161 price per sf)
Ceiling Insulation R11-R38 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 27 (\$0.00161 price per sf)
Ceiling Insulation R11-R49 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 38 (\$0.00161 price per sf)
Ceiling Insulation R19-R30 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 11 (\$0.00161 price per sf)
Ceiling Insulation R19-R38 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 19 (\$0.00161 price per sf)
Ceiling Insulation R19-R49 (\$ /sf/ Δ R-value)	\$.0.00075	\$0.0030	.00161 x sf x 30 (\$0.00161 price per sf)
CFL Specialty High_Wattage Bulbs_DI	\$7.50	\$40.00	\$8.03
CFL Specialty Bulbs_DI	\$5.00	\$30.00	\$9.64
CFL Reflector_DI	\$7.50	\$30.00	\$10.18
LED 10.5W Downlight E26 Light Bulb_DI	\$16.49	\$65.94	\$13
LED 12W Dimmable Light Bulb_DI	\$16.49	\$65.94	\$14
LED 15W Flood Light PAR30 Bulb POST-EISA_DI	\$16.49	\$65.94	\$24
LED 18W Flood Light PAR38 Bulb POST-EISA_DI	\$16.49	\$65.94	\$20

Ameren Missouri Residential Energy Efficiency

Residential Energy Efficiency Program Measures and Incentives

Home Energy Performance Pilot Measures	Low Range	High Range	*Incentive Amount
LED 8W Globe Light G25 Bulb_DI	\$11.49	\$45.94	\$15
CFL 13W (60W Incand. Equiv.) PRE-EISA_DI	\$2.50	\$10.00	\$5.50
CFL 18W (75 W Incand. Equiv.)POST-EISA_DI	\$2.50	\$10.00	\$5.89
CFL 23W (100W Incand. Equiv.) POST-EISA_DI	\$2.50	\$10.00	\$6.43
Low Flow Faucet Aerator -ADD	\$6.50	\$26.00	\$12.73
Low Flow Showerhead - ADD	\$21.00	\$84.00	\$53.84
Pipe Insulation (10LF) - ADD	\$2.50	\$15.00	\$6.81-\$13.77
Smart Strip Plug Outlet_DI-REMOVED 5-27-14	\$20.00	\$80.00	\$42.00
Level One Home Audit: Basic	\$0.00	\$300.00	\$24.10
Level Two Home Audit:	\$0.00	\$300.00	
• Blower Door Test			\$65.56
• Health Combustion Safety Test			\$24.10

*None of the incentives listed for this program are paid directly to the customer

Following outlines supporting residential Lighting program information with regard to #9c in the 11-step change notification process from the MEEIA Plan Stipulation and Agreement.

I. Remove measure – occupancy sensor

I. **Residential Lighting Program - Remove Occupancy Sensor**

- 1) **Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs;** the 2013 EMV resulted in lower savings then anticipated for the occupancy sensors. The post EMV program batch tool prepared by Rick Morgan showed a measure TRC of .25 for occupancy sensors. We recommend removing this measure from our customer offers.

Table 1 – Remove Occupancy Sensor Measure

Measure	Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed Incentive	Incremental Cost TRM	Deemed kWh savings per unit
Occupancy Sensor	\$5.00	\$49.00	\$5-\$15	remove	\$61	217

Measure	Filed TRC	Ex Post TRC
Occupancy Sensor	1.17	0.25

- 1) **Discuss proposed change with implementer;** APT recommends with these actions.
- 2) **Discuss proposed change with evaluator;** Cadmus does not disagree with these actions.
- 3) **Analyze impact on program and portfolio (Cost-effectiveness, goal achievement, etc.);** the savings anticipated for the Occupancy Sensor measure were small, but they will need to be made up from other measures in the portfolio.
- 4) **Inform the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources of the proposed change, the time within which it needs to be implemented, provide them the analysis that was done, and consider recommendations from them that are received within the implementation timeline (the implementation timeline shall be no less than five business days from the time that the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources are informed and provided the above-referenced analysis);** Ameren Missouri is seeking to file this change immediately on approval to become effective 5 days post legal submittal.
 - The EMV batch tool file is also submitted for verification of the occupancy sensor TRC 0.25: BatchTool_01LightingRAP_EVAL 6-03 RES
- 5) **Take timely received recommendations into account and incorporate them where the Company believes it is appropriate to do so;** pending feedback the data will be revised as appropriate.
- 6) **Notify and train customer contact personnel (Contact Center, Energy Advisors, Business Center, Key Account Executives, Customer Service Advisors) of the changes;** in-process pending feedback.

- 7) **Make changes to forms and promotional materials;** in-process pending feedback, all media as well as the online store will be updated to reflect the removal of the occupancy sensor from customer offers.
- 8) **Update program website;** in-process pending feedback, the rebate amounts posted on the website will be updated to reflect the customer incentive changes. See Appendix A of this document for proposed changes.
- 9) **File updated web pages and, if appropriate, updated list of Measures and Incentive amounts in File No. EO-2012-0142;** pending feedback new pages will be filed on approval with the occupancy sensor removed. Copies of the Measure list and Incentive Range forms are included for review.
- 10) **Inform Customers, Trade Allies, etc. Company will also continue to discuss and provide information on ongoing program and portfolio progress at quarterly regulatory stakeholder update meetings.** Future residential program updates will reflect the removal of the occupancy sensor.

Appendix A. Online store page will be removed:

Proposed: remove online store lighting controls page



This EFI store is for the residential electric customers of Ameren Missouri, with order delivery restricted to Ameren Missouri's service territory. When you place an order you will be asked to enter from Ameren Missouri. There is a purchase limit of 12 light bulbs and 2 advanced power strips per customer per year. (Note that the purchase limit for advanced power strips was reduced to two

Home » Lighting Controls

SEARCH
Advanced Search


BRANDS
Please Select...

ITEMS
Advanced Power Strips
Light Bulbs
Lighting Controls
Other Products

SUPPORT
Shipping & Returns
Privacy Notice
Contact Us
Package Tracking

Lighting Controls

Purchase Limit: 12 lighting controls per customer per year.



Intermatic Occ./Vac. Switch
Sensor: PIR
Load: 0-800 watts
Min Delay: 30 sec.
Max Delay: 20 min.
Range: 40 feet
Type: auto on/auto off
Type: Manual
On/auto off
~~\$27.95~~
\$22.95

Thursday 19 February, 2015

An EFI store for the electric customers of
Ameren Missouri

Energy Federation Incorporated
Southborough Massachusetts USA



Following outlines supporting residential Energy Efficient Products program information with regard to #9c in the 11-step change notification process from the MEEIA Plan Stipulation and Agreement.

- I. Remove measure – Electric Storage Tank Water Heater
- II. Increase Multi-speed pool pump incentive to \$350

I. Residential Energy Efficient Products Program - Remove Electric Storage Tank Water Heater Measure

1) Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs;

As a result of the following new standards, proposing removal of the electric storage tank water heaters beginning April 1, 2015. Residential water heaters must comply with the amended standards found in the Code of Federal Regulations, [10 CFR 430.32\(d\)](#)

(d) <i>Water heaters.</i> The energy factor of water heaters shall not be less than the following for products manufactured on or after the indicated dates.		
Product class	Energy factor as of January 20, 2004	Energy factor as of April 16, 2015
Gas-fired Water Heater	$0.67 - (0.0019 \times \text{Rated Storage Volume in gallons})$.	For tanks with a Rated Storage Volume at or below 55 gallons: $EF = 0.675 - (0.0015 \times \text{Rated Storage Volume in gallons})$. For tanks with a Rated Storage Volume above 55 gallons: $EF = 0.8012 - (0.00078 \times \text{Rated Storage Volume in gallons})$. $EF = 0.68 - (0.0019 \times \text{Rated Storage Volume in gallons})$.
Oil-fired Water Heater	$0.59 - (0.0019 \times \text{Rated Storage Volume in gallons})$.	For tanks with a Rated Storage Volume at or below 55 gallons: $EF = 0.960 - (0.0003 \times \text{Rated Storage Volume in gallons})$. For tanks with a Rated Storage Volume above 55 gallons: $EF = 2.057 - (0.00113 \times \text{Rated Storage Volume in gallons})$. $EF = 0.93 - (0.00132 \times \text{Rated Storage Volume in gallons})$.
Electric Water Heater	$0.97 - (0.00132 \times \text{Rated Storage Volume in gallons})$.	For tanks with a Rated Storage Volume at or below 55 gallons: $EF = 0.82 - (0.0019 \times \text{Rated Storage Volume in gallons})$. For tanks with a Rated Storage Volume above 55 gallons: $EF = 0.93 - (0.00132 \times \text{Rated Storage Volume in gallons})$.
Tabletop Water Heater	$0.93 - (0.00132 \times \text{Rated Storage Volume in gallons})$.	
Instantaneous Gas-fired Water Heater.	$0.62 - (0.0019 \times \text{Rated Storage Volume in gallons})$.	
Instantaneous Electric Water Heater.	$0.93 - (0.00132 \times \text{Rated Storage Volume in gallons})$.	

Note: The Rated Storage Volume equals the water storage capacity of a water heater, in gallons, as specified by the manufacturer.

Table 1 – Remove Electric Storage Tank Water Heater Measure

Measure	Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed Incentive	Incremental Cost TRM	Deemed kWh savings per unit
Electric Storage Tank Water Heater	\$7.35	\$49.00	\$25	remove	\$49	157

II. Residential Energy Efficient Products Program - Increase Multispeed Pool Pump Measure Incentive

- 1) Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs; raise the incentive for Multi Speed Pool Pumps to \$350.00.

Table 2 – Increase Multi-speed pool pump and pool pump VFD incentives

Measures	*Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed Incentive	Incremental Cost TRM	Deemed kWh savings per unit	Estimated # 2015 units
ENERGY STAR Multi- Speed Pool Pumps	\$86.85	\$400.	\$250.	\$350.00	\$579	1,081	80

- 1) **Discuss proposed change with implementer;** APT agrees with these proposed actions.
- 2) **Discuss proposed change with evaluator;** Cadmus has no issue with these proposed actions.
- 3) **Analyze impact on program and portfolio (Cost-effectiveness, goal achievement, etc.);** these measures savings will help to offset potential savings losses caused by standards changes such as removal of the electric storage tank water heater.
- 4) **Inform the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources of the proposed change, the time within which it needs to be implemented, provide them the analysis that was done, and consider recommendations from them that are received within the implementation timeline (the implementation timeline shall be no less than five business days from the time that the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources are informed and provided the above-referenced analysis);** Ameren Missouri is seeking to file this change immediately on approval to become effective 5 days post legal submittal.
 - Within this document is information regarding the residential water heater Standards change found in the Code of Federal Regulations, 10 CFR 430.32(d)
- 5) **Take timely received recommendations into account and incorporate them where the Company believes it is appropriate to do so;** pending feedback the data will be revised as appropriate.
- 6) **Notify and train customer contact personnel (Contact Center, Energy Advisors, Business Center, Key Account Executives, Customer Service Advisors) of the changes;** in-process pending feedback.
- 7) **Make changes to forms and promotional materials;** in-process pending feedback, all media will be updated to reflect the change in pool pump incentive amounts and the removal of the electric storage tank water heater from customer offers.
- 8) **Update program website;** in-process pending feedback, the rebate amount posted on the website will be updated to reflect the customer incentive changes.
- 9) **File updated web pages and, if appropriate, updated list of Measures and Incentive amounts in File No. EO-2012-0142;** pending feedback new pages will be filed reflecting removal of the electric storage tank water heater.
- 10) **Inform Customers, Trade Allies, etc. Company will also continue to discuss and provide information on ongoing program and portfolio progress at quarterly regulatory stakeholder update meetings.** Future residential program updates will reflect the removal of the electric storage tank water heater.

Appendix A

Energy Efficient Products

<http://www.ameren.com/missouri/uefficiency/water->

Rebates and Incentives: Water Heaters

A high-efficiency water heater can make a much bigger difference in your energy consumption than you might realize. We'll help you offset the cost of a new one with great incentives in just three simple steps.

Step 1
Choose your new water heater:

<p>Electric Storage Tank Water Heater with a \$45 rebate</p> <p>Pick one with an energy factor (EF) of 0.93 or higher, and you'll not only get \$45 off the price - you can save \$40 a year on your energy bill. That's \$500 or more over the water heater's lifespan!</p>	<p>ENERGY STAR® Certified Heat Pump with \$500 back</p> <p>Heat pump water heaters are two to three times more efficient than standard electric models. They can save you more than \$200 a year on energy bills - and thousands of dollars over the life of the water heater.</p>
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Step 2
Shop at a [participating store](#).

Step 3
Apply for your rebate online OR by printing and mailing the rebate form.*

[Apply Online](#) [Print Electric Water Heater Form](#) [Print Heat Pump Water Heater Form](#)

Currently work is being done to combine the remaining Heat Pump Water Heater Page with the other Energy Star Products on the following page into a single page.

<http://www.ameren.com/missouri/uefficiency/learn->

Home Energy-Saving Products and Benefits

Take control with these discounted energy-saving products!

CFL and LED Lighting

[Find a Retailer](#)

[Shop Now](#)

Efficient lighting gives you the biggest bang for your buck. CFLs use 75% less energy than traditional incandescent bulbs and last up to 10 times as long.* LEDs use 75% - 80% less energy than traditional bulbs and last up to 25 times longer.

As you shop, remember wattage numbers indicate power usage, not light output, so low-wattage LEDs can give off as much light as high-wattage incandescents.

Energy Star® Certified Room Air Purifier

[Apply for Rebate](#)

For a limited time only, we are offering \$50 back on the purchase of an ENERGY STAR® certified room air purifier. Qualified room air purifiers are 40% more efficient than standard models and can help you save up to \$35 a year on electricity.

Advanced Power Strips

[Shop Now](#)

An advanced power strip (APS) turns devices off for you when you aren't using them and keeps your electronics from drawing "vampire power" even when they're turned off. Since your electronic equipment is responsible for up to 10% of your total energy bill, an APS is a smart way to keep costs under control.

▶ ENERGY STAR® certified water coolers

For a limited time only, we're offering a \$15 rebate on the purchase of an ENERGY STAR certified water cooler. Cold water only coolers do not qualify. Choosing an ENERGY STAR water cooler over a standard model can save you up to \$30 a year in energy costs. [Rebate Form](#)

\$350

▶ ENERGY STAR® certified swimming pool pumps

Enjoy your pool and the savings you get when you install an ENERGY STAR certified pool pump. Earn a \$250 rebate when purchasing a qualifying model and save thousands over the lifetime of the pump. See [rebate form](#) for details.

▶ CFLs for your organization.

Your organization may qualify to receive CFLs to distribute to the Ameren Missouri residential electric customers you serve. See if your organization fits the requirements for this [program](#).

▶ Recycling CFLs.

Because CFLs contain a small amount of mercury, the Environmental Protection Agency recommends you recycle them instead of put them in the trash. On average, each CFL contains about 5 milligrams of mercury - an amount equal to the size of the period at the end of this sentence.

It's important to know that CFLs are safe and pose no danger when used properly and recycled. Find a [CFL recycling location](#) near you.

*See Energy.gov website: [Lighting Choices to Save You Money](#).

The Pool Pump Brochure will be updated to reflect \$350

Congratulations on your decision to buy an ENERGY STAR® Certified Pool Pump.

Save And Make A Difference
The typical U.S. household spends nearly \$2,200 a year on energy bills and contributes twice the amount of greenhouse gases to the environment as an average car. By purchasing energy efficient products for your home, you can save energy, save money, and help protect the environment. For every product that is purchased there are two price tags: the price you pay at the time of purchase and the price you pay on energy bills to operate the product over time. Because an energy efficient product may cost a little more up front we are providing incentives to help you make a purchase that will quickly pay for itself and save you money now and in the future.



Ways to Save Money
All Ameren Missouri residential electric customers can act now to receive rebates on other energy efficient products.

Heat Pump Water Heater (\$500) - Purchase an ENERGY STAR certified heat pump water heater and receive a \$500 mail-in rebate. This opportunity can cut your water heating bill in half compared to a standard electric model.

Room Air Purifier (\$50) - ENERGY STAR certified room air purifiers are 44% more energy efficient than their standard counterparts, so they use less energy to remove dust and pollen from indoor air. Certified room air purifiers must meet energy efficiency requirements based on the electricity used to remove pollutants.


Water Coolers (\$15) - ENERGY STAR certified water coolers use improved chilling mechanisms and more insulation to better keep heated water hot and chilled water cold. These water coolers are 50% more energy efficient over a standard model.

Some restrictions may apply. To apply for your rebate online or to learn more about other energy efficiency programs visit AmerenMissouri.com/rebates





AMEREN MISSOURI RESIDENTIAL ELECTRIC CUSTOMERS

MAIL-IN REBATE
SAVE \$250
Off the purchase of an eligible ENERGY STAR® Certified Pool Pump



Multi-Speed
Variable-Speed



\$350

\$350

ENERGY STAR® CERTIFIED POOL PUMP
SAVING ENERGY EQUALS SAVING MONEY

\$350 MAIL-IN REBATE

Get \$350 back from Ameren Missouri on your purchase of an ENERGY STAR® certified pool pump for your inground pool. This rebate is good for purchases made January 1, 2015 through December 1, 2015. This offer cannot be combined with any other Ameren Missouri rebate of incentive. Limit 2 rebates per residential electric customer account. To receive your rebate, please fill out this form completely and mail it to the address below or visit AmerenMissouri.com/rebate to apply online.

Please include a copy of your dated sales receipt and/or invoice showing the manufacturer, model number, and price of the ENERGY STAR certified pool pump purchased, and a copy of your recent electric bill. Incomplete information will delay or disqualify your rebate. All rebate requests must be postmarked no later than December 31, 2015. See AmerenMissouri.com/rebate. Some restrictions apply.

MAIL TO: Ameren Missouri ActOnEnergy® Pool Pump
Energy Restoration, Inc.
40 Washington Street, Suite 2000
Westborough, MA 01581

Please fill out completely. All information below is required.

Your Ameren Missouri Electric Acct. # _____

Your Name: _____

Account/Invoiceholder Address: _____

City: _____ State: _____ Zip: _____

Home Tel: _____ Work Tel: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

I purchased the following type (check one)
 ENERGY STAR VFD Variable Speed Pool Pump ENERGY STAR Multi Speed Pool Pump
 MP and Model #: _____

Name and Address of Store: _____

Purchase Price \$: _____ Purchase Date: _____

Pool Size: 16,000 - 14,000 15,000 - 16,000 16,000 - 24,000
 27,000 - 34,000 35,000 - 39,000 40,000 - 49,000

#10000 or larger please enter site loc: _____

How did you first hear about Ameren Missouri's ActOnEnergy® Pool Pump Program?
 Information in the store or sales associate when I went to purchase this product
 Ameren Missouri Other _____

If you purchased CFLs or LEDs in the last year or so did the purchase make you more inclined to buy an energy efficient product?
 Yes, definitely Yes, to some extent No, it didn't Didn't purchase CFLs or LEDs

Given your participation in the Ameren Missouri ActOnEnergy® Pool Pump program today, would you say you are very likely, somewhat likely, not too likely, or not at all likely to purchase other energy efficient products over the next year or so?
 Very likely Somewhat likely Not too likely Not at all likely

What energy efficient products are you considering?
 Water heating Lighting Appliances
 Heating/Cooling Other No new products at this time

May I also like to hear about other Ameren Missouri product promotions, rebates or energy saving tips? Yes, please provide your email address below: _____
 Email address: _____

Following are three (3) sections each outlining supporting residential Home Energy Analysis (HEA) program information with regard to #9c in the 11-step change notification process from the MEEIA Plan Stipulation and Agreement.

- I. Decrease HEA Direct Install LED Incentive Amounts
- II. Add Domestic Hot Water Direct Install Measures
- III. Increase measure incentive amount due to direct installation labor increases

I. Residential HEA Program - Direct Install LED Incentives

- 1) Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs; The cost for purchasing the LEDs used in the HEA direct install program has come down significantly resulting in the ability to reduce the amount paid for LED incentives. Because this is a direct install program customers will not receive a change in the incentive amount.

Table 1 – Reduce Direct Install LED Incentives

Measures	*Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed Incentive	Incremental Cost TRM	Deemed kWh savings per unit	Estimated # 2015 units
LED - 15W Flood Light PAR30 Bulb (Post-EISA) Direct Install	\$16.49	\$65.94	\$42.90	\$24	\$5.97	35	178
LED - 18W Flood Light PAR38 Bulb (Post-EISA) Direct Install	\$16.49	\$65.94	\$42.90	\$20	\$7.97	32	45
LED - 8W Globe Light G25 Bulb Direct Install	\$11.49	\$45.94	\$36.40	\$15	\$22.97	32	355

II. Residential HEA Program - Add Domestic Hot Water Measures

- 1) Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs; this program change will be introduced upon filing. Although this is an electric and gas combination program it has been identified that nearly 15% of the homes that have received audits while using gas for space heat they are using electric for water heating and would benefit from these measures being installed at the time of the audit.

Table 2 – Add Direct Install Electric Domestic Hot Water Measures

Measure	Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed Incentive	Incremental Cost TRM	Deemed kWh savings per unit	Estimated # units 2014-2015
Low Flow Faucet Aerator	\$6.50	\$26.00	0.0	\$12.73	\$9.50	57	200
Low Flow Showerhead	\$21.00	\$84.00	0.0	\$53.84	\$31.60	361	111
Pipe Insulation (per 10 linear feet)	\$2.50	\$15.00	0.0	\$6.81-\$13.77	\$5.00/LF	28/LF	2,920 LF

III. Residential HEA Program - measure increases due to labor increases

- 1) **Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs;** In the negotiated SOW Honeywell has an increase in the direct install for these measures, as a result these incentive amounts need to be revised. The Honeywell SOW indicates this change as of January 1, 2015. Because this is a direct install program, customers will not receive a change in the incentive amount.

Table 4 – Revised Incentives due to Honeywell Labor increases

Measures	*Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed Incentive	Incremental Cost TRM	Deemed kWh savings per unit	Estimated # 2015 units
CFL High Wattage Bulbs_DI	\$7.50	\$40.00	\$7.50	\$8.03	\$15.00	113	26
CFL Specialty Bulbs_DI	\$5.00	\$30.00	\$9.00	\$9.64	\$10.00	44.1	4620
CFL Reflector_DI	\$7.50	\$30.00	\$9.50	\$10.18	\$13.00	44.1	1567
CFL 18W (75 W Inc. Equiv.)POST-EISA_DI	\$2.50	\$10.00	\$5.50	\$5.89	\$0	37.4	354
CFL 23W (100W Inc. Equiv.) POST-EISA_DI	\$2.50	\$10.00	\$6.00	\$6.43	\$0	51.2	154
Ceiling Insulation R5-R30 (\$ /sf/ Δ R-value-25)	0.00075	0.0030	0.00152	0.00161	\$75.00	433.9	0
Ceiling Insulation R5-R38 (\$ /sf/ Δ R-value-33)	0.00075	0.0030	0.00152	0.00161	\$86.00	452.2	0
Ceiling Insulation R5-R49 (\$ /sf/ Δ R-value-44)	0.00075	0.0030	0.00152	0.00161	\$104.00	467.6	22
Ceiling Insulation R11-R30 (\$ /sf/ Δ R-value-19)	0.00075	0.0030	0.00152	0.00161	\$66.00	149.6	0
Ceiling Insulation R11-R38 (\$ /sf/ Δ R-value-27)	0.00075	0.0030	0.00152	0.00161	\$78.00	168.2	0
Ceiling Insulation R11-R49 (\$ /sf/ Δ R-value-38)	0.00075	0.0030	0.00152	0.00161	\$94.00	183.6	77
Ceiling Insulation R19-R30 (\$ /sf/ Δ R-value-11)	0.00075	0.0030	0.00152	0.00161	\$54.00	50.2	0
Ceiling Insulation R19-R38 (\$ /sf/ Δ R-value)-19	0.00075	0.0030	0.00152	0.00161	\$66.00	68.5	0
Ceiling Insulation R19-R49 (\$ /sf/ Δ R-value-30)	0.00075	0.0030	0.00152	0.00161	\$82.00	83.9	119
Level One Home Audit: Basic	\$0.00	\$300.00	\$22.50	\$24.10	\$0	0	1046
Level Two Home Audit:	\$0.00	\$300.00	--	--	\$0	0	--
•Blower Door Test			\$68.00	\$65.56	\$0	0	70
•Health Combustion Safety Test			\$25.00	\$24.10	\$0	0	0

These steps apply to the program changes outlined above:

- 1) **Discuss proposed change with implementer;** the above changes have been renegotiated with the implementation contractor, Honeywell.
- 2) **Discuss proposed change with evaluator;** the evaluator accepts the program changes.
- 3) **Analyze impact on program and portfolio (Cost-effectiveness, goal achievement, etc.);** these measures are cost effective. With the removal of smart strips from the HEA program, Honeywell is hopeful that they will be able to achieve their savings targets with the addition of the DHW measures. The incentives for LEDs were greatly reduced. The difference in LED incentive funds will remain available to Honeywell to use for acquiring additional measures.
 - A revised batch tool file is submitted for review: BatchTool_05HEPRAP_MEEIA-1MRES-RES_2014-11-5 elec
- 4) **Inform the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources of the proposed change, the time within which it needs to be implemented, provide them the analysis that was done, and consider recommendations from them that are received within the implementation timeline (the implementation timeline shall be no less than five business days from the time that the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources are informed and provided the above-referenced analysis);** Ameren Missouri is seeking to file this change immediately on approval to become effective 5 days post legal submittal. Honeywell auditors will begin installing Domestic Hot Water measures after the effective date.
- 5) **Take timely received recommendations into account and incorporate them where the Company believes it is appropriate to do so;** pending feedback the data will be revised as appropriate.
- 6) **Notify and train customer contact personnel (Contact Center, Energy Advisors, Business Center, Key Account Executives, Customer Service Advisors) of the changes;** in-process pending feedback.
- 7) **Make changes to forms and promotional materials;** these changes are not customer facing.
- 8) **Update program website;** these changes are not customer facing.
- 9) **File updated web pages and, if appropriate, updated list of Measures and Incentive amounts in File No. EO-2012-0142;** No web changes are required. Copies of the Measure list and Incentive Range forms are included for review.
- 10) **Inform Customers, Trade Allies, etc. Company will also continue to discuss and provide information on ongoing program and portfolio progress at quarterly regulatory stakeholder update meetings.** Status information will be incorporated in future residential program updates.

Ameren Missouri MEEIA Plan Stipulation and Agreement Change Request for
The Residential HVAC Program

May 2015

Following are three (3) sections each outlining supporting residential HVAC program information with regard to #9c in the 11-step change notification process from the MEEIA Plan Stipulation and Agreement.

- I. Increase HVAC System Customer Incentives
- II. Addition of HVAC System Contractor Incentives
- III. Addition of HVAC Seasonal Customer ‘Sweetener’ Incentives

• **Residential HVAC Program - Customer Incentive Increases**

1) **Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs;** Our HVAC goals for 2015 are nearly equal to what we achieved in 2013 & 2014 combined. Higher incentives are intended to both increase the attractiveness of the measures to customers and provide local contractors a tool to leverage higher efficiency units.

GSHP incentive increases –We saw an increase in 2014 for GSHP, ICF reports the programs they manage are providing \$1800 and recommended this increase.

ASHP incentive increases – We forecasted a higher number of these in the program than we've seen to date.

CAC replace on fail incentive increase –these incentives are very low, to make these measures more attractive to customers including builders the base incentive was increased by \$100.

CAC 16 SEER incentive increase –We are also attempting to increase the number of significantly higher SEER systems installed.

Table 1 – Increase HVAC System Customer Incentives

Measure	Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed New Base Incentive	Proposed plus \$100 Promotional Incentive (See Table 3)	Proposed plus \$100 Promotional Incentive AND Contractor Incentive (See Table 2)	Incremental Cost TRM	Deemed kWh savings per unit	Estimated # units 2015
ASHP - SEER 14 ER with ASHP ERbegin	\$161	\$750	\$400	n/c	\$500	\$505 - \$512.50	\$1,073	4,201	326
ASHP- SEER 14 ER Elec Resist Furnace ERbegin	\$150	\$950	\$600	n/c	\$700	\$705 - \$712.50	\$1,496	14,917	221
ASHP-SEER 14 Replace at Fail Elec Resist Furnace	\$96	\$950	\$600	n/c	n/a	\$605 - \$612.50	\$963	13,426	70
ASHP - SEER 15 ER with ASHP ERbegin	\$178	\$1,000	\$450	\$500	\$600	\$605 - \$612.50	\$1,184	4,683	460
ASHP - SEER 15 ER Elec Resist Furnace ERbegin	\$161	\$1,100	\$700	\$800	\$900	\$905 - \$912.50	\$1,607	15,398	436
ASHP-SEER 15 Replace at Fail Elec Resist Furnace	\$107	\$1,074	\$700	\$800	n/a	\$805 - \$812.50	\$1,074	13,907	58
ASHP - SEER 16+ ER with ASHP ERbegin	\$239	\$1,300	\$550	\$650	\$750	\$755 - \$762.50	\$1,595	5,126	436

Ameren Missouri MEEIA Plan Stipulation and Agreement Change Request for
The Residential HVAC Program

May 2015

Measure	Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed New Base Incentive	Proposed plus \$100 Promotional Incentive (See Table 3)	Proposed plus \$100 Promotional Incentive AND Contractor Incentive (See Table 2)	Incremental Cost TRM	Deemed kWh savings per unit	Estimated # units 2015
ASHP - SEER 16+ Replace at Fail with ASHP	\$140	\$933	\$550	\$650	n/a	\$655 - \$662.50	\$933	2,082	105
ASHP-SEER 16+ ER Elec Resist Furnace ERbegin	\$202	\$1,500	\$800	\$900	\$1,000	\$1005 - \$1012.50	\$2,018	15,841	407
ASHP-SEER 16+ Replace at Fail Elec Resist Furnace	\$149	\$1,485	\$800	\$900	n/a	\$905 - \$912.50	\$1,485	14,350	26

Measure (Table 1-continued)	Filed Tariff Low Incentive Range	Filed Tariff High Incentive Range	Current Incentive	Proposed New Base Incentive	Proposed plus \$100 Promotional Incentive	Proposed plus \$100 Promotional Incentive AND Contractor Incentive	Incremental Cost TRM	Deemed kWh savings per unit	Estimated # units 2015
CAC - SEER 14 Replace at Fail	\$54	\$357	\$150	\$250	n/a	\$255 - \$212.50	\$357	409	179
CAC - SEER 14 ERbegin	\$134	\$750	\$300	n/c	\$400	\$405 - \$412.50	\$890	1,900	3,771
CAC - SEER 15 Replace at Fail	\$107	\$714	\$175	\$275	n/a	\$280 - \$287.50	\$714	566	64
CAC - SEER 15 ERbegin	\$187	\$1,000	\$400	n/c	\$500	\$505 - \$512.50	\$1,247	2,057	1,831
CAC - SEER 16+ Replace at Fail	\$116	\$771	\$200	\$300	n/a	\$305 - \$312.50	\$771	710	93
CAC - SEER 16+ ERbegin	\$196	\$1,200	\$475	\$500	\$600	\$605 - \$612.50	\$1,304	2,202	4,291
GSHP - SEER 14+ ER ASHP with GSHP ERbegin	\$724	\$3,860	\$1,200	\$2,000	N/A	N/A	\$4,827	5,126	75

• **Residential HVAC Program - Addition of CAC and ASHP Contractor Incentive Component**

- 1) **Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs;** this program change will be introduced starting March 1, 2015. Adding a tiered contractor incentive model will help drive contractor behavior toward attaining the 2015 HVAC program unit goal. In this tiered model, a smaller incentive is offered early in the program season. As the program continues and more qualifying units are installed and submitted to the program the incentive amount increases thus increasing the incentive potential that contractors can earn for meeting the 2015 program goals. Recognizing that there will be qualifying units sold prior to the program effective date of March 1, we will track qualifying units installed prior to this date and apply the quantity to level 1 goals. There will be no monetary incentive distributed for units sold before the program effective date. Milestones for incentive increases will be set at 25%, 50% and 75% of the 2015 cumulative unit goal set at 14,500 for Central Air Conditioners and Air Source Heat Pumps. Replace on fail units will not be eligible for the sweetener. Dual Fuel Heat Pumps and Ground Source Heat Pumps will not be eligible to receive this contractor incentive. Refer to **I. Table 1** for the impact to existing incentive amounts.

Table 2 – Incentive Amount for Contractors by Tiered Incentive Level

Contractor Incentive (CAC, ASHP only)	Level 1 - 1%-25% of goal	Level 2 - 26-50% of goal (start at 3,625)	Level 3 - 51%-75% of goal (start at 7,250)	Level 4 - 76-100% of goal (start at 10,875)
Incentive	\$5.00	\$7.50	\$10.00	\$12.50
2015 Unit Goal – 14,500				

Residential HVAC Program - Addition of CAC and ASHP Seasonal Customer ‘Sweetener’ Incentive

- 1) **Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs;** this is for a \$100 incentive to be used to increase HVAC participation. In order to move or spur the marketplace towards efficient equipment purchases when sales goals are not being achieved during the months of July, August and/or September an additional \$100 incentive can be added to all participating customers’ Early Replacement Air Source Heat Pump or Central A/C (CAC) equipment incentives when installed during the promotional period. As with any marketing program creating a ‘limited time offer’ will create a sense of urgency that can overcome a sluggish uptake due to weather, economy, etc. The incentive may be included for one, two or all three of the months listed. It will be advertised on the Ameren Missouri Website and through participating contractors. All Dual Fuel Heat Pumps, Ground Source Heat Pumps and replace on fail systems will not be eligible for the ‘sweetener’ incentive. Refer to **Table 1** for the impact to existing incentive amounts.

Table 3 – Customer ‘Sweetener’ Incentive Offer

Customer ‘Sweetener’ Incentive	July	August	September
Sweetener Incentive	+\$100/unit	+\$100/unit	+\$100/unit

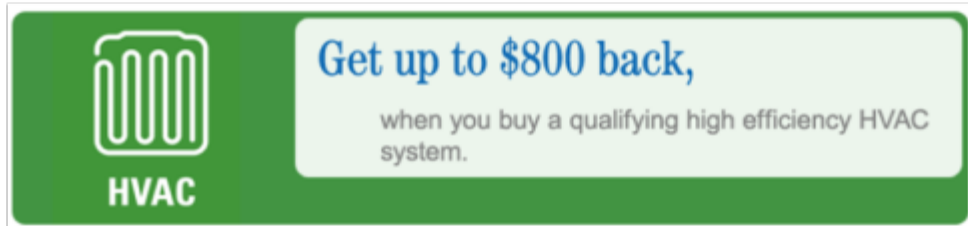
These steps apply to the program changes outlined above:

- 1) **Discuss proposed change with implementer;** the implementer initiated these changes based on their experience to facilitate achieving our aggressive 2015 goals. Using the proposed incentive levels the implementation contractor, ICF, is comfortable that the program can handle the additional incentives within the current budget.
- 2) **Discuss proposed change with evaluator;** the evaluator is agreeable to the increase in incentives.
- 3) **Analyze impact on program and portfolio (Cost-effectiveness, goal achievement, etc.);** these measures are cost effective, goals for this program increase considerably for 2015, goals were not met in 2013 or 2014, increased incentives are recommended to achieve goals and increase participation. These incentive increases will not increase total budget.
- 4) **Inform the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources of the proposed change, the time within which it needs to be implemented, provide them the analysis that was done, and consider recommendations from them that are received within the implementation timeline (the implementation timeline shall be no less than five business days from the time that the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources are informed and provided the above-referenced analysis);** Ameren Missouri is seeking to file this change immediately on approval to become effective 5 days post legal submittal.
- 5) **Take timely received recommendations into account and incorporate them where the Company believes it is appropriate to do so;** pending feedback the data will be revised as appropriate. 4/17/2015 – Feedback from Division of Energy indicated concern with adding the sweetener for 2 replace on fail measures where the incentive would exceed the incremental cost. To resolve this issue, no replace on fail measures will be included in the sweetener offer. The CAC replace on fail incentives were very low, to make these measures more attractive the base incentive was increased to offset the loss of the sweetener.
- 6) **Notify and train customer contact personnel (Contact Center, Energy Advisors, Business Center, Key Account Executives, Customer Service Advisors) of the changes;** in-process pending feedback.
- 7) **Make changes to forms and promotional materials;** in-process pending feedback, all media will be updated to reflect the changes.
- 8) **Update program website;** in-process pending feedback, the rebate amounts posted on the website will be updated to reflect the customer incentive changes, see proposed changes attached as Appendix A.
- 9) **File updated web pages and, if appropriate, updated list of Measures and Incentive amounts in File No. EO-2012-0142;** pending feedback new pages will be filed and available for customers on the Ameren Missouri website upon approval.
- 10) **Inform Customers, Trade Allies, etc. Company will also continue to discuss and provide information on ongoing program and portfolio progress at quarterly regulatory stakeholder update meetings. Status information will be incorporated in future residential program updates**

Appendix A: Web changes:

Web banner for promotion on the top of random Ameren Missouri pages

Before



After



Website HVAC page: <http://www.ameren.com/missouri/uefficiency/hvac>

Rebates and Incentives: HVAC
Tuning up or upgrading your heating and cooling systems helps you stay comfortable without wasting energy - plus you'll get cash back from us. It's a simple three-step process.

Step 1
Choose your project:

- Get \$1200**
Install a geothermal heat pump and get a \$1200 rebate.
• A geothermal heat pump is an energy-efficient, long-lasting alternative to conventional HVAC systems. It uses the constant temperature of the earth to heat and cool your home. [Get the details](#)
- Up To \$800**
Purchase an air-source heat pump. Get up to \$800 back.
• An air-source heat pump is an incredibly efficient way to heat your home and cool it in summer. Choose one with a SEER (energy efficiency) rating of 14 or higher to qualify for cash-back. [Get the details](#)
- Up To \$475**
Replace your central air conditioner. Get up to \$475 back.
• Choosing a new air conditioner with a SEER (energy efficiency) rating of 14 or higher will help you conserve energy even in the hottest weather. You qualify for a bigger rebate if your current system is still working. [Get the details](#)
- Get \$75**
Tune up your air conditioner, and get a \$75 rebate.
• A diagnostic tune-up keeps your bill lean and prevents untimely breakdowns. Our participating contractors will measure your system's performance and optimize it for maximum energy efficiency. [Get the details](#)

Step 2
[Select a contractor](#) from our list of participating HVAC contractors. Your contractor will install your energy-efficient equipment or perform a qualified tune-up.

Step 3
When the project is finished, your contractor will submit all the rebate paperwork to Ameren Missouri on your behalf. You'll receive a rebate check in the mail in 6 - 8 weeks. (Yes, it's that easy!)

Callout boxes with red arrows pointing to rebate amounts:
- Replace dollar amount with \$2000 (pointing to \$1200)
- Replace dollar amount with \$900 (pointing to \$800)
- Replace dollar amount with \$500 (pointing to \$475)
- Replace dollar amount with \$2000 (pointing to \$1200)
- Replace dollar amount with \$900 (pointing to \$800)
- Replace dollar amount with \$500 (pointing to \$475)

<http://www.ameren.com/missouri/uefficiency/rebates>

Act On Energy
Residential Energy Efficiency
- **Find Rebates**
- Fridge/Freezer Recycling
- HVAC & Heat Pump
- Water Heater
- Energy-Saving Products
- Select a Contractor
- Schedule Energy Analysis
Business Energy Efficiency
Waste to Find...
Energy Tips & How To's
Natural Gas Efficiency
Basics ActOnEnergy

Old working fridge or freezer?

Ditch your old working fridge or freezer. We'll haul it away for FREE and pay you \$50. Schedule with us now! [\(more\)](#)

Rebates and Incentives

Get paid to make energy-saving upgrades! Ameren Missouri offers cash rebates for qualifying improvements and you waste less energy all year long - that's smart thinking.

<p>Recycle your old working fridge or freezer for FREE and get</p> <p>\$50 cash back</p> <p>Schedule a Pickup</p>	<p>Get a diagnostic tune up or replace your HVAC or heat pump, get up to</p> <p>\$800 back</p> <p>Get the Details</p>	<p>Replace your water heater, get up to</p> <p>\$500 back</p> <p>Apply for Rebate</p> <p>Find a Retailer</p>
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More ways to save

- ▶ **Shop for energy-saving products.**
Get special discounts on CFL, and LED lighting, advanced power strips and more! [Learn more about these energy-saving products, shop online now or find a retailer.](#)
- ▶ **Schedule an in-home energy analysis.**
If you have both gas and electric service through Ameren Missouri, you may qualify for an in-home energy analysis for just \$25, plus free energy-saving products worth up to \$200. [Schedule now.](#)

Change to: Get a tune-up Plus or replace your heating and cooling system and get up to

Replace with \$900

Rebate incentive chart (PDF linked on various HVAC webpages) - Front

Ameren Missouri
Heating and Cooling Program Rebate Chart – Residential Electric Customers Only

Heating and Cooling Program Rebate Measure*		Rebates Valid for Installs on or After February 1, 2015
Air-Source Heat Pump <i>Air-Conditioning, Heating and Refrigeration Institute (AHRI) Rated</i>		
SEER 14 – Replace Operating Air-Source Heat Pump		\$400
SEER 14 – Replace Failed Air-Source Heat Pump		\$400
SEER 14 – Replace Operating Central Air Conditioner and Electric Resistance Furnace		\$600
SEER 14 – Replace Failed Central Air Conditioner and Electric Resistance Furnace		\$600
SEER 15 – Replace Operating Air-Source Heat Pump		\$500
SEER 15 – Replace Failed Air-Source Heat Pump		\$500
SEER 15 – Replace Operating Central Air Conditioner and Electric Resistance Furnace		\$800
SEER 15 – Replace Failed Central Air Conditioner and Electric Resistance Furnace		\$800
SEER 16+ – Replace Operating Air-Source Heat Pump		\$650
SEER 16+ – Replace Failed Air-Source Heat Pump		\$650
SEER 16+ – Replace Operating Central Air Conditioner and Electric Resistance Furnace		\$900
SEER 16+ – Replace Failed Central Air Conditioner and Electric Resistance Furnace		\$900
Dual Fuel Heat Pump <i>AHRI Rated</i>		
SEER 14 – Replace Operating or Failed Central Air Conditioner and Non-Electric Heat Source		\$150
SEER 15 – Replace Operating or Failed Central Air Conditioner and Non-Electric Heat Source		\$175
SEER 16+ – Replace Operating or Failed Central Air Conditioner and Non-Electric Heat Source		\$200
Ground Source Heat Pump <i>Ground Source (Geothermal) Heat Pumps use ground or water as a heat exchange medium.</i>		
EER 14+ – Replace Operating Air-Source Heat Pump		\$2,000
EER 14+ – Replace Operating Electric Resistance Furnace		\$2,000
EER 14+ – Replace Failed Electric Resistance Furnace		\$2,000
<i>Ground Source Heat Pump rebates are only available when replacing a heat pump or electric furnace, not when there is existing gas heat.</i>		
Central Air Conditioner <i>AHRI Rated</i>		
SEER 14 – Replace Operating Central Air Conditioner		\$300
SEER 14 – Replace Failed Central Air Conditioner		\$150
SEER 15 – Replace Operating Central Air Conditioner		\$400
SEER 15 – Replace Failed Central Air Conditioner		\$175
SEER 16+ – Replace Operating Central Air Conditioner		\$500
SEER 16+ – Replace Failed Central Air Conditioner		\$200
<i>Maximum nominal SEER for operational equipment rebates is 12.0.</i>		
Electronically Commutated Motor (ECM)		
	Included in AHRI Efficiency Rating	Not Included in AHRI Efficiency Rating
Factory Installed in a New Gas Furnace or Air Handler	\$50	\$100
Retrofit ECM Replacing Permanent Split Capacitor Blower Motor <i>Note: This measure is not affected by AHRI rating.</i>	\$100	
Diagnostic Tune-Up		
Performed on Existing Central Air Conditioners or Existing Heat Pump Systems	\$75	
<i>Diagnostic Tune-Ups are only valid one time per system within the 2013–2015 cycle. Systems must be at least one year old to be eligible.</i>		

*Some restrictions may apply. Visit AmerenMissouri.com/hvac for full program details. For new construction projects that do not involve replacing systems, please refer to the Heating and Cooling program new construction rebate chart for program details.



AmerenMissouri.com/hvac

Rebate Chart v1 INTERIM 1/2015

Rebate incentive chart (PDF) - Back

Ameren Missouri Heating and Cooling Program

Program Eligibility Information

General Eligibility Information

- The equipment or service must meet the program's eligibility requirements listed here to qualify for the rebate.* **Please confirm the eligibility of your system with a participating contractor.**
- The dwelling must be associated with a current Ameren Missouri residential electric account.
- To be eligible for participation in the program, the dwelling unit must be one of the following:
 - Single-family residence
 - Multifamily building with four units or fewer, in any configuration
 - Row house, which is defined as a single-family dwelling unit that shares common vertical walls only with other single-family dwelling units. Multistory, multifamily dwelling units with greater than four units that also share a horizontal surface (floor or ceiling) with another dwelling unit do not qualify.
- A participating contractor must be used to install qualifying equipment or perform the Diagnostic Tune-Up, and that contractor must be participating at the time of installation or service. Participating contractors can be located by visiting AmerenMissouri.com/hvac or calling 1.877.215.5752. When you call the participating contractor, mention that you are interested in Ameren Missouri rebates.
- All rebate applications and supporting documents must be submitted by a participating contractor within 30 days of service and before December 15, 2015.

New Equipment Rebate Eligibility

- Newly installed equipment must meet or exceed the Seasonal Energy Efficiency Ratio (SEER) levels set forth by the program and documented by the Air-Conditioning, Heating and Refrigeration Institute (AHRI).
- Receipt of a Diagnostic Tune-Up rebate does not affect eligibility for new equipment rebates.
- Existing operating equipment being replaced must have a SEER rating of 12 or lower.
- Rebate eligibility is dependent on the existing heating source. Please see the chart below for eligibility.

Does your house have an:	Then you may qualify for these program rebates:			
	Air Conditioner	Air-Source Heat Pump	Dual Fuel Heat Pump	Ground Source Heat Pump
Air Conditioner With Gas Furnace?	Yes	No	Yes	No
Air Conditioner With Electric Furnace?	Yes	Yes	No	Yes
Air-Source Heat Pump With Gas Furnace?	No	Yes	No	Yes**
Air-Source Heat Pump With Electric Strip Back-Up Heat?	No	Yes	No	Yes**
Ground Source Heat Pump?	No	No	No	No

Diagnostic Tune-Up Rebate Eligibility

- Diagnostic Tune-Ups must be completed by a participating contractor who has participated in a tune-up-specific training course offered by the program.
- Each HVAC system will be eligible for only one Diagnostic Tune-Up rebate between January 1, 2013, and December 31, 2015; the Diagnostic Tune-Up must occur at least one year after the installation of the system.
- The existing system must have a rated cooling capacity of at least 1 ton through 5 tons to be eligible for a Diagnostic Tune-Up rebate.
- Receipt of a Diagnostic Tune-Up rebate does not affect eligibility for new equipment rebates.
- Repairs to the system may incur additional charges from the contractor. The customer is responsible for the cost of the tune-up to the contractor, as well as any additional charges associated with the test or additional repairs needed to the system.

*Some restrictions may apply. Visit AmerenMissouri.com/hvac for full program details.
**Existing equipment must be operating at time of replacement.



AmerenMissouri.com/hvac

Following outlines supporting residential Multifamily Income Qualified program information with regard to #9c in the 11-step change notification process from the MEEIA Plan Stipulation and Agreement.

I. Increase tune-up charge adjustment incentive

I. Residential Energy Efficient Products Program - Increase tune-up charge adjustment incentive

- 1) Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs; Increase tune-up refrigerant charge adjustment (RCA) incentive from \$105 to \$120 to account for charge corrections greater than 2lbs**
- 2) Discuss proposed change with implementer; these changes have been renegotiated with the vendor, Honeywell.**
- 3) Discuss proposed change with evaluator; Cadmus has no issue with these proposed actions.**
- 4) Analyze impact on program and portfolio (Cost-effectiveness, goal achievement, etc.); These changes do not impact the programs ability to achieve goals.**
- 5) Inform the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources of the proposed change, the time within which it needs to be implemented, provide them the analysis that was done, and consider recommendations from them that are received within the implementation timeline (the implementation timeline shall be no less than five business days from the time that the Staff, Office of the Public Counsel, and the Missouri Department of Natural Resources are informed and provided the above-referenced analysis); Ameren Missouri is seeking to file this change immediately on approval to become effective 5 days post legal submittal.**
- 6) Take timely received recommendations into account and incorporate them where the Company believes it is appropriate to do so; pending feedback the data will be revised as appropriate.**
- 7) Notify and train customer contact personnel (Contact Center, Energy Advisors, Business Center, Key Account Executives, Customer Service Advisors) of the changes; this is not customer facing.**
- 8) Make changes to forms and promotional materials; these changes are not customer facing.**
- 9) Update program website; these changes are not customer facing.**
- 10) File updated web pages and, if appropriate, updated list of Measures and Incentive amounts in File No. EO-2012-0142; these changes are not customer facing.**
- 11) Inform Customers, Trade Allies, etc. Company will also continue to discuss and provide information on ongoing program and portfolio progress at quarterly regulatory stakeholder update meetings. Future residential program updates will reflect these changes.**