

## **CONFIDENTIAL INFORMATION**

**File No. ET-2018-0132**

**Ameren Missouri Charge Ahead Quarterly Report**

**Electric Vehicle Charging – Corridors and Local Charging Incentive Program**

**Report for June 2024**

This report for June 2024 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:

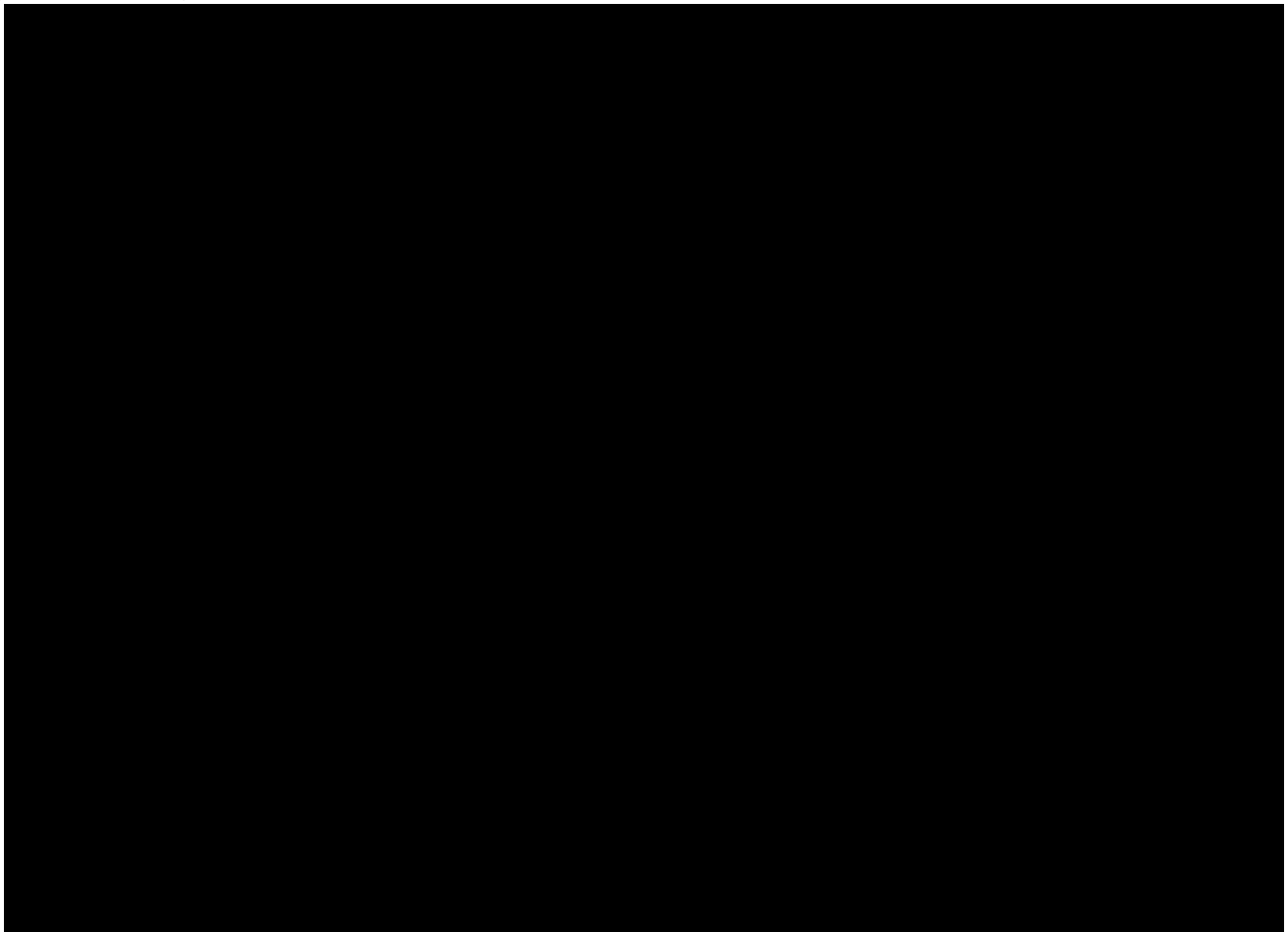
- Earned media (TV news, print publications, radio interviews) and social media (Twitter, Facebook, etc.)
- Outreach to municipalities, business and professional associations through newsletters and speaking opportunities.
- Outreach through Key and Regional Account Executives
- Developed a Corridor 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:  
[fast-charging.ashx \(ameren.com\)](http://fast-charging.ashx(ameren.com))

## 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 14<sup>th</sup> site in Eureka represents the most recent site.

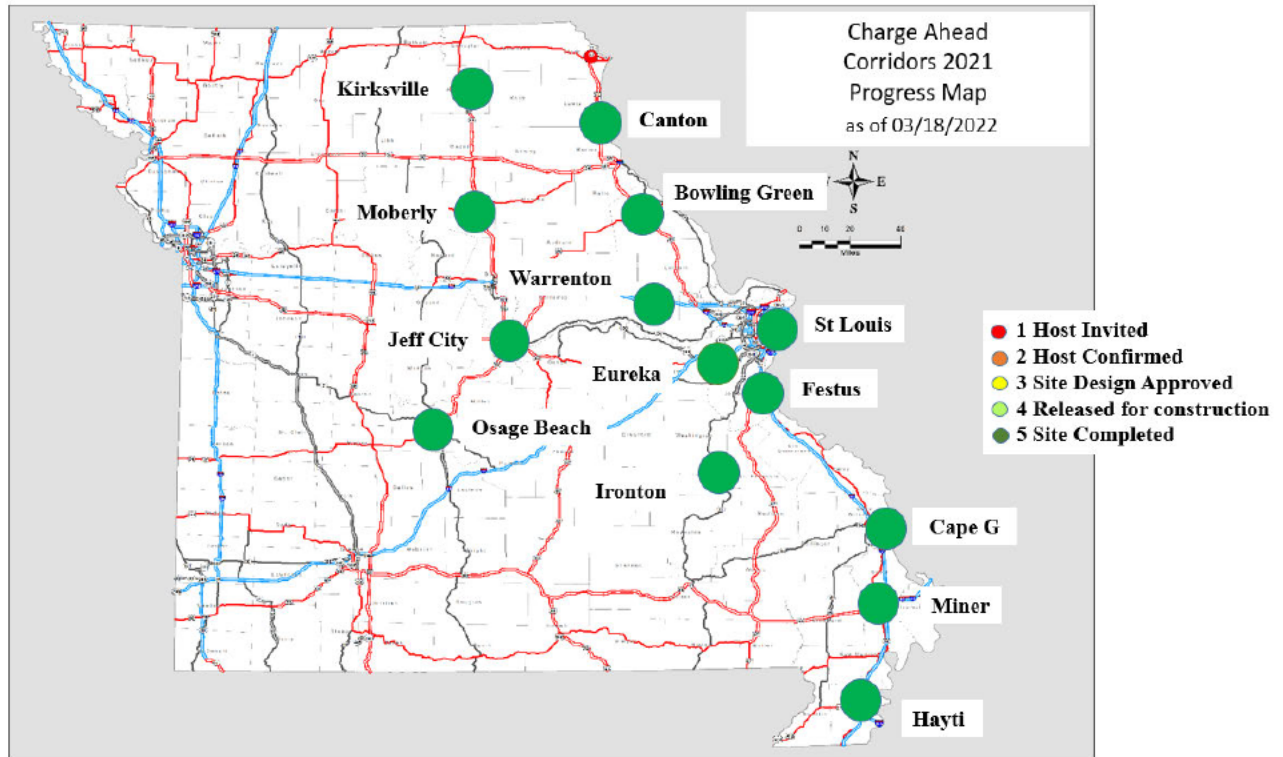
### Charge Ahead Corridors – Sites Status and Costs Table

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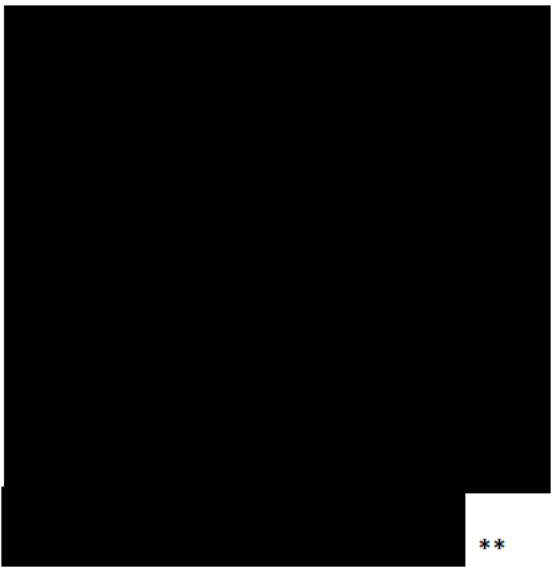
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### Charge Ahead Corridors – Progress Map



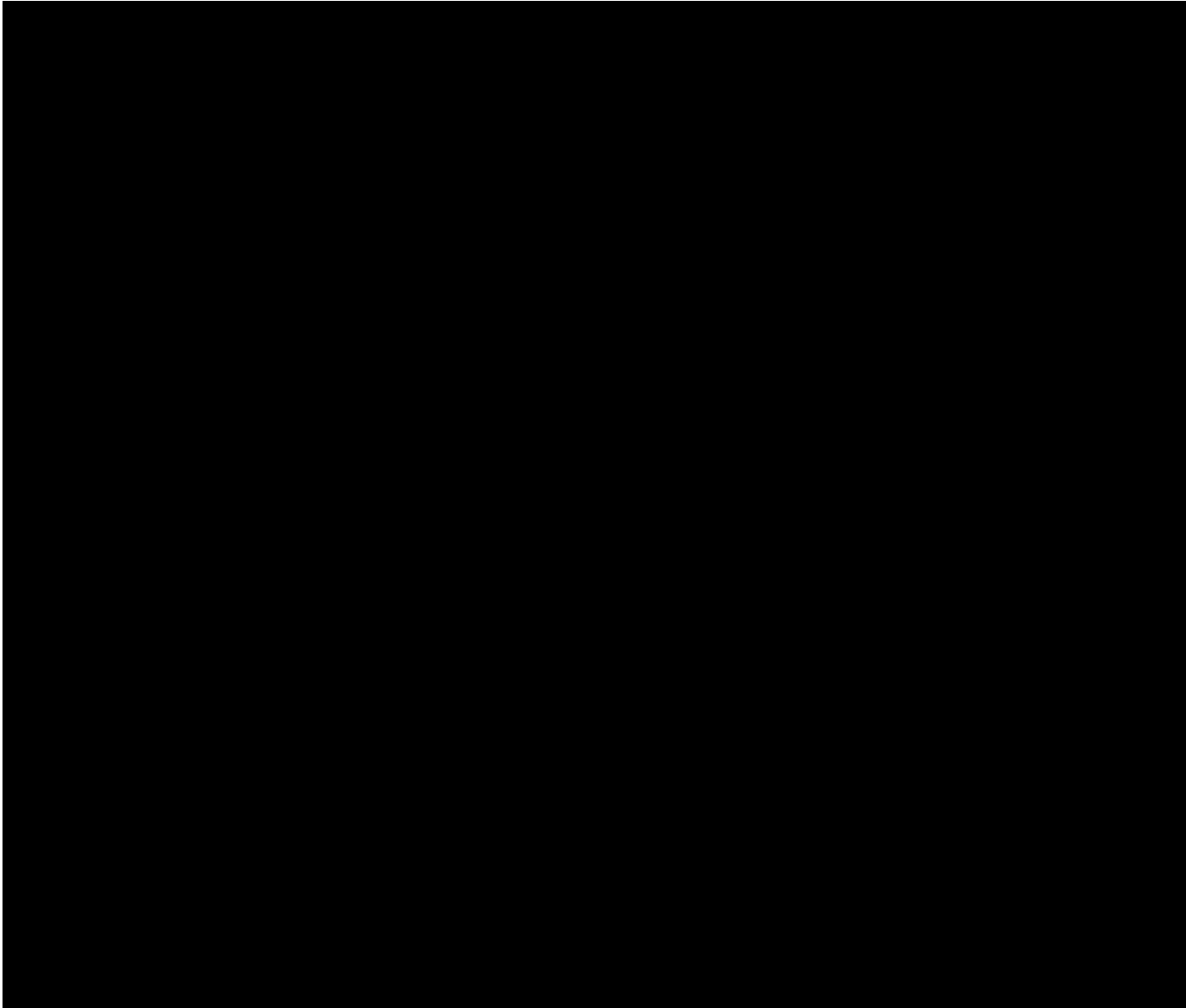
The charts below show the revenue, energy, and number of sessions by month for the following locations:

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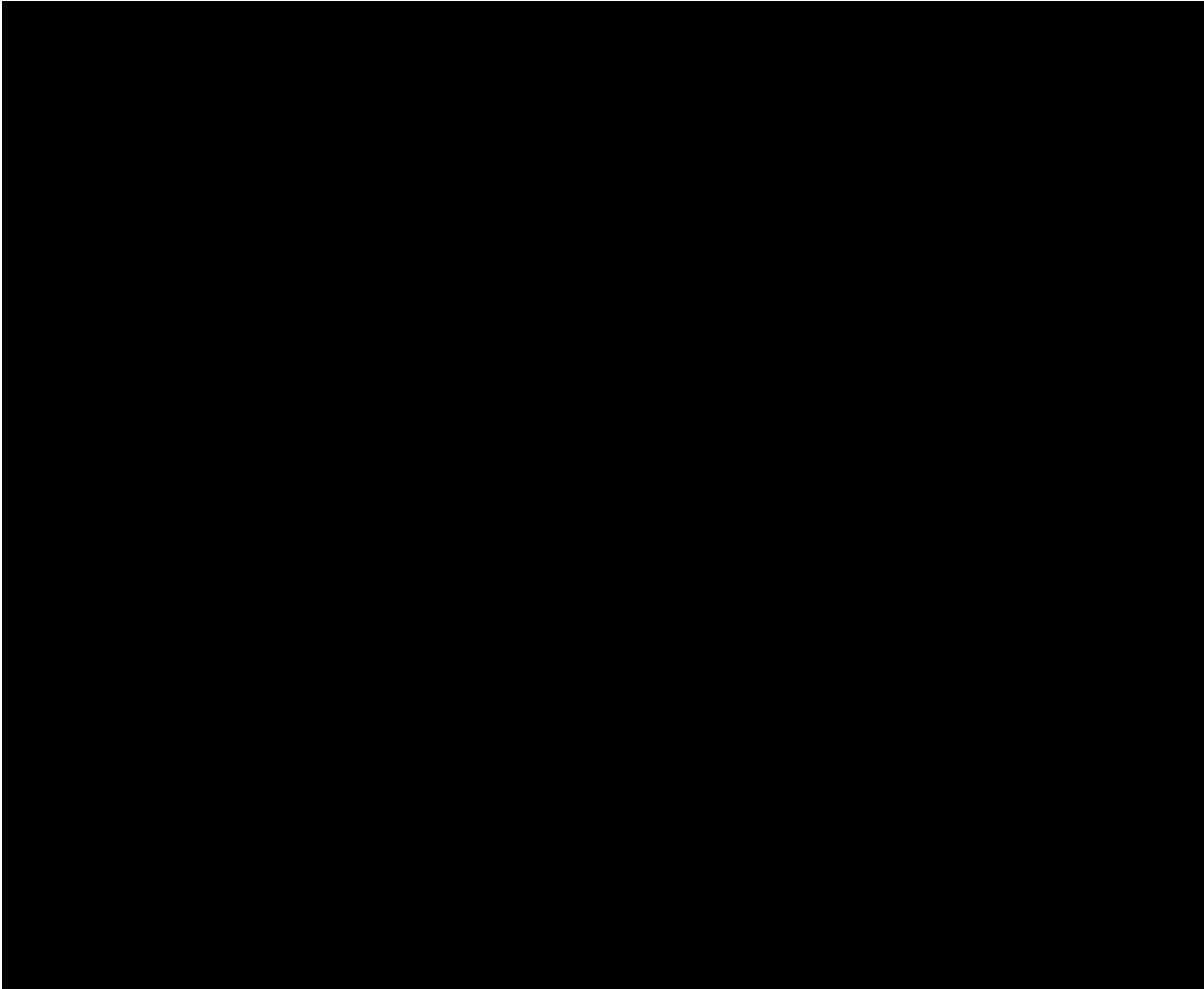
More usage reporting will be developed for the additional sites in subsequent quarterly reports. Note the Revenue is in dollars and Total Energy is in kWh.

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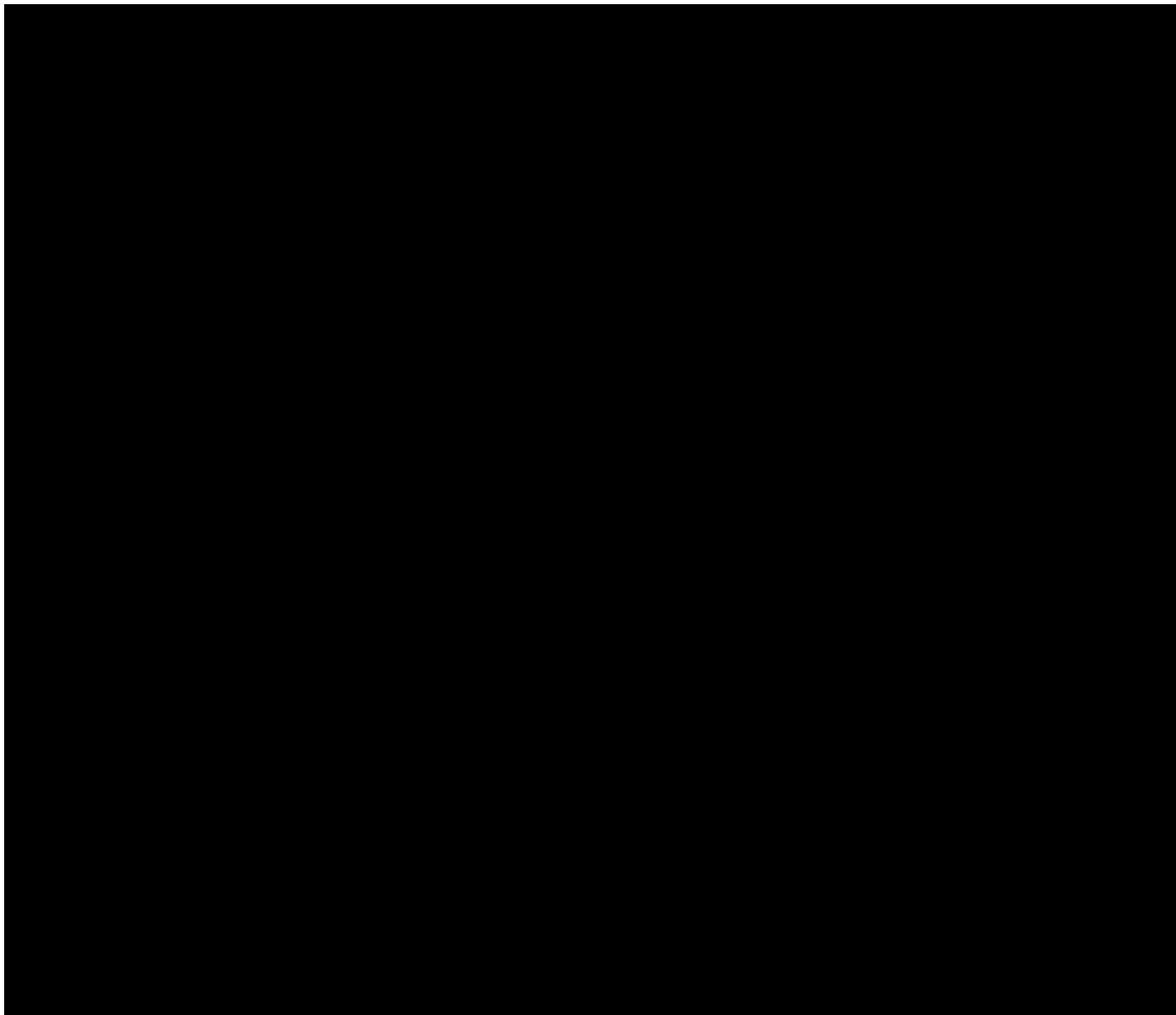
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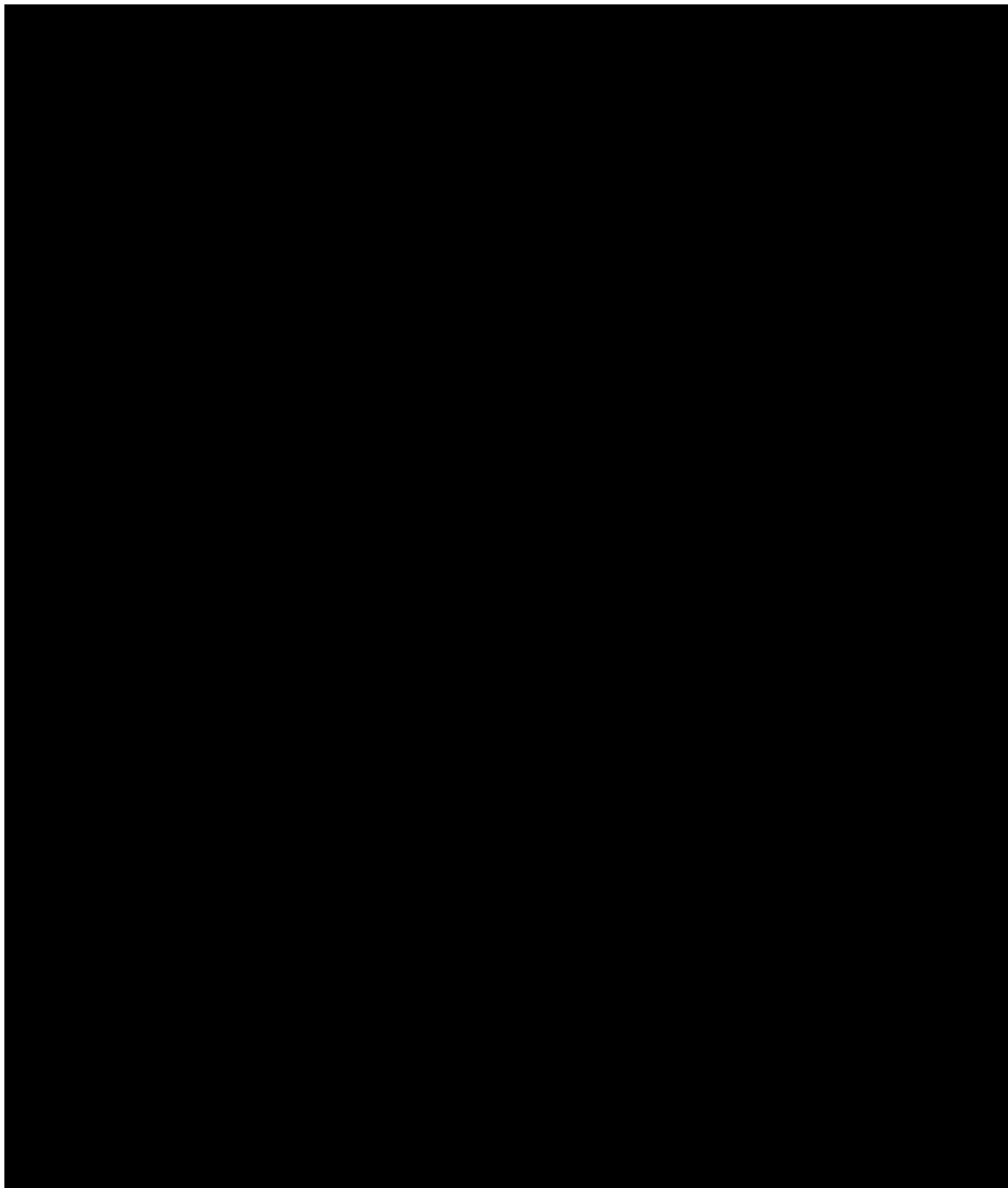
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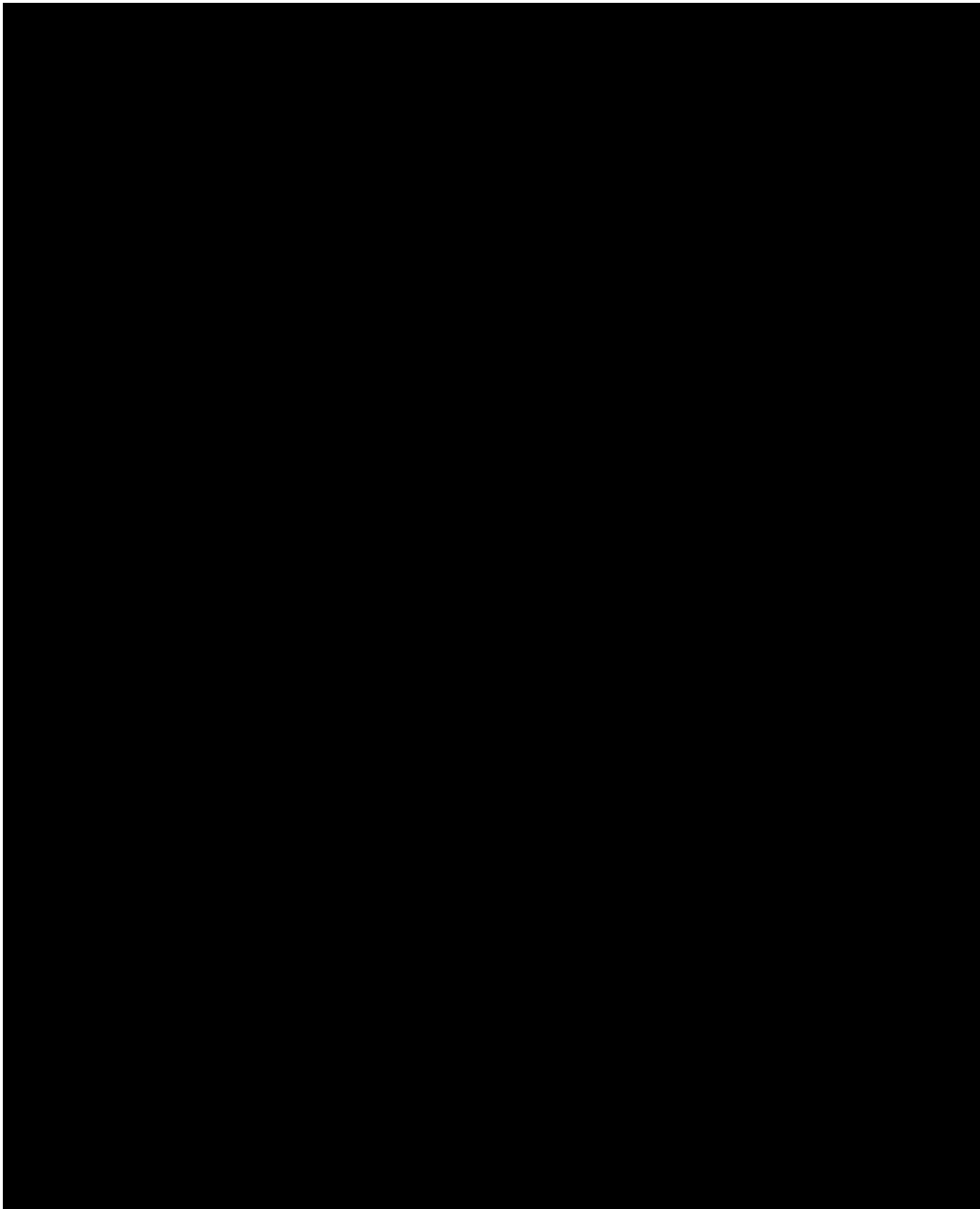
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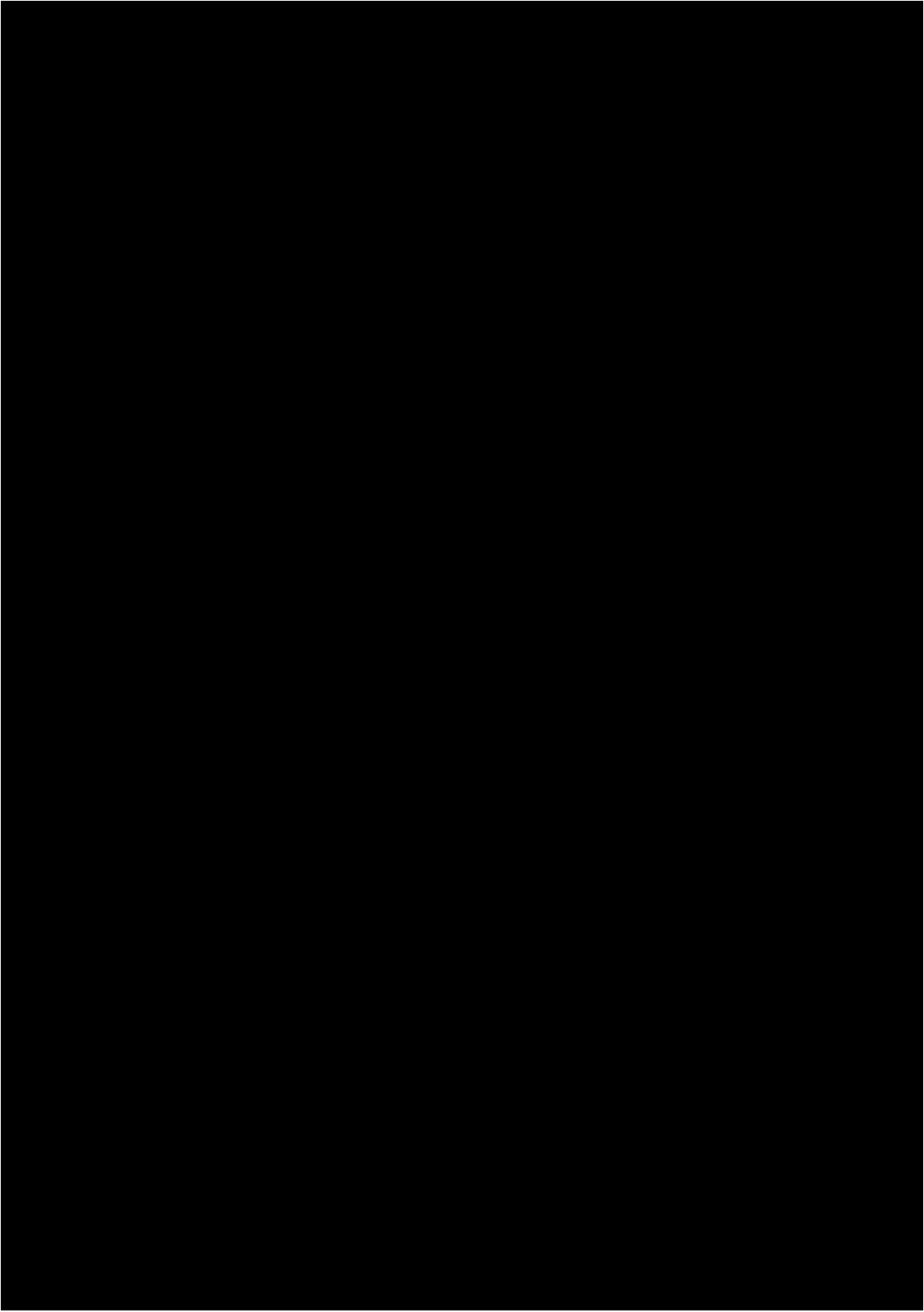


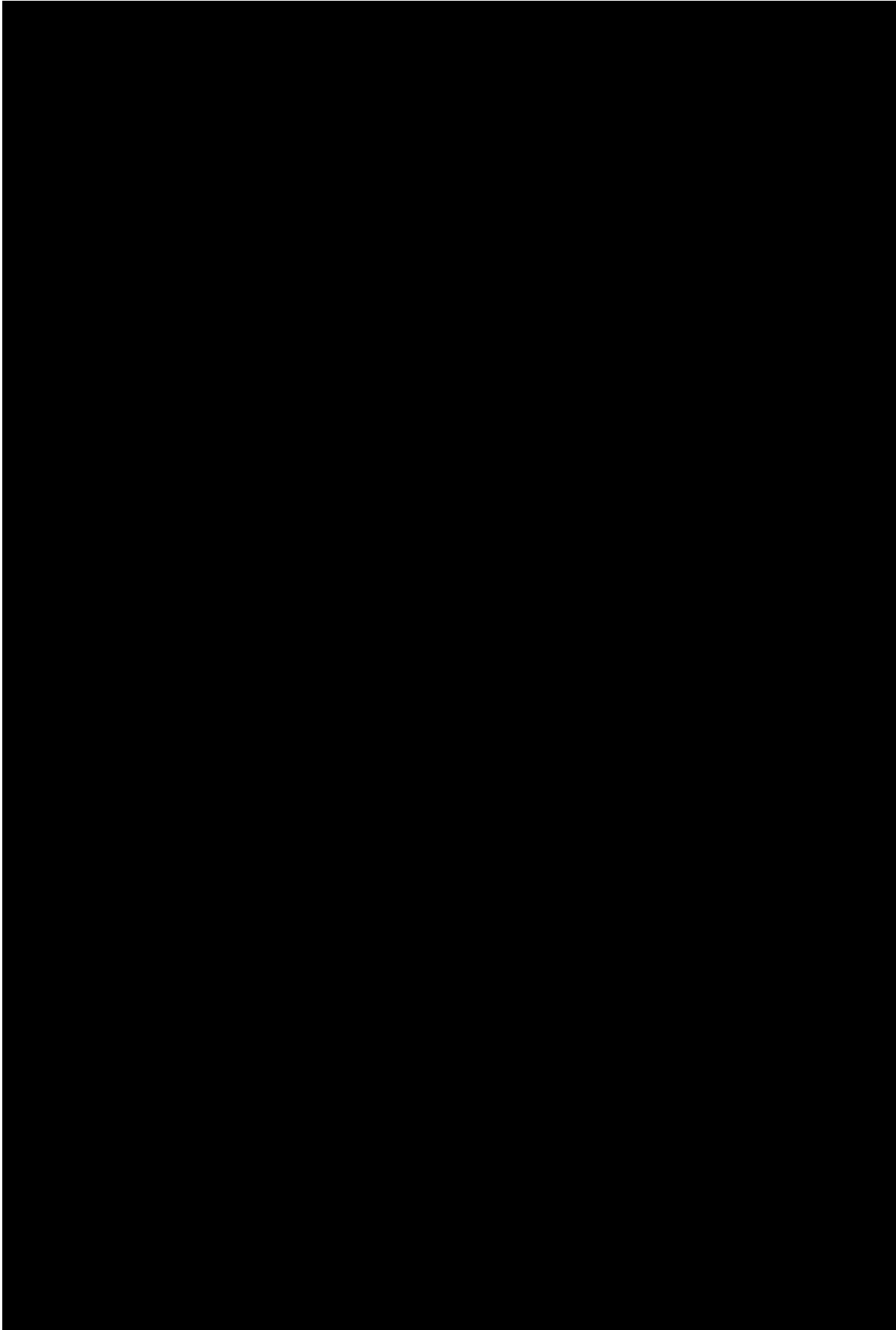
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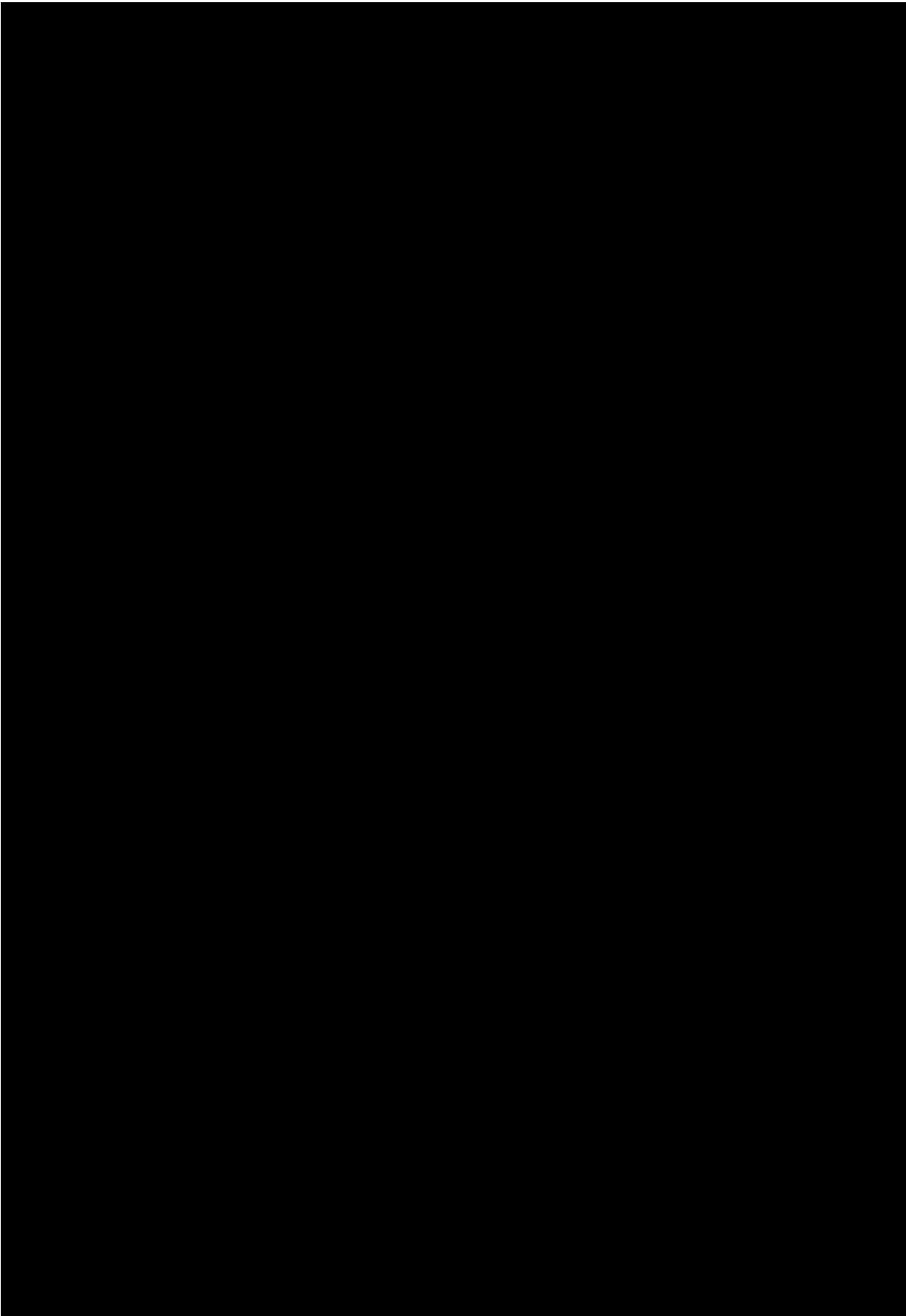
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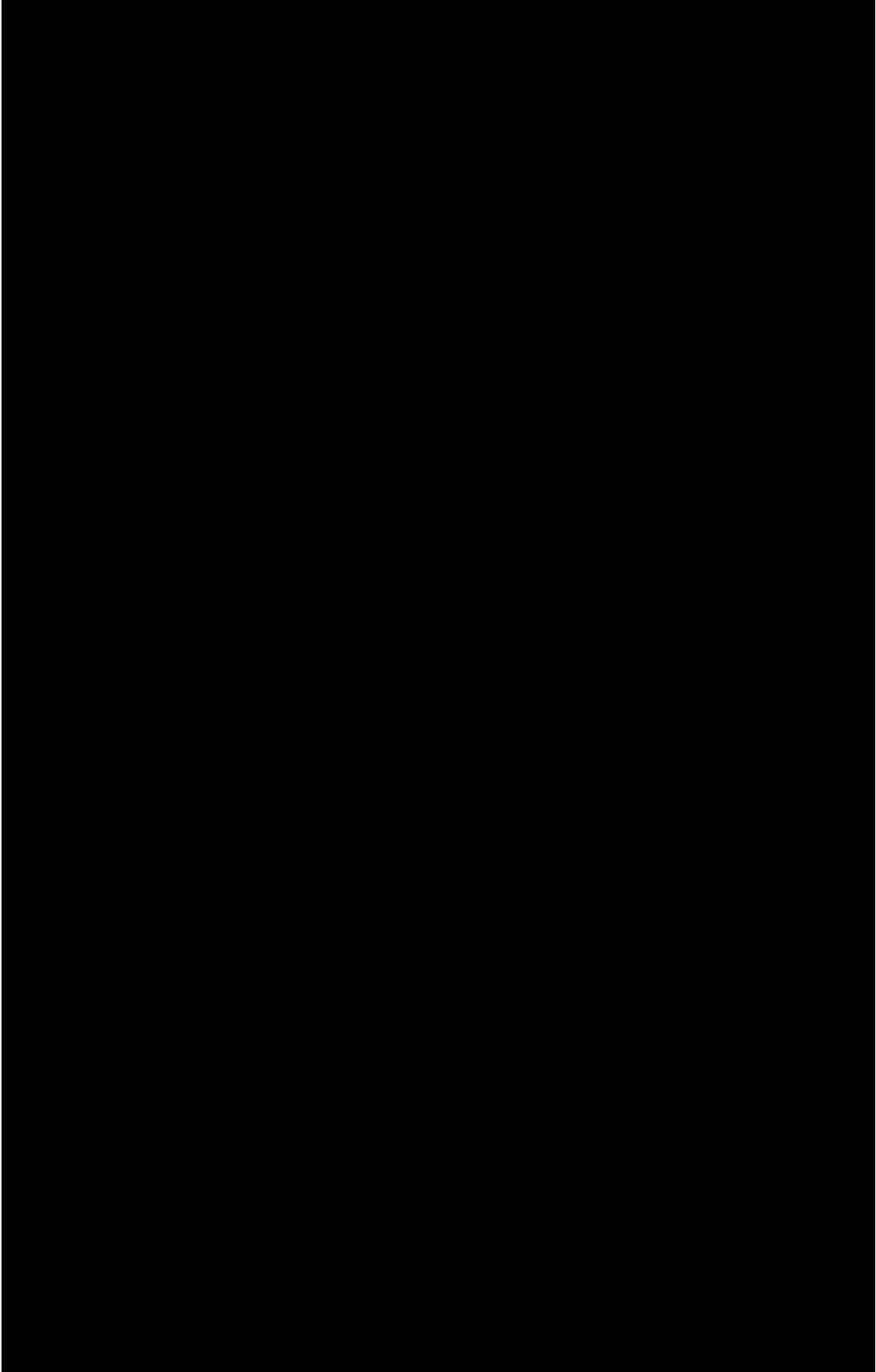


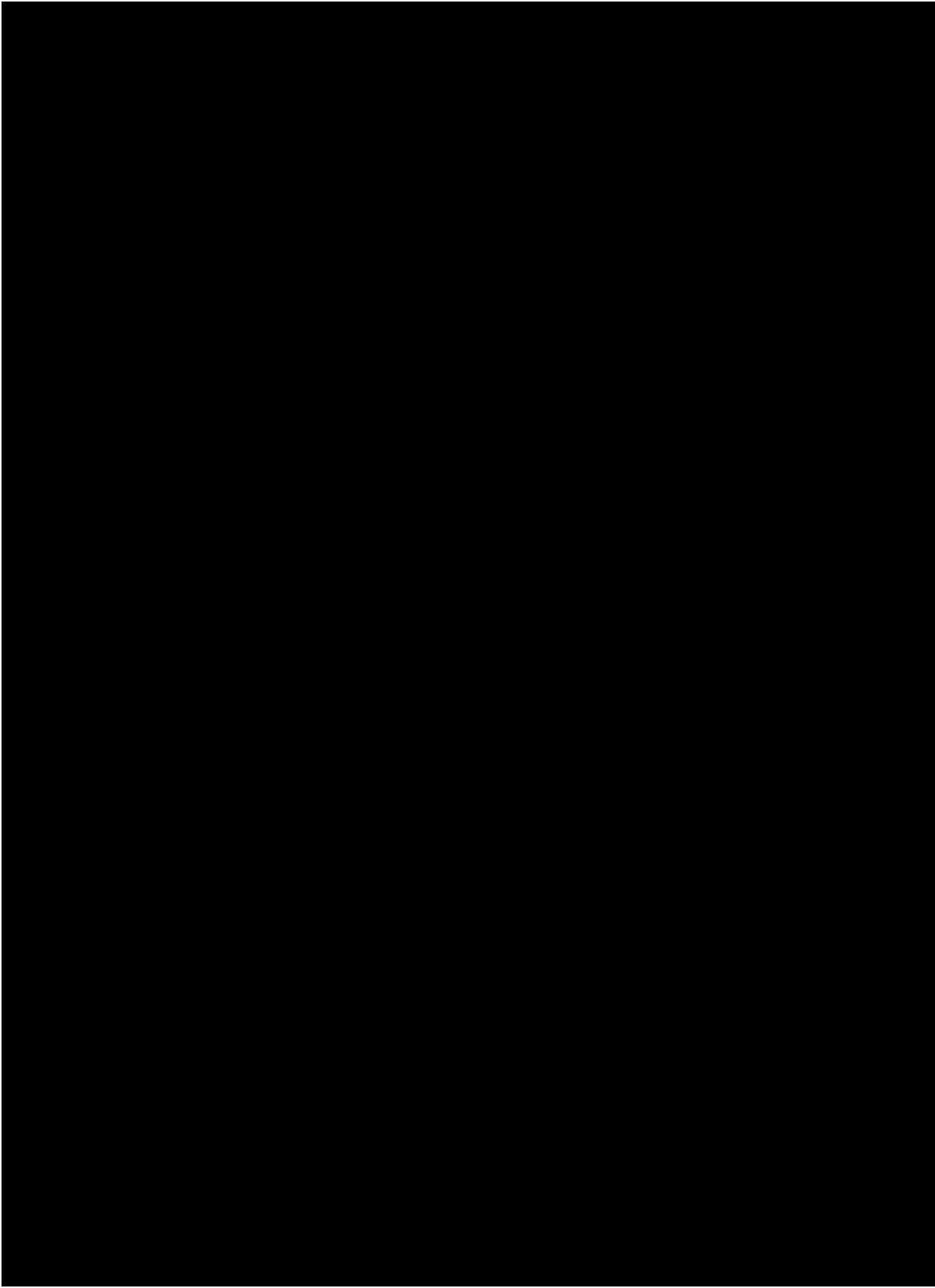


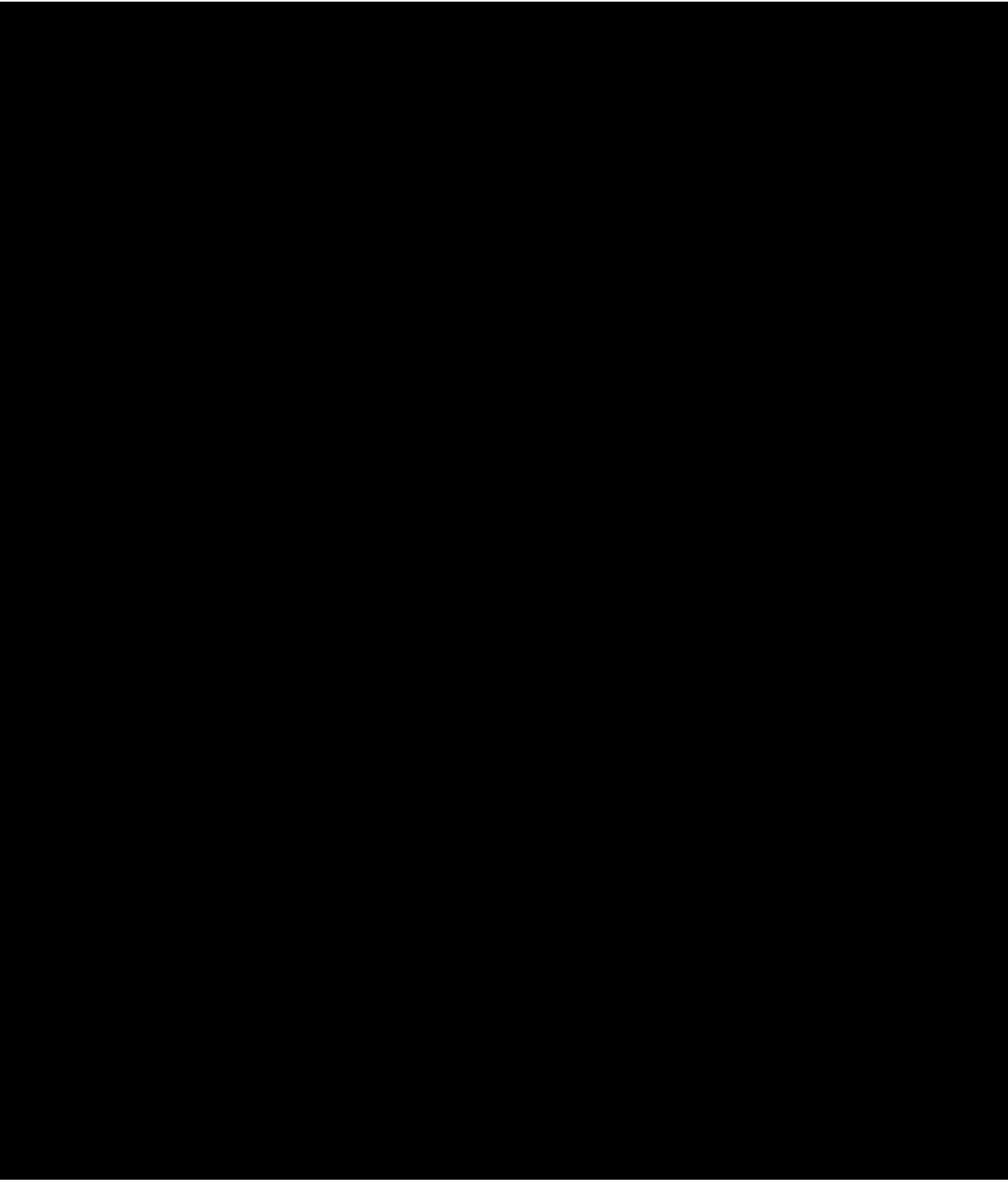


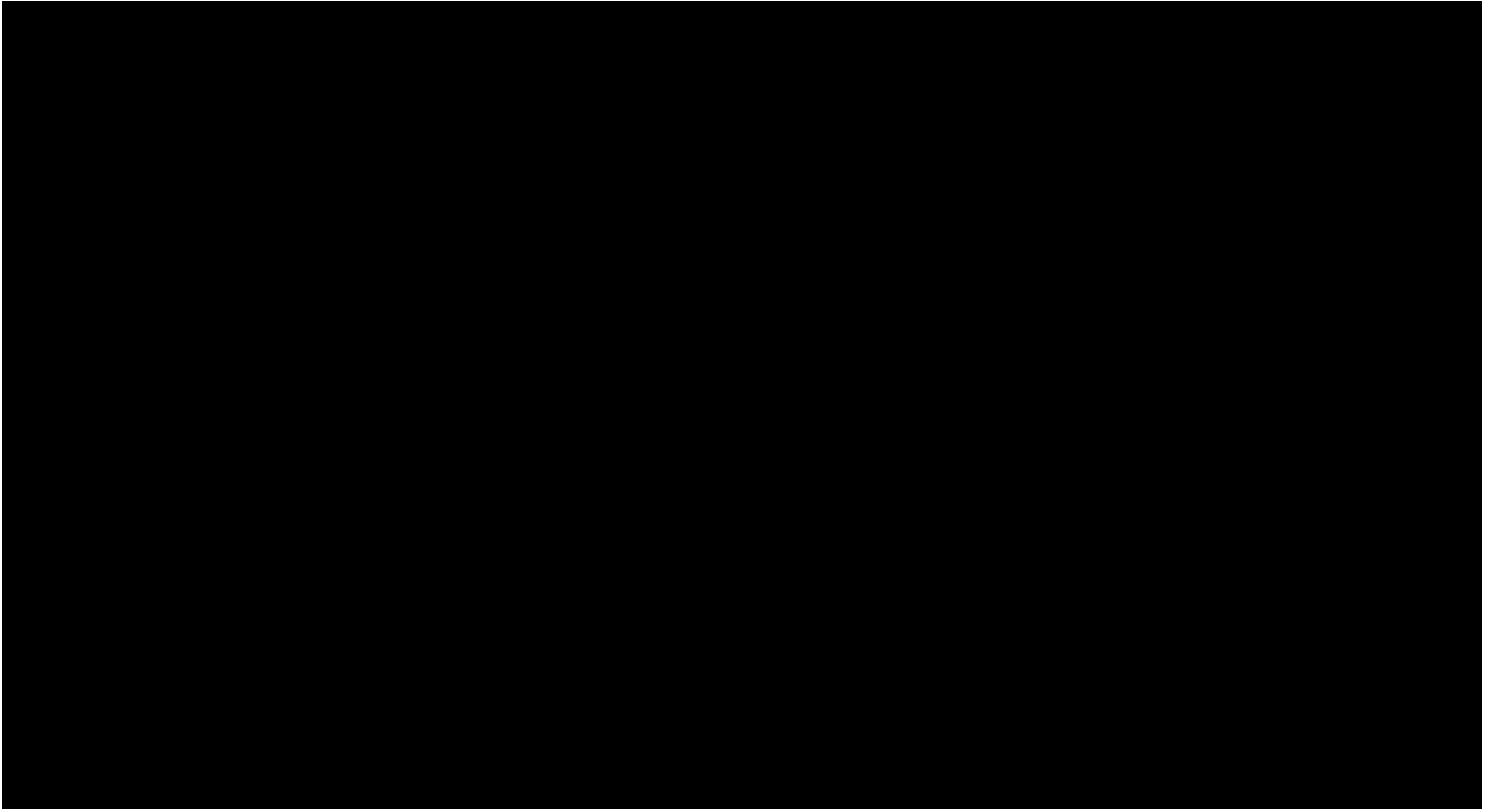












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## Local Charging Incentive Program

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:

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](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](#).

[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

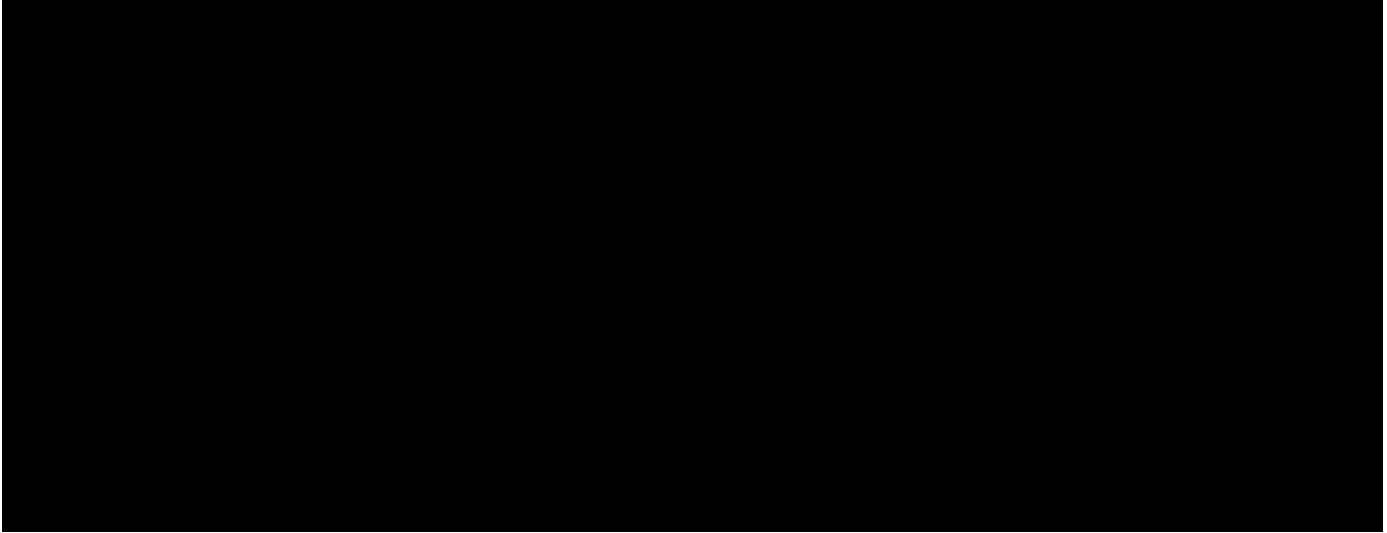
**Estimated Costs**

- 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](#)



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**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:

- St. Louis Auto Show
- EBMI 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.)

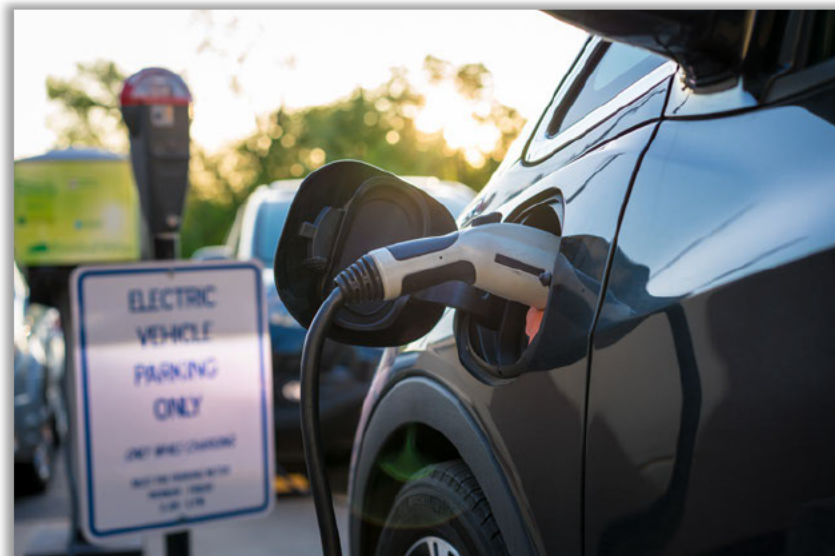
## **EVP Roundtable April 18th 2024**

Ameren Missouri hosted an Electric Vehicle Partner (EVP) Roundtable on April 18th in coordination with Building Owners and Management Association (BOMA) and Bunge at the Bunge Global Headquarters. The roundtable provided attendees an opportunity to network with other EVPs, learn how beneficial EV charging installation can be for your business or multi-family unit, ask questions related to program strategy and participate in a discussion of best practices and challenges.

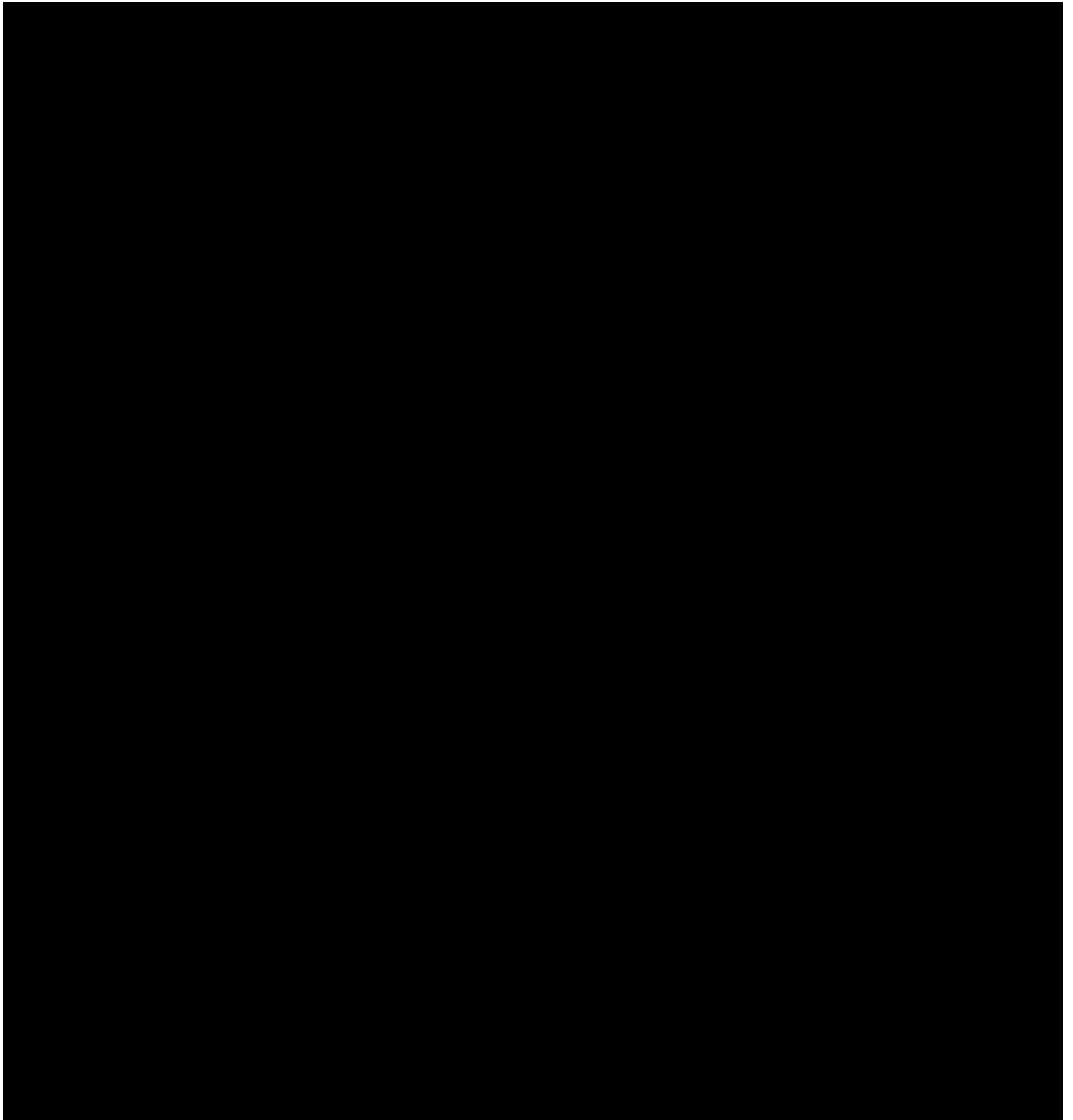


## **Charge Ahead Training Webinars April 16<sup>th</sup> 2024 and May 14<sup>th</sup> 2024**

Ameren MO Electrification Team offers virtual webinars monthly to business customers. The webinar focuses on program details for the EV Charging Incentive Program and how to apply. During the webinar, we also share success stories from customers who have installed EV charging stations at their business. This is also a great opportunity for customers to ask questions regarding the incentive program.



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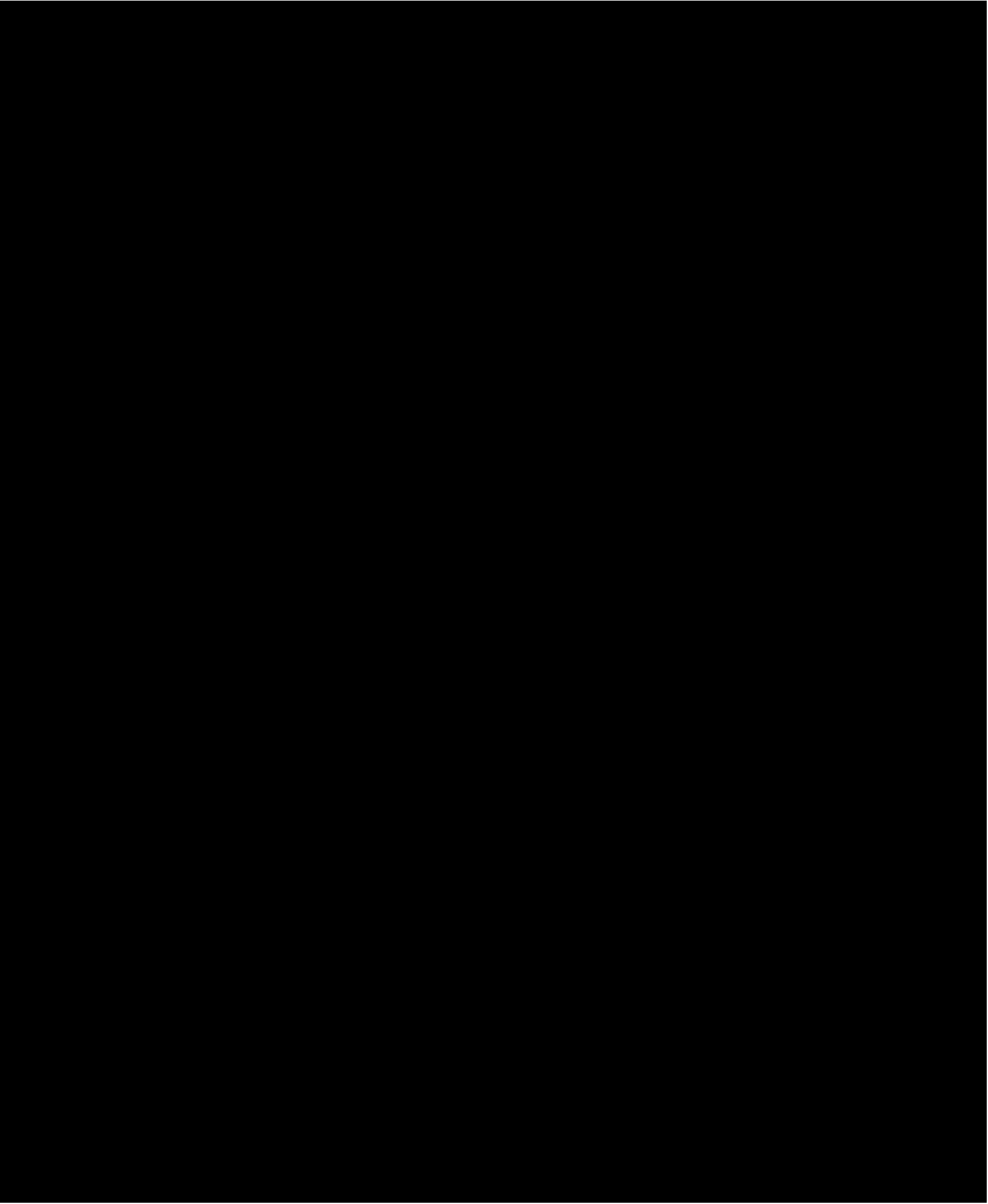
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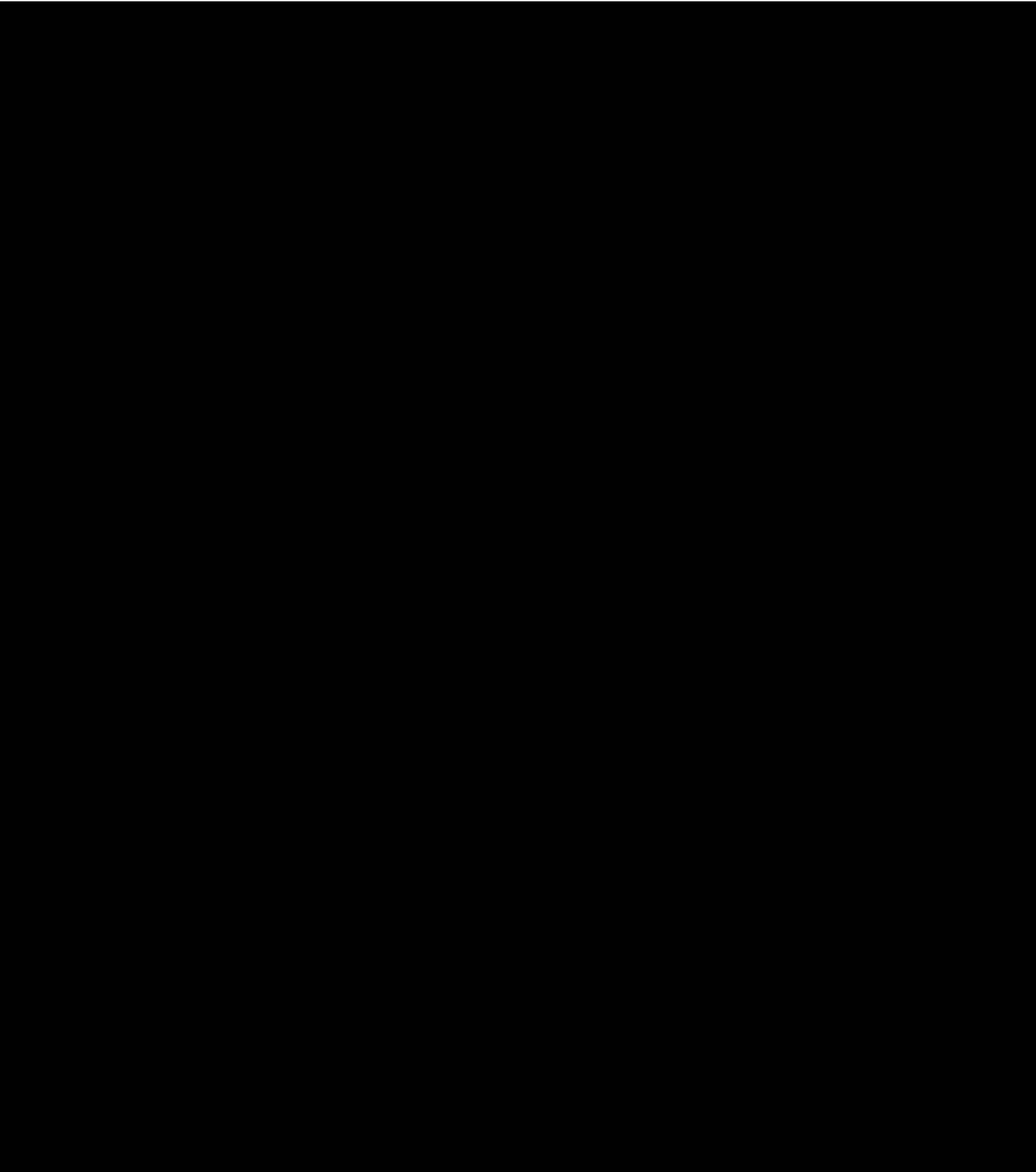
### Smart Chargers

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 and will include this data in the Annual Report.

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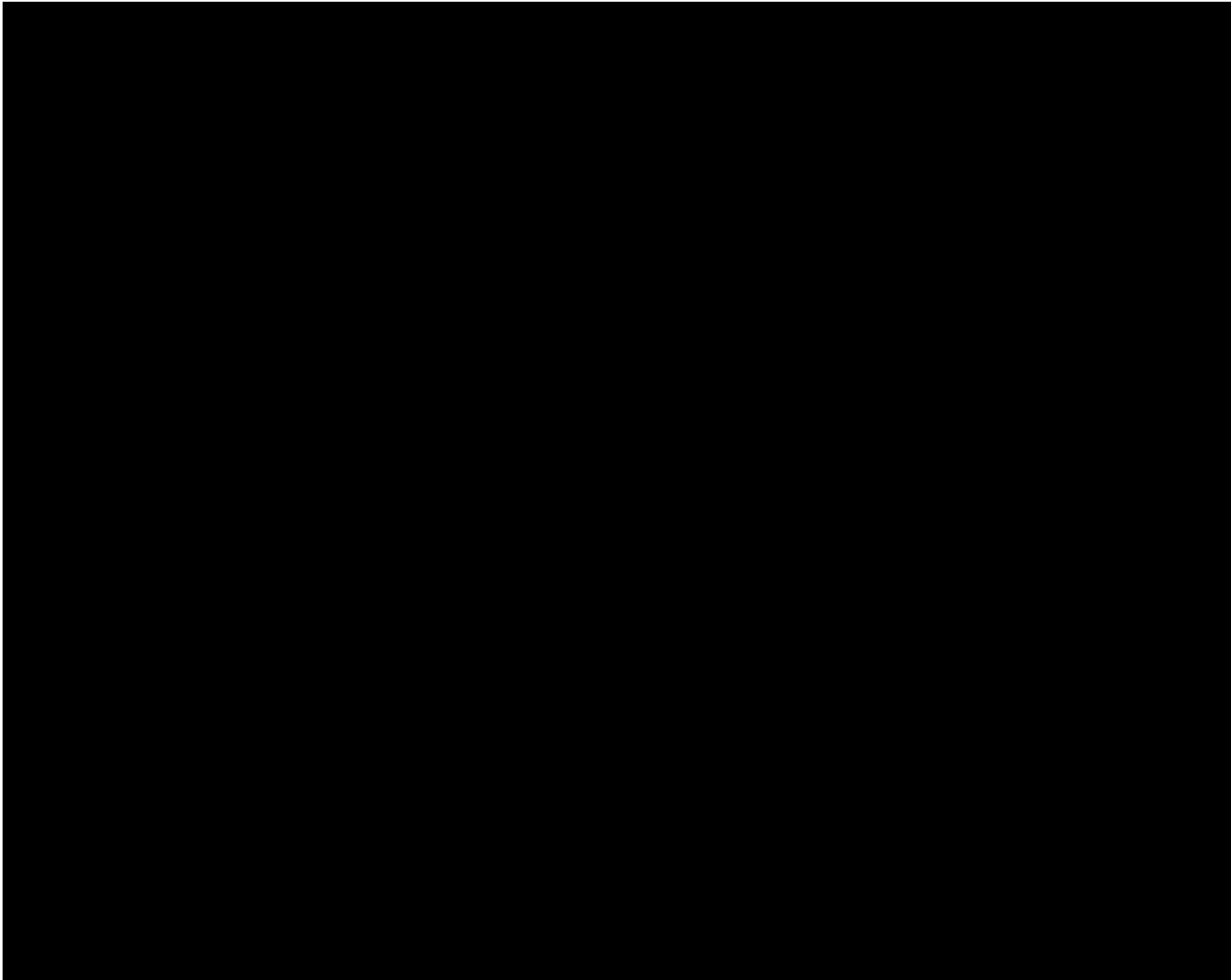




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## EV Registration Data as Power BI Visuals (includes snapshot as of Q1 2024)

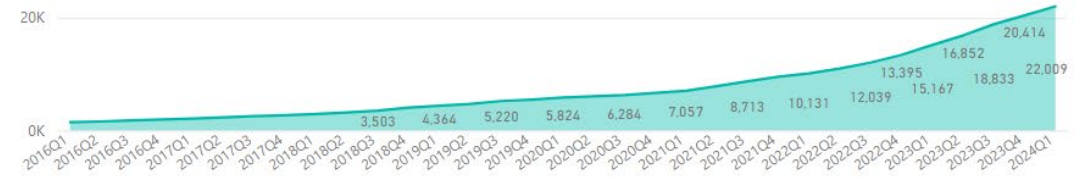
22,009

AMO EV Total

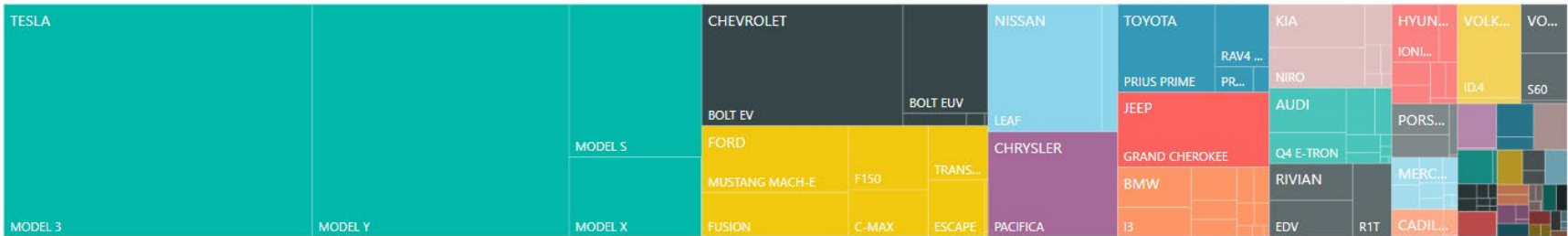
Year	Quarter	Ameren EV Total	Quarterly Change
2024	Qtr 1	22,009	1,596
2023	Qtr 4	20,414	1,581
2023	Qtr 3	18,833	1,981
2023	Qtr 2	16,852	1,684
2023	Qtr 1	15,167	1,773
2022	Qtr 4	13,395	1,356
2022	Qtr 3	12,039	1,063
2022	Qtr 2	10,976	845

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

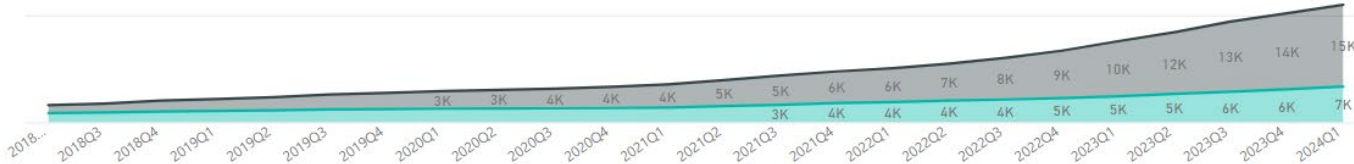
STATE ● MISSOURI



Current EVs by MAKE and MODEL



● Ameren PHEV Total ● Ameren BEV Total



COUNTY Ameren EV Total

SAINT LOUIS	13,969
SAINT CHARLES	3,151
ST LOUIS CITY	1,907
JEFFERSON	962
FRANKLIN	318
COLE	289
CAMDEN	213
CAPE GIRARDEAU	169
CALLAWAY	149
<b>Total</b>	<b>22,009</b>