

## APPENDIX D

Each report filed pursuant to paragraph 16 shall include at a minimum: a discussion of knowledge gained of each Learning Opportunity, a discussion of progress towards answering each Key Question to Explore, and the results of and documentation of Planned Activities to Gain Insight, to the extent the specified surveys have been conducted.

### Learning Opportunities:

To gauge how customers will react to various pricing sensitivities, to evaluate the potential impacts on net energy metering structures and to determine the real or perceived value of increasing solar generation at the distribution level, as compared to adding solar generation at the transmission level.

In gauging customer reactions to pricing, Ameren Missouri will also determine customer sensitivity to program design aspects including, but not limited to: the timing, level, and refund limitation of the up-front “reservation fee;” the program length commitment; subscription transferability between customers; the 50 percent usage cap on subscription; and the potential for a portion of the monthly charge to increase following rate cases.

This program will assist Ameren Missouri in determining first-hand how best to structure supply options related to distributive solar generation. The intent is to engage customers, solicit their feedback and provide a basis to continually adjust the program offering in order to meet their expectations. The lessons learned through this pilot program should provide insights into the advantages and challenges associated with distributed generation resources on the Ameren Missouri grid. Testing the deployment, this small-scale pilot project may be helpful in developing real time solutions for distributed generation.

### Key Questions to Explore and Planned Activities to Gain Insights:

Ameren Missouri will conduct a survey of the program participants after the first 18 months of program operation. The intent will be to gather customer feedback seeking answers to questions such as:

- What were customer’s expectations coming into the program?
- Is the program meeting customer’s expectations?
- What areas of the program need improvement?
- What aspects of the program do the customers like and dislike?
- Do participants find the timing, level, and refund limitation of the up-front “reservation fee” reasonable?
- Are current and potential subscribers willing to commit to a two-year subscription?
- Would a shorter mandatory subscription period (or no period at all) be more appropriate?
- Would current or potential subscribers be interested in the ability to transfer subscriptions to other customers without penalty?
- Is the block size appropriate?
- Do current or potential subscribers want to be able to subscribe to more than 50 percent of their usage? Should the limitation be relaxed or eliminated for customers exhibiting high load factors?

- Are customers aware of the potential for part of the subscription fee to increase with rate cases? With this knowledge, are they still willing to participate?
- Are there any aspects of the program that provide the customer with a greater understanding of solar energy generation?
- What is the impact of the program on non-participating ratepayers?

A similar survey will then be conducted after three years to determine if the program has provided enough value to be extended and/or what changes would be necessary to gain a higher level or a continued level of participation. In addition to surveying program participants, Ameren Missouri will solicit input from non-participants to determine reasons for non-participation and alternative program design provisions which might encourage participation. This survey shall be conducted every six years thereafter over the life of the solar resource.