

**HIGHLY CONFIDENTIAL INFORMATION**

**Ameren Missouri Charge Ahead Annual Report - ET-2018-0132**  
**Electric Vehicle Charging – Local Charging Incentive Program**  
**Annual Report for 2022, January 1<sup>st</sup>, 2022 – December 31<sup>st</sup>, 2022**

This report comprises the annual report on the subject case and topics. The report includes this narrative document as well as the associated Excel spreadsheet files, cumulative report of EV registration data, Annual Education and Admin Costs, Annual Costs by FERC Accounting, and an update on the WattTime pilot.

Note: The due date for the annual reports for Charge Ahead – Local Incentive Program is within 120 days of the end of each program year.

**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:

The screenshot shows a web browser window with the URL <https://www.ameren.com/missouri/business/electric-vehicles/incentives>. The page title is "Incentives & Programs" and the subtitle is "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." The navigation menu includes "Overview", "Incentives", "Find an EV", "Charging", and "Resources".

The main content area is divided into two columns:

- 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](#)

## Education and Outreach Activities

The Efficient Electrification Team is actively raising awareness of the benefits of EVs through targeted educational outreach to customers via virtual community events, outreach to professional associations, outreach to Key/Regional accounts, email marketing campaigns and through social media. A parallel educational outreach effort is engaging EVPs, Electric Vehicle Partners, such as auto dealers, electricians, building design professionals, and charging station suppliers. EVPs stimulate customer knowledge of and interest in EVs and make them aware of the benefits of the Local Charging Incentive Program.

Our 2022 marketing activities to raise awareness of the Local Charging Incentive Program included the following activities:

- Virtual Community Events – EV 101: An Introduction to Electric Vehicles
- Electric Vehicle Partners (EVP) Network – quarterly in person roundtable events for the EVPs
- Electric Vehicle Partners (EVP) Network – monthly webinar sessions offered to EVPs
- Charge Ahead Webinars – monthly webinar sessions offered to business customers on the Charge Ahead Incentive Program
- Outreach to municipalities, businesses, and professional associations – Presentations/Speaking Events
- Outreach through CEDES Team members specifically, Key and Regional Account executives
- Direct email marketing 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...)

### Virtual Charge Ahead Events (monthly)

Ameren MO Efficient Electrification Team hosts monthly webinars for business customers to educate them about the EV Charging Incentive Program. The Electrification Team works closely with the marketing team to market the webinars via social media.



Alpha Brewing Company received **\$10K** in incentives for installing charging stations.

Attend our upcoming virtual event to learn how you can save big too.

August 23, 2022 at 9 am CST

REGISTER TODAY



### **St. Louis Investment in Infrastructure Expo**

Ameren MO Efficient Electrification Team hosted a booth at this event on February 22, 2022. The team focused on educating the attendees on the EV Charging Incentive Program and solicited contractors at the event to learn more about the Electric Vehicle Partner Network (EVP). The booth included a tabletop charger display and marketing material related to the Corridor Program and EV Charging Incentive Program. The event attracted over 300 attendees and 110 exhibitors. There was a lot of engagement from the attendees with the EV charging display.



### **Shaw Art Festival (Community Engagement)**

Ameren MO Efficient Electrification Team hosted a booth at this event and had two static electric vehicles on display, Ameren Security Mach-E and Ford F 150 Lightning pick up truck. Both vehicles attracted a lot of attendees to our booth. We educated the attendees about the benefit of driving electric vehicles and made our business customers aware of the EV Charging Incentive Program.





### **Electric Vehicle Partner (EVP) Roundtable - Brentwood Community Center**

Ameren MO Efficient Electrification Team hosted an EVP Roundtable on October 19, 2022. The theme was working with municipalities and preparing your customer for large EV charging installation projects. Eric Gruenenfelder, Director of Parks and Recreation, offered advice to EVPs about speaking to municipalities regarding EV charging and he also shared some benefits of having publicly accessible charging at the community center. IBP, EV charging installer, also provided a video of the charging installation process. Overall, it was a great event, and the EVPs were looking forward to engaging municipalities on the benefits of the Ameren MO EV Charging Incentive Program.

### **Case Study - Brentwood Community Center**



### **2022 Case Studies on EV Charging**

The business customers listed below participated in the Ameren MO EV Charging Incentive Program and shared their EV charging experience in the attached case study.

- Workplace Charging - [World Wide Technology](#)
- Multi Family Apt Buildings - [Lofts at the HUPP](#)
- Public Charging - [Hampton Inn](#)

**Annual Administrative and Education Costs**

The annual administrative costs associated with the Local Charging Incentive Program include development of the application portal and workflow management system developed by Applied Energy Group (AEG). The education costs include the Auto Show and Watt Time Pilot program. The cost from January 2022 through December 2022 for total administrative and educational costs is approximately **\$251,237** and includes the following costs:

- AEG administrative costs \$ 52,113
- Reach marketing expenses \$ 183,047
- Administrative Related Costs \$16,077

**Annual Costs by FERC account (182/327) JOP84 January 2022 – December 2022**

The Charge Ahead program costs are currently being deferred to FERC Accounting 182/327. The Total Annual Costs for the Local Charging Incentive Program – JOP84 is listed below:

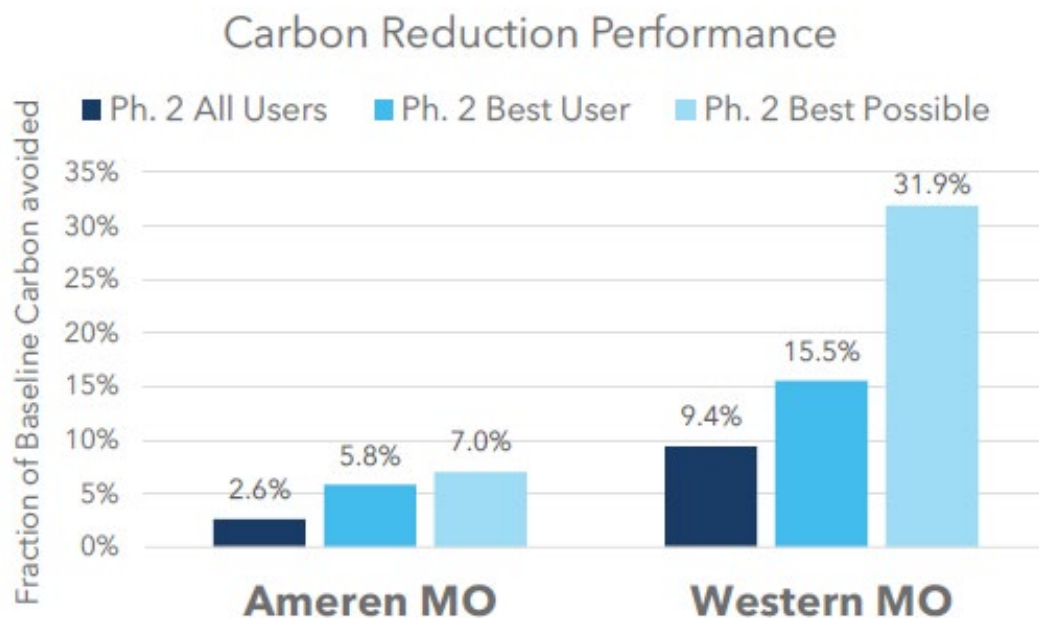
- Total Annual Costs **\$1,260,182.71**
  - Administrative and Educational Costs \$251,237
  - Customer Incentive Payments \$1,008,945

## Automated Emissions Reduction (AER)

The pilot of Automated Emissions Reduction for EVs, as implemented by Enel X with their JuiceNet Green product ended Sept 2022, attached is the final report.

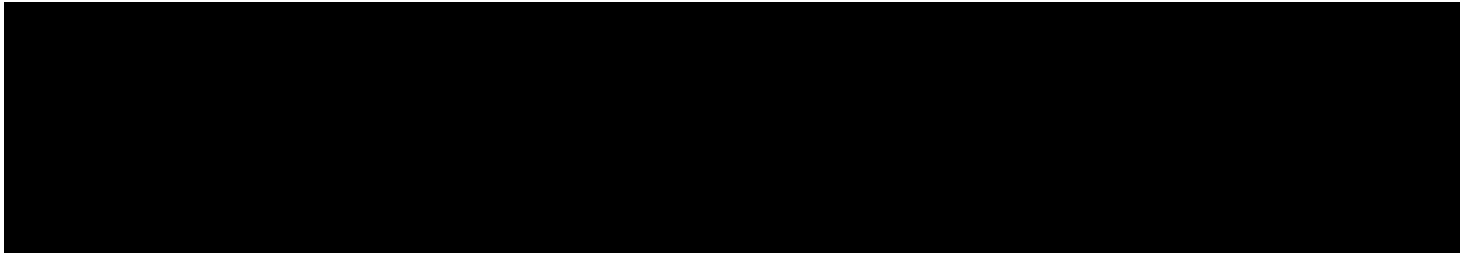
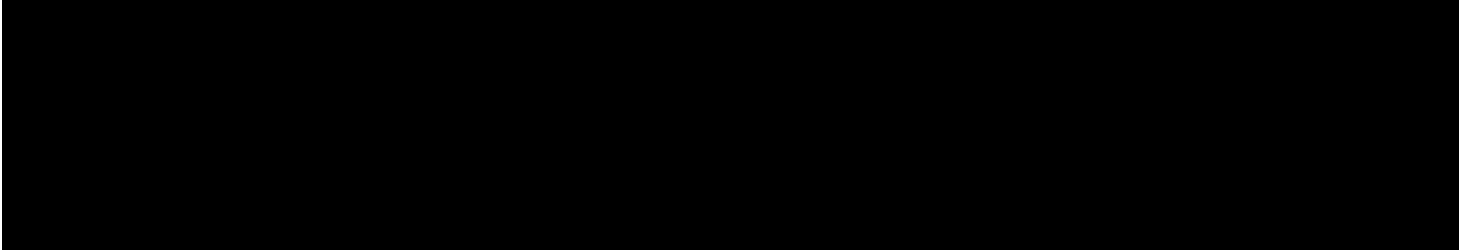
The key take-aways from the pilot evaluation include:

- AER-enabled EV charging is available, functional, and practical for drivers in Missouri.
- JuiceNet Green AER technology reduced carbon emissions by 2.6% overall during the evaluation period, a total of 1,953 pounds of CO<sub>2</sub>.
- Carbon reduction varied widely among users, with the best user reducing their induced carbon emissions by 15.5%.
- Some users had trouble with the EV JuiceNet app, and many did not use it at all, which negatively affected JuiceNet Green's performance. These are not issues with the AER algorithm, they are specific to Smart Charging with the EV JuiceNet app.
- The carbon reduction opportunity is currently higher in Western MO (Southwest Power Pool) than it is in Ameren Missouri territory (MISO).

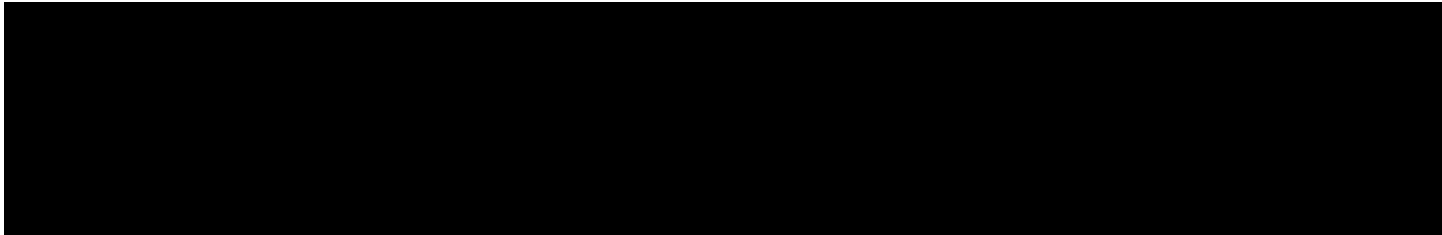


**Line Extension Details:**

During this time period, two projects have completed with line extensions. Below is a breakdown of the project costs including the construction allowance amount.

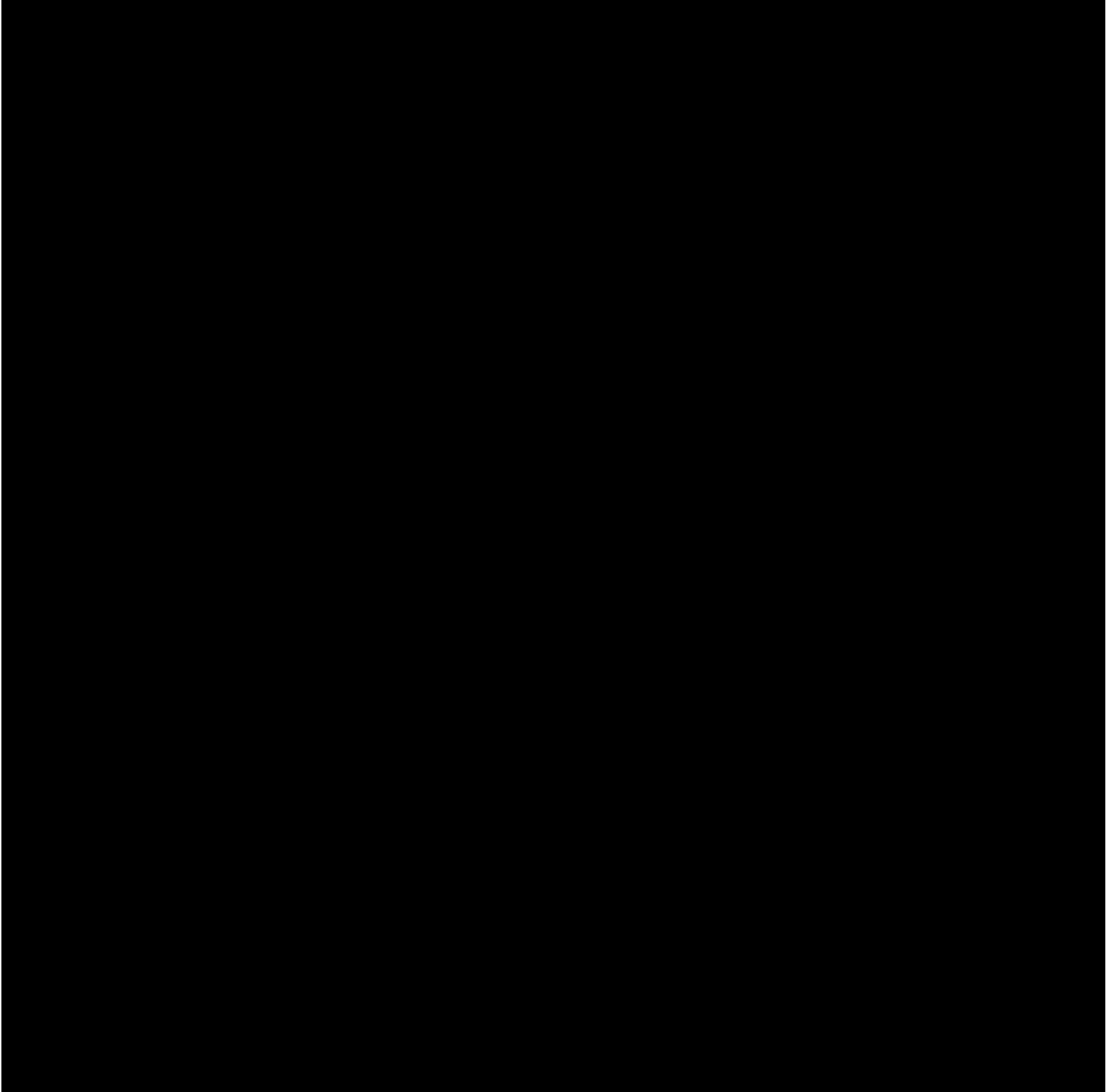


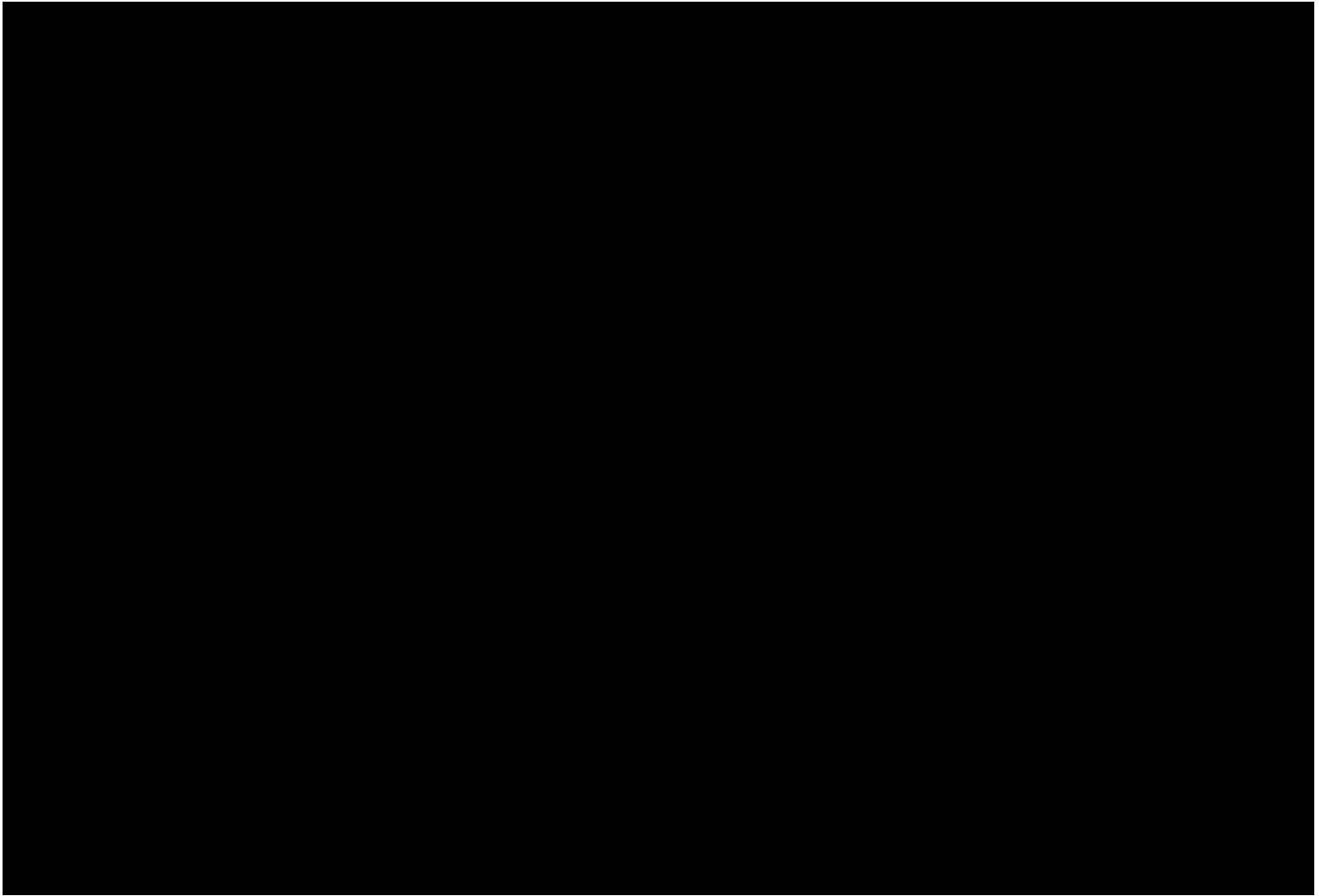




**Charger Load Data:**

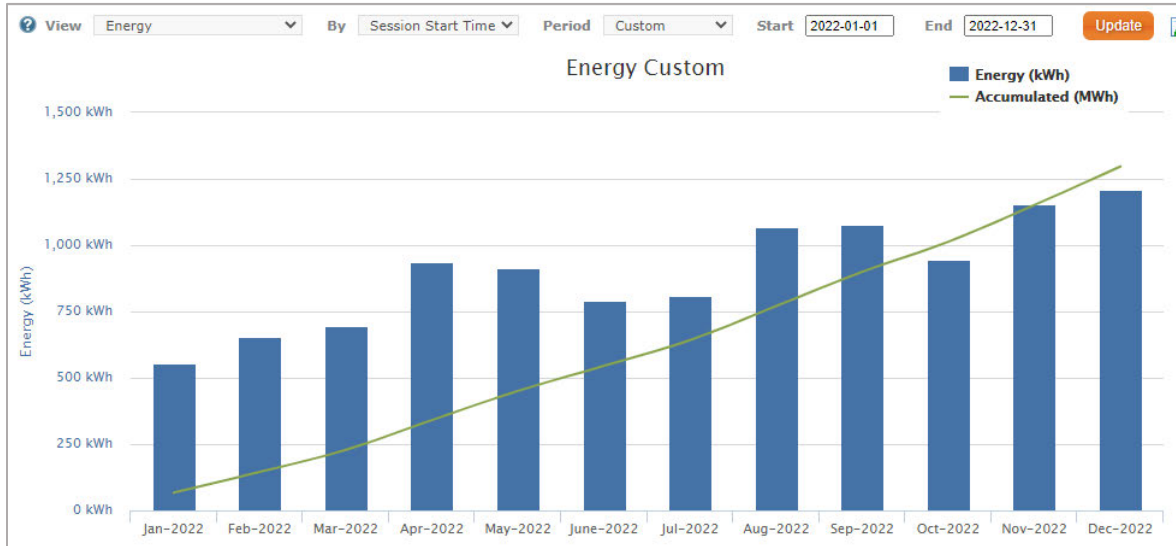
For each of the completed projects listed below, the customers identified their charging equipment as a "smart charger" and agreed to monitor their energy usage. Ameren Missouri EV Team is working closely with the charging manufacturers and has reached out to customers to obtain charger utilization details.



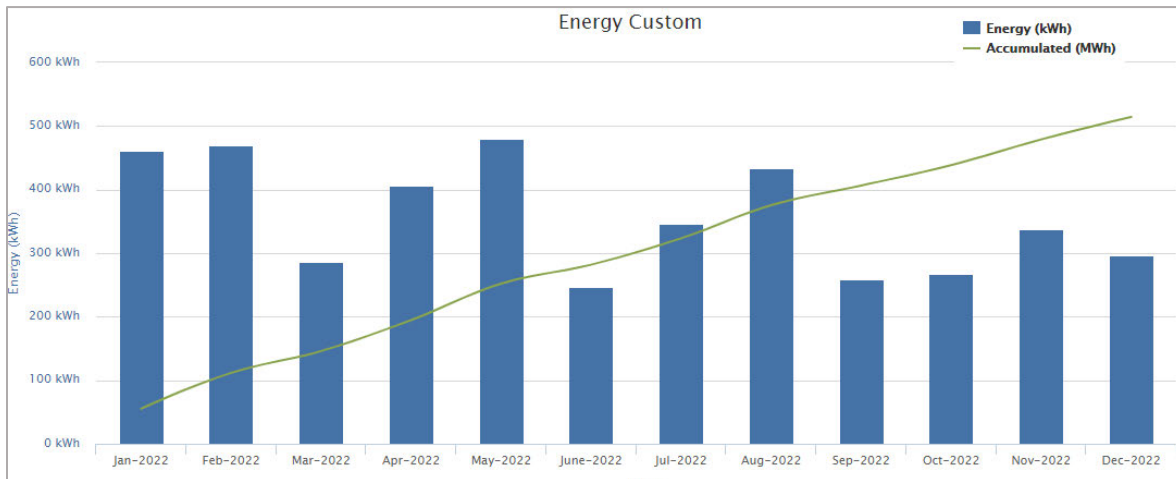


### Load information by Charging Manufacturer – ChargePoint

#### 601 Metropolitan Square



#### Hi Pointe Lofts



**Direct Revenues from Local Charging Stations** *(see workbook for calculations)*

Time Period includes (January 1, 2022 – December 31, 2022)

There have been no Local Charging Incentive Program projects with a dedicated meter. Based on the 245 installed chargers (at 81 locations) thru December 31, 2022, Ameren Missouri estimates a total annual direct load/revenue of \$199,631 to \$255,536 and a total annual direct energy consumed of approximately 2,891,923 kWh. Please refer to included work papers for information by location. Please note that the variability relates to an estimate of billing demand. The high end of the range assumes that, for all customers on rates which include a demand charge, the charging demand coincided with customer billing demand in all months. The low end of the range assumes that the charging demand never coincided with the customer billing demand in any month.

**Indirect Revenues** *(see workbook for calculations)*

Ameren Missouri receives a snapshot of Missouri registrations from IHS MarkIT on a quarterly basis, approximately seven weeks after the end of the calendar quarter. This report includes baseline and current data through **December 2022** that reflects numbers for Ameren Missouri territory. See Power BI visual depiction shown at end of this report.

An attachment to this report is the Excel spreadsheet, "AMO Charge Ahead – Revenue Workbook 1-1-22 thru 12-31-22," which contains the EV counts by county and type of EV. Note these counts have been proportioned for the percentage of households served by Ameren Missouri in each county.

Ameren Missouri estimates indirect energy load of 54,785,550 kWh and indirect revenue in a range of \$4,602,710 to \$4,873,895. The variability in revenue range relates to a variable estimate of where charging is occurring (Multifamily, Workplace, or Public).

EV Registration Data as Power BI Visuals (includes snapshot at end of December 2022)

