

Exhibit No.: Gmo-1
Issue: Customer Programs
Witness: Jimmy D. Alberts
Type of Exhibit: Direct Testimony
Sponsoring Party: KCP&L Greater Missouri
Operations Company
Case No.: ER-2010-____
Date Testimony Prepared: June 4, 2010

MISSOURI PUBLIC SERVICE COMMISSION

CASE NO.: ER-2010-____

DIRECT TESTIMONY

OF

JIMMY D. ALBERTS

ON BEHALF OF

KCP&L GREATER MISSOURI OPERATIONS COMPANY

**Kansas City, Missouri
June 2010**

KCP&L Exhibit No. GMD 1
Date 1/28/11 Reporter LMB
File No. ER-2010-0350

DIRECT TESTIMONY

OF

JIMMY D. ALBERTS

Case No. ER-2010-____

1 **Q: Please state your name and business address.**

2 A: My name is Jimmy D. Alberts. My business address is 1200 Main Street, Kansas City,
3 Missouri 64105.

4 **Q: By whom and in what capacity are you employed?**

5 A: I am employed by Kansas City Power & Light Company ("KCP&L") as Vice President -
6 Customer Service.

7 **Q: What are your responsibilities?**

8 A: My responsibilities include managing the Customer Service function at KCP&L and
9 KCP&L Greater Missouri Operations Company ("GMO" or the "Company"). This
10 includes the call center, meter reading and field services, billing, collections, customer
11 relations, training, revenue protection, revenue assurance, and quality
12 assurance/performance management.

13 **Q: Please describe your education, experience and employment history.**

14 A: I have a bachelor's degree in Business Administration from Minnesota State University at
15 Mankato, and an MBA from Drake University in Des Moines, Iowa. I have 23 years
16 experience in the utility industry in various management roles. Those roles include,
17 Operations Management, Quality Assurance, Six Sigma Deployment Leader, and Vice
18 President of Central Services at Aquila, and currently Vice President of Customer Service
19 at KCP&L.

1 Q: **Have you previously testified in a proceeding at the Missouri Public Service**
2 **Commission or before any other utility regulatory agency?**

3 A: Yes. I offered pre-filed Direct Testimony and subsequent Rebuttal Testimony in GMO's
4 rate case, Case No. ER-2009-0090, and Rebuttal Testimony in KCP&L's rate case, Case
5 No. ER-2009-0089.

6 Q: **What is the purpose of your testimony?**

7 A: I will provide a status of the Economic Relief Pilot Program ("ERPP"). As part of the
8 *Non-Unanimous Stipulation and Agreement* ("Agreement"), Missouri Public Service
9 Commission ("MPSC"), Case No. ER-2009-0090, the Company agreed to implement the
10 ERPP, providing an opportunity to ease the financial hardship experienced by some of
11 our customers by providing a fixed credit to customers eligible under the terms of the
12 pilot.

13 I will also offer testimony regarding KCP&L's Connections Program. KCP&L
14 provides services to GMO service territories pursuant to the *Operational Agreement* filed
15 October 10, 2008, in the Acquisition Docket, Item 502. The Connections Program gives
16 GMO customers access to resources that can make their life easier in a difficult economic
17 environment. The program includes products and services to help customers save energy
18 and money; a range of payment options; and ways to connect to assistance programs in
19 the community.

20 **Economic Relief Pilot Program**

21 Q: **Let us begin with the ERPP. Please provide a brief history of the ERPP.**

22 A: The Company was looking for a way to help lower income customers keep their accounts
23 current. Working with Staff, Office of Public Counsel, and the Customer Program

1 Advisory Group (“CPAG”)—a representative group of Missouri stakeholders that hold
2 regular meetings to discuss customer related issues—the Company proposed a pilot
3 program, the ERPP, designed to deliver energy affordability benefits to GMO’s
4 qualifying low-income residential customers. The ERPP delivers up to a fifty dollar per
5 month “fixed credit” to low-income customers—improving energy affordability. As set
6 forth in the *Agreement*, the ERPP is to provide for up to one thousand participants, with
7 fifty percent of the costs of the program deferred until GMO’s next rate case—which is
8 the present rate case before the Commission—and treated as a regulatory asset to be
9 determined at the time of the future rate case.

10 **Q: Is GMO seeking recovery of the ERPP costs in this case?**

11 A: Yes, the Company is seeking to recover half the costs of the ERPP. Please see the Direct
12 Testimony of GMO’s witness, John P. Weisensee, specifically analysis and treatment
13 regarding adjustments RB-44 and CS-44.

14 **Q: How many customers have taken advantage of the ERPP?**

15 A: Since the ERPP’s launch, four hundred and seventy-four (474) GMO customers have
16 enrolled in the program.

17 **Q: The pilot was designed to include up to one thousand customers and you have
18 enrolled four hundred and seventy-four customers. How do you reconcile the
19 difference?**

20 A: As provided in GMO’s tariff regarding ERPP, MPSC No. 1, Sheet R62.16 *et seq.*,
21 (“ERPP Tariff”) customers are required to meet specific qualifications to participate in
22 the ERPP: they must be a residential customer; there are household income maximums;
23 account must be current or have an active payment arrangement; there is no current or

1 historical mishandling of their account like—tampering, non-payment, diversion; and, the
2 customer is willing to participate in interviews or completion of questionnaires regarding
3 the program.

4 The Company is concerned about the level of customer participation. One theory
5 was qualifications were too restrictive, but statistics did not support this thesis. About
6 nine GMO customers were declined participation in ERPP—roughly three percent.

7 **Q: Did KCP&L, on behalf of GMO, identify barriers to participation in the ERPP?**

8 A: Yes. KCP&L identified two primary barriers to participation: marketing to customers that
9 would most benefit from the ERPP and the methodology for communicating with the
10 partnering agency, The Salvation Army (“SA”).

11 **Q: What was the difficulty marketing to the customers that would most benefit from
12 the ERPP?**

13 A: The difficulty was marketing the program to eligible customer segments that do not
14 normally ask for assistance yet qualify for program benefits—for example, seniors living
15 on a fixed income.

16 **Q: How was the challenge overcome?**

17 A: By leveraging our partnership with the SA, which has an established presence in the
18 community, to act as gatekeeper. The SA now serves as the single agency that processes
19 applications. The Company also identified a need to better communicate within the SA
20 organizational structure, especially the outlying field offices.

21 **Q: How was the communication hurdle with the SA addressed?**

22 A: The SA was, and remains, very responsive as communication issues are discovered. The
23 SA offered continuing field staff training, those most likely to interact with potential

1 program participants. Also, KCP&L's Customer Relations and Collections personnel
2 periodically contact SA field staff to offer support and respond to questions. In addition,
3 KCP&L offers AgencyLink, should the field office request it. AgencyLink is a secure
4 Web based interface that allows registered social service agencies to a restricted and
5 highly limited view of GMO customer information in order to assess account status and
6 only the information required to make a determination to qualify customers for ERPP and
7 other agency payment grants.

8 Additionally, beyond the SA promotional channel, KCP&L promotes the program
9 through its Connections program.

10 **Q: Can the Company widen the scope beyond the SA as sole processor of applications**
11 **so additional qualifying customers may benefit from the pilot?**

12 **A:** The Company continues to look at options to expand the availability of the pilot. At this
13 time, without overwhelming the resources of aid agencies or the ERPP, we are confident
14 the SA gatekeeper model will increase the number of participants.

15 Connections Program

16 **Q: You mentioned using KCP&L's Connections program to introduce potential ERPP**
17 **participants to the program. Please describe the Connections program.**

18 **A:** The Connections program is a campaign initiated in response to observed challenges to
19 our customers' ability to keep their accounts current because of a challenging economic
20 climate. The campaign's purpose is to educate customers on options for managing their
21 account, inform them of ways to reduce their energy usage by participating in energy-
22 efficiency programs, offer techniques to reduce their monthly bill—like ERPP, and
23 provide information on workable payment plans. In addition, KCP&L designed the

1 Connections Energy Resource Fairs to provide customers a local presence in the
2 communities where they live as a one-stop-shop, direct face-to-face interaction, allowing
3 an opportunity to discuss account specific solutions with Company representatives.

4 Also, KCP&L saw an opportunity to partner with other community stakeholders
5 in the campaign, such as KCMO Weatherization initiative, Community Services, Inc.,
6 The Salvation Army, and United Way 2-1-1. These partnerships expanded the scope of
7 available community resources available to customers, including information about
8 applying for funding assistance and home weatherization. KCP&L promoted the
9 assistance agencies in our communications material and invited the agencies to
10 participate in our Connections Energy Resource Fairs.

11 Furthermore, KCP&L provided an exclusive 800-number during the Connections
12 campaign to support customers that were not able to attend the local programs.

13 **Q: What do you mean by, "... provide customers a local presence in the communities**
14 **where they live as a one-stop-shop, direct face-to-face interaction...?"**

15 **A:** During the period of the Connections campaign, eleven Energy Resource Fairs were
16 arranged at local venues throughout GMO's service territory. The fairs allowed a single
17 point of contact for customers interested in a spectrum of services and programs available
18 by GMO and its partners. Also, the "face-to-face" reference was the ability for customers
19 to sit-down with a Company representative to discuss the customer's specific issue.

20 The Company determined additional communication was needed to invite
21 customers to the Energy Resource Fairs. The Company created an automatic calling
22 program to inform customers in nearby zip codes of the Energy Resource Fairs in their
23 area. Within a week before the Energy Resource Fairs, the Company placed an automated

1 call to residential customers who were delinquent on their bills. The voicemail messages
2 invited customers to learn about resources that would allow them to better manage their
3 electricity costs and learn about KCP&L programs and services.

4 **Q: Was the Connections campaign just a local fair to educate customers?**

5 **A:** No, not by any means. While education was an important component of this program, the
6 Energy Resource Fairs were an opportunity to connect customers to resources. Customers
7 met individually with a trained KCP&L customer service representative to sign up for
8 billing assistance. More than 1,200 customers attended the Energy Resource Fairs held
9 throughout the KCP&L and GMO service territories. Beyond the opportunities afforded
10 by the Energy Resource Fairs, KCP&L leveraged the strong television news and local
11 press coverage to share information about available programs, effectively informing
12 GMO's customers there are resources and programs available to help them if they are
13 struggling to keep their account current during this difficult economic period. I would
14 highlight that after the economy improves, it is our hope that customers will remember
15 one of the key messages of the Connections campaign, "If you are struggling to keep
16 your account current, give KCP&L's customer call center a call before it becomes a
17 larger problem."

18 Also, the Company used television, radio, and print advertising to support the
19 Connections campaign. Furthermore, as previously discussed, KCP&L offered, and
20 continues to offer, an exclusive 800-number in support of Connections. At the height of
21 the program, the 800-number was staffed with personnel assigned solely to respond to
22 Connections' inquiries through the 800-number. Many calls were specific to questions
23 about available resources. Anecdotally, it was common for customers calling the

1 Connections' number to express curiosity about the campaign, having heard about the
2 program through media sources and the Company's marketing efforts. Customer
3 response was mostly complimentary and appreciative of the program. There was a call to
4 the Connections' line that best captures and illustrates the goal of the Connections'
5 initiative.

6 A representative received a call from a customer that was lost and needed
7 directions to an Energy Resource Fair. The representative, using a Mapquest-type
8 Website, was able to provide the customer direction to the fair. Like that customer--the
9 goal of the Connections campaign is helping customers find their way to available
10 resources.

11 **Q: Did the Company gain a boost in its image from the Connections program?**

12 **A:** Regardless of what public forum KCP&L finds itself, the public will form an opinion
13 about the Company. The program likely impacted the Company's image, but there was
14 no method to tie the impact back solely to the Connections campaign. Fundamental to
15 the Connections campaign was providing information to customers having difficulty
16 keeping their accounts current during a turbulent economic time. KCP&L looked at
17 different avenues to highlight resources available to customers through the Company and
18 also available outside the company. From that analysis, the Connections initiative was
19 born.

20 The collateral material and advertising was specifically designed to support the
21 goal of education and assistance, rather than a focus on image. See JDA2010-1. The
22 designs were intentionally created to look like more of a public service announcement

1 and lack the animation and expensive design of other advertising campaigns used by
2 other companies focused on image.

3 **Q: Is the Company considering a sequel, if you will, to the Connections campaign?**

4 A: The Company is always looking at effective ways to inform its customer base of
5 available services. The Company feels the Connections campaign is very effective and
6 continues to consider future campaigns based on that success. The most important point
7 is the goal to align resources with those in need, which will always need adjusting along
8 the way as customers' needs change. GMO continues to evaluate how to effectively
9 educate customers about the host of programs available through KCP&L and other
10 organizations.

11 **Q: Is KCP&L seeking recovery of the Connections program costs in this case?**

12 A: Yes. Please see the Direct Testimony of GMO witness John P. Weisensee, Schedules
13 MPS JPW2010, adjustment CS-90; SJLP JPW2010, adjustment CS-90.

14 **Q: Does that conclude your testimony?**

15 A: Yes, it does.

BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI

In the Matter of the Application of KCP&L Greater)
Missouri Operations Company to Modify Its) Docket No. ER-2010-____
Electric Tariffs to Effectuate a Rate Increase)

AFFIDAVIT OF JIMMY D. ALBERTS

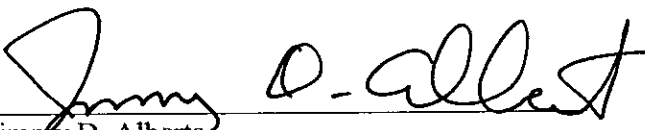
STATE OF MISSOURI)
) ss
COUNTY OF JACKSON)

Jimmy D. Alberts, being first duly sworn on his oath, states:

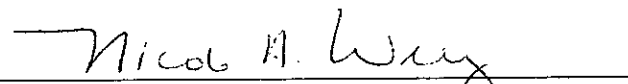
1. My name is Jimmy D. Alberts. I work in Kansas City, Missouri, and I am employed by Kansas City Power & Light Company as Vice President, Customer Services.

2. Attached hereto and made a part hereof for all purposes is my Direct Testimony on behalf of KCP&L Greater Missouri Operations Company consisting of nine (9) pages, having been prepared in written form for introduction into evidence in the above-captioned docket.

3. I have knowledge of the matters set forth therein. I hereby swear and affirm that my answers contained in the attached testimony to the questions therein propounded, including any attachments thereto, are true and accurate to the best of my knowledge, information and belief.


Jimmy D. Alberts

Subscribed and sworn before me this 28th day of May, 2010.


Notary Public

My commission expires: Feb. 4, 2011

" NOTARY SEAL "
Nicole A. Wehry, Notary Public
Jackson County, State of Missouri
My Commission Expires 2/4/2011
Commission Number 07391200

Economic Relief Pilot Project Information Sheet



Economic Relief Pilot Program

The Economic Relief Program is a great way to help ease the pain of monthly bills and provides an easy way to help budget your monthly expenses.

Times are tough in this economy and KCP&L strives to find ways to help our customers find financial assistance. The Economic Relief Pilot Program allows a credit of up to \$50 per month, for a maximum of twelve consecutive months, for qualified customers in need of financial assistance to pay their electric bill.

Bill Credits up to \$50 per month.

How to sign up



KCP&L is partnering with the Salvation Army in the screening and application process. Please contact one of the Salvation Army satellite locations online at www.kcpl.com or call (800) 336-4547, Ext. 416 to make an appointment and to complete a program application.

Eligibility

- An active, Missouri residential account with KCP&L that is in good standing
- Not currently disconnected and are not currently at risk of it
- Income is at or below 185% of the current federal poverty level
- Must not have been previously removed from the program due to mishandling of his KCP&L account (non-payment, tampering, diversion, fraud)
- Must agree to participate in an interview regarding program participation if requested by KCP&L and/or the Missouri Public Service Commission

Credit calculation

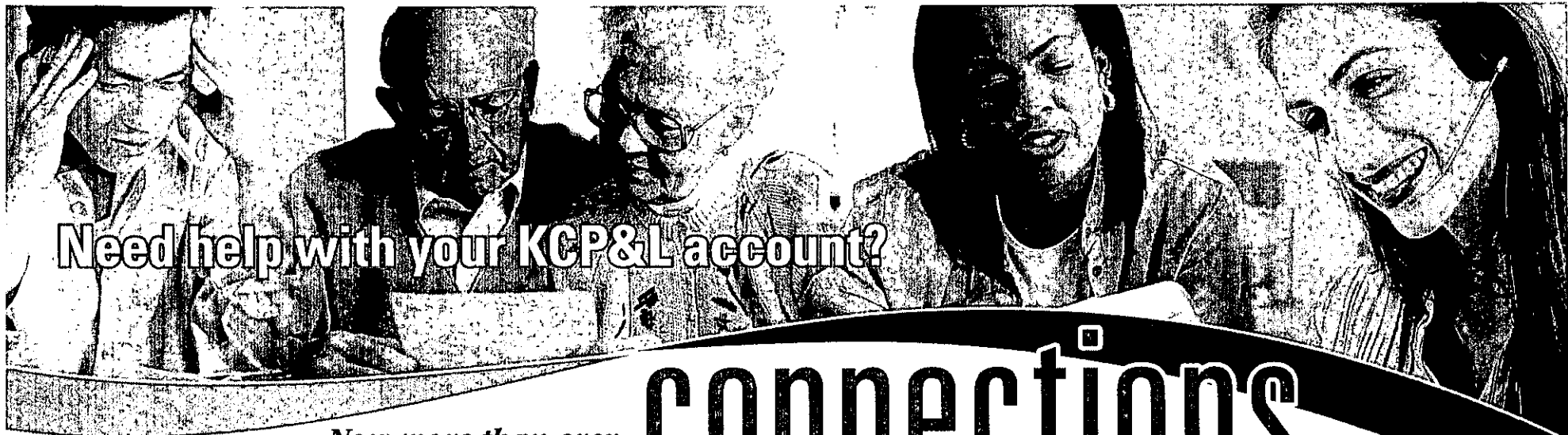
The approved amount of the monthly bill credit will be calculated by figuring the customer's average monthly bill over the previous 12-month period at the time KCP&L processes the application. The credit will be equal to the amount of the average monthly bill up to \$50, rounded up to the nearest \$1 increment. For example, if the average monthly bill is \$38.22, the monthly credit will be \$39



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Visit www.kcpl.com or call 1-800-336-4547, Ext. 416 for more information.

Connections Flyer



Need help with your KCP&L account?

*Now more than ever,
it's good to have*

connections

Come to a KCP&L Energy Resource Fair

Schedule JDA2010-1

Page No. 4

We can help you manage your account, conserve energy, save money, receive information on bill payment assistance and learn more about energy-efficiency programs.



connections



During the Energy Resource Fairs, KCP&L will provide one-on-one support and discuss options available to you. Community agencies will be there, as well, to offer assistance.

We are currently working out all of the details for the fairs. For up-to-date information including the latest locations, check our Web site at www.kcpl.com/connections or call us at 1-800-526-3348.

KCP&L is committed to helping customers have greater control over their KCP&L electric account and energy costs. That's why we created Connections. Our inclusive program is designed to connect you to the resources and services you need to manage your KCP&L account, including:

Energy-Efficiency Programs

- Home Energy Analyzer and Online Calculators
- Energy Optimizer
- Home Performance with ENERGY STAR®

Flexible Payment Options

- Payment Plans Designed to Meet Your Needs
- AccountLink® Online Account Management
- Budget Billing
- Paperless Billing

Community Resources

- Assistance Programs and Services

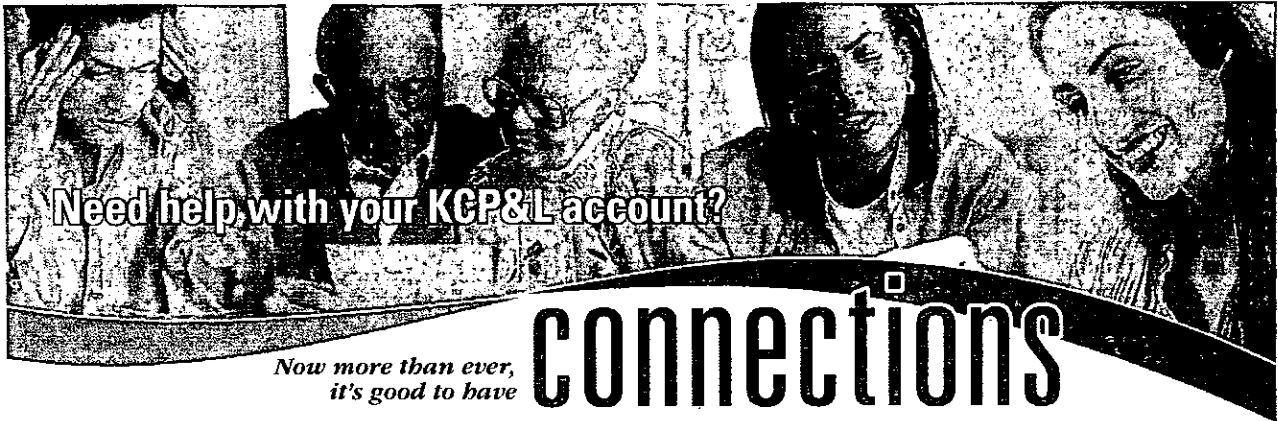
Contact us today for information and assistance.

www.kcpl.com/connections Schedule JDA2010-1

1-800-526-3348

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Connections Poster



Come to a KCP&L Energy Resource Fair.

We can help you manage your account, conserve energy, save money, receive information on bill payment assistance and learn more about energy-efficiency programs.

Date: _____

Time: _____

Location: _____

Contact us today for information and assistance.
www.kcpl.com/connections 1-800-526-3348

Connections Brochure



*Now more than ever,
it's good to have*

connections

Contact us for more information...

For more information about these programs, please visit www.kcpl.com/connections or give us a call at 1-800-526-3348 toll-free. Our customer service representatives are eager to help. Spanish-speaking representatives are also available.



11 www.kcpl.com/connections • 1-800-526-3348

530-0900462 (10/09)



KCP&L can connect you to energy and money saving ideas and assistance programs.

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You've always counted on KCP&L to connect you to the power you need to run your home or business. But maybe you didn't know we can connect you to a range of resources to help improve your life and your community.

It might be an assistance program that can help you get by in this tough economic environment...

a workable payment option.

or an energy-efficiency product or service...

KCP&L can help provide the connections.



Need help paying your electric bill?

Contact us if you are worried about making the next payment. Don't wait until you get a disconnect notice. Our customer service representatives can help you with payment arrangements and possibly avoid service disconnection. Depending on the situation, KCP&L offers several options and can put you in touch with local agencies that may be able to help you pay your bills.

Federal Utility Assistance

LIHEAP is a federally funded program that is implemented at the state level. Its purpose is to assist low-income households, particularly those with low incomes and high energy usage. You may be eligible to receive financial assistance through this program, even if you have never received assistance before.

Missouri Low-Income Home Energy Assistance Program (LIHEAP) LIHEAP helps eligible households pay a portion of their home energy costs during the winter and summer. For information, call United Way 2-1-1 to locate your local office or visit www.dss.mo.gov/fsd/libeap.htm.

Kansas Low-Income Energy Assistance Program (LIEAP)

LIEAP helps eligible households pay a portion of their home energy costs by providing a one-time-per-year benefit. Applications are available beginning in late January each year. For information or an application, call 1-800-432-0043 or visit www.srskansas.org/ISD/ees/lieap.htm.

United Way 2-1-1

United Way 2-1-1 connects people with agencies providing utility bill and other assistance. Dial 2-1-1 to get connected to local agencies that can help. (Note: United Way's 2-1-1 number may not work in all areas. Visit www.kcpl.com or call us at 1-800-526-3348 to find out which agency serves your area.)

Cold Weather Program

This program helps customers who have delinquent accounts avoid disconnection or have service restored during the winter months. The program is in effect November 1 and continues through March 31 each year. Participation is simple.

If you are worried about paying your bill in full, contact our customer service representatives and ask for a Cold Weather Program payment plan. In addition, qualifying Missouri customers who are elderly or have disabilities may be eligible for other special services.



Need help managing your budget?

KCP&L offers a variety of billing and payment options to both save you time and help you pay on time - so you'll not have to worry about late charges or service downtime.

Budget Billing

Averages your last 12 bills, giving you a fixed monthly payment regardless of seasonal ups and downs.

Adjustable Due Date

Customers receiving Social Security or governmental disability income may be eligible to change the due date of their electric bill to better coincide with receipt of their benefits.

Do you have a special need situation?

KCP&L knows that electrical service is important to you.

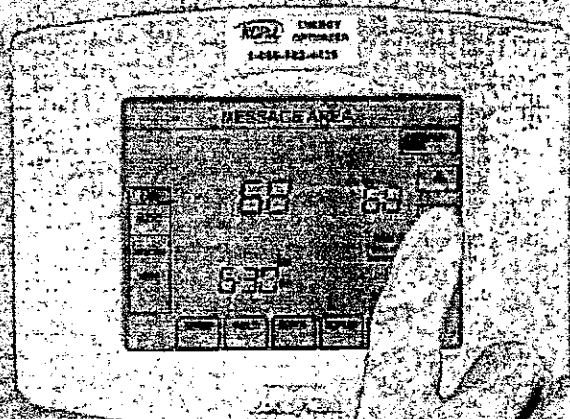
Medical Customer Program

This program is designed to identify individuals who are homebound and do not have a backup system for their electrically powered medical equipment necessary to sustain life. Acceptance into the program connects Medical customers to specialists who provide direct support and information to help ensure safety during extended outage periods. Medical designation does not guarantee continuous electrical service, nor does it prevent service disconnection for unpaid electric bills. Contact us online or by phone for an application.

Special Friend Registration

If you plan to be away from your home for an extended period or if your account should ever become delinquent, we will contact a "special friend" of your choice. This person will not be responsible for payment, but may be able to help you avoid late payment charges or disconnection of service.

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How do I reduce my energy usage to save money?

KCP&L continues to develop and offer energy-efficient products and services that will help you save money and energy. Here are just a few:

Weatherization

This free service is available to eligible homeowners and renters. Typical services include: installing insulation, caulking windows and repairing heating and central cooling systems. Call us or visit www.kcpl.com for information on agencies administering the program.

Energy Analyzer & ThermoCalc

Utilize these and additional free online tools and calculators to understand your home energy use and get tips on how you can conserve energy.

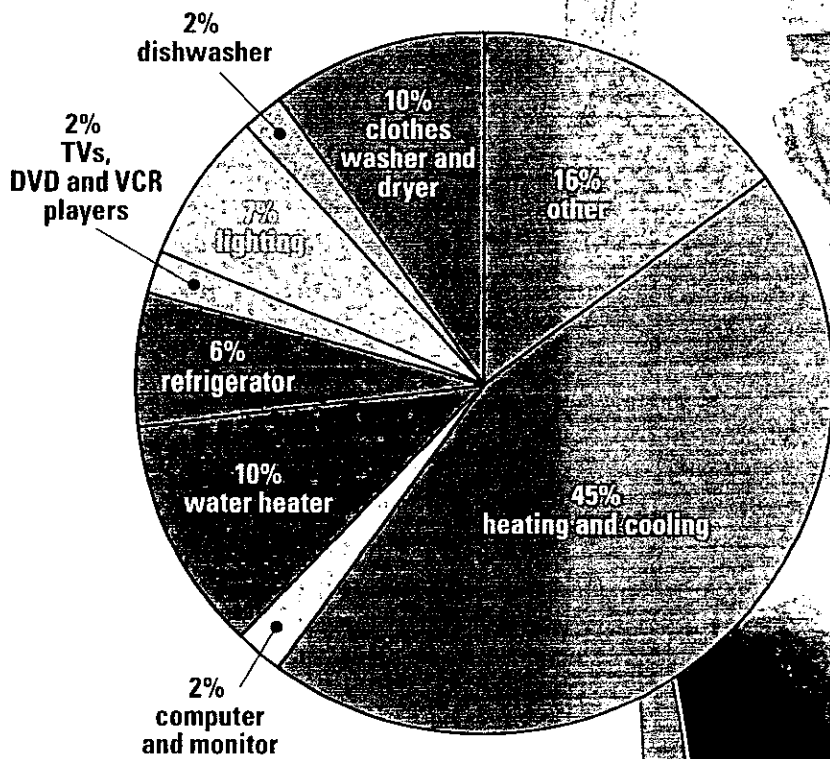
Energy Optimizer

Receive a free, \$300 value Honeywell programmable thermostat that may save up to 20 percent on energy costs.

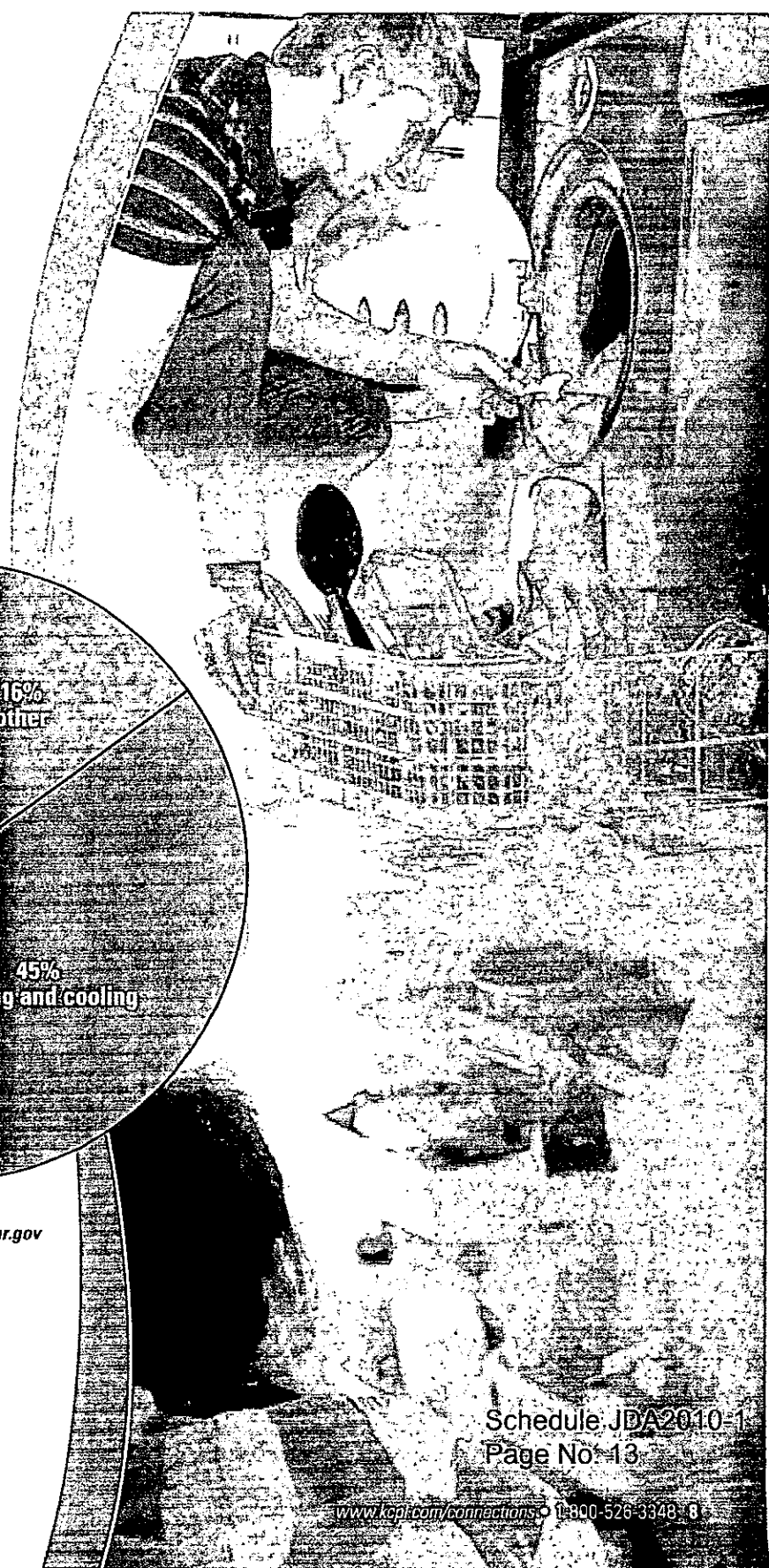
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Where do my energy dollars go?

Knowing where the big energy users are in your home will help you become a better energy manager. As you can see, heating, air conditioning and water heating account for about three-quarters of an average family's energy use (both electricity and natural gas). Go to www.kcpl.com for energy saving tips.



Source: www.energystar.gov



The next thing to do is plan for the future.

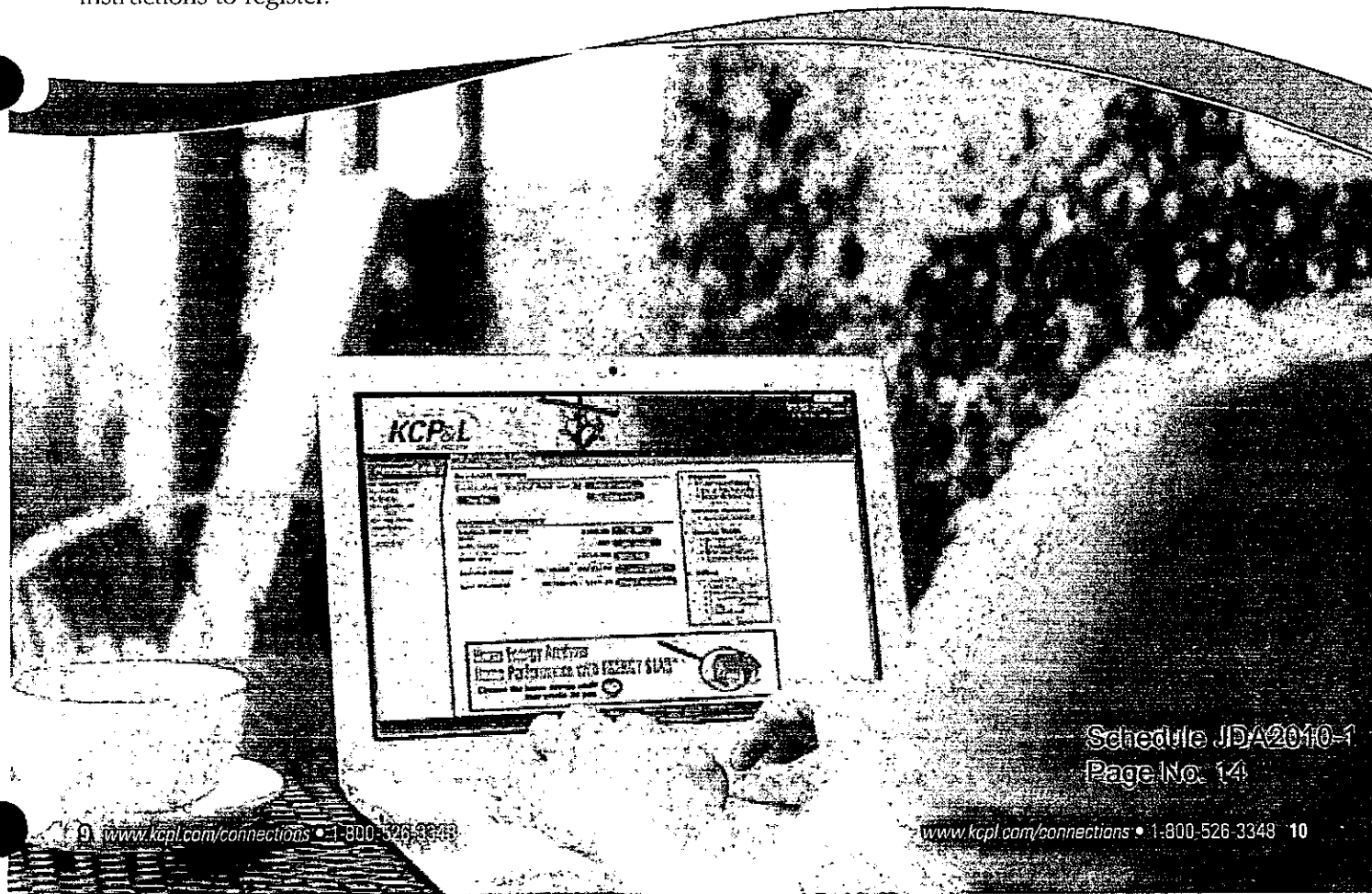
Once the immediate problem is solved, KCP&L can help you plan your payments and manage your account.

KCP&L's AccountLink®

Join the tens of thousands of customers who value the convenience of our online account management system. With just the click of a mouse you get fast, safe, 24/7 access to your KCP&L account information. Functions include viewing bills and energy usage, customizing billing options, making payments online, and other account management options. Enrollment is easy. Simply visit www.kcpl.com, click on the "My Account" tab, and then follow the instructions to register.

Have you received all your tax credit for the last three years?

The Earned Income Tax Credit (EITC) is a credit for people who earn low-to-moderate incomes. EITC can reduce your taxes, and can mean a refund. For example, in 2008 qualifying recipients received a tax credit between \$438-\$4,824. People who are eligible for EITC but did not file for it in previous years can still file an amended return and receive a refund. For more information, contact the IRS at **1-800-829-1040** or visit www.irs.gov.



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Connections Wall Banner 73" x 31"



Energy Resource Fair

connections

Connections Event Signs 36.5" x 24"



ENERGY RESOURCE FAIR

Connections

Connections Retractable Banners 89.75" x 31.5"



Energy Resource Fair



connections

We can help you...

- Manage your account
- Conserve energy
- Save money
- Receive information on bill assistance
- Learn more about energy efficiency

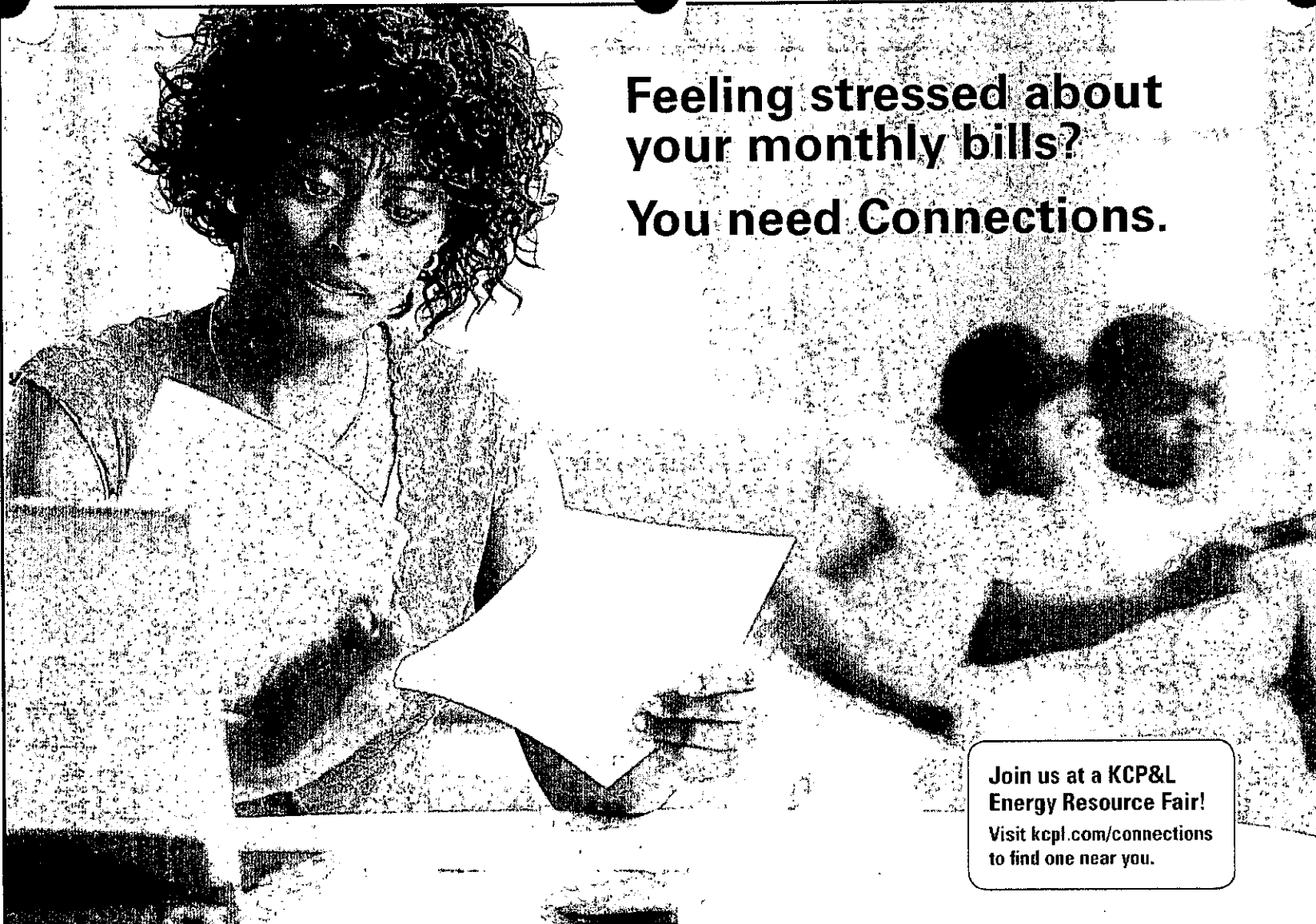


connections

Working to help customers and improve the communities we serve



Connections Advertisement



**Feeling stressed about
your monthly bills?
You need Connections.**

**Join us at a KCP&L
Energy Resource Fair!**
Visit kcpl.com/connections
to find one near you.

Almost everyone feels challenged by this tough economy. That's why we've created our new Connections Program. It connects you to resources that can help make things a little easier. The program includes:

- products and services to help you save energy ... and money
- a range of payment options, so you can find one that works for you
- ways to connect you to community assistance programs.

Find out how KCP&L's Connections Program can help you manage your energy use *and* your budget.

Visit kcpl.com/connections or call 1-800-526-3348.

KCP&L

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energizing life Page No. 22

Connections The Wire, KCP&L's Newsletter to Customers



the Wire

A Newsletter for Energy Customers | Fall 2009

connections

Energy Resource Fairs

To meet more directly with customers, KCP&L is conducting a series of Energy Resource Fairs. During these events, KCP&L employees will help and advise customers on payment options, energy efficiency and assistance programs. These programs are designed to give customers important information to help them reduce their energy usage and stay connected with KCP&L.

For more information about these Fairs and the **Connections** program, please visit www.kcpl.com/connections or give us a call at 1-800-526-3348.

New Connections program to help customers and improve communities



You've counted on KCP&L to connect you to the power you need to run your home or business, but maybe you didn't know that we can *connect* you to a range of resources to help improve your life, reduce your energy usage and access community resources.

These resources might be an energy-efficiency product or service...

a workable payment option...

or a community agency that can help you get by in this tough economic environment.

For every need, there's a solution. KCP&L's **Connections** program can help.

Solutions to make payment more flexible

KCP&L offers a number of options to help you manage your electric service account, avoid late charges or lapses in service and make bill payment easier and more convenient.

Budget Billing

This option averages your last 12 bills, giving you a fixed monthly payment regardless of seasonal ups and downs.

Credit Card Payments

All residential customers have the option of making payments by credit or debit card without a fee.

One-Time Payment

Control how much you pay each month by authorizing credit or debit charges or electronic withdrawals from your bank account.



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WHAT'S INSIDE

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Now more than ever, it's good to have

Connections

Solutions for difficult financial times

If you are worried about missing a payment, don't wait until you get a disconnect notice to contact us. Our customer service representatives can help you make payment arrangements and avoid service cancellation. Depending on the situation, KCP&L offers several options. And we can put you in touch with local resource referral agencies, such as United Way 2-1-1 for financial assistance.

United Way

United Way may be able to connect you with local agencies that can help. (Note: United Way's 2-1-1 number may not work in all areas. Visit www.kcpl.com or call us at (816) 471-5275 or 1-888-471-5275 to find out which agency serves your area.)

LIHEAP

The Low-Income Home Energy Assistance Program, a federally funded program, helps eligible households pay their energy bills during the winter months. For more information or an application, please contact them at:

Missouri: Call United Way at 2-1-1 to locate your local office or visit www.dss.mo.gov/dfs/dliheap.htm

Kansas: Call 1-800-432-0043 or visit www.srskansas.org/ISD/lees/lieap.htm.

Weatherization



This free service is available to homeowners and renters whose income qualifies. To qualify, you must have household earnings at or below the current income guidelines, have received service from KCP&L for at least one year, and have household energy consumption of more than 3,000 kWh per year. Managed by county community action agencies, services include caulking and weather stripping. Call us or visit www.kcpl.com for local agency information.

Cold Weather Program

This program helps customers with delinquent accounts avoid loss of service during the coldest months of the year. The program began on November 1 and continues through March 31, 2010. Participation is simple. If you are worried about paying your bill in full, call our customer service representatives and ask for a Cold Weather Program payment plan.

Solutions to help lower your energy bills

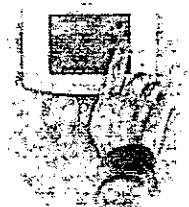
KCP&L continues to develop and offer energy-efficient products and services that will help you save money and energy. Here are just a few:

Energy Analyzer

Free, online tool to understand your home energy use and get tips on how you can conserve energy.

Energy Optimizer

Receive a free, \$300 value Honeywell programmable thermostat to save up to 20 percent on energy costs.



Home Performance with ENERGY STAR®

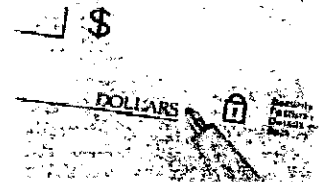
(Missouri only): Have a certified Home Performance with ENERGY STAR contractor perform an audit on your home and show you ways to save. Implement recommended measures and receive up to \$1,200 in rebates.

For more information about these programs, please visit www.kcpl.com.

Solutions to help others in need

Energy Gift Program

Individuals can give the gift of energy to family or friends by placing an Energy Gift on a KCP&L customer's account. Energy Gifts may be purchased by check or money order, and can be given anonymously. Energy Gifts are nonrefundable and considered a gift, not a tax-deductible donation.



Dollar-Aide

Dollar-Aide helps thousands of families pay their heating, cooling and water bills during financially pressing times. It is funded by customer donations, which KCP&L matches with a 50-cent energy credit. Contributions may be made online or by check payable to Dollar-Aide. Administered by the Mid-America Assistance Coalition and United Way of Greater Kansas City, checks may be sent with monthly KCP&L payment or mailed directly to Dollar-Aide, c/o US Bank, 8600 Shawnee Mission Pkwy., Suite 105, Merriam, KS 66202.



Solutions for those who need special assistance

Special Medical Conditions

If a member of your household depends on electrically operated life-support equipment, contact us online or by phone for a "Medical Customer" application form.

Special Friend Registration

Customers 60 or older who are disabled or expect to be away for long periods may give KCP&L the name of a relative, friend or agency to contact if their payments become overdue. This "special friend" is not responsible for payments but could help mitigate service issues. Contact one of KCP&L's customer service representatives for information. □

KCP&L's AccountLink®

An easy way to manage your account

Make sure you've signed up and are taking advantage of the ease, convenience and security of this online service.



Join the thousands of customers who value the convenience of our online account management system. With just the click of a mouse you get fast, safe, 24/7 access to your KCP&L account information. Functions include:

Billing information at a glance

- **Monthly Bill** — View and pay your monthly bill at your convenience.
- **Compare Bills** — Compare current and prior bills and track energy usage across time.

- **Transaction History** — View detailed, real-time billing and payment history.

Customize your billing options

- **Paperless Billing** — Delivers your bill via e-mail, simplifying your life and is better for the environment.
- **Budget Billing** — Averages your last 12 bills to make your monthly electric bills more predictable and manageable.

Payment Options

- **One-Time Payment** — Control how much you pay each month by authorizing credit or debit charges or electronic withdrawals from your bank account.
- **Automatic Monthly Payments** — Pay your bill automatically on each month's due date by authorizing recurring credit or debit charges or electronic withdrawals from your bank account.

Easy signup

All you need are about two minutes and your KCP&L account number. Simply visit www.kcpl.com, click on the "My Account" tab, and then follow the instructions to register. □



Go back to the future at the KCP&L All-Electric House

Do you remember or ever wonder what life was like about

50 years ago in the suburbs of Kansas City? If so, you will enjoy a blast from the past by touring the 1950s All-Electric House at the Johnson County Museum.

KCP&L built the house in 1953 for exhibition, demonstration and research purposes. It showcased many of "the marvels of electric living" including an all-electric heat pump, remote-control lighting system, electric curtain rods, electric garage door opener, germ-killing lighting in the bathroom, and a remote control television behind a slide-away panel. Originally located in the Indian Fields subdivision of Prairie Village, Kan., the house was moved to the museum in 1994 and painstakingly restored to its original appearance. The museum is located at 6305 Lackman Road in Shawnee, Kan. Don't miss the special Christmas event when the house is decorated with an aluminum tree and color wheel. For more information, check out www.jocomuseum.org.



Originally constructed by KCP&L in 1954, the five room house captures why a home in the suburbs was part of the American dream after World War II.

You're invited to the KCP&L Plaza Lighting Ceremony


Be sure to join us for one of the Kansas City area's favorite traditions and to kick off the holiday season.

**Thanksgiving Night
Thursday, November 26**

The show, which takes place on a huge stage situated at 47th and Wyandotte, begins at 7 p.m. Following the lighting ceremony at 7:30, performers, musicians and the Plaza Lighting Ceremony orchestra take the stage. A wonderful fireworks display closes out this magical evening at 8 p.m.

If you can't make it to the ceremony, you can still watch all the festivities on KCTV Channel 5.

Photo courtesy of Kansas City Convention & Visitors Association



JOHNSON COUNTY
Museum
50% OFF
Admission to the
1950s all-electric home
GOOD FOR UP TO TWO ADMISSIONS.

Electrical Safety Tips

Use power cords with caution

- Replace cords that are damaged or frayed.
- Never place cords under carpet or rugs.
- Extension cords are only for temporary use.
- Prolonged use of extension cords can cause overheating and fire.
- Never pull a cord; always pull the plug.



The Wire is published quarterly for residential customers by KCP&L, a wholly owned subsidiary of Great Plains Energy. It's designed to deliver timely information about electrical service, convenience and safety. If you have any story ideas, comments or suggestions, e-mail them to thewire@kcpl.com.

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