

One Change: Simple Actions Matter



CFL Distribution Program

Ameren Illinois is partnering with One Change, a community-based social marketing organization, to implement an energy efficiency campaign in the greater Peoria area. This effort is intended to make our customers aware of simple changes they can make to reduce energy use and save money.

How the CFL Distribution Program will work:

- A box of six CFL bulbs will be delivered to 25,000 homes by One Change field representatives walking door-to-door in the following communities:
 - » Peoria
 - » East Peoria
 - » West Peoria
 - » Peoria Heights
 - » Bartonville
 - » Creve Coeur
 - » Pekin
- The goal is to distribute 150,000 energy efficient CFL light bulbs to Ameren Illinois electric customers between March 17 and May 23, 2014.
- One Change field representatives will ask a short three-question survey on the resident's energy efficiency habits, to identify additional savings opportunities and provide information for the resident to participate in other energy efficiency programs.
- All households One Change plans to visit will receive a postcard 1-2 weeks before field representatives serve their neighborhood to introduce them to the program.



- One Change field representatives will wear a blue coat and carry a blue and black canvas bag, both branded with One Change logo. During cold days, a branded knit hat may also be worn.
- An identification badge displaying the field representative's name and photo and the Ameren Illinois and One Change logos will also be worn on the coat.



- INTRODUCTORY POSTCARD



For questions, please contact
Ameren Illinois Customer Service at 800.232.2477.