

THE EMPIRE DISTRICT ELECTRIC COMPANY d.b.a. LIBERTY

P.S.C. Mo. No. 6 Sec. 4 Original Sheet No. 29

Canceling P.S.C. Mo. No. _____ Sec. _____ Revised Sheet No. _____

For ALL TERRITORY

PROMOTIONAL PRACTICES SCHEDULE PRO Program Descriptions for MEEIA Cycle 2 Plan
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A. Residential Smart Thermostats

PURPOSE:

The Residential Smart Thermostats program is designed to raise customer awareness of the benefits of smart thermostats to control energy use in their homes and to connect thermostats to the related demand response program. The Empire District Electric Company's (Company) participation in such financial incentives is limited to the amount approved by the Missouri Public Service Commission in Case No. EO-2025-0124.

DEFINITIONS:

Administrator – The Company will align itself with a third-party implementation vendor, which will also contribute to marketing and outreach.

Eligible Participant – Residential electric retail customer in rate schedule NS-RG, TC-RG or TP-RG.

Funds – The 2025 - 2027 budget for this program, as ordered in Case No. EO-2025-0124, is \$710,773.

Program Period – As approved in EO-2025-0124, the program will be administered through the year 2027, or until superseded by a new MEEIA portfolio.

Measures – Empire will offer instant rebates on qualifying thermostats through an on-line marketplace.

THE EMPIRE DISTRICT ELECTRIC COMPANY d.b.a. LIBERTY

P.S.C. Mo. No. 6 Sec. 4 Original Sheet No. 29a

Canceling P.S.C. Mo. No. _____ Sec. _____ Revised Sheet No. _____

For ALL TERRITORY

PROMOTIONAL PRACTICES SCHEDULE PRO Program Descriptions for MEEIA Cycle 2 Plan
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DESCRIPTIONS:

Customers are eligible to purchase qualifying smart thermostats through the on-line marketplace. Customers that participate receive instant incentives at the point-of-purchase. Incentives will vary depending upon the type of thermostat, manufacturer, and the associated retail cost.

Residential customers are also eligible to receive energy advice through an online energy audit tool available at no cost. The evaluation identifies potential energy efficiency upgrades, educates the customer on managing energy consumption, and provides further information on Liberty's other energy efficiency programs. Customers may order recommended thermostats following the completion of an online audit through the online marketplace. The online marketplace will be available to all customers to purchase thermostats regardless of their participation in the online energy audit tool.

TERMS & CONDITIONS:

Liberty and/or a contractor acting on the Company's behalf may conduct desktop or field-based QA/QC on a random selection of completed energy efficiency projects. The QA/QC process may include verification of purchase and/or installation of any equipment/measures that receive incentives through the program. The QA/QC process does not constitute an inspection for proper installation except where the installation impacts the effectiveness or efficiency of the measure in question. Customers and building owners who participate in this program may participate in other programs, if qualified.

For ALL TERRITORY

PROMOTIONAL PRACTICES
SCHEDULE PRO
Program Descriptions for MEEIA Cycle 2 Plan

B. Residential Demand Response Program

PURPOSE:

The Residential Demand Response Program (“Program”) is designed to deliver demand reductions during peak periods through the control of thermostats in customer locations. The Empire District Electric Company’s (Company) participation in such financial incentives is limited to the amount approved by the Missouri Public Service Commission in Case No. EO-2025-0124.

DEFINITIONS:

Administrator – The Company will align itself with a third-party implementation vendor, which will also contribute to marketing and outreach.

Eligible Participant – Single family residential electric retail customer in rate schedule NS-RG, TC-RG or TP-RG.

Funds – The 2025 - 2027 budget for this program, as ordered in Case No. EO-2025-0124, is \$858,933.

Program Period – As approved in EO-2025-0124 the program will be administered through the year 2027, or until superseded by a new MEEIA portfolio.

Measures – Liberty will offer incentives to customers who enroll in the program and participate in qualifying events.

DESCRIPTION:

A direct load control (“DLC”) program enabled through Wi-Fi connected thermostats in customers’ homes. Liberty will work with various smart thermostat manufacturers and anticipates entry into the program through multiple channels including bring your own device, customer self-install and direct installs for low-income customers. Liberty will partner with a demand response software provider who will remotely call events. An event will be called in coordination with peak demand in SPP. During an event, there may be a consistent change of temperature in a home or cycling a customer’s HVAC system to reduce demand. Customers will be compensated during the initial enrollment period and on a periodic basis (seasonally or annually) based on the number of events they participate in. Customers will be allowed to opt out of a single event without impact to their incentive tied to participation.

THE EMPIRE DISTRICT ELECTRIC COMPANY d.b.a. LIBERTY

P.S.C. Mo. No. 6 Sec. 4 Original Sheet No. 29c

Canceling P.S.C. Mo. No. _____ Sec. _____ Revised Sheet No. _____

For ALL TERRITORY

PROMOTIONAL PRACTICES SCHEDULE PRO Program Descriptions for MEEIA Cycle 2 Plan
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DELIVERY:

The Company will deliver the Program with the aid of a program administrator, with whom it will deliver the program according to a contract.

TERMS AND CONDITIONS:

Liberty and/or a contractor acting on the Company's behalf may conduct desktop or field-based QA/QC on a random selection of completed energy efficiency projects. The QA/QC process may include verification of purchase and/or installation of any equipment/measures that receive incentives through the program. The QA/QC process does not constitute an inspection for proper installation except where the installation impacts the effectiveness or efficiency of the measure in question. Customers who participate in this program may participate in other programs, if qualified.

For ALL TERRITORY

PROMOTIONAL PRACTICES
SCHEDULE PRO
Program Descriptions for MEEIA Cycle 2 Plan

C. Liberty Energy Upgrade Program

PURPOSE:

The Liberty Energy Upgrade Program (Program) is designed to support the delivery of long-term energy savings and bill reductions to eligible customers in single family and multi-family dwellings of 1-3 units through the direct installation of custom energy upgrades necessary to support the proper installation of efficiency measures.

DEFINITIONS:

Administrator – The Company will align itself with a third-party implementation vendor, which will also contribute to marketing and outreach.

Eligible Participant – Income eligible residential customers that own or rent a single-family residence or reside in a unit in a 1–3-unit building being served by the Company in rate schedule NS-RG, TC-RG, and TP-RG.

Funds – The 2025 - 2026 budget for this program, as ordered in Case No. EO-2025-0124, is \$1,148,368.

Program Period – As approved in EO-2025-0124, the program will be administered through the year 2026, or until superseded by a new MEEIA portfolio.

Measures – Eligible measures are included but not limited to replacement of electric furnaces that are 10 years or older with energy-efficient heat pumps, replacement of electric water heaters that are non-functional or leaking, electrical system upgrades to accommodate increased load of a new heat pump and electrical upgrades to mitigate knob-and-tube wiring.

DESCRIPTION:

Income eligible customers receive free in-home evaluations, customized recommendations for energy efficient measure upgrades and direct installation of energy upgrades at no cost.

THE EMPIRE DISTRICT ELECTRIC COMPANY d.b.a. LIBERTY

P.S.C. Mo. No. 6 Sec. 4 Original Sheet No. 29e

Canceling P.S.C. Mo. No. _____ Sec. _____ Revised Sheet No. _____

For ALL TERRITORY

PROMOTIONAL PRACTICES SCHEDULE PRO Program Descriptions for MEEIA Cycle 2 Plan
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DELIVERY:

Liberty will engage with local community qualified income assistance agencies as the primary path for program delivery.

TERMS & CONDITIONS:

Liberty and/or a contractor acting on the Company's behalf may conduct desktop or field-based QA/QC on a random selection of completed energy efficiency projects. The QA/QC process may include verification of purchase and/or installation of any equipment/measures that receive incentives through the program. The QA/QC process does not constitute an inspection for proper installation except where the installation impacts the effectiveness or efficiency of the measure in question. Customers and building owners who participate in this program may participate in other programs, if qualified.

THE EMPIRE DISTRICT ELECTRIC COMPANY d.b.a. LIBERTY

P.S.C. Mo. No. 6 Sec. 4 Original Sheet No. 29f

Canceling P.S.C. Mo. No. _____ Sec. _____ Revised Sheet No. _____

For ALL TERRITORY

PROMOTIONAL PRACTICES SCHEDULE PRO Program Descriptions for MEEIA Cycle 2 Plan
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D. C&I Demand Response Program

PURPOSE:

The C&I Demand Response Program facilitates the reduction of demand of building loads at commercial and industrial customer sites during peak events. The Empire District Electric Company's (Company) participation in such financial incentives is limited to the amount approved by the Missouri Public Service Commission in Case No. EO-2025-0124.

DEFINITIONS:

Administrator – The Company will align itself with a third-party implementation vendor, which will also contribute to marketing and outreach.

Eligible Participant – Nonresidential electric customers or owners of newly-constructed or existing nonresidential property who are being served under nonresidential rate plans: NS-GS, TC-GS, TP-GS, NS-LG, TC-LG, NS-SP, TC-SP, or LP, and are not on a current voluntary interruptible tariff with the Company.

Funds – The 2025 - 2027 budget for this program, as ordered in Case No. EO-2025-0124, is \$974,596.

Program Period – As approved in EO-2025-0124 the program will be administered through the year 2027, or until superseded by a new MEEIA portfolio.

Measures – Incentives.

Liberty will offer incentives to customers who enroll in the program and participate in qualifying events.

THE EMPIRE DISTRICT ELECTRIC COMPANY d.b.a. LIBERTY

P.S.C. Mo. No. 6 Sec. 4 Original Sheet No. 29g

Canceling P.S.C. Mo. No. _____ Sec. _____ Revised Sheet No. _____

For ALL TERRITORY

PROMOTIONAL PRACTICES SCHEDULE PRO Program Descriptions for MEEIA Cycle 2 Plan
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DESCRIPTIONS:

The active demand response program is a technology agnostic program available to all commercial and industrial customers to reduce building system loads during peak events. Customers taking part in the program may not be on the Company's current curtailment.

The program will pay the customer or may work directly with their CSPs for demand reduced during an event. Customers will have the opportunity to select the number of events they are willing to participate in during a calendar year. Events will be called during weekdays, and customers may choose to participate in extended time events.

DELIVERY:

Liberty will work with a third-party implementation contractor to assist in the implementation and delivery of the program.

TERMS & CONDITIONS:

Liberty and/or a contractor acting on the Company's behalf may conduct desktop or field-based QA/QC on a random selection of completed energy efficiency projects. The QA/QC process may include verification of purchase and/or installation of any equipment/measures that receive incentives through the program. The QA/QC process does not constitute an inspection for proper installation except where the installation impacts the effectiveness or efficiency of the measure in question. Customers and building owners who participate in this program may participate in other programs, if qualified.

THE EMPIRE DISTRICT ELECTRIC COMPANY d.b.a. LIBERTY

P.S.C. Mo. No. 6 Sec. 4 Original Sheet No. 29h

Canceling P.S.C. Mo. No. _____ Sec. _____ Revised Sheet No. _____

For ALL TERRITORY

PROMOTIONAL PRACTICES SCHEDULE PRO Program Descriptions for MEEIA Cycle 2 Plan
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E. Commercial and Industrial (“C&I”) Rebate Program

PURPOSE:

The C&I Rebate Program is designed to encourage the efficient use of energy by providing rebates to cover a portion of the costs associated with the purchase and installation of energy efficient equipment in commercial and industrial facilities. Empire District Electric Company’s (Company) participation in such financial incentives is limited to the amount approved by the Missouri Public Service Commission in Case No. EO-2025-0124.

DEFINITIONS:

Administrator – The Company will align itself with a third-party implementation vendor, which will also contribute to marketing and outreach.

Eligible Participant – Nonresidential electric customers or owners of newly-constructed or existing nonresidential property who are being served under nonresidential rate plans NS-GS, TC-GS, TP-GS, NS-LG, TC-LG, NS-SP, TC-SP, LP, or TS and have not opted out of participation in the program under Missouri Public Service Commission Rule 20 CSR 4240-20.094(7)(A).

Funds – The 2025 - 2026 budget for this program, as ordered in Case No. EO-2025-0124, is \$4,125,116.

Program Period – As approved in Case No. EO-2025-0124, the program will be administered through the year 2026, or until superseded by a new MEEIA portfolio.

THE EMPIRE DISTRICT ELECTRIC COMPANY d.b.a. LIBERTY

P.S.C. Mo. No. 6 Sec. 4 Original Sheet No. 29i

Canceling P.S.C. Mo. No. _____ Sec. _____ Revised Sheet No. _____

For ALL TERRITORY

PROMOTIONAL PRACTICES SCHEDULE PRO Program Descriptions for MEEIA Cycle 2 Plan
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DESCRIPTIONS:

The program provides incentives to encourage the purchasing of energy efficient equipment at commercial and industrial facilities. The program consists of prescriptive and custom rebates.

Prescriptive – Pre-qualified prescriptive rebates are available for new construction and retrofit projects. A complete list of prescriptive measures and their projected incentives can be found in Application Appendix C of Empire’s MEEIA Cycle II Filing, made in Case No. EO-2025-0124. Liberty may adjust measures and incentive amounts during the program cycle based on customer participation, market conditions, budget restrictions or other limiting factors.

Custom – Equipment that does not qualify for a prescriptive rebate will be eligible for a custom rebate. Applications must be pre-approved by Empire before equipment is purchased and installed. A \$250,000 incentive cap is imposed per facility per program year. However, if funds are still available in the last three months of the program year, the cap may be exceeded.

TERMS & CONDITIONS:

Liberty and/or a contractor acting on the Company’s behalf may conduct desktop or field-based QA/QC on a random selection of completed energy efficiency projects. The QA/QC process may include verification of purchase and/or installation of any equipment/measures that receive incentives through the program. The QA/QC process does not constitute an inspection for proper installation except where the installation impacts the effectiveness or efficiency of the measure in question. Customers and building owners who participate in this program may participate in other programs, if qualified.