

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

Electronic Application Of Kentucky Power Company)
For (1) A Certificate Of Public Convenience And)
Necessity Authorizing The Deployment Of Advanced)
Metering Infrastructure; (2) Request For Accounting)
Treatment; And (3) All Other Necessary Waivers,)
Approvals, And Relief)

Case No. 2024-00344

DIRECT TESTIMONY OF
STEVIN. COBERN
ON BEHALF OF KENTUCKY POWER COMPANY

**DIRECT TESTIMONY OF
STEVI N. COBERN ON BEHALF OF
KENTUCKY POWER COMPANY
BEFORE THE PUBLIC SERVICE COMMISSION OF KENTUCKY**

CASE NO. 2024-00344

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EXHIBITS

<u>Exhibit</u>	<u>Description</u>
EXHIBIT SNC-1	AMI Customer Engagement Enhancements
EXHIBIT SNC-2	Communications Timeline for AMI Deployment

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I. INTRODUCTION

1 **Q. PLEASE STATE YOUR NAME, POSITION AND BUSINESS ADDRESS.**

2 A. My name is Stevi N. Cobern, and I am a Regulatory Consultant Principal for Kentucky
3 Power Company (“Kentucky Power” or “Company”). My business address is 1645
4 Winchester Avenue, Ashland, Kentucky 41101.

II. BACKGROUND

5 **Q. PLEASE SUMMARIZE YOUR EDUCATIONAL BACKGROUND AND**
6 **BUSINESS EXPERIENCES.**

7 A. I received a Regents Bachelor of Arts degree from Marshall University in Huntington,
8 West Virginia in 2002. In 2002, I began working for American Electric Power (“AEP”)
9 in AEP’s Customer Operations Center. In 2009, I joined Kentucky Power, working in
10 various departments including meter revenue operations and forestry. I transitioned
11 back to customer service in 2018 as Customer Services Coordinator and then in May
12 2021 was promoted to Customer Services Supervisor. In September 2024, I accepted
13 my current position as Regulatory Consultant Principal.

1 **Q. WHAT ARE YOUR PRINCIPAL AREAS OF RESPONSIBILITY WITH**
2 **KENTUCKY POWER?**

3 A. My primary responsibility is to support the Company's regulatory activities.
4 Additionally, I am responsible for the administration of Kentucky Power's Home
5 Energy Assistance ("HEA") programs, which includes Home Energy Assistance in
6 Reduced Temperatures ("HEART"), Donation HEART, and Temporary Heating
7 Assistance in Winter ("THAW"). I also address customer inquiries from the Kentucky
8 Public Service Commission, Office of the Attorney General, and Better Business
9 Bureau ensuring that such inquiries are appropriately investigated and responded to in
10 a timely fashion.

11 **Q. HAVE YOU PREVIOUSLY TESTIFIED IN ANY REGULATORY**
12 **PROCEEDINGS?**

13 A. Yes. I have submitted testimony before this Commission in Case No. 2019-00366
14 (Commission's investigation of investor-owned utilities' HEA programs) and Case No.
15 2023-00159 (the Company's most recent base rate case).

III. PURPOSE OF TESTIMONY

16 **Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY IN THIS PROCEEDING?**

17 A. The purpose of my testimony is to provide details regarding how Kentucky Power plans
18 to educate customers on the advantages of Advanced Metering Infrastructure ("AMI")
19 technology and how AMI meters can benefit customers through innovative tools. I also
20 discuss Kentucky Power's plans to engage and communicate with customers during
21 AMI implementation.

1 **Q. ARE YOU SPONSORING ANY EXHIBITS?**

2 A. Yes, I am sponsoring the following exhibits.

- 3 • Exhibit SNC-1: AMI Customer Engagement Enhancements
4 • Exhibit SNC-2: Communications Timeline for AMI Deployment

5 **Q. WERE THESE EXHIBITS PREPARED BY YOU OR UNDER YOUR**
6 **DIRECTION?**

7 A. Yes.

IV. AMI CUSTOMER COMMUNICATION AND EDUCATION

8 **Q. HOW DOES KENTUCKY POWER PROPOSE TO NOTIFY CUSTOMERS**
9 **REGARDING THE INSTALLATION OF AMI METERS?**

10 A. Kentucky Power has, and continues to, focus on providing customers with relevant
11 information and educational communications. We understand that customer awareness
12 and education will be critical components of rolling out the new technology. Prior to
13 installation, Kentucky Power will provide customers with a variety of opportunities to
14 learn about the operational advantages and explain the benefits AMI meters can bring
15 to customers.

16 The Company has developed a customer engagement and communications
17 process for its AMI deployment, including utilizing the experience of Kentucky
18 Power's sister companies during their AMI deployments. This process focuses on
19 providing customers with the information necessary to understand the benefits they
20 receive from AMI and to make informed decisions about the use of AMI technology.

1 The customer engagement and communications process will include the following
2 components:

- 3 • Postcard and E-Mail Notifications – At least sixty days prior to AMI meter
4 installation, all customers will receive a postcard notifying them of AMI
5 deployment. The postcard will provide a high-level overview of the benefits
6 of AMI technology, a link to a page on Kentucky Power’s website
7 specifically addressing the AMI deployment, and a phone number to the
8 customer operations center to answer questions customers may have. In
9 addition to the postcard, Kentucky Power will also send an e-mail
10 containing similar information to customers who have an e-mail address on
11 file.
- 12 • Kentucky Power Website – Kentucky Power will establish a specific
13 landing page on its website to address all matters related to AMI
14 deployment. This webpage will explain details of the program, provide
15 information about installation dates, include a list of Frequently Asked
16 Questions (“FAQs”), and provide links to information about AMI meters
17 from other credible sources.
- 18 • Customer Phone Call – At least 10 days prior to AMI meter installation, all
19 customers will receive a recorded phone call from Kentucky Power to notify
20 them of a date range in which they will receive their new AMI meter and
21 provide them with a phone number to call if they have any questions or
22 concerns.

- 1 • Door Hanger – At the time of meter installation, a door hanger will be left
2 for all customers notifying them that either the meter has been successfully
3 installed or that Kentucky Power was unable to gain access to install the
4 AMI meter. If the AMI meter could not be installed, the door hanger will
5 include a phone number for customers to call to schedule an appointment
6 for installation.
- 7 • Follow-Up Phone Call – If the initial AMI meter installation was
8 unsuccessful and Kentucky Power has not received a phone call from the
9 customer to schedule an installation appointment within 10 days of the door
10 hanger being left, Kentucky Power will call the customer to schedule an
11 appointment. For any customer that Kentucky Power is unable to contact to
12 schedule an appointment after 30 days of the door hanger being left,
13 Kentucky Power will follow its standard notification process for an inability
14 to access situation. This process includes sending multiple notifications to
15 contact the Company so that personnel can gain access to install the AMI
16 meter. In the rare instances that Kentucky Power is unable to make contact
17 with the customer after multiple notifications and/or where a known
18 hazardous situation exists, Kentucky Power will take action to disconnect
19 the service.
- 20 • Customer Engagement Platform – Approximately 30 days after a customer
21 receives a new AMI meter; they will receive a letter or e-mail (if available)
22 welcoming them to the enhanced customer engagement platform also
23 known as Home Energy Management (“HEM”) platform. This letter or e-

1 mail will highlight the benefits customers can receive by using the customer
2 engagement platform (HEM), the ways to enroll, and will provide them with
3 a website address and phone number to call to enroll or ask questions.

4 **Q. PLEASE DESCRIBE THE COMPANY'S WEBSITE LANDING PAGE IN**
5 **FURTHER DETAIL.**

6 A. Kentucky Power's website will include a dedicated page developed to educate and
7 provide customers with several different resources about AMI technology. Kentucky
8 Power will utilize a FAQs format to provide customers with answers to many of the
9 questions that have surfaced from other utilities that have already implemented AMI
10 technology. The following are examples of topics that Kentucky Power may include
11 on the website:

- 12 • How AMI technology works
- 13 • Customer benefits
- 14 • Accuracy of AMI meters
- 15 • Public safety
- 16 • Data privacy and access
- 17 • Notification process

18 Kentucky Power's sister company, Southwestern Electric Power Company's
19 AMI landing page at:

20 <https://www.swepco.com/community/projects/smart-meters/> provides an example of
21 what the landing page may look like.

22 For customers who have additional questions, Kentucky Power's customer
23 operations and customer services group will be available to answer questions

1 throughout implementation and beyond. In addition, the Company’s dedicated website
2 page will remain available as a source of information for customers after AMI
3 implementation.

4 **Q. HOW WILL KENTUCKY POWER EVALUATE THE EFFECTIVENESS OF**
5 **CUSTOMER COMMUNICATIONS AND EDUCATION?**

6 A. During the initial stages of the program, Kentucky Power will monitor data such as
7 number of “opens” on e-mail messages, engagement on social media, and customer
8 feedback on the quality and content of the various communication methods.

9 With respect to the enrollment and engagement process, Kentucky Power will
10 be tracking the number of customers who have enrolled in the mobile app, the number
11 of people who access the customer engagement platform (HEM), and the amount of
12 customer activity in each of the channels. Kentucky Power will also use various
13 methods to obtain customer feedback on the program throughout the process, including
14 comments on customer surveys, social media posts, and through customer operations
15 center activity.

16 By monitoring this information, the Company can evaluate how to improve or
17 streamline its going forward communications to provide customers with valuable
18 information in their preferred methods.

V. CUSTOMER ENGAGEMENT

19 **Q. HOW WILL THE CUSTOMER ENGAGEMENT PLATFORM (HEM)**
20 **BENEFIT KENTUCKY POWER CUSTOMERS?**

21 A. The enhanced customer engagement platform (HEM) will be an innovative tool that
22 provides customers easy access to comprehensive AMI data. Specifically, AMI

1 technology will expand our existing customer engagement platform (HEM) into a more
2 robust platform that provides residential customers access to information on energy
3 usage and costs they do not have access to today. By integrating the granular AMI
4 usage data, customers can make better decisions about their electric consumption habits
5 and manage their monthly budgets. Along with personalized energy conservation tips,
6 customers can also leverage this data to make changes in energy usage that could be
7 recognized for many years to come.

8 **Q. WHAT INFORMATION WILL RESIDENTIAL CUSTOMERS BE ABLE TO**
9 **ACCESS THROUGH THE ENHANCED CUSTOMER ENGAGEMENT**
10 **PLATFORM (HEM)?**

11 A. The enhanced customer engagement platform (HEM) will give residential customers
12 access to a variety of information about their energy usage to help better understand
13 their usage patterns. Currently, customers can view their billing history including a
14 Green Button download (easily accessible option to download up to 36 months of
15 energy usage), current amount due, comparative analysis of energy usage and billings
16 from prior periods, customized energy efficiency tips, and billing alerts that predict
17 changes in usage. With AMI, the new offerings and enhancements will include:

- 18 • Bill comparison – enhancement;
- 19 • Bill forecast – new offering;
- 20 • Data browser – enhancement;
- 21 • Home Energy Analysis/Disaggregation – enhancement;
- 22 • Highest use days – new offering; and
- 23 • Ways to save - enhancement.

1 Bill Comparison

2 To better understand usage patterns, customers can use bill comparison data to compare
3 their current bill and usage data to the previous bill along with the same time last year.
4 Factors that may contribute to usage changes, such as weather, are highlighted as well.

5 Bill Forecast

6 To help customers, especially budget conscious customers, usage forecasting can
7 provide customers with data on the amount of energy used so far in that month, along
8 with the amount of usage they could potentially use at the end of the billing period.
9 Similarly, high bill alerts also provide data on the potential to have a higher-than-
10 expected bill once usage exceeds a defined threshold and provides the customer with
11 an e-mail notification. Usage forecasting and high bill alerts will allow residential
12 customers to make more informed and timely decisions about their electric
13 consumption and better manage their monthly budgets.

14 Data Browser

15 When accessing their engagement platform, customers will have an interactive tool that
16 shows graphs or charts and provides insight allowing customers to learn about their
17 energy usage and trends. To easily see how weather can impact usage, customers will
18 have an at-a-glance view of usage data in a graph displaying their monthly bill cost
19 along with weather data.

20 Home Energy Analysis/Disaggregation

21 Customers will be encouraged to complete a Home Energy Analysis online audit to
22 provide insight into the type of home they live in, heating and cooling equipment with
23 fuel source, thermostat settings, appliance usage and energy usage patterns. Once the

1 Home Energy Analysis is complete, customers will be given more relevant and
2 personalized ways to save. As an enhancement, AMI disaggregation data provides
3 deeper insight into which appliances are using more energy during the bill period.

4 Highest use days

5 Customers will have a calendar view highlighting the top five days of the month in
6 which the highest energy is used. This provides another opportunity to identify usage
7 patterns and adjust how they use energy.

8 Ways to save

9 To promote energy conservation, customers will be provided energy conservation tips
10 with ways to save. AMI technology, including granular usage data coupled with a
11 completed Home Energy Analysis provide a greater opportunity for customers to
12 receive personalized tips. Ways to save provide ongoing education for customers on
13 topics such as appliances, costs, and seasons of the year, giving them guidance on ways
14 they can control their energy consumption and save on their bills.

15 The enhanced customer engagement platform (HEM) offers significant and
16 positive changes that will benefit all residential customers, but particularly income-
17 qualified customers or fixed-income customers who are managing a tight monthly
18 budget. Furthermore, granular usage data will be beneficial to interconnection
19 customers, providing data not currently available through Automated Meter Reading
20 (“AMR”) technology allowing them to better understand the electricity generated and
21 consumed at their premise.

22 Exhibit SNC-1 shows examples of usage data and communication tools used
23 through the customer engagement platform (HEM) to educate customers.

1 **Q. HOW WILL RESIDENTIAL CUSTOMERS BE ABLE TO ACCESS THIS**
2 **DATA?**

3 A. The customer engagement platform (HEM) will be linked to customer's online account
4 and the Kentucky Power mobile app. In addition to data being available online, all
5 residential customers will receive two Customer Engagement Reports following their
6 AMI meter installation that will be delivered either through a mailed letter or email (if
7 available). The first report will address common questions customers may have about
8 AMI meters along with insight into their usage data. The second report will include
9 updated AMI data insights and provide information about their usage available through
10 the AMI meter. A high bill alert e-mail notification also can be sent to customers when
11 a change in usage is detected that could lead to a higher-than-normal bill, allowing
12 immediate changes in energy consumption to be made, to potentially impact the total
13 bill amount. In addition, customers can receive a weekly energy usage alert e-mail that
14 provides insight into their week-over-week usage, highlighting trends over time. The
15 Company's customer operations center and customer services team will also be
16 available to discuss usage one-on-one with customers so they can better understand
17 usage patterns. Kentucky Power will continue to optimize the experience as part of its
18 communications plan to provide residential customers the information they want, when
19 they want it.

20 **Q. WILL KENTUCKY POWER ENGAGE IN CUSTOMER OUTREACH**
21 **ACTIVITIES TO SUPPORT THIS PLATFORM?**

22 A. Yes, Kentucky Power will incorporate AMI education into our customer engagement
23 and education communications plans. This will include rolling-out a comprehensive

1 education and awareness campaign. Customer communications will include utilizing
2 social media, e-mails, postcard mailers, recorded phone messaging, fact sheets, and
3 general outreach. The goal of these communications will be to inform customers about
4 the benefits of AMI technology, the customer engagement platform (HEM), and how
5 to effectively use the new information to manage their energy usage and costs. This
6 comprehensive customer outreach campaign will begin in 2026, continuing throughout
7 the AMI deployment process and will remain a part of customer education moving
8 forward. Exhibit SNC-2 provides details of Kentucky Power's communication timeline
9 for AMI deployment.

10 **Q. WILL COMMERCIAL CUSTOMERS HAVE ACCESS TO A CUSTOMER**
11 **ENGAGEMENT PLATFORM?**

12 A. Yes, to the extent that AMI is approved. Unlike residential customers, commercial
13 customers do not currently have access to a portal. The portal made available through
14 the Company's AMI proposal will have similar functionality to the enhanced
15 residential portal. This includes capabilities such as:

- 16 • Granular energy usage data with Green Button functionality
- 17 • Suite of energy management functionality
- 18 • Device control
- 19 • Customer engagement
- 20 • Online audit and high bill alerts
- 21 • Bill comparison
- 22 • Data browser with access to historical usage
- 23 • Savings tips

VI. CUSTOMER BENEFITS OF AMI**1 Q. HOW WILL AMI METERS BENEFIT CUSTOMERS?**

2 A. AMI technology provides benefits to customers and the Company recognizes the
3 importance of ensuring customers are aware of these benefits. As explained above, a
4 significant benefit associated with AMI technology is the opportunity for customers to
5 become more informed about their energy usage. With AMI, customers have access to
6 more detailed and readily accessible usage information allowing them to make more
7 educated decisions about their energy consumption. Currently a customer can receive
8 12 meter readings or data points per year. With AMI meters, customers will have near
9 immediate access to their electric usage information with 15-minute interval data,
10 meaning a reading every 15 minutes. This will provide customers with over 35,000
11 meter readings or data points each year. That level of granular and timely data will
12 provide Kentucky Power and its customers with a better understanding of their energy
13 usage and behaviors.

14 Q. ARE THERE OTHER BENEFITS THAT AMI TECHNOLOGY PROVIDES?

15 A. Yes. AMI technology will not only benefit customers but also will provide several
16 benefits to Kentucky Power such as enhanced data accuracy, improved outage
17 management, real-time monitoring, and demand response. Company Witness
18 Blankenship discusses the many operational benefits of AMI deployment in his direct
19 testimony. Additionally, AMI technology will enable customer service representatives
20 to better meet customer expectations by improving their ability to resolve customer
21 concerns on the first call.

1 Customer service representatives will have access to more granular energy
2 usage data, the ability to process a connect order more quickly, and more robust
3 information about outages. The customer services team will be able to better answer
4 questions from customers regarding usage or concerns about higher-than-normal bills.
5 Daily usage data can help identify times when usage fluctuates to assist customers in
6 determining what in the home may be affecting their usage most. In addition, AMI
7 technology can assist in reviewing a possible switched meter situation by phone, saving
8 time, rather than an employee making a field visit. AMI technology will also provide
9 more detailed information during an outage which will provide updates more quickly
10 that can be shared with customers.

11 Lastly, AMI technology provides the opportunity for utilities to expand or
12 propose new offerings for customers. The Commission noted this in Case No. 2020-
13 00174, “[w]ith advances in planning and technology, such as Automated Metering
14 Infrastructure, utilities and third parties will likely be able to offer an ever-expanding
15 suite of energy related services, such as time-of-use rates, smart electric vehicle
16 charging, and demand response products.”¹ The Company will use the data it obtains
17 via the AMI technology to evaluate future programs for customers.

¹ In The Matter Of: Electronic Application Of Kentucky Power Company For: (1) A General Adjustment Of Its Rates For Electric Service; (2) Approval Of Tariffs And Riders; (3) Approval Of Accounting Practices To Establish Regulatory Assets And Liabilities (4) Approval Of A Certificate Of Public Convenience And Necessity: And (5) All Other Required Approvals And Relief, Case No. 2020- 00174 (Ky. P.S.C. May 14, 2021).

VII. CONCLUSION

1 **Q. IS THE COMPANY'S AMI PROPOSAL BENEFICIAL TO CUSTOMERS?**

2 A. Yes, not only is it the least-cost option (discussed by Company Witness Kahn) and best
3 operational choice (discussed by Company Witness Blankenship), AMI offers the best
4 customer benefits and experience. As previously discussed, AMI meters provide
5 numerous advantages to customers with the ability to view more granular and
6 actionable usage data, empowering them to understand when they use the most energy,
7 adjust usage patterns and lower their total consumption which in turn can lower their
8 energy costs.

9 **Q. DOES THIS CONCLUDE YOUR DIRECT TESTIMONY?**

10 A. Yes.

ORACLE



Kentucky Power AMI Customer Engagement Enhancements

11/8/2024



AMI Offerings for New and Enhanced Functionality



Outbound Customer Communications Journey with AMI

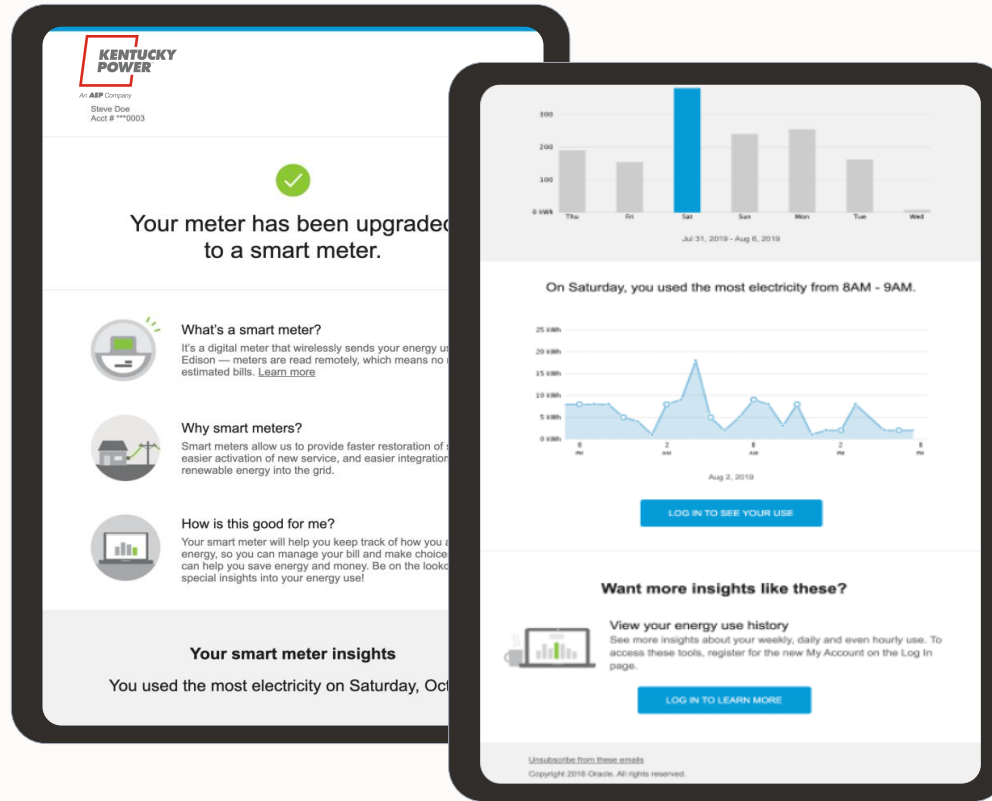
Outreach, education, and engagement

Customer Engagement Reports (CER) NEW	Oracle Energy and Water AMI Customer Education Reports are proactive outreach for customers who are transitioning to an AMI smart meter. The AMI CER is comprised of two letters that engage and educate customers about their new smart meter. The Welcome Letter is delivered one month after AMI is installed and addresses common questions that customers are likely to have about their new smart meters, followed by personalized insights from that customers' own daily and hourly data. The Participation Letter re-engages customers around ninety days after smart meter installation with fresh AMI data insights. This letter is designed to drive customers to the web for deeper engagement and more information about their usage provided by the smart meters.
High Bill Alerts ENHANCED	High Bill (or high usage) Alerts (HBAs) use interval data to notify customers when they are trending toward a higher-than-usual bill. Customers receive a heads up before they get a high bill and directed online for deeper engagement. AMI data is used to guide customers on how best to adjust their energy use before the end of the billing period. HBAs drive engagement by reaching customers with energy advice at a moment when that information is most likely to be actionable.
Weekly Energy Usage Alerts NEW	Weekly Energy Updates offer weekly energy usage insights for your AMI customers. They showcase each customer's week-over-week usage and highlight trends over time. These emails use AMI data to provide actionable usage and billing information that enables customers to learn more about their energy usage patterns, trends, and projected energy usage or costs.



Customer Education for the transition to an AMI meter

Proactive outreach

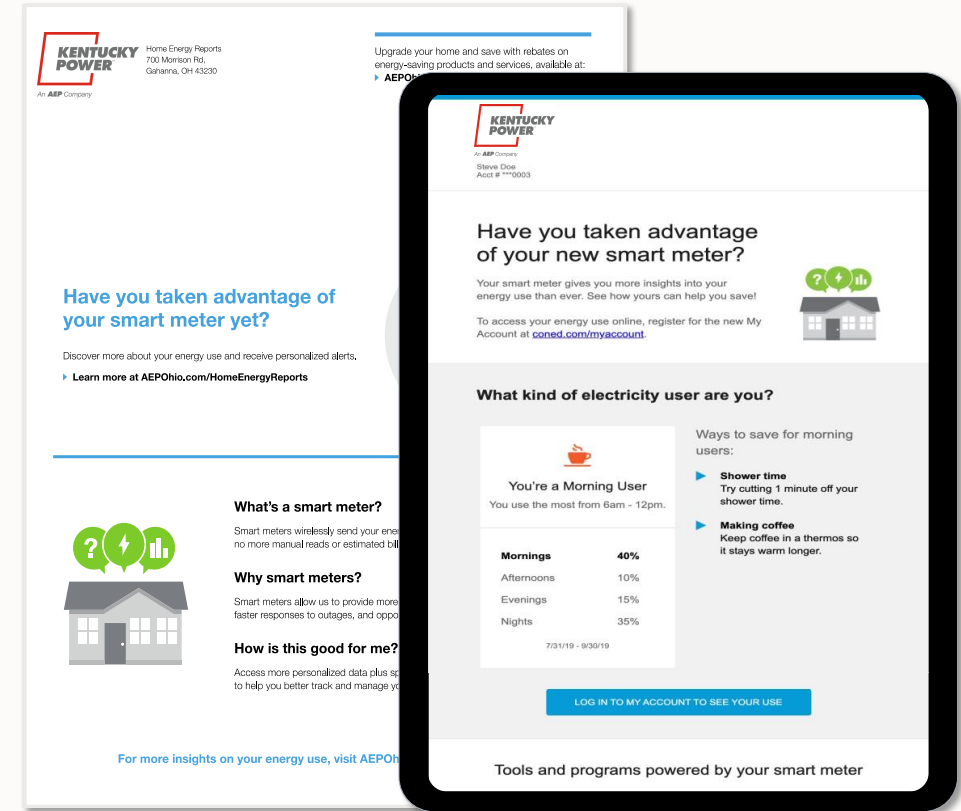


Welcome Letter or Email

NEW

One Month After Smart Meter Installation

Customers receive their Welcome Letter or Email. These communications are focused on educating the customer about their new smart meter and highlight the new benefits including detailed energy use and helpful alerts.



Participation Experience

NEW

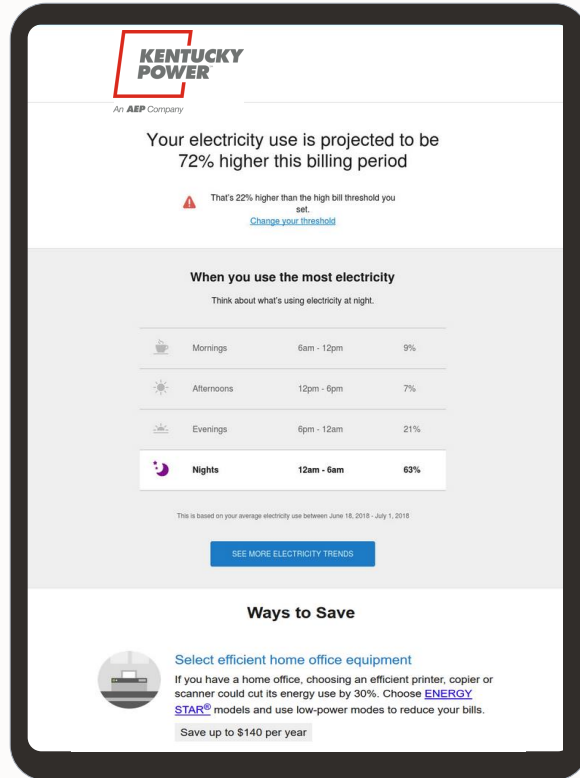
Three Months After Smart Meter Installation

Customers receive a Participation Letter or Email that delivers more smart meter enabled insights and programs, as well as drive customers to the online experience for deeper engagement. In the image above, this customer sees what time of day they use the most energy, which is morning.



Customer Engagement with AMI

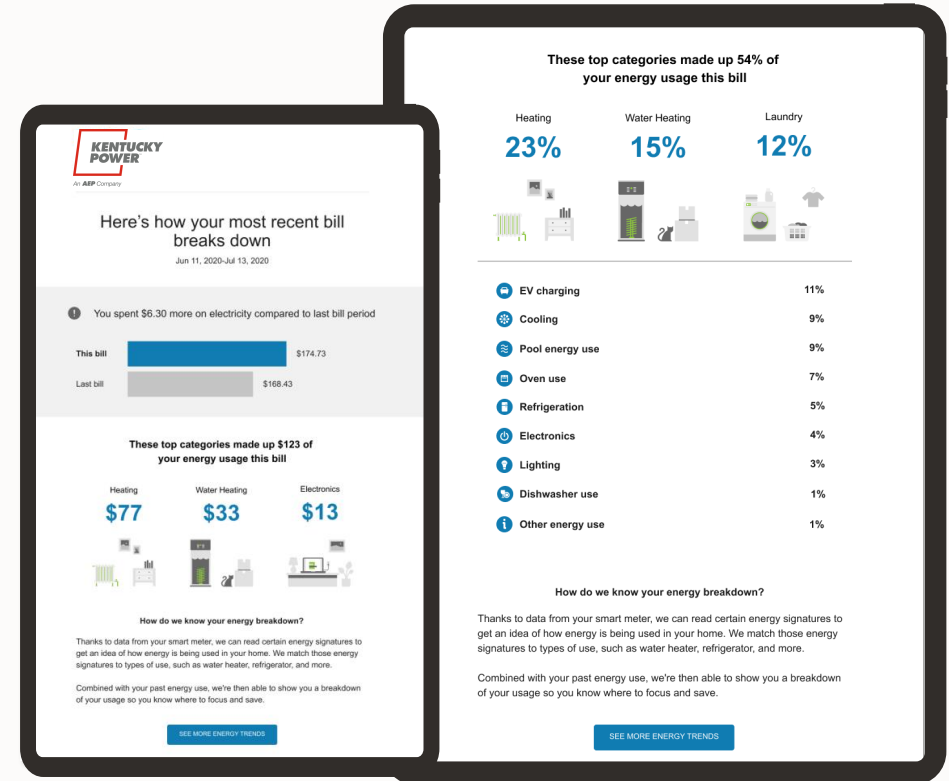
Proactive alerts



AMI High Bill Alerts

ENHANCED

AMI High Bill Alerts enhance the non-AMI version with a layer of data that allows for deeper energy use analysis and displays that provide customers context about when they are using energy. It also drives customers to the web with links focused on providing more energy use insights, tips, and program offers based on their energy use patterns.



Weekly Energy Updates

NEW

Customers will receive weekly self-comparisons of week over week energy use. These AMI-enabled communications provide a graph showing the weekly compare, breakdown of daily use over the week, and for the highest use day, a breakdown of the hourly usage. Weekly Energy Updates provide customers with tips that are pertinent to their energy use patterns as well a a breakdown of appliance use showing what uses most.



The Customer's Web Experience with AMI

Drives self service

<p>Bill Comparison</p> <p>ENHANCED</p>	<p>The Bill Comparison allows customers to compare their current bill to their previous bill and to the corresponding bill from the same time period the previous year. A statement indicates whether the customer is spending more, less, or about the same as the compared bill. The feature also highlights factors (such as weather or rate plan changes) that may have contributed to differences between the compared bills.</p>
<p>Bill Forecast</p> <p>NEW</p>	<p>The Bill or Usage Forecast shows residential AMI customers their energy use or cost so far in the billing period, projected total energy use or cost for the period, and typical energy use or cost for the period based on their past energy use. The forecast informs customers before the end of the billing cycle if they are likely to have high energy use or cost compared to the same time period the previous year.</p>
<p>Data Browser</p> <p>ENHANCED</p>	<p>The Data Browser is an interactive tool that allows customers to visualize and explore their energy use trends and costs, and make comparisons to useful benchmarks, such as weather and similar homes. One or more views for Energy Costs, Energy Use, Usage Breakdown, and Neighbors are available in the feature. If applicable, customers can also use menus to switch between multiple accounts or service points.</p>
<p>Home Energy Analysis/ Disaggregation</p> <p>ENHANCED</p>	<p>An interactive survey tool that prompts customers to answer simple questions about their home and energy habits. A customer's responses to the questions are used to create an energy use disaggregation of a customer's top three categories of energy use. The disaggregation is paired with personalized tips related to each top category, as well as a more granular breakdown of additional energy use categories. When AMI data is available, the feature can also include insights about a customer's individual appliances as well as their energy use for devices that are always on.</p>
<p>Highest Use Days</p> <p>NEW</p>	<p>The Highest Energy Use Days calendar highlights the top five days of the month in which a customer used the most energy, helping them identify patterns in their energy use. If a given weekday has five percent or more energy use than all other days of the week, it is highlighted as the day with the most energy use. For example, Saturday can be highlighted for a customer who uses considerably more energy on Saturday than any other day of the week. A link to the Data Browser allows customers to explore their energy use in more depth.</p>
<p>Ways to Save</p> <p>ENHANCED</p>	<p>Ways to Save presents a personalized selection of energy saving tips. Customers can browse through the available tips to learn how they can save energy. The tips are organized into various tip guides based on filters like cost, appliance, and season of the year.</p>



The Customer's Web Experience with AMI

What it will look like

ENHANCED WITH AMI

Bill Comparison

Bill comparison

Electricity Gas PREVIOUS BILL LAST YEAR

Your electricity charges are about **\$14 lower** than your previous bill.

This bill - **\$95** (Nov 16, 2021 - Nov 15, 2021)

Previous bill - **\$109** (Nov 16, 2020 - Nov 15, 2020)

Why are my electricity charges \$14 lower?

- Weather: - \$1.38
You likely used less electricity due to changes in weather.
- Cost of electricity: - \$0.87
The cost of electricity was lower this bill period.
- Bill period: + \$7.29
You likely used more electricity because this bill period was 1 day longer.

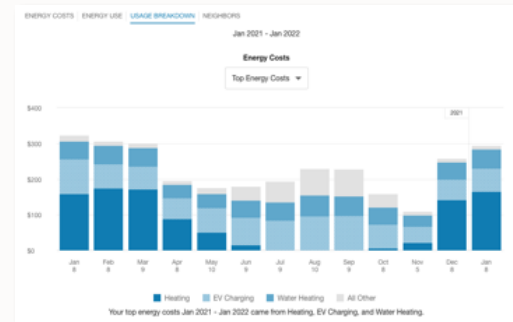
Electricity use - \$19.56

Changes in your electricity use likely lowered your bill this period. Here are some estimates based on your recent energy use. To get a more accurate breakdown, update the information about your usage.

- Electric Vehicle: + \$9.21
- Water Heating: + \$1.23
- Appliances: - \$8.21
- Pool: - \$12.10
- Other: - \$9.69
- Total: - \$19.56

Your bill may be different for a variety of other reasons, including number of people in your home, new appliances or electronics, and amount of time spent outdoors.

Total: - \$14.32



Ways to Save

Easy savings: laundry, shower time, and more

Ready to save energy and money? Here's what you can do.

- Turn off your computer at night**
Save up to \$20 per year
42,522 neighbors do this
- Set your refrigerator's temperature to 38°F**
Save up to \$20 per year
42,522 neighbors do this
- Shave a minute off shower time**
Save up to \$50 per year
42,522 neighbors do this
- Plan for a year of savings**
Save up to \$15 per year
42,522 neighbors do this
- Avoid over-drying your clothes**
Save up to \$10 per year
42,522 neighbors do this

SHOW ALL

Home Energy Analysis & Disaggregation

Your Energy Use Breakdown

Your top energy costs came from heating, EV charging, and water heating.

DEC 08 - JAN 08

Top energy costs \$284 of \$295

Heating **\$166** EV Charging **\$65** Water Heating **\$53**

Tips for reducing energy use

More energy costs (4) **\$11** of \$295

Select a category to see relevant tips.

- Appliance Use **\$4**
This includes energy used to run your refrigerators, clothes dryers, clothes washers, dishwashers, and air conditioners.
- Electronics **\$3**
- Lighting **\$2**
- Other Energy Use **\$2**
- Your Always-On Use
About 24% of your electricity costs came from always-on energy use—the small amount of power appliances and electronics draw simply because they are plugged in. [Learn more](#)

NEW WITH AMI

Bill Forecast

Electricity

Bill Forecast

✓ Your projected usage is **432 kWh**
NOV 30 - DEC 30

That's about **23% less** than last year. You've used about **5 kWh** so far this bill period.

HELP LOWER MY BILL

Your projected use is an estimate. Your actual energy use may vary.

Was this information helpful?

Highest Energy Use Days

Highest Day of Use

On average, you used the most energy on **Thursdays** this December.

Tip: Think about how you use energy on Thursdays. Where can you use less?

SEE ENERGY DETAILS

Su	Mo	Tu	We	Th	Fr	Sa
26	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Top 5 energy use days in December 2021





Kentucky Power Communications Timeline for AMI Deployment

- **Q4 2025:** Draft talking points, press release, email/doorhanger/postcard copy and recorded call script.
 - Use testimony/filings to fill out as much of copy as possible.
 - Set up meeting with metering department and regulatory to fill in blanks.
- **November 2025:** Work with web team to develop Kentucky Power’s AMI page to be live in January 2026.
 - Send copy to Creative Services for postcards and “We Missed You” and “New Meter Installed” doorhangers. Lead time to design all components is roughly a couple of weeks.
 - Send postcards and doorhangers to Print Services for printing.
- **December 2025** Work with Eloqua Email Team to prepare the customer email template.
- **Early 2026:** 60 days before phased deployment customer communication sent for initial phase - email, postcard, and recorded call.
- **Spring 2026:** Installation begins in Ashland District
- **2027:** Initial communications phase begins in Pikeville District 60 days prior to installation.
- **2028:** Initial communications phase begins in Hazard District 60 days prior to installation.

Kentucky Power Advanced Metering System Communications Plan

Kentucky Power plans to deploy advanced digital meters, known as ‘smart meters,’ to customers.

As Kentucky Power adds new home energy management tools, the smart meters will give customers more information to manage their energy use and costs. The effort will also enable future capabilities like faster response to new service connections and other service requests, as well as automatic detection of power outages for a quicker start to repairs.

Kentucky Power will file a request with the Kentucky Public Service Commission on October 31, 2024, to begin its Advanced Metering System (AMI) deployment plan. The deployment plan is broken down into three phases: deployment in the Ashland District in 2026; in the Pikeville District in 2027; and also starting later in 2027 in Hazard. Work will continue through 2028.

As part of Kentucky Power’s communications cascade, customers will receive information via a variety of touchpoints including but not limited to direct mail, email, and outbound phone messages.



An **AEP** Company

Kentucky Power regulatory team has developed a draft deployment schedule and in partnership with its communications team will also create a proposed cascade to equip customers with the information needed to learn about this important upgrade by Kentucky Power and the utility company's continued ongoing focus to support our customers with reliable service.

The detailed timeline for the communications cascade is shared below. Visuals are speculative creative mock-ups and should not be considered as final visual graphics.

High level timing for communication includes the following:


Timing	Campaign Asset	Deployment Method	Sample MOCKUP
Prior to Meter Deployment	Kentucky Power branded postcard	Direct Mail	TBD
Prior to Meter Deployment	Kentucky Power HTML designed customer email	Customer Email	TBD
Prior to Meter Deployment	Automated phone call – Kentucky Power voice message script	Outbound voice message phone calls	TBD



<p>Prior to Meter Deployment</p>	<p>Kentucky Power deploys customized webpage with personalized Ashland District details, cascading to Pikeville and then to Hazard.</p>		
<p>Start of deployment</p>	<ul style="list-style-type: none"> • Internal talking points • Press release 	<p>Sent to media, owned channels and internal communication channels</p>	



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<p>During Meter Deployment</p>	<p>Kentucky Power branded doorhanger indicating successful meter installation.</p> <p>Kentucky Power branded doorhanger indicating service will need to be rescheduled.</p>	<p>Direct to customer: Door-to-Door</p>	 A photograph showing a hand holding a white doorhanger with blue and red accents. The doorhanger has the text "Meet your new, digital meter!" and the Kentucky Power logo. The background shows a wooden door and a porch with white columns.
<p>During Meter Deployment</p>	<p>Meter services and Customer Service receive pdfs of the postcard and doorhanger.</p>	<p>Direct to customer: Delivered door-to-door</p>	




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<p>After installation</p>	<ul style="list-style-type: none"> - <i>When finalized, this section will share details about what communications the customers can expect to receive from Opower after installation.</i> <p>Possible communications include:</p> <ul style="list-style-type: none"> - Customer Education Report (CER) - The CER "Welcome" is the report a customer receives about 1 month after they have received an AMI meter. It includes an introduction to the AMI meters as well as personalized hourly and daily energy use insights. It also encourages customers to engage with other AMI programs and communications offered by Kentucky Power. - The CER "Engagement" is the report a customer receives about 3 months after they have received an AMI meter. It directs the customer to Kentucky Power web pages where they can view more of their energy use trends and enroll in other AMI programs and communications offered by Kentucky Power. It also includes a smart meter insight that shows customers the time of day when they use the most energy. 	<p>Customer Education Reports Direct to Customers</p>	<p>The screenshot shows a webpage with the Kentucky Power logo at the top left. The main heading reads "Your energy meter has been upgraded to a smart meter." Below this, there are three sections: "What's a smart meter?", "Why smart meters?", and "How is this good for me?". Each section contains brief explanatory text. At the bottom right, there is a "Turn over" button with a right-pointing arrow.</p>
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An AEP Company

			 <p>KENTUCKY POWER An AEP Company</p> <p>Account # 1110000</p> <p>We've put together this report to help you understand your energy use and what you can do to save.</p> <p>Find a lot of rebates and energy-saving products and services you can try. # www.ky.com/save</p> <p>New! Your smart meter insight:</p> <p>You're a Morning User You used the most energy from 6am - 12pm.</p> <table border="1"><tr><td>Mornings</td><td>6am - 12pm</td><td>40%</td></tr><tr><td>Afternoons</td><td>12pm - 6pm</td><td>10%</td></tr><tr><td>Evenings</td><td>6pm - 12am</td><td>15%</td></tr><tr><td>Nights</td><td>12am - 6am</td><td>35%</td></tr></table> <p>July 11, 2014 - September 10, 2014</p> <p>Ways to save for Morning Users</p> <ul style="list-style-type: none">• Shower time Try cutting 1 minute off your shower time.• Making coffee Keep coffee in a thermos so it stays warm longer. <p>See tools and programs powered by your smart meter:</p> <p>High Bill Alerts Stop high bills before they come with email or text message alerts.</p> <p>Weekly Reports Send in weekly emails to see your energy use and ways to save.</p> <p>For more information on your energy use, visit www.ky.com</p>	Mornings	6am - 12pm	40%	Afternoons	12pm - 6pm	10%	Evenings	6pm - 12am	15%	Nights	12am - 6am	35%
Mornings	6am - 12pm	40%													
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Nights	12am - 6am	35%													

VERIFICATION

The undersigned, Stevi N. Cobern, being duly sworn, deposes and says she is a Regulatory Consultant Principle for Kentucky Power, that she has personal knowledge of the matters set forth in the foregoing testimony and the information contained therein is true and correct to the best of her information, knowledge, and belief after reasonable inquiry.

Stevi N. Cobern

Stevi N. Cobern

Commonwealth of Kentucky)

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Case No. 2024-00344

County of Boyd)

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Subscribed and sworn to before me, a Notary Public in and before said County and State, by Stevi N. Cobern, on November 7, 2024.

Marilyn Michelle Caldwell
Notary Public

My Commission Expires May 5, 2027

Notary ID Number KYNP 71841

