Power Smart Pricing
A Smart Electricity Rate from Ameren Illinois
Program Guide
2017–2018
**About Elevate Energy**

Power Smart Pricing is administered for Ameren Illinois by Elevate Energy, a nonprofit organization dedicated to helping people and communities manage their energy costs. Ameren Illinois will continue to deliver your power, respond to service calls, and issue your bill.

Elevate Energy will provide personalized information, services, and tools to help you manage your electric costs with the Power Smart Pricing program. For more information about Elevate Energy, please call 1-877-655-6028 or visit our website at ElevateEnergy.org.

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**A Note from Ameren Illinois**

Ameren Illinois is neutral to your electric supply choice and therefore does not recommend one supply option over another. We do fully support and encourage you to explore all of your options. Regardless of your choice, our commitment to delivering safe, reliable energy remains unchanged. Elevate Energy is the approved administrator of Power Smart Pricing for Ameren Illinois.

*AmerenIllinois.com*
Welcome to Power Smart Pricing. This guide provides all the program details as well as some advice on how to use Power Smart Pricing to save on your electric bill and track your results.

Power Smart Pricing is an hourly electricity pricing program from Ameren Illinois, administered by Elevate Energy.

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About Power Smart Pricing

Power Smart Pricing is an hourly pricing program for residential electric customers served by Ameren Illinois. The program is designed to help households manage their energy costs by being smart about how and when they use energy.

Power Smart Pricing uses day-ahead, hourly market prices that are set by MISO – the Midcontinent Independent System Operator, Inc. This means that the price you pay for electricity will vary from hour to hour and day to day according to the actual market price. Under the Ameren Illinois Basic Generation Service default supply rate (BGS-1), the price varies between summer and non-summer months.

You can manage your electric costs by taking simple actions to conserve energy during hours when prices are higher. Familiarizing yourself with the hourly price pattern for the current season will help you know when to shift some of your usage from higher-priced hours of the day to lower-priced hours.

Typical Hourly Price Patterns*

*Based on average prices for January 1, 2015 through July 1, 2017. Non-summer months include October through May. Summer months include June through September. Prices can vary significantly from this typical pattern. Savings cannot be guaranteed.
**Typical Price Patterns**

**Summer Price Patterns**

Electricity prices typically fluctuate the most during the summer months, driven in large part by demand for air conditioning. During the summer, electricity prices tend to be highest in the late afternoon. Depending on weather and other conditions, some days will have higher prices than others. Higher overall prices tend to occur on days when the weather is particularly hot.

To manage summer electric costs, reduce usage between 1 p.m. and 5 p.m. on weekdays, particularly on hot days. Shift some of your usage to lower-priced times such as nights and weekends. Prices can be lower on days when the weather is cool.

**QUICK TIP:** In the summer, manage your cooling costs by pre-cooling your home during nighttime and early morning hours when electricity prices are low, and then use less air conditioning during higher-priced hours.

**Fall, Winter, and Spring Price Patterns**

Compared with summer prices, fall, winter, and spring prices are generally lower, and the price pattern is more stable. During the cooler months, there tends to be a small price spike in the morning and then again in the evening. On many fall, winter, or spring days, the hourly price of electricity remains low all day long.

Winter prices can increase during periods of intense and sustained cold weather. This is because extreme weather can result in higher demand for electricity for space heating while also driving up the cost of fuels used for electricity generation.

**QUICK TIP:** Run your dishwasher at night and do your laundry on the weekend when electricity prices tend to be low. Also, wait to charge devices such as cell phones and tools during lower-priced hours.
Checking Hourly Prices

Power Smart Pricing uses day-ahead, hourly market electricity prices. Each evening after 5 p.m., the prices for the following day are available online, by phone, and on the Power Smart Pricing mobile app.

Price Alerts

To help manage costs with Power Smart Pricing, you will receive an alert the evening in advance if hourly electricity prices will be 9 cents per kWh or higher for any number of hours the following day. This is most likely to occur on hot summer days, but could occur on any day of the year. You can receive alerts by email, text, and phone.

Mobile Tools to Access Price Information

Use the free Power Smart Pricing mobile app to easily check prices and access your savings information on your smartphone. Access the app at m.PowerSmartPricing.org from your device’s web browser. You can make the app accessible for repeated use by adding the page to your home screen or creating a bookmark in your web browser. Since the mobile app is web-based, you do not need to download it through an app store.

To get the highest and lowest prices for the next day through your Twitter feed, go to twitter.com/powersmart and follow @powersmart.

Newsletters and Webinars

As a Power Smart Pricing participant, you will receive seasonal newsletters containing program updates, information about price patterns, and tips on saving energy and money with hourly electricity pricing. In addition, the Power Smart Pricing team offers webinars designed to help program participants learn more about managing their electric costs, particularly during the summer when hourly prices fluctuate most. Past presentations are available at PowerSmartPricing.org under the Tools & Tips section.
Tracking Your Usage and Savings

Savings Updates

Each month, after your bill is calculated, you will receive an email comparing your costs on Power Smart Pricing with what you would have paid on the Ameren Illinois default supply rate (BGS-1). You will also receive an annual account summary in the mail.

My PSP Account

With Power Smart Pricing, you can access detailed information about your hourly electric usage and costs by logging into your My PSP Account at PowerSmartPricing.org. You can see graphs of your hourly electric usage along with hourly prices. Your My PSP Account also lets you see a summary of the bills you have received on Power Smart Pricing. It quickly compares your costs on hourly pricing with what your costs would have been on the Ameren Illinois default supply rate (BGS-1). You can even view details to see which part of the bill contributed to the change in your costs.

Check prices and see your billing results with the Power Smart Pricing mobile app. Get started at m.PowerSmartPricing.org.
Understanding Your Bill

Most of the charges are the same for both Power Smart Pricing and the Ameren Illinois Basic Generation Service default supply rate (BGS-1). This section describes the different charges you will see on your bill with Power Smart Pricing. All residential electric service bills include three main sections:


1. The Electric Delivery section will be the same for both Power Smart Pricing participants and customers on BGS-1 except for the $2.25 Participation Charge that will be added to this section for Power Smart Pricing participants.

2. The Electric Supply section will change from “BGS-1 Basic Generation Service” to “RTP-1 Real-Time Pricing.” The following line items will appear on your bill:

- The Purchased Electric (Summer and Non-Summer) charges that appear on the BGS-1 bill will be replaced by two charges — the RTP Supplier Charge and the Day Ahead Energy Charge:
  - The RTP Supplier Charge covers the costs of the additional services required for providing electricity for the RTP-1 rate. On BGS-1 bills, this charge is factored into the Energy Supply Charge, so the effect on Power Smart Pricing savings should be minimal. The RTP Supplier charge rate is a cents per kWh value. During the summer months, the RTP Supplier charge rate is applied to all kWh during a billing period and during non-summer months is only applied to your first 800 kWh of usage during a billing period. The charge rate typically changes between the summer (June through September) and non-summer months (October through May). Any updates or changes to the charge rate will be posted to the Power Smart Pricing news page. You can reduce the impact of the RTP Supplier Charge by using electricity efficiently throughout the year.
  - The Day Ahead Energy Charge will be the sum of your hourly electric use multiplied by the corresponding hourly prices. After your first bill on the program, you can log in to your My PSP Account to view details about your hourly electric usage. Your high price alerts will make it easier to manage the Day Ahead Energy Charge portion of your bills.

- The Purchased Electricity Adj and Supply Cost Adj charges will remain the same on RTP-1 and on BGS-1.

- The Transmission Service Charge will be calculated differently for Power Smart Pricing participants than for customers on the default supply rate (BGS-1). For customers on the BGS-1 rate, the Transmission Service Charge is based on total kWh used in the billing period. For Power Smart Pricing participants, the Transmission Service Charge is based on their individual electric use during the highest system peak demand hour of the billing period. The system peak hour typically occurs on hot summer afternoons between 1 p.m. and 5 p.m. and between 6 p.m. and 9 p.m. in the winter. In the spring and the fall, the peak hour times could follow the summer or the winter pattern, depending on the weather. Due to the different charge methods, the charge for Power Smart Pricing participants could be higher or lower than it would be on the BGS-1 rate. You can reduce your Transmission Service Charge by using energy wisely when electricity demand and prices are high.
3. The Taxes and Other Fees section will be the same for both Power Smart Pricing and the BGS-1 rate. Beginning July 2017, there are two new charges in this section called the “Renewable Energy Adjustment” and the “Clean Energy Assistance Charge.” The Renewable Energy Adjustment charge will be 0.098 cents/kWh for Power Smart Pricing participants and 0.196 cents/kWh for customers on the BGS-1 rate. The rate for the Clean Energy Assistance Charge line item will be the same for customers regardless of your Ameren Illinois supply rate.

Other Items
Your Power Smart Pricing bill also contains some additional information that is not included on the BGS-1 bill. Some of the items are used for billing under Power Smart Pricing and some of them are not used at all. You may not see all of the unused items on your bills.

In the Electric Meter Read section, the Peak kW has no direct impact on your bill. It is the highest usage during any hour this billing cycle.

In the Usage Summary section, the Customer Dmd (demand) at System Pk (peak) is your usage at the same time Ameren had its system peak (see SystemPeak Date and System Peak Time) during the billing cycle. The Customer Dmd at System Pk is multiplied by the System Loss Adj Factor, yielding the Customer Coincident Peak. Then this Customer Coincident Peak is multiplied by the number of days in the billing cycle to yield the kW-day value. The kW-day value is used in the Transmission Service Charge calculation.

Also in the Usage Summary section, is the DLF (Distribution Loss Factor) Adjusted Total kWh. This is the sum of each hourly metered usage adjusted for the losses each hour in the distribution system, but this summation is not directly used in billing.
Program Details

Length of Program
You can leave Power Smart Pricing at any time by contacting us, choosing BGS-1 by calling Ameren Illinois, or by signing up with a Retail Electricity Supplier (RES). However, we highly recommend you remain in the program for at least one year as the pricing pattern and your usage change with the seasons. For example, you may see lower savings in the summer, and then see higher savings when the weather cools down. If you leave Power Smart Pricing, your account will be unable to rejoin an Ameren Illinois hourly rate for one year (12 billing cycles).

Participation Fee
Power Smart Pricing participants are charged a monthly participation fee of $2.25 which helps pay for dedicated customer support, monthly savings reports, and tools to help you save. This charge will appear in the Electric Delivery section of your electric bill.

Your Billing Information
You will continue to receive your monthly utility bill from Ameren Illinois, and you will remain on the same billing schedule. You will be billed on hourly pricing after the interval data recording meter is installed and a full month of interval data is recorded, but no sooner than the end of the monthly billing period. Once your account bills, you can use the Power Smart Pricing website to view more detailed information about your hourly usage and costs.

Moving or Selling Your Home
If you move or sell your home, the new owner or resident will automatically be put on the Ameren Illinois default supply rate (BGS-1). If you move to another home served by Ameren Illinois, you will need to re-enroll in Power Smart Pricing in order to receive the advantages of hourly electricity pricing at that location.

Participant Feedback
Your feedback is vital to the continuous improvement of the Power Smart Pricing program. Each fall, the Power Smart Pricing team will send you a participant survey to learn more about your experience and satisfaction with the program. You may also contact the team by email or phone throughout the year with any feedback or questions.
For More Information

Online: PowerSmartPricing.org
Email: info@PowerSmartPricing.org
Phone: 1-877-655-6028 (8 a.m. – 5 p.m., Monday – Friday)

Ameren Illinois
For more information about your electric rate options, go to AmerenIllinoisSavings.com. For questions pertaining to meters, meter reading, reporting outages, or billing, please contact Ameren Illinois at 1-800-755-5000.

Ameren Illinois’ energy efficiency program offers tips, discounts, and incentives for saving energy in your home. Go to AmerenIllinois.com/Programs or call 1-866-838-6918 to learn more.

Thank You for Helping Us Save Resources

Please share your email address with us to receive paperless program updates and help conserve resources. We’ll also send you a monthly bill comparison email so you can easily track your performance and savings. If you would prefer to receive the majority of your program communications by mail, please let us know. How you choose to receive program updates does not change how you receive your monthly Ameren bill.