

**BEFORE THE PUBLIC SERVICE COMMISSION**  
**OF THE STATE OF MISSOURI**

In Re: Union Electric Company's )  
2008 Utility Resource Filing Pursuant to ) **Case No. EO-2007-0409**  
4 CSR 240- Chapter 22 )

**NOTICE REGARDING PRESENTATION BY AMERENUE**

Issue Date: September 25, 2008

In August 2008, the Commission scheduled and later cancelled an agenda presentation from Steve Kidwell, AmerenUE's VP for Regulatory Affairs, regarding AmerenUE's energy efficiency initiative. Since this presentation is related to AmerenUE's IRP, the Commission intends to hear Mr. Kidwell's presentation as part of the on-the-record presentation set for October 7.

A copy of the planned presentation was previously filed as an ex parte contact in the current AmerenUE rate case, ER-2008-0318, and is attached to this notice.

**BY THE COMMISSION**

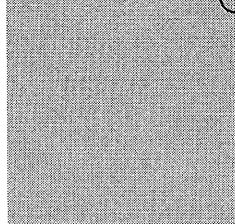
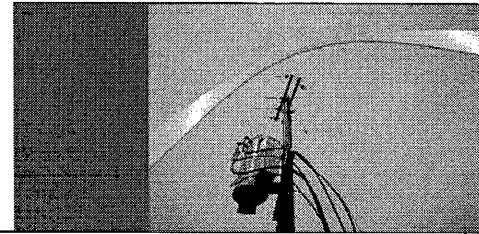


Colleen M. Dale  
Secretary

( S E A L )

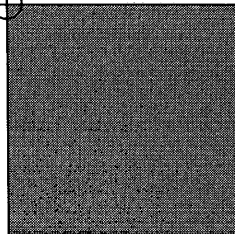
Dated at Jefferson City, Missouri,  
on this 25<sup>th</sup> day of September, 2008.

Woodruff, Deputy Chief Regulatory Law Judge



# **Energy Efficiency: Transforming the Market to Support Missouri's Energy Independence**

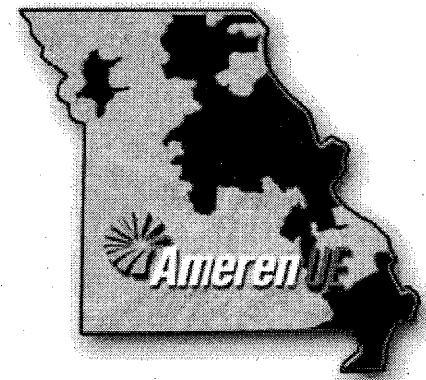
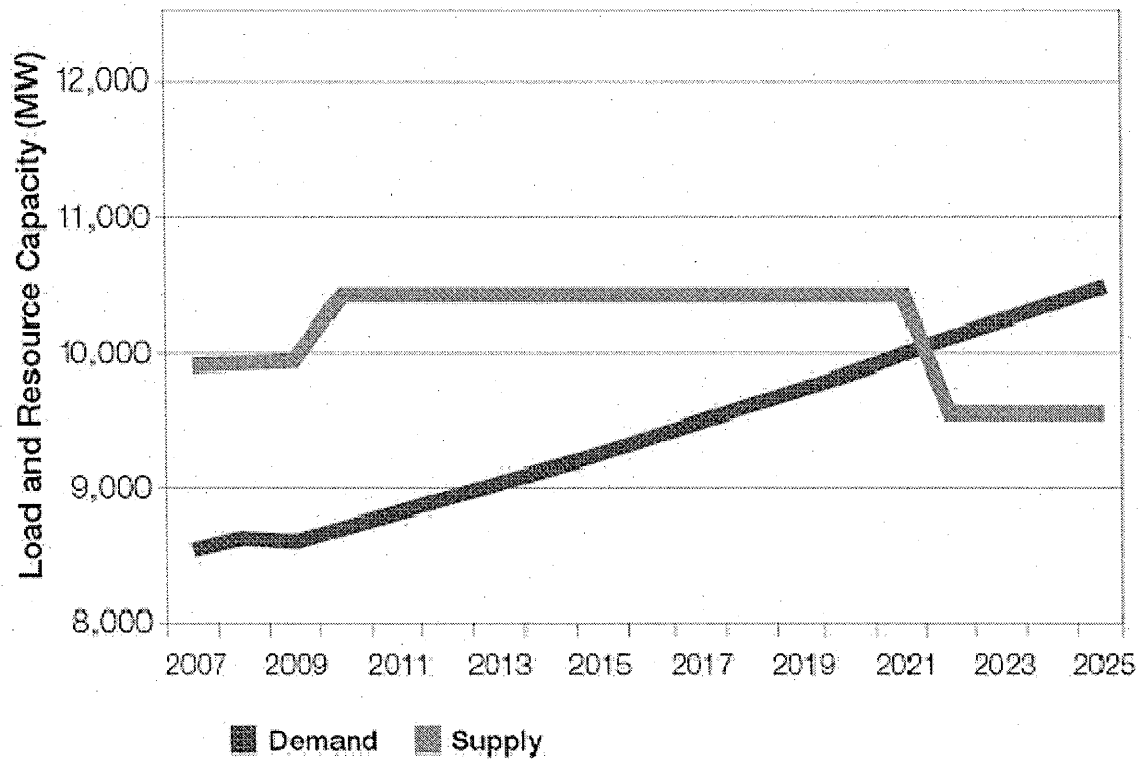
***Steve Kidwell***  
***VP, Regulatory Affairs***



**Listen. Respond. Deliver.**

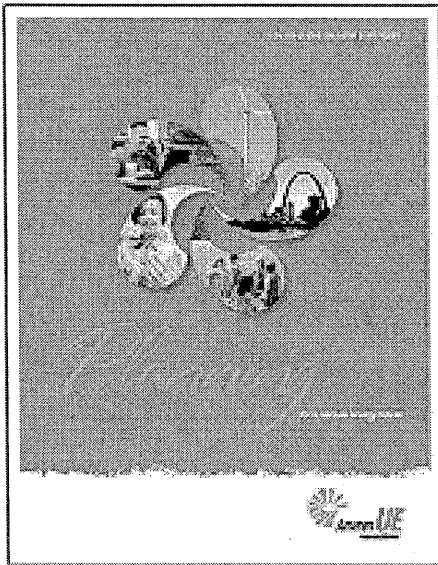
# Meeting Rising Demand

AmerenUE Load and Resource Capacity



# Integrated Resource Plan (IRP)

- Formal planning effort strikes an economic balance between demand-side and supply-side resources
  - Governed by Commission Rules
- Considerable stakeholder review and input from the beginning



## *Sources for meeting demand growth by the year 2025*

- 28% Energy Efficiency & Demand Response
- 15% Renewable Generation
- 57% Future Generation

[www.ameren.com/resourceplan](http://www.ameren.com/resourceplan)

Listen. Respond. Deliver.

# Energy Efficiency

- Increase customer choice/satisfaction
- Reduce emissions
- Large, untapped low-cost energy resource
- Equivalent of creating new sources of power
- Creates local jobs
- Improves energy security

50% Air conditioning and heating

20% Water heater

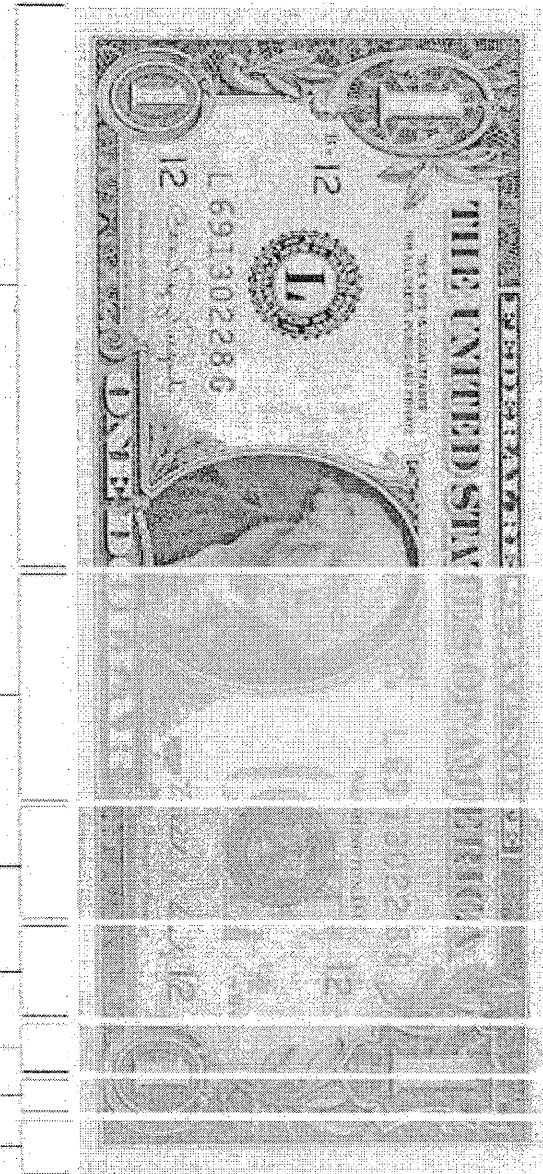
10% Lighting, small appliances

8% Refrigeration

4% Cooking

3% Clothes dryer

5% Other



Where does your energy dollar go?

Source: DOE

Listen. Respond. Deliver.

# Energy Efficiency Program Plan

For all customer classes

- 9 Residential Programs
- 7 Business Programs

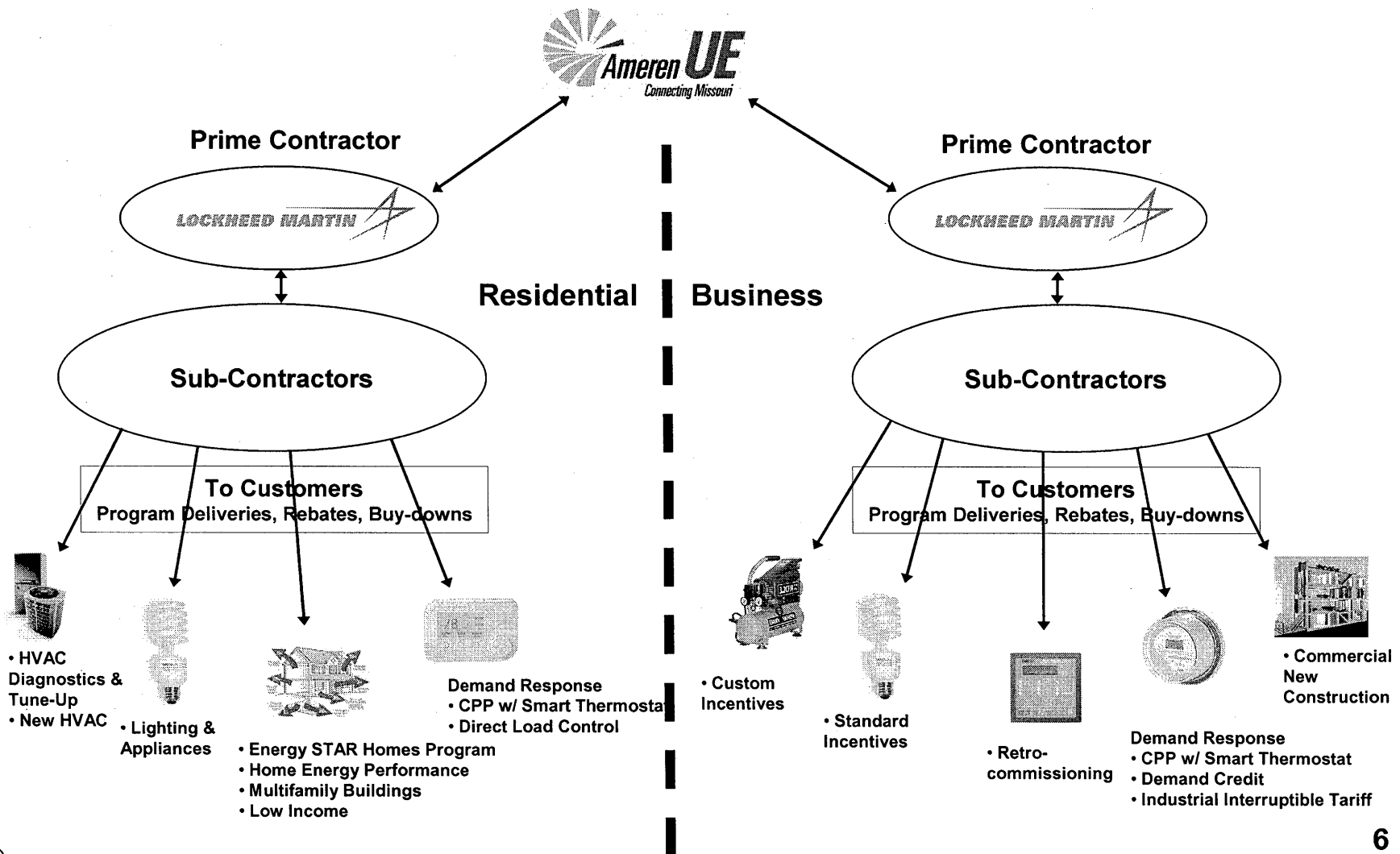
(program years are Oct. to Oct.)

	2009	2010	2011	TOTAL
<b>Energy Savings (MWh)</b> <i>Accumulating Total</i>	106,095	280,362	532,060	<b>532,060</b>
<b>Demand Savings (MW)</b> <i>Accumulating Total</i>	106	131	161	<b>161</b>
<b>Budget</b>	\$24.5 million	\$31.9 million	\$39.1 million	<b>\$95.5 million</b>

Goal of 540 MW by 2025

Listen. Respond. Deliver.

# Energy Efficiency / Demand Response Programs

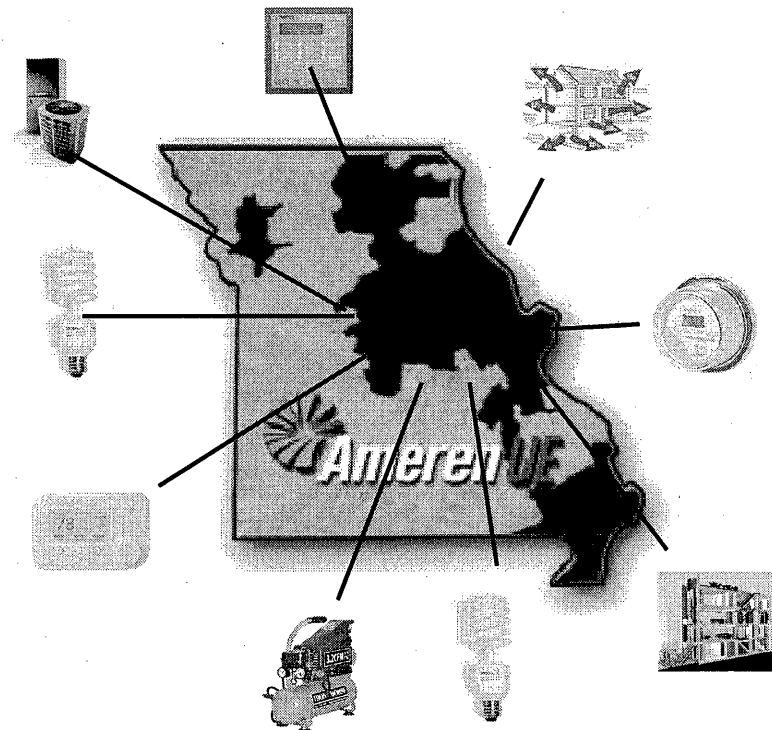


Listen. Respond. Deliver.

# Commitment

***Lockheed Martin is sharing the performance risk associated with the delivery of these contracts.***

- Customer Satisfaction (residential & some small commercial)
- Programs offered to all Customer Segments
- Achieve MWh savings 20% higher than proposed IRP goals



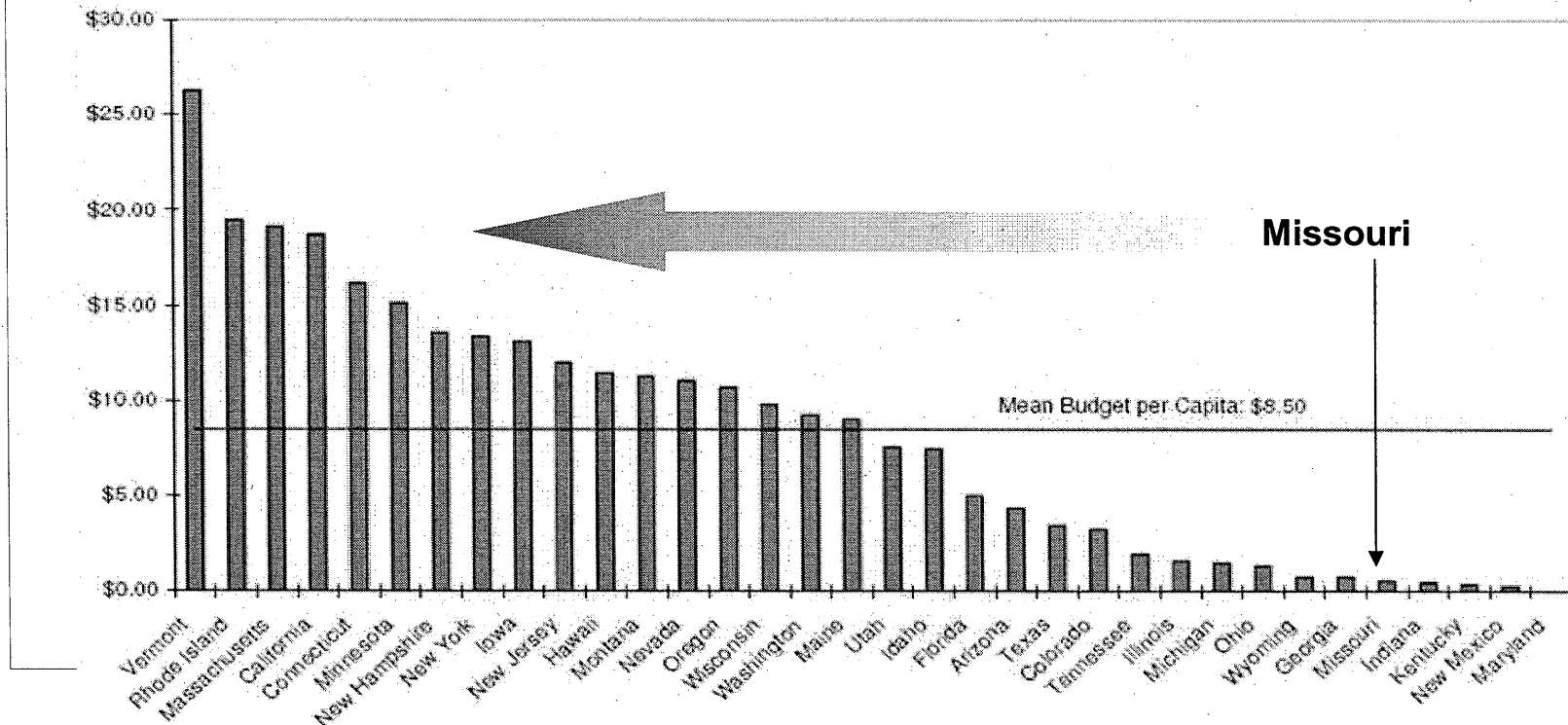
Listen. Respond. Deliver.



# AmerenUE's Commitment

## Moving Missouri to an industry leader

Figure 1: Estimated Per Capita Budgets for Electric Energy-Efficiency Programs for All 34 States with Energy-Efficiency Programs (Excludes Load Management Programs)



ACEE – June 2007

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Listen. Respond. Deliver.



# Implementation

- **First 60 Days**

- Develop program design details
- File and get approval of tariffs describing the programs
- UE/Lockheed Martin develop local infrastructure for program operation

- **October**

- Market and launch of selected programs
- Start tracking and verifying program expenditures and kWh savings

- **January**

- Quarterly program report to stakeholders

- **Summer 2009**

- Full implementation

# Measuring Success....

- Evaluation, Measurement & Verification (EM & V)
  - Critical to IRP
  - The Cadmus Group, Inc.- residential programs
  - ADM Associates, Inc. – business programs
  - Transparency
    - In dependent 3<sup>rd</sup> party evaluations
    - On -going communication with stakeholders
    - Qu arterly updates and annual evaluations
  - Importance of broad EM & V education
  - Innovative program design
  - Best practice – early and ongoing engagement
  - Focus on continuous improvement



# In Summary

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- AmerenUE is serious about energy efficiency
- Aggressive, well thought-out plan
- Can't do it alone
  - Business partners
  - Stakeholder input
  - Tariffs that provide required market flexibility
    - Expedited when necessary
- What further information do you need from us?