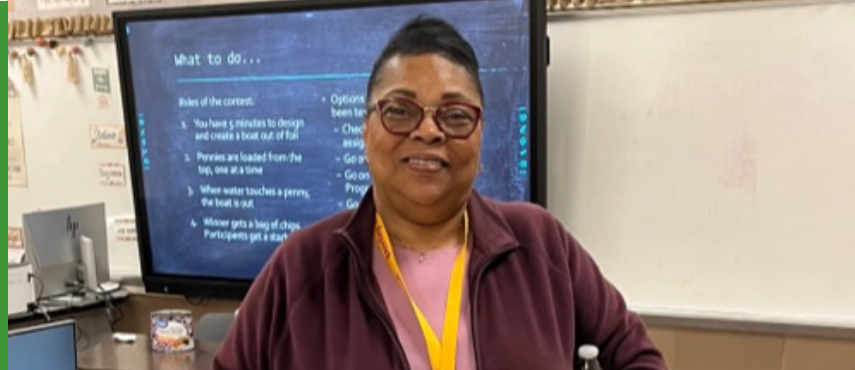


## Peoria Hairstylist Discovers the Beauty of Home Efficiency



After 36 years as a beautician, Patricia Rayford knows how to bring out the best in a head of hair. But she needed help from the Ameren Illinois Energy Efficiency Program to bring out the best in her home.

Since 2002, the three-bedroom ranch home in Peoria has provided a safe, comfortable place for Patricia and her family to live their lives. Over time, however, the performance of the home's HVAC system began to decline.

As a single parent and sole breadwinner, energy-efficient upgrades felt out of reach for Patricia — until the Ameren Illinois Energy Efficiency Program stepped in to help.

The utility's Home Efficiency Income Qualified Initiative (HEIQ) provides incentives that cover up to 80% of the cost of energy-efficient upgrades for low- and moderate-income households. Participants often achieve energy savings of 20% or more on utility bills — and improve the comfort and safety of their homes.

“Often the people who can least afford energy efficiency improvements are the ones who need them the most,” says Jamey Neal, Ameren Illinois Energy Efficiency Program Supervisor. “Our Home Efficiency Income Qualified Program has an incredible impact on homeowners — it improves their homes and their quality of life.”

First, a home energy audit identifies ways to reduce energy waste in the home. Along with simple measures like LED lightbulbs and advanced power strips, Patricia qualified for insulation and a new air conditioner. By reducing her home's electricity and natural gas usage, she is saving hundreds of dollars a year.

“I noticed a difference immediately on my power bill, and that extra money means a lot. It helps me feel like I'm on top of things,” says Patricia. “I really appreciate the things Ameren Illinois does to help people, and I would very much recommend the HEIQ Initiative.”

“I have nothing but good things to say about Ameren Illinois,” says Patricia, who now works with special needs students in the Peoria Public School system. “I give Ameren Illinois an A+.”

“

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— Patricia Rayford,  
Peoria Homeowner

### COMFORT AND SAFETY

Home Energy Assessments get to the root of common household problems — such as drafts, inconsistent temperatures and heating and cooling issues. Often, they identify potentially serious safety issues. At Patricia Rayford's Peoria home, a leak was found in her gas stove. The issue was promptly corrected, leaving the Rayford home safe and sound.

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