

Demand Response Programs by Energy Curtailment Specialists, Inc. (ECS)

Case Study: Kansas City Power & Light's (KCP&L) MPower Program

“ECS' approach involves a significant investment on the part of the customer. It is not a hands-off approach. It is not built on the concept of direct load control. This approach, while possibly more challenging to the customer on a short-term basis, offers the greatest opportunity for sustainable long-term load reductions and future energy efficiency opportunities. By educating the customer and personally involving him in developing his curtailment strategy, the groundwork is laid for the utility and its customer developing a collaborative, sustainable plan for future growth.”

- Jason Jones, Product Manager, Commercial & Industrial Markets, Kansas City Power & Light

Goals

- Increase participation in current demand response program
- Enhance demand response program infrastructure and administration

Benefits

- Meet projected increased levels of summer demand
- Defer building new power plants or acquiring generation resources
- Maintain balanced pricing
- Keep emissions down

Preparation

- ECS was selected as KCP&L's sole authorized agent to help administer its demand response program, MPower™.
- ECS leveraged its 5-Phased Demand Response Program concept to provide:
 - Program Design / Consulting
 - Marketing & Enrollment
 - Pre-Event Assessment & Readiness
 - Event Activations
 - Post-Event Analysis & Public Communication

Details of Implementation

- ECS analyzed KCP&L's subset of customers and loads, and projected delivery of approximately 30 MW from customers by the end of Summer 2008.
- ECS provided KCP&L with input concerning the design of the MPower demand response program, including baseline methodology used and participation thresholds.

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Details of Implementation (continued)

- Working within specific parameters set forth by KCP&L, ECS designed marketing materials and launched an aggressive marketing campaign:
 - ECS marketed the MPower program to KCP&L's Tier II and III customers (i.e. customers with under 1 MW of peak demand) via direct mail, phone calls, website and seminar interaction.
 - On-site training sessions provided to KCP&L energy consultants servicing Tier I customers (i.e. customers with over 1 MW of peak demand), for marketing purposes using materials and methods provided by ECS.
- Provided customer education to increase reliability through demand response audits, welcome packets, reduction action plans.
- Interfaced system with KCP&L metering
- Dispatched and managed new web portal for customers and KCP&L staff
- Created database for Reduction Event activation; provided notification via phone, email, fax and/or text message
- Monitored and analyzed post-event performances
- Issued press releases, publicizing KCP&L's success in reducing demand, customers' dedication to their community and the environment

Results

ECS delivered approximately 30 megawatts of demand response participation, directly on target with their initial projections, from Tier II and Tier III customers alone.

As a result of successful collaboration and delivery of projected megawatts, KCP&L has extended the contract with ECS and has engaged ECS in discussions regarding an enhanced role and other initiatives, particularly energy efficiency programs.

About Kansas City Power & Light

Kansas City Power & Light (KCP&L) is a full-service energy provider and resource, operating from headquarters in Kansas City, Missouri and servicing an area of about 4,600 miles, including 24 western Missouri and eastern Kansas counties, totaling over 500,000 customers.

KCP&L operates nine stations with 26 generating units, holding over 4,000 megawatts of efficient generation assets in operation or under construction, and provides power to customers and sells into the wholesale market. For more information, visit www.kcpl.com

About Energy Curtailment Specialists

ECS offers turnkey, administrative, and a la carte demand response services. Energy Curtailment Specialists is currently serving markets in all of New York, California, New England, Kansas City, PJM territories, and Ontario, Canada. For more information, call 877-711-5453, or visit www.ecsgrid.com

