

In Your Community

Spring Issue 2012



Welcome to the Spring issue of *In Your Community*— a quarterly publication created by Ameren Missouri's Business and Community Relations department.

By now, you've probably heard that Ameren Missouri has filed a rate increase request with the Missouri Public Service Commission

(MPSC) seeking an electric rate increase of \$376 million. That's an average increase of 14.6 percent, or approximately 46 cents per day over current rates, for the average residential customer. With the state's lengthy regulatory process, we expect a decision from the MPSC by December 2012, and new rates would become effective in January 2013.

Here are reasons for the request:

- We are simply seeking to recover costs we have already incurred to meet customer expectations for more reliable and cleaner energy.
- Rate increases provide us with important cash flows to make timely investments to meet customer's expectations and help reduce regulatory lag.
- To maintain safe, reliable service for our customers, we must make significant investments in our aging infrastructure and meet regulations. Those investments are delivering value to customers at a very good price.

Take into consideration that in the past 20 years our electric rates have increased by just 12 percent. Compare that to the price of bread and eggs (20 percent), a gallon of gasoline (200 percent) and overall inflation (65 percent). Today, Ameren Missouri's rates are approximately 25 percent below the national average and the lowest of any investor-owned utility in Missouri.

In closing, we realize that a rate increase can cause a hardship on some of our customers. Therefore, we are committed to continue to help our customers through programs like Dollar More, low-income home weatherization and Keeping Current to name a few. In fact, we will add an additional \$2 million in energy assistance programs this year. Furthermore, with the request, we build on our commitment to energy efficiency, which includes new programs that are expected to provide approximately \$500 million in total customer benefits over the next 20 years. It is the largest such plan in the state of Missouri.

At Ameren Missouri, we are committed to providing value to our customers and meeting their expectations for reliability.

Richard J. Mark

Senior Vice President, Ameren Missouri Customer Operations

Personal Energy Report Available Online

Managing your energy costs is now as simple as a click of the mouse.

Ameren Missouri is pleased to announce a new tool that allows residential and business customers to track their energy usage on a monthly basis. The *Personal Energy Report*, which provides useful information about consumption and tips on conserving energy, is now available online.

"With customers asking for more information about their own electric usage and ways to manage their costs, we're proud of our ability to continue meeting their needs," said Richard J. Mark, senior vice president of Ameren Missouri Customer Operations.

"Making personalized energy reports available via Internet access is about providing customers with a free and valuable tool to review their monthly energy usage and better manage their costs regularly. This new easy-to-use feature equips customers with knowledge about consumption and empowers them to consider how their habits impact usage."

Prior to having online access, residential and business customers received a paper copy of the energy report via U.S. mail once a year. The 2012 reports were mailed in March.

Among the special features of the new online report is the "My Usage" section, which helps customers see, analyze, and compare their monthly usage trends. It also provides information on daily energy costs and a comparison of monthly outdoor temperatures. It will be updated monthly.

In addition, the energy report links to AmerenMissouri.com/EnergyAdvisor where customers can learn how to become more energy efficient and get answers to their energy questions.

To access your *Personal Energy Report*, sign up for eBill. By signing up for eBill, direct pay or budget billing, you become eligible to win a \$100 credit on your Ameren Missouri account. If you enroll in all three, you have three chances to win. The deadline to enroll is May 1.



WHAT'S HAPPENING

Voss Recognized at Mathews-Dickey Celebration and Awards Showcase

As part of the Mathews-Dickey Boys' and Girls' Club's 52nd anniversary celebration, Tom Voss, Chairman, President and CEO of Ameren Corporation, was presented with the Club's highest honor, the Spirit of St. Louis Award. It recognizes stellar community leaders who exemplify "neighbor helping neighbor."

Voss, a long-time supporter of Mathews-Dickey, raised more than \$200,000 for the Club's education program as chair of its 2011 Say Amen Gala.



Mark Honored as 2012 African American Hall of Fame Inductee

Richard J. Mark, senior vice president of Ameren Missouri Customer Operations, was honored in February as a 2012 inductee into the African American Hall of Fame Museum at ceremonies in East Peoria, Ill. Mark was recognized for his contributions to the community, both personally and on behalf of Ameren Missouri. Founded in 1987, the museum recognizes outstanding individuals for their great works, contributions, talents and efforts that make a difference in communities and the lives of others.



Ameren Missouri Goes Red for Women

In February, to support the American Heart Association's (AHA) "Go Red for Women" campaign, Ameren Missouri employees joined the fight against heart disease and stroke by wearing red apparel. Additionally, the lobby fountain, located in the St. Louis corporate headquarters, featured sparkling red lights, which beautifully illuminated the building's main entrance and atrium area.

As one of the AHA's national initiatives, "Go Red" was created to dispel myths about heart disease and raise awareness of the illness that is the number one killer of women. The goal is to empower women to take charge of their heart health by challenging them to know their risk for heart disease and to take action to reduce their personal risk. It also provides women with the tools they need to lead a heart healthy life.

According to the AHA, research shows that women who "Go Red" are more likely to make healthy choices. Consider, six out of 10 have changed their diets, more than 40 percent have checked their cholesterol levels and one-third have talked to their doctors about developing heart health plans.

Visit GoRedForWomen.org for more information.



Time to Think About Storm Preparation

The most active months for severe storms are April, May and June. Therefore, Ameren Missouri is reminding customers to take necessary precautions because the best time to think about storm preparation is before a storm hits. Planning ahead is essential.

Here's one suggestion: organize a [storm kit](#). It should include items you may need to access quickly. In doing so, make sure all family members know where your storm kit is kept. Among the items that should be included are emergency telephone numbers; flashlights and fresh batteries; bottled water (one gallon per person per day); non-perishable foods that don't require heating; and blankets, bedding or sleeping bags. Also, be sure to make provisions for your pet.

Homeowners

In addition to a storm kit, be sure to also prepare the inside of your home. Among the things you can do are turn your refrigerator to its coldest setting and leave the refrigerator closed (food will stay fresher longer if the power goes out), and turn off and unplug any unnecessary electrical equipment, especially sensitive electronics. Also, there are a few things you can do outside of your home to prepare. They include filling your vehicle's gas tank full; bringing lawn furniture and other loose, lightweight objects inside; and if you have a swimming pool, turning off all pumps and filters and wrapping them in waterproof materials (water from the storm may otherwise damage them).

Business Owners

It's also important for business owners to make preparations. Here are some suggestions:

- Develop, post and review emergency plans, including evacuation routes and special medical needs
- Designate safe areas where employees should go during a storm. Interior hallways and rooms with no windows are the best locations
- Create a communication plan with your employees, including pre-arranged meeting points in case of telephone or cell phone outages
- Maintain up-to-date contact information for all your employees
- Establish procedures for warning your employees of severe weather
- Have a plan for post-storm communications

For your business facility or actual physical structure, make sure to review your storm insurance with your insurance agent (give your agent appropriate emergency contact information); photograph or videotape your building or office before and after a major storm; make multiple back-ups to computer files and data; turn off all computers and unplug all lamps, radios and equipment in case of a power surge; and be sure electronic devices – pagers, cell phones, laptops and other devices – have fresh batteries.

We encourage you to [click here](#) to see how Ameren Missouri prepares for storms. Also, learn about [Ameren.mobi](#), which allows customers to report or access power outage information with their mobile devices.



Helping a Neighbor: Ameren Missouri Crews Aid Disaster Victims in Illinois

In February, severe storms devastated parts of Harrisburg, Ill. Ameren Missouri dispatched crews to the region to assist in restoration and rebuilding efforts after a tornado destroyed the community. Missouri's team included 30 people – 26 linemen, three supervisors, and a safety specialist. Ameren Missouri workers assisted Ameren Illinois crews who were fully engaged in restoration efforts across the state. Missouri workers also assisted in the village of Ridgway, replacing approximately 20 poles and power lines. More than 14,000 in Illinois were without power following the storms.

Ameren Missouri Acquires Owensville Electric Distribution System

In March, Dixon Somerville, mayor of Owensville, Mo., and Dave Wakeman, vice president of Energy Delivery at Ameren Missouri, completed paperwork and finalized details for Ameren Missouri's purchase of Owensville's electric distribution system. In November 2011, Owensville voters approved the sale, which adds 1,400 new electric customers to the Ameren Missouri system. It is expected that all residential, commercial and industrial customers will benefit from reduced rates.

CONTACT US!

We welcome your questions and ideas!

If you have any questions regarding any Ameren Missouri activities, please email businesscommunityaffairs@ameren.com or call **314.554.6441**.



Ameren Missouri – a State Leader in Economic Development

Ameren Missouri is leading efforts to promote the region's economic development advantages to new and expanding businesses, especially to emerging industry clusters such as wholesale trade and distribution. In 2011, the company helped support more than \$18 million in new investment resulting in 112 new jobs for Missourians. *Site Selection* magazine, a senior publication in the economic development field, recognized Ameren Corp. among the nation's top utilities in economic development, citing its role in local development efforts, innovative programs, and job-creating infrastructure and facility investments.

Regional Municipal Leaders and Ameren Missouri Meet to Discuss Landscaping

Following the Northeast blackout of 2003, the Federal Energy Regulatory Commission (FERC) developed mandatory reliability requirements for transmission-owning utilities. Among the requirements was the establishment of a transmission vegetation management program to eliminate vegetation caused outages.

In response, Ameren Missouri adopted a more proactive approach to right-of-way management, which included the removal of trees. However, one of the challenges has been landscape design requirements by local municipalities in the St. Louis region.

To address the challenges and brainstorm solutions, Ameren Missouri's Transmission Vegetation Management department hosted an informational meeting with approximately 120 mayors, city administrators and public works directors from throughout metropolitan St. Louis. At the meeting, Ameren Missouri explained its position in maintaining transmission lines and right of ways. An information video also educated municipal leaders about transmission lines and Ameren Missouri's concerns.

The meeting, which was arranged by the Business and Community Relations department, also focused on approaches to enhanced landscape design requirements, tree trimming and tree replacement programs.



St. Louis Blues and Ameren Missouri Team to Expose Youth to Hockey

The message from St. Louis Blues legend Bernie Federko was plain and simple. He encouraged about 150 youths to make good decisions, pick good friends, and work and study hard in school.

The opportunity to meet the NHL Hall of Famer was one of several highlights for fans who attended a practice session at Scottrade Center on behalf of Ameren Missouri. Federko also signed autographs. Along with meeting one of the best players in Blues history, fans also watched 45 minutes of practice and enjoyed lunch in the Bud Light Zone. They were thoroughly entertained by two mascots named "Louie" – Louie from the Blues and Ameren Missouri's Louie the Lightning Bug.

The private practice, held before the Blues' home game against the Columbus Blue Jackets, was part of the "Hockey is for Everyone" program. Ameren Missouri is one of two corporate sponsors of the program, which celebrates the sport's growing diversity. As part of "Hockey is for Everyone," children from Mathews-Dickey Boys' and Girls' Club, Gene Slay's Boys' Club, Big Brothers Big Sisters, Herbert Hoover Boys & Girls Club and other schools and organizations receive hockey tickets to attend Blues home games. Ameren Missouri's involvement allows youth who would not otherwise be able to attend a game to learn about hockey.

"As a sponsor of the program, we believe qualities that a hockey player has are similar to those that kids need to succeed no matter what they do in life—on and off the ice," said Richard J. Mark, senior vice president of Ameren Missouri Customer Operations. "We know that through exposure to sports, young people can learn about success, hard work, and commitment. We hope the opportunity to experience hockey, meet Bernie and watch a live Blues practice has a positive impact on the lives of youth."

