1	BEFORE THE MISSOURI PUBLIC SERVICE COMMISSION
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5	FILE NO. ER-2024-0319
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11	SURREBUTTAL TESTIMONY OF
12	MICHAEL MURRAY
13	ON BEHALF OF RENEW MISSOURI
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1 I. <u>PURPOSE OF SURREBUTTAL TESTIMONY AND SUMMARY OF</u> 2 <u>RECOMMENDATIONS</u>

3 Q. PLEASE STATE YOUR NAME, TITLE AND BUSINESS ADDRESS.

4 A. My name is Michael Murray. I am the President of Mission:data Coalition
5 ("Mission:data"). My business address is 1752 NW Market Street #1513, Seattle, WA 98107.

6 Q. ARE YOU THE SAME PERSON WHO FILED DIRECT TESTIMONY ON 7 DECEMBER 4, 2024, AND DECEMBER 17, 2024 IN THIS PROCEEDING?

8 A. Yes.

9 Q. WHAT IS THE PURPOSE OF YOUR SURREBUTTAL TESTIMONY?

A. My purpose is to respond to the rebuttal testimony of various witnesses, including from
Staff of the Missouri Public Service Commission ("Staff") and Ameren Missouri with regard to
Green Button Connect My Data ("GBC"). First, I respond to Staff witness Mr. Matthew W. Lucas
regarding GBC costs and the tariff language I proposed. Second, I respond to Ameren Missouri
witness Mr. Allen Clark, who makes incorrect claims regarding cost inflation and customer
demand for their energy data. Finally, I respond to Ameren Missouri witness Mr. Steven Wills
about the appropriateness of the tariff I proposed.

1 II. <u>RESPONSE</u>

2 A. RESPONSE TO STAFF

3 Q. WHAT DID STAFF WITNESS MR. MATTHEW W. LUCAS STATE WITH 4 REGARD TO GREEN BUTTON CONNECT?

A. In rebuttal testimony, Mr. Lucas states that Staff does not have enough information to
determine its position with regard to GBC costs and privacy safeguards.¹ Mr. Lucas argues that
the GBC tariff is premature,² and Mr. Lucas questions the accuracy of the cost estimates,
concluding that there is insufficient information to set a revenue requirement at this time.³

9 Q. HOW DO YOU RESPOND ON MR. LUCAS'S POINT THAT THE TARIFF IS10 PREMATURE?

11 A. Mr. Lucas states that Ameren Missouri should assess the ability of its existing systems to 12 incorporate GBC standards, and only then should tariff language be considered.⁴ I disagree with 13 Mr. Lucas, as I believe his reasoning is backwards. By putting GBC design and feasibility 14 assessment first, before determining important details in a tariff such as data accuracy, uptime, and 15 other terms, Ameren Missouri would be doing the opposite of a well-executed software project. In my experience as a former software executive, it is critical that functional and non-functional 16 17 requirements be determined *in advance* of project initiation and project scoping. This is because the requirements directly affect the system design, architecture, and costs. Proceeding in the 18

¹ Lucas Rebuttal at 7:6-8.

² *Id.* at 7:11.

³ *Id.* at 9:2-4.

⁴ *Id.* at 7:11-14.

opposite order, as Mr. Lucas suggests, would almost certainly result in a GBC design that is illsuited to meet requirements that will be subsequently determined by the Commission, leading to
costly and unnecessary re-designs and re-engineering tasks. I do not believe that Mr. Lucas's
concerns about costs are effectively addressed by putting the design work before the tariff.

5 As an initial matter, if Mr. Lucas is asking the threshold question, "Is GBC even possible 6 in Missouri?" then I think the answer is unambiguously yes. I believe Ameren Missouri is capable 7 is offering GBC because (1) its affiliate in Illinois has already done so and (2) dozens of other 8 utilities have already done so, covering approximately 41 million electric meters nationwide. In 9 other words, I see no evidence that Ameren Missouri's information technology practices are so 10 unusual or wildly out of step with its peers that it would impossible, or outrageously expensive, to 11 offer GBC. The question I believe Mr. Lucas is getting to is the how – in other words, the design 12 of the system to pull the requisite information from Ameren Missouri's meter data management, 13 billing and customer information systems; manage third party registrations; securely authenticate 14 customers and process their consents; etc. On this point, I contend that the design process 15 inherently implicates important details about functional and non-functional elements that can and 16 should be determined at the outset, not after the fact.

Additional evidence that detailed tariff requirements should precede GBC design is provided by Ameren Illinois. In discovery, Ameren Illinois's GBC, which originally had a onetime development cost of approximately \$1 million,⁵ is now being re-engineered at a cost of $**__$ **⁶In my experience as a software executive, I think it is fair to say that much of this cost could have been avoided by more thoughtful planning and design work, had that occurred prior to

⁵ Ameren Missouri Response to Discovery Request Renew MO 2-RMO 002(f), January 23, 2025.

⁶ Ameren Missouri Response to Discovery Request Renew MO 3-RMO 03, January 31, 2025 [CONFIDENTIAL].

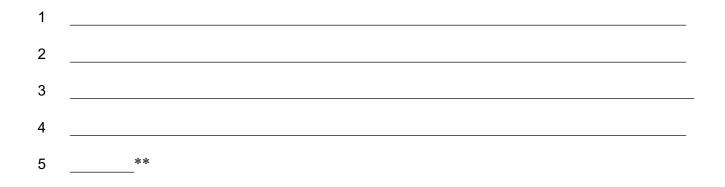
Ameren Illinois's original implementation. Unfortunately, the Illinois Commission's
 establishment of new requirements seems to be causing a costly redesign. I wish to prevent Ameren
 Missouri from repeating the same misstep by having the Missouri Commission clearly outline in
 advance what data needs to be provided electronically, the metrics for system performance, etc.
 Resolving the tariff first will lead to lower costs and avoided re-designs.

6 Q. HOW DO YOU RESPOND ON MR. LUCAS'S POINT THAT THE COSTS ARE7 INSUFFICIENTLY ACCURATE?

A. Mr. Lucas states that my cost estimate is "inadequate for using to base a revenue requirement that will be charged to the ratepayers."⁷ While I share Mr. Lucas's desire for more detailed cost information – both from other jurisdictions, which I have sought to obtain, as well as from Ameren Missouri – I disagree that it is inadequate procedurally. No one has a perfectly accurately estimate of the final costs at this time, but the detail contained in my estimates coupled with Ameren Illinois's experience support the idea that my estimate is sufficiently accurate for determining a revenue requirement.

15 Q. IS AMEREN ILLINOIS'S COST ESTIMATE OF \$4.76 MILLION FOR GBC16 COMPARABLE TO WHAT COULD BE EXPECTED IN MISSOURI?

⁷ Lucas Rebuttal at 9:1-2.



6 Q. WHAT DO YOU CONCLUDE ABOUT THE SUFFICIENCY OF YOUR GBC7 COST ESTIMATE?

A. While no estimate is perfect, my estimate of \$0.60 per meter is sufficient for determining
the revenue requirement. If there are variations in actual costs above or below this figure, those
can be addressed in a future rate case and evaluated for prudence at that time. With large potential
benefits to ratepayers from enhanced access to, and control over, their energy usage information,
I do not believe it would be wise to further postpone the customer benefits that result from GBC
simply in order to arrive at a more detailed cost estimate, particularly since that actual costs
incurred can be re-evaluated for prudence in a future rate case.

15 Q. HOW DO YOU RESPOND ON MR. LUCAS'S POINT REGARDING DATA16 PRIVACY?

A. Mr. Lucas states that enforcing privacy laws or rules against "bad actors" is
hindered by putting the Commission "in the position of regulating the activities of third-parties
outside its jurisdiction."⁸ I share this concern, which is why Section (c) of the tariff obligates third

⁸ Rebuttal Testimony of Matthew Lucas at p. 8, line 8.

parties to abide by the DataGuard privacy standard. As I stated in direct testimony, adherence to
DataGuard is used in states such as California and New Hampshire and is a commonsense
consumer protection measure. DataGuard gives the state Attorney General and the U.S. Federal
Trade Commission the ability to investigate and punish bad actors under laws governing deceptive
business acts or practices.

6 I also note that numerous states, such as California, Colorado, Illinois, and Texas are 7 similar to Missouri in that third party data recipients are not under the jurisdiction of the public 8 utility commission. Yet these states' utilities are required to offer GBC nonetheless. These states' 9 commissions were satisfied that existing privacy requirements could be enforced, and that it would 10 be improper to deny ratepayers control over their energy usage information simply due to the 11 commission's lack of jurisdiction over third parties. For example, California – which is very 12 privacy protective – provides for a notice period in which a utility with a "reasonable suspicion" of a third party engaging in illegal activity can submit a pleading with the commission, whose Staff 13 14 then conducts an investigation. A third party may not be directly under the jurisdiction of the 15 California commission, but nonetheless it behooves third parties to cooperate with an investigation 16 in order to avoid termination. Given these states' experiences, it is not true that the Missouri 17 Commission's lack of authority over third party data recipients is reason to reject the tariff.

18 Q. WHAT ARE AMEREN MISSOURI'S DATA ACCESS METHODS TODAY THAT

19 ARE IMPLICATED BY MR. LUCAS'S POINT REGARDING PRIVACY?

20 A.

In discovery, Ameren Missouri stated **_____

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4 Q. HOW DO YOU RESPOND ON MR. LUCAS'S POINT REGARDING5 TERMINATION?

6 A. Citing Section (f)4 of the tariff, Mr. Lucas is concerned that "Ameren Missouri cannot revoke service if they detect likely illegal activity."9 While that concern has some validity, 7 8 it is both improbable and undesirable to empower Ameren Missouri to become an enforcer. First 9 of all, the likelihood that Ameren Missouri would have awareness of a third party's acts is 10 extremely low. Third parties, such as energy management firms, have contractual relationships 11 with customers that are wholly separate from Ameren Missouri, and who operate at arm's length 12 to Ameren Missouri. How would Ameren Missouri possibly know the data management practices 13 of a heat pump installer, a rooftop solar installer, a bank underwriting loans on energy efficiency improvements, or a plumber installing a new water heater? These economic transactions occur 14 15 without interaction with the utility. The only interface between Ameren Missouri and the third 16 party is limited to the electronic exchange of customer-authorized energy usage and billing 17 records. This is functionally identical to the web portal for aggregators, brokers and consultants 18 mentioned above, and to my knowledge Ameren Missouri does not "police" those entities.

Second, as I explained in direct testimony, granting Ameren Missouri "policeman" powers
over third party data recipients is fraught with anti-competitive risk. Were such powers to be
granted as Mr. Lucas suggests, Ameren Missouri could treat all data recipients as their vendors,

⁹ *Id.* at 8:4-5.

picking and choosing winners in the market based solely upon the third party's financial or strategic value to Ameren Missouri and not the third party's value to customers as determined by a competitive market. If Ameren Missouri could unilaterally terminate a data connection without due process rights for the affected firm, then entrepreneurs and innovators will not have sufficient business certainty to invest time and money into software-enabled energy management products. As a result, customers would be deprived of the ability to choose new energy services that might be of value to them.

8 Finally, while I note that parts of Mr. Lucas's concern are legitimate, it must be balanced 9 against the important rights that customers have to share their energy data shared conveniently 10 with any service provider they wish. Several other states have considered this topic in detail and 11 come to the conclusion that unilateral termination by utilities is inappropriate. For example, the 12 California Commission, which has very strong privacy rules, concluded in 2013 that:

To clarify further, it is reasonable for the Commission, in its oversight of the utilities and smart meters, to take responsibility for ordering the suspension of thirdparty access to customer data. Under the procedures adopted in this decision, it is not necessary nor is it reasonable for a utility to suspend access to customer data based on *suspicion* that a third party may be violating tariffs.¹⁰

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I strongly encourage the Commission to follow the approach taken above, and not to grant Ameren Missouri an enforcement role as suggested by Mr. Lucas, because it would enable Ameren Missouri to act arbitrarily, capriciously, and anti-competitively in terminating the lawful and consented sharing of information. The negative impact would be to create unworkable business uncertainty for competitive firms who are trying to deliver customer benefits as a result of investments in advanced metering, and who have obtained all the requisite permission from

¹⁰ California Public Utilities Commission. D.13-09-025, Decision Authorizing Provision of Customer Energy Data to Third Parties Upon Customer Request (September 23, 2013) at 53. Emphasis in original. <u>https://docs.cpuc.ca.gov/PublishedDocs/Published/G000/M077/K191/77191980.PDF</u>

customers to access their information. Permitting Ameren Missouri to inspect, oversee and shut
 off third parties' businesses, many of which the utility may see as threatening to Ameren
 Missouri's profits from investments in grid infrastructure, would be an unfair abuse of monopoly
 power.

5 B. RESPONSE TO MR. ALLEN CLARK OF AMEREN MISSOURI

6 Q. WHAT DID MR. CLARK STATE WITH REGARD TO YOUR PROPOSAL FOR7 GBC?

A. Mr. Clark argues that my proposal should be rejected in its entirety. Mr. Clark states that
my cost estimate is flawed and substantially underestimates the total project costs.¹¹ Second, Mr.
Clark states that there is insufficient demand for a service like GBC to warrant the costs associated
with its creation.¹²

12 Q. HOW DOES MR. CLARK ARGUE THAT THE GBC COST ESTIMATE IS13 FLAWED AND AN UNDERESTIMATE?

A. Mr. Clark cites two reasons: (1) inflation and that (2) my estimate did not account for
whether GBC is "a capability expansion with an existing technology partner, or net-new
capabilities."

¹¹ Rebuttal Testimony of Allen Clark at p 3, lines 5-6.

¹² *Id.* at 7:19-21.

Q. WHAT IS MR. CLARK'S STATEMENT ABOUT INFLATION, AND HOW DO YOU RESPOND?

Mr. Clark cites the Consumer Price Index for all urban consumers, which rose nearly 23% 3 A. 4 from 2020-2024¹³ and from there concludes that GBC implementation must cost more than my 5 estimates, which were from the period 2017-2020. While Mr. Clark's association between CPI and 6 software costs appears reasonable at first, it does not hold up to scrutiny in several respects. First, 7 there is no evidence that Ameren Missouri has seen any such inflationary pressure in its own operations with regard to hosted software. Mr. Clark claims in rebuttal testimony that "it is 8 9 commonplace for software contracts and hosting agreements to account for increasing annual costs 10 resulting from CPI fluctuations, with some even referencing it directly"¹⁴ but is unable to provide 11 any examples. When asked in discovery to cite examples of annual hosting contracts with software 12 providers that saw an increase, Mr. Clark did not provide any, stating that "A comprehensive list of software contracts with annual cost escalation does not currently exist."¹⁵ Mr. Clark's claims 13 14 are therefore unsubstantiated.

Second, Mr. Clark provides no linkage between the CPI and software costs specifically. The CPI is an average of the cost of basket of consumer goods across the United States and does not necessarily have any direct or linear connection with software costs experienced by investorowned utilities across the United States. When asked in discovery "On what basis does Mr. Allen connect the consumer price index to information technology costs for investor-owned electric utilities?," he responds that he is not an economist, and Mr. Clark simply re-states his "understanding" and "expectation" that when CPI rises, information technology costs should rise

¹³ *Id.* at 5, Figure 1.

¹⁴ *Id.* at 5:2-4.

¹⁵ Ameren Missouri Response to Discovery Request Renew MO 3-RMO 02(a), February 5, 2025.

as well.¹⁶ Mr. Clark provides no specific examples linking CPI increases to software costs, nor 1 2 does he provide any cost figures for software as separate from the average basket of consumer goods that is the focus of the CPI. This lack of evidence pertaining to software exists despite Mr. 3 Clark having 17 years of experience working in information technologies at Ameren Missouri,¹⁷ a 4 5 time period which presumably would afford him access to significant information about Ameren 6 Missouri's costs for various software vendors. Given that Ameren Missouri is unable to cite a 7 single contract or instance across their enterprise that demonstrates a connection between average CPI fluctuations across the U.S. economy and software costs specifically, Mr. Clark's argument 8 9 should be dismissed by the Commission.

10 Q. HOW DO YOU RESPOND TO MR. CLARK'S STATEMENT ABOUT11 CAPABILITY EXPANSION?

12	A.	Mr.	Clark	argues	that	my	cost	estimate	is	invalid	on	the	basis	that	the
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¹⁶ Ameren Missouri Response to Discovery Request Renew MO 3-RMO 02(b), February 5, 2025.

¹⁷ Mr. Clark joined Ameren Missouri in 2008. Clark Rebuttal at 1:13.

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3	Importantly, it is unclear whether **** is relevant or important to the question of
4	cost estimate reasonableness in the first place. It is entirely possible that, of the ten cost estimates
5	I provided in Table 1 of my direct testimony filed December 4, 2024, many of them could have
6	included **** as Mr. Clark defines it. Mr. Clark does not dispute the ten cost
7	estimates I provided, nor does he provide evidence that **"
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10 Q. WHAT DOES MR. CLARK STATE REGARDING CUSTOMER DEMAND FOR11 GREEN BUTTON CONNECT?

A. Mr. Clark states that there are low participation rates with Green Button Download My
Data in Ameren Missouri's territory and GBC in Ameren Illinois's territory. Mr. Clark states "I
would not expect a high rate of adoption of a GBC solution at this time."¹⁸

15 Q. HOW DO YOU RESPOND?

While I accept that Mr. Clark's statistics are likely accurate, his conclusory statements are 16 A. 17 nevertheless disproven. In discovery, Renew Missouri asked whether there any other official or unofficial data-sharing practices offered by Ameren Missouri that may be different from Green 18 19 Button Download or GBC, and the utility answered in the affirmative. 20 **

¹⁸ Rebuttal Testimony of Allen Clark, at p. 8, lines14-15.

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Q. WHAT DO YOU CONCLUDE WITH REGARD TO MR. CLARK'S REBUTTAL TESTIMONY?

**

3 A.

** Mr. Clark offers a misleading portrayal of customer demand for 4 5 control over their information. At the same time as he understates customer demand, Mr. Clark 6 appears to want GBC implementation to cost more than my estimate. Given that his speculation 7 about higher costs and inflation are unsubstantiated, I encourage the Commission to view Mr. 8 Clark's testimony with skepticism. It is clear that investor-owned utilities do not increase their 9 profits by making customer data easily portable. In fact, the more economical use of electricity 10 made possible by data portability and energy management offerings threaten to slow the pace of 11 electric grid infrastructure investment. Ameren Missouri's desire to downplay the importance of 12 data portability while exaggerating its costs would thus be consistent with the utility's financial 13 incentives as they are currently structured.

14 C. RESPONSE TO MR. STEVEN WILLS OF AMEREN MISSOURI

15 Q. WHAT DOES MR. WILLS STATE REGARDING THE GREEN BUTTON16 CONNECT TARIFF?

A. Mr. Wills opposes any form of tariff, arguing that it would be inappropriate for the
Commission to "stand in for Company management in determining how the Company
conducts its business and builds its technology solutions."¹⁹ Mr. Wills also states that a

¹⁹ Rebuttal Testimony of Steven M. Wills, at p. 35, lines 20-22.

1	tariff "is solely based on [Mr. Murray's] speculation that the Company may not implement
2	Green Button CMD in an appropriate manner, if ordered to do so."20

3

Q. HOW DO YOU RESPOND?

A. Mr. Wills's opposition to tariffs is puzzling because Ameren Illinois already
operates a GBC platform under a tariff approved by the Illinois Commerce Commission.²¹
Mr. Wills may not like tariffs, but they are a necessary part of the Commission's oversight
role. Ameren's regulated monopolies have accepted tariffs governing various services
before, including with regard to the delivery of customer data to authorized third parties.

9 Q. MR. WILLS STATES THAT YOUR "PRESUMPTION IS THAT THE COMPANY 10 ACTS EITHER IN BAD FAITH OR INCOMPETENTLY." HOW DO YOU RESPOND?

11 A. That is entirely possible. In my experience with investor-owned utilities across over 12 a dozen states, I have seen utilities fail to deliver GBC, or implement it so poorly such that 13 it appears as though the utility is attempting to sabotage and undermine the distributed energy resources that depend upon access to their customer's energy data. For example, in 14 15 California, despite being ordered by the state commission to provide GBC, a demand 16 response provider has filed a formal complaint against Southern California Edison alleging "data failures" that consist of sporadic and lengthy delays in data transfers; high 17 18 frequencies of error messages despite data requests stemming from lawfully granted 19 customer authorizations; and incorrect data being provided, i.e., data that pertains to a 20 different customer than the one who granted the authorization, presenting obvious privacy

²⁰ *Id.* at 35:14-16.

²¹ <u>https://gp.ameren.com/third-party-registration/third-party-tariff</u>

risks.²² Whether such alleged failures are due to incompetence or malfeasance on the 1 2 utility's part is arguably less important from the perspective of the data recipient, who 3 suffers unfair economic costs regardless of the underlying cause. I note that the California 4 case I mention is a complaint of a tariff violation, meaning that California has established 5 a tariff. In Missouri, without a tariff and without certain standards being defined for the 6 provision of customer data, as Mr. Wills states is his preference, it would be difficult or impossible for data recipients to obtain a remedy for the utility's poor performance. 7 Outside of California, I have uncovered evidence of utilities who ostensibly offer GBC 8 9 with reasonable levels of service quality but nevertheless (i) fail to onboard third parties 10 who have registered through the appropriate channel and followed the lawful process; (ii) 11 respond with 403 ("forbidden") error messages to data requests that have been duly 12 authorized by customers; and (iii) take a very long time to process data requests such that the GBC system is functionally useless.²³ Rather than the tariff representing idle concerns 13 14 or misplaced attempts at "micromanaging" Ameren Missouri, I believe the tariff is a 15 necessary and appropriate prophylactic given experiences from other jurisdictions.

16 Ultimately, the tariff I propose provides a specific mechanism to hold Ameren 17 Missouri accountable for delivering a service quality that is reasonable and appropriate. It 18 is also a sensible protection to ensure that ratepayer funds are spent prudently. If Ameren 19 Missouri is confident that it operates its information technology systems at reasonable 20 levels of quality and performance, then there should be no objection to the tariff. If,

datanbsppolicy-failures-persist

 ²² Complaint of OhmConnect, Inc. Against Southern California Edison Company for Data Failures. California Public Utilities Commission, C1903005, March 8, 2019.
 <u>https://docs.cpuc.ca.gov/PublishedDocs/Efile/G000/M270/K419/270419349.PDF</u>
 ²³ https://www.missiondata.io/news/2024/11/5/a-review-of-green-buttons-1st-year-in-ontario-incorrect-

however, Ameren Missouri lacks that confidence – whether with regard to GBC in isolation
or its upstream billing, customer information, and meter data management systems – then
the Commission will face a bigger set of problems that go well beyond the GBC tariff I
have proposed. Either way, it is reasonable and prudent for the Commission to establish a
GBC tariff with the specific terms governing uptime, errors, and contractual terms that I
have described.

7 III. <u>CONCLUSION</u>

8 Q. DOES THIS CONCLUDE YOUR TESTIMONY?

- 9 A. Yes.
- 10

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 Its Revenues for Electric Service

File No. ER-2024-0319

AFFIDAVIT OF MICHAEL MURRAY

SS

STATE OF WASHINGTON

COUNTY OF OKANOGAN

COMES NOW Michael Murray, and on his oath states that he is of sound mind and lawful age; that he prepared the foregoing Surrebuttal Testimony; and that the same is true and correct to the best of his knowledge and belief.

Further the Affiant sayeth not.

M& Murray Michael Murray

Subscribed and sworn before me this $\underline{14^{++}}_{day}$ of February 2025.

Notary Public



My commission expires: 7 - 14 - 2026