

ENERGY EFFICIENCY MEEIA 2019-21

Residential Energy Efficiency Kits Program

PURPOSE

The objective of the Energy Efficiency Kits Program (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.

AVAILABILITY

The Energy Efficiency Kits Program is available for the Program Period to Residential customers and may be offered through various channels, such as direct mail, secondary education schools, and community based organizations.

PROGRAM PROVISIONS

The Company will hire a Program Administrator to implement this Program. The Program Administrator will provide the necessary services to effectively implement the Program and strive to attain the energy savings targets. The Energy Efficiency Kits Program incorporates various Program Partners, products, incentive mechanisms, and program delivery strategies.

The Company and the Program Administrator will follow a multi-faceted approach to educate Participants and effectuate installation of energy efficient products and actions addressed in the Energy Efficiency Kits. Company will leverage the CEE and others to identify efficiency tiers above ENERGY STAR for additional products. The Program Administrator may partner with other utilities (i.e. gas and water utilities) to create synergies.

ELIGIBLE MEASURES AND INCENTIVES

Energy Efficiency Kits Measures filed in File No. EO-2018-0211 and additional Measures covered by the TRM approved are eligible for Program benefits and Incentives and may be offered for promotion during the Program Period. Additional Program details may be found at AmerenMissouri.com/education.