

A utility worker wearing a bright yellow hard hat with the Ameren logo, safety glasses, and a high-visibility yellow safety vest over a grey long-sleeved shirt. He is working on a power line tower, with his hands on a metal component. The background shows other power lines and a blurred worker on another tower.

**Ameren Illinois Energy Efficiency Programs  
Heat Pump Water Heater Midstream Program  
Information for Program Allies**

**John Carroll**

**Ameren Illinois Energy Efficiency Program**

*[AmerenIllinoisSavings.com/COVID-19](https://AmerenIllinoisSavings.com/COVID-19)*

*[AmerenIllinois.com/Recovery](https://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](tel:18007555000).**

A high-angle photograph of a worker wearing a blue hard hat and a safety vest, holding a clipboard with a checklist. The worker is standing on a metal platform or walkway. The background shows industrial equipment and a chain-link fence. The lighting is bright, suggesting an outdoor or well-lit indoor environment.

## What is the HPWH Midstream Program?

# What is the HPWH Midstream Program?

- Incentives for heat pump water heaters through this midstream program-  
**now available**
  - Instant discount at point of purchase from a distributor
- Program Ally does **not** submit a project for reservation or incentive
- The **distributor** submits to the program for incentive
  - Simplified way for customers to get incentive money for purchasing efficient equipment
  - Less administrative work for Program Allies
- Available for commercial and residential customers

# Eligible Products

- **MUST** be ENERGY STAR® listed



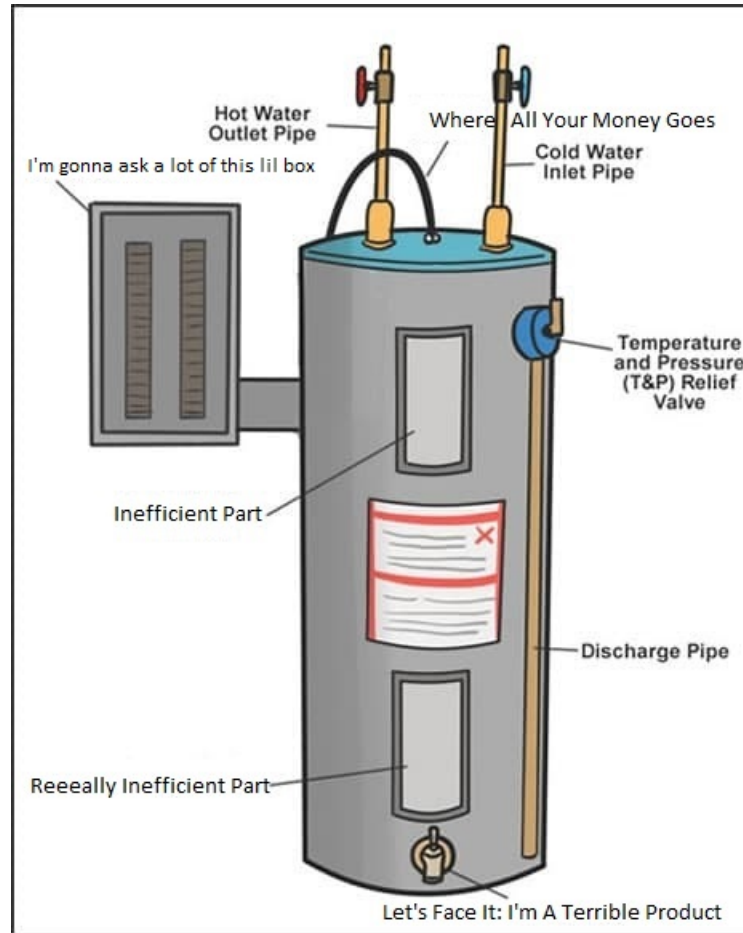




Why Heat Pump Water Heaters?

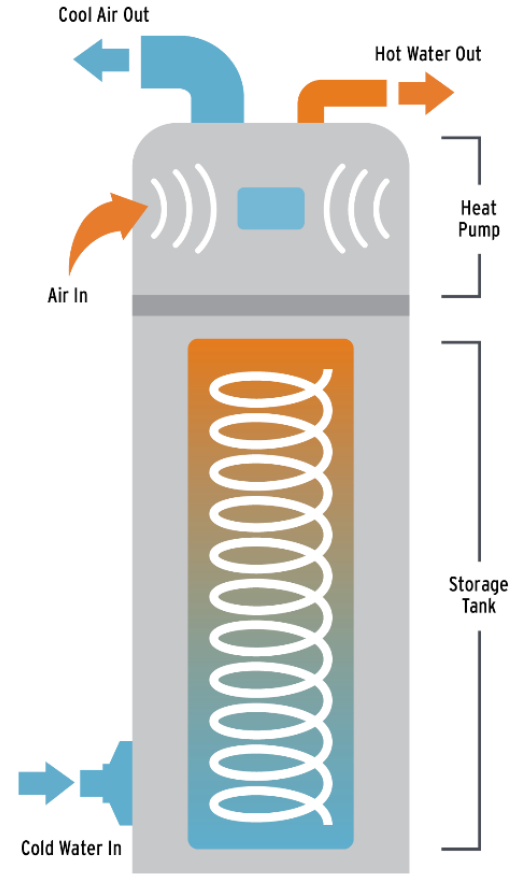
# What the HPWH Replaces

- Electric Water Heaters, FTL!
- One of the most inefficient products in the home
- Electricity powers heating elements, directly heats water
- Annual operating cost in average home is around \$400/year



# Upgrading to a HPWH

- We know heat pumps work, and well
  - Heat is transferred, not created
- 2.5 times more efficient than electric water heaters
  - About \$160/year to operate
- Same sizes available as other types
  - 40, 50, 66, 80 gallons
- Can serve to reduce cooling loads, humidity when installed indoors





# Where, Why, When

- Operate best in basements, garages, and closets - in that order
  - Basements:
    - Summer- cools, dehumidifies
    - Winter- sucks ambient heat from the furnace
  - Garages:
    - If winter temperature stays above ~35 degrees, this is a great spot
  - Closets:
    - With louvered doors, a HPWH can be in the closet in a 10x10 room
    - If both inlet and outlet are ducted there's no minimum square footage

## Additional Important Details

- To find out if this product can compete with a standard electric water heater, see your distributor to compare pricing with electric water heaters
- HPWH noise output averages 50-55db – the same as a well-performing dishwasher
- This heat pump is a closed system and is covered under a typical 6 to 10 year warranty
  - How long has your refrigerator lasted?
- Install is nearly identical to a standard electric water heater

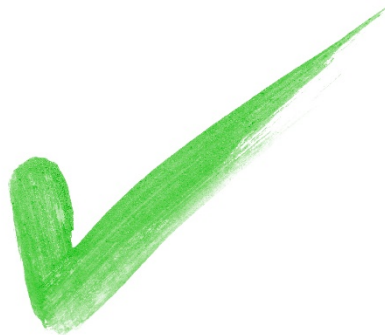
# Rewind



- Distributors enroll with the Ameren Illinois Energy Efficiency Program and agree to offer the HPWH incentives to their customers
- Eligible customers of these distributors can receive an incentive for Energy Star listed Heat Pump Water Heater
  - Distributors collect basic end-user information and deliver incentive as discount at purchase
- Distributors pass the incentive along to you and the customer
  - Distributors report transactions to The Program
- Ameren Illinois reimburses incentive totals to distributor

# 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



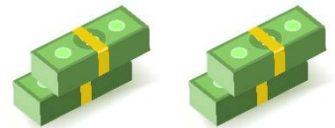


Marketing



# Marketing

- Must receive prior written approval from Ameren Illinois before using Ameren Illinois logo on **all** marketing pieces
- Contact Kasey Campbell for help with co-branding: [kcampbell@ameren.com](mailto:kcampbell@ameren.com)
- Residential Allies, don't forget: there's a \$300 tax rebate to residential customers through 12.31.20
- [https://www.energystar.gov/about/federal\\_tax\\_credits/non\\_business\\_energy\\_property\\_tax\\_credits](https://www.energystar.gov/about/federal_tax_credits/non_business_energy_property_tax_credits)



# Resources

- Residential Program Ally Resource Page
  - [AmerenIllinoisSavings.com/Ally](https://www.amerenillinois.com/Ally)
    - Username: programally
    - Password: saveenergy
- Business Instant Incentive Page
  - [AmerenIllinoisSavings.com/iid](https://www.amerenillinois.com/iid)
  - [InstantIncentives@ameren.com](mailto:InstantIncentives@ameren.com)



**QUESTIONS?**



***AmerenIllinoisSavings.com***

