

CONFIDENTIAL INFORMATION**File No. ET-2018-0132****Ameren Missouri Charge Ahead Quarterly Report****Electric Vehicle Charging – Corridors and Local Charging Incentive Program****Report for December 2023**

This report for December 2023 comprises the quarterly report on the subject case and topics. The report includes this narrative document as well as two associated Excel spreadsheet files, and table of EV registration data. Ameren Missouri has combined the Corridors and Local Charging Incentive Program reports since the subject matter is related and for ease of production and review by interested stakeholders.

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. 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 collaborating with customers in the designated communities outlined in the case. A total of 11 companies and/or partnerships were solicited for 2020 and the \$4 million incentive budget accommodated three more sites (Eureka, Ironton, and Sikeston) in 2021, which resulted in a total of 14 corridor locations. Note that the tariff allowed for 8-15 sites.

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 continue to raise awareness of the Corridor Charging Program with education and outreach efforts. To-date, our marketing activities have included 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
- Developed a Corridor Charging Program brochure provided with the third quarterly report in December 2020 and available at the Ameren Missouri EV Website page. This is updated as Ameren Missouri developments are completed as well as those occurring through the MDNR VW Trust process:
<https://www.ameren.com/missouri/residential/electric-vehicles/resources>

Costs

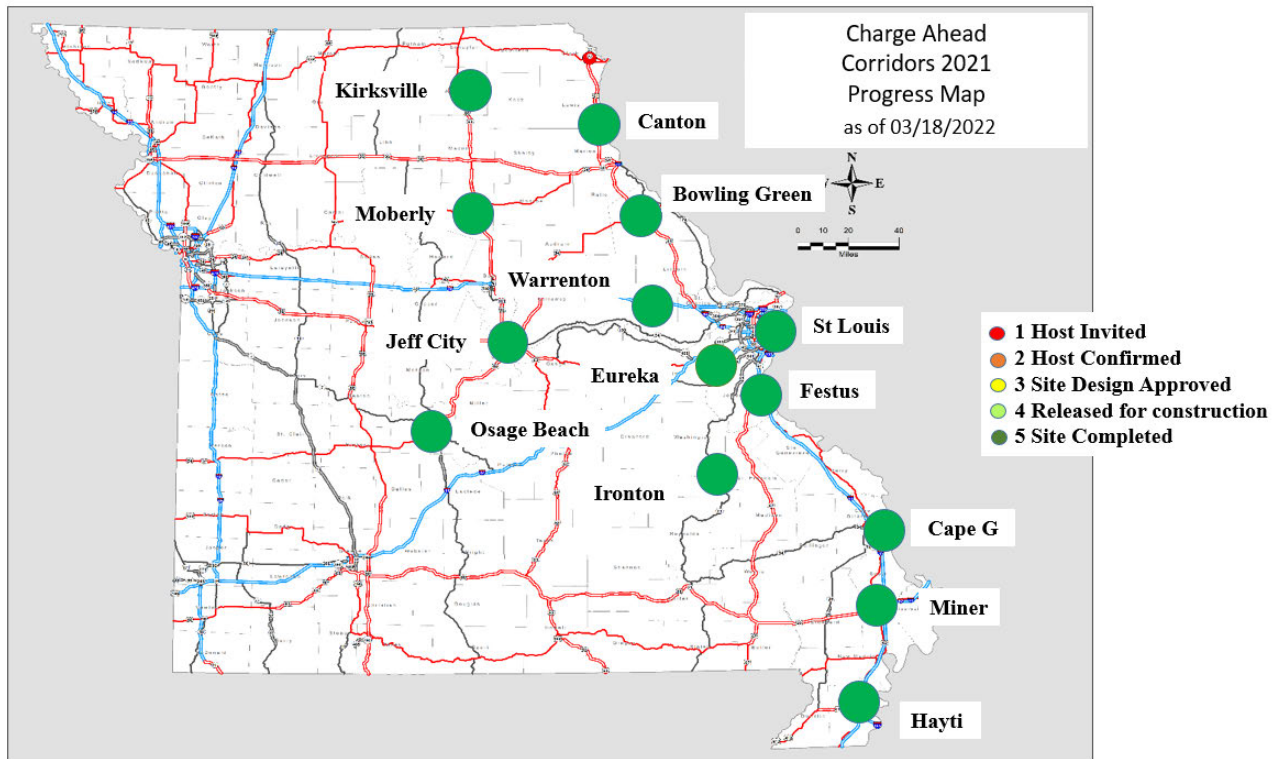
The table below contains basic project information, including site status and costs. Program costs have been on-target with assumptions made in development of the program. The cost for the 14 sites developed through the Charge Ahead – Corridor program is \$3,656,063 which is under the \$4,000,000 budget allocated for this program. The 14th site in Eureka represents the most recent site.

Charge Ahead Corridors – Sites Status and Costs Table

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Charge Ahead Corridors – Progress Map



The charts below show the **revenue, energy, and number of sessions** by month for the following locations:

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More usage reporting will be developed for the additional sites in subsequent quarterly reports. Note the Revenue is in dollars and Total Energy is in kWh.

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Uptime: Percentage of time that ports were capable of dispensing power. We're currently reviewing Uptime definition and percentage calculations with ChargePoint.

The charts below represent the ChargePoint recorded "Uptime" for Q3 2023 for the following corridor sites:

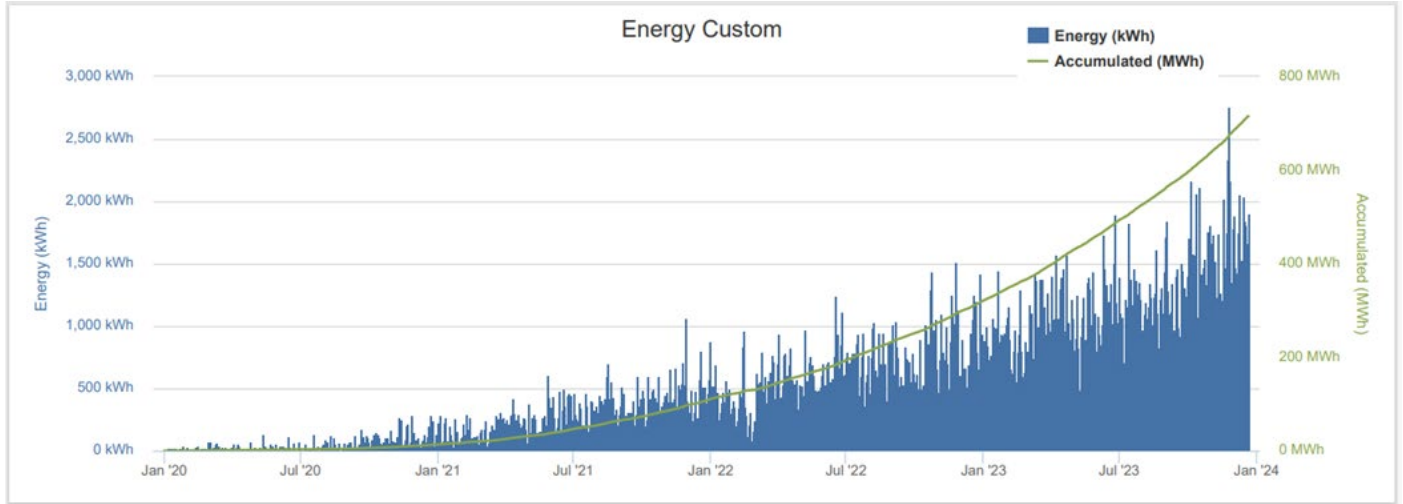
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Unique Drivers: The number of unique drivers that have used the ChargePoint stations.

This chart represents the number of Unique Drivers for the corridor sites listed above:



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:

<https://www.ameren.com/missouri/business/electric-vehicles/incentives>

Incentives & Programs

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.

[Overview](#) [Incentives](#) [Find an EV](#) [Charging](#) [Resources](#)

Charging Station Incentives

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 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](#).

[Apply Now](#)

Electric Vehicle Incentives

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.

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

Note: Ameren Missouri must pre-approve project prior to construction

Are you ready to begin your application?

[Begin Application](#)

Administrative, Marketing 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. We partnered with Reach Strategies to implement a marketing plan to educate customers and bring awareness to the Local Charging Incentive Program. The cost to-date through December 2023 for total administrative, marketing, and educational costs is approximately \$604,060 and includes the following:

- AEG administrative costs \$259,032
- Reach Strategies marketing costs \$322,702
 - Note: 2020-2022 Auto Show expenses/exhibits for EV education and awareness totaling \$73,899 have been excluded from marketing costs for Charge Ahead shown above.
- Contractor Support Role for Portal Management \$11,340
- Watt Time Pilot \$10,986

Education and Outreach Activities

We are actively raising awareness of the Local Charging Incentive Program with education and outreach efforts. Our marketing efforts have included the following activities:

- 2023 Electrical Expo Event
- In Person B2B Events (STL Bus Expo, Infrastructure Expo, Apartment Assoc Events)
- In Person Community Events (Earth Day, Arts Festival)
- Virtual Community Events – EV 101: An Introduction to Electric Vehicles
- Virtual Community Events – EV 201: Finding the EV for You
- Virtual Charge Ahead Training webinars (monthly)
- Electric Vehicle Partners (EVP) Network – virtual and in person training sessions offered to EVPs (quarterly)
- Outreach to municipalities, business, and professional associations
- Outreach through Key and Regional Account executives
- Direct email and social media marketing to large and mid-size business customers
- Traditional and earned media (TV, print publications, radio) and social media (Twitter, Facebook, etc.)

2023 St. Louis Appt Assoc Fall Event Oct 24, 2023

The St. Louis Apartment Association represents 135 property management companies and over 95,000 rental units in the Greater St. Louis market. In addition, SLAA includes over 200 supplier partners that provide a product or service to the multi-family housing industry.

Ameren MO Electrification Team hosted a booth at the SLAA FALL EXPO promoting the Charge Ahead Program. There was a lot of engagement and interest from property managers regarding installing EV charging infrastructure at their properties. During the event, several property managers signed up and attended the Charge Ahead webinar that was hosted in early December.



ST. Louis Business Fall Expo November 8, 2023

The St. Louis Business Expo is one of the largest B2B trade shows in the state. With an average 1,000+ attendees and vendors attending the expo. This event provides massive brand exposure & the opportunity for B2B sales. Exhibiting at the Expo is active marketing directly to Company Decision-Makers.

Ameren MO Electrification Team partnered with Reach Strategies to host a booth and promote the Charge Ahead program. The booth received a lot of engagement from small to mid size business customers inquiring about the EV Charging Installation process and cost. This was a great opportunity to educate the public about the benefits of electric vehicles and EV charging incentive offered by Ameren Missouri .



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Smart Chargers

For each of the completed projects listed below, the customers identified their charging equipment as a "smart charger" and agreed to monitor their energy usage. Ameren Missouri EV Team is working closely with the customers and charging manufacturers to obtain charger utilization details.

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Estimated Direct Revenue and Load from Local Charging Stations *(see workbook for calculations)*

The below data represents cumulative numbers for the estimated direct revenue and load for chargers that are not separately metered. Based on the 683 installed charging ports (213 projects) through 11-31-23, Ameren Missouri estimates a total annual direct load/revenue of \$544,254 to \$730,424. 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.

Estimated Indirect Revenue and Load *(see workbook for calculations)*

Estimated indirect revenue and load (based on EV registrations and Ameren Missouri assumptions) as shown in the work papers. 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 Q3-2023 that reflects numbers for Ameren Missouri territory. See Power BI visual depiction shown at end of this report.

Attachment, "AMO Charge Ahead – Revenue Workbook 11-31-23," to this report, 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 77,026,970 kWh and indirect revenue in a range of \$6,395,837 to \$7,212,757. The variability in revenue range relates to a variable estimate of where charging is occurring (Multifamily, Workplace, or Public).

Beginning with the December 2023 report, an additional source of variability in this revenue range is an assumption related to what rate residential plan charging is occurring under (the assumption that a portion is occurring under Time-of-Use rate plans and is therefore producing less revenue in the lower end of the assumption range).

EV Registration Data as Power BI Visuals (includes snapshot as of Q3 2023)

