

# Ameren Illinois Energy Efficiency Market Development Initiative COVID-19 Program Updates



ENERGY EFFICIENCY  
PROGRAMS

## Overview

Due to the current state of the COVID-19 (Coronavirus), and in an effort to continue to be good stewards of community health and safety, Ameren Illinois has suspended all outreach events until June 15, or until further notice. You will be notified when regular activities may resume.

For the Ameren Illinois Market Development Initiative, this is inclusive of all face-to-face interactions, including:

- » Outreach events
- » Booths or presence at community events
- » Direct install measures

Ameren Illinois will work with you to identify digital solutions that will still allow you to make progress towards your project goals.

This document will serve as a general guide for project changes. Please continue to work with your Project Manager for any specific project questions, changes, or concerns.

If you have additional questions or concerns after speaking with your Project Manager, please reach out directly to [Angie Ostaszewski](mailto:aostaszewski@ameren.com) at [aostaszewski@ameren.com](mailto:aostaszewski@ameren.com).

## Five Alternative Options Identified

### 1. Social Media Posts: Replace events with social media posts

Ameren Illinois Energy Efficiency Program Staff will support Community Partners by providing content and design. All social media posts must be submitted through the "Submit Co-Branded Marketing Material for Review and Approval" form which can be found at [AmerenIllinoisSavings.com/Partner](https://AmerenIllinoisSavings.com/Partner).

Metrics impact:

- » 1 post = 1 event
- » 1 like/comment = 1 participant/customer engaged
- » 1 person reached = 1 participant/customer engaged

### 2. Client Newsletter: Replace events with newsletters

Ameren Illinois Energy Efficiency Program Staff will support Community Partners by providing content and design. All co-branded newsletter content posts must be submitted through the "Submit Co-Branded Marketing Material for Review and Approval" form which can be found at [AmerenIllinoisSavings.com/Partner](https://AmerenIllinoisSavings.com/Partner).

Metrics impact:

- » 1 newsletter = 1 event
- » 1 recipient = 1 participant/customer engaged

### Co-Branding Review & Approval Process

Materials co-branded with reference to the Ameren Illinois Energy Efficiency Program are intended to support the promotion of the Community Partner's organization. Community Partners may produce marketing or promotional materials that are co-branded with the Ameren Illinois name and/or approved graphic as outlined in this guide. Community Partners that conduct business on behalf of the Ameren Illinois Energy Efficiency Program must obtain written approval from each Program prior to production of materials.

## How to Submit a Co-Branding Request

1. Go to [AmerenIllinoisSavings.com/Partner](https://AmerenIllinoisSavings.com/Partner)
2. Click on "Co-Branded Marketing Submission Form"
3. Fill out the form and attach the document for final review and approval by Ameren Illinois

Co-branded requests will be reviewed within 3 business days. Community Partners must follow co-branding guidelines. Not doing so can result in disciplinary action. Download a copy of the Ameren Illinois Community Partner Co-Branding Guidelines at [AmerenIllinoisSavings.com/Partner](https://AmerenIllinoisSavings.com/Partner).

### **3. Online or Phone Client Appointments: Leverage customer interactions that have shifted to a non-face-to-face format. Interactions can include emailing digital copies of energy efficiency collateral to clients.**

Metrics impact:

- » 1 month of appointments = 1 event
- » 1 client = 1 participant/customer engaged

### **4. Customer Mailers: Submit customer lists to receive mailers with energy efficiency information**

All marketing collateral will be printed and sent directly from a central location that is regularly being cleaned and sanitized.

Metrics impact:

- » 1 mailer = 1 event
- » 1 recipient = 1 participant/customer engaged

### **5. Educational Webinars: Replace events with webinars, for those Community Partners that are comfortable and able to host their own webinars**

Ameren Illinois Energy Efficiency Program Staff can provide support through content and speakers. Program Staff can attend and support Community Partners remotely. Submit a speaker or content request through your Project Manager.

Metrics Impact

- » 1 webinar = 1 event
- » 1 webinar attendee = 1 participant/customer engaged

## Kit Distribution & Direct Install Measures

\*Mailed items will include instructions for installations.

**Energy Efficiency Kits:** offer energy efficient kit mailing and delivery for those Community Partners that do direct installs. Community Partners will submit "Customer Kit Order Form" on behalf of the customer. The order form can be found at [AmerenIllinoisSavings.com/Partner](https://AmerenIllinoisSavings.com/Partner) under the 'Kit Information' tab.

Metrics Impact

- » 1 kit measure = 1 direct install
- » 1 customer engaged = 1 customer impacted by direct install measure

## How to Track in the MDI Database

- » The new digital alternatives will be tracked in the database under a newly created category called “Digital (Newsletter, Social Media, Webinar, etc.)”.
- » There is also now an image field in this event type, allowing you to upload a screenshot or image of the digital activity. Please make sure to complete this step when you enter the digital events into the database.
- » If you would like additional training or support on how to enter these new events, please reach out to your Project Manager.

### Social Media Post

- » Event name: 20200318 Social Media Post
- » Additional participants: total number of likes and comments (no individual customer data needed)
- » Location: Community Partner agency address
- » Start and end time: post date and time

### Newsletter

- » Event name: 20200318 Newsletter
- » Additional participants: total number of recipients (no individual customer data needed)
- » Location: Community Partner agency address
- » Start and end time: distribution date and time

### Webinar

- » Event name: 20200318 Webinar
- » Additional participants: Total number of attendee (no individual customer data needed)
- » Location: Community Partner agency address
- » Start Time: webinar start time
- » End time: webinar end time

### Kits

- » Event name: 20200318 Kit Mailing Request
- » Participants =
  - Option 1: upload alternative kit tracking form
  - Option 2: provide total number of customers requesting kits under “additional participants”
- » Location: Community Partner agency address
- » Start and end time: request date and time

## Additional Resources

### The Energy Assistance Foundation

Every year, thousands of Illinois families struggle to keep their homes safe and comfortable during harsh winters and summers.

- » Elderly neighbors on a fixed income
- » People coping with job loss
- » Single parents struggling to make ends meet

Donations are tax-deductible, and 100% of contributions go directly to assist those in need. Please help a neighbor today.

<https://www.ameren.com/illinois/company/community/warm-neighbors-cool-friends>

### COVID-19 Updates

We understand the critical role electric and gas utility services play in your daily life, and we are committed to helping you get through these difficult and unpredictable times. You will continue to see us in the community responding to service calls, working on critical infrastructure projects, and maintaining our facilities. We are practicing preventative safety measures as advised by the Centers for Disease Control and Prevention and state and local authorities.

<https://www.ameren.com/account/customer-service/covid-19>

[AmerenIllinoisSavings.com/covid19](https://www.AmerenIllinoisSavings.com/covid19)

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Contact [Angie Ostaszewski](#) for more information

 [aostaszewski@ameren.com](mailto:aostaszewski@ameren.com)



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**COMMUNITY PARTNER**