

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 bright, sunny sky.

Instant Incentives Midstream HVAC Morning Brief

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July 13, 2021

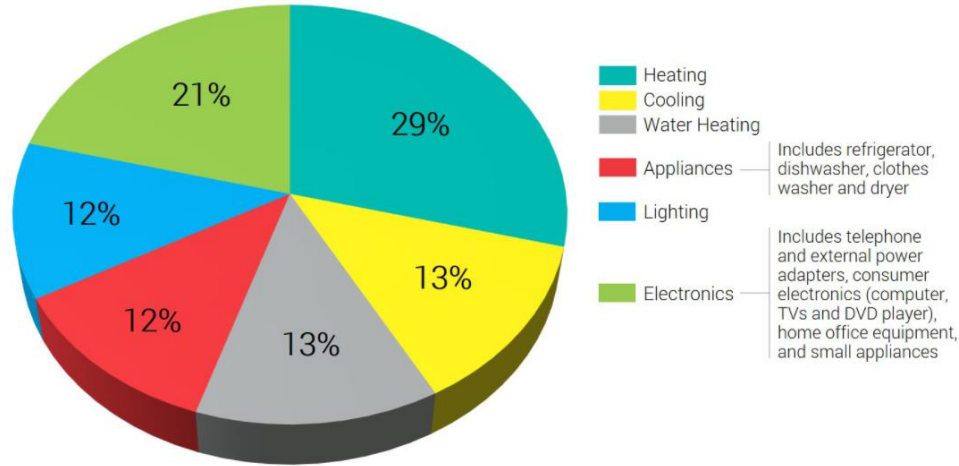
Agenda

- Market Overview & Goals
- Ameren Illinois Energy Efficiency Program Incentives & Resources
- High Efficiency Equipment Performance
- Wrap Up

Market Overview & Goals

Customer Energy Usage

Annual Energy Bill for a typical Single Family Home is \$2,060



Source: Typical House Factoid Memo. Lawrence Berkeley National Laboratory. April 2013.

With high efficiency HVAC equipment, customers can reduce their energy bills and increase their comfort.

Ameren Illinois Energy Efficiency Program incentives can reduce the up-front cost to adopt high efficiency HVAC equipment.

Market Size and Opportunity

- More than 50% of homes in the AIC territory are electrically heated, which means more than half the homes out there are viable candidates for heat pumps.
- There is growing end customer demand for High Efficiency HVAC equipment in the Ameren Illinois service territory.
- Program incentives, energy savings, cost savings, state and federal decarbonization policies, and environmental benefits are driving demand.

Market Overview & Goals



The Ameren Illinois Energy Efficiency Program's goal is to spur adoption of efficient HVAC technologies by supporting manufacturers, distributors, and installers in building awareness, creating demand, and delivering streamlined incentives.

Program Incentives & Resources

Eligible Products

- Central Air Conditioners
 - 16 SEER and 12.5 EER or greater as confirmed by the AHRI Certificate
 - Maximum capacity up to 65 kBtu
- Air Source Heat Pumps
 - 16 SEER or greater as confirmed by the AHRI Certificate
 - 9.0 HSPF or greater as confirmed by the AHRI Certificate
 - Maximum capacity up to 65 kBtu
- Ductless Heat Pumps
 - 16 SEER or greater as confirmed by the AHRI Certificate
 - 9.0 HSPF or greater as confirmed by the AHRI Certificate
- Smart Thermostats
 - ENERGY STAR[®] Certified Smart Thermostats as confirmed by www.energystar.gov



Program Overview



Contractor purchases qualifying HVAC equipment from a participating distributor



Contractor provides end-user information to the distributor



Distributor offers a discount to the contractor



Contractor installs equipment for end user



Distributor submits transaction report to the Program



Program reimburses distributor

Distributor Eligibility and Responsibility

- Must register as an Ameren Illinois Energy Efficiency Program Ally and be in good standing
- Agree to the Program Participation Agreement terms and conditions
- Provide incentive directly to HVAC contractor
- Coordinate project paperwork and reports directly to the Program
- Sell the equipment directly from manufacturer
- Minimum one year in business as a wholesale distributor

Contractor Responsibilities

- Acquire customer information to provide to distributor at the point of purchase
 - Homeowner first and last name
 - Installation location address, city, state, zip code
 - Homeowner phone number and email address
 - Homeowner Ameren Illinois electric account number

- Let your customer know they participated in the Ameren Illinois Energy Efficiency Program

Customer Eligibility

- Ameren Illinois electric residential customers
- “Energy Efficiency Programs Charge”
- Contractors for eligible customers/projects



Federal Tax Credit

- Residential customers may be eligible for a \$300 federal tax credit through Dec. 31, 2021 for the following HVAC equipment:
 - Air Source Heat Pumps
 - Ductless Heat Pumps
 - Central Air Conditioners

- Heat Pumps that are ENERGY STAR certified meet the requirements for this tax credit

- Central Air Conditioners recognized as ENERGY STAR most efficient meet the requirements for this tax credit

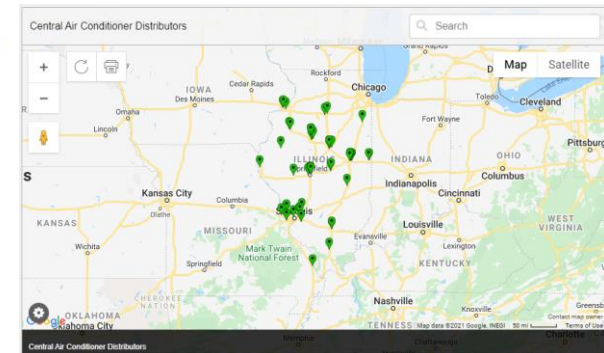
Where to Find Participating Distributors

- Visit AmerenIllinoisSavings.com/Incentives to find the Heating and Cooling products categories offered through Instant Incentives
- Each product page will include product category requirements and a list/map of participating distributors



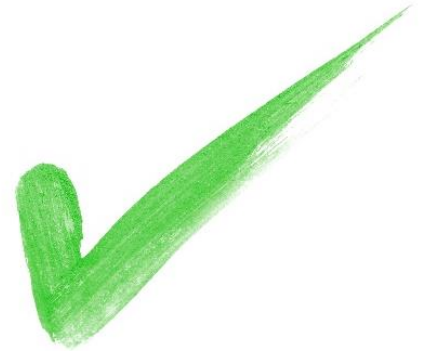
Heating & Cooling

- ▶ Air Source Heat Pumps
- ▶ Central Air Conditioners
- ▶ Ductless Heat Pumps
- ▶ Heat Pump Water Heaters
- ▶ Pool Pumps
- ▶ Smart Thermostats



Offering Term

- Jan. 1 to Dec. 31 or until funds depleted
 - Auto renewal into 2022
- The Program will provide a 60 days notice to distributors of early termination if due to funds depleted
- The Ameren Illinois Energy Efficiency Program will be promoting energy-efficient equipment to customers during this time to drive business for upgrades



Ameren Illinois Program Resources



- To ensure your distributor is enrolled as a Program Ally and able to participate or if assistance is needed with marketing and co-branding, contact **Jordan Nelson** jnelson2@ameren.com or **1.309.981.9496**
- For all other questions, please contact **Robert Rusteberg** rrusteberg@ameren.com or **1.224.315.0644**
- Visit ***AmerenIllinoisSavings.com/Incentives*** for the most up-to-date information

High Efficiency Equipment Performance

Heat Pumps

- Cold temperature performance & backup needs
 - Manufacturer's specifications stipulate they operate effectively in freezing temperatures.
 - Recent technological heat pump advancements have led to increased cold temperature performance.
 - While supplemental backup heating needs may be necessary, advancements in heat pump technology have reduced the usage of backup systems, leading to significant energy and cost savings.
- Lifetime performance
 - Average lifespan of an air source heat pump is 15 years, which is comparable to most furnaces and air conditioners.

High Efficiency Equipment



Your manufacturers and distributors are product experts. Be sure to reach out to them for specific information regarding performance, specifications, benefits, and cost/energy-saving potential.

Wrap-Up

Follow-Up Survey



Be sure to check your email for a follow-up survey to help our Program better understand the market and serve you and your customers better. Questions include:

- Is this your first time hearing of the Program?
- How did you learn about the Program?
- Have you participated in the Program this year?
- Are you seeing supply chain issues? If so, how is it affecting you?
- What barriers to high efficiency equipment adoption are you experiencing?
- What future training/meeting topics would you like to cover?
- Any other feedback you want to share?

QUESTIONS?



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