

Midpoint Business Solutions Report



Program Overview



- Business solutions incentive pilot program case ET-2021-0020
- \$1.9M budget cap (20% limit for administrative and marketing expenses)
- Targeted to promote off-road vehicles to electrify including:
 - Truck Refrigeration Units (ETRU)
 - Class I Electric Lift Trucks with a capacity greater than 6,000 pounds

Mid-point Filing Requirements



- Program information, by type of equipment (TRU, High Capacity Lift Trucks):
 - Physical address, account number, and account billing schedule, as well as (as applicable) locations of the participating customers' affiliated entities also participating in the incentive program;
 - Incentives paid; and
 - Equipment power levels;
- Direct load/revenues by location for separately metered program measures;
- Estimated direct load/revenues by location for program measures that are not separately metered, with work papers;
- Total administrative cost breakdown including a detailed description of advertising and education activities to date; and
- To the extent allowed by the available equipment and associated data, an analysis of any correlation of equipment usage with customer billing demands, system coincident peak loads as well as non-coincident peak loads, including equipment impact on customer loads during peak and off-peak periods.

Expenditure Review



Category	Vendor	Amount (As of 12/1/2022)
Incentives		\$5,000
Administration (Portal)	Applied Energy Group	\$55,878
Education and Marketing	Reach Strategies	\$28,063
Total		\$88,941

- Applied Energy Group costs are for application portal build and on-going monthly hosting fees
- Reach Strategies helped design marketing and education handouts as well as overall marketing strategy guidance
- Monthly breakdown can be found in the spreadsheet “Off road spend as of 12-1-2022.xls”

Incentive Overview



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Revenue Estimate



- No access to data to inform how lift truck demand will impact monthly billing demand, so a range has been provided.
- Estimated annual revenue range:
 - **\$3,157.12 - \$3,867.18**

	To	Number Of Days	Seasonal Assumption	Low Incremental Revenue	High Incremental Revenue
10/02/2022	10/31/2022	29	W	\$ 226.53	\$ 301.73
08/31/2022	10/02/2022	32	S	\$ 391.52	\$ 516.80
08/02/2022	08/31/2022	29	S	\$ 354.81	\$ 480.09
07/04/2022	08/02/2022	29	S	\$ 354.81	\$ 492.40
06/02/2022	07/04/2022	32	S	\$ 391.52	\$ 579.36
05/03/2022	06/02/2022	30	W	\$ 227.73	\$ 274.90
04/03/2022	05/03/2022	30	W	\$ 205.59	\$ 205.59
03/03/2022	04/03/2022	31	W	\$ 199.71	\$ 199.71
02/02/2022	03/03/2022	29	W	\$ 173.15	\$ 173.15
01/04/2022	02/02/2022	29	W	\$ 173.15	\$ 183.71
12/01/2021	01/04/2022	34	W	\$ 236.84	\$ 237.97
10/31/2021	12/01/2021	31	W	\$ 221.76	\$ 221.76

Key Points



- Overall incentives paid out have been minimal, which may indicate the incentive amounts are not sufficient to motivate purchasing decisions
- Performance of equipment, batteries and behavior will impact the customer's charging strategy and associated economics
- Educating customers continues to be valuable in promoting off-road electric technologies
- Ameren Missouri's proposal is to significantly reduce on-going administrative costs by cancelling existing AEG contract, but continue to keep incentives available to customers via a manual application process.

Appendix



Application Portal



- Application Process Link:

- https://ameren-or.programprocessing.com/programapplication/?ft=6A706FE0EA5711EBB9B063C1F04DBC3E&_gl=1*1xuabm3*_ga*MjAxMDg3NjMzOS4xNjE3OTA2Njk0*_ga_8C6F435CY5*MTY2OTczNzMxMi4xMTAuMS4xNjY5NzM3NDk0LjAuMC4w



Clean Electrification Off Road Incentive Program

[Apply Now](#) [My Applications](#) [Contact Us](#)



Thank you for your interest in the Ameren Clean Electrification program.

Marketing Materials



- 2 informational brochures created
- Consultative selling approach which includes a discussion on how charging behavior can impact the economics of the equipment including impacts of time of day rate structures
- Company welcomes feedback on marketing materials and associated messaging

AMEREN MISSOURI CLEAN ELECTRIFICATION PROGRAM

Incentives for High Capacity Lift Truck Customers
Ameren Missouri has launched an incentive program to support our business customers in the transition to electric high capacity lift trucks. Program details included:

- Available to all Ameren Missouri business customers
- Pre-approval required prior to purchase
- Reserved for class I applications with a lifting capacity above 6,000 lbs.
- Incentive of \$2,500 per lift truck purchase
- Maximum incentive of up to \$50,000 per affiliated entity

Benefits
The transition from combustible technology to electrification provides a multitude of benefits for your business including improved safety, reduced costs and frequency of maintenance, and significantly reduced fuel costs. These considerations are significant variables in managing cost as companies seek alternatives to improving profitability.

Safety

- Less heat and vibration, resulting in quieter operation creating safer surroundings
- Programmable to the operator

Maintenance

- 85% fewer moving parts resulting in elimination of fluids disposal
- 3-5 times less costly to maintain

Fuel

- On average, 3-4 times the range
- Electric kWh rates historically lower than diesel
- Elimination of onsite storage

Environment

- Elimination of tailpipe emissions
- Improved working environment
- Air circulation, for the purpose of air quality, is eliminated
- Support CSR and sustainability goals

Ameren Missouri is Here To Help
A no-cost fleet consultation includes:

- Electric feasibility modeling
- Evaluation of existing fleet
- Battery/charger/lift truck recommendations for the specific tasks
- Fleet right-sizing recommendations
- Safety improvement considerations
- A professionally bound report for internal case-making and reference

Facts About Electrification

- Electric technology has greatly advanced in the last ten years. The need to own two batteries for every lift truck is the exception, not the rule. Nearly every application has a single battery solution.
- Today's lift truck is programmable for varying travel-lift-lower speeds and tuned to the ability of your drivers.
- Electric lift trucks perform, equal to or better, than their combustible counterpart in outdoor environments.

AMEREN MISSOURI CLEAN ELECTRIFICATION PROGRAM

OFF ROAD ELECTRIC TRUCK REFRIGERATION UNIT INCENTIVE PROGRAM
A Smart Energy Partner Invested in Your Business's Success

Ameren Missouri is your energy advisor and here to help.



Find more information or contact us:
AmerenMissouri.com/eTRUs
EVMissouri@ameren.com