

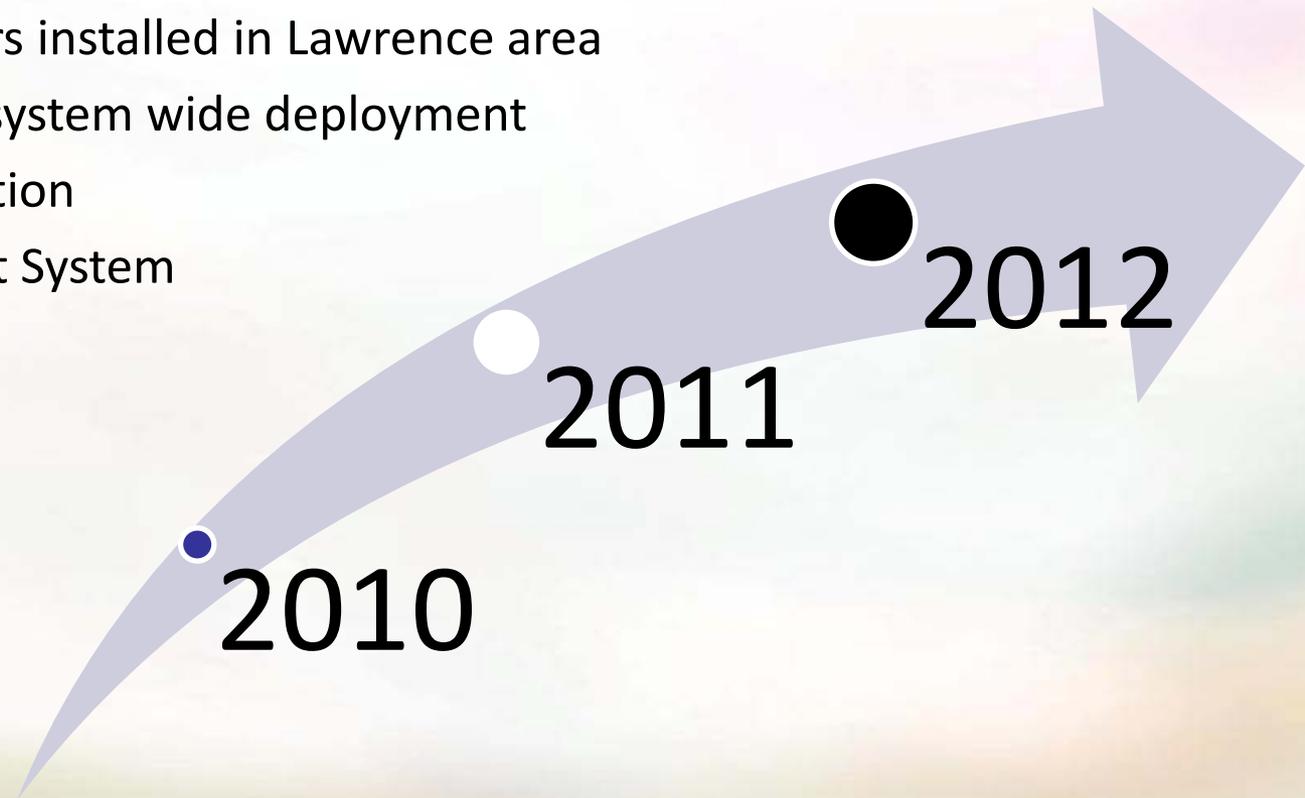


**Kansas Energy Conference**  
**Wichita, Kansas**

October 12, 2010

# What is SmartStar Lawrence?

- Westar's three-year smart grid pilot program
- On-line Customer Energy Portal available via [westarenergy.com](http://westarenergy.com) that shows up to date energy use and cost information
- 45,000+ smart meters installed in Lawrence area
- IT infrastructure for system wide deployment
- Distribution Automation
- Outage Management System



# SmartStar DOE Grant

- American Recovery and Reinvestment Act of 2009
  - Contained approx. \$3.4 B for smart grid investment
- DOE agreement signed March, 2010
  - Westar 1 of 100 selected from over 400 applicants
- SmartStar Lawrence cost - \$40 million
  - 2/3 of cost for IT infrastructure that will support system wide deployment
- Grant awarded to Westar - \$19 million
  - Maximum that could be awarded for our project based on total cost
- Monthly reimbursement of allowed expenses
  - Approximately \$3.0M reimbursed to date



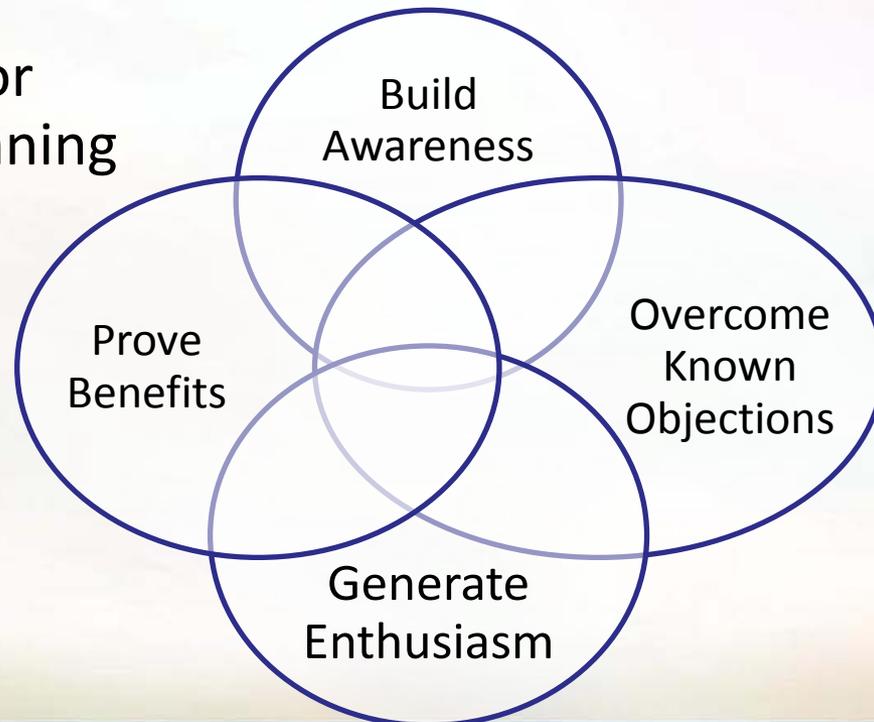
# Why SmartStar?

- **Preparing for changing customer expectations**
  - Meeting the needs of a mobile & connected customer
  - Provision of better, more timely information to customers
  - Strengthening customer relationship
- **Enabling innovative energy programs**
  - Pilot programs for rate options & more
  - Identify customer interest and value
  - Better design for expanded customer service suite
- **Supports enhanced system management**
  - Improved outage management and restoration
  - Supportive of advanced distribution technology



# Westar Customer Research

- Collaborative work with Jayhawk Consulting, KU School of Business to produce and distribute customer survey
- Survey Response
  - 10% + response rate to 50,000 unsolicited customer emails
  - 70% of respondents unaware of smart meters
  - 77% of respondents want to know more
- Research set basis for communication planning



# SmartStar Communications

- Community Partnering
  - Key support efforts began Summer 2009
- Community Marketing
- Web page launch October 2010
- Key issue messaging
- IntelliGents Campaign
- Westar employee campaigns

# Communication

# What does SmartStar mean for me?

## Your personal energy information online:

- Daily usage
- Daily cost
- Environmental impact
- Alerts and notifications
  - Bill budgets
  - High usage

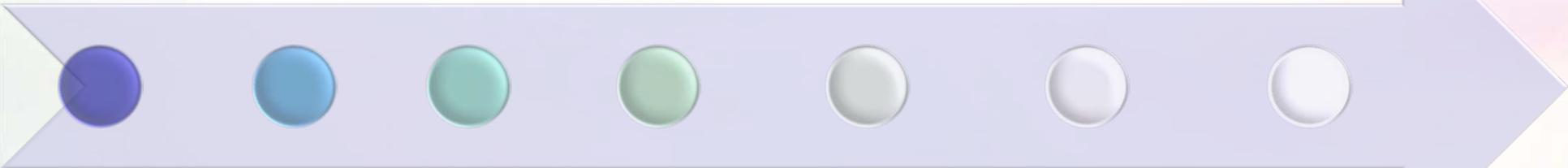
**Web portal demonstration**

The screenshot shows the Westar Energy SmartStar web portal interface. At the top, there is a navigation bar with links for News, Residential Customers, Business Customers, Energy Efficiency, Careers, and Investors. Below this, a user-specific navigation bar includes Dashboard, My Energy, My Tools, Profile, and Community, along with a language dropdown set to English. The main content area is divided into several sections:

- Residential Customers:** A sidebar menu with options like Moving?, Help with my bill, Save Money, Save Energy, Safety Tips, and More.
- Dashboard:** A large banner with the text "Now you have the power to save" and an image of wind turbines. To the right, a "Welcome back, Jane Doe" message displays account information: Account #: HA567285, Current Bill Period: OCT 1-OCT 31, Current Balance: \$98.16 (billed SEP 30), and a "Make Payment" button. Below this is a progress bar for "Increase your Energy Smarts" from 0% to 100% and a link to "Join Online Community... Get +5%".
- Costs to Date:** A section showing a projected cost of \$101 and a current cost of \$23 as of OCT 8, with a "Details" button. A note below states: "Your pricing plan is currently set for Tiered Pricing (Tiered Pricing)".
- Energy Usage:** A section indicating "Usage is normal" with a "+1%" change and a "Details" button. A note below states: "Current usage compared to the same time last bill period."
- Environmental Impact:** A section showing "Trees 17" with a "Details" button. A note below states: "Planting this many trees would offset your impact for the current bill period."
- Feedback:** A red button labeled "Feedback".
- Energy Tips:** Three columns of tips: "Cut Energy Costs" (Don't add to the heat on a hot day), "Be Energy Efficient" (Use motion lights), and "Reduce Your Impact" (Install solar landscape lights).
- Kids Korner:** A cartoon character holding a lightbulb, with the text "Kids Korner ENERGY EDUCATION IS FUN!".

# SmartStar Lawrence Timeline

<b>March 2010</b> DOE Agreement Reached	<b>Winter 2010/ 2011</b> Pilot Meter Install	<b>Summer 2011</b> Pilot Program Testing Begins	<b>Summer 2012</b> Full Pilot Program in Place
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**Spring  
2010**  
IT  
Infrastructure  
Work  
Begins

**Spring  
2011**  
Meter  
Install  
Web  
Portal  
Available

**Fall  
2011**  
Meter  
Install  
Complete

- Business analytics continue to identify best mix of customer programs & services, business process changes and validation of benefits





