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## Exhibit No. 107

Ameren – Exhibit 107  
Timothy Via Testimony  
Direct  
File No. EO-2023-0136

Exhibit No.:  
Issue(s):  
Witness: Timothy E. Via  
Sponsoring Party: Union Electric Company  
Type of Exhibit: Direct Testimony  
Case No.: EO-2023-0136  
Date Testimony Prepared: January 25, 2024

**MISSOURI PUBLIC SERVICE COMMISSION**

**CASE NO. EO-2023-0136**

**DIRECT TESTIMONY**

**OF**

**TIMOTHY E. VIA**

**ON**

**BEHALF OF**

**UNION ELECTRIC COMPANY**

**d/b/a Ameren Missouri**

**St. Louis, Missouri  
January, 2024**

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**DIRECT TESTIMONY**

**OF**

**TIMOTHY E. VIA**

**CASE NO. EO-2023-0136**

1 **I. INTRODUCTION**

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

3 A. My name is Timothy E. Via, and my business address is One Ameren Plaza,  
4 1901 Chouteau Avenue, St. Louis, Missouri 63103.

5 **Q. By whom are you employed and in what capacity?**

6 A. I am the Manager, Energy Efficiency Strategy, within the Energy Solutions  
7 group of Union Electric Company d/b/a Ameren Missouri ("Ameren Missouri" or  
8 "Company")

9 **Q. What are your current responsibilities as a Manager, Energy Efficiency**  
10 **Strategy?**

11 A. In this role, I am responsible for the development and implementation of  
12 energy efficiency (EE), demand response (DR), and conservation programs that will meet  
13 energy savings, earnings goals, and other key objectives for Ameren Missouri.  
14 Additionally, I am responsible for other strategic, related projects (e.g., demand-side  
15 management market potential studies).

1           **Q.     Please describe your educational background and relevant work**  
2 **experience.**

3           A.     I received a Bachelor of Science in Electrical Engineering from West  
4 Virginia University in 1993 and a Master's in Business Administration from The Ohio State  
5 University in 2000.

6           I started my career with Ameren in 2001 and was assigned jobs with increasing  
7 levels of responsibilities from Business Development Executive to Regulatory Consultant.  
8 This led to me joining the newly formed energy efficiency organization in 2008 as a  
9 Program Supervisor. In this role, I developed, launched, and managed energy efficiency  
10 programs to help customers save energy and cost through technology and education while  
11 maintaining and increasing comfort. I continued on the team with increasing levels of  
12 responsibilities, including serving as a key leader and collaborator in the development of  
13 the Company's Missouri MEEIA 2019-21 regulatory filing, which the Commission  
14 approved (including six years of low income program budgets through 2024), in December  
15 2018. In February 2021, I was promoted to Manager of Energy Efficiency, Low Income  
16 Programs. In this role I was responsible for the overall management, strategy, and vision  
17 of the low-Income portfolio of programs. In March 2022, I moved into my current role.

18                           **II.     PURPOSE OF TESTIMONY**

19           **Q.     What is the purpose of your direct testimony in this proceeding?**

20           A.     My purpose is to provide an overview of the Ameren Missouri MEEIA 4  
21 Plan (2025-2027) amended application, appendices, and the intent of the structure for the  
22 filing.

1           **Q.     Are you sponsoring any exhibits in support of your testimony?**

2           A.     No.

3           **Q.     Please explain your involvement with the Ameren Missouri's Plan.**

4           A.     In March 2022, I transitioned into my current role. With this change, my  
5 day to day job responsibilities became almost fully focused on MEEIA 4, our next market  
6 potential study, and our next integrated resource plan. While I had been involved with  
7 each before the move, it was almost exclusively from a low-income perspective. From  
8 March 2022 to the present day, I have led the day to day development, negotiation,  
9 facilitation, and stakeholder engagement related to the Plan.

10                           **III.     THE PLAN STRUCTURE**

11           **Q.     Please provide a high-level summary of everything filed with the Plan.**

12           A.     The Plan provides the key elements of an energy and demand response  
13 portfolio while meeting the rules and requirements of the MEEIA legislation. The Plan is  
14 comprised of the following sections: portfolio summary; sector programs; smart meter  
15 data; pilot programs; evaluation; demand-side investment mechanism; foregone earnings  
16 analysis; earnings opportunity analysis; customer and company impact analysis; other  
17 areas of research (e.g., Market Potential Study, Urban Heat Island), and supporting  
18 appendices.

19           The Portfolio Summary section provides details on the history of the Company's  
20 successful implementation of energy and demand response programs since its inception in  
21 2009. This section also provides a portfolio comparison of the energy and demand savings  
22 in conjunction with MEEIA policy guideline savings goals. Additionally, this section  
23 provides total net benefit of the Plan and its alignment with 2023 IRP.

1           The Program Sectors segment provides an overview of the individual sectors which  
2       comprise the Plan (i.e., Income Eligible, Residential, Business, and Demand Response),  
3       and related details, including summaries of the individual offerings within each sector.

4           The Plan then goes on to shed light on how we will incorporate smart meter data to  
5       augment program marketing, enhance program modeling and innovation, and support  
6       program evaluation.

7           The Plan includes a formal process to introduce and evaluate new and innovative  
8       pilot program offerings, along with dedicated funding. This section provides summaries  
9       of a few programs (e.g., Commercial Washing Machines Lease, Urban Heat Island, etc.)  
10      that were presented as part of the MEEIA 4 Request for Proposals process.

11          The Evaluation, Measurement and Verification ("EM&V") section contemplates  
12      the current robust structure and processes (including TRM and Net-to-Gross governance)  
13      and introduces the prospective evaluation approach to enhance current efforts.

14          The Demand-side Investment Mechanism section reviews the framework of  
15      regulatory policies and practices that provide timely recovery of MEEIA costs. This section  
16      also provides marginal rate analysis to quantify impact on Company's revenue from decline  
17      in customer usage associated with adoption of efficient measures and outlines the  
18      Throughput Disincentive calculation for Rider EEIC. Finally, the Earnings Opportunity  
19      structure, including a balanced matrix approach and providing a comparison of historic  
20      MEEIA payout targets, is integrated.

21          The Foregone Earnings section provides an analysis of the impacts of demand-side  
22      programs on utility investment as outlined in 2023 IRP. This analysis provides an  
23      estimation of the after-tax earnings' foregone opportunity by the Company.

1           The Earnings Opportunity Benchmarking section presents insight into the earnings  
2           opportunity afforded other vertically integrated utilities for implementation and investment  
3           in energy efficiency and demand response programs.

4           Impact to Customers and Company sections display the cost and benefits of the  
5           Plan. It also provides a graphical picture of the rate impact across the various Company's  
6           customer rate class. This section also provides an overview of the financial impact to the  
7           Company by providing a summary of annual net income and various confidential credit  
8           metrics.

9           The final section looks at market research in the following areas. The MPS  
10          Sensitivities section provides a summary of the sensitivity analysis and load flex analysis  
11          completed as part of the 2023 MPS that fed into the 2023 IRP, of which were a  
12          collaboration between the Company and key regulatory stakeholders. This research section  
13          also explored a Urban Heat Island (UHI) study per a commitment in Non-Unanimous  
14          Stipulation and Agreement Regarding the Implementation of Certain MEEIA Programs  
15          through Plan Year 2023.

16          The Plan also provided support appendices that included the following: Portfolio  
17          and Programs Summary, Program Templates, Avoided Costs, Incentive Ranges, Sample  
18          Evaluation Plans, Deemed Savings Table, TRM: Overview and User Guide, TRM:  
19          Business Measures, TRM: Residential Measures, Exemplar Tariffs, Customer DSIM  
20          Explanation, Customer Bill Examples, MEEIA 2025-27 Accounting, Earnings  
21          Opportunity Calculator, and Urban Heat Island.





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

In the Matter of Union Electric Company	)	
d/b/a Ameren Missouri's 4 <sup>th</sup> Filing to	)	
Implement Regulatory Changes in Furtherance	)	File No. EO-2023-0136
of Energy Efficiency as Allowed by MEEIA.	)	

**AFFIDAVIT OF TIMOTHY E. VIA**

STATE OF MISSOURI     )  
                                      )  
CITY OF ST. LOUIS     )

Timothy E. Via, being first duly sworn on his oath, states:

My name is Timoth E. Via on his oath declare that he is of sound mind and lawful age; that he has prepared the foregoing *Direct Testimony*; and further, under the penalty of perjury, that the same is true and correct to the best of my knowledge and belief.

/s/ Timothy E. Via  
Timothy E. Via

Sworn to me this 24<sup>th</sup> day of January, 2024.