



Energy Efficiency
PROGRAM

PROGRAM ALLY KICKOFF

2025

Business Program Ally Kickoff

November 19, 2024

Mike Thompson, Business Program Ally Manager

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Business Program Update Agenda

- Program Ally Updates
 - ICC Certification
 - Program Ally Agreement
- Marketing
- QA/QC
- Program Outreach and Engagement
 - Program and Technology Trainings
- 2025 Incentives
 - Standard Program
 - Small Business Direct Install (SBDI)
 - Instant Incentives

Welcome and Thank You

- Welcome to the Team
 - ***You are important!*** Program Ally participation and engagement is vital to the success of the Ameren Illinois Energy Efficiency Program.
 - From Program Year 2023 through November 8, 2024, here is what YOU accomplished:
 - 394 Program Allies actively participated.
 - 6,940 projects were completed.
 - \$36.4 million in electric incentives have been paid.
 - \$5 million in gas incentives have been paid.
- Partnership
 - ***We need YOU!*** Our team is here to help you do what you do best: serve your customers.
 - We can answer your questions as well as provide clarification, one-on-one interaction and personalized Program guidance.

Program Ally Status

- Active Program Ally
 - Registered in the current Program year.
 - If initial registration occurs after September 30 of Program year, will maintain active status through following Program year.
 - Submitted and completed minimum of two projects.
 - Maintain certifications and submission of required documentation.
 - ICC certification is current.
 - Sign and submit Annual Program Ally Agreement.
- Why it matters - the benefits for an Active Program Ally:
 - Eligible for Program Ally Bonus.
 - Up to 5% bonus of calculated incentive for eligible projects completed by deadline.
 - Eligible for Program Ally Marketing materials and assistance.
 - Free marketing material available for download.
 - Assistance creating your own unique marketing materials. Program approval is required.
 - Free listing on Program Ally search on website.
 - Be listed by service provided and service territory covered at AmerenIllinoisSavings.com/FindaContractor.

Available Business Project Bonuses

- **Early Completion Bonus**

- **20% Completion Bonus**—For ELECTRIC projects that have not received pre-approval prior to 9/30/24 and complete by 12/15/24
- 15%/10%/5% Completion Bonus—For eligible electric and gas projects that have not received pre-approval prior to 11/14/24 and completed by: 3/31/25 for 15%, 6/30/25 for 10% and 9/30/25 for 5%

- **Program Ally Bonus**

- **Eligible PY2024 Projects must be completed and submitted by 11/30/24**
- PY2025 Program Ally Bonus will remain 5% of approved incentive on eligible **ELECTRIC** projects. PA Bonus for eligible **GAS** projects will be 2% of approved incentive. Bonus deadline is 11/30/25.

Early Completion Bonus Terms

- Early Completion Bonus

- **This offer cannot be used in conjunction with any other special offers or bonuses. Only non-residential customer projects are eligible for this bonus. This bonus does not apply to the Online Store, Instant Incentives, Midstream HVAC/HPWH Offerings, Small Business Direct Install projects, Small Business Energy Performance projects, Staffing Grant, Strategic Energy Management (SEM), Metering & Monitoring, Feasibility Study, or Building Energy Assessment (BEA). Bonuses are capped at \$10,000 per project. Project and paperwork must adhere to all Ameren Illinois Energy Efficiency Program guidelines and requirements. This Bonus is based on Program funding and may be suspended at any time. Projects must be completed on or after January 1, 2025. Projects that had financial commitment or were pre-approved prior to November 14, 2024 are not eligible for the incentive bonus.*

Program Ally Bonus Terms

- Program Ally Bonus

- **This offer cannot be used in conjunction with any other special offers or bonuses. Only non-residential customer projects are eligible for this bonus. This bonus does not apply to the Online Store, Midstream HVAC/HPWH Offerings, Small Business Direct Install projects, Small Business Energy Performance projects, Staffing Grant, Strategic Energy Management (SEM), Metering & Monitoring, Feasibility Study or Building Energy Assessment (BEA). Bonuses are capped at \$10,000 per project. Project and paperwork must adhere to all Ameren Illinois Energy Efficiency Program guidelines and requirements. This Bonus is based on Program funding and may be suspended at any time. Program Ally must be registered and in good standing to receive the Ally Bonus. For lighting projects, the Program Ally must submit projects through Amplify Online Lighting for Standard Lighting Projects, Streetlighting and New Construction Lighting projects. The Program Ally Bonus will apply to all electric and gas incentives. Projects must be completed on or after January 1, 2025. Projects that had financial commitment or were pre-approved prior to November 14, 2024 are not eligible for the incentive bonus. Minimum total bonus amount paid out will be \$50.*

Annual Program Ally Agreement

- Review and agreement of the Standards outlined during your initial registration with the Program, along with updated Terms and Conditions.
 - This process document is being updated and will be sent out soon, but it **MUST** be returned by December 31, 2024.
 - This is required to maintain Active Program Ally status.

ICC Installer Certification

Tucker Blum



ICC Certification/Recertification

- Illinois energy legislation requires contractors who are installing energy efficiency measures to be certified with the Illinois Commerce Commission (ICC).
- Applies to any measure that requires a Class 1 electrical connection.
AND
Applies to any measure that will receive an incentive of \$300 or more.
- Certified installers agree to comply with building and electrical codes and manufacturer's installation instructions.
- Self-installed measures (those installed by an internal employee or staff member) are excluded from the certification requirement.

Recertification Details

- Certified energy efficiency measure installers must submit a recertification report.
- **Installer Recertification must be submitted to the ICC between January 1 – June 1 annually to avoid ICC late fees.**
- There are no fees to recertify. However, late fees could be high if your recertification isn't submitted by June 1.
- Per Illinois State legislation, our Program cannot issue incentive payments until recertification is up to date.

Marketing/ Co-Branding

Tucker Blum



AmerenIllinoisSavings.com

- Website always has the most up-to-date information.
- Find applications, Program guides and other necessary forms.
- Review how-to videos, previous webinars and other educational content.

**SCAN HERE
TO VISIT OUR
WEBSITE**



Program Ally Resource Page

- Links to applications and forms.
- Helpful resources and training videos.
- Co-branding overview, Marketing Portal Access and online request forms.
- Bonus information (as applicable).

Existing Program Ally Contractors

Thank you for your continued collaboration with Ameren Illinois. Choose your customer type below to get instant access to application forms, educational resources, Program updates, and more.

[Business >](#)

[Residential >](#)

[ICC Installer Certification >](#)

Marketing & Sales Resources

[Co-branding Requirements, Requests, Online Store, & Logos](#)

Program Ally Marketing Portal

- A variety of marketing materials to help you sell energy-efficient equipment and projects.
- Order a selection of professionally printed and downloadable pre-designed materials at no charge from the **Program Ally Marketing Portal** found on the Program Ally Portal.
- Access to this portal is managed by Program Ally "status."
 - Must have completed a project in the past two years to remain "Active" and keep access to the Program Ally Marketing Portal.

Co-Branding

- Co-branding refers to your company logo or name appearing with the Ameren Illinois logo/name on certain promotional materials.
- Co-branding is a way to market your business using your Ameren Illinois Energy Efficiency Program affiliation.
- Two types of co-branding materials:
 - FREE pre-designed materials on the Program Ally Marketing Portal.
 - We make materials for you to print and distribute.
 - No additional approval needed.
 - Materials using Program graphics.
 - You create your own materials and use our approved graphic.
 - Requires **pre-approval** from the Program.

Co-Branding Requirements

- All co-branding activity must adhere to the Co-Branding Requirements document found on the Program Ally Portal.
 - Approved graphic
 - Approve usage
 - Text references

Program Graphics

- Program graphics available for your advertising (websites, TV and radio ads, print ads, signage, etc.).
- In order to use Program graphics, you must be a Registered Program Ally.
- The Co-Branding Requirements document provides detailed standards and requirements and can be found on the Program Ally Portal.
- Your materials **must** adhere to the Co-Branding Requirements document and **be approved in advance**.

Co-Branding Assistance



Tucker Blum

Program Ally and Midstream Marketing Manager

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Quality Assurance and Control

Patrick Paul



Quality Assurance and Control

- A goal of QA/QC is to maintain the quality and integrity of the Energy Efficiency Program.
 - We do this through on-site and virtual inspections, and customer satisfaction feedback.
- Inspections are vital to the quality and integrity of the program.
 - Projects may be inspected pre-installation and/or post-installation.
 - Projects flagged for various reasons:
 - Random selection
 - Project metrics
 - Program Ally metrics
- Contact your Energy Advisor for project-specific inspection follow-up.

Program Ally Outreach and Engagement

- New in 2025: more engagement with Program Allies.
 - Not just project-specific communications!
- Develop an atmosphere of teamwork and partnership.
 - We want to hear from you on how the program works, what is working well and suggestions for improvement.
- We will be reaching out to you through a variety of methods:
 - Surveys/emails/phone calls
 - Program Ally Manager interactions
 - Site visits

Program and Technology Trainings

- Opportunities to learn about new energy-efficient technologies and strategies:
 - Coordinate with industry specialists to provide education on new equipment and technologies for underutilized or new Program offerings.
 - Provide insight and connections if you desire to expand your business model or footprint.
- Offerings to educate on Program changes and/or areas of common difficulty:
 - Connections to program personnel to provide insights and updates on Program participation.
 - Provide education and assistance on difficult or challenging areas that slow project progress.
- Combine outreach efforts and training opportunities to provide what you need.
 - What challenges are you facing? How can we connect you to the resources you need?

**SAVE THE
DATE**

COMING SOON!

**SBDI PY2025
Server Informational
Training**

Tuesday, December 10, 2024
More information to come.

Changes in PY2025

Gretchen Primeau, Libby Stevenson, Colin Santel,
Meghan Roath and Tucker Blum



PY2025 Incentive Rate Changes

Measure	PY2024 Incentive	PY2025 Incentive
Demand Controlled Ventilation	Private \$0.15/sq ft Public \$0.25/sq ft	Private \$0.12/sq ft Public \$0.22/sq ft
Gas Boiler Replacement	Private \$1,000-\$6,500/unit Public \$1,125-\$7,750/unit	Private \$800-\$5,200/unit Public \$1,000-\$7,000/unit
Gas Furnace Replacement	Private \$400-\$500/unit Public \$800-\$900/unit	Private \$450-\$550/unit Public \$900-\$1,000/unit
Gas Furnace Early Replacement	Private \$1,000-\$1,100 Public \$1,800-\$2,400	Removing; will combine with gas furnace replacement above
Steam Trap Survey (HVAC <=15 psi)	Private \$35/trap Public \$40/trap	Private \$25/trap Public \$35/trap
Steam Trap Repair / Replacement (HVAC <=15 psi)	Private \$120/trap Public \$200/trap	Private \$100/trap Public \$150/trap
Steam Trap Survey (Industrial Process)	\$35-\$60/trap	\$25-\$45/trap
Steam Trap Repair / Replacement (Industrial Process)	\$140-\$600/trap	\$115-\$480/trap
Real-Time Steam Trap Monitoring	\$150-\$600/trap	\$160/trap
Replacement of Monitored Steam Traps	\$180-\$600/trap	\$145-\$480/trap
Ozone Laundry System	Private \$30/lb Public \$50/lb	Private \$24/lb Public \$45/lb
Anti-Sweat Heater Control (Freezer or Refrigerator)	\$75/door	\$100/door
Evaporator Fan EC Motor Controls	\$110/control	\$140/control
Q Sync Motors	\$50/door	\$75/door
EC Motor for Walk-In Cooler	\$90/motor	\$120/motor

Measures not listed will maintain the current incentive level.

Lighting Incentives will remain in the 2025 Business Program.

Custom Application Update

- New layout and design.
- No need for separate supplemental calculator for HVAC projects.
- Now allowing internal labor to be included in project costs.
- Please read over the details on the new application for additional changes.
- Public Sector incentive rate changed to \$0.20/kWh and \$2.00/therm

ELECTRIC INCENTIVES ESTIMATE		
Description	Instructions	Answer
Baseline Annual Consumption	Current energy use or, for new construction or equipment at end of expected useful life (EUL), enter the energy used under theoretical standard-efficiency or code-minimum conditions.	kWh
New Efficient Annual Consumption	Projected energy use after project completion. Provide documentation to support this value (e.g. calculations, models, equipment specifications, trend data). See page 10.	kWh
Annual Electric Energy Savings	$[C = A - B]$	kWh
Project Type	Public sector is defined as municipalities, local government, public schools, state universities and community colleges.	<input type="checkbox"/> Private Sector, non-DS2 <input type="checkbox"/> Public Sector or DS2
Base Custom Incentive (before applicable caps)	Private sector: $\$0.16 \times (\text{min. of } [C] \text{ and } 3,125,000) + \$0.06 \times (\text{max. of } 0 \text{ and } [C-3,125,000])$. Public sector and DS2: $\$0.20 \times (\text{min. of } [C] \text{ and } 3,125,000) + \$0.06 \times (\text{max. of } 0 \text{ and } [C-3,125,000])$.	\$
Your Electric Rate	Total of annual electricity costs, divided by annual billed kWh.	\$/kWh
Annual Energy Cost Savings	$[G = C \times F]$	\$
Materials Cost*	Provide quote or proposal to support this value.	\$
External Labor Cost*	Provide quote or proposal to support this value.	\$
Internal Labor Cost* (optional)	Internal labor costs, if included, must meet documentation requirements. See page 10.	\$
Total Electric Project Cost	$[L = H + J + K]$	\$
Payback Before Incentive	$[M = L / G]$ Must be between 1 month and 12 years to be eligible.	years
Payback After Incentive	$[N = (L - E) / G]$ Capped if value is less than 1 month (0.083 years).	years
Incentive Percent of Cost	$[P = E / L \times 100]$ Ineligible if less than 10%, capped at 80%.	%
Estimated Custom Electric Incentive (Pending preapproval and final technical review)	Base incentive [E], capped if necessary at 1 month payback after incentive [N], 80% of project cost [P], or HVAC cap [S]. Incentives over \$500,000 likely to be reduced based on available budget.	\$ 0

Standard Business Paperwork

Funds Reserved & Pre-Approval Requirements:	Final Paperwork Requirements:
<p>Required:</p> <ul style="list-style-type: none"> • Signed and Completed Application <ul style="list-style-type: none"> • Including Utility Account & Estimated Date of Completion • Signed and Completed Customer W-9 form* <p>For Larger Custom or Retro Commissioning Projects:</p> <ul style="list-style-type: none"> • LIRF* - Large Incentive Request Form (\$50k+) • Purchase Orders/Scope of Work • Project Calculations <p>As Needed:</p> <ul style="list-style-type: none"> • Spec Sheets • Landlord Consent Form* • Payment Release Authorization Form* 	<p>Required:</p> <ul style="list-style-type: none"> • Signed and Completed Incentive Payment Request Form • Invoice(s) illustrating Labor & Materials • Signed and Completed Customer W-9 form* <ul style="list-style-type: none"> • If not already submitted with application <p>As Needed:</p> <ul style="list-style-type: none"> • Landlord Consent Form* • Payment Release Authorization Form*

If you have questions regarding the paperwork, please work with your Energy Advisor – they are here to help!

**For paperwork requiring wet signatures, we will accept DocuSign-type signatures – ID, date and timestamp certificates are required.*

Small Business Direct Install (SBDI)

SBDI Channel Description:

- Only Ameren Illinois electric **DS-2 & DS3-A** (unless otherwise approved) customers are eligible. This includes **commercial businesses, non-profits and private schools**.
 - **NEW!** Public K-12 Schools with DS3-B accounts are now eligible!
 - Note: Current incentives rates have been extended through Q1 PY2025.
- Customers with Retail Electric Suppliers (RES) are eligible to participate with Ameren Illinois delivery service and their 10-digit electric account number.
 - Examples: Mid-American Energy, Homefield Energy and Constellation Energy
 - Customer must be interested in doing the project because of the incentives offered. Any customer that pays into the Energy Efficiency Program is eligible (unless deemed otherwise through verification).
- The **Small Business Program Ally** and **Small Business Energy Advisor** play critical roles in the SBDI process.

Small Business Direct Install (SBDI)

- **Small Business Program Ally (SBPA) Roles and Responsibilities**

- Perform free Energy Assessments.
- Provide estimated sales tax on all assessments and get signed W9 for 1099 requirement.
- Work with customer to identify any possible project issues prior to installation and inform customer of any additional costs.
- Collect applicable project paperwork and submit to Snapshot for approval and payment.
- Complete projects and serve Ameren Illinois customers.

- **SBDI Channel - Upcoming Important Dates:**

- **11/25/2024: PY2025 Snapshot Server Opens** for New Projects
 - PY25 projects **cannot** complete until after 01/01/2025.
- **12/10/2024: PY2025 Snapshot Server Informational Training.**
- 12/13/2024: PY2024 Snapshot Server closes for new projects.
- 12/27/2024: PY2024 Final Paperwork submission is recommended.
- **12/31/2024: PY2024 Snapshot Server closes** to all paperwork.
- **01/01/2025: Updated SBPA Forms for payment are due.**
 - **W-9 form, ACH form and Vendor Master Change Forms.**



Instant Incentives

Lighting

- AmerenIllinoisSavings.com/Instant
- Incentives in **red** will change in PY2025.

Measure	2025 Incentive
LED Linear T8 8 ft.	\$9/tube
LED Linear T8 4 ft. and U-bend	\$5/tube
LED Linear T8 3 ft.	\$4/tube
LED Linear T8 2 ft.	\$3/tube
LED Linear T5 HO 4 ft.	\$10/tube
LED Linear T5 4 ft.	\$8/tube
LED Mogul (E39) ≤ 5k lm	\$30/lamp
LED Mogul (E39) 5,001-10k lm	\$35/lamp
LED Mogul (E39) 10,001-15k lm	\$70/lamp
LED Mogul (E39) 15,001-30k lm	\$90/lamp
LED Mogul (E39) 30,001-40k lm	\$130/lamp
LED Mogul (E39) > 40k lm	\$200/lamp
LED 4-Pin Base	\$3/lamp
Exit Signs	\$12/fixture
Wall Packs, 0-5k lumens	\$50/fixture
Wall Packs, 5-30k lumens	\$200/fixture
Wall Packs, >30k lumens	\$500/fixture

Instant Incentives

Non-Lighting

- What is Available?
 - Ducted Air Source Heat Pump (less than 65 kBtu)
 - Ducted Air Source Heat Pump (65 - 134.9 kBtu)
 - Ductless Mini-Split Heat Pump
 - Heat Pump Water Heater
 - Smart Thermostat
 - AX/ BX Notched V-Belts
 - PTAC Units
 - PTHP Units

AmerenIllinoisSavings.com/Instant

Instant Incentives

- What is changing in 2025?
 - Central Air Conditioners will no longer be incentivized through Instant Incentives in Program Year 2025.
 - Removal of the Tier 2 option for Ducted Air Source Heat Pumps (less than 65 kBtu).
- Where to find Participating Distributors:
 - AmerenIllinoisSavings.com/Distributors

Questions and Closing



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Questions?

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