

**CONFIDENTIAL INFORMATION**

**Ameren Missouri Charge Ahead Annual Report - ET-2018-0132**  
**Electric Vehicle Charging – Local Charging Incentive Program**  
**Annual Report for 2021, January 1<sup>st</sup>, 2021 – December 31<sup>st</sup>, 2021**

This report comprises the annual report on the subject case and topics. The report includes this narrative document as well as the associated Excel spreadsheet files, cumulative report of EV registration data, Annual Education and Admin Costs, Annual Costs by FERC Accounting, and an update on the WattTime pilot.

Note: The due date for the annual reports for Charge Ahead – Local Incentive Program is within 120 days of the end of each program year.

### Local Charging Incentive Program

The Ameren Missouri Local Charging Station Incentives Program opened on January 13, 2020, and business customers can apply through the program application portal linked to the green "Apply Now" button on the Ameren Missouri EV business incentives Web page:

The screenshot shows a web browser window with the URL <https://www.ameren.com/missouri/business/electric-vehicles/incentives>. The page title is "Incentives & Programs" and the subtitle is "Electric vehicles are becoming more common in Missouri because they are fun and exciting to drive, easy to charge and cost less to fuel and maintain." The navigation menu includes "Overview", "Incentives", "Find an EV", "Charging", and "Resources".

The main content area is divided into two columns:

- Charging Station Incentives:**

**Ameren Incentives**  
Ameren Missouri is now offering incentives for businesses seeking to install EV charging stations at workplaces, multi family apartment buildings and in publicly accessible locations. Please apply below. Please contact us at [EVMissouri@ameren.com](mailto:EVMissouri@ameren.com) with any questions.

**Program Details:**

  - Open to Ameren Missouri business customers
  - Total incentive allowed for affiliated businesses of \$500,000
  - Incentive of \$5,000 per Level 2 port (40amp max)
  - Incentive of \$20,000 per DCFC port (50kW nominal max)
  - Maximum incentive is up to 50% of total project cost
  - [Charging Station Incentives for Business \(PDF\)](#)

**Federal Tax Credit**  
With the passage of a retroactive federal tax credit, those who purchased EV charging infrastructure could be eligible for a credit up to \$30,000 for commercial installations of charging stations. This federal tax credit was retroactively extended through December 31, 2020. Full details can be viewed on the U.S. Department of Energy website.

[Apply Now](#)
- Electric Vehicle Incentives:**

Incentives to converting your fleet to electric includes:

  - Passenger vehicle federal tax credit: Most new passenger vehicles can receive up to a \$7,500 federal tax credit. See [incentives on the popular Nissan Leaf \(PDF\)](#).
  - Pay less at the plug: The cost of fueling an EV is less than half that of a conventional vehicle.
  - Lower maintenance costs: All-electric vehicles have fewer parts to maintain, and no tailpipe means no emissions checks.
  - Managing charging is easy: We can help you develop a plan to manage your charging and reduce fueling costs.

Thank you for your interest in this program.

To complete the application process, you will need to enter details regarding the following items:

**Your Contact and Business Information**

- Business Name
- Address, Phone/Email
- Ameren Missouri Electric account number
- Contact Name
- Contact Address/Phone/Email
- W9
- Payment preference (check or bill credit). Download the [Payment Release Authorization Form](#) if re-assigning incentive payment to the installer.

**Contractor Information (if not self-install)**

- Contractor Name
- Contractor Address
- Contact Name
- Contact Address/Phone/Email

**Project Information**

- Number of ports and charging rate of each
- Equipment Make
- Equipment Model
- Site Plan including electrical diagram and pictures
- Electrical supply details-panel has sufficient capacity/is capacity review needed/additional service on site requested

**Estimated Costs**

- Equipment (charger, pedestals, cord management etc.)
- Labor
- Site Preparation (trenching/boring, conduit/wiring, concrete/asphalt)
- Battery Storage

*Note: Ameren Missouri must pre-approve project prior to construction*

Are you ready to begin your application?

[Begin Application](#)

## Education and Outreach Activities

The Efficient Electrification Team is actively raising awareness of the benefits of EVs through targeted educational outreach to customers via virtual community events, outreach to professional associations, outreach to Key/Regional accounts, email marketing campaigns and through social media. A parallel educational outreach effort is engaging EVPs, Electric Vehicle Partners, such as auto dealers, electricians, building design professionals, and charging station suppliers. EVPs stimulate customer knowledge of and interest in EVs and make them aware of the benefits of the Local Charging Incentive Program.

Our 2021 marketing activities to raise awareness of the Local Charging Incentive Program included the following activities:

- Virtual Community Events – EV 101: An Introduction to Electric Vehicles
  - Electric Vehicle Partners (EVP) Network – monthly training sessions offered to EVPs
  - Charge Ahead Webinars – twice a month training sessions offered to business customers on the Charge Ahead Incentive Program
  - Outreach to municipalities, businesses, and professional associations – Presentations/Speaking Events
  - Outreach through CEDES Team members specifically, Key and Regional Account executives
  - Direct email marketing and social media marketing to large and mid-size business customers
  - Traditional and earned media (TV, print publications, radio) and social media (Twitter, Facebook, etc.)
- **Virtual Community Events – EV 101: An Introduction to Electric Vehicles**
    - Ameren MO Electrification Team partnered with MO Botanical Garden to offer two free virtual sessions.



- **In Person Community Event – Missouri Growth Association Spring Golf Event**

- Ameren MO Electrification Team partnered with our Economic Development Team to host the long drive hole at the MGA golf event. Participants were able to learn about EVs, charging station incentives and interact with our Electrification Team (tent hosted by Reach Strategies).



- **In Person Community Events – Shaw Art Fair and St. Louis Grove fest**

- Raising awareness and providing "EV experiences" are two important factors when getting customers to consider switching to electric vehicles. Ameren MO Electrification Team had a static display of the Tesla Model 3 and Volkswagen ID.4, we also educated customers about our Charge Ahead - Local incentive Program (tent hosted by Reach Strategies).





- **Outreach to Professional Associations – St. Louis Business Expo**
  - Ameren MO Electrification Team hosted a booth at this event. Ameren's newest all electric security vehicle, Mustang Mach-E, was on display along with a charging station demo. Many great conversations were had regarding EVs, our Charge Ahead - Local incentive Program, and the benefits of driving electric (booth hosted by Reach Strategies).



**Annual Administrative and Education Costs**

The annual administrative costs associated with the Local Charging Incentive Program include development of the application portal and workflow management system developed by Applied Energy Group (AEG). The education costs include the Auto Show and Watt Time Pilot program. The cost from January 2021 through December 2021 for total administrative and educational costs is approximately **\$254,153** and includes the following costs:

- AEG administrative costs \$ 104,747
- Reach marketing expenses \$ 138,065
- Contractor Support Role for Portal Management \$11,340

**Annual Costs by FERC account (182/327) January 2021 – December 2021**

The Charge Ahead program costs are currently being deferred to FERC Accounting 182/327. The Total Annual Costs for the Local Charging Incentive Program – JOP84 is listed below:

- Total Annual Costs **\$947,562**
  - Administrative and Educational Costs \$254,153
  - Customer Incentive Payments \$693,409

**Automated Emissions Reduction (AER)**

# Summary For Annual Report

## Program Update

1. Phase 1 of the pilot demonstrated/confirmed that Enel X had developed a product, JuiceNet Green, that could functionally perform Automated Emissions Reduction (AER), based on WattTime’s marginal emissions data.
2. Phase 2 expanded the pilot to a wider group (37 active users) and wider geography (all of Missouri) to evaluate the carbon avoidance performance of JuiceNet Green.
3. **If this program was expanded to 10,000 EV drivers in Missouri, WattTime estimates that it would save between 1,096 - 2,385 metric tonnes of CO2 per year.**

Estimated Impact	MISO Regions	SPP Regions
Ph2 Pilot # of Drivers	29	8
CO2 lbs saved per driver per mo.	9.2	42.8
CO2 saved % (user avg)	2.8%	8.7%
CO2 saved best % (monthly avg)	6.9%	19.2%
<b>Expanded to # drivers:</b>	10,000	10,000
CO2 savings, estimated %	3.8%	11.3%
<b>CO2 tonnes saved per year</b>	<b>1,096</b>	<b>2,385</b>

*Ameren Missouri’s territory is primarily in MISO*

*Assumes 13,000 miles per year per driver*

*Assumes modest performance improvement (better engagement, app updates)*

*The savings opportunity will grow over time as more renewable energy is built (not factored in).*

**Line Extension Details:**

During this time period, there have been no projects which include line extensions. We have a process in place to capture these costs for future projects.

**Charger Load Data:**

For each of the completed projects listed below, the customers identified their charging equipment as a "smart charger" and agreed to monitor their energy usage. Ameren Missouri EV Team is working closely with the charging manufacturer and has reached out to customers to obtain charger utilization details.

**\*\* All Items in the Completed Projects Column is Confidential\*\***

Completed Projects	Smart Charging Equipment	Completed Projects	Smart Charging Equipment
[REDACTED]	DELTA EVDU25U4CUM, ChargePoint CT-4023	[REDACTED]	ENEL X JUICE BOX PRO 40
[REDACTED]	Lilypad/EV CT4000	[REDACTED]	ChargePoint CT4021-GW1
[REDACTED]	Charge Point/CT4021-GW1	[REDACTED]	CHARGEPOINT CT4021-GW1
[REDACTED]	Leviton/EVR-GREEN 4000	[REDACTED]	Juicebox 32
[REDACTED]	Charge Point/ CT4021 & CT4025	[REDACTED]	Charge Point CT4021-GW1
[REDACTED]	ChargePoint 40amps ChargePoint Home Flex, NEMA 14-50 Plug	[REDACTED]	CHARGEPOINT CT4021
[REDACTED]	Charge Point CPF25	[REDACTED]	Charge Point CT4021-GW1
[REDACTED]	Charge Point CPF50	[REDACTED]	ChargePoint CT4023
[REDACTED]	ChargePoint CT4021	[REDACTED]	



**Direct Revenues from Local Charging Stations** *(see workbook for calculations)*

Time Period includes (January 1, 2021 – December 31, 2021)

There have been no Local Charging Incentive Program projects with a dedicated meter. Based on the 202 installed chargers (at 59 locations) thru December 31, 2021, Ameren Missouri estimates a total annual direct load/revenue of \$107,735 to \$158,385 and a total annual direct energy consumed of approximately 1,737,630 kWh. Please refer to included work papers for information by location. Please note that the variability relates to an estimate of billing demand. The high end of the range assumes that, for all customers on rates which include a demand charge, the charging demand coincided with customer billing demand in all months. The low end of the range assumes that the charging demand never coincided with the customer billing demand in any month.

**Indirect Revenues** *(see workbook for calculations)*

Ameren Missouri receives a snapshot of Missouri registrations from IHS MarkIT on a quarterly basis, approximately seven weeks after the end of the calendar quarter. This report includes baseline and current data through **December 2021** that reflects numbers for Ameren Missouri territory. See Power BI visual depiction shown at end of this report.

An attachment to this report is the Excel spreadsheet, "AMO Charge Ahead – Revenue Workbook 12-31-21," which contains the EV counts by county and type of EV. Note these counts have been proportioned for the percentage of households served by Ameren Missouri in each county.

Ameren Missouri estimates indirect energy load of 38,904,080 kWh and indirect revenue in a range of \$3,268,457 to \$3,461,029. The variability in revenue range relates to a variable estimate of where charging is occurring (Multifamily, Workplace, or Public).

EV Registration Data as Power BI Visuals (includes snapshot at end of December 2021)

