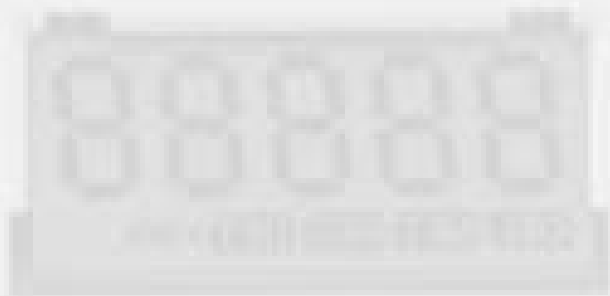


Smart Grid Update



Customer Engagement

Terry Rosenthal, P.E.
Manager of Engineering



SG Strategic Goals

Member Relationship & Loyalty

- Expand strategies that strengthen relationship with members, communities and leaders

EFFICIENCY

- With remote meter reading and reconnection, we can save time and money (and reduce air pollution).
- With more detailed data about demand and usage we can distribute power more efficiently.

RELIABILITY

- New meters help us locate—and respond to—outages faster and more safely.
- New meters can help us improve power quality, reducing surges and blinking.
- New meters mean consistent billing periods.

AFFORDABILITY

- Operating more efficiently can help minimize cost increases.
- We can use the new data to help our members address high bills.



**New
technology
to help us
serve you better**

Member Concerns

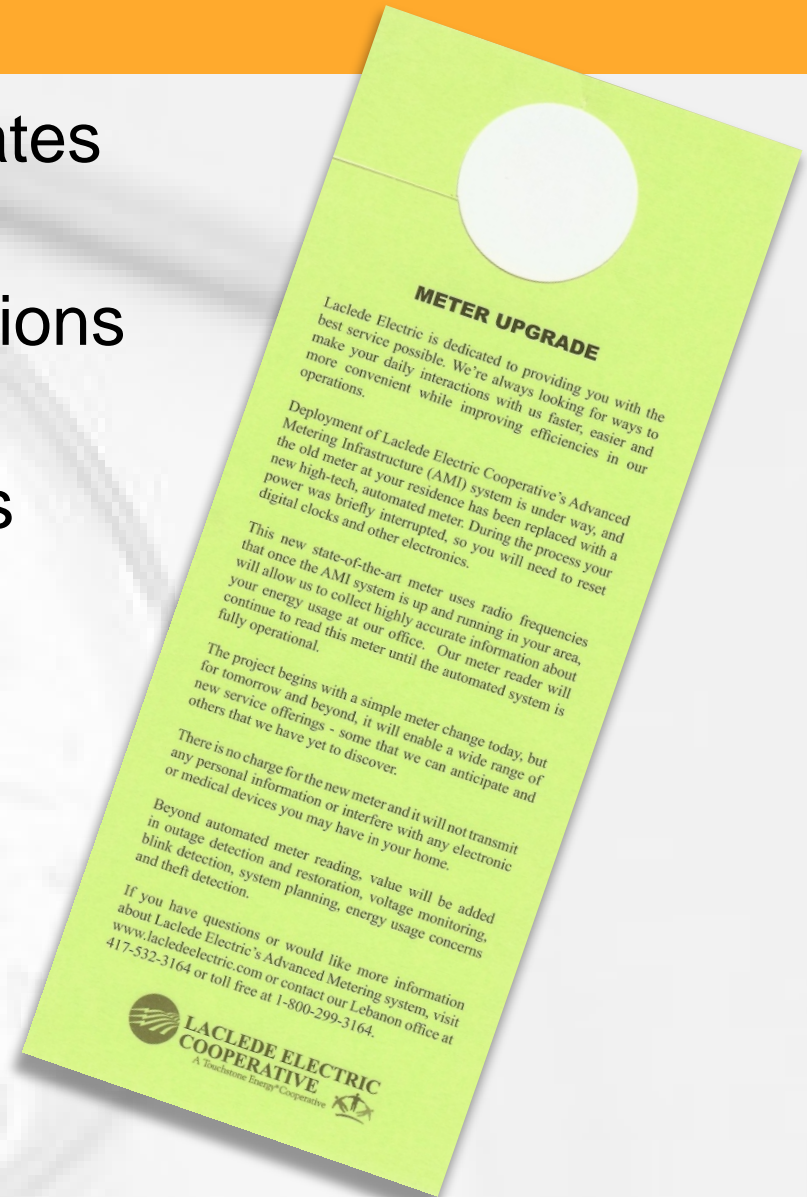
- Radio Frequency Interference
- Radio Frequency Exposure
- Data Privacy / Security
 - Utility monitoring
- Meter Accuracy and Billing
- Rate Impacts

SG Communications

- Internal communications importance
 - Customer Service Representatives training
- Communicate early and often
 - Benefits to members
 - Non-technical terms
 - Variety of media
- Maintain trust
 - Other content on SG readily available
 - Focus on our message

Member Communications

- Rural Missouri Monthly Updates
- Radio Interviews
- Civic Organization Presentations
- Door Hangers
- Open House Demonstrations
 - AMI System
 - Outage Management
 - Distribution Automation
 - Energy Efficiency
- Website and Social Media



Summary

- Constant and consistent communications
- Benefits to members
 - Reliability
 - Efficiency
 - Affordability
- Internal personnel understanding of SG operation and member benefits
- Timely Response to issues / concerns
 - Perception is reality
- Next Steps – Meter Data Portal
 - Benchmarking and analysis