

Kentucky Utilities Company and Louisville Gas and Electric Company
Case Nos. 2020-00349 & 2020-00350
Advanced Metering Infrastructure Annual Report
July 29, 2022

I. Introduction

In accordance with the Kentucky Public Service Commission’s Order of June 30, 2021 and subsequent order of December 6, 2021 in Case Nos. 2020-00349 and 2020-00350, Kentucky Utilities Company (“KU”) and Louisville Gas and Electric Company (“LG&E”) (collectively “the Companies”) submit their first annual Advanced Metering Infrastructure (“AMI”) report.

Pursuant to Ordering paragraphs 8, 11 and 13 in the June 30, 2021 Orders mentioned above, the Companies report provides the plan and progress toward maximizing benefits in the areas of reduced meter reading expense; ability to disconnect/reconnect remotely; reduced field service costs; avoided meter costs; fuel saving from decreased customer usage; conservative voltage reduction; time of day rates; electric distribution operations; improved outage response; management and prediction of outages, overloads, and shortfalls of transmission and distribution assets; data availability to customers within 4-6 hours; innovative rate design; reduced theft and earlier detection; a detailed plan for customer engagement of its AMI systems’ as well as detailed plans regarding how the Companies identify outages, how the AMI systems will facilitate notification and communication of information with customers regarding outages, the estimated times of repair, and the AMI systems’ interaction with the Companies other smart grid investments, including the outage management system.

This report reflects data through the end of June 2022, except where noted.

II. Quantitative Benefits

Reduced Meter Reading Expense

Meter exchanges are scheduled to begin this fall and the number of AMI meter installations will increase significantly throughout the first part of 2023. As these meters are installed, meter reading routes can start to be reduced and savings can begin to be captured. As there are currently no contiguous meter installs that allow for the reduction of meter reading routes there are currently no savings to be reported as part of this report.

Ability to Disconnect/Reconnect Remotely

Although the meters being installed (under 200 amp) will have a remote disconnect/reconnect switch, the switch is not enabled for operations until the system integration is completed in the Spring of 2024, see Appendix II for the schedule of planned work. Consequently, reporting on the ability to disconnect/reconnect remotely will begin with the July 2025 report. The savings are likely to be minimal, if any, in the 2024 report as the switches will have been enabled for only a short period of time.

Reduced Field Service Costs

Reduced field service costs are associated with remote service switch enablement because field technicians will not need to visit each meter for a disconnect or reconnect. However, these savings will not start to occur until after the remote service switch systems are enabled and integrated. As noted above, the plan is to begin utilizing these switches in the Spring of 2024 (See the schedule in Appendix II) after the system integration work is complete. Consequently, reporting on reduced field service costs will begin with the July 2025 report. The savings are likely to be minimal, if any, in the 2024 report as the switches will have been enabled for only a short period of time.

Avoided Meter Costs

Avoided meter costs are associated with not purchasing replacement meters at the same level prior to AMI approval. Through December 31, 2021, the Companies have realized savings of \$136k related to avoided meter costs.¹

Fuel Saving from Decreased Customer Usage

Meter installations will begin in the fall of 2022. Customer engagement is planned to begin as the meters are installed to encourage customers to take full advantage of their AMI meter capabilities in order to save energy which should result in fuel savings. As meters have not yet begun to be installed beyond the opt-in program, providing data related fuel savings from customer use of their AMI meters will start to be included in the 2023 report.

Conservation Voltage Reduction

Conservation Voltage Reduction (“CVR”) is dependent upon integration with distribution systems. Plans are to conduct system integration with distribution systems at the end of 2023 and continue through 2024 (See Appendix II); therefore, CVR benefits are not planned to commence until 2026. The first report that may have CVR benefits will be the July 2026 report.

Time of Day Rates

The Companies currently have voluntary time-of-day (“TOD”) rates for residential and non-residential customers with loads that do not exceed 50 kW. All non-residential customers with loads that exceed 250 kVA are already on TOD rates. AMI Meters will begin being installed in the fall of 2022. AMI meters will provide customers with information to make an informed decision on whether a TOD rate would benefit them. The customer communication and engagement plan will let customers know about these alternative rates and how they can utilize their AMI meter to make an informed decision. As meters have not yet begun to be installed as part of the project, there is no information to report. There is expected to be some, although minimal, data to be provided in the 2023 report.

Electric Distribution Operations

Electric Distribution costs are not expected to be affected by AMI until 2025,² when EDO and AMI systems are integrated. Additionally, AMI systems are not planned to be integrated with

¹ Avoided meter costs are reported on an annual basis aligned with the Companies fiscal calendar (January 1 – December 31).

² Case Nos. 2020-00349 and 2020-00350, Exhibit LEB-3, Table 24, page A-17, The labels on Table 24 should be 2021-2030 instead of 2031-2040.

electric distribution until the latter part of 2024. Consequently, there is nothing to report until after these system integrations occur and maybe not until distribution would have planned expenditures in 2025 or beyond.

Improved Outage Response

Important aspects of managing outages are identifying the outage area, isolating it, and then restoring service. AMI enables the Companies to know of an outage down to the individual customer as soon as it occurs without the customer having to take any action. When integrated with distribution operations systems, the AMI system will report outages quickly and will reduce the time to accurately determine the outage location. With earlier outage detection and location, faster and more effective restoration can be achieved. This will translate into decreased crew time, overtime savings, reduced fleet costs, and lower contractor expenditures.

Integration with distribution operations is scheduled to begin at the end of 2023 and continue through 2024 (See Appendix II.); therefore, significant outage benefits are not planned to commence until the end of 2024 at the earliest and most likely not until 2025. The first report that may have outage management benefit reporting will be the July 2025 report.

Management and Prediction of Outages, Overloads, and Shortfalls of Transmission and Distribution Assets

Some distribution transformer failures may be predicted prior to failure by using AMI data for transformer load management. This earlier identification allows the Companies to move from time-based maintenance to condition-based preemptive repair or replacement of the failing transformer before it fully fails, thereby reducing the outage duration and avoiding any additional cost of an “emergency” replacement. This capability is especially important as more load is placed on the system by electrical vehicle charging which can stress transformer capacity especially during extreme heat or cold periods.

AMI data can also be used to diagnose momentary outages related to overloaded hydraulic reclosers which are not connected to Supervisory Control and Data Acquisition (“SCADA”) systems. Following weather events that cause an increase in demand, momentary outages can be plotted on a map to identify hydraulic reclosers that are operating due to load. Pockets of momentary outages that appear on the map behind hydraulic reclosers indicate a recloser that was probably operating due to load. Although the Companies have been installing intelligent reclosers since 2016 to identify these kinds of issues, there are more than 900 circuits that do not have an intelligent recloser and will benefit from the information AMI will provide. Without AMI, these operations may go unnoticed until the recloser fails altogether.

AMI can provide data for voltage management. If the average voltage of a meter is outside of the normal band, but not low enough to be considered an outage, the meter can send the voltage reading to the system operator for analysis and response. These voltage excursions will help the Companies identify where there may be issues in the system and can also be used to enable more advanced voltage management solutions on the distribution system.

Utilities have experienced good success at identifying failed or failing equipment based upon information from AMI meters. Average voltage information can be used to identify transformers

with windings shorted and can also identify regulators and switched capacitors that are not operating properly. When voltage information is combined with circuit data, the type of problem identified can be scripted which allows repair orders to be automatically created and dispatched. Voltages that are out of range on a single meter indicate a bad meter and a work order is issued. Voltages out of range for multiple meters on a transformer create a repair order to swap the transformer. Voltages out of range for multiple transformers are investigated for regulator or capacitor problems. Recently, the Companies found an AMI meter reporting a high temperature event. Upon investigation, it was found that the customer added equipment which would exceed the capacity of their service and meter box. This was found before major damage occurred and allowed communication with the customer and their electrician to fix the situation.

AMI usage and demand data will be used to identify over or underutilized transformers. Obviously, the larger the transformer the more value there is in keeping it from failing from overload or replacing it with a smaller transformer. The process is very straightforward for transformers with only one customer served from the transformer. The same process can be applied to smaller transformers by summing the load from all the AMI meters that are connected to the transformer. This process will identify overloaded transformers and may also identify transformers that have mis-linked meters. Additionally, this can help identify distribution losses or theft.

The connection between the meter and the transformer is critical to accurately predicting failed devices and the customers impacted from an outage. The service from a meter may be rerouted to a different transformer for several reasons. When this occurs, it is important that the rerouting is correctly mapped in the Companies' mapping system. Voltage signatures from AMI meters can be used to determine what meters are connected to a transformer and make any necessary adjustments. Thus, AMI provides very precise and current mapping of meter-to-transformer pairings.

The savings discussed above are dependent upon integration of AMI with distribution's operational systems. This is planned to occur at the end of 2023 and continue through 2024. (See Appendix II.) Therefore, these benefits are not planned to commence until the end of 2024 at the earliest and most likely not until 2025 or beyond. Thus, the first report that may address these benefits will be the July 2025 report.

Data Availability to Customers Within 4-6 Hours

The Companies are providing data within 4-6 hours to the MyMeter portal for customer use and will continue to do so as AMI meters are installed across the service area.

Innovative Rate Design

The Companies affirm their commitment to offer innovative rate designs to ensure customers receive benefits from AMI beyond the operational savings that will be reflected in their bills following future rate cases. The Companies will offer residential customers a voluntary prepay option upon full deployment of AMI and plan to utilize AMI data to guide rate design and thus would not plan on offering these rates until 2026 or later when AMI data is available for all customers.

Reduced Theft and Earlier Detection

The identification of theft or the failure of metering equipment resulting in under billing of a customer is dependent upon AMI meter installation, the collection and analysis of interval data. For the roughly 20,000 meters installed there have been only a couple of indications of tampering. As more meters are installed at the end of this year and over the next three years interval data will be monitored for theft, tampering, and failed equipment. The Companies will report on these findings in subsequent reports.

III. Customer Engagement

LG&E and KU have developed plans to engage and educate customers and stakeholders about fully-deployed AMI. The Companies have developed an Advanced Metering Infrastructure Customer Engagement and Communications Plan (attached as Appendix I) that includes awareness, education, and engagement.

The Companies have begun to make customers aware that AMI is going to be available during the next several years in a phased implementation. Direct customer communications include informational articles accompanying monthly bills in Power Source customer newsletter entitled “The 411 on AMI,” which highlight the customer benefits of the project, reinforce the safety of the technology, and explain the elements of the project underway. Search Engine Marketing keywords are in place to help customers seeking information to be directed to our AMI webpages for more information, and there is regular outreach to brief our community advocates like our Customer Advisory Panel and customer talking points for our front-line employees. This is in addition to an internal awareness-building series of employee news articles to assist our employees in fielding questions from customers, neighbors and friends about the AMI technology and the upcoming deployment schedule. Full strategic plans are in place from Change Management and Training teams to prepare employees for the future-state so they can best serve our customers.

Moreover, the Companies will continue to educate customers about the conveniences and advantages of AMI meters prior to deployment in each specific sector before and during meter exchanges. Using established communication channels like regular website updates with informational videos and updated answers to frequently asked questions, informational flyers at our walk-in customer service offices, stakeholder outreach, and through other owned and paid media, customers will find more detailed information about the project as it moves toward deployment of meters in the fall of this year. The communications plan includes paid advertising on a variety of platforms including digital media, social media, online music streaming radio, and other mediums as appropriate in each area of the market, such as outdoor and print, to build awareness of the project and explain the benefits of the technology to the customer. The website will also be updated to include a searchable deployment map so that customers can find out when meter exchanges will be coming to their area of the service territory. Direct customer notifications through emails, letters, postcards, text messages and automated outbound calls will notify customers of the approaching installations in their zip codes. After meter exchanges are complete, the Companies will continue to use established communication channels to engage customers by encouraging them to take full advantage of the benefits that will be available to them upon installation of their AMI meter. The Companies will encourage them to track their energy usage

and avail themselves of innovative rate structures so they can make more informed decisions and reduce their bills.

IV. Outage Management

AMI meters can do much more than just provide usage and billing data. They act as a coordinated group of sensors throughout the service area. In that capacity, they can be used to provide various types of information the Companies can use to prevent and handle outages, and validate restoration.

Integration with distribution operations is scheduled to begin at the end of 2023 and continue through 2024. (See Appendix II.) Therefore, outage benefits are not planned to commence until the end of 2024 at the earliest and most likely not until 2025. Thus, the first report that may have outage management benefit reporting will be the July 2025 report.

Advanced Metering Infrastructure Customer Engagement and Communication Plan



PPL companies

October 2020

Updated 6/8/2022

Table of Contents

Introduction and Background..... 3

 History of Strong Customer Education and Engagement..... 5

 Understanding Customer Needs, Priorities and Expectations 6

Customer Education and Engagement Plan 6

 Multi-Channel Communications 7

 Phase 1 – Awareness 7

 Awareness Objectives 7

 Phase 2: Education..... 8

 Education Objectives 8

 Messaging Initiatives 8

 Schedule and Deploy 8

 Opt-Out Coordination 9

 Minimize Inconvenience..... 10

 Phase 3: Engagement..... 10

 Engagement Objectives 10

 Messaging Initiatives 11

 The Digital Experience 11

 Personalized Data Insights..... 12

 Engaging All Customer Segments..... 12

Conclusion..... 13

 Appendix A - Empowering Possibilities – Awareness Phase 14

 Appendix B – Education Phase Customer Communication Examples 17

 Appendix C – Engagement Phase Communication Examples 21

 Appendix D – AMS Opt-In MyMeter User Data 27

Introduction and Background

The LG&E and KU Advanced Metering Infrastructure (AMI) will consist of new digital meters to replace existing electric meters for customers, new communication modules for gas meters in areas of combined electric and gas service, and a new two-way system that will allow for wireless communication between the meters and the utilities. Initially, AMI will require a significant investment in the meters and supporting infrastructure that will, over time, lead to cost savings from reductions in operational expenses associated with reading meters and service connections/disconnections/reconnections.

In addition, there are many short- and long-term benefits to the customer experience. For example, the new service will allow for enhancements in outage detection that will lead to faster and more efficient power restoration, especially when combined with automated controls that already are being installed in electric distribution. Moreover, the new meters will capture more detailed and real-time energy usage information that can:

- help customers become more informed about their usage patterns and behaviors; and
- help LG&E and KU develop and offer new programs and rate options, both of which offer the potential for lower energy bills and greater customer satisfaction.

AMI provides customers new data, tools, and control over their energy consumption. A robust customer engagement strategy is the key element in engaging customers to take advantage of the benefits AMI offers. Without robust customer communications, education, and support before, during and after deployment, the Companies are likely to encounter customer concern, resistance, and low adoption of advanced capabilities. Consequently, the Companies are committed to educating and engaging customers and other interested parties to help them understand and take advantage of the benefits of their AMI meters.

Using the Companies proven approach to communications, LG&E and KU will:

- communicate to customers the benefits of AMI; the installation process; and greater control, increased options, and improved convenience available with AMI meters.
- encourage customers, and any third parties they designate to adopt AMI meters and their associated benefits.
- establish communication channels that allows the companies to reach all customers with information about AMI meters.
- support collaboration with stakeholders to enhance customer adoption and identify opportunities for additional programs and benefits.

The LG&E and KU AMI Customer Education and Engagement Plan (Plan) reflects a customer-focused, collaborative strategy resulting from the Companies' research, customer surveys, experience with participants in the LG&E and KU voluntary Advanced Metering System (AMS) Opt-In Program, collaboration with third-party stakeholders, and benchmarking with peer utilities. LG&E and KU developed an education and engagement strategy that:

- ensures customers receive messages consistent with their preferences,
- ensures third parties receive messages that enable them to educate and engage with their constituents, and
- encourages customers and third parties to participate in discussions with the Companies about customer preferences and options.

The Plan was developed through a collective and holistic process involving the Companies and various stakeholders. LG&E and KU gained insights into how best to communicate with their customers about

AMI meters while promoting and installing meters through their voluntary AMS Opt-In Program. In addition to anecdotal feedback LG&E and KU received from participants, the Companies reached out with surveys inviting customers to share direct feedback and comments. To further shape the Plan the Companies drew upon the expertise of industry professionals, research, and benchmarking from other utilities of similar size that have deployed AMI meters system-wide.

Various studies of third-party customer satisfaction surveys showed a connection between strong, proactive customer communications and positive customer experiences with AMI programs. With this in mind, LG&E and KU developed this comprehensive Plan to educate customers, as well as community stakeholders, throughout the duration of the deployment and after customers' AMI meters are installed to encourage participation and support of AMI and future programs.

The Plan includes providing customers a robust offering of information on a variety of topics, including:

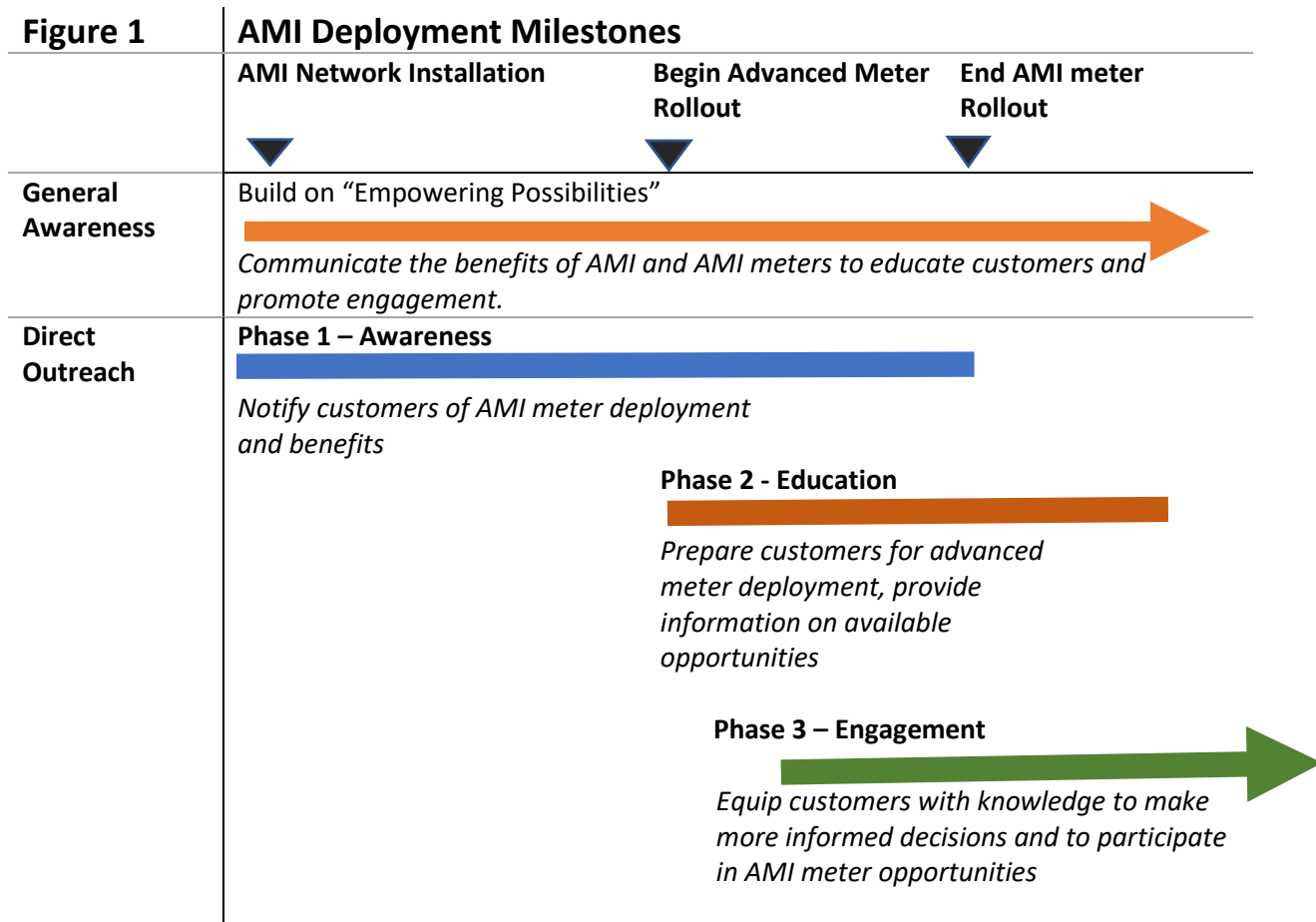
- how an AMI meter works
- the meter installation process
- new tools and features available through AMI
- the online dashboard MyMeter which provides features, tools, and ways to help manage energy use

The overarching objective of the Plan is to inform customers of the benefits of AMI meters and promote engagement post AMI meter installation. The Companies have an unwavering commitment to customer service and satisfaction, and implementing the action plan laid out in the Plan will ensure a positive customer experience before, during and after a system-wide rollout of an AMI.

While communications tactics will be triggered based upon AMI deployment in geographic areas as part of the multi-phase strategy, the overall campaign will reflect two positions:

- **General Awareness:** Raise customers' and stakeholders' awareness of our AMI meter rollout and educate our audiences about the benefits of modernizing our system (with specific emphasis on the role AMI meters play).
- **Direct Outreach:** Target and engage affected customers with direct communications (pre- and post-rollout) to:
 - set expectations about the installation process (what to expect),
 - how the meter works,
 - how customers benefit from AMI, and
 - the tools, information and features they can access to gain the most benefit from their new AMI meter.

Figure 1, below depicts the timing of these two positions based upon AMI deployment milestones and the multi-phase approach of the Plan discussed further below.



In executing the Plan, LG&E and KU will encourage adoption of the capabilities of AMI meters and provide customers with resources that allow them to manage their energy usage and costs. During and after full deployment, the Companies will continue to work to identify opportunities that engage customers and third parties, and to enhance the customer experience and improve community relations.

History of Strong Customer Education and Engagement

At LG&E and KU, the customer experience is one of our highest priorities. Employees understand and recognize the importance of ensuring a positive experience with every customer interaction. In addition, they appreciate knowing that their efforts to hold down costs and maximize performance also contribute to a positive customer experience. The Companies understand that a robust customer education and engagement plan is paramount to the success of AMI and to ensuring a positive customer experience.

In 2015, the Companies established Customer Experience Action and Advisory committees to develop and implement strategies that enhance the customer experience. Internal leaders representing all lines of business comprise each committee. Through regular communication, including strong internal messaging, a corporate website and mobile app available to all employees and contractors, the committees emphasize the importance of positive customer interactions. The committees advise all departments throughout the Companies on what, when, and how to communicate effectively with customers. The committees are key to continuing the Companies’ outstanding customer satisfaction and will be utilized to assure AMI messaging resonates with customers.

Prior to developing the Plan, the Companies conducted numerous surveys among customers to gauge their awareness and understanding of AMI meters. In addition, the Companies surveyed participants in their voluntary AMS Opt-In Program to gauge awareness and engagement. Survey results and industry research drove the development of a multi-phased communication approach. The Plan focuses on three phases – Awareness, Education and Engagement – that build on the Companies’ existing “Empowering Possibilities” messaging phase which launched in early 2019.

Understanding Customer Needs, Priorities and Expectations

A successful plan must focus on understanding and anticipating the needs, priorities and expectations of customers. To that end, LG&E and KU reached out to existing advisory groups for feedback and insights into customer preferences and an understanding of AMI meters and their associated infrastructure.

Respondents to our surveys provided the following insights into customers’ preferences, awareness, and perceptions about AMI meters:

- **Overall Awareness:** In a brand favorability survey conducted among residential customers in April 2018, nearly 25% indicated they were familiar with the Companies’ AMS Opt-In Program. When asked to describe their overall feelings about advanced meters, 45% of those surveyed indicated they felt extremely or very favorable while 37% indicated they were somewhat favorable. Extremely favorable and very favorable responses were higher among customers in Eastern Kentucky with 57% expressing favorable feelings. Generation X customers were far more likely to have favorable feelings about advanced meters (58%) than Baby Boomers (40%) and Millennials (39%).
- **Sources of Knowledge:** Customers who participated in the April 2018 brand favorability survey were asked to indicate their sources for general news and information. Three-fourths of them (75%) cited television; more than half (54%) indicated general internet; and over half (51%) cited social media. When asked for preferences for how to receive company news and information, more than half (56%) said email; 42% said a flyer with the bill; and 37% said direct mail. Other sources – LG&E and KU website, television, social media, print or digital customer newsletter – were also mentioned.
- **Feelings About Advanced Meters:** In a survey conducted from August 24 to September 8, 2020 among customers who participate in the voluntary AMS Opt-In Program, more than half the respondents expressed satisfaction with the program. Customers who are most satisfied with the program mentioned ease of use and the ability to look at detailed data and usage trends to help make informed, energy-saving decisions as reasons for satisfaction.

Customer Education and Engagement Plan

LG&E and KU recognize the importance of engaging all market segments as well as the challenges in reaching every customer. To that end, the Plan includes customized approaches for all customers, including low income, seniors, high usage customers, customers with plug-in electric vehicles, and customers with private solar systems. The Plan, which was shaped by feedback from our customers, informs and engages customers throughout the various phases of implementation. LG&E and KU will reach out to customers to obtain feedback about their experience and adjust communication messages and channels based on customer feedback and preferences.

There is no “one size fits all” approach to communicating with customers. Customers will select the messaging methods they prefer. One of the Plan’s strengths is that it allows flexible, scalable, and measurable communications as the customer evolves and becomes more engaged. The Companies utilize tools and data that analyze which communications are most effective for educating and engaging each customer segment. The result of this analysis informs the Companies to adjust plans, communication channels, and messages to resonant with customers.

In addition, the Companies' proprietary online customer panel is a resource to share draft communication pieces and gain direct customer feedback.

Multi-Channel Communications

The Companies are committed to customer service and satisfaction, and they plan to ensure a positive customer experience before, during and after a system-wide rollout of an advanced meter infrastructure. The overarching objective of the Plan is to inform customers of the benefits of advanced meters and promote engagement post advanced meter installation.

LG&E and KU will use a diverse range of methods to educate and communicate with customers about:

- the Companies' plans to deploy advanced meters system-wide
- the installation process, and
- the benefits afforded by advanced meters and the supporting infrastructure

The Companies approach to communications includes using a variety of communication channels to distribute information. This may include but is not limited to, direct mail, emails, bill inserts, bill messages, outdoor signage (e.g. billboards), newspapers, radio, television, corporate website (e.g. information and videos), brochures/flyers, etc. In instances where there are key stakeholder groups (e.g. low-income agencies), the Companies will also provide education and materials to the groups to prepare them for any questions they may receive.

The Plan involves a three-phased approach that builds on the Companies' existing "Empowering Possibilities" campaign. Empowering Possibilities is a territory-wide campaign that serves as an introduction and the foundation that gives all LG&E and KU customers a broad sense of the future of the energy industry, its landscape and new technologies that benefit customers and add value to the communities served by the utilities. For more information about the campaign, please see Appendix A.

Phase 1 – Awareness

The Awareness Phase occurs prior to the installation of a customer's advanced meter. The Awareness Phase will include customized messages aimed at notifying all LG&E and KU customers of the Companies' plans to deploy AMI system-wide and emphasizing the high-level benefits to customers and to LG&E and KU. The Companies will ensure customers from urban areas to more rural settings receive the messages.

When interacting across multiple channels, customers recognize the messages easier and awareness increases. Messaging around the Awareness Phase will begin soon after receiving approval for full deployment.

During this phase, messaging will emphasize AMI technologies along with benefits and opportunities to give customers more control, choice and convenience. Other messages will provide information, resources and assurance to customers who express concerns over safety, privacy and security.

Awareness Objectives

- Educate all LG&E and KU customers about the Companies' plans for system-wide deployment of new advanced meters.
- Explain the reasons LG&E and KU are making this investment, with a focus on customer benefits, "What's does it do for them?"
- Educate LG&E and KU employees with a strong focus on those who have direct customer interaction so they can fully and effectively discuss the benefits and specifics of AMI with customers.

- Start to inform elected officials, media, and other stakeholders (e.g., low-income advocacy groups) generally about AMI, the benefits, and the implementation process.

Phase 2: Education

The Education Phase would begin as the Companies approach meter installation in a specific area. Stakeholder communications will generally begin approximately six weeks before any advanced meter installations in an area. Direct customer communication will begin approximately four weeks prior to scheduled installation; additional communication will be deployed to each customer approximately two weeks prior to scheduled installation and again the week of the installation. The focus is on educating customers on the deployment process and the benefits of an advanced meter.

Education Objectives

- Educate LG&E and KU employees with a strong focus on those who have direct customer interaction so they can fully and effectively discuss the benefits and specifics of the initiative with customers.
 - Prior to the beginning of deployment, customer-facing employees will be trained on the process, provided detailed information about the schedule, and key points about the advanced meter and the capabilities it provides customers.
- Follow up with elected officials, media, and other stakeholders (e.g., low-income advocacy groups) regarding the deployment process and timeline.
 - Approximately six weeks in advance of deployment in a specific area, the Companies will use a variety of communication channels to ensure all stakeholders are aware of the deployment schedule and the advantages of an advanced meter. This includes but is not limited to, local news interviews, newspaper articles, phone calls, etc.
- Inform and educate all LG&E and KU customers about the Companies' plans for system-wide deployment of new advanced meters.
 - The Companies will send three direct communications to customers prior to the installation of their advanced meter (i.e. two emails and/or letters and a postcard and one automated telephone call and/or text message – dependent upon each individual customer's contact information on file).

Messaging Initiatives









The Education Phase will focus on AMI meter benefits and emphasize control, choice and convenience. Each deployment area will receive multiple messages through three distinct initiatives:

- 1) **Schedule and Deploy:** Provide customers with clear and accurate information to prepare them for and facilitate the installation of their new AMI meter and gas AMI module (only applicable to LG&E electric and gas customers), and inform customers of opt-out process, and address other concerns.
- 2) **Opt-Out Coordination:** Further, educate customers on advanced meter benefits and the opt-out process.
- 3) **Minimize Inconvenience:** Find ways to address concerns customers have about any inconveniences that may occur as a result of their advanced meter installation.

Schedule and Deploy

Specific information will be presented to the seven segmented audiences listed in the stakeholder column in the table below, as a notification prior to advanced meter deployment. Given experiences with meter replacement, the Companies have decided that the most effective deployment notification should be delivered to customers approximately four weeks before their advanced meter is scheduled for installation. The initial communication will be followed by two

additional communications – one approximately two weeks prior to scheduled installation and the other the week prior to installation. Doorhangers will be left the day of installation. See the table below, which depicts customer communications prior to AMI meter installation.

~6 weeks prior	~4 weeks prior	~2 weeks prior	Week prior to installation	Day of Meter Installation
<p>Stakeholder Communications</p>  <p>KYPSC Local Officials Low Income Agencies Medical Alert Special Needs Key Accounts Media</p>	<p>Customer Notifications</p>  <i>or</i> 	<p>Customer Notifications</p>  <i>or</i> 	<p>Customer Notifications</p>  <i>or</i> 	<p>Customer Notifications</p> 

This initiative will conclude when LG&E and KU inform the customer that the advanced meter has been installed and will seek to assess the customer’s satisfaction with the process. This will be done through the following actions:

- LG&E and KU will leave a door hanger on the door to notify each customer when their new advanced meter has been installed. The door hanger has instructions for accessing and registering their online account via the MyMeter portal and how/when they can begin to use the functionality.
- Customers who have registered their email address with LG&E and KU will receive an email notification after their new advanced meter has been installed. The email includes instructions for accessing the MyMeter portal.
- The Companies will periodically execute customer satisfaction surveys to assess the deployment and installation processes.

Opt-Out Coordination

LG&E and KU will focus their opt-out campaigns on decreasing the number of customers who decline to allow the Companies to install an AMI meter by proactively alleviating typical concerns through awareness and education. For those customers who choose to opt-out even after reviewing the information, LG&E and KU will provide a clear opt-out process.

Opt-out information will be included in the letter/notification customers receive. Customers who wish to opt-out will be instructed to call LG&E or KU. Opt-out coordination will be handled by employees specifically trained to provide customers with accurate and up-to-date information

regarding advanced meters and the available opt-out process. Front-office employees and other individuals who will be handling customer contact and meter installations will receive information about opt-out processes.

Minimize Inconvenience

Consistent with each phase, LG&E and KU will design communications that are aligned with successful examples the Companies have employed in their voluntary AMS Opt-In Program, other large-scale company projects, and materials used throughout the energy industry.

LG&E and KU materials will be clear, concise, non-technical and segmented based on customer demographics. Appendix B contains samples of materials LG&E and KU have used along with drafts of materials LG&E and KU would use.

Phase 3: Engagement

The Engagement Phase starts when a customer receives an AMI meter and access to the tools necessary to better understand their energy consumption as well as optional rates available to them. The objective of the Engagement Phase is to assess and use insights gathered from customer surveys concentrating on the post installation user experience, focus groups and outreach experience to refine and promote new customer opportunities and future offerings. These activities will facilitate greater customer interaction with the Companies' programs, increase access to energy efficiency tools and information, and provide for other energy management opportunities offered by the Companies and other innovative third-party vendors.

A campaign will be developed to promote the information and benefits customers can access after their AMI meter is installed via the online MyMeter portal. Additionally, LG&E and KU will highlight tools and features to customers via periodic notifications. This approach has proven to be extremely helpful during the existing voluntary program.

For example, in early 2019, the Companies launched a monthly email update to AMS Opt-In Program participants³. Each update offers information about existing – or new – tools and features available to customers via the MyMeter portal. Not only have LG&E and KU seen strong open rates and interest in the email updates, but engagement on the portal increases significantly in the days after an email update is deployed.⁴

LG&E and KU have tools in place to increase customer engagement, and the Companies are investing more and more in digital channels. These digital channels will have the ability to gather and store customer preferences for the delivery of personalized, timely, effective, and educational communications. These communications will allow customers to make smarter energy decisions. Paired with information the Companies gather from the advanced meters, the engagement tools will allow LG&E and KU to transform their relationship with their customers by proactively providing new usage insights to customers.

Engagement Objectives

- Educate customers about online resources and how to access MyMeter.
 - The Companies will use multiple communication channels to engage the customer (e.g. bill messages, bill inserts, corporate website, videos, etc.)

³ A history of these communications can be viewed at <https://lge-ku.com/advanced-meter/roadmap>

⁴ See Appendix D

- Make it easy for customers to select energy management tools and energy efficiency offerings that are available to them based on their personal preferences.
 - For example, written materials and videos that explain each feature and how it can be used to accomplish an individual's goals.

Messaging Initiatives

The Engagement Phase provides digital experiences while still recognizing that many customers prefer non-digital channels. Outreach programs will provide education materials through social and traditional channels to enhance face-to-face outreach from LG&E and KU personnel. The Engagement Phase is a long-term, holistic approach that leverages several digital and non-digital channels to engage and educate customers.

The Digital Experience

Among the digital channels used for ongoing customer engagement is the MyMeter portal. LG&E and KU will create added value for customers by providing access to personalized and useful energy usage data. The portal enables customers to leverage this information to gain insights into how they use energy and then turn those insights into action. Specifically, the MyMeter portal:

- Provides customers with an easy, intuitive method to view their energy usage in near real time.
- Provides a customized and personalized experience anywhere, anytime and on any device.
- Provides customers the ability to download usage data in various formats, including Green Button format, which is the national standard.
- Provides improved analytical capabilities to better understand customer behavior and empower customers with tools to make informed decisions.
- Provides the ability to overlay additional data, including weather, price and comparisons to other Advanced Meter customers in the customer's zip code and throughout the LG&E and KU service territory all in graphical format.
- Utilizes a customer analytics engine that leverages advanced meter usage data to provide customers with insights and energy savings tips as well as personalized action plans to conserve and save.
- Provides customers with proactive alerts associated with projected billing, home energy use, and customized thresholds set by customers (energy use or projected cost).
- Provides the ability for customers to set markers for dates when they make certain energy improvements so they can monitor to gauge the effectiveness of their actions.

MyMeter portal functionality is tailored to specific customer segments (residential, small business, large commercial) and optimized for viewing on multiple devices (e.g., desktops and tablets). The portal integrates with the LG&E and KU corporate website, which means customers experience seamless access via a single sign-in process. The multi-channel experience extends to the front office, which allows LG&E and KU customer service employees access to the same data screens as the customer.

The end result of the MyMeter portal is a low-effort, high-satisfaction digital customer experience that drives increased customer adoption. With "customers first" as the guiding principle at LG&E and KU, the MyMeter portal sets the Companies' direction while AMI provides the platform that helps bring it to life.

Personalized Data Insights

An important element of customer engagement is personalization. Traditional utility communications have been largely one-size-fits-all. LG&E and KU are committed to using a software platform that sends information that is relevant to each customer's unique situation. The information takes the form of periodic energy reports for customers, customized with information ranging from new plots to energy saving tips to benchmark comparisons. The tips can be further refined based on publicly available non-utility information about the customer, such as the age of the customer's house. In addition to the MyMeter tools listed under the Digital Experience, below are even more tools integrated into the MyMeter portal that LG&E and KU will employ to increase customer engagement:

- A user-friendly, interactive visualization tool will allow customers to analyze their energy usage trends through a series of views. Customers will be able to see their data by different time periods (e.g., days, weeks, months, years). Customers also will be able to see their bill costs in addition to usage data.
- Personalized energy cost comparisons across the standard residential rate and the Companies' two residential time-of-day rates so that customers can determine what rate offers the best value for them.
- A bill comparison tool will allow customers to compare their last bill to their previous bill or to the corresponding bill from the same time period the previous year. Comparing bills is a useful way for customers to track their energy use and identify possible causes for an increase or decrease in their bill. AMI data allows for a more personalized and detailed breakdown of bill differences, including the impacts of weather, rate plan changes, and peak versus off-peak usage.
- Modules highlighting the resources available on the online portal and encouraging customers to engage with LG&E and KU online.

The tools in the Digital Experience and Personal Data Insights are complementary to each other and will drive a customer journey for years after the deployment of AMI meters. See Appendix C for screen shots of some of the tools, data and information customers can access via the MyMeter portal.

Engaging All Customer Segments

There are customer segments throughout the LG&E and KU service territory that require special engagement efforts. Some customers may not be comfortable receiving messages through digital channels while others may not have access to online services. LG&E and KU will use a range of channels beyond digital means to engage customers. Engagement with non-digital, seniors, low-to moderate-income and non-English speaking customers will include the efforts of Customer Outreach Ombudsmen. These employees will determine which customer segments are not receiving the appropriate messages and take action to fill those gaps. Mail, community groups, events, social services, libraries, and government centers can all be leveraged as channels for reaching customers with education materials or personal interactions.

The Companies also acknowledge that there are customer segments (e.g., high usage customers, customers with electric vehicles, solar customers) within their service territory that may have opportunities to take part in additional offerings. As such, LG&E and KU will provide targeted messaging to these customers that will revolve around additional opportunities to become involved in energy efficiency, third-party offerings, or other ways to save.

Customer engagement will evolve over the course of AMI deployment through lessons learned, surveys, focus groups, and a building of awareness across the LG&E and KU service territory. More opportunities to engage across channels means customers will participate more and begin to adopt new behaviors.

Conclusion

This Plan provides a framework to communicate and collaborate with customers and interested third parties in support of the Companies' AMI initiative. While AMI and the MyMeter portal provide technologies that support customer control, choice and convenience, the Plan will help customers and third-parties better understand how to best take advantage of AMI.

The Companies combined research, past experiences, benchmarking, and outreach to develop the Plan. The Companies' collaborative relationship with customers, energy service companies, and other interested parties played an invaluable role in gaining extensive support for the effort. Energy data access, rate pilots, and additional AMI-enabled opportunities detailed in the Plan support security and convenience for customers and third parties. The Companies will continuously seek and benefit from feedback from interested parties to maintain a customer-centric focus as new AMI-enabled opportunities arise.

In summary, the LG&E and KU AMI Customer Awareness and Engagement Plan provides a robust framework for successful customer awareness, understanding and engagement as part of AMI deployment.

Appendix A - Empowering Possibilities – Awareness Phase

In early 2019, LG&E and KU launched its “Empowering Possibilities” campaign, which was developed in response to quantitative and qualitative customer research conducted in summer 2018. In the quantitative survey, the Companies gauged customer satisfaction and brand sentiment, attempting to understand what content appeals to LG&E and KU customers and discover which targeted communication channels customers prefer.

The Companies sampled four specific regions across Kentucky, which included Louisville, Lexington, and Eastern and Western Kentucky.

Phase 1 findings helped shape the Companies’ approach to the second phase of research, the qualitative or focus group portion of the study.

- LG&E and KU conducted focus groups in four cities that represented the same areas sampled in Phase 1 — namely, Louisville, Lexington, Middlesboro and Morganfield.
- With each location, the Companies conducted three two-hour customer focus groups with Millennials, Generation X and Baby Boomers.
- With each group, LG&E and KU received feedback on brand sentiment and the drivers of it from the perspective of the customer, and conducted a diagnostic assessment around the brand attributes of innovation, customer focus, affordability, and energy efficiency.
- With those attributes, the Companies received direct customer feedback on content (discovering what customers want to hear), voice (who customers want to hear it from), and style (how they want to see/hear it).
- Overall brand sentiment was positive; however, there were several areas that were identified by the survey as opportunities for improvement — namely, through the focus groups, the Companies sought customer insights on the brand attributes of Innovation, Customer Focus, and Affordability.
- AMI meters fall into the Innovation category, but the Companies also wanted to glean some information in the areas of Customer Focus to ensure the Companies reach customers with messages in the manner the customers wish to receive those messages.
- LG&E and KU wanted to determine which content is most appealing to customers, how best to deliver messages through the appropriate voice, and, visually, to identify the style — or the look and feel of the message — that customers most wanted to see.
- It was clear — in every focus group — that customers needed to quickly see and understand how any offering or investment the Companies make would positively impact and benefit their day-to-day lives.
- The “what’s in it for me” mentality means that LG&E and KU must provide “proof points,” or evidence that if the customer takes an action, such as enroll in a program (e.g., the voluntary AMS Opt-In Program), the customer will quickly understand how they can benefit from the program.
- Overall, customers felt that mid-level LG&E and KU workers, employees who are “in the trenches,” would be best suited to speak credibly to the programs and services the Companies offer, and the investments the Companies are making that benefit customers.
- Customers believed that presenting a positive employee voice is a signal that the Companies are doing right by their employees, which, in turn, has a positive impact on the customer experience.
- Customers tended to react favorably to the style and imagery that presented a more literal representation of a program, service or investment, which allowed them to better understand the end benefit and how it directly relates to them.
- Finally, customers want to see how these programs and services impact the household and their lifestyle, but they need to see the “proof” and not just “shiny happy faces.”

The “Empowering Possibilities” campaign capitalizes on LG&E and KU employees’ credibility and expertise. The campaign humanizes the Companies while integrating customer experiences to validate the benefits of offerings to customers.

The campaign includes messages designed to build trust among LG&E and KU customers and set the stage for future technologies and a changing energy landscape.

Elements of the campaign feature content and visuals that create a localized sense of place, showcase actual LG&E and KU employees where appropriate, and present the Companies’ infrastructure and use of technology in a clear and meaningful way.

The Companies’ “Empowering Possibilities” campaign establishes LG&E and KU as proponents of renewable energy and advanced technologies that put more control in the hands of customers.

As customers embrace energy management programs and access to information to help them save energy, the Commonwealth, along with LG&E and KU and other Kentucky utilities will continue to work to develop cleaner, more resilient and affordable energy for all Kentuckians. To support this goal, “Empowering Possibilities” campaign messages include a focus on technologies, such as AMI meters and AMI technologies that enable customer control over energy use by:

- providing the data customers need to make more informed decisions (choices)
- increasing customer convenience, and
- streamlining the Companies’ relationship with customers.

The Companies promote the “Empowering Possibilities” campaign through their surround-sound approach to communication utilizing owned, earned and paid channels which include:

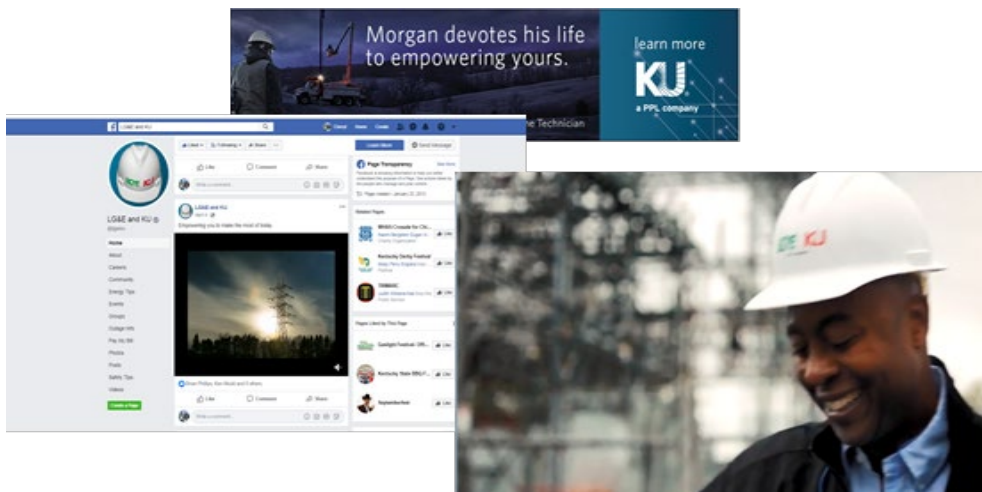
- the LG&E and KU corporate website
- bill inserts
- social media (Facebook, Instagram, YouTube, Twitter, etc.)
- employee newsletters
- posters in company facilities
- media relations
- digital advertising
- radio
- streaming television
- print ads

“Empowering Possibilities” is a springboard into more direct messaging around AMI meters and the benefits they provide to customers. The campaign is fluid and will continue beyond AMI deployment. The Companies will adjust activities based on feedback from customers (online and telephone surveys, focus groups).

Sample Empowering Possibilities Print Ads



Empowering Possibilities Digital Samples



Appendix B – Education Phase Customer Communication Examples
Sample 4-weeks Advance Notice Letter⁵

<p>Advanced Metering Infrastructure (AMI) Residential Phone: LG&E: 800-551-7570 KU: 800-981-0800 Business Phone: LG&E: 800-331-7370 KU: 800-388-5582</p>	
<p>Address</p> <p><Insert Date></p> <p>Meter upgrade project</p> <p>Dear Valued Customer,</p> <p>In the next few weeks, trained service technicians working on behalf of LG&E and KU will be in your area exchanging electric meter(s) in your property's zip code – [INSERT PREMISE ZIP CODE] – at no additional cost to you. These new advanced meters help you manage your energy use and allow us to offer new tools and services.</p> <p>During the meter exchange process:</p> <ul style="list-style-type: none"> • A technician from Utility Partners of America (UPA) will upgrade your meter(s). They carry photo identification, and their vehicles are marked as LG&E and KU contractors. • The meter exchange will only take a few minutes and you do not need to be present. In most cases, there is no disruption of power during the meter exchange. Contact UPA at 800-914-4197 if you have questions about the meter exchange. • This meter upgrade is at no additional cost to you. If you do not wish to receive an advanced meter, please visit lge-ku.com/meter-opt-out, and fill out the form. We will contact you about the monthly fees you will incur by opting out. <p>Visit our website at lge-ku.com/meter-upgrade to learn more about the meter upgrade process and the benefits of advanced meters.</p>	
<p><small>LG&E and KU Energy LLC 820 West Broadway Louisville, KY 40202 lge-ku.com/meter-upgrade</small></p>	

⁵ This is a sample letter.

Sample 2-weeks Advance Notice Postcard⁶



During the meter exchange process:



A technician from Utility Partners of America (UPA) will upgrade your meter.

They carry photo identification, and their vehicles are marked as LG&E and KU contractors. The meter exchange is at no additional cost to you.



The meter upgrade will only take a few minutes and you do not need to be present.

In most cases, there is no disruption of power during the meter exchange. Contact UPA at 800-914-4179 if you have questions about the meter exchange.

If you do not wish to receive an advanced meter, fill out the contact form at lge-ku.com/meter-opt-out. If you elect to opt-out, you'll be required to pay the fees to offset the charges associated with the manual processes required to provide your service. After filling out the online form, we will contact you about the monthly fees you will incur by opting out.

Advanced Metering Infrastructure (AMI)
800 West Broadway
Louisville, KY 40202

AAWT1 8/22

⁶ This is a sample postcard.

Sample Door Hangers (Examples)⁷

Success!

Today a technician successfully upgraded the following equipment at no additional cost to you:

Electric Meter **Gas Module** (LGE Only)



Your new meter gives you access to the tools, resources, and insights to better help you manage your energy usage and take steps to reduce your monthly energy bills. Soon you will be able to:

- Stay updated on your usage
- Set and manage energy usage alerts
- Learn valuable energy-saving tips

In a few days, you can register and start using your MyMeter dashboard to track and manage your energy use. Visit lge-ku.com/mymeter to register and learn more about the features and benefits of the advanced meter.

Visit lge-ku.com/meter-upgrade to learn more about our project to replace all meters within our service territory.

Today's Date:

AMDI18/22

Your attention is required.

Today a technician was unable to upgrade the following equipment:



Electric Meter **Gas Module** (LGE Only)

The technician was unable to complete the exchange because of the following reason(s):

Pets Brushes/Shrubs
 Obstruction Meter Inside
 Locked Gate Safety Issue
 Other:

Please call **800-914-4179** at your earliest convenience to schedule a time for a technician to return. Normally, the entire process can be completed in a few minutes. You do not need to be present. In most cases, there is no disruption of power during the exchange. This meter upgrade is at no additional cost to you.

Today's Date:

AMDI18/22

⁷ These are sample door hangers.

Fact Sheets and Informational Articles (Examples)⁸

Health Fact Sheet Advanced Metering Infrastructure

What is an Advanced Meter?

Advanced meters give customers more timely information on their energy use. After installation, customers will also be able to access a customized online dashboard that can help them track and compare their energy usage by day, week, month or year.

While most meters record a running total of the energy used, an advanced meter can record energy usage data in 15, 30 or 60 minute increments. Generally, the meter will only transmit the usage information for a few minutes each day.

When we build out this network of advanced meters over the next several years and install the necessary supporting infrastructure, these technologies will then work together and help us more quickly detect when an outage occurs and then communicate with our system to help identify its location.

Can Advanced Meters affect my health?

NO The World Health Organization (WHO) has concluded that **no adverse health effects have been demonstrated** from exposure to low-level radio frequency energy such as that produced by advanced meters.¹

Radio frequency signals also weaken significantly as the distance between you and the device increases. The casing of an advanced meter, as well as wall construction materials, also decreases the level of RF energy in the vicinity.

Please note that advanced meters transmit RF energy only for short periods each day. In fact, an Electric Power Research Institute (EPRI) analysis of 47,000 advanced meters installed in southern California found that 99.5% of the meters were transmitting for approximately three minutes or less daily!²

1 Source: <http://www.who.int/peh-ent/about/WHOHEI07/en/index.html>
2 Source: Moore, G. An Investigation of Radio-Frequency Associated with the Smart Meter System. Palo Alto: Electric Power Research Institute, 2010

Radio Frequency Power Density Levels of Common Devices (in microwatts/cm2)

Radio frequency by Advanced Meters are below levels produced by cell phones, baby monitors, satellite TV's and microwaves.

Source: Electric Power Research Institute (EPRI), Radio-Frequency Exposure Levels from Smart Meters: A Case Study of One Model (February 2010); California Council on Science & Technology, Health Impacts of Radio Frequency from Smart Meters (January 2010); The Health Threat from Smart Meters, Children Technology Council Journal (March 2010); FCC, Radio Frequency Interference/FCC Interference - Defining the Source; City of Naperville, Naperville Smart Grid Initiative, Pilot 2 RF Emission Testing Summary Report V2.0; Smart Meters, Household Equipment, and the General Environment (September 16, 2010); International Agency for Research on Cancer, IARC Monographs on the Evaluation of the Carcinogenic Risk of Chemicals to Humans (January 2002)

Meter Upgrade Project
To empower our customers with detailed and personalized energy usage data, and to help the Companies better respond to and restore power outages, LG&E and KU will upgrade metering equipment at no additional cost to customers. For more information about Advanced Metering Infrastructure visit lge-ku.com/meter-upgrade.

LG&E KU
PPL companies

Privacy Fact Sheet Advanced Metering Infrastructure

What is an Advanced Meter?

Advanced meters give customers more timely information on their energy use. After installation, customers will also be able to access a customized online dashboard that can help them track and compare their energy usage by day, week, month or year.

While most meters record a running total of the energy used, an advanced meter can record energy usage data in 15, 30 or 60 minute increments. Generally, the meter will only transmit the usage information for a few minutes each day.

When we build out this network of advanced meters over the next several years and install the necessary supporting infrastructure, these technologies will then work together and help us more quickly detect when an outage occurs and then communicate with our system to help identify its location.

Will Advanced Meters keep my data safe and secure?

YES All customer information is confidential and only available to the customer and authorized utility personnel as needed for information such as maintenance, billing and customer service. We place the utmost importance on our customers' safety and security, and we have stringent practices in place to protect their energy usage information.

Are Advanced Meters capable of invading my privacy?

NO Advanced meters measure how much energy you use, based on time of day, not how you use that energy. Unless you install a home energy management system, advanced meters cannot tell whether the energy used is from your oven, air conditioner, or hairdryer.

Utilities adhere to strict policies, following state laws that regulate the use of personal information.

Meter Upgrade Project
To empower our customers with detailed and personalized energy usage data, and to help the Companies better respond to and restore power outages, LG&E and KU will upgrade metering equipment at no additional cost to customers. For more information about Advanced Metering Infrastructure visit lge-ku.com/meter-upgrade.

LG&E KU
PPL companies

THE 411 ON AMI

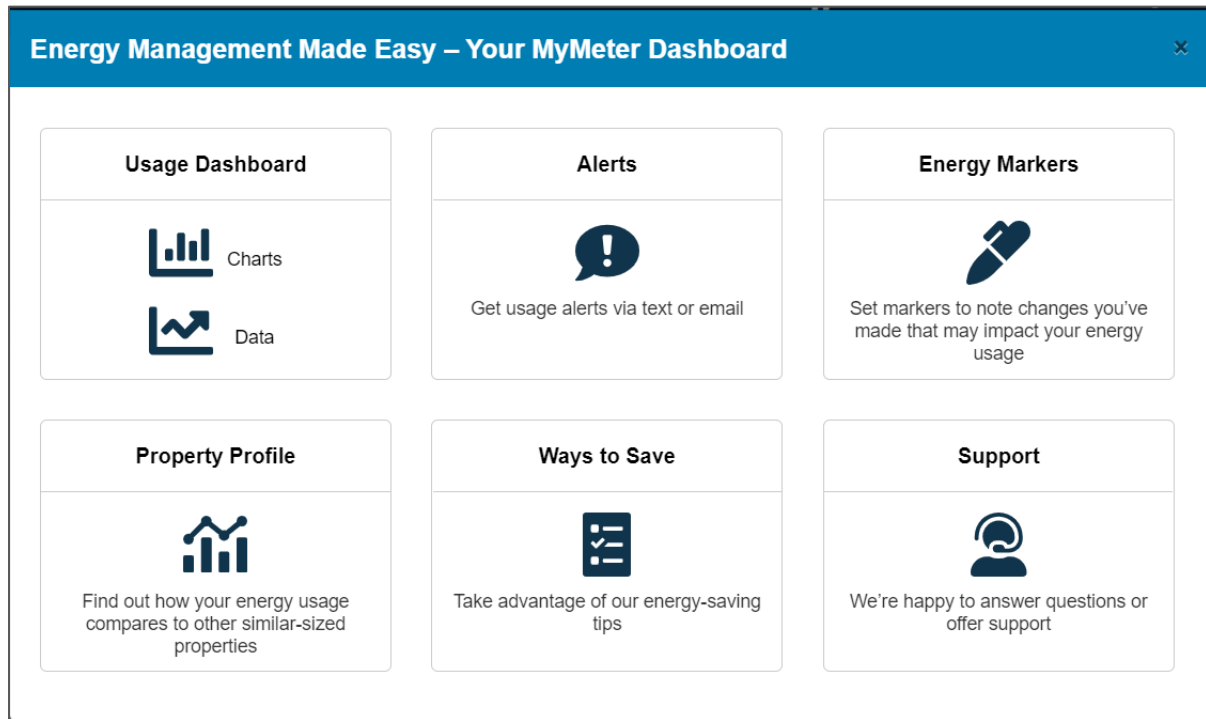
Did you know? The "A" in AMI stands for "Advanced." After installation, you will have access to a customized online dashboard that can help you track and compare your energy usage by day, week, month or year, providing you with advanced tools to manage the energy you use and the money you spend. Visit lge-ku.com/ami to learn more.

THE 411 ON AMI

Did you know? The "M" in AMI stands for "metering." With AMI, the new two-way system will allow for wireless communication between your meters and LG&E. Visit lge-ku.com/ami to learn more.

⁸ These are sample fact sheets and informational articles.

Appendix C – Engagement Phase Communication Examples
Usage Dashboard – Access and Home Page



Energy Management Made Easy – Your MyMeter Dashboard

Usage Dashboard

- Charts
- Data

Alerts

Get usage alerts via text or email

Energy Markers

Set markers to note changes you've made that may impact your energy usage

Property Profile

Find out how your energy usage compares to other similar-sized properties

Ways to Save

Take advantage of our energy-saving tips

Support

We're happy to answer questions or offer support



How do I create my MyMeter account?

9

⁹ https://youtu.be/_6GGqxfnWw

Usage Dashboard – Charts



Can you tell me more about the charts?

10



Want to know more about your near real-time usage?

11



How do I compare my energy usage over time?

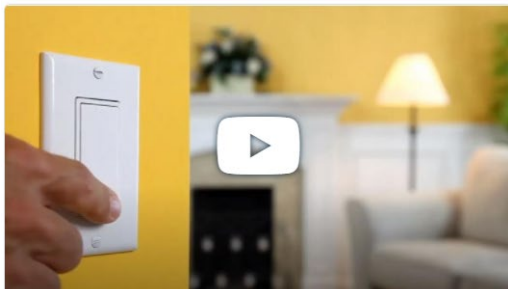
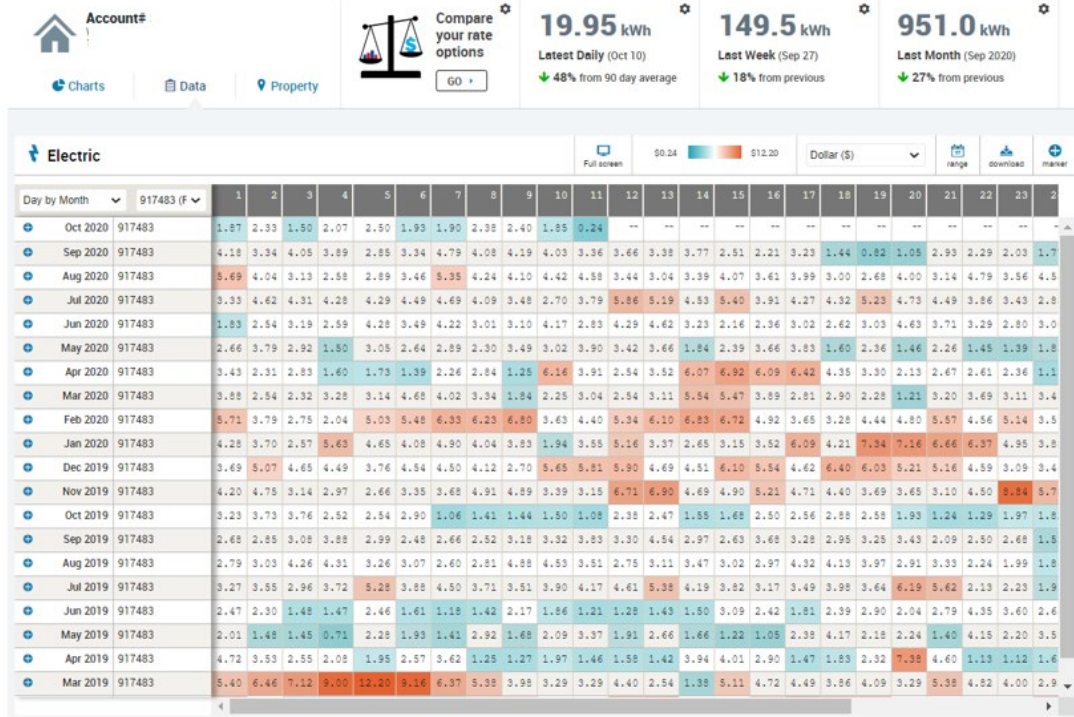
12

¹⁰ <https://youtu.be/nhJ5lcEwvvk>

¹¹ <https://youtu.be/WD0N0qlA8zA>

¹² https://youtu.be/tvz0_3PMom0

Usage Dashboard – Data



I want to know more about the data I see in my MyMeter dashboard.



How can I use my MyMeter data to save energy in my home?

13,14

¹³ <https://youtu.be/57f8WicBKnY>

¹⁴ https://youtu.be/DeCgv_TTRcE

Alerts – Notifications

Add Threshold Notifications

Notification Details

Location: Account

Service Type: Electric

Meter: Meter #

Threshold Details

Notify me when: 15-Minute usage is: Over 0 kWh

You currently average 30.4288 kWh per day, 213.0018 kWh per week, and 912.8647 kWh per month on meter 917483 (Residential Electric Service)

Recipient Details

Contact Method: Email Email: Email Address

Delivery Method: Enabled

There are no recipients for this notification. Please fill out the recipient details section and click the "Add Recipient+" button to add recipients to the notification.

Close Save Changes



What are "alerts?"

15

¹⁵ https://youtu.be/BP2_xuRecKU

Energy Markers

The dashboard displays account information and usage statistics:

- Account#**: Home icon, Charts, Data, Property
- Compare your rate options**: Scales icon, GO button
- 19.95 kWh**: Latest Daily (Oct 10), 48% from 90 day average
- 149.5 kWh**: Last Week (Sep 27), 18% from previous
- 951.0 kWh**: Last Month (Sep 2020), 27% from previous

The **Energy Markers** section shows a form to add a marker:

- Type**: Travel
- Start Date**: 10/11/2020
- Start Time**: --:--
- End Date**: 10/11/2020
- End Time**: --:--
- Description**: Text input field
- Buttons**: View All, Cancel, Add Marker



What is an Energy Marker®?

16



What is the Energy Challenge?

17

¹⁶ <https://youtu.be/GIK7uxoGNpo>

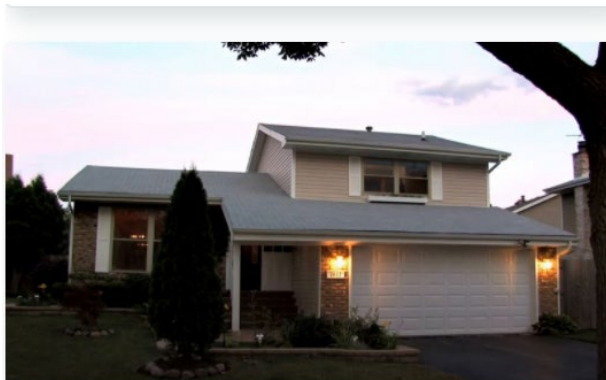
¹⁷ <https://lge-ku.com/node/16246>

Property Profile

The screenshot shows the LG&E KU MyMeter dashboard. At the top, there are navigation links for Dashboard, Notifications, and Usage History. The main content area is divided into several sections:

- Account Information:** Account # 3059-... with links for Charts, Data, and Property.
- Compare your rate options:** A button labeled "GO" with a scales icon.
- Energy Usage Statistics:**
 - 19.95 kWh:** Latest Daily (Oct 10), 48% from 90 day average.
 - 149.5 kWh:** Last Week (Sep 27), 18% from previous.
 - 951.0 kWh:** Last Month (Sep 2020), 27% from previous.
- Location #:** 1, with a location pin icon.
- Details Form:** Fields for Name (Property Nickname), Primary Use (Choose Property Type), Total Sq Ft, Occupants, and Year Built.
- ENERGY STAR Home Energy Yardstick:** A section explaining the energy efficiency score, with a "SCORE" button.
- Profile:** A progress bar showing "0% Complete" and a note to help provide better alerts.

At the bottom, there are links for "Contact LG&E and KU", "Feedback", and "Privacy Policy". A language selector and version information "v5.1.5.3 Powered By: mymeter" are also present.

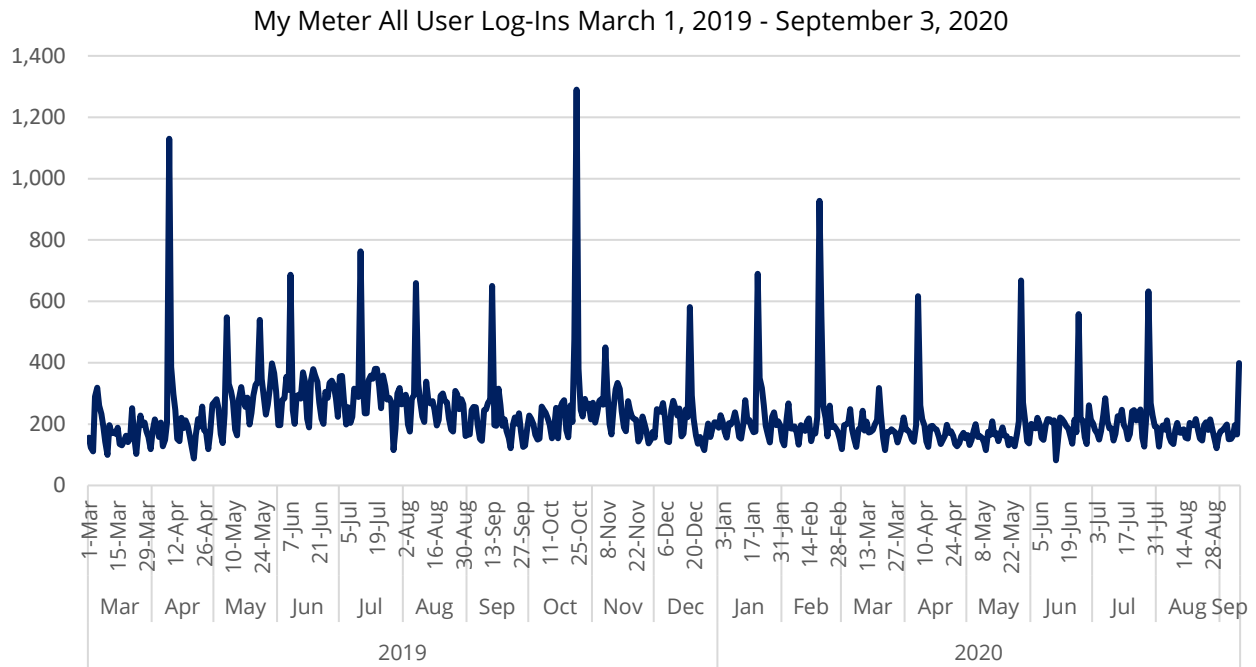


How do I complete my Property Profile?

18

¹⁸ <https://lge-ku.com/node/16246>

Appendix D – AMS Opt-In MyMeter User Data



***Log-in spikes demonstrate the effectiveness of ongoing engagement communications. Customers who receive the monthly AMP It Up e-updates, which are designed to highlight tools available to customers with advanced meters, are engaging with the content. Among those surveyed in August/September 2020, respondents indicated a high level of satisfaction with the email updates.*

2019 Email Campaign Statistics

Date	Emails Sent	Open Rate	Click-thru Rate*
03/04/19	8,968	37.10%	9.60%
04/09/19	9,865	57.50%	23.60%
05/07/19	10,886	53.50%	11.00%
06/07/19	12,560	50.70%	10.70%
07/11/19	12,358	50.10%	9.90%
08/07/19	17,788	47.10%	6.20%
09/13/19	17,309	41.90%	8.10%
10/23/19	17,695	42.70%	7.90%
10/24/19	17,261	42.30%	13.60%
11/04/19	6,447	37.90%	12.00%
12/18/19	17,598	40.60%	5.20%

**Click-thru Rate is a percentage that indicates how many successfully delivered emails received at least one click.*

January 2020 – June 2022 Email Campaign Statistics

Date	Emails Sent	Open Rate	Click-thru Rate
1/20/2020	17,666	57.70%	10.40%
2/19/2020	17,563	45.40%	14.20%
4/7/2020	17,451	46.30%	9.00%
5/27/2020	8,403	56.90%	17.40%
5/27/2020	8,342	50.80%	15.90%
6/24/2020	8,212	57.10%	13.60%
6/24/2020	1,062	41.00%	11.20%
6/29/2020	6,009	40.80%	7.50%
7/28/2020	3,220	39.00%	10.20%
7/28/2020	12,206	42.80%	9.00%
7/28/2020	2,153	36.20%	9.00%
7/28/2020	4,633	51.70%	2.30%
9/10/2020	1,633	33.86%	3.92%
9/10/2020	16,163	45.31%	5.10%
9/16/2020	536	44.22%	6.90%
10/15/2020	386	40.50%	6.50%
10/16/2020	17,087	40.30%	3.40%
11/19/2020	243	36.80%	1.70%
11/19/2020	17,149	44.90%	5.90%
12/18/2020	16,912	41.30%	4.10%
2/3/2021	17,006	39.60%	4.20%
3/3/2021	13,559	43.38%	3.19%
4/21/2021	15,279	33.70%	0.30%
5/26/2021	14,401	35.90%	1.90%
6/29/2021	14,812	40.50%	4.10%
7/30/2021	17,988	53.30%	2.10%
8/31/2021	13,348	41.30%	3.60%
9/30/2021	13,118	44.05%	1.27%
10/29/2021	14,196	44.10%	1.80%
11/30/2021	12,866	45.80%	1.10%
12/29/2021	11,438	54.60%	2.50%
1/19/2022	12,032	57.30%	2.00%
2/16/2022	11,009	56.60%	4.50%
3/16/2022	13,071	55.80%	2.50%
4/13/2022	13,279	54.60%	1.20%
5/25/2022	13,940	54.40%	2.20%
6/15/2022	11,892	62.00%	6.10%

Appendix II – AMI Schedule

