

ActOnEnergy[®]

Energy Efficiency

Is Good For Business

Illinois Energy Summit
Oakbrook, Illinois
November 4, 2009

Cheryl Miller
Ameren Illinois Utilities
Business Program Manager



Presentation Overview

- About Act On Energy
- Residential Programs –
Retailers Promote and Sell Energy Efficient Products
- Gas Programs for Small Business
- Electric Projects –
Retailers Saving Real Money

Award Winning Program



platts GLOBALENERGYAWARDS

2009 Finalist

- Platts Global Energy Awards Finalist
 - Finalist for “Energy Efficiency Program of the Year”
 - Winner announced Dec. 3, 2009 in New York
- Chartwell’s “Best Practices Award for Marketing”
 - “far-reaching energy efficiency campaign”
 - Dennis Smith
 - Chartwell Vice President of Research
- More to be announced this month



Who Participates in Act On Energy®

- AmerenCIPS, AmerenCILCO, AmerenIP
- Electric – All Delivery Service Customers
 - Residential
 - Commercial & Industrial
- Gas Customers
 - Residential
 - Small Commercial (Rate GDS-2)



ActOnEnergy®

Retailers Promote and Sell
Energy Efficient Products



Retailers Sell & Promote Lighting Products

Act On Energy Lighting Program –

- 1,140,633 CFLs – Goal to sell before June 1, 2010
- Mark-down program between manufacturer/retailer
- Current retailers include
Home Depot, Sam's Club, Ace Hardware, Menards, True Value, Best Buy, and CVS
- For program participation, please contact:
Jim Poynton, Program Manager – Act On Energy Lighting & Appliance Program
Applied Proactive Technologies, Inc.
9500 Bormet Drive, Suite 104, Mokena, IL 60448
708-478-7599

Retailers Sell & Promote Appliances



Act On Energy Appliance Rebates –

- Mail-In rebates on Energy Star® appliances
 - Dehumidifiers
 - \$25 rebate 2,225 units before June 1, 2010
 - Room Air Conditioner
 - \$35 rebate 6,785 units before June 1, 2010
 - Ceiling Fan with Light Kit
 - \$20 rebate 500 units before June 1, 2010

- Rebate forms available at 384 retailers and also on ActOnEnergy.com

ActOnEnergy®

Gas Programs for
Small Business



Act On Energy – Gas Programs

- Small Business Commercial Kitchen Program (Gas Rate GDS-2)
 - Green Pre-Rinse Spray Valve
 - Free valve
 - \$99.00 retail
 - Saves 493 therms a year
 - Will save customer over \$500
- Furnace/Boiler Replacement
 - Incentives to install new high performance heating equipment



ActOnEnergy®

Electric Projects –
Retailers Saving Real Money





It's Raining Money
for Businesses

ActOnEnergy.com



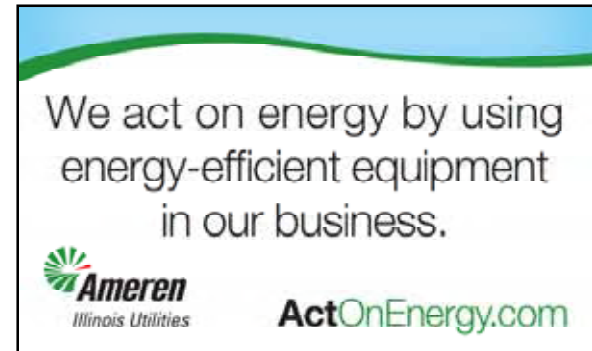
It's Raining Money for Businesses

- Millions of dollars still available for energy-efficiency upgrades
- Eligible projects include
 - Lighting
 - Refrigeration
 - HVAC
 - Motors
 - Custom
 - and more...
- Projects require a capital investment, so is energy-efficiency good for business?

Is Energy Efficiency Good For Business???

- YES!!!
- Use less, spend less
- Decreased energy costs will save money now and in the future
- Gain competitive advantage over wasteful competitors
- Create a “green” reputation with customers and community
- Cost of waiting to upgrade

http://www.energystar.gov/ia/partners/spp_res/NEMA%20Article%20Feb%202009.pdf



Act On Energy Project – Fast Food Restaurant

Lighting

- One project for a fast food restaurant
- Installed energy efficient lighting fixtures
 - High Performance T8
 - LED Exit signs
- Reduced annual energy costs for lighting from \$2,902 to \$1,508
- Saved 11,602 kWhs
 - enough energy to power a home for a year



Act On Energy Project – Fast Food Restaurant

Lighting

- Project cost: \$2,025
- Annual energy savings: \$1,362
- Act On Energy incentive amount: \$580
- % of project covered by incentive: 28.6%
- Project payback: 1.03 years

Act On Energy Project – Convenience Store

Refrigeration

- One store installed energy efficient equipment
 - 11 EC Motors, 1 LED refrigeration case and 1 LED light
- Reduced annual energy costs from \$3,288 to \$893
- Saved 29,928 kWhs
 - enough energy to power almost 3 homes



Act On Energy Project – Convenience Store

Refrigeration

- Project cost: \$5,029
- Annual energy savings: \$2,394
- Act On Energy incentive amount: \$1,039
- % of project covered by incentive: 20.66%
- Project payback: 1.67 years
- Implemented same project in 5 other stores



Act On Energy Projects – Large Supermarket

HVAC

- 1 location submitted HVAC application
- Completed other refrigeration and lighting projects
- Replace two 40 ton AC units
- Will reduce annual energy costs for AC from \$196,598 to \$132,608
- Estimated savings of 799,944 kWhs
 - enough energy to power more than 80 homes a year



Act On Energy Projects – Large Supermarket

HVAC

- Project cost: \$150,000
- Annual energy savings: \$63,990
- Act On Energy incentive amount: \$55,996
- % of project covered by incentive: 37%
- Project payback: 2.34 years



Act On Energy Projects – Large Box Store

Lighting

- 1 of 4 locations that submitted a project in July 2008
- Replaced 672 metal halide fixtures with 672 HP T8 fixtures
- Reduced annual energy costs for lighting from \$162,028 to \$75,731
- Saved 1,078,721 kWhs
 - enough energy to power more than 108 homes a year



Act On Energy Projects – Large Box Store

Lighting

- Project cost: \$141,120
- Annual energy savings: \$86,298
- Act On Energy incentive amount: \$54,978
- % of project covered by incentive: 39%
- Project payback: 1.64 years
- Completed additional six locations before May 31, 2009



How To Get Started

The screenshot shows the ActOnEnergy website interface. At the top left is the ActOnEnergy logo. To the right are navigation links: Home | Contact Us | About Us, followed by social media icons for Twitter and Facebook. A search bar with a 'Go' button is positioned below these links. The Ameren Illinois Utilities logo is in the top right corner. A horizontal menu below the search bar includes: FOR MY HOME, FOR MY BUSINESS (highlighted), FOR CONTRACTORS, NEWS, SAFETY, ABOUT US, and MORE RESOURCES. On the right side of the page, there are icons for 'e-mail' and 'print'. The main content area features a green box with the text: '\$7,000,000 in incentives available for energy efficiency projects. Submit your lighting application [online](#).' Below this, a paragraph explains that programs offer incentives for energy-efficient lighting, heating, and cooling projects. A bulleted list of benefits includes: Reduces energy consumption, Decreases energy costs, Improves worker comfort, Improves productivity, Reduces your carbon footprint, and Decreases the need for additional power plants. A 'Please note' section states that publicly funded organizations must participate through the DCEO program. The 'Current Programs' section includes a sub-section for 'Lighting Incentives' with a small image of a modern building interior and a brief description of the program's purpose.

ActOnEnergy®

Home | Contact Us | About Us

Ameren
Illinois Utilities

FOR MY HOME FOR MY BUSINESS FOR CONTRACTORS NEWS SAFETY ABOUT US MORE RESOURCES

e-mail print

\$7,000,000 in incentives available for energy efficiency projects.
Submit your lighting application [online](#).

Our programs for business customers offer incentives for energy-efficient lighting, heating and cooling system projects, refrigeration, motors and custom projects and process improvements. The purpose of the Act On Energy Program is to:

- Reduces energy consumption
- Decreases energy costs
- Improves worker comfort
- Improves productivity
- Reduces your carbon footprint
- Decreases the need for additional power plants

Please note: Publicly funded organizations, like public schools, must participate through the DCEO program to receive project incentives. Visit their Web site at www.illinoisenergy.org.

Current Programs:

Lighting Incentives

Ameren Illinois Utilities provides pre-calculated incentives to reduce the purchase price of premium, reliable, energy-efficient lighting products. These cash incentives lower the purchase costs of new energy-efficient lighting equipment, but the real savings come as this premium equipment reduces your energy demand and costs

Business Incentive Programs
[Find a Service Provider](#)
[Business Programs FAQ](#)
[Programs for Landlords](#)
[Energy-saving Resources](#)

Determine Your Delivery Service Rate Classification
[Click here for a basic bill breakdown.](#)

Questions?
E-mail
ActOnEnergyBusiness@ameren.com
Call 866-800-0747

How To Get Started

- Learn about Act On Energy Programs
 - ActOnEnergy.com
 - (866) 800-0747
 - ActOnEnergyBusiness@ameren.com
- We'll work with you!
 - Staff of Technical Reviewers with coverage in Ameren Illinois Utilities service territory to assist you
- Use Service Provider Search to locate Program Allies (contractors) who are partners with Act On Energy

ActOnEnergy®

Questions???

