Ameren Missouri
Advancing Time of Use Rates
Agenda Meeting
2/24/2021
Discussion Topics

- Opening Remarks - Tara Oglesby, Vice President Customer Experience
- TOU SMP Update - Jeff Esserman, Director, Smart Meter Program
- 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
Smart Meter Program (AMI) Update

- The Smart Meter Program successfully deployed approximately 140,000 advanced meters in 2020.
- The Smart Meter Communication network is performing as designed. Read performance is at 99.7% in the St. Charles Operating Area.
- We have revised our initial deployment completion target from 2025 to a completion date no later than year-end 2024.
- Our new accelerated plan adheres to our SB 564 capital planning guidelines and is intended to accelerate the operations savings and customer benefits of the Smart Meter program.
Components of TOU Customer Experience Enablement

Success Pillars

Education & Outreach
Providing customers with simple, and easy to understand communications.
- Mail / Post cards
- Online: Ameren.com
- Contact Center

Ease of Experience
Our execution will be brought to life by focusing on processes that are easy for customer to understand and navigate.
- Multi – channel rate choice
- State of the art usage tools and rate comparisons

Ongoing Engagement
Our objective is to build deeper customer engagement over time on energy use and rate options to empower customers.
- Alerts and notifications
- Annual assessments
Time Of Use Communications Overview
### Ameren Missouri TOU Customer Experience Journey

<table>
<thead>
<tr>
<th>Month</th>
<th>2</th>
<th>3</th>
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<th>6</th>
<th>7</th>
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#### Customer Touchpoints
- **First Awareness**
- **Ameren Comms Introduce TOU**
- **Explore Rates**
- **Q&A**
- **Call Ameren**
- **Make Rate Selection**
- **Receive Confirmation**
- **Welcome to your New Rate!**
- **Receive Ongoing Support**

#### TOU Comm
- **Benefits Mailer**
- **Rate Education & Selection**
- **Shadow Bill Letter w/ Business Reply**
- **Rate Selection Reminder Bill Insert**
- **TOU Welcome Mailer**
- **18-month Rate Comparison Letter**

#### Alerts
- **On a Monthly basis, Customer Receives:** Usage Summary Itemization, Mid-cycle Bill projections.
- **Seasonal Alert will be received twice / year.**

#### Ameren Tools
- **Social Media**
- **Community Outreach**
- **Comm directs customer to Informational Rate Options Site**
- **Informational Rate Options Site**
- **Web FAQ – Ameren**
- **Web FAQ – Bidgely**
- **IVR**
- **Advisor Talking Points**
- **CARE Tool (Agent-based Bidgely tool)**
- **Rate Comparison Tool (Bidgely)**
- **Rate Selection via Mail**
- **Rate Selection via Web**
- **Rate Selection via Phone**
- **Email Confirmation of Rate Selection**
- **Comm directs customer to Informational Rate Options Site**
- **TOU Alert (Bidgely prompt to revisit Rate Comparison Tool)**
- **Bidgely Usage Presentment and Alerts**
Rate Selection & Customer Convenience

Customers are provided various channels for rate selection, all of which have been designed for Customer convenience.

<table>
<thead>
<tr>
<th>Creating convenient solutions for our Ameren Missouri customers</th>
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<tbody>
<tr>
<td><strong>For Tech Savvy Customers</strong></td>
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<tr>
<td>Web</td>
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<tr>
<td>IVR</td>
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<tr>
<td>Specialized Advisor</td>
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<td>Letter / Return Mail</td>
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A Customer is provided many opportunities to learn more and make an educated rate selection.

From their account dashboard, they will have the ability to navigate to the Rate Comparison Tool, the Rate Options informational site, and the Rate Selection Tool.
Customer navigates to the Rate Comparison Tool *

A Customer has the ability to compare potential costs based on their typical usage for all rate options.

They can then navigate to the Rate Selection Tool by selecting “Switch to this Plan,” or they can navigate to the Rate Option informational site by clicking “Learn More”

Call center advisors have the ability to mirror this presentment feature within the CARES tool to help guide customers through rate comparison and selection.

*This is an out of the box example; subject to change and will include disclaimers particular to Ameren Customers.
Customer navigates to the Rate Selection Tool – Views Rates

A Customer’s options are laid out clearly for them in the Rate Selection Tool. There is also an opportunity here to “Learn More” about each rate.

A customer can review the details of each rate from within the Rate Selection Tool. They can then return to the Rate Selection Tool by simply clicking the “X” on the pop-up screen.
Customer navigates the Rate Selection Tool – Confirms their Selection

A Customer is given the opportunity to review the details of their selection, including their current rate, the rate chosen, and the effective date of the new rate. Customers are notified of their ability to make future rate changes. They can then submit their selection.

A Customer will receive a brief, generic confirmation email to verify their selection was submitted successfully. They are reminded that they can find more information on the web by logging into their account.

[Rate Confirmation Email – Not Final Version]

Dear Ameren Missouri Customer,

Your recent rate change request on account number ending in XXXX was successful!

For more information, including tips on how to be successful on this rate, please login <link to Ameren.com> to your account.

If you didn’t take this action please contact us <link to Ameren.com/missouri/contact-us>.

Sincerely,
Ameren Missouri Customer Service
TOU Comms – After 4 Months on New AMI Meter, 2 Months before Automatic start

Customer receives an educational piece on Rate Options directing them to the web for more detailed rate information.

NEW RATE OPTIONS ARE HERE.

<Customer Name>, now you can choose your rate!

Exploring the possibilities of your upgraded meter with expanded rate options from Ameren Missouri. With access to more precise energy usage information, these new rate options give you more control over your monthly energy bill and new opportunities to save.

Introducing new off-peak and on-peak rates.

Today, you have a flat-rate plan – Anytime Users. This means you pay the same amount no matter when you use energy. Our new rate options allow you to control your energy costs based on when you use energy.

Off-peak times
Demand for energy is lower during these times, so you're charged less. These times vary by plan but are typically late at night and in the early morning.

On-peak times
Demand for energy is higher during these times, so you're charged more. These times vary by plan but are typically in the afternoon and early evening.

The charts below help visualize the comparison between your current rate option and new rate options.

Your Current Rate

Flat Rate

Now Off-Peak and On-Peak Rates

Off-Peak Time

On-Peak Time

How to save with off-peak and on-peak rates.

By shifting your usage slightly and taking small steps to conserve energy, you could start saving right away.

Tips:
- Program your thermostat to adjust accordingly during peak times.
- Load the washing machine, but run during off-peak times.
- Use the delay function or set a timer to wash dishes overnight.

What's next?

Check your mailbox for more detailed rate information next month. In the meantime, visit AmerenMissouri.com/RateOptions to learn more about your rate options and how you can start saving.
TOU Comms – After 5 Months on New AMI Meter, 1 Month before Automatic Start

Customer receives Basic Rate Comparison information and is directed to the web for information on Advanced Rate Options

Customer has the option to respond with a selection at this time

Your next step is simple.

To stay on your current Anytime Users rate option, just fill out this card and return A in the envelope provided. Please allow seven business days for processing.

OR

If we don’t hear from you, we’ll automatically start on the Evening/Morning Saver rate option after XX/XX/XXXX. You can also go to AmerenMissouri.com/RateOptions before that date to make your choice online.

Check this box to stay on your current Anytime Users rate option.

Signature

Date

Email

To explore all of our expanded rate options and make your choice online, go to AmerenMissouri.com/RateOptions.
TOU Comms – After 6 Months on New AMI Meter, at Automatic Start

Customer receives a bill insert informing them of their rate change and directing them to the web to learn about their options

**YOUR RATE IS CHANGING ON YOUR NEXT BILL. TAKE ACTION NOW TO KEEP YOUR CURRENT RATE!**

On your next bill, you’ll start on our new Evening/Morning Savers rate option. Designed to suit typical energy users, this rate option features off-peak and on-peak pricing to help you control energy costs based on when you use energy.

To stay on your current rate, go to AmerenMissouri.com/RateOptions.

**STILL TRYING TO DECIDE WHICH RATE OPTION IS RIGHT FOR YOU?**

Here’s how to select the rate that’s right for you:

1. **GO ONLINE** - Visit AmerenMissouri.com/RateOptions
2. **SIGN IN** - Log in or create a new online account
3. **COMPARE** - Review Anytime Users and Evening/Morning Savers
4. **CHOOSE** - Select the best rate for your lifestyle
Conclusion

Approaching an Enhanced TOU Customer Experience for Ameren Missouri

- Overall Billing System readiness
  - New Rate Structures
  - Shadow Billing functionality
  - Interval billing processes in place
- Refined Communications strategy and assets
- Enabled enhanced channel availability
- Developing ongoing energy relationship tools and support for our customers
# TOU Rate Options Overview

<table>
<thead>
<tr>
<th>Basic Rate</th>
<th>Basic Rate</th>
<th>Advanced Rate</th>
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</thead>
<tbody>
<tr>
<td><strong>Current</strong>&lt;br&gt;Anytime Users (R-Basic)</td>
<td><strong>Default</strong>&lt;br&gt;Evening/Morning Savers (R-Day/Night)</td>
<td>New&lt;br&gt;Overnight Savers (R-TOU2)</td>
<td>New&lt;br&gt;Smart Savers (R-TOU)</td>
<td>New&lt;br&gt;Ultimate Savers (R-TOUUS)</td>
<td>New&lt;br&gt;Overnight Savers Summer + Anytime Users Winter (R-TOU w/ WB rider)</td>
<td>New&lt;br&gt;Smart Savers Summer + Anytime Users Winter (R-TOU w/ WB rider)</td>
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- **Same rate for all energy used. Savings if usage is decreased.**
- **A discounted rate on the energy used between 9 p.m. and 9 a.m. Savings if usage shifted to that time window.**
- **A discounted rate on the energy used between 10PM and 6AM. Savings if usage shifted to that time window.**
- **The rate for on-peak energy usage is nearly five times as much as the off-peak rate. Big savings if usage shifted to mid-peak and off-peak hours, when energy is least expensive.**
- **Maximized savings if energy use distributed throughout the day and avoids on-peak hours, when energy is most expensive.**
- **"Summer Only" Option where customers switch to Anytime Users in the Winter.**
- **"Summer Only" Option where customers switch to Anytime Users in the Winter.**
Week 2 Benefits Mailer Part 2
Month 4 General TOU Education

NEW RATE OPTIONS ARE HERE.

Ameren

, now you can choose your rate!

Explore the possibilities of your upgraded meter with expanded rate options from Ameren Missouri. With access to more precise energy usage information, these new rate options give you more control over your monthly energy bill and new opportunities to save.

Introducing new off-peak and on-peak rates.

Today, you have a flat-rate plan — Anytime Usage. This means you pay the same amount no matter when you use energy. Our new rate options allow you to control your energy costs based on when you use energy.

- **Off-peak rates**
  - Demand for energy is lower during these times, so you’re charged less. These times vary by plan but are typically later at night and early mornings.

- **On-peak rates**
  - Demand for energy is higher during these times, so you’re charged more. These times vary by plan but are typically in the afternoon and early evenings.

The charts below help visualize the comparison between your current rate option and new rate options.

How to save with off-peak and on-peak rates.

By shifting your usage slightly and taking small steps to conserve energy, you could start saving right away.

- **Program your thermostat to adjust accordingly during peak times.**
- **Load the washing machine, but run during off-peak times.**
- **Plan ahead and save by charging your electric vehicle overnight.**
- **Use the delay function or set a timer to wash dishes overnight.**

What’s next?

Check your mailbox next month for more detailed rate information to help you choose the rate that’s best for you. In the meantime, visit AmerenMissouri.com/RateOptions to learn more about your rate options and how you can start saving.

Customer participation is voluntary. State or municipality rules require proper notice before making a rate change.
YOUR RATE IS CHANGING.
CHOOSE YOURS NOW.

Now, YOU can choose your rate!
Explore the possibilities of your advanced meter with expanded rate options from Ameren Missouri. With access to more precise energy usage information, choose new rate options that give you more control over your monthly energy bill and new opportunities to save.

Introducing our new Evening/Morning Savers rate option.
Today, you have a new rate plan — Anytime Users. This means you pay the same amount no matter when you use energy. Designed to not hybridize energy rates, our new Evening/Morning Savers rate plan has both off-peak and on-peak pricing to help reduce energy costs based on when you use energy.

Off-peak times (9 a.m. to 9 p.m.):
Energy is lower during these times, so you’re charged less.
On-peak times (9 a.m. to 9 p.m.):
Energy is higher during these times, so you’re charged more.

What does this mean for you?
To give you the opportunity to start managing your energy, we’ll offer the Evening/Morning Savers rate option when it’s ready. This change will happen automatically, but you still have a choice. If you’re not interested in taking advantage of off-peak and on-peak pricing, you can choose to stay in our current Anytime Users rate option.

How do your rate options compare?*
The estimated costs below are a customized rate comparison based on how much energy you used and when at the cost of the tiered energy option. Changing your rate options in your daily routine, like shifting when you do the dishes or run the dishwasher, could lead to savings on your monthly energy bill.

Anytime Users
$ /mo
(Your current rate)

Evening/Morning Savers
$ /mo
(Your new rate)

To explore even more savings potential with our advanced rate options, visit AmerenMissouri.com/RateOptions.

Your next step is simple.
To stay on your current Anytime Users rate option, fill out the form below and return it. You can also email us at RatesOptions@AmerenMissouri.com.

Check this box to stay on your current Anytime Users rate option.
Signature
Date
Email

To explore all of our expanded rate options and make your choice online, go to AmerenMissouri.com/RateOptions.

*The above rates are an estimated cost of energy for the tiered rate plan. Your actual cost will vary based on your usage and location.

This offer is available to customers who currently have an advanced meter and meet eligibility requirements. If you’re interested in our advanced meter program, visit AmerenMissouri.com/MeterOptions.

By checking this box, you are giving written consent for us to contact you regarding this offer.
Month 5 Rate Comparison and Business Reply Card Part 2

### Evening/Morning Saver Rate Option

**Is this rate a good fit for you?**

Are you out of the house by 8 a.m.? Do you spend most of the day at work? Do you use a few evenings before coming home? To save on this rate option, you need to change when you use energy.

**How it works:**

You pay a discounted rate on the energy you use between 8 p.m. and 8 a.m., so you can save if you shift some of your usage to that time window. For example, set the thermostat to your desired level when you are asleep in morning or during night. You’ll be charged a rate that’s slightly lower than what you pay if you use energy from 8 a.m. to 8 p.m.

#### Summer: June through September

<table>
<thead>
<tr>
<th>7 AM - 11 AM</th>
<th>3 PM - 7 PM</th>
<th>11 PM - 7 AM</th>
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<tbody>
<tr>
<td>$0.06</td>
<td>$0.12</td>
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#### Winter: October through May

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<td>$0.07</td>
<td>$0.14</td>
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### Anytime Users Rate Option

**Is this rate a good fit for you?**

Do you want to keep things as simple as possible and keep using energy the way you do today? This is the rate option if you’re familiar with your bills, and you don’t charge for energy use or matters when you use it.

**How it works:**

You pay the same rate for all of the energy you use. You can still save on this rate by using less energy.

#### Summer: June through September

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#### Winter: October through May

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To explore even more savings potential with our advanced rate options, visit [AmerenIllinois.com/RateOptions](http://AmerenIllinois.com/RateOptions).
YOUR RATE IS CHANGING ON YOUR NEXT BILL. TAKE ACTION NOW TO KEEP YOUR CURRENT RATE!

On your next bill, you’ll start on our new Evening/Morning Savers rate option. Designed to suit typical energy users, this rate option features off-peak and on-peak pricing to help you control energy costs based on when you use energy.

To stay on your current rate, go to AmerenMissouri.com/RateOptions.

**Off-peak times | 9 p.m. – 9 a.m.**
Energy demand is lower, so you’re charged less.

**On-peak times | 9 a.m. – 9 p.m.**
Energy demand is higher, so you’re charged more.
STILL TRYING TO DECIDE WHICH RATE OPTION IS RIGHT FOR YOU?

HERE’S HOW TO SELECT THE RATE THAT’S RIGHT FOR YOU:

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Visit AmerenMissouri.com/RateOptions now to select your rate.