
Custom Incentive Guidelines Information

Program Objectives:

The Custom Incentive Program provides energy efficiency expertise, services, and financial incentives to encourage the installation of new, higher efficient equipment retrofits, process improvements, and/or building system upgrades. A "Custom Incentive" is a direct payment or bill credit to a Participant for installation of Measures that are part of Projects that have been pre-approved by Ameren Missouri.

Eligibility:

- Incentives are available for equipment purchased and installed after **March 1, 2016**, and all completion paperwork (completed applications, invoices, documentation) is postmarked no later than **January 31st 2019**.
- Eligible Customers are commercial electric customers of Ameren Missouri that are classified under one of the following rates: Small General Service Rate 2(M), Large General Service Rate 3(M), Small Primary Service Rate 4(M), and Large Primary Service Rate 11(M).
- Equipment may not be purchased or installed prior to receiving pre-approval from the program.
- Projects must be completed within 12 months of the incentive offer being signed by the customer in order to be eligible for an incentive.

Process:

1. All custom projects will be submitted via a custom application to Ameren Missouri for engineering review
2. Projects with incentives greater than \$10,000 will require a pre-inspection.
3. Submitted Custom incentive application will be reviewed to ensure that the measures satisfy the following program requirements:
 - a. Calculate energy savings and demand reduction potential
 - b. Verify project, measure, and installation cost estimates
 - c. Determine the value of the incentive offer
 - d. A Cost Test to verify the energy efficiency impact of the measure(s)
 - e. A simple payback that is greater than **18 months**
4. Incentive Applications for energy efficient measures will only be approved for reliable and cost-effective energy savings potential in the proposed use and site.
5. Once the project is reviewed, Ameren Missouri will send an incentive offer to the customer for their review and signature.
 - a. ***The customer must sign and return the offer to the Ameren Missouri within 30 days and prior to the purchase and installation of the equipment, to signify acceptance of the offer.***
 - b. The customer will indicate on the written offer the following:
 - i. Estimated start date
 - ii. Installation completion date
 - iii. Final completion paperwork submittal date for the project, **which shall not exceed 12 months from the date the offer is signed**
 - c. **A change in scope may result in recalculation or disqualification of the incentive offer.**

Incentive Values and Caps:

- Custom Incentives are based on the estimated energy savings after completion and verification of the approved energy efficiency project.
- **The incentive is \$0.07 per kWh for non-lighting measures and \$0.06 per kWh for lighting measures.**
- Implementation of pre-approved measures may be reimbursed up to a **maximum of 50% of the total project cost or 100% of incremental cost based upon the chart below.**

Type of Upgrade	Incentive Max. per measure
Early Replacement – Existing equipment has not yet reached the end of its useful life (EUL).	50% of total project cost
End of Life Replacement – Existing equipment has reached end of its useful life (EUL) or has been deemed obsolete.	100% of incremental project cost

- Customers must install measures achieving a minimum total incentive of **\$150** per application and total incentives across all programs shall be capped at **\$3,000,000** per customer per this cycle defined as March 1, 2016 through February 28, 2019.