

A person wearing a blue long-sleeved shirt is sitting on a couch, using a silver laptop. The laptop screen displays the Ameren website, which includes a navigation bar, a search bar, and several green buttons. The person's hands are on the keyboard, and a ring is visible on their left hand. The background is a blurred indoor setting.

PY2022 Morning Brief Series:  
**Introduction to Air Source Heat Pumps**  
January

- As we move into PY2022, COVID-19 Health & Safety and PPE requirements have not changed
- PPE is required regardless of customer preference
- Contact your Field Energy Specialist if you have any questions about PPE

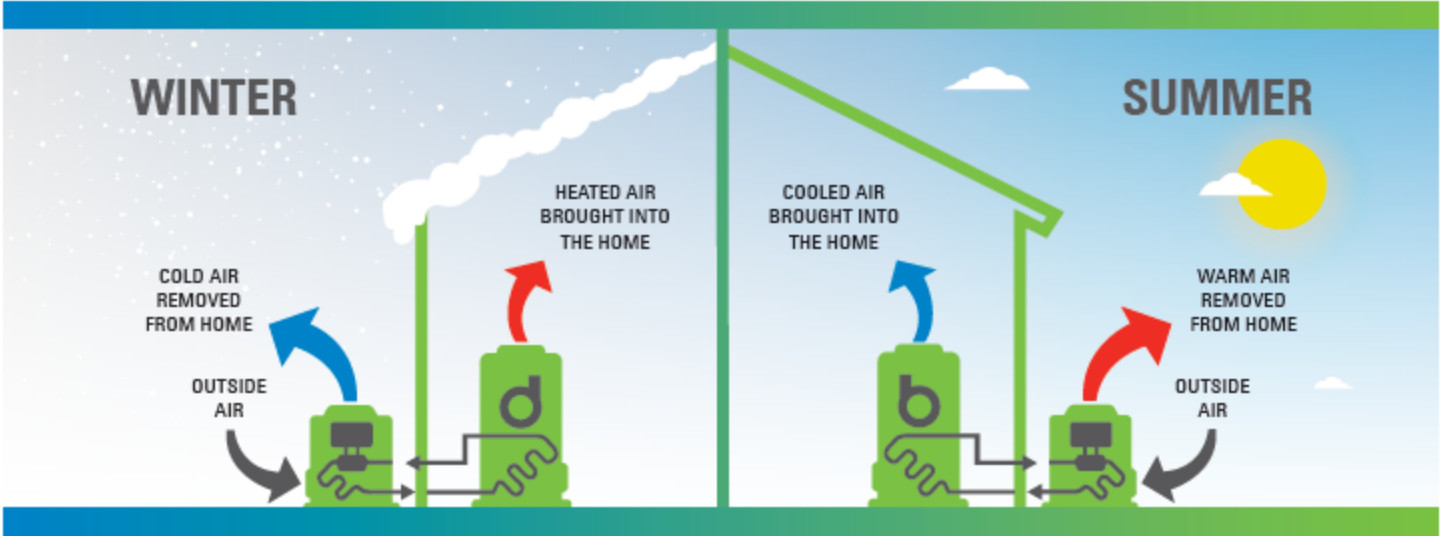


**John Carroll**  
Residential Program Manager

John Carroll is the Residential Program Manager for the Ameren Illinois Energy Efficiency Program. John is a 10-year veteran of the Residential Program, having participated first as a Registered Program Ally and now serving in the Residential Program since 2014. John is Building Performance Institute (BPI) certified as a Building Analyst and Envelope Professional and has been in more attics and crawlspaces than he cares to mention. His daily focus is on helping customers find ways to improve comfort, manage usage, and reduce costs. John is a very gregarious presenter and speaker with over 10 years of on-air radio experience.

- COVID-19 Safety & PPE Update
- How Air Source Heat Pumps (ASHP) Work
- Types of ASHP
- Why ASHP?
- Qualifying Equipment
- ASHP Incentives
- PY2022 Program Plans, Current & Future Marketing
- Next Steps To Participation

# AIR SOURCE HEAT PUMP OPERATION



# TYPES OF HEAT PUMPS

- Heat Pumps
  - Ducted Air Source Heat Pumps (ASHP)
  - Ductless Air Source Heat Pump (DHP)
- Electric Resistance Heat
  - Baseboard (ductless)
  - Ducted resistance



# WHY AIR SOURCE HEAT PUMPS?



ASHP are the best application to replace electric resistance heat

- Baseboard, resistance furnaces, electric radiant heat are all extremely inefficient methods of delivering heat - *despite claims of 100% efficiency!*
- Electric resistance heat provides an energy burden to customers that can be overcome with energy-efficient options
- High efficiency ASHP can provide heating approximately 1/3 the cost of electric resistance heating options
- Cooling savings vary based on displaced equipment, but 16 SEER ASHP can provide cooling for about 2/3 the cost of a 10 SEER air conditioner
- Electric resistance heat is more intense than ASHP, producing lower relative humidity and making the air feel more dry

- Minimum ASHP rating of 16.0 SEER and 9.0 HSPF per the State of Illinois Technical Reference Manual (TRM)
- Installation specifications from the Available Residential Measures Guide and the Home Efficiency Workbook “PY22 Pricing” tab:

*Includes properly sized air source heat pump using Manual J and Manual S, AHRI 16 SEER (minimum) and all associated items for change-out installed as per manufacturer's installation instructions. May include but is not limited to: re-work of supply plenum, re-work of return drop, re-work of filter cabinet, filter slot cover, properly sized blower and motor, replacement of line set (or flush), pad, refrigerant, disconnect, condensate removal, electric, recovery of old refrigerant, removal of old equipment, fasteners, screws, brackets, and hangers.*



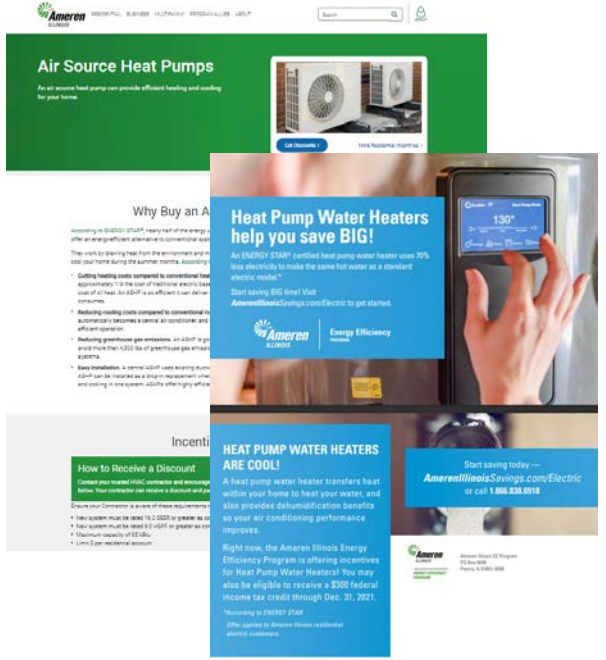
# ASHP INCENTIVES FOR DUCTED & DUCTLESS SYSTEMS



- Midstream ASHP Incentive
  - Minimum \$300; Discuss with your distributor if additional incentives may be available
    - Find participating distributors at [AmerenIllinoisSavings.com/Incentives](https://www.amerensavings.com/incentives)
- Single Family Income Qualified ASHP Incentive
  - Tier 1: \$2,400
    - Customer bonus covers remaining out-of-pocket
  - Tier 2: \$1,800
    - PY22 Tier 2 customer bonuses can help with customer out-of-pocket
- Multifamily ASHP Incentive
  - Income Qualified: \$7,500
  - Public Housing: \$7,500
  - Market Rate: \$5,000



- Heat Pump Campaign
  - Collateral (flyers, handouts) for Program Allies
  - Training and Education for Program Allies
  - Website updates to include information on:
    - How ASHP work and the benefits of ASHP
    - Ducted vs. ductless
    - Myths and objections
    - **AmerenIllinoisSavings.com/HeatPump**
  - Direct mail marketing and social media marketing will be implemented
  - Educational videos to help customers better understand ASHP and its benefits
  - Bill inserts
  - Variety of educational materials for homeowners and renters



- Goal is to increase multifamily property participation with an emphasis on those buildings with electric resistance heat
- Specific marketing strategies will be implemented in PY22 to target high electric users in both single family and multifamily residences



# EQUIPMENT WITH HEAT PUMP TECH

## Heat Pump Water Heater (HPWH)

- Heat Pump Water Heater
- Electric Resistance Water Heater



- Midstream: minimum \$300
  - Discuss with your distributor if additional incentives may be available
    - Find participating distributors at ***AmerenIllinoisSavings.com/Incentives***
- Retail Products: \$300
- Single Family Income Qualified: \$500



# ASHP – NEXT STEPS TO PARTICIPATION

- Midstream: Contact your distributor for details on incentives and models and contact your Field Energy Specialist (FES) to discuss training opportunities
- Single Family Income Qualified: Work with FES to discuss training opportunities and ASHP project specifications
  - See Program Ally Portal for project documentation
- Multifamily: Contact Ron Siddle or your Multifamily Energy Advisor with potential ASHP/DHP projects or to discuss installing for Multifamily properties
  - [rsiddle@cmcenergy.com](mailto:rsiddle@cmcenergy.com)
  - 1.618.570.9783



# Questions?



**Energy Efficiency**  
PROGRAM

***AmerenIllinoisSavings.com***