

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

In the Matter of Union Electric Company d/b/a            )  
Ameren Missouri's 2nd Filing to Implement            )       File No. EO-2015-0055  
Regulatory Changes in 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 *Non-Unanimous Stipulation and Agreement (Stipulation)* filed in this case, submits the following:

1.       The *Stipulation* requires Ameren Missouri to file its initial measures and incentive amounts in this case no less than five business days prior to launching its new energy efficiency programs.<sup>1</sup>

2.       Ameren Missouri plans to launch its new residential energy efficiency programs on March 7, 2016. The guidelines include the incentive levels which will satisfy the requirement detailed in the *Stipulation* to notify regulatory stakeholders.

3.       In accordance with the *Stipulation*, Ameren Missouri is providing notice of this change. Attached to this pleading is a list of the heating and cooling program measures offered in Ameren Missouri's residential energy efficiency program. Also attached are web page mock-ups for the program.

WHEREFORE, Ameren Missouri respectfully files this *Notification* in compliance with the terms of the *Non-Unanimous Stipulation and Agreement*.

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<sup>1</sup> File No. EO-2015-0055, Non-Unanimous Stipulation and Agreement, p. 4.

Respectfully submitted,

UNION ELECTRIC COMPANY,  
d/b/a Ameren Missouri

*/s/ Wendy K. Tatro* \_\_\_\_\_

**Wendy K. Tatro**, #60261

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**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 1<sup>st</sup> day of March, 2016.

*/s/ Wendy K. Tatro*

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Wendy K. Tatro

# Ameren Missouri Residential Energy Efficiency

## MEEIA 2 Program Measures & Incentives

### Program Measures as listed are for the following Residential Program(s):

1. Heating and Cooling – Launch 3/7/2016

Measures and Incentive amounts will be provided 5 days prior to program launch.

### Heating and Cooling Incentives for Measures identified in the TRM

- Seasonal incentive - to spur the marketplace towards efficient equipment purchases during the months of July, August and/or September as determined by the implementation vendor.

<b>HVAC Measure</b> ER = early replacement ROF = Replace on fail	<b>Customer-facing name</b>	<b>Incentive</b>	<b>Seasonal Incentive</b>
ASHP - SEER 15 ER with ASHP	ASHP SEER 15	500	+100
ASHP - SEER 15 ROF with ASHP	Replace ASHP		
ASHP - SEER 15 New Construction	New ASHP		
ASHP - SEER 15 ER Elec Resist Furnace	ASHP SEER 15	800	+100
ASHP- SEER 15 ROF Elec Resist Furnace	Replace Electric Furnace		
ASHP - SEER 16+ ER with ASHP	ASHP SEER 16+	650	+100
ASHP - SEER 16+ ROF with ASHP	Replace ASHP		
ASHP - SEER 16+ New Construction	New ASHP		
ASHP - SEER 16+ ER Elec Resist Furnace	ASHP SEER 16+	900	+100
ASHP- SEER 16+ ROF Elec Resist Furnace	Replace Electric Furnace		
CAC - SEER 14 ER	CAC SEER 14	300	+100
CAC - SEER 14 ROF	Existing unit working		
CAC - SEER 14 New Construction	Existing unit not working		
CAC - SEER 15 ER	CAC SEER 15	275	+100
CAC - SEER 15 ROF	Existing unit working		
CAC - SEER 15 New Construction	Existing unit not working		
CAC - SEER 16+ ER	CAC SEER 16+	300	+100
CAC - SEER 16+ ROF	Existing unit working		
CAC - SEER 16+ New Construction	Existing unit not working		
Ductless ASHP – SEER 19+ ER with ASHP	Ductless ASHP	500	+100
Ductless ASHP - SEER 19+ ROF with ASHP	Replace ASHP		
Ductless ASHP - SEER 19+ New Construction	New Ductless ASHP		
Ductless ASHP - SEER 19+ ER Elec Resist Furnace	Ductless ASHP	500	+100
Ductless ASHP- SEER 19+ ROF Elec Resist Furnace	Replace Electric Furnace		

# Ameren Missouri Residential Energy Efficiency

## MEEIA 2 Program Measures & Incentives


HVAC Measure ER = early replacement ROF = Replace on fail	Customer-facing name	Incentive	Seasonal Incentive
Electronically Commutated Motor (ECM) factory installed in new gas furnace or air handler	<b>ECM Motor</b> Included in AHRI Efficiency Rating	<b>50</b>	
Electronically Commutated Motor (ECM) factory installed in new gas furnace or air handler	<b>ECM Motor</b> Not included in AHRI Efficiency Rating	<b>100</b>	
Retrofit Electronically Commutated Motor (ECM) replacing permanent split capacitor blower motor	<b>ECM Motor</b> Not included in AHRI Efficiency Rating	<b>100</b>	
DFHP 15 SEER –New Construction	<b>Dual Fuel Heat Pump</b>	<b>175</b>	
DFHP 16+ SEER- New Construction		<b>200</b>	
GSHP - EER 14+ ER ASHP with GSHP	<b>Geothermal Heat Pump EER 14+</b>	<b>2000</b>	
GSHP - EER 14+ ER Elec Resist Furnace			
GSHP - EER 14+ ROF Elec Resist Furnace			
GSHP - EER 14+ New Construction			
GSHP - EER 23+ ER GSHP with GSHP	<b>Geothermal Heat Pump EER 23+</b>	<b>800</b>	
GSHP - EER 14+ ROF GSHP			
Learning Thermostat		<b>100</b>	

HVAC Rollout

3/7/2016

Web Pages

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**Energy Efficiency Programs**  
Business

## NEW Energy Efficiency Programs

Energy efficiency brings a variety of benefits to customers.

**My Home**




**Get Paid.**

Ameren Missouri offers cash rebates for a variety of energy-saving upgrades on heating and cooling, efficient products, and more.

[GET STARTED](#)



**My Business**




**Boost Profits.**

**Business owners** - get cash back for almost any energy-saving improvement, from lighting to ventilation - and even custom projects.

[GET STARTED](#)

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The screenshot shows the Ameren Missouri website's 'Act On Energy' section. At the top, there is a navigation bar with links for 'Home', 'Customer Service Center', 'Residential', 'Business', 'Communities', 'Environment', and 'Act On Energy'. The 'Act On Energy' sidebar on the left lists various programs like 'Residential Energy Efficiency', 'Business Energy Efficiency', and 'Clean Energy'. The main content area features a green banner with an HVAC icon and the text: 'SMILE! We'll be offering even more energy efficiency programs soon. Come back and visit so you can see what's new'. Below this is a section titled 'Rebates and Incentives: Heating and Cooling' with a sub-header 'Step 1 - Choose your project.' Three rebate options are listed: 1) 'Up To \$2000' for installing a geothermal heat pump, 2) 'Up To \$900' for installing an air-source heat pump, and 3) 'Up To \$500' for replacing a central air conditioner. Each option includes a brief description and a link to 'Rebates & eligibility information'.

[Rebate and Eligibility Information](#) – will link to rebate chart that will be provided.



### Step 2 - Select a contractor.

Choose from our [list](#) of participating HVAC contractors. Make sure to request the Ameren Missouri rebate when you schedule your project with a participating contractor.

[List](#) - will initially link to a pdf file of contractors, eventually will be replaced with a n updated 'find a contractor' tool.

### Step 3 - Complete your project.

Your participating contractor will install your energy-efficient equipment. When the project is finished, your contractor will submit all of 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!)

### Need Assistance?

[Get Answers](#) or [Find a Contractor](#) or [Email Us](#)

...to frequently asked questions      ...and get started now!      ...or call 877.215.5752

Get answers goes to New FAQ's  
Find a contractor links to new contractor locator  
Email us links to hvac@ameren.com

### More ways to save


- ▶ **Electronically Commutated Blower Motor (ECM): up to \$100 back**  
ECMs are highly efficient furnace blower motors that use advanced technology to save energy. Buy a new furnace with a factory-installed ECM or retrofit your existing furnace and get up to \$100 back. [Get the details](#) or [select a contractor](#).
- ▶ **Additional Federal Tax Credits**  
By upgrading to energy-efficient heating and cooling equipment, you may be eligible for a federal tax credit, in addition to the Ameren Missouri rebates listed above. [Explore additional programs](#).
- ▶ **New Construction and New Contractors**  
[Sign up](#) to become part of the Heating and Cooling program or learn more about [new construction rebates](#).

[Get the details](#) links to the rebate chart.

missouri

**Act On Energy**  
Residential Energy Efficiency  
Business Energy Efficiency  
I Want to Find...  
Energy Tips & How To's  
Natural Gas Efficiency  
Illinois ActOnEnergy

**Focused on Safety**  
Stay away from electrical equipment.  
Be safe!




Jeremy  
Lineman



## ActOnEnergy: Heating and Cooling Program Contractor Information

### Become a Participating Distributor or Contractor!

Are you an HVAC distributor or contractor interested in helping your customers make energy-efficient choices for their homes? Contact us to become part of the Ameren Missouri Heating and Cooling residential rebate program.



- ▶ [Send us an email](#)
- ▶ Call us at **877.215.5752**
- ▶ Boost your sales of high-efficiency equipment by becoming a participating contractor and promoting high-efficiency HVAC systems to your customers with Ameren Missouri rebates! Rebates are available for both [existing homes](#) and for [new construction projects](#).

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Link here to the [existing homes](#) rebate chart

Link to [New Construction](#) rebate chart.