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# Ameren Illinois 2026-2029 DSM Plan

Draft Plan SAG Presentation

September 10, 2024



# AIC Team Introduction



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# Meeting Goals



## Draft Portfolio Vision and Objectives

Communicate Portfolio Vision and Objectives.



## Draft Portfolio Overview

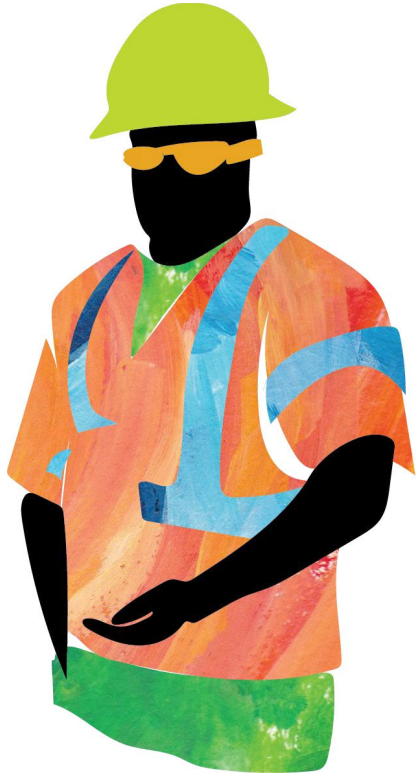
Highlight program elements and changes driving budget and savings.



## Stakeholder Feedback

Collection of feedback on draft portfolio

# 2026-2029 DSM Plan Meeting Agenda



## Draft Portfolio Overview

- Vision, Pillars & Objectives
- Design Overview
- Portfolio Overview

## Draft Program Overview

- Business Program
- Residential Program
- Income Qualified

## Market Development Initiative (MDI)

- Diverse Spend
- MDI Deep Dive

## Other Portfolio Items

- Market Innovation
- Third Party Programs
- Additional EE Plan Updates
- Policy Updates



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# Draft Portfolio Overview



# 2026-2029 Portfolio Vision

ENABLING CUSTOMERS AND COMMUNITIES TO  
THRIVE BY INVESTING IN

## ENERGY EFFICIENCY PROGRAMS THAT CHANGE LIVES



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# Portfolio Vision Pillars

## *Reduce* Energy Costs & *Improve* Customer Health

- Deliver comprehensive programs for comfort and savings
- Leverage all funding opportunities
- Continue offering Healthy Homes (Air Quality Pilot) & Health & Safety repairs

## *Increase* Benefits in Disadvantaged Communities

- Reaffirm commitment to IQ programs and EE workforce development
- Utilize data to better serve customers having high need
- Increase support to business customers

## *Empower* & Guide Customer Transition

- Deliver a streamlined customer journey for a better experience
- Support business customers in meeting sustainability goals
- Assist community partners in CEJA funding opportunities



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# Building our Communities a Brighter Future


**22** **community-based organizations** brought energy efficiency education and discount information to customers, helping their homes become more energy-efficient, so they can save each month on their energy bill.


 **Over \$68,000**

was awarded through **Co-Pay Assistance Grants** to help diverse-owned small businesses and non-profit organizations participate in the Small Business Direct Install Initiative, which helps small businesses become more energy-efficient through lighting and refrigeration upgrades.

 Since 2018, Ameren Illinois has spent **\$201 million** in helping Income-Qualified customers make their homes more energy-efficient.

 Income-Qualified customers have already saved **\$76 million** on their electric bills, and over **\$13 million** on their natural gas bills.

 **8** **contractors** were sponsored through the Diverse Program Ally Incubator.

 In 5 years, the \$201 million investment will have saved Income-Qualified customers

**\$225 million**  
on their energy bills.

**Over \$40 million** was spent with diverse suppliers and diverse Program Ally contractors, boosting locally owned and diverse business revenues, so the most vulnerable communities and populations are continuing to thrive and grow.



# Workforce Development



**289** workforce development opportunities were provided to help current and future jobseekers find a new role in the energy field. These opportunities included:



**47** jobseekers finding employment



**56** jobseekers finding training



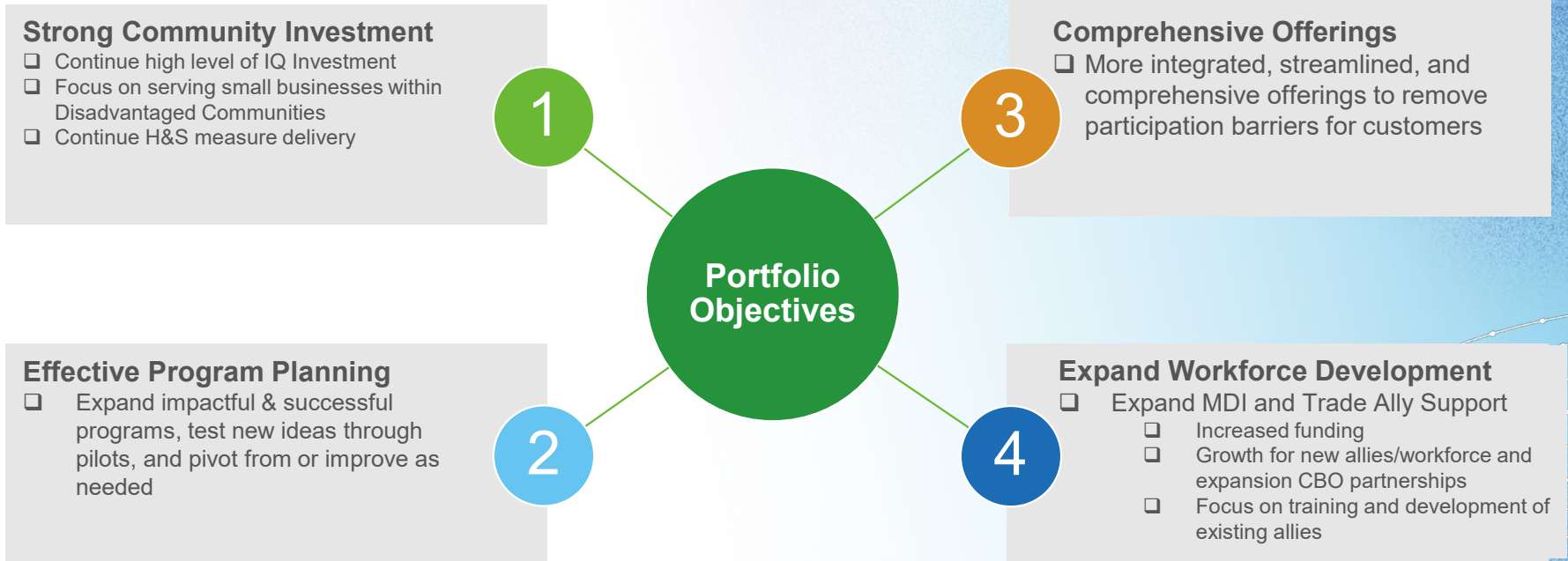
**14** paid internships with  
**13** employers



**42** students receiving scholarships at  
**7** community colleges

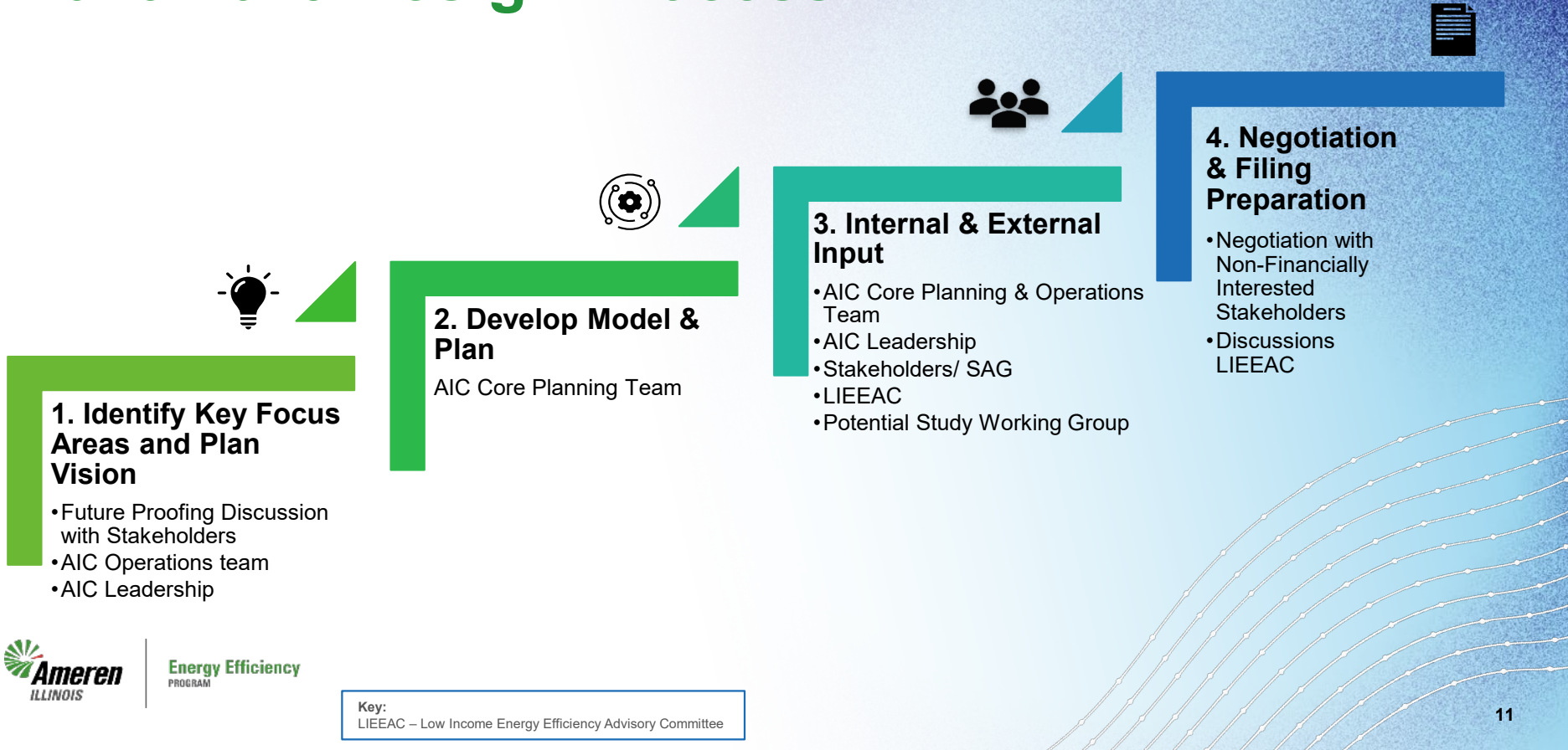


# Draft Portfolio Objectives





# 2026-2029 Design Process





# Goal Overview

**Independent  
Statewide Potential  
Study draft results  
show that reduction  
is necessary**



## Legal Justification for Reduced Goals

efficiency measures; however, the goals may be reduced if either (1) clear and convincing evidence demonstrates, through independent analysis, that the expenditure limits in subsection (m) of this Section preclude full achievement of the goals or (2) ~~the utility's expenditures~~



**Ameren will be seeking  
reduced goals for the  
2026-2029 Portfolio**

# Draft Goal Methodology

Proposal for similar methodology to 2022-2025 calculation.

2026-2029 reduced goals will be calculated as the 2025 reduced CPAS goal, plus the reduced AAIG increase for each year.

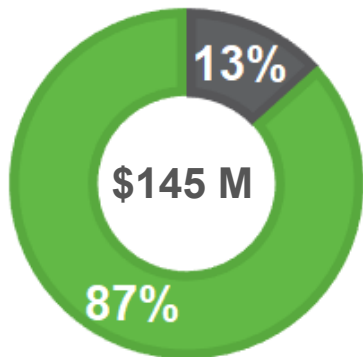
## Starting Point



# High-level Portfolio Overview

## COMBINED EE BUDGET

■ Gas Budget ■ Electric Budget



Scenario	Annual Average	Electric	Gas
	<b>Budget</b>	\$126,119,822	\$19,138,353
<i>Includes</i> VO and Gas Conversions	<b>Savings</b> (MWh or Therm)	233,596	2,779,495
	<b>Cost per kWh or therm</b>	\$0.54	\$6.89
<i>Excludes</i> VO and Gas Conversions	<b>Savings</b> (MWh or Therm)	199,700	3,450,006
	<b>Cost per kWh or therm</b>	\$0.63	\$5.55

### Highlights

- Combined investment of \$145 M annual average
- Electric and Gas budgets have increased
- Voltage Optimization (VO) smaller portion of savings
- Portfolio is highly cost effective – TRC above 3.0
- WAML – 13.24 electric, 14.50 gas 4 yr avg



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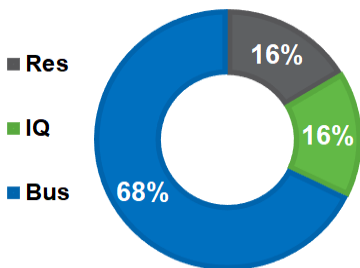
Key:  
WAML – Weighted Average Measure Life



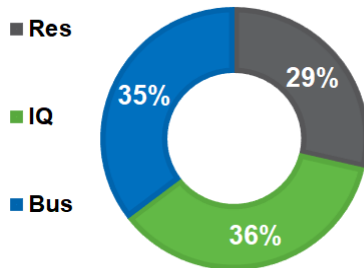
# High-level Program Overview

*Excludes Conversions & VO	Electric (Annual Average)			Gas (Annual Average)		
	Residential	IQ	Business	Residential	IQ	Business
<b>Budget (MM)</b>	\$12.3	\$42.4	\$47.4	\$2.3	\$13.2	\$4.5
<b>Savings (MWh/Therm)</b>	32,590	31,693	135,417	987,543	1,241,002	1,221,461
<b>Cost per kWh or therm</b>	\$0.38	\$1.34	\$0.35	\$2.32	\$10.65	\$3.72

**ELECTRIC ANNUAL AVG SAVINGS**  
(EXCLUDES VO & CONVERSIONS)



**GAS ANNUAL AVG SAVINGS**  
(EXCLUDES VO & CONVERSIONS)



## Highlights

- **Maintaining high investment in IQ** for both electric and gas
  - Combined budget of **\$55.6M**
- Business program largest electric savings
- **High gas IQ investment** to support whole building dual fuel customers
- Portfolio is **compliant** with statute requirements



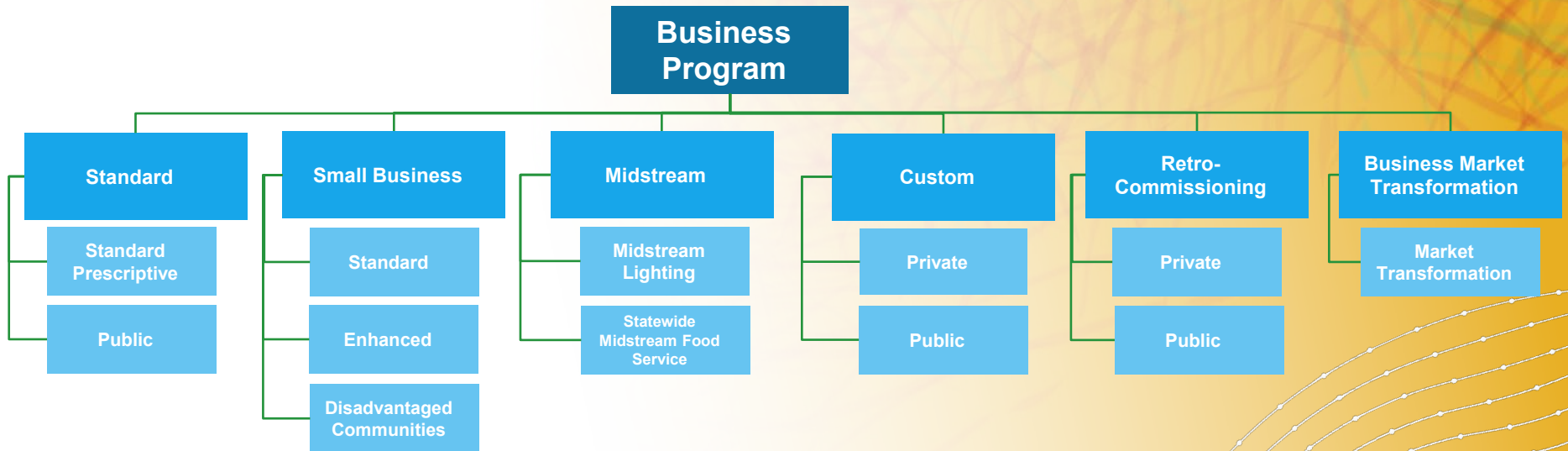
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# Draft Program Overview



# Business Program

- Six main initiatives with several different initiatives targeting different business types and delivery methods





# Business Program

Initiative	Electric (Annual Average)		Gas (Annual Average)	
	Budget (MM)	Savings (GWh)	Budget (MM)	Savings (Therm)
Standard	\$12.0	38.2	\$2.7	534,047
Small Business	\$20.7	55.4	\$0.21	30,140
Midstream	\$0.79	5.1	\$0.49	218,299
Custom	\$11.7	30.1	\$1.1	380,000
Retro-Commissioning	\$1.4	5.4	\$0.12	58,976
Business Market Transformation	\$0.83	1.3	-	-
<b>Total</b>	<b>\$47.4</b>	<b>136.7</b>	<b>\$4.5</b>	<b>3,450,006</b>

## Highlights

- Largest investment in the Small Business initiative
- Largest contributor to savings
  - Small Business and Standard offerings for electric, Custom on the gas side
- Reduced investment in Midstream Initiatives -> Legislation and NTG risk
- Inclusion of DarkSky compliant bonus
- Top saving measures include
  - Custom projects, LED interior directionals, networked lighting controls, RCx, and linear replacements.



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# Residential Program

- Five initiatives (non IQ) and nine channels that are diversified by delivery channel/method or target market.



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Key:  
POP – Point of Purchase

# Residential Program (Non IQ)

Initiative	Electric (Annual Average)		Gas (Annual Average)	
	Budget (MM)	Savings (GWh)	Budget (MM)	Savings (Therm)
Market Rate Single Family	\$4.7	12.9	\$0.39	255,270
Market Rate Multifamily	\$1.5	2.5	\$0.03	5,809
Retail Products	\$4.2	14.0	\$1.2	642,011
Residential Market Transformation	\$0.23	-	-	-
Public Housing	\$1.7	3.2	\$0.65	84,453
<b>Total</b>	<b>\$12.3</b>	<b>32.6</b>	<b>\$2.3</b>	<b>987,543</b>

## Highlights

- Largest investment in Market Rate SF and Retail Products Initiatives
  - (Midstream HVAC and POP Retail Products)
- Market Rate Single Family increased budget to support expanded measures and assessment design
- Products and kits offerings budgets reduced
- Incorporation of furnace standard drops savings in latter portfolio years
- Top saving measures include heat pumps, thermostats, ceiling/attic insulation, weatherstripping

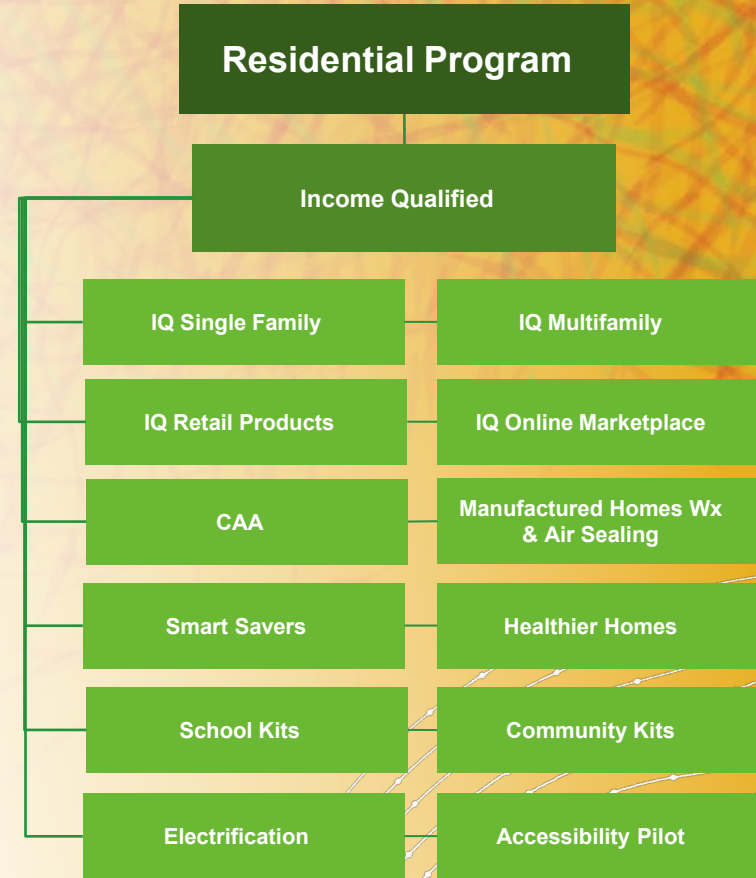


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# Income Qualified Initiative

- The Income Qualified Initiative under the Residential Program houses many diverse channels to serve income qualified customers
- Channels are maintained, but measure mixes have shifted due to removal of lighting offerings (ex. Kits)
- Stronger investment in whole home offerings
- Looking to ramp up Manufactured Homes, and Healthier Homes



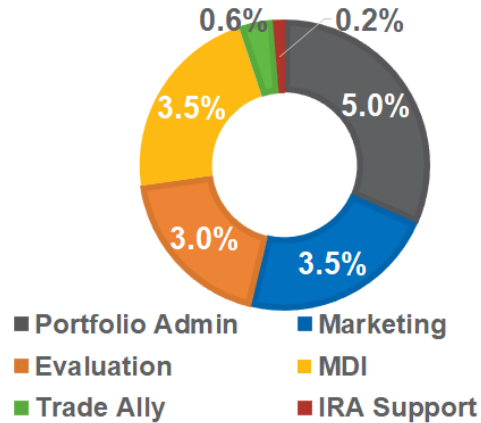
# Income Qualified Initiative

Channel	Electric (Annual Average)		Gas (Annual Average)	
	Budget (MM)	Savings (GWh)	Budget (MM)	Savings (Therm)
CAA	\$4.5	1.4	\$1.9	143,416
Community Kits	\$0.11	0.22	\$0.75	9,919
Electrification	\$1.2	0.82	-	-
Healthier Homes	\$1.0	0.36	-	-
Multifamily	\$9.5	9.6	\$0.97	7,121
Online Marketplace	\$0.86	2.7	\$2.2	788,063
Retail Products	\$1.7	8.6	\$0.31	92,589
Single Family	\$21.2	6.3	\$6.3	164,676
Manufactured Homes	\$1.4	0.31	\$0.91	-
Accessibility Pilot	\$0.05	0.04	\$0.02	3,057
School Kits	\$0.19	0.75	\$0.11	28,917
Smart Savers	\$0.65	1.1	\$0.38	3,243
<b>Total</b>	<b>\$42.4</b>	<b>32.3</b>	<b>\$13.2</b>	<b>1,241,002</b>

## Highlights

- Increased investment in IQ SF, IQ MF channels
  - Also, among largest contributors to savings
- Electrification remains targeted at propane customers
- Electric Health & Safety
  - 15% of whole building, 13% of total IQ E
- Whole building spending
  - 92% for electric, 76% for gas
- Top saving measures include - Heat pumps, shower heads, thermostats, air purifiers

# Portfolio Level Costs (Below the Line)



Budget (MM)	Electric (Annual Average)	Gas (Annual Average)
Portfolio Administration	\$6.31	\$0.97
Marketing	\$4.41	\$0.69
Evaluation	\$3.78	\$0.59
Market Development Initiative	\$4.41	\$0.68
Trade Ally Support	\$0.77	\$0.30
IRA Support	\$0.25	n/a
<b>Total</b>	<b>\$19.9</b>	<b>\$3.2</b>

## Highlights

- Aligning below the line costs across electric and gas portfolios.
- Addition of MDI budget for the gas portfolio
- Added budget categories for trade ally support and IRA coordination to support program delivery and leveraging of funding
- 15.9% of total electric budget, 16.3% of total gas budget





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# Market Development Initiative

# MDI: Portfolio Mission

- Three main goals:
  - › Engage customers who have not previously benefited from energy efficiency.
  - › Increase number of energy efficiency jobs available to local and diverse candidates.
  - › Support new or growing energy efficiency businesses.

Business  
Development



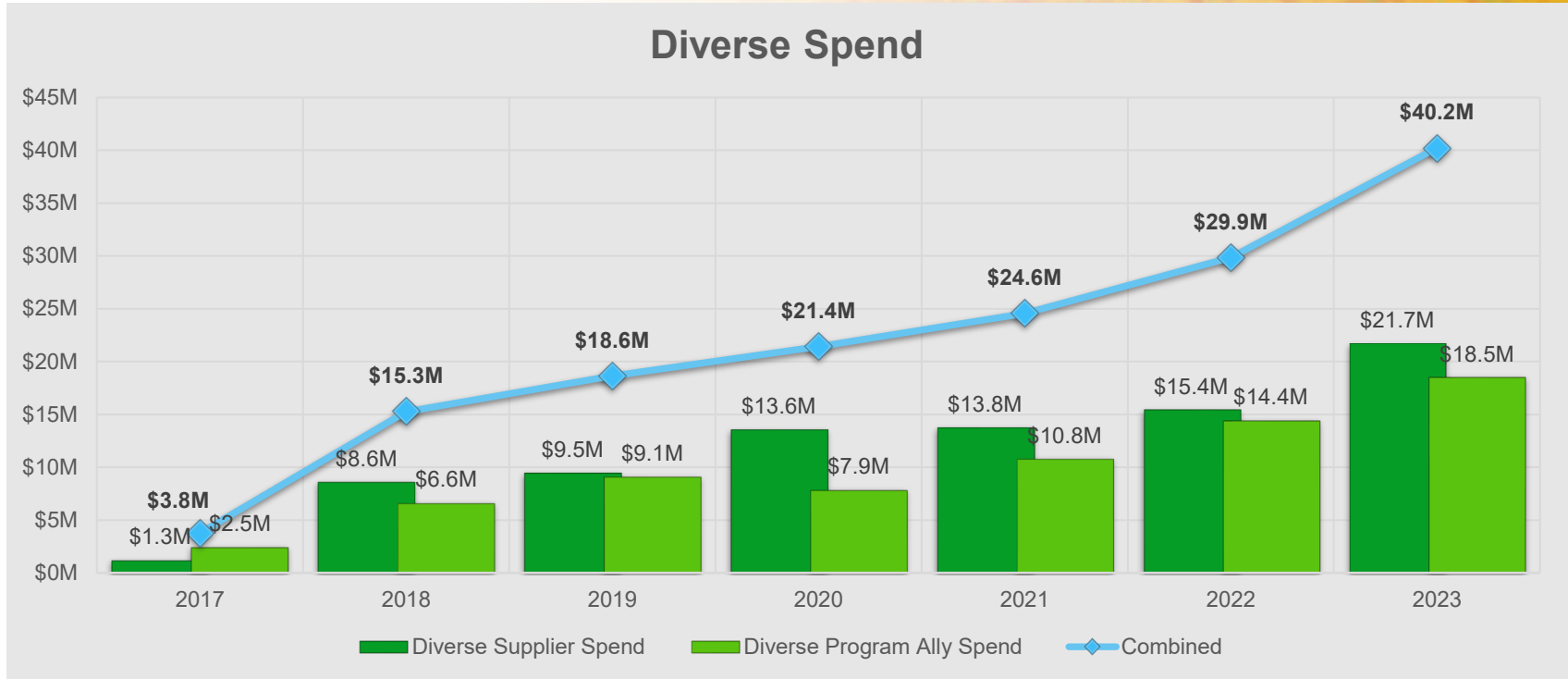
Community  
Partnership



Workforce  
Development



## Diverse Spend since MDI Conception



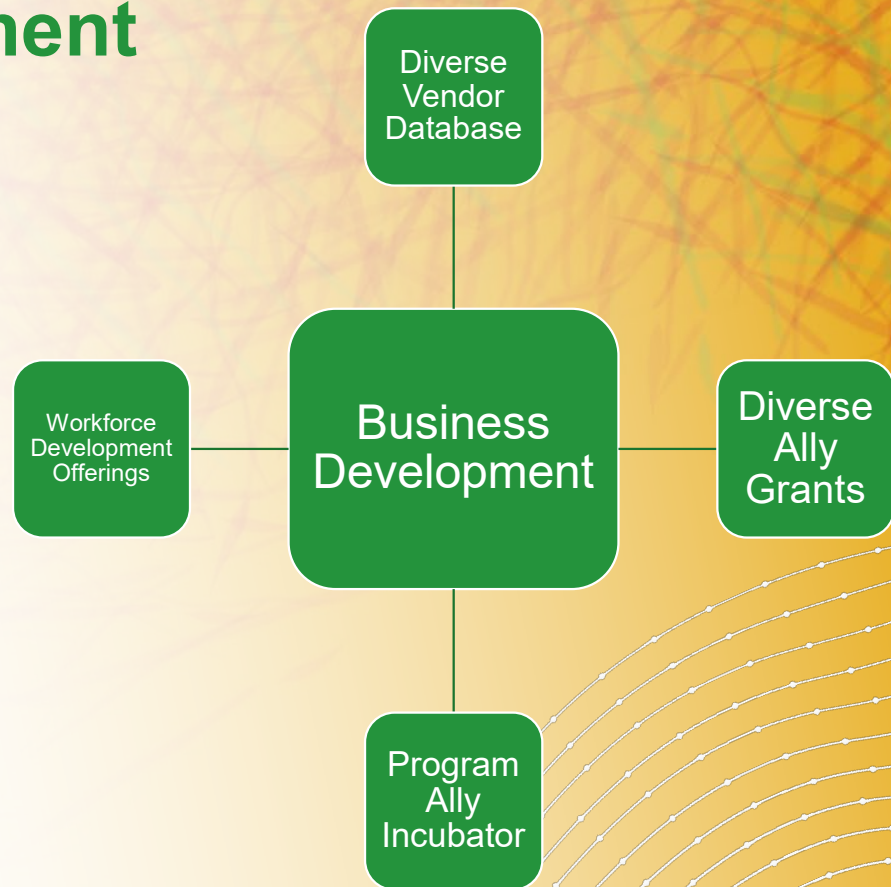
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# MDI Business Development

- 2026-2029 Plan Goals:

- › Expand network of Diverse Vendors in the territory
- › Increase utilization of new and existing Diverse Vendors
- › Strengthen the connection with Diverse Vendors and the Workforce Development Program offerings
- › Increase focus on building Diverse Vendor growth and capacity



# Vendor Highlight: Richards Graphics

- In 2021, the Program was seeking a local vendor to help with printing and giveaway needs.
- The Diverse Procurement Database was used to identify a vendor in the service territory that could assist with this request.
- Richards Graphics now provides printing services across the Program and provides an Online Store for Program partners and employees to receive free marketing collateral.



# MDI Community Partnerships

- 2026-2029 Plan Goals:
  - › Build our CBO & CAA network throughout the territory
  - › Increased focus on program referrals
  - › Continued focus on grant writing services





# MDI Workforce Development

- 2026-2029 Plan Goals:

- › Continue focus on maximizing the number of jobseekers served
- › Enhance technical training offerings
- › Build CBO & CAA capacity with well trained workforce
- › Employer focused training



# MDI Employment Spotlight



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Artwork by Alexander Martin, member of the Peoria Guild of Black Artists



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# Other Portfolio Items





# Market Innovation

## Market Transformation Initiatives (MTI)

- MTIs launched in 2022 - 2025 plan:
  - High Performance Windows and Luminaire Level Lighting Controls
  - Provide demonstrable savings in 2026 Plan
    - LLLC ~ 2,900 MWh/year
    - HPW ~ 484 MWh/year
- MTIs in 2026 - 2029 draft plan:
  - ENERGY STAR Retail Products Platform
  - High Efficiency RTUs
  - High Efficiency Dedicated Outdoor Air HVAC
  - Portable Window Heat Pumps

## Research & Development

- AIC has not identified a dedicated Breakthrough Equipment and Devices (BED) budget.
- AIC does see a need to innovate and better support the market through additional Trade Ally Support and potential pilots.
- Trade Ally targeted support
  - Specific to comprehensive initiatives
  - Marketing support for new and existing allies
  - Technical training on efficient equipment

# Third Party Programs

- Ameren Illinois is focusing in on those areas of the portfolio that we feel could perform better and those where a program delivery design is proposed in the draft 2026 plan.
- At this time, we are still considering which sectors of the portfolio will be used to meet the third-party solicitation process requirements.



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# Additional EE Plan Updates

Diversity Spend Commitments	EE Financing	Leveraging Other Funding	BTU Conversion for Alternate Fuels	Electrification Bill Impacts Update
<ul style="list-style-type: none"><li>▪Ameren intends to continue achieving year over year growth of spending with diverse businesses supporting its portfolio</li></ul>	<ul style="list-style-type: none"><li>▪ Slipstream contract extended</li><li>▪ AIC is awaiting the outcome of the EEUP</li></ul>	<ul style="list-style-type: none"><li>▪Federal funding (to the extent additional information is available from IL EPA)</li><li>▪Other local funding, including CEJA grants</li><li>▪With a focus on connecting local organizations with the funding that best fits their mission</li></ul>	<ul style="list-style-type: none"><li>▪AIC will continue to identify opportunities to conduct BTU conversions for propane or natural gas as allowed for in the law.</li></ul>	<ul style="list-style-type: none"><li>▪AIC will continue using the bill impacts methodology previously shared, periodically updating energy costs used in the tool.</li></ul>



# Policy Updates

- Apply 100% NTG policy to Equity Investment Eligible Communities (EIEC's)
- Biannual SAG reporting
- Deemed savings attribution for IRA projects
- Allowance of linear commercial lighting for SBDI and midstream for duration of Plan
- Allow 50/50 funding split for all projects with common measures in Community Action Agency channel







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# Wrap Up



# Portfolio Outlook

## Portfolio Refinement

- Continue to refine portfolio based on external/internal feedback and portfolio guidance.

## Collaboration & Settlement

- Looking forward to working with stakeholders, consideration of feedback etc.

- **Key Dates:**

Feedback by Oct 1

Negotiation #1 Oct 9

Final Comments on Stipulation Dec 16

## Filing

- Filing complete package by March 1, 2025



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# MDI: Engage Customers Who Have Not Previously Benefited From Energy Efficiency

## Partner Highlight: Senior Services Plus

- Senior Services Plus (SSP), Inc. in Alton, IL is a 501(c)(3) nonprofit agency established to help enrich the lives of older adults through programs and services that encourage independent living and wellness.
- Started as a Community Partner in 2018 and has expanded to become an active Program Ally contractor doing energy efficiency work on behalf of the Program.
- Partnership includes:
  - › Outreach and education to existing clientele.
  - › Community kit distribution.
  - › Handyman services.

