Attachment B – Program Process

Ameren Missouri is actively raising awareness of the benefits of EVs through targeted educational outreach to customers at community events, through employer hosted ride and drive events, and through social media. A parallel educational outreach effort is engaging auto dealers, electricians, building design professionals, and charging station suppliers. This outreach includes helping inform customers about the impacts that charging EVs has on utility bills and providing assistance in estimating these impacts specific to their own bills. The purpose of the outreach is to stimulate customer knowledge of and interest in EVs, and to prepare professionals that can serve customers' EV resource needs in the unfamiliar and undeveloped EV marketplace. These awareness activities will drive customers to the Ameren Missouri EV webpages that will house information about EVs and charging stations and be the entry point for the *Charge Ahead – EV Charging Station Incentives Program.*

The program website will include narrative information describing the process and offer to field calls with an Ameren Missouri expert to understand the process. The Company will also post a list of EV Trade Allies that know the program and can guide customers through the program process.

1. Customer applies online for pre-approval by providing information:
    a. Applicant Contact Info
        i. Business Name
        ii. Business Address
        iii. Business Ameren Missouri Electric account number
        iv. Contact Name
        v. Contact Address/Phone/Email
        vi. Other
    b. Proposed Project Info
        i. Address of property
        ii. Contractor Info (if not self-install)
            1. Business Name
            2. Business Address
            3. Contact Name
            4. Contact Address/Phone/Email
            5. Other
        iii. EVSE Details
            1. Number of ports
            2. Charging rate of each port
            3. Equipment Make
            4. Equipment Model
        iv. Site plan with one line electrical diagram noting location (upload document)
        v. Electrical supply details
            1. Customer existing service/panel has sufficient capacity
            2. Customer planning "behind meter" upgrades - needs capacity review

            3. Customer requests additional service on site
        vi. Estimated project cost with breakdown:
            1. EVSE Equipment (charger, pedestals, cord management, etc.)
            2. EVSE installation labor
            3. Site preparation activities (for all that apply)
                a. Trenching
                b. Boring
                c. Conduit/Wiring
                d. Concrete/asphalt
            4. Battery Storage
            5. Professional design
            6. Other
    c. Preference of check or bill credit[1] for incentive payment
2. Company sends customer confirmation email which reflects application details and timeline to hear back from Company on pre-approval.
3. Company reviews application for all necessary fields. If application is incomplete, Company communicates deficiencies to customer and works to remedy.
4. Once complete, application cascades to an engineer to review:
    a. Total project scope is appropriate and within established limits
    b. Project site layout appears reasonable
    c. Total estimated costs appear reasonable
    d. Perform distribution system check: For projects requesting 100 kW in total EVSE max load or larger, the Company will perform a check on distribution system upstream of transformer to ensure capacity is sufficient and will not require an upgrade to serve the proposed project.
    e. If project application does not pass all checks then engineer will document concerns and Company will communicate with customer to either reject based on distribution system limitations or remedy the concerns and update the application.
    f. Electrical supply details – if project will require Company Distribution Design and Construction engagement, program will initiate Construction Hotline estimation process.
5. Once the project application passes all checks, then Company will communicate with customer one of the following steps, as appropriate:
    a. Confirmation of application preapproval (that will not require Company Distribution Design and Construction engagement) and the maximum incentive qualified based on the initial estimates detailed in the application.
    b. Confirmation of application preapproval, that Ameren Missouri Distribution Design and Construction engagement will be necessary, and that the Company has ordered an estimate to be calculated.
6. If there is a problem with the application or a site visit is required based on application details, customer will receive an email or phone contact following one of two possible scenarios:

[1] Any bill credit issued will be specifically noted as such on a separate line item on the customer's bill. These bill credits will be excluded from Ameren Missouri's calculation of retail rate revenue since the program costs are already accounted for.

    a. If the application is complete and a site visit is required, customer will receive instructions about scheduling a site visit with a program representative.
    b. If the application is not complete, customer will either receive email instructions to remedy the application or a phone call to help the customer remedy the application.
7. Once approved, customer will receive tentative approval with details on incentive requirements and request that customer submit signed incentive commitment within a Company designated timeframe (such as 60 days, or shorter as the program approaches the end date).
8. After receipt of customer-signed incentive commitment, Company will send notice authorizing customer to proceed along with an official date required for completion (six-month time limit for completion or designated last date for completion, such as 30 days before program end date).
9. Customer completes the project and submits completion paperwork online, including:
    a. Date of completion
    b. Incentive requested
    c. Actual project cost with breakdown of all costs (see estimated cost breakdown items).
    d. Invoices covering all project costs
    e. Photos of completed project that reflect all aspects of project costs
    f. Permission/waiver for Ameren Missouri access for their data for smart chargers that are networked
    g. Agreement to provide info on charging policy when requested through survey
10. Company sends customer confirmation email which confirms receipt of completion paperwork and timeline for review and final approval.
11. If there is a problem with the completion paperwork or a site visit is required based on project complexity or other concerns, Company will send customer an email (or phone contact) notifying one of two possible scenarios:
    a. If the completion paperwork is complete and a site visit is required, customer will receive instructions about scheduling a site visit with a program representative.
    b. If the application is not complete, customer will either receive email instructions to remedy the completion paperwork or a phone call to help the customer remedy the completion paperwork.
12. Once the project has been approved for payment, Company sends customer email confirmation regarding final approval and payment.