

# Ameren Missouri Low-Income Customer Advocacy: Helping Those in Need

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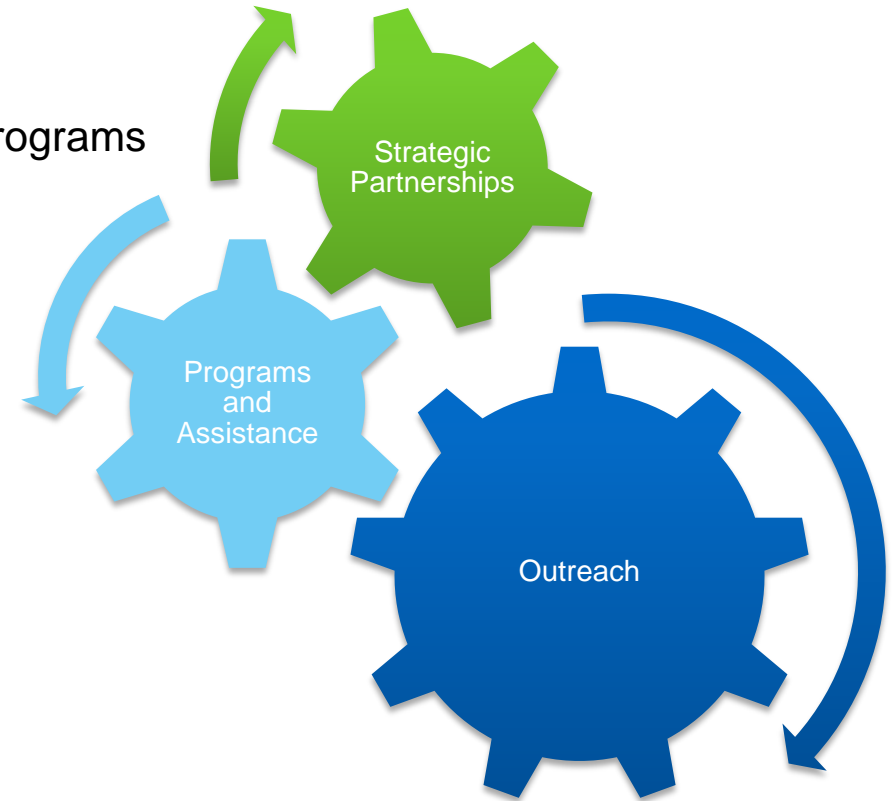
# Agenda

## Focus on low-income customer advocacy

### Outreach (micro and macro)

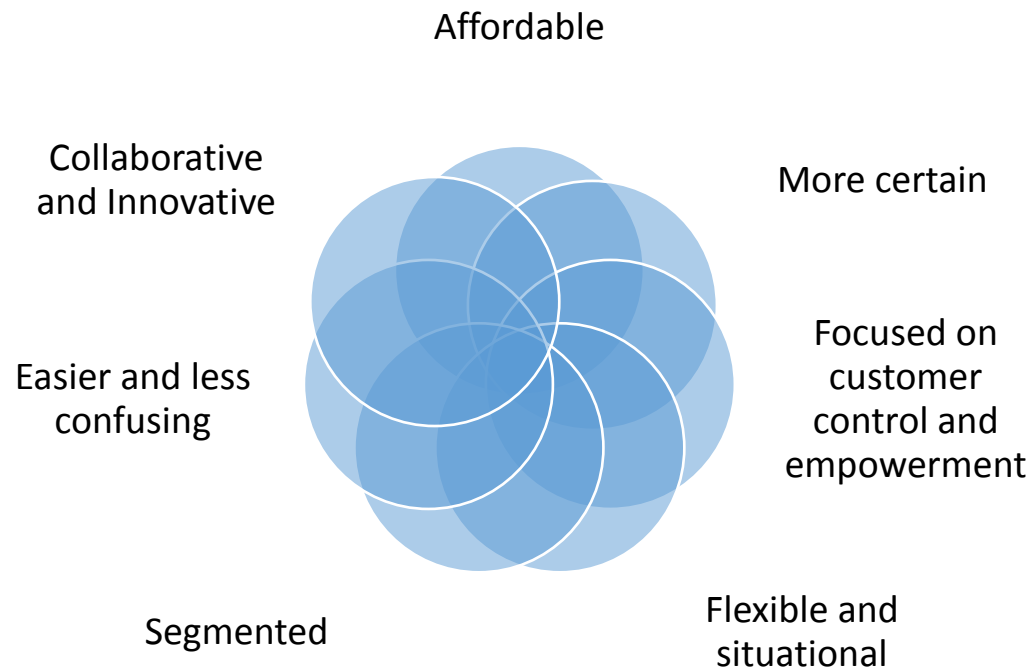
- Keeping Current – Ameren Empowering U! and Homeless to Housing Programs
- Keeping Cool – Peoples Community Action Agency senior outreach
- Community Events
- Energy Statement messaging and inserts

### Next Steps



## Low-Income Customer Advocacy

- As of January 2018, we have one team member 100% dedicated to programming and outreach for low-income and vulnerable customers
- We're defining a three-year roadmap to develop a service model for low-income customers that is...



Source: EcoPinion Consumer Survey Report No. 31: The Long Struggle Continues: Improving Service to Low-Income Customers in the Utility Sector, February 2018, Russell Research/DEFG





## Outreach – Micro approach



### Keeping Current

Past due forgiveness and monthly bill credits of \$30 – \$90 with on-time payments

#### Benefits:

Increases affordability

Supports habit of on-time bill payments

#### Outreach projects:

Ameren Empowering U!

St. Patrick Center  
Permanent Supportive  
Housing Program

# Pilot: Ameren Empowering U!

We've collaborated with non-profit Home Works! on a pilot program to address the "can't pay" gap

- Step #1 – partner with local schools to identify families in need; school invites them to participate
- Step #2 – conduct Listening Sessions with these families to get candid, honest perspectives about their energy use and experiences with Ameren
- Step #3 – host informational sessions at the school to connect these families with Ameren Missouri credit advisors, financial advisors, Energy Assistance agencies, weatherization providers, etc.



## Ameren EMPOWERING You!

Thursday, February 10, 2017

5:30pm to 8:00pm

### The Questions - How do I:

*Stay Current on my Ameren Energy Statement?  
Reduce the energy usage in my home and improve the energy efficiency of my home?  
Get and stay on a budget and achieve greater control and flexibility in my finances?*

### Our Goal

**Our goal is to help answer these questions and more with Ameren Empowering You! This evening's program is designed to provide education and resources to help you keep current on your energy bill, reduce the energy usage in your home and help you achieve your financial goals.**

### The Agenda

Registration ● General Overview ● Visit the Stations

### The Stations



### Congratulations !

*You have completed all 4 stations! We hope you will be able to use the information and resources provided to help you achieve your personal financial goals. Please complete the survey so that we can improve as we find ways to provide this educational experience throughout the community.*

*Thank for attending Ameren Empowering You!*



Brought to you by:



## Ameren Empowering U! Event at Patrick Henry Elementary



- 60 families in attendance
- One on one sessions
- Energy Efficiency Kits
- Pizza and Water
- Childcare



# Permanent Supportive Housing + Keeping Current Program



Improve Stability

Improve affordability

Promote positive payment performance

2 yr. program

Past due forgiveness with on-time payments

Monthly bill credits

Case management through St. Patrick Center





## Keeping Cool

Provides up to  
3 bill credits of \$25  
during summer months

### Benefits:

Increases affordability  
Promotes safety during  
high temperatures

### Outreach projects:

Peoples' Community  
Action Agency Outreach  
to Senior Apartments



## Outreach (Macro)

2018 Ameren Missouri Cool Down St. Louis Air Conditioner Giveaway

Community resource and back to school fairs with Community Action agencies and other non-profits

Annual Ameren Missouri Heat Up/Cool Down St. Louis Winterizing Utility Forum

LIHEAP intake events



# Energy Statement Outreach

## Bill Message

### Energy Assistance Is Available.

Summer crisis assistance is available for customers who need help paying a past due electric bill.

Income eligible customers facing disconnection or who have had their services terminated can apply for help through the Missouri Low Income Home Energy Assistance Program (LIHEAP). Please contact **LIHEAP** at **1.855.373.4636** to learn more. Summer crisis funds are limited.



## Bill Insert



### ENERGY ASSISTANCE RESOURCES

#### GENERAL ASSISTANCE

If you are behind on your energy bill, we will work with you to set up a payment plan or advise you of assistance in your area. Visit [AmerenMissouri.com/EnergyAssistance](http://AmerenMissouri.com/EnergyAssistance) or call 800-552-7583.

#### INCOME ELIGIBLE PROGRAMS

Ameren Missouri supports a variety of programs to help our customers in need. Apply for the following programs at an agency near you. You can find a list of agencies at [AmerenMissouri.com/EnergyAssistance](http://AmerenMissouri.com/EnergyAssistance) or by contacting the United Way at 2.1.1. or 211Helps.org.

- **Dollar More:** The Ameren Missouri Dollar More program assists families with their home energy costs, through voluntary and company donations.
- **Keeping Current:** A program that helps make your monthly bill more affordable, all year long. It includes a monthly bill credit, along with other features.
- **Keeping Cool:** This program provides an electric bill credit of \$25.00 in June, July and August for 2 years.
- **Low Income Home Energy Assistance Program (LIHEAP):** This is a federally funded program, administered by the Missouri Division of Family Services that helps eligible customers meet their immediate energy needs.
- **Weatherization Program:** Find energy savings through home improvements like caulking and insulation for homeowners and renters through local agencies.
- **Cooldownstlouis.org or Heatupstlouis.org:** Energy assistance and air conditioners for elderly and physically disabled residents. Visit [heatupstlouis.org](http://heatupstlouis.org).



### SAVE MONEY AND ENERGY

Energy efficiency helps customers manage their energy use and save money. Ameren Missouri offers a variety of rebates for energy-saving products. Learn more at [AmerenMissouri.com/rebates](http://AmerenMissouri.com/rebates).

#### Here are some ways to save energy and money now:



Replace your five most frequently used light fixtures or bulbs with ENERGY STAR® certified bulbs and you can save \$75 a year.



Help keep your home cool in the summer by closing your shades or blinds during the day. This can lead to your house being 10 to 15 degrees cooler.



Keep your thermostat at 78° in the summer and 68° in the winter. The lower the temperature difference between inside and outside your house, the less energy you will consume.



In the summer, use appliances that generate heat during the early morning or evening hours when it's cooler.





# Next Steps

- Expanding Ameren Empowering U! to additional school districts
- Advocacy and Listening Tour
- Continue to proactively seek strategic collaborations
  - Rapid Rehousing and Permanent Supportive Housing programs
  - AARP and Aging Ahead to promote assistance for seniors
  - Early talks of a Veteran's program with Missouri LIHEAP office and Spire

