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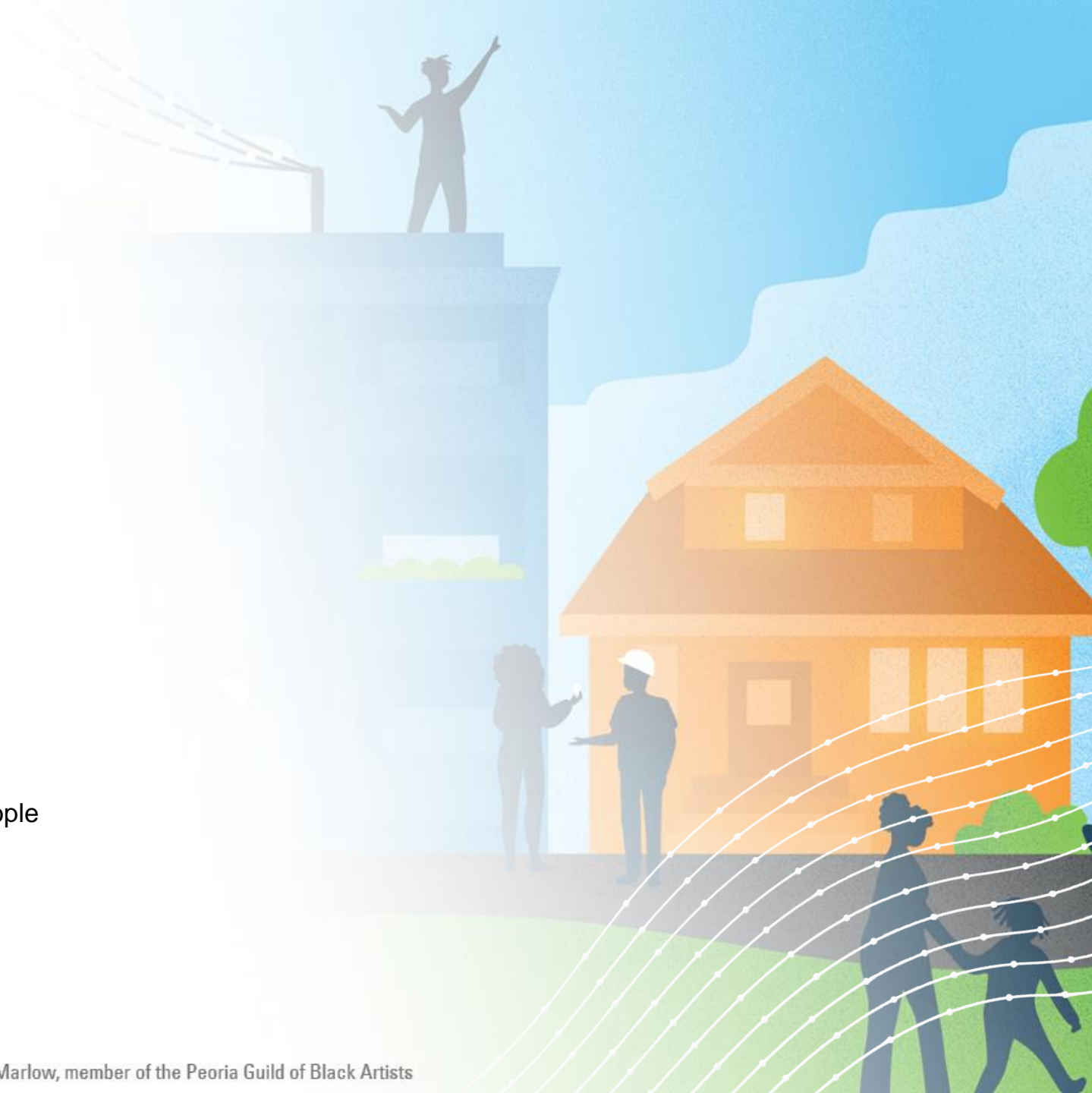
# 2025 Program Ally Kickoff

Ameren Illinois Energy Efficiency Program



# Agenda

- What's Happening in PY2025
  - Multifamily Initiative
  - Midstream Initiative
  - Home Efficiency Market Rate
  - Home Efficiency Income Qualified
  - Quality Assurance Updates
  - Other Initiatives
- Federal Incentives and Rebates
- ICC Installer Certification
- Workforce Development
- Program Ally Relationship
- Marketing and Co-Branding
- Ameren Illinois Residential Energy Efficiency Program – The People
- Questions



# Overarching Program Ally Agreement

- A Residential Program Ally Agreement will be sent out this month for you to review, sign and submit.
- This agreement will be **REQUIRED** for Program Allies to participate.
- More details to come on due date/ execution of the agreement.



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# Multifamily Initiative

Miritza Thorpe



# Multifamily Initiative

Conditions for Heat Pump Retrofit Projects



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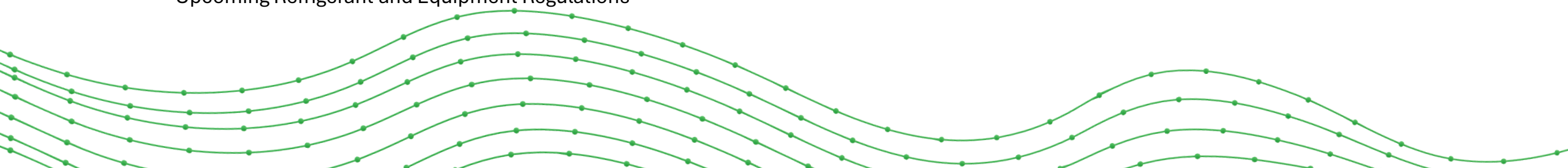
Offered in all three multifamily channels (Income-Qualified, Public Housing and Market Rate)

Initial	Final
<ul style="list-style-type: none"> <li>✓ Heating fuel must be delivered by Ameren Illinois</li> <li>✓ Electric Resistance Heat with or without cooling</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ducted ASHP 15.2 SEER2 and 8.1 HSPF2</li> <li>✓ Ductless ASHP 15.2 SEER2 and 8.1 HSPF2 minimum</li> </ul>

## Program Updates & Changes

- New Incentives for PY2025\*\*
- HVAC Workbook Requirements
  - Section 3b: Installed smart thermostat model and quantity information
    - Program can provide thermostat with applicable equipment
  - Invoice
  - Pre and Post installation photos
  - Must complete an updated application if equipment changes
- Final QA/QC Inspection
- Upcoming Refrigerant and Equipment Regulations

Updated PY2025 Heat Pump Incentives	
Ductless or Ducted Air Source Heat Pumps <b>(MF-IQ and PH only)**</b>	<b>\$6,500</b>
Ductless or Ducted Air Source Heat Pumps (Market Rate only)	\$2,500



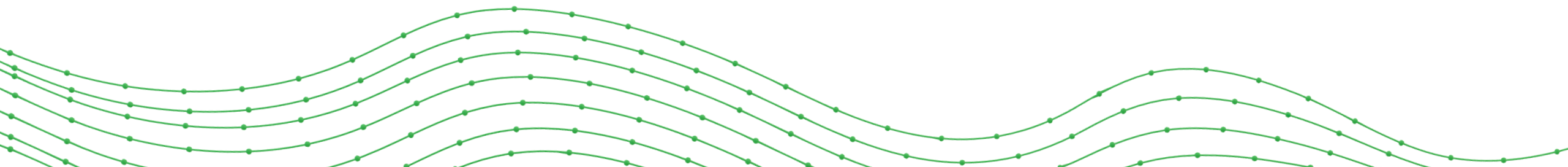
# Multifamily Initiative

## QAQC Heat Pump Inspections



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- ❑ A visual inspection will be conducted on a portion of the installed heat pumps.
- ❑ Coordinate inspection with program staff at least a week in advance.
- ❑ Inspection will verify the following:
  - The correct HVAC equipment was installed per the submitted/approved application and AHRI certification.
  - The unit is level and securely mounted.
  - The area is free from any obstructions.
  - If provided, confirm that CMC-provided thermostats have been installed.
  - Thermostats are placed on interior walls, away from direct sunlight, appliances and drafts.
  - Visible line sets are covered with transitions and matching termination fittings.
  - The condensate line was installed without dips or traps.
  - Manuals provided, and tenants/staff are instructed on basic heat pump operation, including on/off, heating/cooling modes and temperature adjustments.
- ❑ Post-installation photos of installed HVAC systems must be submitted with the final incentive request workbook. The inspector may take additional photos if needed. Please keep in mind that post-installation photos and inspection are a requirement before payment processing.



# Multifamily Initiative

## Conditions for Building Envelope Projects



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Offered in only Income-Qualified & Public Housing channels

- ✓ Heating fuel delivered by Ameren Illinois.
- ✓ Air sealing opportunities must be available .
- ✓ Existing attic insulation must be R-11 or below or R-12 to R-19.

Multifamily Building Envelope Measures	Initial	Final	Incentive
Air Sealing ( <b>required for all building envelope projects</b> )	Blower Door Testing (Depressurized)	Blower Door Testing verifying CFM reduction (Depressurized)	\$0.95 (per CFM reduced)
Attic Insulation	R-11 or less	R-49+greater	\$1.90 (per square foot)
Attic Insulation	R-12 to R-19	R-49+ greater	\$1.55 (per square foot)

# Multifamily Initiative

## Additional Building Envelope Requirements

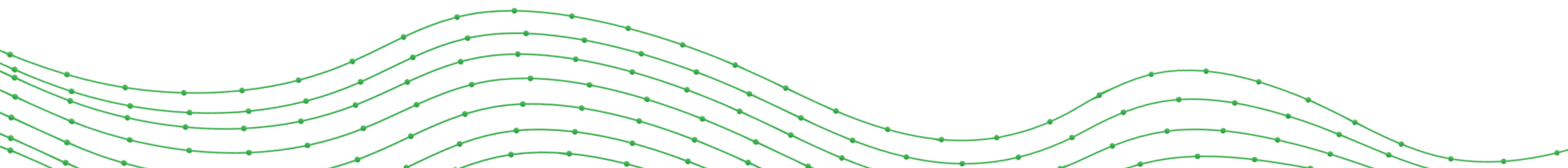


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- Health and Safety Inspection
  - Up to \$300 per unit, no greater than 50% of total project cost
  - All applicable Health and Safety measures **must be performed** to include:
    - crawl space vapor barrier
    - bath fan ventilation
    - Termination of all moisture ventilation sources outside the building shell
- Combustion Safety Testing
- Depressurized Infiltration Testing CFM@50
- Fuel Distribution System Inspection
- Non-Project Audit Stipend: \$100 per building
  - No more than 3 buildings per property should be audited
  - Maximum of \$300 non-project stipend per property
- Building Envelope Workbook Requirements:
  - Building Envelope Unit Details

**\*\*Must include pre blower door test and estimated air sealing numbers**

Health & Safety	Incentive (unit)
Crawl Space Vapor Barrier	\$1.30 per sq ft
Venting exhaust from outside	\$1.90 each





# Multifamily Initiative

## Additional Resources



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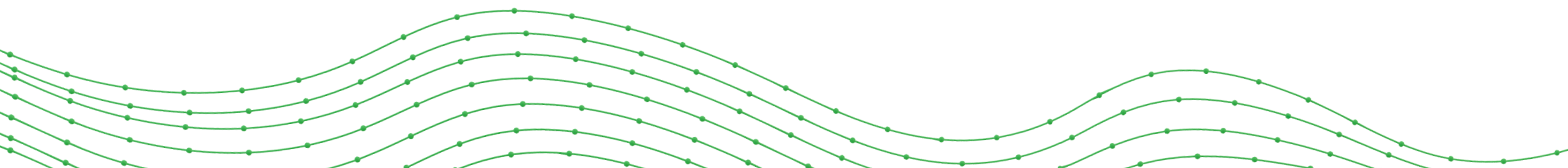
### ***I located a property interested in the Multifamily Initiative.***

#### ***How do they apply?***

- Direct the Property Manager or owner to [AmerenIllinoisSavings.com/Multifamily](https://AmerenIllinoisSavings.com/Multifamily) to Request a FREE Energy Assessment.
- The property can list your company as the Referring Program Ally on the application.
- \*\*\* Public Housing Authorities (PHAs) may require more than one Program Ally to complete a formal request for bid process.
  - Angie Stewart can assist you in navigating this process and coordinating with the Public Housing Authority leadership.
  - Decision on the selected contractor is solely from the PHA.
  - Minority-owned, Woman-owned or Veteran-owned contractors may be given special consideration.

### ***How can you stay engaged in the multifamily initiative?***

- Program Ally Newsletters
- Multifamily Orientations/Webinars
- [AmerenIllinoisSavings.com/Multifamily](https://AmerenIllinoisSavings.com/Multifamily)
- [AmerenIllinoisSavings.com/Ally](https://AmerenIllinoisSavings.com/Ally)
- Through our Program Staff





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# Midstream Initiative (Instant Incentives)

Tucker Blum



# Midstream Initiative

## Instant Incentives



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- 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.
  - › To find a participating distributor:
    - [AmerenIllinoisSavings.com/Distributor](https://AmerenIllinoisSavings.com/Distributor)
      - Let us know if your distributor is not yet enrolled with the Ameren Illinois Energy Efficiency Program.
- [AmerenIllinoisSavings.com/Incentives](https://AmerenIllinoisSavings.com/Incentives)

# Midstream Initiative

## Instant 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:
  - › No account numbers needed.



# Midstream Initiative

## Instant Incentives



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- Ducted air source heat pumps (ASHP): \$900 discount
  - › Must be 16 SEER (15.2 SEER2) and 8.9 HSPF (8.1 HSPF2) or greater.
  - › Limit two per Residential account.
- Ductless heat pumps (DHP): \$630 discount
  - › Must be 16 SEER (16 SEER2) and 9.0 HSPF (8.55 HSPF2) or greater.
  - › Limit two per Residential account

# Midstream Initiative

## Instant Incentives



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- Heat pump water heaters (HPWH): \$1,150 discount
  - › Must be ENERGY STAR<sup>®</sup> certified.
- Smart thermostat: \$115 discount
  - › Must be ENERGY STAR certified.
  - › Limit one per Residential account.



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# Home Efficiency Market Rate

Micheal Edwards



# Residential Home Efficiency Incentive Tiers in PY2025

PY2025 Initiative will continue to feature unique incentive structure 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



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# Home Efficiency Tier 3 - Market Rate



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- 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 2025.
- On-Bill Financing (OBF) remains available to this tier of customers.
- Incentives are the same in 2025.
- A la carte approach: 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.

## 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

Inflation Reduction Act: Tax Credits

- Home Improvement Tax Credits

- Any energy-efficient building envelope measure that can reasonably be expected to remain in use for five years (e.g., air sealing and insulation) can get up to 30% of the actual costs. \$1,200 to \$3,200 depending on projects completed.
- Home energy audits (30% of costs up to \$150).

- How to apply for tax credits:

- Customer should consult a tax professional to determine all qualifying factors.
- Additional information can be found on the Program Ally Resource Page.
- IRA tax tool - located on workbook.



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# Home Efficiency Tier 3 - Market Rate

ASHRAE 62.2- American Society of Heating and Air Conditioning Engineers



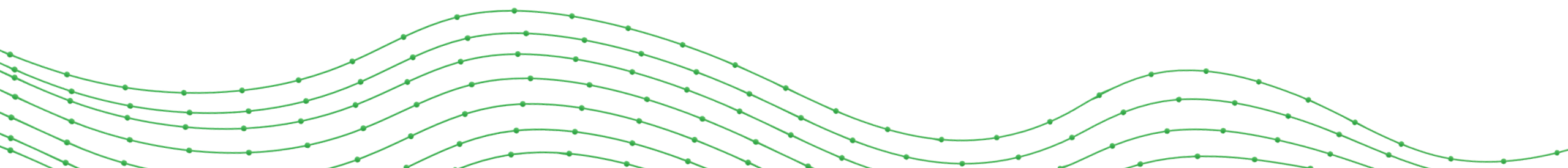
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- Education Strategy

- 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 Energy Efficiency Program branded materials for Program Allies to help educate customers in understanding ASHRAE ventilation solutions for a more 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 Energy Efficiency Program 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.



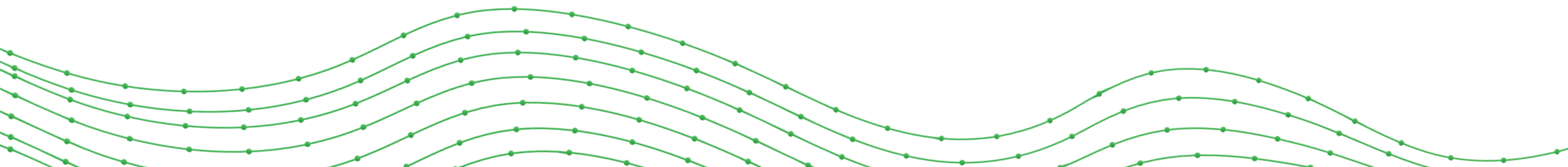
# Home Efficiency Tier 3 - Market Rate

## Program Ally Engagement



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- 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.



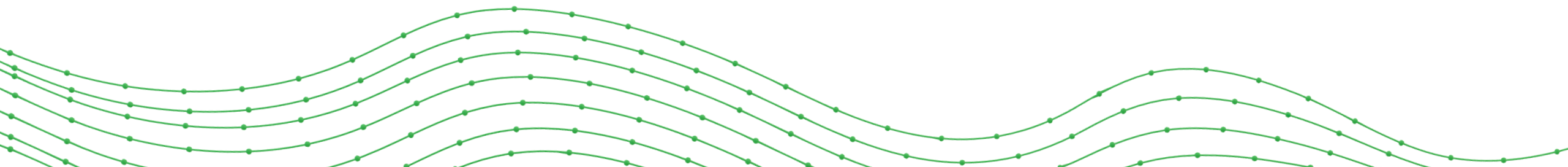
# Home Efficiency Tier 3 - Market Rate

## Program Ally Engagement



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





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# Home Efficiency Income Qualified (HEIQ)

Kim Petzing, Program Manager

Brook Cranford, Initiative Manager



# HEIQ Overview for PY2025

- Program Ally Participation Agreement
- Estimated Completion Dates
- Program Ally Early Completion Bonus
- Savings to Investment Ratio (SIR) Tool

- Tier Level Incentives
- Energy Assessment/Audit Process
- Customer Experience Survey



# HEIQ Program Ally Participation Agreement



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- The HEIQ Program Ally Participation Agreement ensures that both the HEIQ Initiative and participating Program Allies are in clear agreement of the expectations of Ameren Illinois and its standards or integrity, safety and customer service.
- Must be signed to participate in PY2025.
- A copy will be made available from your Field Energy Specialist and collected via email or in-person.

# HEIQ Program Ally Participation Agreement



- Participation Agreement Overview
  - Who must complete the Participation Agreement?
  - How will changes be made and communicated?
  - What actions can be taken if the Participation Agreement 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. Co-branding guidelines can be found [AmerenIllinoisSavings.com](https://www.AmerenIllinoisSavings.com).

# HEIQ Program Ally Participation Agreement: Installation



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- 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 necessary insurance coverage and ICC Certified Installer status.
- Roster of all BPI Certified employees, specifying the current BPI certifications and staffing updates or when changes will be submitted.
- Roster of all partnering subcontractors and staffing updates, as necessary.

# HEIQ Program Ally Participation Agreement: Communication



- Executed in a timely manner with applicable Program Staff.
- Utilize Field Energy Specialist (FES) as the 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 extension of the estimated completions date based on extenuating circumstances related to the project.
- Project will be reassigned to another Program Ally if extension timeline is not met.

# 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.**
  - › **Supplemental bonus available.**

Source: Housing and Urban Development (HUD)

# Project Funding

- Early Completion Bonus
  - \$500 bonus per project.
    - Within Q1 any project with "Reservation Request Received" beginning January 1, 2025 and "Incentive Request Received" before March 31, 2025.
    - Savings to Investment Ratio (SIR) Tool
  - The SIR Tool will continue to be a part of the PY2025 Workbook.
  - Enter audit information as usual. A value will be calculated based on project expenses and anticipated savings, giving the Program Ally instant feedback on the feasibility of the project.
    - › **Green:** Favorable savings anticipated. The project will be reviewed by Technical Review for approval.
    - › **Yellow:** Work with FES on the project to determine alternatives to turn the project "green."
    - › **Red:** Project will be denied; too costly versus the anticipated savings.

# Energy Assessments and the Audit Process



- Energy Advisors will complete all initial Energy Assessments.
  - DIM Installations
  - Determine if viable project.
  - Health and Safety
    - Investment of Health and Safety remediations will be reviewed to ensure a favorable savings ratio to the retrofit project.
- Program coordinator will assign to Program Ally based on rotation within each geographic area or Program Ally referral.
- Building Envelope work should be completed before mechanical installations. Please consult your Field Energy Specialist as needed.



# Health and Safety Remediations

- Health and Safety SIR Tool
  - 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 Health and Safety Coordinator will use the Health and Safety SIR tool to determine if the investment in remediation costs merits the anticipated project savings.
- If approved, the Health and Safety Coordinator will manage the remediation of issues identified as a showstopper to an energy efficiency project by providing oversight, tracking and reporting of each project while on hold for Health and Safety remediations.

# Health and Safety Measures

- The objective of the Health and Safety Coordinator is to improve the customer experience and to reduce the timeline of the Health and Safety 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 the customer is referred by a Program Ally, the PA will be notified of the Health and Safety status and given the opportunity to remediate the issue themselves. Projects will not start until the full remediation is complete.
- If health and safety issue is identified during a project, the Program Ally will remediate and include in the Workbook.
  - If the Program Ally does not have capacity to remediate the issue, they will work with their Field Energy Specialist to coordinate.

# High Need Central Air Conditioners

- Criteria for replacement
  - Seniors (55 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 central air conditioner replacements will be considered on a case-by-case basis.**

# Emergency Heat Restoration

- Quickly restore basic heating to income-eligible **homeowners** through the repair or replacement of the primary permanent heating appliance that has fuel provided by Ameren Illinois.
- Emergency Heat Restoration Basics
  - For customers who have exhausted all other options for heating their home.
  - Assistance available during a defined "season" that opens in fall and ends in the early spring each year.
  - Tier 1 and Tier 2 customers are eligible.
    - Renters (including contract-for-deed) and mobile homes are not eligible.

# Emergency Heat Restoration Continued



- The homes primary permanent heat system is identified and documented as inoperable or unsafe.
- Registered HVAC Program Allies have completed the training.
- Application pre-approval and heat restoration will be expedited.

# Electrification


- Electrification will be a larger focus in PY2025.
- Customers who are interested in electrification will have the opportunity to switch their heat source from propane to electricity.
- The customer will apply through HEIQ and if they meet the qualifications, will receive electrification upgrades as a part of their home energy assessment which may include
  - Air source heat pump
  - Electric induction stove
  - Heat pump water heater
  - Electric clothes dryer

# Follow-up Meetings

- Following the Virtual Program Ally Kickoff, you will have the option to set up follow-up meetings with your Field Energy Specialist and staff members of the HEIQ Initiative.
- These meetings will acknowledge Program Ally successes and barriers of the HEIQ Initiative.
- Follow-up meetings are not mandatory.

# Marketing Resource Reminder

- Importance of marketing to build your pipeline.
- Marketing resources are available for the HEIQ Initiative.
  - Visit the Program Ally Resource Page today to learn more.
  - Overview of marketing plan and support offered can be discussed at follow-up meetings.
- Customer Experience Surveys will be sent to all customers upon completion of their project.
- Application process
- Assessment scheduling/experience
- Program Ally communication
- Project completion



**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, manage usage, 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](http://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  
\*Heating and cooling system incentives may be available but are subject to availability, and your equipment must meet specific qualifications for replacement.

IMPROVEMENTS TO YOUR HOME	DESCRIPTION
Air/Dust Sealing	Detecting and sealing air leaks using equipment specifically designed for this purpose.
Attic Insulation	Increasing attic insulation to the optimal levels that maximize savings and minimize cost.
Rim Joint Insulation	Stopping air leaks and insulating the exterior perimeter above the basement and crawl space walls.
Crawl Space Wall Insulation	Insulating exterior crawl space walls.
Wall Insulation	Properly insulating exterior wall cavities.
Heating and Cooling Equipment**	Upgrading to high-efficiency equipment - keeping you warm in the winter and cool in the summer.
Heat Pump Water Heaters	Installing an ENERGY STAR certified heat pump water heater, which uses 30% less electricity to make the same hot water as a standard electric model.*

**CONTACT YOUR PROGRAM ALLY:**

Company Name:  
Phone Number:  
Email Address:

Rev 06/22





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# Quality Assurance Updates

Scott Marner

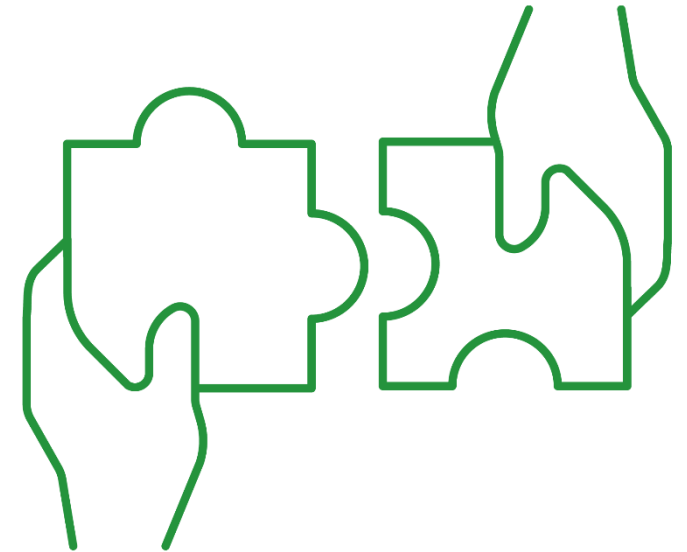


# 2024 Review



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- Overview of 2024
- Accurate Savings
- Safe Project
- Program Ally = "The Same Team" to the Customer
- Great Customer Experience





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# Other Initiatives



# Accessibility Channel for PY2025

- Pilot Year Summary
- Customer Participation
- Smart Home Products Guide
- Program Ally Participation



***Accessibility***  
***PILOT***

# Accessibility Channel

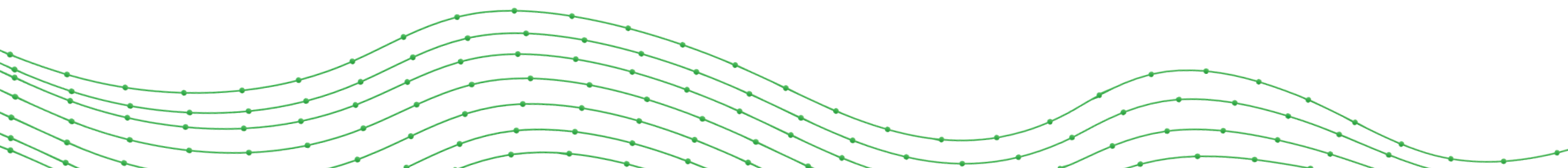


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## 2024 Pilot Summary

The objective of the Accessibility Pilot through the Ameren Illinois Energy Efficiency Program is to enhance the lives of Ameren Illinois Residential customers with disabilities, mobility challenges and accessibility barriers with the installation of energy-efficient and smart home devices at no cost to customers.

- Launched in the Bloomington, Decatur and Peoria areas in April of 2024.
- Scheduled to serve 75 Ameren Illinois Customers with disabilities throughout 2024.
- Connections established with community networks of interested and eligible customers.



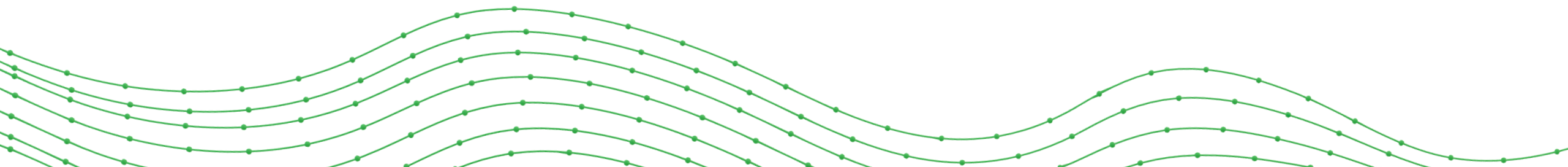
# Accessibility Channel



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- Customer Participation

- Potential participants engaged through outreach events and community awareness by way of participating Community Based Organizations.
- Eligible participants include Ameren Illinois Electric customers who meet the income qualification criteria AND are experiencing mobility constraints and accessibility barriers in their home such that smart home devices will alleviate those constraints and barriers.
- Eligible participants receive an in-home review of the smart home products that may be installed in their home and select the mix of products best for them and their home.
- Installation of the agreed upon smart home products that same day with customer education on the connection of the products and how the customer can interact with them by voice as well as their smart phone and Nest Hub.
- Customers informed of and automatically enrolled in the Home Efficiency Income Qualified Initiative to further their participation in the Ameren Illinois Energy Efficiency Program.



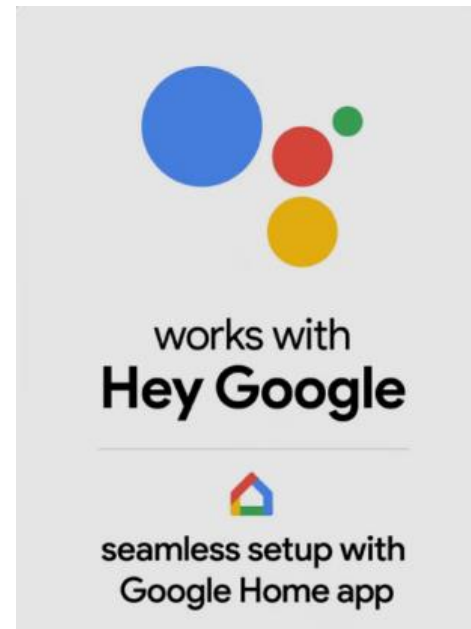
# Accessibility Channel



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- Smart Home Products

- Smart LED connected lighting with voice activated integration
- Smart and connected thermostat with voice activated integration
- Energy-saving water fixtures
- Connected doorbell camera and exterior cameras



Nest Smart Hub (Limit 1)
Nest Connected Camera (Limit 2)
Nest Connected Doorbell (Limit 1)
Smart WiFi Smoke/CO Monitor (Limit 1)
Nest Connected Smart Speaker
Smart Thermostat (Limit 1)
Smart LED Bulb - 9W (A19)
Smart LED Bulb - Candelabra
Smart LED Bulb - BR30
Smart LED Bulb - Recessed Can
Standard LED Bulb - 9W (A19)
Advanced Power Strip (Limit 2)
Smart Connected Plug (Limit 2)
Bathroom Faucet Aerator
Kitchen Faucet Aerator
Showerhead Hand-held
Solar Panel Cam/Doorbell (Limit 2)
Smart Home Integration

# Accessibility Channel



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- Program Ally Participation

- Consideration to participation
  - Experience and familiarity with smart home products.
  - Prepared to educate customers throughout and after the install.
- Depth of product knowledge
  - Prepared to troubleshoot and adapt to both the customer needs and conditions of the home.
- Customer Follow-up and Call-back
  - Program Ally provides contact information and resources to be a phone call away for customer questions and issues.
- Customer Education – Heart of a Teacher
  - Smart technology education for participants has proven to need that extra step in being effective and well received by participants.

- Veterans Maintenance Solutions

- Starr and Bill Gobtop
  - Non-profit created to help veterans remain safe and secure in their homes.





# Healthier Homes Overview for PY2025



Energy Efficiency  
PROGRAM

- Customer Enrollment
- Project Scope
- Program Ally Participation
- Indoor Air Quality Impact



# Healthier Homes

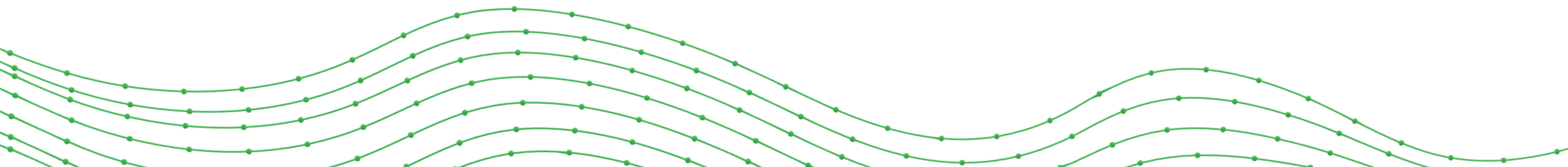
# Healthier Homes Initiative



Energy Efficiency  
PROGRAM

## 2024 Pilot Summary

- Healthier Homes helps Ameren Illinois residential customers create safer, healthier and more energy-efficient living environments.
- By addressing issues that impact indoor air quality and energy use, this program delivers essential repairs and energy upgrades that enhance comfort and well-being. Focused on improving air quality, energy savings and overall home safety, Healthier Homes is designed to benefit both residents' health and their energy costs.
  - Launched in the Decatur and Peoria areas in May of 2024.
  - Scheduled to serve ten Ameren Illinois customers throughout 2024.
  - Connections established with community health networks to refer interested and eligible customers.



# Healthier Homes Initiative



Energy Efficiency  
PROGRAM

## Referral

*Customer is referred by physician or outreach efforts.*



## Submit Application

*Customer submits application and documentation.*



## Assessment and Reservation

*If approved, Healthier Homes Assessor conducts assessment and creates work order.*



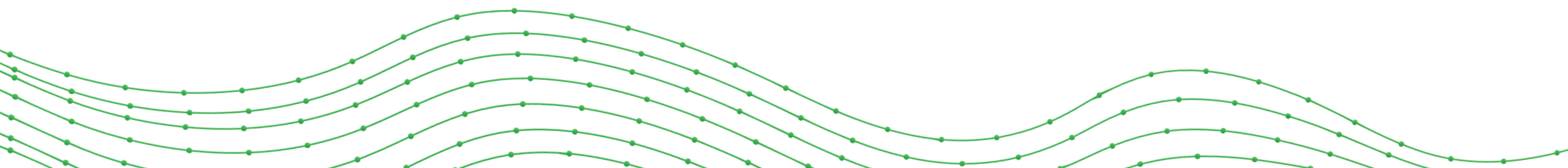
## Installation

*Contractor completes Healthier Homes upgrades.*



## Quality Control

*Final quality control inspection visit.*



# Healthier Homes Initiative



Energy Efficiency  
PROGRAM

## Scope and Measures

*During the Initial Healthier Home Assessment*

Safety and Health Measures	Comfort and Efficiency
Indoor Air Quality Monitor	Energy-Efficient Direct Installs
Smoke and CO Alarms	Healthier Homes Leave Behinds
Water Damage Inspection	HVAC Audit

## *Scoping a Project*

Safety and Health Measures	Comfort and Efficiency	Structural Improvements
Mold Mitigation	Ventilation and Humidity Control	Carpet Removal and Flooring
Water Damage Control	HVAC Upgrades	Some General Repairs
Knob and Tube Wiring	Insulation	
Other measures impacting respiratory conditions	Air/Duct Sealing	

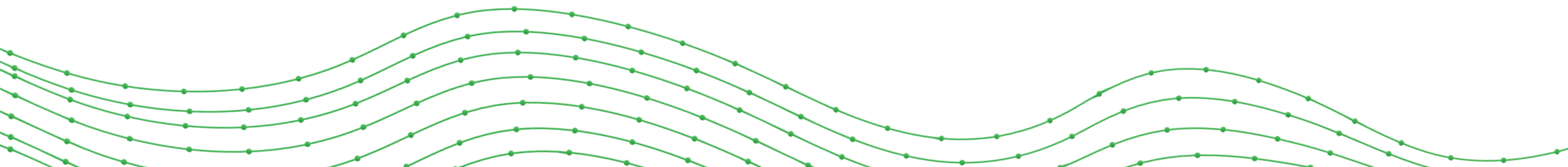
# Healthier Homes Initiative



Energy Efficiency  
PROGRAM

- Program Ally Participation

- Must maintain good standing in all other Initiatives within the Ameren Illinois Energy Efficiency Program.
- Maintaining ICC Energy Efficiency Measures Installer Certification.
- Required to successfully attend Healthy Home Evaluator with ICRT and pass the BPI HHE exam.
- Once a customer has been determined as eligible to participate, they will receive a site assessment from Program Staff to handle Direct Install Measures (DIMs).
- A site visit will help you work through any additional identified concerns and how to resolve them prior to work commencement.
- Coordination of all measure installation for a complete project will be discussed with the primary Program Ally prior to project reservation.
- Many non-energy saving measures will generally be completed first and include measures like moisture/water concerns, mold issues, flooring replacements; to be followed by energy savings measures.
- Program staff will complete on site inspections to be followed by Program Ally test-out and final signatures; Everything will be submitted for incentive payment.



# Healthier Homes Initiative



Energy Efficiency  
PROGRAM

- Indoor Air Quality Impact

- Observations from the projects include:
- The Healthier Homes Initiative recently completed a project for a family who were referred to the initiative due to a history of respiratory and health conditions linked to poor indoor air quality (IAQ) and weatherization needs.

Key improvements included:

- Installation of a condensate pump and new furnace
- Mold remediation and restoration
- Roof and siding repairs to prevent water infiltration
- Dehumidifier installation and automatic drainage system
- Replacement of flooring, carpet removal, and kitchen ventilation enhancements

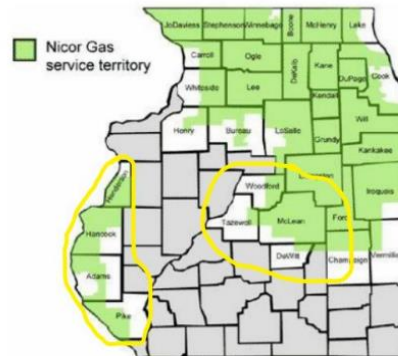


# Joint Utility Initiative Income Qualified Channel



Energy Efficiency  
PROGRAM

- The Ameren Illinois Energy Efficiency Program combined 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 other joint utility territories.
- Program Ally Project Tracking Portal.
- Online customer application.
  - [Energy Efficiency Savings \(ee-savings.com\)](https://ee-savings.com)



# Mobile Homes Channel - IQ Initiative



Energy Efficiency  
PROGRAM

- **Overview** - The Mobile Home Initiative will deliver energy efficiency improvements via direct install measures, select HVAC measures and building envelope measures designed to serve the unique needs of the manufactured and mobile homes housing stock in the Ameren Illinois service territory.
- **Enrollment** - Leverages partnerships with Illinois based Community Action Agencies and Community Based Organizations to conduct customer outreach, education and enrollment for qualifying customers.
- **Service** - Partners with the Ameren Illinois Program Ally Network to conduct initial assessments and installation of prescribed energy efficiency measures for approved applicants.
- **Impact** - Offers customers energy literacy education to help save energy and to reduce customer energy usage. Customer benefits may also include bill savings, improved air quality and improved home comfort.

## Primary Measures

Air Sealing

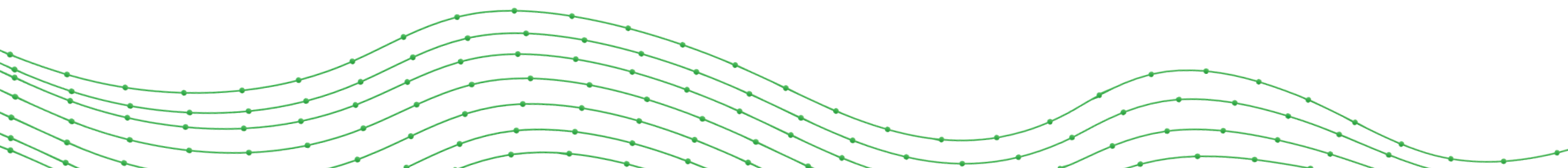
Duct Sealing

Sub-Floor Insulation

Furnace Replacement

High-Efficiency Continuous Ventilation

Smart Thermostat





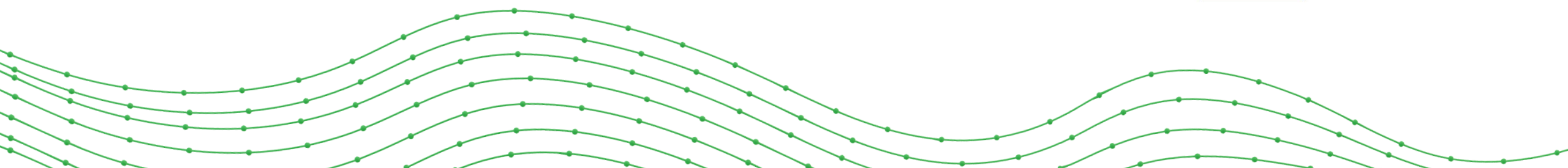
# Mobile Homes Channel IQ Initiative



Energy Efficiency  
PROGRAM

- Geographic Coverage

- Currently established presence in Champaign/Urbana area, Springfield, St. Clair and Madison Counties.
- PY2025 Expansion: Expecting four new Program Allies with increased service to Alton, Tuscola, Bloomington and Effingham



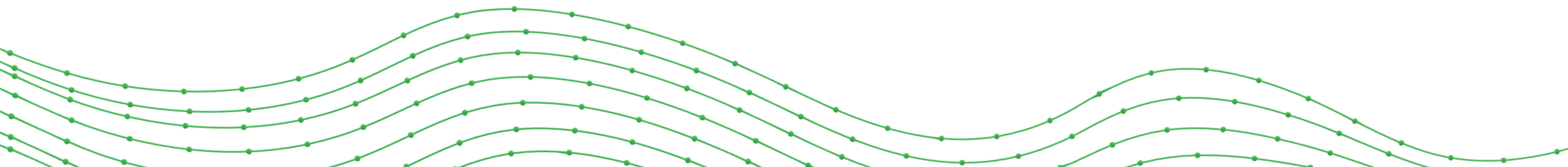
# Community Action Agency (CAA) Channel



Energy Efficiency  
PROGRAM

The Community Action Agency Channel partners with Agencies to provide no-cost weatherization projects.

- Participating customers are identified and assessed by their local agency and provided to local contractors for install.
- Eligible measures include air sealing, insulation, plumbing, building envelope, mechanicals (Except for CACs), Direct Install Measures (DIMs) and health and safety measures.
- The Community Action Agency Channel support Agencies with recruitment.

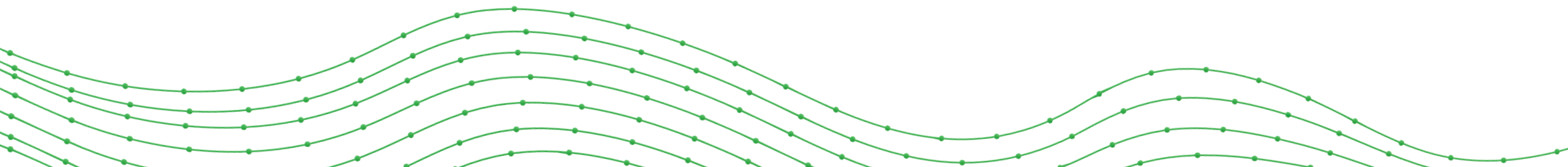


# Community Action Agency Channel



Energy Efficiency  
PROGRAM

- Why participate in CAA?
- The CAA Channel can provide supplemental work for weatherization crews year-round without additional advertising.
- The opportunity to expand your team and business.
- Working in the CAA Channel provides the ability to improve the community you live in.



# Smart Savers Initiative



Energy Efficiency  
PROGRAM

- Eligible customers choose their Program Ally to install a free smart thermostat.
- Specific zip codes with high populations of low to moderate income (LMI) customers.
- Program Allies receive leads directly from portal submissions and schedule directly with customers.
- Program Allies can develop their own customer leads and multifamily leads.
- Program Ally incentive levels:
  - › \$175 per single-family install or call back.
  - › \$125 per multifamily unit install or call back.
  - › Program Allies are shipped thermostats at no cost to install in eligible customer homes.
- Participating Program Allies receive free co-branded marketing tools including:
  - › Co-branded printed marketing pieces, social media pieces and posts.



# Marketplace and Retail Products

- Energy-efficient products incentivized for Ameren Illinois customers.
- Instant discounts on lighting products in IQ eligible retail locations  
[AmerenIllinoisSavings.com/residential/led-lighting](https://AmerenIllinoisSavings.com/residential/led-lighting)
- Online Marketplace instant rebates at [AmerenIllinoisSavings.com/Marketplace](https://AmerenIllinoisSavings.com/Marketplace):
  - Smart thermostats and smart plugs
  - Advanced power strips
  - Air purifiers and dehumidifiers
  - Faucet aerators and showerheads
- ENERGY STAR product rebates:
  - Large appliances including refrigerators, freezers, washers and electric dryers
  - Heat pump water heaters and gas storage water heaters
  - For full list of rebated products, visit [AmerenIllinoisSavings.com/Rebates](https://AmerenIllinoisSavings.com/Rebates).



**Energy Efficiency**  
PROGRAM

# Federal Incentives and Rebates

John Carroll

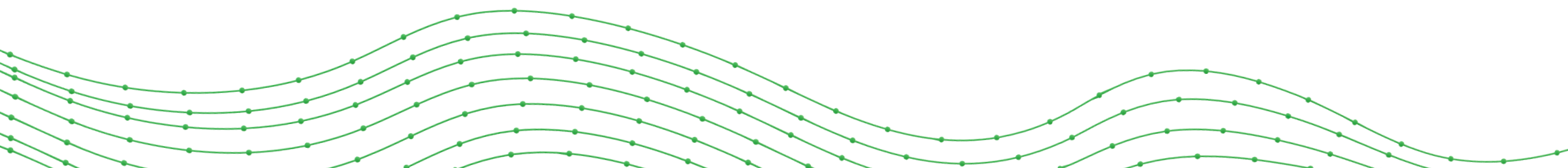


# Federal Incentives and Rebates



Energy Efficiency  
PROGRAM

- 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
- Resources for incentives
  - › <https://www.energy.gov/policy/articles/making-our-homes-more-efficient-clean-energy-tax-credits-consumers>
  - › <https://programs.dsireusa.org/system/program?state=TER>





**Energy Efficiency**  
PROGRAM

# ICC Installer Certification

Tucker Blum



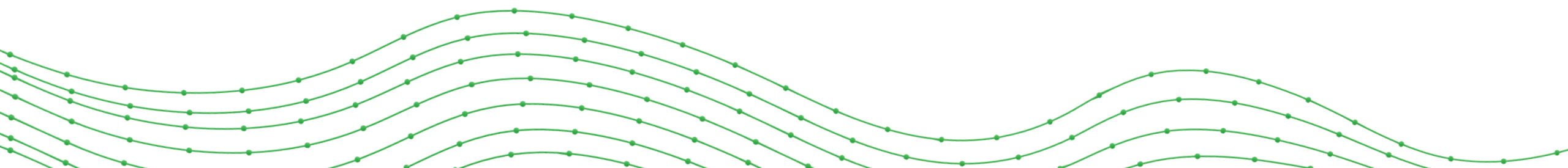


# What is the Installer Certification?



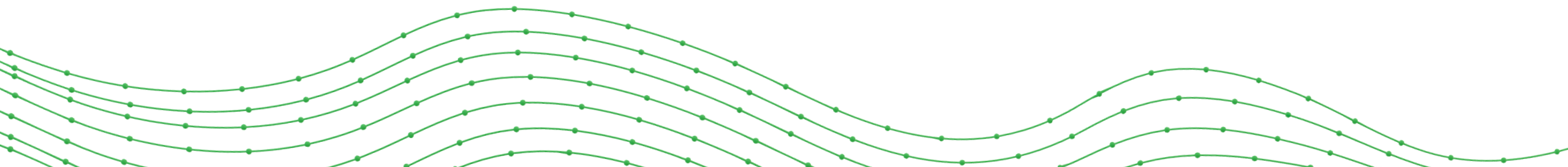
Energy Efficiency  
PROGRAM

- 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.



# Recertification Details

- Certified energy efficiency measures 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 annually.
- Per Illinois State legislation, our Program cannot issue incentive payments until recertification is up to date.





**Energy Efficiency**  
PROGRAM

# Workforce Development

Amber Anderson and Tristian Stamets

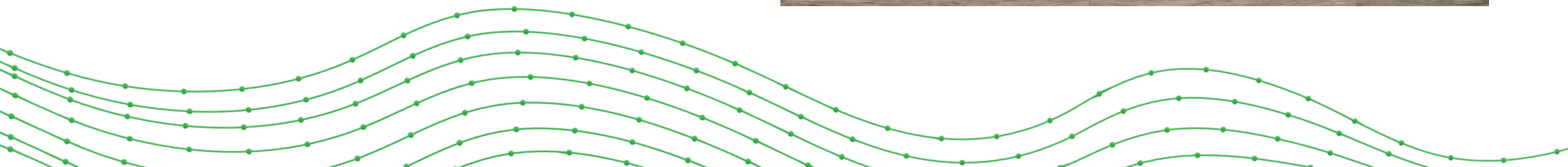


# Diverse Program Ally Incubator



Energy Efficiency  
PROGRAM

- The purpose of the Diverse Program Ally Incubator is to provide focused and professional training as well as customized resources for diverse contractors willing and able to work in the Ameren Illinois service territory to grow their business in the energy efficiency field while becoming eligible to participate as a Program Ally with the Ameren Illinois Energy Efficiency Program.



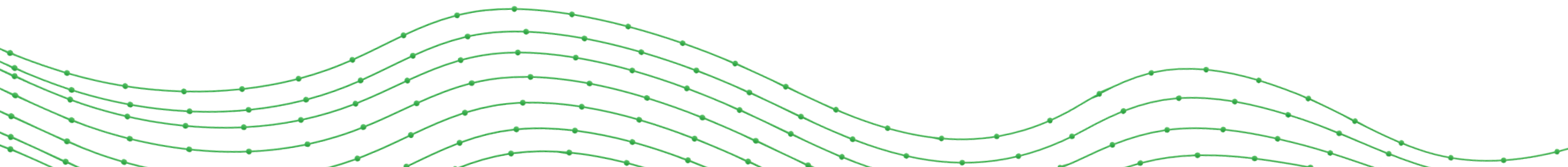
# Diverse Program Ally Incubator

The Diverse Program Ally Incubator Core Objectives:

- Increase opportunities for contractors who haven't traditionally participated in energy efficiency as Program providers for Ameren Illinois.
- Educate diverse contractors on the Ameren Illinois Energy Efficiency Program offerings within which there are legitimate opportunities to generate revenue.
- Offer support to cohort members in the areas of growth and development to facilitate building sustainable businesses as Program Allies.

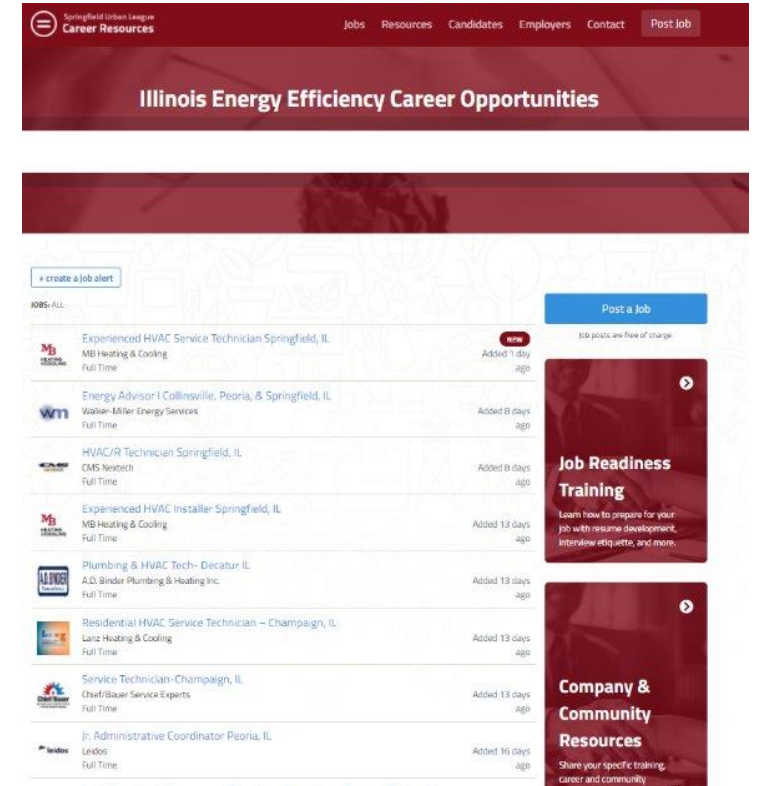
# Diverse Program Ally Incubator

- Cohort members that meet criteria and are selected to participate in the Diverse Program Ally Incubator will develop a Business Growth Plan, participate in a Mentorship Program, receive a variety of Back-Office Support Services and meet weekly for one-on-one meetings with a Program team member to share their desired growth and business goals as well as their barriers which all aid in the development of their individual Action Plan.
- The Action Plan allows the Program team to connect cohort members to valuable resources that help them to achieve goals and remove barriers in areas that include, but are not limited to, Diverse Certification, Project Financing, Marketing, Contract Opportunities and Business Development.
- Questions? Contact Amber Anderson at **[anderson@wmenergy.com](mailto:anderson@wmenergy.com)**.



# Workforce Development Opportunities

- Workforce Development engages with Program Allies to train tomorrow's energy efficiency workforce.
- Energy Efficiency Jobs Board
  - Program Allies can post jobs to find talent.
  - **IllinoisEnergyEfficiencyJobs.com**
- Job Placement Program
  - Our team helps find qualified candidates to fill open positions you may have. From the office to experienced field staff, we can assist with finding staff to enable allies to complete more projects.
- Training Program
  - Free technical training (including BPI training) for you and your staff
  - Training helps with employee advancement and retention and is a significant value to you.
  - Workforce Development will organize and conduct trainings local to you, at no cost.
- If any of this interests you, contact our team by emailing **workforce@ameren.com**





**Energy Efficiency**  
PROGRAM

# Program Ally Relationship

Tim Huber



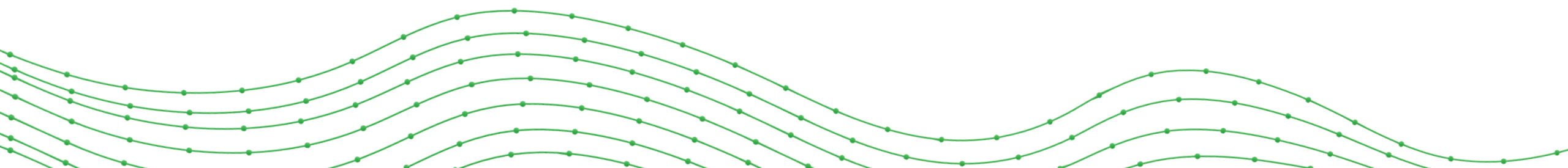


# We're here for you! ... the Field Energy Specialist team



Energy Efficiency  
PROGRAM

- The Field Energy Specialist team is your go-to resource.
- We are very receptive to in-person meetings at your office, reach out to us.
  - Regular calls/meetings work well to keep you informed and operating efficiently in the Program.
  - We can deliver marketing materials.
- We'll review all our initiatives together and discuss all opportunities you may be interested in.
- If time is pressing, we can also meet at job sites, or over lunch.

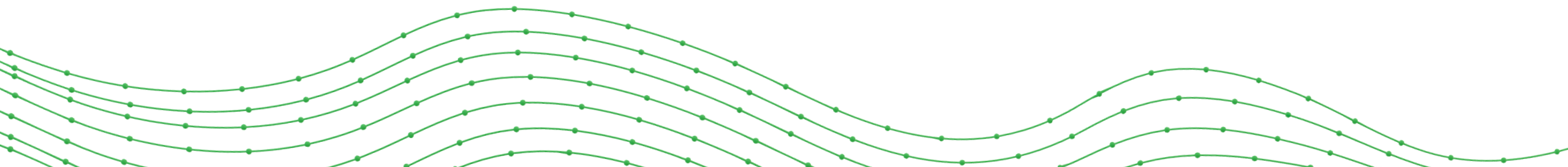


# We're here for you! In 2025...



Energy Efficiency  
PROGRAM

- Where can we find opportunities to be more efficient. We'll explore...
  - Process
  - Communication
  - Documentation
  - Energy audit proficiency
- Emphasis on field training and collaboration with field staff.





**Energy Efficiency**  
PROGRAM

# Marketing and Co-Branding

Tucker Blum



# AmerenIllinoisSavings.com



Energy Efficiency  
PROGRAM

- 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.



# Program Ally Resource Page



Energy Efficiency  
PROGRAM

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

## 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 >](#)

# 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).

# What is Co-Branding?

- Co-branding refers to your company logo or name appearing with the Ameren Illinois Energy Efficiency Program 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 – It is a way to “Brand” together to market our customers.

# Types of Co-Branding

- 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



Energy Efficiency  
PROGRAM

## 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

# Program Ally Marketing Portal



Energy Efficiency  
PROGRAM

- 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.



#### Benefits of the Home Efficiency Income Qualified (HEIQ) Initiative:

- Identify ways to reduce your energy costs.
- Receive energy-saving upgrades at little to no cost, including air sealing, insulation, new heating equipment and a smart thermostat.
- Get professional installation by Program Ally Contractors trained by the Ameren Illinois Energy Efficiency Program.

#### Home Projects May Include:

- Home air leakage
- Insulation
- Heating systems

#### Frequently Asked Questions

##### Q: Why should I participate?

A: Participants in HEIQ have lower energy usage while increasing the comfort and value of their home.

##### Q: Am I eligible to participate?

A: Eligible customers must be the following criteria:

- Live in a single-family home.
- Must be an Ameren Illinois residential customer heating your home with gas or electricity delivered by Ameren Illinois OR an Ameren Illinois residential electric customer heating your home with propane.
- Maximum gross annual household income is at or below the amount listed for your area on the Income Qualification Chart on the back of this flyer or at [AmerenIllinoisSavings.com/Qualify](http://AmerenIllinoisSavings.com/Qualify).

For more information or to apply online, please visit [AmerenIllinoisSavings.com/SaveMoney](http://AmerenIllinoisSavings.com/SaveMoney) or call 1.866.838.6918.

#### CONTACT A PROGRAM ALLY

SCAN TO APPLY



# Pre-Designed Materials

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



Energy Efficiency  
PROGRAM



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#### CONTACT A PROGRAM ALLY


# 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**.



Energy Efficiency  
PROGRAM

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ENERGY EFFICIENCY PROGRAM  
Registered Program Ally



Energy Efficiency  
REGISTERED PROGRAM ALLY

# Co-Branding Assistance

- If you have any questions regarding co-branding and marketing, please reach out to me at [tblum@ameren.com](mailto:tblum@ameren.com) and I will be happy to set up a call to walk through these requirements and guidelines.



**Energy Efficiency**  
PROGRAM

# The Energy Efficiency Program Team

John Carroll

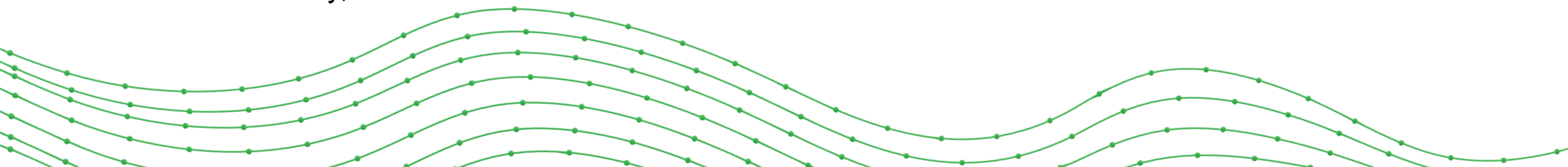


# Program Staff Supporting Ameren Illinois



Energy Efficiency  
PROGRAM

- **Deputy Residential Program Manager**
  - Alex Ng
- **Home Efficiency Income Qualified**
  - Brook Cranford, Channel Manager
  - Kim Petzing, Program Manager
  - Pooja Khanvilkar, Project Coordinator
  - Sarah Lantry, Project Coordinator
  - Travis Crocker, Field Operations
- **Innovative Channels**
  - Robert Rusteberg, Channel Manager
  - Joey Starr, Channel Coordinator
  - Aasma Abdel-Azim, Joint Utility PM
  - Nelson May, Mobile Homes PM
- **Community Action Agency Braided Projects**
  - Micheal Edwards, Channel Manager
  - Nikki Pacific, Program Manager
- **Multifamily Initiatives**
  - Miritza Thorpe, Channel Manager
  - Ron Siddle, Program Manager
- **Smart Savers Channel**
  - Jim Poynton, Channel Manager
  - Travis Thornton, Ally Coordinator
- **Health & Safety Coordinator**
  - Lorrie Newman



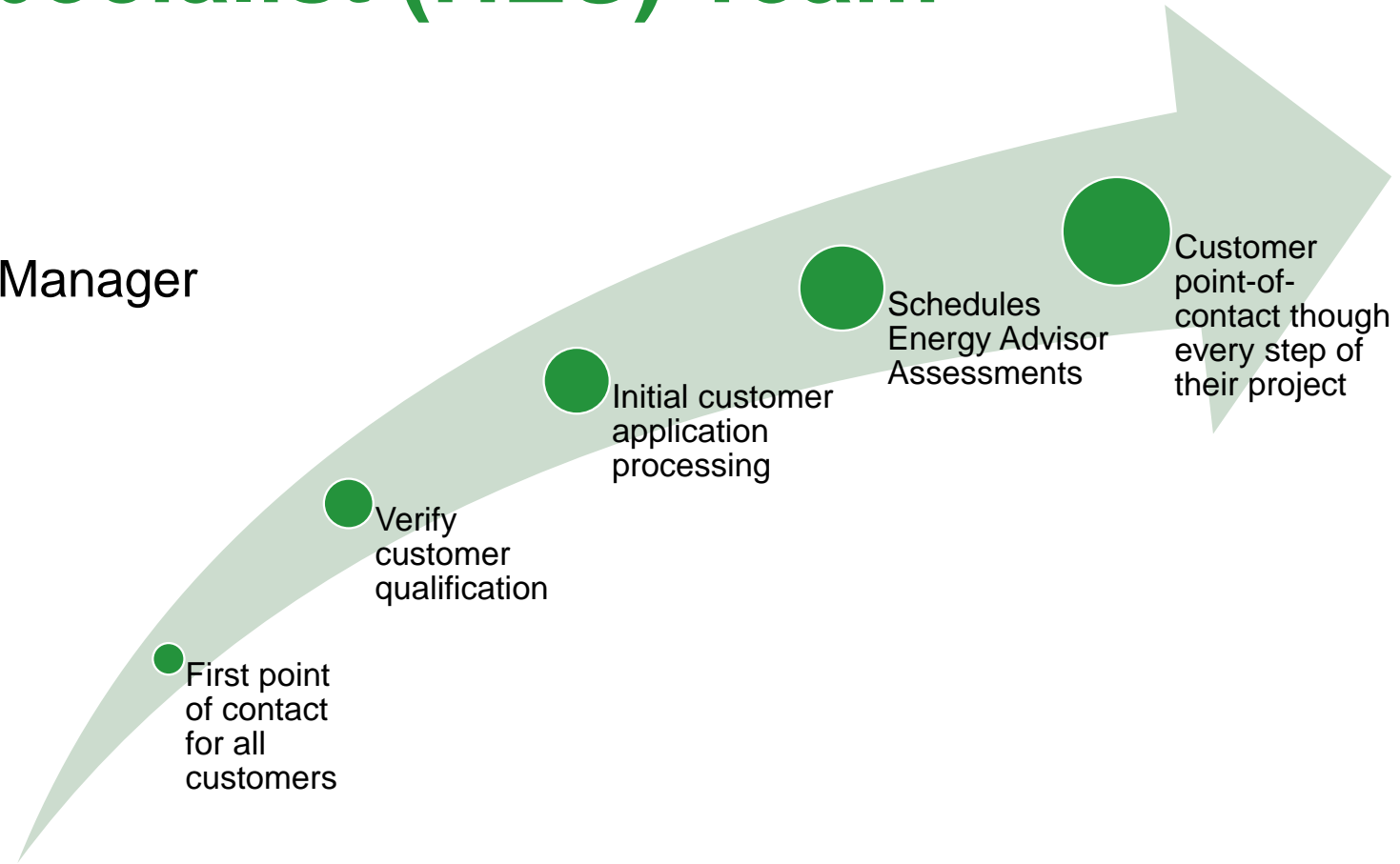
# Home Energy Specialist (HES) Team

- Customer Care Staff:

- Stacey Appell, Customer Care Manager

- Home Energy Specialists:

- › Ashley Shettleworth
- › Torie Pickens
- › Jacob Tate
- › Brittany Barefield
- › Kasani Avery
- › Ayesha Eversley





# Data Team and Technical Reviewers

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

# Field Energy Specialists



Energy Efficiency  
PROGRAM

- Joey Starr
- Matt Flowers
- John Wilson
- Justin Shearer
- Tim Huber (Field Energy Specialist Manager)

The map shows Illinois divided into five colored territories: 1 (light blue), 2 (green), 3 (light green), 4 (dark blue), and 5 (orange). Each territory is associated with a specialist's name, email, and phone number.

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**FIELD ENERGY SPECIALIST TERRITORY MAP**

- 1** **Joey Starr**  
jstarr@ameren.com  
1.309.323.9941
- 2** **Tim Huber**  
thuber@ameren.com  
1.314.302.2919
- 3** **Justin Shearer**  
jshearer@ameren.com  
1.309.509.8207
- 4** **John Wilson**  
jwilson@ameren.com  
1.618.980.1272
- 5** **Matt Flowers**  
mflowers5@ameren.com  
1.217.821.1111

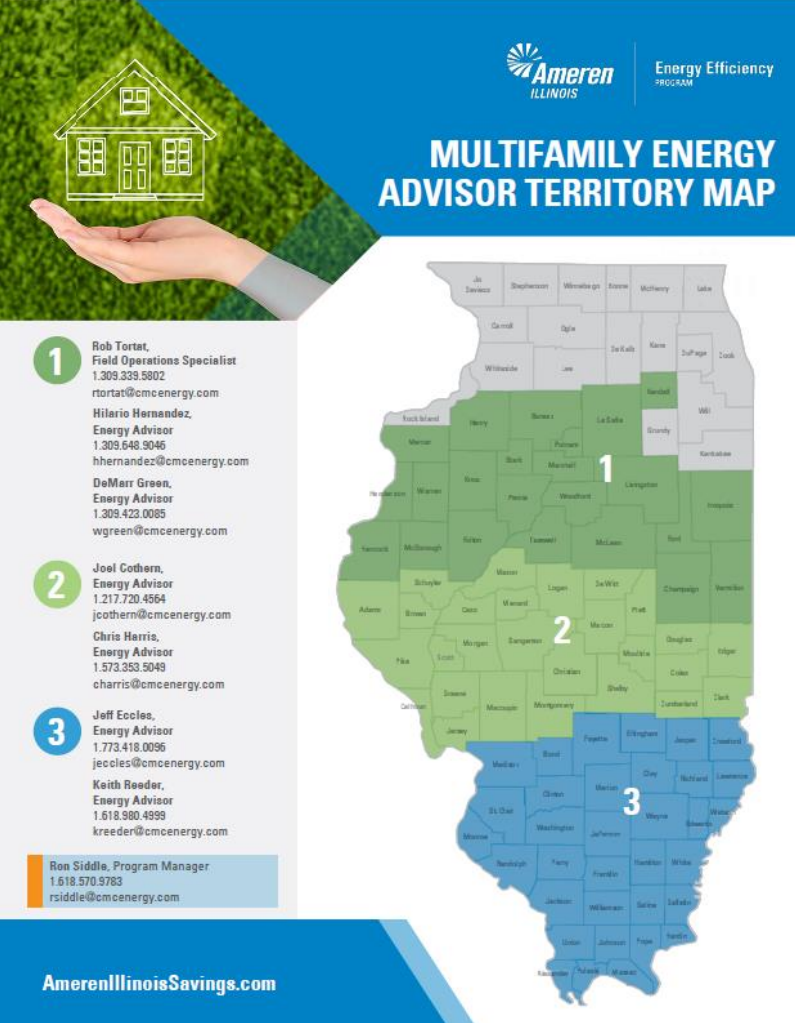
[AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com)

# Multifamily – IQ PHA and Market Rate

- Energy Advisors assess both in-unit and common area opportunities including building envelope, and installing in-unit DIMS, smart thermostats.
  - **Program Manager:** Ron Siddle
  - **Field Operation Supervisor:** Rob Tortat
1. Hilario Hernandez and DeMarr Green
  2. Joel Cothorn, Chris Harris
  3. Jeff Eccles and Keith Reeder



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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 the map.

**MULTIFAMILY ENERGY ADVISOR TERRITORY MAP**

**1** Rob Tortat, Field Operations Specialist  
1.309.339.5802  
rtortat@cmenergy.com  
Hilario Hernandez, Energy Advisor  
1.309.648.9046  
hhernandez@cmenergy.com  
DeMarr Green, Energy Advisor  
1.309.423.0085  
wgreen@cmenergy.com

**2** Joel Cothorn, Energy Advisor  
1.217.720.4564  
jcothorn@cmenergy.com  
Chris Harris, Energy Advisor  
1.573.353.5049  
charris@cmenergy.com

**3** Jeff Eccles, Energy Advisor  
1.773.418.0096  
jeccles@cmenergy.com  
Keith Reeder, Energy Advisor  
1.618.980.4999  
kreeder@cmenergy.com

Ron Siddle, Program Manager  
1.618.570.5783  
rsiddle@cmenergy.com

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# HEIQ Personal Energy Advisor Team



Energy Efficiency PROGRAM

- Region 1
  - Austyn Rodgers
  - Sanz Hoffman
- Region 2
  - Antonio Watters
  - Zack Etter
- Region 3
  - Sean Kolb
  - Cory Mounce



## Home Efficiency Income Qualified ENERGY ADVISORS

- 1** **Austyn Rodgers**  
arodgers@wmenergy.com  
1.309.922.3994  
**Sanz Hoffman**  
shoffman@wmenergy.com  
1.331.302.8342
- 2** **Antonio Watters**  
watters@wmenergy.com  
1.217.502.9260  
**Zack Etter**  
zetter@wmenergy.com  
1.618.521.8602
- 3** **Sean Kolb**  
skolb@wmenergy.com  
1.618.593.6847  
**Cory Mounce**  
cmounce@wmenergy.com  
1.618.201.2656



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

# HEIQ Quality Control Team



Energy Efficiency PROGRAM

- Region 1
  - Ian Colson
- Region 2
  - Trinidad Jimenez
- Region 3
  - De'Andre Hampton

The map shows Illinois divided into three regions: Region 1 (green, western), Region 2 (blue, central), and Region 3 (orange, southern). A hand holds a house icon above the map.

**Ameren ILLINOIS** Energy Efficiency PROGRAM

**HOME EFFICIENCY INCOME QUALIFIED QUALITY CONTROL TEAM MAP**

- 1** Ian Colson  
icolson@vmenergy.com  
1.303.901.3366
- 2** Trinidad Jimenez  
jimenez@vmenergy.com  
1.313.909.4128
- 3** De'Andre Hampton  
dhampton@vmenergy.com  
1.314.614.6500

**QC MANAGER**  
Vernon House  
house@vmenergy.com  
1.618.504.6030

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# HEIQ Marketing Outreach Overview

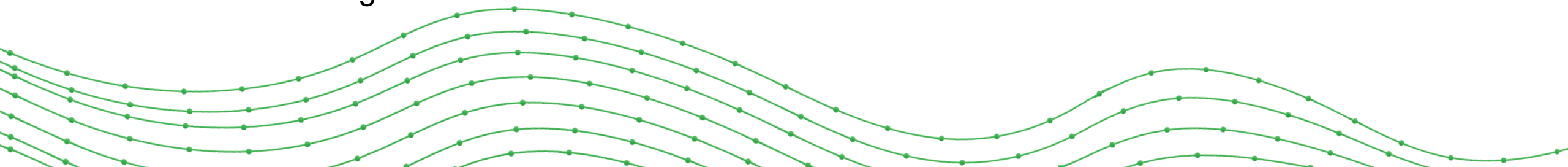
- Promotes Ameren Illinois Energy Efficiency Program.
- Programs marketed primarily through events, home shows and community groups.
- Prospective HEIQ customers are forwarded to the HES team for qualification and approval.
- CORE Program Ally assistance in identifying future outreach opportunities is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

## Residential Outreach Team:

- Kierstin Newton
- Kristen Wallace
- Andrea Evey,  
Outreach Manager

## Residential Marketing Team:

- Jordan Nelson, Residential Marketing Manager
- Tucker Blum, Program Ally and Midstream Marketing Manager
- Claire Cooper, HEIQ Marketing Manager

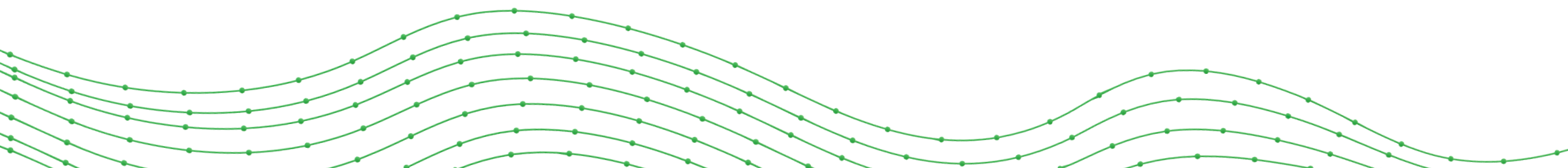


# Midstream Distributor Engagement Team



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- Manages the Midstream distributor network, recruits prospective distributors and through the distributor network engages contractors and manufacturers to drive adoption and acceptance of energy-efficient equipment through participation in the Midstream Initiative.
- **Midstream Distributor Engagement Team:**
  - Bryan Whittaker, Distributor Account Manager
  - Melissa Calloway, Distributor Account Manager
  - Crystal Pletscher, Distributor Account Manager
  - Brett Bishop, Distributor Account Manager





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