

# SUCCESS STORY



## KCP&L Lights the Way to Reducing High Grid Residential Use

Midwest energy supplier KCP&L leveraged the expertise of PowerDirect Energy (PDE) to provide high energy usage



residential customers with energy conservation messaging and measures to assist in reducing residential electricity usage. The established goal was to provide 75,000 customers over a three-year period with a KCP&L-branded bag including one CFL and collateral encouraging additional energy conservation in their home.

### Impact

100% of the measures were distributed, meeting client expectations. Preliminary phone audits conducted by PDE in year one of the program confirmed that more than 60% of the bag recipients had installed the CFLs. While the energy saving MWh impact for the CFLs was minimal in scale, the overall goal of educating high-use customers on energy conservation had been achieved. The program is currently being analyzed in the EM&V stage.

### Challenges | Insights

The program's limited budget made it critical for PDE to efficiently reach areas with the highest density of high residential electricity usage within the service territory. Showcasing KCP&L's commitment to environmental excellence and educating customers on energy conservation were also key objectives that needed to be incorporated into the program.

### Solutions

PDE's proven success in the areas of program management, database analysis, marketing, measure procurement, and door-to-door delivery enabled the company to achieve its goal of reaching 25,000 customers per year for a period of three years (75,000 customers total.)

PDE used targeted data analysis to pinpoint concentrated block groups of high grid usage residential customers overlaid with behavioral data, in order to determine the optimal customer program target and provide the delivery maps for the trained distribution team.

PDE then used custom-created marketing materials including a KCP&L program-branded bag to deliver one CFL and all energy collateral to the front door of 75,000 residential customers. In addition to the CFL procurement and bag packing, door-to-door delivery of the bags included detailed tracking and program reporting. PDE's distribution team used GPS clickers to track all 75,000 deliveries by clicking the device every time a bag was placed on the front door of a customer's home.