

## **CORE TALKING POINTS FOR AMEREN MISSOURI'S SMART ENERGY PLAN**

Core talking points were developed based on the key customer-facing elements of the Smart Energy Plan. The language has been refined and optimized based on findings from the Ameren Missouri Your Voice customer survey panel and customer focus groups conducted in July 2018.

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### ***WHAT IS AMEREN MISSOURI'S SMART ENERGY PLAN?***

The Smart Energy Plan offers great value to you by keeping your bills more stable, predictable and affordable through a rate cut, a rate freeze and rate caps, all while upgrading the energy grid you depend on in a way that introduces new sources of clean, renewable energy into a smarter system.

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### ***WHAT ARE THE CUSTOMER BENEFITS OF THE AMEREN MISSOURI SMART ENERGY PLAN?***

- On August 1, your electric rates decreased by 6%. This will save the average residential customer about \$72 a year.
- When federal taxes went down, we passed those savings on to you, resulting in the 6% decrease in electric rates. This is reflected on your monthly energy statement as the Federal Tax Rate Reduction.
- Missouri legislators and the Public Service Commission made the immediate rate reduction possible by speeding up the return of federal tax dollars through emergency measures. Under a previous Missouri regulatory policy, you may have waited years to see the savings.
- You experience the benefits related to a new energy legislation passed in 2018 through Ameren Missouri's Smart Energy Plan.
- Your base electric rates won't go up from now until April 2020 because the Ameren Missouri Smart Energy Plan includes a rate freeze.
- Rate caps will limit the size of any future rate increases for the life of the plan, making your energy costs more stable and predictable.
- Proactive reliability projects will improve the dependability of your electric service, and give you more control over your energy usage and costs by providing you information to make more informed choices/decisions.
  - Enhanced reliability: Smart sensors and switches will detect and isolate outages, so Ameren Missouri can restore your service more quickly.
  - Meanwhile, the smart technology will help crews pinpoint problems more precisely to reduce the length and frequency of outages.
  - Convenience and service: Smart meters will give you more tools and programs to better manage your energy usage and costs.

## LANGUAGE AND VISUAL RESEARCH FINDINGS RELATED TO THE SMART ENERGY PLAN

In customer focus groups conducted in July 2018, key words and phrases were tested to better understand how customers interpreted each. This research was conducted as a part of creative testing for advertising. It is important to note that these findings are specific to customers and not other core audiences. Additionally, customers had no context of the Smart Energy Plan beyond what was mentioned in the 30-second scripts. Relevant key visual findings are also included below.

WORDS TO USE WITH CUSTOMERS	WORDS TO LOSE WITH CUSTOMERS TODAY	CUSTOMER INTERPRETATIONS
<b>Smart grid</b>		Reinforced innovation, leading edge, advancement
	Strong/er grid	High load capacity, expected the grid to be strong, created doubt in how strong it is
	Secure/more secure grid	Safe from hacking, reliable, expected the grid to be secure, created doubt in how secure it is
	Safe/er grid	Expected the grid to be safe, created doubt in how safe it is
<b>Upgrade</b>		Substantial change, newer, surpassing expectations, no direct connection to rates
	Invest	Higher rates for me, increased profits, long-term payoff
	Improve	To make better incrementally, not substantial, does not cost more for me
	Modernize	Retrofitting, bringing up to today's standards
<b>Plan</b>		Proactive, a promise, progressive
		Reinforces technology but currently hollow
<b>Smart Energy Plan</b>		Created a desire for more details, questioned the status of the plan, could if supporting details are available
	Five-year plan	

### KEY VISUAL FINDINGS

- Trucks, specifically bucket trucks, visually communicate fixing or repairing rather than upgrading.
- Solar panels were called out by customers as one way to visually communicate the future of energy.
- Co-workers on job sites did not shift the perception of the work Ameren Missouri does today to the idea of accelerating upgrades or planning for the future.
- Diversity in co-workers and customers was well-received.