

Exhibit No.:  
Issue(s): Critical Needs Program  
Witness: Page Selby  
Type of Exhibit: Rebuttal Testimony  
Sponsoring Party: Union Electric Company  
File No.: GR-2021-0241  
Date Testimony Prepared: October 15, 2021

**MISSOURI PUBLIC SERVICE COMMISSION**

**FILE NO. GR-2021-0241**

**REBUTTAL TESTIMONY**

**OF**

**PAGE SELBY**

**ON**

**BEHALF OF**

**UNION ELECTRIC COMPANY**

**D/B/A AMEREN MISSOURI**

**St. Louis, Missouri  
October, 2021**

**REBUTTAL TESTIMONY**

**OF**

**PAGE SELBY**

**FILE NO. GR-2021-0241**

1                                   **I.    INTRODUCTION**

2           **Q.    Please state your name and business address.**

3           A.    My name is Page Selby. My business address is One Ameren Plaza, 1901  
4 Chouteau Ave., St. Louis, Missouri.

5           **Q.    By whom are you employed and what is your position?**

6           A.    My employer is Ameren Missouri, and I am the Manager of Customer  
7 Advocacy in the Credit, Customer Advocacy and Revenue Protection Department.

8           **Q.    Please describe your educational background and employment  
9 experience.**

10          A.    I have a BA degree in Economics and Business Administration from Illinois  
11 College. I also earned a Chancellor's Certificate in Economic Development from  
12 University of Missouri-St. Louis. I have 33 years of experience in customer service,  
13 marketing, and change management. Prior to joining Ameren, I was the Vice President of  
14 Marketing and Training for Mercantile Bank of IL, and owner of two small businesses. I  
15 joined Ameren Missouri's Business and Community Development team seven years ago.

16          **Q.    What are your responsibilities in your current position?**

17          A.    I have been in my current position since July of this year, and I am  
18 responsible for the ongoing development, planning, management and communication of

1 Ameren Missouri's customer advocacy strategy, including programs, outreach, budget  
2 oversight and relationships with community agencies.

3 **Q. To what testimony or issues are you responding?**

4 A. I am responding to the Office of Public Counsel ("OPC") witness Dr. Geoff  
5 Marke's proposal to create a Critical (Medical) Needs Program.

6 **Q. What are your thoughts about adopting a pilot program similar to**  
7 **Baltimore Gas & Electric's ("BG&E") Critical Needs Program, as recommended by Dr.**  
8 **Marke?**

9 A. Dr. Marke describes BG&E's program goal to "... implement immediate access  
10 to existing resource assistance (bill payment, repair, consumer protections, etc.) to customers  
11 that seek assistance in nontraditional utility CSR venues (e.g. hospitals, public and private  
12 assistance agencies, shelters, etc.)."<sup>1</sup> As I understand it, the BG&E pilot did not dedicate  
13 additional money, it utilized existing Low-Income Home Energy Assistance Program  
14 ("LIHEAP") money, and partnered with hospitals for program referrals. Ameren Missouri  
15 already utilizes this method of outreach and response with our Medical Hardship Extension  
16 ("MHE") program. Under the MHE, if a customer, hospital or medical office calls on behalf of  
17 a customer, we automatically offer an extension and stop disconnection. We look to LIHEAP  
18 and Dollar More program funds to assist customers with maintaining or restoring service. We  
19 also provide referrals for weatherization and other programs, and to agencies for case  
20 management and social services. Ameren Missouri also offers the Medical Equipment Registry  
21 ("MER") program for customers to register necessary medical equipment, and we proactively  
22 review MER accounts in threat of disconnection, reaching out to those customers with

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<sup>1</sup> GR-2021-0241, Direct Testimony of Geoff Marke, p. 2, lines 3-5.

1 numerous options, including connecting them with Energy Assistance agencies and reducing  
2 power rather than disconnecting. Ameren Missouri will continue robust, proactive outreach with  
3 additional community partners and organizations, as part of our planned outreach efforts. As  
4 Dr. Marke stated, "Ameren Missouri's outreach and community engagement is already one of  
5 the best in the state."<sup>2</sup>

6 **Q: Has Ameren Missouri recently implemented a new program that**  
7 **addresses the spirit of promoting affordability as outlined in Dr. Marke's proposed**  
8 **Critical Needs Program?**

9 A: Yes, earlier this month Ameren Missouri directed an additional \$1.2 million  
10 to its Clean Slate 2021 program to include support for moderate-income customers who do  
11 not qualify for low-income programs. The Company is also directing \$300,000 to support  
12 local agencies who administer these funds. The program will help eligible customers with  
13 up to \$750 per account, after they pay 25% of the past-due balance. Community Action  
14 Agencies and Heatupmissouri.org will administer the Clean Slate program and distribute  
15 the additional \$1.2 million of energy assistance.

16 **Q. Does this conclude your rebuttal testimony?**

17 A. Yes, it does.

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<sup>2</sup> GR-2021-0241, Direct Testimony of Geoff Marke, p. 3, lines 5-6.

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

In the Matter of Union Electric Company    )  
d/b/a Ameren Missouri's Tariffs to Adjust    )                   Case No. GR-2021-0241  
Its Revenues for Electric Service.         )

**AFFIDAVIT OF PAGE SELBY**

**STATE OF MISSOURI    )**  
  )**ss**  
**CITY OF ST. LOUIS    )**

Page Selby, being first duly sworn on her oath, states:

My name is Page Selby, and on her oath declare that she is of sound mind and lawful age; that she has prepared the foregoing *Rebuttal Testimony*; and further, under the penalty of perjury, that the same is true and correct to the best of my knowledge and belief.

/s/ Page Selby  
\_\_\_\_\_ )  
Page Selby,

Sworn to me this 12th day of October, 2021.