

**Ameren Illinois Energy Efficiency Program
Power Lunch November 2021
Small Business Direct Install Initiative**

A wooden sign hanging from a string with a blue balloon. The sign has the word "OPEN" in large, bold, blue letters. Above it, the word "WELCOME" is partially visible. Below "OPEN", the text "WE ARE" and "PLEASE COME IN" are visible, separated by horizontal lines.

WELCOME
WE ARE
OPEN
PLEASE COME IN

Presented by:



Nathan Baer, Managing Partner and Chief Operating Officer
Staples Energy – An Ameren Illinois Contractor



SBDI: What is it?

Small Business Direct Install

- Subset of the Standard Business Energy Efficiency Program with incentives mainly based on watt reduction
- Electric saving measures only – lighting and refrigeration measures
- Direct installation of energy-saving measures by a registered Program Ally



SBDI- 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?



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!





Program Allies

- Contractors who have registered and received training from Ameren Illinois
- Familiar with application forms and processes
- Help customers complete energy efficiency projects
- Look for a Program Ally by visiting [AmerenIllinoisSavings.com](https://www.AmerenIllinoisSavings.com) and click on “Find a Program Ally Contractor” under the Business tab
- Interested in becoming a Program Ally?
 - “For Contractors” tab of the website



SBDI: How does it work?



- No-Cost, No-Obligation site visit from a registered Small Business Program Ally
- Free Assessment Report which includes Ameren Illinois incentives, savings calculations, potential payback, and customer copay, if applicable
- Pre-Approval (24 - 48 hour turnaround), and installation is arranged and completed by the Program Ally
- The Program Ally collects any agreed upon copay from the customer and receives incentives from SBDI



Small Business Incentives



- Incentives Include:
 - Lighting (Interior & Exterior)
 - LED Tubes and Fixtures
 - ECMs and controls for walk in/reach in coolers and freezers
- Once you achieve savings through the Small Business Energy Efficiency Program, additional Ameren Business Program Incentives may help you save even more!

Refrigeration Measures

- Efficient motors for walk-in/reach-in coolers/freezers
- Evaporator fan controls for walk-in coolers/freezers
- Anti-sweat heater controls for reach-in coolers/freezers
- Refrigeration measures are great energy savers!



A person wearing a blue long-sleeved shirt is sitting on a couch, using a silver laptop. The laptop screen displays the Ameren website. A white text box is overlaid on the laptop keyboard area.

What is the Process?



The Process is Easy!



- Request and schedule a **FREE** Assessment with your local Program Ally at AmerenIllinoisSavings.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



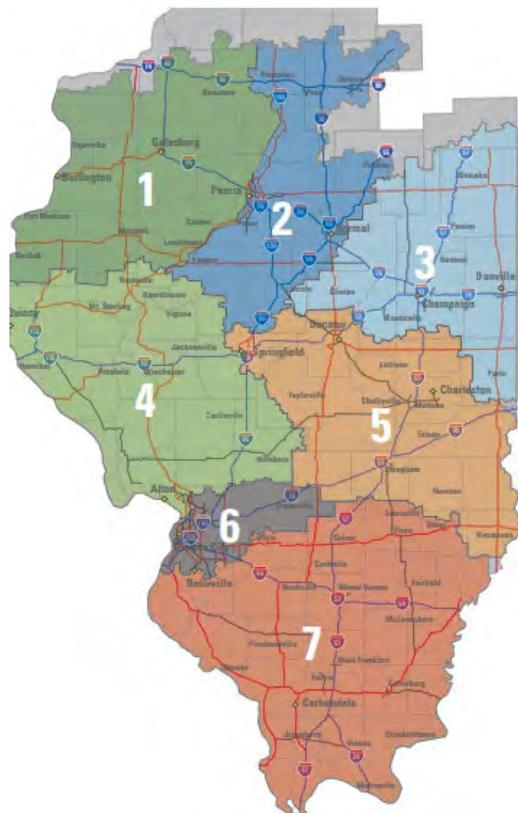
How long will this take?

- On average, it will take 30-40 minutes to do a walk-through and 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



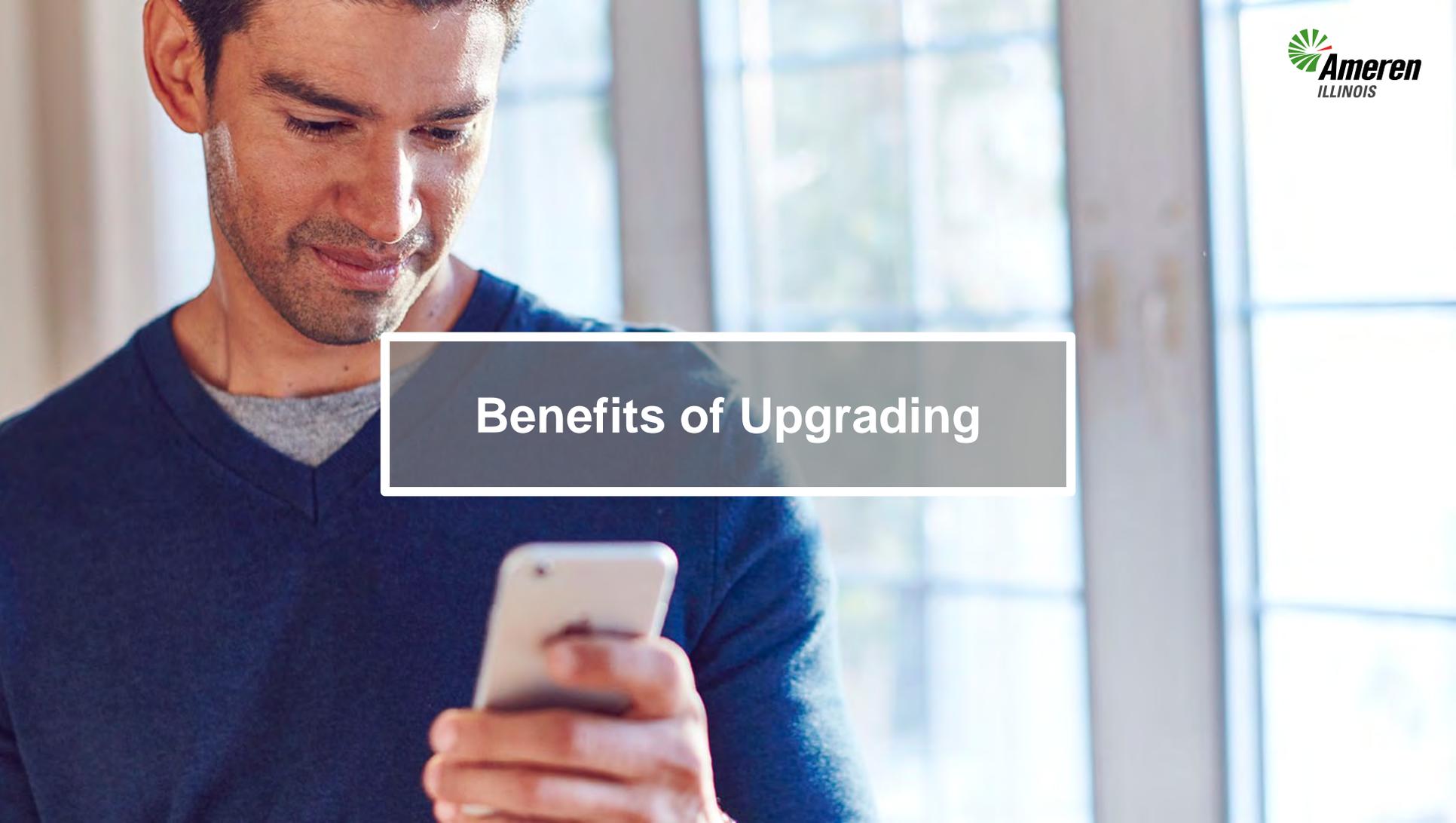


Small Business Energy Advisors



- 1** **Gretchen Primeau**
gprimeau@skilldemand.com
1.312.285.9244
- 2** **John Griffard**
jgriffard@ameren.com
1.309.262.2749
- 3** **Greg Ward**
gward@staplesenergy.com
1.262.336.4274
- 4** **Keith Williams**
kwilliams@skilldemand.com
1.312.983.0600
- 5** **Jason Noe**
jnoe@staplesenergy.com
1.262.409.1232
- 6** **Angela Schuchmann**
aschuchmann@skilldemand.com
1.312.983.0529
- 7** **Terry Tebbe**
tebbe@skilldemand.com
1.312.983.0082

A Small Business Energy Advisor will work closely with the Program Ally throughout the process to ensure you have a great experience.

A close-up photograph of a man with short dark hair and a light beard, wearing a dark blue V-neck sweater over a grey shirt. He is looking down at a white smartphone held in his right hand. The background is a bright window with a grid pattern, showing a blurred outdoor scene.

Benefits of Upgrading



SBDI Benefits



- 1. FREE** 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
5. Savings realized annually



ASSESSMENT REPORT NUMBER:

CUSTOMER CONTACT:

SMALL BUSINESS LIGHTING ASSESSMENT REPORT

SMALL BUSINESS PROGRAM ALLY:

Office:

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!



AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM – ASSESSMENT REPORT
300 Lively Drive – 9th Floor, Suite 6, St. Louis, MO 63102 | 314.629.8280 | Page
Ameren@illinois-energy.com



Small Business Direct Install 2020 Achievements



\$15,148,000
Incentives Paid

32% Percentage of SBDI
Projects Completed at
NO COST to the Customer



145
Active
Small Business
Program Allies



\$1,720
Average
Customer
Co-Pay when
Applicable



2,990 Small Business
Projects Completed



13 Months
Average Time for Simple Return
on Investment on SBDI Projects



92,500,000 kWh Savings in 2020

Equivalent to:



Removing greenhouse gas emissions from 14,130 passenger vehicles driven for one year



11,073 homes' electricity use for one year

HELPING SMALL BUSINESS CUSTOMERS JUST LIKE YOU!

Kathleen B.,
Catlin Public Library,
Catlin, IL

“ We had a great experience with the Ameren Illinois Small Business Direct Install Initiative. The installers were professional and efficient in their work. We have experienced noticeable savings in our monthly bill with much brighter lighting. Everything that was promised was delivered. ”

Brenda M.,
Mt. Zion Missionary Baptist Church,
East St. Louis, IL

“ The installers were so professional. When I found out how efficient this process was, I started contacting my friends at other organizations to tell them to take advantage of this Program. We are so grateful to Ameren Illinois and the Small Business Direct Install Initiative. ”

Terry B.,
Beachlers Vehicle Care & Repair,
Peoria, IL

“ We've received many customer compliments on the brightness of our location. We have lower utility bills, and it was just a great experience all the way through, start to finish. ”

Utica Public Library

- Upgraded to LEDs in 62 light fixtures
- Approximately \$8,500 in incentives covered more than 90 percent of project costs
- Annual energy savings of more than 31,000 kWh
- Annual dollar savings of more than \$1,900

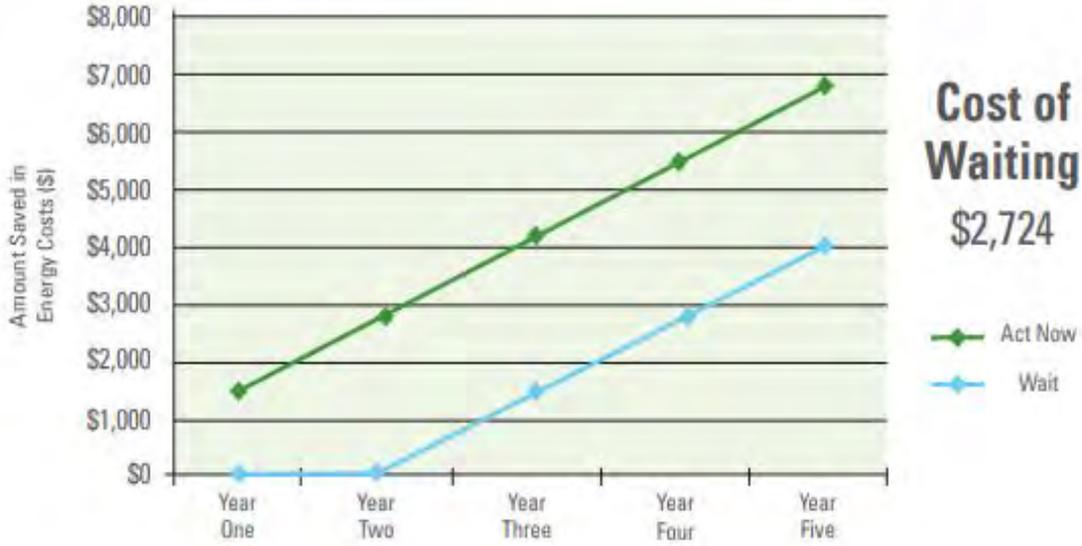


Can You Afford to Wait?

For one project, a customer installed energy-efficient lighting fixtures — high-performance T8 lamps and LED exit signs. The project saved 11,602 kWh — This savings reduced their annual energy cost by \$1,362.

Project cost: \$2,025
Annual Energy Savings (\$): \$1,362

Ameren Illinois Incentive: \$580
Project Payback: 1.03 years



<https://amerenillinoissavings.com/portals/0/business/forms/py19-ais-cost-of-waiting.pdf>



3 Easy Ways to Request an Assessment



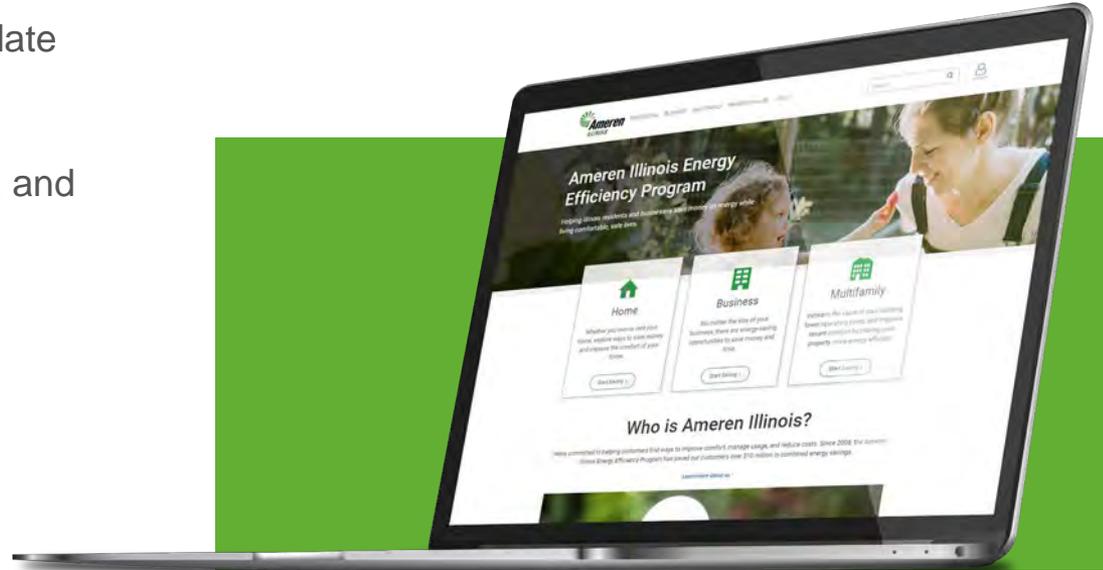
1. Fill out the online request form:
AmerenIllinoisSavings.com/SmallBusiness
2. Call us: **1.866.800.0747**
3. Email us: **IllinoisBusinessEE@ameren.com**

A close-up, shallow depth-of-field photograph of hands typing on a laptop keyboard. The lighting is cool and blue-toned. A white rectangular box with a thin border is centered over the keyboard, containing the word "Resources".

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 contact information
- Monthly newsletter





QUESTIONS?



Small Business Program Initiative

IllinoisBusinessEE@ameren.com

P: 1.866.800.0747 | W: [AmerenIllinoisSavings.com/SmallBusiness](https://www.AmerenIllinoisSavings.com/SmallBusiness)





AmerenIllinoisSavings.com

