

Kansas City Power & Light®

September 1, 2005

Secretary of the Commission
Missouri Public Service Commission
P.O. Box 360
Jefferson City, MO 65102-0360

RE: Request Commission approval of Change a Light tariff

Dear Sir:

Kansas City Power and Light Company (KCP&L) seeks approval from the Commission of the enclosed Change a Light tariff (CAL). This tariff is filed per the Regulatory Plan of Kansas City Power and Light, Case. No. EO-2005-0329, Appendix C. KCP&L's contract with the program administrator covered in the tariff specifies that the commencement date is October 1, therefore we are requesting an effective date of October 1.

The following provides documentation to better explain KCP&L's intent with respect to advertising, publicity, program (tariff) effectiveness evaluation and program documentation.

The following describes the advertising to be employed with respect to the program:

Midwest Energy Efficiency Alliance (MEEA) will coordinate advertisement through the retailer, including:

- Circulars distributed by selected retailer(s);
- In-store promotion; and
- Other advertisement as agreed upon by KCP&L, MEEA, and the retailer.

KCP&L anticipates:

- The use of Bill inserts or messaging;
- The development of "Change a Light" web page; and
- The use of news releases.

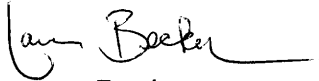
KCP&L post-program cost effectiveness of this program will rely on evaluations conducted by the U. S. Environmental Protection Agency (EPA) and Energy Star.

KCP&L program documentation shall include, but is not necessarily limited to, MEEA program reports that detail rebates to customers, and other Company records as to the use and distribution of program funds, the sale and distribution of Compact Fluorescent Light (CFL) bulbs and KCP&L materials and services in support of the Program's operation.

MEEA, on behalf of KCP&L, estimates selling 22,012 CFL's. KCP&L anticipates providing a per-bulb rebate of \$1.45 or \$1.50 depending on the participating retailer. The total rebate amount for this program shall not exceed \$35,000. KCP&L foresees total costs of Advertising, Field Coordination, Marketing, Program Implementation and internal KCP&L support services expenses to be approximately \$40,000.

Thank you for your time and effort devoted to this project. Please contact me if you require any additional information at (816) 556-2274.

Sincerely,



Laura Becker
Regulatory Affairs

Enclosures

- 1 - Proposed Tariff Sheet 43E
- 1 - KCP&L (MO Jurisdiction) Agreement with MEEA

Cc C Giles
 T Rush
 L Liechti
 D Nickelson
 OPC
 AmerenUE
 Aquila
 Trigen
 Atmos Energy
 Independence Power & Light

PSC Mo. No. 7 Original Sheet No. 43E.

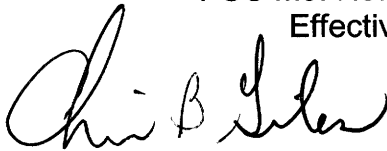
LETTER OF TRANSMITTAL

Kansas City Power & Light Company
August 31, 2005

To the Public Service Commission, State of Missouri, Jefferson City:

Accompanying schedule issued by the Kansas City Power & Light Company is sent to you for filing in compliance with the requirements of the Public Service Commission Law.

PSC Mo. No. 7 Original Sheet No. 43E.
Effective, October 1, 2005.

A handwritten signature in cursive script, appearing to read "Chris B. Giles".

Chris B. Giles, Vice-President, Kansas City Power & Light Company

KANSAS CITY POWER & LIGHT COMPANY

P.S.C. MO. No.

7

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Original

Sheet No.

43E

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Revised

Canceling P.S.C. MO. No.

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Original

Sheet No.

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Revised

For Missouri Retail Service
Area

CHANGE A LIGHT Schedule CAL

APPLICATION:

The Change A Light Program is a voluntary program and is designed to encourage the replacement of inefficient energy consuming lights by providing a rebate for a portion of the costs of Energy Star[®] compact fluorescent light (CFL) bulbs. The Company's participation in such financial incentives is limited to the funds set forth in Appendix C of the Stipulation and Agreement approved by the Missouri Public Service Commission, Case Number EO-2005-0329.

DEFINITIONS:

Administrator – Midwest Energy Efficiency Alliance (MEEA) will administer the program.

Agreement – refers to Company's "agreement" with MEEA detailing the use of program funds, availability of CFL bulbs to program participants, and each party's administrative responsibilities.

Participant – Any residential customer served under Company's electric Service Classification that elects to purchase CFL bulbs in the program.

Retailer – Any retailer located in Missouri which has agreed to sell CFL bulbs in the program.

AVAILABILITY:

The Program is available to any of the Company's Missouri residential electric customers. Rebates must be redeemed through participating Missouri retailers.

REBATE:

Each Participant must complete a rebate form to receive a rebate as an instant credit at the time of purchase from the participating retailer. Rebate forms will be available at the retailer's location.

Retailers shall provide rebates for each purchased CFL bulb to a maximum of six (6) bulbs per Participant.

TERM OF PROGRAM:

The Program will conclude on December 31, 2005, or when the program's funds for bulbs or program's bulbs is depleted, pursuant to the Agreement, whichever occurs first.

DATE OF ISSUE: September 1, 2005
ISSUED BY: Chris B. Giles
Vice-President

DATE EFFECTIVE: October 1, 2005
1201 Walnut, Kansas City, Mo. 64106

ENERGY STAR CHANGE A LIGHT, CHANGE THE WORLD CAMPAIGN AGREEMENT

THIS ENERGY STAR CHANGE A LIGHT, CHANGE THE WORLD CAMPAIGN AGREEMENT ("Agreement") entered into on _____, 2005 by and between Midwest Energy Efficiency Alliance ("MEEA") a nonprofit corporation and Kansas City Power and Light, a Missouri corporation ("KCP&L") sets forth the terms and conditions under which MEEA will provide the services described herein.

Background

A. MEEA will coordinate a regional promotion of ENERGY STAR lighting products and engage in an educational ENERGY STAR lighting campaign to train retailers and consumers about the value of and how to sell ENERGY STAR products. The campaign will have targeted rebates, advertising, point-of-purchase materials, and support from the national ENERGY STAR Change a Light, Change the World Program. MEEA will use the support of the national ENERGY STAR program, via the "Change A Light, Change the World" campaign ("Change A Light Campaign") scheduled for October 2005 as a springboard for the regional promotion. Significant dollars will be invested in the creation of public service announcements (PSAs), print advertisements, point-of-purchase materials, and other valuable educational and promotional materials.

B. The Change A Light Campaign is designed to educate consumers on the energy and money saving benefits of compact fluorescent light bulbs ("CFLs"), torchiere lamps and other ENERGY STAR products through marketing and media outreach efforts in addition to an instant rebate towards the purchase of an ENERGY STAR lighting product. Trainings will be held with participating retailers to educate them on why to carry ENERGY STAR products and how to effectively market and sell them. This effort will include KCP&L's targeted area(s). Any consumer in and around these areas will be able to participate in the promotion through participating Change a Light Campaign retailers.

C. MEEA estimates that up to 22,012 ENERGY STAR qualifying CFLs will be sold throughout the KCP&L Missouri territory in the Change A Light Campaign in October, November, and December of 2005. This would translate to approximately 11,402,216 kWh savings and a \$714,918 return to participating customers. At the end of the campaign, MEEA will determine the exact annual and lifetime savings of the products sold in the region and in each individual sponsor's service territory.

D. MEEA will partner with an ENERGY STAR lighting manufacturer and retailer for the Change A Light Campaign and contract out the majority of the implementation efforts to a contractor that has extensive experience in similar market transformation campaigns. This contractor will take responsibility for implementing many of the tasks identified in the attached scope of work.

E. The Change A Light Campaign has high transferability potential through the campaign's marketing efforts, largely ads in the retailer's circular. A vast majority of the constituents in KCP&L's targeted areas will have the potential to hear the messages.

NOW THEREFORE, in consideration of the mutual covenants and agreements set forth herein, the parties agree as follows:

1. The specific and measurable goals of MEEA for the Change A Light Campaign implemented by MEEA in KCP&L's Missouri service territory are as follows:
 - Rebate up to 22,012 units in October, November and December 2005.
 - Leverage resources of industry, regional, and utility partners to increase market share in the participating areas in a substantial way.
2. Pursuant to the Change A Light Campaign, consumers will be offered a \$2.00 instant rebate on the purchase of an ENERGY STAR compact fluorescent light bulb.
 - KCP&L will provide \$1.45 - \$1.50 towards the rebate up to an amount not to exceed \$35,000 and participating manufacturers will contribute an additional \$.50 - \$.55 towards the rebate.
 - The program will be advertised by MEEA through the media via press releases, advertisements, utility inserts where applicable and through participating retail stores through the use of point-of-purchase (POP) materials; provided however, that MEEA receive prior written approval from KCP&L for such press release, advertisements and utility inserts.
 - Product coupons will be designed, developed and distributed to participating retailers through MEEA's field representatives and retail staff will be trained on the promotion as well as the ENERGY STAR message.
 - KCP&L will receive recognition in the press releases and any and all advertising.
3. MEEA will provide as follows:
 - MEEA will coordinate the matching rebate and cooperative advertising dollars with all manufacturers and retailers participating in the program.
 - Design, print and distribute a coupon packet for distribution to consumers and/or retailers, working closely with the Midwest regional programs and the ENERGY STAR contractor to create a regional "look and feel".
 - MEEA will provide point of purchase ("POP") materials. Materials may include banners, end-caps, product labels and camera-ready ad elements.
 - MEEA will coordinate the receipt of all rebate submittals and provide consumer information to the sponsors for the promotional period.
 - MEEA will provide field support to retail partners in order to drive retail participation through advertising, in-store placement of point of purchase materials and prominent display of qualified product.
 - MEEA will provide sponsor customized radio, print, tv, and press kits, in addition to the standard marketing already included, at an additional cost if the sponsor requests this service.
 - A final report will be written outlining the program and the energy, environmental and economic impacts of KCP&L's campaign. Such report will be submitted to KCP&L by April 15, 2006.

4. The parties agree that the total budget for this program is as follows:

Rebate up to 22,012 CFL Bulbs and Process Rebate Coupons	\$35,000
Advertising	\$9,000
Field Coordination and Marketing	\$9,000
Program Implementation	\$7,000
Total	\$60,000

5. KCP&L will provide funding for the program in the amount of \$60,000 with \$30,000 due within 30 days of the execution of this Agreement and the remaining \$30,000 due by April 1, 2006.

5.1 All balances not paid by KCP&L to MEEA within thirty (30) days of KCP&L receiving the items required for payment pursuant to section 5 of this contract will be subject to interest at the rate of 1% per month, annual rate of 12%. All costs of collection, including attorney fees will be paid by KCP&L.

6. With thirty (30) days prior written notice, KCP&L may terminate this Agreement, *provided however*, that MEEA shall only be required to remit to KCP&L all unspent funds as of the date of the termination notice.

Signatures:

Alecia Ward, Director Date
Midwest Energy Efficiency Alliance

Kansas City Power and Light Date