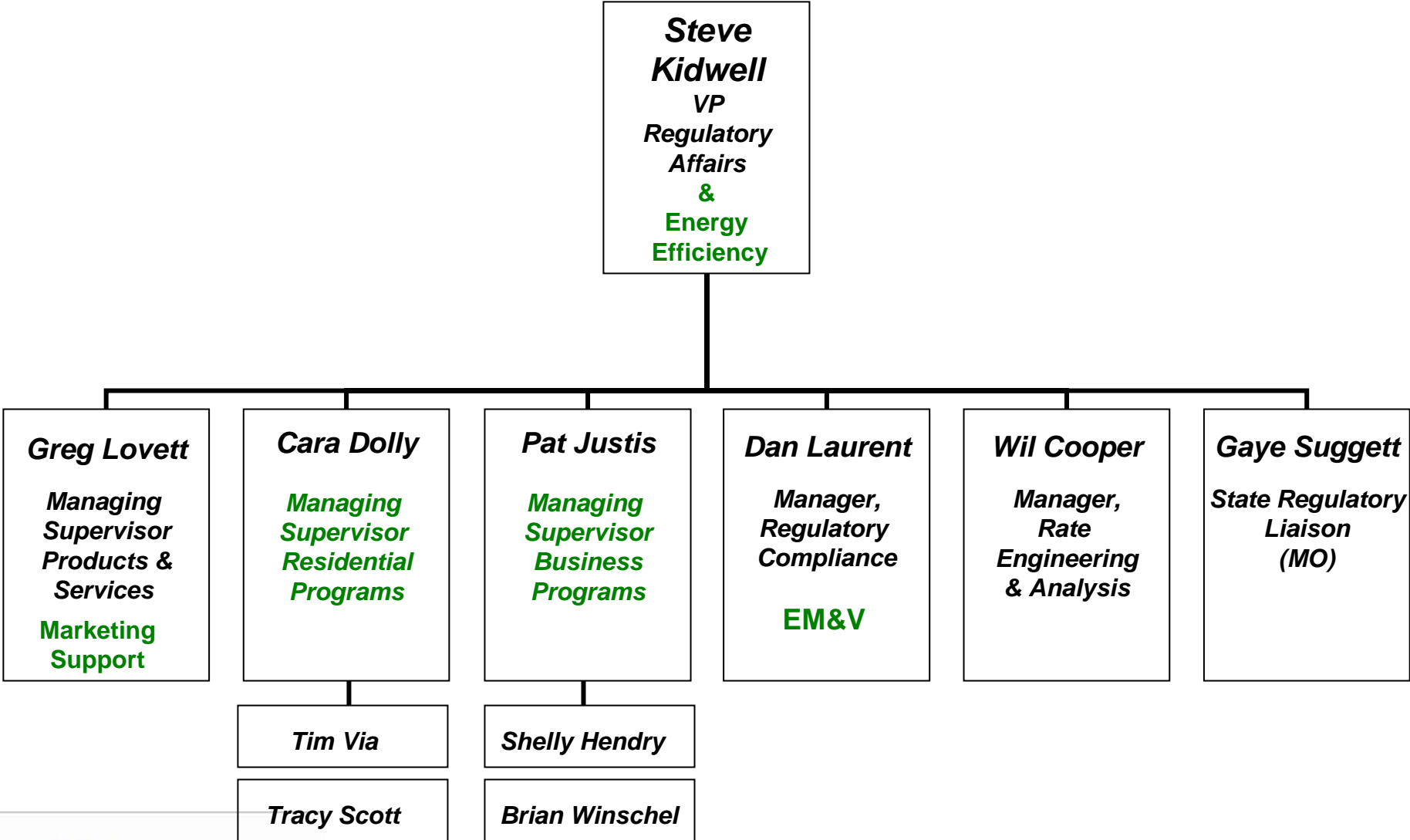


AmerenUE
Residential & Business
Programs Portfolio
2009-2011

MO Energy Efficiency
November 7, 2009



MO Regulatory Affairs

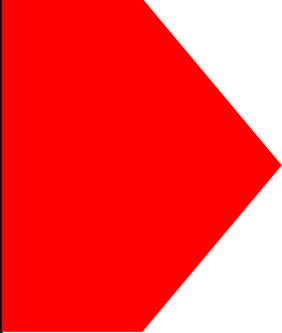


Energy Efficiency Program Plan

For all customer classes

- 9 Residential Programs
- 6 Business Programs

(program years are Oct 1 to Sep 30)

	PY1	PY2	PY3	TOTAL	
Energy Savings (MWh) <i>Accumulating Total</i>	106,095	280,362	532,060	532,060	
Demand Savings (MW) <i>Accumulating Total</i>	106	131	161	161	
Budget	\$24.5 million	\$31.9 million	\$39.1 million	\$95.5 million	

Goal of 540 MW by 2025

EE Business Programs

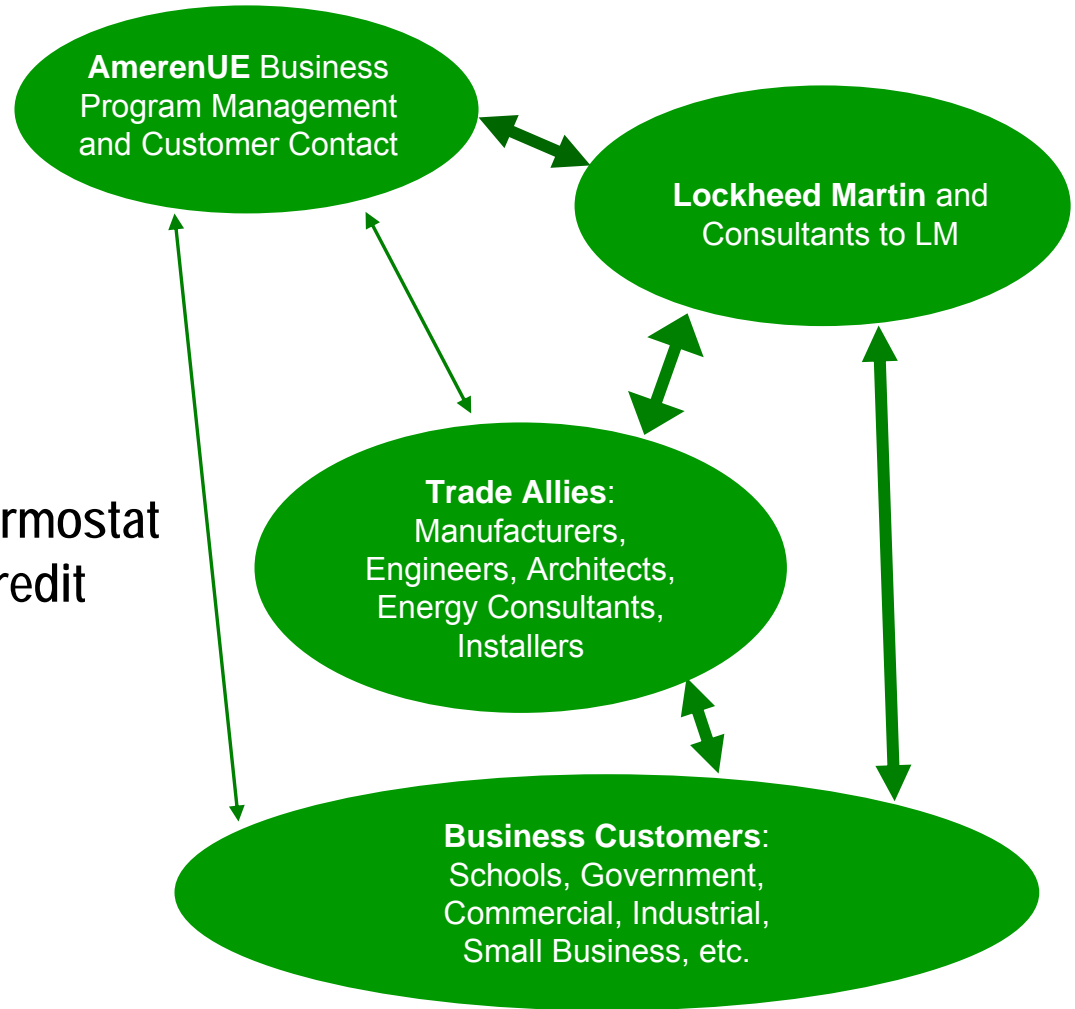
***Pat Justis
Sr. Program Manager
MO Energy Efficiency
November 7, 2009***



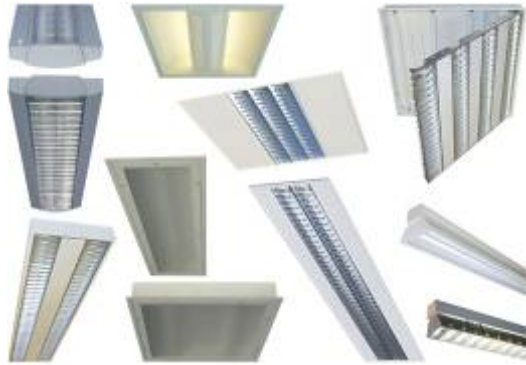
AmerenUE EE & DR Portfolio

Business Programs (6)

- Standard Incentives
- Custom Incentives
- Retro-Commissioning
- New Construction
- Business DR – CPP S-Thermostat
- Business DR – Demand Credit

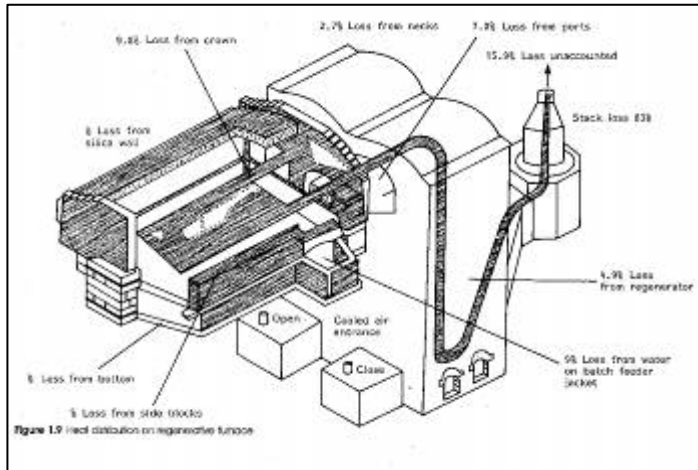


Standard Incentive



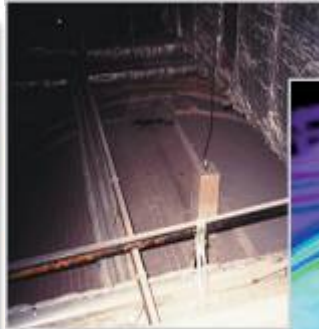
- Examples include: premium efficiency motors, vending machine sensors, many lighting measures, variable frequency drives, air compressors, basic refrigeration equipment.

Custom

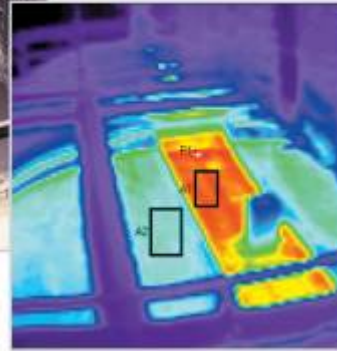


- For cost-effective efficiency opportunities for which standard incentives are not available.
- The incentives will be customized based on estimated energy savings.

Retro-commissioning



INFRARED PICTURE
OF CROWN



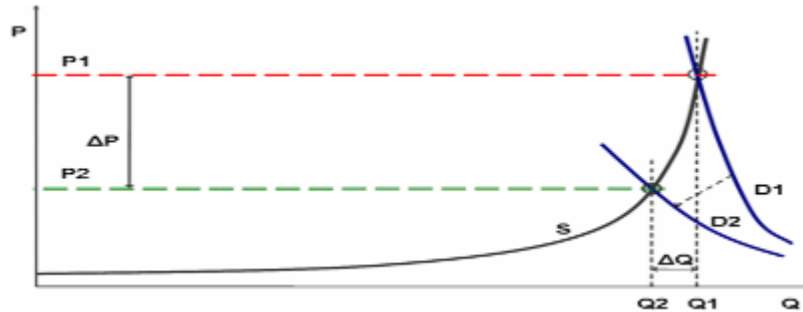
- Identifies and implements low cost tune-ups and adjustments to existing building controls and Heating, Ventilating and Air Conditioning (HVAC) systems.

New Construction



- Captures energy efficiency opportunities during the design and construction of new buildings, major renovations and tenant build-outs.

Demand Credit



- Targets commercial customers with peak demand reduction capabilities of 50 kW or greater at a single premise.

Critical Peak Pricing with Smart Thermostat



- Encourages business to reduce cooling energy use during peak utility load in exchange for lower off peak rates.
- Smart Thermostat automatically adjusts based on real time pricing signals.

EE Residential Programs

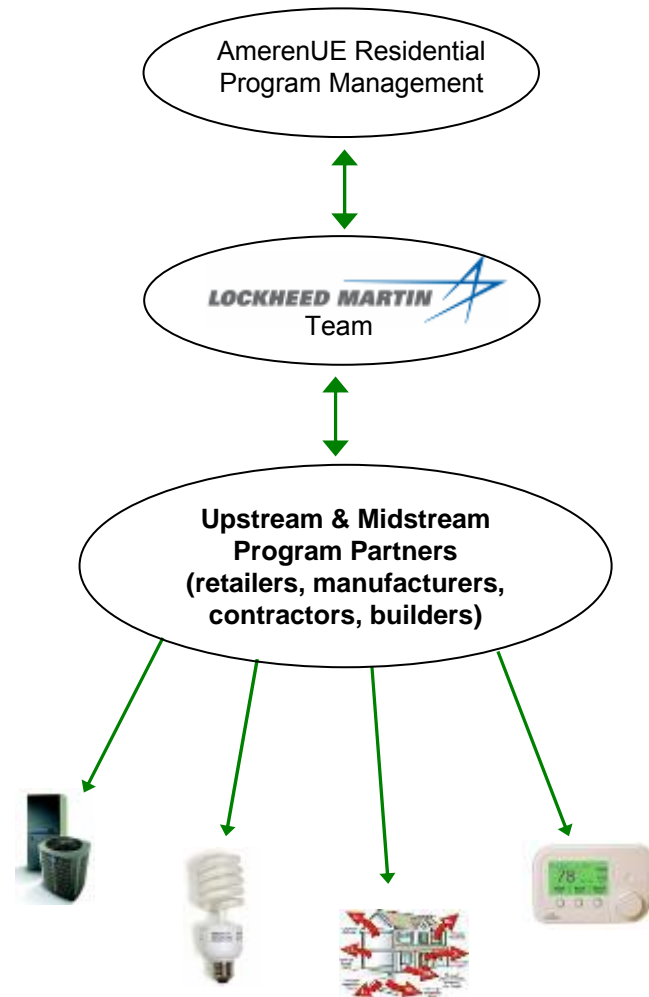
***Cara Dolly
Sr. Program Manager
MO Energy Efficiency
November 7, 2009***



AmerenUE EE & DR Portfolio

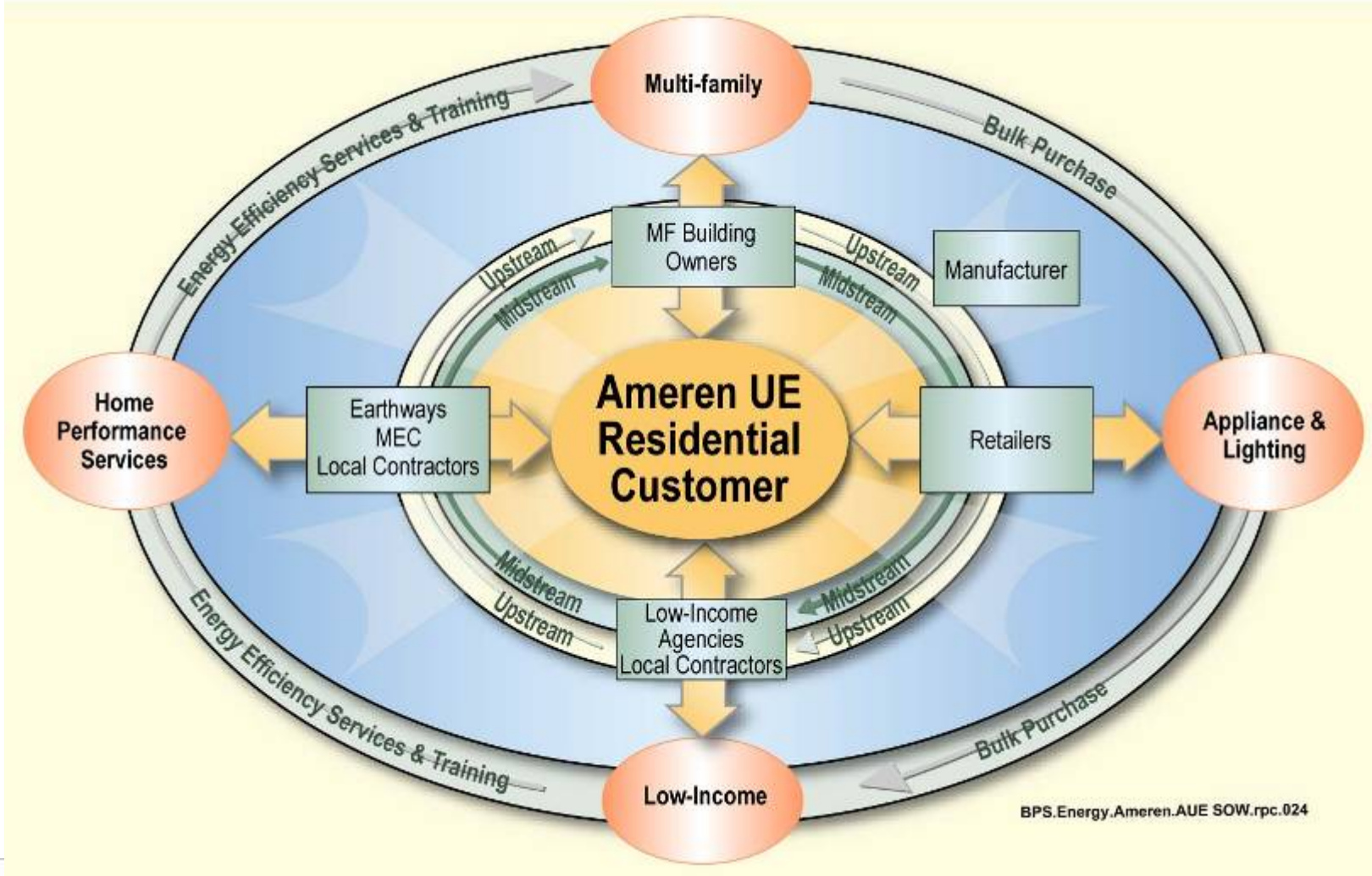
Residential Programs (9)

- Residential Lighting & Appliances
- Residential Multi-family
- Low Income
- Home Energy Performance
- Residential HVAC Diagnostics & Tune-Up
- Residential New HVAC
- ENERGY STAR New Homes
- Residential DR – CPP S-Thermostat
- Residential DR – Direct Load Control



To Customers- consumer benefits

Residential Energy Efficiency Team Synergies



Why Market Transformation?

- Relies heavily on consumer awareness and education to remove market barriers
 - rather than funding a continuous flow of rebates
 - the cost per transaction lessens over time, resulting in cost effective long-term energy savings to UE and our rate-payers.
- Provides more permanent solution in a competitive market
- Focuses on products and services not readily available
 - remove barriers so the competitive market can provide them

Barriers to Market Transformation

All of these barriers inhibit widespread and full implementation of cost-effective energy efficiency measures:

- Lack of consumer awareness of the products and their benefits
- Limited availability of energy-efficient products
- Over-emphasis on first cost vs. operating costs
- Limited access to capital
- Perceived risks
- Different parties purchasing equipment and paying operating costs
- Resistance to new products in general
- Energy price distortions

Cross-Cutting Program Design Approaches

- Program Policy & Procedures
- Contractor & Technician Training
- Technical Assistance
- Technician Certification
- Contractor Accreditation
- **Consumer Awareness Activities**
- Build on Existing Community Infrastructures
- Quality Assurance & Control
- Technician & Contractor Tools and Equipment
- Work with Missouri Partners to Ensure Local Connections