

## **CONFIDENTIAL INFORMATION**

**File No. ET-2018-0132**

**Ameren Missouri Charge Ahead Quarterly Report**

**Electric Vehicle Charging – Corridors and Local Charging Incentive Program**

**Report for March 2023**

This report comprises the tenth quarterly report on the subject case and topics. The report includes this narrative document as well as two associated Excel spreadsheet files, and table of EV registration data. Ameren Missouri has combined the Corridors and Local Charging Incentive Program reports since the subject matter is related and for ease of production and review by interested stakeholders.

### **Corridor Charging Program (background)**

Ameren Missouri pursued a competitive bid "reverse auction" approach to procuring one or more vendors to work with Ameren Missouri business customers to set up the corridor charging per the approved program tariff. The pricing component requested how much incentive from Ameren Missouri would be needed to accomplish the proposed projects to set up the specified charging in designated communities throughout the Ameren Missouri territory. In-person interviews were held with the two top proposals. After interviews, LilyPad EV was unanimously confirmed as the best choice for the Charge Ahead Corridors project. LilyPad EV, along with partners ChargePoint and Sachs Electric have been working with customers in the designated communities outlined in the case. A total of 11 companies and/or partnerships were solicited for 2020 and the \$4 million incentive budget accommodated three more sites (Eureka, Ironton, and Sikeston) in 2021, which resulted in a total of 14 corridor locations. Note that the tariff allowed for 8-15 sites.

Ameren Missouri's assessment that incentives of up to \$360,000 per site may be necessary was relatively accurate. While the costs for each site will vary based on unique site conditions and line extension requirements, the rough average is about \$290,000 per site. LilyPad EV, in their bid, provided an estimate per site that was based on certain reasonable assumptions. As the design for each site is finalized with the business customer and the line extension costs are determined in detail, a final cost for each site is developed.

Each site has the same configuration of charging equipment. Two ChargePoint CPE-250s, each having the capability to provide up to 62.5kW of power and that paired can provide up to 125kW, and two CP-4001 Level 2 chargers providing 6.6kW each. Any modern EV can charge at these stations.

## Education and Outreach

We're actively raising awareness of the Corridor Charging Program with education and outreach efforts. To-date, our marketing activities have included the following efforts:

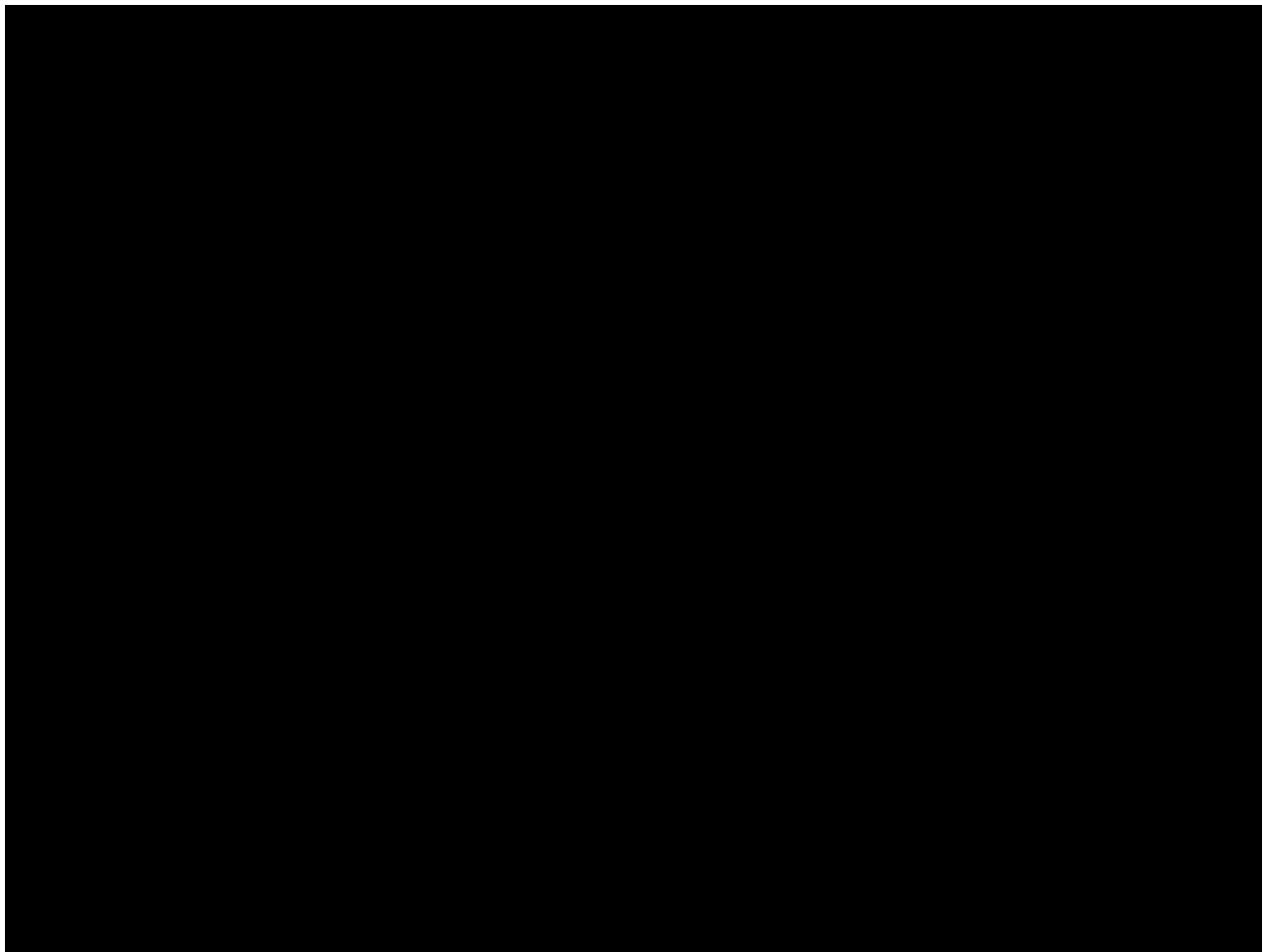
- Earned media (TV news, print publications, radio interviews) and social media (Twitter, Facebook, etc.)
- Outreach to municipalities, business and professional associations through newsletters and speaking opportunities
- Outreach through Key and Regional Account Executives
- Developed a Corridor Charging Program brochure provided with the third quarterly report in December 2020 and available at the Ameren Missouri EV Website page. This is updated as Ameren Missouri developments are completed as well as those occurring through the MDNR VW Trust process:  
<https://www.ameren.com/missouri/residential/electric-vehicles/resources>

## Costs

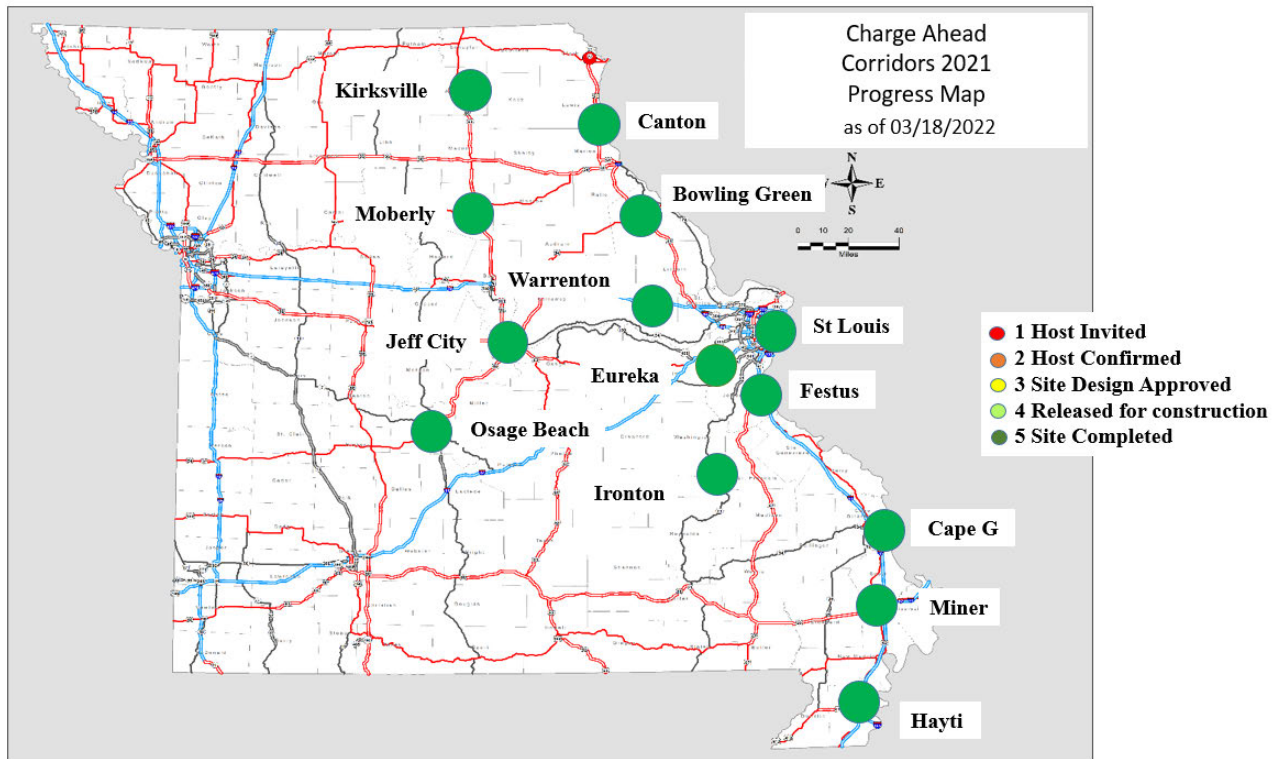
The table below contains basic project information, including site status and costs. Program costs have been on-target with assumptions made in development of the program. The cost for the 14 sites developed through the Charge Ahead – Corridor program is \$3,656,063 which is under the \$4,000,000 budget allocated for this program. The 14<sup>th</sup> site in Eureka represents the most recent site.

### Charge Ahead Corridors – Sites Status and Costs Table

(CONFIDENTIAL)

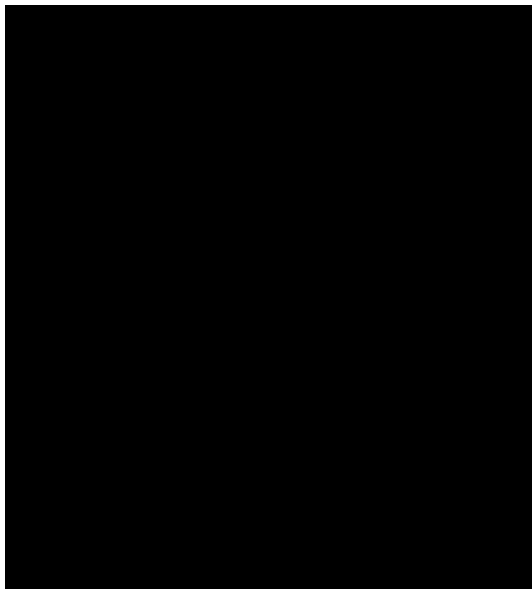


## Charge Ahead Corridors – Progress Map



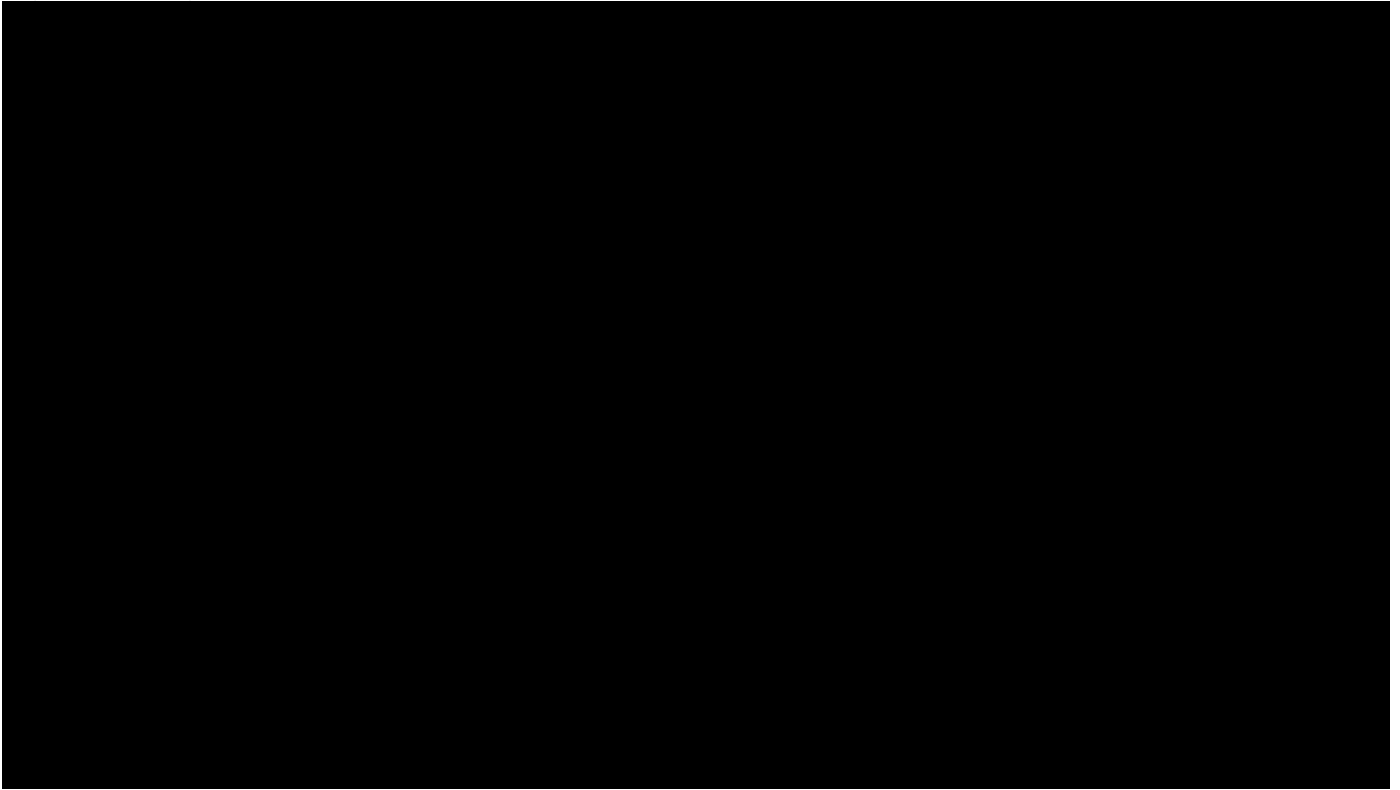
The charts below show the **revenue, energy, and number of sessions** by month for the following locations:

**(Confidential)**

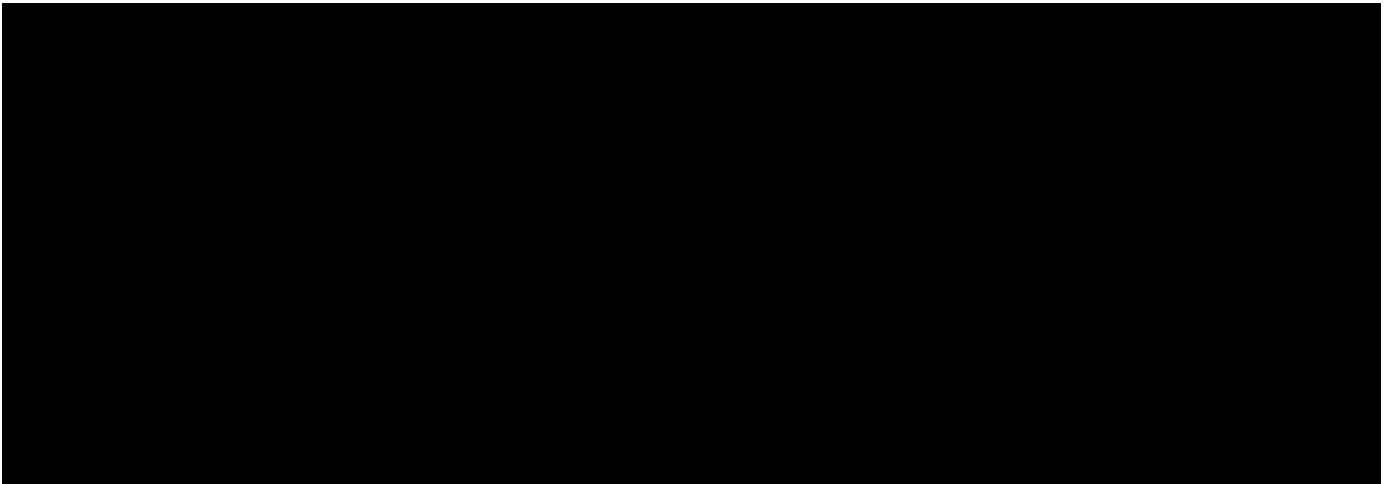


More usage reporting will be developed for the additional sites in subsequent quarterly reports. Note the Revenue is in dollars and Total Energy is in kWh.

(Confidential)

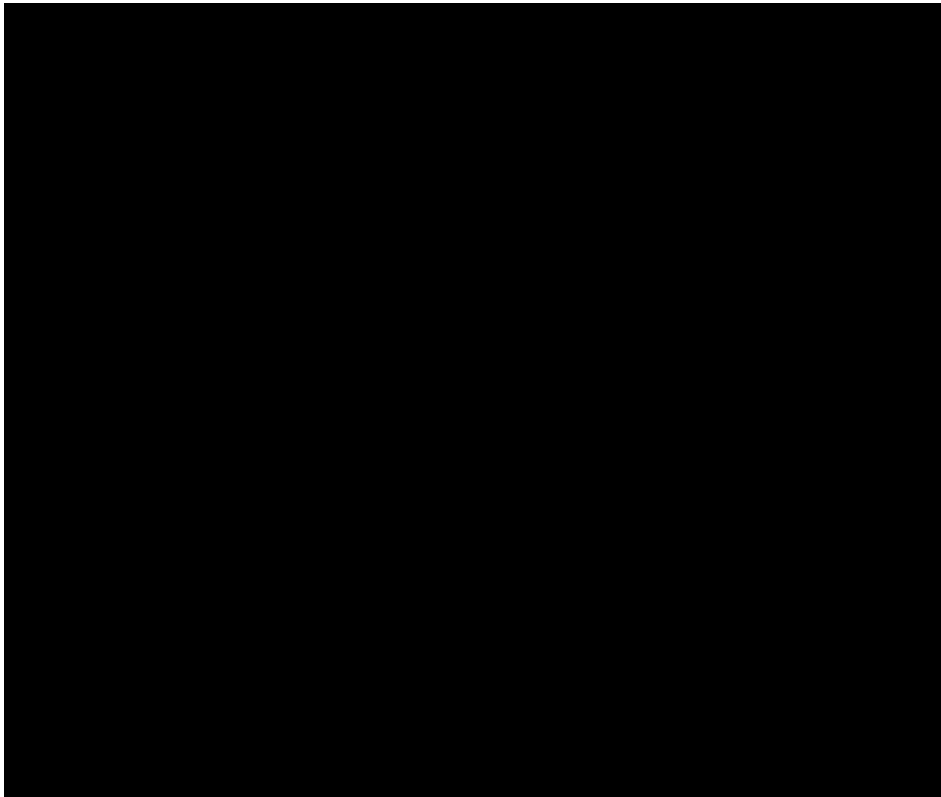
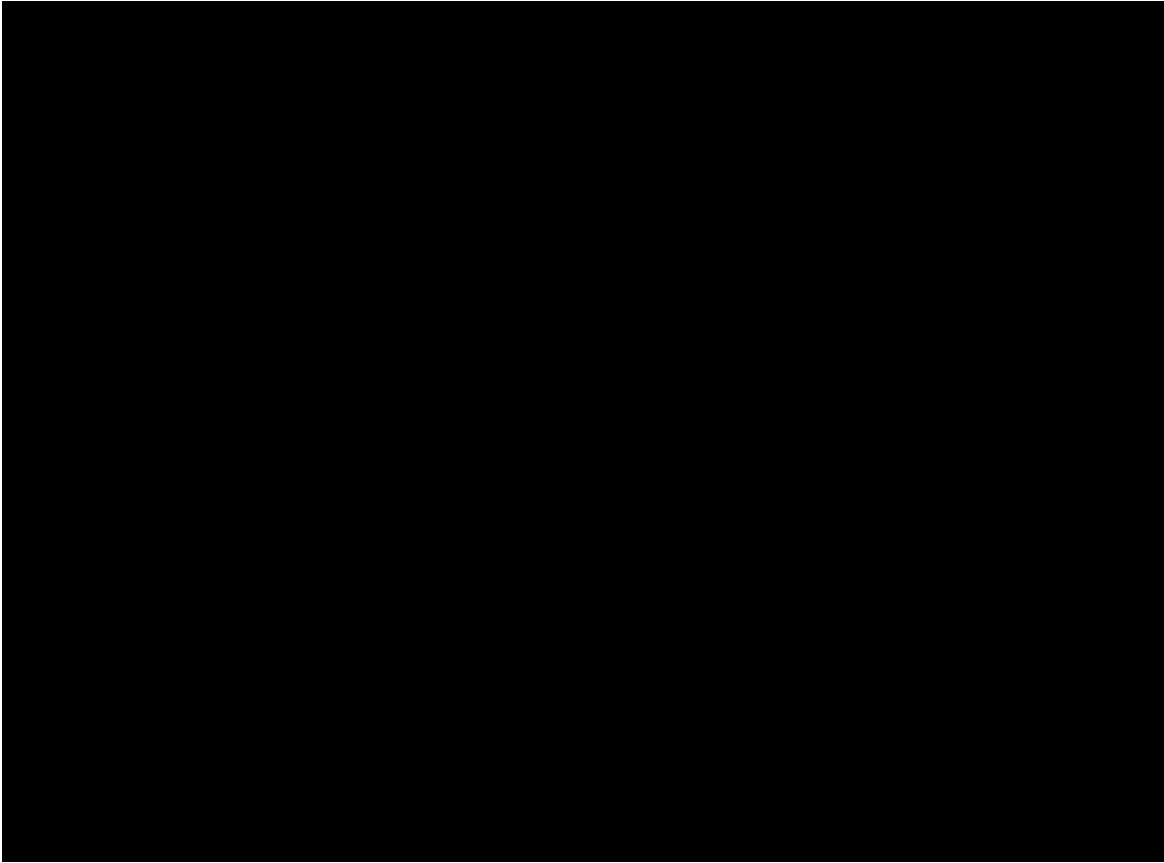


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**Direct Revenues from Corridors**

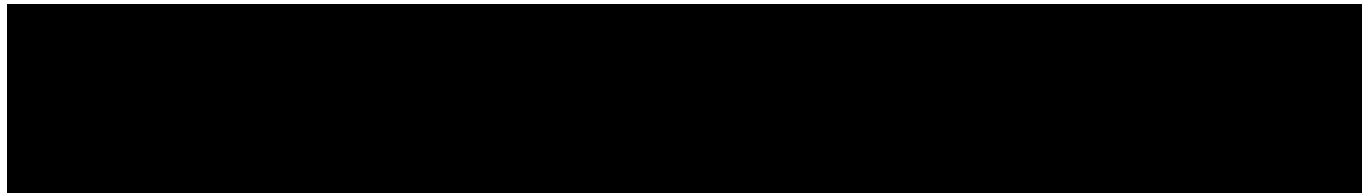
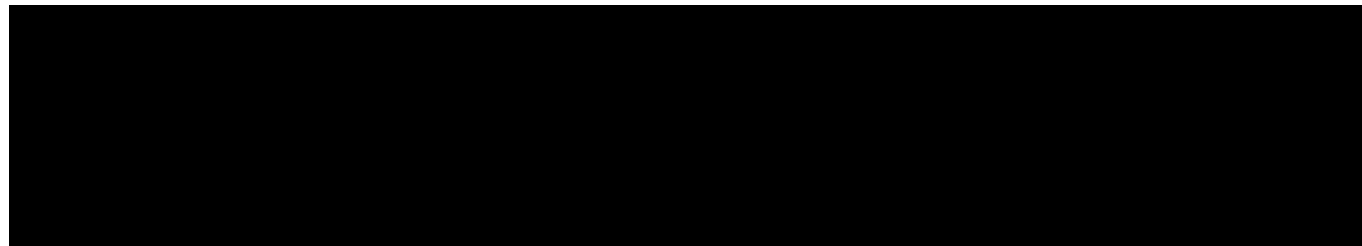
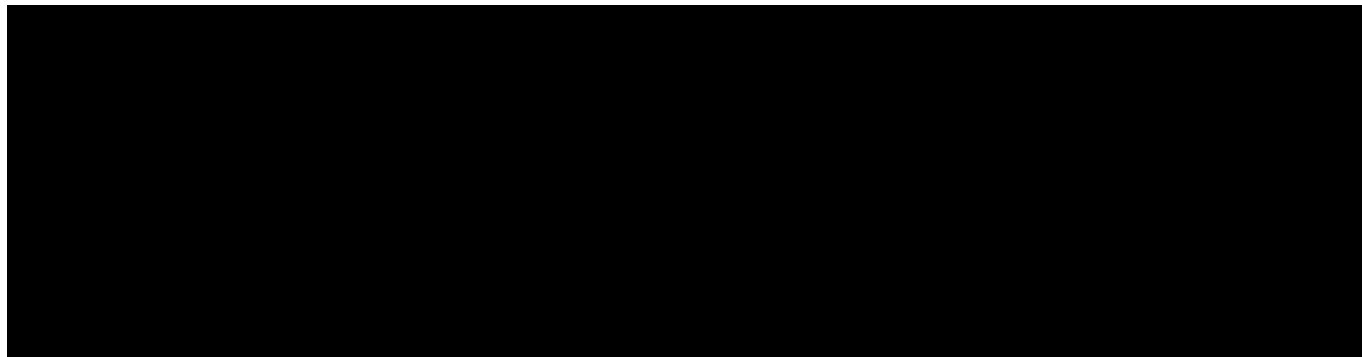
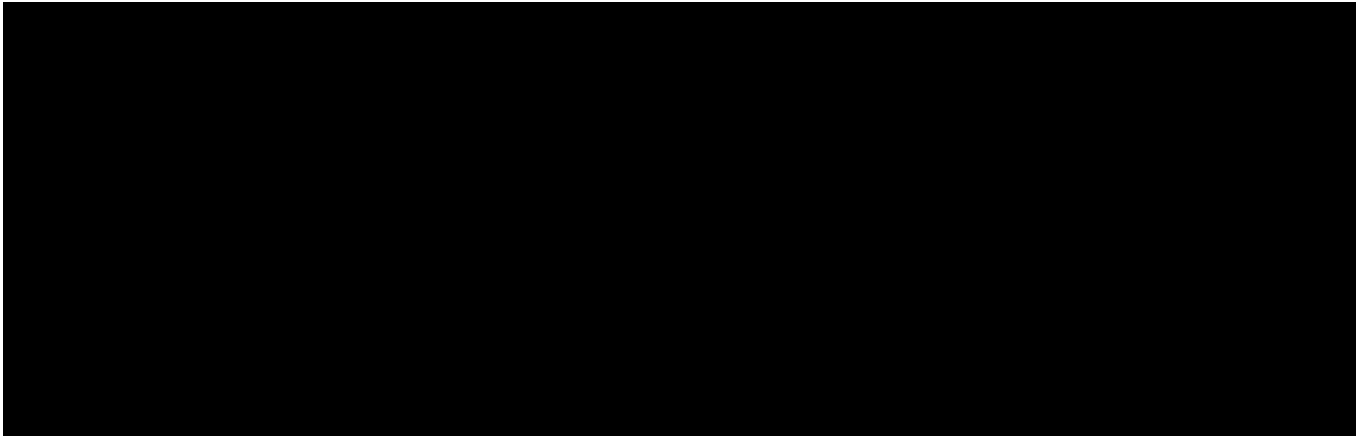
**(Confidential)**



The charts below represent the ChargePoint recorded "Uptime" in 2022 Q4 and 2022 Q3 for the following locations:

Note: Uptime for 2022 Q3 was reported incorrectly in the previous report, below are the updated details.

**Confidential**



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

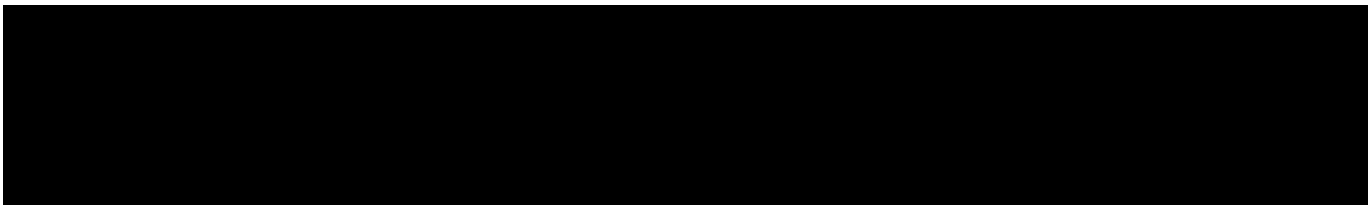
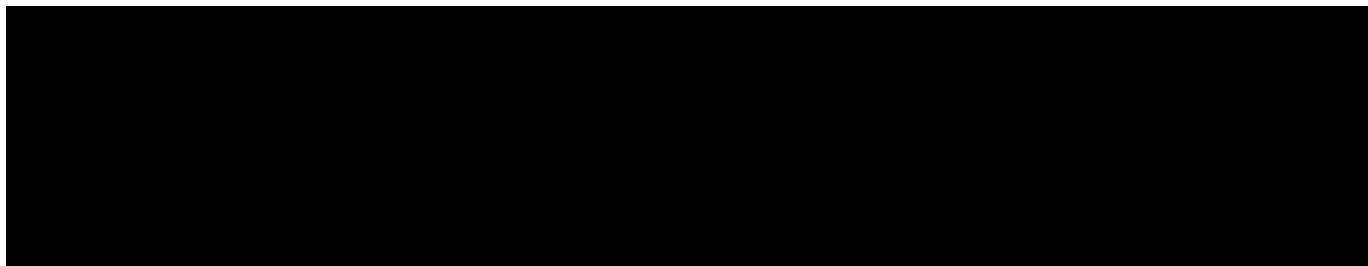
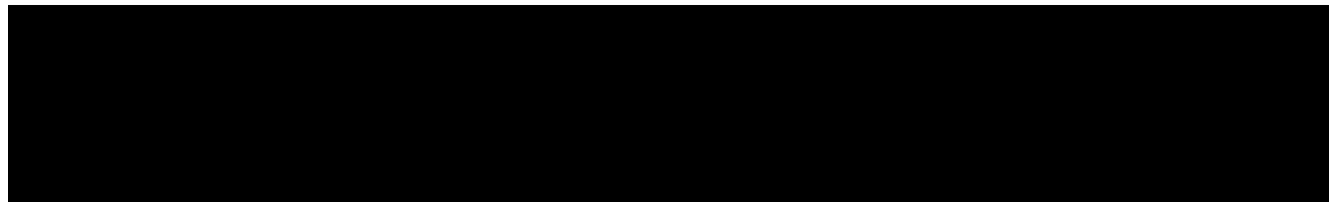
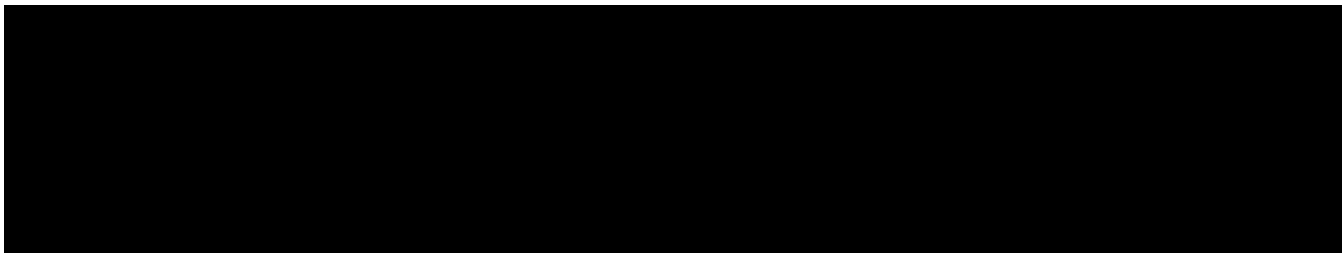
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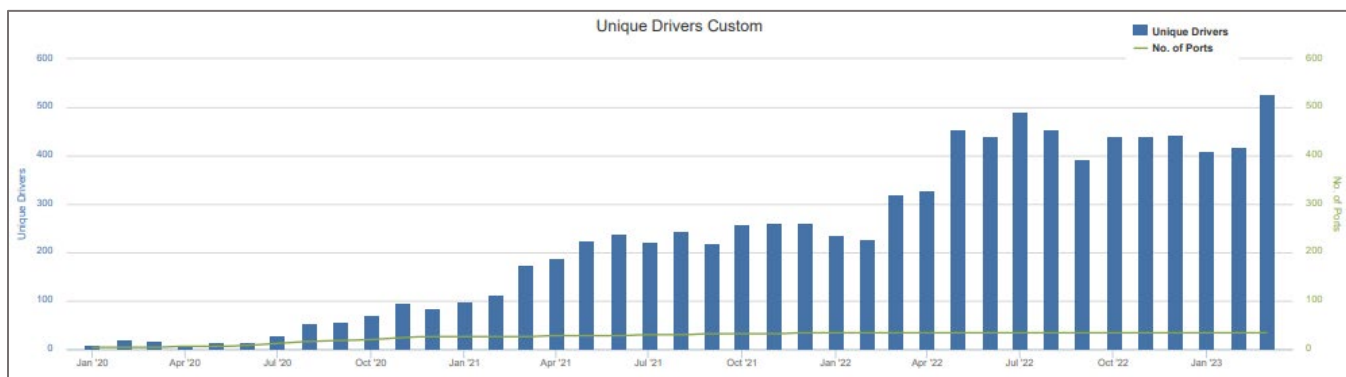
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## Unique Drivers



## 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:

<https://www.ameren.com/missouri/business/electric-vehicles/incentives>

# Incentives & Programs

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.

[Overview](#) [Incentives](#) [Find an EV](#) [Charging](#) [Resources](#)

## 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](#)

## **Administrative, Marketing and Education Costs**

The 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. We partnered with Reach Strategies to implement a marketing plan to educate customers and bring awareness to the Local Charging Incentive Program. The cost to-date through February 2023 for total administrative, marketing, and educational costs is approximately \$673,570 and includes the following:

- AEG administrative costs \$246,544
- Reach Strategies marketing costs \$396,606
- EV Registration Data \$8,094
- Contractor Support Role for Portal Management \$11,340
- Watt Time Pilot \$10,986

## **Education and Outreach Activities**

We're actively raising awareness of the Local Charging Incentive Program with education and outreach efforts. Our marketing efforts have included the following activities:

- 2022 Auto Show
- In Person B2B Events (STL Bus Expo, Infrastructure Expo, Apartment Assoc Events)
- In Person Community Events (Earth Day, Arts Festival)
- Virtual Community Events – EV 101: An Introduction to Electric Vehicles
- Virtual Community Events – EV 201: Finding the EV for You
- Virtual Charge Ahead Training webinars
- Electric Vehicle Partners (EVP) Network – monthly training sessions offered to EVPs
- Outreach to municipalities, business, and professional associations
- Outreach through Key and Regional Account executives
- Direct email 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.)

**Investment in Infrastructure Expo – February 28, 2023**

Ameren MO Efficient Electrification Team engaged with municipalities, contractors, and industry representatives at this event. The Efficient Electrification booth educated attendees about the Charge Ahead Incentive program and the EVP Network. The overall sentiment was that EV charging infrastructure is necessary for future transportation needs, and the Charge Ahead Incentive program can help business customers to meet that need. This was a great event and we're looking forward to working with many of the attendees on future projects.



**Electric Vehicle Partner (EVP) Roundtable – Missouri History Museum March 15, 2023**

Ameren MO Efficient Electrification Team hosted an EVP Roundtable at the Missouri History Museum. This was the highest attended and most engaged EVP event in the past year. The MHM and IBP (contractor) shared their EV charging installation experience, including best practices with installing charging at the museum. The event provided EVPs a chance to network with fellow EVPs, ask questions related to their business needs, and learn more about the Charge Ahead Incentive program and Ameren’s Fleet Electrification program.

[Case Study - MO History Museum](#)



# Charge Ahead – Local Incentives Dashboard Statistics Snapshot 3-30-2023



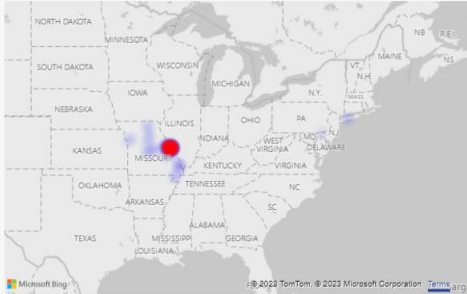
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## EV Charge Ahead Dashboard

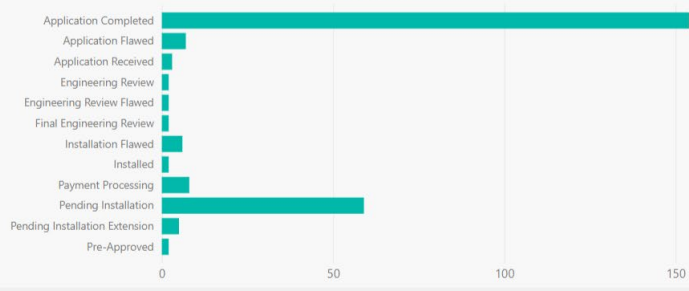
### Remaining Incentive Budget

\$533,947 Multi-Family	\$1,965,489 Public Charging	\$47,231 Workplace	\$2,546,667 Total
252 Applications Received	154 Applications Completed	\$1,375,878 Pre-Approved or Committed	\$2,029,898 Incentives Paid

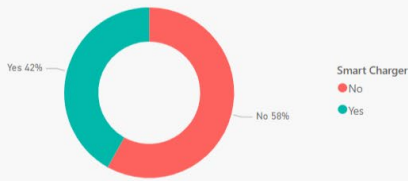
### Geographic Heat Map



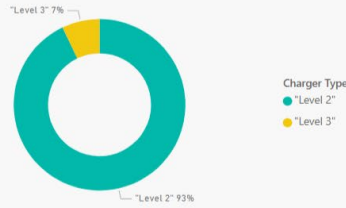
### Project Pipeline



### Monitored Smart Charger Applications



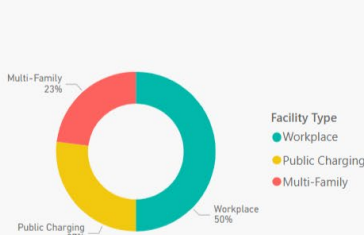
### Charger Speed of Ports (% of ports)



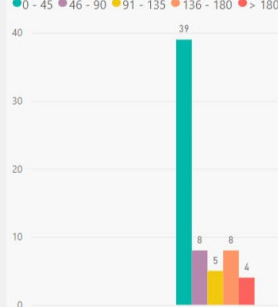
### Number of Ports (Total)



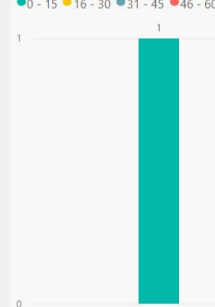
### Property Type



### Projects Pending Installation



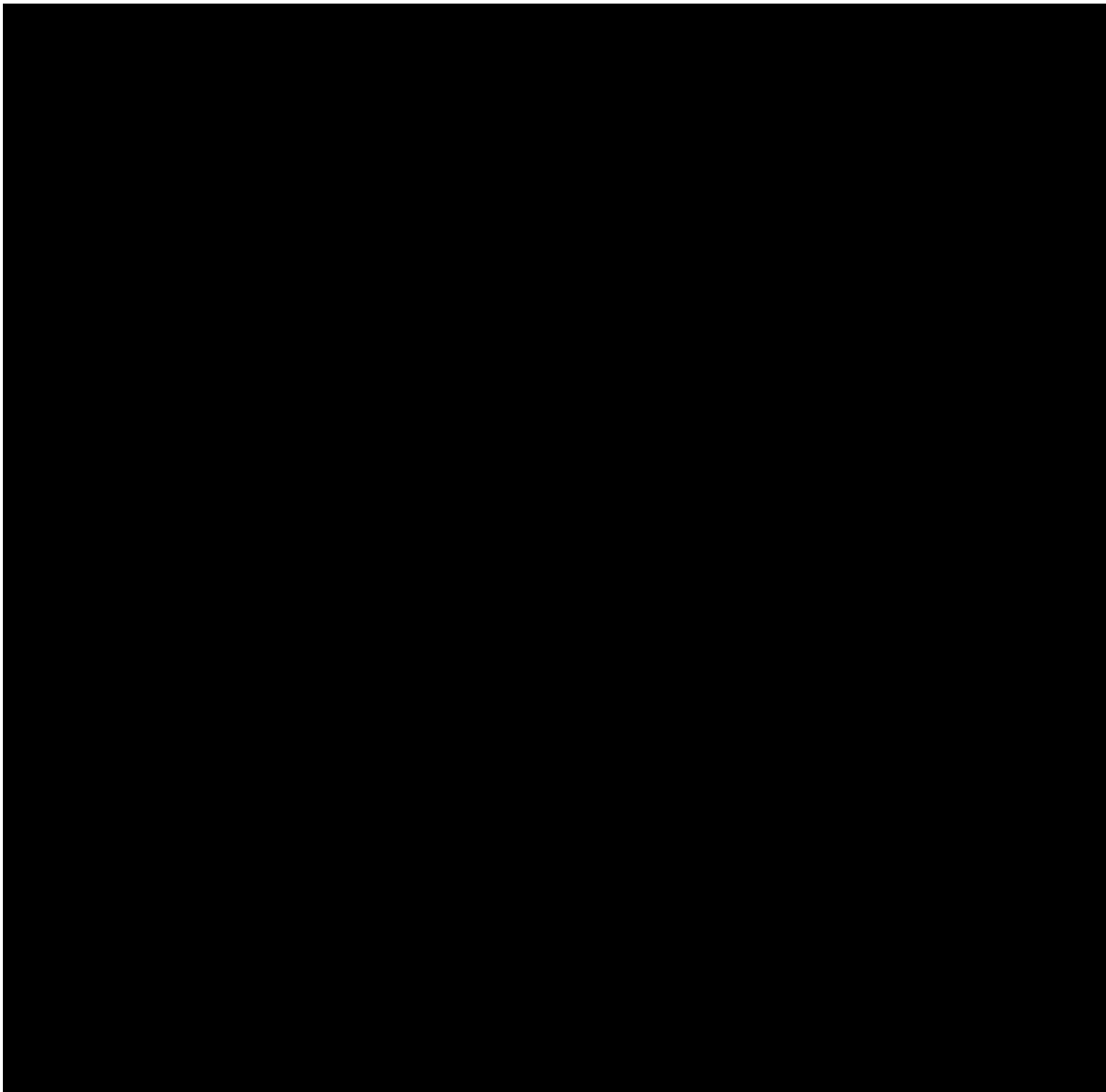
### Pre-Approved Projects

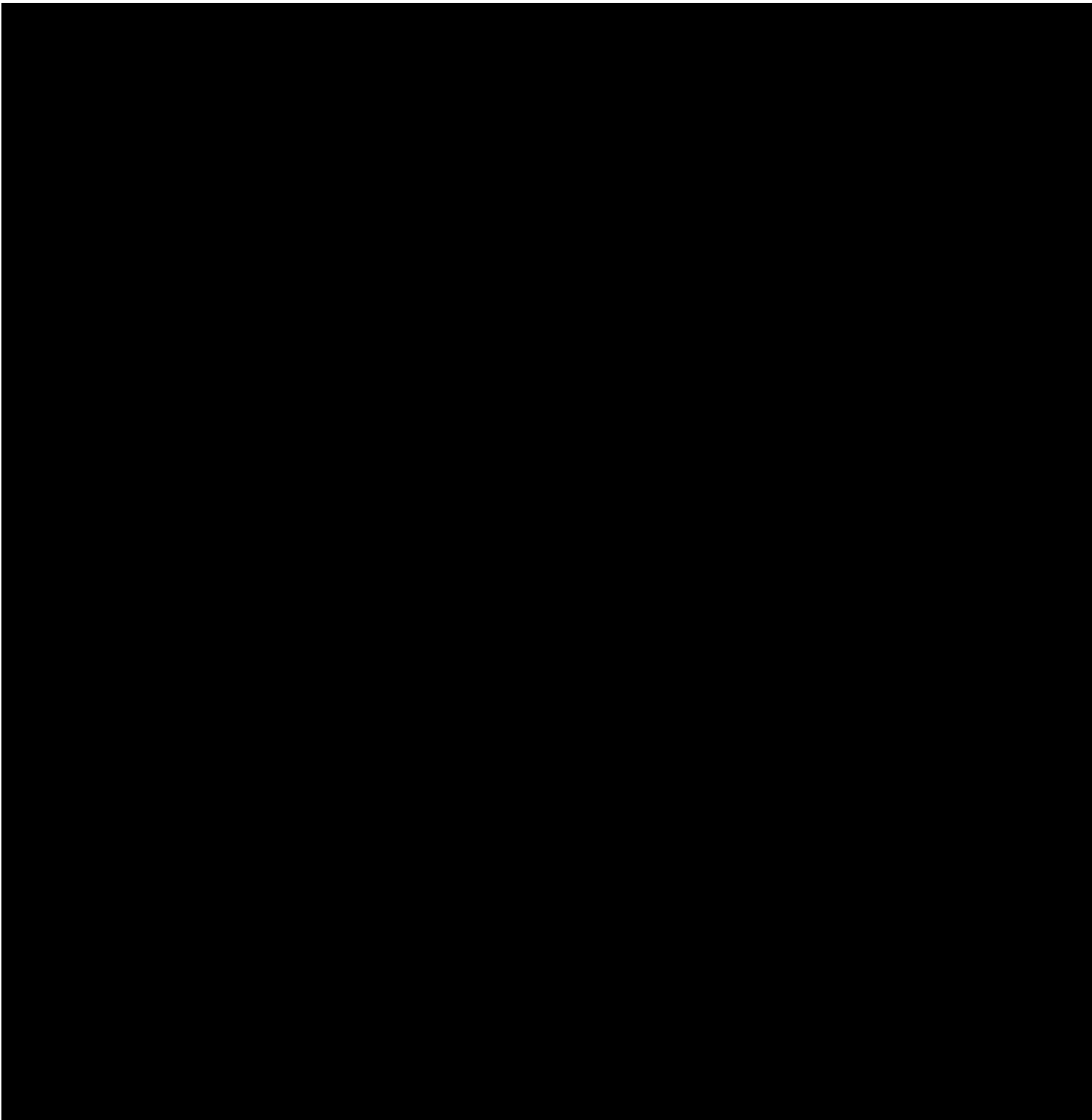


## Smart Charging

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 customers and charging manufacturers to obtain charger utilization details.

## Confidential







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

There have been no Local Charging Incentive Program projects with a dedicated meter. Based on the 525 installed charging ports (at 154 locations) through 2-28-23, Ameren Missouri estimates a total annual direct load/revenue of \$368,669 to \$482,359 and a total annual direct energy consumed of approximately 5,426,097 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 Q4-2022 that reflects numbers for Ameren Missouri territory. See Power BI visual depiction shown at end of this report.

Attachment, " AMO Charge Ahead – Revenue Workbook 2-28-23," to this report, 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 54,785,550 kWh and indirect revenue in a range of \$4,602,710 to \$4,873,895. The variability in revenue range relates to a variable estimate of where charging is occurring (Multifamily, Workplace, or Public).

