



Artwork by Chantell Marlow, member of the Peoria Guild of Black Artists



**ENERGY EFFICIENCY
PROGRAM**

2021 CASE STUDIES

BUSINESS
PROGRAM

RESIDENTIAL
PROGRAM

MARKET
DEVELOPMENT
INITIATIVE

PROGRAM OVERVIEW

Since 2008, the Ameren Illinois Energy Efficiency Program has been helping our state transition into a more affordable and cleaner future. We don't just work in your community, we're a part of it. We work with residents, businesses and partners across Illinois to save our customers money, lower carbon emissions and strengthen our state's economy. We are committed to helping you improve comfort, manage usage and reduce costs. Learn more at [AmerenIllinoisSavings.com](https://www.amerensavings.com).

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2021 CASE STUDIES

BUSINESS PROGRAM



ENERGY EFFICIENCY PROGRAMS

Corn & Kilowatts: Wyffels Hybrids Partners with Ameren Illinois to Reduce Energy Use



Illinois family farmers Bill, Sr. and Alma Wyffels were first inspired to produce a better-performing seed corn for their neighbors and friends nearly 75 years ago. Since then, a simple formula has made Wyffels Hybrids one of the fastest-growing seed corn brands in the Corn Belt — **One Thing. Done Right.** The Ameren Illinois Energy Efficiency Program applies that same singular focus to helping customers improve comfort, manage usage, and reduce costs.

Energy costs are no small thing at Wyffels Hybrid's sprawling production facility in Atkinson, Illinois. There, large volumes and varieties of seed corn — some grown as far away as Argentina — are processed, packed, stored, and distributed. This requires a temperature-controlled environment and around-the-clock operations during the busy season.

To reduce the demand for energy in Atkinson, Wyffels Hybrids began working with Ameren Illinois in 2014 to upgrade outdated metal halide lighting in the warehouse to T5 fluorescent bulbs. As the company added on to the warehouse, Wyffels Hybrids again partnered with Ameren Illinois to incorporate long-lasting LED lighting in their new construction. This included adding occupancy sensors to each fixture, which automatically switch lights on and off, as forklifts and people travel throughout the warehouse.

Ameren Illinois provided cash incentives to help Wyffels Hybrids complete the lighting projects. Beyond those up-front savings, ENERGY STAR® qualified LED lighting lasts longer and uses a fraction of the energy required by previous technology, so it permanently reduces operating and maintenance costs.

Most recently, in 2020 Wyffels Hybrids joined with Ameren Illinois on a motor control project that promised to further reduce energy usage at the Atkinson facility.

As an important health and safety measure, the vacuum system is used to help clean the seed of foreign material to produce a quality product and develop a clean working environment. Some of the facility's vacuums ran at 100 percent during times of both high demand and low demand. By adding variable frequency drives (VFDs) to motors on pumps, the system can be ramped up or down as needed, better matching the amount of suction to production levels.

GET THE MOST OUT OF YOUR INVESTMENT!

Did you know? The Ameren Illinois Energy Efficiency Program is funded through a small, state-mandated charge on Ameren Illinois customer bills (Rider EDR for electricity customers and Rider GER for natural gas customers). Make the most of your company's investment in the Ameren Illinois Energy Efficiency Program by completing an energy efficiency project and receiving cash incentives to offset the cost. Call us today at 1.866.800.0747 to get started!

According to the American Council for an Energy-Efficient Economy, the agricultural sector has the potential to save

**over \$1 Billion
in energy per year.**

To learn how you can save with incentives from the Ameren Illinois Energy Efficiency Program, visit AmerenIllinoisSavings.com/Ag.

USE LESS. SPEND LESS. GIVE MORE.

Beyond boosting your bottom line, the more you save on energy costs, the more you can give back to your community. Veterans are a cause close to their hearts at Wyffels Hybrids. The company's [Serving Those Who Served](#) program benefits [Homes For Our Troops](#), a nonprofit organization that builds and donates specially adapted custom homes for severely injured post-9/11 veterans to help them rebuild their lives. To learn more, visit [Wyffels.com/STWS](#).

Pressure sensors were also incorporated into the system so that adjustments to motor speed are made automatically based on demand. The new VFDs allow Wyffels Hybrids to improve seed quality, while using far less energy.

Through its motor control incentive offering, Ameren Illinois provided more than \$68,000 in incentives to help pay for the up-front costs of the VFD project. The new motor controls will help Wyffels Hybrids reduce its annual energy costs by more than \$44,000.

As Wyffels Hybrids proves, even as you grow your business, you can shrink your energy usage — and your impact on the environment. And with a new generation of energy-saving tools and technologies— and cash incentives from Ameren Illinois — energy efficiency offers fertile ground for savings.

GET SOME SEED MONEY FOR YOUR ENERGY EFFICIENCY PROJECT

Every year, the award-winning Ameren Illinois Energy Efficiency Program provides millions of dollars in cash 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.

BENEFITS OF ENERGY EFFICIENCY FOR AGRICULTURE:



Production — boost production with process improvements and energy-efficient equipment



Profitability — investing in energy efficiency leads to long-term reduced energy costs for agricultural facilities



Safety & Comfort — energy efficiency improves security, worker and asset safety, and comfort across your facilities



Maintenance Time — lower costs and expand the lifespan of your equipment with energy-efficient upgrades



\$68,000

in incentives to help pay for the up-front costs of the VFD project



\$44,000

annual energy cost reduction with the help of new motor controls

READY TO BEGIN?

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**ENERGY EFFICIENCY
PROGRAMS**

LED Streetlights Drive Savings in Peoria



Offering big benefits — and a decrease in energy use — light emitting diode (LED) technology has been a bright idea since it arrived on the scene. As more people choose LED bulbs for their homes and businesses, progressive cities like Peoria, Illinois are taking LEDs to the streets.

While producing the same or better illumination as conventional streetlights, LED lights use up to 50% less energy and last up to three times longer — and that translates to savings for the city. It's no surprise that Peoria city leaders were sold on the idea of LED streetlights years ago.

“The energy costs associated with streetlighting are quite significant. We had been wanting to upgrade to LED technology for years, but when we first considered it the technology simply wasn't cost effective,” says Nick Stoffer, Assistant Public Works Director.

By 2020, the time for LED streetlights in Peoria had come — thanks in part to cash incentives from the Ameren Illinois Energy Efficiency Program.

“We provide cash incentives for municipalities to proactively upgrade street lighting to achieve savings sooner,” says Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois. “Some of the communities we serve would not be able to complete the upgrades without some assistance.”

In total, the city of Peoria qualified for \$466,000 in utility incentives, which covered over 20% of total project costs, to upgrade 4,000 city-owned cobra-head streetlights. Also, Ameren Illinois incentives help to defray the cost to upgrade city-owned decorative streetlighting and cobra-head streetlights on Illinois Department of Transportation roadways within the City of Peoria.

“Incentives from Ameren Illinois made the upgrades far more affordable and improved the project's rate of return,” says Stoffer. “And going forward, LED lighting will help the city save money forever.”

PAVING THE WAY FOR SAVINGS

Streetlighting can account for as much as 40% of a city's energy budget. By upgrading to high-efficiency LED-based fixtures, municipalities can reduce energy costs by as much as half, saving thousands of dollars that can be reinvested into the community.

BENEFITS INCLUDE:

- » Reduced energy use by up to 50%
- » Longer life and lower maintenance costs
- » Better quality of light
- » More uniform illumination for better security
- » Less light pollution and wasted energy
- » Ability to integrate with controls for enhanced safety
- » Increased sustainability — LEDs contain no toxic materials and are 100% recyclable

If your community has been looking for ways to further reduce energy use and cut down maintenance costs, an upgrade to LED street lighting could be the perfect fit. Our Energy Advisors can provide a **FREE Energy Consultation** to advise you on lighting upgrades — and show you even more ways to reduce your energy use.



Working with The Efficiency Network (TEN), Ameren Illinois Program Ally Pro Electric, as well as the city’s own electricians, in 2020 Peoria replaced 6,000 outdated city-owned high-pressure sodium (HPS) streetlights with LED lighting with a 10-year guarantee.

The new, long-lasting LED lighting is expected to save the city \$200,000 in annual energy costs. And fewer burned-out bulbs means a safer environment for motorists, bicyclists, and pedestrians and lower maintenance costs for the city.

As Stoffer explains: “If the new LED lights last 10 years, compared to the three-year life of the old HPS lighting, that means a lot less touching of the light over time. The longevity of the new fixtures will allow city electricians to spend more time on other priorities, such as traffic light maintenance and repairs.”

Beyond budgetary benefits, LEDs offer aesthetic appeal. While high-pressure sodium fixtures cast an orange-yellowish light, LED lighting produces a warmer, white light that is easier on the eyes.

“Incentives from Ameren Illinois made the upgrades far more affordable and improved the project’s rate of return. And going forward, LED lighting will help us save money forever.”

— Nick Stoffer,
City of Peoria

The City of Peoria chose to go with a 3,000K bulb which offers a softer level of illumination.

Unlike other types of streetlighting, LED systems can be adjusted to provide only the level of illumination needed at any given time. They also allow far more control over the direction in which light is emitted. This makes it much easier to reduce glare, light trespass (the spillover of light into areas where it’s not wanted), and uplight, which contributes to the phenomenon of “sky glow” that reduces visibility of the stars in the night sky.

“This Initiative makes upgrades possible that improve the aesthetics, safety and bottom line of a community,” says Dillon. “And the new lighting will continue to deliver savings to these communities over the 10-year life of the LED bulbs.”

For cities in search of greater sustainability, LEDs contain no toxic materials and are 100% recyclable. And every kilowatt saved helps protect the planet by cutting carbon emissions and reducing demand for new power generation.

“I would absolutely recommend that other communities work with Ameren Illinois to make energy efficiency projects more affordable. If a city is taking a piecemeal approach to upgrading streetlights, the incentives can help them implement upgrades faster,” says Stoffer. “We’re excited to roll out the new LED streetlights in Peoria. It’s something we’ve wanted to do for a long time, and we finally got it done!”

INCENTIVES AVAILABLE FOR MUNICIPAL-OWNED STREETLIGHTS

Municipalities within the Ameren Illinois service territory (regardless of electricity supplier) are eligible to receive cash incentives to offset the costs of LED lighting projects and upgrades.

Replace existing municipal-owned streetlight fixtures with LED lighting.*



Incentive is per watt reduced.

Install new municipal-owned LED streetlights.*



Incentive is per streetlight.

**To qualify, products must be certified by the DesignLights Consortium (DLC).*

READY TO BEGIN?

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ENERGY EFFICIENCY PROGRAMS



Energy Efficiency PROGRAM

Networked Lighting Controls Pay Dividends for Champaign Bank



Right in the heart of town, you'll find a bank with heart — First Federal Savings Bank of Champaign-Urbana. From sponsoring little league teams and local children's theatre to funding local charities, First Federal Savings Bank is proud to invest in its hometown while helping customers of all kinds reach their financial goals.

Like First Federal Savings Bank, Ameren Illinois knows a thing or two about investing in customers and communities.

"Every year, through our award-winning Energy Efficiency Program, Ameren Illinois provides millions of dollars in cash incentives to help individuals, businesses, and nonprofits save energy and money — savings that contribute to quality of life," says Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois.

First Federal Savings Bank initially learned about the Program from an HVAC contractor making a service call for the bank's troublesome HVAC system. The bank soon began working with the Ameren Illinois Energy Efficiency Program and received substantial incentives to upgrade the outdated HVAC system, leading to the addition of an advanced network lighting control system as well.

With the HVAC system under control, Operations Manager Matthew Chappell set his sights on the bank's lighting, which was plagued by burned-out bulbs, inefficient fluorescent lights in varying colors, and lights operating when they didn't need to be.

"LEDs are the wave of the future. We had thought about installing LEDs in our building for a long time, but we couldn't justify the costs of the upgrades."

— Matthew Chappell, Operations Manager

Fortunately, Ameren Illinois' Lighting Program — and a Pilot program for Networked Lighting Controls — helped to move the upgrades off the back burner.

"We discovered that Ameren Illinois has a really good program for lighting," says Chappell. "Ameren Illinois incentives were the deciding factor in this project. In fact, incentives covered more than half of our project costs."

Working with the Ameren Illinois Energy Efficiency Program and Program Ally, Alpha Controls & Services, in 2021 the bank completed a state-of-the-art lighting project that will help reduce energy costs and its impact on the environment. New, long-lasting LEDs bulbs and fixtures were installed throughout the 31,755-square foot building, as well as the parking lot and building exterior.

TAKE CONTROL OF LIGHTING

Did you know that a networked lighting control system can save your facility up to 70% in lighting energy costs? Thanks to advancements in technology and new resources and rebates, it's never been easier to incorporate lighting controls into your facility.



With networking and luminaire-level dimming, the controls can save up to twice that of regular occupancy controls.

LEDs: A BRIGHT IDEA

Lighting upgrades are often the easiest and most affordable way to save energy in a business. High-efficiency LED lights can reduce energy use by up to 50% and can last up to 25 times longer than conventional lighting options. The Ameren Illinois Energy Efficiency Program offers generous cash incentives on a variety of LED lighting upgrades and projects.



(continued on next page)



DEPENDING ON THEIR LOCATION AND USAGE, INDIVIDUAL FIXTURES ARE EQUIPPED WITH A VARIETY OF CONTROLS:



Timers turn off lights at pre-set times



Dimmers allow users to adjust the level of light in indoor areas



Occupancy Sensors detect activity in indoor areas and turn lights on or off when someone enters or leaves a room



Motion Sensors automatically turn outdoor lights on when they detect motion and turn them off a short while later



Photo Sensors prevent outdoor lights from operating during daylight hours. Indoors, the fixture brightness adjusts depending on the amount of sunlight coming in from the windows.

“The lights were always on in the restrooms and even unused offices, and that led to a lot of energy waste,” says Chappell. “Now we have occupancy sensors so lights will never remain on in an empty room.”

The dimmable LED bulbs are perhaps the most popular feature among bank employees, many of whom found the previous office lighting too bright.

“Different employees have different wants and needs,” says Chappell. “Our ability to customize lighting levels for employees is a huge benefit. The work environment here is that much better, and that means a lot to our employees.”

Beyond bulbs, First Federal Savings Bank also installed a new system to automatically control and manage their lighting usage and costs — inside and outside the bank. All the lighting is connected to the same software that controls the new HVAC system, giving the bank an unprecedented level of control over energy usage and comfort. The system will also alert them of any maintenance issues and allow monitoring from anywhere.

“Today, we have a lot more control over our building in general, and it’s made things a lot easier on us,” says Chappell. “With both HVAC and lighting on the same system, I can pull up my computer screen and immediately identify any issues and make adjustments as needed.”

“Any lighting upgrade is a great opportunity to install controls to take savings to the next level,” says Dillon. “This hometown bank made the most of this opportunity to update an outdated system and generate savings that will help them remain a positive force in the community.”

As a result of the new LED bulbs and networked control system, the bank reduced its annual kilowatt-hour usage by 113,844 kwh, which will save thousands of dollars a year. In terms of greenhouse gas reductions, those energy savings are equivalent to taking more than 17 cars off the road for an entire year!

With LED bulbs requiring just a fraction of the energy of conventional bulbs, Chappell estimates the bank has cut energy usage in each office from as much as 500 watts down to 80 watts.

“We’ve added to employee comfort while saving energy, money, and service calls... Without Ameren Illinois, we wouldn’t have been able to do it.”

— Matthew Chappell,
Operations Manager

As an added bonus, the long life of LED bulbs and reduced

operating time due to the advanced controls mean Chappell and his team will have more time to focus on other priorities.

“We were constantly changing light bulbs before. The new LED lights last 10 years, so now we can focus on other projects, he says. “We’ve added to employee comfort while saving energy, money, and service calls. The incentives for both the HVAC and the lighting controls projects were very good. Without the Ameren Illinois Energy Efficiency Program, we wouldn’t have been able to do either project, and we are really grateful.”

READY TO BEGIN?

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Energy Efficiency
PROGRAM



2021 CASE STUDIES

RESIDENTIAL PROGRAM



Energy Efficiency PROGRAM

Benld Landlords Take Ownership for Energy Efficiency



With 11 properties and 130 rental units, Benld-based landlords Mike and Margie Brill are proud to provide homes for individuals and families in communities throughout west-central Illinois. The couple — doing business as Hebenstreit Apartments — was eager to take advantage of the Ameren Illinois Energy Efficiency Multifamily Initiative to improve the energy performance of their buildings and pass along the savings to their tenants.

From smart thermostats to water saving devices and LED lighting, the Multifamily Initiative offers low- and no-cost energy-saving products for common areas and individual tenant units. Landlords may also qualify for generous cash incentives for air sealing and insulation, HVAC upgrades, exterior LED lighting, and more.

“When this opportunity came up with Ameren Illinois, we jumped at the chance to improve our properties and make apartment living much better for our tenants,” says Mike Brill.

Following a free Energy Assessment, the Brills worked with the Ameren Illinois Energy Efficiency Program to make welcome additions to common areas and all of their rental units. Energy-saving upgrades included LED lighting, water-saving showerheads and aerators, water heater insulation, advanced power strips, and smart thermostats. Tenants even received air purifiers to provide clean air — and greater peace of mind — during the COVID-19 pandemic. Substantial incentives on attic insulation and HVAC upgrades will ensure that apartments stay comfortable and help tenants reduce costs.

“We’ve received a lot of positive feedback from tenants who’ve seen savings in their water bills and power bills. They appreciate the improved air quality in their apartments as well,” says Brill. “We definitely recommend the Ameren Illinois Energy Efficiency Program Multifamily Initiative. These energy-efficient upgrades improve the value of our properties and help attract and retain tenants.”

One of those grateful tenants is Linda Cole of Litchfield.

“As a person who’s had asthma all of her life, I can tell that the quality of the air has improved drastically. I also love the new heating and air units. They’re a lot quieter and they’ve helped reduce my electric bill by almost 40%,” she says. “My experience with Ameren Illinois has been fantastic, and I appreciate our landlords seeking out these benefits for us.”

As these landlords and their tenants discovered, energy efficiency is an easy way to enhance quality of life — no renovations required.

“ I appreciate our landlords seeking out these benefits for us.

— Linda Cole,
Tenant



PROPERTY OWNERS

Boost property value, lower operations and maintenance costs, and enhance tenant comfort.



RENTERS

Improve comfort and lower your monthly power bill.

FOR MORE INFORMATION

Call 1.866.838.6918 or visit
AmerenIllinoisSavings.com/Multifamily.



Peoria Non-Profit Helps Ameren Illinois Deliver Savings to Customers



Originally founded in 1941 to provide jobs for recovering tuberculosis patients, Peoria Production Solutions (PPS) today helps people with all types of disabilities gain pride and independence through gainful employment.

While PPS has long been a customer of Ameren Illinois, in 2021, the self-sustaining non-profit became a supplier as well. In a promising new partnership, the utility teamed with PPS to provide packaging and shipping services to support the Ameren Illinois Energy Efficiency Program Smart Savers Initiative. Through this Initiative, Ameren Illinois provides smart thermostats free of charge to help low- and moderate-income customers save money in energy costs. The support of the team at PPS helps Ameren Illinois deliver energy savings to customers — and deliver on its goal to build supply chain diversity.

“At Ameren Illinois, we value diversity in our workplace, our communities — and in the suppliers we do business with. This partnership ensures that Ameren Illinois is taking customers with disabilities into account across all aspects of the Program - not only participation, but supply chain and workforce as well,” says Angie Ostaszewski, Advisor – Energy Efficiency. “We hope this is just the beginning of our work with PPS, as their capable team is able to offer many services in the realm of logistics, shipping, and warehousing.”

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ENERGY EFFICIENCY FUELS GROWTH AT PPS

For more than 80 years, PPS has provided training, employment and encouragement to help people with disabilities achieve independence. As a completely self-sustaining non-profit operation, every dollar counts.

That’s why PPS partners with Ameren Illinois to reduce energy use and boost its bottom line. Between 2009 – 2021, Ameren Illinois provided nearly \$63,000 in cash incentives to help PPS complete a variety of energy efficiency projects, from high-efficiency lighting to HVAC upgrades.

As a result, PPS has reduced its electricity use by 50% since 2010, saving \$38,000 every year. These energy savings have allowed the nonprofit to more than double its workforce and provide more team-building activities for employees.

HIGHLIGHTS

- » PPS is 100% self-supporting
- » PPS packaged and shipped more than 1,800 smart thermostats in 2021
- » 12% of Smart Saver funding was spent with diverse suppliers in 2021



Energy Efficiency
PROGRAM

Video Case Study: Maple Tree Apartments

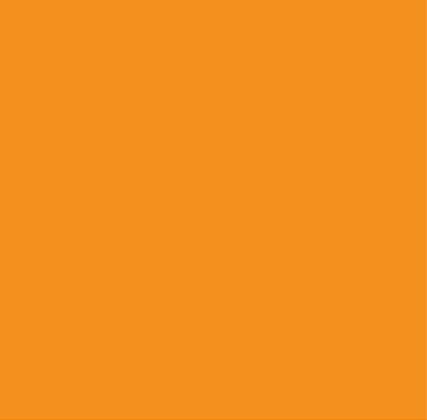


Watch this brief video of how Mike and Margie Brill enhanced the quality of living for their tenants while also lowering energy costs!





2021 CASE STUDIES

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MARKET DEVELOPMENT INITIATIVE



Energy Efficiency PROGRAM

Diverse Program Ally Incubator Pilot Helps Family Business Flourish



For a quarter of a century, customers in Madison and St. Clair counties have turned to All City Harrison Electric for quality electrical work. Founded by Thomas Harrison, the company is growing in unexpected ways, thanks to a partnership with the Ameren Illinois Energy Efficiency Program — and one determined daughter.

Kristen Watson, Harrison's daughter, was proud to join the family business in 2014 and eager to carry her own weight. In 2018, Watson helped All City Harrison Electric become a registered Ameren Illinois Program Ally and expand into parking lot LED lighting upgrades. In 2021, Watson jumped at the chance to participate in a unique opportunity - the Ameren Illinois Energy Efficiency Diverse Program Ally Incubator.

"Going in, I thought it would simply be a good refresher for me on Ameren Illinois Programs and processes, but I was completely blown away with the amount I learned," said Watson, Vice President of Sales & Marketing at All City Harrison Electric. "The experience was so much more valuable than I expected."

Energizing Diverse Program Allies

Ameren Illinois partners with local contractors across its service territory to bring its award-winning Energy Efficiency Program to customers. Known as Program Allies, these contractors are highly skilled and specially trained to implement energy-efficient upgrades and connect customers to cash incentives.

To help small, diverse-owned companies fully capitalize on their Program Ally status, Ameren Illinois partnered with Walker-Miller Energy Services to launch the Diverse Program Ally Incubator in June 2021.

"Ameren Illinois launched the Diverse Program Ally Incubator to help diverse contractors, with limited or no experience in completing energy efficiency projects, to generate sustainable revenue as Program Allies," notes Erika Dominick, Program Manager at Walker-Miller Energy Services. "There is a common misconception that smaller companies don't have the same capabilities as larger companies. It's amazing what they can do when you remove barriers and present them with opportunities."

10 Weeks to Transformation

The Diverse Program Ally Incubator educated and trained five diverse Program Allies on Ameren Illinois Energy Efficiency Program Offerings. The 10-week Incubator also featured weekly one-on-one business coaching sessions, business education, marketing support, and more.

“The Incubator opened doors I didn't even know were there.”
— Kristen Watson,
All City Harrison Electric”

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 the Ameren Illinois Energy Efficiency Program and listed on our website. As a Program Ally, you'll gain access to free technical training, project and marketing support, and more! In addition, you will be able to offer financial incentives to your customers.

Become a Program Ally and watch your business grow!

Visit AmerenIllinoisSavings.com/Ally to learn more.

“

It's amazing what small businesses can do when you remove barriers and present them with opportunities.

— Erika Dominick,
Walker-Miller Energy Services

”



Watson valued the deep dive into Ameren Illinois Energy Efficiency Offerings and guidance on how to market them to customers. She also was intrigued by what she learned about non-traditional financing options.

“The Incubator got me thinking about different types of financing, such as product or invoice lending, as well as financing options for customers, too,” said Watson. “It’s nice to know we don’t have to pass up opportunities in the future due to concerns about cash flow.”

Certifiable Support

The Incubator also helped make the daunting diverse-owned certification process more manageable.

“The documentation required to become certified as a diverse-owned business can be overwhelming, and it’s a huge time commitment,” notes Dominick. “We help participants connect the dots and understand the value of certification.”

That expertise and support allowed Watson to follow through on something she had started years before: getting All City Harrison Electric certified as a veteran-owned business, in recognition of her father’s service in the U.S. Air Force.

“I knew it was beneficial to take advantage of the veteran certification program. I looked into the process a few years ago, but became discouraged by the amount of paperwork required,” notes Watson. “The Incubator provided the support and knowledge I needed to follow through.”

As a non-technical person working in a technical business, Watson also valued the support network that formed among Incubator participants.

“We connected on a weekly basis, and it was great to be able to bounce ideas off the other members of the group,” she says.

A Catalyst for Growth

To Watson’s surprise, the Incubator even opened the door to an unexpected opportunity that would leverage the bread-and-butter of their business.

Over the years, the All City Harrison Electric team has developed a unique specialty in the residential market: upgrading obsolete knob-and-tube electrical systems in older homes. Through the Incubator, Watson discovered that Ameren Illinois has set Energy Efficiency Program funds aside specifically for residential knob-and-tube upgrades. All City Harrison Electric is now an approved provider for this work, which helps both the business and low-income customers who don’t have the funds to rewire their homes.

These days, Watson finds herself in the role of recruiter as she seeks to expand the workforce at All City Harrison Electric.

“The Incubator was a huge opportunity for our company. Our growth has been phenomenal,” says Watson. “The Incubator opened doors I didn’t even know were there.”

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Energy Efficiency
PROGRAM



From Intern to Advocate: An Energy Efficiency Career is Born



Little did she know at the time, but the summer gig Diamond Jackson landed just before her junior year in college would blossom into an unexpected career in energy efficiency —thanks to stepping stones Ameren Illinois laid along the way.

INTERNS GET SCHOOLED ON ENERGY EFFICIENCY

Jackson's career journey 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.

"Our goal is to help graduating high school students and career-transitioning professionals secure a full-time position in the energy efficiency industry," says Angie Ostaszewski, Energy Efficiency Advisor at Ameren Illinois. "Our internship program is one way we are helping to build a more robust and diverse energy efficiency workforce in the state of Illinois."

Working with partner organizations, the internship program provides hands-on job training and energy efficiency education to promising students 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.

Jackson became one of the first energy efficiency interns with the Springfield branch of the National Association for the Advancement of Colored People (NAACP). Her experience as an intern paved the way for her to land a full-time job in May 2020 as the Springfield chapter's Energy Efficiency Liaison.

"With their internship program, Ameren Illinois is giving people from all walks of life a chance to learn about energy efficiency because the company knows how important it is. It was so rewarding to be part of that," says Jackson. "Internships are important because they give students an opportunity to network and develop transferrable skills to use in the workplace."

As it turns out, her own transferrable skills, and the networking she did as an intern, served Jackson well on the next leg of her career journey.

BUILDING THE WORKFORCE OF TOMORROW

During a rewarding tenure at the Springfield NAACP, Jackson helped improve quality of life in her community by teaching people how smart thermostats can help them save on their monthly power bill.

“

Ameren Illinois has been instrumental in jump-starting my career in energy efficiency and helping me reach my full potential.

— Diamond Jackson

”

INTERNSHIP PROGRAM HIGHLIGHTS:

- » 59 internships funded since 2018
- » Prepares the next generation for careers in the energy efficiency industry
- » 15-20 promising students gain hands-on education every summer

WORKFORCE DEVELOPMENT PROGRAM HIGHLIGHTS:

- » Removes employment barriers and training gaps
- » Focuses on jobs that provide products and services to improve the efficiency of homes and buildings
- » Placed 30 qualified people in energy efficiency jobs/training programs in 2021

“

Our goal is to build a more robust and diverse energy efficiency workforce in the state of Illinois

— Angie Ostaszewski

”

Eager to continue to learn and grow, Diamond leveraged resources available through Ameren Illinois' Workforce Development Pilot Program to find a place where she could dive deeper into the energy efficiency arena.

Ameren Illinois launched the pilot program in partnership with the Smart Energy Design Assistance Center (SEDAC) and Solutions for Energy -Efficient Logistics (SEEL) to grow and diversify the energy efficiency workforce across its service territory.

“We value diversity in our workplace, our communities — and in the suppliers we do business with. Beginning with internships, we work to build out diversity across the supply chain and develop an interest among diverse members of the community to work in the energy efficiency industry,” says Ostaszewski. “Our Workforce Development Pilot helps to remove employment barriers and training gaps by connecting energy efficiency employers, training programs, community organizations and job seekers.”

Thanks to support she received in her job search, Jackson landed a new position as Outreach Specialist with Walker-Miller Energy Services — a key Ameren Illinois contractor — in the fall of 2021. Today, she works for some of the same people she first met as an intern.

“It was a full circle moment when I got the job at Walker-Miller Energy Services. I never thought I'd be working for the people I met back in 2018. It was a great reminder of how important it is to network and maintain those connections,” says Jackson. “From my internship to where I am now, Ameren Illinois has been so helpful every step of the way. Their team even understood when it was time for me to transition into my next role and helped me find a place where I could grow.”

A NEW PLACE TO SHINE

In her new role, Jackson works with Ameren Illinois and community partners to educate underserved customers about the benefits of energy efficiency and how to take advantage of Ameren Illinois programs and perks.

“Ameren Illinois has so many programs to help people save. Telling people about the resources available to them, and helping them tap into those resources to make their homes more energy efficient, is the best part of my job,” says Jackson. “It's so important to help people understand the power of energy efficiency.”

As she reflects on her career journey, Jackson is grateful for the stepping stones that have led her to where she is today.

“Ameren Illinois has been instrumental in jump-starting my career in energy efficiency and helping me reach my full potential,” she says. “Ameren Illinois programs help so many people, day in and day out, and they've helped me as well. It is awesome to work with a company that is a game-changer in the state of Illinois.”



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Energy Efficiency
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ENERGY EFFICIENCY PROGRAMS

From Intern to Employee: Ethan Allgood Uses Data to Deliver for Champaign County



From early childhood education to energy assistance, the Champaign County Regional Planning Commission (CCRPC) provides services that improve the quality of life for their residents. It's only natural that CCRPC would join forces with Ameren Illinois — a company that's been powering quality of life across Illinois for more than a century.

The utility's award-winning Energy Efficiency Internship Program helps to prepare promising young people for careers in energy efficiency. Working with partner organizations like CCRPC, the Ameren Illinois Market Development Initiative's Internship Program provides hands-on job training and energy efficiency education for an elite group of interns every summer.

"Through the Internship Program, we were able to bring on a talented software development intern, Ethan Allgood," says Matthew Yoder, Data and Technology Manager at CCRPC. "The Internship Program gave Ethan the opportunity to develop his technical skills and apply them to a real-world problem. It also introduced him to the world of energy efficiency, which is a growing part of our work at CCRPC."

During his summer 2020 internship, Ethan developed an interactive demographics map that is helping the Ameren Illinois Energy Efficiency Program reach those who would benefit most from energy savings.

"Knowing that my work is helping people in need gives me a larger sense of purpose."

— Ethan Allgood

"I cut my teeth in software development with this project — it was a fantastic capstone to my education," says Allgood. "The internship gave me a chance to demonstrate my potential to my current employer."

His impact as an intern paved the way for Ethan to land a permanent job with CCRPC after the Internship Program concluded. Today, as a Software Developer, he creates data-based solutions that improve the lives of residents in Champaign County and beyond.

Ethan is happy to be able to put his degree to good use. "The internship gave me a context for the people I'm serving. Knowing that my work is helping people in need gives me a larger sense of purpose."

HIGHLIGHTS:

- » The Energy Efficiency Internship Program prepares the next generation of workers for careers in energy efficiency.
- » Since 2018, Ameren Illinois has funded 42 internships.
- » 15-20 promising students gain hands-on education and opportunities every summer.



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Energy Efficiency PROGRAM

Program Ally Training Empowers Bautista Electric Enterprises



Pictured (L-R): Kara Jones (Jarvis Electric), Gus Bautista (Bee Electric), Bryan Jarvis (Jarvis Electric), Carole Jackson (Diverse Power Solutions)

PILOT PROGRAM OFFERS EDUCATION AND MENTORING TO DEVELOP PROGRAM ALLIES

An entrepreneurial spirit. Years of experience. A passion for customer service. Gustavo “Gus” Bautista had everything he needed to launch a licensed electrical contracting business in 2014 with his wife Sarah. Still, the Urbana-based master electrician faced hurdles along the way.

“It’s a tough business, and there’s a lot of competition. We had been at it non-stop, with little progress to show for it,” says Bautista, who faced additional challenges as a minority business owner. “Some folks make assumptions that minority-owned businesses do not provide quality work or that they’re not stable or well equipped. I’ve been fighting against that the whole way. I change people’s perspectives with hard work and the quality product I produce.” 2021 brought a new opportunity for this promising business to reach its full potential, when Bautista partnered with the Ameren Illinois Energy Efficiency Program.

PROGRAM ALLY 101

Ameren Illinois partners with local contractors across its service territory to bring its award-winning Energy Efficiency Program to customers. Known as Program Allies, these contractors are specially trained on the Ameren Illinois Energy Efficiency Program and listed on the utility’s website.

“Our statewide network of Program Allies helps deliver energy savings to the customers and communities we serve,” says Jim Dillon, Senior Manager, Energy Efficiency Operations at Ameren Illinois. “We count on Program Allies to provide professional, high-quality work, while maximizing incentives for our customers’ energy-saving projects.” Because they are familiar with Ameren Illinois Programs and processes, Program Allies are able to streamline the customer experience from start to finish. For the contractor, Program Ally status can open doors and offer an added level of credibility with a new customer base. “I had heard a little about the Ameren Illinois Energy Efficiency Program, but at the time I was not confident and comfortable enough to do it,” says Bautista.

A Pilot Program introduced in 2021 helped change his mind. Ameren Illinois partnered with Diverse Power Solutions (DPS) to create the Program Ally Training Pilot to recruit new, diverse-owned businesses into the Program Ally network and to encourage existing Program Allies to become more active.

While Ameren Illinois offers an array of energy efficiency Initiatives and Offerings, the Pilot focuses on the Small Business Direct Install (SBDI) Initiative. The SBDI Initiative offers eligible small business, nonprofits, and public sector customers an increased level of incentives over standard business incentives, as well as a free, no-obligation Assessment.

Helping to lead the Pilot Program is Bryan Jarvis, owner of Jarvis Electric in Swansea, Illinois — a licensed electrical contractor and trusted Program Ally since 2014. Working with Carole Jackson of Diverse Power Solutions, Jarvis helps other diverse-owned businesses

(continued on next page)

BUILDING STRONGER COMMUNITIES

As a new Program Ally, Bautista Electric Enterprises is proud to deliver real savings that can make all the difference to small businesses and nonprofits in their community — including a number of churches in the Champaign-Urbana area.

“The Ameren Illinois Energy Efficiency Program is having a huge impact on communities,” says owner, Gus Bautista, recalling one recent encounter with a grateful customer. “I worked with a wonderful, 78-year-old woman who owned an auto body shop. Ameren Illinois incentives covered \$15,000 of the costs of her new lighting, and her monthly energy costs will go down. That means she can put more money into her business. It’s a win-win. She was so grateful that she gave me a hug for introducing her to the Program. That’s a feeling I can’t put into words. It’s very rewarding to help small businesses grow.”

“
This Pilot Program is a game changer. 2021 has been incredible for us, and I’m very grateful for this opportunity to expand my business.
— Gus Bautista,
Bautista Electric Enterprises
”

READY TO BEGIN?

AmerenIllinoisSavings.com/Ally

1.866.800.0747

PILOT PROGRAM PAYS OFF

As a Program Ally, Bautista will be able to grow his business, boost his bottom line, and provide gainful employment to skilled workers — and one day hand off a thriving business to his daughters.

It's an opportunity he might have missed were it not for the DPS Program Ally training Pilot Program.

"Bryan and Carole are amazing people who took us under their wing and offered us incredible education and support. They have been instrumental in our growth and success," says Bautista. "This Pilot Program is a game changer. 2021 has been incredible for us, and I'm very grateful for this opportunity to expand my business."

Having himself overcome many challenges on the road to success, Jarvis is happy to help others follow in his footsteps.

"I love helping the underdog because that was me," says Jarvis. **"There are a lot of small companies that are just getting by. All they need is a chance, and that's what this Pilot Program is giving them."**

“

There are a lot of small companies that are just getting by. All they need is a chance, and that's what this Pilot Program is giving them.

— Bryan Jarvis,
Jarvis Electric

”

pair their technical abilities with the know-how to optimize their revenue opportunity with the Ameren Illinois Energy Efficiency Program. This dedicated duo offers extensive on-site training and mentoring to help participants become experts at every step of the SBDI customer experience. And it all starts with a conversation.

LEARNING & LEADING

"Becoming a Program Ally is one more avenue to bring revenue into your business. We talk about the things holding these companies back from participating, or participating more, as a Program Ally. Then, we work to overcome those hurdles," says Jarvis. "As a Program Ally and diverse-owned contractor, I speak their language and can help them understand the Ameren Illinois Energy Efficiency Program better and how it fits with their business."

Each company in the small Pilot Program had a great foundation for success, but faced its own unique hurdles and hesitations. Some needed help navigating paperwork or Program requirements. Others lacked confidence in performing Assessments or making cold calls.

"We train them how to identify good replacements for existing light fixtures, as well as any special logistics or equipment the project calls for. We also show them faster, more efficient ways to get the job done," says Jarvis. "Not every electrician is a salesman. It's pretty fulfilling to use our experience to help them succeed."

The process has been enlightening, even for an experienced professional like Bautista.

"I've been an electrician for 20 years, and I thought I knew lighting. But then I got into the Pilot Program and saw so many options. I learned how to find the best fit to reduce energy use," he says.

During weekly visits to Urbana, Jarvis accompanied Bautista on cold calls and Assessments to offer on-the-job mentoring.

"This work is not easy, but I've been there every step of the way to help Gus feel comfortable with the Program," says Jarvis. "Gus has always been open about learning and willing to take things where they need to go. And that's why he has been really successful in this Pilot Program."

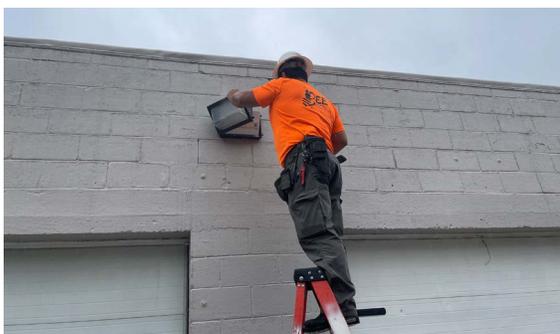
In fact, in just a few short months, Bautista landed the Ameren Illinois Energy Efficiency Program's largest-ever SBDI project, in terms of dollar and energy savings. This particular customer will receive new, high-efficiency lighting at no cost, more than \$135,000 in incentives from Ameren Illinois and expected annual energy savings of more than 850,000 kilowatt-hours.

"This is a huge milestone — particularly for a new Program Ally," says Dillon. "We applaud Bautista Electric Enterprises for the energy and enthusiasm they are bringing to the Program Ally network. Their efforts will lead to real energy savings that benefit local businesses and the environment."

BUILD YOUR BUSINESS WITH AMEREN ILLINOIS

When you become a registered Ameren Illinois Program Ally, you join an elite statewide network of contractors that are specially trained on the Ameren Illinois Energy Efficiency Program. In addition, Program Allies can earn cash bonuses for projects completed. Become a Program Ally and watch your business grow!

For more information on how to become a Program Ally — visit AmerenIllinoisSavings.com/Ally.



Gus Bautista (Bee Electric) updating exterior lighting



Energy Efficiency
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Energy Efficiency PROGRAM

Video Case Study: 2021 Ameren Illinois Energy Efficiency Internship Program



Watch the video to see how the 2021 Ameren Illinois Energy Efficiency Internship Program offers interns valuable on-the-job experience in the energy efficiency industry.



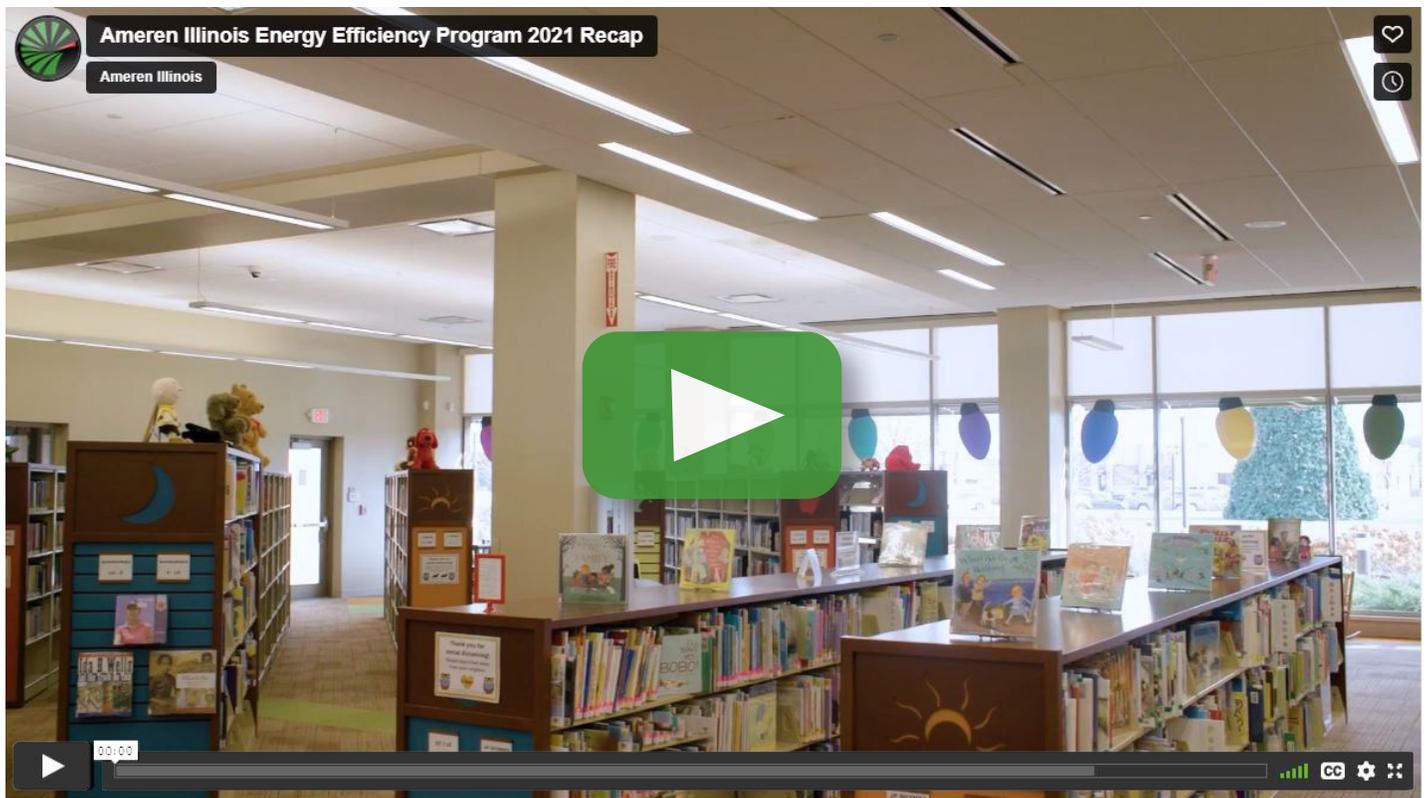


Energy Efficiency PROGRAM

Video Case Study: Ameren Illinois Energy Efficiency Program 2021 Recap



The Ameren Illinois Energy Efficiency Program is committed to increasing comfort, managing usage and reducing costs. In 2021, many successes were achieved in delivering energy savings for all. Check out the video to see these accomplishments firsthand.





Energy Efficiency PROGRAM

Video Case Study: Ameren Illinois Market Development Initiative Four-Year Recap



View this four-year recap video about the successes of the Ameren Illinois Market Development Initiative.





Energy Efficiency PROGRAM

Video Case Study: PGOBA (Peoria Guild of Black Artists) Partners With the Ameren Illinois Energy Efficiency Program



Learn about the partnership between the Peoria Guild of Black Artists (PGOBA) and the Ameren Illinois Energy Efficiency Program!



Videographer Gains Insider's View of Internship Program



From independent documentaries to corporate communications, Allison Walsh makes a living doing what she loves: telling compelling stories through video.

"I am passionate about telling authentic stories," says Walsh. "I began working with Ameren Illinois in 2019, and it's been a huge joy to see the way they reach out and invest in communities."

The Peoria-based videographer first learned about the Ameren Illinois Energy Efficiency Internship Program while filming interviews with students and employers who had benefited from it. At the time, she assumed her business was too small to qualify. After learning otherwise, Walsh successfully applied for a grant to fund a summer intern.

After interviewing a handful of diverse applicants, Walsh hired Giovanni Galindo, a recent graduate of Southern Illinois University. Working 30 hours a week, Galindo helped organize and edit footage and assisted with video shoots.

"It was amazing to have Giovanni there on every single shoot. When I'm not doing 20 things at once, it allows me to focus and, ultimately, it makes the videos better," says Walsh.

Galindo gained valuable hands-on experience in his field, while also learning about energy efficiency and entrepreneurship. The experience taught Walsh, a one-woman show since 2017, the value of having a teammate you can trust.

"The Internship Program has been an invaluable experience that helped me grow as an individual and as a business," she says. "Without this, I would not have thought to hire someone for that many hours. I never thought I could afford to do that; now I don't think I can afford **NOT** to!"

Even after the Internship Program ended, Walsh continues to hire Galindo to assist with video shoots. She has also worked with several of the candidates she interviewed.

"We do not have a large population of filmmakers in Peoria who are women or people of color," says Walsh. "I was excited to be able to create a job opportunity for someone in film, and I'm eager to continue to build a diverse filmmaking community around me."

If you are interested in reaching out to Allison for your film needs, please contact her at allisonwalsh223@gmail.com.

“ The Internship Program has been an invaluable experience that helped me grow as an individual and as a business. — Allison Walsh, Allison Walsh Films, LLC ”



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