

Exhibit No.: 101
Issue: Economic Development Rider and
Service Quality Reporting
Witness: Brent A. Baker
Type of Exhibit: Rebuttal Testimony
Sponsoring Party: Empire District Electric
Case No. ER-2014-0351
Date Testimony Prepared: March 2015

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May 07, 2015
Data Center
Missouri Public
Service Commission

**Before the Public Service Commission
of the State of Missouri**

Rebuttal Testimony

of

Brent A. Baker

March 2015



SERVICES YOU COUNT ON

Empire Exhibit No. 101
Date 4-14-15 Reporter KF
File No. ER-2014-0351

REBUTTAL TESTIMONY
OF
BRENT A. BAKER
THE EMPIRE DISTRICT ELECTRIC COMPANY
BEFORE THE
MISSOURI PUBLIC SERVICE COMMISSION
CASE NO. ER-2014-0351

1 **INTRODUCTION**

2 **Q. PLEASE STATE YOUR NAME AND ADDRESS.**

3 A. My name is Brent A. Baker, and my business address is 602 South Joplin Avenue,
4 Joplin, Missouri.

5 **Q. BY WHOM ARE YOU EMPLOYED AND IN WHAT CAPACITY?**

6 A. I am presently employed by The Empire District Electric Company (“Empire” or
7 “Company”) as Vice President of Customer Service, Transmission and Engineering.
8 I have held this position since March of 2015.

9 **Q. ARE YOU THE SAME BRENT BAKER THAT FILED DIRECT**
10 **TESTIMONY IN THIS CASE?**

11 A. Yes.

12 **PURPOSE**

13 **Q. WHAT IS THE PURPOSE OF YOUR REBUTTAL TESTIMONY IN THIS**
14 **PROCEEDING BEFORE THE MISSOURI PUBLIC SERVICE**
15 **COMMISSION (“COMMISSION”)?**

16 A. I will respond to the Missouri Department of Economic Development, Division of
17 Energy (“DE”) recommendation, contained on page 10 of DE witness Jane Lohraff’s
18 direct testimony, that participation in energy efficiency programs offered by Empire
19 should be an eligibility requirement for receiving benefits under Empire’s voluntary

1 Economic Development rider (EDR). I will also respond to the recommendation of
2 the Staff of the Commission (“Staff”), contained on page 132 of the “Staff Report -
3 Cost of Service, Revenue Requirement” submitted on January 29, 2015, that Empire
4 provide call center reporting on a monthly basis.

5 **ECONOMIC DEVELOPMENT RIDER**

6 **Q. HOW MANY EMPIRE CUSTOMERS CURRENTLY UTILIZE THE EDR?**

7 A. None. To date, Empire has worked with local, state, and regional economic
8 development entities to recruit customers, but Empire has not entered into a service
9 agreement with a customer that qualified for the EDR.

10 **Q. WHAT FACTORS DO PROSPECTIVE CUSTOMERS EVALUATE PRIOR**
11 **TO SELECTING A SITE?**

12 A. Typically, customers looking to expand, relocate, or start a business evaluate many
13 factors prior to deciding on the best location. Some of those factors include, but are
14 not limited to available workforce, transportation infrastructure, utility capacity,
15 available incentives (regional, state, and local), and cost of energy. Energy cost is
16 often a deciding factor, since some factors are a requirement of the business (i.e.
17 access to transportation, available workforce, and utility capacity).

18 **Q. DOES EMPIRE OPPOSE THE CHANGE TO THE EDR SUGGESTED BY**
19 **DE?**

20 A. Yes. Economic development requires local, regional, and state entities to work
21 closely in order to successfully recruit customers. Any change would add undue
22 complexity to an already vulnerable process and make it even more difficult to
23 attract new customers to the area.

1 **SERVICE QUALITY REPORTING**

2 **Q. HAS EMPIRE BEEN PROVIDING ROUTINE CALL CENTER REPORTS**
3 **TO STAFF?**

4 A. Yes. For a number of years, Empire has been providing quarterly call center
5 reporting to Staff and to the Office of the Public Counsel.

6 **Q. WHAT METRICS ARE CONTAINED IN EMPIRE'S CURRENT**
7 **QUARTERLY CALL CENTER REPORT?**

8 A. Empire's quarterly report includes data on call center staffing, average speed of
9 answer, and abandoned call rate.

10 **Q. IS EMPIRE WILLING TO PROVIDE REPORTING ON A MONTHLY**
11 **BASIS RATHER THAN QUARTERLY?**

12 A. Yes. Empire agrees with Staff's recommendation to provide call center metrics on a
13 monthly basis. Empire will be working with Staff to provide monthly reporting in a
14 useful format.

15 **Q. DOES THIS CONCLUDE YOUR REBUTTAL TESTIMONY?**

16 A. Yes, it does.

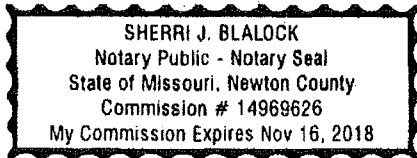
AFFIDAVIT OF BRENT A BAKER

STATE OF MISSOURI)
) ss
COUNTY OF JASPER)

On the 6th day of March, 2015, before me appeared Brent A. Baker, to me personally known, who, being by me first duly sworn, states that he is the Vice President of Customer Service, Transmission and Engineering of The Empire District Electric Company and acknowledges that he has read the above and foregoing document and believes that the statements therein are true and correct to the best of his information, knowledge and belief.

Brent A. Baker
Brent A. Baker

Subscribed and sworn to before me this 6th day of March, 2015.



Sherrri J. Blalock
Notary Public

My commission expires: Nov. 16, 2018