

D.05 Exhibit No. 1366
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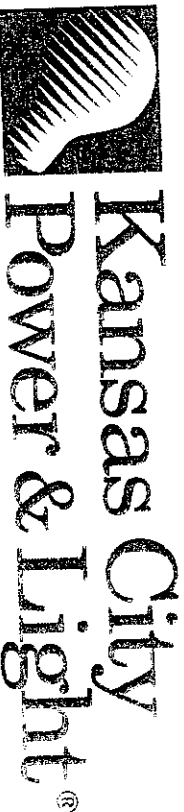
Baptist Ministers Union of Kansas City, Missouri

July 20, 2006

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Missouri Public
Service Commission



ENERGIZING LIFE

Customer Relations

- New Department within Customer Services
 - Established May 2006
 - Collaborate with assistance agencies, United Way 2-1-1, customers, MAAC, commissions, and local organizations to better serve low-income customers
- Our mission
 - Take leadership role in assisting low-income and elderly customers
 - Build relationships within low-income community and those who lead them

What are we doing currently?

- Hot weather procedures
 - Proactive outbound calling to medical customers
 - Gatekeeper process
 - Dedicated phone line for medical customers and hospice organizations
- Partnering with United Way 2-1-1
 - Only utility associated with 2-1-1 initiative and development
 - Utilize data, such as demographic information to identify customer needs
- Host Agency & Energy Forums with agencies
- On-going planning for next year and beyond

What else will we do?

- Identify our low-income and elderly customers and target solutions that suit their needs
- Pursue additional funding for low-income on federal, state and local levels
- Promote awareness of, and increase Dollar-Aide contributions
 - Goal to increase by 5% annually
 - Currently at approximately \$250,000
- Financial workshops
- Gather data on assistance agencies and the services they provide
- Help identify qualifying customers for home weatherization

What will we do? (Continued)

- Payment plans and methods
 - Payment extensions / payment plans
 - Electronic check
 - Automatic bank transfer
 - Online payment capabilities
 - Credit card option (working on)
 - No extra charge to customer

What will we do? (Continued)

Unbanked customer options

- Pay agents
 - Approximately 39 existing now
 - Investigate adding more pay agents to increase accessibility for customers
 - Discussion currently underway with Barrons Grocery
- Pay Stations
 - Research kiosk stations
 - Where, how many, cost, maintenance
- Survey peers
- Solicit feedback from low-income community leaders

Collaboration Efforts

- Develop understanding of low-income issues by:
 - Building relationships with leaders in the community
 - Hosting workshops
 - Partnering with other utilities

Energy Efficiency Programs

- Energy Optimizer
- Energy Analyzer
- Low-income / Affordability
- Energy audits
 - Siemens audit program
 - Implementing for churches
 - Energy Management Systems in churches
- Energy education opportunities
- Weatherization program
 - Workshops

Economic and Community Development

- ☐ MWBE supplier development game plan
- ☐ Hiring efforts at KCP&L
- ☐ Job development opportunities
- ☐ Local bank collaboration / outreach
- ☐ Focus groups to identify specific needs of community
- ☐ Workshops

What's next?

- Understanding low-income customer needs
 - Your thoughts?