

## 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 measures include but are not limited to:

- Retrofit or replacement of existing equipment with new and higher-efficiency equipment
- Addition of new energy-efficient 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 achievement of energy savings.

### 1.3 DATES AND TIMELINES

- The Program start date is January 1<sup>st</sup>, 2025.
- 2025 Application Due Dates:
  - The last day to submit a Custom application will be December 31<sup>st</sup>, 2025.
- 2026 Application Due Dates:
  - The last day to submit a Custom application will be December 31<sup>st</sup>, 2026.

### 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 for measures installed at their location:

- Small General Service Rate 2(M)
- Large General Service Rate 3(M)

- Small Primary Service Rate 4(M)
- Large Primary Service Rate 11(M)
- Multifamily facilities (including dwelling and common spaces) are only eligible for the Business Standard program if they are a new construction (includes new structure or change of purpose).

#### 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 may contact the customer to verify implementation of project measures prior to processing the application.*

#### 1.4.3 Equipment eligibility

Requirements for eligible measures:

- The proposed efficient equipment must achieve a level of energy savings (kWh).
- Each measure will be evaluated based on cost and benefit tests within the application.
- The pre-incentive simple payback of installed measures must be greater than 12 months.

For measures at new facilities, an addition or expansion of an existing building, or a gut rehab for a change of purpose of an existing building requiring replacement of electrical systems/equipment - a pre-approved baseline will be established by identifying the highest baseline from the following:

- IECC 2018
- Local code

Ameren Missouri electric business customers are not eligible for incentives on any equipment for which the facility type and scope of work qualify for incentives via the income qualified programs.

**Note:** For questions about whether a certain facility or equipment type is eligible for an incentive, please contact the BizSavers program office at 1.866.941.7299 or [info@bizsavers.ameren.com](mailto:info@bizsavers.ameren.com).

#### 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

#### 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 BizSavers Team issuing 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 may 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 application is adjusted to accurately represent installed equipment (ensure to identify any changes from the measures for which an incentive offer was issued).

***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 [info@bizsavers.ameren.com](mailto:info@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 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.  
([https://www.tradeallnetwork.com/wp-content/uploads/Custom\\_Incentives\\_Current.pdf](https://www.tradeallnetwork.com/wp-content/uploads/Custom_Incentives_Current.pdf) )

Implementation of pre-approved measures may be incented 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    |
|--|---|----------------------------------|
| (Existing Facility) Early Replacement – Equipment replaced before end of useful life                                     | Baseline: Existing equipment<br>Efficient: Recertified existing equipment or new equipment                  | 50% of total project cost        |
| (Existing Facility) New Equipment - Adding new equipment to system that will increase energy efficiency.                 | Baseline: Existing system consumption.<br>Efficient: Consumption after the installation of new equipment.   |                                  |
| (Existing Facility) End of Life Replacement – Replacing equipment at the end of its useful life                          | Baseline: IECC 2018 or proposed recertification of existing equipment.<br>Efficient: Greater than IECC 2018 | 100% of incremental project cost |
| (New Facility) New Equipment – Equipment purchased and installed at a facility, that is not replacing existing equipment | Baseline: The higher of Local code or greater than IECC 2018<br>Efficient: Higher efficiency than baseline. |                                  |

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.*

Submitted applications must have an aggregate incentive total greater than **\$150.00** across all measures. Total incentives across all programs shall be capped at **\$2,000,000** per customer for the term starting January 1<sup>st</sup>, 2025, through December 31<sup>st</sup>, 2026.