

CUSTOM INCENTIVE PROGRAM GUIDELINES

1.1 DESCRIPTION

The Custom Incentive Program offers the opportunity to implement energy efficiency improvements not eligible under the other energy efficiency incentive Programs. These incentives are determined based on the calculated estimated annual energy reduction.

Types of Custom incentives include but are not excluded to:

- Retrofit of equipment with new and higher-efficiency equipment
- Process improvements
- System controls

1.2 OBJECTIVE

The objective of the Custom Incentive Program is to provide awareness of cost-effective energy efficiency opportunities outside the other energy efficiency incentive Programs, and incentives to encourage achieving energy savings.

1.3 DATES AND TIMELINES

- The program start date is March 1st, 2019.
- The last day to submit applications for Pre-Approval is October 30th, 2021.
- Completion documents and the completed application must be received no later than 12 months from the date the incentive offer was signed by the customer or November 30th, 2021, whichever occurs earlier.

1.4 ELIGIBILITY

1.4.1 Participant Eligibility

Commercial electric customers of Ameren Missouri that are classified under one of the following rates are eligible to apply for incentives (Excluding multifamily market and low-income, which is part of Residential Program):

- Small General Service Rate 2(M)
- Large General Service Rate 3(M)
- Small Primary Service Rate 4(M)
- Large Primary Service Rate 11(M)

1.4.2 Payee Eligibility

Eligible Ameren Missouri customers may elect to receive incentive payments for qualifying measures through one of the following methods:

- By check to the Ameren Missouri customer associated with the project
- As a bill credit toward the Ameren Missouri company account where qualifying measures were installed
- By authorizing a check to be made payable to an approved Ameren Missouri Trade Ally in good standing

***Note:** Upon receiving a completed application designating an approved Trade Ally in good standing as the payee, the BizSavers Team will contact the customer to verify implementation of project measures prior to processing the application.*

1.4.3 Equipment eligibility

Requirements for eligible measures:

- The installed equipment must achieve a level of energy savings (kWh).
- The installed equipment must pass the cost benefit test within the application.
- The pre-incentive simple payback of installed measures must be greater than 12 months.

Examples of Ineligible Measures:

- Installed equipment, such as high-efficiency space heating, that culminates in little or no reduction in Ameren Missouri's peak coincident demand is not eligible for incentives.
- Installed equipment that has an effective useful life (based on industry averages) of less than 10 years may not be eligible for incentives. Examples include but are not limited to PC Power Management and strip curtains.

1.4.4 Project eligibility

- Custom Incentive Program applications will be approved based on fulfillment of eligibility requirements, technical review and approval, passed inspections, and compliance with program terms and conditions.
- Project measures must demonstrate reliable and cost-effective energy savings potential in the proposed use and site.
- Equipment may not be purchased or installed prior to the customer receiving the Pre-Approval incentive offer.

- Equipment must be installed prior to submitting completion paperwork.

1.5 PROCESS

1. All Custom Incentive applications must be submitted to the BizSavers Team for Pre-Approval before equipment is purchased or installed.
2. Once the BizSavers Team receives your application they will perform a technical review in order to:
 - a. Determine energy savings and demand reduction potential
 - b. Verify project, measure, and installation cost estimates
 - c. Verify the energy efficiency impact of the measure(s)
 - d. Determine the value of the incentive offer

***Note:** Projects with incentives greater than or equal to \$15,000 will require a pre-installation inspection.*

3. Once the project is reviewed and the value of the incentive offer has been determined, the BizSavers Team will send the incentive offer to the project contacts for their review.
4. Once the offer has been received, purchase and installation of project equipment can begin.
5. After complete installation ensure that the completed application is adjusted to accurately represent installed equipment (ensure to identify any changes from the offer).

***Note:** Any change in scope from what was offered will require recalculation of incentive amounts. The incentive may increase or decrease based on measure eligibility and incentive budget availability.*

6. Submit the final project application and required completion documentation (outlined in the application) to the BizSavers Team at **BizSavers@ameren.com**.

***Note:** All projects are subject to inspection after submittal of the completion paperwork and completed application. Projects with incentives greater than or equal to \$15,000 will require a post-installation inspection.*

7. Once the BizSavers Team receives your completed application they will perform a technical review and submit for final approval prior to your incentive being distributed.

***Note:** The BizSavers Team may identify additional questions or documentation requirements during technical review.*



1.6 INCENTIVES

Incentive amounts are subject to change. Custom Incentives are based on the estimated energy savings after completion and verification of the project.

Implementation of pre-approved measures may be reimbursed up to a maximum of 50% of the total cost or 100% of incremental cost based upon the table below.

| Upgrade Type | Cost/Savings Claimed | Incentive Maximum per measure |
|---|--|--|
| Early Replacement – Equipment replaced before end of useful life | Total cost & savings – difference between existing equipment and efficient equipment | 50% of total project cost |
| End of Life Replacement – Replacing failed equipment or equipment at the end of its useful life | Incremental cost & savings – difference between lowest new efficient equipment option and selected new efficient equipment | 100 % of incremental project cost |

Total cost includes the cost of installation, equipment, disposal fees, and equipment rental.

***Note:** If an eligible third party has been assigned as the payee by the customer then only costs associated with services or equipment directly provided by the third party can be claimed on the application.*

Customers must install measures achieving a minimum total incentive of **\$150.00** per application. Total incentives across all programs shall be capped at **\$3,000,000** per customer per this cycle defined as March 1, 2019 through December 31st, 2021.