

Interruption Cost Estimate (ICE) 2.0 Customer Interruption Cost Study

Frequently Asked Questions (FAQ)

Q1. Who is conducting this study?

A1. Ameren is working with Lawrence Berkeley National Laboratory and Resource Innovations to conduct this research study.

Q2. Why is Ameren conducting this study?

A2. Ameren is conducting this study to understand the costs that customers could potentially experience due to power outages. This study is part of a larger initiative led by LBNL and Resource Innovations to update and upgrade the ICE Calculator - a publicly available electric reliability planning tool to estimate interruption costs and/or the benefits associated with reliability improvements in the U.S.

Q3. How will Ameren use the results of the study?

A3. Ameren will use the results of the study to better understand the financial impact of power outages on its customers. This information will inform decisions on grid improvements to improve the service to customers. For example, upgrading transmission lines, increasing renewable hosting capacity, make-ready work for electric vehicle charging, and introducing new rate options for customers.

Q4. Why was I selected to take the survey?

A4. A small random sample of customers has been selected to receive this survey.

Q5. What is Lawrence Berkeley National Laboratory?

A5. The Berkeley Lab is a multi-program science lab in the national laboratory system supported by the U.S. Department of Energy through its Office of Science. The Berkeley Lab is managed by the University of California and is charged with conducting unclassified research across a wide range of scientific disciplines.

Q6. What is Resource Innovations?

A6. Resource Innovations is a woman-led energy consulting firm dedicated to creating equal access to clean resources through diverse partnerships. The company's deep roots and broad expertise in resource efficiency, policy development, coalition & partnership building, and market-based technology support enable the delivery of highly successful energy programs.

Q7. Will Ameren know the answers I provide in the survey?

A7. Individuals' names and/or the names of the company/organization will be kept anonymous and will not be associated with the information they provide.

Q8. How did you get my contact information?

A8. We are conducting this research on behalf of Ameren, who provided your contact information for this study.

Q9. Is there an incentive for participating?

A9A. Residential customers will receive a \$20 electronic gift card from Resource Innovations upon completing the survey. Customers can also decline the incentive.

A9B. Small/medium non-residential customers will receive a \$50 electronic gift card or check from Resource Innovations for completing the survey. Customers can also decline or donate the incentive.

A9C. Large non-residential customers will receive a \$100 electronic gift card or check from Resource Innovations for completing the survey. Customers can also decline or donate the incentive.

Q10. When will I receive my incentive?

A10. All incentives will be processed and delivered approximately 2-3 weeks after the survey closes. Depending on when a customer completes the survey, it can take up to 12 weeks to receive their incentive.

Q11. Is this study approved by an Institutional Review Board (IRB)?

A11. This study has been approved by the LBNL's IRB (Pro00023294). If you have questions about your legal rights as a participant in the survey, please contact the LBNL Human Subjects Committee (harc@lbl.gov; (510) 486-5399).

Q12. Who can participate in this study?

A12A. Residential customers must:

- be 18 years old or older

- have lived in Ameren's service territory for two years or more (it is okay if they have moved within the service territory during that time)
- be aware of, or responsible for, your home's electricity bills, and
- not be an LBNL or Federal government employee.

A12B. Non-residential businesses must:

- have operated/managed the business in Ameren's service territory for two years or more (it is okay if their business has moved within the service territory during that time),
- have received electricity from Ameren for two years or more, and
- be aware of, or responsible for, the organization's electricity bills.

Q13. How long does the survey take?

A13A. The residential survey will take about 10 to 15 minutes.

A13B. The small/medium non-residential survey will take about 20 to 30 minutes.

A13C. The large non-residential survey will take about 30 to 40 minutes.

Q14. How do you protect my privacy?

A14. The research team will take steps to minimize the risk that others could access your private or sensitive information. This includes removing sensitive information such as your name and email address before the researchers analyze the survey answers. Your information will be anonymized, and no private information will be shared beyond the research team.

Q15. Who will see my answers?

A15. Only the study team members will see your answers. Individuals' names and/or the name of the company/organization will be kept anonymous and will not be associated with the information they provide.

Q16. What are the benefits of this study?

A16. This study will help researchers understand how much Ameren customers value their electricity service during outages and how valuable it is to customers to avoid outages in the future. Completing this survey

also provides you with an opportunity to plan your response should you experience an outage in the future. Also, you will receive an incentive for your time completing the survey.

Q17. How will the information from this study be stored?

A17. Electronic data will be stored on Resource Innovations's and its subcontractor's servers, which are encrypted at rest. All data will be scrubbed for confidential information and anonymized before being transmitted to LBNL.

Q18. Whom should I contact if I have any questions or concerns about the survey?

A18. Please contact Resource Innovations at ice@evaluations-resource-innovations.com.

Q19. How long will the study last?

A19A. The residential survey will remain open for about 3-4 weeks or until the desired number of responses has been received.

A19B. The non-residential survey will remain open for about 8-10 weeks or until the desired number of responses have been received.

Q20. How does the study work?

A20A. Residential customers: In this study, you will be asked for basic information about your household and the status of several items related to power outages, such as how many members are in your household and whether you own a backup generator. Next, you will be asked questions about hypothetical power outages that last for different lengths of time and have different impacts. These questions include asking you to estimate how much money those power outages could cost you and how much you would be willing to pay to avoid them.

A20B. Non-residential customers: In this study, you will be asked for basic information about your business, including your business's operations and the status of several items related to power outages, such as the number of employees and whether your business has a backup generator. Next, will be asked questions about hypothetical power outages that last for different amounts of time, affect different numbers of customers, and have different impacts. These questions include asking you to estimate how much money those power outages could cost your business.