Appendix B – Program Templates

Residential Templates

PROGRAM	Residential Lighting
Objective	Increase sales and awareness of ENERGY STAR® qualified lighting products
Target Market	The target market will be local and national lighting retailers including but not limited to Family Dollar, Dollar Tree, Schnucks, Home Depot, Lowe's, Sam's Club, and Costco. This target market will continue to leverage existing program partners (retailers and hardware stores) but also attempt to expand to include more local retailers and hardware stores. Ameren Missouri (Company) will also offer an online store to ensure availability to customers who do not have a retailer near their location.
Program Duration	January 2013 – December 2015
Program Description	The program will be run through Implementer and their subcontractors with significant experience in markdown and rebate processing and working with national and local retail outlets. The contractor will offer incentives to retail partners to increase sales of qualified lighting. Through these incentives, the end-user receives a discount on the price of highly efficient, ENERGY STAR or better, qualified lighting products. There will be an emphasis on training the retail outlet sales staff to discuss the benefits of efficient lighting as well as increased Point of Purchase (POP) marketing materials to increase consumer awareness.
Eligible Measures & Incentive Strategy	Mark-downs are price reductions offered by retailers to increase sales of a specific product. The goal of the mark-down is to develop a cost reduction, making the lighting product more appealing to the consumer while at the same time creating an opportunity to educate consumers on the benefits, applications, emerging technologies like LEDs and even proper disposal of CFLs. Instant rebate forms will be available at Retailer locations where point of sale technology is not available. Each Participant will receive a rebate as an instant credit at check out from the Retailer. The table below contains various end-use categories that are representative of the measures included within the program. These end-uses are comprised of multiple measures. The table is meant to be an indicator of the types of measures the program contains, as well as their estimated contribution to the program's energy and demand savings. The values below represent the program designed to meet MEEIA filing requirements, measure mixes, savings contributions, and other variables will likely change at the time of implementation.

End-Use Details*

End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Lighting RES	121,257,847	3,639	$ 9,318,842	10

*-represent 1st year costs and savings

Implementation Strategy	The Company will hire a Contractor to implement this program. The contractor will provide the necessary services to effectively implement the program and obtain the energy savings goals outlined in the Plan while adhering to the budgetary constraints identified by the Company. Key implementation aspects include: • Create marketing material leveraging the Company's brand image, including coupons, POP marketing materials, and other materials to be used to support the sales staff. • Rebate processing and coupon collection and payment. • A tracking system database will be developed to collect and monitor sales data from the field, segmented by retail partner, geographical locations, and sales volume. The database will have components to track field work as well, identifying stores visited, marketing materials left at store, and retailer feedback among other items. All data should be transparent and the Company will have access to this tracking system at its discretion. • Develop reports to display the program's progress in relation to meeting budgets and savings goals on a regular basis. There will be other reporting which will identify operational details on progress with field representatives. Quarterly and annual reporting summarizing program milestones and achievements will be provided to the Company for review and to inform program redesign. • The contractor will hire, train, and develop field representatives to educate and monitor retail outlet partners. These field representatives will be responsible for delivering marketing materials, training the retailers' sales staff, and reporting their findings. • Potential to offer instant rebate coupon program depending on level of sales and budget availability. If it is needed or desired by the Company (in coordination with recommendations from the contractor) that a coupon program will help meet the required savings goals, provisions will be made to deliver this program. Coupons will be made available for customers to receive instant dollars off their purchase at the point of sale. Additionally, an online store will be available to those customers who either cannot find a local retailer in their area or are more prone to purchase products online.
Program Response to Evolving Markets	Due to the unpredictable nature of the market place, Ameren Missouri 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. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of 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, Ameren Missouri will take the necessary steps to withdraw the program from the market and reallocate funds and energy savings into the other programs.
Marketing Strategy	The primary marketing efforts will be separated into customer awareness and also sales staff education. Recruitment of retail partners will be critical to the success of this program. Identifying the benefits of providing more efficient lighting products to customers as well as outlining the corresponding incentives will help to build the retail trade ally network. Various marketing materials will be delivered to the participating retail stores to inform end-use customers about efficient lighting. These materials include but are not limited to: • POP Materials (hang tags, stickers, etc.) • Lighting clinics and events at retailers • Co-op advertising • Coupons • Print, radio, television commercials • Web placement • Billboards The second component of the marketing will consist of training and educating the sales staff on effectively promoting and endorsing ENERGY STAR or other high efficiency lighting products. Field representatives will deliver marketing materials to staff, train and educate the sales staff surrounding the ENERGY STAR brand

and its benefits, and provide a point of contact for retail partners to ask questions and receive any further clarification as needed. One item each retailer will receive is a retailer training manual. This manual will outline various sales techniques, identify benefits of ENERGY STAR and other high efficiency lighting products, and inform the staff on the program procedures and inner workings. This manual will serve as the cornerstone in retailer training.

EM&V Requirements

A third-party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts.

A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Lighting RES	2,500,208	2,495,801	1,570,499	**6,566,507**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 2,524,466	$ 2,050,983	$ 2,198,329	**$ 6,773,779**
Admin	$ 4,994,303	$ 5,107,831	$ 2,825,181	**$ 12,927,316**
Total	**$ 7,518,769**	**$ 7,158,815**	**$ 5,023,510**	**$ 19,701,094**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	121,257,847	96,836,711	62,371,215	**280,465,773**

Cost-effectiveness

Program Cost-Effectiveness	
Program	**TRC**
Residential Lighting	3.66

PROGRAM	Residential Energy Efficient Products
Objective	The objective of the Efficient Products Program is to raise customer awareness of the benefits of "high-efficiency" products (Energy Star, Consortium for Energy Efficiency (CEE) Tiers, or better). The Program is meant to encourage customers to purchase qualified appliances, power management, water heaters, window air conditioning units, and programmable thermostats.
Target Market	All residential customers within the Ameren Missouri service territory.
Program Duration	January 2013 – December 2015
Program Description	The Efficient Products Program is meant to be an umbrella program, incorporating various program partners, products, and program delivery strategies. Many of the measures will be incentivized via mail-in rebates, while others may be packaged together and delivered through program allies and contractors. To the extent possible, Ameren Missouri will attempt to leverage opportunities with both federal and state programs. Ameren Missouri will leverage the CEE to identify efficiency tiers above Energy Star for many products. As appropriate, Ameren Missouri will support these tiers with higher incentives. Depending on specific product parameters, this may provide greater per unit and customer savings and developing and supporting these tiers also helps accelerate future Energy Star specification revisions and code changes.

Eligible Measures & Incentive Strategy

Incentive levels will be developed through a formulaic approach determining the necessary payback to move the market. The appropriate incentive level for each measure will bring the payback down to two years. Incentive levels are by no means fixed and will likely change to reflect market conditions and drive the market participation. The incentive values below represent estimated dollar amounts and will be verified by the Implementer at the time of program launch. Furthermore, the measures listed in the table below are aggregated measure categories composed of multiple efficient technologies. For example, the "Set-back thermostat" is a combination of a full setback and also a moderate setback thermostat.

The table below contains various end-use categories that are representative of the measures included within the program. These end-uses are comprised of multiple measures. The table is meant to be an indicator of the types of measures the program contains, as well as their estimated contribution to the program's energy and demand savings. The values below represent the program designed to meet MEEIA filing requirements, measure mixes, savings contributions, and other variables will likely change at the time of implementation.

End-Use Details*				
End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Cooling RES	12,802	13	$ 5,566	12
HVAC RES	1,914,097	799	$ 218,829	9
Miscellaneous RES	220,237	24	$ 47,878	5
Motors	231,847	36	$ 86,731	10
Pool Spa RES	-	-	$ -	10
Water Heating RES	5,133,813	402	$ 1,913,496	14

*-represent 1st year costs and savings

Implementation Strategy

The Company will deliver this program and the products incorporated via a mail-in rebate mechanism. Customers will purchase program qualified products at participating retailers. Their next step will be filling out the required rebate/incentive form which can either be downloaded via Ameren Missouri's ActOnEnergy website or at the POP. Once the rebate has been received, it is processed, and a rebate check will be sent to the customer.

The Company will be offering a Smart Strip power management device to address the growing consumer electronics market. It is difficult to penetrate the electronics market segment due to fast-paced changes within the industry and high levels of product cannibalization. To address this important category, the Company will work with retailers as well as local home entertainment installers to provide a Smart Strip power management device and educate the customer on the functionality and proper usage of the device – a critical piece to this electronics component.

Program Response to Evolving Markets	Due to the unpredictable nature of the market place, 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 measure participation as necessary to ensure program success through achievement of energy savings goals. The Energy Efficient Products program is an integral component of the Company's portfolio and will persist as long as possible within the given implementation period. 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 market and reallocate funds and energy savings into the other programs.
Marketing Strategy	The Company and its implementation contractors will continue to 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. Among the specific marketing activities targeting residential customers are the following: • Retail marketing and POP displays • TV, radio, print. Billboard advertising • The Company Act On Energy Website • Leveraging marketing budgets through cooperative promotions with retailers, distributors, contractors, and manufacturers including special events at retail stores and in communities • 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. • Utilize 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. • Train and educate retail entertainment installation staff on proper usage, benefits, and cautions of Smart Power Strips.
EM&V Requirements	A third-party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts. A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Cooling RES	111	92	75	**279**
HVAC RES	3,122	6,051	7,233	**16,406**
Miscellaneous RES	1,197	2,407	3,996	**7,600**
Motors	261	608	-	**870**
Pool Spa RES	-	-	2,066	**2,066**
Water Heating RES	17,306	34,698	45,070	**97,074**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 580,350	$ 1,306,489	$ 2,306,377	**$ 4,193,217**
Admin	$ 585,607	$ 1,141,715	$ 2,149,233	**$ 3,876,555**
Total	**$ 1,165,957**	**$ 2,448,204**	**$ 4,455,610**	**$ 8,069,772**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	7,512,796	15,767,889	25,086,781	**48,367,466**

Cost-effectiveness	**Program Cost-Effectiveness**

Program	TRC
Residential Efficient Products	1.55

PROGRAM	Residential HVAC
Objective	Obtain energy and demand savings through improvement in the operating performance of existing residential cooling units or replacement of central AC units and heat pumps.
Target Market	Residential customers with central AC units or heat pumps.
Program Duration	January 2013 – December 2015
Program Description	This program covers virtually every aspect of air conditioners and heat pumps including commissioning and retro-commissioning, rated unit efficiency, actual unit efficiency, duct system efficiency, retrofit and replacement upgrades. Second, it provides new marketing concepts that, when successful, can be used for other programs in the Company's service area. Unlike the typical "shot-gun" approach, the marketing plan will target the best opportunities for participation. The Company will review the possibility of utilizing a more targeted marketing approach potentially containing multiple data sets including billing, census, and county/municipality data. The Residential HVAC program improves the efficiency of new and existing central air conditioning systems, including heat pumps, by replacing legacy cooling systems within the home. The baseline efficiency conditions for new and replacement cooling systems are applicable federal equipment standards and applicable building codes. Air conditioning systems are typically oversized relative to the cooling load and are usually not operating at manufacturer's specifications at install. The baseline conditions for existing air conditioning systems usually include improper refrigerant charge and airflow across the coils and leaky ducts. In many cases, ducts are undersized.

Eligible Measures & Incentive Strategy

The measure table below contains various measure categories that are comprised of multiple measures. Example: "Duct Sealing" is a blend of various sealing efficiencies (15%, 30%, etc.). Consequently, measure savings, costs, participation, measure mix, and incentive dollars reflected below are a blend of multiple measure data and may not be representative of the values used in the implementation of the program. More refined data will be provided after the measures have been vetted through the implementation team.

End-Use Details*				
End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Cooling RES	9,040,148	8,983	$ 5,428,900	10
HVAC RES	8,096,365	3,380	$ 2,432,718	12
Water Heating RES	81,600	6	$ 12,664	10

*-represent 1st year costs and savings

Implementation Strategy

The Company will hire a Contractor to implement this program. The contractor will provide the necessary services to effectively implement the program and obtain the energy savings goals outlined in the Plan while adhering to the budgetary constraints identified by the Company. Key implementation aspects include:

- Targeted marketing approach for contractor recruitment and training. Developing a consistent and robust educational component will help deliver an effective program. Training will commence once contractors enter into the participation agreement.
- Specific areas of training include measure testing protocols for the required test equipment, 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.
- Once contractors 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.

The program will employ the implementation contractor's preferred protocols to verify in real time each technicians' job performance in refrigerant charge and airflow optimization, quality installs, and duct sealing. This process has a few key components:

1. Testing immediately informs the technician if the unit qualifies for early replacement based on performance of the properly adjusted system. *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.*
2. If the unit is not properly adjusted, the technician will be instructed to perform the appropriate repairs and re-test the system. *This step ensures that systems are not qualified for replacement based on correctable problems. It also delivers tune-ups to improve the energy performance of systems that are not replaced.*
3. By the end of the following week from the date of service, the customer is mailed a package

	containing: *a.* A document certifying the results of the testing performed on their system – *this reinforces the credibility of the contractor by providing 3rd party verification of their work and recommendations* *b.* Educational literature on the benefits of high efficiency air conditioners and heat pumps – *this reinforces the contractor's sales pitch to upgrade low efficiency systems, and improves customer awareness of the value of high efficiency systems* *c.* Customer satisfaction survey – *this encourages customer participation and feedback and provides documentation that the program is progressing as intended* *4.* Replacement systems are commissioned using the same diagnostic testing. *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.* Once the replacement or tune up has been completed an informational package will be mailed to the customer. This package will certify the results, provide educational literature describing efficiency maintenance and benefits, and seek the completion of a satisfaction survey.
Program Response to Evolving Markets	Due to the unpredictable nature of the market place, Ameren Missouri 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. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of 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, Ameren Missouri will take the necessary steps to withdraw the program from the market and reallocate funds and energy savings into the other programs.
Marketing Strategy	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 whom in the market 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. • If deemed feasible and within the budget, 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 targeted direct mail to these customers identifying potential HVAC improvements tailored to their specific situation as defined by the data analysis. • Contractor co-op advertising. The Contractor will work with HVAC contractors to target their existing customers and to prospect for new customers. The Contractor will work with the HVAC contractor community to identify existing customers that may qualify for the program as well as assistance on developing a new client base. • Program collateral. The program will develop marketing collateral to support all aspects of the program, especially materials for customers and contractors. • 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. Contractor 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.

EM&V Requirements

A third-party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts.

A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Cooling RES	4,522	8,284	10,559	**23,365**
HVAC RES	13,459	37,914	68,351	**119,724**
Water Heating RES	53	167	329	**549**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 2,313,885	$ 4,837,830	$ 7,629,957	**$ 14,781,673**
Admin	$ 1,619,557	$ 4,398,616	$ 9,645,481	**$ 15,663,654**
Total	**$ 3,933,443**	**$ 9,236,446**	**$ 17,275,439**	**$ 30,445,327**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	17,218,114	36,642,847	63,386,189	**117,247,150**

Cost-effectiveness

Program Cost-Effectiveness	
Program	**TRC**
Residential HVAC	2.11

PROGRAM	Residential Refrigerator Recycling
Objective	Promote the retirement and recycling of inefficient refrigerators and freezers from households by offering a turn-in incentive and free pick-up of working equipment, as well as information and education on the cost of keeping an inefficient unit in operation.
Target Market	Residential customers with working refrigerators and freezers manufactured in or before 2001.
Program Duration	January 2013 – December 2015
Program Description	The Company will contract with an appliance recycling contractor to provide turnkey implementation services that include verification of customer eligibility, scheduling of pick-up appointments, appliance pick-up, recycling and disposal activities, and incentive processing. Recycling/disposal practices will be designed to prevent the release of chlorofluorocarbons (CFCs). Turnkey program implementation through an appliance recycling contractor will simplify program delivery, reduce the Company's administrative costs, and ensure a streamlined participation process. The program will be designed to minimize barriers to participation by offering incentives, convenient scheduling of appointments, and cost-free pick-up of qualifying equipment.
Eligible Measures & Incentive Strategy	In addition to free pick-up of eligible equipment, the Program will provide turn-in incentives. As the Refrigerator Recycling Program evolves and ongoing EM&V activities track program performance, the Company may revise incentive amounts as the market dictates. However, the following expectations and assumptions have been utilized for planning purposes, including the base rebate levels listed below:
Implementation Strategy	Key elements of the Refrigerator Recycling Program implementation strategy include: • **Outsourcing implementation**: The Company will issue an RFP to regional/national appliance recycling companies to provide comprehensive, turnkey implementation services from eligibility verification to proper disposal/recycling of turned-in refrigerators and freezers. • **Customer education/recruitment**: The Contractor will develop and implement the marketing strategy. There will be consumer marketing and education components emphasizing how much it costs to operate that old, refrigerator, as well as the availability of program incentives and pick-up services. The marketing messages will vary depending on seasonality and program performance towards meeting statutory energy savings goals.

End-Use Details*

End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Freezer RES	6,143,386	1,042	$ 576,077	8
Refrigeration RES	12,199,598	1,510	$ 1,135,240	10

*-represent 1st year costs and savings

Program Response to Evolving Markets	Due to the unpredictable nature of the market place, 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 measure participation as necessary to ensure program success through achievement of 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 market and reallocate funds and energy savings into the other programs.
Marketing Strategy	The program will employ strong consumer education and marketing components emphasizing the savings associated with retiring old, inefficient refrigerators and freezers and the importance of ensuring proper disposal/recycling. Call Center staff will be trained and provided with program collateral. Anticipated marketing materials will include: • Web content • Bill stuffers and other direct mail • Limited mass market advertising around special promotions • TV, radio • Garage Sale ads, promotional handouts to Low Income Home Energy Assistance Project (LIHEAP) agencies, realtors, and appliance retailers • Door-hangers, truck wraps • Billboards The Company may explore additional marketing strategies that may increase opportunities for appliance re-cycling such as providing incentives to customers to replace existing inefficient primary refrigerators.
EM&V Requirements	A third-party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts. A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.
Estimated Participation	

Annual Decommissioned Units

End-use	2013	2014	2015	Total
Freezer RES	4,299	4,376	5,087	**13,762**
Refrigeration RES	8,472	8,623	10,022	**27,117**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 638,551	$ 669,479	$ 801,424	**$ 2,109,454**
Admin	$ 1,579,916	$ 1,653,796	$ 1,914,442	**$ 5,148,154**
Total	**$ 2,410,032**	**$ 2,524,119**	**$ 2,956,294**	**$ 7,257,608**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	11,739,510	11,949,610	13,888,077	**37,577,196**

Cost-effectiveness

Program Cost-Effectiveness	
Program	**TRC**
Residential Refrigerator Recycling	2.23

PROGRAM	**Residential Home Energy Performance (HEP)**
Objective	To educate residential customers about energy use in their homes and to offer information, products, and services to residential customers to save energy cost-effectively. This allows the customer to identify and initiate the process of installing cost-effective energy efficiency upgrades and practices. The HEP program itself has multiple components. In addition, it provides yet another entryway for customers to take advantage of the Company's entire portfolio of residential energy solutions.
Target Market	All existing single family residential homes in the Ameren Missouri service territory.
Program Duration	January 2013 – December 2015
Program Description	HEP is an energy efficiency program focused on a whole house approach. The implementation team will attempt to leverage the Company's existing trade ally network of subcontractors. The Implementer will market various services including energy audits, air sealing, insulation, and highlight free direct-install measures (CFL, Faucet Aerator, and Low Flow Shower Heads). The subcontractor will begin with an energy audit and recommend various energy efficiency measures found in the Company's portfolio based off the audit findings. In addition, as warranted, the contractor will coordinate with the HVAC program to deliver various program services as determined by the audit. The contractor will direct the homeowner to the Company's lighting and efficient products programs for additional discounted home energy efficiency measures.

Eligible Measures & Incentive Strategy

End-Use Details*				
End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Home Audit	-	-	$ 21,027	1
Building Shell RES	242,440	101	$ 329,629	20
HVAC RES	553,690	231	$ 246,227	13
Lighting RES	25,758	1	$ 8,403	18
Miscellaneous RES	1,853	0	$ 403	5
Water Heating RES	246,459	19	$ 45,999	10

*-represent 1st year costs and savings

Implementation Strategy

- Customer billing analysis will be conducted to identify customers with the greatest savings potential. Potential segments to target include high use customers, all electric customers, and hard to reach segments which are sometimes underserved by other programs (rural agricultural customers, low income, or elderly). Various forms of marketing including direct mail, community outreach events, and direct calling will be utilized to maximize participation.
- The Implementer will develop and train qualified auditors to assess residential homes.
- The Implementer will develop a call center to handle follow-up work questions and scheduling.
- The audit will involve 4 main steps. First, the auditor will sit down and conduct a short interview with the customer, outlining the program and the services he/she can provide. Next, the auditor will make direct installations including CFLs, faucet aerators, and low flow showerheads. The auditor then conducts a walk-through audit, identifying areas of improvement in infiltration and heat loss through the walls and attic space. In addition, if a central air conditioner is present, the assessment will include identification of the age and size of the unit and the last service date. The last step involves the auditor leaving a list of certified contractors qualified to complete the recommended efficiency installations. Contractor list generation will be based on types of improvements recommended, geographic proximity to the audited home, and quality of past work with the program.
- The Contractor will be responsible for developing software capable of incorporating audit results to generate real-time reports for the customer. The report will be informed by utility billing data (to the extent it is available) and will summarize existing household energy characteristics, suggested improvements from the audit, and chart available incentives for the project follow-up work. The software should also have functionality to generate contractor proximity based off zip codes.
- Post audit, a list of qualified subcontractors and will be left with the homeowner. The homeowner can contact the call center to arrange for contractor appointments. If the customer does not call after 1-2 weeks, the call center will initiate contact with the customer to ask if the customer is considering the follow-up work. If a subcontractor off the list is preferred by the customer, the call center will schedule

	accordingly. Ameren Missouri plans to implement a Home Performance program after monitoring work that MEEA is conducting on statewide Home Performance with Energy Star in Illinois and also to review EM&V results from neighboring programs.
Program Response to Evolving Markets	Due to the unpredictable nature of the market place, Ameren Missouri 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. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of 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, Ameren Missouri will take the necessary steps to withdraw the program from the market and reallocate funds and energy savings into the other programs.
Marketing Strategy	The marketing strategy will focus on targeted market segments of customers encompassing large energy users, hard-to-reach customers, and underserved market segments. The contractor will conduct billing analyses to identify high-use customers and leverage Company databases highlighting underserved market segments. These target markets will receive either a direct mail or some community informational session to spark interest in the program. Next, for the Home Energy Performance component of the program, customers will be contacted directly by the Implementer. Furthermore, to increase interest and motivate customers to implement the audit recommended measures, a "neighborhood awareness" strategy will be employed where the contractor identifies common improvements being implemented by homes in close proximity to the home being audited. This social pressure will help inform the customer and drive participation rates higher. To initiate contact and broaden the network of trade allies associated with the Home Energy Performance component, the Company will consult various community organizations to communicate the benefits of the Program within their respective social circles. Instructing these community leaders on how the program works and the benefits of energy efficiency will provide a trusted network of Company spokespersons that the communities can identify with. These "social sales-reps" will have marketing brochures identifying potential efficiency improvements, benefits of participating in the program, a marketing survey to fill out, and rebates for CFLs from the online store, contingent upon the completion of the short survey. These "social sales-reps" will promote the Program in their community meetings, seminars, weekly sports leagues, etc. to reach a broad audience in a concentrated environment.
EM&V Requirements	A third-party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts. A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Home Audit	568	568	568	**1,703**
Building Shell RES	220	220	220	**659**
HVAC RES	933	933	933	**2,798**
Lighting RES	443	443	443	**1,329**
Miscellaneous RES	10	10	10	**30**
Water Heating RES	1,611	1,611	1,611	**4,832**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 215,517	$ 221,983	$ 228,642	**$ 666,142**
Admin	$ 339,028	$ 339,252	$ 287,021	**$ 965,301**
Total	**$ 554,545**	**$ 561,235**	**$ 515,664**	**$ 1,631,443**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	1,070,199	1,070,199	1,070,199	**3,210,597**

Cost-effectiveness

Program Cost-Effectiveness	
Program	**TRC**
Residential HEP	1.64

PROGRAM	Residential Energy Star ® New Homes
Objective	The objective of this program is to increase consumer awareness of and demand for ENERGY STAR version 3.0 single family homes while increasing the building industry's willingness and ability to construct ENERGY STAR homes. This program's primary goal is to achieve energy savings through sales of ENERGY STAR homes.
Target Market	Residential new homes market in the Ameren Missouri service territory.
Program Duration	January 2013 – December 2015
Program Description	New construction covers the building of new energy-efficient homes, including the new home's envelope (outer walls, windows, doors, skylights, roof and insulation), HVAC system, ductwork, lighting and appliances. The program targets builders with a package of training, technical and marketing assistance and incentives for construction of ENERGY STAR homes.
Eligible Measures & Incentive Strategy	Incentives will be paid on various Home Energy Rating System (HERS) rating scores. A tiered approach will be utilized to incentivize various levels of efficiency for new home construction. • Tier 1 – HERS rating of 71 – 85 • Tier 2 – HERS rating of 56 – 70 • Tier 3 – HERS rating of 55 or less The incentives will be paid to the contractor responsible for construction.

End-Use Details*

End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Cooling RES	-	-		15
HVAC RES	158,179	66	$ 97,843	16
Lighting RES	505,045	15	$ 40,781	11
Water Heating RES	15,766	1	$ 4,399	12

*-represent 1st year costs and savings

Implementation Strategy	Ameren Missouri's program provides incentives to builders to defray the incremental costs of reaching ENERGY STAR levels. More successful programs have focused on providing marketing support and incentives that cover the cost of the HERS ratings required to establish that the home meets ENERGY STAR standards. The Company will engage contractor(s) to implement the program. Key aspects of contractor's proposed implementation plans should include the following components: ○ Leverage existing infrastructure of builders. There is a considerable network of builders within Missouri qualified to build ENERGY STAR certified homes. ○ Provide builder training on ENERGY STAR requirements, compliance paths, incentive structures and the marketing strategy. ○ Recruit trade allies. Electrical and HVAC contractors are key to the success of the program, as their ability to perform greatly influences the success of the program. Electrical contractors may need training in the lighting design using CFL fixtures. HVAC contractors will likely need training in proper sizing, charging and duct sealing. ○ Establish incentive structure. Ameren Missouri will explore incentive mechanisms that encourage large numbers of Energy Star homes. Several successful program models have been based on using a competitive bid process to award program incentives. The bid involves both a commitment to a number of homes as well as a bid of cooperative advertising dollars. ○ Optional: Establish builder production milestones; reallocate home incentives away from those builders that do not meet production commitments. Depending on the strength of the local housing market and the extent to which realtors are involved in new home sales, the program may offer lender, realtor and appraiser training courses. The new ENERGY STAR v 3.0 contains two paths to qualify projects: Performance Path and a Prescriptive Path. • **Prescriptive Path** ○ Build homes to the ENERGY STAR Reference Design Specifications ○ Complete all inspection checklists • **Performance Path** ○ Model home with ENERGY STAR Reference Design specifications using approved software and generate HERS Index ○ Specifications may be adjusted, but must ensure HERS score is less than or equal to ENERGY STAR v 3.0 target ○ Build home with selected specifications ○ Complete inspection checklists
Program Response to Evolving Markets	Due to the unpredictable nature of the market place, Ameren Missouri 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. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of 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, Ameren Missouri will take the necessary steps to withdraw the program from the market and reallocate funds and energy savings into the other programs.

Marketing Strategy

The program will continue to educate homebuilders, consumers, and trade allies regarding the energy-saving benefits and value of Energy Star qualified homes. Marketing efforts will focus on: homebuilder recruitment, continued training and support, coordination with state and federal incentive programs, public relations and the implementation of multi-media advertising campaigns geared toward homebuilders, consumers and trade allies. The program will also begin to explore the development of leads through building permit lists in cities and towns throughout the Ameren Missouri service territories. Hosting, sponsoring and attending various trade show exhibitions and homebuilder conferences remain crucial to marketing the program.

EM&V Requirements

A third-party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts.

A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Cooling RES	-	15	104	**119**
HVAC RES	177	668	1,415	**2,260**
Lighting RES	9,989	15,024	16,709	**41,722**
Water Heating RES	11	70	236	**317**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 51,552	$ 161,094	$ 331,719	**$ 544,365**
Admin	$ 170,298	$ 462,266	$ 1,117,718	**$ 1,750,282**
Total	**$ 221,850**	**$ 623,360**	**$ 1,449,437**	**$ 2,294,647**

Savings Targets	**Annual kWh Savings Table**

Year	2013	2014	2015	Total
kWh Savings	678,990	1,439,630	2,815,884	**4,934,505**

Cost-effectiveness	**Program Cost-Effectiveness**

Program	TRC
Residential New Homes	1.26

PROGRAM	**Residential Low Income**
Objective	The objective of this program is to deliver long-term energy savings and bill reductions to low-income customers. This will be achieved through education, a variety of cost-effective measures, including direct installation measures.
Target Market	The program will target low-income residential customers within the Company's service territory. For this program, low-income is defined as below 200% of Federal poverty level. This definition is subject to change depending on funding and federal requirements. The target market is multifamily building owners, managers, operators, and developers of properties with dwelling units (DUs) of three (3) or more in buildings participating in one or more of the federally subsidized housing programs: HUD, USDA and Public Housing. The low income tenants are the direct beneficiaries of the direct installed measures. As the program matures, there may be a possibility of broadening the target market to include duplex and single family, low income rental homes with the same qualifications.
Program Duration	January 2013 – December 2015
Program Description	The Program will directly install measures in program-eligible rental DU in multifamily residential buildings, with potential to increase program coverage to duplexes and single family detached homes. Measures shall be installed by a subcontractor in compliance with Program requirements. The Program will conduct group, and when necessary, individual educational meetings with income-qualified multifamily building tenants and single family residents to prepare them for the use of the installed measures. Educational meetings will explain the purpose of the Program and provide opportunities for tenants and single family residents to learn about energy efficiency and offer feedback to the Company and the Program. Properties participating in the Low Income Program may have the option to implement measures through the Business Standard Program in common areas (as applicable) and to meet any code requirements for occupancy. Incentives under this program will only be provided toward income qualified dwelling units. Measures installed through the Low Income program are not eligible for Incentives through any of the Company's other Energy Efficiency programs. The Program would include the direct installation of various measures including, but not limited to: • CFL installations

- Low Flow Faucet aerators
- Low Flow Showerheads
- Electric Domestic Hot water pipe wrap
- Electric Domestic Hot Water tank wrap
- Programmable thermostat installation
- Energy Star Room AC or Thru-the-wall unit
- Energy Star Refrigerators (manufactured in 2001 or prior)

* Note: "Replace" includes:

1. Removal, decommissioning, recycling and disposal of the existing item for which the energy efficiency measures (EEMs) will substitute and
2. Acquisition and functioning installation of the new EEMs complete with all accessories and appurtenances required for its intended use and safe operation.

Eligible Measures & Incentive Strategy

The eligible measures and corresponding savings and incentive levels reflect best estimates at the time of this plan's creation and are subject to change as the market dictates. The incentives reflect the full incremental cost as all of the measures will be directly installed in the customer's premise.

The measure table below contains various measure categories that are comprised of multiple measures. Example:"Duct Sealing" is a blend of various sealing levels (20%, 30% etc.). Consequently, measure savings, costs, participation, measure mix, and incentive dollars reflected below are a blend of multiple measure data and may not be representative of the values used in the implementation of the program. More refined data will be provided after the measures have been vetted through the implementation team.

End-Use Details*				
End-use	**kWh Savings**	**kW Savings**	**Incremental Cost**	**Effective Useful Life**
Building Shell RES	12,377	5	$ 218,441	20
Cooling RES	257,331	256	$ 422,950	12
HVAC RES	515,897	215	$ 447,818	13
Lighting RES	3,255,246	98	$ 91,758	10
Miscellaneous RES	10,024	1	$ 2,179	5
Refrigeration RES	1,369,290	169	$ 826,924	20
Water Heating RES	377,578	30	$ 68,525	9

*-represent 1st year costs and savings

Implementation Strategy

The Program will provide incentives for the direct install of Program-specified measures in Program-eligible DUs in multifamily residential buildings (with the possibility to include duplexes and single family low income homes). Program-listed EEMs shall be furnished and installed, in compliance with Program requirements, by program qualified contractors. The Program will be run through a contractor or Company management staff. The program participants are comprised of owners, operators, managers, developers and re-developers of

	program-eligible multifamily residential properties. An initial outreach effort will be the primary component of this program. The Contractor will identify income qualified buildings/units, 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. Once 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 being implemented in their units. A pre-install letter will be mailed or given to each tenant to explain the program and to provide a schedule for the group tenant education meeting and measures installation as well as Company contact information. An on-site group tenant education meeting will be scheduled to educate tenants on the measures and additional steps tenants can take to manage their energy usage. Yard signs and banners will be placed at the primary entrances to the building and door hangers will be placed on each resident's door. The day of the installation, subcontractors will be deployed to install the approved measures and to conduct one-on-one tenant education for the residents not present at the group tenant education meeting. Three (3) business days following installation, each resident will be mailed or given a post-installation letter which includes a Thermostat Quick Reference Guide and Energy Savings Tips Guide. The Company will monitor installations. The first set of projects performed by a subcontractor 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.
Program Response to Evolving Markets	Due to the unpredictable nature of the market place, Ameren Missouri 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. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of 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, Ameren Missouri will take the necessary steps to withdraw the program from the market and reallocate funds and energy savings into the other programs.
Marketing Strategy	The Program will use marketing communications appropriate to the distinct needs of the Low Income market. **Program Objectives:** • Create awareness and understanding of the Program, its benefits, its sponsor, among occupants of participating properties. • Provide general background material on and specific suggestions and learning opportunities to tenants for improving their home's energy efficiency. Marketing materials will be developed for both property owners and property tenants. This will include: For building owners, managers and Program Partners: • Sales "kit" folder to include: ○ Program overview brochure. ○ Program application. ○ Sell sheet/flyer showing program marketing collateral available including banner, door hangtag, yard sign and window cling. ○ Pre- and post-install tenant letter samples ○ Building specific flyers depicting statistics and cost savings when applicable. ○ Online program overview on Ameren Missouri website. For building tenants/residents: • On-site signage and pre-install letter templates announcing/advertising the energy efficient upgrades being installed. • Doorknob hangtags with fill-in-the-blank areas for building owners to write in day of install and

items being installed.

- Online program overview on Ameren Missouri.

EM&V Requirements

A third-party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts.

A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Building Shell RES	73	136	128	**337**
Cooling RES	929	884	874	**2,687**
HVAC RES	2,896	4,222	4,007	**11,125**
Lighting RES	66,022	39,556	18,210	**123,788**
Miscellaneous RES	54	81	86	**222**
Refrigeration RES	1,216	1,344	1,127	**3,687**
Water Heating RES	3,955	5,884	4,695	**14,534**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 2,078,595	$ 2,622,234	$ 2,444,647	**$ 7,145,476**
Admin	$ 1,847,653	$ 2,374,221	$ 2,178,628	**$ 6,400,502**
Total	**$ 4,009,581**	**$ 5,079,788**	**$ 4,706,609**	**$ 13,545,978**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	5,797,743	4,530,478	3,338,190	**13,666,410**

Cost-effectiveness

Program Cost-Effectiveness	
Program	**TRC**
Residential Low Income	0.84

Business Templates

PROGRAM	Business Standard Incentive Program
Objective	The Business Standard Incentive Program is designed to promote the installation of energy efficient technologies including lighting, HVAC, and refrigeration in nonresidential properties. Measures included within this program are common in multiple marketplaces and have deemed savings values associated with their energy performance. This program encourages customer participation through a simple and streamlined program process.
Target Market	Business (nonresidential) customers including commercial, industrial, and institutional.
Program Duration	January 2013 – December 2015
Program Description	The Business Standard Program will incentivize customers to purchase and install energy efficient products. Measures included within this program will have deemed savings values and fixed incentive levels associated with them (although these incentive values may change as Program budgets and performances alter throughout the year). Applications are filled out and delivered to Ameren Missouri via contractors or customers. Various measures may require a simple calculation to identify measure savings, but the measure level incentives will remain fixed regardless of individual project characteristics. Trade allies including contractors, retailers, and distributors will be the main sales force promoting the program and educating customers.

Eligible Measures & Incentive Strategy

End-Use Details*

End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Cooking BUS	231,259	38	$ 75,152	12
Cooling BUS	1,090,892	859	$ 399,688	20
Heating BUS	1,007	0	$ 61	10
HVAC BUS	735,500	411	$ 334,768	17
Lighting BUS	11,430,930	1,736	$ 2,083,955	10
Motors BUS	530,936	82	$ 129,179	15
Refrigeration BUS	6,789,957	826	$ 810,191	11
Water Heating BUS	763,487	601	$ 74,700	8

*-represent 1st year costs and savings

Implementation Strategy

Primary implementer responsibilities include final Program design, measure lists, implementation plan development, and expanding and enhancing the existing trade ally network of Program partners. The main distribution channel will be the trade allies which include contractors, distributors, vendors, and local economic development associations where applicable. In order for these allies to effectively promote and communicate the benefits of the program, proper training and marketing materials will be provided by the implementation team.

As customers submit applications for incentives, Program staff may review and pre-approve projects depending on project size. An individual project implementation timeline will be utilized to encourage prompt installation and maintain accurate tracking of Program kWh savings and expenditures.

Program Response to Evolving Markets

Due to the unpredictable nature of the marketplace, Ameren Missouri and its implementers 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. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure Program success through achievement of energy savings goals. If, through changing market conditions, it is determined that a measure will no longer provide appropriate cost-effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure from the market and reallocate funds to other Program measures.

Marketing Strategy	Marketing efforts will focus on trade allies and Program partners. Key pillars of the marketing strategy for the Business Standard Incentive Program include: • **Education:** Implementer will play an important role in training and educating the trade ally sales staff. The implementer will assist trade allies in identification of measures qualifying for prescriptive incentives; identify the different application options, and how to effectively sell the program to customers. • **Channels:** A channel management strategy will be developed. • **Marketing Materials:** Materials will be provided to the trade allies and customers to further enhance Program awareness and increase market penetration. • **Direct Mail:** This marketing vehicle will require a targeted approach, identifying for the customer potential efficient measures based on common business operating characteristics and building types. • **Associations:** 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. • **Highlight successfully completed projects**. Ameren Missouri will selectively choose projects to display the process and benefits of the Standard Incentive. 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. • **Trade Allies** – Ameren Missouri will continue to utilize the growing trade ally network as the primary sales force for the program. Proper training will be given to these Program partners to ensure that any business development activities are conducted to achieve Program goals. • **Inter-Program Marketing**. It is common for customers to apply for other program incentives only to find the equipment does not satisfy that incentive program's requirements. This is an opportunity to consider the project under other incentives for further engineering analysis and review. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction as well as increasing the probability of meeting targeted energy savings goals. • **Market Segmentation**. To more effectively penetrate the Ameren Missouri markets, a targeted marketing approach will be used. Separating the program's marketing campaign to focus on specific customer types (hospitality/lodging, grocery/convenience store, etc.) will increase customer interest and drive installations.
EM&V Requirements	A third-party evaluation contractor will be responsible for evaluation and verification of Program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross Program energy and demand impacts. A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, Program ally interviews, and database and Program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Cooking BUS	24	40	69	**132**
Cooling BUS	6	6	8	**21**
Heating BUS	2	1	1	**4**
HVAC BUS	21	29	36	**86**
Lighting BUS	18,164	27,769	46,825	**92,758**
Motors BUS	57	94	128	**278**
Refrigeration BUS	4,838	6,605	8,348	**19,791**
Water Heating BUS	63	99	164	**327**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 1,797,047	$ 2,608,157	$ 4,331,075	**$ 8,736,279**
Admin	$ 2,995,111	$ 4,093,406	$ 6,008,590	**$ 13,097,107**
Total	**$ 4,792,157**	**$ 6,701,564**	**$ 10,339,665**	**$ 21,833,386**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	21,573,968	30,901,412	48,889,340	**101,364,720**

Cost-effectiveness	**Program Cost-Effectiveness**

Program	TRC
Business Standard Incentive	2.14

PROGRAM	Business Custom Incentive Program
Objective	The commercial Custom Incentive Program provides energy efficiency expertise, services, and financial incentives to encourage Business customers to install energy efficient equipment that lies outside standard lighting, HVAC, motors, refrigeration, and others. Some custom projects are complex and require detailed savings calculations to arrive at the appropriate custom incentive level.
Target Market	Business (nonresidential) customers including commercial, industrial, and institutional.
Program Duration	January 2013 – December 2015
Program Description	The Custom Incentive Program applies to processes as well as lighting, HVAC, refrigeration, motors, and other equipment that does not fall into the Standard Incentive Program. These projects are sometimes complex and always unique requiring separate incentive applications and calculations of estimated energy savings.
Eligible Measures & Incentive Strategy	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. Cost-effective measures falling outside of the scope of the Standard Incentive Program's lighting, refrigeration, and HVAC, incentives will be included in the Custom Incentive Program. Incentive levels will be calculated based on energy savings estimates for each project. Incentives will be subject to modification in order to balance the program's financial requirements and savings targets. Incentive levels may be adjusted based on implementation experience and current market conditions. Project funding may be capped at a predetermined level per program year, per facility and per customer. Incentive levels may vary between different technologies as needed to adhere to budgetary limits and achieve energy savings goals. The measures categories below represent a blend of typical Custom Incentive Program measures. Example: "LED" is a blend of LED downlights and LED refrigerated case lighting. Consequently, measure savings, costs, participation, measure mix, and incentive dollars reflected below are a blend of multiple measure data and may not be representative of the values used for each project during the implementation of the program. Ameren Missouri and its implementer will combine national best practice with actual experience to set an adequate payback period to drive customer adoption. More refined data will be provided at the time of the tariff filing after the measures have been vetted through the implementation team.

End-Use Details*				
End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Air Comp BUS	2,031,140	314	$ 273,198	15
Cooking BUS	112,620	18	$ 50,580	15
Cooling BUS	217,839	172	$ 213,072	15
HVAC BUS	13,882,775	7,758	$ 3,083,262	12
Lighting BUS	25,498,163	3,872	$ 7,693,657	11
Miscellaneous BUS	11,382	2	$ 2,782	5
Motors BUS	1,259,616	195	$ 305,842	15
Process BUS	2,964,422	459	$ 311,425	15
Refrigeration BUS	2,704,774	329	$ 1,315,492	13

*-represent 1st year costs and savings

Implementation Strategy

The implementer will be responsible for engineering review of Program applications and related quality assurance. The installation of efficiency measures is the responsibility of the customer. The customer will submit an application outlining their potential efficiency upgrades. The implementer will perform a thorough desk review of project cost and estimated energy savings to pre-approve the installation. A pre-inspection of the site may be required. Qualifying potential projects follow a common screening criteria process flow:

- **Facility eligibility** – The facility must meet the Program requirements (appropriate rate class, located in Ameren Missouri service territory, and retrofit equipment must be new and installed at business rate class location).
- **Project eligibility** – project must be installing new, energy efficient equipment or incorporating energy efficient designs, measures installed cannot qualify for Standard Incentive Program, and Ameren Missouri will approve any product purchase or installation before the customer can receive an incentive.
- **Application submittal** – customer will submit the project application to Ameren Missouri for analytic review and pre-installation approval.
- **Customer implements project** – the customer has primary responsibility to install the pre-approved measures and improvements.
- **Post installation documents** – customer will provide data including invoices, receipts, and any

	engineering analysis (if the project was altered from original application). For projects exceeding a specified project cost, estimated incentive value and/or energy savings threshold, on site visits will be required to verify energy savings estimates, baseline data, and proper measure installation. Company's approval will be required for any incentive application exceeding a predetermined limit defined or offered by Ameren Missouri.
Program Response to Evolving Markets	Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the Program. Various market factors including new codes and standards, energy legislation, technology advances, and consumer attitudinal shifts will affect the measure mix and Program delivery strategy. Due to the relatively complex nature of the Custom Incentive Program, it will be important for Ameren Missouri to alter incentive levels and measure participation as necessary to ensure Program success through achievement of energy savings goals. If, through changing market conditions, it is determined the program that a measure will no longer provide appropriate cost-effective energy savings or drive value to the customer, Ameren Missouri will take the necessary steps to withdraw the program measure from the market and reallocate funds and energy savings into the other Program measures.
Marketing Strategy	Marketing efforts will focus on trade allies, program partners, and customers. Key pillars of the marketing strategy for the C&I Custom Program include: • **Education:** Implementer will play an important role in training and educating the trade ally sales staff. The Implementer will assist trade allies in identification of measures qualifying for incentives; identify the different application options, and how to effectively sell the program to customers. The Program may also provide direct education to customers regarding energy efficiency strategies, technologies, and Program incentives. • **Marketing Materials:** Materials will be provided to the customers to further enhance Program awareness and increase market penetration. • **Direct Mail** This marketing vehicle will require a targeted approach, identifying for the customer potential efficient measures based on common business operating characteristics and building types. • **Associations:** 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. • **Highlight successfully completed projects**. Ameren Missouri will selectively choose projects to display the process and benefits of the Custom 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. • **Trade Allies** – Ameren Missouri will continue to utilize the growing trade ally network as salespersons for the Program. Proper training will be given to these Program partners to ensure that any business development activities are conducted to achieve Program goals. • **Inter-program Marketing**. It is common for customers to apply for other program incentives only to find the equipment does not satisfy that incentive Program's requirements. This is an opportunity to send the project to other incentives for further engineering analysis and review. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction as well as increasing probability of meeting statutory energy savings goals. • **Market Segmentation**. To more effectively penetrate the Ameren Missouri markets, a targeted marketing approach will be used. Separating the Program's marketing campaign to focus on

specific customer types (hospitality/lodging, grocery/convenience store, etc.) will increase customer interest and drive installations.

EM&V Requirements

A third-party evaluation contractor will be responsible for evaluation and verification of the Business. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross Program energy and demand impacts.

A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, Program ally interviews, and database and Program logic model reviews.

Estimated Participation

Annual Installations

End-use	2013	2014	2015	Total
Air Comp BUS	2,739	3,018	5,510	**11,268**
Cooking BUS	64	68	87	**219**
Cooling BUS	9	12	18	**40**
HVAC BUS	331	350	469	**1,150**
Lighting BUS	20,110	17,940	21,031	**59,081**
Miscellaneous BUS	14	17	28	**60**
Motors BUS	150	161	230	**542**
Process BUS	360	371	508	**1,238**
Refrigeration BUS	240	250	420	**910**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 3,885,447	$ 4,234,739	$ 6,622,269	**$ 14,742,454**
Admin	$ 5,863,559	$ 6,074,490	$ 8,611,556	**$ 20,549,605**
Total	**$ 9,749,005**	**$ 10,309,229**	**$ 15,233,825**	**$ 35,292,059**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	48,682,732	50,169,817	72,756,732	**171,609,281**

Cost-effectiveness

Program Cost-Effectiveness	
Program	**TRC**
Business Custom Incentive	1.77

PROGRAM	**Business Retro-commissioning Incentive Program**
Objective	This Program will deliver energy and demand savings by helping building owners benchmark existing building performance levels, identify building operating system performance optimization improvements, and where applicable, provide financial incentives to assist with the implementation of the recommended efficiency improvements.
Target Market	Business (non-residential) customers including commercial, industrial, and institutional.
Program Duration	January 2013 – December 2015
Program Description	Ameren Missouri will continue to leverage the existing infrastructure of qualified contractors and marketing partners that has delivered measureable energy savings in the 2009-2011 implementation period. The Program will seek to identify efficiency opportunities associated with existing mechanical, electrical and thermal systems in nonresidential buildings by providing options for modifying existing controls. Equipment that is found to be inefficient and outdated under this program may qualify for incentives under the Custom Incentive Program. This program also assists customers in improving their operation and maintenance practices via compressed air and process system upgrades.

Eligible Measures & Incentive Strategy

The following deemed savings estimates, effective useful lives, and incremental costs reflect common measures found in retro-commissioning projects. The incentive levels are estimated and will be verified by the implementation team prior to Program launch and are subject to change based on implementer experience and expertise. Ameren Missouri and its implementer will combine national best practice with actual experience to set an adequate payback period to drive customer adoption.

End-Use Details*				
End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Air Comp BUS	680	0	$ 54	10
HVAC BUS	476,933	267	$ 135,490	13
Lighting BUS	874,046	133	$ 125,238	5
Process BUS	398,611	62	$ 41,419	15
Refrigeration BUS	601,486	73	$ 239,846	10

*-represent 1st year costs and savings

Implementation Strategy

The implementer will manage the implementation of the program, rebate fulfillment, oversee survey and implementation of efficiency measures, and provide engineering review for each project. Project qualification process will follow the following methodology.

- Retro-commissioning agents identify potential candidates for the program.
- A study is conducted to assess the viability of the project and determine energy savings and cost estimates. After engineering analysis and verification of estimated savings has been completed, the implementer 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.
- Following the facility audit, efficiency upgrades will be recommended by the trade ally, reviewed and approved by the implementer, and completed by the customer. Potential efficiency improvements include but are not limited to: compressed air leak identification, system controls calibration, energy management systems, and variable speed drive tune-ups.
- After the implementation stage, an ex post verification will take place to ensure proper installation and adherence to stipulated implementation guidelines. Once the project has been completed, inspected, and approved by the implementer, an incentive check will be delivered to the customer.

Program Response to Evolving Markets	Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, technology advances, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure Program success through achievement of energy savings goals. If, through changing market conditions, it is determined that a measure or incentive program will no longer provide appropriate cost-effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.
Marketing Strategy	Ameren Missouri and its implementation contractors will continue to follow a multi-faceted approach for marketing the Business Retro-commissioning Program. Primary marketing strategies include: • **Trade Ally Marketing** – provide the contractors conducting surveys and implementing measures with necessary marketing materials, education, and awareness training allowing them to effectively and accurately promote the program to customers. • **Customer Marketing** – with assistance from the Community and Business Relations Department of Ameren Missouri, the Retro-commissioning Incentive Program will target nonresidential customers that will benefit from building systems upgrades. Educational seminars will focus on RCx related technologies and Program information. • **Web Marketing** – leverage the existing Company website to educate consumers on how the program works as well as listing qualified trade allies to complete the work. • **Print Ads** – strategically place advertisements for the program in industry publications, local newspapers, press releases, and other periodicals that will reach a large audience of potential customers.
EM&V Requirements	A third-party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts. A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, Program ally interviews, and database and Program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Air Comp BUS	3	3	5	**11**
HVAC BUS	4	4	4	**11**
Lighting BUS	165	175	224	**563**
Process BUS	46	45	45	**137**
Refrigeration BUS	27	26	35	**88**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 145,811	$ 150,627	$ 190,431	**$ 486,869**
Admin	$ 204,730	$ 207,149	$ 182,558	**$ 594,438**
Total	**$ 350,541**	**$ 357,776**	**$ 372,989**	**$ 1,081,307**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	2,351,756	2,363,304	2,844,661	**7,559,721**

Cost-effectiveness

Program Cost-Effectiveness	
Program	**TRC**
Business Retro-Commissioning	1.70

PROGRAM	Business New Construction
Objective	The primary goal of this Program is to capture energy savings available in new building construction, major renovations, or tenant build-outs in Business facilities. Due to the latest economic fluctuations and the limited access to capital, many companies have delayed new construction or major build-outs. To help encourage customer activity, Ameren Missouri will offer multiple paths for the customer to utilize the New Construciton Program in their new construction projects.
Target Market	Business (nonresidential) customers constructing a new building, major tenant build-out, or renovation in the planning and design phase. Customers can be in commercial, industrial, or targeted institutional market segments.
Program Duration	January 2013 – December 2015
Program Description	The New Construction Program serves to encourage energy efficient building practices within the Ameren Missouri service territory. There are several market barriers to overcome, including high first cost, lack of building construction activity, and market adoption of these high efficiency building design and construction practices. Through increased education and training as well as financial incentives, Ameren Missouri will attempt to influence the market and promote efficient building design and construction. It is vital that Ameren Missouri work closely with the design/construction community to identify adoption barriers, clarify needs of the industry, and propose solutions to overcome these barriers. Targeted marketing and training will be utilized to further move the market and transform building practices. It is important to offer the building community multiple options for their specific projects. This program will be available for new building construction and major build-outs/renovations to existing facilities. The program will accommodate any phase of construction where Program incentives can drive incremental energy efficiency improvements.

Eligible Measures & Incentive Strategy

End-Use Details*				
End-use	kWh Savings	kW Savings	Incremental Cost	Effective Useful Life
Cooling BUS	150,732	119	$ 57,599	19
HVAC BUS	646,154	361	$ 151,622	10
Lighting BUS	1,608,804	244	$ 604,273	13
Refrigeration BUS	10,600	1	$ 3,653	12
Water Heating BUS	97,465	77	$ 15,882	15

*-represent 1st year costs and savings

Implementation Strategy

The Implementation team will be responsible for program implementation, project management, design and technical assistance, and Program participant recruiting. Key implementation steps include:

- Recruiting new construction projects within the developer/design markets through targeted marketing strategies and focused training sessions.
- Application assistance and review. Applications will be reviewed by the Implementer as they are received. The Implementer will assist customers in the application process to ensure the application is properly filled out and to foster a positive image of the Program within the design industry.
- Once the application is approved, the customer can begin construction. After completion, the Implementer will verify proper measure installation and ensure the project meets the necessary project design specifications and building code stipulations.
- Incentive fulfillment. Once the project is reviewed and proper QA/QC has been completed, the customer receives incentive payment.

Program Response to Evolving Markets

Due to the unpredictable nature of the market place, Ameren Missouri 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. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure Program success through achievement of 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, Ameren Missouri will take the necessary steps to withdraw the program from the market and reallocate funds and energy savings into the other Programs.

Marketing Strategy	Marketing efforts will focus on trade allies and Program partners. Key pillars of the marketing strategy for the Business New Construction Program include: • **Education:** Implementer will play an important role in training and educating the trade ally sales staff. The Implementer will assist trade allies in identification of measures qualifying for prescriptive incentives; identify the different application options, and how to effectively sell the program to customers. • **Marketing Materials:** Materials will be provided to the customers to further enhance Program awareness and increase market penetration. • **Direct Mail:** This marketing vehicle will require a targeted approach, identifying potential efficient installs based of business operating characteristics and building types. • **Associations:** 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. • **Highlight successfully completed projects**. Ameren Missouri will selectively choose projects to display the process and benefits of the Custom 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. • **Trade Allies** – Ameren Missouri will continue to utilize the growing trade ally network as salespersons for the program. Proper training will be given to these Program partners to ensure that any business development activities are conducted to achieve Program goals. • **Inter-program Marketing**. It is common for customers to apply for other Program incentives only to find the equipment does not satisfy that incentive program's requirements. This is an opportunity to send the project to other incentives for further engineering analysis and review. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction as well as increasing probability of meeting statutory energy savings goals. • **Market Segmentation**. To more effectively penetrate the Ameren Missouri markets, a targeted marketing approach will be used. Separating the Program's marketing campaign to focus on specific customer types (hospitality/lodging, grocery/convenience store, etc.) will increase customer interest and drive installations.
EM&V Requirements	A third-party evaluation contractor will be responsible for evaluation and verification of Program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross Program energy and demand impacts. A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, Program ally interviews, and database and Program logic model reviews.

Estimated Participation

Annual Installations				
End-use	**2013**	**2014**	**2015**	**Total**
Cooling BUS	1	1	2	**4**
HVAC BUS	12	21	35	**69**
Lighting BUS	848	1,239	1,663	**3,749**
Refrigeration BUS	6	9	18	**33**
Water Heating BUS	1	1	1	**3**

Estimated Budget

Estimated Annual Budget				
Year	**2013**	**2014**	**2015**	**Total**
Incentive	$ 329,851	$ 518,302	$ 880,272	**$ 1,728,424**
Admin	$ 478,780	$ 731,256	$ 1,202,132	**$ 2,412,167**
Total	**$ 808,631**	**$ 1,249,557**	**$ 2,082,403**	**$ 4,140,591**

Savings Targets

Annual kWh Savings Table				
Year	**2013**	**2014**	**2015**	**Total**
kWh Savings	2,513,756	3,773,143	6,071,605	**12,358,503**

Cost-effectiveness

Program Cost-Effectiveness	
Program	**TRC**
Business New Construction	1.36