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Issue(s): Paperless Billing;

Unregulated

Competition Waiver

Witness: Mark C. Birk
Type of Exhibit: Direct Testimony

Sponsoring Party: Union Electric Company

File No.: ER-2019-0335

Date Testimony Prepared: July 3, 2019

MISSOURI PUBLIC SERVICE COMMISSION

FILE NO. ER-2019-0335

DIRECT TESTIMONY

OF

MARK C. BIRK

ON

BEHALF OF

UNION ELECTRIC COMPANY

D/B/A AMEREN MISSOURI

PUBLIC

St. Louis, Missouri

July 2019

Ameron Exhibit No 1022 P Date 3/4/20 Reporter Sub File No ER 2019-0335

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DIRECT TESTIMONY

OF

MARK C. BIRK

FILE NO. ER-2019-0335

1	I. INTRODUCTION
2	Q. Please state your name and business address.
3	A. My name is Mark C. Birk. My business address is One Ameren Plaza, 1901
4	Chouteau Avenue, St. Louis, Missouri 63103.
5	Q. By whom and in what capacity are you employed?
6	A. I am employed by Union Electric Company d/b/a Ameren Missour:
7	("Company" or "Ameren Missouri") as Senior Vice President, Customer and Power
8	Operations.
9	Q. Please describe your educational background and employment
10	experience.
11	A. I received my Bachelor of Science degree in Electrical Engineering from
12	the University of Missouri-Rolla in 1986 and my Master of Science in Electrical
13	Engineering from the same institution in 1991. In 2009, I also received a Master of
14	Business Administration from Washington University in St. Louis. I am a licensed
15	professional engineer in the State of Missouri. I began my employment with Union Electric
16	Company in 1986 as an assistant engineer in the nuclear function. In 1989, I transferred to
17	Union Electric's Meramec Power Plant as an electrical engineer. In 1996, I transferred to
18	the Energy Supply Operations Group and became a Power Supply Supervisor. I became
19	Manager of Energy Supply Operations in the spring of 2000. I became General Manager

1	of Energy Delivery Technical Services in the fall of 2001 and Vice President of the	hat
2	department in 2002. I became Vice President of Ameren Energy, Inc., Amer	en
3	Corporation's short-term trading affiliate, in the fall of 2003 and assumed the position w	ith
4	Ameren Missouri as Vice President of Power Operations in September of 2004. In 201	12,
5	I was promoted to Senior Vice President of Corporate Planning and Business Ri	isk
6	Management, and in 2015, I became Senior Vice President of Corporate Safety, Planning	ıg,
7	and Operations Oversight. I assumed my current position in 2017.	
8	Q. Please summarize your duties and responsibilities as Senior Vi	ce
9	President, Customer and Power Operations for Ameren Missouri.	
10	A. In this position, I am responsible for Generation and Trading Operation	1S,
11	Energy Delivery Electric and Gas Operations, Planning and Engineering Design, alor	ng
12	with Customer Experience and call center operations for Ameren Missouri.	
13	II. PURPOSE OF TESTIMONY	
14	Q. What is the purpose of your direct testimony?	
15	A. The purpose of my direct testimony is twofold:	
16	I support use of an incentive to encourage customers to elect paperles	SS
17	billingan initiative designed to increase customer satisfaction ar	ıd
18	modernize our business practices; and,	
19	I propose a request for revision of the Company's current Unregulate	ed
20	Competition Waiver found in its tariffs.	
21	Q. Do you have any schedules accompanying your testimony?	
22	A. Yes. I am providing the following schedules in support of my testimony.	
23	Schedule MCB-D1 Current Unregulated Competition Tariff	

Confidential Unregulated Competition Examples 1 Schedule MCB-D2 **Proposed Unregulated Competition Tariff** 2 Schedule MCB-D3 3 III. INCENTIVES FOR PAPERLESS BILLING 4 5 O. Please describe what incentives Ameren Missouri is proposing to 6 encourage paperless billing. Ameren Missouri proposes a \$0.50 incentive per bill, over a one-year 7 Α. 8 period, for customers who enroll in paperless billing. This will amount to a \$6 incentive 9 for each new enrollee in the program. The proposed incentive amount is designed to 10 approximately align with the amount of the estimated savings (in postage, printing, and other costs) the Company receives per customer who opts for paperless billing. 11 12 Q. Why does Ameren Missouri want to encourage its customers to shift to 13 paperless billing? J.D. Power and Associates ("J.D. Power") routinely conducts customer 14 A. satisfaction surveys, and finds that customers demonstrate greater satisfaction when they 15 can interact electronically with their utilities. For example, J.D. Power shows that 16 17 residential customers' satisfaction has increased for a seventh year in a row, in part due to the increase in electronic communications with their utilities. Business customers also 18 demonstrate increased satisfaction when they have online account access and choose to 19 receive an electronic bill.² 20

¹ https://www.jdpower.com/business/press-releases/2018-electric-utility-residential-customer-satisfaction-study. While this study specifically cited proactive utility communications with regard to outages, the study included an examination of paperless billing and payment options.

² https://www.jdpower.com/business/press-releases/2018-electric-utility-business-customer-satisfaction-study.

- 1 Currently, about 204,000 of Ameren Missouri's 1,200,000 customers, or about
- 2 17%, participate in the Company's paperless billing program. Ameren Missouri wants to
- 3 encourage customers who may be considering a move to paperless to give it a try. Paperless
- 4 billing presents certain advantages to utilities and their customers, such as long-term cost
- 5 savings as compared to paper billing and the use of less paper which contributes to
- 6 environmental sustainability.
- 7 Q. Does the Company seek recovery of these incentives costs in this rate
- 8 case?

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- 9 A. No. We've designed the incentives to come close to the amount of cost
- 10 savings the Company will gain from customers switching to paperless billing. No
- 11 customers will bear the cost of these incentives.
- 12 Q. Please explain.
- 13 A. The total cost of issuing each paper bill is approximately \$0.47. Paperless
- billing, by contrast, costs approximately \$0.007.

	Paper Bill Cost per Customer	Paperless Billing Cost Per Customer	Company Savings Per Customer
Monthly	\$0.47 ³	\$0.007	\$0.46
One-Year Incentive Program Life	\$5.65	\$0.08	\$5.57

^{*}All costs in this table are rounded to the nearest cent, although totals based on full (unrounded) starting numbers.

The savings recognized when a customer shifts from a paper bill to a paperless bill is about \$0.46 per bill. Since there is only \$0.04 difference between the incentive offered

³ More specifically, \$0.4707 monthly charge per customer.

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1	and the Company's savings, the Company determined it would absorb the additional \$0.04							
2	rather than seek recovery of that amount.							
3	Q. What, then, is the Company requesting with regard to paperless billing							
4	in this case?							
5	A. The Company is simply asking for the Commission to approve the tariff							
6	change it has filed to implement the incentives.							
7	IV. MODIFICATION OF UNREGULATED COMPETITION WAIVER							
9	Q. Please describe Ameren Missouri's request for a modification of its							
10	unregulated competition waiver.							
11	A. I am supporting Ameren Missouri's request for a revision of the Company's							
12	tariff regarding unregulated competition waivers, which is found in Section E of Ameren							
13	Missouri's "Pilots, Variances and Promotional Practices" tariffs, at Sheet Nos. 161-161.2.							
14	This tariff, entitled "Unregulated Competition Waivers and Other Variances"							
15	("Unregulated Competition Tariff" or "Tariff"), provides a mechanism by which Ameren							
16	Missouri can request from the Commission a waiver of all or part of any charges associated							
17	with extensions of service to more effectively compete with unregulated competition for							
18	customers. Specifically, I will support the expansion of benefits that can be offered under							
19	the Unregulated Competition Tariff, and a simplified process for offering and justifying							
20	these incentives.							
21	Q. How does competition among electricity providers occur within the							
22	state of Missouri?							

While public utilities do have defined and certificated service territories, A. and while there is a limit on where electric cooperatives and municipal utilities can serve,

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- there are still areas in the state of Missouri that different providers can lawfully serve. As
 these areas are developed, the Company often finds itself competing with another electric
- 3 service provider usually an electric cooperative in order to serve a new development.
- 4 Electric cooperatives, unlike investor-owned utilities like Ameren Missouri, are not rate-
- 5 regulated by the Commission and accordingly have a large amount of flexibility in devising
- 6 incentive structures to entice new customers. This is a flexibility that the Company has not
- been able to match and it has prevented the Company from obtaining new load that would
- 8 benefit its system and ultimately lower the rates of all of its customers.

Q. Why doesn't the Company just rely on the existing tariff?

- A. While the existing tariff has, in limited instances, allowed Ameren Missouri to obtain beneficial load, recent experience has shown that it is far too limited and that its terms, as a practical matter, have not always assisted Ameren Missouri in effectively competing for beneficial loads. The current Tariff reads, in relevant part:
- Where the Company competes for business with unregulated competition, the Company may waive all or part of any charges associated with extensions of service and/or construction deposits ... and any additional non-tariff charges, required in order to effectively compete with offers made to developers and/or customers by unregulated competition after notifying the Missouri Public Service Commission and receiving an Order granting the waiver for good cause shown.
 - In other words, if Ameren Missouri and a cooperative are both in the general area in which a developer is planning construction, Ameren Missouri is allowed to go to the Commission with a proposal to waive certain extension costs to try to sway that developer to taking our service. While we have utilized this option in the past, unfortunately it is a time-consuming process, and the options we can offer developers and potential customers are far more limited than those that can be offered by a cooperative.

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Q. Please explain.

Generally, when we are approached by a developer, we are being asked to 2 A. provide a solid, non-conditional, and occasionally creative response within just a matter of 3 days. A developer who asks for an incentive typically does not want to receive an offer 4 5 that is subject to Commission approval, and does not want to wait a month or more in order to receive that approval. Sometimes the developer asks for fee waivers as allowed by the 6 existing tariff, but increasingly we are seeing requests for other more creative options such 7 as direct incentives to install certain kinds of equipment (e.g., electric heat pumps). The 8 existing tariff, however, only allows us to waive certain charges. In looking at the most 9 recently approved use of the existing tariff, which was in 2013, it took nearly a month to 10 garner approval for a fairly simple request. 4 Ameren Missouri has since received another 11 request, which has been filed with the Commission in File No. EE-2019-0395. That case 12 was still pending as of June 27, 2019. In other words, File No. EE-2019-0395 represents 13 the first such case to be submitted to the Commission in six years. And before the approved 14 2013 waiver, we last utilized the existing tariff in 2002.5 15 I would like to draw attention to a portion of the Staff Recommendation submitted 16 in File No. EE-2019-0396 on June 24, 2019. In its recommendation, Staff noted that it was 17

in File No. EE-2019-0396 on June 24, 2019. In its recommendation, Staff noted that it was not able to conduct a thorough investigation of Ameren Missouri's application for the unregulated competition waiver, and specifically noted that any rate impacts of the transaction would be addressed in a general rate case proceeding. This is a noteworthy recommendation because it aligns very closely with what Ameren Missouri is requesting

⁴ See File No. EE-2013-0511.

⁵ See File No. EO-2002-1091.

- 1 with regard to its new tariff: allow the Company to make these incentive decisions and
- 2 subject the resulting transactions to a more thorough review in an applicable rate case.
- Q. How often does the Company find itself in competition with unregulated electric service providers?
- 5 A. Quite often. Our field personnel report to me that they find themselves in direct competition with electric cooperatives at least three times a year, and more often 6 7 than not, the potential customer chooses to do business with the cooperative because the 8 cooperative can quickly offer an incentive and can offer incentives valued by the decision 9 maker - usually the developer as opposed to the person who will ultimately become our 10 electric customer. In other words, only three times in the last 17 years has the Company 11 had sufficient interest from a developer or potential customer to request this tariffed waiver 12 in its current form.
- Q. Does the Company have specific instances where they have competed with an unregulated electric service provider and lost that competition?
- 15 A. Yes. Obviously, I want to be sensitive to the privacy of these customers, so
 16 I have included the specific facts around these scenarios in my Confidential Schedule
 17 MCB-2. The schedule consists of four recent examples where direct competition with
 18 cooperatives, and the Company's inability to provide certain types of incentives in a timely
 19 manner, prevented the Company from gaining customers with significant and dependable
 20 revenue streams that in each case would have ultimately lowered the revenue requirement
 21 for all customers.
- Q. Could Ameren Missouri have viably competed with the unregulated electric service providers?

Yes. In each of the four cases that appear in Schedule MCB-2, we believe 1 A. that with greater flexibility to meet the competing cooperative's incentive offers to the 2 developer, the developer would have chosen us as the electric service provider. And as 3 noted in each of those four cases, we can demonstrate a positive cost effectiveness analysis 4 5 for making the investment in order to gain the ongoing benefits the additional service would provide to all of our existing customers. For example, in one situation, the 6 cooperative offered rebates for ground source heat pumps as an incentive; in another 7 8 situation, the cooperative provided underground conduit installation. Ameren Missouri's existing tariff does not allow either of these incentives, even if we could timely obtain 9 approval. If Ameren Missouri could, in a timely manner, offer similar incentives or have 10 the flexibility to examine other potential incentives at an equal value to the developer or 11 potential customer, it could remain competitive in these situations. 12

Q. How does Ameren Missouri propose to address this issue?

A. We propose that the Tariff be revised to allow more flexibility in determining what types of incentives can be offered, and subject those decisions to future rate case prudence reviews rather than Commission approval before implementation.

We understand that a free rein to offer such incentives cannot be without some limits. We recommend that the incentives we are allowed to offer be subject to an annual cap, as follows:⁶

20 Industrial - \$200K

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21 Commercial - \$200K

22 Residential - \$200K

⁶ These caps include labor costs and materials.

Ameren Missouri could spend up to \$200K in incentives for each of these three customer types, and no more. In establishing these caps, we recognize that future incentives will be based on good business practice using our Extension Allowance Calculator. We also believe we will rarely spend up to the caps. These caps, however, will allow us to perform a cost-benefit analysis to determine if we can, and should, meet a cooperative's offer to a developer or potential customer.

Further, this revision will allow us to do the necessary analysis and make the offer to the developer or potential customer in a timeline that the developer or potential customer needs. Our experience has been that developers and potential customers need a fast response. As you can see from Example 4 in my Schedule MCB-2, the developer needed an answer quickly, and was not able to wait for Commission approval of an alternative offer. He had work that had to be completed within the following couple of weeks and could not wait the time necessary to apply for and receive approval for an offer. And this is understandable. Developers generally have several moving pieces in completing a construction project, and we cannot reasonably ask a developer to wait for us to submit an application and have that application examined, particularly when there's not even a guarantee that the application will be approved at all, let alone within a month. The proposed revision to the Unregulated Competition Waiver will allow the Company to make more timely offers to customers, and still subject the decisions to make those offers to appropriate regulatory oversight.

A draft of our proposed revisions to the Tariff is included as Schedule MCB-3 to my testimony.

⁷ If the Company only spent, for example, \$100K in commercial incentives, it could not shift the remaining \$100K in incentives to either residential or industrial.

1	Q. Does the Company believe that having this flexibility will provid
2	benefits to its existing customers?
3	A. Yes. From a very basic perspective, if we can gain new customers, the
4	existing fixed costs can be spread among billing units associated with a larger custome
5	base, which creates downward pressure on rates. When a new customer or customer
6	generate sufficient revenues, it takes pressure off of existing customers.
7	Q. What if the Company's analysis is wrong and the anticipated benefit
8	do not materialize?
9	A. The Company assumes the risk that its calculations are correct and that it
10	has made a prudent business decision. We therefore anticipate that these investments would
11	be subject to the same prudence reviews in relevant rate cases as any other infrastructure
12	investment.
13	Q. Will Ameren Missouri commit to providing a reporting of th
14	incentives it offers under the revised tariff, if it is approved?
15	A. Yes. The Company has written a reporting requirement into the propose
16	tariff. Specifically, we commit to maintaining the following documentation and providing
17	it annually to the Commission's Staff:
18	 The name, physical location, and applicable rate schedule for the custome
19	or developer receiving incentives;
20	The amount for each type of the incentives for that customer or developer
21	• Documentation of the existence of competition with another electric
22	service provider for the provision of service to the customer or developer

Direct Testimony of Mark C. Birk

1	 Documentation that provision of service to the developer or customer
2	results in minimal, if any, duplication of facilities at the geographic
3	location where the prospective customer or developer requests service; and
4	• Documentation, prepared at the time the incentives are offered, of the
5	demonstrable economic benefit to the Company's existing customers
6	achieved over a reasonable period of time by providing incentives that meet
7	or exceed the amount of the incentives offered by a competing electric
8	provider.
9	O Development I I am I am I am
y	Q. Does this conclude your direct testimony?
10	A. Yes, it does.

UNION ELECTRIC COMPANY

ELECTRIC SERVICE

MO.P.S.C. SCHEDULE NO.	6			Original	_SHEET NO.	161
CANCELLING MO.P.S.C. SCHEDULE NO.			•		SHEET NO.	
CANCELLING MO.P.S.C. SCHEDULE NO.						
APPLYING TO MIS	SOURI	SERVICE	AREA			

PILOTS, VARIANCES AND PROMOTIONAL PRACTICES

E. UNREGULATED COMPETITION WAIVERS AND OTHER VARIANCES

UNREGULATED COMPETITION WAIVERS

Where the Company competes for business with unregulated competition, the Company may waive all or part of any charges associated with extensions of service and/or construction deposits, provided for in Company Schedule No. 6 - Schedule of Rates for Electricity, and any additional non-tariff charges, required in order to effectively compete with offers made to developers and/or customers by unregulated competition after notifying the Missouri Public Service Commission and receiving an Order granting the waiver for good cause shown.

The following listed areas, individuals, and/or subdivisions have been granted waivers by the Commission per the associated order numbers:

Order Number	Area and/or Subdivision			
EO-90-43	Harbors at Timber Lakes			
EO-90-68	Glenwood Hills; Hidden Trails Estates;			
	Country View Estates			
EO-90-79	Southwinds Subdivision			
EAO 968	Westview Heights Subdivision			
EAO 972	Mr. Harvey Massen (Valley View Drive)			
EAO 973	Cedar Hills #3			
EAO 974	Twelve Oaks Subdivision			
EAO 975	Cedar Hills #3 and Twelve Oaks Subdivision			
EAO 976	Christman Bros. Subdivision			
EAO 977	National Guard Headquarters			
EAO 978	Indian Springs Subdivision			
EAO 979	Briar Oaks Estates			
EAO 980	Thornhill/Schultz Subdivision			
EAO 981	Country Lane Subdivision			
EAO 982	Mallard Pointe Subdivision			
EAO 983	9 Lot Subdivision - Hugh White			
EAO 984	22 Lot Subdivision - Bill Reid			
EAO 985	Northridge Estates			
EA-90-250	14 Lot Subdivision - Larry Hays			
EO-91-386	15 Lot Subdivision - Jane Flowers			
EO-91-386	Porter South Subdivision			
EAO 987	Village Green Subdivision			
EAO 986	Rolling Meadows Subdivision Schedule MWB-DI Page 1 of 1			

DATE OF ISSUE	May 31, 2013	DATE EFFECTIVE	June 30, 2013			
ISSUED BY	Warner L. Baxter	President & CEO	St. Louis, Missouri			
	NAME OF OFFICER	TITLE	ADDRESS			

SCHEDULE MCB-D2

IS CONFIDENTIAL IN

ITS ENTIRETY

UNION ELECTRIC COMPANY

ELECTRIC SERVICE

MO.P.S.C. SCHEDULE NO.	6		1	st Revise	edsheet N	0	161
CANCELLING MO.P.S.C. SCHEDULE NO.	6			Original	SHEET N	o	161
APPLYING TO MIS	SOURI	SERVICE	AREA				· · ·

PILOTS, VARIANCES AND PROMOTIONAL PRACTICES

E. UNREGULATED COMPETITION WAIVERS AND OTHER VARIANCES

*APPLICABILITY

Where the Company competes for business with unregulated competition, the Company may provide incentives ("Incentives") to a prospective customer or developer in one or more of the following forms in order to effectively compete with offers made to developers and/or customers by unregulated competition:

- Waive all or part of any charges associated with extensions of service and/or construction deposits, provided for in Company Schedule No. 6 - Schedule of Rates for Electricity, and
- 2. Waive any additional non-tariff charges, and
- Provide payments to offset the prospective customer's or developer's electric-service related costs.

**AVAILABILITY

Company may only provide Incentives under the following circumstances:

- 1. Company shall not in any way offer a special rate for electricity delivered to a customer that is not found in the Company's tariff;
- Competition with another electric provider to provide service to a prospective customer(s) must exist and be demonstrable;
- 3. The Company shall not provide Incentives if providing service to the customer or developer will result in more than a minimal increase in duplication of facilities in serving the geographic location for which the prospective customer or developer requests service; and
- 4. The Company must find there is a demonstrable economic benefit to Company's existing customers achieved over a reasonable period of time in serving the prospective customer that meet or exceed the amount of the Incentives offered by a competing electric provider.

**INCENTIVES LIMITS

The Company may provide Incentives totalling up to \$600,000 per year, divided as follows by customer classification:

- 1. Industrial Customers No more than \$200,000 per year
- 2. Commercial Customers No more than \$200,000 per year
- 3. Residential Customers No more than \$200,000 per year

Schedule MCB-D3 Page 1 of 4

*Indicates Change. **Indicates Addition.

DATE OF ISSUE		DATE EFFECTIVE	
ISSUED BY	Michael Moehn	President	St. Louis, Missouri
	NAME OF OFFICER	TITLE	ADDRESS

UNION ELECTRIC COMPANY ELE	CTRIC SERVICE
MO.P.S.C. SCHEDULE NO. 6	3rd Revised SHEETNO. 161.1
CANCELLING MO.P.S.C. SCHEDULE NO. 6	
	JRI SERVICE AREA
PILOTS, VARIAN	CES AND PROMOTIONAL PRACTICES
E. UNREGULATED COMPETITION	ON WAIVERS AND OTHER VARIANCES (Cont'd.)
*FILING REQUIREMENTS	
submit the following documentation Public Service Commission Staff for 1. The name, physical location, developer receiving Incentiv 2. The amount for each type of 3. Documentation of the existen provider for the provision o 4. Documentation that provision in minimal, if any, increase geographic location where th service; 5. Documentation, prepared at the demonstrable economic benefit over a reasonable period of the amount of the Incentives **UNREGULATED COMPETITION WAIVERS	and applicable rate schedule for the customer or es; Incentives for that customer or developer; ce of competition with another electric service f service to the customer or developer; of service to the customer or developer results in duplication of facilities in serving the e prospective customer or developer requests he time the Incentives are offered, of the t to the Company's existing customers achieved time by providing Incentives that meet or exceed offered by a competing electric provider. uals, and/or subdivisions have been granted
Order Number	Area and/or Subdivision
EO-90-43	Harbors at Timber Lakes
EO-90-68	Glenwood Hills; Hidden Trails Estates; Country View Estates
EO-90-79	Southwinds Subdivision
EAO 968	Westview Heights Subdivision
EAO 972	Mr. Harvey Massen (Valley View Drive)
EAO 973	Cedar Hills #3
EAO 974	Twelve Oaks Subdivision
EAO 975	Cedar Hills #3 and Twelve Oaks Subdivision
EAO 976	Christman Bros. Subdivision
EAO 977	National Guard Headquarters
ENO 978	Indian Springs Subdivision
EAO 979	Briar Oaks Estates
EAO 980	Thornhill/Schultz Subdivision Schedule MCB-D3

**Indicates Reissue

*Indicates Addition.

Page 2 of 4

UNION ELECTRIC COMPANY ELECTRIC SERVICE

MO.P.S.C. SCHEDULE NO.	6		1st Revised	SHEET NO.	161.2
CANCELLING MO.P.S.C. SCHEDULE NO.	6		Original	SHEET NO.	161.2
APPLYING TO MISS	SOURI	SERVICE	AREA		

PILOTS, VARIANCES AND PROMOTIONAL PRACTICES E. UNREGULATED COMPETITION WAIVERS AND OTHER VARIANCES (Cont'd.)

*UNREGULATED COMPETITION WAIVERS (Cont'd.)

Order Number	Area and/or Subdivision
EAO 981	Country Lane Subdivision
EAO 982	Mallard Pointe Subdivision
EAO 983	9 Lot Subdivision - Hugh White
EAO 984	22 Lot Subdivision - Bill Reid
EAO 985	Northridge Estates
EA-90-250	14 Lot Subdivision - Larry Hays
EO-91-386	15 Lot Subdivision - Jane Flowers
EO-91-386	Porter South Subdivision
EAO 987	Village Green Subdivision
EAO 986	Rolling Meadows Subdivision
EAO 988	Westport Subdivision
EO-93-16	Scarborough Estates and Westport Subdivisions in Cole County, MO
EO-93-156	Bradford Court Subdivision
EO-93-166	Highway T Corridor as defined by metes and bounds in the Territorial Agreement between Company and Cuivre River Electric Cooperative dated October 30, 1992
EO-93-186	Royal Oaks Estates Subdivision
EO-93-266	Mid American Bank/Ken Otke
EO-95-27	SE Corner of Mo. Highways 92 and 33 in Kearney, Mo./Wayne Rickel
EO-96-431	Cedar Park Place Subdivision
EO-2002-1091	Competition Area as defined by metes and bounds in the Territorial Agreement between Company and Cuivre River Electric Cooperative dated May 23, 2002
EE-2013-0511	Markway Meadows Subdivision in Cole County
EE-2019-0395	Grantham Estates in St. Charles County

Schedule MCB-D3 Page 3 of 4

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DATE OF ISSUE _		DATE EFFECTIVE			
ISSUED BY	Michael Moehn	President	St.	Louis, Missouri	
	MARIE OF OFFICED	TITLE		ADDRESS	

UNION ELECTRIC COMPANY

ELECTRIC SERVICE

MO.P.S.	C. SCHEDULE NO. 6		Original	SHEET NO. 161.3
CANCELLING MO.P.S.	C. SCHEDULE NO			SHEET NO.
APPLYING TO	MISSOURI S	SERVICE ARE	EA	

PILOTS, VARIANCES AND PROMOTIONAL PRACTICES E. UNREGULATED COMPETITION WAIVERS AND OTHER VARIANCES (Cont'd.)

*OTHER VARIANCES

Order Number	Project of Customer
EO-89-7	Orchard House
EO-93-108	Council Apts. II (Delcrest)
EO-96-447	Laclede Groves Retirement Apts.
EO-97-58	Garden Villas South
EO-97-467	Garden Villas North
EO-98-6	Congregation of the Mission Midwest
EO-98-68	Pope John Paul II Apartments
EE-2000-465	Hylton Point II (NBA)
EE-2001-514	The Volunteers of America St. Louis Affordable Housing Corp. (14 th Street and Chouteau)
EE-2002-1118	Coronado Place
EE-2003-0365	Lindell Towers
EE-2004-0069	West Pine Apartments
EE-2004-0092	Parkview Apartments
EE-2004-0267	Brentmoor at Oaktree
EE-2004-0268	River's Edge Properties
EE-2005-0400	Vaughn Elderly Apartments
EE-2005-0486	Grand View Tower LLC
EE-2006-0124	Kingsbury Terrace Apartments

* Indicates Reissue.

Schedule MCB-D3 Page 4 of 4

DATE OF ISSUE		DATE EFFECTIVE	
ISSUED BY	Michael Moehn	President	St. Louis, Missouri
	NAME OF OFFICER	TITLE	ADDRESS

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 Decrease Its Revenues for Electric Service.) File No. ER-2019-0335	
AFFIDAVIT OF MARK C. BIRK	
STATE OF MISSOURI)	
CITY OF ST. LOUIS) ss	
Mark C. Birk, being first duly sworn on his oath, states:	
1. My name is Mark C. Birk. I work in the City of St. Louis, Missouri, and I a	ım
employed by Union Electric Company d/b/a Ameren Missouri as Senior Vice President, Custom	ie:
and Power Operations.	
2. Attached hereto and made a part hereof for all purposes is my Direct Testimony of behalf of Union Electric Company d/b/a Ameren Missouri consisting of 12 pages at Schedule(s) MCB-D1 to MCB-D3, all of which have been prepared in written form for introduction into evidence in the above-referenced docket.	nd
3. I hereby swear and affirm that my answers contained in the attached testimony	to
the questions therein propounded are true and correct. Mark C. Birk	
Subscribed and sworn to before me this 21 day of, 2019.	
Subscribed and sworn to before me this 27 day of June, 2019. Notary Public	
My commission expires:	

GERI A. BEST
Notary Public - Notary Seal
State of Missouri
Commissioned for St. Louis County
My Commission Expires: February 15, 2022
Commission Number: 14839811