Discussion Topics

- Opening Remarks - Tara Oglesby, Vice President Customer Experience
  - Advancing TOU Rates - Jeff Esserman, Director, Smart Meter Program
    - Review of ER-2019-0335 Requirements
    - Customer Research and related AMI data analytics
    - Key Benefits / Challenges
    - Next Steps

- Customer Communications Plan - Amanda Barbieri, Sr. Manager, Smart Meter Program

- Additional Discussion Attendees:
  - Mark Birk – Sr. Vice President, Customer Operations, Ameren Missouri
  - Tom Byrne – Sr. Director, Regulatory Affairs, Ameren Missouri
  - Clark Allen – Sr. Manager, Digital Program Management, Ameren Services
  - Gaye Suggett – Manager, Regulatory Affairs, Ameren Missouri
  - Steve Wills – Director, Regulatory Affairs, Ameren Missouri
  - Dr. Ahmad Faruqui – Principal, The Brattle Group, Energy Economist
Smart Meter Program (AMI) update

- Successfully launched our meter deployment in our targeted time frame the first week in July, 2020. This launch began after an aggressive planning / build period. The program is on track with our investment plan and schedule provided in the Smart Energy Plan.

- Thus far, approximately 6,000 meters have been installed. All network communications, systems and billing functions are working properly.

- Our existing deployment plan runs through 2025. We are currently evaluating options to accelerate deployment within the capital spending cap on this program to complete our deployment in 2024. This will allow us to deliver on our customer value propositions in an expedited fashion.
ER-2019-0335 Key Deliverables

1. Make available for residential customers a new default time of use (TOU) rate that enables customers to have an introduction to managing their energy usage differently. In addition, all TOU rate options will be made available to all AMI customers which include options with significant peak to off-peak variances.

2. Within six billing months after a residential AMI meter is installed, communicate with the customer to educate them on what their bill would have been in prior billing periods under available rate options.

3. All new customers or new accounts with AMI meters will be placed directly on the new default rate.

4. Implement a rate comparison tool to support customer education.

5. Execute a robust customer communication plan that supports the elements of the agreement and a positive customer experience.

6. Collaborate with key stakeholders (Staff, OPC, DE) to align on approach for executing on deliverables via a series of 4 meetings.
Advancing Time of Use Rates

The settlement outcomes include expansion of our TOU rate offerings to include a default time-of-use program. In addition, there are designated customer education requirements and new capabilities to enable customer choice including the below components.

<table>
<thead>
<tr>
<th>New TOU Billing System Enhancements</th>
<th>Bill Comparison Tool</th>
<th>New Rate Choice Platforms</th>
<th>New Communications to Support Rate Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ameren Missouri will enable interval billing for all customers and ensure all rate options are calculated every month for customers to execute the “shadow billing” requirements. Significant enhancements will be made to support billing a TOU program at the scale a default offering will require.</td>
<td>Ameren Missouri will launch a new interactive web-based platform in an aggressive timeline to allow customers to compare their costs under all rate options.</td>
<td>Ameren Missouri will implement web and other service channel capabilities to ensure that customers can easily activate their rate option choices.</td>
<td>New touchpoint on delivery of the smart meter to educate on rate options. New AMI data presentment and comparison requirements. “Shadow billing” to allow customers to see their individual comparisons.</td>
</tr>
</tbody>
</table>
Customer Research

Ameren Missouri conducted customer research to gather insights on our upcoming TOU rate enhancements. This research included focus groups and surveys with diverse customer segments and geographies. Our key findings:

1. **Overcommunicate**
   Share more detail, not less. The onus is on us to ensure the message gets heard.

2. **Customer benefit is important**
   It’s not just about new smart meters. It’s about what they enable: savings opportunity, choice, control.

3. **Clarify what customers need to do, when, and what happens if they don’t act**
   Contacting Ameren to change a rate isn’t a hassle. Not knowing what to do is the concern.

4. **Lifestyle framing helps customers make an easy choice**
   Putting the rates on more equal footing and encouraging customers to self-identify increases confidence.

5. **Help customers feel in control**
   Even if they don’t follow through, they like knowing THEY – not just Ameren – have a say in the matter.
Additional Research – AMI Data Considerations

Ameren Missouri analyzed a blind / random sample of 50,000 AMI meters from our Ameren Illinois pool to evaluate how customer usage patterns would impact our rate plan confidence levels.

We evaluated how often Ameren Missouri’s rate comparisons would align with the 24-month calculation in shorter time frames.

**Key findings:**

- Rate plan confidence levels improve over time as a customer’s AMI data builds
- Seasonal impacts occur when using 6-months of data to create a rate plan calculation
- When communicating rate plan options to customers in a window less than 24-months, leveraging “lifestyle framing” is important

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Rate Plan Calculation match with 24-months of AMI data</th>
</tr>
</thead>
<tbody>
<tr>
<td>When using <strong>12 - months</strong> of AMI data to calculate rate options</td>
<td>90% match with 24-months</td>
</tr>
<tr>
<td>When using <strong>6 - months</strong> of AMI data to calculate rate options</td>
<td>60% - 80% match with 24-months (dependent on seasonality)</td>
</tr>
</tbody>
</table>
## Time of Use Rates – Lifestyle Framing

**Our plans are designed so you can find the right fit for your household’s lifestyle. Who are you most like?**

<table>
<thead>
<tr>
<th>Anytime User (Existing Rate)</th>
<th>Evening/Morning Saver</th>
<th>Overnight Saver</th>
<th>Smart Saver</th>
<th>Ultimate Saver</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Do you want to keep things as simple as possible?</td>
<td>• Do you leave the house by 9AM?</td>
<td>• Do you stay up late?</td>
<td>• Do you already pay attention to your energy use?</td>
<td>• Do you want to closely monitor the way you use energy and focus on off-peak use?</td>
</tr>
<tr>
<td>• Do you not want to change what you’re doing today?</td>
<td>• Do you spend most of the day at work?</td>
<td>• Do you have an electric vehicle?</td>
<td>• Do you have a Nest?</td>
<td>• Are you able to stagger how you use energy to save even more?</td>
</tr>
<tr>
<td>• Do you run a few errands before coming home?</td>
<td></td>
<td></td>
<td>• Are you willing to cut back so you can save more?</td>
<td></td>
</tr>
</tbody>
</table>

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- **One rate for all the energy you use that's the same as what you're currently used to paying.**
- **One rate for energy you use during the day that's slightly higher than what you've been paying.**
  - A discounted rate for energy you use from 9PM-9AM.
- **One rate for energy you use during the day that’s slightly higher than what you’ve been paying.**
  - A discounted rate for energy you use from 10PM-8AM.
  - The opportunity to save if you have an electric vehicle and charge it at night.
- **During off-peak hours, you’ll pay less for the energy you use.**
  - You’ll pay 5 times your discounted rate for energy you use during peak hours.
  - Summer Peak: 2-7PM
  - Winter Peak: 6-8AM, 6-8PM
- **A new, even lower rate for energy you use during off peak hours.**
  - A higher rate during peak hours.
  - Summer Peak: 3-7PM
  - Winter Peak: 6-8AM, 6-8PM

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- **Save on this rate by using less energy.**
- **Save on this rate by shifting some of your usage to the discounted rate window.**
- **Save on this rate by avoiding peak hours, when energy is most expensive.**
- **Save on this rate by avoiding peak hours when energy is most expensive, and by staggering the use of major appliances.**
The table outlines a customer communications schedule for implementing a TOU (Time of Use) meter system. The schedule is divided into stages: ~30 Days Before Meter Install, Meter Installation, 2 Weeks Post Install, Month 4, Month 5, Month 6, and Month 7.

### ~30 Days Before Meter Install
- **Meter Benefits**
  - Your Smart Meter Will Be Installed in 30 Days.

### Meter Installation
- **Awareness**
  - Welcome to AMI!
  - Here are the benefits of your new meter.

### 2 Weeks Post Install
- **Education**
  - Here are the benefits of your new meter.
  - New rates are coming!
  - Here is what you need to know.

### Month 4
- **Education & Selection**
  - New rates are coming!
  - Here is what you need to know.
  - Here is how to make your selection.

### Month 5
- **Bill Compare Selection**
  - Here is how your estimated costs differ by each rate.
  - Here is how to make the selection that's right for you.

### Month 6
- **Selection Reminder**
  - We haven't heard from you.
  - You are starting on a new rate.
  - You still have choices.

### Month 7
- **Rate Change & Choices**
  - First bill on new rate
  - This is what your new rate means.
  - You still have choices.

**Note:** This is a draft, and is not an exhaustive list, and does not contain all current SMP related communications.
We have proactively invested in our web launch to begin educating customers.
### Benefits and Challenges

The below highlights what we see as key benefits and challenges in delivering our new TOU rate and communication requirements:

**Benefits**

- Enhancing the customer benefits relating to our AMI investment
- Delivering a scalable platform for future flexibility to offer a robust portfolio of rate options
- Improving customers’ visibility and engagement in their usage behavior
- Delivering online engagement tools that take advantage of industry advancements

**Challenges**

- Ensuring that customers are well informed through our education and communication plan
- Minimizing any customer confusion or issues when “defaulting” to new TOU rate
- Reducing customer effort and ensuring a seamless experience is key
- Upgrading our systems to ensure all interval billing and “shadow billing” requirements are completed in an aggressive time frame
Next Steps and Deliverable Estimates

1. Finalize our technical requirements and business process design framework to deploy our TOU requirements – September, 2020

2. Begin executing a communication plan to support our TOU rate options – October, 2020

3. Complete our initial build and system billing requirements – December, 2020

4. Begin new default TOU rate option execution and incorporate a full deployment of our new AMI data presentment and rate comparison capabilities – January - April, 2021