



**Energy Efficiency**  
PROGRAM

# Ameren Illinois Energy Efficiency Summer Internship Program

Webinar #2

Artwork by Hannah Offutt and Brenda Pagan, members of the Peoria Guild of Black Artists



# Marketing and Communications in the Energy Industry

**Dana Way**

Marketing and Communications Manager

National Energy Foundation



Energy Efficiency  
PROGRAM

# Climate and Equitable Jobs Act (CEJA)

\$380 million per year investment in renewable energy

50% renewable energy by 2040

14,300 megawatts of new solar power by 2030

4,500 megawatts of new wind power by 2030



Energy Efficiency  
PROGRAM

**CEJA**

Public School Carbon-Free Assessment Program

Community-Driven Community Solar

Equity Eligible Contractor Solar



Energy Efficiency  
PROGRAM

# IRA – New Technology Development

## Investment Tax Credit

- Energy Storage
- Microgrid Controllers
- Fuel Cells
- Geothermal Energy: Heat Pumps
- Microturbines
- Interconnection Costs

## Production Tax Credit

- Biomass
- Landfill Gas
- Hydroelectric
- Marine
- Hydrokinetic



Energy Efficiency  
PROGRAM

# The Transition to the Smart Grid

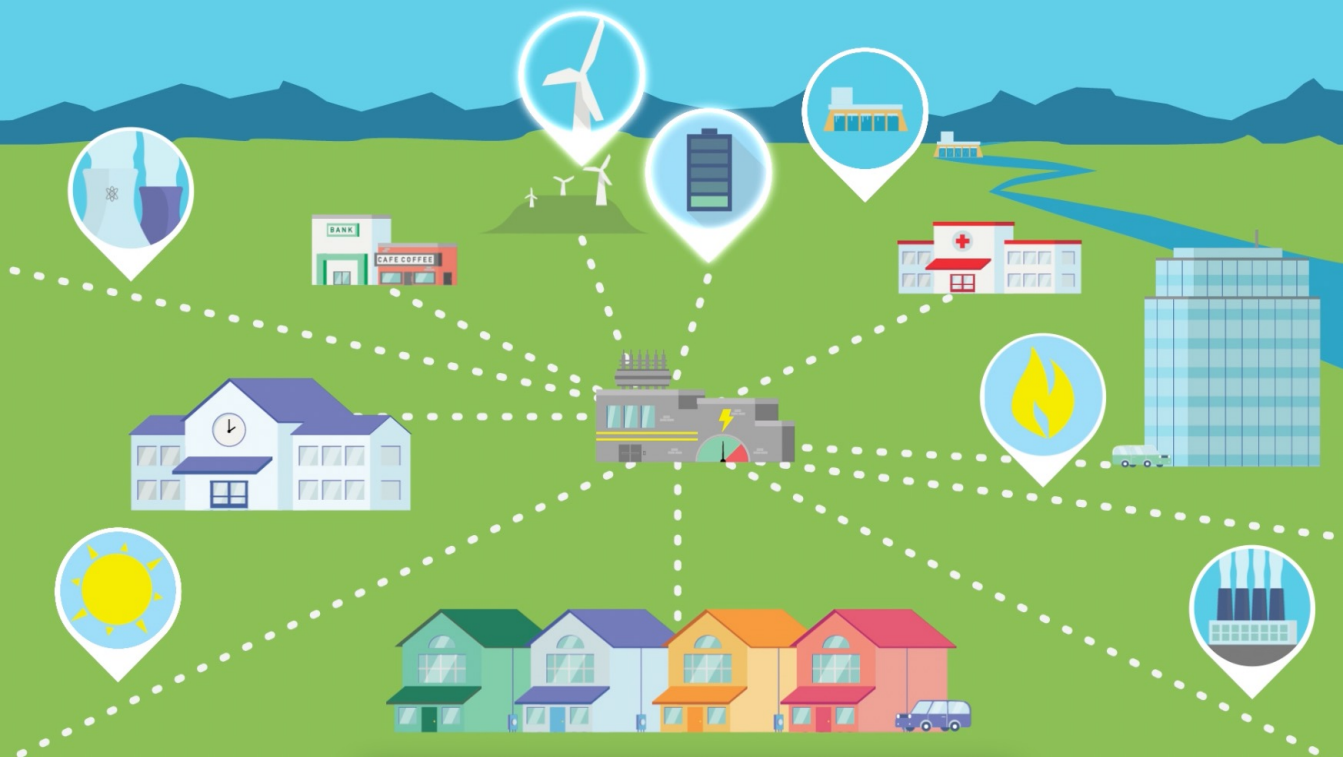


Energy Efficiency  
PROGRAM

Artwork by Chantell Marlow, member of the Peoria Guild of Black Artists



# The Smart Grid



Energy Efficiency  
PROGRAM

# Smart Grid Technology



**On Your Property**  
Smart meters



**On the Grid**  
Automated switches and sensors  
Voltage optimization



**Training Center**  
Ability to test new advances in  
grid and metering technology



**Energy Efficiency**  
PROGRAM



# Artificial Intelligence (AI)

- **Drones:** increase reliability and security of the grid.
- **Distributed Energy Resources:** solar and battery storage.
- **Customer Engagement:** improved customer engagement.
- **Compliance:** improved regulatory compliance.



# The Technology Applications Center (TAC)



Energy Efficiency  
PROGRAM



# The Transition to the Smart Technology



Energy Efficiency  
PROGRAM

Artwork by Alexander Martin, member of the Peoria Guild of Black Artists

# Examples of Smart Home Technology

<b>Technologies</b>	<b>Advantages</b>
Smart thermostats, LED bulbs	Brightness adjusted when needed
refrigerators	



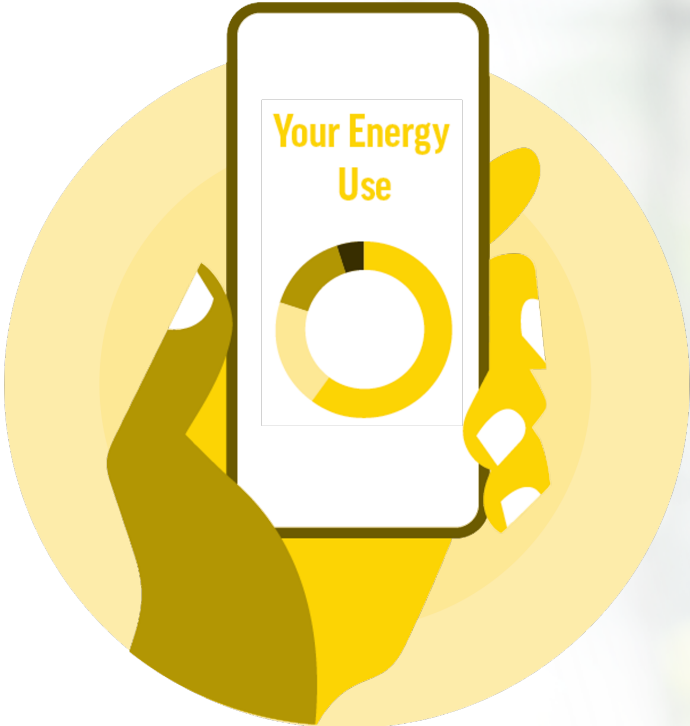
Energy Efficiency  
PROGRAM

# Smart Home Technology

- Apps
  - Control or schedule products
  - Adjust energy use
- Devices
  - Thermostats
  - Plugs and power strips
  - Lights and switches
- Appliances
  - Refrigerators
  - HVAC
  - Washer/Dryer



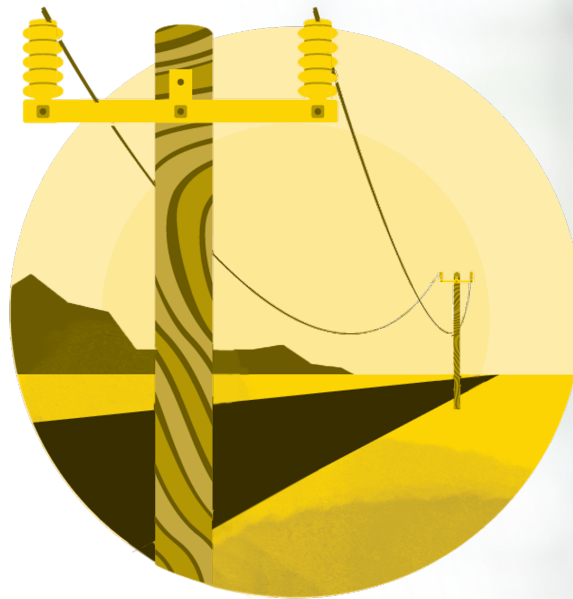
# Smart Meters



Energy Efficiency  
PROGRAM



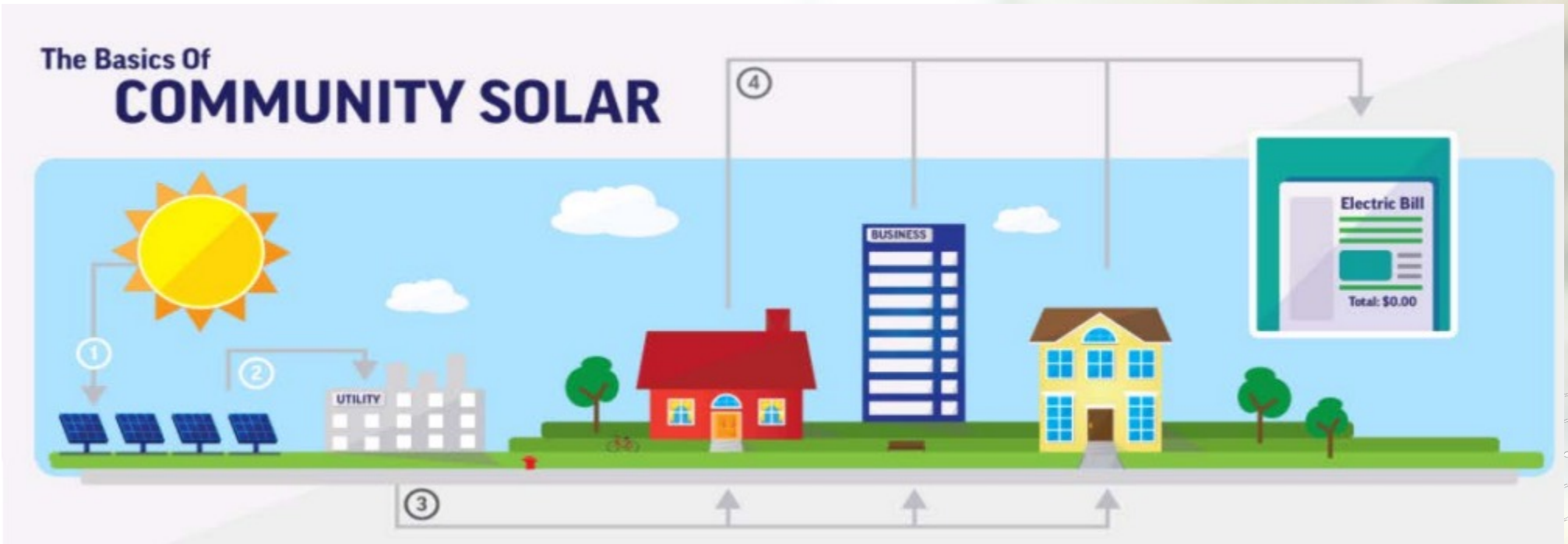
# Voltage Optimization



Energy Efficiency  
PROGRAM



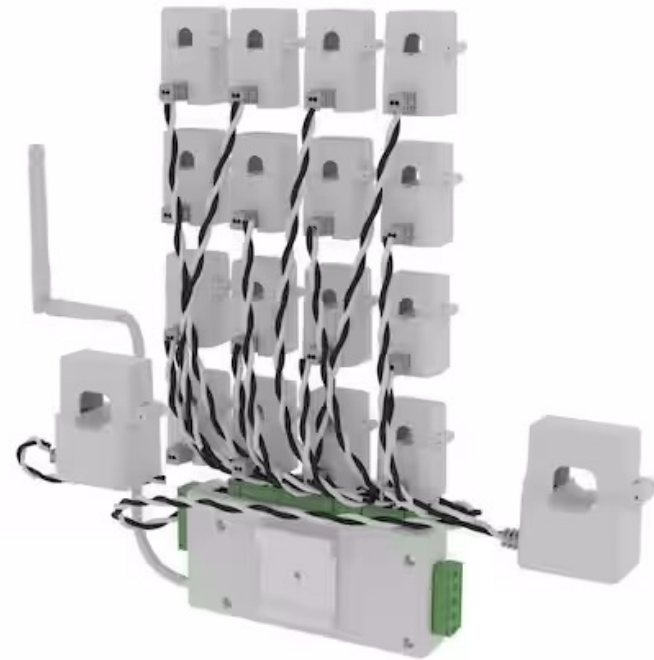
# Community Solar



Energy Efficiency  
PROGRAM



# Home Energy Monitors



Energy Efficiency  
PROGRAM

# Indoor Air Quality Monitoring



Energy Efficiency  
PROGRAM

# Heat Pumps



Energy Efficiency  
PROGRAM

# Energy Storage



Energy Efficiency  
PROGRAM

# Carbon Capture, Utilization and Storage



Energy Efficiency  
PROGRAM



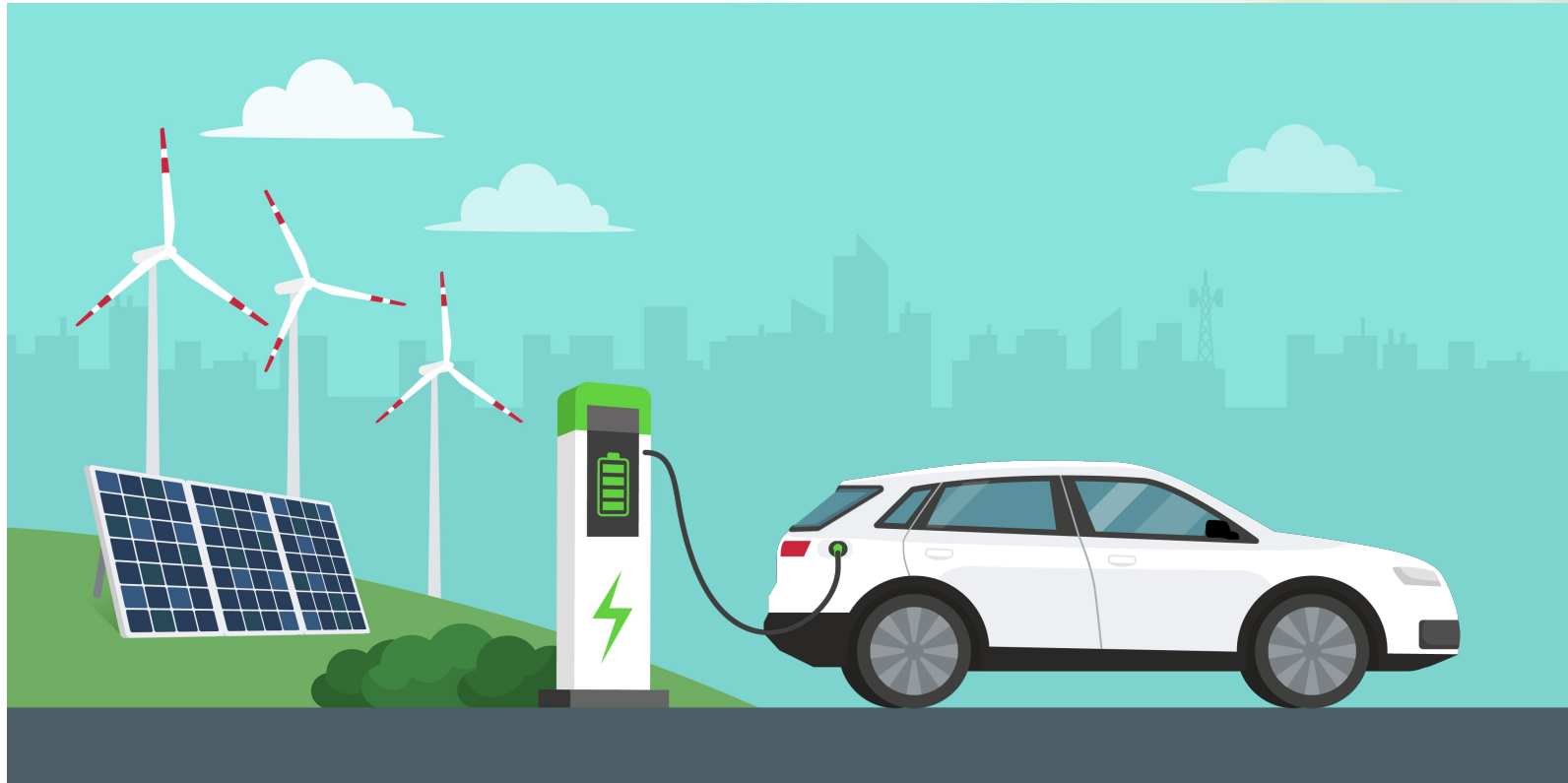
# Other Energy-Saving Solutions

- Carbon-fighting clothes dryers
- Magnetic refrigerators
- Advanced window controls
- Next generation insulation
- Reflective roofing materials
- Brighter, better lighting



Energy Efficiency  
PROGRAM

# Transportation



Energy Efficiency  
PROGRAM

# Electrification



Energy Efficiency  
PROGRAM



# Electrification in the Real-World

Can you think of some examples of electrification that you may soon see in your home or across your community?



Energy Efficiency  
PROGRAM

Artwork by Chantell Marlow, member of the Peoria Guild of Black Artists





Through the Smart Savers Initiative offered by the Ameren Illinois Energy Efficiency Program, qualified Ameren Illinois Residential customers living in eligible ZIP codes receive FREE professional installation with a Program Ally in addition to a no-cost smart thermostat.



Energy Efficiency  
PROGRAM

Artwork by Chantell Marlow, member of the Peoria Guild of Black Artists

# How does it work?

- Residents can first check their zip code eligibility on the Smart Savers Initiative website
- If eligible, there are additional steps to apply including sharing their Ameren Illinois account number
- Residents are encouraged to ensure Smart Thermostat compatibility with their home's heating and cooling system (you can help!)
- Residents can choose from a Google Nest E and an Ecobee 3 Lite
- A Program Ally can be selected for installation



Energy Efficiency  
PROGRAM

Artwork by Chantell Marlow, member of the Peoria Guild of Black Artists

# Interested in helping your customers?



Zion can help you determine if any of your customers may be eligible to participate in the Smart Savers Initiative!

Connect with Zion directly for the eligible zip code list and more details at: [zioncampbell2001@gmail.com](mailto:zioncampbell2001@gmail.com)



Energy Efficiency  
PROGRAM

Artwork by Chantell Marlow, member of the Peoria Guild of Black Artists

# Coming Up!

Next Week's Webinar:  
Justice, Equity, Diversity,  
Inclusion and MDI Pilots

**Wednesday, June 26**

Time: 12:00 – 1:00 P.M.

Volunteer Event for Interns:  
Teeing Off for Veterans

**Friday, June 28**

Time: 8:00 A.M. – 5:00 P.M.



Energy Efficiency  
PROGRAM