

APPLYING TO MISSOURI SERVICE AREADEMAND RESPONSE MEEIA 2019-21PURPOSE

The purpose of the Business and Residential Demand Response Programs is to proactively impact customer energy use in such a way as to reduce demand (kW) and/or energy (kWh). The programs included in this tariff are expected to be cost effective having a Total Resource Cost Test ratio of greater than 1.0.

DEFINITIONS

Unless otherwise defined, capitalized terms used in Tariff Sheet Nos. 247 through 249.1 have the following meanings:

Business Demand Response Program - A demand response program that is available to a customer receiving electric service under Service Classifications Small General Service Rate 2(M), Large General Service Rate 3(M), Small Primary Service Rate 4(M), Large Primary Service Rate 11(M), or Large Transmission Service Rate 12(M).

Demand Response Event (Event) - A period of time up to four hours during which the Company will ask the demand response participants to reduce their energy use.

DSIM (Demand-Side Programs Investment Mechanism) - A mechanism approved by the Commission in the Company's filing for demand-side program approval in File No. EO-2018-0211 as may be amended.

Incentive - Any consideration provided by the Company directly or through the Program Administrator, Trade Ally, and/or Program Partners which encourages the adoption of Measures or behaviors that reduce energy usage and/or demand, including in the form of cash, bill credit, payment to third party, donations or giveaways, public education programs, buydowns, markdowns, rebates, bill credits, direct installation, and education.

Program Administrator - The entity selected by the Company to provide program design, promotion, administration, implementation, and delivery of services.

Program Partner - A retailer, distributor, or other service provider that the Company or the Program Administrator has approved to provide specific program services through execution of a Company-approved service agreement.

Program Period - The period from March 1, 2019 through December 31, 2021 unless sooner terminated under the TERM provision of this tariff. Programs may have slightly earlier deadlines for certain activities, as noted on the Company website AmerenMissouri.com/demandresponse.

Program Provider - An entity that meets the criteria defined by a Program Administrator to provide specific program products and/or services.

Program Season - The portion of the calendar year, May through September inclusive, in which demand response events may be called.

Residential Demand Response Program - A Demand Response program available to residential customers in the Company's Missouri service area being served under the Residential Service Rate 1(M) rate schedule.

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CANCELLING MO.P.S.C. SCHEDULE NO. _____ SHEET NO. _____

APPLYING TO MISSOURI SERVICE AREADEMAND RESPONSE MEEIA 2019-21 (Cont'd.)DEFINITIONS (Cont'd.)

Trade Ally - An independent contractor that the Company or the Program Administrator has approved to provide specific program services through execution of a Company-approved service agreement.

AVAILABILITY

Except as otherwise provided in the terms governing a particular program, business programs are available uniformly to all customers qualifying for service under Service Classifications Small General Service Rate 2(M), Large General Service Rate 3(M), Small Primary Service Rate 4(M), Large Primary Service Rate 11(M), or Large Transmission Service Rate 12(M). Customers participating in a business program must have metering provided by Company that can record intervals of energy and demand of one hour or smaller. Residential programs are available to residential customers in the Company's Missouri service area being served under the Residential Service Rate 1(M) rate schedule. Some programs may also require that services be phased-in on a geographical or other basis to better manage resources. Some services may only be available through participating Program Partners, Program Providers, or Trade Allies.

Unless otherwise provided for in the tariff sheets governing a particular program, customers may participate in multiple Programs, but may receive only one Incentive per Measure.

Business Programs are also not available to customers electing to opt-out of energy efficiency program funding under 4 CSR 240-20.094(7).

TERM

This tariff (Sheet Nos. 247 - 247.3) and the tariffs reflecting each specific demand response program (Sheet Nos. 248, 249 and 249.1) shall be effective from March 1, 2019 through December 31, 2021, except that the programs shall terminate immediately, and without further Commission action, on the effective date of any court order, judgment, or opinion or Commission order that changes or eliminates the approved DSIM or Technical Resource Manual, unless the changes are initiated or accepted by the Company. Programs may not be available or fully rolled-out on the tariff effective date. Consult AmerenMissouri.com/demandresponse to determine the status of the programs. Programs may have earlier deadlines for certain activities, as noted on the Company's website AmerenMissouri.com/demandresponse.

If the programs are terminated prior to December 31, 2021 under this provision, only Incentives for qualifying Measures that have been executed prior to the programs' termination and in accordance with the appropriate demand response program provisions will be provided to the customer.

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APPLYING TO MISSOURI SERVICE AREADEMAND RESPONSE MEEIA 2019-21 (Cont'd.)DESCRIPTION

The modifications in kW and kWh consumption will be accomplished through the following Programs:

1. Business Demand Response Program
2. Residential Demand Response Program

Program details regarding the interaction between the Company or Program Administrators and customers participating in the Programs, such as Incentives paid directly to customers, available Measures, Measure Ranges, availability of the programs, eligibility, and application and completion requirements may be adjusted through the change process as presented below. Those details, additional details on each program, and other details such as process flows, application instructions, and application forms will be provided on the Company's website AmerenMissouri.com/demandresponse or by calling 800-552-7583.

CHANGE PROCESS

The change process is applicable to changes in a program detail regarding the interaction between the Company or Program Administrators and customers participating in the Programs.

1. Identify need for program detail change regarding the interaction between the Company or Program Administrators and customers participating in the Programs;
2. Discuss proposed change with implementer;
3. Discuss proposed change with evaluator;
4. Analyze impact on program and portfolio (Cost effectiveness, goal achievement, etc.);
5. Inform the Staff, Office of the Public Counsel, and the Missouri Department of Economic Development - Division of Energy (DE) of the proposed change, the time within which it needs to be implemented, provide them the analysis that was done and consider recommendations from them that are received within the implementation timeline (the implementation timeline shall be no less than five business days from the time that the Staff, Office of the Public Counsel, and the DE are informed and provided the above-referenced analysis);
6. Take timely received recommendations into account and incorporate them where the Company believes it is appropriate to do so;
7. Notify and train customer contact personnel (Contact Center, Energy Advisors, Business Center, Key Account Executives, Customer Service Advisors) of the changes;
8. Make changes to forms and promotional materials;
9. Update program website;
10. File updated web pages and, if appropriate, updated list of Measures and Incentive amounts in File No. EO-2018-0211; and
11. Inform Participants, Program Providers, Trade Allies, etc.

Company will also continue to discuss and provide information on ongoing program and portfolio progress at quarterly regulatory stakeholder update meetings.

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DEMAND RESPONSE MEEIA 2019-21 (Cont'd.)

PROGRAM COSTS

Costs of the Demand Response Programs reflected herein shall be reflected in a charge titled "Energy Efficiency Invest Chg" appearing as a separate line item on customers' bills and applied to customers' bills as a per kilowatt-hour charge as specified in the Residential Service Rate 1(M), Small General Service Rate 2(M), Large General Service Rate 3(M), Small Primary Service Rate 4(M), Large Primary Service Rate 11(M), and Large Transmission Service Rate 12(M) rate schedules. All customers taking service under said rate schedules shall pay the charge regardless of whether a particular customer utilizes a demand-side program available hereunder, unless the customer has opted-out as provided for previously or qualifies for the low-income exemption as outlined in Rider EEIC 2019-21.

PROGRAM DESCRIPTIONS

The following pages contain other descriptions and terms for the programs being offered under this tariff.

CHANGES IN MEASURES OR INCENTIVES

Residential Demand Response Program - The Company may offer Measures contained in Company's approved Plan in File No. EO-2018-0211. The actual Measures being offered, and Incentives available to customers, will be listed on Company's website, AmerenMissouri.com/demandresponse. The Measures and Incentives being offered are subject to change - customers must consult AmerenMissouri.com/demandresponse for the list of currently available Measures. The website will expressly state in conspicuous language that the Measures and Incentives are subject to change. Should a Measure or Incentive offering shown on Company's website differ from the corresponding Measure or Incentive offering shown in the currently effective notice filed in File No. EO-2018-0211, the stated Measure or Incentive offering as shown in the currently effective notice shall govern.

Business Demand Response Program - The Company will not directly offer specific Incentives for Measures. The Company will engage a Program Administrator who will contract with the customer to provide kW and kWh savings to the Company. Customer payments will vary by industry and ability to reduce kW and kWh. The Program Administrator's contact information will be listed on AmerenMissouri.com/demandresponse.