

# Appendix 8.2

## Detailed Program Descriptions

### Energy Saving Products

#### Objective

The Energy Saving Products program will feature point of purchase rebates and online discounts for multiple energy efficient measures, including but not limited to: LED lighting, window a/c units, smart thermostats, appliances, smart power strips and other energy savings devices.

#### General Service Description

The program provides customers instant discounts for the purchase of energy efficient products we offer. Incentives vary depending upon the type of equipment, manufacturer, and associated incremental and retail cost.

#### New Enhancements and Stakeholder Feedback

Measures may be added, modified or subtracted over the course of MEEIA Cycle 3 based on market conditions, customer interest and feedback. Doing so will provide flexibility to address any changes in market and industry dynamics while achieving cost-effectiveness targets. Additionally, rebates and discounts will be offered across a wide-range of media, potentially including an online store/marketplace, digital coupons and retail.

#### Program Implementation

The program will be administered and delivered jointly by the utility and program implementer. Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

#### Target Market and Barriers

The target market consists of residential customers seeking energy efficient upgrades as well as local retailers to partner. Barriers to participation include:

- *Limited customer knowledge on benefits of efficient products:* This delivery approach provides educational materials and outreach opportunities to help influence customer purchasing behavior.
- *Quickly changing technologies and regulatory environments:* This program can evolve with the continually changing marketplace.

- *Limited knowledge of efficient products and their benefits at national, regional and local sales locations:* This offer is designed to educate sales associates and participating partners at all levels within their organizations on the benefits of energy efficient products.

### **Net to Gross Considerations**

To minimize free-ridership and maximize net to gross ratios, program implementation is designed to ensure the program: appropriately influences customer decisions, accurately tracks and verifies equipment and its installation, and drives market transformation. The EM&V plan is included as Appendix 8.4 detailing evaluation procedures relating to this program.

### **Promotional Best Practices**

Through the experience and learnings gleaned from MEEIA Cycle 2 and consulting other industry experts, we'll perform best practices and tactics to target customers with promotional marketing and utilize our internal systems/processes to optimize the customers' experience and journey — all with the objectives to increase overall customer satisfaction. Potential market and participation rates were identified in the DSM Potential Study document in Appendix 8.5.

### **Measures, Incentives and Program Savings**

All measures and associated incentives included in this program can be found in the Appendix 8.3 Technical Resource Manual (TRM) and in the Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.

# Heating, Cooling and Weatherization

## Objective

The Heating, Cooling and Weatherization program will provide educational and financial incentives to residential customers by increasing awareness and incorporation of energy efficiency into their homes, while also generating cost-effective energy and demand savings for KCP&L.

## General Service Description

The program encourages home improvements that increase operational energy efficiency and home comfort. It consists of two primary components:

1. Audit and Weatherization, which provides incentives for installing home envelope/ weatherization measures, such as insulation and air sealing. This component also offers a free direct installed energy saving kit by energy auditor trade allies, with a requirement to have an Energy Audit performed.
2. HVAC, which incentivizes energy efficiency improvements to a homes' HVAC. It offers equipment rebates for qualifying installed HVAC equipment, duct efficiency improvements and tune-ups performed by an authorized trade ally.

## New Enhancements

In addition to name modification (previously Whole House Efficiency), minor adjustments include:

1. Changing responsibility for direct install of the energy saving kit measures from our support staff to authorized auditor trade allies. This offers greater utilization of these allies.
2. Incorporation of an ongoing HVAC tune-up option and duct efficiency improvement incentives.

## Program Implementation

The program will be implemented and start upon approval, and will be administered and delivered jointly by the utility and program implementer. We will continue to co-deliver the Audit and Weatherization program with the local gas utility, where service jurisdictions overlap and shared cost benefits exist. Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

## Target Market and Barriers

The program targets high energy use residential customers in single family, duplex and "4-plex or less" multi-family buildings. Other groups of high interest to achieve optimum delivery are builders, HVAC

contractors, energy auditors, realtors, financing agents, etc. Offering this program reduces some of the major barriers commonly encountered when implementing energy efficiency. A few of these include:

- *Limited customer understanding:* This program informs participants of the opportunities and benefits of pursuing energy efficiency projects specific to their home and individual needs.
- *Perceived high initial cost:* We'll provide measure-based incentives to lower the upfront investment required from customers.
- *Limited contractor knowledge or experience in energy efficiency:* We'll engage contractors and educate the larger contractor community on energy efficiency opportunities and incentives available through our programs.

### **Net to Gross Considerations**

Program implementation is designed to minimize free-ridership and maximize net to gross ratios, while ensuring the program does the following: appropriately influences customer decisions, accurately tracks and verifies equipment and its installation, and drives market transformation. The EM&V plan is included as Appendix 8.4 detailing evaluation procedures relating to this program.

### **Promotional Best Practices**

Through the experience and learnings gleaned from MEEIA Cycle 2 and consulting other industry experts, we'll perform best practices and tactics to target customers with promotional marketing and utilize our internal systems/processes to optimize the customers' experience and journey — all with the objectives to increase overall customer satisfaction. Potential market and participation rates were identified in the DSM Potential Study document in Appendix 8.5.

### **Measures, Incentives and Program Savings**

All measures and associated incentives included in this program can be found in the Appendix 8.3 Technical Resource Manual (TRM) and in the Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.

# Income-Eligible Multi-Family

## Objective

The Income-Eligible Multi-Family (IEMF) program will deliver long-term energy savings to multi-family housing through education and incentives, including direct install measures and retrofit rebates.

## General Service Description

The program provides income-eligible multi-family properties assistance with energy assessments, program applications, technical support and upgrade incentives. The direct install component (kits) include a suite of measures, installed in the units and common area, to benefit occupants and property/building managers/owners. Measures include but are not limited to: low-flow faucet aerators, low-flow showerheads, advanced power strips, hot water pipe insulation and LEDs. The program also provides incentives for upgrading in-unit and common area measures, in the form of either prescriptive or custom rebates. This results in further benefits to this customer segment by increasing the value of the property, reducing utility bills and making the property more comfortable, healthier and safer.

## New Enhancements and Stakeholder Feedback

The program is evolving to become more engaging with proactive outreach, continuous process evaluation and a more structured concierge service approach, which will result in more project completions and increased customer satisfaction. We also plan to incorporate rebate enhancements to ease the process, while creating a clearer understanding of rebates and rebate amounts available. We'll offer prescriptive measures and create case studies for marketing of opportunities that others in the local IEMF community have realized. We'll also add HVAC clean and checks and/or tune-ups for in-unit and common areas where an upgrade is not deemed appropriate or necessary. This will increase the operational functionality of the existing equipment, increasing customer comfort and health, while likely lowering their utility bills.

We will continue to partner with the Low-Income Housing Tax Credit (LIHTC) representatives and have committed to exploring and documenting this process and incorporating into action. We will insert a "rebate locked-in/long-lead" component — in which we can offer these LIHTC and/or other larger scope projects for payout up to 12 months after the cycle ends — which will lend reassurance of rebate assignment/availability.

To ease the perceived restriction or onerous eligibility requirements, we are inserting additional eligibility guidelines to lessen the barriers to entry, as noted in the program tariff documents found in Appendix 8.1.

## Program Implementation

This program will be implemented and start upon approval, and will be administered and delivered jointly by the utility and program implementer. Where possible, we'll seek to collaborate with other local utilities for co-delivery, such as Spire, Inc. If this isn't possible or the customer is not eligible (does

not have natural gas), the IEMF program administrator will ensure participants are aware of all available incentives. Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

### **Target Market and Barriers**

The target market is income-eligible multi-family property owners, managers, operational staff and developers. We will become the primary point of contact for energy efficiency retrofit projects to help overcome the following barriers with the program adjustments/pivots, as defined in the new enhancements section:

- *Motivation to go above the standard/baseline*
- *Gaining the appropriate level of approval*
- *Moving projects through the pipeline to completion*

### **Net to Gross Considerations**

Income-eligible, by definition, has no free-ridership. Per the Uniform Methods Project, net to gross for this program is assumed to be 1, so minimizing free ridership and maximizing spillover are not issues. The EM&V plan is included as Appendix 8.4 detailing evaluation procedures relating to this program.

### **Promotional Best Practices**

Through the experience and learnings gleaned from MEEIA Cycle 2 and consulting other industry experts, we'll perform best practices and tactics to target customers with promotional marketing and utilize our internal systems/processes to optimize the customers' experience and journey — all with the objectives to increase overall customer satisfaction. Potential market and participation rates were identified in the DSM Potential Study document in Appendix 8.5.

### **Measures, Incentives and Program Savings**

All measures and associated incentives included in this program can be found in the Appendix 8.3 Technical Resource Manual (TRM) and in the Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.

# Home Energy Reports

## Objective

The Home Energy Report (HER) program is a behavioral energy efficiency and educational program that provides a comparison of the household energy usage information with similar types of customers, or “neighbors.” It’s designed to influence customers’ behavior to lower energy usage. The report is delivered in paper and/or email format, and composed of several modules of information to help customers understand and manage their energy use. A few examples of modules are:

- neighbor/similar home comparison
- energy comparisons over time
- energy efficiency tips
- utility program promotional material.

## General Service Description

This program aims to change customer behavior and help customers save money through tailored recommendations. Customers are pushed periodic energy reports with peer comparison of their energy usage to leverage social competitiveness. Customers are also referred to an online energy management tool that provides several engagement modules to help them track and manage energy consumption, and receive personalized tips on how to reduce usage.

## New Enhancements and Stakeholder Feedback

A new feature will be providing home energy reports to customers at targeted times in addition to the standard monthly intervals, such as during the peak period of the home cooling season and key consumer holidays. Other enhancements could include leveraging AMI data to provide deeper level report information, such as reflecting customers’ load shapes on reports and informing them of ways to shift load, as well as providing customers with insights into their weekday usage versus weekend usage to help them better manage load.

## Program Implementation

We’ll assign a program administrator to manage the program internally. We’ll also partner with a third-party implementer for turn-key delivery, including responsibility for all aspects of report generation, energy savings quantification, customer communications and reporting. Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We’ll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we’ll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

### **Target Market and Barriers**

The target market is residential customers classified as high energy users, using criteria we define with the third-party implementer. The program will attempt to overcome the following barriers:

- *Competing for customers' attention with other mail:* Schedule modifications to the delivery strategy should improve the likelihood of initiating an individualized relationship.
- *Customer compliance:* With foregoing enhancements, the program may better sustain a dialogue with customers on the benefits and opportunities of continuing energy efficient behavior specific to their home and individual needs.

### **Net to Gross Considerations**

There are no free ridership concerns as we provide this program as a unique offering with no alternative available for customers.

### **Promotional Best Practices**

This program will operate as an opt-out only program, meaning we will select customers for participation and will allow opt-out if desired.

### **Measures, Incentives and Program Savings**

All measures and associated incentives included in this program can be found in the Appendix 8.3 Technical Resource Manual (TRM) and in the Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.

# Online Home Energy Audit

## Objective

The Online Home Energy Audit program encourages energy education and conservation, and furthers engagement in the broader portfolio of DSM programs.

## General Service Description

This program provides residential customers access to significant digital educational content available through their “My Account” portal. This content provides customers with the tools and resources they need to learn how their home is using energy, and how to better manage it to maximize efficiency and energy savings. Examples of digital pages or “widgets” available to customers include: Home Energy Audit, Compare to Neighbor, Energy Trends, Ways to Save, My Plan and a general settings page. Also embedded in content is information on our other demand-side management programs and general offerings, so customers are not only presented with significant information on how to save energy, but also how they can partner with us to do so.

Program goals include:

- Increased awareness of household energy consumption.
- Education of residential customers about the benefits of energy efficiency and the opportunities to reduce energy consumption.
- Increased awareness of and participation in our other DSM programs.

## New Enhancements and Stakeholder Feedback

Several new enhancements will be made, including:

- Online Energy Management platform upgrade and web redesign
  - Among many upgrade enhancements, the latest platform is modernized and mobile responsive, providing customers with a seamless experience on any web browser and smart device.
  - We’ll move from tabular integration in our My Account portal to a more integrated experience, where we’ll embed insights (pages) as widgets into specific places within our portal. This redesign and widget integration will allow embedding of key insights in places that make the most sense for a holistic customer journey, and at points where we can more precisely and effectively target energy efficiency education.
- AMI data integration
  - We’re integrating interval data and delivering the AMI experience to customers to provide deeper level insights and interval-level energy usage back, helping them better understand their whole home energy consumption. This will also allow customers to more precisely and effectively manage and reduce energy usage.

## Program Implementation

We’ll assign a program administrator to manage the program internally. We’ll also partner with a third-party implementer for turn-key delivery, including responsibility for all aspects of technical development

and maintenance. Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

### **Target Market and Barriers**

The target market is residential customers.

### **Net to Gross Considerations**

As an educational program, there are no net to gross concerns to consider.

### **Promotional Best Practices**

We'll develop a marketing plan that seeks to educate customers on the availability of the tool and drive engagement with it. We'll leverage promotional best practices learned from several years of managing and promoting DSM programs. Some examples include communicating targeted offerings through the following channels: email, social media, earned media, direct mail, radio, word of mouth, program cross-promotions, contact centers and our website.

# Business Standard Incentive

## Objective

The Business Standard Incentive program is designed to help commercial and industrial customers save energy through a broad range of prescriptive energy efficiency options that address all major end uses and processes.

## General Service Description

The program will offer standard rebates (to customers, trade allies and contractors) as well as potential mid-stream incentives (to vendors and wholesalers). The measures incentivized — including lighting, HVAC equipment and motors — are proven technologies that are readily available with known performance characteristics.

- *Standard Rebates:* Participants select energy efficient equipment from a pre-qualified list. Rebates are issued upon project completion and submission of the rebate application.
- *Small Business Rebates:* Small business customers that complete a small business assessment with an authorized trade ally are eligible for small business rebates for qualifying measures.
- *Mid-Stream Rebates:* Trade allies, such as equipment vendors and wholesalers, receive incentives to buy down the cost and increasing the sales of qualifying measures.

Standard participant rebates per program year are limited to two times their annual DSIM charge or the annual cap and per project cap outlined in the tariff and on our website and in program applications.

## New Enhancements and Stakeholder Feedback

The program will attempt to diversify savings by:

- Lowering incentives for lighting projects compared to other end-use technologies. Additionally, it will utilize minimum payback thresholds and incremental cost caps to ensure contractors will be able to offer certain measures at competitive prices, while promoting more comprehensive project scopes.
- Including networked lighting controls (NLC) using a tiered incentive structure based on the project's complexity and comprehensiveness. As part of the process for inclusion of networked lighting controls within the program, contractor training will be provided to drive the market and attain broad-scale applications of NLC.

## Program Implementation

This program will be implemented by the utility through a third-party implementation contractor(s).

## Target Market and Barriers

The target market is commercial and industrial customers as well as trade allies. This program primarily targets customers with single sites with a demand of over **25 kW** , or multiple sites with a combined demand over **100 kW** or greater. Small business customers are not precluded from participating, but

often find the Small Business specific programs to be more appropriate for their needs. This program looks to overcome barriers common to commercial and industrial customers, which include:

- *Limited available capital for improvements or competing capital expenditure priorities:* The program provides training to contractors on the financial benefits of demand-side management that result from energy and non-energy benefits. It also provides financial analysis and third-party assessments to demonstrate the value of investing in energy efficiency.
- *Lack of engineering and technical skills to manage energy efficiency projects:* The program will work closely with clients to track project status and provide support to keep moving forward.
- *Lack of knowledge in contractor base for appropriate intervention:* The program offers training and education to help contractors identify potential custom projects, as well as when best to intervene in development cycles.
- *Customers tend to only replace upon equipment failure:* The program offers training to vendors, distributors and contractors on educating customers about energy and non-energy benefits they receive when choosing higher efficiency equipment. This will allow them to better inform business decision makers when replacement discussions occur.

### **Net to Gross Considerations**

To minimize free-ridership and maximize net to gross ratios, program implementation is designed to ensure the program appropriately influences customer decisions, accurately tracks and verifies equipment and its installation, and drives market transformation.

### **Promotional Best Practices**

Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

### **Measures, Incentives and Program Savings**

All measures and associated incentives included in this program can be found in the Appendix 8.3 Technical Resource Manual (TRM) and in the Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.

# Business Custom Incentive

## Objective

The Business Custom Incentive program is designed to provide customers incentives for installing energy efficient measures not explicitly identified in the Business Standard program. It helps commercial and industrial customers save energy through a broad range of energy efficiency options that address all major end uses and processes.

## General Services Description

Through this program, we must pre-approve applications before equipment is purchased and installed. Incentives — up to 75 percent of the project cost — are paid on efficiency projects on a dollar per first-year-peak kW savings or kWh energy savings and vary based upon end-use technology. Participant rebates per program year are limited to two times customer’s annual DSIM charge or the annual cap and project cap outlined in the tariff on our website and applications. Multiple rebate applications for different measures may be submitted. Funding more than the customer’s annual cap will be offered through a block bidding “buy now” incentive set on an annual program basis. Rebates will be issued upon project completion.

As a targeted sub-segment, we’ll work together with the implementation contractor to engage customers interested in projects that exceed the custom annual cap outlined in the tariff on our website — of either \$1 million per customer per year or \$250,000 per project incentive cap— to work through a buy now incentive process in which additional incentives will be made available based upon need, cost-effectiveness and price.

Education and training for contractors will be offered to promote program awareness and ensure they are operating within the program guidelines. Incentives may also be provided to manufacturers or distributors as a midstream channel to promote the sale of energy efficient technologies. Technical support will also be available to assist in project identification and development.

## New Enhancements and Stakeholder Feedback

Program modifications include:

- *An updated incentive structure:* The program will shift incentive structure for key end-uses from a straight \$/kWh or \$/kW incentive rate that also varies based upon the measure type.
- *Tiered incentives:* The program will stratify incentive levels based on end-use technologies, e.g. offering lower incentives for lighting and higher incentive levels for higher kW end-uses such as HVAC and refrigeration. Doing so would diversify the portfolio’s measure mix and drive projects through the custom program in anticipation of less attainable lighting savings. The tiers can also be designed to favor end-use technologies that have lower kWh/kW ratios, which will further the goal of focusing projects on kW to provide more benefits and maximize performance bonus.
- *New Construction/Design Assistance:* To encourage high performance building design and necessary market actor engagement, we’ve developed a new construction-early design track

under the custom program. The early design assistance (EDA) process encourages architects, MEPs and the customer to be actively engaged throughout the building design charrette process. Upon meeting critical milestones, the EDA offering provides an offset for the architect's time to ensure customers realize the savings benefits designed. Incentives will be tiered based on the percentage of energy reduction achieved above code baseline.

### Program Implementation

This program will be implemented by the utility through a third-party implementation contractor(s).

To address marketplace barriers, we'll utilize:

- A concierge-customer driven approach
- Benchmarking and energy usage to identify savings opportunities
- Targeted vertical segments
- Connecting businesses with design professionals, engineers and trade allies
- Energy efficiency project finance options for customers
- An improved overall customer experience and program process journey
- Grass roots energy market development

### Target Market and Barriers

This program primarily targets commercial, industrial and municipal customers with single sites with demand over 100 kW, or multiple sites with a combined demand over 250 kW. Small business customers are not precluded from participating, but often find the Small Business specific programs to be more appropriate for their needs. Third-party suppliers — such as energy service companies, trade allies and performance contractors — are also invited to participate on behalf of our customers. This program looks to overcome barriers common to commercial and industrial customers, which include:

- *Limited available capital for improvements, or competing capital expenditure priorities:* This program provides training to contractors on financial benefits that result from energy and non-energy benefits. It will also provide financial analysis and third-party assessments to demonstrate the value of investing in energy efficiency.
- *Lack of engineering and technical skills to manage energy efficiency projects:* This program will work closely with clients to track non-prescriptive projects and provide support to keep projects moving forward.
- *Lack of knowledge in contractor base for appropriate intervention:* This program will offer trade ally training and education on how to identify potential non-prescriptive custom projects and when to intervene in development cycles to get them approved.
- *Customers tend to only replace upon equipment failure:* This program will offer training to vendors, distributors and contractors on educating customers about energy and non-energy benefits they receive when choosing higher efficiency equipment. This will allow them to better inform business decision makers when replacement discussions occur.

### **Net to Gross Considerations**

To minimize free-ridership and maximize net to gross ratios, program implementation is designed as to ensure the program appropriately influences customer decisions, accurately tracks and verifies equipment and its installation, and drives market transformation.

### **Promotional Best Practices**

Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

### **Measures, Incentives and Program Savings**

All measures and associated incentives included in this program can be found in the Appendix 8.3 Technical Resource Manual (TRM) and in the Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.

# Business Process Efficiency

## Objective

The Business Process Efficiency program aims to provide a non-capital-intensive approach to energy efficiency engagement for businesses of all sizes and industries. Through the engagement process, the program also seeks to ingrain energy management into a customer's business practices.

## General Services Description

The program will include three channels: Retro-commissioning/Monitoring Based Commissioning (RCx/MBCx), Express Tune-Up and Strategic Energy Management (SEM).

SEM is a systematic approach to delivering persistent energy savings to organizations by integrating energy management into regular business practices. The program involves appointment of an energy liaison(s) and a team within participating organizations who regularly correspond with program representatives. The program includes two program tracks that use different delivery mechanisms:

- *One-on-One Consultative Strategic Energy Management (Consultative SEM)* provides the customer with access to an energy expert who works intensively with them to integrate energy management into the organization's business practices by helping the customer set up an energy management process and implement improvements. The participant receives frequent and personalized attention throughout the implementation period. Touch points and milestones are agreed upon between the two parties.
- *Strategic Energy Management Cohort (SEM Cohort)* places companies into groups that work alongside each other for one year or longer, coming together in periodic workshops, approximately quarterly, and working on their own between the sessions. The group setting enhances participant action as they strive to perform in front of their peers. Structured groups are composed of 5 to 12 participants that are often located in the same geographical area, sharing best practices and learning together. The group is typically filled with participants from non-competing industries; however, if a mutual agreement is established, competitors may participate in the same group.

A methodology is developed early in the engagement to forecast each participant's baseline energy consumption, from which savings goals are created and measured. To isolate energy savings attributable to SEM efforts, any savings from equipment measures installed under other programs in the portfolio can be netted out of these savings.

RCx provides incentive offsets for comprehensive system energy optimization studies, allowing participants to identify low and no-cost, long-term improvement strategies. Incentives are also offered on a \$/kWh basis to address recommendations. Additionally, through the RCx process, participants will receive recommendations for higher cost system improvements. These can then be addressed through the Business Standard and Business Custom programs, along with other potential energy efficiency and demand response programs.

Business Express Tune Ups provides customers with a streamlined approach via participating trade allies to uncover and improve the operational efficiencies of qualifying measures including but not limited to compressed air systems and roof top units.

### **New Enhancements and Stakeholder Feedback**

This program is new and was developed to provide commercial and industrial customers a non-capital-intensive approach to energy management. This program should be considered complimentary to the Business Standard and Business Custom programs. Process Efficiency projects along with the traditional Business programs should be considered two components of a full engagement with commercial and industrial customers. Ensuring that processes and equipment schedules are running efficiently before equipment upgrades are made can save customers from making substantial, wasteful investments — and even open cashflow for more traditional energy efficiency investments.

### **Program Implementation**

This program will be implemented by the utility through a third-party implementation contractor.

### **Target Market and Barriers**

The program targets customers with high energy use and operational sophistication. The best candidates likely have the following attributes:

- Large manufacturing companies or commercial facilities with >300 kW peak demand
- Companies and institutional customers with multiple sites (i.e. operations/offices in another state or country)
- Customers with commitment to sustainability and environmental stewardship
- Customers in regulated industries
- Companies that have well established management systems like quality/safety or those using continuous improvement practices
- Companies in a stable or rapid growth mode

The program seeks to alleviate the following market barriers:

- *Capital planning cycles and shareholder rules:* The program provides an option to engage with commercial and industrial customers that alleviates the burden of integration into the larger organizational capital planning cycles or meeting shareholder equity requirements. Through the course of the engagement, the participant can build to that level of financial commitment, but it can be more gradual.
- *Lack of stakeholder engagement:* This program provides a way to slowly develop consensus among the many stakeholders that can have input at the nexus of energy and investment decisions. Through the roll out of no and low-cost savings opportunities, and with the support of program resources, an organizational culture around energy management can be developed.

### **Net to Gross Considerations**

To minimize free-ridership and maximize net to gross ratios, program implementation is designed to ensure the program appropriately influences customer decisions, accurately tracks and verifies equipment and its installation, and drives market transformation.

### **Promotional Best Practices**

Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

### **Measures, Incentives and Program Savings**

All measures and associated incentives included in this program can be found in the Appendix 8.3 Technical Resource Manual (TRM) and in the Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.

# Online Business Energy Audit

## Objective

The Online Business Energy Audit program encourages energy education and conservation, as well as further engagement in the broader portfolio of DSM programs.

## General Service Description

The program provides small-to-medium business customers access to significant digital educational content available through their My Account portal. This content provides them with the tools and resources they need to learn how their business is using energy, and how to better manage it to maximize efficiency and energy savings. Examples of digital pages or “widgets” available to business customers include: Dashboard, Energy Trends, Ways to Save, My Plan and a general settings page. Also embedded in content is information on our other demand-side management programs and general offerings, so customers are not only presented with significant information on how to save energy, but also how they can partner with us to do so.

Program goals include:

- Increase awareness of household energy consumption.
- Educating customers about the benefits of energy efficiency and the opportunities to reduce energy consumption.
- Increase awareness of and participation in other DSM programs.

## New Enhancements and Stakeholder Feedback

Several new enhancements include:

- Online Energy Management platform upgrade and web redesign
  - Among many upgrade enhancements, the latest platform is modernized and mobile responsive, providing customers with a seamless experience on any web browser and smart device.
  - We’ll move from tabular integration in our My Account portal to a more integrated experience, where we’ll embed insights (pages) as widgets into specific places within our portal. This redesign and widget integration will allow embedding of key insights in places that make the most sense for a holistic customer journey, and at points where we can more precisely and effectively target energy efficiency education.
- AMI data integration
  - We’re integrating interval data and delivering the AMI experience to customers to provide deeper level insights and interval-level energy usage back, helping them better understand their energy consumption. This will also allow customers to more precisely and effectively manage and reduce energy usage.

## Program Implementation

We’ll assign a program administrator to manage the program internally. We’ll also partner with a third-party implementer for turn-key delivery, including responsibility for all aspects of technical development

and maintenance. Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

### **Target Market and Barriers**

The target market is small-to-medium business customers.

### **Net to Gross Considerations**

As an educational program, there are no net to gross concerns to consider.

### **Promotional Best Practices**

We'll develop a marketing plan that seeks to educate customers on the availability of the tool and drive engagement with it. We'll leverage promotional best practices learned from several years of managing and promoting DSM programs. Some examples include communicating targeted offerings through the following channels: email, social media, earned media, direct mail, radio, word of mouth, program cross-promotions, contact centers and our website.

# Business Demand Response

## Objective

The Business Demand Response (BDR) program offers commercial and industrial customers a financial incentive to curtail (stop a portion of utility provided energy use) or shift energy usage when we call on them during peak demand periods.

## General Service Description

The program incentivizes eligible customers or approved aggregators who curtail or shift their energy usage during times of peak demand in accordance with their participation agreement. Participation agreements will be created as either a customer participation agreement or an aggregator participation agreement. The aggregator is referred to as Aggregator as a Participant (AAP) because the AAP holds a contract with our customer, independent of us, and participates in BDR on the customer's behalf.

Participants/AAP's commit to a pre-agreed number of years and a pre-defined curtailable kW load. They must agree to curtail load when we request during DR Season of June 1 through Sept 31, with weekends and holidays excluded. When we call a curtailment event, participants/AAPs will reduce the facility's load during the curtailment period by at least their pre-defined curtailable kW load. Event notifications will be sent via email, phone, text and/or automated communications protocol. Participation incentives are determined by such things as contracted term length, enrolled and verified load curtailment, and/or other site-specific factors. We assign incentives directly to the customer or the AAP. The AAP is responsible for providing customer payments per their individual contract provisions.

## New Enhancements and Stakeholder Feedback

Program modifications include:

- Renaming Demand Response Incentive to Business Demand Response (BDR) for better clarity of purpose.
- Reconfiguring the program design to utilize calculated customer base lines (CBLs) and incentive structure to reward customers for successfully curtailing during called events versus simply pledging to do so.
- Including approved curtailment service providers, commonly referred to as aggregators.
- Exploring a new hybrid delivery methodology maintaining our established past participant relationships and adding a secondary leg similar to a traditional aggregator structure. The intent of this hybrid design seeks to:
  - Provide historic participants an option to continue with manual curtailment practices or DR 1.0 (historical structure) if they can provide reliable curtailable load.
  - Increase program reach/impact/reliability via approved aggregator involvement that will leverage facility building automation. This advancement allows BDR to progress from DR 1.0 to DR 2.0 (automated demand response).
- Increased emphasis on cross-promotion with energy-efficiency programs to maximize customer benefits from the DSM portfolio.

- Increased emphasis on customer engagement and recognition of successful participation.
- An option for qualified participants to partner with us during non-event days to participate in the Southwest Power Pool (SPP) energy market in Market Based Demand Response tariff.

### Program Implementation

We'll hire a third-party program administrator to assist the internal product manager with program implementation. The program administrator will provide activities such as customer identification, recruitment and management, marketing and day-to-day operations. The administrator will also manage AAP relationships in a similar fashion to a typical trade ally arrangement as seen in other energy efficiency programs. We may choose to internally manage and execute activities such as program analytics and customer incentive payments.

Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

### Target Market and Barriers

One target market is large commercial and industrial customers with impactful and sustainable load curtailment capability for traditional manual demand response. Another target market is customers with potential for Automated Demand Response (Auto DR). Generally, Auto DR participation will occur via an AAP. Auto DR has great potential to expand BDRs reach into more office buildings, retail, public spaces, etc. This is a customer segment with curtailment potential that has historically not been receptive to manual participation because of occupant or customer impact. Potential size and penetration rates of the target market are discussed further in our DSM Potential Study.

Barriers to be addressed include:

- *Lack of financial incentive to reduce and shift peak load:* This program provides the financial incentive to commercial and industrial customers or the AAP to reduce or shift their peak load.
- *Limited customer understanding:* The program will inform customers of the benefits and opportunities of pursuing DR as a cost-saving solution. It will also educate customers on calculated customer baselines (CBL) versus baselines measured during called curtailment events.
- *Limited exposure to aggregators:* Customers have limited to no historic program experience with aggregators or Auto DR. Customers will be educated on AAPs and their role.
- *Infrastructure for detailed data analysis and reporting:* This program's success relies heavily on the ability to monitor/record near real time interval usage for both customer expectations and reporting. Company AMI infrastructure rollout in early Cycle 3 will help address this barrier, as will the new DERMS installation.

### **EM&V Considerations**

Free ridership is not an issue as there is no alternative for participants. Customers would not participate in Demand Response without the prompting and/or financial incentive offered by the Utility. Additionally, spill-over is unlikely as the Program is executed only at Company request. The program is designed with incentive structures and evaluation, measurement, and verification procedures (EM&V) in place to maximize net to gross ratios. Refer to Appendix for EM&V plan details.

### **Promotional Best Practices**

We'll develop a marketing plan that leverages promotional best practices learned from several years of managing and promoting DSM programs, enhanced by new ideas gleaned through review of other utility DR programs nationally. Some examples include communicating targeted offerings through the following channels: email, direct mail, radio, word of mouth, program cross-promotions, contact centers and our website.

### **Measures, Incentives and Program Savings**

All demand reduction/load shifting measures for this program are custom per site. The Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.

# Residential and Small Business Demand Response

## Objective

The Residential and Small Business Demand Response (DR) program uses automatic event call technology to curtail energy use during peak demand periods. Eligible customers are provided an incentive to participate in curtailment events.

## General Service Description

The program incentivizes eligible customers to reduce peak demand by remotely controlling their mechanical systems through smart thermostats and other control technologies to consume less energy and run less frequently over a maximum four-hour event duration. It offers eligible customers three participation channels:

1. Customers can receive devices we provide at no cost and receive an incentive to install the device themselves.
2. Customers can receive devices we provide and professional installation at no cost.
3. Customers can receive an incentive to purchase and install their own device.

## New Enhancements and Stakeholder Feedback

Modifications include additional opportunities to tie devices and new technologies, including but not limited to water heaters and pool pumps, into a DR platform that complements the existing thermostat and DLC switch components. The program will provide device acquisition and participation incentives at a level we determine.

## Program Implementation

We'll assign a program administrator to manage the program internally. We'll also partner with a third-party implementer for turn-key delivery, including the device and support services. Due to the unpredictable and changing nature of the marketplace, KCP&L and its contractors will maintain flexibility within the program. Various market factors — including new codes and standards, energy legislation and consumer value shifts — will affect the measure mix and program delivery strategy. We'll alter incentive levels and qualification criteria as necessary to ensure the program achieves its goals. If, through changing market conditions, it is determined the program will no longer provide energy savings or drive value to the customer, we'll take the necessary steps to withdraw the program from the portfolio and reallocate funds and energy savings into other MEEIA programs.

## Target Market and Barriers

The target market is residential and small-medium business (SMB) customers. Barriers to be addressed include:

- *Limited customer understanding:* The program will inform customers of the benefits and opportunities of pursuing DR as a cost-saving solution.

- *Limited financial incentive to reduce or shift peak demand:* The program will provide financial incentives to encourage residential and SMB customers to reduce and/or shift their peak demand.
- *Lack of contractor interest and time to devote to small business projects:* The program will proactively reach out to contractors, vendors and customers to inform them of available participation incentives. It will also create a flexible participation processes that allows for better alignment with contractors' current operations.

### **Net to Gross Considerations**

Free ridership is not an issue as there is no alternative for participants. Without the financial incentive we provide, customers may not participate in DR. The program is designed with incentive structures and evaluation, measurement and verification procedures (EM&V) in place to maximize net to gross ratios.

### **Promotional Best Practices**

We'll develop a marketing plan that balances supply and demand while also achieving program targets. We'll leverage promotional best practices learned from several years of managing and promoting DSM programs. Some examples include communicating targeted offerings through the following channels: email, social media, earned media, direct mail, radio, word of mouth, program cross-promotions, contact centers and our website.

### **Measures, Incentives and Program Savings**

All measures and associated incentives included in this program can be found in the Appendix 8.3 Technical Resource Manual (TRM) and in the Incentive Range table found in Appendix 8.6. Program level energy and demand savings goals and budgets can be found at the end of this Appendix.



# KANSAS CITY POWER & LIGHT COMPANY

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Appendices 8.2  
Detailed Program Descriptions -  
Program Specific Tables

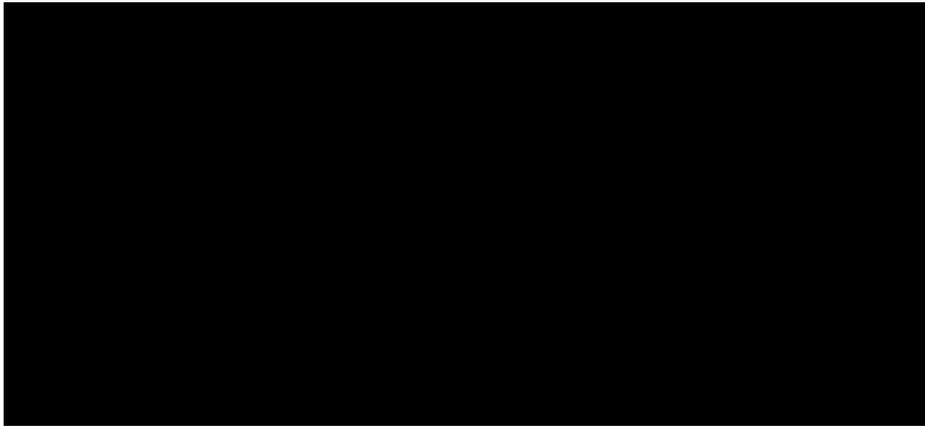
**BUSINESS**

## Business Standard

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	14,019	19,108	20,850
Net MW Savings	2.18	3.01	3.33

### ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



### TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
1.37	2.89	0.83	1.65	1.77

## Business Custom

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	5,217	11,114	13,909
Net MW Savings	0.83	1.78	2.22

**CONFIDENTIAL**

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

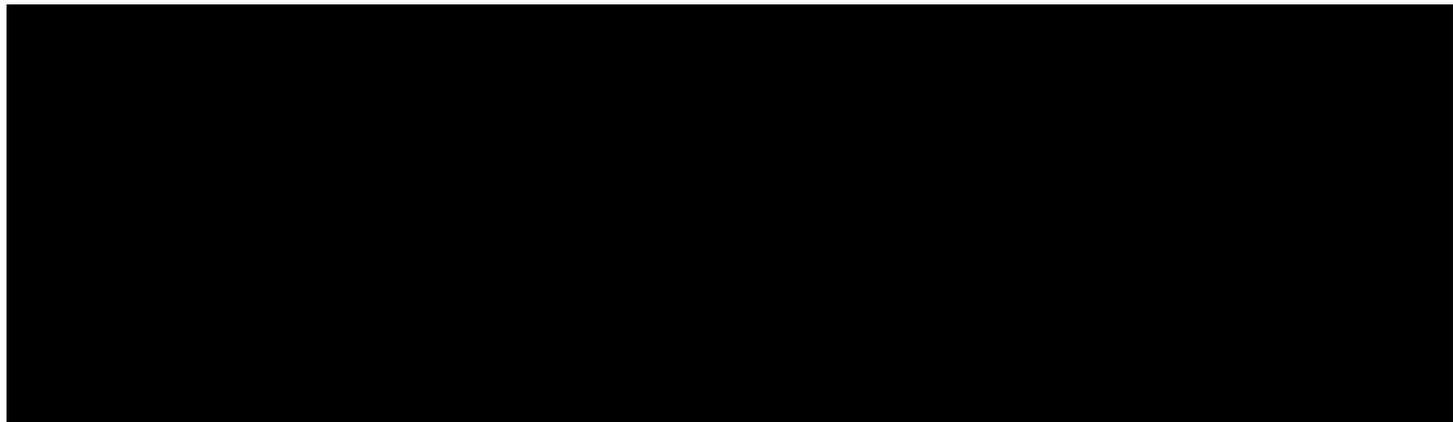
TRC	UCT	RIM	SCT	PCT
2.20	3.33	0.85	2.68	3.20

## Business Process Efficiency

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	3,273	7,192	8,990
<b>Net MW Savings</b>	0.02	0.07	0.09

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
1.33	1.31	0.49	1.50	4.98

**CONFIDENTIAL**

## Business Demand Response

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	-	-	-
Net MW Savings	15.00	15.00	15.00

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
6.69	1.87	1.87	6.69	N/A

## Business Smart Thermostat

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	29	58	87
Net MW Savings	0.21	0.43	0.64

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PROJECTED NET INCREMENTAL PROGRAM SAVINGS

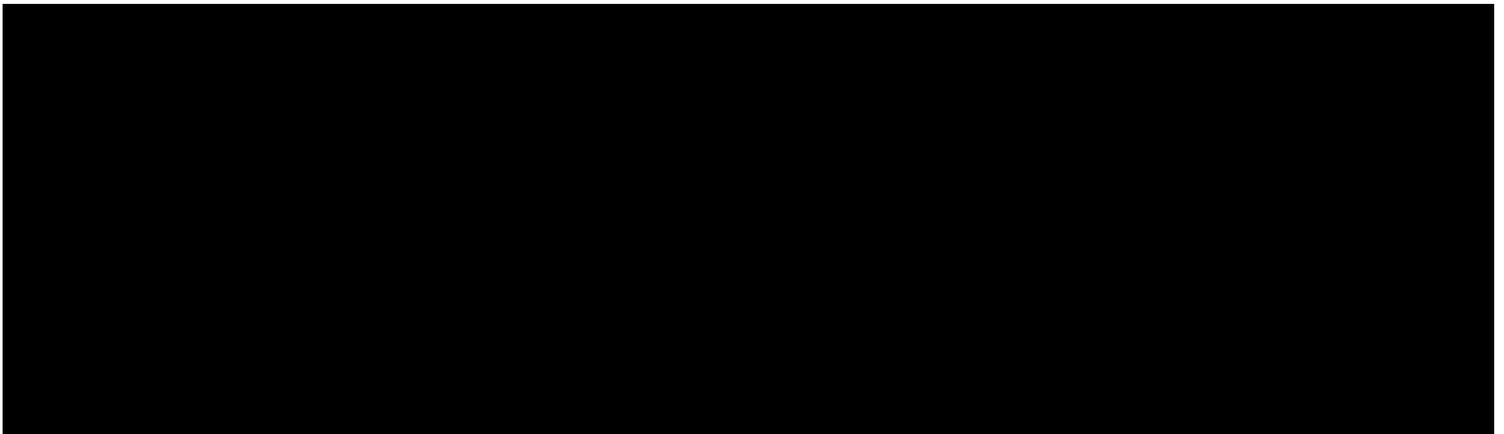
	2019	2020	2021
Incentives	\$27,951	\$38,428	\$52,586
Delivery	\$86,649	\$119,128	\$163,017
Administration	\$11,180	\$15,371	\$21,034
Education & Marketing	\$6,988	\$9,607	\$13,147
Evaluation	\$6,988	\$9,607	\$13,147
<b>Total</b>	<b>\$139,756</b>	<b>\$192,142</b>	<b>\$262,930</b>

TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
1.70	2.26	2.00	1.98	0.63

## Online Business Energy Audit

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



**CONFIDENTIAL**



# KANSAS CITY POWER & LIGHT COMPANY

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Appendices 8.2  
Detailed Program Descriptions -  
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RESIDENTIAL

## Energy Saving Products

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	12,153	9,723	7,555
<b>Net MW Savings</b>	0.89	0.72	0.56

### ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



### TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

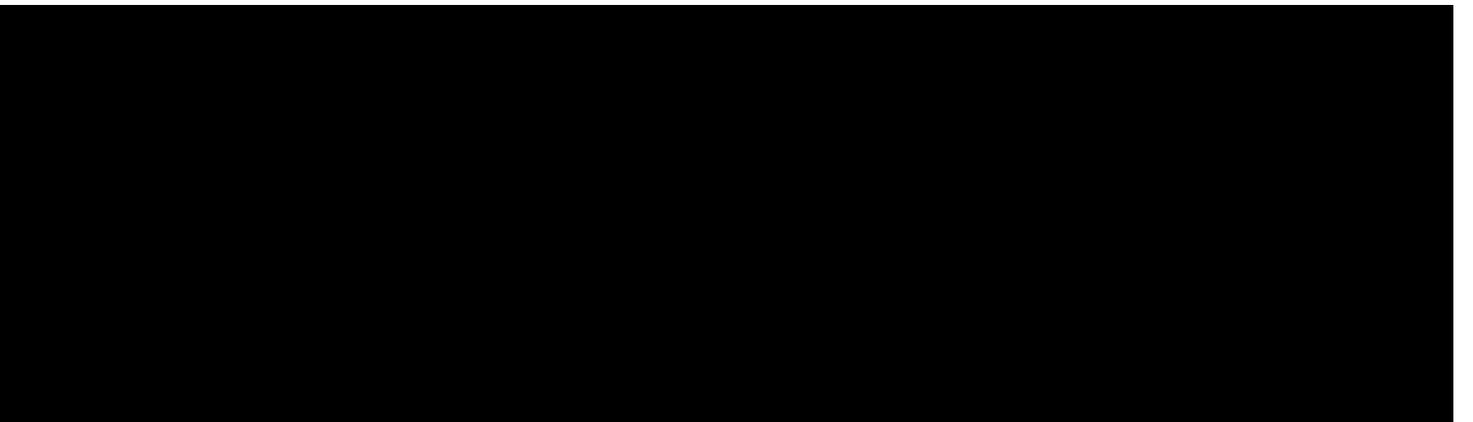
TRC	UCT	RIM	SCT	PCT
2.20	3.70	0.39	2.74	6.82

## Heating, Cooling & Weatherization

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	3,346	4,815	5,426
<b>Net MW Savings</b>	1.61	2.23	2.48

### ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
2.37	4.21	0.66	3.14	4.01

## Home Energy Report

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	9,579	9,579	9,579
Net MW Savings	1.20	1.20	1.20

ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
0.96	0.96	0.29	0.96	N/A

## Income-Eligible Home Energy Report

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	2,928	2,928	2,928
Net MW Savings	0.37	0.37	0.37

**CONFIDENTIAL**

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Incentives	\$-	\$-	\$-
Delivery	\$106,260	\$108,917	\$111,639
Administration	\$11,040	\$11,316	\$11,599
Education & Marketing	\$13,800	\$14,145	\$14,499
Evaluation	\$6,900	\$7,073	\$7,249
<b>Total</b>	<b>\$138,000</b>	<b>\$141,450</b>	<b>\$144,986</b>

TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

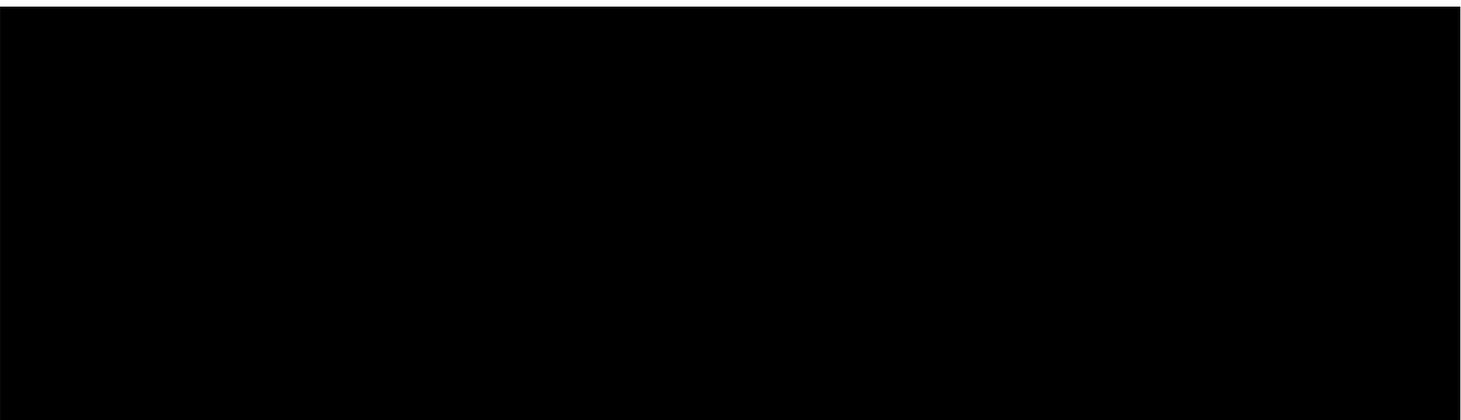
TRC	UCT	RIM	SCT	PCT
0.98	0.98	0.30	0.98	N/A

## Income-Eligible Multi-Family

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021	2022	2023	2024
<b>Net MWh Savings</b>	1,368	1,161	1,161	907	946	992
<b>Net MW Savings</b>	0.25	0.23	0.23	0.18	0.20	0.21

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
0.67	0.69	0.31	0.79	7.57

**CONFIDENTIAL**

## Residential Demand Response

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	1,171	1,330	1,466
<b>Net MW Savings</b>	8.68	9.96	11.14

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

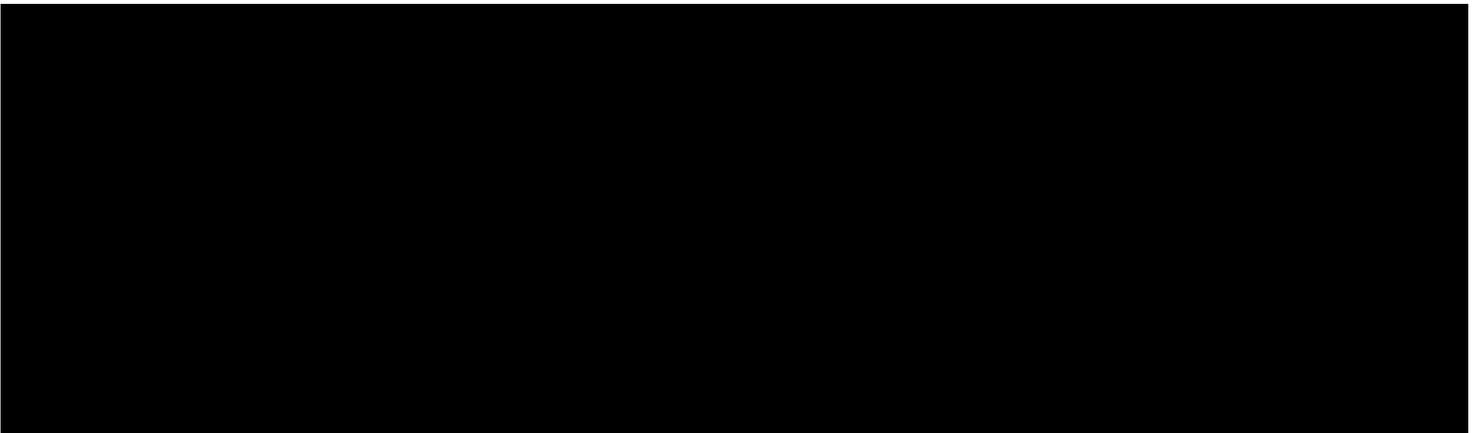
	2019	2020	2021
Incentives	\$469,417	\$546,286	\$644,410
Delivery	\$1,455,193	\$1,693,488	\$1,997,672
Administration	\$187,767	\$218,515	\$257,764
Education & Marketing	\$117,354	\$136,572	\$161,103
Evaluation	\$117,354	\$136,572	\$161,103
<b>Total</b>	<b>\$2,347,086</b>	<b>\$2,731,432</b>	<b>\$3,222,051</b>

### TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
2.20	3.66	2.29	2.57	0.88

## Online Home Energy Audit

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



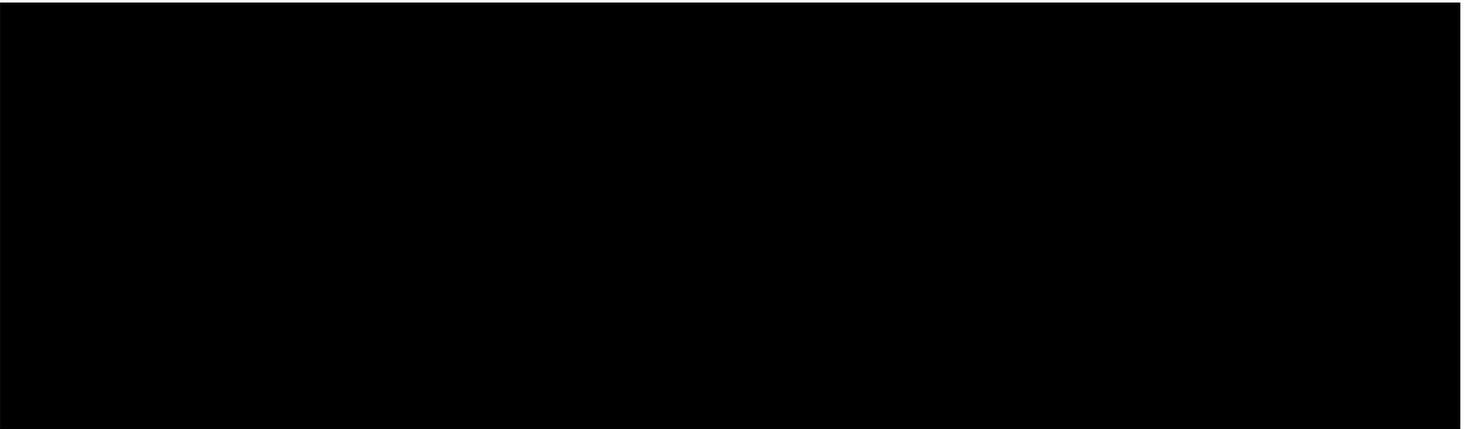
**CONFIDENTIAL**

## Research & Pilot

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	1,415	1,756	1,870
<b>Net MW Savings</b>	0.21	0.26	0.29

### ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



### TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
1.42	0.80	0.46	1.47	N/A

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# KCP&L GREATER MISSOURI OPERATIONS COMPANY

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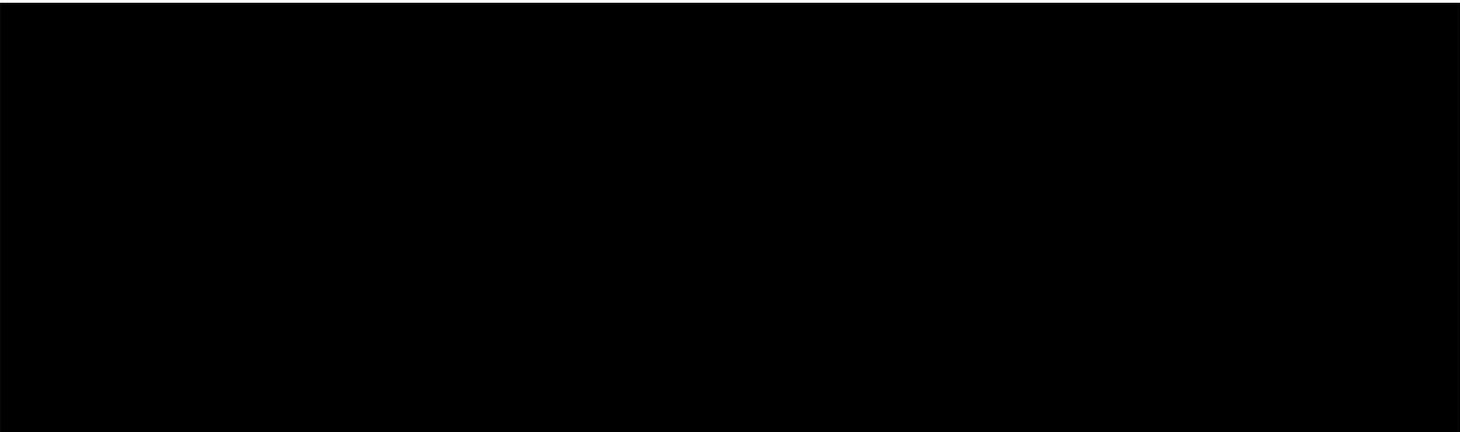
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BUSINESS

## Business Standard

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	13,648	16,447	16,551
<b>Net MW Savings</b>	2.16	2.65	2.70

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



### TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

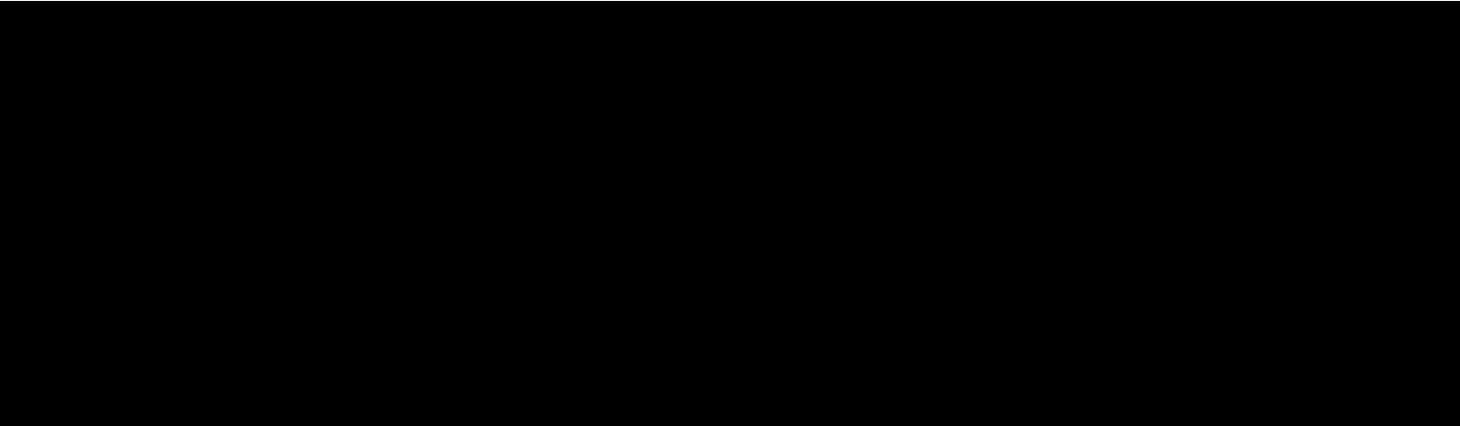
	UCT	RIM	SCT	PCT
	2.87	0.72	1.57	1.96

## Business Custom

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	2,664	3,676	3,676
<b>Net MW Savings</b>	0.42	0.58	0.58

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

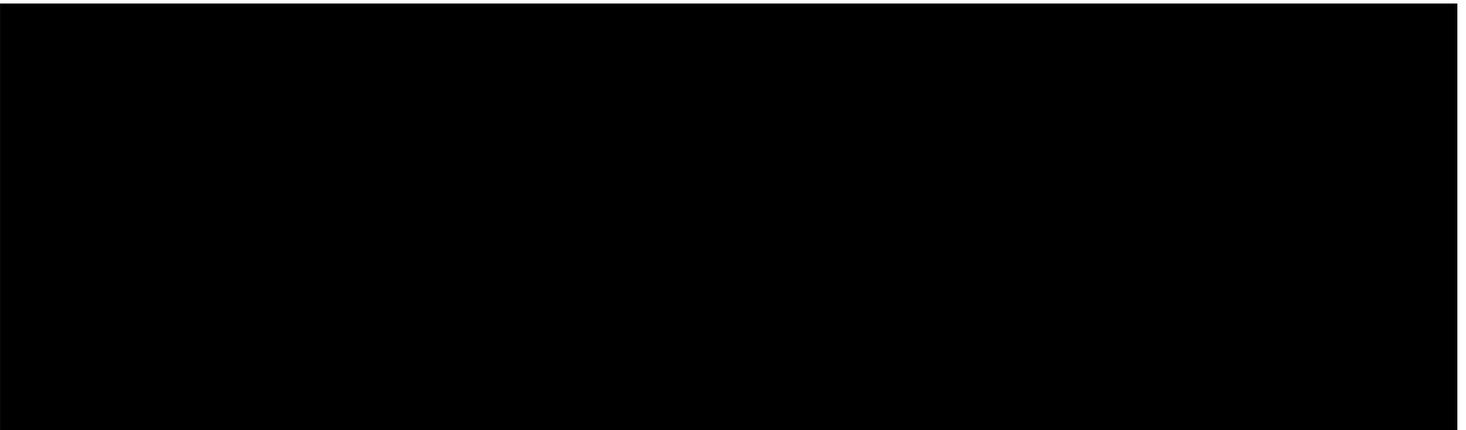
TRC	UCT	RIM	SCT	PCT
2.21	3.22	0.72	2.70	3.90

## Business Process Efficiency

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	3,619	7,640	9,212
Net MW Savings	0.03	0.09	0.11

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
1.34	1.39	0.44	1.53	5.51

## Business Demand Response

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	-	-	-
Net MW Savings	49.49	52.09	54.83

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ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

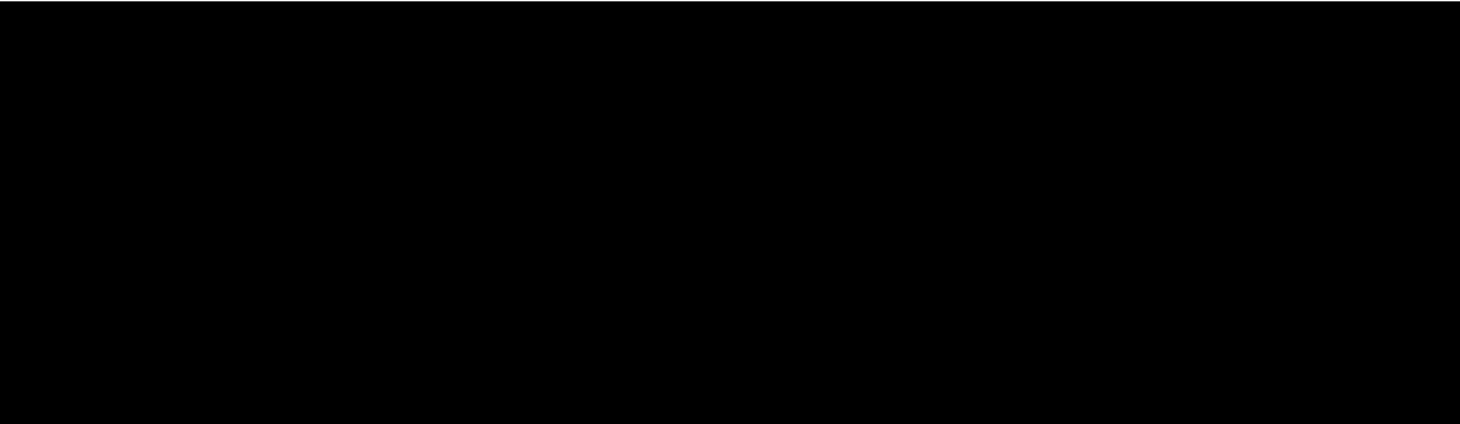
TRC	UCT	RIM	SCT	PCT
6.61	1.85	1.85	6.61	N/A

## Business Smart Thermostat

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	28	57	85
Net MW Savings	0.21	0.41	0.62

ESTIMATED ANNUAL BUDGET \*\*CONF\*\*

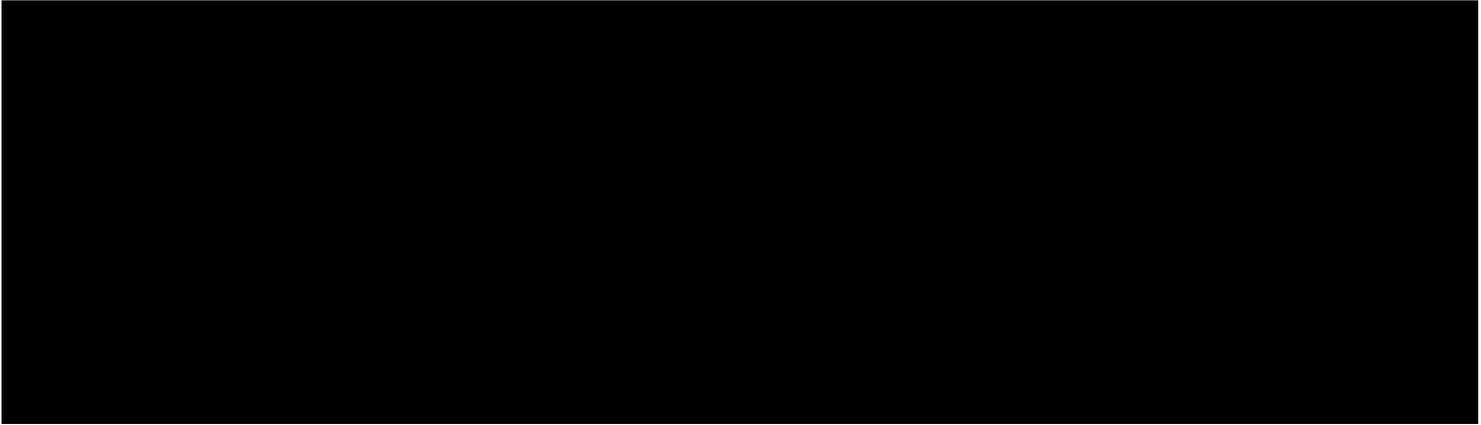


TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
1.58	2.02	1.78	1.84	0.71

## Online Business Energy Audit

ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



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# KCP&L GREATER MISSOURI OPERATIONS COMPANY

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## Energy Saving Products

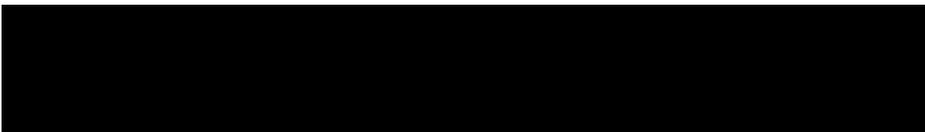
PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	13,039	10,417	8,079
Net MW Savings	0.96	0.76	0.58

ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



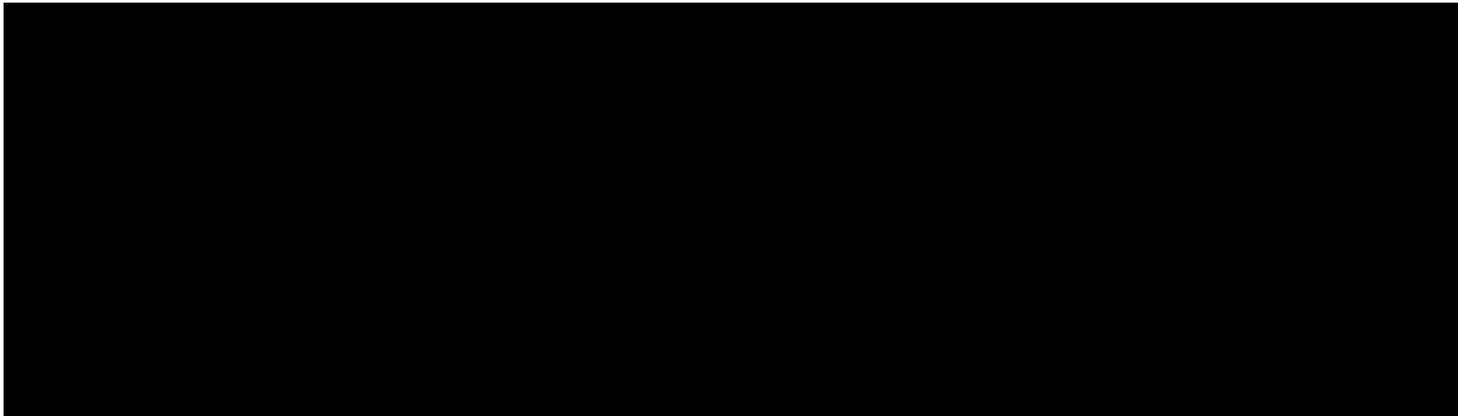
## Heating, Cooling & Weatherization

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	7,237	7,768	8,338
Net MW Savings	3.13	3.39	3.65

**CONFIDENTIAL**

ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

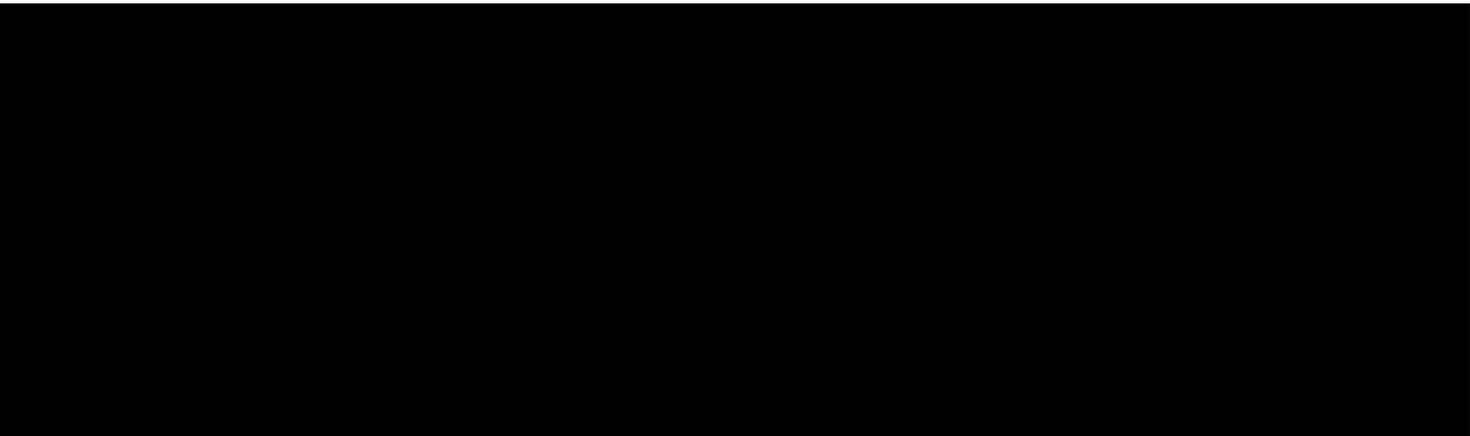
TRC	UCT	RIM	SCT	PCT
2.29	3.94	0.72	3.03	3.51

## Home Energy Report

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Net MWh Savings	20,355	20,355	20,355
Net MW Savings	2.55	2.55	2.55

ESTIMATED ANNUAL BUDGET \*\*CONF\*\*



TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
1.16	1.16	0.33	1.16	N/A

## Income-Eligible Multi-Family

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021	2022	2023	2024
<b>Net MWh Savings</b>	1,389	1,182	1,182	923	963	1,011
<b>Net MW Savings</b>	0.24	0.22	0.22	0.18	0.19	0.21

### ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



### TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
0.59	0.60	0.30	0.69	7.11

## Residential Demand Response

### PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	1,221	1,402	1,549
<b>Net MW Savings</b>	9.22	10.61	11.77

**CONFIDENTIAL**

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

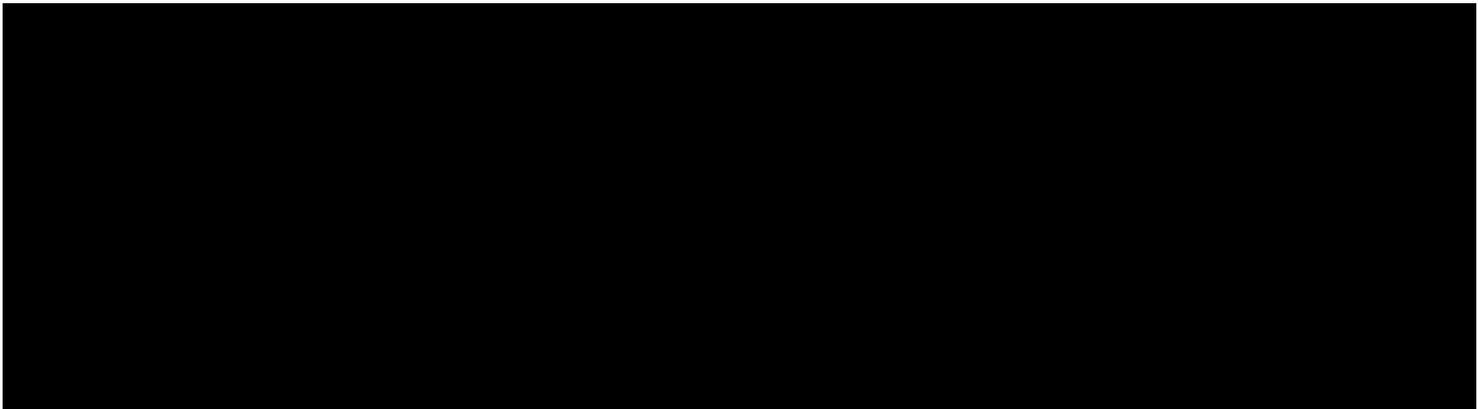
	2019	2020	2021
Incentives	\$605,086	\$698,686	\$816,271
Delivery	\$1,580,687	\$1,825,203	\$2,132,373
Administration	\$213,246	\$246,233	\$287,673
Education & Marketing	\$133,279	\$153,896	\$179,795
Evaluation	\$133,279	\$153,896	\$179,795
<b>Total</b>	<b>\$2,665,576</b>	<b>\$3,077,914</b>	<b>\$3,595,907</b>

TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
2.13	3.38	2.33	2.48	0.80

## Online Home Energy Audit

ESTIMATED ANNUAL BUDGET **\*\*CONF\*\***



## Research & Pilot

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
<b>Net MWh Savings</b>	1,730	1,861	1,852
<b>Net MW Savings</b>	0.27	0.29	0.30

**CONFIDENTIAL**

PROJECTED NET INCREMENTAL PROGRAM SAVINGS

	2019	2020	2021
Incentives	\$176,238	\$180,643	\$185,160
Delivery	\$171,030	\$175,306	\$179,689
Administration	\$20,027	\$20,528	\$21,041
Education & Marketing	\$13,386	\$13,721	\$14,064
Evaluation	\$20,027	\$20,528	\$21,041
<b>Total</b>	<b>\$400,708</b>	<b>\$410,726</b>	<b>\$420,994</b>

TOTAL PROGRAM CYCLE COST-EFFECTIVENESS

TRC	UCT	RIM	SCT	PCT
1.16	0.65	0.38	1.20	N/A