

A woman with long dark hair is sitting at a desk, looking at a computer monitor. The monitor displays a grid of small images. Her hands are on a keyboard. The background is blurred, showing other people in an office setting.

Ameren Missouri
ER-2019-0335 Settlement
Stakeholder Meeting #4 6/30/2020

Ameren Missouri – ER-2019-0335 Settlement



Agenda

Meeting #4 Purpose: *Present strategy and options currently under evaluation for Education and Outreach*

- Customer Experience Approach:
 - Guiding Principles
 - Strategic Components
 - Communications & functionality release schedules
- Customer Communications
 - Themes & Language strategy
 - Initial customer communications examples
 - Customer Personas
 - Direct customer mailer example





Customer Experience
Approach

Customer Education Themes & Guiding Principles



- Most customers feel neutral to positive about the change and can see how it might actually benefit them.
- It's most important that it doesn't come as a surprise and that customers understand what they need to do.

Customer Communications Guiding Principles:

1 Overcommunicate
Share more detail, not less. Centralized information that is easy to access.

follow the 4 Cs...

2 Customer benefit comes first
It's not just about smart meters & rates. It's about what they enable: savings opportunity, choice, control.

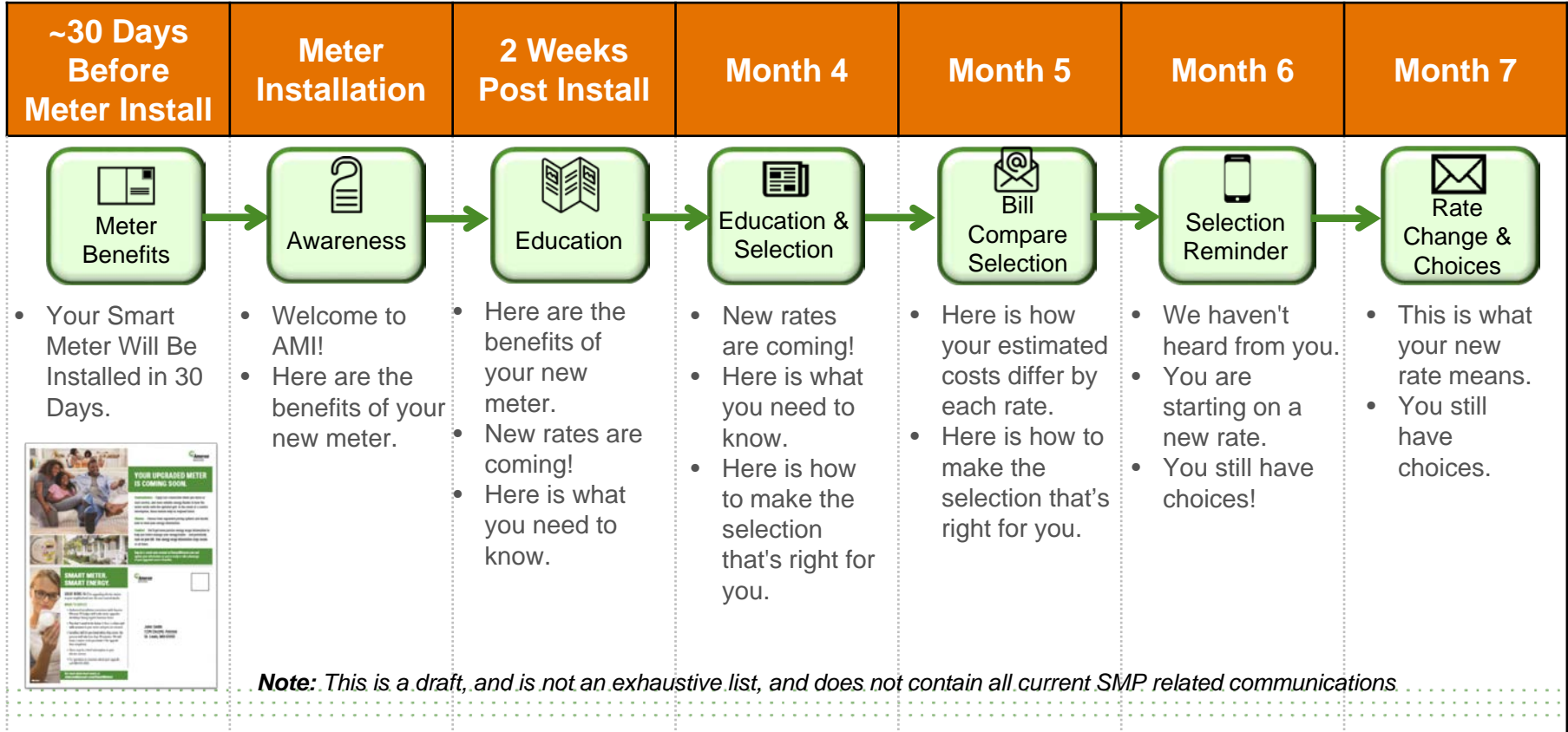
3 Clarify what customers need to do, when, and what happens if they don't act
Contacting Ameren to change a rate isn't a hassle. Not knowing what to do is the concern.

4 Lifestyle framing helps customers make an easy choice
Putting the rates on more equal footing and encouraging customers to self-identify increases confidence.

5 Help customers feel in control
Even if they don't follow through, they like knowing THEY – not just Ameren – have a say in the matter.

TOU Customer Communications Schedule

High-Level Communications Flow – Ideal Approach, with full Functionality



TOU Cross Channel Strategy

Initial Channel Options & Availability Matrix

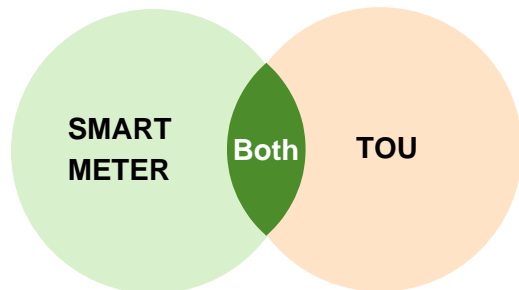
- ✓ Currently Scoped
- ✓ Potential Considerations



	Incoming Customer Comms	~30 Days Before Meter Install	Meter Installation	2 Weeks Post-Install	Month 4	Month 5	Month 6	Month 7
Email	✓	✓	✓	✓	✓	✓	✓	✓
Agent	✓							
IVR	✓				✓	✓	✓	✓
Web/ Mobile	✓		✓					
Letter/ Postcard		✓		✓	✓	✓	✓	✓
SMS	✓	✓	✓	✓	✓	✓	✓	✓

SMP to TOU: Communications Approach

Communications & Functionality Availability



Due to initial rollout timing of TOU functionality, communications will also vary as it relates to rate selection and shadow bill availability (available January 2021), and bill comparison tool availability (available April 2021). There will be an overlap in Smart Meter installation communications, and TOU rate change communications. In some cases, communications will be married. Initial communications will be tailored to match available functionality.

**July -
Dec 2020**

TOU Rates & shadow billing become available beginning month 6 for July Smart Meter deployments

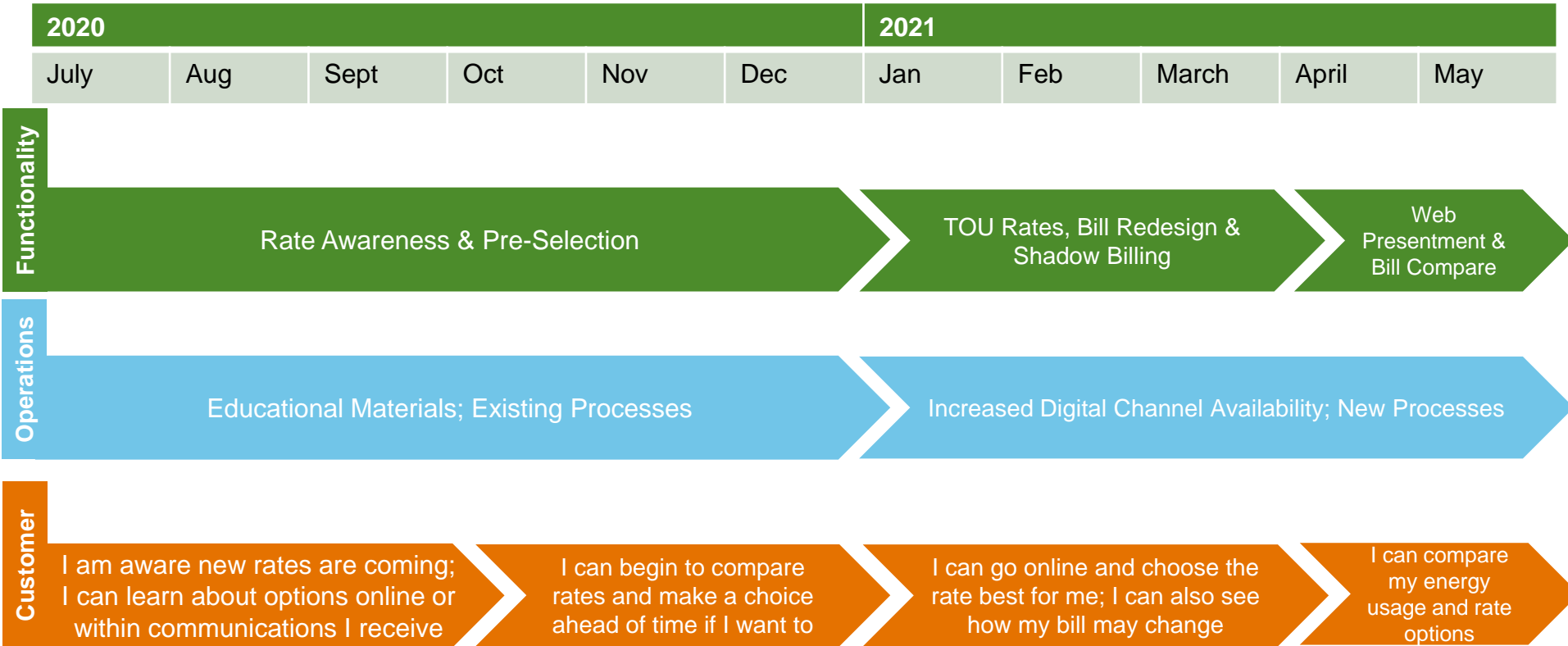
**Jan
2021+**

Full suite of tools available, including web presentment and bill comparison

TOU Rollout Cross-Functional Timeline



How does functionality rollout compare to what the Customer is experiencing early on?





Customer Communications

Conceptual TOU Personas



Our plans are designed so you can find the right fit to your household's lifestyle. Who are you most like?

Anytime User	Evening/Morning Saver	Overnight Saver	Smart Saver	Ultimate Saver
<ul style="list-style-type: none"> Do you want to keep things as simple as possible? Do you not want to change what you're doing today? 	<ul style="list-style-type: none"> Do you leave the house by 9am? Do you spend most of the day at work? Do you run a few errands before coming home? 	<ul style="list-style-type: none"> Do you stay up late? Do you have an electric vehicle? 	<ul style="list-style-type: none"> Do you already pay attention to your energy use? Do you have a Nest? Are you willing to cut back so you can save more? 	<ul style="list-style-type: none"> Do you want to closely monitor the way you use energy and focus on off-peak use? Are you able to stagger how you use energy to save even more?
<p>One rate for all the energy you use that's the same as what you're currently used to paying.</p>	<p>One rate for energy you use during the day that's slightly higher than what you've been paying. + A discounted rate for energy you use from 9PM-9AM.</p>	<p>One rate for energy you use during the day that's slightly higher than what you've been paying. + A discounted rate for energy you use from 10PM-8AM. + The opportunity to save if you have an electric vehicle and charge it at night.</p>	<p>During off-peak hours, you'll pay less for the energy you use. + You'll pay 5 times your discounted rate for energy you use during peak hours.</p> <p>Summer Peak: 2-7PM Winter Peak: 6-8AM, 6-8PM</p>	<p>A new, even lower rate for energy you use during off peak hours. + A higher rate during peak hours. + An opportunity to save if you distribute your energy use throughout the day.</p> <p>Summer Peak: 3-7PM Winter Peak: 6-8AM, 6-8PM</p>
<p><i>Save on this rate by using less energy.</i></p>	<p><i>Save on this rate by shifting some of your usage to the discounted rate window.</i></p>		<p><i>Save on this rate by avoiding peak hours, when energy is most expensive.</i></p>	<p><i>Save on this rate by avoiding peak hours when energy is most expensive, and by staggering the use of major appliances.</i></p>

Benefits Mailer – 2 weeks Post-Meter Installation



NEW METERS, NEW RATES, NEW WAYS TO SAVE

Your upgraded smart meter brings you more precise energy usage information – and, in a few months, expanded rate options that bring new opportunities to save on your bill. Soon you'll receive information about time of use rates – and you can explore all rates now at [AmerenMissouri.com/RateOptions](https://www.AmerenMissouri.com/RateOptions)



What is a time of use rate? Time of Use rates offer different pricing at different times of day, days of the week, and seasons.

You'll pay less for energy you use during off-peak hours when demand for electricity is lower. However, during on-peak hours when demand is high – you'll pay more. Pricing and on-peak hours vary by rate.

WHAT'S NEXT: We will be in touch with more information to help you choose the rate option that's right for you.

Ameren Missouri Rate Options Website

Rate Options – Evening/Morning Savers (Default Rate)



New Rates, New Ways to Save

Ameren Missouri now offers a range of residential rate options, including time of use rates. With these rates, you can save by shifting your energy usage to off-peak hours, when demand is lower and you'll pay less. Finding the rate that's right for your lifestyle can add up to savings for you.

Evening/Morning Savers

Overnight Savers

Smart Savers

Ultimate Savers

Anytime Users

Is this rate a good fit for you?

Are you out of the house by 9? Do you spend most of the day at work? Do you run a few errands before coming home? To save on this rate, you need to change when you use energy. Available January 1, 2021; you must have an upgraded AMI-enabled meter to qualify for this rate.

NOTE: Customers who do not choose another rate will start on this rate 6 months after they receive an upgraded AMI-enabled smart meter.

How It Works

You'll pay a discounted rate on the energy you use between 9 p.m. and 9 a.m., so you can save if you shift some of your usage to that time window. For example, set the delay function on your dishwasher and other appliances to run at night. You'll be charged a rate that's slightly higher than what you've been paying for energy you use from 9 a.m. to 9 p.m.

Summer: June through September

On-Peak 9am–9pm

Off-Peak 9pm–9am

Winter: October through May

On-Peak 9am–9pm

Off-Peak 9pm–9am

Ameren Missouri Rate Options Website

Rate Options – Overnight Savers (was EV Savers rate)



New Rates, New Ways to Save

Ameren Missouri now offers a range of residential rate options, including time of use rates. With these rates, you can save by shifting your energy usage to off-peak hours, when demand is lower and you'll pay less. Finding the rate that's right for your lifestyle can add up to savings for you.

Evening/Morning Savers

Overnight Savers

Smart Savers

Ultimate Savers

Anytime Users

Is this rate a good fit for you?

If you're a night owl and use most of your energy between 10PM and 6AM or if you own an electric vehicle, this rate option may work for you. Residential customers with an AMR or an upgraded AMI-enabled meter qualify for this rate option.

How It Works

You'll pay a discounted rate on the energy you use between 10PM and 6AM. You can save if you shift some of your usage to that time window. If you have an electric vehicle, you'll save charging that at night, too.

You can select to use this rate year-round or you can elect to follow the Overnight Savers Summer schedule and the Anytime Winter schedule.

Summer: June through September

Winter: October through May

On-Peak 6am–10pm, 7 days a week

Off-Peak 10pm–6am, 7 days a week

Ameren Missouri Rate Options Website

Rate Options – Smart Savers



New Rates, New Ways to Save

Ameren Missouri now offers a range of residential rate options, including time of use rates. With these rates, you can save by shifting your energy usage to off-peak hours, when demand is lower and you'll pay less. Finding the rate that's right for your lifestyle can add up to savings for you.

Evening/Morning Savers

Overnight Savers

Smart Savers

Ultimate Savers

Anytime Users

Is this rate a good fit for you?

If you enjoy using smart home products, like a smart thermostat or programmable appliances, and already pay attention to your energy usage, this rate option may work for you. You must have an upgraded AMI-enabled meter to qualify for this rate.

How It Works

The rate you'll pay for on-peak energy usage is nearly five times as much as the off-peak rate. You'll have the potential to save big if you can shift your energy usage to mid-peak and off-peak hours, when energy is least expensive.

You can select to use this rate year-round or you can elect to follow the Smart Savers Summer schedule and the Anytime Winter schedule.

Summer: June through September

On-Peak 2pm–7pm, M–F

Mid-Peak 6am–2pm and 7pm–10pm, M–F

Off-Peak 10pm–6am M–F, all day Sat–Sun and on holidays: New Years' Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Thanksgiving Friday, Christmas Eve Day, and Christmas Day.

Winter: October through May

On-Peak 6am–8am and 6pm–8pm, M–F

Mid-Peak 8am–6pm and 8pm–10pm, M–F

Off-Peak Same as Summer

Ameren Missouri Rate Options Website



Rate Options – Ultimate Savers

NEW RATES, NEW WAYS TO SAVE

Ameren Missouri now offers a range of residential rate options, including time of use rates. With these rates, you can save by shifting your energy usage to off-peak hours, when demand is lower and you'll pay less. Finding the rate that's right for your lifestyle can add up to savings for you.

Evening/Morning Savers

Overnight Savers

Smart Savers

Ultimate Savers

Anytime Users

Is this rate a good fit for you?

Do you want to closely monitor the way you use energy and focus on off-peak use? Are you able to stagger how you use energy to save even more? This rate offers a high opportunity to save if you are willing to change both when and how you use energy. Available January 1, 2021; you must have an upgraded AMI-enabled meter to qualify for this rate.

How It Works

You can maximize your savings if you distribute your energy use throughout the day and avoid on-peak hours, when energy is most expensive. For example, stagger the use of major appliances, and schedule usage with smart devices and programmable appliances.

This rate has a demand charge, which means that each month, your hour of highest usage between 6am – 10pm will be charged at a higher per-kW rate (see details below).

Summer: June through September

On-Peak 3-7PM M-F

Off-Peak all other hours, and Sat-Sun and on holidays: New Years' Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Thanksgiving Friday, Christmas Eve Day, and Christmas Day.

Summer demand charge \$7.03

Winter: October through May

On-Peak 6-8AM, 6-8PM M-F

Off-Peak all other hours, and Sat-Sun and on holidays: New Years' Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Thanksgiving Friday, Christmas Eve Day, and Christmas Day.

Winter Demand charge \$2.90

Ameren Missouri Rate Options Website

Rate Options – Anytime Users (Current Standard Rate)



New Rates, New Ways to Save

Ameren Missouri now offers a range of residential rate options, including time of use rates. With these rates, you can save by shifting your energy usage to off-peak hours, when demand is lower and you'll pay less. Finding the rate that's right for your lifestyle can add up to savings for you.

Evening/Morning Savers

Overnight Savers

Smart Savers

Ultimate Savers

Anytime Users

Is this rate a good fit for you?

Do you want to keep things as simple as possible and keep using energy the way you do today? **This is the rate you're familiar with** – you are charged one rate for energy no matter when you use it. Residential customers with an AMR or an upgraded AMI-enabled meter qualify for this rate option.

How It Works

You'll pay the same rate for all the energy you use. You don't have to change your ways, but to save on this rate you'll have to use less energy.

Summer: June through September

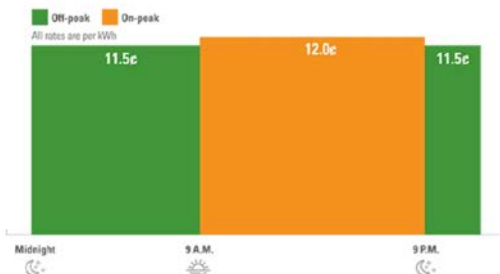
Winter: October through May

Ameren Missouri Rate Options Website

Rate Options – Graphic Illustrations



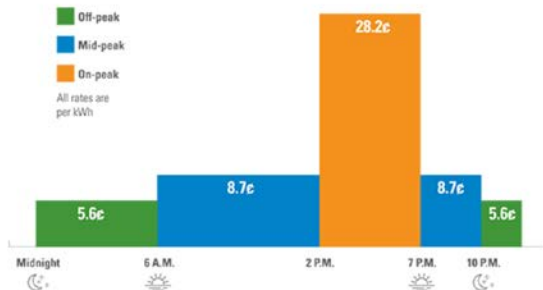
Evening/Morning Savers – Summer



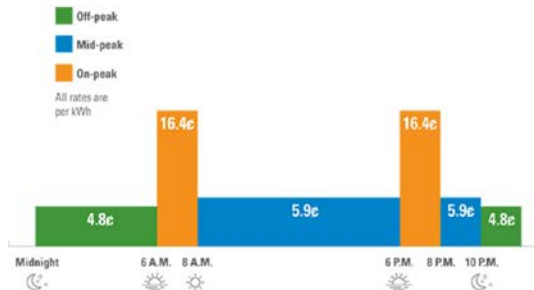
Evening/Morning Savers – Winter



Smart Savers – Summer



Smart Savers – Winter



Ameren Missouri Rate Options Website



FAQ's - Customer Education

What is a Time of Use rate?

- Time of Use rates are based on the time of day you use energy and Ameren Missouri's cost of supplying energy during particular hours. Energy rates are lower during off-peak hours (which vary depending on the plan and time of year) when demand for electricity is lower. However, during peak hours (which also vary) when demand is high – rates are higher.

How do Time of Use rates work?

- You pay more for using energy during on-peak hours, and less for energy you use during off-peak hours.

Could I end up paying more money on the rate I choose?

- You could see an increase in your monthly energy costs if you do not take the necessary steps to avoid consuming too much energy during peak hours.

How will I know if a certain rate will save me money?

- How much you save will depend on how much energy use you shift to off-peak hours. You should allow at least 6 months of energy usage information to accumulate before you draw conclusions about how much you're saving.

How do Time of Use rate options compare to standard rates?

- They're structured differently: There are higher and lower rates depending on when you use energy. Your savings will depend on how much energy use you can shift to off-peak hours.

Your rate is changing soon. Here's what it means for you.

We're working to build a smarter energy future that's better for you – our customers – and for the environment.

We want to give you more control over the energy you use, so that you can choose the energy plan that's best for you, and make it easy and rewarding for you to make smart decisions about how you use energy.

That's why we're introducing expanded rate options. As part of this change, you'll get:

- **Rewards for taking steps to conserve energy:** New peak and off-peak rates reflect the difference in energy costs throughout the day while giving you the opportunity to save when you use more of your energy when demand is lower, such as earlier in the morning and later in the evening. You can also save by running appliances one after another, instead of at the same time. To learn more about the different rates and how to save, visit AmerenMissouri.com/Rate-Options.
- **Expanded choice when it comes to your bill:** Rates are used to calculate your electric bill each month. Today, most Ameren Missouri customers have the same rate. In the future, you'll be able to select different rate options based on your electric usage and the time of day you use it. That means you can use the power you personally need without paying more than you need to.
- **More control over the energy you use:** You'll get more precise energy usage information to help you better manage your energy habits – and potentially save on your bill. That's because you've received an upgraded meter, which provides near-real-time energy usage information. Your information stays secure at all times.

What do I need to do?

The way you're charged for energy use won't change until approximately 3 months from now. In 3 months, you'll start on a new rate that reflects the difference in energy costs throughout the day while giving you an opportunity to save if you take some small steps to conserve energy. If you'd prefer to stay on your current plan, or go on another plan (one where you can save even more), you can simply visit our website or give us a call – and we'll help you find the option that's best for you.

Rate Comparison Communication: **DRAFT**



You're starting on a new rate. Here's what you need to know. Your new rate is "Evening/Morning Savers."

Most Ameren Missouri customers are starting at this rate because it gives them a new opportunity to save by taking small steps to conserve energy.

Use the summary below to compare plans. They show what you would have paid in each new rate, using your smart meter data from the past 4 months. If you didn't change how and when you used energy, you won't yet see savings in the Savers rates.

TIP: Using energy during peak hours is more expensive on some plans than others. But shifting energy to off-peak hours gives you the potential to save.

We have options for customers who are interested in maintaining what they do today or who are able to use more energy during off-peak hours.

This is NOT your latest bill. The new rate will go into effect in two billing cycles. But, if you make changes now, you can see the effect on your next bill.

Anytime Users	Evening/Morning Savers	Overnight Savers	Smart Savers	Ultimate Savers
\$100 (The rate you currently pay)	\$99-\$101	\$95-\$105	\$90-\$110	\$85-\$115
One rate for all the energy you use that's the same as what you're currently used to paying.	One rate for energy you use during the day that's slightly higher than what you've been paying. A discounted rate for energy you use from 9PM-9AM. <u>This is the rate you will have if you do not actively choose another rate</u>	One rate for energy you use during the day that's slightly higher than what you've been paying. A discounted rate for energy you use from 10PM-8AM. The opportunity to save if you have an electric vehicle and charge it at night.	During off-peak hours, you'll pay less for the energy you use. But you'll pay 5 times your discounted rate for energy you use during peak hours.	A new, even lower rate for energy you use during off-peak hours. A higher rate during peak hours.

Summer Peak: 2-7PM | Winter Peak: 6-8AM, 6-8PM

What next?

- **If you're happy with this rate**, you don't need to do anything.
- **If you'd like to keep your previous rate plan or try out a different rate**, visit AmerenMissouri.com or call Customer Service (800-552-7583). We're happy to help you find the rate that's best for you. You can also track your energy online and see which plan makes most sense for how you use energy. You can switch your plan once each year.

Interim Communication: **DRAFT**



I've had my Smart Meter for five months, and I'm one month away from a new TOU rate

Expanded rate options are almost here.
You'll start on a new rate in one month.

View your options and pick the one that's right for you today.

If you don't make a selection by [date], you'll be automatically placed in a new rate. This rate gives you the opportunity to save if you take some small steps to conserve energy.

You can go online to track your personal energy use in near-real time, and use online calculators to compare rates. To view and select the option that's right for you, visit AmerenMissouri.com/Rate-Options or call Customer Service (800-552-7583).