



ENERGY EFFICIENCY  
PROGRAMS

# 2020 CASE STUDIES

RESIDENTIAL PROGRAM 

BUSINESS PROGRAM 

MARKET DEVELOPMENT INITIATIVE 



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**RESIDENTIAL PROGRAM**





# ENERGY EFFICIENCY PROGRAM



## BUDGET-MINDED BLOGGER SEALS IN SAVINGS WITH HOME EFFICIENCY

Having mastered the art of money management, Hope Ware has made it her mission to show others how to live with joy and abundance on a shoestring budget.

“My husband Larry and I raised our four sons debt-free — on an income that was consistently under the national median,” says Ware, who has paid cash for cars, vacations — even two homes. Today, the savvy spender shares her experience through public speaking gigs and her blog: **Under the Median**.

Always on the lookout for savings, a bill insert about Ameren Illinois Home Efficiency Initiative caught Ware’s eye, which makes energy efficiency upgrades far more affordable for low- and moderate-income customers. Ware welcomed the opportunity to uncover her home’s secrets through a home energy audit.

From sparse attic insulation to clogged central air vents, the audit identified some serious savings opportunities.

Hope was surprised at the energy waste found in her home. “I thought our house was pretty energy-efficient, but it was far leakier than I ever anticipated.”

But not for long.

Central Illinois Insulation was soon on the scene to install attic insulation. The upgrades reduced the home’s air leakage by 48 percent — making the 60-year old Ware home almost as efficient as a new home!

Better yet, the project costs were completely covered by incentives from Ameren Illinois. As much as she values a dollar saved, Ware values the knowledge gained along the way.

“I was totally impressed with the breadth of knowledge of the Energy Advisors and Program Allies,” says Ware. “The Home Efficiency Income Qualified Initiative gives you the opportunity to make sure your home is safe and to learn how to make energy efficiency work for you.”

*“The Home Efficiency Income Qualified Initiative gives you the opportunity to make sure your home is safe and to learn how to make energy efficiency work for you.”*

— Hope Ware, Ameren Illinois Customer



Cash incentives from Ameren Illinois



Improved air quality by 48%



Incentives may cover up to 100% of home efficiency upgrades

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## ENERGY EFFICIENCY PROGRAMS

# SMART SAVERS & HANDYMACK: THE POWER OF PARTNERSHIP



In 2018, the same year that Ameren Illinois launched its Smart Savers Initiative, a new business was born in Swansea, Illinois: HandyMack Heating, Cooling, & General Contracting. Today, both are thriving, thanks to the power of partnership.

The Smart Savers Initiative partners with local and diverse-owned suppliers like HandyMack to provide smart thermostats at no cost to low- and moderate-income customers. The Initiative can help customers save up to **\$180 a year**, while helping diverse Program Allies build their business and make a difference. In fact, **61%** of Smart Savers funding was spent with diverse, local suppliers.

Through Smart Savers, **more than 11,600 smart thermostats** were installed free of charge to low- and moderate-income customers in 2020. "It feels awesome to be helping people in my community. People just love the Smart Savers Initiative — they love the look of the device, the comfort, and the savings," says Jodeci Mack, owner of HandyMack. "Smart Savers was one of my first business ventures after I first started, and it definitely helped my business grow."

In fact, the HandyMack team has grown from three to ten in just two years, largely due to Smart Savers. In 2020 alone, HandyMack installed **over 400 smart thermostats** in Southern Illinois — far more than any other Program Ally in the Smart Savers Initiative.

*"The things Ameren Illinois can do for your business and for customers — it's amazing."*

— **Jodeci Mack,**  
**Owner of HandyMack**

"Being affiliated with Ameren Illinois is a game-changer for any business. Customers trust us because we have the Ameren Illinois brand behind us," says Mack. "The things they can do for your business and for customers — it's amazing."



Program Ally, HandyMack, installed **over 400 smart thermostats** in 2020 alone.



Thanks in part to Smart Savers, HandyMack has **grown from three to ten employees** in just two years.



Customers save more than **7.8 million kWh** and **820,000 therms** since Smart Savers launched in 2018.



**61%** of Smart Saver funding was spent with diverse suppliers in 2020

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# ENERGY EFFICIENCY PROGRAM



## INCOME QUALIFIED INCENTIVES HIT HOME FOR LANDLORDS & TENANTS

Ameren Illinois is on a mission to make energy-saving upgrades affordable for all of our customers — including those who can least afford the cost of energy waste. The Ameren Illinois Income Qualified Multifamily Program offers FREE Energy Assessments and energy-saving products to improve the energy performance of low-income rental properties.

The real estate experts at Terra Properties know a win-win when they see one — like the chance to achieve greater comfort at less cost. Following a free Energy Assessment, Terra Properties worked with Ameren Illinois to install long-lasting LED lighting, energy-efficient shower heads, faucet aerators, advanced power strips, and smart thermostats in a number of federally subsidized housing units.

“Ameren Illinois provides a Program to assist with energy-saving measures and cut costs for several of my residents. We at Terra Properties have been able to utilize these resources and have seen a reduction in monthly utilities by about \$15, which is \$180 in savings a year,” says Property Manager Marissa Bowman.

*“We have properties located all throughout southern Illinois .... a majority of which have been able to benefit from the Ameren Illinois Energy-Efficiency Programs.”*

— Marissa Bowman,  
Property Manager

And every dollar saved is a dollar that can be spent to further improve quality of life for residents. For landlords, energy-saving upgrades can boost the bottom line, property values, as well as tenant retention.

The partnership with Ameren Illinois reflects a proactive approach that has made Terra Properties a leader in property management in southern Illinois.

Bowman says, “We have properties located all throughout southern Illinois in Madison, St. Clair, Clinton, Fayette, Marion, Montgomery, Macoupin, Randolph, Perry, and Jackson Counties; a majority of which have been able to benefit from the Ameren Illinois Energy Efficiency Program.”



Income-qualified incentives benefit low-income families & landlords



Free Energy Assessments & energy-saving products for rental units and common areas



Upgrade at Terra Properties saved low-income families \$180/year

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# ENERGY EFFICIENCY PROGRAM



## MULTIFAMILY INCENTIVES — A HOME RUN FOR HOUSING AUTHORITY

In its mission to provide safe, affordable housing, the City of East St. Louis Housing Authority (ESLHA) found an ally in Ameren Illinois. Across its service territory, the utility offers multifamily incentives to improve the energy performance and comfort of public housing and reduce tenant power bills.

The Energy Efficiency Multifamily Program offers free Energy Assessments and energy-saving products for individual units — from pipe wrap to smart thermostats. Public Housing Authorities (PHA) may also qualify for cash incentives for air sealing and insulation, as well as LED light bulbs for common areas. In most cases, energy-efficient upgrades are provided at no cost to the PHA or residents.

Following a free Energy Assessment, the ESLHA worked with Ameren Illinois to make energy-efficient upgrades to more than 1,500 public housing units, including long-lasting LED lighting, energy-efficient shower heads, aerators, and advanced power strips. Qualifying units also received free smart thermostats, which can help save up to \$180 a year in heating and cooling costs.

*“Thumbs up to Ameren Illinois and its installation team. This was a great collaboration!”*

— Theresa Johnson,  
East Saint Louis  
Housing Authority

“The residents appreciated the energy efficiency updates and complimented the installation team on their professionalism, knowledge of the items installed, and ability to answer questions,” says ESLHA District Asset Manager Theresa Johnson.

Working together, the ESLHA and Ameren Illinois prove that energy efficiency can make affordable housing even more budget-friendly. Every dollar saved is a dollar that can be spent to further improve quality of life for residents.

“Thumbs up to Ameren Illinois and its installation team,” says Johnson. “This was a great collaboration!”

### DID YOU KNOW?

- » Multifamily properties average 34% fewer energy-efficient features than other types of housing
- » In the Midwest, every dollar invested in multifamily energy efficiency will generate at least 3 dollars in benefits
- » Ameren Illinois offers free Energy Assessments and energy-saving products for multifamily properties

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## **GREEN HOME WEATHERIZATION SEALS IN SAVINGS FOR CUSTOMERS**

When Kevin McCoy opened his mail to discover an \$800 power bill in January 2009, little did he know he was opening the door to an exploration of energy efficiency — and a new business to boot.

“My own utility bills got me into this business,” says McCoy, a mechanical engineer who went on to launch Decatur-based Green Home Weatherization in 2009. “Using my own home as a guinea pig, I was able to decrease my energy costs by 66 percent. Immediately, I became a firm believer in energy efficiency.”

Initially, the one-man operation focused on providing comprehensive energy audits for homes and businesses in central Illinois. But soon, McCoy saw a need for qualified installers to help customers implement the energy-saving recommendations.

To fill that void, Green Home Weatherization added air sealing and insulation to its service repertoire. “We specialize in tightening a home up as much as it needs,” McCoy says.

### **Allies in Energy Efficiency**

That’s also a goal for the Ameren Illinois Home Efficiency Program, which makes energy-saving upgrades affordable for low- and moderate-income customers. To bring these benefits to customers, Green Home Weatherization became one of the first companies to register as an Ameren Illinois Residential Program Ally in 2010.

“After seeing the impact of energy efficiency in my own home, I was all in on doing the Ameren Illinois Program,” says McCoy.

The utility’s statewide Program Ally network consists of independent contractors that are certified by the Building Performance Institute as insulation/air sealing specialists and HVAC professionals who are specially trained on the Ameren Illinois Program.

*“I’m passionate about energy efficiency and a firm believer in the Ameren Illinois Programs.”*

— **Kevin McCoy**, Owner,  
Green Home Weatherization

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### **Build Your Business with Ameren Illinois**

Does your business have room to grow? When you become a registered Ameren Illinois Program Ally, you join an elite network of contractors that are specially trained on Ameren Illinois Programs and listed on our website. In addition, Program Allies can earn cash bonuses for projects completed. Become a Program Ally and watch your business grow!

**For more information —**  
visit [AmerenIllinoisSavings.com/Ally](http://AmerenIllinoisSavings.com/Ally)

# Find Ways to Save at *AmerenIllinoisSavings.com*

## Home Efficiency Program: Hope for Homeowners

The Ameren Illinois Home Efficiency Program makes energy-efficient upgrades affordable for low- and moderate-income households. Generous incentives are available to lower the cost of these upgrades:

- » Air/Duct Sealing
- » Insulation
- » Heating & Cooling Systems
- » Smart Thermostats
- » Select LED Lighting
- » Faucet Aerators & Showerheads

“Program Allies like Green Home Weatherization provide quality work that delivers greater comfort and significant monthly savings for homeowners,” says Kristol Simms, Director — Energy Efficiency & Innovation for Ameren Illinois. “Our network of highly skilled, diverse Program Allies is the lifeblood of our Program. They play a vital role in the communities we serve.”

Because they know how to navigate the necessary paperwork, Program Allies like Green Home Weatherization streamline the customer experience — from start to finish.

As McCoy says: “I’m very comfortable in what I’m doing, and I know Ameren Illinois Programs inside and out, so I can answer any questions that customers may have.”

### Staff Up, Power Down

Today, Green Home Weatherization has grown to a trusted team of eight, thanks largely to the company’s role as a Program Ally.

“My business grew rapidly after partnering with Ameren Illinois. As a Program Ally, I can reach a wider range of customers. It’s had a massive impact on my business,” says McCoy, noting that on a typical day half of his crews are devoted to completing Ameren Illinois projects.

“We are proud to partner with local businesses like Green Home Weatherization and pleased to see our Allies thrive,” says Simms. “Our Program Allies help connect our customers to cash incentives and lasting energy savings, so it’s a win-win for everyone involved.”

Another win for Green Home Weatherization came in the form of a Staffing Grant from Ameren Illinois. The Grant provided funds for McCoy to promote an experienced employee into a managerial role to mentor new employees and supervise completion of even more Ameren Illinois Home Efficiency projects.

McCoy says: “The Staffing Grant has allowed us to hire additional employees, including two diverse employees from the community, and double our yearly output.”

That means more happy homeowners in central Illinois.

“When we’re done with our work, people immediately notice the quietness and improved comfort level of their home. The dollar savings follow, and they’re even happier,” says McCoy.

As a Program Ally, he finds it deeply satisfying to help people bring out the best in their homes — at a fraction of the cost.

“The incentives Ameren Illinois offers are incredible — they cover a portion of the work. Most of our customers are elderly, and a number of them break down and cry when they learn how little they will have to pay to make their homes safer and more livable,” says McCoy.

“I’m passionate about energy efficiency and a firm believer in the Ameren Illinois Programs.”

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**2**

**BUSINESS PROGRAM**





## New Air Purification System Helps Fondulac Library Turn Page on Pandemic

As the heart of many communities, libraries have long been a destination for people to read, learn, and connect. The Fondulac District Library in East Peoria, Illinois is no exception.

In fact, in 2019, the library welcomed 120,000 visitors, circulated more than 220,000 items, and offered more than 600 programs. In March 2020, however, the COVID-19 pandemic forced the library to temporarily close its doors to its building and transition to only online and virtual services.

“Normally, we want people to come to the library and sit, study, read, and learn. But with the COVID crisis, we had to rethink a lot of things,” says Library Director Genna Buhr. “To quickly function so differently than how we usually would was a hard hurdle to clear mentally — it hurt our librarian hearts. But we knew we had to keep the safety of our patrons, staff, and the community top of mind.”

Staff returned to the library in late May and begin developing more online programming and preparing to re-open to the public in July. Air quality in the 32,000-square-foot building had never been more important.

Buhr began researching public safety recommendations from the Illinois Department of Public Health and the Center for Disease Control. She then consulted with the library’s HVAC partner, ENTEC, about the feasibility of various recommendations related to equipment settings and ventilation.

ENTEC recommended Global Plasma Solutions’ Needlepoint Bipolar Ionization System, which could be easily installed on existing HVAC equipment on the library’s rooftop. The system is proven to kill pathogens, including the COVID-19 virus, while helping to neutralize odors and control allergens.

As an Ameren Illinois Program Ally, ENTEC was also able to identify utility incentives available for the project.

“We understand that a cookie-cutter approach does not work for every project. Our Custom offering provides incentives for unique projects or emerging technologies that save energy and money,” says Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois.

*(continued on next page)*

*“We knew we had to keep the safety of our patrons, staff, and the community top of mind. The additional funds Ameren Illinois provided made a lot of things possible.”*

— **Genna Buhr**, Library Director,  
Fondulac District Library

### Get Creative with Custom Incentives

If you have an innovative idea for an energy-saving project, Ameren Illinois Custom incentives could cover up to 60 percent of your project costs!

When a cookie-cutter approach won’t work, the Ameren Illinois Custom Offering provides incentives for unique energy-saving projects or processes that may not qualify for incentives through our Standard Program. Cash incentives, based on energy reduction, are available for a variety of electric or gas custom projects. Pre-approval is required for all Custom projects.

# Check Out Cash Incentives at [AmerenIllinoisSavings.com](https://AmerenIllinoisSavings.com)

## The Power of Program Allies

Program Allies like ENTEC help customers identify energy-saving improvements and incentives to help pay for the projects. These independent contractors are specially trained on the Ameren Illinois Energy Efficiency Program.

“We work closely with ENTEC on all HVAC issues. They are our go-to-people. They brought to my attention the possibility of an air purification system — and incentives to help pay for it,” says Fondulac Library Director Genna Buhr. “We relied heavily on ENTEC’s knowledge and navigation of the incentive process. The fact that we already had a relationship with them and trusted them really worked for us.”



“Through our Custom offering, we were able to cover a large percentage of the Fondulac Library’s project costs.”

“ENTECC brought the Ameren Illinois incentives to our attention and estimated what the library’s final investment would be,” says Library Director Genna Buhr, who was able to present a compelling case to the Library Board.

Given the green light by the board, ENTEC installed the system in September.

Totaling nearly \$7,000, the incentives from Ameren Illinois helped to greatly reduce the project payback period and made an important safety measure even more do-able.

“This was a major investment that could help us now and after the pandemic. This is something we wanted to do quickly for health and safety,” says Buhr, who also worked with Ameren Illinois on an LED lighting project at the library in early 2020. “We were going to do what was right for the library, and the incentives from Ameren Illinois definitely had a positive effect on that.”

Though air quality was the priority with this project, the low-maintenance system also offers an estimated 30 percent energy savings by reducing outdoor air intake by up to 75 percent. The new air purification system is expected to reduce the library’s energy use by more than 25,000 kilowatt-hours and 660 therms for total savings of more than \$2,000 every year.

*“As organizations rethink the way they operate in the wake of the pandemic, there’s no better time to tackle energy-saving projects that make your facility more sustainable for years to come.”*

— Jim Dillon, Ameren Illinois

“Public health was the driving force behind this project; the energy savings are a bonus. We will take energy savings where we can get them because that’s more money we can spend directly on library service.” notes Buhr.

“As organizations rethink the way they operate in the wake of the pandemic, there’s no better time to tackle energy-saving projects that make your facility more sustainable for years to come. For nonprofit groups and public facilities like the library, every dollar saved goes to provide a needed service in the community,” says Dillon. “The Fondulac District Library has created a safer, healthier indoor environment while achieving energy savings — and Ameren Illinois is proud to be part of that.”

“We had a very good experience with Ameren Illinois. I would absolutely recommend the Ameren Illinois Energy Efficiency Program to other public facilities and businesses,” says Buhr. “The additional funds they provided made a lot of things possible.”

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ENERGY EFFICIENCY  
PROGRAMS



## NTN-Bower Manufactures Savings with Strategic Energy Management

Around the turn of the 20th century, an innovative Ohio man named R.F. Bower sought to solve a serious problem: horse-drawn carriages were losing wheels when making high-speed turns. His patented thrust-controlling roller bearing proved highly successful in keeping the wheels on and passengers safe. Today, as one of North America’s largest manufacturers of roller bearings, NTN-Bower Company continues to help vehicles, as well as industrial and farm machinery, run smoothly and safely.

### Precision. Performance. Power.

Known for the precision and performance of its roller bearings, NTN-Bower brings the same high standards to the energy performance of its campus in Macomb, Illinois, which includes corporate headquarters and two manufacturing plants.

From LED lighting upgrades to motor controls, the company has partnered with Ameren Illinois on a variety of energy-saving projects since the utility first launched its Energy Efficiency Programs back in 2008. Its efforts to create more sustainable operations earned NTN-Bower the prestigious Illinois Sustainability Award in 2017. Not resting with past successes, the manufacturer most recently began participating in the Ameren Illinois Strategic Energy Management (SEM) Offering.

“In 2018, Energy Advisor Chad Whitehead came to us and said Ameren Illinois’ SEM Offering would be a good fit for us,” says Nathan Johnson, Senior Business Unit Manager at NTN-Bower. “The SEM concept aligned with what we were already trying to do, so we didn’t need a lot of convincing.”

### Getting Strategic About Energy Savings

Ameren Illinois’ SEM program features a two-part incentive structure that rewards energy savings, as well as performance related to executive sponsorship, assessment, goal-setting and communications. At the heart of the SEM concept is a dedicated team that meets regularly to discuss ways to reduce energy usage.

“Strategic Energy Management helps organizations dig deeper to improve energy efficiency,” says Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois. “SEM empowers organizations to create lasting change in awareness, attitudes and processes. Ultimately, the goal is to embed energy efficiency into the culture and the conversation.”

*(continued on next page)*

*“Ultimately, the goal is to embed energy efficiency into the culture and the conversation.”*

— **Jim Dillon**, Senior Manager,  
Energy Efficiency Operations,  
Ameren Illinois

### What is SEM?

Strategic Energy Management (SEM) is a continuous process of planning, implementation, and monitoring energy consumption and operational practices to provide a path to achieve energy-savings goals. The rewards of SEM can be substantial in terms of bottom line benefits and environmental impact. Learn more at [AmerenIllinoisSavings.com/SEM](http://AmerenIllinoisSavings.com/SEM).

### The Power of SEM

- » Gain a comprehensive understanding of energy use at your facility
- » Integrate energy efficiency into standard operating procedures
- » Ensure an accurate cost allocation of energy
- » Identify project opportunities
- » Reduce energy costs
- » Achieve sustainability goals

# Get Strategic About Energy Savings! Visit [AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com)

## Finding Your Footprint

Developed by the U.S. Department of Energy, the Energy Footprint Tool can track up to 20 types of energy consumption (electricity, natural gas, etc.) and 20 related relevant variables (production levels, degree days, operating hours, occupancy rates, etc.) for up to a 10-year period.

Users can create up to 10 major energy end-use groups (process areas, building areas, boiler room, etc.) which each can include up to 30 individual components (boilers, fans, pumps, lights, etc.).

The tool was specifically developed to support manufacturing, industrial, and commercial facilities that are implementing energy management plans through the U.S. Department of Energy's 50001 Ready Program or implementing energy management through the U.S. Department of Energy's Superior Energy Performance Program (SEP).

Visit [Energy.gov](http://Energy.gov) to learn more.



## Energy Efficiency — It's Good Business

Every year, the award-winning Ameren Illinois Energy Efficiency Program provides millions in incentives to help businesses, nonprofits, and public organizations reduce their annual energy costs. Incentives are available for a variety of energy-saving projects including: lighting, heating and cooling, refrigeration, motors, steam system improvements, and compressed air.

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At NTN-Bower, that conversation is led by a cross-functional team — including Ameren Illinois Energy Advisor Chad Whitehead — that meets monthly to identify areas ripe for energy savings.

## Putting Energy Efficiency on the Agenda

The team includes a mix of management and front-line employees representing nearly every area of the company. Monthly meetings serve as a catalyst for energy efficiency conversations, while digital tools help management make data-driven decisions. For example, the Energy Footprint Tool from the U.S. Department of Energy highlighted excessive energy usage in the basement of the Macomb plant, which led management to shut that area down entirely.

"The Energy Footprint Tool provides a snapshot of plant energy usage in a way we've never seen before," says Johnson. "We can see exactly how much energy we are using in the plant and where. The tool allows us to break down energy usage by business unit, production line — even at the machine level."

*"The Energy Footprint Tool provides a snapshot of plant energy usage in a way we've never seen before."*

— Nathan Johnson, Senior Business Unit Manager, NTN-Bower

Along with detailed data, the SEM process emphasizes grassroots awareness of energy efficiency. The engineering staff was one of the key audiences targeted at NTN-Bower.

"When we can design with energy efficiency in mind from the beginning, then we don't have to go back and chase it after the fact," says Johnson. "Chad's presentation to our engineers really helped to engage that group of employees and opened their eyes to the opportunities."

In the two years since NTN-Bower began the SEM process, the team has identified and moved forward with 10 Ameren Illinois efficiency projects ranging from gas leak surveys and boiler tune-ups to unique applications of VFDs to more efficiently capture oil mist. These projects qualified for \$271,000 in incentives and generated \$175,000 in annual energy savings.

## Incentives Have Impact

Generous cash incentives from Ameren Illinois leave little room for debate on spending decisions.

"The incentives from Ameren Illinois definitely help with our return on investment, which helps seal the deal with management," says Nathan Johnson.

In the long run, energy efficiency can help manufacturers make the same part for less, giving companies like NTN-Bower an edge over competitors.

For example, NTN-Bower expected to see a huge spike in energy usage when it brought a new plant online at the Macomb location in 2013. However, previous lighting upgrades and other efficiency projects almost completely offset that spike.

"We would have seen a huge spike in energy usage were it not for our energy efficiency projects with Ameren Illinois," says Nathan Johnson, Senior Business Unit Manager at NTN-Bower. "Competition in the industrial bearing market is extremely high, so anything we can do to generate savings in our operations can have a big impact. I would most definitely recommend Ameren Illinois' SEM Offering and the Energy Footprint Tool to other businesses. You will learn a lot."



ENERGY EFFICIENCY  
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## CAHOKIA SCHOOL DISTRICT SEALS IN SAVINGS WITH BUILDING ENVELOPE UPGRADES

As buildings grow older and budgets shrink, many school districts are faced with a dilemma when it comes to which upgrades to make — and when. Such was the case in Cahokia.

“Our buildings are older and in need of upgrades, but the school district’s finances guide what you can and can’t do,” says Ciara Corley, Director of Finance for the Cahokia School District, which helps prepare 3,500 students for their future. Beyond basic building code compliance, “we try to make strategic improvements where they are needed the most.”

But in the summer of 2020, Ameren Illinois offered a unique opportunity to make energy-saving building envelope improvements to all 11 Cahokia school buildings at a drastically reduced cost to the district.

“Buildings are usually tight when they are built, but over time they shift and settle, creating cracks and gaps in the shell of the building. That air leakage costs money,” says Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois. “We offer incentives to help schools, businesses and other organizations reduce the size of those gaps and open the door to energy savings.”

The only hurdle was the skepticism of school administrators.

“We were aware that some areas in our buildings were not airtight and had talked about weatherization measures before. But the offer from Ameren Illinois sounded too good to be true, so it took a bit more convincing for us to give the green light,” says Corley.

Once they did, a team from Building Envelope Solutions, an Ameren Illinois Program Ally, sprang into action. Using a variety of tools and techniques, these building science experts completed a thorough inspection of each building, checking for gaps and cracks as small as a pinhole around windows, doors and where ceilings meet walls. Over a five-day period, the Program Ally then sealed these air leaks using caulk, spray foam, and flashing.

(continued on next page)

### Grade-A Savings

Ameren Illinois can help educational facilities — from K-12 schools to universities — cut annual energy costs and improve learning environments. Cash incentives are available for a variety of energy efficiency projects, including:

- » No-cost/low-cost energy efficiency improvements
- » Lighting upgrades
- » Heating and cooling system improvements
- » Commercial kitchen equipment upgrades
- » Motor upgrades
- » Steam system improvements
- » Custom projects — including building envelope sealing

.....

*“Building envelope projects are a viable source of savings for any facility more than five years old — and our Custom incentives could cover more than half of your project costs.”*

— Jim Dillon,  
Ameren Illinois



# Learn How to Reduce Energy Waste at *AmerenIllinoisSavings.com*

## Seal the Envelope. Deliver Savings.

The National Institute of Standards and Technology estimates that air leaks account for one-third of commercial and industrial buildings' energy use, so the building envelope can be a significant source of savings. Beyond the discomfort they cause, drafts in a building can lead to increased energy usage, as people dial the thermostat up in the winter and down in the summer to regulate the temperature. Ameren Illinois can connect you with cash incentives and qualified contractors to tighten the building envelope and seal in savings.



Their work in Cahokia was completed during summer when school was not in session. However, when needed, Ameren Illinois Program Allies are prepared to work after-hours to minimize disruption for students, customers, or staff.

By sealing the building envelope and reducing energy loss, the Cahokia School District will save an estimated \$25,000 a year — money that will make a difference for students.

“Our vision is to hire more teachers’ aides,” notes Corley. “The money we saved working with Ameren Illinois will allow us to hire another aide to better engage students and bring the student-teacher ratio down.”

“Building envelope projects are a viable source of savings for any facility more than five years old — and our Custom incentives could cover more than half of your project costs,” says Dillon.

“Ameren Illinois is proud to help schools and non-profits put more money toward their mission.”

*“I would definitely recommend their Energy Efficiency Programs to other organizations — the cost savings are immense.”*

— Ciara Corley  
Cahokia School District

Beyond cost savings, the building envelope improvements have created a more comfortable learning environment. The difference will perhaps be felt most in the high school cafeteria, where drafts once drove students away from a comfy café lounge area. In winters to come, students will be less likely to rush through lunch.

From the cafeteria to the classrooms, new LED lighting only adds to the improved learning environment.

“The LED bulbs provide a better quality of light. It’s brighter and makes everything look fresh and clean,” says Corley. “With well-lit classrooms, students will be able to see their work better.”

In addition to a cash incentive for the district’s building envelope upgrades, Ameren Illinois provided a \$20,000 incentive to reduce the district’s cost of installing the new lighting.

“We did not have the funds to make these upgrades, so we really appreciate the help from Ameren Illinois,” says Corley. “I would definitely recommend the Ameren Illinois Energy Efficiency Program to other organizations — the cost savings are immense.”

## READY TO BEGIN?

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ENERGY EFFICIENCY  
PROGRAM



# ENERGY EFFICIENCY PROGRAM



## CASEYVILLE WATER TREATMENT PLANT TEAMS WITH AMEREN ILLINOIS TO STOP ENERGY DRAINS

Reclaiming and conserving precious natural resources is all in a day’s work at the Caseyville Township Water Reclamation Facility. And these days, it’s not just about water, but conserving energy, too.

Built in the mid-1960s, the facility has undergone two major plant expansions over the years to meet growing demand in the bustling Metro East area. While growing with the flow, the team at the Caseyville plant is always on the lookout for opportunities to do more with less energy.

One such opportunity came courtesy of the Illinois Environmental Protection Agency (EPA). The Illinois EPA’s Wastewater Treatment Plant Energy Assessment Program offers a free facility walk-through, utility bill analysis, and assessment report. Conducted in July 2019 by the Illinois Sustainable Technology Center (ISTC), the assessment of the Caseyville plant pinpointed additional ways to reduce electricity use and identified utility incentives to help fund those upgrades.

“I was really surprised to learn about the Ameren Illinois incentives. It’s a deal you can’t pass up,” says Randy LePere, Sewer System Manager at the plant. “The Illinois EPA evaluation and the Ameren Illinois Energy Efficiency Program is a win-win for anybody wanting to save and get ahead.”

### Shine a Light on Savings

With lighting technology advancing by leaps and bounds, Caseyville stood to save significantly by installing state-of-the-art LED bulbs and fixtures. In late 2019, the Caseyville facility worked with local Program Ally, Jarvis Electric, Inc., to upgrade lighting in offices, plant buildings, and the garage. Plans are in place to upgrade external lighting to LEDs as well.

“Lighting is a great place to start saving, and LEDs have set a new standard for efficiency,” says Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois. “With low out-of-pocket costs and streamlined paperwork and installation, our Small Business Direct Install Initiative makes energy savings easy for municipalities and small businesses.”

In fact, LePere reports: “The lighting upgrades we made were basically free, and the new lighting is saving us close to \$400 a month.”

Easier on the eyes, the benefits of LED lighting go beyond cost savings.

“It’s amazing the difference the new lighting makes. It’s a much whiter, brighter light,” notes LePere. “At one point, when half the lighting upgrades were done and half of the old lighting remained, you could see a considerable difference.”

*(continued on next page)*

## Illinois EPA Wastewater Treatment Plant Energy Assessment Program

To help municipalities reduce the cost of wastewater treatment, the Illinois EPA Office of Energy, in partnership with the Smart Energy Design Assistance Center (SEDAC) and the Illinois Sustainable Technology Center (ISTC), is offering free energy usage assessments to publicly owned wastewater treatment plants. Visit [sedac.org/wastewater](http://sedac.org/wastewater) to learn more or apply for a free energy assessment.

To learn about Illinois EPA grant funding for energy efficiency improvements at publicly owned wastewater treatment plants, visit [www2.illinois.gov/epa/topics/energy/eewwtp](http://www2.illinois.gov/epa/topics/energy/eewwtp)

## The Lowdown on LEDs

ENERGY STAR® qualified LED lighting uses at least 80 percent less energy than incandescent lighting, which cuts operating costs. And because it lasts 35 to 50 times longer than incandescent lighting — and up to five times longer than fluorescent lighting — you’ll save on maintenance costs, too.



# Cash in on Incentives & Rebates at [AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com)

## Energy Efficiency Pays

Every year, the award-winning Ameren Illinois Energy Efficiency Program provides millions in incentives to help businesses, nonprofits, and public organizations reduce their annual energy costs. Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, steam system improvements, and compressed air.



125 HP Blower Motors



300 HP Blower Motor



VFDs for 3, 300 HP Blower Motors

## Matching Motor Speed to Need

Another significant source of savings was found in the plant's aeration system, where blowers supply oxygen to the microorganisms that break down organic matter into harmless byproducts.

The Illinois EPA assessment recommended the use of variable frequency drives (VFDs) on blower motors to better match motor speed to need.

"Typical motors have two settings: on and off. VFDs save energy by allowing the motor to work at a lower speed during less demanding times," explains Dillon. "Our incentives cover up to 75 percent of the cost to add VFDs to motors on fans or pumps, providing a quicker payback on projects."

With the help of Illinois Electric Works, an Ameren Illinois Program Ally, in the summer of 2020 Caseyville installed six variable frequency drives on three 125 HP aeration blower motors and three 300 HP aeration blower motors to help control the varying demand of a plant load that averages 4.4 million gallons per day.

"In the past, we ran the blower at maximum capacity and throttled valves to slow down air flow as needed. Now, we keep valves wide open and use VFDs to adjust motor speeds. It's a much more effective way to run blowers," says LePere. "Before we added VFDs, our blowers were running at 100 percent around the clock. Today, they operate at 70 percent capacity."

*"Before we added VFDs, our blowers were running at 100 percent around the clock. Today, they operate at 70 percent capacity."*

— Randy LePere,  
Sewer System Manager

Ameren Illinois incentives, which reduced the payback from years to months, put the costly project within reach for the Township.

"We only paid a small portion of the costs of the blower upgrades," says LePere. "Most projects have a payback between four and seven years. With Ameren Illinois incentives, we reduced our payback to six months on the blower upgrades."

## Cash In on Incentives

"Ameren Illinois is pleased to offer incentives that help municipalities conserve budget funds and natural resources," says Dillon. "The Caseyville water treatment plant is a great example that it pays to pursue the opportunities available to your organization."

Altogether, the lighting and motor upgrades will reduce the township's energy use by more than 2.3 million kilowatt-hours every year and deliver six-figure savings in annual energy costs.

As a self-sustaining operation that receives no local or state tax funds, the Caseyville Township Water Reclamation Facility must operate solely on what it charges residents. Anything they can do to reduce energy use could help avoid or delay increases in customer charges.

"The more we can save on our power bill, the more resources we have to invest in other areas," says LePere, who hopes to add an electric truck to the township fleet in the coming years. "We're always looking at ways to lower our carbon footprint."

*"The Township Board didn't question these projects once they saw the incentives from Ameren Illinois."*

— Randy LePere,  
Sewer System Manager

"The dollars we invested in these projects was very small compared to what Ameren Illinois paid," says LePere. "The Township Board didn't question these projects once they saw the incentives from Ameren Illinois."

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## PROCESS ENERGY ADVISOR HELPS VESUVIUS UNCOVER MOUNTAIN OF SAVINGS OPPORTUNITIES

Major steel companies around the world rely on Vesuvius USA. Powered by a team of 100 — and about 8.6 million kilowatt-hours of electricity a year — the Vesuvius plant in Charleston, Illinois produces ceramic materials used in the continuous casting process, which transforms molten metal into steel.

Already a lean operation, Vesuvius' management team continues to search for ways to make operations even more efficient. In recent years, the plant has partnered with the Ameren Illinois Energy Efficiency Program to make LED lighting upgrades and enhance efficiency of its compressed air system.

Having experienced the benefits of Ameren Illinois incentives firsthand, Lean Engineer Zachery Savoie did not hesitate when he heard the utility was offering a free, in-depth Energy Assessment for large industrial customers. The Process Energy Advisor Pilot Initiative provides a unique opportunity to scour an entire facility for energy-saving opportunities.

"Ameren Illinois launched this unique Pilot in 2020 where we embed an experienced Process Energy Advisor at the customer's facility for a week," says Jim Dillon, Senior Manager, Energy Efficiency Operations. "The goal is to provide a roadmap of energy-saving opportunities and quantify the cost savings that could be achieved."

And that help brings a wealth of experience.

Each Ameren Illinois Process Energy Advisor has extensive experience — often, decades — in energy efficiency technologies and manufacturing. Depending on the needs of the customer, the assessment can be tailored to a specific area of interest or involve a top-to-bottom "treasure hunt."

The latter was the case at Vesuvius. After examining plant processes for a week, the advisor identified a variety of recommended energy-saving measures, both large and small.

The most impactful upgrades centered on the plant's HVAC system. High-efficiency HVAC equipment upgrades could potentially reduce the plant's energy use by 450,000 kWh per year while maintaining strict temperature and humidity requirements.

## Cash Incentives for Equipment Upgrades

After a Process Energy Advisor identifies energy-saving measures at your facility, the Ameren Illinois Energy Efficiency Program can reduce your payback period with these equipment-specific incentives:

- HVAC & Water Heaters
- Lighting
- New Construction
- Steam Traps
- Retro Commissioning
- Specialty Equipment
- Variable Frequency Drives
- Metering & Monitoring
- Water-Saving Devices
- Custom Incentives

## Why Your Facility Needs a Process Energy Advisor:

- **Expertise:** Our Advisors bring many years of experience in manufacturing and knowledge of the latest energy efficiency technologies.
- **Objectivity:** A Process Energy Advisor brings a fresh perspective and a higher degree of objectivity.
- **Data:** The Energy Assessment you receive quantifies potential energy and cost savings, payback periods, and cash incentives to help defray the cost of upgrades — the kind of data needed to justify investments to management.
- **Time:** Plant staff seldom have the time to proactively explore energy-saving upgrades. Our energy experts conduct week-long on-site Energy Assessments focused exclusively on making your processes more efficient.

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*"It's really beneficial to have an outside perspective if you want to go beyond the low-hanging fruit."*

— Zachery Savoie, Lean Engineer,  
Vesuvius USA

Another key recommendation was to install variable frequency drives (VFDs) so the plant's robust vacuum system only uses the energy needed at any given time. Rather than running the system at full speed continuously VFDs would allow operators to safely ramp down fan speed depending on room occupancy and operational demands.

"This was a unique opportunity that aligned with what we're already trying to do at Vesuvius — plus, it was free," says Savoie. "It's hard to turn down free help."

Though Vesuvius' in-house maintenance staff had previously identified a need for VFDs, they had little time to explore the option in any depth. Detailed data provided by the Process Energy Advisor could help justify an investment in VFDs.

"Many of our larger manufacturing customers have cut back on staff and simply don't have the time or expertise to conduct this level of review in-house," says Dillon. "Even in the leanest organization, a Process Energy Advisor can shed light on amazing opportunities."

*"Even in the leanest organization, a Process Energy Advisor can shed light on amazing opportunities."*

— Jim Dillon, Senior Manager,  
Energy Efficiency Operations

While Vesuvius had already upgraded much of its lighting to high-efficiency LED technology, the Energy Assessment identified a related area for improvement: motion detectors that would automatically turn off lighting in unoccupied areas.

In total, the Energy Assessment identified upgrades that could reduce the plant's energy use by more than 10 percent. And when you upgrade to new, high-efficiency equipment, you reduce maintenance costs as well. For example, today's LED light bulbs last longer than conventional bulbs. And the use of VFDs reduces wear and tear on motors.

Implementation of all the recommended measures could mean a \$60,000+ boost to the bottom line. The report also identified nearly \$30,000 in incentives to help complete recommended upgrades.

"I was surprised at the savings identified by the Process Energy Advisor," says Savoie. "It was extremely helpful to have an expert here for an entire week to focus on process improvements and energy savings. It's really beneficial to have an outside perspective if you want to go beyond the low-hanging fruit."

Another positive development? The Energy Assessment spurred the creation of a Strategic Energy Management Team. The group now meets monthly with an Ameren Illinois Energy Advisor to evaluate the viability of projects identified in the Energy Assessment.

By quantifying potential energy and dollar savings, payback periods and cash incentives, a Process Energy Advisor can help plant operators make data-driven decisions — and justify upgrades to management.

"I would highly recommend the Process Energy Advisor Initiative to other manufacturers," says Savoie. "Our Energy Advisor was very knowledgeable and did all the groundwork and calculations in presenting projects. The Energy Assessment provides a good foundation for targeting projects and moving forward — and rebates from Ameren Illinois make the payback even better."

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## LED LIGHTING SERVES UP SAVINGS AT DODDS TENNIS CENTER

From kids who've never held a racquet to Senior Olympics gold medalist Michael Claffey, players at all levels sharpen their skills at the Dodds Tennis Center in Champaign, Illinois. Featuring six indoor tennis courts, Dodds Tennis Center has been a popular venue for friendly competition for decades. In 2019, the facility's new, high-efficiency LED lighting scored a big win — for players, the Champaign Park District, and the environment.

### Metal Halide: Warm Up Required

Until recently, players weren't the only ones that needed to warm up before a set: the outdated metal halide lighting required a lengthy warm up as well. For that reason, once the lights came on with the first match of the day, they stayed on until closing time at 10:00 p.m.

*"When we would turn on the metal halide lights, it would take them 20 minutes to warm up. And in some areas they were not meeting the recommended illumination levels for play,"* says Dan Olson, Director of Operations for the Champaign Park District. *"We also spent a lot of time on maintenance of ballasts and light bulbs."*

Because the indoor facility is not air conditioned, temperatures can soar in the warmer months. The metal halide bulbs added heat to an already muggy environment.

New lighting at Dodds Tennis Center was part of the park district's capital improvement plan for years. But it competed with other projects that often proved more pressing. The green light finally came after Olson heard about Ameren Illinois cash incentives and the long-term energy savings possible with LEDs.

*"Lighting can account for as much as 50 percent of electricity consumption in the average facility, so it's a great place to start saving,"* says Ken Woolcutt, Manager of Energy Efficiency at Ameren Illinois. *"To add to the energy savings you'll see in the long term, Ameren Illinois offers generous discounts up front that make major upgrades more accessible."*

*"We're well aware that incentives don't stick around forever, so we decided to push forward with new lighting at Dodds,"* says Olson. *"A lot of people at the park district were saying, 'How can we pass this up?'"*

(continued on next page)

### Flip the Switch on Energy Waste

The award-winning Ameren Illinois Energy Efficiency Program provides millions in incentives to help businesses, nonprofits, and public organizations reduce their annual energy costs. Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, steam system improvements, and compressed air.

### The Lowdown on LEDs

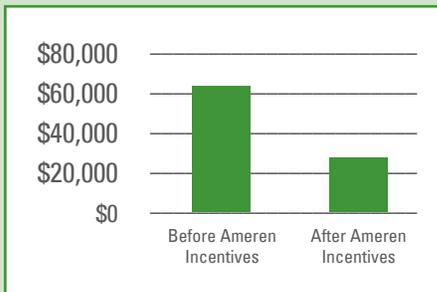
ENERGY STAR® qualified LED lighting uses at least 80 percent less energy than incandescent lighting, which cuts operating costs. And because it lasts 35 to 50 times longer than incandescent lighting — and up to five times longer than fluorescent lighting — you'll save on maintenance costs, too.

### Benefits to Champaign Park District:

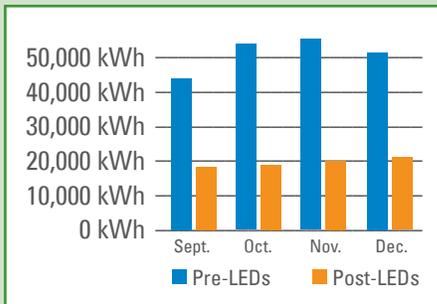
- » More than \$33,000 in incentives
- » Annual dollar savings of more than \$32,000
- » Better quality of light
- » 5-year guarantee on new LED lighting
- » Improved staff and patron satisfaction
- » Reduced maintenance and disposal costs
- » Reduced impact on the environment

# Find a Grand Slam of Savings at [AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com)

## Dodds Tennis Center LED Lighting Costs



## Kilowatt-Hour Savings: Four-Month Usage Comparison



## Unmatched Incentives

Turns out, they couldn't. The Champaign Park District put out a request for bids and ultimately awarded the job to Energy Harness, a registered Ameren Illinois Program Ally. In late August 2019, work began to remove and recycle metal halide bulbs, fixtures, and ballasts, and install new LED fixtures using the same support bracket system and wiring. The project was completed in just under two weeks while the facility was closed for the summer season.

*"We wouldn't have been able to do the project without the incentive. From an administrative standpoint, those incentive dollars are a big sell."*

— Dan Olson,  
Champaign Park District

*"We worked with Ameren Illinois and our vendor to develop a plan that allowed us to leave the existing electrical trusses and wiring in place and simply change out the fixtures," says Olson. "We chose to go with indirect lighting, which diffuses the light more evenly across the room."*

Ameren Illinois provided more than \$33,000 to defray the costs of new court lighting at Dodds Tennis Center — covering more than half of project costs.

*"We wouldn't have been able to do the project without the incentive. From an administrative standpoint, those incentive dollars are a big sell," says Olson, who saw an opportunity to re-invest those savings into more upgrades at Dodds Tennis Center. "Thanks to the incentive dollars from Ameren Illinois, I was able to get approval for a Phase 2 project to upgrade the rest of the facility to LEDs, from the lobby to the locker rooms."*

## Net Benefits

Altogether, the new lighting is saving the park district an estimated \$32,000 in energy costs every year.

LED lighting offers other advantages as well. Their amazingly long life means that LED bulbs require little to no maintenance. In fact, the current generation of youth players will be well into adulthood before the new bulbs require replacement.

Unlike the metal halide bulbs, LED bulbs light up as soon as you flip the switch, so they can be turned off when a court is not in use. As an added plus, LED bulbs stay cool to the touch, so they won't add heat to an already warm atmosphere.

*"The new lighting has received very positive reviews. Participants in our tennis programs immediately noticed a better quality of light and more even lighting across the courts," says Olson.*

*"The quality of light and cost savings offered by today's LED technology speak for themselves," notes Woolcutt. "And for any organization concerned about sustainability, like the Champaign Park District, lighting and other energy-efficient upgrades help to minimize their impact on the environment."*

As caretakers of more than 700 acres of parks, playgrounds, and trails, the Champaign Park District is keen to reduce its carbon footprint while preserving and enhancing park assets for patrons. And they've found an ally in Ameren Illinois.

*"I absolutely recommend the Ameren Illinois Energy Efficiency Programs to other tax-based entities. The incentives and long-term operational cost savings are very, very good," says Olson. "Every dollar we save can go back into other important capital projects. Of all the park district's sustainability efforts, the lighting component is the most impactful."*

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## WHEN LESS IS MORE: TANKLESS WATER HEATERS DELIVER SAVINGS TO SCHOOL DISTRICT

It takes a lot of energy to run a school — human energy as well as electricity and natural gas. In fact, according to the U.S. Department of Energy, in many school districts, energy costs surpass the cost of books and supplies and are second only to salaries. The good news is that energy improvements have the potential to create better learning environments while saving our nation's schools \$1.5 billion each year — and Ameren Illinois can help.

“Ameren Illinois provides cash incentives and resources — including a statewide network of specially trained Program Allies — to help schools, businesses, and nonprofits reduce their energy costs and their impact on the environment,” explains Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois.

In 2020, Ameren Illinois offered an energy incentive when the Argenta-Oreana School District sought to improve the efficiency of the water heating system at one school.

The school district partnered with Ameren Illinois Program Ally Janvrin Plumbing to replace two 250-gallon natural gas tanked water heaters and an energy-guzzling hot water recirculation system with the latest tankless water heating technology. Today, an installation of five, smaller efficient tankless units deliver the hot water the school needs, while using less energy.

Standard models store a tank full of hot water around the clock to meet sporadic demand. In contrast, tankless models heat water only when it's needed, or when the recirculation loop reaches a pre-set temperature. By heating water only when needed, tankless water heaters eliminate the energy waste that occurs during standby operation associated with traditional models. Along with energy savings, tankless water heaters offer benefits ranging from reliability and long life to a more compact size and low-maintenance operation.

The school district achieved additional energy savings by adding controls to the hot water circulation loop, which runs from the heaters to each of the restrooms so that hot water is available at the taps. Previously, the circulation loop operated continuously year round, using natural gas to keep the loop hot even when no one was waiting at the tap to get hot water. Today, it only operates when school is in session and with thermostatic control.

*(continued on next page)*

### Get Creative with Custom Incentives

If you have an innovative idea for an energy-saving project, Ameren Illinois Custom incentives could cover up to 80 percent of your project costs!

The Ameren Illinois Custom Offering provides incentives for unique energy-saving projects or processes that may not qualify for incentives through our Standard Offering. Cash incentives, based on energy reduction, are available for a variety of electric custom projects.

Pre-approval is required for all Custom projects.

Find out more at  
[AmerenIllinoisSavings.com/Custom](https://AmerenIllinoisSavings.com/Custom)

# Get Schooled on Efficiency at *AmerenIllinoisSavings.com*

## Grade A Savings

Ameren Illinois can help educational facilities — from K-12 schools to universities — cut annual energy costs and improve learning environments. Cash incentives are available for a variety of energy efficiency projects, including:

- » No-cost/low-cost energy efficiency improvements
- » Lighting upgrades
- » Heating & cooling system improvements
- » Commercial kitchen equipment upgrades
- » LED lights, exit signs and vending controls
- » Motor upgrades
- » Steam system improvements
- » Aerators and water saving devices
- » Retro Commissioning
- » Custom projects — including tankless water heaters

The new tankless water heating system will reduce the Argenta-Oreana School District's energy costs by more than \$2,700 every year. In addition to lower power bills, the school district received more than \$18,700 in incentives through Ameren Illinois' Custom Offering to reduce project costs on the front end. The Custom incentive, along with the 10% Early Completion Bonus, provided 62% of the total project cost. Those incentives reduced the project payback period from nearly ten years to under four years.

*"The energy-saving projects you tackle today will make your facility more sustainable for years to come."*

— Jim Dillon,  
Ameren Illinois

"We understand that a cookie-cutter approach does not work for every project. Our Custom Offering provides incentives for unique projects or emerging technologies that save energy and money," says Dillon. "The energy-saving projects you tackle today will make your facility more sustainable for years to come."

## The Power of Program Allies

Program Allies like Janvrin Plumbing help customers identify energy-saving improvements and cash incentives to help pay for the projects. These independent contractors are specially trained and receive updates on the Ameren Illinois Energy Efficiency Program, so they're well equipped to serve customers' energy efficiency needs.

As a Program Ally, Janvrin Plumbing was able to connect the Argenta-Oreana School District to more than \$18,700 in cash incentives from Ameren Illinois to help cover the costs of installing a leading tankless water heating system that offered performance as well as energy savings.



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# ENERGY EFFICIENCY PROGRAM



## ENERGY EFFICIENCY PROGRAMS FUEL SUSTAINABLE GROWTH FOR S&S

Every year, before the fireworks begin, you'll find Don Smallberger and his grandchildren placing flags throughout his Peoria neighborhood to commemorate Independence Day. It's a beloved tradition that brings together two things he loves most: family and the U.S. flag.

For this passionate patriot — an Army Vietnam War veteran — love of country and environment go hand in hand.

"Being an American, being a veteran, caring about my country and the environment – it all comes together for me," says Smallberger, who launched family business S&S, a licensed electrical contractor specializing in lighting, signs and electrical contracting, in 2002.

"Since we started the business, our emphasis has been on energy savings. Even before Ameren Illinois launched the Program, we were providing more efficient lights, and recycling at our home and business," says Smallberger.

It's no surprise, then, that S&S was among the first to register as a Program Ally when Ameren Illinois launched its Energy Efficiency Programs in 2008.

Program Allies are contractors who are specially trained in Ameren Illinois Energy Efficiency Programs and incentives. Because they are familiar with the steps, Program Allies like S&S streamline the customer experience — from start to finish.

"From the beginning, a team of trusted Program Allies was vital to the success of our programs," says Ken Woolcutt, Manager, Energy Efficiency for Ameren Illinois. "Our Programs Allies provide quality products and installation, and connect the customer to cash incentives."

"S&S wants to help our customers become smarter, safer energy users. That's why our team has been participating since the inception of the Ameren Illinois Energy Efficiency Program," says Smallberger.

*(Continued on next page)*

## Build Your Business with Ameren Illinois

Does your business have room to grow? When you become a registered Ameren Illinois Program Ally, you join an elite statewide network of contractors that are specially trained on Ameren Illinois Programs and listed on our website. In addition, Program Allies can earn cash bonuses for projects completed. Become a Program Ally and watch your business grow!

**For more information —** visit [AmerenIllinoisSavings.com/Ally](http://AmerenIllinoisSavings.com/Ally)

*"We salute S&S as one of our original Program Allies, and we are proud to partner with them to make a difference in central Illinois."*

**— Ken Woolcutt,**  
Manager, Energy Efficiency,  
Ameren Illinois

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## Illinois Utilities Business Diversity Council

As a founding member of the Illinois Utilities Business Diversity Council, Ameren Illinois is helping to build supplier diversity in our industry. Created in 2015, the Council provides education, information, and technical assistance to utility stakeholders on issues of business diversity. Learn more at [iubdc.com](http://iubdc.com).



“We value diversity in our workplace, our communities, and in the suppliers we do business with,” says Woolcutt, noting the utility’s commitment to providing opportunities to minority-owned, women-owned and veteran-owned businesses. “Diverse suppliers play a vital role in the economic success of our region, and Ameren Illinois is committed to developing a diverse supplier base.”

The powerful partnership between Ameren Illinois and S&S has helped hundreds of central Illinois homes and businesses reduce energy use, maintenance costs and carbon footprints.

“Ameren Illinois is helping the meter turn more slowly for businesses — it’s about saving money and so many other things,” says Smallberger, citing the dollar and labor savings, environmental and even safety benefits that result from today’s long-lasting lighting.

“Old-fashioned lighting typically does not last very long. Bulbs burn out all the time and there’s labor involved with changing them,” notes Smallberger.

“Energy-efficient bulbs have a longer life. That means fewer trips up the ladder and less need for bucket trucks, so there is less chance of a slip or fall.”

Beyond those benefits, by helping local businesses reduce their electrical load, efficient lighting creates some space to improve and expand — without needing to upgrade an entire electrical system or bolster the breaker panel.

*“We’ve been growing and putting more people to work every single year since we’ve been involved with Ameren Illinois.”*

*— Don Smallberger,  
Owner of S&S*

While customers savor the savings, S&S continues to flourish as a proud veteran-owned Program Ally.

“We’ve been growing and putting more people to work every single year since we’ve been involved with Ameren Illinois,” says Smallberger.

“We salute S&S as one of our original Program Allies, and we are proud to partner with them to make a difference in central Illinois,” says Woolcutt.

“Ameren Illinois is pleased to be a catalyst for the growth and success of local businesses like S&S.”

At S&S, business growth has a way of blossoming in the community. In fact, the entire S&S team routinely provides financial and volunteer support for community organizations, such as Race for the Cure and Peoria Rescue Ministries.

Smallberger says: “As a Program Ally, we are able to do more as a business and give back more as a business. It’s a win-win situation.”

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## CITY OF O'FALLON LIGHTS UP FOR LESS

With the Gateway City and the Mighty Mississippi just a stone's throw away, O'Fallon, Illinois, boasts big city amenities and small town charm. One of the region's fastest growing communities, O'Fallon has a growing appetite for energy efficiency — thanks to services from Ameren Illinois.

"Energy efficiency has been on our radar for awhile," says Dan Bowman, O'Fallon's Engineering Department & Facilities Manager. "It's incumbent on municipal governments to set a positive example for their citizens."

Bowman knew the city's lighting was ripe for an upgrade. Still, skepticism got the better of him when he learned that Ameren Illinois Small Business incentives could nearly cover the entire cost of those upgrades.

"I thought it was too good to be true," recalls Bowman.

It's a reaction that Ken Woolcutt, Energy Efficiency Manager at Ameren Illinois, has grown accustomed to.

"We are pleased to offer incentives that help municipalities conserve budget funds — and the environment," says Woolcutt. "Lighting is a great place to start saving, and LEDs have set a new standard for efficiency."

With support from city leaders, Bowman teamed up with Ameren Illinois Program Ally Jarvis Electric in early 2019 to assess lighting needs and complete upgrades at more than 40 city buildings and outdoor recreational areas.

### Benefits to City of O'Fallon:

- » Nearly \$150,000 in incentives
- » Annual dollar savings of more than \$67,000
- » Better quality of light
- » 5-year guarantee on new LED lighting
- » Improved staff and patron satisfaction
- » Reduced impact on the environment



# Find Ways to Save at *AmerenIllinoisSavings.com*



## Small Business. Big Savings.

With a low out-of-pocket cost and streamlined installation process, the Ameren Illinois Small Business Initiative makes energy savings easy for municipalities and small businesses. Small Business incentives are available to any customer on Ameren Illinois Small General Delivery Service (DS-2) rate.

### Benefits of Small Business Incentives:

- » Free Lighting Assessment
- » Low out-of-pocket cost
- » Instant discounts on new equipment
- » Minimal paperwork
- » Trusted, local installers (Program Allies)

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Those upgrades qualified for nearly \$150,000 in Ameren Illinois incentives, covering the city's cost to convert fluorescent T12 and T8 tubes and outdated metal halide light fixtures to LEDs. Better yet, the city's new LED bulbs reduce energy costs — and boost the budget — by more than \$67,000 every year.

"We're excited. The dollar and manpower savings are huge and create more opportunity to do something bigger and better. Everyone wins," says Bowman.

He is equally excited about the quality of light and long life of LED bulbs.

"When you have as many locations as we do, you spend hundreds of hours a year changing out light bulbs," says Bowman. "The new LED bulbs will last many years — and our new outdoor lighting will create a safer environment for kids to play at dusk."

Bowman's appreciation for LED technology extends to the Ameren Illinois lighting program.

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

*"The dollar and manpower savings are huge and create more opportunity to do something bigger and better. Everyone wins."*

— Dan Bowman,  
Facilities Manager,  
City of O'Fallon

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## Energy Efficiency. It's Good Business.

Since 2008, the award-winning Ameren Illinois Energy Efficiency Program has provided millions in incentives to help business, nonprofit and public organizations reduce their annual energy costs. Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, steam system improvements, and compressed air.



**3**

**MARKET DEVELOPMENT INITIATIVE**





## ENERGY EFFICIENCY PROGRAMS



# PILOT PROGRAM MAKES HOMES MORE HOSPITABLE FOR LGBTQ+ COMMUNITY

Bringing the benefits of energy efficiency to those who have not yet experienced them is part of Ameren Illinois' "Energy Efficiency for All" mission. Accessibility is equally important to Central Illinois Friends, a Peoria-based nonprofit that promotes HIV prevention, care, and sexual health. In 2020, the two organizations joined forces to bring energy savings to the often overlooked and underserved LGBTQ+ community.

"We are all about accessibility and improving quality of life, and Ameren Illinois offers great resources we can share with the people we serve," says Alexander Martin, Outreach Coordinator for Central Illinois Friends. "A lot of organizations can benefit by collaborating with Ameren Illinois, and the Ameren Illinois team was amazing to work with."

Central Illinois Friends served as a trusted source of outreach and education as Ameren Illinois launched a Pilot Program to offer home efficiency improvements at no cost to select members of the LGBTQ+ community in Peoria.

"When you work with vulnerable populations, you're dealing with people who have had their trust betrayed in the past. People get anxious when something is completely free," says Martin. "It was nice to be able to give them information to put their minds at ease."

The nonprofit identified 10 income qualified LGBTQ+ participants, from an individual struggling with COVID-19 related job issues to newly married, first-time homeowners.

Following a home energy audit, participants received free energy-saving upgrades ranging from smart thermostats and LED bulbs to insulation and HVAC replacement. Air purifiers and voice-activated Google minis were provided to help those dealing with health and mobility issues.

"The participants were very excited and extremely thankful," says Martin. "Many of the people we serve spend a lot of their lives surviving. By learning how to reduce their energy use and save money, and with the assistance of the resources provided by Ameren Illinois, they can work towards thriving."

*"We are all about accessibility and improving quality of life, and Ameren Illinois offers great resources we can share with the people we serve."*

— Alexander Martin,  
Central Illinois Friends



Partnership with Central Illinois Friends helps educate and build trust with target customers.



Ten pilot participants will collectively save more than **17,000 kWh and 3,000 therms annually.**



Rebates covered **100%** of home efficiency upgrades.

## CONTACT

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## LEARN MORE

[AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com)



## PILOT PROGRAM PROMOTES ENERGY SAVINGS, INDEPENDENCE

Little Tucker Doubet of Pekin, Illinois, is an active, happy kid, a proud big brother, and an avid video gamer. His differences don't slow him down.

"Tucker was born without arms or legs. His way of getting around is rolling or scootin' across the floor," says Brad Doubet, a single father who works in a chemical plant to support his two sons: Tucker, 6, and Mason, 4. "Tucker doesn't really have access to a lot of the things the other kids have access to, but he makes his own way pretty well with what he's got."

Still, small things most of us take for granted, like turning on a light, require more time and effort for Tucker.

That all changed in 2019, thanks to the Ameren Illinois Accessibility Pilot Project, which partnered the utility with Google. Ameren Illinois turns to trusted local non-profits like Easterseals to identify potential candidates for the Program and to ensure that best practices in accessibility are followed.

"We are giving smart home makeovers to families and individuals living with a disability to allow them to be more energy efficient and comfortable in their home and to gain some accessibility benefits," says Kristol Simms, Director of Energy Efficiency.

Participating customers first receive an Energy Assessment to provide a customized energy efficiency and accessibility solution for their home. Ameren Illinois then partners with trusted local contractors, with an emphasis on diverse-owned businesses, to implement the upgrades.

*"It's pretty neat that Tucker has the independence now to go into a room and turn the light on or off himself. He's pretty excited to be able to do that."*

— Brad Doubet,  
Ameren Illinois Customer

**"One of my goals has been to ensure that all utility customers have an opportunity to receive real and meaningful savings from the Energy Efficiency Program they have been paying for."**

— Richard Mark, Ameren Illinois  
Chairman & President

91% of participants said they were satisfied with the Ameren Illinois Accessibility Pilot Program.

To learn more, visit  
[AmerenIllinoisSavings.com/  
AccessibilityPilot](https://AmerenIllinoisSavings.com/AccessibilityPilot)

or call **1.866.838.6918**

## Access to Independence

At no cost to the customer, the Accessibility Pilot Program provides a custom set of measures which include:



Smart Thermostat



Google Home Mini



Connected Lighting



Decorative Lighting



Smart Plugs



Motion-Sensing Night Lights

Each of these items allows the customer to conveniently turn them on and off by voice command, or a phone app. More than 90% of participants were satisfied with the equipment installed, and would recommend voice-activated lighting and smart thermostats to a friend. 100% reported satisfaction with their Google Home Mini.

## TUCKER DOUBET

In the Doubet home, the Ameren Illinois team — including Jarvis Electric and Green Home Weatherization — installed voice-controlled lighting in Tucker's bedroom, his father's bedroom, the living room, and kitchen, and made the living room TV voice-controlled as well. Throughout the home, lighting was upgraded to high-efficiency LED bulbs anywhere voice-activated lighting technology was not installed. Advanced power strips were provided to reduce energy use from the three television sets in the home, and a smart thermostat will help the Doubets save on heating and cooling costs.

"We took measures in several rooms to make it more convenient for Tucker to go about his daily life," says Simms. "We also added faucet aerators and efficient shower heads throughout the house so they can save money on their water bill."

A centerpiece of the Pilot is the Google Home Mini, a voice-controlled speaker that can be used to control smart home lighting and measures, play music, answer questions, create a shopping list, and many more helpful tasks.

"Tucker is happy that he can turn the lights on himself so he won't be scared at night to roll into different rooms in the house," says Brad Doubet, noting that Tucker can now take over a daily chore previously assigned to Mason: turning off the bedroom night light every morning. "It's pretty neat that Tucker has the independence now to go into a room and turn the light on or off himself. He's pretty excited to be able to do that."

Tucker is also pretty excited about the Google Home Mini's broadcast function, which allows him to communicate with his father and brother when they are in different rooms.

## GREG DOYLE

In nearby Peoria, that same voice-activated and energy-saving technology is making a difference in the home of Greg Doyle, a print shop employee with cerebral palsy. Greg uses crutches or a wheelchair outside the home, but often crawls to get around his home.

"Before, I used one or two lights in my entire house depending on what level I was on. Now, I can use the smart lighting and choose which one I want to use instead of just what is closest to me. I like being able to hop into bed at night and get under the covers and then turn off the lights. That's the best ever," says Greg, whose morning routine now takes half the time it did before. "The Google Home Mini saves a lot of time. It's pretty awesome actually. I didn't realize how much it would help."

Greg is equally enthusiastic about the impact to one of his most challenging chores: laundry. It was dangerous for him to carry the basket to the basement laundry room without use of his legs, and have to flip on the light switch on the stairs and then again in the dark basement. Now he can control all of the lights with his voice.

"It's made a humongous difference with my laundry, because I used to have to basically get level with the light switch, get everything on, turn everything off," says Greg. "Now I can go down to my basement and turn on the lights as I go. I don't have to risk a fall; I don't have to risk pulling a muscle. That's been a godsend."

Like Greg, 91% of participants feel that their home is safer and more accessible, thanks to the Ameren Illinois Accessibility Pilot Program. Along with the safety benefits, smart technology will help these customers save money on their utility bill. In addition, the independence they gain is priceless.

Visit [AmerenIllinoisSavings.com/AccessibilityPilot](https://AmerenIllinoisSavings.com/AccessibilityPilot) to learn more.



## ENERGY EFFICIENCY PROGRAMS

# RESTORATION URBAN MINISTRIES LIGHTS UP LIVES - AND NEW LEDS

## AMEREN ILLINOIS & ILBCC PARTNER TO BRING ZERO-COST LIGHTING TO NONPROFIT



Food for the hungry. Shelter for the homeless. Faith for the forgotten. It's all in a day's work at Restoration Urban Ministries in Champaign. Since its humble beginnings serving food from the back of a truck, the ministry founded by Reverend Ervin T. Williams in 1993 has grown to include a church, transitional housing, addiction recovery programs, and a food and clothing pantry that serves thousands every year.

Subsisting solely on private donations, many projects and priorities compete for the nonprofit's limited budget dollars. Williams knew that a lighting upgrade could help lower the ministry's operating and maintenance costs — and that Ameren Illinois could help.

"Ameren Illinois is committed to bringing the benefits of energy efficiency to every customer," says Kristol Simms, Director of Energy Efficiency, Strategy & Innovation, Ameren Illinois. "Our Small Business Direct Install (SBDI) Initiative offers eligible small business, nonprofit, and public sector customers an increased level of incentives over standard business incentives, as well as, a free, no-obligation assessment of their facility."

Working with an Ameren Illinois Program Ally, Restoration Urban Ministries completed an assessment in early 2020. Unfortunately, even with utility incentives available at the time, the nonprofit could not move forward with the lighting upgrades.

"New lighting was definitely something we desired to do. But we just didn't have the funds, so we had to table the project," says Reverend Williams. "Every penny in our budget is usually spoken for."

### Zero-Cost Lighting Upgrades?

Recognizing that energy efficiency projects often get placed on the back burner due to budget constraints, Ameren Illinois launched the SBDI Co-Pay Assistance Grant in 2020 to provide additional financial help to underserved small business and nonprofit customers.

The Co-Pay Assistance Grant was designed to cover the portion of project costs



### Let There Be (LED) Light

Lighting accounts for **20-50%** percent of the average organization's electricity consumption. That means that even simple lighting improvements can lead to significant savings.

ENERGY STAR® qualified LED lighting uses at least **80%** less energy than incandescent lighting, which cuts operating costs. And because it lasts 35 to 50 times longer than incandescent lighting — and up to five times longer than fluorescent lighting — you'll save on maintenance costs, too. Ameren Illinois offers cash incentives for a variety of lighting projects.

## CONTACT

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# Use less and spend less! Get started at [AmerenIllinoisSavings.com](https://AmerenIllinoisSavings.com)

## Ameren Illinois Energy Efficiency Program Small Business Initiative



**\$12,961,000**

incentives distributed



**2,550**

projects completed

**33%**

of projects completed at no cost to the customer



**12 months** average time for simple return on investment when applicable



**145**

trained Program Allies

**READY TO BEGIN?**

[AmerenIllinoisSavings.com](https://AmerenIllinoisSavings.com)

**1.866.800.0747**

typically paid by the customer after incentives are applied — creating an opportunity for the customer to complete major lighting upgrades at zero cost. Launched at the height of the COVID-19 crisis, the SBDI Co-Pay Assistance Grant offered meaningful assistance to help customers make upgrades that would improve comfort, manage usage, and reduce costs.

The grant targeted customers that received an assessment in 2020, but did not move forward with upgrades due to financial constraints. To make sure eligible customers were aware of this rare opportunity, Ameren Illinois partnered with the Illinois Black Chamber of Commerce (ILBCC) and other community-based organizations for help reaching additional underserved customers.

### The Power of Partnership

“Across our territory, Ameren Illinois partners with community-based organizations like the ILBCC to engage customers in energy efficiency,” says Simms. “These trusted and established organizations help bridge the gap between underserved customers and incentives available to them.”

Along with identifying members who would most benefit from the SBDI Co-Pay Assistance Grant, the ILBCC conducted energy efficiency education and outreach with the small business and nonprofit community it serves. In addition to heavy use of social media, Chamber members made personal phone calls and arranged meetings to ensure that this opportunity did not go unnoticed.

“Ameren Illinois has great energy efficiency programs, but some customers may not take advantage of them because they have so many competing priorities. A random flyer simply may not get their attention,” says Will Kyles, Regional Vice President for the ILBCC. “We were able to leverage our relationships with members to help organizations like Restoration Urban Ministries get connected to these cash incentives.”

### Providing Comfort at Less Cost

Thanks to the ILBCC’s outreach efforts, Restoration Urban Ministries received more than \$10,000 in incentives and grant funds from Ameren Illinois. Those funds covered 100 percent of the cost to upgrade to state-of-the-art LED lighting in the administrative offices and the sanctuary.

In addition to these up-front savings, the new lighting will save the Champaign nonprofit more than \$3,500 every year. Every dollar saved is a dollar that can be used to serve the underserved.

“The new lighting has already made a noticeable difference as far as the power bill goes. I didn’t realize how much brighter it would make the place,” notes Reverend Williams. “Our buildings are old and require a lot of upkeep. Any money we save makes a major difference.”

The ILBCC plans to continue making a difference as well.

“We have a great partnership with Ameren Illinois. It’s important to us, and it’s been a blessing to our members,” says Kyles. “The Chamber wants to see members succeed, and we plan to continue finding opportunities for nonprofits and small businesses around Central Illinois to save.”

With help from Ameren Illinois and the ILBCC, Restoration Urban Ministries shows that even a saving grace in the community can save energy, too.

*“The new lighting has already made a noticeable difference as far as the power bill goes. Any money we save on energy makes a major difference.”*

— Rev. Ervin Williams,  
Restoration Urban Ministries



## ENERGY EFFICIENCY PROGRAMS



### *First-Time Intern to Full-Time Educator*

## DIAMOND JACKSON BRINGS ENERGY EFFICIENCY TO HER COMMUNITY

In its mission for equality, the Springfield branch of the NAACP (National Association for the Advancement of Colored People) seeks to bring energy justice to the Land of Lincoln.

As one of the first energy efficiency interns with the Springfield NAACP, Diamond Jackson learned how the right light bulbs, advanced power strips, and smart thermostats can help Ameren Illinois customers save money. Her experience as an intern paved the way for Diamond to land a full-time job in May 2020 as Energy Efficiency Liaison for the Springfield NAACP.

Diamond’s journey from first-time intern to full-time educator began with the Ameren Illinois Energy Efficiency Internship Program. Launched in 2018, the Program aims to establish a pipeline of diverse, local talent for the growing energy efficiency industry.

Working with partner organizations like the NAACP, Ameren Illinois provides hands-on job training and industry-related education for selected intern recipients every summer. Interns learn about employment opportunities, receive mentorship from professionals, and build skills that will help them secure a full-time position in energy efficiency — just like Diamond Jackson.

Today, she impacts her community by teaching citizens how smart thermostats can help them save on their monthly power bill.

“I believe internships with companies such as Ameren Illinois are important because they give interns an opportunity to network and develop transferrable skills to use in the workplace,” says Diamond. “As the first-time intern to full-time hire for the Ameren Illinois and Springfield NAACP partnership, I appreciate the meaningful purpose of the partnership and how my position plays a role in educating our community about smart thermostats and energy efficiency.”

*“I believe internships with companies such as Ameren Illinois are important because they give interns an opportunity to network and develop transferrable skills to use in the workplace.”*

— **Diamond Jackson**



Since 2018, Ameren Illinois has funded **36 interns**.



The Energy Efficiency Internship Program prepares the next generation of workers for the growing energy efficiency industry.



**10 to 15** promising students gain hands-on education and opportunities every summer.

For more information on the Ameren Illinois Energy Efficiency Internship Program, visit [AmerenIllinoisSavings.com/Internships](https://AmerenIllinoisSavings.com/Internships)

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**4**

**VIDEO CASE STUDIES**



## VIDEOS



**Community Partner Overview**



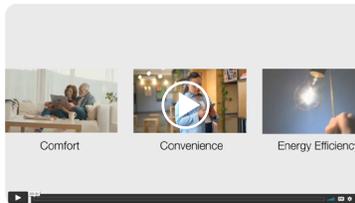
**Energy Impacts through the  
Accessibility Pilot**



**2020 Internship Program  
Highlights**



**Installing Your SAVE Kit  
with the Springfield NAACP**



**Benefits of a Smart  
Thermostat Video**



**Step-by-Step Installation  
Instructions for Nest  
Thermostat E**



**Mobile Application Set-Up  
for the Nest Thermostat E**



**SSP Video Series:  
Beat the Heat by Cleaning  
your Air Conditioner**



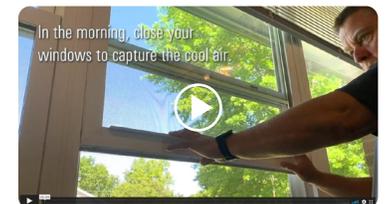
**SSP Video Series:  
Bundle Up to Save Energy**



**SSP Video Series:  
Ditch the Drying Cycle**



**SSP Video Series:  
How to Prevent Air Leaks  
with Weatherstripping**



**SSP Video Series:  
Let In the Fresh Air**



**SSP Video Series:  
Make Your Ceiling Fan  
Match the Season**



**SSP Video Series:  
Prep Your Vents for Comfort**



**SSP Video Series:  
Put Your Curtains to Work**



**SSP Video Series: Slow  
Your Flow: Saving Water,  
Saves Money & Energy**



**SSP Video Series: Use  
Advanced Power Strips to  
Fight Phantom Power**



**SSP Video Series:  
Using LED Light Bulbs to  
Save Energy and Money**



**ENERGY EFFICIENCY  
PROGRAMS**