

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI**

In the Matter of Union Electric Company d/b/a        )  
Ameren Missouri's 2nd Filing to Implement        )        File No. EO-2015-0055  
Regulatory Changes in Furtherance of Energy        )  
Efficiency as Allowed by MEEIA.                    )

**NOTIFICATION**

COMES NOW Union Electric Company d/b/a Ameren Missouri (Ameren Missouri or Company) and, pursuant to the terms of the *Non-Unanimous Stipulation and Agreement (Stipulation)* filed in this case, submits the following:

1.        The *Stipulation* requires Ameren Missouri to file its initial measures and incentive amounts in this case no fewer than five days prior to launching its new energy efficiency programs.<sup>1</sup>

2.        Ameren Missouri plans to launch its new Home Energy Report program on August 8, 2016. Because this is a behavioral program and therefore there are no associated measures, Ameren Missouri submits a sample Home Energy Report as well as web page mockups for review. This sample Home Energy Report generally represents the format and content Ameren Missouri intends to provide 225,000 randomly selected customers to encourage them to practice more energy efficient behavior. The Home Energy Report will include suggestions and information, including a comparison of their energy usage to similar homes. As the program develops, Ameren Missouri will encourage its customers to use online tools to obtain additional energy efficiency information. Ameren Missouri plans to mail and/or email Home Energy Reports to customers 12 times over the MEEIA 2 cycle. Customers may opt-out of the program at any time.

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<sup>1</sup> File No. EO-2015-0055, Non-Unanimous Stipulation and Agreement, p. 4.

3. There are no specific rebates associated with this program, so no guidelines have been separately attached to this pleading. The sample Home Energy Report and the webpage mockups, together with the explanatory information contained in this pleading, satisfy the requirement detailed in the *Stipulation* to notify regulatory stakeholders.

3. In accordance with the *Stipulation*, Ameren Missouri is providing notice of the implementation of the Home Energy Report program.

WHEREFORE, Ameren Missouri respectfully files this *Notification* in compliance with the terms of the *Non-Unanimous Stipulation and Agreement*.

Respectfully submitted,

UNION ELECTRIC COMPANY,  
d/b/a Ameren Missouri

*/s/ Wendy K. Tatro*

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**ATTORNEY FOR UNION ELECTRIC  
COMPANY d/b/a AMEREN MISSOURI**

**CERTIFICATE OF SERVICE**

The undersigned certifies that true and correct copies of the foregoing have been e-mailed to counsel of record in this case on this 1<sup>st</sup> day of August, 2016.

*/s/ Wendy K. Tatro*

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Wendy K. Tatro