

8. Demand-Side Resources

Highlights

- *Ameren Missouri completed its most comprehensive Demand Side Management (DSM) Potential Study and Market Assessment in 2013. Key components were:*
 - *Energy efficiency potential for the planning period 2016-2034*
 - *Demand response potential*
 - *Distributed generation potential*
 - *Combined heat and power potential*
 - *Demand-side rate potential*
- *Although Demand Response (DR) programs are not cost effective for 2016-2018, Ameren Missouri is considering an innovative pilot DR program to better understand the tolerance customers have for various frequencies and durations of DR events.*
- *Ameren Missouri plans to spend \$148 million from 2016-2018 to achieve 426 GWH of energy savings and 114 MW of peak demand savings*

Ameren Missouri continues to build on its DSM planning, implementation and evaluation performance leadership from MEEIA Cycle 2013 - 2015. Examples of performance leadership include:

- The addition of formal project management processes and procedures
- The addition of a state-of-the art DSM data collection and tracking system
- The addition of a Marketing Manager
- The development of market segmentation strategies to tailor specific DSM messages to specific market segments¹
- The addition of a state-of-the art web-based Technical Reference Manual
- The execution of national best practice EM&V processes and procedures

¹ 4 CSR 240-22.050(1)(A)1 through 3; 4 CSR 240-22.050(3)(B) The market segmentation is discussed further on page 2-4 thru 2-7 in Volume 3 of the Potential Study