

**PROGRAM ALLY
KICKOFF
2022**

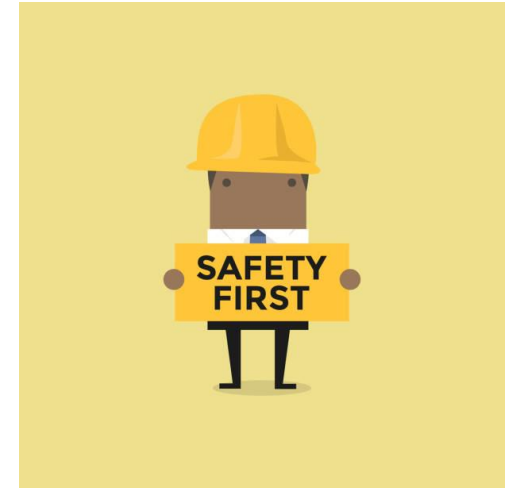
A utility worker wearing a bright yellow-green hard hat with the Ameren logo, safety glasses, a high-visibility yellow-green vest over a tan long-sleeved shirt, and work gloves. He is holding a pair of pliers and looking off to the side. The background shows a utility site with power lines and a worker on a lift in the distance.

Health & Safety Message

Safely Serving Customers

Plan your work, work your plan

- We appreciate everyone's dedication to customer health and safety.
- Continue to follow your Health and Safety plans, asking customers if they prefer that staff mask before entering the home.
- Continue to honor state and local guidelines, as well as Program recommendations and best practices.
- The majority of Program field operation work will be conducted in person, safely serving customers.





Residential Program Updates
John Carroll

- What's New for PY2023
 - Multifamily Initiative
 - Smart Savers
 - Midstream Initiative
 - Home Efficiency Market Rate
 - Home Efficiency Income Qualified
 - QA/QC Updates
 - Other Initiatives
- Federal Incentives and Rebates
- Program Ally Network
- Ameren Illinois Residential Energy Efficiency Program – The People
- Questions

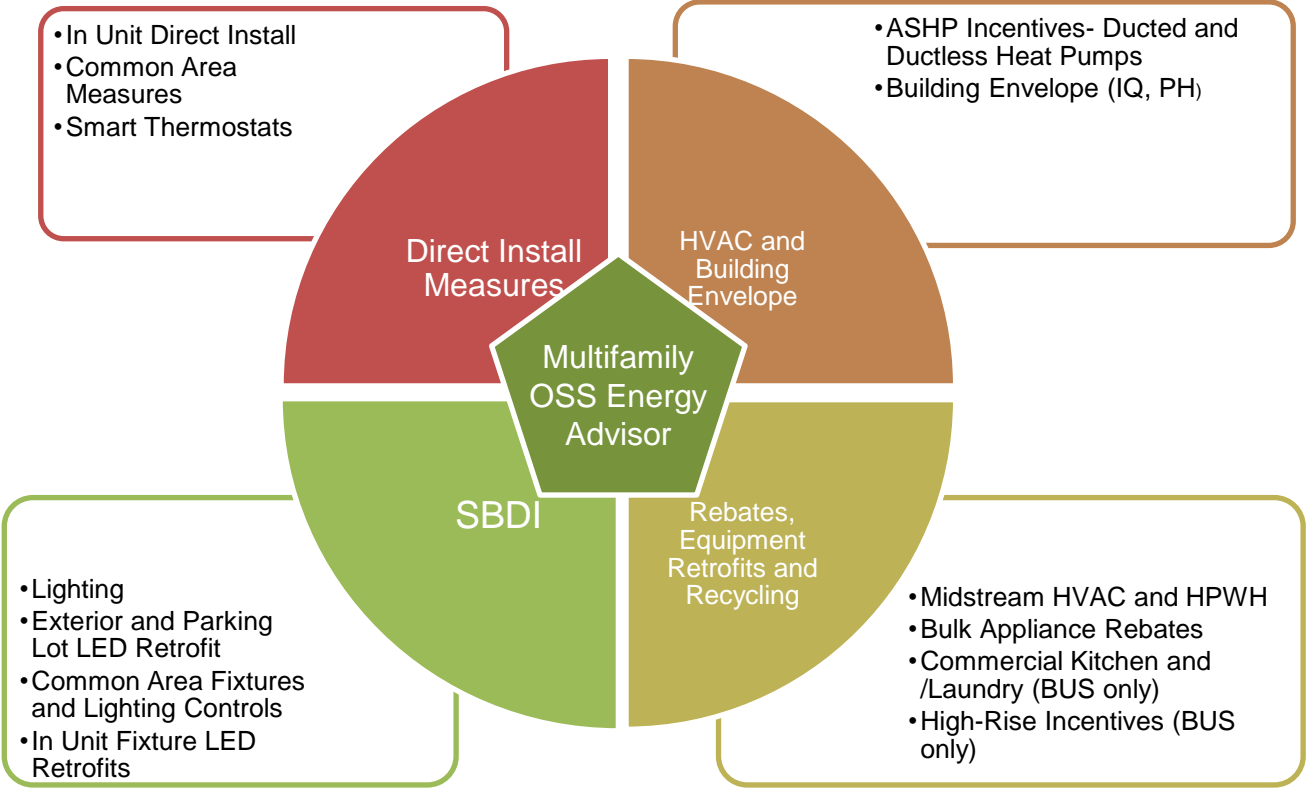
A utility worker wearing a yellow hard hat with the Ameren logo, safety glasses, a high-visibility yellow vest over a light blue shirt, and work boots is kneeling on a bed of gravel. He is focused on working on a grey electrical meter mounted on a red brick wall. He is using a yellow-handled tool to connect a white wire to the meter. A black cap is visible on the brick wall to the right of the meter. In the background, there is a grey utility box and some bare trees.

Multifamily One-Stop Shop

Jen Michael

Multifamily (Public and Private Sector):

One-Stop Shop (OSS) Format - Working Smoothly Across Initiatives With Program Allies and Properties



Multifamily OSS Energy Advisors



OSS Energy Advisors are the single point of contact for the property and the Program Ally to remove barriers and assist with streamlining the application process.

The map shows Illinois divided into three colored regions: Region 1 (green) covers the northern and central parts; Region 2 (light green) covers the central and southern parts; Region 3 (blue) covers the southern part. A hand is shown holding a house icon over a field of grass.

Ameren ILLINOIS Energy Efficiency resources

MULTIFAMILY ENERGY ADVISOR TERRITORY MAP

- 1** **Rob Tortat,**
Field Operations Specialist
1.309.209.9892
rtortat@cmcenergy.com
Hilaris Hernandez,
Energy Advisor
1.309.648.9046
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Energy Advisor
1.214.265.1922
rockett@cmcenergy.com

Roe Siddle, Program Manager
1.618.576.9783
rsiddle@cmcenergy.com

AmerenIllinoisSavings.com

Multifamily OSS Dedicated Team Application and Other Assistance for Program Allies

Behind every Multifamily Market Rate, Income Qualified, or Public Housing project is a dedicated team of professionals to support you.

- Ron Siddle, Program Manager
- Angie Stewart, Outreach and Application/Incentive Submission Support
- Micaela Soloman, Marketing and Property Outreach
- Kate Don Carlos – Program Specialist, Administration, EA Support

MULTIFAMILY PROGRAM

CONTACT:

Ron Siddle, Program Manager 1.618.570.9783 rsiddle@cmcenergy.com	Micaela Soloman, Multifamily Outreach 1.309.320.8922 msolomon@cmcenergy.com	Angie Stewart, Outreach Associate 1.217.820.9478 astewart@cmcenergy.com	Kate Don Carlos, Program Specialist III 1.937.260.9619 kdoncarlos@cmcenergy.com
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Multifamily Building Performance for PY2023



Eligibility

- Initial Condition: Primary heating fuel delivered by Ameren Illinois; the attic must have an effective thermal resistance (R-value) of R-19 or less.
- Includes: Attic Insulation, Air Sealing and Health & Safety Measures.
- Health and Safety Measures:
 - Up to \$300 per unit, no greater than 50% of the total project cost.
 - Normally related to bath fan ventilation and vapor barriers if needed.

New in 2023 for MF Building Envelope

- Incentive Increases
- Non-Project Audit Stipend:
 - \$100 per building (no more than 3 buildings per property should be audited) – limit of \$300 non-project stipend per property.
 - Applies to properties that were referred to the Program Ally by the Program, but do not or cannot proceed due to testing, showstoppers or overqualified insulation.

MEASURE	INCENTIVE (2022)	INCENTIVE (2023)
Attic Insulation R19 – R49	\$1.00	\$1.55
Attic Insulation R11- R49	\$1.00	\$1.90
Air Sealing/cfm	\$0.60	\$0.95

Multifamily Program Ally Incentives for PY2023

RES – MF IQ, PH and Market Rate Properties – Through Residential Program Property may be residentially or commercially rated – OSS Assessment Required

Measure	Incentive	Maximum
Ducted or Ductless Heat Pump – IQ or PH	Cost up to Max	\$7,500 per unit
Ducted or Ductless Heat Pump – Market Rate	Cost up to Max	\$5,000 per unit

Other Program Ally Incentive options for all Multifamily or PH Properties with Ameren Illinois accounts at the property:

Measure	Business Midstream	Standard Business (public and private sector) or SBDI	Residential
HVAC Retrofits - Gas & Electric	X (In Unit & Common Area)	X (In Unit & Common Area)	
Hot Water Heat & Boilers – Gas and Electric	X (In Unit & Common Area)	X (In Unit & Common Area)	X RES Midstream
Smart Thermostats – bulk	X (In Unit & Common Area)	X (In Unit & Common Area)	X RES Midstream
Boiler Tune Ups		X	
T8 and T12 LED	X Common area	X Common Area and In Unit (SBDI)	

Program Ally Expectations

Program Ally Expectations	Multifamily Project Submission Timelines
Provide CMC project updates	Bi-Weekly or when something impacts your timeline
Phasing of larger projects (greater than 24 units) into multiple opportunities – will require estimated completion dates for each phase	“Incentive Request Received” within 45 – 60 business days from “Reservation Request Approved” for each phase of the project. This allows AIC to have a better handle on budget forecasting throughout the year
Smaller OSS Projects (less than 24 units)	“Incentive Request Received” within 45-60 business days from “Reservation Request Approved”
Provide Technical Reviewer (TR) with follow-up items and project return orders after QC	Within five business days

A close-up photograph of a man with dark hair and a slight beard, wearing a dark blue V-neck sweater over a grey t-shirt. He is looking down at a white smartphone held in his right hand. The background is a bright window with a grid pattern, slightly out of focus.

Midstream Initiative
Jordan Nelson

Midstream Initiative

Midstream incentive model remains in effect in PY2023

- Midstream incentive model means that the distributor provides the incentive to the HVAC/plumbing contractor at the time of receiving the end user's information.
- Incentives are available through distributors right now.
 - Contact your distributor for discount amounts.
 - To find a participating distributor:
 - ***AmerenIllinoisSavings.com/Distributor***
 - Let us know if your distributor is not yet enrolled with the Ameren Illinois Energy Efficiency Program.
- ***AmerenIllinoisSavings.com/Incentives***

- Customer eligibility criteria:
 - Must be an Ameren Illinois electric customer.
 - Exception: can be electric or gas Ameren Illinois customer for smart thermostats.
 - May be replacing existing equipment or installing new equipment where there was none.

- HVAC/plumbing contractor must provide the distributor with:
 - Customer account number.
 - Basic customer information (name, address, phone number, email).
 - New equipment make and model number.
 - Number of units purchase for customer location.

- Multifamily properties eligible for bulk purchase – contractor must provide distributor with:
 - Name, address and main contact info of the property.
 - New equipment make and model number.
 - Number of units purchased for property.
 - No account numbers needed.

- On-Bill financing (OBF) available – see form on the Program Ally Portal

- Central air conditioners (CAC)
 - Must be 16 SEER (15.2 SEER2) and 12.5 EER (11.88 EER2).
 - Maximum capacity of up to 65 kBtu.
 - Limit two per residential account.
- Air source heat pumps (ASHP)
 - Must be 16 SEER (15.2 SEER2) and 9.0 HSPF (8.19 HSPF2).
 - Limit two per residential account.
- Ductless heat pumps (DHP)
 - Must be 16 SEER (16 SEER2) and 9.0 HSPF (8.55 HSPF2).
 - Limit two per residential account.

- Heat pump water heaters (HPWH)
 - Must be ENERGY STAR® certified.
- Smart thermostat
 - \$100 incentive.
 - Must be ENERGY STAR certified.
 - Limit one per residential account.
- See your distributor for CAC, ASHP, DHP and HPWH incentive amounts.
- Become an Instant Incentives Program Ally Contractor at ***AmerenIllinoisSavings.com/InstantContractor***.

A man with short dark hair and a light beard, wearing a dark blue V-neck sweater over a grey shirt, is looking down at a white smartphone he is holding in his right hand. The background is a bright window with a grid pattern, suggesting an indoor setting.

Home Efficiency Market Rate
Robert Rusteberg

Residential Home Efficiency- Incentive Tiers in PY2023



PY2023 Initiative will feature unique incentive for these customers:

- Home Efficiency Income Qualified
 - Tier 1: Low Income
 - Tier 2: Moderate Income
 - Reference the income guide later in this presentation or work with your Field Energy Specialist with questions around Incentive tiers.
- Home Efficiency Market Rate
 - Tier 3: Non-Income Qualified, Market Rate

Home Efficiency - Tier 3 - Market Rate

What's the same in 2023?

- Initiative with incentives for energy efficiency improvements available to any Ameren Illinois heating fuel customer, regardless of income.
 - No customer application or income criteria for this Initiative.
- Energy efficiency building envelope improvements remain the focus of eligible projects.
 - See the qualifying measures table.
- BPI Assessment to determine applicable measures and to develop the work scope.
- Simplified reservation and incentive forms to continue into 2023.
- On-Bill Financing (OBF) remains available to this tier of customers.

What's leaving in 2023?

- Direct Install Measures
 - Customers can be directed to Ameren Illinois Online Marketplace.
- Project Completion Bonus
- Non-Project Stipend

Primary Qualifying Measures
Attic Insulation
Air Sealing
Rim Joist
Crawl Space Wall
Exterior Wall Insulation
High-Efficient Continuous Ventilation



Home Efficiency - Tier 3 - Market Rate

What's New in 2023

- Incentive Increases!
 - Significant increases to several of the typical building envelope incentives.

- Attic Insulation Eligibility
 - Existing condition eligibility adjusted to where R-19 meets the maximum existing attic insulation to qualify for Attic Insulation Incentives.

- A La Carte
 - Program Allies and customers may choose to implement each measure independently of other measures available such that they meet the customer’s expectations in improving the energy efficiency of their home.
 - A La Carte approach will allow customer the choice to maximize their energy efficiency improvement while minimizing their out-of-pocket cost.

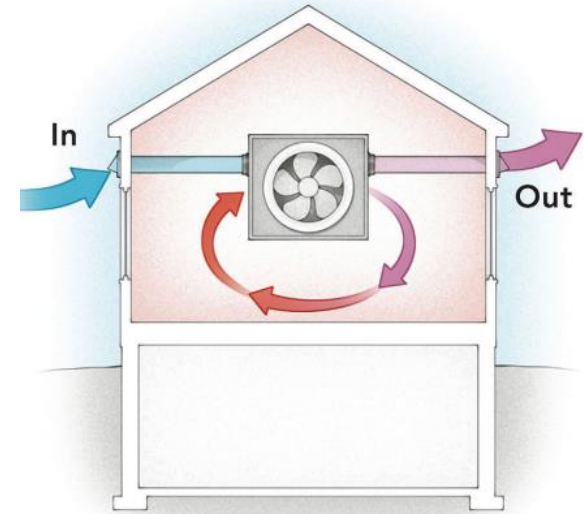
MEASURE	INCENTIVE (2022)	INCENTIVE (2023)
Attic Insulation - R19	\$0.90	\$1.10
Wall Insulation	\$0.90	\$1.10
Rim Joist	\$1.00	\$2.00
Crawl Space Wall	\$2.00	\$3.00
Air Sealing	\$0.50	\$0.70
High-Efficient ASHRAE Ventilation	\$25.00	\$25.00



Home Efficiency - Tier 3 - Market Rate

ASHRAE 62.2 - American Society of Heating and Air Conditioning Engineers

- Education Strategy
 - We will provide Program Ally education on ASHRAE 62.2 as well as focus groups on ASHRAE 62.2 as a guide.
 - Program Allies to educate customers on the benefits of proper ventilation in their home as it relates to ASHRAE 62.2.
 - Program Allies encouraged to explore and advise on alternative strategies on meeting ASHRAE 62.2.
- Solutions
 - Distribute Ameren Illinois branded materials for Program Allies to help educate customers in understanding ASHRAE ventilation solutions for their energy-efficient home.
 - Customers will acknowledge their receipt of education regarding ASHRAE 62.2 standards and understanding the benefits of mechanical ventilation and the potential impacts of non-utilization.
 - Customers will be allowed to decline at the time of their project and may later choose to add ASHRAE ventilation and have it reflected on incentive applications.
 - We always recommend and support ASHRAE 62.2 standards compliance.



Home Efficiency - Tier 3 - Market Rate

Customer Journey

- Customer Webpage
 - Enhancing the ease of access for Ameren Illinois customers to the Home Efficiency specific page in locating information on available incentives and Program Allies that service their area.
- Customer Virtual Self-Assessment
 - Will be located on the Ameren Illinois website to help customers understand the benefits of energy efficiency upgrades to their home.
 - [ENERGY STAR Portfolio Manager: Home Energy Yardstick](#)
- Customer Education
 - Customers will be provided educational material on how their more energy-efficient home is impacted by ventilation and indoor air quality.
 - Ameren Illinois branded material will focus on indoor air quality and ASHRAE 62.2 ventilation guidelines and delivered to the customer by the Program Ally.
 - Program Ally is to provide a customer signature asserting they have been informed and provided this information.



Home Efficiency - Tier 3 - Market Rate

Program Ally Engagement

- Marketing and Outreach
 - Program Ally Newsletter
 - Recognition on performance to be highlighted.
 - Morning Brief Webinar
 - ASHRAE 62.2 and ventilation solutions.
 - Bill Insert and Direct Mailer
 - Targeting strategic seasonal mailing campaigns.

- Support
 - Co-branding and marketing opportunities.
 - Program Ally Marketing Portal
 - Trainings
 - Certification courses and in-field training and on-site training are available.
 - Staffing
 - Workforce development assistance with staff placements and grant opportunities available.

MEASURE	INCENTIVE (2022)	INCENTIVE (2023)
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Rim Joist	\$1.00	\$2.00
Crawl Space Wall	\$2.00	\$3.00
Air Sealing	\$0.50	\$0.70
High-Efficient ASHRAE Ventilation	\$25.00	\$25.00

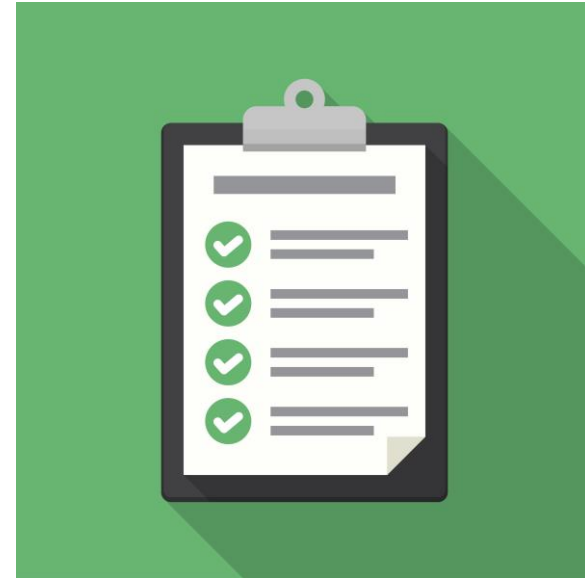


A person wearing a blue long-sleeved shirt is sitting on a couch, using a silver laptop. The laptop screen displays the Ameren website. A semi-transparent white box with a black border is overlaid on the center of the image, containing the text "Home Efficiency Income Qualified Brook Cranford".

**Home Efficiency Income Qualified
Brook Cranford**

New Components

- Program Ally Code of Conduct Updates
- Estimated Completion Dates
- Project Funding
- Tier Level Incentives
- Energy Assessment/Audit Process
- Health and Safety Coordinator
- High-Need CAC
- Marketing Resources





Ensures that both the HEIQ Initiative and participating Program Allies are in clear agreement of the expectations of Ameren Illinois and its standards of integrity, safety and customer service.

Must be signed to participate in PY2023.

Copy available to complete at today's meeting!

Code of Conduct Overview

- Who must agree to the Code of Conduct?
- How will changes be made and communicated?
- What actions can be taken if the Code of Conduct is violated?

Representation Category

- Information relayed to customers is accurate and truthful.
- Customer expectations are met as stated in the customer satisfaction training.
- Marketing practices are approved and adhere to the co-branding standards of Ameren Illinois and the HEIQ Initiative.

Program Ally Code of Conduct



Installation Category

- Adherence to applicable state and local laws, building codes and licensing requirements.
- Adherence to equipment manufacturer's guidelines and specifications.
- The HEIQ Initiative reserves the right to perform quality assurance pre/post inspections at any time on any project.
- Proof of the necessary insurance coverage and ICC Certified Installer status.
- Roster of all BPI Certified employees, specifying the current BPI certifications and staffing updates or changes will be submitted.
- Roster of all partnering subcontractors and staffing updates as necessary.

Program Ally Code of Conduct

Communication Category

- Executed in a timely manner with applicable Program Staff.
- Utilize Field Energy Specialist (FES) as main point of contact.

Program Ally Action	Timeline
Provide Field Energy Specialist project updates	Weekly
Move customer from “Sent for Scheduling” to “Reservation Request Received”	Within 30 business days; Includes five business days to contact customer
Estimated completion date	“Incentive Request Received” within 45 business days from “Reservation Request Approved”
Provide Technical Reviewer (TR) with follow-up items	Within five business days
Complete project return orders after QC	Within five business days



Estimated Completion Date

- Projects will be assigned an estimated completion date 45 business days from Reservation Request Approved.
- Field Energy Specialist will seek weekly updates during check-ins with Program Ally.
- Program Ally may request one extension of the estimated completion date based on extenuating circumstances related to the project.
- Project will be reassigned to another Program Ally if this extension timeline is not met.

Program Ally Project Allocations

- Removed for 2023.
- Tracking closely to monitor overall spend.
- Field Energy Specialists will update Program Allies weekly on progress to savings targets.

Early Completion Bonus

- \$500 bonus per project.
 - Within Q1 any project with “Incentive Request Received” before March 31.

Tier Level Incentives

Qualification of incoming applicants will be based on the following thresholds specific to each county in the Ameren Illinois service territory:

- Tier 1: 200% Federal Poverty Level
- Tier 2: 201%-300% Federal Poverty Level
- Income that falls below the 80% Area Median Income (AMI).
- All households that qualify for AMI are considered a Tier 1 customer.
- **Tier 1 customer – 100% incentivized; no out of pocket cost for customer.**
- **Tier 2 customer – 90% incentivized.**
 - **Warm Neighbors Cool Friends bonus available.**

Source: Housing and Urban Development (HUD)



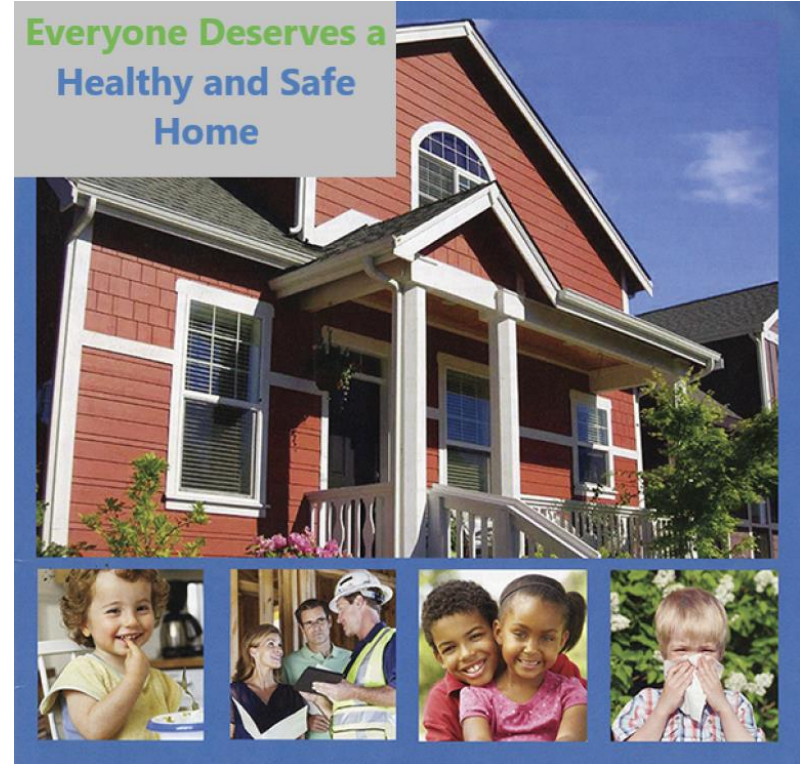
- Energy Advisors will complete all initial Energy Assessments.
 - DIM installations – no SAVE Kits.
 - Determine if viable project.
 - Blower Door Testing.
 - Health and Safety.
 - Virtual Assessments only completed if customer requests.
- Program coordinator will assign to Program Ally based on rotation within each geographic area or Program Ally referral.
- Update: Gas furnace testing is no longer required.
 - Furnace will be de-rated by 1% for each year of its life.

Health and Safety Measures

Overview

Work That Qualifies

- Building envelope work that protects the health and safety of the customer, their family, as well as Program Staff.
- Considered allowable costs as part of an eligible energy efficiency project.
- Removes a barrier to an energy efficiency project.



NEW: Health and Safety (H&S) Coordinator

If a health and safety showstopper is identified in the initial home Energy Assessment, the customer will be placed on a health and safety hold for remediations.

- The H&S Coordinator will manage the remediation of H&S issues identified as a showstopper to an energy efficiency project by providing oversight, tracking and reporting of each project while on hold for H&S remediations.
- The objective of the H&S Coordinator is to improve the customer experience and to reduce the timeline of the H&S remediation which ultimately will reduce the lifecycle of the full project.
- Projects will be assigned to Program Ally once remediation is complete. Only viable projects will be assigned.
- If health and safety issue is identified during a project, the Program Ally will remediate and include in the Workbook.
 - If Program Ally does not have capacity to remediate the issue, they will work with their Field Energy Specialist to coordinate.

Criteria for Replacement

- Seniors (60 and over).
- Expectant mothers.
- Homes with children six and under.
- People living with disabilities.
- Window AC units cannot be replaced with central AC units.

*Note: All High-Need Air
Conditioner Replacements
will be considered on a case
by case basis.*

Marketing Resources

- Importance of marketing to build your pipeline.
- Jordan Nelson is your contact.
- Marketing resources are available for the Home Efficiency Income Qualified Initiative.
 - Visit the Program Ally Portal today to learn more.
- Feedback on new and current marketing pieces for HEIQ.
 - Identifying future needs on our survey today.



AMEREN ILLINOIS ENERGY EFFICIENCY INCENTIVES FOR AIR SEALING AND INSULATION

Insulating and sealing air leaks in your home are some of the most cost-effective ways to improve comfort, energy savings, and reduce costs. Through the Ameren Illinois Energy Efficiency Program you can receive generous incentives to make these energy-saving improvements. Find out if you qualify at AmerenIllinoisSavings.com/Qualify.

WHY PARTICIPATE IN THE AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM?

- Lower the cost of your monthly utility bill
- Increase the comfort of your home
- Receive generous cash incentives that may cover up to 100% of your project costs

9 out of 10
Homes in the U.S. are under-insulated.*

*Source: energy.gov.gov
*Heating and cooling costs account for 40% of the average household's energy bill. This is the amount for an average household. Availability and pay requirements may vary by specific qualifications for the program.

IMPROVEMENTS TO YOUR HOME	DESCRIPTION
Airleak Sealing	Sealing air leaks and installing air leak-sealing equipment specifically designed for this purpose.
Attic Insulation	Increasing attic insulation to the optimal levels that maximize energy and minimize cost.
Basement Insulation	Sealing air leaks and insulating the exterior perimeter above the basement and crawl space walls.
Ground Source Heat Exchangers	Installing exterior or near-surface wells.
Wall Insulation	Properly insulating exterior wall cavities.
Roofing and Building Envelope**	Upgrading to high-efficiency equipment, ensuring you work in the winter and cool in the summer.
Heat Pump Water Heaters	Installing an ENERGY STAR certified heat pump water heater. (AHS-1000) *The tax incentives to install the water hot water is a standard electric heater**

CONTACT YOUR PROGRAM ALLY:

Company Name:
Phone Number:
Email Address:

See 803

Did you know that 9 out of 10 homes in the U.S. are under-insulated**? This means significant air leaks, reduced comfort and increased energy costs.


The Ameren Illinois Energy Efficiency Program is here to help you discover energy-saving upgrades and incentives. Contact a Program Ally today to schedule your Home Energy Assessment and learn about all the ways you can start saving!

The Home Energy Assessment is a comprehensive look at your home to find areas in need of upgrade to improve efficiency and save money. From insulation to air sealing and smart thermostats, each improvement helps you improve comfort, manage usage and reduce costs.

CONTACT YOUR PROGRAM ALLY TO LEARN ABOUT INCENTIVES AVAILABLE TO YOU:

*Source: energy.gov.gov

Ameren Illinois Energy Efficiency
AmerenIllinoisSavings.com

A photograph of a male utility worker in the foreground, wearing a bright yellow-green hard hat with the Ameren logo, safety glasses, and a high-visibility yellow-green safety vest over a grey long-sleeved shirt. He is looking off to the right. In the background, another worker is visible on a utility structure. A semi-transparent white box with a thin black border is overlaid on the center of the image, containing text.

Project Quality Update

Quality Assurance Team:
Jack Johns and Kevin Jakaria

- Let a quality mindset saturate your company culture.
- Quality, at its base level, is simply adherence to a standard.
- Develop internal QC checklists.
- When you have questions, reach out to us.
- We are here to assist.



- In 2022 we have seen an increase in responsiveness and speed to quality concerns. We saw less duration needed to resolve most return order concerns, but there were still many that greatly exceeded our 21-day desired maximum.
- Remember to communicate with customers as accurately as possible during all stages of any issue resolution(s).
- If you run into roadblocks, please contact your Field Energy Specialist, or the Quality Assurance team.

Portfolio Quality Assurance Manager

Jack Johns

1.618.980.0649; jjohns@ameren.com

Residential Quality Control Lead

Kevin Jakaria

1.309.574.9329; kjakaria@ameren.com

- Fully assess projects after completion to ensure that proper quantities and forms have been updated during the incentive request. Many return orders related to claimed savings could have been avoided in PY2022 with these internal quality steps added to your processes.
 - Correct AHRI certificates, a-coil substitutions and adjustments to rim joist and crawl space quantities are common.
- If you have concerns related to safety on projects, reach out to your Field Energy Specialist for assistance.
 - Spillage issues, garage-to-house door concerns, flue pipes, heat shielding and ASHRAE ventilation.
- Complete all specified items on projects taking note of items like filter slot covers, vapor barriers and insulation. Many of these can be avoided by creating internal checklists to review as you perform your final Assessment of the home.

- There have been many updates in the Home Efficiency Income Qualified Initiative surrounding various Program funds (health and safety, bonuses, customer co-pays, etc.). Please reach out to your Field Energy Specialist if you have any questions. This can greatly expedite the technical review process when you submit project paperwork.
- Photo documentation allows for a fast response when the Program reaches out with additional questions.
- In PY2023, **Energy Audit Disclaimer Forms** are still required to be completed and signed on all envelope measure project reservation requests.



Other Initiatives

Joint Utility Initiative – Income Qualified Channel



What is it?

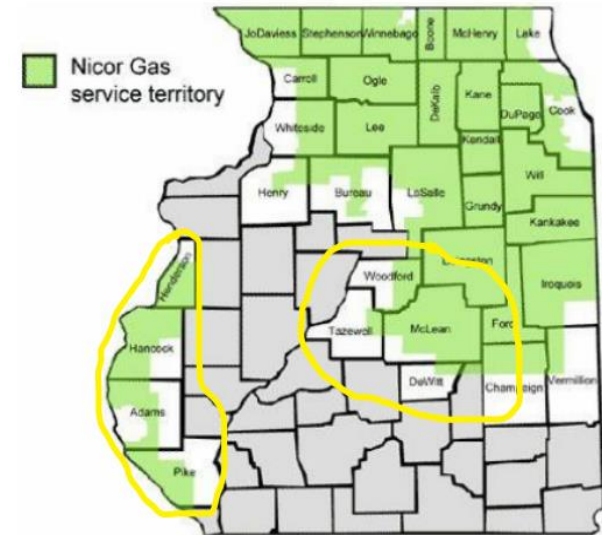
- Joins the Ameren Illinois Energy Efficiency Program with the Nicor Gas Energy Efficiency Program to deliver the energy efficiency retrofit projects to the Single-Family Income Qualified Channel in utility shared territory.
- Partners with community-based organizations to provide outreach and enrollment to their constituents.
- Primarily building envelope improvements.
- Geographically focused to areas of dual utility representation.
 - Currently in the Bloomington/Normal area and continue to strategize expansion to western boarder and Quincy area.
- Program Ally Project Tracking Portal.
- Online customer application.
 - [Energy Efficiency Savings \(ee-savings.com\)](https://ee-savings.com)



Energy Efficiency
PROGRAM



Energy Efficiency
Program



Mobile Home Initiative – Income Qualified Channel

What is it?

- The Mobile Home Initiative will deliver energy efficiency improvements in the way of direct install measures, HVAC measures and building envelope measures designed for the unique housing type of manufactured and mobile homes in the Ameren Illinois service territory.
- Partners with Community Action Agencies and community-based organizations to provide outreach and enroll qualifying customers.
- Program Ally Assessments and Program Ally installations of customer leads from these community groups.
- Customers will be offered energy literacy education to help the customer actively engage in reducing their energy usage.
- Geographically limited in PY2022, but expanding in PY2023.
 - Currently established presence in Champaign, St. Clair and Madison Counties.
 - Expanding to Macon, Peoria and Tazewell Counties in PY2023.
 - Recruiting new and existing Program Allies as we expand.

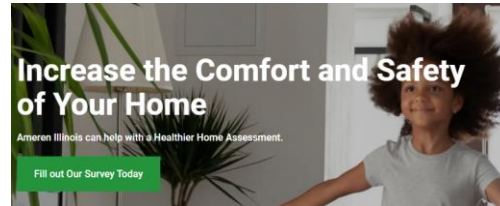
Primary Measures
Air Sealing
Duct Sealing
Sub-Floor Insulation
Furnace Replacement
Central A/C Replacement
High-Efficient Continuous Ventilation
Smart Thermostat



Healthier Homes Initiative – Income Qualified Channel

What is it?

- The Healthier Homes Initiative provides eligible customers with energy efficiency projects enhanced indoor air quality improvements. This Initiative partners with local community health organizations to identify constituents that would be ideal candidates for a no-cost energy efficiency retrofit project with additional in-door air quality improvements.
 - The Initiative will use established BPI principles, combined with health-focused solutions to improve the in-home environment for residential customers.
 - Identified participants will be directed to the customer intake site to complete a survey and the enrollment process.
 - Qualifying customers will receive an Assessment by staff along with direct install savings measures.
 - Homes identified as eligible homes after the Assessment will to be sent to participating Program Allies for energy efficiency project completion.



AmerenIllinoisSavings.com/Healthier

Unique Healthier Homes Measures
Indoor Air Quality Monitor
Hypoallergenic Bedding
Air Purifier
Duct Cleaning
Furnace Filter
Carbon Monoxide Detector
Dehumidifier (POS)

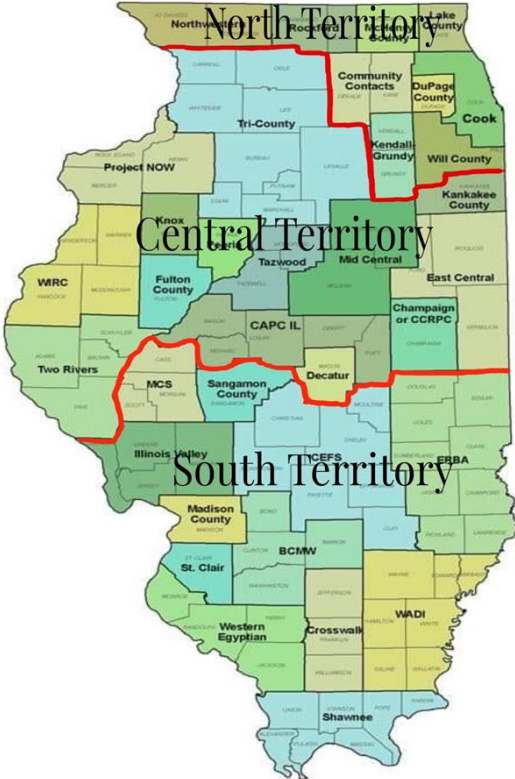
Overview

- The Community Action Agency Channel provides Single Family customers with no cost weatherization projects.
- Participating customers are identified and assessed by their local agency and provided to local contractors for install.
- Eligible incentives include air sealing, insulation, mechanicals, DIMs and health and safety measures.

Why participate in CAA?

- The CAA Channel can provide supplemental work for weatherization crews year-round.
- There is no requirement to maintain an assessor on CAA projects.
- The opportunity to expand your team and business.
- Working in the CAA Channel provides assistance to community members that need it most!

Community Action Agencies




How to participate?

- Connect with a CAA Liaison or myself after this meeting so we can connect you to a local agency.
- Agencies will walk through a procurement process with you.
- Email: tdrea@ameren.com

Smart Savers Initiative



- Eligible customers choose a do-it-yourself or Program Ally-installed smart thermostat.
- Specific zip codes with high populations of low to moderate income (LMI) customers.
- Program Allies receive leads direct from portal submissions.
- Program Ally Incentive Levels:
 - \$165 per Single Family install or call back.
 - \$100 per Multifamily unit install or call back.
 - Nest or ecobee thermostats and wire adapters provided.
- Participating Program Allies receive co-branded marketing toolkit including:
 - Co-branded Online Customer Portal dedicated to direct your customers and generate leads.
 - Co-branded printed marketing pieces, social media pieces and posts.



Free smart thermostat!
Ameren Illinois Smart Savers Initiative makes it possible.

See qualifying information below. If you meet the requirements, please click the START button at the bottom of the page to claim your FREE smart thermostat. If you have questions, please contact us at [866-251-2531](tel:866-251-2531).

Eligibility Guidelines	Qualifying ZIP Codes		
<small>To be eligible for this initiative, you must:</small>	<small>Please click on the city to see the qualifying zip codes:</small>		
<ul style="list-style-type: none">• Be an Ameren Illinois customer• Have a heating source provided by Ameren Illinois• Live in a qualifying ZIP Code• Have not received the maximum smart thermostat rebates through the Ameren Illinois Smart Thermostat Rebate Program.	BELLEVILLE	CHAMPAIGN	COLLINSVILLE
	DANVILLE	DECATUR	EAST SAINT LOUIS
	GRANITE CITY	JACKSONVILLE	PEKIN
	PEORIA	SPRINGFIELD	

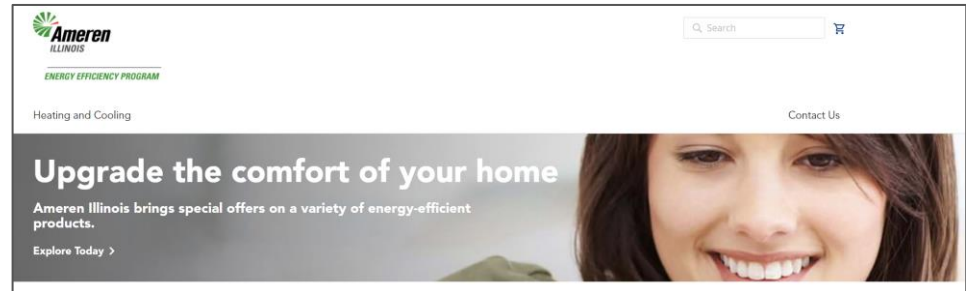
[AmerenIllinoisSmartSavers.com](https://www.AmerenIllinoisSmartSavers.com)

Interested in participating?

Contact: Eljona.fiorita@cleareresult.com

Energy-efficient products incentivized for Ameren Illinois customers.

- Online Marketplace: ***AmerenIllinoisSavings.com/Marketplace***
 - Smart Thermostats
 - Advanced Power Strips
 - LED Bulbs and Fixtures
- ENERGY STAR Product Rebates
 - Large Appliances including Refrigerators, Freezers, Washers and Electric Dryers
 - Pool Pumps
 - For full list of rebated products, visit ***AmerenIllinoisSavings.com/Rebates***



Energy-efficient products incentivized for Ameren Illinois customers.

- Instant Incentives at Retailers
 - LED Bulbs and Fixtures
 - Dehumidifiers
 - Air Purifiers
 - Vent Fans
 - Water Coolers
 - Heat Pump Water Heaters
 - For full list of rebated products, visit [AmerenIllinoisSavings.com/Rebates](https://www.AmerenIllinoisSavings.com/Rebates)

The Ameren Illinois Efficient Choice Tool (ECT) is a free resource that can assist you in your purchase of energy-efficient products like appliances, smart thermostats, consumer electronics and other products and equipment for your home.

- Get help with purchasing decisions to find the right product for you. The ECT provides current retail pricing as well as providing an energy efficiency score.
- The Efficient Choice Tool analyzes product data daily across major retailers to provide you with highly efficient recommendations.
- Search by type, brand and model.
- Shop and compare with other energy-efficient products.



Get started today at AmerenIllinoisSavings.com/EfficientChoice

Federal Incentives and Rebates

John Carroll

- Inflation Reduction Act – Energy Efficiency Home Improvement Credit (no income criteria).
 - 30% of project costs, up to \$1,200 annually.
 - Insulation and Air Sealing.
 - Air Source Heat Pumps and Heat Pump Water Heaters.
 - Home Energy Audits.
- Inflation Reduction Act – High Efficiency Electric Homes Rebate (up to 150% AMI).
 - Heat Pump Water Heaters: \$1,750
 - Air Source Heat Pumps: \$8,000
 - Insulation, Air Sealing: \$1,600
- One-Stop resource for all incentives.
 - <https://programs.dsireusa.org/system/program?state=TER>

A utility worker wearing a bright yellow-green hard hat with the Ameren logo, safety glasses, a high-visibility yellow-green vest over a tan long-sleeved shirt, and work gloves. He is holding a pair of pliers and looking off to the side. The background shows a utility site with power lines and a worker on a lift in the distance.

Workforce Development

John Carroll

The purpose of the Ameren Illinois Diverse Program Ally Incubator Program is to support, mentor, educate and develop diverse contractors on the particulars of the Ameren Illinois Energy Efficiency Portfolio Offerings.

- Contractors become Registered Program Allies.
- Diverse contractors = business owners who are minorities, veterans, women, individuals living with different-abilities and members of the LGBTQ+ community.
- Trades: Electricians/lighting, HVAC/HVAC-R, weatherization (insulation) and general contractors.
- Licensed, insured and bonded in the State of Illinois.
- Registered and in good standing with the Illinois Dept. of Revenue.
- Provides an opportunity for contractors to network with, learn from and shadow legacy Program Allies within the same trade to learn about best practices with respect to project applications, lead development, marketing, customer service, etc.
- Questions? Contact Erika Dominick (dominick@wmenergy.com) or Amber Anderson (anderson@wmenergy.com).

A close-up, over-the-shoulder view of a worker wearing a bright orange hard hat and a high-visibility yellow safety jacket with reflective grey stripes. The worker is looking at a control panel with various symbols and lights. A white rectangular box with a thin border is overlaid on the center of the image, containing the text "Program Ally Network" and "Scott Marner".

Program Ally Network

Scott Marner

Defining a Program Ally

- Your staff represents your business and Ameren Illinois in every interaction with the customer.
- Important qualities:
 - Well-trained and professional.
 - Provides thorough, high-quality products.
 - Provides outstanding customer service.
 - Informed and knowledgeable of Program guidelines.



- We have updated the CORE Audit training.
- We want to help your company by providing initial audit training to all your BPI certified auditing staff for consistent staff customer experience.
- Shadow each current auditor once per year to provide updates to process or tips that we have learned.

- **Available Residential Measures Guide.**
- **Health and Safety Measures Guide.**
- Updated copies will be on the website on January 2, 2023.
- If there are any major changes for energy saving measures the team will communicate that as 2023 work scopes start to be developed.
- Health and Safety Measures Guide will contain greater details on what details we are looking for when receiving quotes and for our inspection needs.

This is your main hub for the latest news and content!

- **Program Ally Portal**
 - Our existing Program Ally Portal provides you with valuable information including applications, guideline documents and training videos for your company.
- **Co-Branding**
 - As a registered Program Ally, you can co-market your business with the Ameren Illinois name and/or logo.
- **Training**
 - Field and office training can be provided to review resources available.

- Morning Brief Webinar Series
 - 30-minute webinars to cover various Program topics.
- Program Ally Newsletter
 - Monthly update for all Program Allies on the latest news and other issues.
- Direct Deposit
 - All Program Allies are now encouraged to submit for direct deposit.
 - This is the most efficient method that speeds up the payment process.
 - Reduces check delays.
 - Contact Heather at hblumenstock@ameren.com for assistance.
- Field Energy Specialist Team

Expectations of a Program Ally – Managing Program Relations



- Manage projects to be completed in a consistent and timely fashion.
- Maintain effective communication with customers to ensure a positive and well-informed experience.
- Request Program assistance in tracking project pipeline as necessary.
- Update your Field Energy Specialist as projects exceed desired time frame.

Residential Program Allies – Recruiting Needs



Additional Program Allies needed in the following areas:

- Danville
- Kewanee
- Galesburg
- Macomb
- Jacksonville
- Flora
- Winchester
- Carlinville
- Hillsboro
- Effingham
- Mount Vernon
- Fairfield
- Plumbing
- Drywall
- Electricians for Knob and Tube
- Insulators for Community Action Agencies

If you have a referral in one of these locations, talk to your Field Energy Specialist!

A close-up, shallow depth-of-field photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a light blue button-down shirt. The background is softly blurred, showing a desk with a pen holder and a white coffee cup. A white rectangular box with a thin border is superimposed over the center of the image, containing the text.

The Energy Efficiency Program Team

- **Home Efficiency Income Qualified**

- Brook Cranford, Channel Manager
- Kim Petzing, Program Manager
- Pooja Khanvilkar, Project Coordinator
- Travis Crocker, Field Operations

- **Innovative Channels**

- Robert Rusteberg, Channel Manager
- Micheal Edwards, Channel Coordinator
- Aasma Abdel-Azim, Joint Utility PM
- Becky Tures, Mobile Homes PM
- Reggie Lee, Healthier Homes PM
- Eljona Fiorita, Accessibility Pilot PM
- Marissa Stanger, SEEK PM
- Marissa Stanger, HS Innovation PM

- **Community Action Agency Braided Projects**

- Thomas Drea, Channel Manager
- Diana Fuller, Program Manager

- **Multifamily Initiatives**

- Jennifer Michael, Channel Manager
- Ron Siddle, Program Manager

- **Smart Savers Channel**

- Jennifer Michael, Channel Manager
- Eljona Fiorita, Program Manager

- **Midstream HVAC Channel**

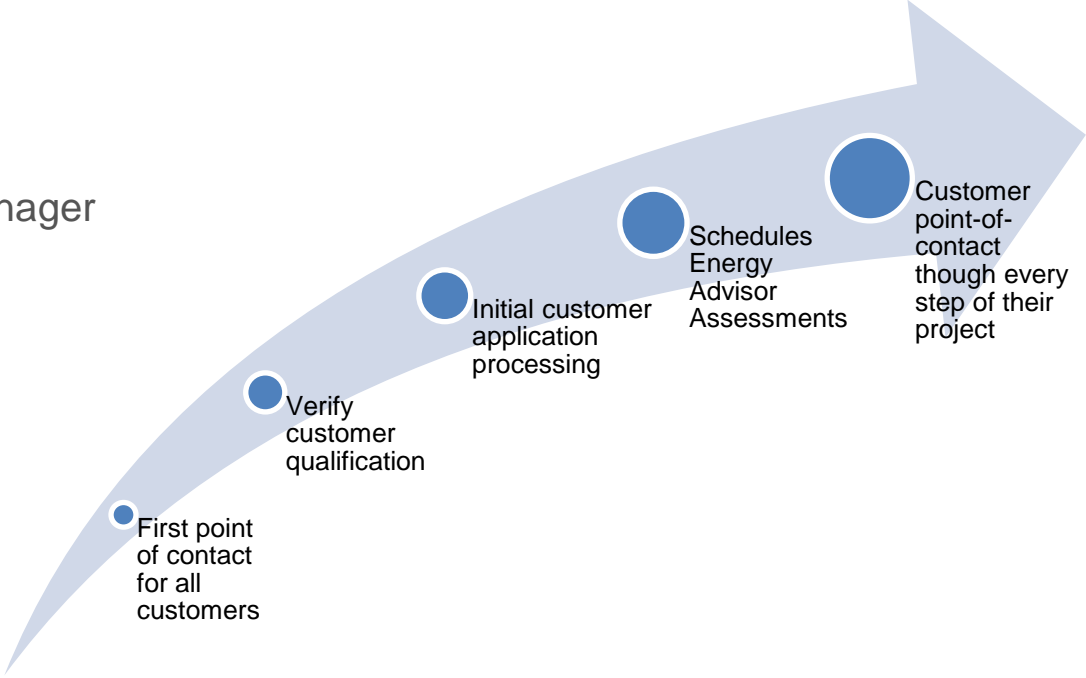
- Jordan Nelson

- **Health & Safety Coordinator**

- Micheal Edwards

Customer Care Staff:

- Stacey Appell, Customer Care Manager
- Home Energy Specialists:
 - Ashley Shettleworth
 - Torie Pickens
 - Sarah Delatore
 - Jacob Tate
 - Jude Lee
 - Brittany Barefield



Data Team & Technical Reviewers

- Technical Review Team – Reviews and approves Work Scopes.
- Data Team – Processes completed projects and payments.
- **Dave Kilgore, Senior Engineering Manager**
 - **Technical Review Support Team:**
 - Joe Morosko
 - Jim Johnson
 - Steve Gwinn
 - Caryn DeSignor
 - Alvina Saterfield
 - **Data Support Team:**
 - Heather Blumenstock
 - Hannah Merriman
 - Jalisa Raines
 - Maria Gaddis

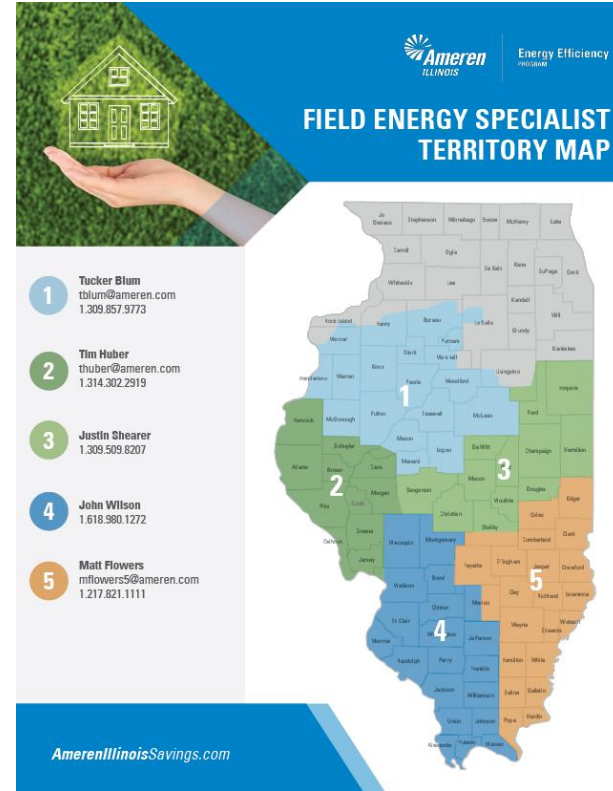


Field Energy Specialists



Scott Marner, Residential Program Ally Manager
smarner@ameren.com
1.309.335.0262

1. Tucker Blum
tblum@ameren.com
1.309.857.9773
2. Tim Huber
thuber@ameren.com
1.314.302.2919
3. Justin Shearer
1.309.509.8207
4. John Wilson
1.618.980.1272
5. Matt Flowers
mflowers5@ameren.com
1.217.821.1111

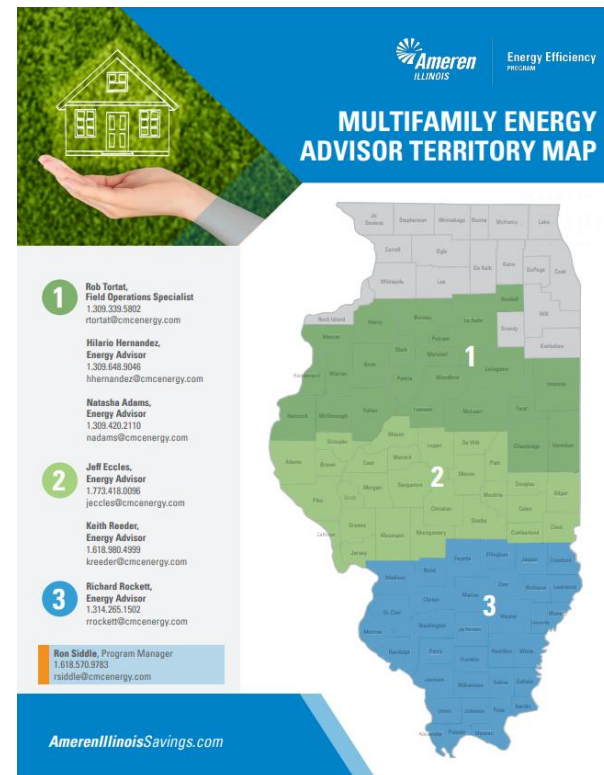


- Energy Advisors assess both in unit and common area opportunities.
- Opportunities installed include in unit DIMS, smart thermostats and building envelope.

Program Manager: Ron Siddle

Field Operation Supervisor: Rob Tortat

1. Hilario Hernandez and Natasha Adams
2. Jeff Eccles and Keith Reeder
3. Richard Rockett



HEIQ Personal Energy Advisor Team



- Performs Home Energy Assessments and Virtual Assessments as Personal Energy Advisor.
- Install all direct install measures.
 - LED Bulbs, Showerhead and Faucet Aerators
 - Advanced Power Strips and Smart Thermostats
- Educates customers on additional eligible energy efficiency opportunities.

Field Ops Manager: Travis Crocker

Field Ops Support Analyst: Lorrie Newman

Field Supervisor: Dave Averbeck

1. Carlin Witte & Mitchell Shoultz
2. Antonio Watters & Zack Etter
3. Abbie Watson & Sean Kolb

The image shows a promotional graphic for Ameren Illinois' Home Efficiency Income Qualified Energy Advisors. It features a map of Illinois divided into three colored regions: green (Region 1), blue (Region 2), and orange (Region 3). A hand is shown holding a house icon over a green field. The Ameren Illinois logo and 'Energy Efficiency PROGRAM' are in the top right. The text 'HOME EFFICIENCY INCOME QUALIFIED ENERGY ADVISORS' is prominently displayed. Below the map, contact information for three advisor teams is listed, each with a numbered circle corresponding to the region.

1 **Carlin Witte**
witte@wmenergy.com
1.309.868.0408
Mitchell Shoultz
mshoultz@wmenergy.com
1.309.642.7071

2 **Zack Etter**
zetter@wmenergy.com
1.618.521.8602
Antonio Watters
watters@wmenergy.com
1.217.502.9260

3 **Abigail Watson**
awatson@wmenergy.com
1.314.475.0026
Sean Kolb
skolb@wmenergy.com
1.618.583.6847

AmerenIllinoisSavings.com

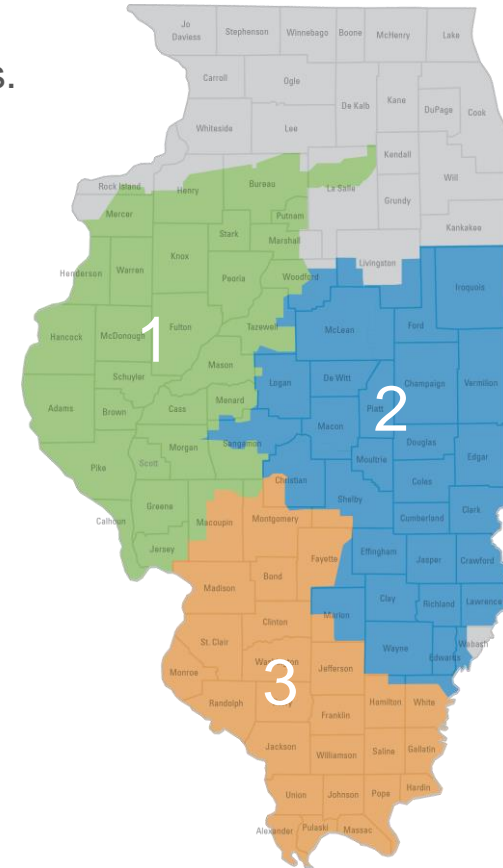
HEIQ Quality Control Team



- Performs pre, in-progress, and post-installation inspections.
- Installs direct install measures.
- Reviews Work Scopes.
- Creates training opportunities for Program uniformity.
- Shadow opportunities with Program Allies.

QC Manager: Vernon House

1. Ian Colson
2. Trinidad Jimenez
3. De'Andre Hampton



HEIQ Marketing Outreach Overview



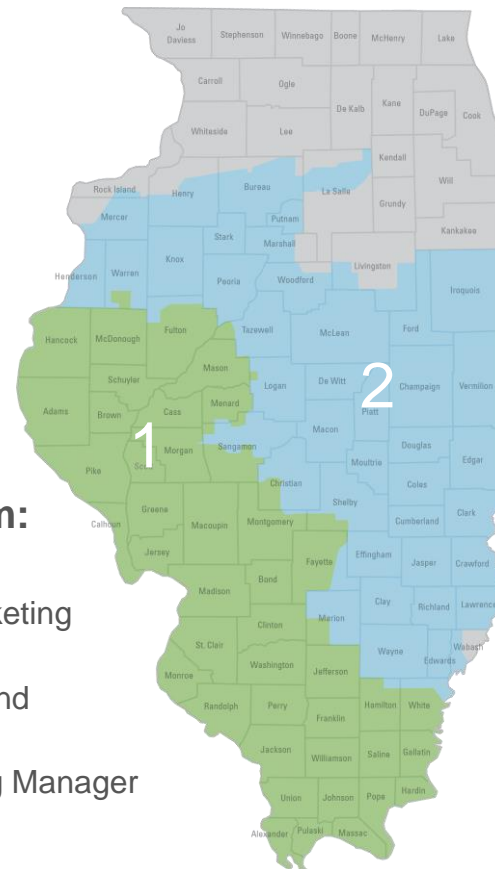
- Promotes Ameren Illinois Energy Efficiency Program.
- Programs marketed primarily through events, home shows and community groups.
- Prospective HEIQ customers are forwarded to the HES team for qualification and approval.
- CORE Program Ally assistance in identifying future outreach opportunities is welcome.

Residential Outreach Team:

1. Kierstin Newton
2. Sonja Vauters

Residential Marketing Team:

- Mallory Audo, Residential Marketing Manager
- Jordan Nelson, Program Ally and Midstream Marketing Manager
- Claire Cooper, HEIQ Marketing Manager



Manages the Midstream distributor network, recruits prospective distributors and engages contractors and manufacturers to drive adoption and acceptance of energy-efficient equipment through participation in the Midstream Initiative.

Midstream Distributor Engagement Team:

- Jordan Nelson, Midstream Marketing Manager
- Bryan Whittaker, Distributor Account Manager
- Melissa Calloway, Distributor Account Manager

Questions?



Energy Efficiency
PROGRAM

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