

On the Fast Track to EE/DR Resources In... The Show Me State!

Steve Kidwell
VP Regulatory & Legislative Affairs
September 29, 2009

An Early Proud Moment



IT STARTS WITH 

Energy Efficiency is Key to Our Strategy

- Customer Satisfaction
 - Options for dealing with rate increases
 - Trusted energy advisor
- Mitigate Carbon Risk
 - > 80% coal generation
- Delay/reduce need for new baseload plant
 - As long as we can earn from energy efficiency...

A Statewide Effort



Est. Budgets for EE

- 2009: ~ \$45 M (\$7.60 per capita)
- 2010: ~ \$70 M (\$11.90 per capita)

2008 IRP Sets the Stage... And the Goals

- Robust risk analysis
- Carbon price included in avoided cost
- Near-Term: EE/DR (30%)
 - \$900M \$2008 through 2025
- Mid-Term: Renewables (15%)
 - Wind, Methane, Biomass, Small Hydro
- Long-Term: Nuclear (55%)

Priorities

- Residential
 - Market Transformation: First in MO
 - Multifamily Programs
 - Home Performance with Energy Star
- C&I
 - Standard & Custom Incentives
 - New Construction
 - Retrocommissioning
- Peak Power Rebates – All Customers

Delivery Strategy

- Heavily Outsourced Model
 - Prime contractor manages portfolio
 - Mass market & business-to-business
 - 85-90% outsourced
- Emphasis on building retail partner and trade ally networks

Early Results for AmerenUE

Business-to-Business Since April

- 147 Projects
- 12,500 MWH (64% of current target)

Residential Since July

- 53 Retail Partners
- 27% coverage of key zip codes
- 60 multifamily program prospects

2009 Market Potential Analyses

Universe of Possible Measures

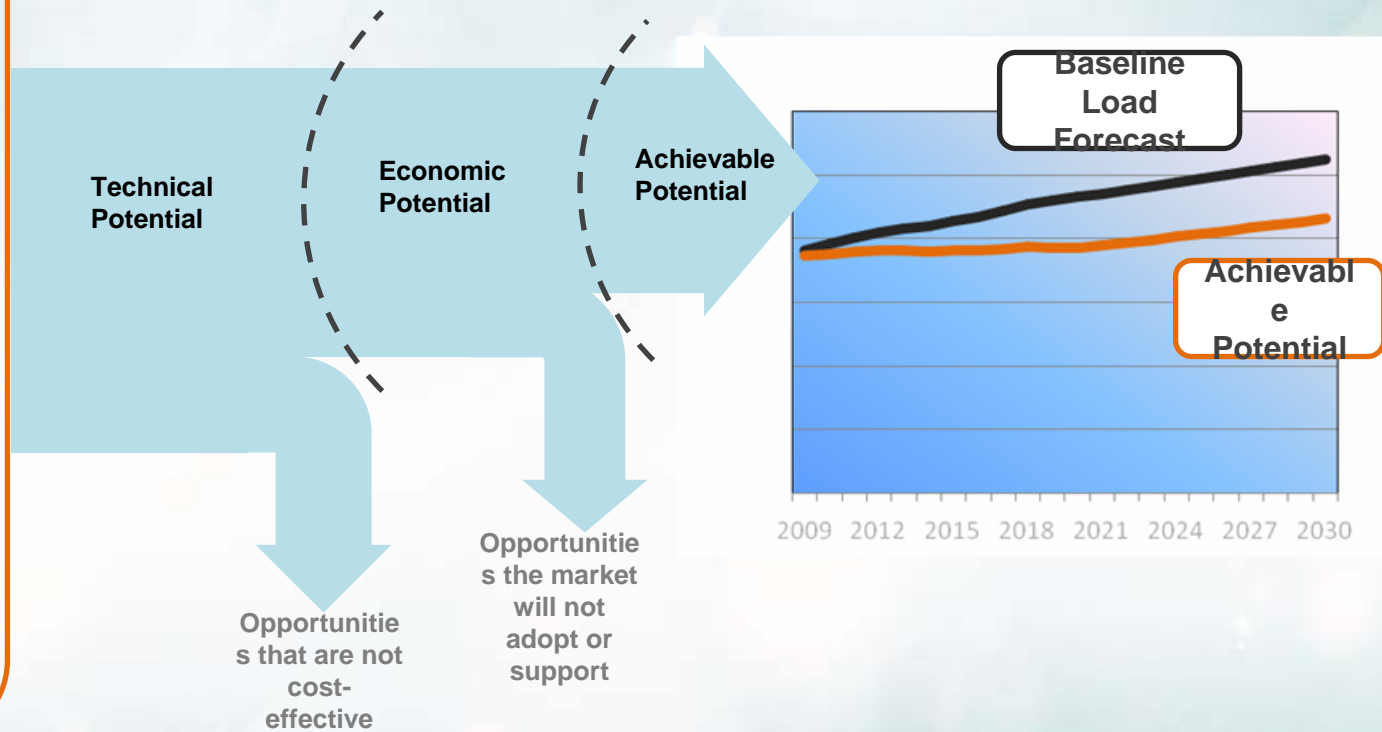
Energy Efficiency



Demand Response



Distributed Generation



Early Lessons

- Get a good baseline ASAP
 - Don't skimp on the analysis
- Heavy outsourcing manages some risks...
 - And creates others
- Get your evaluators involved early
 - During program design
- Don't underestimate communication needs
 - Quarterly stakeholder updates
- Support & challenge relationship managers
 - Key account execs, customer service advisors