



# KCP&L Clean Charge Network

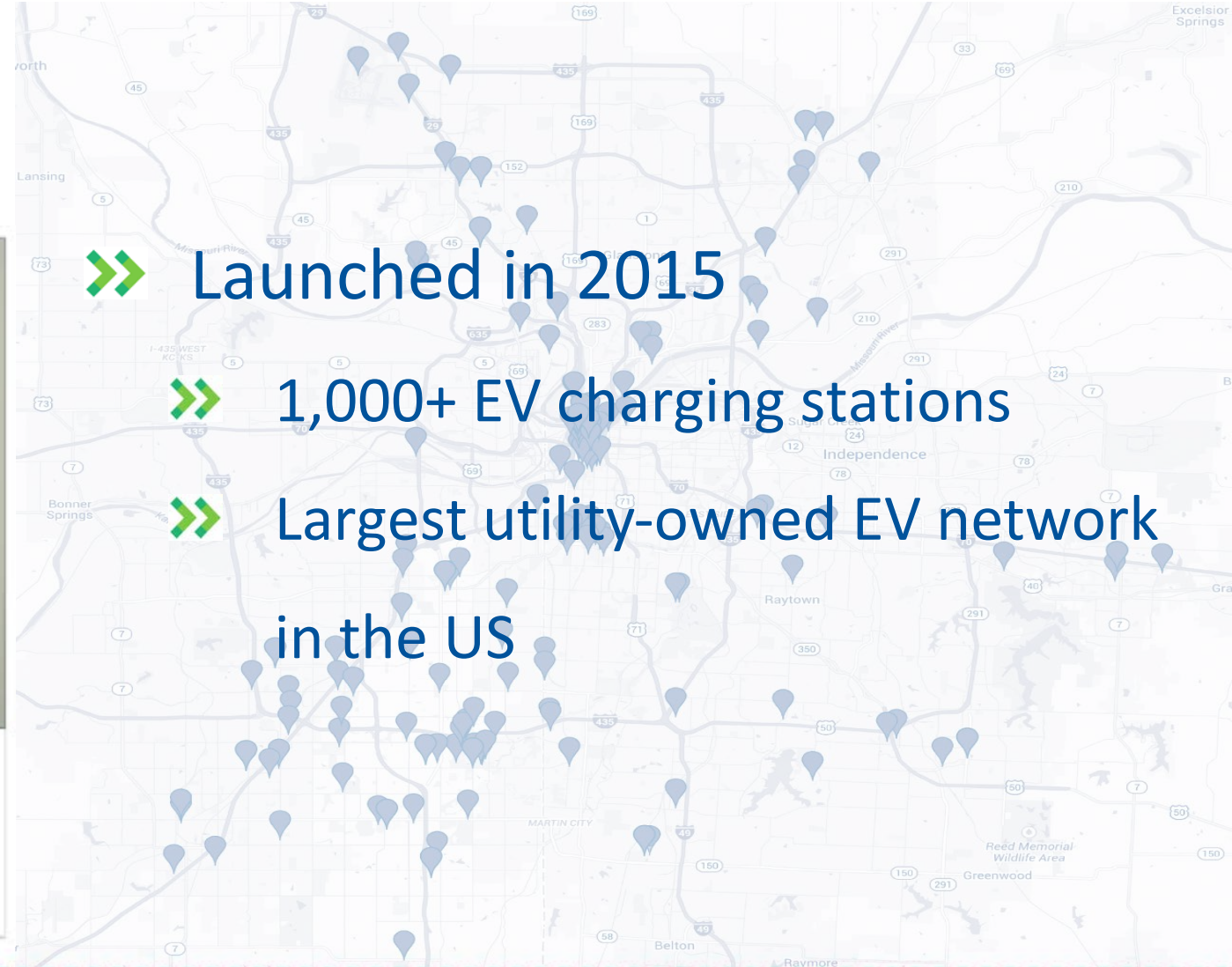
TIME MAGAZINE



This City May Soon Be the Best Place to Own an Electric Car

A huge plan is in the works to juice electric vehicle adoption.

TIME.COM





# Why

Electric usage is down and the costs of federal and state mandated expenditures are up.

**Environmental and Renewable Mandates  
& Aging Grid: Costs**



**kWh's: Distributed Solar & Energy Efficiency  
Electric Vehicles**

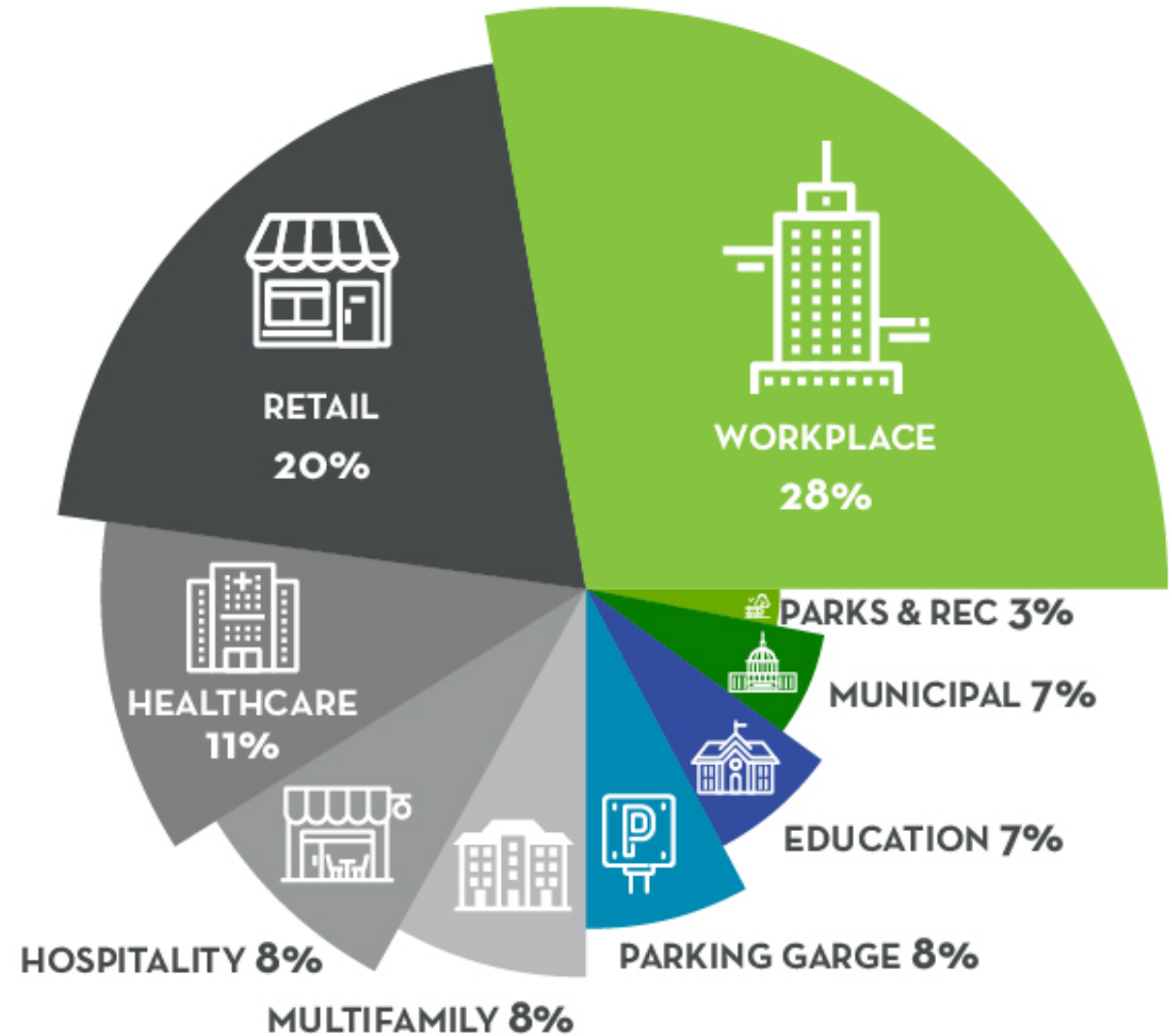






## Utility Owned

- » Provides Vital Data
- » New Programs
  - » Time of Use Rates
  - » DSM
  - » Vehicle-to-grid storage
- » Better Customer Experience

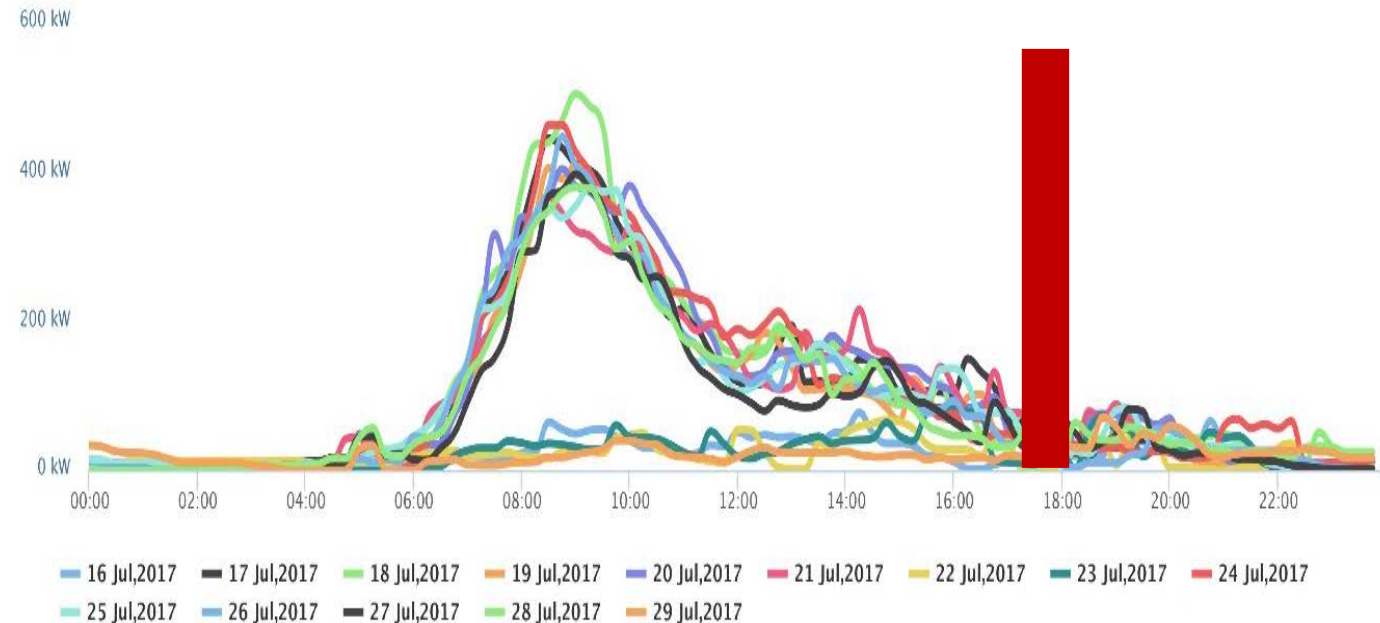




# Benefits

- » Electrification
  - » Increase off-peak
- » Environmental Benefits
- » Economic Development

CCN Level 2 – Peak Week Load Profile



*“By stimulating electric vehicle adoption, KCP&L is encouraging people to use the electrical grid more efficiently and drive down the cost of electricity for everyone.”*

- NRDC



# AMIN WAHI

"In Kansas City, it's much easier to talk about the convenience of charging in public thanks to the excellent charging infrastructure."

[Read Driver Profile](#)





## Marketing and Outreach



- » **Goal:** Encourage EV ownership
- » **Audience:** Broad demographic, geotagged and micro-tagged for those in car buying cycle
- » **Message:** EVs are fun, efficient and affordable — and one is just right for you



# Driver Engagement



- » EV social events
- » EV social media group and bi-monthly newsletter
- » Swag: t-shirts, bags, notebooks, and EV etiquette kit





# Car Dealer & Manufacture Partnerships



Innovation that excites



Get a new  
Nissan LEAF!  
SPECIAL GROUP BUY PRICE

AS LOW AS **\$16k** \$10k off sale price and up to \$7.5k federal tax incentive

DRIVE ELECTRIC >>

- >> Training, education and collateral about EV 101 and the network
- >> Financial incentives to certified EV dealerships
- >> First-of-its-kind fleetail group buy program with Nissan





## Digital & Social Ads



- » Digital ads
- » Billboards
- » Utility Owned Channels





# CCN Microsite



- » One-stop destination that's readable and fun
- » Consumer-focused approach to driving electric
  - » Not too technical for prospects
  - » Focused on more than one brand or vehicle
  - » Show people just like them who drive EVs
  - » Communicate the benefits of the CCN



A young man with dark hair, wearing a grey zip-up jacket over a blue and white checkered shirt and khaki pants, stands with his hands in his pockets next to a silver car. The car's side mirror is visible. The background shows a residential setting with a driveway and a house.

## ZACHERY ANDRESEN

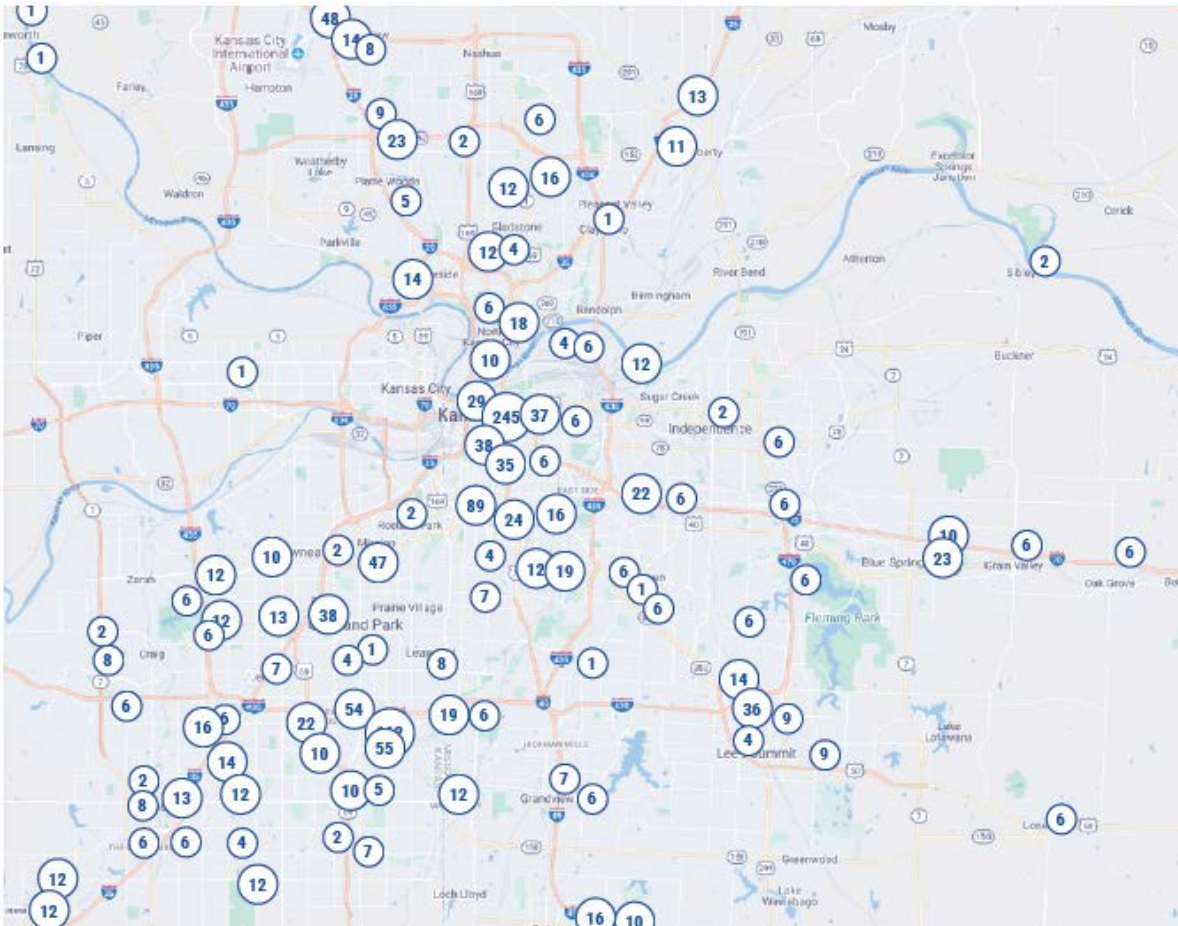
"No money on gas and I get to help save the environment? It just makes sense. I really think everyone should embrace new technology; it's the future of transportation."

[Read Driver Profile](#)





# Network Complete Jan 2018



**1,100+**  
charging stations

**27+%**  
will remain free

**\$25** million  
to build

**3** years  
free  
charging



## Outcome

### ClimateWire

How Kansas City became the EV mecca of the Midwest

Camille von Kaenel, E&E reporter

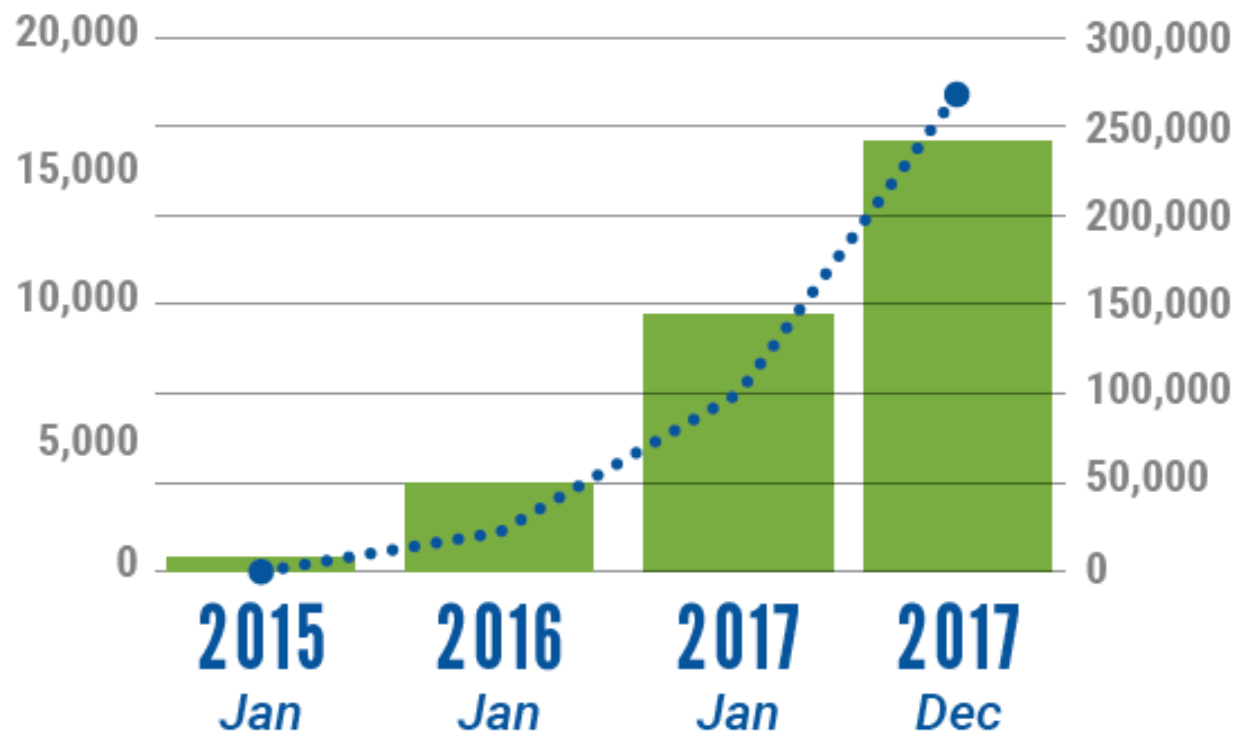
ClimateWire: Wednesday, August 3, 2016



Kansas City, Mo., has been at the forefront of smart city technology, from a new electric streetcar to streetlights that automatically dim. Photo by Camille von Kaenel.

# Charging Sessions

# 3,041% ▲



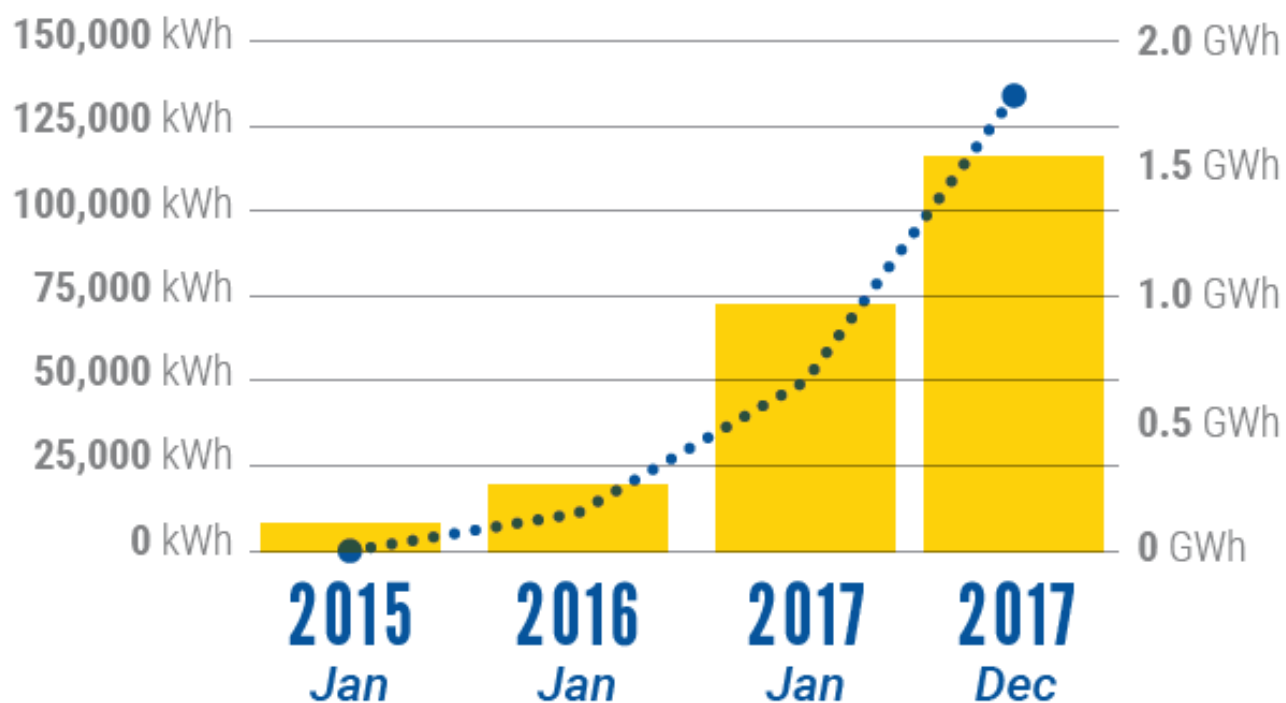




## Outcome

kWh usage

2,824% ▲







# Results

## Year over Year – Clean Charge Network Stats

	Pre CCN	2015	2016	2017	16-'17 YOY
Accumulated Sessions	4911	27092	96001	267471	179%
Accumulated GWh	.032	0.159	0.636	1.814	195%
Drivers	390	1196	2945	5139	74%



## Results

OUTCOMES

# #1 in the nation in EV growth

according to Polk and EPRI, besting cities including Las Vegas, Los Angeles and Denver

## 2,322%

Increase in unique drivers from 2015-17

### Top Metro YOY EV Sales Growth by Quarter

