



# Designing Customer-Centric Demand Response Programs

*KCP&L Nest Thermostat Program with  
Rush Hour Rewards*





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I am Product Manager at KCP&L and am primarily responsible for KCP&L's Residential, Small-Medium Business Demand Response, and Behavioral Energy Efficiency programs. Before onboarding as a Product Manager in Energy Solutions, I served as an intern at KCP&L where I worked on various regulated and non-regulated renewable energy initiatives. I also worked as a Graduate Assistant at the University of Saint Mary School of Business, where I earned both my Bachelor's and Master's in Business Administration.



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# KCP&L and Evergy Company

KCP&L's legacy parent company, Great Plains Energy, recently merged with Westar Energy to form one company called Evergy. KCP&L and Westar will continue operating under current brands until early 2019. Then the two companies will both re-brand to the Evergy name.

Together, we serve ~1.6 million customers, with a little under 1,000,000 in Kansas and 600,000 in Missouri. In addition, the combined company owns, operates, and maintains more than 51,000 miles of distribution lines with 13,000 megawatts of generation.



# KCP&L Nest Thermostat Program Overview

- In 2016, KCP&L began partnering with Nest, CLEARResult, and EnergyDataMetrics (EDM) to develop and execute a multi-channel thermostat program model that delivers both EE and DR savings:
  - Do It Yourself (DIY)
  - Direct Install (DI)
  - Bring Your Own (BYO)
- FREE Nest thermostat (DIY, DI)
- FREE Seasonal Savings
- \$50 DIY incentive (DIY)
- \$100 BYOT incentive
- \$25 annual enrollment incentive all channels
- Results: 35k enrollments in <3 yrs, 90%+ customer sat





# Why this design?



Choice



Convenience



Comfort



# Why Nest?

- Global brand customers trust and love
- Aligned w/design 3 C's - great focus on **comfort**
  - Comfort is essential to a DR program to decrease opt outs & increases recurring enrollment
  - Pre-cooling + event temperature increase no more than 3 degrees
- Customers are always in **control**
  - Although we don't want them to, customers can *easily* opt out of an event at any time, any where
    - Simple as a temperature change on device or app
- Customers are always **informed**
  - Integrated software and hardware – **SO IMPORTANT**
  - Push notifications on mobile + in app communications + device notifications
  - Utility brand integrated in app



**Messages**

- 
**Hallway Energy Rush Hour** Aug 6, 6:10 PM >  
 Kansas City Power & Light scheduled an Energy Rush Hour for today from 4 PM to 6...
- 
**Hallway Smoke clearing** Aug 5, 6:53 PM >  
 The smoke level is decreasing.
- 
**Nest Protect Sound Check is complete** Jul 23, 12:30 PM >  
 Nest Protect has finished its monthly Sound Check — an extra check of its voice and al...
- 
**Hallway Seasonal Savings** Jul 10, 12:46 AM >  
 Nest has finished adjusting your schedule.
- 
**Hallway Energy Rush Hour** Jun 28, 2:50 PM >  
 Kansas City Power & Light scheduled an Energy Rush Hour for today from 4 PM to 6...

**Rush Hour Rewards**

 **Rush Hour Rewards**

Kansas City Power & Light is rewarding you for using less energy during energy rush hours, when electricity demand is highest.

Nest automatically tunes the temperature around rush hour times to help you get the most out of this opportunity. Of course, you can change the temperature at any time.

Notify in advance:

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**Energy programs Settings** >

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**Rebates and rewards**

Nest energy partners can help you lower your bills and earn rewards.

PROGRAMS

Seasonal Savings	Enrolled
Rush Hour Rewards	Enrolled

See all available energy programs at [Nest Rebates and Rewards >](#)



# Key Learnings

- Design and build in a communication plan at key points in each channel (DIY and BYO misses)
- Design an effective DR communications plan
  - An informed customer is
    - More satisfied
    - Calls less
    - Retainable
- Digitize everything, but be sure to still have other support
- Provide customers options they want, how they want them
- Tell customers what you want them to do and when
- Also tell customers what you *don't* want them to do (temp change during event)

KCP&L energizing life

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## Get ready for Rush Hour Rewards season

The heat of summer will soon be here!

As a participant in KCP&L's [Rush Hour Rewards](#), you will earn rewards when you use less energy during the highest cooling usage times. Here is what you need to know about Rush Hour events that could occur between **June 1 and September 30**:

- A Rush Hour event happens on days of extreme heat when demand for energy reaches peak.
- Before and during a Rush Hour event, your Nest will adjust temperatures to balance comfort and energy savings.
- This year, there could be a **maximum of 15 events**; in 2017, there were three Rush Hour events.
- Rush Hour events occur **weekdays between 11:00 a.m. and 8:00 p.m.—never on weekends or holidays**.
- Events typically last from **2 to 4 hours, but no more than 6 hours**.
- Event notifications will be sent to your Nest (*look for the orange gear icon*) and through the [Nest app](#).
- Remember, you're in control and can change the temperature on your Nest at any time.
- Your reward will be paid in the form of a check at the end of the summer season if you are in your second year of participation.

[LEARN MORE](#)

***“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”***

***- William Pollard***

