

**Ameren Missouri Charge Ahead Quarterly Report - ET-2018-0132  
Electric Vehicle Charging – Corridors and Local Incentives  
Report for September 2020**

This report comprises the second quarterly report on the subject case and topics. The report includes this narrative document as well as two associated Excel spreadsheet files. Note the due dates for the quarterly reports for each portion of Charge Ahead are as follows:

Corridors	Initial report due 30 days after the anniversary date of the tariff effective date, or June 26, 2020. Subsequent reports will be provided on a quarterly basis.
Local	Within 90 days of the end of each program quarter. Given the program began on January 13, 2020, the due date is roughly the end of September for the second quarter.

Ameren Missouri has combined these reports since the subject matter is related and for ease of production and review by interested stakeholders. Some data provided for these reports is very current and extends past **August 31, 2020**.

**Corridor Charging Program (background)**

Ameren Missouri pursued a competitive bid "reverse auction" approach to procuring one or more vendors to work with Ameren Missouri business customers to set up the corridor charging per the approved program tariff. The pricing component requested how much incentive from Ameren Missouri would be needed to accomplish the proposed projects to set up the specified charging in designated communities throughout the Ameren Missouri territory. A total of 12 companies and/or partnerships were solicited and seven of those solicited responded. Of the seven responses, five provided sufficient information to score, and two proposals were high quality. In-person interviews were held with the two top proposals. After interviews, LilyPad EV was unanimously confirmed as the best choice for the Charge Ahead Corridors project. LilyPad EV, along with partners ChargePoint and Sachs Electric have been working with customers in the designated communities outlined in the case.

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

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

**Education and Outreach**

We're actively raising awareness of the Corridor Charging Program with education and outreach efforts. Currently, our marketing activities include the following efforts:

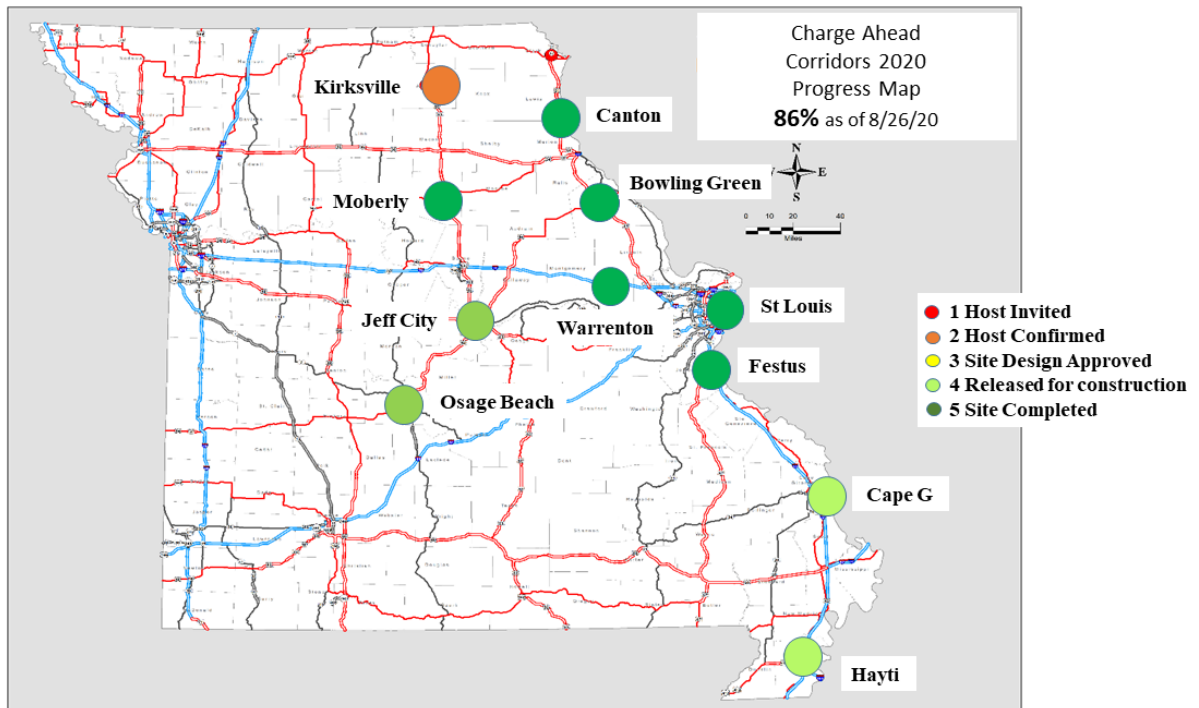
- Earned media (TV news, print publications, radio interviews) and social media (Twitter, Facebook, etc.)
- Outreach to municipalities, business and professional associations through newsletters and speaking opportunities
- Outreach through Key and Regional Account Executives

**Costs**

The following table contains basic project information, including site status and costs:

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

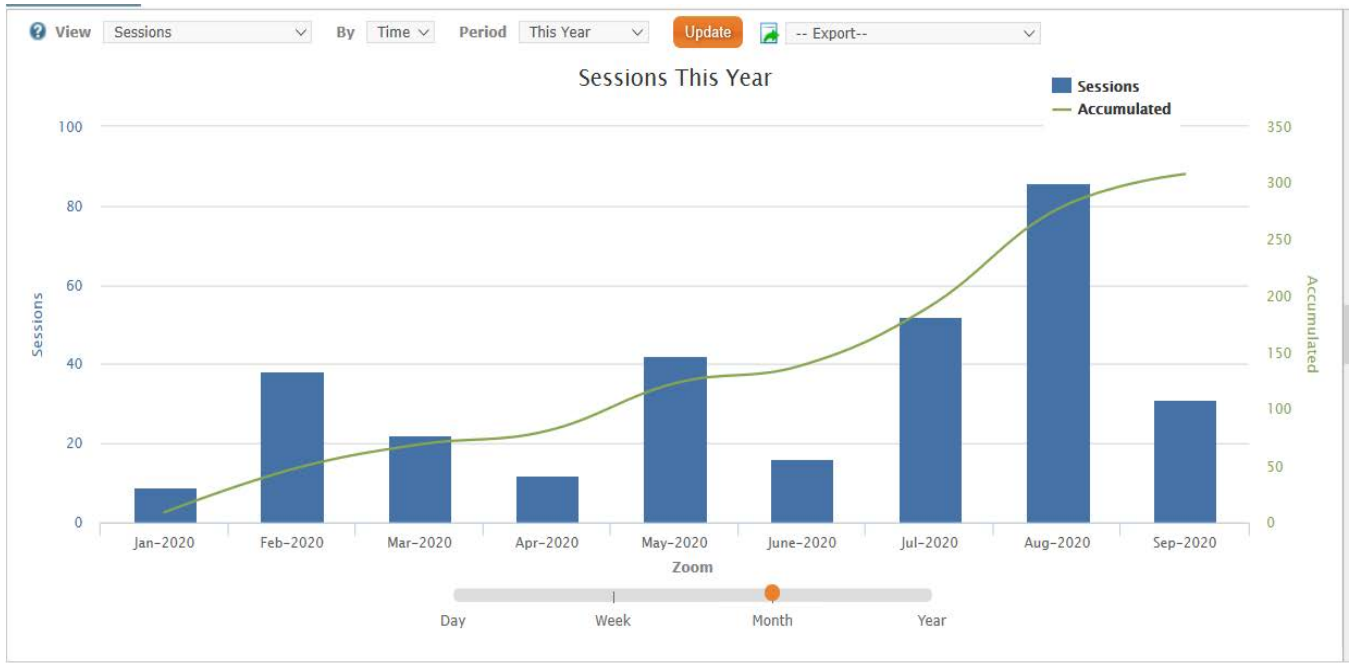
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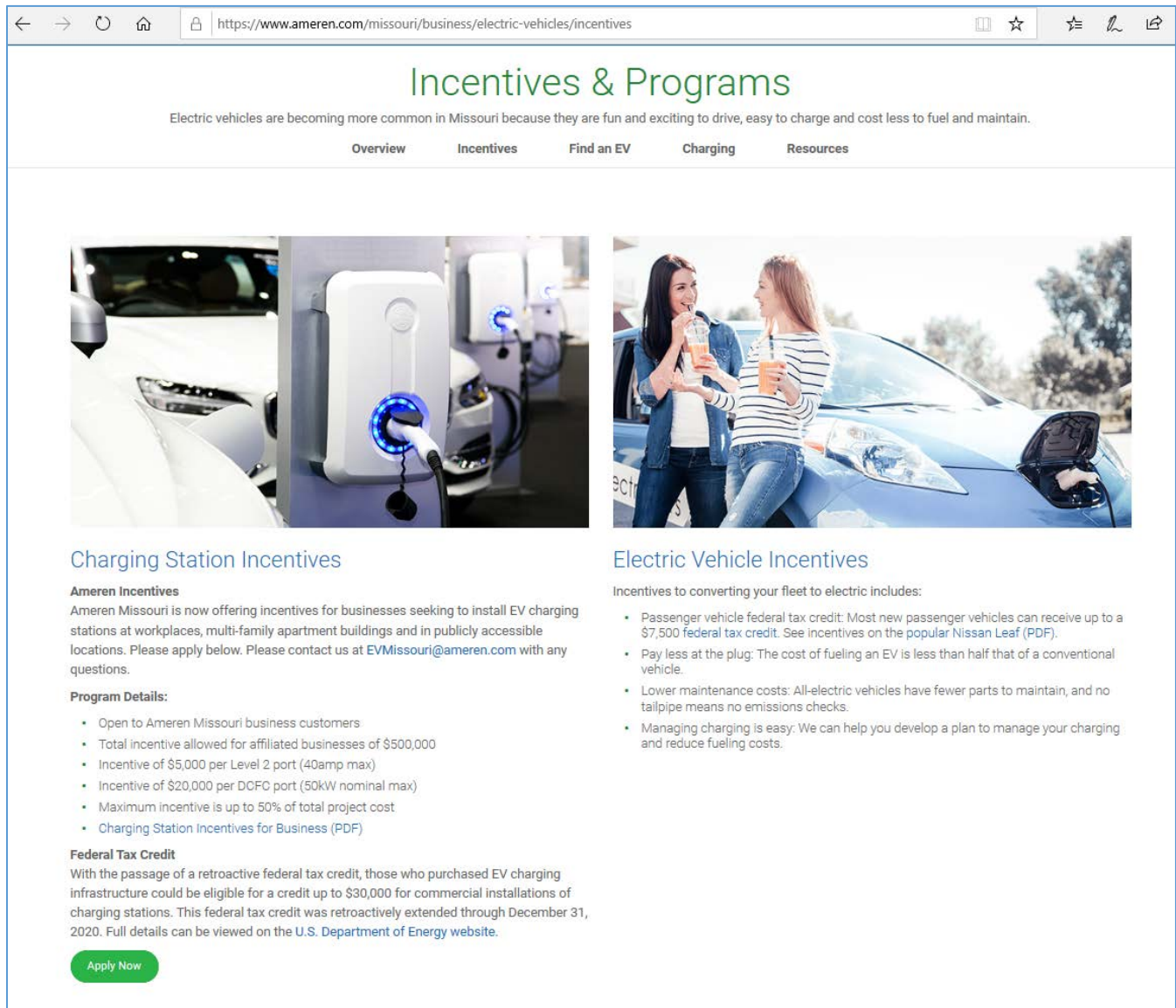
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## Local Charging Incentive Program

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



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

The main content is divided into two columns:

- Charging Station Incentives**: Accompanied by an image of a white electric car at a charging station. The text includes:
  - Ameren Incentives**: Ameren Missouri is now offering incentives for businesses seeking to install EV charging stations at workplaces, multi-family apartment buildings and in publicly accessible locations. Please apply below. Please contact us at [EVMissouri@ameren.com](mailto:EVMissouri@ameren.com) with any questions.
  - Program Details**:
    - Open to Ameren Missouri business customers
    - Total incentive allowed for affiliated businesses of \$500,000
    - Incentive of \$5,000 per Level 2 port (40amp max)
    - Incentive of \$20,000 per DCFC port (50kW nominal max)
    - Maximum incentive is up to 50% of total project cost
    - [Charging Station Incentives for Business \(PDF\)](#)
  - Federal Tax Credit**: With the passage of a retroactive federal tax credit, those who purchased EV charging infrastructure could be eligible for a credit up to \$30,000 for commercial installations of charging stations. This federal tax credit was retroactively extended through December 31, 2020. Full details can be viewed on the U.S. Department of Energy website.
- Electric Vehicle Incentives**: Accompanied by an image of two women sitting on a blue electric car. The text includes:
  - Incentives to converting your fleet to electric includes**:
    - Passenger vehicle federal tax credit: Most new passenger vehicles can receive up to a \$7,500 federal tax credit. See [incentives on the popular Nissan Leaf \(PDF\)](#).
    - Pay less at the plug: The cost of fueling an EV is less than half that of a conventional vehicle.
    - Lower maintenance costs: All-electric vehicles have fewer parts to maintain, and no tailpipe means no emissions checks.
    - Managing charging is easy: We can help you develop a plan to manage your charging and reduce fueling costs.

A green "Apply Now" button is located at the bottom left of the page content.

Thank you for your interest in this program.

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

**Your Contact and Business Information**

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

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

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

**Project Information**

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

**Estimated Costs**

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

Are you ready to begin your application?

[Begin Application](#)

### Administrative and Education Costs

The administrative costs associated with the Local Charging Incentive Program include development of the application portal and workflow management system developed by Applied Energy Group (AEG). The education costs include the Auto Show and Watt Time Pilot program; see pictures of the Auto Show below. The cost to-date through September for total administrative and educational costs is approximately \$144,304 and includes the following costs:

- AEG administrative costs \$66,888
- Auto Show (event facilitated by Reach) \$60,835
- Auto Show (charging station exhibits) \$9,461
- Watt Time Pilot \$7,120 (Still in progress)

### Education and Outreach Activities

We're actively raising awareness of the Local Charging Incentive Program with education and outreach efforts. Currently, our marketing activities include the following:

- Electric Vehicle Partners (EVP) Network – these are trade allies for EV support
- Outreach to municipalities, business and professional associations
- Outreach through Key and Regional Account executives
- Direct email marketing to large and mid-size business customers
- Traditional and earned media (TV, print publications, radio) and social media (Twitter, Facebook, etc.)

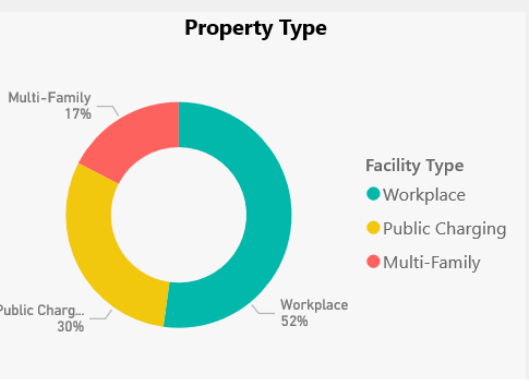
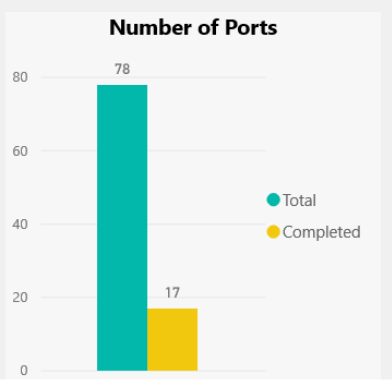
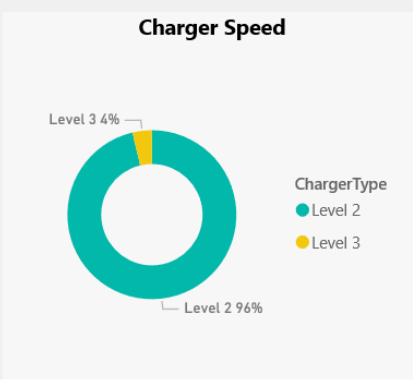
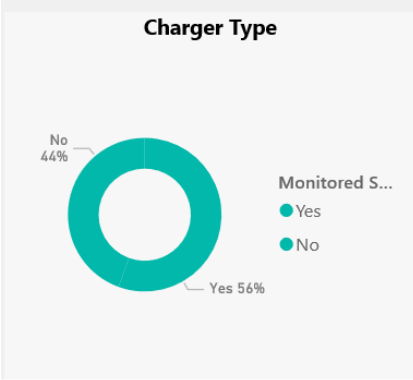
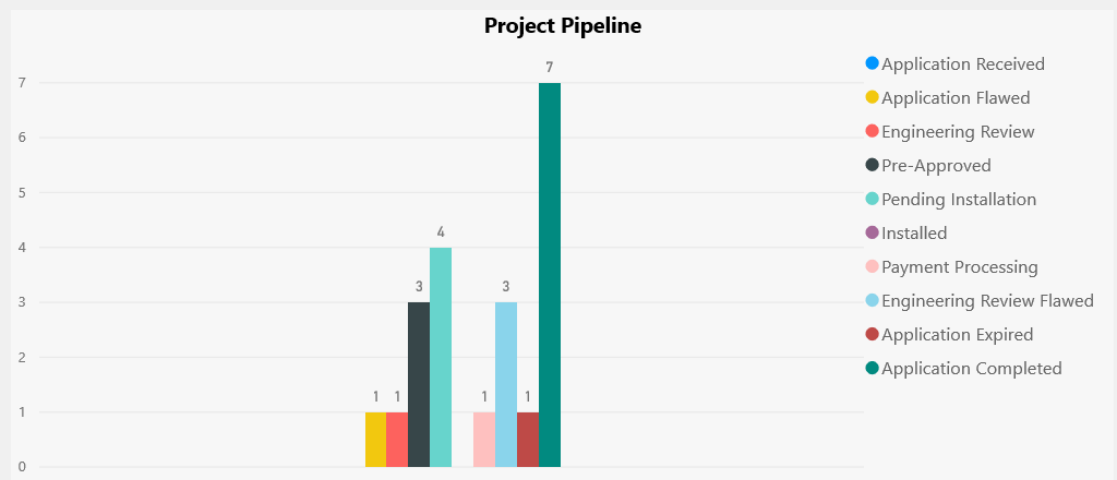
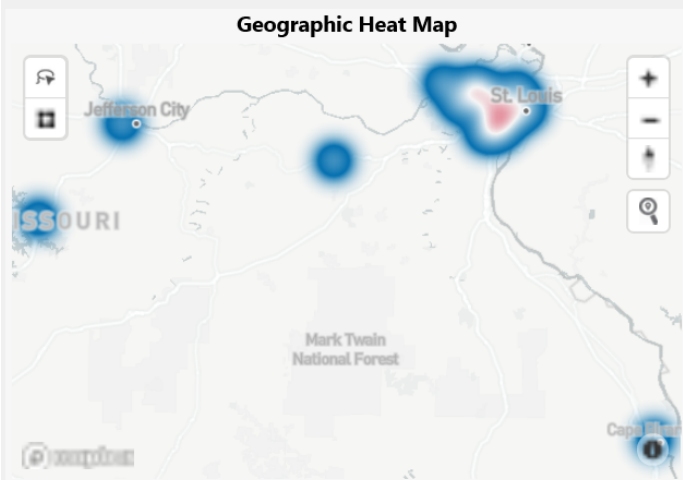


# Charge Ahead – Local Incentives Dashboard Statistics – Snapshot 9-11-2020

Remaining Incentive Budget

Data refreshed (EST): 09/11/2020 08:23:11

\$990,000 Multi-Family	\$2,991,558 Public Charging	\$1,970,132 Workplace	\$5,951,690 Total
23 Applications Received	8 Projects Completed	\$13,571 Incentives Committed	\$48,308 Incentives Paid





### Smart Charging vs. Basic Charging

For each of the completed projects listed below, the customers have identified their charging equipment as being a "smart charger." We are currently reaching out to these customers to acquire any utilization data if they are actually collecting data.

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### Ameren Missouri Revenues

Revenues related to EV charging can be categorized as "Direct" or "Indirect." Direct EV revenues are those that arise from incremental electricity sold by the Company which flowed through chargers that were incented by the program. Indirect revenues are those for revenues estimated to arise from all EVs in the service territory, which may be served in part through chargers that exist due to the program. These revenues are estimated based on vehicle registrations and various assumptions about their charging behaviors.

### Direct Revenues from Corridors

This chart represents the monthly direct revenue data for the corridor sites listed below.

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*\*This month included a partial month of read data and a partial month of estimated data. The estimated data did not include a kW estimate as the customer is 2M and is not billed with a demand charge.*

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

Through August 31, 2020, there have been no Local Charging Incentive Program projects with a dedicated meter. Based on the 17 installed chargers (at 7 locations) at current date, Ameren Missouri estimates a total annual direct load/revenue of \$8710.76 to \$11792.17 Ameren estimates a total annual direct energy of approximately 163,056 kWh. Please refer to included work papers for information by location. Please note that the variability relates to an estimate of billing demand. The high end of the range assumes that, for all customers on rates which include a demand charge,

the charging demand coincided with customer billing demand in all months. The low end of the range assumes that the charging demand never coincided with the customer billing demand in any month.

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

Ameren Missouri receives a snapshot of Missouri registrations from IHS MarkIT on a quarterly basis, approximately seven weeks after the end of the calendar quarter. This report includes baseline and current data through **June 2020** that reflects numbers for Ameren Missouri territory. See Power BI visual depiction shown at end of this report.

An attachment to this report is the Excel spreadsheet, "AMO Charge Ahead – Revenue Workbook 9-15-20," which contains the EV counts by county and type of EV. Note these counts have been proportioned for the percentage of households served by Ameren Missouri in each county.

Ameren Missouri estimates indirect energy load of 24,728,140 kWh and indirect revenue in a range of \$1,915,412 to \$2,039,663. The variability in revenue range relates to a variable estimate of where charging is occurring (Multifamily, Workplace, or Public).

# EV Registration Data as Power BI Visuals

**6,046**  
AMO EV Total

Year	Quarter	Ameren EV Total	Quarterly Change
2020	Qtr 2	6,046	222
2020	Qtr 1	5,824	357
2019	Qtr 4	5,467	247
2019	Qtr 3	5,220	515
2019	Qtr 2	4,705	341
2019	Qtr 1	4,364	323
2018	Qtr 4	4,040	538
2018	Qtr 3	3,503	325

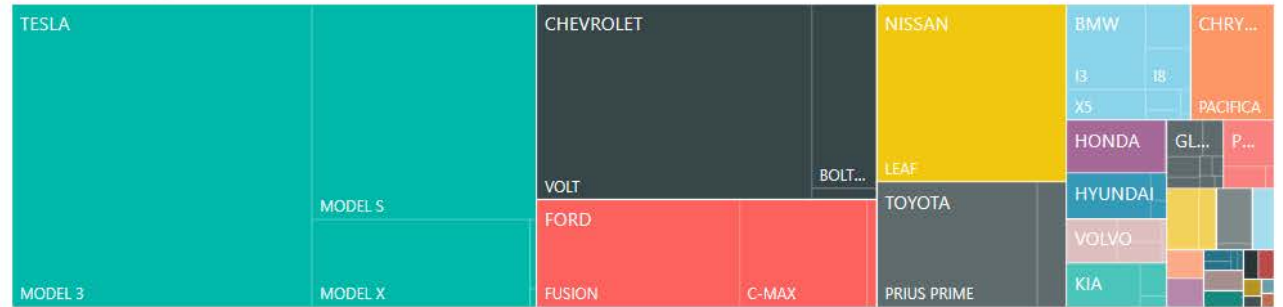
Ameren EV Total, Ameren PHEV Total and Ameren BEV Total by DATE and STATE



State\*County



Ameren EV Total by MAKE and MODEL



Ameren EV Total by COUNTY and DATE

