Small Business Direct Install
Nate Baer

Ameren Illinois Energy Efficiency Program
COVID-19 Support

AmerenIllinois*Savings.com/COVID-19*

- Financial assistance for Ameren Illinois customers
- Service disconnections suspended and forgiveness of late fees for non-payment until further notice
- Customers needing assistance with paying their bill should contact the customer care team at AmerenIllinois.com for payment options
- Resources for small business support
- Resources on appropriate PPE
- Links to information to support your business
- Links to webinars with information on COVID-19

SBDI: What is it?

- **S**mall **B**usiness **D**irect **I**nstall
- Serves Ameren Illinois non-residential customers with a DS-2 or DS3-A (electric) delivery rate code
- Subset of the Standard Business Energy Efficiency Program with incentives mainly based on watt reduction
- Coordinates **direct installation** of energy saving measures by a registered Program Ally
- Electric saving measures only – almost exclusively lighting

SBDI: How does it work?

- Customers receive a no-cost, no-obligation site visit from a registered Small Business Program Ally
- The Program Ally proposes upgrades via an assessment report which includes Ameren Illinois incentives, savings calculations, potential payback, and any customer co-pays
- Once agreed upon, the project is sent to SBDI Program Staff for pre-approval (24 - 48 hour turnaround), and installation is arranged and completed by the Program Ally
- The Program Ally collects any agreed upon co-pay from the customer and receives incentives from SBDI

Small Business Incentive Eligibility

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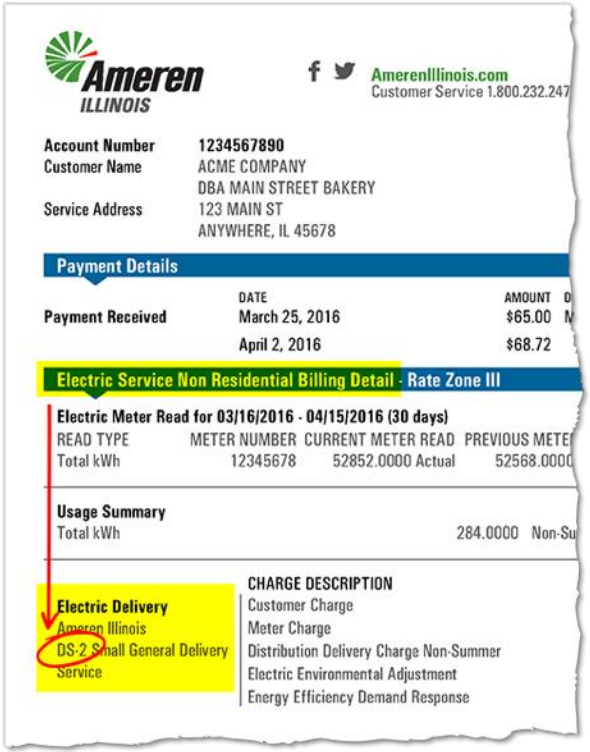
Ameren Illinois Small Business Offering

WHO IS ELIGIBLE?

- Ameren Illinois non-residential customers with DS-2 or DS3-A electric delivery rate codes (DS3-B are not eligible)

- Private AND public sector customers are eligible

How do I determine my rate code?



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AmerenIllinois.com
Customer Service 1.800.232.247

Account Number 1234567890
Customer Name ACME COMPANY
DBA MAIN STREET BAKERY
Service Address 123 MAIN ST
ANYWHERE, IL 45678

Payment Details

	DATE	AMOUNT
Payment Received	March 25, 2016	$65.00
	April 2, 2016	$68.72

Electric Service Non Residential Billing Detail - Rate Zone III

Electric Meter Read for 03/16/2016 - 04/15/2016 (30 days)

READ TYPE	METER NUMBER	CURRENT METER READ	PREVIOUS METE
Total kWh	12345678	52852.0000 Actual	52568.0000

Usage Summary
Total kWh 284.0000 Non-Su

	CHARGE DESCRIPTION
Electric Delivery	Customer Charge
Ameren Illinois	Meter Charge
DS-2 Small General Delivery Service	Distribution Delivery Charge Non-Summer
	Electric Environmental Adjustment
	Energy Efficiency Demand Response

If you need help finding your rate code, please call:

1.866.800.0747

Examples of Customer Facility Types

- Gas stations
- Bars and restaurants
- Grocery and convenience stores
- Auto parts stores
- Laundromats
- Small offices
- Schools (public & private)
- Libraries
- Fire and police stations
- Municipal buildings
- Storage facilities
- Car dealerships
- Small retail shops
- Places of worship
- Nonprofit organizations
- And many more!

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ILLINOIS
Small Business Incentives

Small Business Incentives

- FREE Lighting Assessment - NO obligation
- FREE smart thermostat with Lighting Assessment
- Incentives Include:
  - Lighting (interior & exterior)
  - LED tubes
  - LED fixtures
- Once you achieve savings through SBDI, additional Ameren Illinois Business Program incentives may help you save even more!

What is the Process?

The process is easy!

- Request and schedule a **FREE** Lighting Assessment with your local Program Ally at ***AmerenIllinois****Savings.com/SmallBusiness*
- Find a Program Ally using the interactive map on the website
- Receive a customized assessment report detailing project recommendations, total project costs, and potential energy savings
- Work with your Program Ally to install recommended equipment

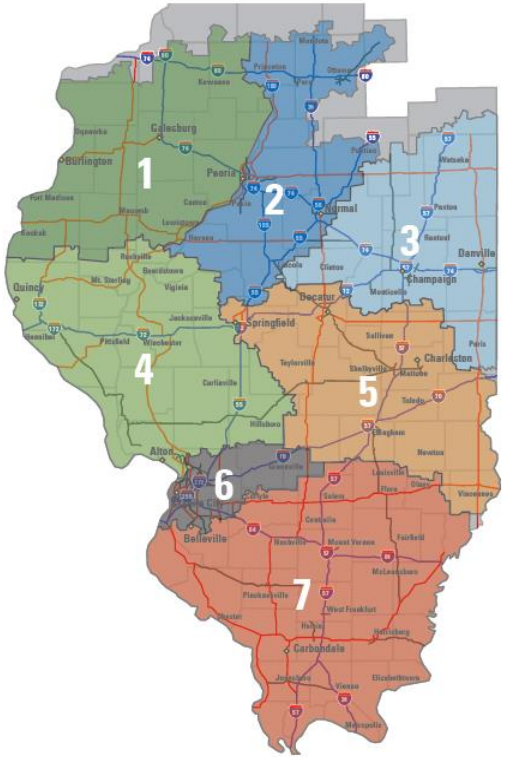
How long will this take?

- On average, it will take 30-40 minutes to do a walk-through and Lighting Assessment of your facility
- The Program Ally will ask a few questions to help customize your report and better estimate your energy savings
- You will receive a **FREE** customized report detailing recommendations, total project cost, and potential energy and dollar savings

Program Allies are trained to help you save!

- Program Allies have received Installer Certification from the State of Illinois
- A local Program Ally will conduct your Lighting Assessment and install the energy-efficient upgrades
- If you know of a contractor that wants to be a Program Ally, have them contact us!

Small Business Energy Advisors



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3 **Greg Ward**
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4 **Keith Williams**
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6 **Stephanie Kulek**
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7 **Terry Tebbe**
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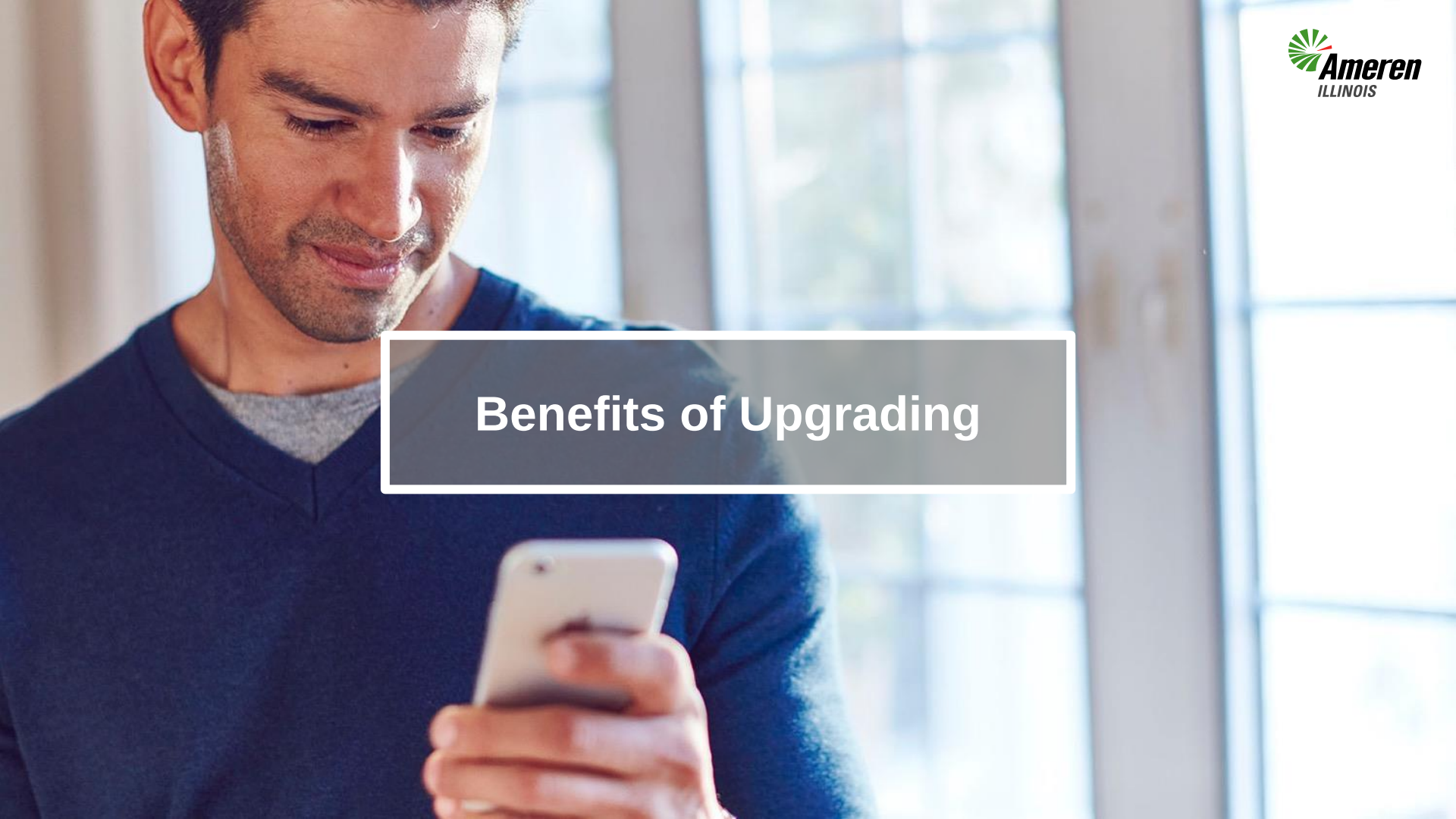
A Small Business Energy Advisor will work closely with the Program Ally throughout the process to ensure you have a great experience.


Benefits of Upgrading

SBDI Benefits

1. **FREE** Lighting Assessment report specific to your facility
   - Estimated energy savings
   - Potential payback
   - Cost of waiting daily/monthly

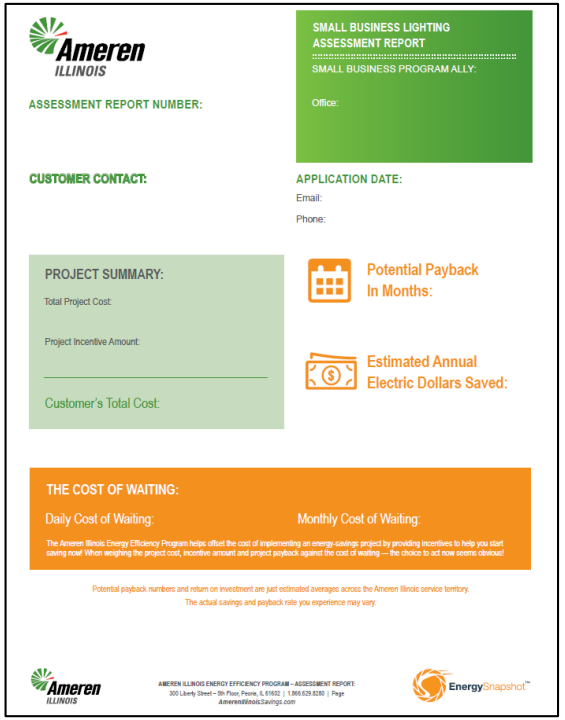
2. Energy saving upgrades with lower out-of-pocket cost

3. Minimal paperwork required

4. Quick project turnaround - products and equipment are installed by a trusted local contractor at a time that is convenient for you

   *Free installation included

5. Savings realized annually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SMALL BUSINESS LIGHTING ASSESSMENT REPORT

SMALL BUSINESS PROGRAM ALLY:

Office:

ASSESSMENT REPORT NUMBER:

CUSTOMER CONTACT:

APPLICATION DATE:

Email:

Phone:

PROJECT SUMMARY:

Total Project Cost:

Project Incentive Amount:

Customer's Total Cost:

Potential Payback In Months:

Estimated Annual Electric Dollars Saved:

THE COST OF WAITING:

Daily Cost of Waiting:

Monthly Cost of Waiting:

The Ameren Illinois Energy Efficiency Program helps offset the cost of implementing an energy-savings project by providing incentives to help you start saving now! When weighing the project cost, incentive amount and project payback against the cost of waiting — the choice to act now seems obvious!

Potential payback numbers and return on investment are just estimated averages across the Ameren Illinois service territory.
The actual savings and payback rate you experience may vary.

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AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM – ASSESSMENT REPORT

300 Liberty Street – 5th Floor, Peoria, IL 61602 | 1.866.629.8280 | Page

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EnergySnapshot™

60 Watt Incandescent vs CFL vs LED

	60W Incandescent	15W CFL	12W LED
Energy Saved	x	75%	75-80%
Annual Energy Cost	$4.80	$1.20	$1.00
Bulb Life (hours)	1000	10,000	25,000

Source: Energy.gov (based on 2hrs/day of usage, 11 cents per kWh

SBDI: SOME COMPELLING NUMBERS (2019)

$12,750,000 Incentives Paid	**3,200** Small Business Projects in 2019
47% Percentage of SBDI Projects Completed at No Cost to the Customer	**150** Registered Small Business Trained Program Allies
$1,007 Average Customer Co-Pay When Applicable	**8 months** Average Time for Simple Return on Investment on SBDI Projects

Real Customers, Real Results

CHURCH CREATES SANCTUARY FOR ENERGY SAVINGS

Mt. Pisgah Baptist Church
Bloomington, IL

- 250-watt incandescent bulbs with 17-watt LED flood lights
- Fluorescent tubes and halogen bulbs with LEDs
- Almost $12,000 in Ameren Illinois incentives
- Estimated $4,800 in energy savings each year
- Reduced payback period to 6 months
- LED bulb life of 25,000+ hours

Real Customers, Real Results

City of O'Fallon

"It's a wonderful program, and I have personally recommended it to several other municipalities."

- Don Bowman, O'Fallon's Engineering Department & Facilities Manager

- Nearly $150,000 in incentives –*SBDI program covered almost the entire cost of lighting upgrades!*
- Annual dollar savings of more than $67,000
- Better quality of light
- 5-year guarantee on new LED lighting
- Reduced impact on the environment

3 Easy Ways to Request a Lighting Assessment

1. Fill out the online request form:
   AmerenIllinois*Savings.com/SmallBusiness*

2. Call us: **1.866.800.0747**

3. Email us: **IllinoisBusinessEE@ameren.com**

***Customers can reach out to their preferred Program Ally**

Some Simple Tips

PROFITS
"What if we don't change at all ...
and something magical just happens."

10 WAYS TO REDUCE YOUR ENERGY COSTS
for your office, home, or home office!

1. Upgrade to LED lighting
2. Turn off lights when not in use or install occupancy sensors
3. Use advanced power strips to reduce “vampire power”
4. Use “sleep” mode on computers and equipment
5. Buy ENERGY STAR® certified and energy-efficient devices
6. Upgrade to a Smart thermostat
7. Establish energy-efficient practices in your home/office
8. Reduce water use
9. Make everyone aware of energy-efficient practices
10. ***AmerenIllinois****Savings.com* and AmerenIllinois.com

How to Reduce Your Energy Costs

How long are your lights on?

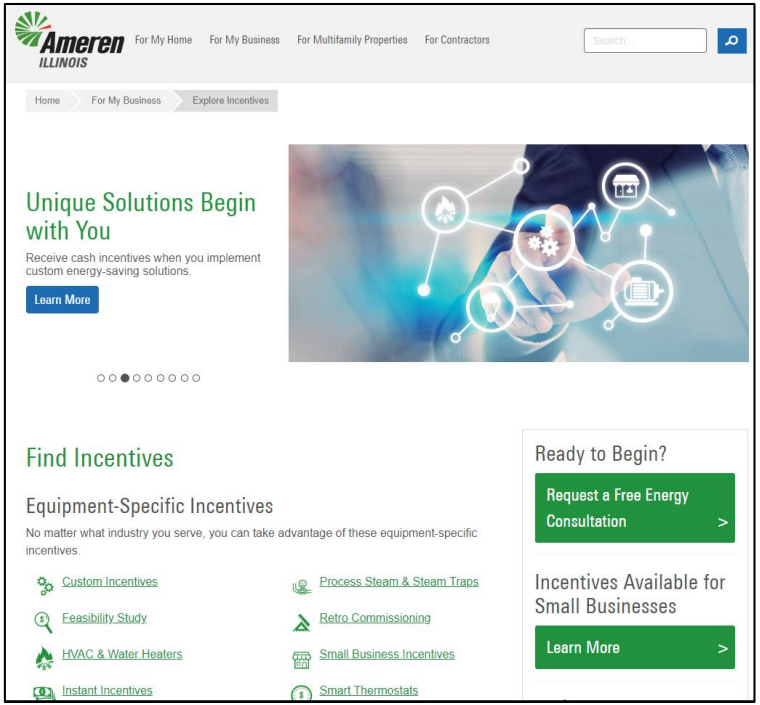
- Switch to LEDS: reduce energy consumption up to 75%
- Sensors: meeting rooms, bathrooms, utility closets
- Parking lot lights
- Encourage employees and co-workers to turn off the lights

Is the heat always on in the winter? Is the AC always on in the summer?

- Setting the thermostat 1° higher and 1° lower in winter can reduce the energy used by AC/furnace by up to 10%
- Smart and programmable thermostats
  - Free Smart Thermostat Coupon with every Lighting Assessment
- Furnace, boiler and AC tune-ups

Additional Program Resources

AmerenIllinoisSavings.com



- Website always has the most up-to-date information on incentives
- Find applications, application guides, and other necessary forms
- View videos, case studies, and other educational content
- Program Staff contact information
- Monthly Newsletter

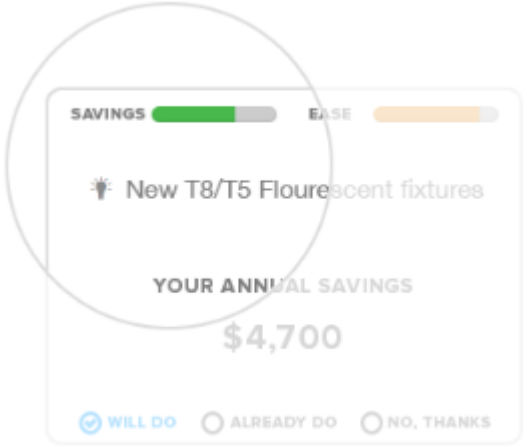
Energy Analyzer

With the Ameren Illinois Energy Efficiency Program, you can now manage your energy usage online! This FREE online tool allows you to:

Save: Get energy savings tips to help identify energy efficiency opportunities

Gain Insight: Learn where your business uses the most energy

Collaborate: Share energy savings recommendations with co-workers



Register for **FREE** today: ***AmerenIllinois****Savings.com/Engage*

Online Store

***AmerenIllinois**Savings.com/OnlineStore*

- ***Must be an Ameren Illinois electric non-residential customer***
- LED bulbs, occupancy Sensors, LED “Open” signs
- LED bulbs starting at .75!
- Smart Thermostats: Redeem your **FREE** coupon!
- **FREE** Shipping!

QUESTIONS?

Small Business Program Offering

IllinoisBusinessEE@ameren.com

P: 1.866.800.0747 | W: ***AmerenIllinoisSavings.com****/SmallBusiness*

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