

Meetings with Missouri Public Service Commissioners
January 8, 2013

Energy Efficiency Update Meetings

10:00 a.m.

Missouri Public Service Commission Agenda Room, Jefferson City, 9th Floor

MPSC Attendees: Commissioner Terry Jarrett, Commissioner Stephen Stoll, Commissioner Advisor Janet Wheeler, Commissioner Advisor Mark Hughes

Office of Public Service Commission: General Counsel Lewis Mills

Department of Natural Resources: Glen Meyer

Ameren Missouri Attendees: Senior Vice President Michael Moehn, Director of Communications and Public Relations Rita Holmes-Bobo, Director of Energy Efficiency and Demand Response Dan Laurent, Corporate Counsel Wendy Tatro, and State Regulatory Liaison Gaye Suggett

2:00 p.m.

Wainwright Office Building, St. Louis, MPSC meeting room, 1st floor

Attendees: Chairman Kevin Gunn, Commissioner Robert Kenney

Ameren Missouri Attendees: Senior Vice President Michael Moehn, Director of Communications and Public Relations Rita Holmes-Bobo, Director of Energy Efficiency and Demand Response Dan Laurent, Corporate Counsel Wendy Tatro, and State Regulatory Liaison Gaye Suggett

Office of Public Service Commission: General Counsel Lewis Mills participated by video-conferencing

Michael Moehn thanked the MPSC Commissioners for their leadership in approving Ameren Missouri's energy efficiency programs. He said these programs will be beneficial for the state and for our customers, and Ameren Missouri is committed to making sure these programs are successful. He said we understand the recent electric rate increases have had an impact on our customers and feel these programs will give customers the opportunity to manage their electricity usage. Mr. Moehn said we want to maximize the benefits of these programs. Ameren Missouri will have a very small internal staff working on these programs and will contract out the administration of the programs.

Dan Laurent said there are currently 11 programs for customers; including 7 residential programs and 4 business programs. We also have a very experienced network of Trade Ally's to help promote the success of the programs. This network consists of energy efficiency contractors, distributors and other contractors. (A copy of the packet of information which was handed out is included with this filing.)

Rita Holmes-Bobo gave Commissioners an overview of the communication plan "Empowering Ameren Missouri Customers to Act on Energy". She talked about the strategy to educate, demonstrate and motivate to positively influence customer behavior toward participation. She discussed the "teaser" campaign to get consumer's attention

that was held in December, and then discussed the new ActOnEnergy website that launched January 2, 2013. She discussed the paid media campaign and showed a short TV spot that is currently airing. Mrs. Holmes-Bobo also discussed the activities planned that will include opportunities with the St. Louis RAMS and the St. Louis BLUES. (Presentation is included with this filing.)

Commissioners suggested updating them on the progress of the campaign in approximately 6 months.