

**Ameren Missouri**  
**ER-2019-0335 Settlement**  
*Stakeholder Meeting #1*  
*3/30/2020*

# Ameren Missouri – ER-2019-0335 Settlement



## Agenda

**Meeting #1 Purpose:** *Outline core planning and action item items from the Stipulation agreement related to rate options and customer communication.*

- Opening Remarks
  - Ameren Missouri – Tom Byrne / Tara Oglesby
- Review of Short Term – Immediate Action Items
- New Rate Options
  - Key Opportunities / Challenges
  - Digital Considerations
- Work Plan Review / Updates
  - Existing AMI related timelines
  - New work streams added for 2020
  - Current communication items
- Final Thoughts / Future Stakeholder Meeting Plans



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## Short Term Implications / Update



**April  
Deliverables**



ER-2019-0335 Item	Update / Comments
Rate decreases	Rate updates and changes in place effective April 1, 2020
Paperless bill credit	Programming being finalized
“EVENING SAVERS” rate implementation for existing AMR customers	Program will be system capable on April 1, 2020

**September  
Deliverable**



ER-2019-0335 Item	Update / Comments
Energy statement revisions to include existing rate blocks	Design work and change requirements in development for a September delivery

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## TOU Rate Options: Scope Considerations

The new default time-of-use program (TOU) and designated customer education requirements present some significant opportunities in terms of new capabilities and systems infrastructure to support all elements effectively. The below highlights the key scope enhancements to our existing plan that will need to be established:

### New TOU Billing System Enhancements

Our systems will need significant enhancements to support billing a TOU program at the scale a default offering will require. This includes the new default rate option and making the three part with demand charge a standard rate.

### Bill Comparison Tool

This enhanced capability will require Ameren Missouri to launch a new platform in an aggressive timeline to achieve our requirements.

### New Rate Choice Platforms

Ameren Missouri will need to implement web and other service channel capabilities to ensure that customers can easily activate their rate options conveniently.

### New Communications to Support Rate Option Delivery

- Rate option disclosure - New touchpoint on delivery of the smart meter to educate on rate options
- Bill Comparison and data presentation requirements (online tool)
- “Shadow billing” to allow customers to see their individual comparisons

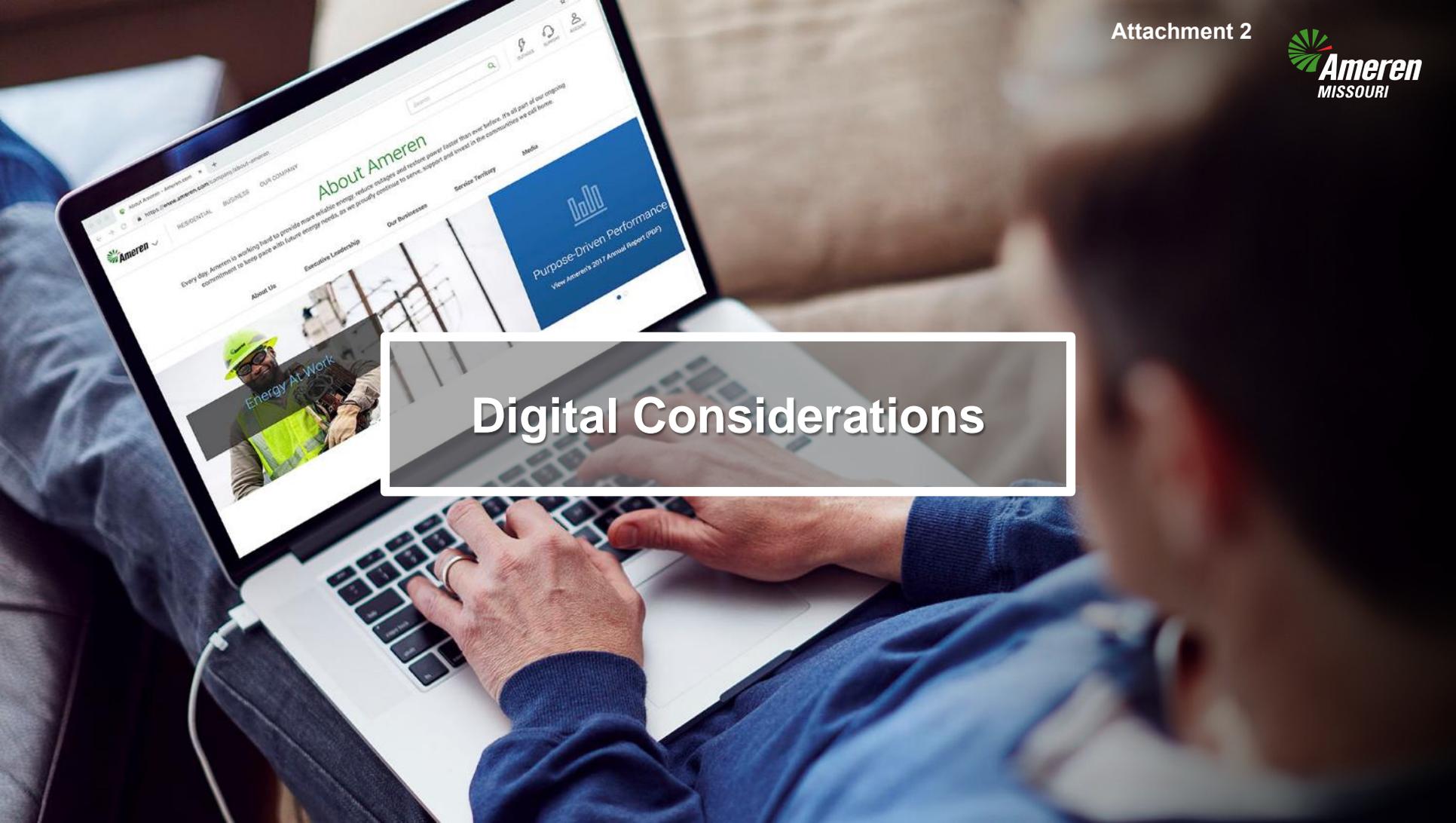
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## TOU Rate Options: Key Challenges

The below highlights what we see early on as some key challenges in delivering our new TOU rate and communication requirements:

- **Scaling our systems** – While existing and requested TOU rates were within our ability to execute, the scale of a full TOU deployment to customers will require system enhancements to implement billing determinants. Interval billing and shadow billing for all rate options and across all customers requires a significant build.
- **Customer education / customer satisfaction** – Ensuring that customers are well informed with the appropriate amount of information and insights to be able to make appropriate rate choices that are best for their energy needs.
- **Minimizing incremental operating costs** – Ensuring that our operating teams including Customer Care, Customer Accounts, etc. can deploy these new options while minimizing costs and incremental work. In addition, we need to consider operational issues such as rate opt-outs, cancel re-bills, etc. as part of these new approaches in a default scenario.
- **Delivery timeline** - Completing all requirements within the timeframe allowed will pose some pressures and challenges to our team / capabilities. Our existing AMI resources had significant plans in place to begin execution this summer and will need to adjust and budget for these changes through the end of the year.
- **COVID 19** – Existing work plans are evolving and there could be risks to our TOU rate initiative.



Digital Considerations

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## Interval Billing

To provide the most customer flexibility in rate options and reduce ongoing operating costs, all new residential time-of-use (TOU) rates with smart meters will leverage interval billing.

## Approach

- All residential smart meters will be programmed to record 15-minute interval data and send that data to the utility's Meter Data Management System (MDMS).
- The utility's MDMS or Customer Information System (CIS) will aggregate usage across each rate's TOU periods and use that aggregated usage for billing purposes.

## Benefits

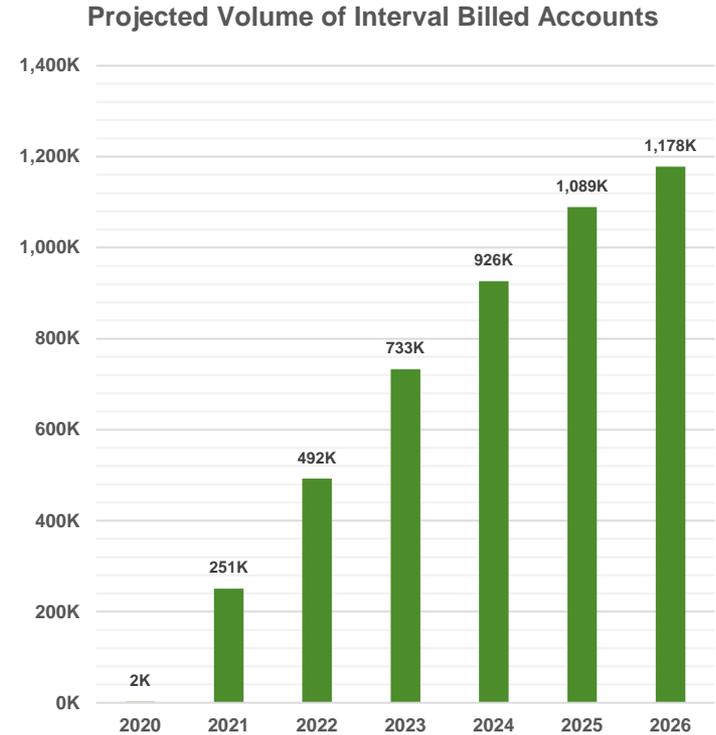
- **Flexible rate design** – Leveraging interval billing for TOU rate options allows implementation of more complex rate options than what's possible on the meter alone.
- **Quick rate changes** – Rate changes can be applied solely through the utility's MDMS/CIS systems. No field work is required to change rates.
- **Reduced operating costs** – Limits number of unique meter programs required to support rate structures. No field work is required to change rates.

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## Scaling our Systems

- **Interval Billing** – Ameren Missouri currently bills approximately 1,900 customers monthly using interval data; by the end of smart meter deployment, this will scale to around 1,200,000 customers.
- **Shadow Billing** – In addition to monthly bill calculations for the customer's selected rate, shadow bills must *now* be calculated for each rate alternative for bill comparison purposes.



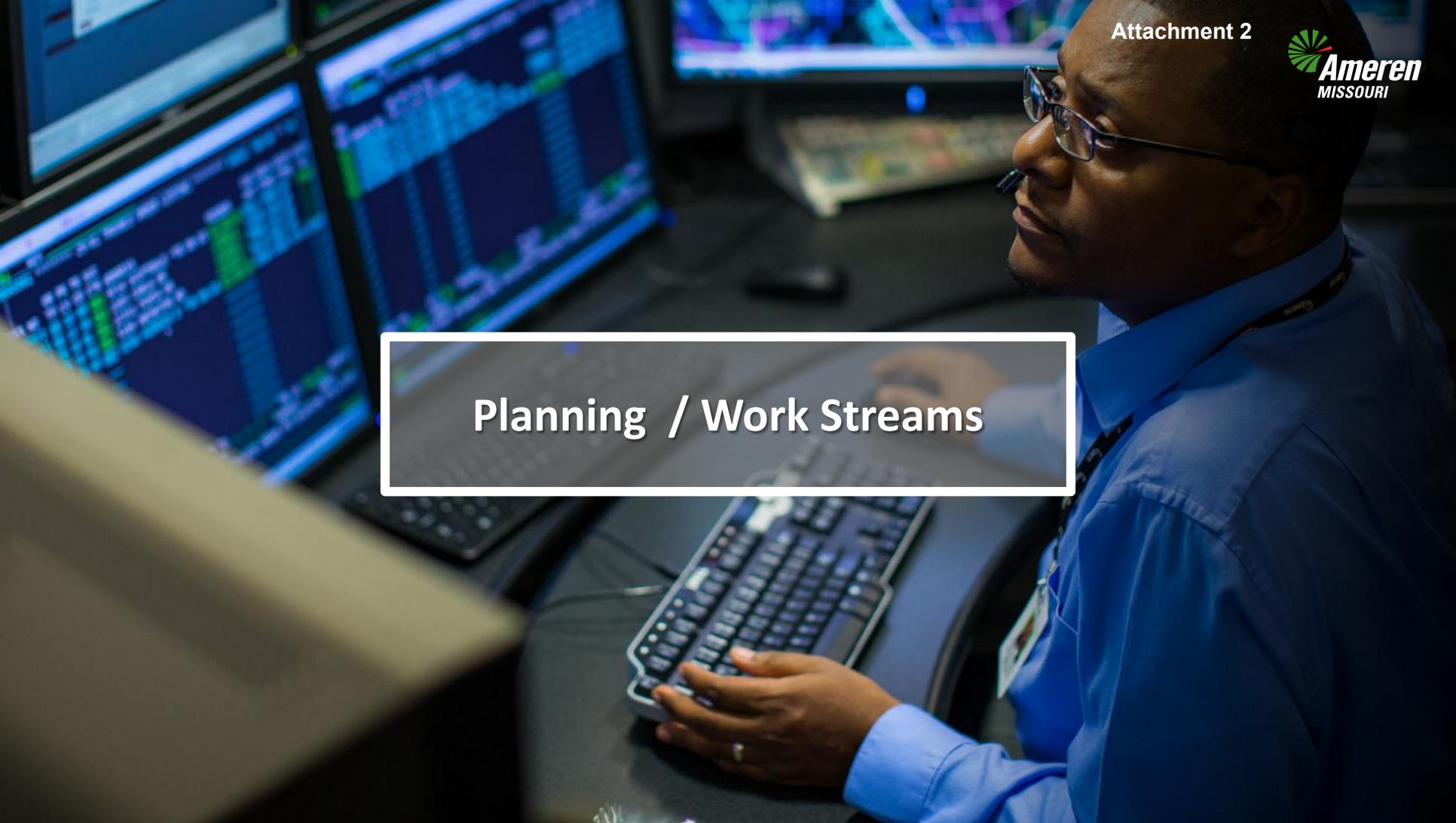
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## Enabling Customer Choice

- **Self-service rate changes** – Investment in contact center and web communication channels to allow customers to change rates using the channel they prefer.
- **Residential bill and correspondence changes** – Updated residential bills and correspondence to make usage and new rate options transparent and easy to understand for our customers.
- **Enhanced customer insights** – Additional insights will be made available to customers directly via Ameren’s website and to contact center representatives to help educate customers on their energy usage and the best rate for their lifestyle.



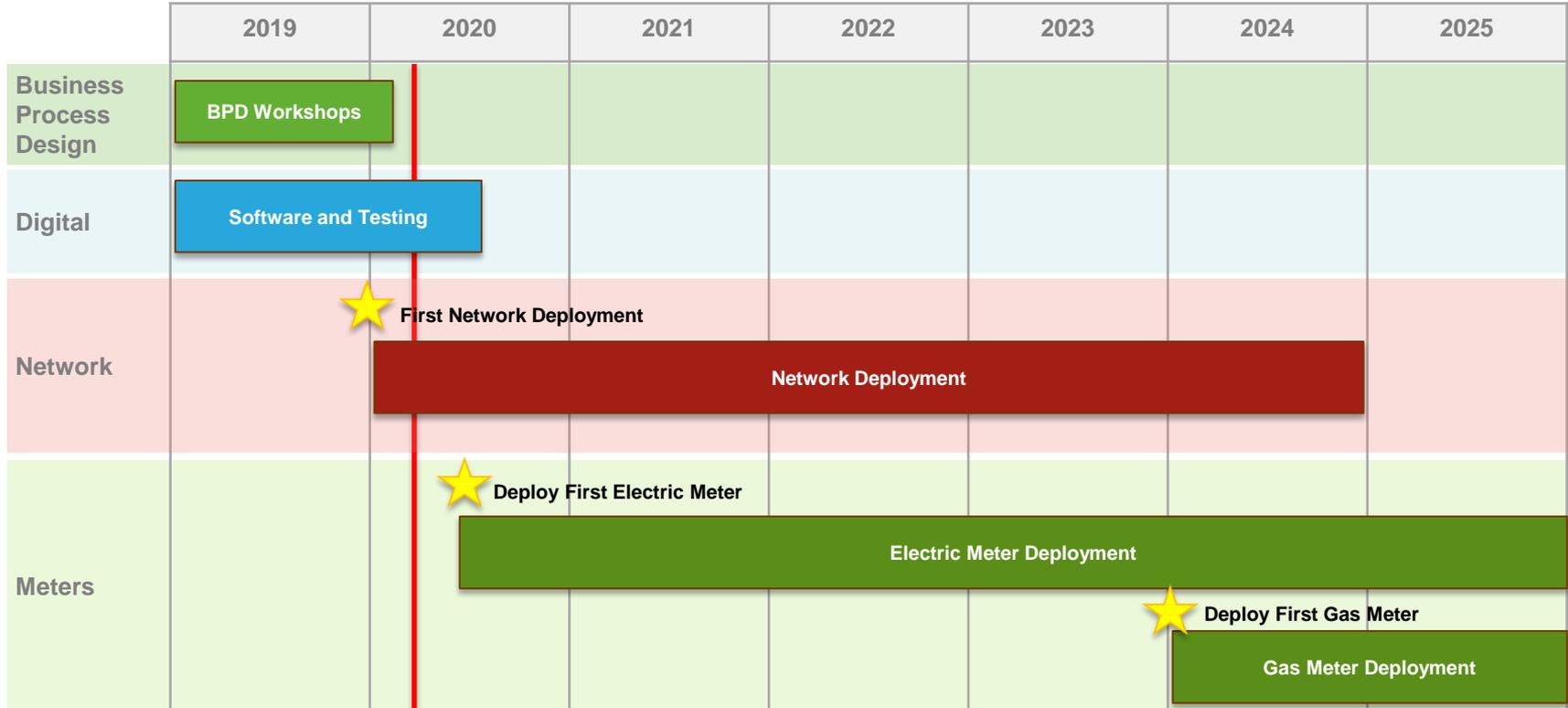
A man wearing glasses and a blue button-down shirt is seated at a workstation in a control room. He is looking at several computer monitors that display various data visualizations, including charts and tables. His hands are on a keyboard. The scene is dimly lit, with the primary light source being the screens.

Planning / Work Streams

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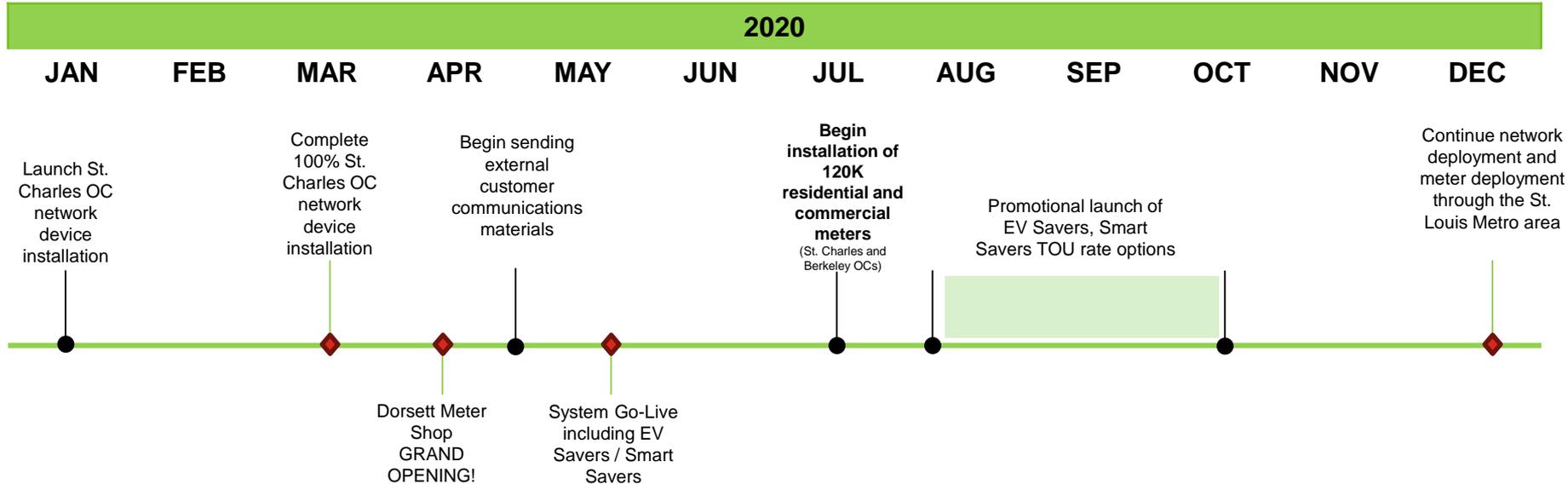


## Existing AMI Plan: Deployment Schedule



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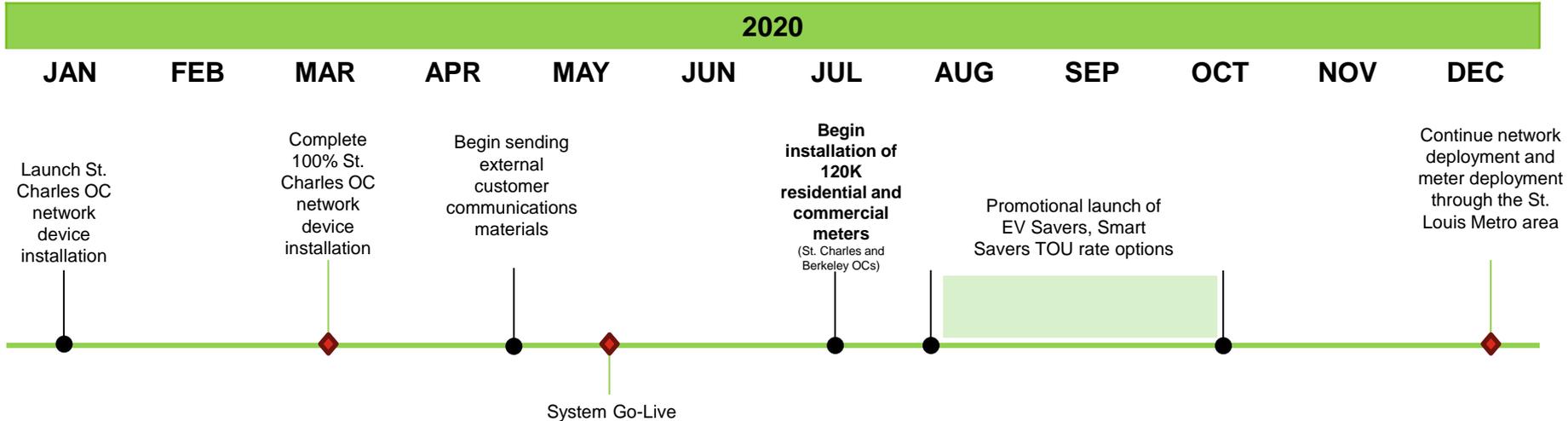
## Existing AMI Plan



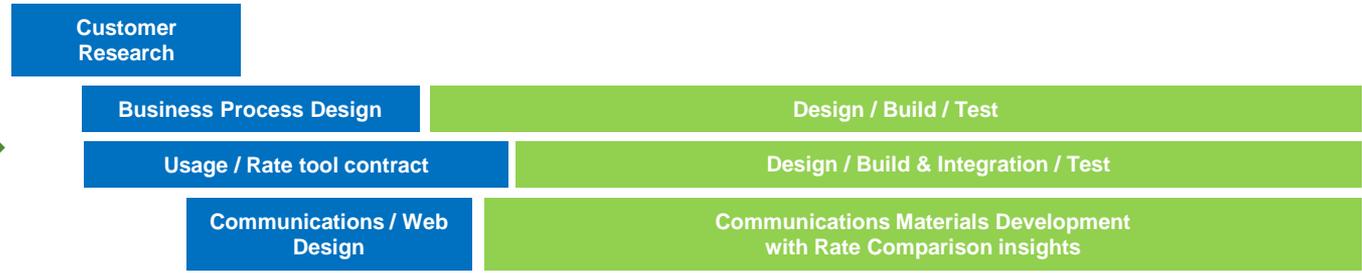
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## New Initiatives from the Settlement



**New work streams needed to meet TOU rate requirements**



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## New Work Streams (Optional Slide)

The below highlights the new work streams needed to meet TOU rate requirements.

### Customer Research

We are investing in customer research to ensure we are deploying the suite of rate options with the appropriate customer messaging and insights.

### Business Process Design

To ensure we understand all detailed requirements for our new work streams, we will conduct design sessions with our internal stakeholders and document these requirements accordingly.

### Usage / Rate Tool Contract

We need to deliver a portal to provide customers with the ability to compare usage and rates. This portal will allow customers to calculate billing across all rate options using historical interval data. Scenario based projections (e.g. EV) will also need to be developed to deliver a positive customer experience when evaluating these options.

### Communications / Web Design

We are in the process of building our engagement strategy. To enhance customer communications, we are adding new capabilities for customers to compare rates and options including a self-serve web portal to activate choices. Assisting Low Income customers and leveraging our new Preference Center will focus areas. Finally, customers will receive communications before and after the meter installation providing education about rate options.

A close-up photograph of a man with dark hair and a slight beard, wearing a dark blue V-neck sweater over a grey shirt. He is looking down at a white smartphone held in his right hand. The background is a bright window with a grid pattern, suggesting an indoor setting with natural light.

## Existing Communications Plan

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## Existing Communications Plan: Residential



### Bill Insert

(90 days prior\* to upgrade)



**SMART METER. SMART ENERGY.**

**CONVENIENCE** – Enjoy fast connection when you move or start service, and more reliable energy thanks to how the meter works with the updated grid. In the event of a service interruption, these meters help us respond faster.

**CHOICE** – Choose from expanded pricing options and decide how to view your energy information.

**CONTROL** – You'll get more precise energy usage information to help you better manage your energy habits – and potentially save on your bill. Your energy usage information stays secure at all times.

**Great News for Your Neighborhood**

In a few months, we will start upgrading meters in your neighborhood! The process is quick and simple – you don't even have to be home as long as there is clear and safe access to your meter and pets are secured. These upgraded meters will let you access your energy usage information like never before, and help us provide even more reliable service.

This is all part of the Smart Energy Plan, focused on providing more reliable and cleaner energy by building a smarter grid.

**WHAT'S NEXT?**  
Log in or create your account at [AmerenMissouri.com](http://AmerenMissouri.com) and update your information so you're ready to take advantage of your upgraded meter's benefits.

Get smart about smart meters at [AmerenMissouri.com/SmartMeters](http://AmerenMissouri.com/SmartMeters)



### Letter

(60 days prior to upgrade)



**YOUR UPGRADED METER IS COMING SOON!**

As part of the Smart Energy Plan, we're excited to bring you the next generation of electric meters in the next few months – and the upgrade process is quick and simple. These upgraded meters will bring you more convenience, choice and control so you can manage your energy usage – and potentially save on your bill.

**WHAT TO EXPECT:**

- Authorized installation contractors with Ameren Missouri ID badges will make meter upgrades weekdays during regular business hours.
- You don't need to be home if there is clear and safe access to your meter and pets are secured.
- Installers will let you know when they arrive; the process will take less than 30 minutes. We will leave a notice to let you know if the upgrade was completed.
- There may be a brief interruption to your electric service.
- For questions or concerns about your upgrade, call 800-575-8293.

**WHAT'S NEXT?**

Look for a reminder postcard about a month before we start upgrading meters in your neighborhood.

Log in or create your account at [AmerenMissouri.com](http://AmerenMissouri.com) and update your information so you're ready to take advantage of your upgraded meter's benefits.

Get smart about smart meters at [AmerenMissouri.com/SmartMeters](http://AmerenMissouri.com/SmartMeters)



### Post Card

(30 days prior to upgrade)



**YOUR UPGRADED METER IS COMING SOON.**

**Convenience** – Enjoy fast connection when you move or start service, and more reliable energy thanks to how the meter works with the updated grid. In the event of a service interruption, these meters help us respond faster.

**Choice** – Choose from expanded pricing options and decide how to view your energy information.

**Control** – You'll get more precise energy usage information to help you better manage your energy habits – and potentially save on your bill. Your energy usage information stays secure at all times.

Log in or create your account at [AmerenMissouri.com](http://AmerenMissouri.com) and update your information so you're ready to take advantage of your upgraded meter's benefits.



**SMART METER. SMART ENERGY.**

**GREAT NEWS!** We're upgrading electric meters in your neighborhood over the next several months.

**WHAT TO EXPECT:**

- Authorized installation contractors with Ameren Missouri ID badges will make meter upgrades weekdays during regular business hours.
- You don't need to be home if there is clear and safe access to your meter and pets are secured.
- Installers will let you know when they arrive; the process will take less than 30 minutes. We will leave a notice to let you know if the upgrade was completed.
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Get smart about smart meters at [AmerenMissouri.com/SmartMeters](http://AmerenMissouri.com/SmartMeters)

**JANE SMITH**  
1234 E. MAIN ST.  
ST. LOUIS, MO 63102




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## Existing Communications Plan: Residential



### Benefits Mailer (Two weeks post-meter upgrade)

**QUICKER ISOLATION, QUICKER RESTORATION, BETTER COMMUNICATION**

With smart grid technology, we can detect, isolate and solve outages faster and in less time by using your smart meter. Sign up for outage alerts at [AmerenMissouri.com/SmartGridAlerts](http://AmerenMissouri.com/SmartGridAlerts)



**Smart options**  
to fit your life

RESIDENTIAL  
PAY PER CYCLE METER  
WITH METER  
PAD  
2019-03-01  
AMM019-03-01

[AmerenMissouri.com/SmartMeters](http://AmerenMissouri.com/SmartMeters)



**THE CHOICE IS YOURS**

FIND THE OPTIONS THAT ARE RIGHT FOR YOU



**TAKE ADVANTAGE, TAKE CONTROL**

Your new smart meter delivers energy usage information in near real-time, in 15-minute intervals. You can use this information to better control your energy usage, potentially leading to savings on your bill. Explore these additional options that provide you with greater convenience, like choosing a due date, paperless billing, and more.

Tap to create your account at [AmerenMissouri.com](http://AmerenMissouri.com) to select the option that's right for you.

- Energy Usage Insights**  
Change your energy usage habits with easy-to-read charts
- Pick a Due Date**  
Choose the 15-day due date that works best for you
- Paperless Billing**  
Love clutter and gain the convenience of effortless bill delivery
- Auto Pay**  
Check "Yes" on your "to do" list. Pay your bill automatically from your bank or credit card
- Budget Billing**  
Even out your monthly payments, even when your seasonal usage increases



**TIME OF USE PLANS**

Choose a pricing option that's right for you. A range of new Time of Use plans offer flexibility to pay less when you use energy during off-peak hours, which may be great. Check out new options below, you can evaluate what plan is [AmerenMissouri.com/TimeOfUse](http://AmerenMissouri.com/TimeOfUse)

- Flexing Saver** - Preparing your appliances to run during or charging your electric vehicle during off-peak hours (Between 11 p.m. and 6 a.m.) means you'll pay less per kilowatt-hour.
- SMART Saver** - Two easy ways to save. Adjust your thermostat by a few degrees during pre-peak hours, and send your laundry for the weekend.



**STAY ALERT WHERE YOU ARE**

- Outage Alerts**  
Stay informed about outages and restoration progress no matter where you are
- Billing Alerts**  
Put your energy bill on autopilot with alerts about when your bill is due, when payment has been received, and more
- Usage Alerts**  
Take control of your energy usage habits by setting a usage threshold and getting alerts that tell you when you exceed it

[AmerenMissouri.com](http://AmerenMissouri.com)



**ENERGY EFFICIENCY**

Save energy and money by going home or business. EnergySense links makes an energy saving recommendations and suggestions. Like HVAC maintenance, lighting, and smart thermostats. Visit [AmerenMissouri.com/EnergySense](http://AmerenMissouri.com/EnergySense)



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## Existing Communications Plan: Residential



### Community One-Pager

**SMART METER PROGRAM**

The Smart Meter Program (SMP) is the largest project within the Smart Energy Plan that you have helped. The SMP is a five-year project to replace our residential and business electric and gas customers with 132,000 smart meters for all residential and business electric and gas customers in our service territory.

These upgrades will enable us to provide you with more information that will allow us to pinpoint and reduce energy waste and provide near real-time energy usage information to help customers better manage their energy habits and potentially save on their bills. Customers will have more information, choice and control.

**IMPACT OF THE PROGRAM**

- 1.2M smart meters
- 132K smart meters

**BY 2020**  
1.2 million smart meter upgrades in St. Charles

**500+**  
Ameren Missouri customers

**CONVENIENCE** of smart meter upgrades means no need to schedule service visits.

**CHOICE** of smart metering options means smart metering options.

**CONTROL** of smart metering through smart meters means smart metering options.

**MOVING MISSOURI FORWARD WITH SMART ENERGY**

Ameren Missouri is creating a cleaner, smarter energy grid that will save your charging energy needs for electric cars. Over the next several years, more than 1,000 electric projects will benefit the state's 500 communities in our service territory. Working smart!

- Smart Charging
- Advanced Service Reliability
- Smart Homes, Smart Jobs
- Electric, Renewable Energy Centers

Deployment Location	Timing
St. Charles	2020
St. Louis Metro	2020 - 2022
East Central Missouri	2023 - 2024
Southeast Central, Northern Missouri	2024 - 2025

**GIVING CUSTOMERS THE POWER TO SAVE**

**RESIDENTIAL CUSTOMERS**

- Smart metering and smart lighting
- Energy-efficient products
- Smart lighting
- Energy-efficient products

**BUSINESS CUSTOMERS**

Ameren Missouri offers energy-saving solutions on virtually any building and efficient energy-efficient products are available for commercial and industrial customers, such as lighting, motors, and HVAC systems.

**ENERGY ASSISTANCE**

Ameren Missouri offers assistance for customers who need help paying and lowering their energy bills.

- Energy assistance programs
- Energy assistance programs

**ELECTRIFICATION**

Charger and heat and electric equipment and cars can reduce smart energy costs. For example, we electric heat is up to the cost of 1/3 of the cost of gas. Our Smart Energy Plan will make the development of public fast charging stations along highway corridors in Ameren Missouri's service territory and expand it to other areas.

**COMMUNITY**

Ameren Missouri is working to build out the smart energy grid. We consistently maintain or improve grid reliability to improve the quality of life for all customers.

**AMEREN CONSISTENTLY RECOGNIZED FOR VALUE OF SERVICE**

- Recognized for value of service
- Recognized for value of service

**Myths vs. Facts: The Truth about Smart Meters**

**MYTH NO. 1**  
Smart meters are less accurate than analog meters.

**TRUTH:** Smart meters are highly accurate and are tested before they leave the manufacturing plant.

**MYTH NO. 2**  
Smart meters can't be tampered with.

**TRUTH:** Smart meters are tamper-resistant and are designed to be tamper-resistant.

**MYTH NO. 3**  
Smart meters will not keep my data secure.

**TRUTH:** Smart meters are highly secure and are designed to be tamper-resistant.

**MYTH NO. 4**  
Smart meters will increase my energy bills.

**TRUTH:** Smart meters will help you manage your energy usage and save money.

**MYTH NO. 5**  
Smart meters are an invasion of privacy.

**TRUTH:** Smart meters are designed to be tamper-resistant and are designed to be tamper-resistant.

**MYTH NO. 6**  
Smart meters do not provide any customer benefits.

**TRUTH:** Smart meters provide many benefits, including the ability to manage your energy usage and save money.

**Myths vs. Facts: The Truth about Smart Meters**

**MYTH NO. 4**  
Smart meters will increase my energy bills.

**TRUTH:** Smart meters will help you manage your energy usage and save money.

**MYTH NO. 5**  
Smart meters are an invasion of privacy.

**TRUTH:** Smart meters are designed to be tamper-resistant and are designed to be tamper-resistant.

**MYTH NO. 6**  
Smart meters do not provide any customer benefits.

**TRUTH:** Smart meters provide many benefits, including the ability to manage your energy usage and save money.

**SMART ENERGY**

Working for customer benefits, customers with smart meters.

SECC is a non-profit organization that provides information and resources to help customers understand the benefits of smart meters and the smart energy grid.

Myths vs. Facts  
(from SECC; lives on site and customer service reps can send out)

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## Existing Communications Plan: Residential Website (TOU under development)



The screenshot shows the top portion of the Ameren Missouri website. At the top left is the Ameren Missouri logo. To its right are navigation links for 'RESIDENTIAL', 'BUSINESS', and 'OUR COMPANY'. A search bar is located to the right of these links. Further right are icons for 'OUTAGES', 'SUPPORT', and 'ACCOUNT'. Below the navigation is the main headline 'Smart Meters. Smart Energy.' in green. Underneath the headline are five menu items: 'Smart Meters', 'Smart Options', 'View Map', 'Myths vs Facts', and 'Smart Energy Plan'. The hero section features a large image of a family smiling in a kitchen. On the right side of this image is a blue box with a white house icon containing a Wi-Fi symbol, the text 'Get Smart About Smart Meters', and a 'Watch Video >' link. Below the image, the text 'Convenience. Choice. Control.' is displayed, followed by the tagline 'Smart options to fit your life.'

This screenshot shows the 'Common Questions' section of the website. The title 'Common Questions' is at the top left. To the right is a large blue question mark icon. Below the title is a list of four questions, each with a plus sign to its right: 'What makes a smart meter smart?', 'Why am I getting an upgraded meter?', 'What can a smart meter do for me?', and 'Who is getting a smart meter?'. Below the list is a button that says 'Have more questions? >'. At the bottom of the section are three featured articles, each with a photo and a title: 'Smart Meter Upgrades' (with a photo of a worker in a yellow vest), 'Coming Soon to Your Area' (with a photo of a worker in a yellow vest holding a laptop), and 'Smart Options' (with a photo of a family in a laundry room). Each article has a corresponding button: 'Watch Video >', 'View Map >', and 'Learn More >'. The footer of the page is green and contains the Ameren logo, navigation links for 'ABOUT AMEREN', 'MEDIA', 'DIVERSITY', 'CAREERS', and 'CONTACT US', social media icons for Facebook and Twitter, and a copyright notice: 'Copyright © 2020 Ameren Services. Site Map Privacy Statement Employment Login'.

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## TOU Rate Options: Other Activities

Additional Actions we are undertaking:

- **Best Practices** – We use best practices from around the industry to support our approach to rate delivery, customer messaging and insights.
  - **Analytics to understand usage predictability** – Ameren Missouri is leveraging raw (non-identifiable) AMI data from the Illinois customer set to understand the predictability of 6 months of usage data to those customers that would benefit by the various new TOU rates.
  - **Training / Change Management** – To ensure we enable superior customer experience, we will be investing in training and change management to make sure that internal stakeholders and frontline customer experience team members are well equipped to deliver on these options.
- 

Future Stakeholder Meeting Preparations:

- **Once our research and full requirements and costs have been developed, we will present key updates in Stakeholder meetings #2 & #3 to align on our plan of action.**



## Appendix - Schedule

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## Existing AMI Plan: Deployment Schedule

#	Service Center	Year	#	Service Center	Year
1	St. Charles	2020	17	Columbia	2024
2	Berkeley	2020-2021	18	Jefferson City	2025
3	Geraldine	2021	19	Lakeside	2025
4	Underground	2021	20	Eldon	2025
5	Mackenzie	2022	21	Rolla	2025
6	Dorsett	2022-2023	22	Cape Girardeau	2025
7	Ellisville	2023	23	Charleston	2025
8	Jefferson	2023	24	Dexter	2025
9	Franklin	2023-2024	25	Portageville	2025
10	St. Francois	2024	26	Hayti	2025
11	Potosi	2024	27	Caruthersville	2025
12	Wentzville	2024	28	Steele	2025
13	Louisiana	2024	29	Kirksville	2025
14	Mexico	2024	30	Brookfield	2025
15	Moberly	2024	31	Excelsior Springs	2025
16	Boonville	2024			

