

Evergy's Customer Education/Outreach of Transportation Electrification Programs and Rates

Evergy will use an integrated, multi-channel marketing campaign approach that is optimized around the marketing funnel, which outlines the path customers take from awareness to education to conversion and, finally, to continued engagement. We guide customers through this process by matching marketing campaign elements and tactics to customers' informational needs at various points within the funnel. Customers receive further support through the engagement portion when we cross-promote other related programs or information in which they haven't yet participated, like encouraging off-peak charging.

Evergy's marketing team has demonstrated success in program marketing, including most recently with our Kansas Metro Time of Use Plan, which saw its enrollment goals and customer cap met in just a few short months, resulting in over a 1,000-person waitlist. In addition, Evergy's past electric vehicle education and marketing program has received many industry and professional marketing and website awards and honors, including from Chartwell, ESource, PRSA and IABC, among others.

Marketing Planning

Once final program details have been approved by stakeholders and Commission, the Evergy marketing team will work to develop a campaign strategy considering the agreed-upon programs, individual requirements, customer segments identified and desired stipulations outcomes and goals. One of the key drivers in developing a marketing strategy will be the final approved program and stipulation information, which makes waiting on approval important before building out marketing strategies.

This planning will have multiple phases developed over 3-5 months once programs are approved:

1. Customer and Program Research and Audience Development
2. Marketing Strategy, Outreach/Advertising Tactics, Timeline and Budget
3. Program Naming and Messaging
4. Creative Development
5. Testing
6. Deployment and Measurement

While we haven't developed a full marketing plan at this point, we have drafted an outline (See Below) based on our current understanding and thinking for customer outreach and education.

Budgeting

Evergy will use customer feedback, advertising channel measurement, and enrollment metrics to continuously adjust our marketing spend over the 5-year project based on this feedback and overall campaign performance. In addition, advertising buys, printing, and mailing costs fluctuates often, making it important to allow for ongoing adjustments and change to marketing spend categories.

While we expect to know more details around suggested spending during the marketing strategy and timeline phase, we currently estimate the below percentage spend during year one of the electrification programs. Year one is expected to have more startup and research costs that won't be needed in future years, and those costs will be shifted to additional outreach tactics, depending on enrollment performance.

Year 1 Estimated Budget

Program Naming, Messaging, Research and Startup:	15%
Employee Materials and Training:	5%
Website and Enrollment Development:	15%
Residential Outreach and Education:	40%
Commercial Outreach and Education:	20%
Rate Outreach and Education:	5%

Draft Marketing Strategy Outline

Note: Final outreach, tactics, goals, and metrics will be developed in a full marketing plan.

	Residential	Commercial	Rates
Target	<p>Main: Residential customers who drive an EV or those in the buying process</p> <p>Secondary: Those interested in learning more about EVs and charging</p>	Commercial customers and 3 rd party developers (i.e. Francis Energy, Tesla)	Commercial Fleet and Transit customers
Goals	<ul style="list-style-type: none"> - Increase knowledge of EVs and charging - Educate to influence customers to charge off peak regardless of whether they are enrolled in TOU - Educate on available incentive - Educate on eligibility - Educate on how to apply - Educate on benefits of L1 vs L2 charging - Educate on how to set charging for off peak hours 	<ul style="list-style-type: none"> - Educate on available incentive - Educate on eligibility - Educate on how to apply - Educate on Qualified Equipment - Educate on beneficial electrification - Educate on site selection and program 	<ul style="list-style-type: none"> - Educate on availability of new rates - Educate on eligibility - Educate on benefits of TOU rates
Possible Outreach Plans/Tactics	<ul style="list-style-type: none"> a. Website Content b. Staff training c. Material/collateral d. Customer events e. Advertising/Digital Ads f. Social Media Ads g. Email targeting h. Direct Mail 	<ul style="list-style-type: none"> a. Website Content b. Staff training c. Material/collateral d. Customer events/webinars e. Program guides f. Digital advertising g. Social Media Ads h. Email targeting i. Case Studies 	<ul style="list-style-type: none"> a. Website Content b. Digital advertising c. Staff training/CSM support d. Case Studies e. Direct Mail f. 1:1 Outreach

<p>Possible Metrics</p>	<ol style="list-style-type: none"> 1. Number of rebate participants 2. Number of participants who choose TOU after rebate 3. Number of participants who charge off peak without financial incentive 4. % Website clicks 5. Marketing performance by tactic 	<ol style="list-style-type: none"> 1. EV adoption growth 2. Number of rebate participants 3. Event/webinar participation 4. Interest forms received 5. Number of site visits/interest meetings 6. % Website clicks 7. Marketing performance by tactic 	<ol style="list-style-type: none"> 1. Interest forms received 2. Number of site visits/interest meetings 3. Number of participants 4. % Website clicks 5. Marketing performance by tactic
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