



**Ameren Missouri PY21
PAYS Results**

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PY21 Participation Summary



Project Status	Total Count	% of Enrolled
Enrolled	1,048	100%
Tier 1: Visual Inspection of Home and Receipt of Direct Installs	550	52%
Tier 2: Completed Home Assessment	350	33%
Received Easy Plan	297	28%
Tier 3: Projects Closed	66	6%

PY21 Tier 3 Participant Summary



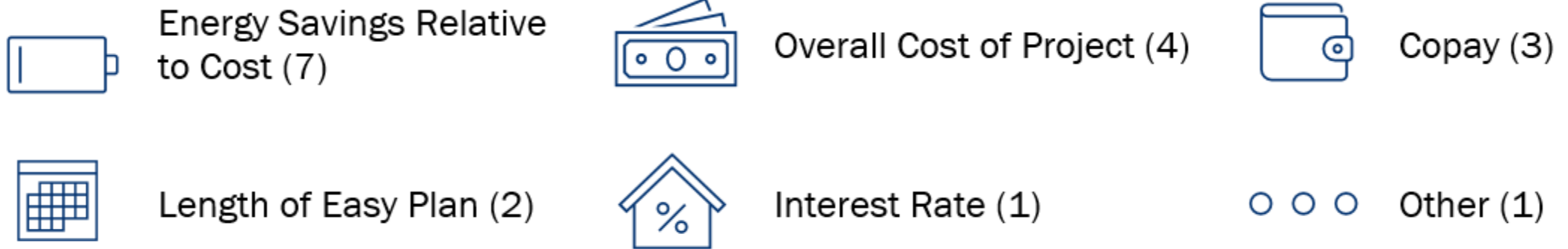
Characteristic	Number of Tier 3 Participants	Percent of Tier 3 Participants
Primary Heating Fuel		
Electric	49	74%
Gas	17	26%
Owner/Renter Status		
Owner	65	98%
Renter	1	2%
Copay Details		
Not Required	20	30%
Required	46	70%
Average Amount (when required)	\$2,912	

PY21 Results Compared to Goal



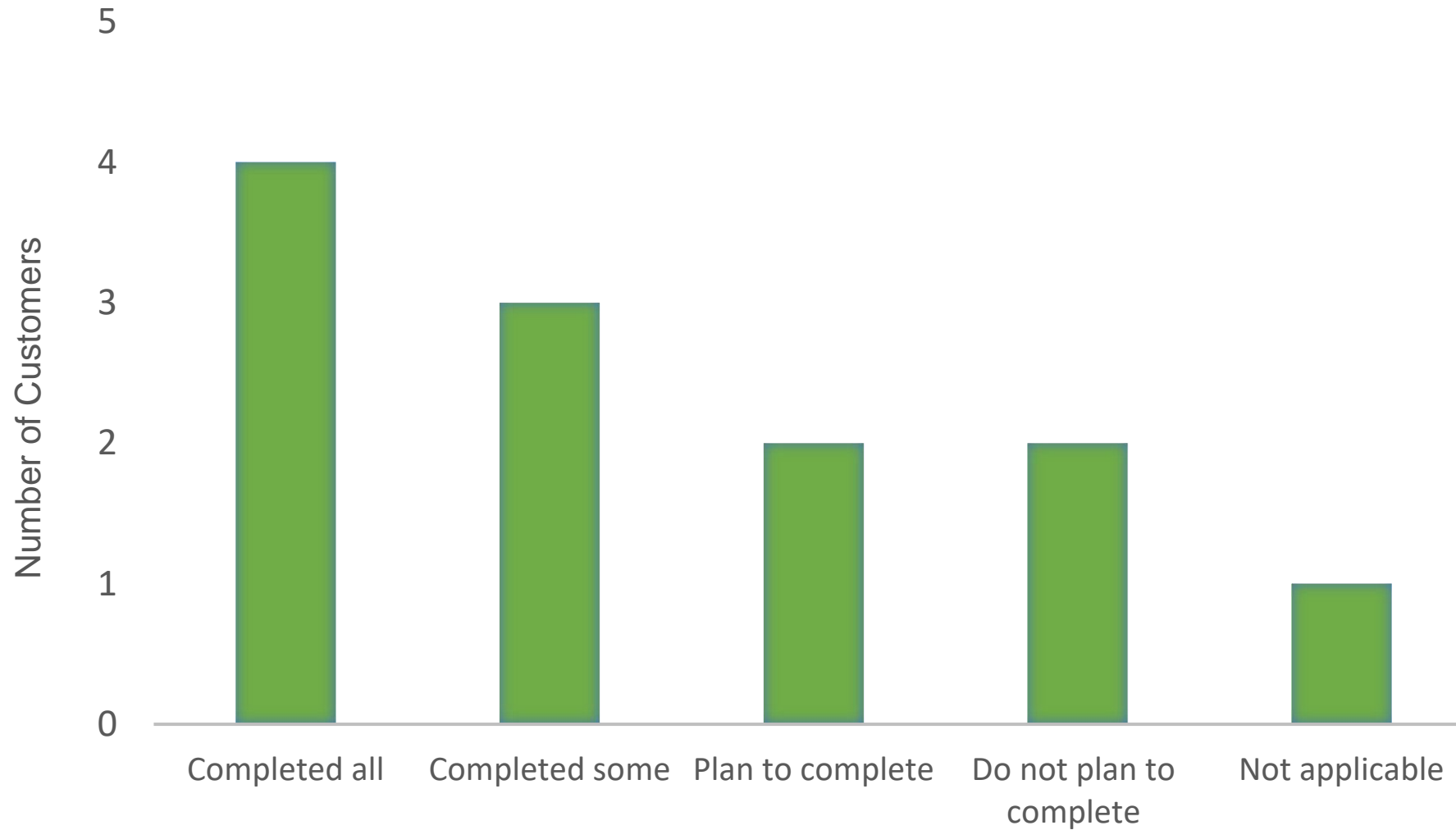
Metric	Results	Target	% Target Achieved
Electric Savings (MWh)	670	4,367	15%
Demand Savings (MW)	0.08	2.04	4%
Financing	\$334,778	\$5,000,000	7%

Barriers to Tier 3 Participation



Note: Participants could identify multiple barriers to moving forward with their project.

Recommendations Completed Outside the PAYS Program



Recommendations for Improvement

- Minimize copays through more precise customer targeting and/or by moving forward with plans to incorporate gas measures.
- Manage expectations through marketing materials, particularly among customer segments that are likely to incur a copay.
- Consider consistently tracking reasons for project abandonment to better understand barriers to Tier 3 participation.
- Consider targeted marketing among renter and landlord populations, including in multifamily residences.
- Consider following up with customers who receive an Easy Plan but do not move onto Tier 3 to determine if they are interested in installing the recommended measures without the financing through other Ameren Missouri programs.

Recent Changes to PAYS

- Interest rate reduced from 4% to 3%
- Launched co-delivery with Spire and Ameren Missouri gas
- Follow an “all fuels” rule

Qualifying Project - Project scope of work meeting Program criteria (Project cost, including Program Partner pricing and Program fees, is equal to or less than 80% of the estimated post upgrade cost savings from all major fuel sources, over 80% of the upgrade Estimated Life).

Full evaluation reports are available on EFIS Docket EO-2018-0211

