Ameren Illinois Energy Efficiency Programs Heat Pump Water Heater Midstream Program

Information for Distributors





Ameren Illinois Energy Efficiency Programs: COVID-19

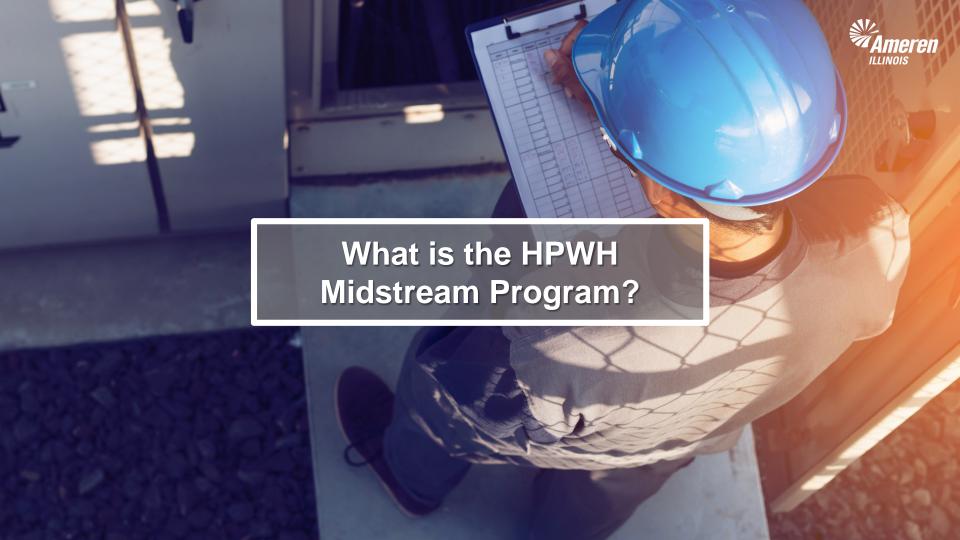


AmerenIllinois Savings.com/COVID-19

AmerenIllinois.com/Recovery

- Resources on appropriate PPE
- Links to webinars with information on COVID-19
- Apply for Financial Assistance
- Explore Payment Options

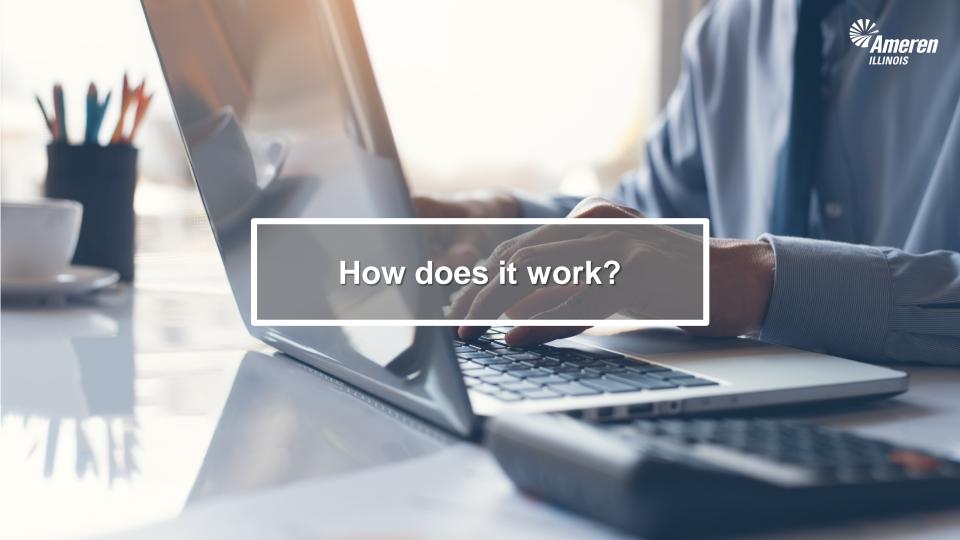
For more information on financial assistance, contact Ameren Illinois at 1.800.755.5000.



HPWH MIDSTREAM PROGRAM



- \$1000 incentive now available for heat pump water heaters through a Midstream Program
- Instant discount at point of purchase
- No lengthy participant application
- Simplified way for customers to get incentive money for purchasing efficient equipment
- Expanded source of revenue for distributors
- Available for commercial and residential customers



OVERVIEW



- Distributors sign a Participation Agreement and agree to an initial incentive cap
- Eligible customers can receive incentive for ENERGY STAR® listed Heat Pump Water Heater 2020 incentive is \$1,000!
- Distributors collect basic end-user information and deliver incentive as discount at purchase
- Distributors agree to pass-through at least 80% of the incentive to the customer
- Distributors report transactions
- Ameren Illinois reimburses incentive totals to distributor

DISTRIBUTOR ELIGIBILITY



- Ameren Illinois Program Ally in good standing
- Sells heat pump water heaters directly from manufacturer
- Majority of sales are to persons or business entities other than distributors
- Minimum one year in business as a wholesale distributor
- Agree to Program Participation Agreement terms and conditions

ELIGIBLE PRODUCTS



MUST be ENERGY STAR® listed



CUSTOMER ELIGIBILITY



- Ameren Illinois electric business and residential end-users
- Rider EDR (Energy Efficiency and Demand Response Investment) surcharge
- Contractors for eligible customers/projects



INCENTIVE REIMBURSEMENT



- Transaction report submitted within 45 days of sale to lnstantlncentives@ameren.com
- All invoices must show the Ameren Illinois discount
- Receipt confirmation within 2 business days
- May require post-inspection, invoice review
- Reimbursement within 45 days of distributor submitting complete report
- Only one Transaction Report can be submitted per week (multiple sales on report)

DISTRIBUTOR OBLIGATIONS



- Products purchased from product manufacturer and resold to qualified Ameren Illinois customers
- Not eligible for other instant discounts or coupons
- Must give customer the discount at the point of sale
- At least 80% of incentive to end user or contractor (purchaser)
- Must keep an inventory in stock of products intended for sell through the Midstream Program

DISTRIBUTOR OBLIGATIONS



- Maintain receipts, records, invoices, etc. for three years
 - Keep a copy of your submitted reports or CC accountant so you know which accounts match the incentive check
- Notify Ameren Illinois of returned products
- Refund Ameren Illinois value of incentive received for returned products

OFFERING TERM



- September 1 December 31 or until funds depleted
 - Auto renewal into 2021
- Ameren Illinois will provide a 60 day notice of early termination if due to funds depleted
- Final transaction reports received by January 15, 2021



MARKETING



- Notify customer of Ameren Illinois incentive at time of purchase
 - Minimum: on invoice
- Your first transaction report must also have invoices
- Must receive prior written approval from Ameren Illinois before using Ameren Illinois Energy Efficiency logo on your own marketing pieces
- Contact Kasey Campbell for help with co-branding: <u>kcampbell@ameren.com</u>

RESOURCES



- Residential Program Ally Resource Page
 - AmerenIllinoisSavings.com/Ally
 - Username: programally
 - Password: saveenergy
- Business Instant Incentive Page
 - AmerenIllinoisSavings.com/iid
 - InstantIncentives@ameren.com



QUESTIONS?



AmerenIllinoisSavings.com