

<b>PROGRAM</b>	<b>Business Custom Incentive Program</b>
<b>Objective</b>	The Business Custom Incentive Program provides energy efficiency expertise, services, and financial incentives to encourage nonresidential customers to install energy efficient equipment that lies outside other programs with pre-defined energy efficiency measures and/or guidelines. Some custom projects are complex and require detailed savings calculations to arrive at the appropriate custom incentive level.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional.
<b>Program Duration</b>	January 2016 – December 2018
<b>Program Description</b>	The Custom Incentive Program applies to processes as well as the incenting of technologies and energy efficiency measures that do not fall within the other pre-defined programs. These projects are sometimes complex and always unique requiring separate incentive applications and calculations of estimated energy savings.
<b>Eligible Measures &amp; Incentive Strategy</b>	<p>Financial incentives will be provided to offset the higher costs associated with installation of new, higher efficient equipment retrofits, process improvements, or building system upgrades. Incentive levels will be calculated based on energy savings estimates for each measure. Incentives will be subject to modification in order to balance the program's financial requirements and savings targets. Incentive levels may be adjusted based on implementation experience and current market conditions. Cost-effective measures falling outside of the scope of the other pre-defined programs will be included in the Custom Incentive Program.</p> <p>Project funding may be capped at a predetermined level per program year, per facility and per customer. Incentive levels may vary between different technologies as needed to adhere to budgetary limits and achieve program goals. .</p>

<p><b>Implementation Strategy</b></p>	<p>The implementer will be responsible for engineering review of program applications and related quality assurance. The installation of efficiency measures is the responsibility of the customer. The customer will submit an application outlining their potential efficiency upgrades. The implementer will perform a thorough desk review of project cost and estimated energy savings to pre-approve the installation. A pre-inspection of the site may be required. Qualifying potential projects follow a common screening criteria process flow:</p> <ul style="list-style-type: none"> <li>• <b>Facility eligibility</b> – The facility must meet the Program requirements (appropriate rate class, located in Ameren Missouri service territory, equipment must be new and installed at business rate class location).</li> <li>• <b>Project eligibility</b> – project must be installing new, energy efficient equipment or incorporating energy efficient designs, measures installed cannot qualify for other pre-defined Incentive Program, and Ameren Missouri will approve any product purchase or installation before the customer can receive an incentive.</li> <li>• <b>Application submittal</b> – customer will submit the project application to Ameren Missouri for analytic review and pre-installation approval.</li> <li>• <b>Customer implements project</b> – the customer has primary responsibility to install the pre-approved measures and improvements.</li> <li>• <b>Post installation documents</b> – customer will provide data including invoices, receipts, and any engineering analysis (if the project was altered from original application).</li> </ul> <p>For projects exceeding a specified cost or energy savings threshold, on-site visits will be required to verify energy savings estimates, baseline data, and proper measure installation. Company's approval will be required for any incentive application exceeding a predetermined limit defined by Ameren Missouri.</p>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If through changing market conditions, it is determined by the program that a measure or incentive program will no longer provide appropriate cost effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.</p>

<p>Marketing Strategy</p>	<p>Marketing efforts will focus on trade allies and program partners. Key pillars of the marketing strategy for the Business Program include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Education:</b> Implementer will play an important role in training and educating the trade ally sales staff. The Implementer will assist trade allies in identification of measures qualifying for incentives; identify the different application options, and how to effectively sell the program to customers.</li> <li>• <b>Marketing Materials:</b> Materials will be provided to customers and trade allies to further enhance program awareness and increase market penetration.</li> <li>• <b>Direct Mail:</b> This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics and building types.</li> <li>• <b>Associations:</b> A unique opportunity exists in trade organizations and various associations. Businesses rely on these associations to represent that industry's best interests in lobbying, growth, and identification of business opportunities. Ameren Missouri will coordinate with specific associations to highlight program offerings suitable for their respective industry.</li> <li>• <b>Highlight successfully completed projects.</b> Ameren Missouri will selectively choose projects to display the process and benefits of the program. This type of marketing will spur the customer's competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.</li> <li>• <b>Trade Allies</b> – Ameren Missouri will continue to utilize the growing trade ally network as marketing/distribution channel for the program. Continual training will be given to these program partners to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing.</b> While the implementer will maintain a portfolio of programs, they will increase integration of customers across programs as part of the application and education process. This is an opportunity to send the project to other incentives for further engineering analysis and review. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction as well as increasing probability of meeting statutory energy savings goals.</li> <li>• <b>Market Segmentation.</b> To more effectively penetrate the Ameren Missouri markets, a targeted marketing approach will be used. Separating the program's marketing campaign to focus on specific customer types (hospitality/lodging, grocery/convenience store, etc.) will increase customer interest and drive installations.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>A third party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.</p>

**Program Design Flexibility**

There are competing factors impacting energy savings year over year such that it is imprudent to estimate DSM portfolio energy savings for 2016 in 2013, which is when these program templates were designed in order to meet a 4th Quarter 2014 MEEIA regulatory filing date. The following issues require Ameren Missouri, stakeholders and the Commission to re-think the issue of how to address 3-year DSM program implementation planning flexibility from plan filing to plan implementation.

- The convergence of prior successful Ameren Missouri DSM programs moving the market baselines for many energy efficiency measures coupled with federal intervention in the form of ever increasing appliance efficiency standards and building codes
- Ever changing primary EM&V data collection and ensuing changes in energy efficiency incremental energy consumption
- Speed of technological innovation
- Changes in DSM program structure and delivery in a smarter grid environment
- Regulatory policy issues that could, among other things, change the definitions of demand-side programs to include distributed generation, electric vehicles and electro technologies that may result in lower overall greenhouse gas emissions, lower customer energy intensities, and lower energy costs

In its MEEIA 2016-18 filing Ameren Missouri will propose a regulatory framework with flexibility for program changes to address these issues for MEEIA 2016-18.

**Estimated Participation**

<b>Estimated Net Annual Installations</b>				
<b>End-use</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>Total</b>
Air Comp BUS	1,539	1,744	1,847	<b>5,130</b>
Building Shell BUS	5	6	6	<b>17</b>
Cooking BUS	60	68	72	<b>200</b>
Cooling BUS	169	191	203	<b>563</b>
Heating BUS	0	1	1	<b>2</b>
HVAC BUS	19	21	23	<b>63</b>
Lighting BUS	4,432	5,023	5,318	<b>14,774</b>
Miscellaneous BUS	19	22	23	<b>64</b>
Motors BUS	365	413	438	<b>1,216</b>
Refrigeration BUS	43	49	52	<b>145</b>
<b>Total</b>	<b>6,652</b>	<b>7,539</b>	<b>7,982</b>	<b>22,172</b>

\*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program

**Estimated Budget**

<b>Estimated Annual Budget</b>				
<b>Year</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>Total</b>
<b>Incentive*</b>	\$ 8,075,070	\$ 9,151,677	\$ 9,689,981	<b>\$ 26,916,728</b>
<b>Admin. Costs</b>	\$ 5,290,549	\$ 5,988,638	\$ 6,283,138	<b>\$ 17,562,325</b>
<b>Total Costs</b>	<b>\$ 13,365,619</b>	<b>\$ 15,140,315</b>	<b>\$ 15,973,118</b>	<b>\$ 44,479,053</b>

\*incentive received by customer

**Savings Targets**

<b>Estimated Annual Net Energy Savings at Meter</b>				
<b>Year</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>Total</b>
<b>kWh Savings</b>	45,933,294	52,057,341	55,119,365	<b>153,110,000</b>

Cost-effectiveness	3 Yr Program Cost-Effectiveness (2016-2018)				
	Program	TRC	UCT	PCT	RIM*
	Business Custom	1.74	2.58	3.40	0.77

\*-represents net fuel

PROGRAM	Business New Construction
Objective	The primary goal of this Program is to capture energy savings available in new building construction, major renovations, or tenant build-outs in Business facilities. Due to the latest economic fluctuations and the limited access to capital, many companies have delayed new construction or major build-outs. To help encourage customer activity, Ameren Missouri will offer multiple paths for the customer to utilize in their new construction projects.
Target Market	Nonresidential customers including commercial, industrial, and institutional.
Program Duration	January 2016 – December 2018
Program Description	<p>The Business New Construction Program is meant to encourage energy efficient building practices within the Ameren Missouri service territory. There are several market barriers that must be overcome including high first cost, lack of building construction activity, and market adoption of these high efficiency building design and construction practices. Through increased education and training as well as financial incentives, Ameren Missouri will attempt to influence the market and promote efficient building design and construction.</p> <p>It is vital that Ameren Missouri work closely with the design/construction community to identify adoption barriers, clarify needs of the industry, and propose solutions to overcome these barriers. Targeted marketing and training will be utilized to further move the market and transform building practices.</p> <p>It is important to offer the building community multiple options for their specific projects. This program will be available for new building construction and major build-outs/renovations to existing facilities. The program will accommodate any phase of construction where Program incentives can drive incremental energy efficiency improvements.</p>
Eligible Measures & Incentive Strategy	<p>Financial incentives will be provided to offset the higher costs associated with installation of higher efficient equipment, design and build for new or repurposed buildings for cost effective measures. Incentive levels will be calculated based on energy savings estimates for each measure. Incentives will be subject to modification in order to balance the program's financial requirements and savings targets. Incentive levels may be adjusted based on implementation experience and current market conditions.</p> <p>Project funding may be capped at a predetermined level per program year, per facility and per customer. Incentive levels may vary between different technologies as needed to adhere to budgetary limits and achieve program goals.</p>
Implementation Strategy	<p>The Implementation team will be responsible for program implementation, project management, design and technical assistance, and program recruiting. Key implementation steps include:</p> <ul style="list-style-type: none"> <li>• Recruiting new construction projects within the developer/design markets through targeted marketing strategies and focused training sessions.</li> <li>• Application assistance and review. Applications will be reviewed by the Implementer as they are received. The Implementer will assist customers in the application process to ensure the application is properly filled out and to foster a positive image of the Program within the design industry.</li> <li>• Once the application is approved, the customer can begin construction. After completion, the Implementer will verify proper measure installation and ensure the project meets the necessary project design specifications and building code stipulations.</li> <li>• Incentive fulfillment. Once the project is reviewed and proper QA/QC has been completed, the customer receives the incentive payment.</li> </ul>

<p>Program Response to Evolving Markets</p>	<p>Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If through changing market conditions, it is determined that a measure or incentive program will no longer provide appropriate cost effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.</p>
<p>Marketing Strategy</p>	<p>Marketing efforts will focus on trade allies and program partners. Key pillars of the marketing strategy for the Business Program include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <b>Education:</b> Implementer will play an important role in training and educating the trade ally sales staff. The Implementer will assist trade allies in identification of measures qualifying for incentives; identify the different application options, and how to effectively sell the program to customers.</li> <li>• <b>Marketing Materials:</b> Materials will be provided to customers and trade allies to further enhance program awareness and increase market penetration.</li> <li>• <b>Direct Mail:</b> This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics and building types.</li> <li>• <b>Associations:</b> A unique opportunity exists in trade organizations and various associations. Businesses rely on these associations to represent that industry's best interests in lobbying, growth, and identification of business opportunities. Ameren Missouri will coordinate with specific associations to highlight program offerings suitable for their respective industry.</li> <li>• <b>Highlight successfully completed projects.</b> Ameren Missouri will selectively choose projects to display the process and benefits of the program. This type of marketing will spur the customer's competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.</li> <li>• <b>Trade Allies</b> – Ameren Missouri will continue to utilize the growing trade ally network as marketing/distribution channel for the program. Continual training will be given to these program partners to ensure that any business development activities are conducted to achieve program goals.</li> <li>• <b>Inter-program Marketing.</b> While the implementer will maintain a portfolio of programs, they will increase integration of customers across programs as part of the application and education process. This is an opportunity to send the project to other incentives for further engineering analysis and review. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction as well as increasing probability of meeting statutory energy savings goals.</li> <li>• <b>Market Segmentation.</b> To more effectively penetrate the Ameren Missouri markets, a targeted marketing approach will be used. Separating the program's marketing campaign to focus on specific customer types (hospitality/lodging, grocery/convenience store, etc.) will increase customer interest and drive installations.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>A third party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.</p>

**Program Design Flexibility**

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- Ever changing primary EM&V data collection and ensuing changes in energy efficiency incremental energy consumption
- Speed of technological innovation
- Changes in DSM program structure and delivery in a smarter grid environment
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In its MEEIA 2016-18 filing Ameren Missouri will propose a regulatory framework with flexibility for program changes to address these issues for MEEIA 2016-18.

**Estimated Participation**

Estimated Net Annual Installations				
End-use	2016	2017	2018	3 Year Total*
Building Shell BUS	1	1	1	3
Cooling BUS	6	6	6	18
HVAC BUS	7	8	8	23
Lighting BUS	114	130	162	406
Miscellaneous BUS	0	0	0	0
Refrigeration BUS	13	14	15	42
<b>Total</b>	<b>141</b>	<b>159</b>	<b>192</b>	<b>492</b>

\*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program

**Estimated Budget**

Estimated Annual Budget				
Year	2016	2017	2018	3 Year Total
Incentive	\$ 881,088	\$ 998,559	\$ 1,057,294	\$ 2,936,941
Admin	\$ 658,699	\$ 739,248	\$ 724,977	\$ 2,122,924
<b>Total</b>	<b>\$ 1,539,787</b>	<b>\$ 1,737,807</b>	<b>\$ 1,782,271</b>	<b>\$ 5,059,865</b>

\*incentive received by customer

**Savings Targets**

Estimated Annual Net Energy Savings at Meter				
Year	2016	2017	2018	3 Year Total*
kWh Savings	4,269,627	4,838,875	5,123,498	14,232,222

\*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program

Cost-effectiveness	<b>3 Yr Program Cost-Effectiveness (2016-2018)</b>				
	<b>Program</b>	<b>TRC</b>	<b>UCT</b>	<b>PCT</b>	<b>RIM*</b>
	Business New Construction	1.48	2.48	2.77	0.78

\*represents net fuel

<b>PROGRAM</b>	<b>Business Retro-commissioning</b>
<b>Objective</b>	This program will deliver energy savings by helping facilities benchmark existing system performance levels, identify operating system performance optimization improvements, and where applicable, provide financial incentives to assist with the implementation of the recommended efficiency improvements.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional.
<b>Program Duration</b>	January 2016 – December 2018
<b>Program Description</b>	Ameren Missouri will continue to leverage the existing infrastructure of qualified contractors and marketing partners that has delivered measureable energy savings in the 2013 - 2015 implementation periods. The program will seek to identify efficiency opportunities associated with existing mechanical, electrical and thermal systems in nonresidential buildings by providing options for retrofitting equipment that is inefficient and outdated. This program also assists occupants in improving their operation and maintenance practices via compressed air and process system upgrades. In the table below is an overview of the first year.
<b>Eligible Measures &amp; Incentive Strategy</b>	<p>Financial incentives will be provided to offset the costs associated with projects that optimize system energy use and overall efficiency through the calibration, maintenance, and optimization of current systems within a facility and the purchase and implementation of upgrades. Generally retro-commissioning is a solution for large facilities with less-than-optimal control systems or industrial processes, such as compressed air systems, where kW per output unit can be reduced using controls and eliminating waste.</p> <p>Incentive levels will be calculated based on energy savings estimates for each measure. Incentives will be subject to modification in order to balance the program's financial requirements and savings targets. Incentive levels may be adjusted based on implementation experience and current market conditions.</p> <p>Project funding may be capped at a predetermined level per program year, per facility and per customer. Incentive levels may vary between different technologies as needed to adhere to budgetary limits and achieve program goals. .</p>

<p><b>Implementation Strategy</b></p>	<p>The Implementer will manage the implementation of the program, Incentive fulfillment, oversee survey and implementation of efficiency measures, and provide engineering review for each project. Project qualification process will follow this methodology:</p> <ul style="list-style-type: none"> <li>• Retro-commissioning Service Providers (RSP) identifies potential candidates for the Program.</li> <li>• A study is conducted to assess the viability of the project and determine energy savings and cost estimates. After engineering analysis and verification of estimated savings has been completed, the Implementer will work with building owners and trade allies to conduct an engineering audit based on industry best practice to benchmark the building's energy profile.</li> <li>• Following the facility audit, efficiency upgrades will be recommended by the RSP, reviews and approved by the implementer and completed by the customer. Potential efficiency improvements include but are not limited to: compressed air leak identification, system controls calibration, energy management systems, and variable speed drive tune-ups.</li> <li>• After the implementation stage, an ex post verification will take place to ensure proper installation and adherence to stipulated implementation guidelines. Once the project is completed and approved by the Implementer, an incentive check will be delivered to the customer.</li> </ul>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If through changing market conditions, it is determined by the program that a measure or incentive program will no longer provide appropriate cost effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.</p>

**Marketing Strategy**

Marketing efforts will focus on trade allies and program partners. Key pillars of the marketing strategy for the Business Program include but are not limited to:

- **Education:** Implementer will play an important role in training and educating the trade ally sales staff. The Implementer will assist trade allies in identification of measures qualifying for incentives; identify the different application options, and how to effectively sell the program to customers.
- **Marketing Materials:** Materials will be provided to customers and trade allies to further enhance program awareness and increase market penetration.
- **Direct Mail:** This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics and building types.
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Refrigeration BUS	3	3	4	<b>10</b>																																															
<b>Total</b>	<b>1,327</b>	<b>1,504</b>	<b>1,593</b>	<b>4,424</b>																																															

Estimated Budget	<b>Estimated Annual Budget</b>				
	<b>Year</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total</b>
	<b>Incentive*</b>	\$1,303,970	\$ 1,477,822	\$ 1,564,748	<b>\$ 4,346,540</b>
	<b>Admin Costs</b>	\$ 908,198	\$ 1,022,011	\$ 1,024,371	<b>\$ 2,954,579</b>
	<b>Total Costs</b>	<b>\$2,212,168</b>	<b>\$ 2,499,832</b>	<b>\$ 2,589,118</b>	<b>\$ 7,301,119</b>
*incentive received by customer					
Savings Targets	<b>Estimated Annual Net Energy Savings at Meter</b>				
	<b>Year</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total*</b>
	<b>kWh Savings</b>	5,669,436	6,425,313	6,803,251	<b>18,898,000</b>
	*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program				
Cost-effectiveness	<b>3 Yr Program Cost-Effectiveness (2016-2018)</b>				
	<b>Program</b>	<b>TRC</b>	<b>UCT</b>	<b>PCT</b>	<b>RIM*</b>
	Business Retro-Commissioning	1.40	1.54	6.72	0.59
*represents net fuel					

<b>PROGRAM</b>	<b>Business Standard Incentive Program</b>
<b>Objective</b>	The Business Standard Program is designed to promote the installation of energy efficient technologies may include but is not limited to lighting, motors, HVAC, and refrigeration in nonresidential properties. Measures included within this program are common in multiple marketplaces and have deemed savings values associated with their energy performance. This program encourages customer participation through a simple and streamlined program process.
<b>Target Market</b>	Nonresidential customers including commercial, industrial, and institutional.
<b>Program Duration</b>	January 2016 – December 2018
<b>Program Description</b>	The Business Standard Program will incent customers to purchase energy efficient products. Measures included within this program will have deemed savings values and fixed incentive levels associated with them (although these incentive values may change as program budgets and performances alter throughout the year). Applications are filled out and delivered to Ameren Missouri via contractors, customers, or perhaps through the Company's website. Various measures may require a simple calculation to identify measure savings, but the measure level incentives will remain fixed regardless of individual project characteristics. Trade allies including contractors, retailers, and distributors will be the channel partners promoting the program and educating customers.
<b>Eligible Measures &amp; Incentive Strategy</b>	<p>Financial incentives will be provided to offset the higher costs associated with installation of new, higher efficient equipment retrofits with a set incentive amount per measure. Incentive levels will be calculated based on energy savings estimates for each measure. Incentives will be subject to modification in order to balance the program's financial requirements and savings targets. Incentive levels may be adjusted based on implementation experience and current market conditions. Cost-effective measures falling outside of the scope of the other pre-defined programs will be included in the Custom Incentive Program.</p> <p>Project funding may be capped at a predetermined level per program year, per facility and per customer. Incentive levels may vary between different technologies as needed to adhere to budgetary limits and achieve program goals.</p>

<p><b>Implementation Strategy</b></p>	<p>Program Implementation staff responsibilities include final program design, measure lists, implementation plan development, and expanding and enhancing the existing trade ally network of program partners. The main distribution channel will be the trade allies which include contractors, distributors, vendors, and local economic development associations where applicable as trained and supported by the program implementation staff. In order for these allies to effectively promote and communicate the benefits of the program, applicable training and marketing materials will be provided by the Implementation team.</p> <p>Upon submittal of a Standard application all projects will receive a review and approval before incentive distribution. Standard projects incentives with an anticipated incentive greater than a defined amount will require pre-approval prior to installation and purchase of equipment. An individual project implementation timeline will be utilized to encourage prompt installation and maintain accurate tracking of program savings goals and relative budgets.</p> <p>Components of the implementation plan may include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Financial Incentives</li> <li>• Dealer Stocking Programs</li> <li>• Upstream Dealer Incentives</li> <li>• Educational/Evaluative Programs</li> <li>• Equipment Bounty/Retrofit/Crusher Credit Scenario</li> </ul>
<p><b>Program Response to Evolving Markets</b></p>	<p>Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If, through changing market conditions, it is determined by the program that a measure or incentive program will no longer provide appropriate cost effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.</p>

**Marketing Strategy**

Marketing efforts will focus on trade allies and program partners. Key pillars of the marketing strategy for the Business Program include but are not limited to:

- **Education:** Implementer will play an important role in training and educating the trade ally sales staff. The Implementer will assist trade allies in identification of measures qualifying for incentives; identify the different application options, and how to effectively sell the program to customers.
- **Marketing Materials:** Materials will be provided to customers and trade allies to further enhance program awareness and increase market penetration.
- **Direct Mail:** This marketing vehicle will require a targeted approach, identifying potential efficient installs based on business operating characteristics and building types.
- **Associations:** A unique opportunity exists in trade organizations and various associations. Businesses rely on these associations to represent that industry's best interests in lobbying, growth, and identification of business opportunities. Ameren Missouri will coordinate with specific associations to highlight program offerings suitable for their respective industry.
- **Highlight successfully completed projects.** Ameren Missouri will selectively choose projects to display the process and benefits of the program. This type of marketing will spur the customer's competitors to improve building performance and increase business process efficiency. This marketing strategy also allows the selected customer promotional and marketing opportunities.
- **Trade Allies** – Ameren Missouri will continue to utilize the growing trade ally network as marketing/distribution channel for the program. Continual training will be given to these program partners to ensure that any business development activities are conducted to achieve program goals.
- **Inter-program Marketing.** While the implementer will maintain a portfolio of programs, they will increase integration of customers across programs as part of the application and education process. This is an opportunity to send the project to other incentives for further engineering analysis and review. Aiding customers in identifying the appropriate Business programs is important in maintaining high levels of customer satisfaction as well as increasing probability of meeting statutory energy savings goals.
- **Market Segmentation.** To more effectively penetrate the Ameren Missouri markets, a targeted marketing approach will be used. Separating the program's marketing campaign to focus on specific customer types (hospitality/lodging, grocery/convenience store, etc.) will increase customer interest and drive installations.

<p>EM&amp;V Requirements</p>	<p>A third party evaluation contractor will be responsible for evaluation and verification of program performance. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols and track the number of installations to assess gross program energy and demand impacts.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database and program logic model reviews.</p>
<p>Program Design Flexibility</p>	<p>There are competing factors impacting energy savings year over year such that it is imprudent to estimate DSM portfolio energy savings for 2016 in 2013, which is when these program templates were designed in order to meet a 4th Quarter 2014 MEEIA regulatory filing date. The following issues require Ameren Missouri, stakeholders and the Commission to re-think the issue of how to address 3-year DSM program implementation planning flexibility from plan filing to plan implementation.</p> <ul style="list-style-type: none"> <li>• The convergence of prior successful Ameren Missouri DSM programs moving the market baselines for many energy efficiency measures coupled with federal intervention in the form of ever increasing appliance efficiency standards and building codes</li> <li>• Ever changing primary EM&amp;V data collection and ensuing changes in energy efficiency incremental energy consumption</li> <li>• Speed of technological innovation</li> <li>• Changes in DSM program structure and delivery in a smarter grid environment</li> <li>• Regulatory policy issues that could, among other things, change the definitions of demand-side programs to include distributed generation, electric vehicles and electro technologies that may result in lower overall greenhouse gas emissions, lower customer energy intensities, and lower energy costs</li> </ul> <p>In its MEEIA 2016-18 filing Ameren Missouri will propose a regulatory framework with flexibility for program changes to address these issues for MEEIA 2016-18.</p>

Estimated Participation	Estimated Net Annual Installations				
	End-Use	2016	2017	2018	3 Year Total
	Cooking BUS	6	6	7	19
	Cooling BUS	3	4	4	12
	Ext Lighting BUS	7,259	8,227	8,711	24,197
	Heating BUS	0	0	0	1
	HVAC BUS	12	14	15	41
	Lighting BUS	17,442	19,767	20,929	58,137
	Miscellaneous BUS	549	622	659	1,830
	Motors BUS	33	37	39	109
	Refrigeration BUS	219	248	262	729
Total	25,523	28,925	30,626	85,073	
Estimated Budget	Estimated Annual Budget				
		2016	2017	2018	3 Year Total
	Incentive*	\$ 4,045,630	\$ 4,585,013	\$ 4,854,704	\$ 13,485,347
	Admin. Costs	\$ 2,677,609	\$ 3,027,328	\$ 3,147,643	\$ 8,852,580
	<b>Total Costs</b>	<b>\$ 6,723,239</b>	<b>\$ 7,612,341</b>	<b>\$ 8,002,347</b>	<b>\$ 22,337,926</b>
* incentive received by customer					
Savings Targets	Estimated Annual Net Energy Savings at Meter				
		2016	2017	2018	3 Year Total*
	kWh Savings	18,618,885	20,853,151	35,003,503	74,475,539
*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program					
Cost-effectiveness	3 Year Program Cost-Effectiveness (2016-2018)				
	Program	TRC	UCT	PCT	RIM*
	Business Standard	1.53	2.00	3.65	0.65
*-represents net fuel					

PROGRAM	<b>Residential Appliance Recycling Program</b>
Objective	Promote the retirement and recycling of inefficient refrigerators and freezers from households by offering a turn in incentive and free pickup of working equipment, as well as information and education on the cost of keeping an inefficient unit in operation.
Target Market	Residential customers with working refrigerators and freezers manufactured in or before 2001.
Program Duration	January 2016 – December 2018
Program Description	<p>The Company will contract with an appliance recycling contractor to provide turnkey implementation services that include verification of customer eligibility, scheduling of pick-up appointments, appliance pick-up, recycling and disposal activities, and incentive processing. Recycling/disposal practices will be designed to prevent the release of chlorofluorocarbons (CFCs).</p> <p>Turnkey program implementation through an appliance recycling contractor will simplify program delivery, reduce the Company's administrative costs, and ensure a streamlined participation process. The program will be designed to minimize barriers to participation by offering incentives, convenient scheduling of appointments, and cost-free pick-up of qualifying equipment.</p>
Eligible Measures & Incentive Strategy	In addition to free pick-up of eligible equipment, the Program will provide turn-in incentives. As the Refrigerator Recycling Program evolves and ongoing EM&V activities track program performance, the Company may revise incentive amounts as the market dictates. However, the following expectations and assumptions have been utilized for planning purposes, including the base rebate levels listed below:
Implementation Strategy	<p>Key elements of the Refrigerator Recycling Program implementation strategy include:</p> <ul style="list-style-type: none"> <li>• <b>Outsourcing implementation:</b> The Company will contract with a regional/national appliance recycling company to provide comprehensive, turnkey implementation services from eligibility verification to proper disposal/recycling of turned-in refrigerators and freezers.</li> <li>• <b>Customer education/recruitment:</b> The Contractor will develop and implement the marketing strategy. There will be consumer marketing and education components emphasizing how much it costs to operate that old refrigerator as well as the availability of program incentives and pick-up services. The marketing messages will vary depending on seasonality and program performance towards meeting statutory energy savings goals.</li> </ul>
Program Response to Evolving Markets	Due to the unpredictable nature of the market place, the Company and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. The Company will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the market and reallocate funds and energy savings into the other programs.

<p><b>Marketing Strategy</b></p>	<p>The program will employ strong consumer education and marketing components emphasizing the savings associated with retiring old, inefficient refrigerators and freezers and the importance of ensuring proper disposal/recycling. Call Center staff will be trained and provided with program collateral.</p> <p>Anticipated marketing materials will include:</p> <ul style="list-style-type: none"> <li>• Web content</li> <li>• Bill stuffers and other direct mail</li> <li>• Limited mass market advertising around special promotions</li> <li>• Print (newspaper, newsletter, etc.)</li> <li>• TV, radio</li> <li>• Garage Sale ads, promotional handouts to Low Income Home Energy Assistance Project (LIHEAP) agencies, realtors, and appliance retailers</li> <li>• Door-hangers</li> <li>• Billboards</li> </ul>
<p><b>EM&amp;V Requirements</b></p>	<p>A third-party evaluation contractor will be responsible for evaluation, measurement and verification of program performance. On an annual basis, the evaluation contractor will verify the number of installations to assess ex-ante gross program energy and demand savings impacts. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols from the TRM to report annual ex-post net program and portfolio energy and impact savings.</p> <p>The evaluation contractor will conduct an ex-post net savings impact analysis the first year of the program cycle to recommend revised savings values for consideration when updating the TRM for the next three-year planning cycle. The contractor will conduct a balanced approach for calculating net-to-gross including free ridership, participant spillover, nonparticipant spillover, and market effects while minimizing customer survey bias.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database, program logic model, and marketing reviews.</p>

Program Design Flexibility	<p>There are competing factors impacting energy savings year over year such that it is imprudent to estimate DSM portfolio energy savings for 2016 in 2013, which is when these program templates were designed in order to meet a 4th Quarter 2014 MEEIA regulatory filing date. The convergence of prior successful Ameren Missouri DSM programs moving the market baselines for many energy efficiency measures coupled with federal intervention in the form of ever increasing appliance efficiency standards and building codes is a challenge. There is the issue with ever changing primary EM&amp;V data collection and ensuing changes in energy efficiency incremental energy consumption. There are the issues of the speed of technological innovation and changes in DSM program structure and delivery in a smarter grid environment. There are regulatory policy issues that could, among other things, change the definitions of demand-side programs to include distributed generation, electric vehicles and electro technologies that may result in lower overall greenhouse gas emissions and lower customer energy intensities and energy costs. These types of issues require Ameren Missouri, stakeholders and the Commission to re-think the issue of how to address 3-year DSM program implementation planning flexibility from plan filing to plan implementation. Ameren Missouri has proposed a regulatory framework to make program changes for MEEIA Cycle 2 in its MEEIA Cycle 2 filing.</p>				
Estimated Participation	<b>Estimated Net Annual Installations</b>				
	<b>End-Use</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total</b>
	Cooling RES	7	6	9	<b>22</b>
	Freezer RES	484	433	668	<b>1,584</b>
	Miscellaneous RES	17	15	23	<b>55</b>
	Refrigeration RES	1,934	1,732	2,670	<b>6,337</b>
	<b>Total</b>	<b>2,441</b>	<b>2,186</b>	<b>3,370</b>	<b>7,998</b>
	<p>*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program</p>				
Estimated Budget	<b>Estimated Annual Budget</b>				
		<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total</b>
	<b>Incentive*</b>	\$ 198,184	\$ 181,033	\$ 284,622	<b>\$ 663,840</b>
	<b>Admin</b>	\$ 564,433	\$ 520,308	\$ 732,275	<b>\$ 1,817,016</b>
	<b>Total</b>	<b>\$ 762,617</b>	<b>\$ 701,341</b>	<b>\$ 1,016,897</b>	<b>\$ 2,480,856</b>
	<p>* incentive received by customer</p>				
Savings Targets	<b>Estimated Annual Net Energy Savings at Meter</b>				
		<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total*</b>
	<b>kWh Savings</b>	<b>2,974,241</b>	<b>2,663,581</b>	<b>4,105,588</b>	<b>9,743,410</b>
	<p>*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of program.</p>				
Cost-effectiveness	<b>3 Year Program Cost-Effectiveness (2016-2018)</b>				
	<b>Program</b>	<b>TRC</b>	<b>UCT</b>	<b>PCT</b>	<b>RIM*</b>
	Residential Appliance Recycling	1.73	1.73	65,535.00	0.47
	<p>*-represents net fuel</p>				

PROGRAM	<b>Residential Energy Efficiency Kits</b>
Objective	The objective of the Efficient Efficiency Kit Program is to raise customer awareness of the benefits of “high-efficiency” products (Energy Star, Consortium for Energy Efficiency (CEE) Tiers, or better) and to educate residential customers about energy use in their homes and to offer information, products, and services to residential customers to save energy cost-effectively.
Target Market	All residential customers within the Ameren Missouri service territory.
Program Duration	January 2016 – December 2018
Program Description	The EE Kit program provides energy efficiency kits and education materials to electric water heating customers through multiple channels. These kits will be delivered by direct mail and through community based organizations. The first channel is to market kits through an educational channel to secondary schools. The second channel is to market and distribute EE Kits to low income customers below or at the 200% percent of federal poverty level. An additional channel is to work with property management of multifamily properties to have them direct installed. The products in the kit are selected specifically to encourage energy savings at home and engage families in activities that support and reinforce the concepts taught at school.
Eligible Measures & Incentive Strategy	<p>The products in the kit are selected specifically to encourage energy savings at home and engage families in activities that support and reinforce the concepts taught at school and through.</p> <p>The Program would include the direct installation of various measures including, but not limited to:</p> <ul style="list-style-type: none"> <li>• Compact Florescent Lights (CFLs)</li> <li>• Light-emitting diode bulbs (LEDs).</li> <li>• Low Flow Faucet aerators</li> <li>• Low Flow Showerheads</li> <li>• Electric Domestic Hot water pipe wrap</li> </ul>
Implementation Strategy	

<p>Program Response to Evolving Markets</p>	<p>Due to the unpredictable nature of the market place, The Company and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. The Company will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. The Energy Efficient Products program is an integral component of the Company’s portfolio and will persist as long as possible within the given implementation period. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, the Company will take the necessary steps to withdraw the program from the market and reallocate funds and energy savings into the other programs.</p>
<p>Marketing Strategy</p>	<p>The Company will market and deliver this program by direct mail, secondary education school and through community based organizations.</p>
<p>EM&amp;V Requirements</p>	<p>A third-party evaluation contractor will be responsible for evaluation, measurement and verification of program performance. On an annual basis, the evaluation contractor will verify the number of installations to assess ex-ante gross program energy and demand savings impacts. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols from the TRM to report annual ex-post net program and portfolio energy and impact savings.</p> <p>The evaluation contractor will conduct an ex-post net savings impact analysis the first year of the program cycle to recommend revised savings values for consideration when updating the TRM for the next three-year planning cycle. The contractor will conduct a balanced approach for calculating net-to-gross including free ridership, participant spillover, nonparticipant spillover, and market effects while minimizing customer survey bias.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database, program logic model, and marketing reviews.</p>

Program Design Flexibility	<p>There are competing factors impacting energy savings year over year such that it is imprudent to estimate DSM portfolio energy savings for 2016 in 2013, which is when these program templates were designed in order to meet a 4th Quarter 2014 MEEIA regulatory filing date. The following issues require Ameren Missouri, stakeholders and the Commission to re-think the issue of how to address 3-year DSM program implementation planning flexibility from plan filing to plan implementation.</p> <ul style="list-style-type: none"> <li>• The convergence of prior successful Ameren Missouri DSM programs moving the market baselines for many energy efficiency measures coupled with federal intervention in the form of ever increasing appliance efficiency standards and building codes</li> <li>• Ever changing primary EM&amp;V data collection and ensuing changes in energy efficiency incremental energy consumption</li> <li>• Speed of technological innovation</li> <li>• Changes in DSM program structure and delivery in a smarter grid environment</li> <li>• Regulatory policy issues that could, among other things, change the definitions of demand-side programs to include distributed generation, electric vehicles and electro technologies that may result in lower overall greenhouse gas emissions, lower customer energy intensities, and lower energy costs</li> </ul> <p>In its MEEIA Cycle 2 filing Ameren Missouri will propose a regulatory framework with flexibility for program changes to address these issues for MEEIA Cycle 2.</p>																									
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<b>Admin</b>	\$ 922,225	\$ 928,704	\$ 884,374	<b>\$ 2,735,302</b>																						
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Savings Targets	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: center; color: #4CAF50;">Estimated Annual Net Energy Savings at Meter</th> </tr> <tr> <th></th> <th style="text-align: center; color: #4CAF50;">2016</th> <th style="text-align: center; color: #4CAF50;">2017</th> <th style="text-align: center; color: #4CAF50;">2018</th> <th style="text-align: center; color: #4CAF50;">3 Year Total*</th> </tr> </thead> <tbody> <tr> <td style="color: #4CAF50;"><b>kWh Savings</b></td> <td style="text-align: center;"><b>6,194,009</b></td> <td style="text-align: center;"><b>6,213,807</b></td> <td style="text-align: center;"><b>6,228,257</b></td> <td style="text-align: center;"><b>18,636,073</b></td> </tr> </tbody> </table> <p>*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program</p>	Estimated Annual Net Energy Savings at Meter						2016	2017	2018	3 Year Total*	<b>kWh Savings</b>	<b>6,194,009</b>	<b>6,213,807</b>	<b>6,228,257</b>	<b>18,636,073</b>										
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Cost-effectiveness	3 Year Program Cost-Effectiveness (2016-2018)				
	Program	TRC	UCT	PCT	RIM*
	Residential EE Kits	1.53	1.53	15.43	0.44

\*represents net fuel

PROGRAM	<b>Residential Efficient Products Program</b>
Objective	The objective of the Efficient Products Program is to raise customer awareness of the benefits of “high-efficiency” products (Energy Star, Consortium for Energy Efficiency (CEE) Tiers, or better) and to educate residential customers about energy use in their homes and to offer information, products, and services to residential customers to save energy cost-effectively.
Target Market	All residential customers within the Ameren Missouri service territory.
Program Duration	January 2016 – December 2018
Program Description	<p>The Efficient Products Program is meant to be an umbrella program, incorporating various program partners, products, and program delivery strategies. Many of the measures will be incentivized via mail-in rebates, while others may be packaged together and delivered through program allies and contractors. To the extent possible, Ameren Missouri will attempt to leverage opportunities with both federal and state programs.</p> <p>Ameren Missouri will leverage the CEE to identify efficiency tiers above Energy Star for many products. As appropriate, Ameren Missouri will support these tiers with higher incentives. Depending on specific product parameters, this may provide greater per unit and customer savings and developing and supporting these tiers also helps accelerate future Energy Star specification revisions and code changes.</p>
Eligible Measures & Incentive Strategy	<p>Various end-use cost-effective measures included consist of qualified energy star appliances, power management, water heaters, window air conditioning units, pool pumps, and various building shell measures.</p> <p>Incentive levels will be developed through a formulaic approach determining the necessary payback to move the market. The appropriate incentive level for each measure will bring the payback down to two years. Incentive levels are by no means fixed and will likely change to reflect market conditions and drive the market participation. The incentive values below represent estimated dollar amounts and will be verified by the Implementer at the time of program launch. Furthermore, the measures listed in the table below are aggregated measure categories composed of multiple efficient technologies. For example, the “Setback thermostat” is a combination of a full setback and also a moderate setback thermostat.</p>

<p>Implementation Strategy</p>	<p>The Company will deliver this program and the products incorporated via a mail-in rebate mechanism. Customers will purchase program qualified products at participating retailers or have building shell measures installed through program allies and contractors. Their next step will be filling out the required rebate/incentive form which can either be downloaded via Ameren Missouri’s ActOnEnergy website or at the POP. Once the rebate has been received, it is processed, and a rebate check will be sent to the customer.</p> <p>The Company will be offering a Smart Strip power management device to address the growing consumer electronics market. It is difficult to penetrate the electronics market segment due to fast-paced changes within the industry and high levels of product cannibalization. To address this important category, the Company will work with retailers as well as local home entertainment installers to provide a Smart Strip power management device and educate the customer on the functionality and proper usage of the device – a critical piece to this electronics component.</p>
<p>Program Response to Evolving Markets</p>	<p>Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If through changing market conditions, it is determined by the program that a measure or incentive program will no longer provide appropriate cost effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.</p>

<p>Marketing Strategy</p>	<p>The Company and its implementation contractors will continue to follow a multi-faceted approach to marketing highly efficient appliances, electronics and products with an emphasis on Energy Star. In addition to direct advertising targeted at residential customers, the Company expects to leverage national Energy Star marketing campaigns and to work collaboratively with industry partners and trade allies at all levels of the retail supply chain.</p> <p>Among the specific marketing activities targeting residential customers are the following:</p> <ul style="list-style-type: none"> <li>• Retail marketing and POP displays</li> <li>• TV, radio, print. Billboard advertising</li> <li>• The Company Act On Energy Website</li> <li>• Leveraging marketing budgets through cooperative promotions with retailers, distributors, contractors, and manufacturers including special events at retail stores and in communities</li> <li>• Training and supporting retail sales staffs so they are able to tell customers about the benefits of Energy Star appliances and products and to help customers choose the best products to meet their needs.</li> <li>• Utilize the knowledge and experience of the contractor trade ally network to promote the installation of high-efficiency products and educate the customer on energy efficiency.</li> <li>• Train and educate retail entertainment installation staff on proper usage, benefits, and cautions of Smart Power Strips.</li> </ul>
<p>EM&amp;V Requirements</p>	<p>A third-party evaluation contractor will be responsible for evaluation, measurement and verification of program performance. On an annual basis, the evaluation contractor will verify the number of installations to assess ex-ante gross program energy and demand savings impacts. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols from the TRM to report annual ex-post net program and portfolio energy and impact savings.</p> <p>The evaluation contractor will conduct an ex-post net savings impact analysis the first year of the program cycle to recommend revised savings values for consideration when updating the TRM for the next three-year planning cycle. The contractor will conduct a balanced approach for calculating net-to-gross including free ridership, participant spillover, nonparticipant spillover, and market effects while minimizing customer survey bias.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database, program logic model, and marketing reviews.</p>

Program Design Flexibility	<p>There are competing factors impacting energy savings year over year such that it is imprudent to estimate DSM portfolio energy savings for 2016 in 2013, which is when these program templates were designed in order to meet a 4th Quarter 2014 MEEIA regulatory filing date. The following issues require Ameren Missouri, stakeholders and the Commission to re-think the issue of how to address 3-year DSM program implementation planning flexibility from plan filing to plan implementation.</p> <ul style="list-style-type: none"> <li>• The convergence of prior successful Ameren Missouri DSM programs moving the market baselines for many energy efficiency measures coupled with federal intervention in the form of ever increasing appliance efficiency standards and building codes</li> <li>• Ever changing primary EM&amp;V data collection and ensuing changes in energy efficiency incremental energy consumption</li> <li>• Speed of technological innovation</li> <li>• Changes in DSM program structure and delivery in a smarter grid environment</li> <li>• Regulatory policy issues that could, among other things, change the definitions of demand-side programs to include distributed generation, electric vehicles and electro technologies that may result in lower overall greenhouse gas emissions, lower customer energy intensities, and lower energy costs</li> </ul> <p>In its MEEIA Cycle 2 filing Ameren Missouri will propose a regulatory framework with flexibility for program changes to address these issues for MEEIA Cycle 2.</p>
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Estimated Participation	Estimated Net Annual Installations				
	End-Use	2016	2017	2018	3 Year Total*
	Building Shell RES	2,250	581	2,163	4,994
	Cooling RES	761	570	732	2,063
	HVAC RES	1,633	884	1,589	4,106
	Miscellaneous RES	12,097	2,342	17,443	31,882
	Motors BUS	86	71	110	267
	Pool Spa RES	86	71	110	267
	Refrigeration RES	304	228	293	825
	Water Heating RES	6,055	1,173	8,728	15,957
<b>Total</b>	<b>23,272</b>	<b>5,920</b>	<b>31,167</b>	<b>60,359</b>	
*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program					

Estimated Budget	Estimated Annual Budget				
		2016	2017	2018	3 Year Total
	<b>Incentive*</b>	\$ 1,042,908	\$ 347,510	\$ 1,093,498	\$ 2,483,916
	<b>Admin Costs</b>	\$ 879,130	\$ 781,021	\$ 859,252	\$ 2,519,403
	<b>Total Costs</b>	<b>\$ 1,922,039</b>	<b>\$ 1,128,531</b>	<b>\$ 1,952,749</b>	<b>\$ 5,003,319</b>
*incentive received by customer					

Savings Targets	<b>Estimated Annual Net Energy Savings at Meter</b>				
		<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total*</b>
	<b>kWh Savings</b>	<b>5,686,091</b>	<b>1,857,083</b>	<b>6,736,657</b>	<b>14,279,831</b>
<p>*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of program.</p>					
Cost- effectiveness	<b>3 Yr Program Cost-Effectiveness (2016-2018)</b>				
	<b>Program</b>	<b>TRC</b>	<b>UCT</b>	<b>PCT</b>	<b>RIM*</b>
	Residential Efficient Products	1.48	2.47	2.66	0.80
<p>*represents net fuel</p>					

<b>PROGRAM</b>	<b>Residential HVAC Program</b>
<b>Objective</b>	Obtain energy and demand savings through improvement in the operating performance of existing residential cooling units or replacement of central AC units and heat pumps.
<b>Target Market</b>	Residential customers with central AC units or heat pumps.
<b>Program Duration</b>	January 2016 – December 2018
<b>Program Description</b>	<p>This program covers virtually every aspect of air conditioners and heat pumps including commissioning and retro-commissioning, rated unit efficiency, actual unit efficiency, duct system efficiency, retrofit and replacement upgrades.</p> <p>Second, it provides marketing concepts that, when successful, can be used for other programs in the Company's service area. Unlike the typical "shot-gun" approach, the marketing plan will target the best opportunities for participation. The Company will review the possibility of utilizing a more targeted marketing approach potentially containing multiple data sets including billing, census, and county/municipality data.</p> <p>The Residential HVAC program improves the efficiency of new and existing central air conditioning systems, including heat pumps, by replacing legacy cooling systems within the home. The baseline efficiency conditions for new and replacement cooling systems are applicable federal equipment standards and applicable building codes. Air conditioning systems are typically oversized relative to the cooling load and are usually not operating at manufacturer's specifications at install. The baseline conditions for existing air conditioning systems usually include improper refrigerant charge and airflow across the coils and leaky ducts. In many cases, ducts are undersized.</p>
<b>Eligible Measures &amp; Incentive Strategy</b>	The measure table below contains one measure category that is comprised of multiple measures. Consequently, measure savings, costs, participation, measure mix, and incentive dollars reflected below are a blend of multiple measure data and may not be representative of the values used in the implementation of the program. More refined data will be provided after the measures have been vetted through the implementation team.

<p>Implementation Strategy</p>	<p>The Company will hire a Contractor to implement this program. The contractor will provide the necessary services to effectively implement the program and obtain the energy savings goals outlined in the Plan while adhering to the budgetary constraints identified by the Company. Key implementation aspects include:</p> <ul style="list-style-type: none"> <li>• Targeted marketing approach for contractor recruitment and training. Developing a consistent and robust educational component will help deliver an effective program. Training will commence once contractors enter into the participation agreement.</li> <li>• Specific areas of training include measure testing protocols for the required test equipment, calibration requirements, procedures for various conditions, and acceptable tolerances. For equipment, the protocols will specify efficiency standards and other elements such as a matching indoor and outdoor coil requirement for new air conditioning equipment.</li> <li>• Once contractors are trained, they can utilize the techniques and incentives provided by the Company to improve sales of highly efficient HVAC equipment and effectively diagnose and improve existing system inefficiencies. Ameren Missouri will provide incentives to encourage sales of energy efficient products and for properly installed HVAC energy saving upgrades.</li> </ul> <p>The program will employ the implementation contractor’s preferred protocols to verify refrigerant charge and airflow optimization and quality installs. This process has a few key components:</p> <ol style="list-style-type: none"> <li>1. Units will be qualified for early replacement based on unit nameplate efficiency. <i>This step provides the technician with the information they need to initiate the sale of a new high efficiency unit immediately, while they are still at the jobsite.</i></li> <li>2. Replacement systems are commissioned using the implementation contractor’s preferred protocol. <i>This step verifies the rated efficiency of the new system, and that it is properly installed and operating. This closes the loop in documenting the energy savings delivered by the replacement.</i></li> </ol> <p>Once the replacement or tune up has been completed an informational package will be mailed to the customer. This package will certify the results, provide educational literature describing efficiency maintenance and benefits, and seek the completion of a satisfaction survey.</p>
<p>Program Response to Evolving Markets</p>	<p>Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If through changing market conditions, it is determined by the program that a measure or incentive program will no longer provide appropriate cost effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.</p>

<p>Marketing Strategy</p>	<p>Marketing to customers must help to overcome barriers to their participation, especially a) lack of awareness, understanding, or trust of the new measures, b) lack of awareness and trust as to whom in the market can provide the new measures, and c) higher first costs. Program messaging will be designed to address the lack of awareness regarding the optimal performance of HVAC equipment and the benefits of high efficiency new equipment. The following methods will be employed to maximize customer attention, receptivity, and action.</p> <ul style="list-style-type: none"> <li>• If deemed feasible and within the budget, the Contractor will analyze utility customer usage data, weather data, and demographic data to target the 10-15% of Ameren Missouri residential customers who are most likely to have inefficient heating and cooling systems. Utilizing this data, the Contractor will send targeted direct mail to these customers identifying potential HVAC improvements tailored to their specific situation as defined by the data analysis.</li> <li>• Contractor co-op advertising. The Contractor will work with HVAC contractors to target their existing customers and to prospect for new customers. The Contractor will work with the HVAC contractor community to identify existing customers that may qualify for the program as well as assistance on developing a new client base.</li> <li>• Program collateral. The program will develop marketing collateral to support all aspects of the program, especially materials for customers and contractors.</li> <li>• Post-service materials will be used to inform the customer of system performance and provide opportunities for the company to cross-sell other efficiency programs.</li> </ul> <p>Contractor training will not only provide avenues to improve the qualified installation/retrofit community of HVAC professionals, but also provide information and education on Ameren Missouri’s portfolio of residential energy efficiency programs.</p>
<p>EM&amp;V Requirements</p>	<p>A third-party evaluation contractor will be responsible for evaluation, measurement and verification of program performance. On an annual basis, the evaluation contractor will verify the number of installations to assess ex-ante gross program energy and demand savings impacts. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols from the TRM to report annual ex-post net program and portfolio energy and impact savings.</p> <p>The evaluation contractor will conduct an ex-post net savings impact analysis the first year of the program cycle to recommend revised savings values for consideration when updating the TRM for the next three-year planning cycle. The contractor will conduct a balanced approach for calculating net-to-gross including free ridership, participant spillover, nonparticipant spillover, and market effects while minimizing customer survey bias.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database, program logic model, and marketing reviews.</p>

Program Design Flexibility	<p>There are competing factors impacting energy savings year over year such that it is imprudent to estimate DSM portfolio energy savings for 2016 in 2013, which is when these program templates were designed in order to meet a 4th Quarter 2014 MEEIA regulatory filing date. The convergence of prior successful Ameren Missouri DSM programs moving the market baselines for many energy efficiency measures coupled with federal intervention in the form of ever increasing appliance efficiency standards and building codes is a challenge. There is the issue with ever changing primary EM&amp;V data collection and ensuing changes in energy efficiency incremental energy consumption. There are the issues of the speed of technological innovation and changes in DSM program structure and delivery in a smarter grid environment. There are regulatory policy issues that could, among other things, change the definitions of demand-side programs to include distributed generation, electric vehicles and electro technologies that may result in lower overall greenhouse gas emissions and lower customer energy intensities and energy costs. These types of issues require Ameren Missouri, stakeholders and the Commission to re-think the issue of how to address 3-year DSM program implementation planning flexibility from plan filing to plan implementation. Ameren Missouri has proposed a regulatory framework to make program changes for MEEIA Cycle 2 in its MEEIA Cycle 2 filing.</p>				
Estimated Participation	<b>Estimated Net Annual Installations</b>				
	<b>End-Use</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total*</b>
	Cooling RES	1	1	1	2
	HVAC RES	11,188	7,807	9,677	<b>28,673</b>
	<b>Total</b>	<b>11,189</b>	<b>7,808</b>	<b>9,678</b>	<b>28,675</b>
	<p>*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of the program</p>				
Estimated Budget	<b>Estimated Annual Budget</b>				
		<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total</b>
	<b>Incentive*</b>	\$ 3,469,839	\$ 2,469,716	\$ 3,122,383	<b>\$ 9,061,938</b>
	<b>Admin</b>	\$ 3,825,239	\$ 3,681,297	\$ 3,747,337	<b>\$ 11,253,873</b>
	<b>Total</b>	<b>\$ 7,295,078</b>	<b>\$ 6,151,013</b>	<b>\$ 6,869,720</b>	<b>\$ 20,315,811</b>
	<p>* incentive received by customer</p>				
Savings Targets	<b>Estimated Annual Net Energy Savings at Meter</b>				
		<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>3 Year Total*</b>
	<b>kWh Savings</b>	<b>19,884,077</b>	<b>13,875,317</b>	<b>17,198,157</b>	<b>50,957,551</b>
	<p>*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of program.</p>				
Cost-effectiveness	<b>3 Yr Program Cost-Effectiveness (2016-2018)</b>				
	<b>Program</b>	<b>TRC</b>	<b>UCT</b>	<b>PCT</b>	<b>RIM*</b>
	Residential HVAC	1.45	2.25	3.51	0.63
	<p>*represents net fuel</p>				

<b>PROGRAM</b>	<b>Residential Lighting Program</b>
<b>Objective</b>	Increase sales and awareness of ENERGY STAR® qualified lighting products
<b>Target Market</b>	The target market will be local and national lighting retailers including but not limited to Family Dollar, Dollar Tree, Schnucks, Home Depot, Lowe’s, Sam’s Club, and Costco. This target market will continue to leverage existing program partners (retailers and hardware stores) but also attempt to expand to include more local retailers and hardware stores. Ameren Missouri (Company) will also offer an online store to ensure availability to customers who do not have a retailer near their location.
<b>Program Duration</b>	January 2016 – December 2018
<b>Program Description</b>	The program will be run through Implementer and their subcontractors with significant experience in markdown and rebate processing and working with national and local retail outlets. The contractor will offer incentives to retail partners to increase sales of qualified lighting. Through these incentives, the end-user receives a discount on the price of highly efficient, ENERGY STAR or better, qualified lighting products. There will be an emphasis on training the retail outlet sales staff to discuss the benefits of efficient lighting as well as increased Point of Purchase (POP) marketing materials to increase consumer awareness.
<b>Eligible Measures &amp; Incentive Strategy</b>	Mark-downs are price reductions offered by retailers to increase sales of a specific product. The goal of the mark-down is to develop a cost reduction, making the lighting product more appealing to the consumer while at the same time creating an opportunity to educate consumers on the benefits, applications, emerging technologies like LEDs and even proper disposal of CFLs. Instant rebate forms will be available at Retailer locations where point of sale technology is not available. Each Participant will receive a rebate as an instant credit at check out from the Retailer.

Implementation  
Strategy

The Company will hire a Contractor to implement this program. The contractor will provide the necessary services to effectively implement the program and obtain the energy savings goals outlined in the Plan while adhering to the budgetary constraints identified by the Company. Key implementation aspects include:

- Create marketing material leveraging the Company's brand image, including coupons, POP marketing materials, and other materials to be used to support the sales staff.
- Rebate processing and coupon collection and payment.
- A tracking system database will be developed to collect and monitor sales data from the field, segmented by retail partner, geographical locations, and sales volume. The database will have components to track field work as well, identifying stores visited, marketing materials left at store, and retailer feedback among other items. All data should be transparent and the Company will have access to this tracking system at its discretion.
- Develop reports to display the program's progress in relation to meeting budgets and savings goals on a regular basis. There will be other reporting which will identify operational details on progress with field representatives. Quarterly and annual reporting summarizing program milestones and achievements will be provided to the Company for review and to inform program redesign.
- The contractor will hire, train, and develop field representatives to educate and monitor retail outlet partners. These field representatives will be responsible for delivering marketing materials, training the retailers' sales staff, and reporting their findings.
- Potential to offer instant rebate coupon program depending on level of sales and budget availability. If it is needed or desired by the Company (in coordination with recommendations from the contractor) that a coupon program will help meet the required savings goals, provisions will be made to deliver this program. Coupons will be made available for customers to receive instant dollars off their purchase at the point of sale.

Additionally, an online store will be available to those customers who either cannot find a local retailer in their area or are more prone to purchase products online.

<p>Program Response to Evolving Markets</p>	<p>Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If through changing market conditions, it is determined by the program that a measure or incentive program will no longer provide appropriate cost effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.</p>
<p>Marketing Strategy</p>	<p>The primary marketing efforts will be separated into customer awareness and also sales staff education. Recruitment of retail partners will be critical to the success of this program. Identifying the benefits of providing more efficient lighting products to customers as well as outlining the corresponding incentives will help to build the retail trade ally network. Various marketing materials will be delivered to the participating retail stores to inform end-use customers about efficient lighting. These materials include but are not limited to: POP Materials (hang tags, stickers, etc.) Lighting clinics and events at retailers Co-op advertising Coupons Print, radio, television commercials Web placement Billboards</p> <p>The second component of the marketing will consist of training and educating the sales staff on effectively promoting and endorsing ENERGY STAR or other high efficiency lighting products. Field representatives will deliver marketing materials to staff, train and educate the sales staff surrounding the ENERGY STAR brand and its benefits, and provide a point of contact for retail partners to ask questions and receive any further clarification as needed. One item each retailer will receive is a retailer training manual. This manual will outline various sales techniques, identify benefits of ENERGY STAR and other high efficiency lighting products, and inform the staff on the program procedures and inner workings. This manual will serve as the cornerstone in retailer training.</p>

<p>EM&amp;V Requirements</p>	<p>A third-party evaluation contractor will be responsible for evaluation, measurement and verification of program performance. On an annual basis, the evaluation contractor will verify the number of installations to assess ex-ante gross program energy and demand savings impacts. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols from the TRM to report annual ex-post net program and portfolio energy and impact savings.</p> <p>The evaluation contractor will conduct an ex-post net savings impact analysis the first year of the program cycle to recommend revised savings values for consideration when updating the TRM for the next three-year planning cycle. The contractor will conduct a balanced approach for calculating net-to-gross including free ridership, participant spillover, nonparticipant spillover, and market effects while minimizing customer survey bias.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database, program logic model, and marketing reviews.</p>															
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Lighting RES	562,599	518,544	660,664	1,741,807												

Estimated Budget	Estimated Annual Budget				
		2016	2017	2018	3 Year Total
	<b>Incentive*</b>	\$ 2,923,146	\$ 2,783,549	\$ 3,650,851	\$ 9,357,546
	<b>Admin Costs</b>	\$ 1,924,688	\$ 1,909,365	\$ 2,007,718	\$ 5,841,772
	<b>Total Costs</b>	<b>\$ 4,847,835</b>	<b>\$ 4,692,914</b>	<b>\$ 5,658,569</b>	<b>\$ 15,199,318</b>
*incentive received by customer					
Savings Targets	Estimated Annual Net Energy Savings at Meter				
		2016	2017	2018	3 Year Total*
	<b>kWh Savings</b>	<b>20,233,607</b>	<b>18,345,250</b>	<b>22,928,268</b>	<b>61,507,126</b>
	*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of program.				
Cost-effectiveness	3 Year Program Cost-Effectiveness (2016-2018)				
	Program	TRC	UCT	PCT	RIM*
	Residential Lighting	1.24	1.24	1,079.56	0.39
*represents net fuel					

<b>PROGRAM</b>	<b>Residential Low Income Program</b>
Objective	The objective of this program is to deliver long-term energy savings and bill reductions to low-income customers. This will be achieved through education, a variety of cost-effective measures, including direct installation measures.
Target Market	The program will target low-income residential customers within the Company's service territory. For this program, low-income is defined as below 200% of Federal poverty level. This definition is subject to change depending on funding and federal requirements. The target market is residential communities consisting of single family and apartment buildings, and multifamily building owners, managers, operators, and developers of properties with dwelling units (DUs) of three (3) or more in buildings participating in one or more of the federally subsidized housing programs: HUD, USDA and Public Housing. The low income tenants are the direct beneficiaries of the direct installed measures.
Program Duration	January 2016 – December 2018

<p>Program Description</p>	<p>The Program will directly install measures in program-eligible rental DU in multifamily residential buildings, with potential to increase program coverage to duplexes and single family detached homes. Measures shall be installed by a subcontractor in compliance with Program requirements.</p> <p>The Program will conduct group, and when necessary, individual educational meetings with income-qualified multifamily building tenants and single family residents to prepare them for the use of the installed measures. Educational meetings will explain the purpose of the Program and provide opportunities for tenants and single family residents to learn about energy efficiency and offer feedback to the Company and the Program.</p> <p>Properties participating in the Low Income Program may have the option to implement measures through the Business Standard Program in common areas (as applicable) and to meet any code requirements for occupancy.</p> <p>Incentives under this program will only be provided toward income qualified dwelling units. Measures installed through the Low Income program are not eligible for Incentives through any of the Company’s other Energy Efficiency programs.</p> <p>The Program would include the direct installation of various measures including, but not limited to:</p> <ul style="list-style-type: none"> <li>• CFL and LED installations</li> <li>• Low Flow Faucet aerators</li> <li>• Low Flow Showerheads</li> <li>• Electric Domestic Hot water pipe wrap</li> <li>• Electric Domestic Hot Water tank wrap</li> <li>• Programmable thermostat installation</li> <li>• Energy Star Room AC or Thru-the-wall unit</li> <li>• Energy Star Refrigerators (manufactured in 2001 or prior)</li> <li>• HVAC Tune-up and Charge correction</li> </ul> <p>* Note: “Replace” includes:</p> <ol style="list-style-type: none"> <li>1. Removal, decommissioning, recycling and disposal of the existing item for which the energy efficiency measures (EEMs) will substitute and</li> <li>2. Acquisition and functioning installation of the new EEMs complete with all accessories and appurtenances required for its intended use and safe operation.</li> </ol>
<p>Eligible Measures &amp; Incentive Strategy</p>	<p>The eligible measures and corresponding savings and incentive levels reflect best estimates at the time of this plan’s creation and are subject to change as the market dictates. The incentives reflect the full incremental cost as all of the measures will be directly installed in the customer’s premise.</p> <p>The measure will consist of cost-effective measures associated with the following end-use categories: building shell, cooling, HVAC, lighting, refrigeration, water heating and etc. More refined data will be provided after the measures have been vetted through the implementation team.</p>

**Implementation Strategy**

The Program will provide incentives for the direct install of Program-specified measures in Program-eligible DUs in multifamily residential buildings and single family low income homes (includes duplexes). Program-listed EEMs shall be furnished and installed, in compliance with Program requirements, by program qualified contractors. The Program will be run through a contractor or Company management staff. The program participants are comprised of owners, operators, managers, developers and re-developers of program-eligible multifamily residential properties.

An initial outreach effort will be the primary component of this program. The Contractor will identify income qualified buildings/units, develop marketing materials suitable for this market segment, solicit building owners and managers directly, and finally meet with decision makers, in person, to identify opportunities.

Once a property has signed up to participate in the program, the Contractor will initiate a communication campaign to inform and educate building tenants about the energy efficiency improvements being implemented in their units. A pre-install letter will be mailed or given to each tenant to explain the program and to provide a schedule for the group tenant education meeting and measures installation as well as Company contact information.

An on-site group tenant education meeting will be scheduled to educate tenants on the measures and additional steps tenants can take to manage their energy usage. Yard signs and banners will be placed at the primary entrances to the building and door hangers will be placed on each resident's door.

The day of the installation, subcontractors will be deployed to install the approved measures and to conduct one-on-one tenant education for the residents not present at the group tenant education meeting. Three (3) business days following installation, each resident will be mailed or given a post-installation letter which includes a Thermostat Quick Reference Guide and Energy Savings Tips Guide.

The Company will monitor installations. The first set of projects performed by a subcontractor would be site-verified, with random site verifications thereafter to ensure that installations are being performed properly and that equipment is being installed as reported.

Program Response to Evolving Markets	<p>Due to the unpredictable nature of the market place, Ameren Missouri and its contractors will maintain flexibility within the program. Various market factors including new codes and standards, energy legislation, and consumer attitudinal shifts will affect the measure mix and program delivery strategy. Ameren Missouri will alter incentive levels and measure participation as necessary to ensure program success through achievement of energy savings goals. If through changing market conditions, it is determined by the program that a measure or incentive program will no longer provide appropriate cost effective energy savings, Ameren Missouri will take the necessary steps to withdraw the measure or incentive program from the market.</p>
Marketing Strategy	<p>The Program will use marketing communications appropriate to the distinct needs of the Low Income market.</p> <p><b>Program Objectives:</b></p> <ul style="list-style-type: none"> <li>• Create awareness and understanding of the Program, its benefits, its sponsor, among occupants of participating properties.</li> <li>• Provide general background material on and specific suggestions and learning opportunities to tenants for improving their home's energy efficiency.</li> </ul> <p>Marketing materials will be developed for both property owners and property tenants. This will include:</p> <p>For building owners, managers and Program Partners:</p> <ul style="list-style-type: none"> <li>• Sales "kit" folder to include: <ul style="list-style-type: none"> <li>○ Program overview brochure.</li> <li>○ Program application.</li> <li>○ Sell sheet/flyer showing program marketing collateral available including banner, door hangtag, yard sign and window cling.</li> <li>○ Pre- and post-install tenant letter samples</li> <li>○ Building specific flyers depicting statistics and cost savings when applicable.</li> <li>○ Online program overview on Ameren Missouri website.</li> </ul> </li> </ul> <p>For building tenants/residents:</p> <ul style="list-style-type: none"> <li>• On-site signage and pre-install letter templates announcing/advertising the energy efficient upgrades being installed.</li> <li>• Doorknob hangtags with fill-in-the-blank areas for building owners to write in day of install and items being installed.</li> <li>• Online program overview on Ameren Missouri.</li> </ul>

<p>EM&amp;V Requirements</p>	<p>A third-party evaluation contractor will be responsible for evaluation, measurement and verification of program performance. On an annual basis, the evaluation contractor will verify the number of installations to assess ex-ante gross program energy and demand savings impacts. The evaluation contractor will utilize predetermined, agreed upon deemed measure level savings values and protocols from the TRM to report annual ex-post net program and portfolio energy and impact savings.</p> <p>The evaluation contractor will conduct an ex-post net savings impact analysis the first year of the program cycle to recommend revised savings values for consideration when updating the TRM for the next three-year planning cycle. The contractor will conduct a balanced approach for calculating net-to-gross including free ridership, participant spillover, nonparticipant spillover, and market effects while minimizing customer survey bias.</p> <p>A process evaluation will be conducted annually to identify strategies that have been successful and also identify improvement opportunities. The evaluation contractors will use best practice methodologies when conducting process evaluations including, but not limited to, stakeholder interviews, customer surveys, program ally interviews, and database, program logic model, and marketing reviews.</p> <p>The evaluator will also conduct a payment analysis to determine the impact of the program on customer bill payment patterns, arrearages, and disconnects.</p>
<p>Program Design Flexibility</p>	<p>There are competing factors impacting energy savings year over year such that it is imprudent to estimate DSM portfolio energy savings for 2016 in 2013, which is when these program templates were designed in order to meet a 4th Quarter 2014 MEEIA regulatory filing date. The following issues require Ameren Missouri, stakeholders and the Commission to re-think the issue of how to address 3-year DSM program implementation planning flexibility from plan filing to plan implementation.</p> <ul style="list-style-type: none"> <li>• The convergence of prior successful Ameren Missouri DSM programs moving the market baselines for many energy efficiency measures coupled with federal intervention in the form of ever increasing appliance efficiency standards and building codes</li> <li>• Ever changing primary EM&amp;V data collection and ensuing changes in energy efficiency incremental energy consumption</li> <li>• Speed of technological innovation</li> <li>• Changes in DSM program structure and delivery in a smarter grid environment</li> <li>• Regulatory policy issues that could, among other things, change the definitions of demand-side programs to include distributed generation, electric vehicles and electro technologies that may result in lower overall greenhouse gas emissions, lower customer energy intensities, and lower energy costs</li> </ul> <p>In its MEEIA Cycle 2 filing Ameren Missouri will propose a regulatory framework with flexibility for program changes to address these issues for MEEIA Cycle 2.</p>

Estimated Participation	Estimated Net Annual Installations				
	End-Use	2016	2017	2018	3 Year Total*
	Cooling RES	568	351	504	1,423
	HVAC RES	2,210	1,387	1,977	5,574
	Lighting RES	14,261	17,282	26,017	57,560
	Refrigeration RES	2,318	1,497	2,201	6,016
	Water Heating RES	15,441	9,852	15,229	40,522
	<b>Total</b>	<b>34,799</b>	<b>30,368</b>	<b>45,928</b>	<b>111,095</b>
*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of program.					
Estimated Budget	Estimated Annual Budget				
		2016	2017	2018	3 Year Total
	<b>Incentive*</b>	\$ 1,240,182	\$ 915,252	\$ 1,380,194	\$ 3,535,628
	<b>Admin</b>	\$ 1,105,574	\$ 1,070,637	\$ 1,107,876	\$ 3,284,088
	<b>Total</b>	<b>\$ 2,345,756</b>	<b>\$ 1,985,889</b>	<b>\$ 2,488,070</b>	<b>\$ 6,819,716</b>
* incentive received by customer					
Savings Targets	Estimated Annual Net Energy Savings at Meter				
		2016	2017	2018	3 Year Total*
	<b>kWh Savings</b>	<b>3,533,008</b>	<b>2,735,488</b>	<b>4,243,673</b>	<b>10,512,168</b>
*3 year total is a realistic target per the Potential Study results. The annual targets per the Potential Study to achieve the 3 year total may be smoothed prior to actual implementation of program.					
Cost-effectiveness	3 Yr Program Cost-Effectiveness (2016-2018)				
	Program	TRC	UCT	PCT	RIM*
	Residential Low Income	0.79	0.81	5.82	0.39
*represents net fuel					