

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI**

In the Matter of Kansas City Power & Light Company's     )  
Request for Authority to Implement A General             )     Case No. ER-2016-0285  
Rate Increase for Electric Service                     )

**KANSAS CITY POWER & LIGHT COMPANY'S  
RESPONSE TO ORDER DIRECTING FILING**

COMES NOW Kansas City Power & Light Company ("KCP&L" or "Company") and responds to the Missouri Public Service Commission's ("Commission") April 13, 2017 Order Directing Filing.

- I. Provide the total number of surveys and their costs booked during the test year and true up period, the total number of questions on those surveys that are political in nature, and the percentage of political oriented questions to total survey questions.**

Response: Nine WPA surveys were conducted during the test year and true up period in this case and the total amount booked to KCP&L cost of service (Missouri only) was \$109,192 (\$62,310 for the test year, \$46,882 for the true up period). The nine surveys contained a total of 382 questions. In eight of the surveys, the following question was asked for demographic purposes:

In politics today, do you usually think of yourself as a  ROTATE Republican, Independent, or Democrat?

IF REPUBLICAN/DEMOCRAT, ASK

Do you think of yourself as a STRONG (Republican/Democrat) or NOT-SO-STRONG (Republican/Democrat)?

TOTAL REPUBLICAN  
TOTAL DEMOCRAT

1. Strong Republican
2. Not-So-Strong Republican
3. Independent/Something Else
4. DK/Refused  DNR
5. Not-So-Strong Democrat
6. Strong Democrat

The percentage of “political” questions to total questions is 2.09%. Therefore, if the Commission is inclined to make an adjustment in the rate case, the reduction to KCP&L’s cost of service would be \$1,305 (2.09% X test year amount of \$62,310).

However, the survey question above is nothing like the 2011 and 2013 survey questions discussed at the hearing which involved specific ballot issues and names of candidates. (Tr. 1463-1464; Ex. 330HC and 331HC) The Company believes that a question regarding a survey respondent’s political party is an appropriate and useful way to obtain useful demographic information to aid in the targeting of particular Company programs. (Tr. 1479) Thus, an adjustment to KCP&L’s cost of service is not appropriate in this case. The Company understands the Commission’s position that asking questions specific to candidates and ballot issues does not relate to quality of service issues and the Company will remove these types of questions from its cost of service in future rate proceedings.

Respectfully submitted,

*/s/ Roger W. Steiner*

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**Attorneys for  
Kansas City Power & Light Company**

**CERTIFICATE OF SERVICE**

I do hereby certify that a true and correct copy of the foregoing document has been hand delivered, emailed or mailed, postage prepaid, this 17<sup>th</sup> day of April, 2017, to all counsel of record.

*/s/ Roger W. Steiner*

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Roger W. Steiner

**Attorney for Kansas City Power & Light  
Company**