

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

In the Matter of the Union Electric Company d/b/a)	
Ameren Missouri's Tariffs to Decrease Its)	File No. ER-2019-0335
Revenues for Electric Service.)	

In the Matter of Union Electric Company d/b/a)	
Ameren Missouri's Request for a Waiver of)	
Various Tariffs and Regulations to Enable the)	File No. EE-2019-0382
Deployment of Automated Metering Infrastructure)	
Beginning in 2020.)	

**STATUS REPORT ON APRIL 2020 MEETING AND
CUSTOMER EDUCATION AND COMMUNICATION
PLANS**

COMES NOW Union Electric Company d/b/a Ameren Missouri ("Ameren Missouri"), and for its *Status Report on April 2020 Meeting and Customer Education/Communication Plans* states as follows:

Background

1. On February 28, 2020, the parties filed a Non-Unanimous Stipulation and Agreement resolving all but two issues raised by the Office of Public Counsel in Ameren Missouri's electric general rate case, File No. ER-2019-0335. On March 3, 2020, the parties submitted a Corrected Non-Unanimous Stipulation and Agreement (hereinafter "Stipulation") to correct two small items in the February 28, 2020 Stipulation and Agreement. The only party that did not sign the Stipulation indicated that it did not object to the Stipulation, so the Commission's rules allowed it to be treated as a unanimous stipulation.¹

2. In paragraph 27(a)(iv)(4) of the Stipulation, the parties agreed for Ameren Missouri to meet with the Staff of the Missouri Public Service Commission ("Staff"), the Office of the Public

¹ 20 CSR 4240-2.115(2)(C).

Counsel ("OPC"), and Missouri Department of Natural Resources – Division of Energy ("DE") "in March, April, May, and June 2020 to discuss plans to roll out customer engagement for customers receiving AMI meters." The parties also agreed that "[a] status report shall be submitted on the progress of these meetings in the pending AMI waiver docket (File No. EE-2019-0382)."²

3. On March 4, 2020, the Parties appeared for an on-the-record presentation of the Stipulation ("OTR"), and the Commissioners asked many questions regarding the new rate designs to be rolled out with AMI meters as agreed upon in the Stipulation.

4. On March 5, 2020, the Commission issued an Order Directing Responses, which directed "each party to respond stating if it is willing to provide an alternate stipulation and agreement that includes any or all of [three points]." The third point was identified as follows:

Submitting to the Commission timely status reports after the monthly customer engagement meetings identified in Paragraph 27 of the [Stipulation]. The status reports would detail the agreed to educational/communications programs. In addition, Ameren Missouri would present at Agenda in either June or July 2020, details of the customer outreach plans prior to their initiation.

5. On March 9, 2020, Ameren Missouri filed its Response to the Commission's Order Directing Responses on Willingness to Provide an Alternative Stipulation and Agreement. In response to the third point, Ameren Missouri stated:

While Ameren Missouri is not willing to provide an alternate stipulation and agreement, Ameren Missouri does not believe that the Stipulation would need to be changed to accomplish point three. Instead, Ameren Missouri commits to submit status reports and present at Agenda in either June or July 2020 as described in point three of the Commission's March 5, 2020 Order.

6. In accordance with paragraph 27(a)(iv)(4) of the Stipulation, Ameren Missouri met telephonically and via Skype³ with Staff, DE, and OPC on April 27, 2020.

² Stipulation, paragraph 27(a)(iv)(4)(a).

³ Due to the ongoing COVID-19 pandemic mitigation measures, the participants (representatives from Ameren Missouri, Staff, DE, and OPC) were not able to meet in person.

7. In accordance with its commitment as described in paragraph 5 above, Ameren Missouri provides the following status report regarding the April 2020 meeting and details of the educational/communication plans.

Status Report

8. The list of persons who participated in the April 27, 2020 meeting is attached and marked as Attachment 1.

9. The PowerPoint presentation attached as Attachment 2 was presented by Ameren Missouri representatives at the April 27, 2020 meeting. However, Slides 8 through 12 are omitted from Attachment 2, because they contain confidential information. 20 CSR 4240-2.135(2)(A)4 & 6.

10. As described in Slide 2 of Attachment 2, the purpose of the meeting was to provide key updates and follow-up from the March 2020 meeting, as well as present an overview of analytics on existing AMI data⁴ and Ameren Missouri's planned customer data presentment / rate comparison tool. Ameren Missouri is currently in negotiations with a vendor regarding data presentment options and the rate comparison tool, and therefore, Slides 8 through 12 contain confidential information. 20 CSR 4240-2.135(2)(A)4 & 6.

11. As shown in Slide 18 of Attachment 2, participants also discussed the topics to be addressed during the upcoming meetings in May 2020 and June 2020.

WHEREFORE, Ameren Missouri requests that the Commission accept this status report.

⁴ AMI data made available through the Company's Illinois affiliate, Ameren Illinois Company, with all customer-identifying information removed.

Respectfully submitted,

UNION ELECTRIC COMPANY
D/B/A AMEREN MISSOURI

/s/ *Jermaine Grubbs*
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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the foregoing was served via electronic mail (e-mail) to all parties of record on this 11th day of May, 2020.

/s/ *Jermaine Grubbs*
Jermaine Grubbs

Attachment 1

List of Participants in April 27, 2020 Meeting*

Commission Staff

Natelle Dietrich

Robin Kliethermes

Sarah Lange

Tammy Huber

Contessa King

OPC

Geoff Marke

Division of Energy

Lisa Kremer

Marty Hyman

Ameren Missouri

Tara Oglesby

Tom Byrne

Jeff Esserman

Steve Wills

Amanda Barbieri

Matthew Dube

Clark Allen

Joe Solari

Kelsey Klein

Gaye Suggett

Jon Shockley

Mike Harding

**This list was compiled based on persons announcing themselves during the Skype call, and may not be complete.*

Ameren Missouri
ER-2019-0335 Settlement
Stakeholder Meeting #2
4/27/2020


Ameren Missouri – ER-2019-0335 Settlement

Agenda

Meeting #2 Purpose: *Provide key updates / follow-up from Meeting #1. Present an overview of analytics on existing AMI data and our planned customer data presentment / rate comparison tool*

- Opening Remarks
 - Ameren Missouri – Tom Byrne / Tara Oglesby
- AMI data – Analytics perspective
 - Predictability of AMI usage data
 - Rate option alignment / considerations
- AMI Data Presentment / Rate Comparison tool
 - Software review
 - Rate Comparison capabilities
 - Other customer value added benefits
- Final Thoughts / Meetings 3 & 4 Plans





Usage Analytics

Ameren Missouri – ER-2019-0335 Settlement



Usage Analytics

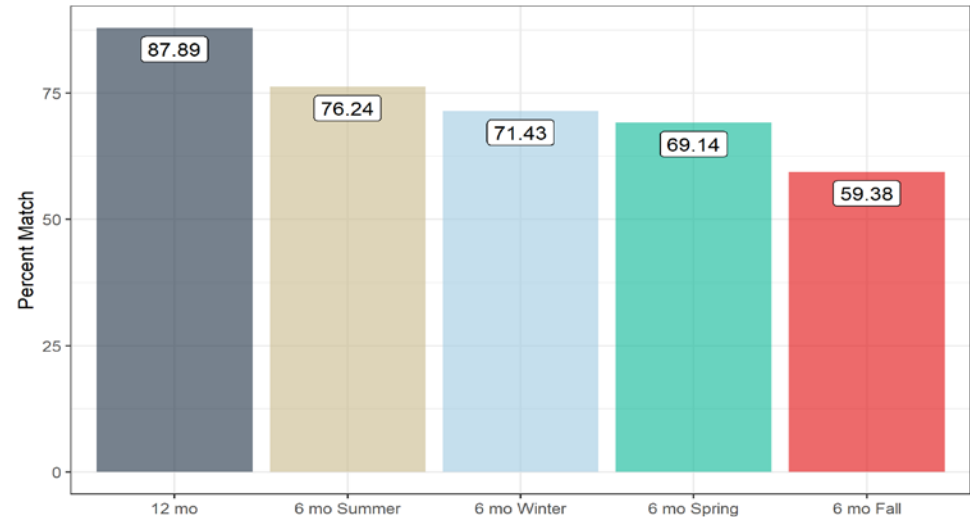
The Length of Data Collection and When the Meter is Installed and Directly Impact the Accuracy of Rate Plan Recommendations

Based on amount of data and season of meter install, how often does the recommended rate plan match the 24-months of data recommended plan?

Analyzing energy use from 50,000 meters shows that **in addition to the period of data used, the season the meter is installed has an impact on how accurate the plan recommendation is when using less than 24-months of data.**

	No	Yes	Pct. Match
12 mo	6,055	43,942	87.88927
6 mo Summer	11,881	38,116	76.23657
6 mo Winter	14,285	35,712	71.42829
6 mo Spring	15,429	34,568	69.14015
6 mo Fall	20,311	29,686	59.37556

Recommended Rate Plans by Data Amount and Install Season
vs. Recommended Plan based on 24-Months of Data



based on data from 49,997 AMI Meters

Ameren Missouri – ER-2019-0335 Settlement



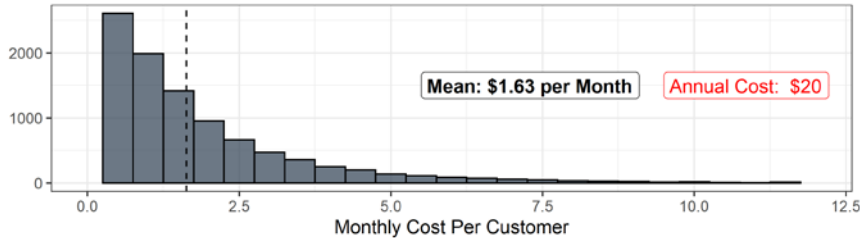
Usage Analytics

There is a Measureable Cost to Our Customers When We Recommend the Wrong Rate Plan

based on recommended plan with 6-months vs recommended plan with 24-months of data

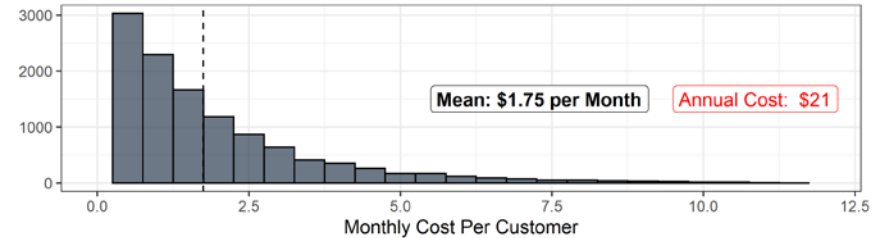
6-Months Data - Summer Install

24% of Customers



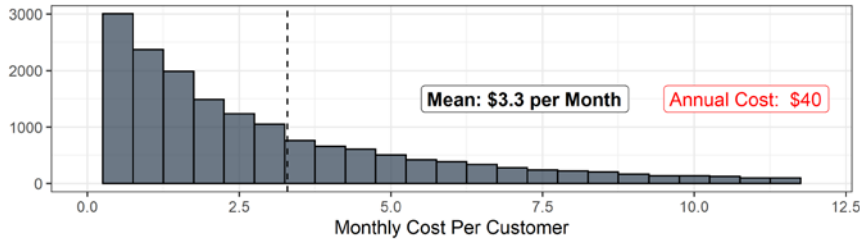
6-Months Data - Winter Install

29% of Customers



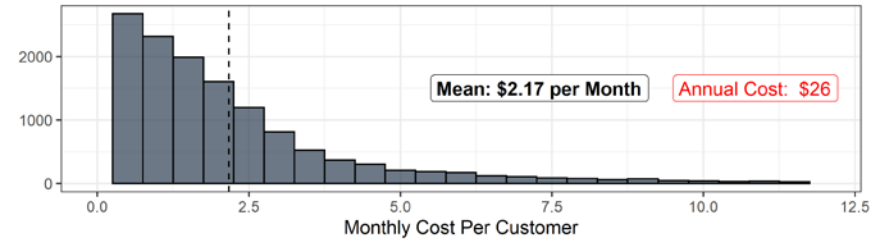
6-Months Data - Fall Install

41% of Customers



6-Months Data - Spring Install

31% of Customers



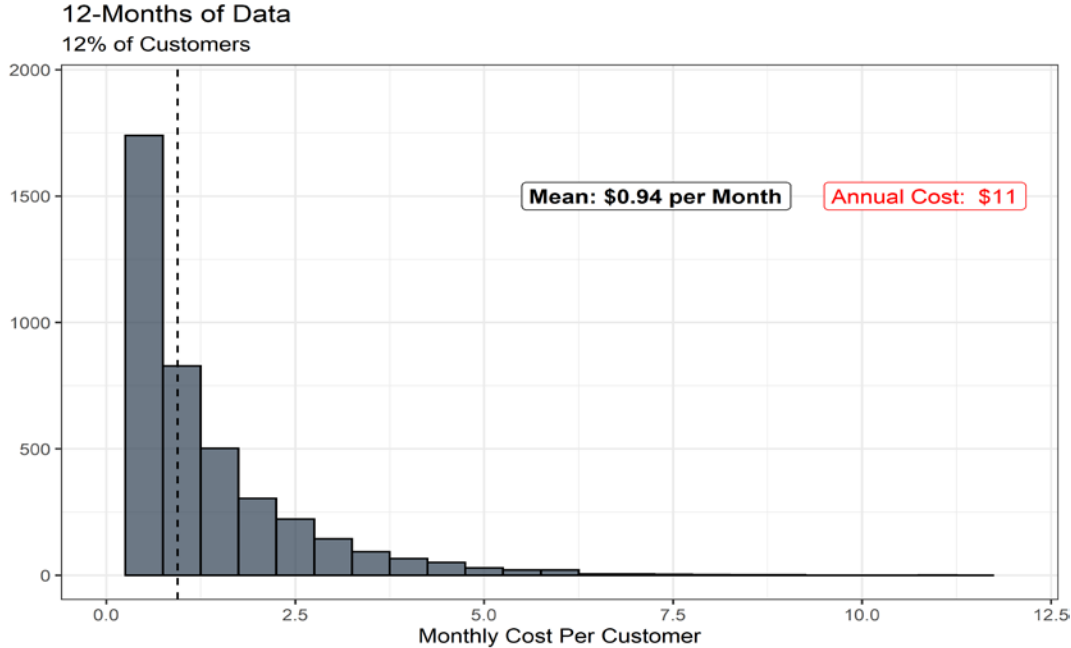
Ameren Missouri – ER-2019-0335 Settlement



Usage Analytics

12-Months of Data Limits the Number of Customers With the Wrong Plan and the Cost to Those Customers

based on recommended plan with 12-months vs recommended plan with 24-months of data



Customer - AMI Data
Presentment / Rate Tool

Slide 8

Redacted, Confidential

20 CSR 4240-2.135(2)(A)4 & 6

Slide 9

Redacted, Confidential

20 CSR 4240-2.135(2)(A)4 & 6

Slide 10

Redacted, Confidential

20 CSR 4240-2.135(2)(A)4 & 6

Slide 11

Redacted, Confidential

20 CSR 4240-2.135(2)(A)4 & 6

Slide 12

Redacted, Confidential

20 CSR 4240-2.135(2)(A)4 & 6

Ameren Missouri – ER-2019-0335 Settlement

Communications Process Update



Customer Research

- Research launched 4/23
- Qualitative – online focus groups to understand customer preferences
- Quantitative - representative sample survey to ensure we understand our diverse customer base.

maslansky
+partners



Development

We will develop messaging and introduce the rate options and comparison tool through a multi - channel approach.

Our messaging will be focused on education and insights that help customers to take control and make informed decisions.



Execution

We will look to deliver excellent experiences via:

- Mailers / Energy statements
- Ameren.com
- Alerts
- Customer Care

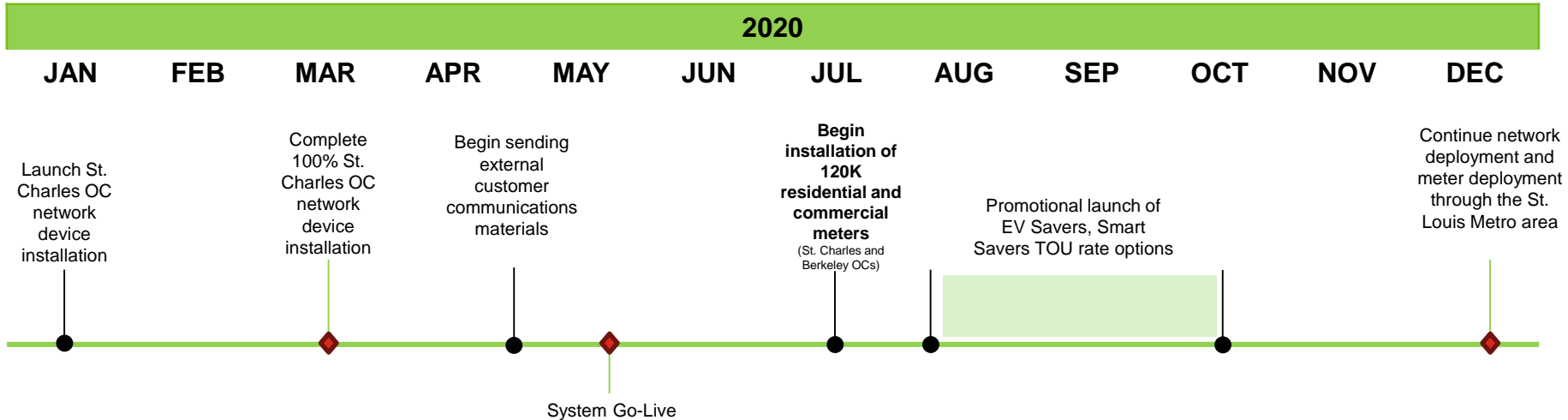


Time of Use Rates
Project Plan Update

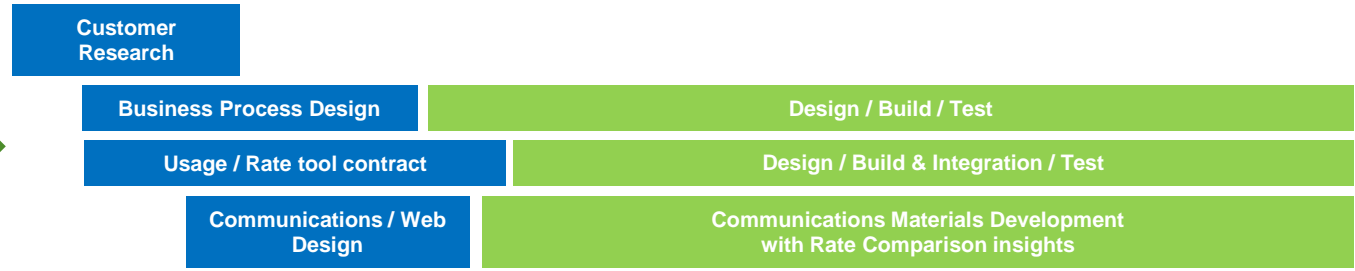
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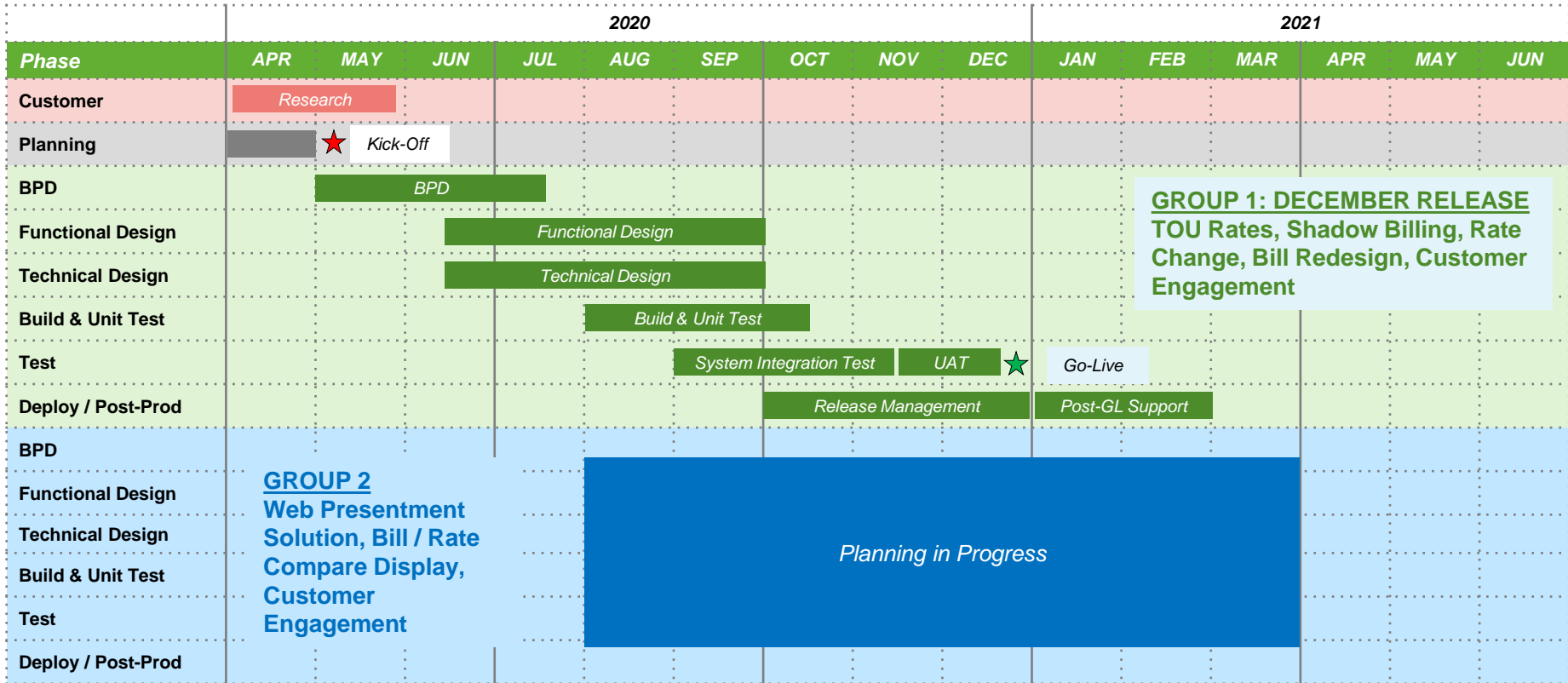
New Initiatives from the Settlement



New work streams needed to meet TOU rate requirements



Project Timeline



Framework for Success



To achieve the timelines outlined in the previous slides, the following actions are essential:

- *Launch business process design* and system integration efforts in **May 2020**.
- *Align and contract* with web solution vendor (Summer 2020).
- Develop Customer Experience Plan, based on customer research, in order to implement the customer rates outlined in the rate case settlement with a **customer satisfaction focus**. These options will be delivered starting in January 2021.

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TOU Rate Options: Future Stakeholder Meetings



May Meeting:

- Review of the final project plan / scope / timing
- Initial research findings from Maslansky
- Open discussion on approach / deliverables

June Meeting:

- Customer experience approach (BPD findings)
- Update on research findings / communications
- Review final requirements and move forward plan



