

The following program templates are a detailed description of the individual programs which compose the MEEIA (Missouri Energy Efficiency Investment Act) 2024-2026 portfolio. The program templates are based on facts and analyses completed at the time of this filing. Program templates are subject to change based on final program designs, as program revisions and modifications may be implemented during MEEIA 2024-2026, and as necessary to align with changes to the exemplar tariffs found in Appendix J – Exemplar Tariffs. The description follows the requirements set forth in 4 CSR 240-20.094 (4) (D).

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<b>PROGRAM</b>	<b>Multifamily Income-Eligible Program</b>
<b>Objective</b>	The objective of the Multifamily Income-Eligible ("MFIE") program is to expand participation, increase long-term energy, and demand savings and bill reduction opportunities to income-eligible customers residing in multifamily income-eligible properties. This will be achieved through education, a variety of directly installed measures, and comprehensive retrofits.
<b>Target Market</b>	<p>The target market will consist of property owners and managers of multifamily properties of three (3) or more connected dwelling units. This includes eligible customers receiving service under residential rate 1(M) or business customers who take service under small general service rate 2(M), large general service rate 3(M), and small primary service rate 4(M) within the Company's service territory.</p> <p>Approved participants will be required to meet one of the following income eligibility requirements:</p> <ol style="list-style-type: none"> <li>1. Reside in federal, state, or local subsidized housing and fall within that program's income guidelines.</li> <li>2. Reside in non-subsidized housing with proof of income levels at or below 80% of area median income ("AMI").</li> <li>3. Fall within a census tract that indicates at least 85% of customers are at or below 80% of AMI.</li> </ol> <p>Proof of income may be accomplished in multiple ways, including submission of rent rolls or documentation of being on the Department of Energy ("DOE") Weatherization Assistance Program waitlist.</p> <p>Where a multifamily property does not meet one of the eligibility criteria listed above but has a combination of qualifying tenants and non-qualifying tenants, at least 50% of the tenants must be eligible to qualify the entire property.</p>
<b>Program Schedule</b>	Program will launch January 1,2024 and run through December 31,2026

<p><b>Program Description</b></p>	<p>This program will provide a helpful one-stop-shop approach to increase program participation and provide for more extensive retrofits and larger energy savings per property. This results in further benefits to MFIE property managers and tenants by improving the value of the property, reducing utility bills and O&amp;M costs, and making the property healthier, more comfortable, and safe.</p> <p>Incentives under this program will be provided for multifamily income-eligible properties, dwelling units, common areas, and whole-building improvements.</p> <p>Measures for dwelling units may include:</p> <ul style="list-style-type: none"> <li>• LEDs</li> <li>• High efficiency faucet aerators</li> <li>• High efficiency showerheads</li> <li>• Electric domestic hot water pipe wrap</li> <li>• Electric domestic hot water tank wrap</li> <li>• Programmable thermostat installation</li> <li>• ENERGY STAR® room AC or thru-the-wall unit</li> <li>• ENERGY STAR® refrigerators (manufactured in 2001 or prior)</li> <li>• Furnace whistle</li> <li>• HVAC tune-ups</li> </ul> <p>Note: Any direct installation of measures includes:</p> <ol style="list-style-type: none"> <li>1. Removal, decommissioning, recycling, and disposal of the existing item for which the new measure will substitute; and</li> <li>2. Acquisition and functioning installation of the new measures complete with all accessories and appurtenances required for its intended use and safe operation.</li> </ol> <p>In addition to the dwelling unit measures, standard and custom measures will be offered. The following measures are indicative of incentives that may be offered for the whole-building and common areas:</p> <ul style="list-style-type: none"> <li>• Hard wired fixtures and exterior lighting</li> <li>• Electric heating and domestic water heating measures</li> <li>• Ventilation and air conditioning (“HVAC”)</li> <li>• Motors and envelope improvements</li> </ul> <p>The program may allocate funds for minor repairs that facilitate installation of energy efficient improvements. For measures such as air sealing, to ensure the health and safety of the customer, the program may perform combustion tests and/or install carbon monoxide detectors.</p>
<p><b>Eligible Measures &amp; Services</b></p>	<p>Eligible measures are included in the Technical Resource Manual (“TRM”). The direct install incentives reflect the full incremental cost. Additional incentives will consist of energy and demand saving measures designed to achieve greater energy savings. These measures will include the following end-use categories: building shell, cooling, HVAC, lighting, refrigeration, water heating, and miscellaneous.</p> <p>Measures installed through this program are not eligible for incentives through any of the Company’s other energy efficiency and demand response programs.</p> <p>Refined data will be provided after the measures have been vetted through the program implementation team.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>The Company will hire a Contractor to administer this program. In addition to project incentives, the program will seek to drive property owners to achieve maximum savings possible by offering seamless access to financing and other alternatives to reduce financial barriers to investing in energy efficiency upgrades.</p> <p>All eligible properties can participate based on internal aggregated data analysis using building characteristics and other available data such as energy usage, account age, and tenant payment data (I.e., high arrears and delinquencies) that identifies income-eligible communities. Properties must meet certain eligibility criteria including income eligibility for the property. The program provider will engage building owners and operators to have energy assessments conducted on their properties to encourage the installation of standard and custom whole-building improvements and direct install measures in tenant spaces. The process steps include:</p> <ul style="list-style-type: none"> <li>• Outreach efforts to recruit MFIE properties.</li> <li>• Communication with property regarding energy assessment and scheduling.</li> <li>• Complete MFIE property energy assessment.</li> <li>• Presentation of audit findings to property owner/manager to ensure selection of appropriate measure options.</li> <li>• Assist with applications to secure financing and other funding options.</li> <li>• Finalize scope of work for installation of measures per the property owner’s request including rebate and other incentives.</li> <li>• Project setup – create scope, budget, and timeline and launch the installation project at the MFIE property.</li> <li>• Inspection to ensure quality installation of measures; perform corrective action if required.</li> <li>• Customer survey after completion of measure installs, to ensure satisfaction and continuous improvement of the program.</li> <li>• Customer final approval.</li> <li>• Provide technical assistance and support to benchmark the property using ENERGY STAR® Portfolio Manager.</li> <li>• Provide incentives for participating properties to defray the cost to attend Building Operator Certification ("BOC") Training.</li> </ul> <p>Where possible, the Company will seek to collaborate with the natural gas and water companies for co-delivery. In the event this is not possible, the MFIE program administrator will ensure participants are aware of all available utility incentives and will assist participants in claiming them.</p> <p>After a property has signed up to participate in the program, the contractor will initiate a communication campaign to inform and educate building tenants about the energy efficiency improvements implemented in their units. The Company will monitor installations. The first set of projects performed would be site-verified, with random site verifications thereafter to ensure installations are being performed properly and equipment is being installed as reported.</p> <p>According to the Uniform Methods Project, net-to-gross for this program is assumed to be 1, so minimizing free ridership and maximizing spillover are not issues for this program.</p>
<p><b>Market Transformation Elements</b></p>	<p>This program will conduct individual and/or group educational meetings with participating income-eligible customers to increase awareness of energy efficiency habits and measures, such as purchasing ENERGY STAR® certified products to encourage market transformation. The Company will also assist managers of participating multifamily properties in maintaining their improved building efficiency and boost market transformation by providing incentives to defray the cost to attend Building Operator Certification Training.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings from the market transformation efforts is</p>

	included in Appendix E – EM&V <sup>1</sup> Plan.
<b>Program Response to Evolving Markets</b>	Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure the program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.
<b>Promotional/ Marketing Strategy</b>	<p>The program will use marketing communications appropriate to the distinct needs of the income-eligible market, which may include the following:</p> <ul style="list-style-type: none"> <li>• Materials to create awareness and understanding of the program, its benefits, and its sponsor, among occupants of participating properties.</li> <li>• General background material and information for tenants to improve their home’s energy efficiency.</li> <li>• Sales “kit” folder for property owners, managers, and Program Partners to include:             <ul style="list-style-type: none"> <li>○ Program overview brochure</li> <li>○ Program application</li> <li>○ Sell sheet/flyer showing program marketing collateral available including banner, door hangtag, yard sign and window cling</li> <li>○ Pre- and post-install tenant letter samples</li> <li>○ Building specific flyers depicting statistics and cost savings when applicable</li> <li>○ Online program overview on Ameren Missouri website</li> </ul> </li> <li>• Materials for building tenants/residents:             <ul style="list-style-type: none"> <li>○ On-site signage and pre-install letter templates announcing/advertising the energy efficient upgrades being installed</li> <li>○ Doorknob hangtags with fill-in-the-blank areas for building owners to write in day of install and items being installed</li> <li>○ Online program overview on Ameren Missouri</li> </ul> </li> </ul>
<b>EM&amp;V Requirements</b>	Detailed plans to analyze program performance through EM&V can be found in Appendix E - Sample Evaluation Plans.
<b>Program Design Flexibility</b>	At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process <sup>2</sup> will allow stakeholder input and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and changing market conditions.

<sup>1</sup> Evaluation, Measurement, and Verification.

<sup>2</sup> The Change Process is detailed in UEC E Sheet No. 221 Energy Efficiency Global Tariff and UEC E Sheet No. 247 DR Global Tariff

Estimated Participation

MultiFamily Income-Eligible – Estimated Annual Net MWh				
End-Use	2024	2025	2026	3 Year Total
Building Shell RES	0.09	0.1	0.11	0.30
Cooling RES	5,970	6,635	7,297	19,902
Heating RES	7,464	8,300	9,126	24,890
HVAC RES	914	1,015	1,117	3,046
Lighting BUS	507	563	619	1,689
Lighting RES	292	325	357	975
Miscellaneous RES	245	273	300	818
Refrigeration RES	173	193	212	578
Water Heating BUS	37	43	43	124
Water Heating RES	1,803	2,003	2,204	6,010
<b>Total</b>	<b>17,407</b>	<b>19,349</b>	<b>21,276</b>	<b>58,032</b>

<b>PROGRAM</b>	<b>Single Family Income-Eligible Program</b>
<b>Objective</b>	The objective of this program is to expand participation, increase long-term energy savings, and bill reduction opportunities to income-eligible Ameren Missouri customers by delivering energy efficiency services through multiple channels.
<b>Target Market</b>	<p>The target market will consist of income-eligible Residential Rate 1(M) customers who live in single family detached houses, duplexes, and mobile homes (wood-frame bolted to steel chassis, designed to be transported) within the Ameren Missouri service territory.</p> <p>Approved participants will be required to meet one of the following income eligibility requirements:</p> <ol style="list-style-type: none"> <li>1. Reside in federal, state, or local subsidized housing and fall within that program's income guidelines.</li> <li>2. Reside in non-subsidized housing with proof of income levels at or below 80% of area median income (AMI).</li> <li>3. Fall within a census tract that indicates at least 85% of customers are at or below 80% of AMI.</li> </ol>
<b>Program Schedule</b>	Program will launch on January 1, 2024, and run through December 2026
<b>Program Description</b>	<p>The Single Family Income-Eligible Program is designed to serve eligible participants through multiple channels to encourage participation and overcome the specific hurdles of each property type. Multiple delivery channels will ensure a diversity of participants and equitable delivery across Ameren Missouri's service territory.</p> <p>The single family delivery channel options are described below.</p> <p><b>Single Family Income-Eligible</b></p> <p>For residential customers residing in single family detached housing, duplexes, or mobile homes, the program will use a neighborhood approach to identify income-eligible areas with the greatest need. Occasionally, an individual home may be referred to the program by a qualified income-eligible assistance agency. The program will perform energy assessments and/or diagnostic testing and direct installation of energy saving measures and may provide incentives for whole house measures.</p> <p>Note: Any direct installation of measures includes:</p> <ol style="list-style-type: none"> <li>1. Removal, decommissioning, recycling, and disposal of the existing item for which the new measure will substitute and</li> <li>2. Acquisition and functioning installation of the new measures complete with all accessories and appurtenances required for its intended use and safe operation.</li> </ol> <p><b>Income-Eligible Efficiency Housing Grant</b></p> <p>This distribution channel will further develop the successful social marketing distribution approach utilized for lighting in past MEEIA portfolios. In addition to providing free energy saving LED bulbs for distribution through organizations such as foodbanks, this channel will make energy saving measure packages or incentives directly available to organizations that can provide qualified installation of measures to income-eligible residential end users. Participants will apply for grants and receive assistance to ensure measure installation meets program requirements.</p> <p><b>Community Products</b></p> <p>Community products are designed to offer energy savings products to customers in income-eligible communities that may not be reached in the Single Family Income-Eligible program or the Multifamily Income-Eligible program. This distribution channel will serve income-eligible participants by providing LEDs at a discount, and energy efficient kits through community-based organizations and events targeted to income-eligible customers.</p> <p>Where possible the Company will seek to partner with the natural gas and water companies for co delivery.</p>
<b>Eligible Measures &amp; Services</b>	Eligible measures are included in the TRM. The direct install incentives reflect the full incremental cost. The additional incentivized measures may consist of energy and demand saving measures designed to achieve deep energy savings. These measures will include the following end-use categories: building shell, cooling, HVAC, lighting, refrigeration, water heating and miscellaneous.

	<p>The program may allocate funds for minor repairs that facilitate installation of energy efficient improvements. For measures such as air sealing, to ensure the health and safety of the customer, the program may perform combustion tests and/or install carbon monoxide detectors.</p> <p>Measures installed through this program are not eligible for Incentives through any of the Company's other Energy Efficiency and Demand Response Programs.</p> <p>Refined data will be provided after the measures have been vetted through the program implementation team.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>
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<p><b>Implementation Strategy</b></p>	<p>The Company will hire a contractor to administer this program. Multiple participant channels are utilized to reduce housing specific barriers to becoming more energy efficient. Each channel will be managed proactively through a dedicated point of contact.</p> <p><b>Single family Income-Eligible</b></p> <p>The program will use a neighborhood approach to identify income-eligible areas with the greatest need, such as those with high energy usage or high incidence of arrearages or payment delinquencies, to group participants and focus on a single geographic area at a time. The program will also work with assistance agencies to accept referrals when possible.</p> <p>The program will seek to partner with familiar community-based organizations to stage cooperative recruitment drives and/or education events. This approach of utilizing trusted, familiar organizations generates enthusiasm and momentum behind the effort.</p> <p><b>Income-Eligible Efficiency Housing Grant</b></p> <p>Ameren Missouri is seeking to facilitate even greater portfolio participation by providing energy saving measure packages directly to organizations that can provide education and qualified installation of measures to income-eligible residential end users.</p> <p>According to the Uniform Methods Project, net-to-gross for this program is assumed to be 1, so minimizing free ridership and maximizing spillover are not an issue for this program.</p> <p><b>Community Products</b></p> <p>LEDs will be made available to communities in income-eligible areas through retail establishments and community-based organizations such as food banks. Kits will include educational materials and energy saving products with installation instructions. The kits will be provided to organizations serving income-eligible customers and events targeted to income-eligible communities.</p>
<p><b>Market Transformation Elements</b></p>	<p>These programs will conduct individual and/or group educational meetings with participating income-eligible customers to increase awareness of energy efficiency habits and measures, such as purchasing ENERGY STAR® certified products to encourage market transformation.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings from the market transformation efforts is included in Appendix E – EM&amp;V Plan</p>



<b>Program Response to Evolving Markets</b>	Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure, mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.
<b>Promotional/ Marketing Strategy</b>	The program will use marketing communications appropriate to the distinct needs of income-eligible customers, which may include the following: <ul style="list-style-type: none"> <li>Materials to create awareness and understanding of the program, its benefits, and its sponsor, among occupants of participating neighborhoods.</li> <li>General background material and specific suggestions and learning opportunities for homeowners and renters on improving their home’s energy efficiency.</li> <li>Program overview brochure.</li> <li>Program participation agreements.</li> <li>The Company will consult various community organizations to communicate the program's benefits within their respective social circles. Informing these community leaders about how the program works and the benefits of energy efficiency and providing them with program information will provide a trusted network of Company spokespersons that the communities can identify with. They can promote the program in their community meetings, seminars, weekly sports leagues, etc. to reach a broad audience in a concentrated environment.</li> </ul>
<b>EM&amp;V Requirements</b>	Detailed plans to analyze program performance through EM&V can be found in Appendix E - Sample Evaluation Plans.
<b>Program Design Flexibility</b>	At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and changing market conditions.

**Estimated Participation**

<b>Single Family Income-Eligible – Estimated Annual Net MWh</b>				
<b>End-Use</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>3 Year Total</b>
Building Shell RES	29	32	35	95
Cooling RES	1,050	1,163	1,281	3,494
Heating RES	1,399	1,548	1,707	4,654
HVAC RES	682	758	833	2,272
Lighting RES	9,762	10,090	10,430	30,282
Miscellaneous RES	799	804	808	2,411
Refrigeration RES	128	142	156	426
Water Heating RES	2,243	2,246	2,249	6,737
Total	16,091	16,781	17,499	50,371

PROGRAM	<b>Business Social Services Program</b>
<b>Objective</b>	<p>The Business Social Services ("BSS") Program is designed to promote the installation of energy efficient technologies in social service businesses by removing participation barriers such as:</p> <ul style="list-style-type: none"> <li>• Lack of time/resources to investigate and review energy efficiency improvement;</li> <li>• Skepticism that participating will be of value;</li> <li>• Lack of financing;</li> <li>• Belief energy conservation is not integral to their business strategy; and</li> <li>• Belief that adopting energy conservation measures is a complicated, time-consuming, and potentially costly process.</li> </ul> <p>Energy efficient technologies may include but are not limited to lighting, HVAC, smart thermostats, motors, water heating, refrigeration and HVAC tune-ups. Measures included within this program are common in multiple marketplaces and have deemed savings calculation values associated with their energy performance. This program encourages social service business customer participation through a simple, immediate, and streamlined program process.</p>
<b>Target Market</b>	<p>Commercial, nonprofit, and tax-exempt business customers in the Small General Service (2M) and Large General Service (3M) rate classes, that are doing business to provide social services to the income-eligible public, including food banks, food pantries, soup kitchens, homeless shelters, employment services, worker training, job banks, and childcare facilities.</p>
<b>Program Schedule</b>	<p>The program will launch January 1, 2024, and run through December 31, 2026.</p>
<b>Program Description</b>	<p>The BSS Program will provide lighting measures and installation at no cost and HVAC, smart thermostats, motors, water heating, refrigeration, and HVAC tune-up measures at low-cost and/or no-cost to social services business customers with qualifying facilities. Program providers will supply, install, and finalize paperwork for eligible participants and identify additional energy efficiency opportunities not covered under the BSS Program. Measures within this program will be included in the TRM - Deemed Savings Table and have fixed incentive levels associated with them, although these incentive values may be altered as the program budget and performance change throughout the term. Upon receipt of completed documentation, Ameren Missouri will distribute incentive payments.</p>
<b>Eligible Measures &amp; Services</b>	<p>The BSS Program energy efficient eligible measures include lighting, HVAC, smart thermostats, motors, water heating, refrigeration, and services. Ameren Missouri and Program Administrator will combine national best practice with actual experience to set an adequate payback period to drive customer adoption.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>Responsibilities of the Program Administrator hired to implement the program, include final program design, measure lists, and implementation plan.</p> <p>Implementation plan will include but be not limited to:</p> <ul style="list-style-type: none"> <li>• Developing a Social Services-targeted market plan for lighting, HVAC, smart thermostat, and other measures that may be included in program;</li> <li>• Lead generation (introduction channels, customer outreach and lead qualification);</li> <li>• Developing a program provider structure to effectively support lighting, HVAC, smart thermostat, and other measure savings opportunities; and</li> <li>• Developing a mobile sales tool utilized with customers for load assessment, energy savings and customer return on investment. Electronic or hard copy summary made available to customers.</li> </ul> <p>In order for program providers to effectively promote and communicate the benefits of the program, the implementation team will provide applicable training and marketing materials. Upon submission of project documentation, projects will be reviewed and must be approved before an incentive is distributed.</p> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<p><b>Market Transformation Elements</b></p>	<p>The BSS Program will play an important role in market transformation by training and educating social services businesses with direct outreach and through income-eligible associations.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>

<p>Promotional/ Marketing Strategy</p>	<p>Marketing efforts will focus on program awareness through direct outreach. Key pillars of the marketing strategy for the BSS Program include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Lead generation:</b> Introduction channels, customer outreach and lead qualification managed by Program Administrator and program providers.</li> <li>• <b>Mobile Sales Tool:</b> Program provider mobile sales tool utilized with customer for load assessment, energy savings and customer return on investment. Electronic or hard copy summary made available to customers.</li> <li>• <b>Education:</b> Program Administrator will play an important role in training and educating the program provider sales staff. The Program Administrator will assist program provider in identification of measures qualifying for incentives, project financing options, identify additional energy savings opportunities, and how to effectively sell all measures to customers.</li> <li>• <b>Marketing Materials:</b> Materials will be provided to customers and program provider to further enhance program awareness and increase market penetration.</li> <li>• <b>Direct Mail - USPS and electronic:</b> This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics and building types.</li> <li>• <b>Community Outreach:</b> Program awareness for Social Services can be promoted through community outreach associations. Along with promoting the design and customer benefits, this approach will help overcome skepticism of a program offering being delivered through a program provider.</li> <li>• <b>Highlight successfully completed projects:</b> Projects will be selectively chosen to display the process and benefits of the program. This type of marketing will spur the customer’s competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.</li> <li>• <b>Program Providers:</b> Ameren Missouri will utilize a program provider as an additional sales/marketing channel for the program. Continual training will be provided to these providers to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing:</b> The Program Administrator will maintain a portfolio of programs and will increase customer's awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and reaching energy savings opportunities.</li> <li>• <b>Market Segmentation:</b> To penetrate the Ameren Missouri markets more effectively, a targeted marketing approach will be used. Separating the program’s marketing campaign to focus on specific social service types (food banks, food pantries, soup kitchens, homeless shelters, employment services, worker training, job banks, and childcare facilities) will increase customer interest and drive installations. Also segment market targets by identifying inefficient facilities based on business type, facility size and actual energy usage.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>Detailed plans to analyze program performance through EM&amp;V can be found in Appendix E - Sample Evaluation Plans.</p>
<p>Program Design Flexibility</p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>

Estimated Participation

<b>Business Social Services Program – Estimated Annual Net MWh</b>				
<b>End-Use</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>3 Year Total</b>
Cooling Bus	2	2	2	6
Lighting Bus	794	786	753	2,333
<b>Total</b>	<b>796</b>	<b>788</b>	<b>755</b>	<b>2,339</b>

PROGRAM	Residential Efficient Products Program
<b>Objective</b>	The objective of the Residential Efficient Products (“REP”) Program is to encourage customers to purchase EE products simultaneously increasing the market availability of EE products while helping customers conserve energy and decrease energy costs.
<b>Target Market</b>	All residential customers within the Ameren Missouri service territory.
<b>Program Schedule</b>	The program will launch January 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	The REP Program is meant to be an umbrella program, incorporating various program partners, products, and program delivery strategies. Some aspects of the program will be encouraged through an on-line marketplace and mail-in and instant rebates, while others may be packaged together and delivered through program partners and contractors or through a midstream rebate approach. To the extent possible, Ameren Missouri will attempt to leverage opportunities with both federal and state programs.
<b>Eligible Measures &amp; Services</b>	<p>Measures may consist of qualified ENERGY STAR® appliances, power management, dehumidifiers, bathroom vent fans, freezers, water heaters, window air conditioning units, connected home products and smart thermostats. As the REP Program evolves and ongoing EM&amp;V activities track program performance, the Company may revise eligible measures, incentive amounts or qualification criteria for appliances as the market dictates.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>
<b>Implementation Strategy</b>	<p>The Company will hire a Contractor to administer this program. Customers will purchase some program-qualified products at participating retailers, or online through Ameren Missouri’s marketplace or other retail websites. Once the rebate request has been received by the program, it is processed, and a rebate check will be sent to the customer or participating partner as appropriate.</p> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<b>Market Transformation Elements</b>	<p>The program will include education elements designed to educate customers on the benefits of energy efficiency and will provide incentives to reduce the upfront cost of energy efficient products which can be a barrier to the adoption of energy efficiency absent the program.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>
<b>Program Response to Evolving Markets</b>	Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.

<p><b>Promotional/ Marketing Strategy</b></p>	<p>The Company and its implementation contractors will follow a multi-faceted approach to marketing highly efficient appliances, electronics, and products with an emphasis on ENERGY STAR®. In addition to direct advertising targeted at residential customers, the Company expects to leverage national ENERGY STAR® marketing campaigns and to work collaboratively with industry partners and trade allies at all levels of the retail supply chain.</p> <p>Marketing activities include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Retail marketing and POP displays;</li> <li>• TV, radio, print. Billboard advertising;</li> <li>• The Ameren Missouri website;</li> <li>• Leveraging marketing budgets through cooperative promotions with retailers, distributors, contractors, and manufacturers including special events at retail stores and in communities;</li> <li>• Training and supporting retail sales staffs so they are able to tell customers about the benefits of ENERGY STAR® appliances and products and to help customers choose the best products to meet their needs; and</li> <li>• Utilizing the knowledge and experience of the contractor trade ally network to promote the installation of high-efficiency products and educate the customer on energy efficiency.</li> </ul> <p>Additional strategies may be deployed to maximize spillover.</p>																																													
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PROGRAM	Residential HVAC Program
Objective	The objective of the Residential Heating, Ventilation, and Air Conditioning ("HVAC") Program is to obtain energy and demand savings through improvements in the operating performance of existing residential cooling units or replacement of central air conditioning ("AC") units and heat pumps.
Target Market	<p>The program will target residential customers with central AC units or heat pumps. The program will be available to both single and multifamily residential electric customers.</p> <p>To be eligible for participation in the program, the dwelling unit must be one of the following:</p> <ul style="list-style-type: none"> <li>• Single family residence;</li> <li>• Multifamily building with four units or fewer, in any configuration;</li> <li>• Row house, which is defined as a single family dwelling unit that shares common vertical walls only with other single family dwelling units; and</li> <li>• Multistory, multifamily dwelling units with greater than four units that also share a horizontal surface (floor or ceiling) with another dwelling unit.</li> </ul>
Program Schedule	The program will launch January 1, 2024, and run through December 31, 2026.
Program Description	<p>This program covers virtually every aspect of air conditioners and heat pumps including commissioning and retro-commissioning, rated unit efficiency, actual unit efficiency, and retrofit and replacement upgrades. The program may be implemented through various channels such as down-stream and/or mid-stream incentives to promote adoption of efficient systems, and may use the local HVAC contractor, builder, manufacturer, and distributor base to promote installation of air conditioners; heat pumps and learning thermostats.</p> <p>The program includes marketing concepts that, when successful, can be used for other programs in the Company's service area. The Company will utilize a marketing approach containing multiple data sets including billing, census, and county/municipality data to target the best opportunities for participation.</p> <p>The Residential HVAC Program improves the efficiency of new and existing central air conditioning systems, including heat pumps, by replacing legacy-cooling systems and by promoting the use of new high-efficiency systems in both existing homes and in new construction. The baseline efficiency conditions for new and replacement-cooling systems are the operating efficiency of existing systems or applicable federal equipment standards and applicable building codes. The baseline conditions for existing air conditioning systems usually include age-related degradation, improper refrigerant charge, and airflow across the coils.</p>
Eligible Measures & Services	<p>Eligible measures are cost-effective measures included in the TRM, which include new and replacement central AC units and heat pumps for single and multifamily properties and tune-ups.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>



<p><b>Implementation Strategy</b></p>	<p>The Company will hire a contractor to administer this program. The Contractor will provide the necessary services to effectively implement the program, obtain the energy, and demand savings goals outlined in the Plan while adhering to the planned budget. Key implementation aspects include:</p> <ul style="list-style-type: none"> <li>• Targeted marketing approach for HVAC contractors, builders, manufacturer, and/or distributors recruitment and training. Developing a consistent and robust educational component will help deliver an effective program. Training will commence once HVAC contractors, builders, manufacturers, and/or distributors enter into the participation agreement.</li> <li>• Specific areas of training include measure testing protocols, calibration requirements, procedures for various conditions, and acceptable tolerances. For equipment, the protocols will specify efficiency standards and other elements such as a matching indoor and outdoor coil requirement for new air conditioning equipment.</li> <li>• Once HVAC contractors, builders, manufacturers and/or distributors are trained, they can utilize the techniques and incentives provided by the Company to improve sales of highly efficient HVAC equipment and effectively diagnose and improve existing system inefficiencies. Ameren Missouri will provide incentives to encourage sales of energy efficient products and for properly installed HVAC energy saving upgrades.</li> </ul> <p>The program will employ the implementation contractor's preferred protocols to verify refrigerant charge and airflow optimization and quality installations. The components of this process include:</p> <ol style="list-style-type: none"> <li>1. Units will be qualified for early replacement based on criteria determined prior to program launch. This step provides the technician with the information they need to initiate the sale of a new high efficiency unit immediately, while they are still at the jobsite; and</li> <li>2. Replacement systems efficiency ratings are verified through methods such as the Air Conditioning, Heating, and Refrigeration Institute ("AHRI") certification database or other; and are commissioned using the implementation contractor's preferred protocol. This step verifies the rated efficiency of the new system, and that it is properly installed and operating. This closes the loop in documenting the energy savings delivered by the replacement.</li> </ol> <p>Once the replacement or tune-up has been completed, an informational package will be provided to the customer. This package will certify the improvements made, provide educational literature describing efficiency maintenance and benefits, and seek the completion of a satisfaction survey.</p> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<p><b>Market Transformation Elements</b></p>	<p>The program will train a network of HVAC contractors, builders, manufacturers and/or distributors on the concept of including energy efficiency as a tactic in their sales strategy. They will have access to tools and marketing materials to support those efforts. The program also includes elements designed to educate customers on the benefits of purchasing high efficiency equipment and will provide incentives to reduce the upfront cost which can be a barrier to adoption of energy efficient HVAC equipment absent the program.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs</p>

<p><b>Promotional/ Marketing Strategy</b></p>	<p>Marketing to customers must help to overcome barriers to their participation, especially a) lack of awareness, understanding, or trust of the new measures, b) lack of awareness and trust as to which suppliers can provide the new measures, and c) higher first costs. Program messaging will be designed to address the lack of awareness regarding the optimal performance of HVAC equipment and the benefits of high efficiency new equipment. The following methods will be employed to maximize customer attention, receptivity, and action:</p> <ul style="list-style-type: none"> <li>• In conjunction with Ameren Missouri, the Contractor will analyze utility customer usage data, weather data, and demographic data to target the 10-15% of Ameren Missouri residential customers who are most likely to have inefficient heating and cooling systems. Utilizing this data, the Contractor will send target tactics to these customers identifying potential HVAC improvements tailored to their specific situation as defined by the data analysis.</li> <li>• The Contractor will work with HVAC contractors, builders, manufacturers and/or distributors to target their existing customers and to prospect for new customers. The Contractor will work with the HVAC contractors to identify existing customers that may qualify for the program and provide assistance to those contractors to help them identify and develop new clients.</li> <li>• The program will develop marketing materials to support all aspects of the program, especially materials for customers and HVAC contractors, builders, manufacturers and/or distributors.</li> <li>• Post-service materials will be used to inform the customer of system performance and provide opportunities for the Company to cross-sell other efficiency programs.</li> </ul> <p>HVAC industry training will not only provide avenues to improve the qualified installation/retrofit community of HVAC professionals, but also provide information and education on Ameren Missouri’s portfolio of residential energy efficiency programs.</p> <p>Additional strategies may be deployed to maximize spillover.</p>																									
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PROGRAM	Residential Energy Efficient Kits
<b>Objective</b>	The objective of the Energy Efficient Kits ("EEK") Program is to increase customer awareness of the benefits of "high-efficiency" products (ENERGY STAR®, Consortium for Energy Efficiency (CEE) Tiers, or better); to educate residential customers about energy consumption in their homes; and offer information, products, and services to residential customers to encourage saving energy cost-effectively.
<b>Target Market</b>	All eligible residential customers within the Ameren Missouri service territory.
<b>Program Schedule</b>	The program will launch January 1, 2024-December 31, 2026.
<b>Program Description</b>	<p>The EEK Program provides energy efficiency kits and education materials to electric water heating customers through multiple channels including:</p> <ul style="list-style-type: none"> <li>• An educational channel to secondary schools;</li> <li>• Single family home customers with electric water heating; and</li> <li>• Community based events.</li> </ul>
<b>Eligible Measures &amp; Services</b>	<p>Eligible products are selected specifically to encourage energy savings at home and engage families in activities that support and reinforce the energy saving concepts.</p> <p>The program will include these types of products:</p> <ul style="list-style-type: none"> <li>• High-efficiency shower heads;</li> <li>• Kitchen faucet aerators;</li> <li>• Bathroom faucet aerators;</li> <li>• ENERGY STAR® LED night lights;</li> <li>• Tier 1 Advanced Power Strips</li> </ul> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>The Company will hire a Contractor to administer this program. Distribution channels for the EEK may include: 1) educational channel to secondary schools, 2) single family home customers with electric water; and 2) community-based events. Where possible, the company will deliver the kits with the natural gas and water companies.</p> <p><b>School Education Kits</b></p> <p>The School Education Kit program offering is a turnkey program that combines a set of classroom activities with projects in the home to install energy efficient products. During the school year, this program will be targeted, including sixth-grade students in Ameren Missouri’s service area.</p> <p>Students will receive a take-home kit containing previously mentioned energy efficiency information. Along with the kit, students will read and work through an educational workbook with the assistance of their parent, to identify and install energy saving products throughout their home, track, and record what they are doing as part of a homework activity. This will allow them to gather valuable data about their home and report it back to the Company in a survey.</p> <p>The students are encouraged to share the learning experience with all family members. Students work on subjects required by national and state learning standards to understand and appreciate the value of electricity in daily life. The program shapes new behaviors and achieves immediate savings results through an innovative and effective mix of new measure installations and energy and water efficiency knowledge.</p> <p><b>Single Family Kits</b></p> <p>Single family kits will target single family homes with electric water heating. Customers will receive educational material along with installation instructions.</p> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<p><b>Market Transformation Elements</b></p>	<p>The program will include elements designed to educate secondary school students and customers on the benefits of energy efficiency.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>
<p><b>Promotional/ Marketing Strategy</b></p>	<p>The EEK program messaging will focus on the value proposition of saving energy through low-cost energy efficiency measures, using the products in the kit as an example. This message will encourage participants to seek information about the opportunities available from other portfolio programs. The end users will be encouraged to learn more about the energy efficiency programs by visiting <a href="http://amerenmissouri.com">amerenmissouri.com</a>. The successful result of the marketing plan will be having the homeowner participate in one or more of the other programs.</p> <p>For education kits, the marketing collateral included in the kits, and the container itself, will serve as the primary marketing channel for this program. These materials will include several calls to action, such as: encouraging the participants to install the energy efficiency products provided; directing them to contact the program to learn more about energy efficiency programs; and to provide household information, and product installation verification.</p> <p>Additional strategies may be deployed to maximize spillover.</p>

<p><b>EM&amp;V Requirements</b></p>	<p>Detailed plans to analyze program performance through Evaluation, Measurement &amp; Verification (EM&amp;V) can be found in Appendix E - Sample Evaluation Plans.</p>																									
<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>																									
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PROGRAM	<b>Residential Pay As You Save® (PAYS)</b>
<b>Objective</b>	The objective of this program is to promote the installation of energy efficient technologies and increase deeper, long term energy savings and bill reduction opportunities for Ameren Missouri customers by delivering program funded energy efficiency services and customer repayment of those services through a tariffed on-bill charge tied to the meter.
<b>Target Market</b>	All residential electric customers within the Ameren Missouri service territory.
<b>Program Schedule</b>	The program will launch January 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	<p>The Residential Pay as You Save Program is designed to serve eligible customers through direct installation of select program measures (Tier 1) and a full assessment for customers whose homes are without disqualifying issues (Tier 2). Full assessments will include work proposals for qualifying upgrades. Qualifying measures will be those where the installed cost of the measures does not exceed 80% of the estimated post upgrade bill savings over 80% of the lifetime of the measures.</p> <p>Savings estimates begin with onsite building characteristics, HVAC system specifications, and direct air and duct leakage measurements. Incremental energy savings potential is calculated using a proprietary custom version of the OptiMiser home energy use calculation engine. The implementation contractor's proprietary OptiMiser software extensions use the incremental measure savings outputs and fixed measure costs pre-negotiated with service providers to identify a qualifying offer that meets the PAYS® 80% rules above.</p> <p>Customers who choose to proceed will have upgrades installed through a network of trained program partners (Tier 3). Following completion of upgrades and close out of the project, the program will place a tariffed charge on the customer's bill.</p>
<b>Eligible Measures &amp; Incentive Strategy</b>	<p>The program will provide eligible customers with direct-install measures. Customers with homes that do not have health and safety issues which make the property unlikely to endure for the lifetime of the major energy efficiency upgrades will receive a full assessment and offer for additional upgrades, which may consist of qualifying energy and demand saving measures designed to achieve deep energy savings.</p> <p>Measures installed through this program are eligible for Incentives currently available through any of the Company's other Energy Efficiency and Demand Response Programs. Other measures not included in the TRM but that, due to the complexity in the design and configuration of the particular measure in the Qualifying Project, may be subject to a more comprehensive custom engineering algorithm and financial analysis that more accurately characterize the energy efficiency savings. Qualifying Projects are eligible for Program benefits and Incentives offered for eligible measures specifically for this program or in other Energy Efficiency and Demand Response Programs.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

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

<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>																																													
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PROGRAM	Residential Multifamily Market Rate Program
Objective	<p>The objective of this program is to deliver long-term energy savings and bill reductions to existing and/or new construction multifamily properties that do not qualify for the income-eligible program by delivering energy efficiency services to Ameren Missouri customers who are tenants, property owners, developers, architects, HERS raters and operators of eligible multifamily properties. This will be achieved through education, marketing, outreach, and a variety of no-cost and low-cost energy saving measures.</p>
Target Market	<p>Eligible customers taking service under the Company’s Service Classifications, Residential Rate 1(M), Small General Service Rate 2(M), Large General Service Rate 3(M), and Small Primary Service Rate 4(M).</p> <p>The Multifamily Market Rate (“MFMR”) program will target property owners, developers, architects, HERS raters and/or operators of multifamily properties residing within the Company’s service territory. For this program, a property’s eligibility will be determined by the income qualification of the tenant occupants. If a property does not qualify for the Multifamily Income-eligible program, it will qualify for the Multifamily Market Rate Program.</p>
Program Schedule	<p>The program will launch January 1, 2024, and run through December 31, 2026.</p>
Program Description	<p>The Multifamily Market Rate program provides select direct install measures and education materials to multifamily properties for their electric water-heating customers. The program will conduct group, and when necessary, individual educational meetings with property managers and tenants to prepare them for the installed measures. Educational meetings will explain the purpose of the program and provide opportunities for tenants to learn about energy efficiency and offer feedback to the Company and the program.</p> <p>The program will also provide incentives for multifamily market rate whole-building and common area measures. The program will offer a basic energy assessment to develop a list of recommended measures that would provide savings.</p> <p>Incentives under this program will only be provided toward multifamily market rate properties, dwelling units, and common areas. Measures installed through the program are not eligible for Incentives through any of the Company’s other energy efficiency programs.</p> <p>The direct install measures may include the various measures for dwelling units, but not limited to:</p> <ul style="list-style-type: none"> <li>• LEDs;</li> <li>• High efficiency faucet aerators;</li> <li>• High efficiency showerheads;</li> <li>• Electric domestic hot water pipe wrap; and</li> <li>• Furnace whistle.</li> </ul> <p>In addition to the dwelling unit measures the following measures are indicative of what may be incentivized for the whole-building and common areas:</p> <ul style="list-style-type: none"> <li>• Additional lighting;</li> <li>• HVAC;</li> <li>• Electric heating and Domestic water heating upgrades; and</li> <li>• Motors and envelope improvements.</li> </ul> <p>Where possible, the Company will partner with the natural gas and water companies for co-delivery.</p>

<p><b>Eligible Measures &amp; Services</b></p>	<p>Eligible measures are energy efficient measures defined in the TRM. Direct install incentives reflect the full incremental cost as they will be directly installed.</p> <p>The additional incentivized measures will consist of cost-effective measures associated with the following end-use categories: building shell, cooling, HVAC, lighting, refrigeration, water heating, etc. More refined data will be provided after the measures have been vetted through the implementation team.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>
<p><b>Implementation Strategy</b></p>	<p>The Company will hire a contractor to administer this program. An initial outreach effort will be the primary component of this program. The contractor will identify multifamily market rate properties and/or new construction multifamily property opportunities and develop marketing materials suitable for this market segment, solicit building owners and managers directly, and finally meet with decision makers, in person, to identify opportunities.</p> <p>The program participants may include owners, operators, managers, architects, HERS raters, developers, and re-developers of program-eligible residential properties. The program will provide owners and tenants of multifamily buildings with a single point of contact ("Coordinator") for communication. The coordinator's duties will include:</p> <ul style="list-style-type: none"> <li>• Determining eligibility and ensuring eligible customers are aware of the available incentives from all utilities;</li> <li>• Assisting in the application process for improvements. In addition, where other utilities are participating, assisting with those applications;</li> <li>• Providing a seamless point of contact for navigating the various incentive offers provided by the Company and other utilities;</li> <li>• Maintaining a relationship with the existing business trade ally network and providing information and guidance to assist them with the bid process for installation work;</li> <li>• Providing case studies and education, and working with business development teams to ensure proper outreach is occurring;</li> <li>• Coordinating marketing materials to provide an easy-to-understand process for participation; and</li> <li>• Maintaining working relationships with and providing outreach and education to stakeholders such as Missouri agencies and other identified parties.</li> </ul> <p>The first set of projects performed would be site-verified, with random site verifications thereafter to ensure that installations are being performed properly and that equipment is being installed as reported.</p> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, increasing marketing, and adding or removing measures.</p>
<p><b>Market Transformation Elements</b></p>	<p>These programs will conduct individual and/or group educational meetings with participating customers to increase awareness of energy efficiency habits and measures, such as purchasing ENERGY STAR® certified products to encourage market transformation.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings from the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>

<b>Program Response to Evolving Markets</b>	Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.
<b>Promotional/ Marketing Strategy</b>	<p>The program will use marketing communications appropriate to the distinct needs of the multifamily market and may include the following but not limited to:</p> <ul style="list-style-type: none"> <li>• Materials to create awareness and understanding of the program, its benefits, and its sponsor, among occupants of participating properties.</li> <li>• General background material on specific suggestions and learning opportunities to tenants for improving their home's energy efficiency.</li> <li>• Sales “bundle” folder for property owners, managers, and Program Partners to include: <ul style="list-style-type: none"> <li>○ Program overview brochure</li> <li>○ Program application</li> <li>○ Sell sheet/flyer showing program marketing collateral available including banner, door hangtag, yard sign and window cling</li> <li>○ Pre- and post-install tenant letter samples</li> <li>○ Building specific flyers depicting statistics and cost savings when applicable</li> <li>○ Online program overview on Ameren Missouri website</li> </ul> </li> <li>• Materials for building tenants/residents: <ul style="list-style-type: none"> <li>○ On-site signage and pre-install letter templates announcing/advertising the energy efficient upgrades being installed</li> <li>○ Doorknob hangtags with fill-in-the-blank areas for building owners to write in day of install and items being installed</li> <li>○ On-line program overview</li> </ul> </li> </ul>
<b>EM&amp;V Requirements</b>	Detailed plans to analyze program performance through EM&V can be found in Appendix E - Sample Evaluation Plans.
<b>Program Design Flexibility</b>	At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.

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<b>PROGRAM</b>	<b>Residential New Construction Whole Homes Program</b>
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<b>Objective</b>	The objective of the Residential New Construction Whole Homes Program is to promote the installation of energy efficient technologies and increase deeper, long term energy savings for Ameren Missouri customers in the new construction market.
<b>Target Market</b>	The program will target residential single family new construction including duplexes and townhomes. Through collaboration with builders and RESNET HERS raters to achieve energy efficiency savings and targets through a combination of building shell, equipment, appliances, and other installed measures.
<b>Program Schedule</b>	The program will launch Jan 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	The Residential New Construction Whole Homes Program supports building new construction, super-efficient, single family homes within the Ameren Missouri service territory. The program offers technical training and incentives for homes that meet the ENERGY STAR® certified homes requirements and/or the DOE’s ZERH (Department of Energy’s Zero Energy Ready Homes) certifications.
<b>Eligible Measures &amp; Services</b>	Eligible measures are cost-effective measures included in the TRM.  A complete list of eligible program measures is included in Appendix D – Incentive Ranges.
<b>Implementation Strategy</b>	The Company will hire a contractor to administer this program and work as a consultant between the builders and HERS raters. The Contractor will provide the necessary services to effectively implement the program, obtain the energy, and demand savings goals outlined in the Plan while adhering to the planned budget. Key implementation aspects include:  This design applies a pay for performance incentive structure along with optional bonus incentives. Builders are incentivized to install energy savings measures with the option to reach different levels of certifications.
<b>Market Transformation Elements</b>	The program will include continuous process improvements to deliver high-quality savings while also preparing Ameren Missouri for future code adoption and forward-thinking decarbonization measures that position customers for the latest innovations and technologies such as electric vehicle-ready incentives.
<b>Program Response to Evolving Markets</b>	Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs
<b>Promotional/ Marketing Strategy</b>	The program will provide marketing materials and training for the builders to support construction of energy efficient homes that exceed the current adopted building code.
<b>EM&amp;V Requirements</b>	Detailed plans to analyze program performance through EM&V can be found in Appendix E - Sample Evaluation Plans.

<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>																														
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EDUCATION	Residential Energy Efficiency Education Channels
Objective	<p>The objective of these programs is to educate customers on energy use and the benefits of energy efficiency. Education channels will encourage actions to lower energy use and promote participation in energy efficiency programs with associated energy and demand savings.</p>
Program Description	<p>Education channels will be designed to educate customers on energy use, tactics to reduce energy consumption and to promote long-term energy savings. The selected implementation contractor will provide the necessary services to implement selected strategies and meet the goal of the core programs while adhering to the planned budget. Education channels will be refined after engagement with the Contractor.</p> <p>Channels may include but are not limited to the following:</p> <p><u>Real Estate Education &amp; Outreach</u></p> <p>The implementation contractor will train and educate real estate professionals on home energy efficiency features and their benefits as the first contact to the new homeowner helping to tap into energy savings from first and second years of homeownership. The program will reach out to real estate professionals, customers directly and to customers through real estate professionals.</p> <p><u>Residential Code Compliance:</u></p> <p>Education will focus on targeting high-energy impact measures that are commonly missed in residential code compliance. The implementation contractor will develop and facilitate territory-wide energy codes collaborate with building industry stakeholders to discuss barriers of code compliance and develop methods and resources required to improve code compliance. The program will include an energy code expert to serve as a circuit rider across the Ameren Missouri service territory to provide information types on non-compliance typically found and offer practical solutions for improvement. Targeted in-person training sessions will be held based on findings and outcomes of collaborative sessions and circuit rider feedback. Examples of measures targeted in the program include:</p> <ul style="list-style-type: none"> <li>• Basement insulation;</li> <li>• Window U-factor;</li> <li>• Duct leakage;</li> <li>• High-efficacy lighting;</li> <li>• Ceiling insulation; and</li> <li>• Wall insulation installation.</li> </ul> <p><u>Building Science Training</u></p> <p>The objective of Building Science Training is to provide a suite of contractor resources, training, and education to enable contractors to deliver high quality services aligned with national best practices for home performance. Supporting trade allies through continuing education helps drive participation in energy efficiency programs.</p>

Community Based Organization Engagement

The community-based organization engagement program will leverage a new program channel for residential programs and bolster participation from underserved communities and income-eligible individuals. Educating and empowering Community-based organizations (CBOs) with information on energy efficiency, Ameren programs, and energy affordability enabling the CBOs to become local ambassadors for Ameren EE programs by creating a resource library that CBOs can use to provide education and assistance to underserved and income-eligible individuals.

Building Operations Certification (BOC)

The objective of building operations certification is to provide high quality continuing education initiatives and increase the amount of Ameren customers participating in BOC trainings. BOC emphasizes low-cost improvements to existing equipment to leverage energy savings opportunities without large capital investments. Supporting workforce development for an important stakeholder group within larger Ameren accounts can drive participation in programs.

Note: Because this program is a campaign that seeks to educate customers, through various channels, general information about the value of lowering energy use and adopting cost-effective energy savings measures, Ameren Missouri does not believe certain of the Commission's filing requirements apply. However, if the Commission believes a formal variance or waiver of one or more rules is required, the Company will file such a request.

PROGRAM	<b>Business Custom Program</b>
<b>Objective</b>	The Business Custom Program provides energy awareness, efficiency expertise, services, and financial incentives to encourage nonresidential customers to install energy efficient equipment that lies outside other programs with pre-defined energy efficiency measures and/or guidelines. Some custom projects are complex and require detailed savings calculations to arrive at the appropriate custom incentive level.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional. (Multifamily and income-eligible customers in the Residential Program are excluded from this program.)
<b>Program Schedule</b>	The program will launch January 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	The Business Custom Program applies to processes, technologies, and energy efficiency measures that do not fall within the other pre-defined programs. These projects are sometimes complex and always unique, requiring customer-specific incentive applications and calculations of estimated energysavings.
<b>Eligible Measures &amp; Services</b>	<p>Cost- effective measures falling outside of the scope of the other pre-defined programs will be included in the Business Custom Incentive Program. Financial incentives will be provided to offset the higher costs associated with installation of new, higher efficiency equipment retrofits, process improvements, or building system upgrades. Incentive levels will be calculated based on energy savings estimates for each proposed measure and will be subject to modification and adjustment based on implementation experience and current marketconditions and to balance the program’s financial requirements and savings targets.</p> <p>Project funding may be capped at a predetermined per facility and per customer levels per program year. Incentive levels may vary based on the technologies used for each customer-specific measure and as needed to adhere to budgetary limits and achieve program goals.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>



<p><b>Implementation Strategy</b></p>	<p>The customer will submit an application outlining their potential efficiency upgrades. The Program Administrator, hired to implement the program, will perform a thorough desk review of all applications, which will focus on engineering specifications, project cost, and estimated energy savings, to pre-approve qualifying installations. A pre-inspection of the site may be required. The installation of efficiency measures is the responsibility of the customer.</p> <p>To qualify, potential projects must satisfy the following common screening criteria:</p> <ul style="list-style-type: none"> <li>• <b>Facility eligibility</b> – The facility must meet the program requirements (e.g., appropriate rate class, located in Ameren Missouri service territory, equipment must be new and installed at business rate class location).</li> <li>• <b>Project eligibility</b> – The project must involve installation of new, energy efficient equipment or incorporation of energy efficient designs. Proposed measures cannot qualify for another pre-defined Incentive program, and all proposed equipment must be approved by Ameren Missouri prior to purchase or installation.</li> <li>• <b>Application submittal</b> – The customer will submit the project application to Ameren Missouri for analysis and pre-installation approval.</li> <li>• <b>Customer implements project</b> – The customer has primary responsibility to install the pre-approved measures and improvements.</li> <li>• <b>Post installation documents</b> – The customer will provide data, including invoices, receipts, and any engineering analysis (if the project was altered from the original application). Changes from the original application will be reviewed, and incentive offer may be modified accordingly.</li> </ul> <p>For projects exceeding a specified incentive threshold, which will be defined in final program guidelines, on-site visits will be required to verify baseline data, energy savings estimates, and post-installation measuring capabilities.</p> <p>Program guidelines and market outreach will be designed to minimize free riders.</p> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<p><b>Market Transformation Elements</b></p>	<p>A primary role in market transformation is the training and educating of marketing and sales staff of trade allies including contractors, wholesale retailers and distributors. The program also assists customers and trade allies on energy benchmarking tools, identification of measures qualifying for incentives, project financing options, identify the different application submittal channels. Another element is education of the program through professional associations and directly to market segments.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>

<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs</p>
<p><b>Promotional/ Marketing Strategy</b></p>	<p>Marketing efforts will focus on trade allies and program partners. Key pillars of the marketing strategy for the Business Custom Incentive Program include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Education:</b> The Program Administrator will train and educate the trade ally sales staff and customers to identify energy benchmarking tools and measures that qualify for incentives, to identify different application and project financing options, and to effectively sell the program to customers.</li> <li>• <b>Marketing Materials:</b> To increase market penetration, materials will be provided to customers and trade allies, via direct mail and electronic communication channels, to enhance customer knowledge and awareness of energy savings opportunities and program availability.</li> <li>• <b>Highlight successfully completed projects:</b> Ameren Missouri will identify and publicize successful projects to promote the program and its benefits. This type of marketing will spur the customer’s competitors to improve building performance and increase business process efficiency. This strategy also provides promotional and marketing opportunities for customers participating in the program.</li> <li>• <b>Trade Allies:</b> Ameren Missouri will continue to utilize the growing trade ally network, including trade organizations and associations, as a marketing/distribution channel for the program. Continual training will be provided to these program partners to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing:</b> Program Administrator will maintain a portfolio of programs and will increase customer awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other possible energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and increasing the probability of meeting statutory energy savings goals.</li> <li>• <b>Market Segmentation:</b> To more effectively penetrate the Ameren Missouri markets, a targeted marketing approach will be used. Segmenting the program’s marketing campaign to focus on specific customer types (e.g., grocers, hospitals, lodging, municipalities, state and federal government, utilities, education, agriculture, restaurants, and retail chains, etc.) will increase customer interest and drive installations. Market segmentation also makes it easier to identify inefficient facilities based on business type, facility size and actual energy usage.</li> </ul>
<p><b>EM&amp;V Requirements</b></p>	<p>Detailed plans to analyze program performance through EM&amp;V can be found in Appendix E - Sample Evaluation Plans.</p>

**Program Design Flexibility**

At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.

**Estimated Participation**

<b>Business Custom – Estimated Annual Net MWh</b>				
<b>End-Use</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>3 Year Total</b>
Air Comp Bus	3,812	3,897	3,981	11,689
Building Shell Bus	238	244	249	731
Cooling Bus	7,325	7,488	7,650	22,463
HVAC Bus	13,691	13,995	14,297	41,983
Lighting Bus	16,941	16,759	16,063	49,763
Miscellaneous Bus	476	487	498	1,461
Motors Bus	715	731	746	2,192
Process Bus	2,382	2,435	2,488	7,306
Refrigeration Bus	1,191	1,218	1,244	3,653
Water Heating Bus	47.6	48.7	49.8	146
<b>Total</b>	<b>46,820</b>	<b>47,302</b>	<b>47,265</b>	<b>141,386</b>

PROGRAM	<b>Business Standard Program</b>
<b>Objective</b>	The Business Standard Program is designed to promote energy awareness and installation of energy efficient technologies or services that may include lighting, motors, controls, HVAC, and refrigeration in nonresidential properties. This program encourages customer participation through simple and streamlined program processes.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional, with higher incentives for targeted business segment markets such as Schools and Agricultural. Excluding multifamily market and income-eligible, which will be part of Residential Program.
<b>Program Schedule</b>	The program will launch January 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	<p>The Business Standard Program will provide incentives to customers to purchase energy efficient products. Measures included within this program will be included in the Deemed Savings Table and have fixed incentive levels associated with them (although these incentive values may change as program budgets and performances are altered throughout the program's term). Trade allies will be channel partners promoting the program and educating customers. Applications can be submitted by contractors/distributor or wholesale retailers of energy-efficient technologies or services or by their customers.</p> <p>The program may also be implemented through various channels such as down-stream and/or mid-stream incentives to promote adoption of efficient equipment, such as HVAC. It may use local contractors, manufacturers, and distributors to promote installation of efficient equipment.</p> <p>Most program measures will require only a simple calculation to identify savings. Incentives will be fixed regardless of individual project characteristics.</p>
<b>Eligible Measures &amp; Services</b>	<p>Business Standard Incentive Program eligible measures are typically common across business types such as lighting, space conditioning and water heating. Ameren Missouri and Program Administrator will combine national best practice with actual experience to set an adequate payback period to drive customer adoption.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>Program Administrator, hired to implement the program, will focus on numerous market segments, including but not limited to grocers, hospitals, lodging, municipalities, state and federal government, utilities, schools' agriculture, restaurants, and retail chains. The main program distribution channels will include contractors, distributors, wholesale retailers. Incentives will be adjusted to increase participation in business segments such as Agriculture and Schools (k-12 and colleges and universities). Where applicable, local economic development and professional associations, who will be trained and supported by the program implementation staff in order for these allies to effectively promote and communicate the benefits of the program, applicable training and marketing materials will be provided by the Implementation team.</p> <p>Standard program applications will be reviewed and approved before incentive distribution. Proposed projects with an anticipated incentive greater than a defined amount will require pre-approval prior to installation and purchase of equipment. An individual project implementation timeline process will be utilized to encourage prompt installation and maintain accurate tracking of program savings and relative budgets.</p> <p>Components of the implementation plan will include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Customer financial incentives;</li> <li>• Upstream, midstream, or bounty incentives structure;</li> <li>• Stocking programs;</li> <li>• E-commerce marketplace and customer validation;</li> <li>• Educational; and</li> <li>• Savings evaluative tools and programs easily used by trade allies and customers.</li> </ul> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<p><b>Market Transformation Elements</b></p>	<p>A primary role in market transformation is the training and educating the marketing and sales staff of trade allies including contractors, wholesale retailers and distributors. The program also assists customers and trade allies on energy benchmarking tools, identification of measures qualifying for incentives, project financing options, identify the different application submittal channels. Another element is the programs education through professional associations and customer market segments.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>

<p>Promotional/ Marketing Strategy</p>	<p>Marketing efforts will focus on trade allies and program partners. Key pillars of the marketing strategy for the Business Program include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Education:</b> Program Administrator will play an important role in training and educating the marketing and sales staff of trade allies including contractors, wholesale retailers and distributors. The Program Administrator will assist customers and trade allies on energy benchmarking tools, identification of measures qualifying for incentives, project financing options, identify the different application submittal channels, and how to effectively sell the program to customers.</li> <li>• <b>Marketing Materials:</b> Materials will be provided to customers and trade allies to further enhance customer energy awareness, program awareness, and increase market penetration.</li> <li>• <b>Direct Mail - USPS and electronic:</b> This marketing vehicle is a targeted approach, identifying potential efficient installs based on business segments, operating characteristics and/or building types.</li> <li>• <b>Associations:</b> A unique opportunity exists in trade organizations and various associations. Businesses rely on these associations to represent that industry’s best interests in lobbying, growth, and identification of business opportunities. Ameren Missouri will coordinate with specific associations to highlight program offerings suitable for their respective industry.</li> <li>• <b>Highlight successfully completed projects:</b> Ameren Missouri will selectively choose projects to display the process and benefits of the program. This type of marketing will spur the customer’s competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.</li> <li>• <b>Trade Allies:</b> Ameren Missouri will continue to utilize the growing trade ally network as a marketing/distribution channel for the program. Ameren Missouri will maintain a diverse trade ally advisory board to collaborate on program improvement opportunities. Continual training will be provided to all trade allies to ensure business development activities are promoting program savings opportunities and conducted within program guidelines. Trade allies will be educated on the value of promoting savings opportunities across all programs.</li> <li>• <b>Inter-program Marketing:</b> Program Administrator will maintain a portfolio of programs and increase customer awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other possible energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and achieving energy savings opportunities.</li> <li>• <b>Market Segmentation:</b> To penetrate the Ameren Missouri markets more effectively, a targeted marketing approach will be used. Separating the program’s marketing campaign to focus on specific customer types (schools, agriculture, grocers, hospitals, lodging, municipalities, state and federal government, utilities, restaurants, and retail chains, etc.) will increase customer interest and drive installations. Also segment market targets by identifying inefficient facilities based on business type, facility size and actual energy usage.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>Detailed plans to analyze program performance through EM&amp;V can be found in Appendix E - Sample Evaluation Plans.</p>
<p>Program Design Flexibility</p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>

Estimated Participation

Business Standard – Estimated Annual Net MWh				
End-Use	2024	2025	2026	3 Year Total
Air Comp BUS	119	122	124	365
Cooking BUS	14	15	15	44
Cooling BUS	1,729	1,768	1,806	5,302
HVAC BUS	1,620	1,656	1,692	4,968
Lighting BUS	100,590	99,509	95,371	295,470
Motors BUS	381	390	398	1,169
Refrigeration BUS	76	78	80	234
Water Heating BUS	52	54	55	161
<b>Total</b>	<b>104,582</b>	<b>103,590</b>	<b>99,540</b>	<b>307,713</b>

Business Standard (Agriculture) – Estimated Annual Net MWh				
End-Use	2024	2025	2026	3 Year Total
Air Comp BUS	110	112	114	336
HVAC BUS	479	490	500	1,469
Lighting BUS	794	786	753	2,333
Motors BUS	476	487	498	1,461
Process BUS	476	487	498	1,461
Refrigeration BUS	214	219	224	658
Water Heating BUS	210	214	219	643
<b>Total</b>	<b>2,760</b>	<b>2,795</b>	<b>2,806</b>	<b>8,361</b>

Business Standard (Schools)– Estimated Annual Net MWh				
End-Use	2024	2025	2026	3 Year Total
Cooking BUS	14	15	15	44
Cooling BUS	713	727	736	2,176
HVAC BUS	397	408	423	1,228
Lighting BUS	5,294	5,237	5,020	15,551
Miscellaneous BUS	7	7	7	21
Refrigeration BUS	10	10	10	29
Water Heating BUS	3	3	3	8
<b>Total</b>	<b>6,438</b>	<b>6,406</b>	<b>6,214</b>	<b>19,057</b>

<b>PROGRAM</b>	<b>Business Midstream</b>
<b>Objective</b>	The Business Midstream Program is designed to promote the installation of proven energy efficient space conditioning technologies, through distributors and contractors. With the technology types expanding throughout the cycle. Measures included within this program are common in multiple marketplaces and have proven deemed savings values associated with their energy performance.
<b>Target Market</b>	All eligible business customers may participate include commercial, industrial, and institutional end-users receiving electric service. Midsize and small customers will be a primary target.
<b>Program Schedule</b>	The program will launch January 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	Midstream Incentive allows business customers to work through contractors to make it easy to receive an immediate standard incentive upon purchase of approved standard measures from participating vendors, distributors and/or manufacturers. To receive the immediate incentive, Applicant will provide the name and address of the participants business and qualifying project components. Midstream participating vendors will submit reoccurring proof of sales with the backup documentation for incentive reimbursement in a timely fashion.
<b>Eligible Measures &amp;</b>	A complete list of eligible program measures is included in Appendix D – Incentive Ranges.
<b>Implementation Strategy</b>	<p>Implementation includes:</p> <ul style="list-style-type: none"> <li>• Identify and sign-up wholesale distribution vendors</li> <li>• Distributor vendor training             <ul style="list-style-type: none"> <li>○ Technology Savings</li> <li>○ Qualification and documentation</li> <li>○ Tracking and reporting tools and process</li> <li>○ Promotion and Marketing</li> <li>○ Program Administrator Support</li> </ul> </li> <li>• HVAC Trade Ally Contractor Training</li> </ul> <p>The Program Administrator will review distributor vendor business qualification projects data to verify business qualifications meet incentive criteria. Safeguards will be in place to prevent equipment from being incentivized under a different business program channel. An individual project implementation timeline process will be utilized to aid in verifying installation and maintain accurate tracking of program savings and relative budgets.</p> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<b>Market Transformation Elements</b>	<p>A primary role in market transformation is the training and educating the marketing and sales staff of trade allies including contractors, wholesale retailers and distributors. The program also assists customers, distribution vendors and trade allies on energy savings, identification of measures qualifying for incentives, project financing options. Another element is the programs education through professional associations and customer market segments.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>



<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>																				
<p><b>Promotional/ Marketing Strategy</b></p>	<p>Wholesale distribution marketing and outreach materials, including but not limited to signage, promotional materials, brochures and labels for the midstream component of this program. Program Administrator will help plan and attend events at participants’ locations to promote the Midstream Incentives programs. Along with provide training for Midstream program representatives and Trade Ally HVAC contractors. Participants’ locations will be visited to verify stocking procedures, placement of POS materials and identify opportunities to assist the vendor and/or improve program processes to better serve Ameren Missouri customers.</p>																				
<p><b>EM&amp;V Requirements</b></p>	<p>Detailed plans to analyze program performance through EM&amp;V can be found in Appendix E - Sample Evaluation Plans.</p>																				
<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>																				
<p><b>Estimated Participation</b></p>	<table border="1" data-bbox="431 1073 1292 1276"> <thead> <tr> <th colspan="5" style="text-align: center;"><b>Business Midstream – Estimated Annual Net MWh</b></th> </tr> <tr> <th style="text-align: left;"><b>End-Use</b></th> <th style="text-align: center;"><b>2024</b></th> <th style="text-align: center;"><b>2025</b></th> <th style="text-align: center;"><b>2026</b></th> <th style="text-align: center;"><b>3 Year Total</b></th> </tr> </thead> <tbody> <tr> <td>Cooling BUS</td> <td style="text-align: center;">3,049</td> <td style="text-align: center;">3,117</td> <td style="text-align: center;">3,184</td> <td style="text-align: center;">9,350</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: center;"><b>3,049</b></td> <td style="text-align: center;"><b>3,117</b></td> <td style="text-align: center;"><b>3,184</b></td> <td style="text-align: center;"><b>9,350</b></td> </tr> </tbody> </table>	<b>Business Midstream – Estimated Annual Net MWh</b>					<b>End-Use</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>3 Year Total</b>	Cooling BUS	3,049	3,117	3,184	9,350	<b>Total</b>	<b>3,049</b>	<b>3,117</b>	<b>3,184</b>	<b>9,350</b>
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<b>PROGRAM</b>	<b>Business Retro-Commissioning</b>
<b>Objective</b>	This program will deliver energy savings by helping customers retro-commission existing facilities – i.e., benchmark existing system performance levels at those facilities, identify operating system performance optimization improvements, and, where applicable, provide financial incentives to assist with the implementation of the recommended efficiency improvements.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional. Multifamily and income-eligible customers in the Residential Program are excluded from this program.
<b>Program Schedule</b>	The program will launch January 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	The program will seek to identify efficiency opportunities associated with existing mechanical, electrical, and thermal systems in nonresidential buildings by providing energy management optimization and options for retrofitting equipment that is inefficient and outdated and will utilize qualified contractors and marketing partners to deliver measurable energy savings. This program also assists occupants in improving their operation and maintenance practices via compressed air and process system upgrades. The Smart Meter Commissioning Program (SMC) utilizes advanced metering infrastructure (AMI) analytics to deliver recommendations through direct engagement with commercial and industrial (C&I) electric end users.
<b>Eligible Measures &amp; Services</b>	<p>Retro-commissioning projects most common optimization equipment measures include lighting, space conditioning and process. Ameren Missouri and Program Administrator will combine national best practice with actual experience to set an adequate payback period to drive customer adoption.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>
<b>Implementation Strategy</b>	<p>The Program Administrator, hired to manage implementation of the program, oversee survey and implementation of efficiency measures, and provide engineering review and incentive fulfillment for each project. Project qualification process will follow this methodology:</p> <ul style="list-style-type: none"> <li>• Retro-commissioning Program Provides ("RPP") primarily identifies potential candidates for the program;</li> <li>• After a program application is submitted, study is conducted to assess the viability of the project and to determine energy savings and cost estimates;             <ul style="list-style-type: none"> <li>• After engineering analysis and verification of estimated savings has been completed, the Program Administrator will work with building owners and trade allies to conduct an engineering audit based on industry best practice to benchmark the building's energy profile;</li> </ul> </li> <li>• Following the facility audit, efficiency upgrades will be recommended by the RPP, reviewed, and approved by the Program Administrator and completed by the customer;             <ul style="list-style-type: none"> <li>• Potential efficiency improvements include but are not limited to: compressed air leak identification, system controls calibration, energy management systems including monitoring, and variable speed drive tune-ups; and</li> </ul> </li> <li>• After the implementation stage, an ex-post verification will take place to ensure proper installation and adherence to stipulated implementation guidelines.</li> <li>• Once the project is completed and approved by the Program Administrator, an incentive check will be delivered to the customer.</li> </ul> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<b>Market Transformation Elements</b>	<p>As part of this program, a facility energy study is completed on optimization of equipment and as part of the process customers are educated to increase their awareness of maintaining equipment efficiency. The program will also support market transformation by making customers aware of incentives to defray the cost to attend Building Operator Certification training.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>

<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>
<p><b>Promotional/ Marketing Strategy</b></p>	<p>The marketing strategy will include components associated with the business type and size. Key pillars of the marketing strategy for the Business Retro-Commissioning Program include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Education:</b> Program Administrator will play an important role in training and educating the trade ally sales staff. The Program Administrator will assist trade allies and customers on energy benchmarking tools, identification of measures qualifying for incentives, identify the different application submittal options, and how to effectively sell the program to customers.</li> <li>• <b>Marketing Materials:</b> Materials will be provided to customers and trade allies to further enhance customer energy awareness, program awareness, and increase market penetration.</li> <li>• <b>Direct Mail - USPS and electronic:</b> This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics, size and building types.</li> <li>• <b>Associations:</b> A unique opportunity exists in trade organizations and various associations. Businesses rely on these associations to represent that industry’s best interests in lobbying, growth, and identification of business opportunities. Ameren Missouri will coordinate with specific associations to highlight program offerings suitable for their respective industry.</li> <li>• <b>Highlight successfully completed projects:</b> Ameren Missouri will selectively choose projects to display the process and benefits of the program. This type of marketing will spur the customer’s competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.</li> <li>• <b>Trade Allies and Program Providers:</b> Ameren Missouri will continue to utilize trade ally network and Program Providers as a marketing/distribution channel for the program. Continual training will be provided to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing:</b> Program Administrator will maintain a portfolio of programs and increase customer awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other possible energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and increasing the probability of meeting statutory energy savings goals.</li> <li>• <b>Market Segmentation:</b> To penetrate the Ameren Missouri markets more effectively, a targeted marketing approach will be used. Separating the program’s marketing campaign to focus on specific business types will increase customer interest and drive installations. Also segment market targets by identifying inefficient facilities based on business type, facility size and actual energy usage.</li> </ul>
<p><b>EM&amp;V Requirements</b></p>	<p>Detailed plans to analyze program performance through EM&amp;V can be found in Appendix E - Sample Evaluation Plans.</p>

**Program Design Flexibility**

At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.

**Estimated Participation**

<b>Business Retro-Commissioning – Estimated Annual Net MWh</b>				
<b>End-Use</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>3 Year Total</b>
Air Comp BUS	953	974	995	2,922
Cooling BUS	1,191	1,218	1,244	3,653
HVAC BUS	3,335	3,410	3,483	10,228
Refrigeration BUS	238	244	249	731
<b>Total</b>	<b>5,718</b>	<b>5,845</b>	<b>5,971</b>	<b>17,534</b>

<b>Business Retro-Commissioning (Smart Meter Commissioning) – Estimated Annual Net MWh</b>				
<b>End-Use</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>3 Year Total</b>
HVAC BUS	2,859	2,922	2,986	8,767
Lighting BUS	3,706	3,666	3,514	10,886
<b>Total</b>	<b>6,565</b>	<b>6,589</b>	<b>6,499</b>	<b>19,653</b>

PROGRAM	<b>Small Business Direct Install Program</b>
<b>Objective</b>	<p>The Small Business Direct Install ("SBDI") Program is designed to promote the installation of energy efficient technologies in small businesses by removing participation barriers such as:</p> <ul style="list-style-type: none"> <li>• Lack of time/resources to investigate and review energy efficiency improvement;</li> <li>• Skepticism that participating will actually be of value;</li> <li>• Lack of financing;</li> <li>• Business facility is often leased rather than owner occupied;</li> <li>• Energy is not integral to their business strategy; and</li> <li>• Belief that adopting energy conservation measures is a complicated, time-consuming, and potentially costly process.</li> </ul> <p>Small business energy efficient technologies may include but not limited to, lighting, HVAC, smart thermostats, motors, water heating, refrigeration and HVAC tune-ups. Measures included within this program are common in multiple marketplaces and have deemed savings calculation values associated with their energy performance. This program encourages small business customer participation through a simple, immediate, and streamlined program process.</p>
<b>Target Market</b>	<p>Small nonresidential customers including commercial and institutional (Small General Service, 2M). Excluding multifamily market and income-eligible, which is part of the Residential Program.</p>
<b>Program Schedule</b>	<p>The program will launch January 1, 2024, and run through December 31, 2026.</p>
<b>Program Description</b>	<p>The SBDI Program will use a group of program providers to deliver energy efficient measures at low-cost and/or no-cost to small business customers. Program providers will supply, install, and finalize paperwork for eligible participants, and identify additional energy efficiency opportunities not covered under the SBDI Program. Measures within this program will be included in the Deemed Savings Table and have fixed incentive levels associated with them, although these incentive values may be altered as the program budget and performance change throughout the term. Upon receipt of completed documentation, Ameren Missouri will distribute incentives payments.</p>
<b>Eligible Measures &amp; Services</b>	<p>Small business energy efficient eligible measures include but not limited to, lighting, HVAC, smart thermostats, motors, water heating, refrigeration and services. Ameren Missouri and Program Administrator will combine national best practice with actual experience to set an adequate payback period to drive customer adoption.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>Responsibilities of the Program Administrator, hired to implement the program, include final program design, measure lists, and implementation plan.</p> <p>Implementation plan will include but not limited to:</p> <ul style="list-style-type: none"> <li>• Small Business targeted market plan for lighting, HVAC, smart thermostat, and other measures that may be included in program;</li> <li>• Lead generation (introduction channels, customer outreach and lead qualification);</li> <li>• Program provider structure to effectively support lighting, HVAC, smart thermostat, and other measure savings opportunities; and</li> <li>• Mobile sales tool for load assessment, energy savings and customer return on investment, with electronic or hard copy summary made available to customers.</li> </ul> <p>For program providers to effectively promote and communicate the benefits of the program, applicable training and marketing materials will be provided by the Implementation team.</p> <p>Upon submittal of project documentation, projects will receive a review and approval before an incentive is distributed.</p> <p>The implementation team will use free ridership and spillover data determined annually by an independent evaluator to make program improvements to minimize free ridership and maximize spillover. Program improvements could include things such as adjusting incentives, improving marketing, and adding or removing measures.</p>
<p><b>Market Transformation Elements</b></p>	<p>SBDI Program will play an important role in market transformation by training and educating small businesses through targeted business types and professional associations such as Chamber of Commerce.</p> <p>The plan for estimating, measuring, and verifying energy and demand savings the market transformation efforts is included in Appendix E – EM&amp;V Plan.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>

<p>Promotional/ Marketing Strategy</p>	<p>Marketing efforts will focus on program awareness through direct outreach. Key pillars of the marketing strategy for the SBDI Program include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Lead generation:</b> Introduction channels, customer outreach and lead qualification managed by Program Administrator and program providers.</li> <li>• <b>Mobile Sales Tool:</b> Program provider mobile sales tool utilized with customer for load assessment, energy savings and customer return on investment. Electronic or hard copy summary made available to customers.</li> <li>• <b>Education:</b> Program Administrator will play an important role in training and educating the program provider sales staff. The Program Administrator will assist program provider in identification of measures qualifying for incentives, project financing options, identify additional energy savings opportunities, and how to effectively sell all measures to customers.</li> <li>• <b>Marketing Materials:</b> Materials will be provided to customers and program provider to further enhance program awareness and increase market penetration.</li> <li>• <b>Direct Mail - USPS and Electronic:</b> This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics and building types.</li> <li>• <b>Community Outreach:</b> Program awareness for the small business segment can be handled through community outreach events such as Chamber of Commerce meetings and events. Along with promoting the design and customer benefits, this approach will help overcome skepticism of a program offering being delivered through a program provider.</li> <li>• <b>Highlight successfully completed projects:</b> Projects will be selectively chosen to display the process and benefits of the program. This type of marketing will spur the customer’s competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.</li> <li>• <b>Program providers:</b> Ameren Missouri will utilize program providers as a sales/marketing channel for the program. Continual training will be provided to these providers to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing:</b> Program Administrator will maintain a portfolio of programs and increase customer awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other possible energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and reaching energy savings opportunities.</li> <li>• <b>Market Segmentation:</b> To penetrate the Ameren Missouri markets more effectively, a targeted marketing approach will be used. Separating the program’s marketing campaign to focus on specific customer types (grocers, hospitals, lodging, municipalities, state and federal government, utilities, education, agriculture, restaurants, and retail chains, etc.) will increase customer interest and drive installations. Also segment market targets by identifying inefficient facilities based on business type, facility size and actual energy usage.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>Detailed plans to analyze program performance through EM&amp;V can be found in Appendix E - Sample Evaluation Plans.</p>
<p>Program Design Flexibility</p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>

Estimated Participation

Business SBDI – Estimated Annual Net MWh				
End-Use	2024	2025	2026	3 Year Total
Cooling BUS	48	49	50	147
Lighting BUS	6,372	6,304	6,043	18,720
<b>Total</b>	<b>6,420</b>	<b>6,353</b>	<b>6,093</b>	<b>18,866</b>



PROGRAM	<b>Residential Demand Response</b>
<b>Objective</b>	<p>The objective of the Residential Demand Response ("DR") program is to build a resource available to Ameren Missouri to reduce the demand during an event. The program will obtain demand savings by providing residential electric customers incentives to allow the program to control program approved devices, reducing their demand during demand response events.</p> <p>The Company's program design may include annual energy savings from custom device programming that are beyond the inherent energy savings from smart thermostats. The program will use an integrated, data-informed approach to customer engagement and marketing of available demand response offerings.</p>
<b>Target Market</b>	All residential electric customers within the Ameren Missouri service territory.
<b>Program Schedule</b>	The program will launch January 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	<p>The Residential DR program will engage residential customers to control a variety of energy loads, which may include but will not be limited to heat pumps, central air conditioners, electric water heaters, electric vehicles, and pool pumps through, program- approved devices. The Company will provide incentives to encourage customers to enroll in the program and agree to allow Ameren Missouri to cycle or set back the customer's specific energy loads during DR events.</p> <p>The program may also reduce energy usage by utilizing a continuous load shaping strategy during non-event periods, for locational demand purposes, or seek to achieve demand and energy savings and capacity resource reductions through the Midcontinent Independent System Operator, Inc. ("MISO").</p> <p>Ameren Missouri will devise an approach to maximize customer satisfaction and the available load under control by the program.</p>
<b>Eligible Measures &amp; Incentive Strategy</b>	<p>Eligible cost-effective measures include enrollment, installation, and annual incentives. Program approved devices may include smart thermostats that are Wi-Fi connected and control a central air conditioner, or professionally installed switches that control water heaters, pool pumps, and central air conditioners. Customers may also receive incentives to enroll their existing devices in the program, purchase and install a new device and enroll in the program, or to have a device professionally installed and enrolled in the program.</p> <p>In addition to an enrollment incentive, customers may also be incentivized per event that they participate in or once for an event season that they participate. Behavioral actions that result in demand savings could also be a part of the program.</p> <p>Costs, participation, measure mix, and incentive dollars will be refined after engagement with the Program Administrator.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>The Company will hire a contractor to administer this program. The Program Administrator will provide the necessary services to effectively implement the program and obtain the demand savings goals outlined in the plan while adhering to the planned budget. Key implementation aspects include:</p> <ul style="list-style-type: none"> <li>• <b>Customer education/recruitment:</b> The Program Administrator will develop and implement the marketing strategy. Participant acquisition cost per channel will be balanced with recurring program costs;</li> <li>• <b>Identify customers for the control group:</b> Control groups will be identified as needed by the EM&amp;V Contractor, the Program Administrator, and Ameren Missouri;</li> <li>• <b>Participant communication strategy: Communications regarding</b> enrollment, education, DR events, program season, and any ongoing communications will be refined after engagement with the Program Administrator. Communications will include education on program benefits and timely information regarding DR events, and will leverage the Program Administrator's best practices; and</li> <li>• <b>Event management:</b> Processes and protocols associate with DR event identification and execution will be refined after engagement with the Program Administrator.</li> </ul> <p>Demand Response programs expect a net-to-gross of 100%. There will not be any free ridership or spillover.</p>
<p><b>Market Transformation Elements</b></p>	<p>There are no market transformation elements associated with Residential DR.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure the program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs</p>
<p><b>Promotional/ Marketing Strategy</b></p>	<p>Ameren Missouri and its Program Administrator will develop and execute a multifaceted marketing approach that utilizes existing customer data to target customers with a high propensity to participate in the Residential DR programs. Due to the unique nature of the Residential DR program, which includes ongoing incentives for participants, Ameren Missouri will seek to control initial program participation and resulting recurring program costs. The program will balance ongoing participation costs with costs of recruitment per different marketing channels, such as existing learning thermostat owners, energy efficiency participants, and time of sale recruitment during purchase of program approved devices. Activities that may be utilized to acquire customers include but are not limited to direct mail, e-mail, web messaging, social media, and on-bill messaging, cross selling from energy efficiency programs. As the program becomes more saturated door-to-door can be utilized to deeply penetrate certain geographies or customer segments. Local and cable TV, radios, tabling, trade shows, seminars and other retail channel partnering can increase customer education and awareness.</p>
<p><b>EM&amp;V Requirements</b></p>	<p>Detailed plans to analyze program performance through EM&amp;V can be found in Appendix E - Sample Evaluation Plans.</p>
<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>

Estimated Participation

Residential Demand Response – Estimated Annual MW				
	2024	2024	2026	3 Year Total
Cumulative MW	73.27	80.30	87.08	87.08

PROGRAM	Business Demand Response
<b>Objective</b>	The objective of the Business Demand Response ("DR") program is to achieve demand and energy savings and a capacity resource through the Midcontinent Independent System Operator, Inc. ("MISO") market by providing customers the resources necessary to identify and take advantage of demand response opportunities. This is intended to provide a long-term, low-cost resource for system reliability and customer affordability.
<b>Target Market</b>	All business customers.
<b>Program Schedule</b>	The program will launch January 1, 2024, and run through December 31, 2026.
<b>Program Description</b>	The Business DR program will engage customers to participate in DR events through direct load control, manual response. Participants will benefit from a customized energy reduction plan and may receive enhanced control technology.
<b>Eligible Measures &amp; Services</b>	<p>A customized load curtailment strategy will be developed for each participating facility. Energy loads such as lighting, HVAC, chillers, motors, production/processing equipment, refrigeration systems, pumps, water heating, generation and electric vehicles can be utilized to curtail load during a DR event. The curtailment may be a direct load control by the utility, a manual curtailment, or a behind the meter resource.</p> <p>Participating facilities will be paid a capacity payment based on MW performance across all events in a given program year and/or an energy payment based on each MWh of performance during dispatches.</p> <p>There are no defined measures for Business DR. Each participant is unique and may have a variety of response mechanisms to achieve their reduction in demand.</p> <p>Reference Appendix D – Incentive Ranges.</p>
<b>Implementation Strategy</b>	<p>The Company will hire a Program Administrator to implement this program. The Program Administrator will provide the necessary services to effectively implement the program and obtain the demand savings goals outlined in the plan while adhering to the planned budget.</p> <p>Demand Response programs expect a net-to-gross of 100%. There will not be any free ridership or spillover.</p>
<b>Market Transformation Elements</b>	There are no market transformation elements associated with DR.
<b>Program Response to Evolving Markets</b>	Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure the program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.
<b>Promotional/ Marketing Strategy</b>	Ameren Missouri and its Program Administrator will develop and execute a multifaceted marketing approach that utilizes existing customer relationships to target customers with a high propensity to participate in the business DR programs. Specific types of customers can be operationally good candidates for reliable load reduction. Direct mail, e-mail, and digital content can be used to introduce the DR program to new customers. Case studies can be developed to help customers understand the impact and benefits of enrolling.
<b>EM&amp;V Requirements</b>	Detailed plans to analyze program performance through EM&V can be found in Appendix E - Sample Evaluation Plans.

<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>															
<p><b>Estimated Participation</b></p>	<table border="1"> <thead> <tr> <th colspan="5" style="text-align: center;"><b>Business Demand Response – Estimated Annual MW</b></th> </tr> <tr> <th></th> <th style="text-align: center;"><b>2024</b></th> <th style="text-align: center;"><b>2025</b></th> <th style="text-align: center;"><b>2026</b></th> <th style="text-align: center;"><b>3 Year Total</b></th> </tr> </thead> <tbody> <tr> <td>Cumulative MW</td> <td style="text-align: center;">145.00</td> <td style="text-align: center;">155.00</td> <td style="text-align: center;">165.00</td> <td style="text-align: center;">165.00</td> </tr> </tbody> </table>	<b>Business Demand Response – Estimated Annual MW</b>						<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>3 Year Total</b>	Cumulative MW	145.00	155.00	165.00	165.00
<b>Business Demand Response – Estimated Annual MW</b>																
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