

**PROGRAM ALLY  
KICKOFF  
2024**

# Business Program Ally Kickoff

Shane Perry, Deputy Business Program Manager

# Business Program Update Agenda



- What's New This Year
  - Incentive changes
  - Target areas
- Important Reminders
  - ICC certification
  - Active Program Ally status
  - Program and product qualifications
  - Rate code confirmation
- Marketing
- QA/QC
- Important Contact Info

# What's New This Year

Jack Johns, Public Sector Energy Advisor

Mike Thompson, EA Manager & Program Ally Manager

Libby Stevenson, EA Manager

# PY2023 and PY2024 Incentive Changes

## SBDI (Small Business Direct Install)

	PY2023	PY2024	
Measure	Incentive	Incentive	Change
SBDI Door Heater Controls for Cooler/Freezer - (Anti-sweat)	\$100	<b>\$150</b>	\$50/Door controlled increase
SBDI EC Motors for Walk-in Cooler/Freezer	\$180	<b>\$200</b>	\$20/Motor increase
SBDI Networked Lighting Controls With Some/Unknown LLLC	\$1.25	<b>\$0</b>	<b>Removed in place of new NLC/LLLC measures below</b>
SBDI Networked Lighting Controls - Without LLLC	\$0.00	<b>\$0.50</b>	<b>Cap at \$75/Fixture, will include exterior NLC</b>
SBDI Networked Lighting Controls - With LLLC	\$0.00	<b>\$1.50</b>	<b>Cap at \$75/Fixture</b>
SBDI Q-Sync Motors for Reach-in Coolers and Freezers	\$150	<b>\$175</b>	\$25/Motor increase



# PY2023 and PY2024 Incentive Changes

## Standard

	PY2023	PY2024	
Measure	Incentive	Incentive	Change
BPL32 Networked Lighting Controls - Without LLLC	\$0.50	\$0.50	<b>Capped at \$75/Fixture,</b> <b>Includes exterior NLC for PY2024</b>
BLP32 Networked Lighting Controls - With LLLC	\$1.50	\$1.50	<b>Capped at \$75/Fixture</b>
BPLD 1/2 Guest Room Energy Management (PTAC and PTHP)	\$100.00	<b>\$125.00</b>	\$25 increase
BPR33 Anti-Sweat Heater Control, Freezer	\$50.00	<b>\$75.00</b>	\$25/Door increase
BPR34 Anti-Sweat Heater Control (Refrigerator)	\$50.00	<b>\$75.00</b>	\$25/Door increase
BPR4 EC Motor for Cooler or Freezer	\$60.00	<b>\$90.00</b>	\$30/Motor Increase



# PY2023 and PY2024 Incentive Changes

## Public Sector

		PY2023	PY2024	
Measure	Sector	Incentive	Incentive	Change
BPC20 Variable Frequency Drives on HVAC Motors (Supply/Return Fans)	Public	\$135	<b>\$160</b>	\$25 increase per HP Controlled
BPC31 Variable Frequency Drives on HVAC Motors (Cooling Tower, HVAC Pump)	Public	\$135	<b>\$160</b>	\$25 increase per HP Controlled
BPC33 Advanced Rooftop Controls	Public	\$0	<b>\$300</b>	<b>NEW Public Rate</b>
BPH18 Demand Control Ventilation	Public	\$0.20	<b>\$0.25</b>	\$.05 increase/sq ft controlled
BPH20 Unitary HVAC Condensing Furnace	Public	\$3.50	<b>\$4.50</b>	\$1 increase per kBtu
BPH8 Early Replacement Furnace 141-225 kBtuh	Public	\$2,000	<b>\$2,400</b>	\$400 increase per unit
BPH8 Early Replacement Furnace 40-140 kBtuh	Public	\$1,800	<b>\$2,000</b>	\$200 increase per unit
BPM1 VFD (Compressor)	Public	\$135	<b>\$160</b>	\$25 increase per HP Controlled
BPM4 Ozone Laundry	Public	\$0	<b>\$50</b>	<b>NEW Public Rate</b>



# PY2024 Bonus Structure

Bonus	Value	Deadline	Comment
Early Completion Bonus	15%	March 31, 2024	Automatically added to calculated incentive of eligible projects completed by listed deadline.
	10%	June 30, 2024	
	5%	September 30, 2024	
Made In Illinois	5%	Added to Early Completion Bonus	Added to ECB for eligible equipment.
Summer Break	10%	August 31, 2024	For schools, to complete projects while students are out.
2023 Symposium Coupon	15%	November 30, 2024	Application submittal deadline is April 30, 2024.
Program Ally	5%	November 30, 2024	Flat rate throughout Program year, extended.

Bonuses are eligible for projects submitted after Dec. 6, 2023 and for specified program channels. These webpages will be updated soon with PY2024 bonus information and eligibility requirements:

- Customer Bonuses: [AmerenIllinoisSavings.com/Bonus](https://AmerenIllinoisSavings.com/Bonus)
- Program Ally Bonus: [AmerenIllinoisSavings.com/ally/existing-business-program-ally-contractors/](https://AmerenIllinoisSavings.com/ally/existing-business-program-ally-contractors/)
- Or contact your Energy Advisor





# Target Areas in PY2024

## High Market Potential

### REFRIGERATION

- Incentives in both SBDI and Standard – *Many increasing.*
- Numerous measures to choose from.
- Large market:
  - Convenience stores
  - Gas stations
  - Grocery stores
  - Cafeterias and restaurants

### WEATHERIZATION

- Application will be released in PY2024.
- Full suite of Standard measures:
  - Covers and gap sealers
  - Air sealing
  - Duct sealing
  - Wall insulation
- Very large market.

*Please let us know in the poll if you're interested in learning more about these opportunities.*

A close-up, over-the-shoulder view of an electrician wearing a bright orange hard hat and a yellow safety jacket with reflective blue stripes. The electrician is looking at a control panel with various electrical symbols and diagrams. A semi-transparent white box with a thin black border is overlaid on the center of the image, containing the text "Important Reminders".

# Important Reminders

A utility worker wearing a bright yellow safety helmet with the Ameren logo, safety glasses, a high-visibility yellow safety vest over a grey 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 another worker in the distance.

# Illinois Commerce Commission (ICC) Energy Efficiency Installer Certification

Jordan Nelson, Program Ally Marketing Manager

- 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 an 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.

- Certified energy efficiency measures installers must submit a recertification report.
- Installer Recertification must be submitted to the ICC between Jan. 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 annually.
- Our Program cannot issue incentive payments until recertification is up to date.
- [AmerenIllinoisSavings.com/Installer](https://AmerenIllinoisSavings.com/Installer)

- Only a \$100 fee for new ICC certifications, June 1 deadline for notarized recertification (no charge if recertification submitted on time).
- To avoid possible delays in payments or fees\* from the ICC, we strongly recommend that contractors doing electrical work register and stay current annually in good standing with the ICC for the current fiscal year dating back to original filing year.
- [ICC.Part462@illinois.gov](mailto:ICC.Part462@illinois.gov) | 1.217.782.7434

*\*Up to a \$1,000 annual fine from the ICC for failure to recertify and remaining in good standing.*

A utility worker wearing a yellow hard hat, safety glasses, a high-visibility vest, and work gloves is crouching on a bed of gravel. He is working on a grey electrical panel mounted on a red brick wall. A white pipe and a black cap are also visible on the wall. The background shows a grassy area and some bare trees.

# Program Ally Benefits and Qualifications

*Mike Thompson, EA Manager and Program Ally Manager*

## Criteria

- ✓ At least 2 projects in the last 12 months.
- ✓ Annual Agreement *(PY2024 sent in October)*.
- ✓ Good standing with ICC.\*
- ✓ Registered with Program during current Program Year.

## Benefits

- Website Listing
- Program Trainings
- Marketing Resources
- EA and Program Ally Support

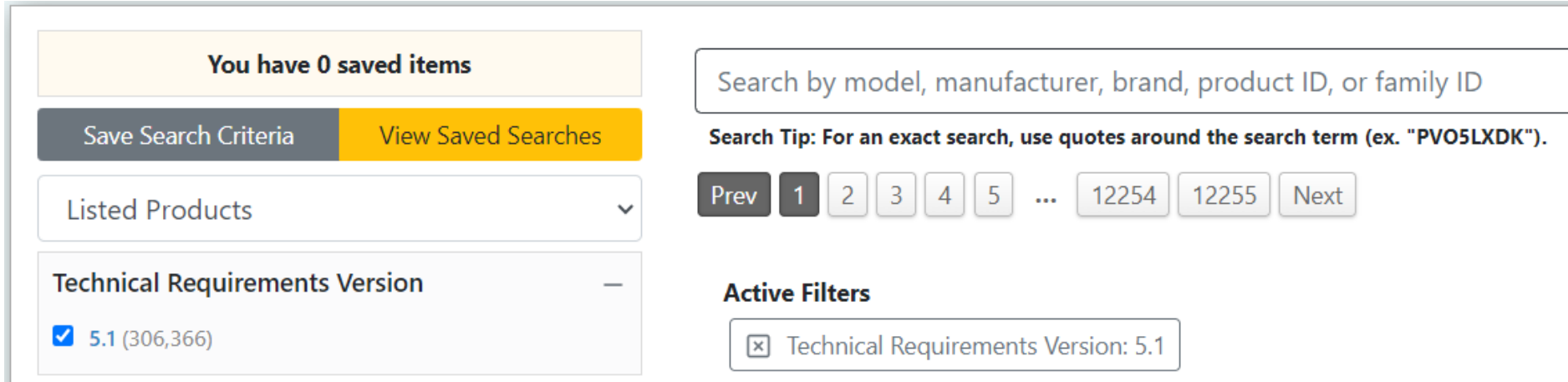
If you have any questions or issues regarding the Program Ally Agreement or your Program Ally status, please call 1.866.800.0747 or email [IllinoisBusinessEE@ameren.com](mailto:IllinoisBusinessEE@ameren.com).



## What is required for Program participation?

- Must abide by all applicable laws, building codes and licensing requirements.
- Installations must adhere to the equipment manufacturer's guidelines and specifications.
- Carry the required insurance coverage, as applicable.
- Obtain the Illinois Commerce Commission (ICC) Energy Efficiency Installer Certification and renew annually, if applicable.

# Equipment Requirements



The screenshot shows a search interface with a sidebar on the left and a main search area on the right. The sidebar includes a notification 'You have 0 saved items', buttons for 'Save Search Criteria' and 'View Saved Searches', a dropdown for 'Listed Products', and a filter for 'Technical Requirements Version' with '5.1 (306,366)' selected. The main area has a search bar with the placeholder 'Search by model, manufacturer, brand, product ID, or family ID', a search tip, and a pagination control showing 'Prev', '1', '2', '3', '4', '5', '...', '12254', '12255', and 'Next'. Below the search bar is an 'Active Filters' section with a box for 'Technical Requirements Version: 5.1'.

## There are eligibility requirements for equipment as well!

- DLC Qualified Product Lists (QPL) are in place for lighting project equipment selection.
  - DLC 5.1
  - New implementation for SBDI channel.
- All Program applications have equipment eligibility requirements listed.
  - Applications can be found on Program website.
  - [AmerenIllinoisSavings.com/Forms](https://AmerenIllinoisSavings.com/Forms)
- All equipment used for projects must meet all eligibility requirements in order to receive incentives.
- If you have any questions or concerns, reach out to your Energy Advisor or contact the Business Call Center.
  - [1.866.800.0747](tel:18668000747)

# Customer Rate Codes

Shane Perry, Deputy Business Program Manager

A wooden sign hanging from a string with a blue button. The sign has the word "WELCOME" at the top, "WE ARE" in the middle, and "OPEN" in large letters at the bottom. Below "OPEN" is the phrase "PLEASE COME IN". The background is a blurred scene of string lights in warm colors.

WELCOME  
WE ARE  
**OPEN**  
PLEASE COME IN

# Rate Code Structure and Why

- ❑ Specific initiatives based on rate code.
  - SBDI, Custom
  
- ❑ Incentive process confusion.
  
- ❑ Identifying your Energy Advisor.
  
- ❑ Can impact incentive amount.
  
- ❑ ROI fluctuation.

## *\*Rate based off Peak KW/demand*

- **DS1** Residential
  
- **DS2** less than 150 KW
  
- **D3A** 150 - 400 KW
  
- **D3B** 400 - 1,000 KW
  
- **DS4** 1,000 KW+
  
- **DS5** Outdoor Lighting/Signage

# Rate Code Confirmation



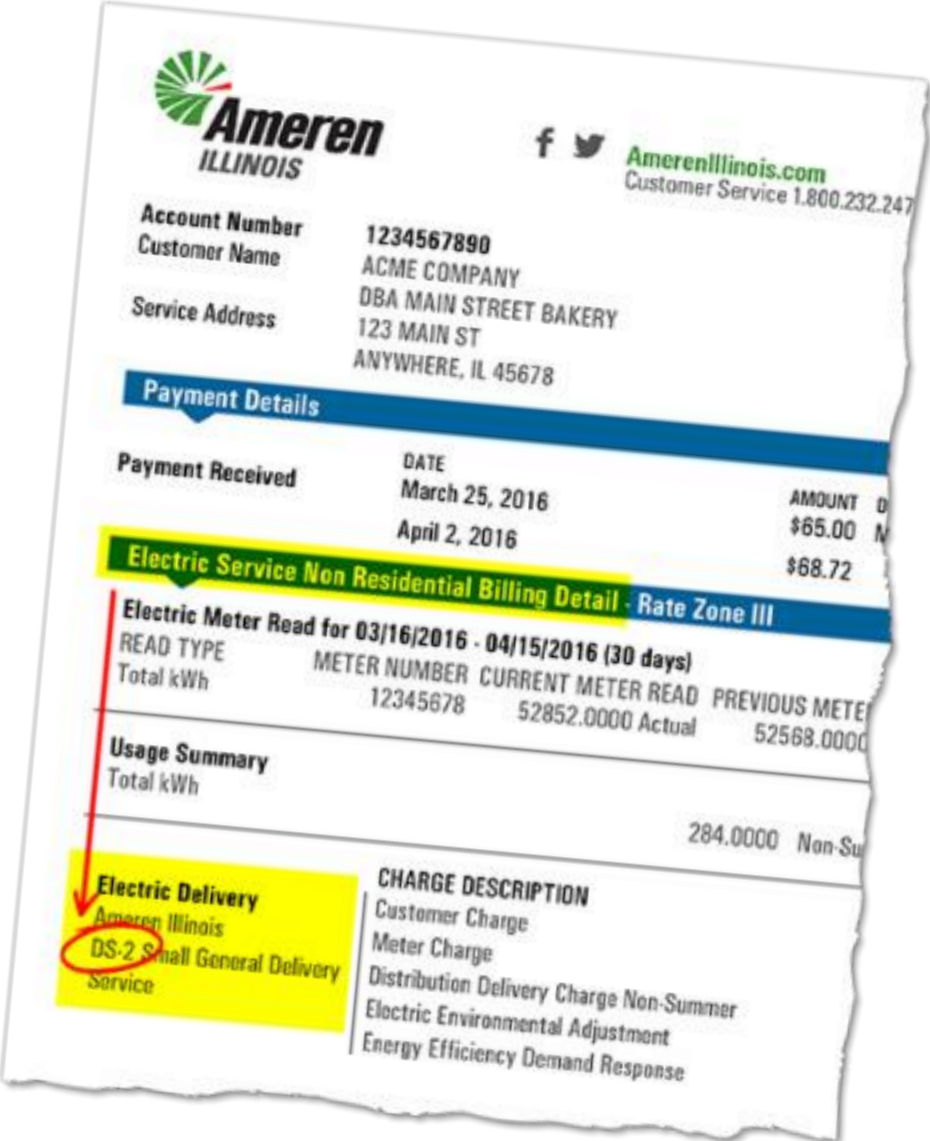
Large Business (DS4, D3B)

Small Business (DS2, D3A)

Reach out to your EA if you need help identifying a rate code or call:

**1.866.800.0747**

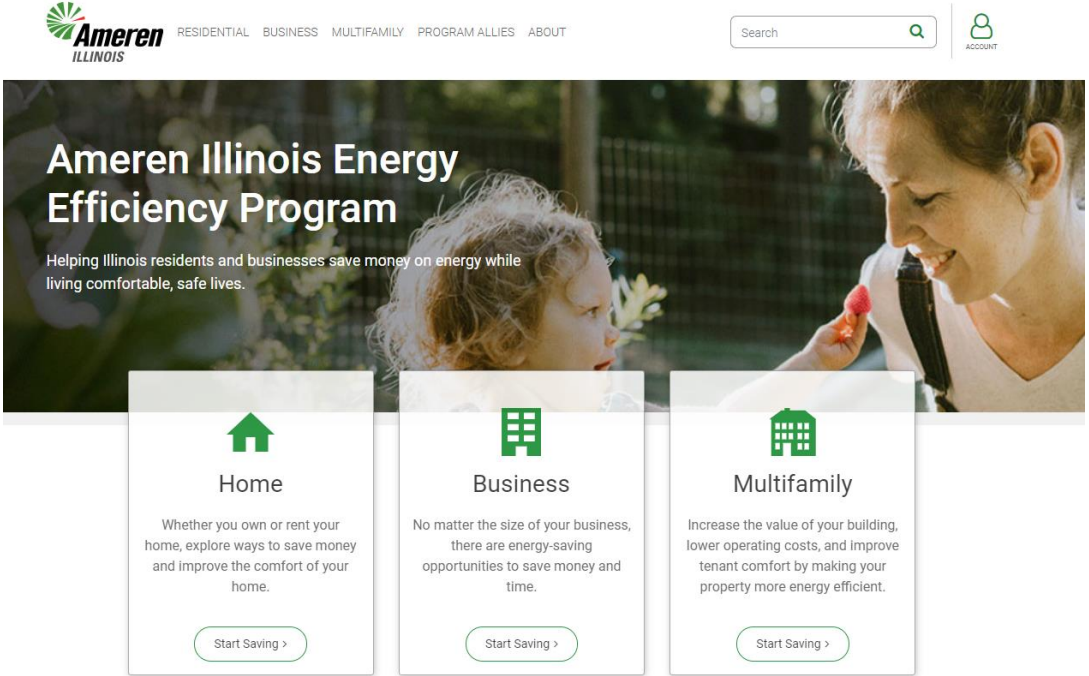
✓ *Speak with a live operator*



# Marketing and Co-Branding

Jordan Nelson, Program Ally Marketing Manager

- Website URL:  
**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.



## 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 >](#)

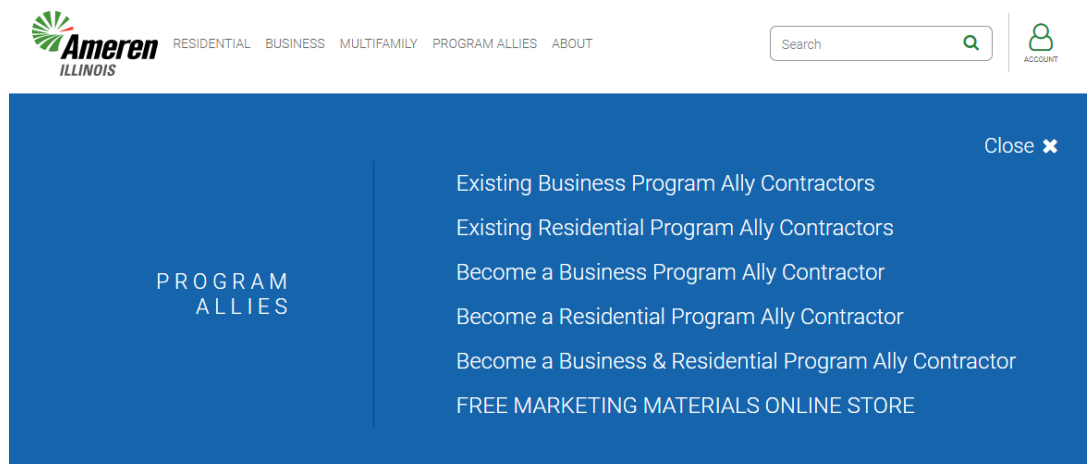
[AmerenIllinoisSavings.com/Ally](https://AmerenIllinoisSavings.com/Ally)



# Program Ally Portal



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



# What is 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.
- A way we “brand” together – we market to customers together.

- 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.

All co-branding activity must adhere to the Co-Branding Requirements document found on the Program Ally Portal.

- Approved Graphic
- Approve Usage
- Text References

### CO-BRANDING REQUIREMENTS

For Ameren Illinois Registered Program Allies

Thank you for being a Registered Program Ally with the Ameren Illinois Energy Efficiency Program. When it comes to marketing, you have two options of co-branding with the Program:

- 1) Free, Program designed and pre-approved co-branded collateral.
- 2) Program Ally custom designed materials with the approved Ameren Illinois Energy Efficiency graphic and/or text references.

Program pre-designed co-branded materials are designed by the Ameren Illinois Energy Efficiency Program, it includes your contact information, and are readily accessible to Program Allies for immediate use. These materials are free, pre-approved, and can be printed and/or downloaded at your convenience.

As for custom designed materials, this guide specifically addresses the requirements you **MUST** follow in the approval process of incorporating the approved Ameren Illinois Energy Efficiency graphic and/or any text references to your participation with our Program within your materials.

To request pre-designed materials or to submit custom materials, visit [AmerenIllinoisSavings.com/Ally](http://AmerenIllinoisSavings.com/Ally)

#### PROGRAM ALLY CO-BRANDING

Materials co-branded with reference to the Ameren Illinois Energy Efficiency Program are intended to support the promotion of the Program Ally's company. Any Ameren Illinois components should be secondary and smaller than the Program Ally's company components.

Program Allies may produce marketing or promotional materials that are co-branded with the Ameren Illinois name and/or approved graphic as outlined in this guide.

#### APPROVED GRAPHIC

Registered Program Allies may only use the approved graphic to represent their involvement in the Ameren Illinois Energy Efficiency Program. **Program Ally use of any other Ameren Illinois logo is strictly prohibited.**

**IMPORTANT NOTE:** This graphic has its own approved uses in advertisements, marketing materials, and business cards. Please refer to the **APPROVED USES** section on page 3 for more details.



ENERGY EFFICIENCY PROGRAM  
Registered Program Ally



Energy Efficiency  
REGISTERED PROGRAM ALLY

- 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.



## Motor VFDs

**TYPICAL MOTORS HAVE TWO SETTINGS — ON AND OFF.** A variable frequency drive (VFD) allows a motor to adjust its output based on demand, saving energy during less demanding times. Install VFDs on motors in your facility and start saving thousands of dollars on your annual electric bills!

### PROJECT TYPES



#### FANS

Variable frequency drives can be installed on a variety of commercial and industrial fans:

- Process fans
- HVAC fans
- Cooling tower fans
- Boiler draft fans



#### PUMPS

Variable frequency drives can be installed on a variety of commercial and industrial pumps:

- HVAC heating pumps
- Chilled water distribution pumps
- Process pumps
- Water plant pumps



#### CUSTOM

For motors greater than 500hp or processes not eligible through our Standard Application, VFD projects can be submitted through the Custom Offering. Pre-approval required.

Visit [AmerenIllinoisSavings.com/VFD](http://AmerenIllinoisSavings.com/VFD) or call **1.888.800.0747**.

### CONTACT A PROGRAM ALLY

^ Estimated savings based on average cost per kWh/therm and depends on age and condition of current equipment.



### INCENTIVES

**Fans (up to 500/hp):**  
\$125/hp controlled (up to 80% of the project cost)

**Pumps (up to 500/hp):**  
\$125/hp controlled (up to 80% of the project cost)

**Custom:**  
\$0.12–\$0.18/kWh saved

### REAL RESULTS

Evonik Industries in Mapleton used over \$50,000 in cash incentives to install VFDs on seven motors in their facility. This system upgrade saves them more than \$80,000 each year on their energy bills!\*

With the help of more than \$40,000 in cash incentives, a Central Illinois food manufacturer installed VFDs on three pump motors and lowered their annual energy bills by \$65,000!\*

Utilizing over \$170,000 in cash incentives, Aventine Renewable Energy in Pekin installed VFDs on twelve motors in their facility — reducing their electric bills by an astonishing \$300,000 each and every year!\*

Want more Real Results? Visit: [AmerenIllinoisSavings.com/RealResults](http://AmerenIllinoisSavings.com/RealResults)



- Available for many equipment types and customer segments.
- Input your company information into our system to have them printed directly onto the materials.




**BRIGHTEN THINGS UP WITH UPDATED LIGHTING AND MAXIMIZE ENERGY SAVINGS AT MINIMAL COST**

The Small Business Direct Install Initiative serves eligible Ameren Illinois small businesses and public sector facilities.

BEFORE

AFTER



**WHY SHOULD I PARTICIPATE?**

The Small Business Direct Install Initiative offers generous energy-efficient lighting and refrigeration incentives to assist Small Business customers in adding to their bottom line through energy efficiency upgrades. Incentives from the Ameren Illinois Energy Efficiency Program allow you to maximize energy efficiency project savings at a minimal cost.

**WHO WILL INSTALL THE ENERGY-EFFICIENT LIGHTING?**

A local electrical contractor (Program Ally) of your choice will complete the project, including installation. An Ameren Illinois Energy Advisor can offer you additional assistance and Program Ally references.

**WHAT'S THE CATCH?**

There is absolutely no catch. The Ameren Illinois Energy Efficiency Program wants to help your small business save energy and reduce operating costs. This Initiative provides financial incentives to Ameren Illinois Small Business customers to help offset the cost of energy efficiency projects.

**HOW DO I GET STARTED?**

**Contact us:**

- By email at [IllinoisBusinessEE@ameren.com](mailto:IllinoisBusinessEE@ameren.com)
- By phone at 1.866.800.0747
- Online at [AmerenIllinoisSavings.com/SmallBusiness](http://AmerenIllinoisSavings.com/SmallBusiness)

**MORE WAYS TO SAVE**

Your facility may be eligible for additional incentives through the Ameren Illinois Energy Efficiency Business Program such as:

- Specialty Equipment
- HVAC Equipment
- Water Heaters
- Custom Projects Unique to Your Facility

**QUESTIONS?**

Contact us by email at [IllinoisBusinessEE@ameren.com](mailto:IllinoisBusinessEE@ameren.com) or by phone at 1.866.800.0747.

To review eligibility requirements, visit [AmerenIllinoisSavings.com/SmallBusiness](http://AmerenIllinoisSavings.com/SmallBusiness).

**SCHEDULE YOUR FREE ASSESSMENT TODAY:**  
Visit [AmerenIllinoisSavings.com/SmallBusiness](http://AmerenIllinoisSavings.com/SmallBusiness) or call 1.866.800.0747.

**CONTACT A PROGRAM ALLY**

SCAN HERE TO START SAVING



Rev. 2/23



- Social media toolkit for Program Allies.
- Pre-approved social media posts.
- Available to download on Program Ally Portal.

### PROGRAM ALLY SOCIAL MEDIA TOOLKIT

#### LINKS TO PRE-APPROVED SOCIAL MEDIA POSTS:

##### Business - General Program Overview

**Text for post along with graphic:**

Ask us how we can help your business find ways to improve comfort, manage usage and reduce costs with incentives from the Ameren Illinois Energy Efficiency Program! Call us at 1.xxx.xxx.xxxx to get started.

**Graphic Preview:**



##### Residential - General Program Overview

**Text for post along with graphic:**

Ask us how we can help you improve comfort, manage usage and reduce costs with incentives from the Ameren Illinois Energy Efficiency Program! Call us at 1.xxx.xxx.xxxx to get started.

**Graphic Preview:**



- 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**.

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**ENERGY EFFICIENCY PROGRAM**  
Registered Program Ally



**Energy Efficiency**  
REGISTERED PROGRAM ALLY



- Access the latest Co-Branding Requirements document.
- Order marketing materials, submit materials for approval.
- Download approved logos.
- Contact Jordan Nelson at [jnelson2@ameren.com](mailto:jnelson2@ameren.com) for any questions.

## Marketing & Sales Resources

+ Co-branding Requirements, Requests, Online Store, & Logos

# QA/QC

Patrick J. Paul, Business QC Lead

## Improving Application Processing Efficiency

- GOAL: Improve overall application documentation to expedite application processing.
- Improved pictures with applications should provide a clear visual of any application's scope.
- Will help reduce back and forth communication and inaccuracies found during inspections.
- Some best captured during installation.

### What to Include

#### Pre and Post Photos:

- Two photos per measure (min.).
- Details of old and new items:
  - Model
  - Wattage
- Broader view of project:
  - Equipment installation.
  - Room picture of total light fixtures.
  - Uninstalled equipment.

# Interior Lighting Example

Minimal photos show item details and project scope.



# Exterior Lighting Example

Shows details and scope.



## During Installation



# Who You Gonna Call?

Libby Stevenson, EA Manager

# Program Support



Online: [AmerenIllinoisSavings.com/Business](https://AmerenIllinoisSavings.com/Business)



Documents/Apps: [AmerenIllinoisSavings.com/Forms](https://AmerenIllinoisSavings.com/Forms)



Call us: **1.866.800.0747** *Speak with a live person!*



Email us: [IllinoisBusinessEE@ameren.com](mailto:IllinoisBusinessEE@ameren.com)

## Business Forms Library

### 2024 Applications

#### Custom

Custom Application  
Feasibility Study Application  
Metering and Monitoring Application

#### Retro Commissioning

Retro Commissioning Large Facilities Application  
Retro-Commissioning Lite Application  
Retro Commissioning Industrial Refrigeration Application  
Monitoring Based Retro Commissioning

### 2023 Applications

#### General Forms

Application Overview Video Guide  
Incentive Payment Request Form  
Payment Release Authorization Form  
Landlord Consent Form  
Large Incentive Request Form  
Application Guide  
Amplify Online Lighting Application Guide  
Incentive Reference Guide

#### Custom

#### Specialty Equipment

Specialty Equipment Agriculture Application  
Specialty Equipment Industrial Facilities Application  
Specialty Equipment Refrigeration Application  
Specialty Equipment Data Centers  
Public Specialty Equipment Hospitality Application  
Private Specialty Equipment Hospitality Application  
Farm Energy Audit Application  
Water Saving Devices Application  
Steam Trap Repair/Replacement Application  
Monitored Steam Trap Application



**Energy Advisor Support** at **1.866.800.0747**  
An operator will get you connected to your EA.  
[AmerenIllinoisSavings.com/EA](https://AmerenIllinoisSavings.com/EA)



A white rectangular box with a thin border is centered over the image. Inside the box, the text "Q&A" is written in a large, white, sans-serif font. The background of the image shows a person's hands typing on a laptop keyboard in a bright, modern office setting.



**Energy Efficiency**  
PROGRAM

**[AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com)**