

## Appendix B - Program Templates

The following program templates are a detailed description of the individual programs which compose the MEEIA (Missouri Energy Efficiency Investment Act) 2025-2027 portfolio. The program templates are based on facts and analyses completed at the time of this filing. Program templates are subject to change based on final program designs, as program revisions and modifications may be implemented during MEEIA 2025-2027. The description follows the requirements set forth in 4 CSR 240-20.094 (4) (D).

MEEIA 2025-2027 programs:

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<b>PROGRAM</b>	<b>Multifamily Income-Eligible Program</b>
<b>Objective</b>	The objective of the Multifamily Income-Eligible ("MFIE") program is to expand participation, increase long-term energy, and demand savings and bill reduction opportunities to income-eligible customers residing in multifamily income-eligible properties. This will be achieved through education, a variety of directly installed measures, and comprehensive retrofits.
<b>Target Market</b>	<p>The target market will consist of property owners and managers of multifamily properties of three (3) or more connected dwelling units. This includes eligible customers receiving service under residential rate 1(M) or business customers who take service under small general service rate 2(M), large general service rate 3(M), and small primary service rate 4(M) within the Company's service territory.</p> <p>Approved participants will be required to meet one of the following income eligibility requirements:</p> <ol style="list-style-type: none"> <li>1. Reside in federal, state, or local subsidized housing and fall within that program's income guidelines.</li> <li>2. Reside in non-subsidized housing with proof of income levels at or below 80% of area median income ("AMI").</li> <li>3. Fall within a census tract that indicates at least 85% of customers are at or below 80% of AMI.</li> </ol> <p>Proof of income may be accomplished in multiple ways, including submission of rent rolls or documentation of being on the Department of Energy ("DOE") Weatherization Assistance Program waitlist.</p> <p>Where a multifamily property does not meet one of the eligibility criteria listed above but has a combination of qualifying tenants and non-qualifying tenants, at least 50% of the tenants must be eligible to qualify the entire property.</p>
<b>Program Schedule</b>	Program will launch January 1,2025 and run through December 31,2026

<p><b>Program Description</b></p>	<p>This program will provide a helpful one-stop-shop approach to increase program participation and provide for more extensive retrofits and larger energy savings per property. This results in further benefits to MFIE property managers and tenants by improving the value of the property, reducing utility bills and O&amp;M costs, and making the property healthier, more comfortable, and safe.</p> <p>Incentives under this program will be provided for multifamily income-eligible properties, dwelling units, common areas, and whole-building improvements.</p> <p>Measures for dwelling units may include:</p> <ul style="list-style-type: none"> <li>• LEDs</li> <li>• High efficiency faucet aerators</li> <li>• High efficiency showerheads</li> <li>• Electric domestic hot water pipe wrap</li> <li>• Programmable thermostat installation</li> <li>• ENERGY STAR® room AC or thru-the-wall unit</li> <li>• Furnace whistle</li> <li>• HVAC tune-ups</li> </ul> <p>Note: Any direct installation of measures includes:</p> <ol style="list-style-type: none"> <li>1. Removal, decommissioning, recycling, and disposal of the existing item for which the new measure will substitute; and</li> <li>2. Acquisition and functioning installation of the new measures complete with all accessories and appurtenances required for its intended use and safe operation.</li> </ol> <p>In addition to the dwelling unit measures, standard and custom measures will be offered. The following measures are indicative of incentives that may be offered for the whole-building and common areas:</p> <ul style="list-style-type: none"> <li>• Hard wired fixtures and exterior lighting</li> <li>• Electric heating and domestic water heating measures</li> <li>• Ventilation and air conditioning (“HVAC”)</li> <li>• Motors and envelope improvements</li> </ul> <p>The program may allocate funds for minor repairs that facilitate installation of energy efficient improvements. For measures such as air sealing, to ensure the health and safety of the customer, the program may perform combustion tests and/or install carbon monoxide detectors.</p>
<p><b>Eligible Measures &amp; Services</b></p>	<p>Eligible measures are included in the Technical Resource Manual (“TRM”). The direct install incentives reflect the full incremental cost. Additional incentives will consist of energy and demand saving measures designed to achieve greater energy savings. These measures will include the following end-use categories: building shell, cooling, HVAC, lighting, refrigeration, water heating, and miscellaneous.</p> <p>Measures installed through this program are not eligible for incentives through any of the Company’s other energy efficiency and demand response programs.</p> <p>Refined data will be provided after the measures have been vetted through the program implementation team.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>The Company will hire a Contractor to administer this program. In addition to project incentives, the program will seek to drive property owners to achieve maximum savings possible by offering seamless access to financing and other alternatives to reduce financial barriers to investing in energy efficiency upgrades.</p> <p>All eligible properties can participate based on internal aggregated data analysis using building characteristics and other available data such as energy usage, account age, and tenant payment data (i.e., high arrears and delinquencies) that identifies income-eligible communities. Properties must meet certain eligibility criteria including income eligibility for the property. The program provider will engage building owners and operators to have energy assessments conducted on their properties to encourage the installation of standard and custom whole-building improvements and direct install measures in tenant spaces. The process steps include:</p> <ul style="list-style-type: none"> <li>• Outreach efforts to recruit MFIE properties.</li> <li>• Communication with property regarding energy assessment and scheduling.</li> <li>• Complete MFIE property energy assessment.</li> <li>• Presentation of audit findings to property owner/manager to ensure selection of appropriate measure options.</li> <li>• Assist with applications to secure financing and other funding options.</li> <li>• Finalize scope of work for installation of measures per the property owner's request including rebate and other incentives.</li> <li>• Project setup – create scope, budget, and timeline and launch the installation project at the MFIE property.</li> <li>• Inspection to ensure quality installation of measures; perform corrective action if required.</li> <li>• Customer survey after completion of measure installs, to ensure satisfaction and continuous improvement of the program.</li> <li>• Customer final approval.</li> <li>• Provide technical assistance and support to benchmark the property using ENERGY STAR® Portfolio Manager.</li> <li>• Provide incentives for participating properties to defray the cost to attend Building Operator Certification ("BOC") Training.</li> </ul> <p>Where possible, the Company will seek to collaborate with the natural gas and water companies for co-delivery. In the event this is not possible, the MFIE program administrator will ensure participants are aware of all available utility incentives and will assist participants in claiming them.</p> <p>After a property has signed up to participate in the program, the contractor will initiate a communication campaign to inform and educate building tenants about the energy efficiency improvements implemented in their units. The Company will monitor installations. The first set of projects performed would be site-verified, with random site verifications thereafter to ensure installations are being performed properly and equipment is being installed as reported.</p>
<p><b>Market Transformation Elements</b></p>	<p>This program will conduct individual and/or group educational meetings with participating income-eligible customers to increase awareness of energy efficiency habits and measures, such as purchasing ENERGY STAR® certified products to encourage market transformation. The Company will also assist managers of participating multifamily properties in maintaining their improved building efficiency and boost market transformation by providing incentives to defray the cost to attend Building Operator Certification Training.</p>

<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure the program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>
<p><b>Promotional/ Marketing Strategy</b></p>	<p>The program will use marketing communications appropriate to the distinct needs of the income-eligible market, which may include the following:</p> <ul style="list-style-type: none"> <li>• Materials to create awareness and understanding of the program, its benefits, and its sponsor, among occupants of participating properties.</li> <li>• General background material and information for tenants to improve their home's energy efficiency.</li> <li>• Sales "kit" folder for property owners, managers, and Program Partners to include:             <ul style="list-style-type: none"> <li>○ Program overview brochure</li> <li>○ Program application</li> <li>○ Sell sheet/flyer showing program marketing collateral available including banner, door hangtag, yard sign and window cling</li> <li>○ Pre- and post-install tenant letter samples</li> <li>○ Building specific flyers depicting statistics and cost savings when applicable</li> <li>○ Online program overview on Ameren Missouri website</li> </ul> </li> <li>• Materials for building tenants/residents:             <ul style="list-style-type: none"> <li>○ On-site signage and pre-install letter templates announcing/advertising the energy efficient upgrades being installed</li> <li>○ Doorknob hangtags with fill-in-the-blank areas for building owners to write in day of install and items being installed</li> <li>○ Online program overview on Ameren Missouri</li> </ul> </li> </ul>
<p><b>EM&amp;V Requirements</b></p>	<p>Program Implementer will work with the evaluator to provide data needed for the evaluation.</p>
<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process<sup>1</sup> will allow stakeholder input and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and changing market conditions.</p>

<sup>1</sup> The Change Process is detailed in UEC E Sheet No. 221 Energy Efficiency Global Tariff and UEC E Sheet No. 247 DR Global Tariff

Estimated Participation

Multifamily Income-Eligible – Estimated Annual Net MWh				
End-Use	2025	2026	2027	Total
Building Shell RES	.04	.04	-	.09
Cooling RES	3,014	3,013	-	6,026
Heating RES	3,620	3,621	-	7,241
HVAC RES	290	290	-	580
Lighting RES	1,097	1,096	-	2,192
Misc RES	134	134	-	269
Refrigeration RES	94	94	-	188
Water Heating RES	917	916	-	1,833
Lighting BUS	182	181	-	363
Motors BUS	5	5	-	10
<b>Total</b>	<b>9,352</b>	<b>9,350</b>	<b>-</b>	<b>18,703</b>

<b>PROGRAM</b>	<b>Single Family Income-Eligible Program</b>
<b>Objective</b>	The objective of this program is to expand participation, increase long-term energy savings, and bill reduction opportunities to income-eligible Ameren Missouri customers by delivering energy efficiency services through multiple channels.
<b>Target Market</b>	<p>The target market will consist of income-eligible Residential Rate 1(M) customers who live in single family detached houses, duplexes of four units or less, and mobile homes (wood-frame bolted to steel chassis, designed to be transported) within the Ameren Missouri service territory.</p> <p>Approved participants will be required to meet one of the following income eligibility requirements:</p> <ol style="list-style-type: none"> <li>1. Reside in federal, state, or local subsidized housing and fall within that program's income guidelines.</li> <li>2. Reside in non-subsidized housing with proof of income levels at or below 80% of area median income (AMI).</li> <li>3. Fall within a census tract that indicates at least 85% of customers are at or below 80% of AMI.</li> </ol>
<b>Program Schedule</b>	Program will launch on January 1, 2025, and run through December 2026
<b>Program Description</b>	<p><b>Single Family Income-Eligible</b></p> <p>For residential customers residing in single family detached housing, duplexes, or mobile homes, the program will use a neighborhood approach to identify income-eligible areas with the greatest need. Occasionally, an individual home may be referred to the program by a qualified income-eligible assistance agency. The program will perform energy assessments and/or diagnostic testing and direct installation of energy saving measures and may provide incentives for whole house measures.</p> <p>Note: Any direct installation of measures includes:</p> <ol style="list-style-type: none"> <li>1. Removal, decommissioning, recycling, and disposal of the existing item for which the new measure will substitute and</li> <li>2. Acquisition and functioning installation of the new measures complete with all accessories and appurtenances required for its intended use and safe operation.</li> </ol> <p>Where possible the Company will seek to partner with the natural gas and water companies for co delivery.</p>
<b>Eligible Measures &amp; Services</b>	<p>Eligible measures are included in the TRM. The direct install incentives reflect the full incremental cost. The additional incentivized measures may consist of energy and demand saving measures designed to achieve deep energy savings. These measures will include the following end-use categories: building shell, cooling, HVAC, lighting, refrigeration, water heating and miscellaneous.</p> <p>The program may allocate funds for minor repairs that facilitate installation of energy efficient improvements. For measures such as air sealing, to ensure the health and safety of the customer, the program may perform combustion tests and/or install carbon monoxide detectors.</p> <p>Measures installed through this program are not eligible for Incentives through any of the Company's other Energy Efficiency and Demand Response Programs.</p> <p>Refined data will be provided after the measures have been vetted through the program implementation team.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>The Company will hire a contractor to administer this program.</p> <p><b>Single family Income-Eligible</b></p> <p>The program will use a neighborhood approach to identify income-eligible areas with the greatest need, such as those with high energy usage or high incidence of arrearages or payment delinquencies, to group participants and focus on a single geographic area at a time. The program will also work with assistance agencies to accept referrals when possible.</p> <p>The program will seek to partner with familiar community-based organizations to stage cooperative recruitment drives and/or education events. This approach of utilizing trusted, familiar organizations generates enthusiasm and momentum behind the effort.</p>
<p><b>Market Transformation Elements</b></p>	<p>These programs may conduct individual and/or group educational meetings with participating income-eligible customers to increase awareness of energy efficiency habits and measures, such as purchasing ENERGY STAR® certified products to encourage market transformation.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure, mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>
<p><b>Promotional/ Marketing Strategy</b></p>	<p>The program will use marketing communications appropriate to the distinct needs of income-eligible customers, which may include the following:</p> <ul style="list-style-type: none"> <li>• Materials to create awareness and understanding of the program, its benefits, and its sponsor, among occupants of participating neighborhoods.</li> <li>• General background material and specific suggestions and learning opportunities for homeowners and renters on improving their home's energy efficiency.</li> <li>• Program overview brochure.</li> <li>• Program participation agreements.</li> <li>• The Company will consult various community organizations to communicate the program's benefits within their respective social circles. Informing these community leaders about how the program works and the benefits of energy efficiency and providing them with program information will provide a trusted network of Company spokespersons that the communities can identify with. They can promote the program in their community meetings, seminars, weekly sports leagues, etc. to reach a broad audience in a concentrated environment.</li> </ul>
<p><b>EM&amp;V Requirements</b></p>	<p>Program Implementer will work with the evaluator to provide data needed for the evaluation.</p>
<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and changing market conditions.</p>



Estimated Participation

Single Family Income-Eligible – Estimated Annual Net MWh				
End-Use	2025	2026	2027	Total
Building Shell RES	4	4	-	8
Cooling RES	199	205	-	403
Heating RES	183	188	-	370
HVAC RES	94	97	-	190
Lighting RES	4,023	3,868	-	7,892
Misc RES	134	125	-	260
Refrigeration RES	19	20	-	39
Water Heating RES	338	314	-	652
<b>Total</b>	<b>4,994</b>	<b>4,821</b>	<b>-</b>	<b>9,815</b>

PROGRAM	<b>Business Social Services Program</b>
<p><b>Objective</b></p>	<p>The Business Social Services ("BSS") Program is designed to promote the installation of energy efficient technologies in social service businesses by removing participation barriers such as:</p> <ul style="list-style-type: none"> <li>• Lack of time/resources to investigate and review energy efficiency improvement;</li> <li>• Skepticism that participating will be of value;</li> <li>• Lack of financing;</li> <li>• Belief energy conservation is not integral to their business strategy; and</li> <li>• Belief that adopting energy conservation measures is a complicated, time-consuming, and potentially costly process.</li> </ul> <p>Energy efficient technologies may include but are not limited to lighting, HVAC, motors, water heating, refrigeration and HVAC tune-ups. Measures included within this program are common in multiple marketplaces and have deemed savings calculation values associated with their energy performance. This program encourages social service business customer participation through a simple, immediate, and streamlined program process.</p>
<p><b>Target Market</b></p>	<p>Commercial, nonprofit, and tax-exempt business customers in the Small General Service (2M), Large General Service (3M), Small Primary Service (4M), rate classes that are doing business to provide social services to the income-eligible public, such as food banks, food pantries, soup kitchens, homeless shelters, employment services, worker training, job banks, and childcare facilities.</p>
<p><b>Program Schedule</b></p>	<p>The program will launch January 1, 2025, and run through December 31, 2026.</p>
<p><b>Program Description</b></p>	<p>The BSS Program will provide lighting measures and installation at no cost and HVAC, motors, water heating, refrigeration, and HVAC tune-up measures at low-cost and/or no-cost to social services business customers with qualifying facilities. Program providers will supply, install, and finalize paperwork for eligible participants and identify additional energy efficiency opportunities not covered under the BSS Program. Measures within this program will be included in the TRM - Deemed Savings Table and have fixed incentive levels associated with them, although these incentive values may be altered as the program budget and performance change throughout the term. Upon receipt of completed documentation, Ameren Missouri will distribute incentive payments.</p>
<p><b>Eligible Measures &amp; Services</b></p>	<p>The BSS Program energy efficient eligible measures include lighting, HVAC, motors, water heating, refrigeration, and services. Ameren Missouri and Program Administrator will combine national best practice with actual experience to set an adequate payback period to drive customer adoption. A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>Responsibilities of the Program Administrator hired to implement the program, include final program design, measure lists, and implementation plan.</p> <p>Implementation plan will include but be not limited to:</p> <ul style="list-style-type: none"> <li>• Developing a Social Services-targeted market plan for lighting, HVAC, and other measures that may be included in program;</li> <li>• Lead generation (introduction channels, customer outreach and lead qualification);</li> <li>• Developing a program provider structure to effectively support lighting, HVAC, and other measure savings opportunities; and</li> <li>• Developing a mobile sales tool utilized with customers for load assessment, energy savings and customer return on investment. Electronic or hard copy summary made available to customers.</li> </ul> <p>In order for program providers to effectively promote and communicate the benefits of the program, the implementation team will provide applicable training and marketing materials. Upon submission of project documentation, projects will be reviewed and must be approved before an incentive is distributed.</p>
<p><b>Market Transformation Elements</b></p>	<p>The BSS Program will play an important role in market transformation by training and educating social services businesses with direct outreach and through income-eligible associations.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>

<p>Promotional/ Marketing Strategy</p>	<p>Marketing efforts will focus on program awareness through direct outreach. Key pillars of the marketing strategy for the BSS Program include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Lead generation:</b> Introduction channels, customer outreach and lead qualification managed by Program Administrator and program providers.</li> <li>• <b>Mobile Sales Tool:</b> Program provider mobile sales tool utilized with customer for load assessment, energy savings and customer return on investment. Electronic or hard copy summary made available to customers.</li> <li>• <b>Education:</b> Program Administrator will play an important role in training and educating the program provider sales staff. The Program Administrator will assist program provider in identification of measures qualifying for incentives, project financing options, identify additional energy savings opportunities, and how to effectively sell all measures to customers.</li> <li>• <b>Marketing Materials:</b> Materials will be provided to customers and program provider to further enhance program awareness and increase market penetration.</li> <li>• <b>Direct Mail - USPS and electronic:</b> This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics and building types.</li> <li>• <b>Community Outreach:</b> Program awareness for Social Services can be promoted through community outreach associations. Along with promoting the design and customer benefits, this approach will help overcome skepticism of a program offering being delivered through a program provider.</li> <li>• <b>Highlight successfully completed projects:</b> Projects will be selectively chosen to display the process and benefits of the program. This type of marketing will spur the customer's competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.</li> <li>• <b>Program Providers:</b> Ameren Missouri will utilize a program provider as an additional sales/marketing channel for the program. Continual training will be provided to these providers to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing:</b> The Program Administrator will maintain a portfolio of programs and will increase customer's awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and reaching energy savings opportunities.</li> <li>• <b>Market Segmentation:</b> To penetrate the Ameren Missouri markets more effectively, a targeted marketing approach will be used. Separating the program's marketing campaign to focus on specific social service types (food banks, food pantries, soup kitchens, homeless shelters, employment services, worker training, job banks, and childcare facilities) will increase customer interest and drive installations. Also segment market targets by identifying inefficient facilities based on business type, facility size and actual energy usage.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>Program Implementer will work with the evaluator to provide data needed for the evaluation.</p>

**Program Design Flexibility**

At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.

**Estimated Participation**

<b>Business Social Services – Estimated Annual Net MWh</b>				
<b>End-Use</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>Total</b>
Cooling Bus	32	32	-	12
HVAC Bus	21	21		42
Lighting Bus	2,409	2,409	-	4,817
<b>Total</b>	<b>2,461</b>	<b>2,461</b>	<b>-</b>	<b>4,923</b>

PROGRAM	<b>Residential Smart Thermostats</b>
<b>Objective</b>	The objective of the Residential Smart Thermostat (“RST”) Program is to encourage customers to purchase energy efficient Smart Thermostat products helping customers conserve energy and decrease energy costs. In addition, Ameren will encourage customers participation in the Ameren Missouri Residential Peak Time Savings DR program to save energy.
<b>Target Market</b>	All new participating residential customers within the Ameren Missouri service territory.
<b>Program Schedule</b>	The program will launch January 1, 2025 and run through December 31, 2026.
<b>Program Description</b>	The program will encourage Smart Thermostat purchases through an on-line marketplace providing an instant rebate and will encourage customers to also participate in the Residential Peak Time Savings DR program. To the extent possible, Ameren Missouri will attempt to leverage opportunities with both federal and state programs. .
<b>Eligible Measures &amp; Services</b>	The program will offer various qualified ENERGY STAR® smart thermostats options (i.e. Google Nest, ecobee and Sensi).  A complete list of eligible program measures is included in Appendix D – Incentive Ranges.
<b>Implementation Strategy</b>	The Company will hire a Contractor to administer this program. Customers will purchase program-qualified Smart Thermostats online through Ameren Missouri’s marketplace. Once the customer has placed their online marketplace order and has been verified as a qualified Ameren Missouri customer, the instant rebate amount will be applied to the customer’s online purchase.
<b>Market Transformation Elements</b>	The program will include education elements designed to educate customers on the benefits of energy efficiency and will provide incentives to reduce the upfront cost of the Smart Thermostat product which can be a barrier to the adoption of energy efficiency absent the program. In addition, Ameren will encourage customers participation in the Ameren Missouri Residential Peak Time Savings DR program to save energy.
<b>Program Response to Evolving Markets</b>	Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary
<b>Promotional/ Marketing Strategy</b>	The Company and its implementation contractors will follow a multi-faceted approach to marketing ENERGY STAR® Smart Thermostats. In addition to direct advertising targeted at residential customers, the Company expects to leverage national ENERGY STAR® marketing campaigns and to work collaboratively with industry partners and trade allies at all levels of the retail supply chain.  Marketing activities include but are not limited to: <ul style="list-style-type: none"> <li>• Print;</li> <li>• The Ameren Missouri website;</li> <li>• Leveraging marketing budgets through cooperative promotions with retailers, distributors, contractors, and manufacturers including special events;</li> <li>• Additional strategies may be deployed to maximize spillover.</li> </ul>
<b>EM&amp;V Requirements</b>	Program Implementer will work with the evaluator to provide data needed for the evaluation.

**Program Design Flexibility**  
 At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.

**Estimated Participation**

Smart Thermostats – Estimated Annual Net MWh				
End-Use	2025	2026	2027	Total
Cooling RES	-	-	-	-
Freezer RES	-	-	-	-
Heating RES	-	-	-	-
HVAC RES	-	-	-	-
Misc RES	-	-	-	-
Water Heating RES	-	-	-	-
<b>Total</b>	-	-	-	-

- Under the Stipulation and Agreement, energy savings will not be claimed for smart thermostats.

<b>PROGRAM</b>	<b>Residential Pay As You Save<sup>®</sup> (PAYS) With FastTrack</b>
<b>Objective</b>	The objective of this program is to promote the installation of energy efficient technologies and increase deeper, long term energy savings and bill reduction opportunities for Ameren Missouri customers by delivering program funded energy efficiency services and customer repayment of those services through a tariffed on-bill charge tied to the meter.
<b>Target Market</b>	All residential electric customers within the Ameren Missouri service territory.
<b>Program Schedule</b>	The program will launch January 1, 2025, and run through December 31, 2026. FastTrack will be available late Q2 2025 through December 31, 2026
<b>Program Description</b>	<p>The Residential Pay as You Save Program is designed to serve eligible customers through direct installation of select program measures and a full assessment for customers homes when needed. Full assessments will include work proposals for qualifying upgrades. Qualifying measures will be those where the installed cost of the measures does not exceed 80% of the estimated post upgrade bill savings over 80% of the lifetime of the measures.</p> <p>Savings estimates begin with onsite building characteristics, HVAC system specifications, and direct air and duct leakage measurements. Incremental energy savings potential is calculated using a proprietary custom version of the OptiMiser home energy use calculation engine. The implementation contractor's proprietary OptiMiser software extensions use the incremental measure savings outputs and fixed measure costs pre-negotiated with service providers to identify a qualifying offer that meets the PAYS<sup>®</sup> 80% rules above.</p> <p>Customers also have the option to use FastTrack. FastTrack designed for customers that need an HVAC replacement. Using the savings estimates based on the HVAC specifications to meet the qualifications mentioned above, and without having to go through the whole house assessment. The customer will receive a qualifying offer that meets the PAYS 80% rules above.</p> <p>Customers who choose to proceed will have upgrades installed through a network of trained program partners</p> <p>Following completion of upgrades and close out of the project, the program will place a tariffed charge on the customer's bill.</p>
<b>Eligible Measures &amp; Incentive Strategy</b>	<p>The program will provide eligible customers with direct-install measures. Customers with homes that do not have health and safety issues which make the property unlikely to endure for the lifetime of the major energy efficiency upgrades will receive a full assessment and offer for additional upgrades, which may consist of qualifying energy and demand saving measures designed to achieve deep energy savings.</p> <p>Measures installed through this program are eligible for Incentives. Other measures not included in the TRM but that, due to the complexity in the design and configuration of the particular measure in the Qualifying Project, may be subject to a more comprehensive custom engineering algorithm and financial analysis that more accurately characterize the energy efficiency savings. Qualifying Projects are eligible for Program benefits and Incentives offered for eligible measures specifically for this program.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>



<p><b>Implementation Strategy</b></p>	<p>The Company will hire a contractor to administer this program. In addition to the direct installation of select measures, the program will seek to drive property owners to achieve savings possible by offering installation of qualifying measures with reduced or no upfront cost to reduce financial barriers to investing in energy efficiency upgrades. The program will identify meter locations with high energy intensity per square foot. This approach also increases the likelihood that little to no copay is the likely result of a PAYS® pilot program offering.</p> <p>The PAYS whole home process includes:</p> <ul style="list-style-type: none"> <li>• Visual inspection of the home and perform DI for DI measures (Tier 1).</li> <li>• When needed; homes that do not have health and safety issues which make the property unlikely to endure for the lifetime of the major energy efficiency upgrades, collect data using blower door and duct blaster/pressure pans and record actual home features and conditions (Tier 2).</li> <li>• Assessment - the program analyzes usage history and assessment data and program partner installation costs to determine each participant's unique qualifying scope of work. The qualifying scope of work ensures that 80% of the estimated post upgrade savings over 80% of the lifetime of the measures make up the monthly tariff charge, while 20% of the estimated post upgrade savings immediately flow to the participant, capped at 15 years. Customers will have the option of a co-pay if needed for upgrades to meet the 80/20 rule, where they would reduce the cost to meet this rule. Customers will also have the option of early payoffs.</li> <li>• Create and deliver program offer to customers, educating them on the related savings, costs, and tariff terms (Tier 3)</li> <li>• If a customer wishes to proceed, execute customer agreement, and authorize program partner to schedule and perform work (Tier 4)).</li> <li>• Post-install QC, including post installation blower door and duct blaster readings as needed, and completion of PAYS® work acceptance form.</li> <li>• Tariff charge is placed on the customer bill no less than 45 days after close-out</li> </ul> <p>FastTrack Process Includes:</p> <ul style="list-style-type: none"> <li>• The HVAC contractor visits the customer's home and inspect the HVAC unit and the customer will be informed about PAYS FastTrack.</li> <li>• The HVAC customer will enroll in FastTrack using the app/tablet provided by the contractor.</li> <li>• The HVAC contractor through the app will capture all the required information for the HVAC unit that needs to be replaced.</li> <li>• The program analyzes usage history and assessment data and program partner installation costs to determine each participant's unique qualifying scope of work. The qualifying scope of work ensures that 80% of the estimated post upgrade savings over 80% of the lifetime of the measures make up the monthly tariff charge, while 20% of the estimated post upgrade savings immediately flow to the participant, capped at 15 years. Customers will have the option of a co-pay if needed for upgrades to meet the 80/20 rule, where they would reduce the cost to meet this rule. Customers will also have the option of early payoffs. The HVAC contractor will walk the customer through the offer provided by the app.</li> <li>• If a customer wishes to proceed, execute customer agreement, and authorize HVAC contractor to schedule and perform work (Tier 4)</li> <li>• Tariff charge is placed on the customer bill no less than 45 days after close-out</li> </ul>
<p><b>Market Transformation Elements</b></p>	<p>The program will include educational elements designed to educate customers on the benefits of energy efficiency and direct installation of select measures. The program will also provide tools and resources designed to encourage the adoption of energy efficiency and a network of trade allies who will install qualifying energy efficiency measures at reduced or no upfront cost, reflected in a tariffed on-bill charge for participants</p>

<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure the program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs</p>																																													
<p><b>Promotional/ Marketing Strategy</b></p>	<p>Marketing strategy will utilize both targeted and mass market tactics. When targeted, historic usage data and data analytics will be used to identify customers and execute tactics such as customized home energy usage reports meant to encourage high energy intensity customers to enroll in the program.</p> <p>The program will use marketing communications to overcome a lack of customer program awareness and increase understanding of program offerings and participation opportunities. Tactics may include but will not be limited to direct mail, email, and digital tactics.</p> <p>Ameren Missouri and its Program Administrator will develop and execute a multifaceted marketing approach that utilizes existing customer data to target customers with a high propensity to participate in PAYS. Activities that may be utilized to acquire customers include but are not limited to direct mail, e-mail, web messaging, social media, and on-bill messaging, cross selling from energy efficiency programs.</p>																																													
<p><b>EM&amp;V Requirements</b></p>	<p>Program Implementer will work with the evaluator to provide data needed for the evaluation.</p>																																													
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<p><b>Estimated Participation</b></p>	<table border="1"> <thead> <tr> <th colspan="5"><b>Residential Pay As You Save® – Estimated Annual Net MWh</b></th> </tr> <tr> <th></th> <th><b>2025</b></th> <th><b>2026</b></th> <th><b>2027</b></th> <th><b>Total</b></th> </tr> </thead> <tbody> <tr> <td>Building Shell RES</td> <td>3,307</td> <td>3,304</td> <td>-</td> <td>6,611</td> </tr> <tr> <td>Cooling RES</td> <td>4,758</td> <td>4,749</td> <td>-</td> <td>9,507</td> </tr> <tr> <td>Heating RES</td> <td>2,799</td> <td>2,792</td> <td>-</td> <td>5,590</td> </tr> <tr> <td>Lighting RES</td> <td>570</td> <td>569</td> <td>-</td> <td>1,139</td> </tr> <tr> <td>Misc RES</td> <td>577</td> <td>576</td> <td>-</td> <td>1,153</td> </tr> <tr> <td>Water Heating RES</td> <td>1,250</td> <td>1,249</td> <td>-</td> <td>2,499</td> </tr> <tr> <td><b>Total</b></td> <td><b>13,260</b></td> <td><b>13,239</b></td> <td><b>-</b></td> <td><b>26,499</b></td> </tr> </tbody> </table>	<b>Residential Pay As You Save® – Estimated Annual Net MWh</b>						<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>Total</b>	Building Shell RES	3,307	3,304	-	6,611	Cooling RES	4,758	4,749	-	9,507	Heating RES	2,799	2,792	-	5,590	Lighting RES	570	569	-	1,139	Misc RES	577	576	-	1,153	Water Heating RES	1,250	1,249	-	2,499	<b>Total</b>	<b>13,260</b>	<b>13,239</b>	<b>-</b>	<b>26,499</b>
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PROGRAM	<b>Business Custom Program</b>
<b>Objective</b>	The Business Custom Program provides energy awareness, efficiency expertise, services, and financial incentives to encourage nonresidential customers to install energy efficient equipment that lies outside other programs with pre-defined energy efficiency measures and/or guidelines. Some custom projects are complex and require detailed savings calculations to arrive at the appropriate custom incentive level.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional. (Multifamily and income-eligible customers in the Residential Program are excluded from this program.
<b>Program Schedule</b>	The program will launch January 1, 2025, and run through December 31, 2026.
<b>Program Description</b>	The Business Custom Program applies to processes, technologies, and energy efficiency measures that do not fall within the other pre-defined programs. These projects are sometimes complex and always unique, requiring customer-specific incentive applications and calculations of estimated energy savings.
<b>Eligible Measures &amp; Services</b>	<p>Cost- effective measures falling outside of the scope of the other pre-defined programs will be included in the Business Custom Incentive Program. Financial incentives will be provided to offset the higher costs associated with installation of new, higher efficiency equipment retrofits, process improvements, or building system upgrades. Incentive levels will be calculated based on energy savings estimates for each proposed measure and will be subject to modification and adjustment based on implementation experience and current market conditions and to balance the program’s financial requirements and savings targets.</p> <p>Project funding may be capped at a predetermined per facility and per customer levels per program year. Incentive levels may vary based on the technologies used for each customer-specific measure and as needed to adhere to budgetary limits and achieve program goals.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>The customer will submit an application outlining their potential efficiency upgrades. The Program Administrator, hired to implement the program, will perform a thorough desk review of all applications, which will focus on engineering specifications, project cost, and estimated energy savings, to pre-approve qualifying installations. A pre-inspection of the site may be required. The installation of efficiency measures is the responsibility of the customer.</p> <p>To qualify, potential projects must satisfy the following common screening criteria:</p> <ul style="list-style-type: none"> <li>• <b>Facility eligibility</b> – The facility must meet the program requirements (e.g., appropriate rate class, located in Ameren Missouri service territory, equipment must be new and installed at business rate class location).</li> <li>• <b>Project eligibility</b> – The project must involve installation of new, energy efficient equipment or incorporation of energy efficient designs. Proposed measures cannot qualify for another pre-defined Incentive program, and all proposed equipment must be approved by Ameren Missouri prior to purchase or installation.</li> <li>• <b>Application submittal</b> – The customer will submit the project application to Ameren Missouri for analysis and pre-installation approval.</li> <li>• <b>Customer implements project</b> – The customer has primary responsibility to install the pre-approved measures and improvements.</li> <li>• <b>Post installation documents</b> – The customer will provide data, including invoices, receipts, and any engineering analysis (if the project was altered from the original application). Changes from the original application will be reviewed, and incentive offer may be modified accordingly.</li> </ul> <p>For projects exceeding a specified incentive threshold, which will be defined in final program guidelines, on-site verification will be required to capture baseline data, energy savings estimates, and post-installation measuring capabilities.</p>
<p><b>Market Transformation Elements</b></p>	<p>A primary role in market transformation is the training and educating of marketing and sales staff of trade allies including contractors, wholesale retailers and distributors. The program also assists customers and trade allies on energy benchmarking tools, identification of measures qualifying for incentives, project financing options, identify the different application submittal channels. Another element is education of the program through professional associations and directly to market segments.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs</p>

<p>Promotional/ Marketing Strategy</p>	<p>Marketing efforts will focus on trade allies and program partners. Key pillars of the marketing strategy for the Business Custom Incentive Program include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Education:</b> The Program Administrator will train and educate the trade ally sales staff and customers to identify energy benchmarking tools and measures that qualify for incentives, to identify different application and project financing options, and to effectively sell the program to customers.</li> <li>• <b>Marketing Materials:</b> To increase market penetration, materials will be provided to customers and trade allies, via direct mail and electronic communication channels, to enhance customer knowledge and awareness of energy savings opportunities and program availability.</li> <li>• <b>Highlight successfully completed projects:</b> Ameren Missouri will identify and publicize successful projects to promote the program and its benefits. This type of marketing will spur the customer's competitors to improve building performance and increase business process efficiency. This strategy also provides promotional and marketing opportunities for customers participating in the program.</li> <li>• <b>Trade Allies:</b> Ameren Missouri will continue to utilize the trade ally network, including trade organizations and associations, as a marketing/distribution channel for the program. Continual training will be provided to these program partners to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing:</b> Program Administrator will maintain a portfolio of programs and will increase customer awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other possible energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and increasing the probability of meeting statutory energy savings goals.</li> <li>• <b>Market Segmentation:</b> To more effectively penetrate the Ameren Missouri markets, a targeted marketing approach will be used. Segmenting the program's marketing campaign to focus on specific customer types (e.g., grocers, hospitals, lodging, municipalities, state and federal government, utilities, education, agriculture, restaurants, and retail chains, etc.) will increase customer interest and drive installations. Market segmentation also makes it easier to identify inefficient facilities based on business type, facility size and actual energy usage.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>Program Implementer will work with the evaluator to provide data needed for the evaluation.</p>
<p>Program Design Flexibility</p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>

Estimated Participation	Business Custom – Estimated Annual Net MWh				
	End-Use	2025	2026	2027	Total
	Air Comp Bus	1,014	1,014	-	2,027
	Building Shell Bus	63	63	-	127
	Cooling Bus	1,948	1,948	-	3,896
	HVAC Bus	3,641	3,641	-	7,282
	Lighting Controls Bus	-	-	-	-
	Misc Bus	127	127	-	253
	Motors Bus	190	190	-	380
	Process Bus	634	634	-	1,267
	Refrigeration Bus	13	13	-	25
	Water Heating Bus	13	13	-	25
	<b>Total</b>	7,946	7,946	-	15,892

PROGRAM	<b>Business Standard Program</b>
<b>Objective</b>	The Business Standard Program is designed to promote energy awareness and installation of energy efficient technologies or services that may include lighting controls, motors, system’s controls, HVAC, and refrigeration in nonresidential properties. This program encourages customer participation through simple and streamlined program processes.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional. Excluding multifamily market and income-eligible, which will be part of Residential Program.
<b>Program Schedule</b>	The program will launch January 1, 2025, and run through December 31, 2026.
<b>Program Description</b>	<p>The Business Standard Program will provide incentives to customers to purchase energy efficient products. Measures included within this program will be included in the Deemed Savings Table and have fixed incentive levels associated with them (although these incentive values may change as program budgets and performances are altered throughout the program’s term). Trade allies will be channel partners promoting the program and educating customers. Applications can be submitted by contractors/distributor or wholesale retailers of energy-efficient technologies or services or by their customers.</p> <p>The program may also be implemented through various channels such as down-stream and/or mid-stream incentives to promote adoption of efficient equipment, such as HVAC. It may use local contractors, manufacturers, and distributors to promote installation of efficient equipment.</p> <p>Most program measures will require only a simple calculation to identify savings. Incentives will be fixed regardless of individual project characteristics.</p>
<b>Eligible Measures &amp; Services</b>	<p>Business Standard Incentive Program eligible measures are typically common across business types such as lighting controls, space conditioning and water heating. Ameren Missouri and Program Administrator will combine national best practice with actual experience to set an adequate payback period to drive customer adoption.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>Program Administrator, hired to implement the program, will focus on numerous market segments, including but not limited to grocers, hospitals, lodging, municipalities, state and federal government, utilities, schools' agriculture, restaurants, and retail chains. The main program distribution channels will include contractors, distributors, wholesale retailers. Where applicable, local economic development and professional associations, who will be trained and supported by the program implementation staff in order for these allies to effectively promote and communicate the benefits of the program, applicable training and marketing materials will be provided by the Implementation team.</p> <p>Standard program applications will be reviewed and approved before incentive distribution. Proposed projects with an anticipated incentive greater than a defined amount will require pre-approval prior to installation and purchase of equipment. An individual project implementation timeline process will be utilized to encourage prompt installation and maintain accurate tracking of program savings and relative budgets.</p> <p>Components of the implementation plan will include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Customer financial incentives;</li> <li>• Upstream, or bounty incentive structure;</li> <li>• Stocking programs;</li> <li>• E-commerce marketplace and customer validation;</li> <li>• Educational; and</li> <li>• Savings evaluative tools and programs easily used by trade allies and customers.</li> </ul>
<p><b>Market Transformation Elements</b></p>	<p>A primary role in market transformation is the training and educating the marketing and sales staff of trade allies including contractors, wholesale retailers and distributors. The program also assists customers and trade allies on energy benchmarking tools, identification of measures qualifying for incentives, project financing options, identify the different application submittal channels. Another element is the programs education through professional associations and customer market segments.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.</p>



Promotional/Marketing Strategy

Marketing efforts will focus on trade allies and program partners. Key pillars of the marketing strategy for the Business Program include but are not limited to:

- **Education:** Program Administrator will play an important role in training and educating the marketing and sales staff of trade allies including contractors, wholesale retailers and distributors. The Program Administrator will assist customers and trade allies on energy benchmarking tools, identification of measures qualifying for incentives, project financing options, identify the different application submittal channels, and how to effectively sell the program to customers.
- **Marketing Materials:** Materials will be provided to customers and trade allies to further enhance customer energy awareness, program awareness, and increase market penetration.
- **Direct Mail - USPS and electronic:** This marketing vehicle is a targeted approach, identifying potential efficient opportunities based on business segments, operating characteristics and/or building types.
- **Associations:** A unique opportunity exists in trade organizations and various associations. Businesses rely on these associations to represent that industry's best interests in lobbying, growth, and identification of business opportunities. Ameren Missouri will coordinate with specific associations to highlight program offerings suitable for their respective industry.
- **Highlight successfully completed projects:** Ameren Missouri will selectively choose projects to display the process and benefits of the program. This type of marketing will spur the customer's competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.
- **Trade Allies:** Ameren Missouri will continue to utilize the trade ally network as a marketing/distribution channel for the program. Ameren Missouri will maintain a diverse trade ally advisory board to collaborate on program improvement opportunities. Continual training will be provided to all trade allies to ensure business development activities are promoting program savings opportunities and conducted within program guidelines. Trade allies will be educated on the value of promoting savings opportunities across all programs.
- **Inter-program Marketing:** Program Administrator will maintain a portfolio of programs and increase customer awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other possible energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and achieving energy savings opportunities.
- **Market Segmentation:** To penetrate the Ameren Missouri markets more effectively, a targeted marketing approach will be used. Separating the program's marketing campaign to focus on specific customer types (schools, agriculture, grocers, hospitals, lodging, municipalities, state and federal government, utilities, restaurants, and retail chains, etc.) will increase customer interest and drive installations. Also segment market targets by identifying inefficient facilities based on business type, facility size and actual energy usage.

EM&V Requirements

Program Implementer will work with the evaluator to provide data needed for the evaluation.

<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>					
<p><b>Estimated Participation</b></p>	<p><b>Business Standard – Estimated Annual Net MWh</b></p>					
	<p><b>End-Use</b></p>	<p><b>2025</b></p>	<p><b>2026</b></p>	<p><b>2027</b></p>	<p><b>Total</b></p>	
	<p>Air Comp BUS</p>	<p>341</p>	<p>341</p>	<p>-</p>	<p>682</p>	
	<p>Cooking BUS</p>	<p>39</p>	<p>39</p>	<p>-</p>	<p>77</p>	
	<p>Cooling BUS</p>	<p>4,522</p>	<p>4,522</p>	<p>-</p>	<p>9,044</p>	
	<p>HVAC BUS</p>	<p>6,984</p>	<p>6,984</p>	<p>-</p>	<p>13,967</p>	
	<p>Lighting Controls BUS</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	
	<p>Motors BUS</p>	<p>1,125</p>	<p>1,125</p>	<p>-</p>	<p>2,251</p>	
	<p>Refrigeration BUS</p>	<p>165</p>	<p>165</p>	<p>-</p>	<p>331</p>	
	<p>Water Heating BUS</p>	<p>142</p>	<p>142</p>	<p>-</p>	<p>283</p>	
	<p><b>Total</b></p>	<p>13,318</p>	<p>13,318</p>	<p>-</p>	<p>26,635</p>	

<b>PROGRAM</b>	<b>Business Retro-Commissioning</b>
<b>Objective</b>	This program will deliver energy savings by helping customers retro-commission existing facilities – i.e., benchmark existing system performance levels at those facilities, identify operating system performance optimization improvements, and, where applicable, provide financial incentives to assist with the implementation of the recommended efficiency improvements.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional. Multifamily and income-eligible customers in the Residential Program are excluded from this program.
<b>Program Schedule</b>	The program will launch January 1, 2025, and run through December 31, 2026.
<b>Program Description</b>	The program will seek to identify efficiency opportunities associated with existing mechanical, electrical, and thermal systems in nonresidential buildings by providing energy management optimization and options for retrofitting equipment that is inefficient and outdated and will utilize qualified contractors and marketing partners to deliver measurable energy savings. This program also assists occupants in improving their operation and maintenance practices in areas such as compressed air and process system upgrades.
<b>Eligible Measures &amp; Services</b>	<p>Retro-commissioning projects most common optimization equipment measures include lighting controls, space conditioning and process. Ameren Missouri and Program Administrator will combine national best practice with actual experience to set an adequate payback period to drive customer adoption.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>
<b>Implementation Strategy</b>	<p>The Program Administrator, hired to manage implementation of the program, oversee survey and implementation of efficiency measures, and provide engineering review and incentive fulfillment for each project. Project qualification process will follow this methodology:</p> <ul style="list-style-type: none"> <li>• Retro-commissioning Program Provides ("RPP") primarily identifies potential candidates for the program;</li> <li>• After a program application is submitted, study is conducted to assess the viability of the project and to determine energy savings and cost estimates;             <ul style="list-style-type: none"> <li>• After engineering analysis and verification of estimated savings has been completed, the Program Administrator will work with building owners and trade allies to conduct an engineering audit based on industry best practice to benchmark the building's energy profile;</li> </ul> </li> <li>• Following the facility audit, efficiency upgrades will be recommended by the RPP, reviewed, and approved by the Program Administrator and completed by the customer;             <ul style="list-style-type: none"> <li>• Potential efficiency improvements include but are not limited to: compressed air leak identification, system controls calibration, energy management systems including monitoring, and variable speed drive tune-ups; and</li> </ul> </li> <li>• After the implementation stage, an ex-post verification will take place to ensure proper installation and adherence to stipulated implementation guidelines.</li> <li>• Once the project is completed and approved by the Program Administrator, an incentive check will be delivered to the customer.</li> </ul>

**Market Transformation Elements**

As part of this program, a facility energy study is completed on optimization of equipment and as part of the process customers are educated to increase their awareness of maintaining equipment efficiency. The program will also support market transformation by making customers aware of incentives to defray the cost to attend Building Operator Certification training.

**Program Response to Evolving Markets**

Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.

<p>Promotional/ Marketing Strategy</p>	<p>The marketing strategy will include components associated with the business type and size. Key pillars of the marketing strategy for the Business Retro-Commissioning Program include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Education:</b> Program Administrator will play an important role in training and educating the trade ally sales staff. The Program Administrator will assist trade allies and customers on energy benchmarking tools, identification of measures qualifying for incentives, identify the different application submittal options, and how to effectively sell the program to customers.</li> <li>• <b>Marketing Materials:</b> Materials will be provided to customers and trade allies to further enhance customer energy awareness, program awareness, and increase market penetration.</li> <li>• <b>Direct Mail - USPS and electronic:</b> This marketing vehicle will require a targeted approach, identifying potential efficient opportunities based on business operating characteristics, size and building types.</li> <li>• <b>Associations:</b> A unique opportunity exists in trade organizations and various associations. Businesses rely on these associations to represent that industry's best interests in lobbying, growth, and identification of business opportunities. Ameren Missouri will coordinate with specific associations to highlight program offerings suitable for their respective industry.</li> <li>• <b>Highlight successfully completed projects:</b> Ameren Missouri will selectively choose projects to display the process and benefits of the program. This type of marketing will spur the customer's competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.</li> <li>• <b>Trade Allies and Program Providers:</b> Ameren Missouri will continue to utilize trade ally network and Program Providers as a marketing/distribution channel for the program. Continual training will be provided to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing:</b> Program Administrator will maintain a portfolio of programs and increase customer awareness across programs as part of the application and education process. This is an opportunity to direct the customer to other possible energy savings incentives. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction, creating spillover, and increasing the probability of meeting statutory energy savings goals.</li> <li>• <b>Market Segmentation:</b> To penetrate the Ameren Missouri markets more effectively, a targeted marketing approach will be used. Separating the program's marketing campaign to focus on specific business types will increase customer interest and drive installations. Also segment market targets by identifying inefficient facilities based on business type, facility size and actual energy usage.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>Program Implementer will work with the evaluator to provide data needed for the evaluation.</p>
<p>Program Design Flexibility</p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>

Estimated Participation

Business Retro Commissioning – Estimated Measures			
End-Use	2025	2026	Total
Air Comp BUS	3	3	6
Cooling BUS	2	3	5
HVAC BUS	4	4	8
Refrigeration BUS	1	1	2
<b>Total</b>	10	11	21

PROGRAM	<b>Residential Demand Response</b>
<b>Objective</b>	<p>The objective of the Residential Demand Response ("DR") program is to build a resource available to Ameren Missouri to reduce the demand during an event. The program will obtain demand savings by providing residential electric customers incentives to allow the program to control program approved devices, reducing their demand during demand response events.</p> <p>The Company's program design may include annual energy savings from custom device programming that are beyond the inherent energy savings from smart thermostats. The program will use an integrated, data-informed approach to customer engagement and marketing of available demand response offerings.</p>
<b>Target Market</b>	All residential electric customers within the Ameren Missouri service territory.
<b>Program Schedule</b>	The program will launch January 1, 2025, and run through February 29, 2028
<b>Program Description</b>	<p>The Residential DR program will engage residential customers to control a variety of energy loads, which may include but will not be limited to heat pumps, central air conditioners, electric water heaters, electric vehicles, and pool pumps through, program-approved devices. The Company will provide incentives to encourage customers to enroll in the program and agree to allow Ameren Missouri to cycle or set back the customer's specific energy loads during DR events.</p> <p>The program may also reduce energy usage by utilizing a continuous load shaping strategy during non-event periods, for locational demand purposes, or seek to achieve demand and energy savings and capacity resource reductions through the Midcontinent Independent System Operator, Inc. ("MISO").</p> <p>Ameren Missouri will devise an approach to maximize customer satisfaction and the available load under control by the program.</p>
<b>Eligible Measures &amp; Incentive Strategy</b>	<p>Eligible cost-effective measures include enrollment, installation, and annual incentives. Program approved devices may include smart devices that are Wi-Fi connected and control equipment such as a central air conditioner or water heater, or professionally installed switches that control water heaters, pool pumps, and central air conditioners. Customers may also receive incentives to enroll their existing devices in the program, purchase and install a new device and enroll in the program, or to have a device professionally installed and enrolled in the program.</p> <p>In addition to an enrollment incentive, customers may also be incentivized per event that they participate in or once for an event season that they participate. Behavioral actions that result in demand savings could also be a part of the program.</p> <p>Costs, participation, measure mix, and incentive dollars will be refined after engagement with the Program Administrator.</p> <p>A complete list of eligible program measures is included in Appendix D – Incentive Ranges.</p>

<p><b>Implementation Strategy</b></p>	<p>The Company will hire a contractor to administer this program. The Program Administrator will provide the necessary services to effectively implement the program and obtain the demand savings goals outlined in the plan while adhering to the planned budget. Key implementation aspects include:</p> <ul style="list-style-type: none"> <li>• <b>Customer education/recruitment:</b> The Program Administrator will develop and implement the marketing strategy. Participant acquisition cost per channel will be balanced with recurring program costs;</li> <li>• <b>Identify customers for the control group:</b> Control groups will be identified as needed by the EM&amp;V Contractor, the Program Administrator, and Ameren Missouri;</li> <li>• <b>Participant communication strategy:</b> Communications regarding enrollment, education, DR events, program season, and any ongoing communications will be refined after engagement with the Program Administrator. Communications will include education on program benefits and timely information regarding DR events, and will leverage the Program Administrator's best practices; and</li> <li>• <b>Event management:</b> Processes and protocols associate with DR event identification and execution will be refined after engagement with the Program Administrator.</li> </ul>
<p><b>Market Transformation Elements</b></p>	<p>There are no market transformation elements associated with Residential DR.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure the program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs</p>
<p><b>Promotional/ Marketing Strategy</b></p>	<p>Ameren Missouri and its Program Administrator will develop and execute a multifaceted marketing approach that utilizes existing customer data to target customers with a high propensity to participate in the Residential DR programs. Due to the unique nature of the Residential DR program, which includes ongoing incentives for participants, Ameren Missouri will seek to control initial program participation and resulting recurring program costs. The program will balance ongoing participation costs with costs of recruitment per different marketing channels, such as existing learning thermostat owners, energy efficiency participants, and time of sale recruitment during purchase of program approved devices. Activities that may be utilized to acquire customers include but are not limited to direct mail, e-mail, web messaging, social media, and on-bill messaging, cross selling from energy efficiency programs. As the program becomes more saturated door-to-door can be utilized to deeply penetrate certain geographies or customer segments. Local and cable TV, radios, tabling, trade shows, seminars and other retail channel partnering can increase customer education and awareness.</p>
<p><b>EM&amp;V Requirements</b></p>	<p>Program Implementer will work with the evaluator to provide data needed for the evaluation.</p>
<p><b>Program Design Flexibility</b></p>	<p>At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.</p>



Estimated Participation	2025	2026	2027	Total
	Cumulative MW	66.25	72.55	78.66

PROGRAM	Business Demand Response
<b>Objective</b>	The objective of the Business Demand Response ("DR") program is to achieve demand and energy savings and a capacity resource through the Midcontinent Independent System Operator, Inc. ("MISO") market by providing customers the resources necessary to identify and take advantage of demand response opportunities. This is intended to provide a long-term, low-cost resource for system reliability and customer affordability.
<b>Target Market</b>	All business customers.
<b>Program Schedule</b>	The program will launch January 1, 2025, and run through February 29, 2028.
<b>Program Description</b>	The Business DR program will engage customers to participate in DR events through direct load control, manual response. Participants will benefit from a customized energy reduction plan and may receive enhanced control technology.
<b>Eligible Measures &amp; Services</b>	<p>A customized load curtailment strategy will be developed for each participating facility. Energy loads such as lighting, HVAC, chillers, motors, production/processing equipment, refrigeration systems, pumps, water heating, generation and electric vehicles can be utilized to curtail load during a DR event. The curtailment may be a direct load control by the utility, a manual curtailment, or a behind the meter generation resource.</p> <p>Participating facilities will be paid a capacity payment based on event participation supporting final nomination submitted in MISO season.</p> <p>There are no defined measures for Business DR. Each participant is unique and may have a variety of response mechanisms to achieve their reduction in demand.</p> <p>Reference Appendix D – Incentive Ranges.</p>
<b>Implementation Strategy</b>	A Program Administrator will implement this program. The Program Administrator will provide the necessary services to effectively implement the program and obtain the demand savings goals outlined in the plan while adhering to the planned budget.
<b>Market Transformation Elements</b>	There are no market transformation elements associated with DR.
<b>Program Response to Evolving Markets</b>	Due to the unpredictable and changing nature of the marketplace, the Company and its contractors will maintain flexibility within the program. Various market factors, including new codes and standards, energy legislation, and consumer attitudinal shifts, will affect the measure mix, and program delivery strategy. The Company will alter incentive levels and qualification criteria as necessary to ensure the program achieves its energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into the other programs.
<b>Promotional/ Marketing Strategy</b>	Ameren Missouri and its Program Administrator will develop and execute a multifaceted marketing approach that utilizes existing customer relationships to target customers with a high propensity to participate in the business DR programs. Specific types of customers can be operationally good candidates for reliable load reduction. Direct mail, e-mail, and digital content can be used to introduce the DR program to new customers. Case studies can be developed to help customers understand the impact and benefits of enrolling.

<b>EM&amp;V Requirements</b>	Program Implementer will work with the evaluator to provide data needed for the evaluation.				
<b>Program Design Flexibility</b>	At their core, energy efficiency programs are marketing programs that must respond to a changing marketplace and keep up with new technology offerings, delivery channels, and customer preferences. The Change Process will allow stakeholder input on program changes and facilitate successful implementation of necessary changes. This level of flexibility at the implementation team level is important to make appropriate modifications to respond to program and market condition changes.				
<b>Estimated Participation</b>	<b>Business Demand Response – Estimated MISO MW</b>				
		<b>2025-2026</b>	<b>2026-2027</b>	<b>2027-2028</b>	<b>Total</b>
	Summer MW	180.00	180.00	180.00	180.00
	Fall MW	100.00	100.00	100.00	100.00
	Winter MW	100.00	100.00	100.00	100.00
	Spring MW	100.00	100.00	-	100.00

- Program years for Business Demand Response equates to three MISO PRA years less Spring 2028.