

**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) **File No. GR-2024-0369**
its Revenues for Natural Gas Service)

**AMEREN MISSOURI’S RESPONSE TO OFFICE OF PUBLIC COUNSEL’S REQUEST
FOR CLARIFICATION OF ORDER ON LOCAL PUBLIC HEARINGS**

COMES NOW Union Electric Company d/b/a Ameren Missouri (“Company” or “Ameren Missouri”) and for its response to the Office of Public Counsel's ("OPC") motion for clarification of the Commission’s *Order Setting Local Public Hearings*, states as follows:

1. February 10, 2025, OPC filed a motion for clarification of the Commission’s *Order Setting Local Public Hearings* ("Motion"). OPC noted that the Missouri Public Service Commission ("Commission") ordered the Company to "provide additional notice of the local public hearings via text message and/or email to customers signed up to receive electronic messages from Ameren Missouri."

2. OPC explains that in ER-2024-0319, the Company interpreted the language to mean that either text messages or emails will be sent to customers. OPC is requesting the Commission to clarify that the Company send "electronic notification to both customers who receive notice through text message and customers who receive notice through e-mail through the customer's preferred electronic method."

3. OPC states it is concerned that the Company "will fail to send email notifications to customers who do not receive text message notice in this case." While the Company does not object to OPC's requested clarification, the Company notes that the use of electronic notification in ER-2024-0319 was the first time the Commission directed any utility to provide both a written notification and electronic notification to customers.

4. Given the directive to send a notice to customers by text and/or email in less than three months, the Company decided to use the electronic text notifications since customers were more likely to read a text message rather than an email. This approach was consistent with the Commission's Order of Clarification issued November 1, 2024, in File No. ER-2024-0319. Additionally, the Company also sent out notices through bill inserts. Consequently, the Commission should dismiss any hyperbole or inference that the Company did not comply with the Commission's Order of Clarification in ER-2024-0319.

5. If the Commission intended for the Company to send a text message to those customers enrolled in text messaging and an email to customers who have not signed up for text messaging and have provided an email, the Company will do so. The Company notes that some customers might have signed up for text messaging and also provided the Company with an email. As Ameren Missouri noted in its Motion for Clarification in ER-2024-0319, "[p]ast experience shows that frequent digital communications can spur customers to opt out of emails and/or text messages altogether. Additionally, customers may pay less attention to frequent or repeated emails/texts than customers would pay to one digital message." Therefore, if the Commission clarifies its order, the Company respectfully requests that the order be clear that Ameren Missouri will send one electronic message to those customers enrolled to receive electronic communications and the Company is not required to send both an email and text message to the same customer.

WHEREFORE, the Company respectfully requests that the Commission issue an order clarifying its *Order Settling Local Public Hearings* as requested above.

Respectfully submitted,

/s/ Jennifer S. Moore

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CERTIFICATE OF SERVICE

I hereby certify that copies of the foregoing have been mailed, hand-delivered, or transmitted by facsimile or electronic mail to counsel of record as reflected on the certified service list maintained by the Commission in its Electronic Filing Information System on this 14th day of February 2025.

/s/ Jennifer S. Moore