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# Exhibit No. 110

Evergy Missouri West – Exhibit 110  
Charles A Caisley  
Direct  
File No. ER-2024-0189

Exhibit:

Issues: Time of Use (“TOU”)  
implementation; Critical  
Needs Program and  
Rehousing Pilot Program  
development; Customer  
Service Approach; Benefits  
of MEEIA

Witness: Charles A. Caisley

Type of Exhibit: Direct Testimony

Sponsoring Party: Evergy Missouri West

Case No. ER-2024-0189

Date Testimony Prepared: February 2, 2024

**MISSOURI PUBLIC SERVICE COMMISSION**

**CASE NO.: ER-2024-0189**

**DIRECT TESTIMONY**

**OF**

**CHARLES A. CAISLEY**

**ON BEHALF OF**

**EVERGY MISSOURI WEST**

**Kansas City, Missouri  
February 2024**

## TABLE OF CONTENTS

I. INTRODUCTION.....	3
II. EVERGY’S PROGRESS IN IMPLEMENTING THE TOU IMPLEMENTATION PLAN .	3
III. EVERGY’S CRITICAL NEEDS PROGRAM AND REHOUSING PILOT PROGRAM ....	8
IV. CUSTOMER SERVICE.....	10
Digital Self-Service Tools.....	11
High-Touch Contact Center .....	13
V. MEEIA .....	15

**DIRECT TESTIMONY  
OF**

**CHARLES A. CAISLEY**

**Case No. ER-2024-0189**

**I. INTRODUCTION**

1

2 **Q: Please state your name and business address.**

3 A: My name is Charles A. Caisley. My business address is 1200 Main, Kansas City, Missouri  
4 64105.

5 **Q: By whom and in what capacity are you employed?**

6 A: I am employed by Evergy Metro, Inc. I serve as Senior Vice President, Public Affairs, as  
7 well as Chief Customer Officer for Evergy, Inc., Evergy Metro, Inc. d/b/a as Evergy  
8 Missouri Metro (“EMM”), Evergy Missouri West, Inc. d/b/a Evergy Missouri West  
9 (“EMW”), Evergy Metro, Inc. d/b/a Evergy Kansas Metro (“EKM”), and Evergy Kansas  
10 Central, Inc. and Evergy South, Inc., collectively d/b/a as Evergy Kansas Central (“EKC”)   
11 the operating utilities of Evergy, Inc.

12 **Q: On whose behalf are you testifying?**

13 A: I am testifying on behalf of EMW.

14 **Q: What are your responsibilities?**

15 I am the executive responsible for leading the Customer and Community Solutions  
16 Division at Evergy. That division is focused on everything that directly interacts with and  
17 serves customers and communities within Evergy’s service territories. Within that  
18 division, I am responsible for energy products and services platforms, energy efficiency  
19 and demand response portfolio, small-scale distributed and renewable generation projects,

1 community and customer strategy and communications, marketing, economic  
2 development, regulatory affairs, governmental affairs, and public relations functions.  
3 Many of these areas are responsible for direct interaction with Evergy customers and  
4 stakeholders. These areas of direct customer interaction include; online/electronic  
5 transactions and portals, social media, community affairs, business customers, customer  
6 complaints, city franchises and regulated and non-regulated products and services. In  
7 addition, the Company's customer service operations, including our contact centers as well  
8 as our billing and metering operations are also part of the Customer and Community  
9 Solutions Division. I am also responsible for leading a cross-functional team of individuals  
10 with responsibility for our overall customer experience strategy and delivery. This includes  
11 support teams, project delivery and data analytics teams that drive customer solutions,  
12 change management and customer experience enhancements.

13 **Q: Please describe your education, experience and employment history.**

14 A: I graduated from the University of Illinois in Urbana-Champaign with a bachelor's degree  
15 in political science. I earned a Juris Doctorate degree from St. Louis University School of  
16 Law and a Master of Business Administration from Washington University in St. Louis. I  
17 joined KCP&L (now Evergy Metro) in 2007 as Director of Government Affairs. Prior to  
18 joining Evergy, I was employed by the Missouri Energy Development Association  
19 ("MEDA"), the Missouri Industry Association for Missouri investor-owned utilities, as  
20 President. Prior to that I was employed as the Chief of Staff to the Speaker of the Missouri  
21 House. In both positions, I dealt extensively with Missouri utility law and energy policy.

1 **Q: Have you previously testified in a proceeding at the Missouri Public Service**  
2 **Commission (“Commission” or “MPSC”) or before any other utility regulatory**  
3 **agency?**

4 A: Yes, I have testified before both the MPSC and State Corporation Commission for the State  
5 of Kansas (“KCC”).

6 **Q: What is the purpose of your testimony?**

7 A: My testimony will discuss Evergy’s progress in implementing the Time Of Use (“TOU”)  
8 Implementation Plan ordered in our last EMW rate case, a discussion on the Critical Needs  
9 Program and the Rehousing Pilot Program that were agreed to in the last rate case, and  
10 provide a discussion on Evergy’s customer service approach. I will also touch on the status  
11 and value of Evergy’s demand-side management programs offered through Missouri  
12 Energy Efficiency Investment Act (“MEEIA”).

13 **II. EVERGY’S PROGRESS IN IMPLEMENTING THE TOU IMPLEMENTATION**  
14 **PLAN**

15 **Q: Please provide background regarding the Company’s TOU Implementation Plan.**

16 A: In the Company’s last rate case, EMW and EMM proposed several optional TOU rates for  
17 the Commission to consider. The Commission ultimately ordered a transition to a default  
18 TOU rate with four TOU rates that customers could choose. The Company was ordered  
19 to implement the TOU Plan over the period beginning in June 2023 and ending December  
20 31, 2023. The Company has completed this phased implementation of the TOU rates.

21 **Q: Has the Company been periodically updating the Commission and the parties**  
22 **regarding the progress in implementing the TOU Implementation Plan?**

23 A: Yes. Initially, Evergy filed quarterly reports, and I updated the Commission on the early  
24 progress of the TOU Implementation Plan at the Agenda meeting on August 10, 2023. On

1 August 30, 2023, the Commission issued its *Order Directing Time-Of-Use Customer*  
2 *Choice Transition Reporting*, which required monthly update reports to provide  
3 information regarding the outreach and education, customer feedback and surveys,  
4 enrollment and engagement numbers, and overall progress of the TOU Implementation  
5 Plan. An on-the-record presentation was also held on November 28, 2023 and January 22,  
6 2024. Our presentation that was used at the on-the-record presentation on January 22, 2024  
7 is attached as Schedule CAC-1.

8 **Q: What are the most recent metrics available for the TOU Implementation Plan?**

9 A: Our most recent monthly dashboard report was filed on January 10, 2024 and is attached  
10 as Schedule CAC-2.

11 **Q: How would you characterize the success of the Company' TOU Implementation**  
12 **Plan?**

13 A: Overall, I believe the Company's TOU Implementation Plan has been successful in  
14 introducing our entire Missouri customer base to the opportunities and benefits that may  
15 result from TOU rates. Customers have been better educated about the various rate options,  
16 and approximately 30% proactively made a choice of TOU rate plans that will serve their  
17 individual circumstances, and likely many more chose to wait to be defaulted after  
18 reviewing their options. More than 155,000 Evergy customers (both EMM and EMW  
19 customers) had pre-selected a TOU plan before being defaulted onto a TOU rate plan. The  
20 remaining customers who had not proactively chosen a TOU rate were defaulted to the  
21 low-differential TOU rate that was approved by the Commission in its *Order Approving*  
22 *Amended Application and Tariff* in File No. ET-2024-0061 issued on September 27, 2023.  
23 Evergy continues to believe that the Commission's ultimate decision to use the low-

1 differential TOU rate as the default rate was reasonable and appropriate. We also believe  
2 it reduced the opposition from certain customers for the high-differential, 2-period TOU  
3 rate that was initially ordered. We greatly appreciate the Commission's willingness to  
4 modify the TOU Implementation Plan to allow the Company to implement the low-  
5 differential TOU rate as the default rate.

6 **Q: How would you characterize Evergy's education campaign associated with the TOU**  
7 **Implementation Plan?**

8 A: The beginning phases of the education campaign have been highly effective by driving  
9 high awareness of TOU and adoption of the new plans, as the results have shown in our  
10 monthly dashboards and customer surveys. In October 2023, TOU survey results  
11 demonstrated that almost all customers had seen or heard about Evergy's new rate options.  
12 While the TOU campaign has proven to be effective at building awareness of the TOU  
13 transition, educating customers about the TOU rate structure and informing them of their  
14 TOU rate plan options, the tradeoff for awareness was a negative impact to customer  
15 satisfaction. The following summarizes the results of the education campaign:

- 16       ▪ High recall of TOU campaign advertising
- 17       ▪ Exceptionally high customer awareness of TOU and plan options
- 18       ▪ Increased understanding of key rate plan components and how time-based  
19       rates work
- 20       ▪ Majority of tactics exceeded channel benchmarks
- 21       ▪ High number of customers who pre-selected a TOU rate plan
- 22       ▪ As awareness grew, customer satisfaction declined

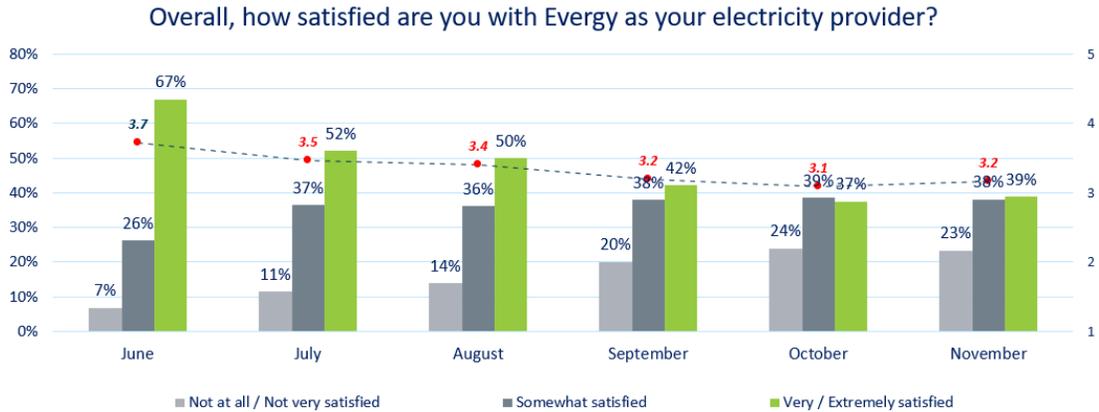
1 **Q: Do you have any evidence that indicates that customer satisfaction with Evergy has**  
2 **declined during the period of TOU Implementation Plan?**

3 A: Yes. Our recent customer surveys indicate that customer satisfaction with Evergy has  
4 declined during the implementation of the TOU rates. In June 2023, prior to the  
5 implementation of the TOU rates, 67% of customers stated that they were “Very Satisfied”  
6 or “Extremely Satisfied” with Evergy. However, throughout the summer, the number of  
7 customers who were “Very Satisfied” or “Extremely Satisfied” declined each month. In  
8 October, 37% of customers were in this category, while 24% of customers stated that they  
9 were “Not at all satisfied” or “Not very satisfied” with Evergy which was up from 7% in  
10 this category in June 2023. The following table demonstrates the declining trend in  
11 customer satisfaction throughout the TOU Implementation Plan. This is not unexpected, as  
12 both Evergy’s past surveys and JD Power’s 2019 Utility Industry outlook survey found  
13 “...when pricing options are forced on electric utility customers, they respond with  
14 significantly lower customer satisfaction scores.” Additionally, Evergy’s 2022 Rate  
15 Research showed that customers would be less favorable of Evergy if ordered to transition  
16 to TOU pricing.



# Customer Satisfaction with Evergy

*Satisfaction appears to be slowly starting to level off*



1

2 **Q: Now that the transition has been completed, what are your plans for the future?**

3 A: Communications after customers have transitioned to the new rate will focus on  
4 personalized rate plan details and education about getting the most value out of their rate  
5 plan. We intend to utilize the following outline for continuing to educate customers in the  
6 future:

7 a) Rate Plan Education

8 ■ Rate plan-specific email and bill inserts

9 ■ Opower<sup>1</sup>

10 ○ Rate Education Report

11 ○ High Bill Alert

12 ○ Weekly Energy Coach

<sup>1</sup> Evergy has retained Opower for TOU customer education as a key component of its Rate Implementation Plan. Opower is a product line under Oracle Energy and Water.

1           b)    High Impact Education

- 2                   ▪       Winter communications for electric heat customers
- 3                   ▪       Targeted communications to non-digital customers
- 4                   ▪       Summer high usage season communications (Paid Media, Owned
- 5                               Channels, High Usage Journey)

6           **III.   EVERGY’S CRITICAL NEEDS PROGRAM AND REHOUSING PILOT**  
7                               **PROGRAM**

8   **Q:    What is the purpose Evergy’s Critical Needs Program?**

9   A:    The Critical Needs Program is a three-year pilot program to support medically and  
10       cognitively vulnerable residents through a community-based information resource network  
11       that will coordinate services and help customers through:

- 12                   ▪       Canceling or avoiding disconnection
- 13                   ▪       Connecting to state, federal bill assistance programs (LIHEAP)
- 14                   ▪       Connecting to other state and utility programs to address energy burden (e.g.
- 15                               weatherization) as well as other social service resources with a more
- 16                               streamlined process
- 17                   ▪       Leveraging other utility assistance funds
- 18                   ▪       Maintaining or restoring utility services
- 19                   ▪       Avoiding negative impacts on residents with serious medical conditions
- 20                   ▪       Addressing build-up of utility arrearages

21           This program is provided pursuant to the Stipulation and Agreement approved by  
22       the Commission in Docket Nos. ER-2022-0129 and ER-2022-0130. The program will be  
23       piloted for three years, 2024 – 2026 with an annual budget of \$600,000 (\$1.8M) to be split  
24       equally among EMM and EMW utilities. Evergy is partnering with the United Way of  
25       Greater Kansas City (“UWGKC”). UWGKC is providing the platform in which medically  
26       and cognitively vulnerable customers are referred to and are coordinated with additional

1 services to meet the program goals. UWGKC is coordinating with other United Ways to  
2 provide the service to Evergy’s Missouri Metro and Missouri West districts.

3 **Q: What is the status of the roll-out of the Critical Needs Program?**

4 A: Evergy worked with UWGKC to create the program and processes. It will be rolled out  
5 beginning in Q1 2024. Evergy has been keeping the Office of Public Counsel (“OPC”)  
6 updated on the status.

7 **Q: What is the purpose of the Rehousing Pilot Program?**

8 A: The purpose of the Rehousing Low-Income Pilot Program is to help electric customers  
9 enter into stable housing by providing additional resources to those meeting the eligibility  
10 requirements while assessing the delivery methods used in the program and the impacts on  
11 revenues and costs. Eligible customers are provided with up to \$1,000 to go towards their  
12 electric payment arrearage. If the arrearage is below \$1,000, the remainder may be used  
13 toward future electric payments.

14 This program is also provided pursuant to the Stipulation and Agreement approved  
15 by the Commission in Docket Nos. ER-2022-0129 and ER-2022-0130. The program will  
16 be piloted for three years, 2024 – 2026 with an annual budget of \$500,000 (\$1.5M total) to  
17 be split equally among EMM and EMW utilities.

18 **Q: Does Evergy partner with other entities to deliver this program?**

19 A: Yes. Currently Evergy is piloting this program with the Housing Authority of Kansas City  
20 (“HAKC”). The funds, up to \$1,000 per household, must be used to pay off past electric  
21 debt and to facilitate the individual/family in securing stable housing as well as up to one  
22 diversion fee. HAKC coordinates with other Housing Authorities to offer the program  
23 throughout Evergy’s Missouri territories.

1 **Q: What is the status of the roll-out of the Rehousing Pilot Program?**

2 A: Evergy has worked with the HAKC to build out the program and will roll it out in Q1 2024.

3 Evergy has been keeping the OPC updated on the status of the roll-out.

4 **IV. CUSTOMER SERVICE**

5 **Q. Please summarize Evergy's customer service approach.**

6 A. Customers in all aspects of their daily interactions with companies are utilizing tools that  
7 allow them to transact business and communicate based on their preference. Those  
8 preferences are no different when it comes to transacting business with Evergy. Therefore,  
9 Evergy has worked over the years to provide our customers with the ability to utilize digital  
10 self-service tools, which is the primary way our customers interact with us, while still  
11 having the option of the more traditional contact centers to assist them with complex and  
12 in-depth interactions. We will provide more details on all the ways that customers interact  
13 with Evergy.

14 **Q. How has Evergy met the demand for digital self-service tools?**

15 A. Evergy provides several ways in which customers can digitally interact with us. These are  
16 just some examples; Evergy's website provides important information on general company  
17 information, electric rates, energy efficiency programs, account information, energy usage  
18 information, payments, outage reporting and notifications, start and stop service requests,  
19 etc. Evergy's mobile app allows customers to stay updated on their account information,  
20 provides outage reporting and notifications, payment and usage information. Evergy's  
21 Intelligent Voice Assistant ("IVA") provides customers several interactive choices that we  
22 will cover in more detail later in this testimony.

1 **Q. What happens when a customer does not want to use the digital self-service tools or**  
2 **the customer wants to transact their business with a human?**

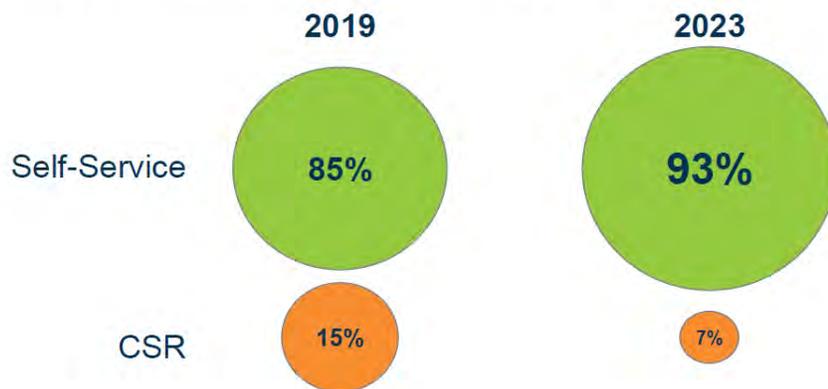
3 A. Evergy’s Raytown Missouri contact center is staffed with highly qualified employees to  
4 assist customers with their needs. With the increase in customers primarily utilizing digital  
5 self-service tools for their interactions, the contact center has evolved to a high-touch  
6 customer service facility that focuses on a personalized customer interaction approach.

7 **Digital Self-Service Tools**

8 **Q. You stated that Evergy customers are transacting business primarily through digital**  
9 **self-service tools. Please provide more information on that topic.**

10 A. In 2023, customers transacted business with us through digital self-service tools 93% of  
11 the time. This is achieved through our IVA system and web logins (Evergy.com and the  
12 Evergy mobile app). You can see from the chart below how digital self-service interactions  
13 have increased over the last five years and how the calls to our Customer Service  
14 Representatives (“CSR”) have decreased.

15  **9 of 10 Customers Use Self Service**



*In 5 years, we realized a 50% reduction in CSR calls*

1 **Q. Provide some examples of how customers utilize the IVA system.**

2 A. Evergy's IVA system provides several options for customers. We are also creating new  
3 ways to utilize the IVA system by analyzing the types of interactions that our customers  
4 have with the contact center. One example of this is our introduction of starting service  
5 through the IVA system in 2023. The visual below shows other ways our customers utilize  
6 the IVA system. As noted above, the last five years reflect a trend of customers calling us  
7 less and transacting more by self-service channels, especially the web and mobile app.

## Evergy's IVA Use Cases



8

1 **Q. Has the utilization of the IVA system increased?**

2 A. Yes. The IVA utilization by our Missouri customers was at an all-time high in 2023. In  
3 2019 the IVA utilization was 50% of the customer transactions and in 2023 the utilization  
4 was at 65%. The IVA utilization was grown year-over-year (“YoY”) during this  
5 timeframe.

6 **Q. How are customers utilizing Evergy.com?**

7 A. We have seen growth in the number of Evergy customers that have online accounts. In  
8 2023, 77% of Evergy customers have online accounts which is an increase of 6% YoY.  
9 Two thirds of these customers are mobile device users versus a desktop. This just shows  
10 that mobile devices are a key tool that is utilized by customer to transact business with us  
11 and other companies. In September 2022, we launched the Evergy mobile application and  
12 it currently has over 195,000 downloads.

13 **Q. How do your digital self-service tools assist with customer payments.**

14 A. In 2023, almost 82% of customer payments are transacted through our digital self-service  
15 tools. We also see YoY declines in the number of mailed payments (2019 – 23.9% to 2023  
16 – 16.8%) and the payments that a CSR receives in the contact center (2019 – 1.3% to 2023  
17 0.6%).

18 **High-Touch Contact Center**

19 **Q. Please define what a high-touch contact center is?**

20 A. A high-touch customer contact center is a customer service facility that requires human  
21 interaction. It’s a hands-on, personalized approach to customer service and every initiative  
22 delivers personalized service, which helps customers feel heard and valued.

1 **Q. Please explain why Evergy evolved to this high-touch customer service approach.**

2 A. Digital self-service tools focus on assisting customers with transactions that are typical of  
3 our customer's needs, such as payments, general information request, outage information  
4 and account management. With the proliferation in the utilization of these digital self-  
5 service tools, the contact center CSR are now handling the more complex customer  
6 requests. These interactions are also longer in duration, and we feel that is important to  
7 help our customers resolve their questions fully and hopefully on the first call.

8 **Q. Did this require an analysis of Evergy's contact center metrics?**

9 A. Yes, it is important to have metrics that show the realities of what a high-touch contact  
10 center focuses on. Therefore, we migrated to 120 second speed to answer. This is  
11 reflective of the increase in average handle times.

12 **Q. During high call volume times, how can customers interact with Evergy?**

13 A. As we have discussed, the digital self-service tools are always available, and there is no  
14 wait time. We also provide customers, that need to talk to a CSR, an option to receive a  
15 call back. This holds the customers place in line and as soon as a CSR becomes available,  
16 it will call the customer back.

17 **Q. What are the hours of operation in the contact center?**

18 A. The Raytown Missouri contact center that assists Evergy's Missouri customers, is open  
19 7am – 5pm, Monday-Friday which is when a vast majority of our customers want to utilize  
20 our contact center. This aligns with the rest of the business hours so we can get the  
21 customer to the correct department if they need assistance with business other than what  
22 the contact center can provide. In years past, we had different operating hours which  
23 created frustration when we could not forward the customers call leading to customer

1 repeat calls. We are also able to provide bi-lingual support during these hours of operation  
2 and these hours provides better workforce attraction and retention.

3 **Q. What other metrics does Evergy measure related to customer service?**

4 A. Evergy's customer service metrics focus on customer service levels and first call  
5 resolution. We utilize a service to survey our customers that have had a customer service  
6 interaction with us. We consistently see good customer satisfaction results in both service  
7 levels and first call resolution.

8 **Q. What other areas of focus are needed for a high-touch contact center?**

9 A. Hiring and training highly skilled employees. The ability to handle these complex calls  
10 require skills focusing on interpersonal interactions, consulting techniques, conflict  
11 resolution and resilience.

## 12 **V. MEEIA**

13 **Q: What is MEEIA?**

14 A: The Missouri Energy Efficiency Investment Act ("MEEIA") was passed by the Missouri  
15 legislature and signed into law in August 2009. The purpose of MEEIA is to encourage  
16 Missouri investor-owned electric utilities to develop and implement demand-side  
17 management ("DSM") programs, which are commonly called energy efficiency programs  
18 and/or demand response programs.

19 The statute states that "[i]t shall be the policy of the state to value demand-side  
20 investments equal to traditional investments in supply and delivery infrastructure and allow  
21 recovery of all reasonable and prudent costs of delivering cost-effective demand-side  
22 programs". And "[i]n support of this policy, the commission shall:

- 23 (1) Provide timely cost recovery for utilities;

- 1           (2)     Ensure that utility financial incentives are aligned with helping customers  
2                     use energy more efficiently and in a manner that sustains or enhances utility  
3                     customers' incentives to use energy more efficiently; and
- 4           (3)     Provide timely earnings opportunities associated with cost-effective  
5                     measurable and verifiable efficiency savings.”

6   **Q:     What is the status of Evergy’s MEEIA programs?**

7   A:     Following Commission approval, Evergy began offering its MEEIA Cycle 1 programs in  
8             January 2013 to its Missouri West customers and then began offering programs in June  
9             2014 for its Missouri Metro customers. Eleven years later, Evergy is offering its third cycle  
10            of MEEIA programs and the Commission recently approved program year five, which will  
11            end December 31, 2024.

12   **Q:     What have been the results of Evergy’s MEEIA programs?**

13   A:     Through its Cycle 3, Program Year 4 (ending December 31, 2023), Evergy has invested  
14             approximately \$198 million in Missouri West and approximately \$171 million in Missouri  
15             Metro, for a combined total of almost \$370 million<sup>2</sup>. The Commission approved a budget  
16             of \$29 million for Cycle 3, Program Year 5, which is a combined budget for Missouri West  
17             and Missouri Metro<sup>3</sup>. Evergy’s programs provide value to both participating and non-  
18             participating customers, and programs in Missouri West and Missouri Metro are the same.  
19             For residential customers, Evergy’s portfolio of programs includes incentives for  
20             customers to adopt higher efficiency measures such as smart thermostats, efficient HVAC  
21             units, insulation and air sealing, and programs for single family and multi-family income-  
22             eligible customers. Evergy also offers a Pay As You Save (“PAYS”) program, a research

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<sup>2</sup> Evergy is still completing its close out of MEEIA programs for 2023, which may slightly impact total spend.

<sup>3</sup> There is not a separate budget for Missouri West and Missouri Metro.

1 and pilot program and an Urban Heat Island (“UHI”) program. For non-residential  
2 customers, Evergy’s portfolio includes incentives for custom and standard measures such  
3 as HVAC, chillers, LEDs, refrigeration, and variable speed drives. Our portfolio also  
4 includes demand response programs for both residential and business customers.

5 In Missouri West, we have impacted more than 5,800 businesses, engaged more  
6 than 250,000 homes<sup>4</sup>, and created \$2 of benefits for each dollar invested through our  
7 MEEIA programs. The MEEIA programs have had a meaningful positive economic and  
8 sustainability impact to the Missouri West communities and customers.

9 **Q: What are Evergy’s plans for its MEEIA Cycle 4?**

10 A: In our Stipulation and Agreement for our MEEIA Cycle 3, Program Year 5 Extension, we  
11 agreed to several conditions pertaining to our MEEIA Cycle 4 application. Additionally,  
12 on January 26, 2024, Evergy filed a procedural schedule with the Commission stating its  
13 intent to file its MEEIA Cycle 4 on April 29, 2024<sup>5</sup>. In that procedural schedule, Evergy  
14 requested an order by December 1, 2024, to allow enough time for Evergy to implement  
15 the Commission’s order by January 1, 2025, which is when existing programs expire.

16 **Q: Does this conclude your testimony?**

17 A: Yes.

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<sup>4</sup> Number of homes and businesses impacted are not unique customers.

<sup>5</sup> File No. EO-2023-0369/0370.



**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI**

In the Matter of a Collaborative Workshop for )  
Customer Education and Outreach Regarding )  
the Introduction of Default Time-of-Use Rates ) File No. EW-2023-0199  
by Evergy Metro, Inc. d/b/a Evergy Missouri )  
Metro and Evergy Missouri West, Inc. d/b/a )  
Evergy Missouri West )

**NOTICE OF PRESENTATION**

**COMES NOW**, Evergy Metro, Inc. d/b/a as Evergy Missouri Metro (“Evergy Missouri Metro”) and Evergy Missouri West, Inc. d/b/a Evergy Missouri West (“Evergy Missouri West”) (collectively, “Evergy” or the “Company”) and submits its *Notice of Presentation* (“Notice”) to the Missouri Public Service Commission (the “Commission”), and states as follows:

1. On January 22, 2024, the Company will make an on-the-record presentation to the Commission beginning at 10 a.m. pursuant to the Commission’s *Order Scheduling Second On-The-Record Presentation by Evergy Regarding Time-of-Use Rate Implementation* (“Order”) issued on December 18, 2023.

2. Pursuant to the request of the Staff (“Staff”) for the Commission, a copy of the Company’s presentation is attached hereto as **Exhibit A**.

**WHEREFORE**, The Company submits the above-referenced presentation to the Commission.

Respectfully submitted,

*/s/ Roger W. Steiner*

---

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**Attorneys for Evergy Missouri Metro and  
Evergy Missouri West**

**CERTIFICATE OF SERVICE**

I hereby certify that a true and copy of the foregoing was emailed on this 18<sup>th</sup> day of January  
2024 to counsel for all parties.

*/s/ Roger W. Steiner*

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Roger W. Steiner



# Evergy Mandatory Residential Customer TOU Implementation

*Missouri Public Service Commission Update*

*File No. EW-2023-0199*

*January 22, 2024*





# Agenda

- Enrollment Update
- Rate Switching
- Average Payment Plan
- TOU Bill Impacts
- Electric Heat & Income-Eligible Customers
- Solar Subscription Rider

# Enrollment Update





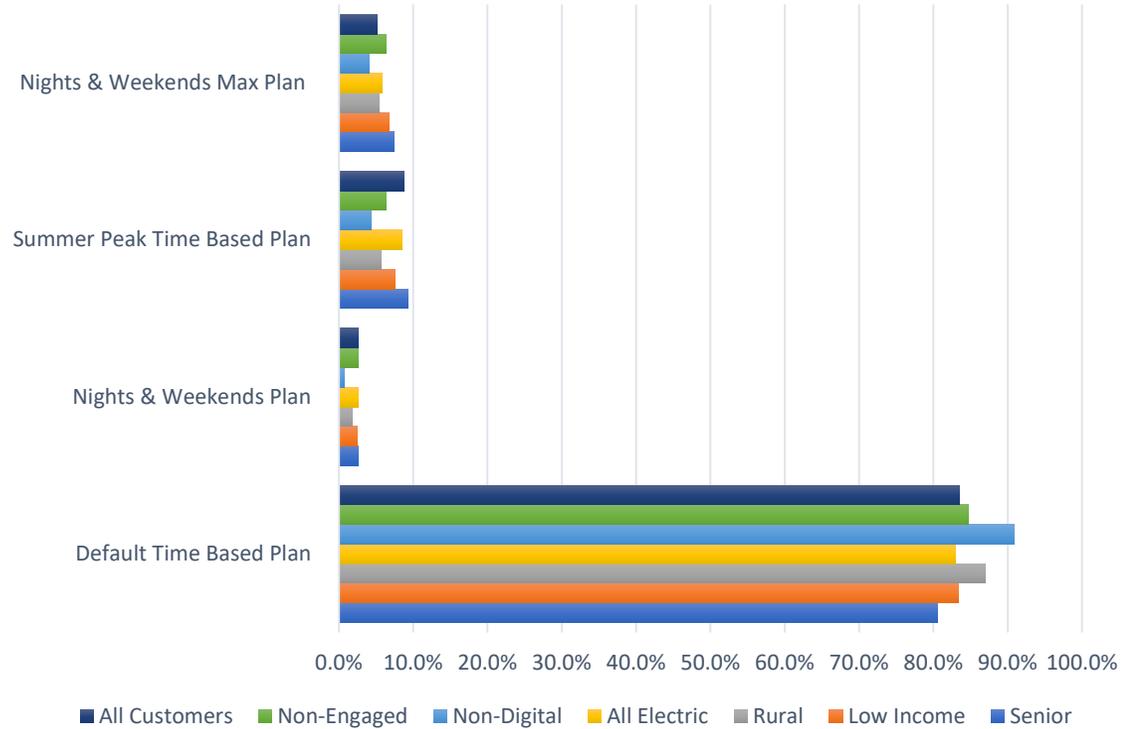
# Time-of-Use Rate Enrollments

Rate Plan	MO West	MO Metro	Total	% of enrollments
Nights & Weekends Max Plan (3-period/high differential)	15,709	8,130	23,839	4.2%
Nights & Weekends Plan* (3-period)	7,778	5,564	13,342	2.3%
Default Time Based Plan (peak adjustment charge/low diff/default)	251,615	228,884	480,499	84.2%
Summer Peak Time Based Plan (2-period)	26,253	26,764	53,017	9.3%
EV Only Plan (separately metered/3-period/high differential EV rate)	2	-	2	0.0%
<b>Total</b>	<b>301,357</b>	<b>269,342</b>	<b>570,699</b>	

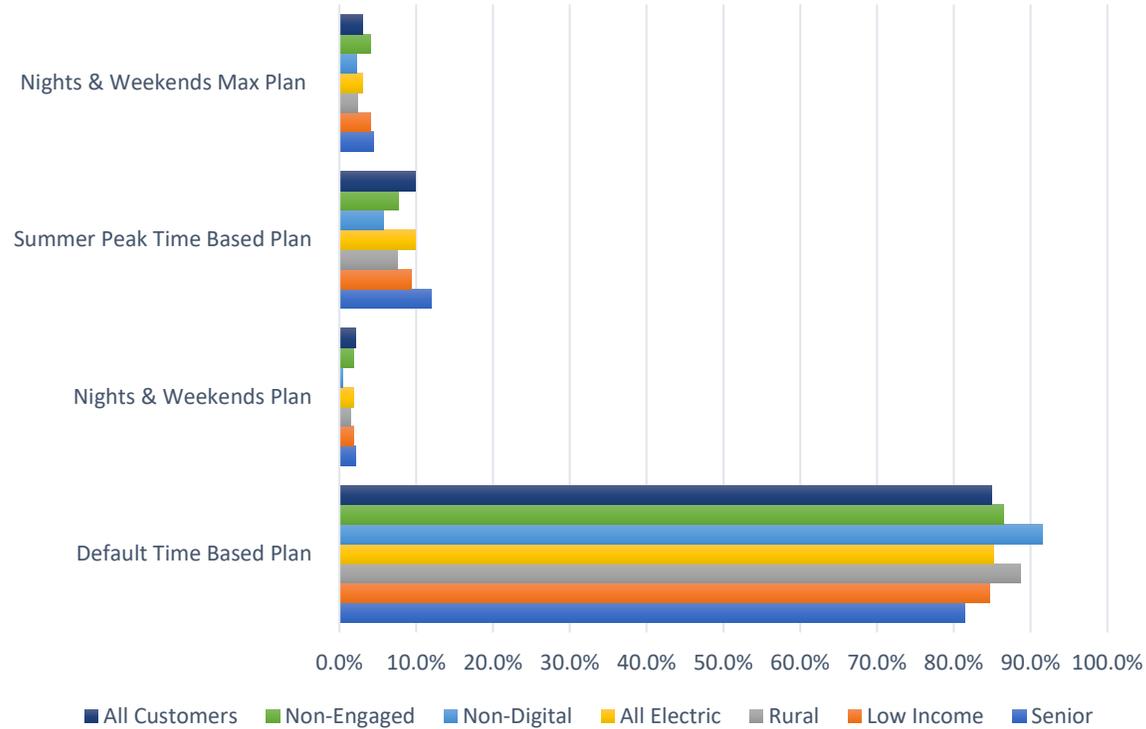
\* Inclusive of pre-existing enrollments



**MO West % of Rate Enrollment by Segment  
January 2024**



**MO Metro % of Rate Enrollment by Segment  
January 2024**

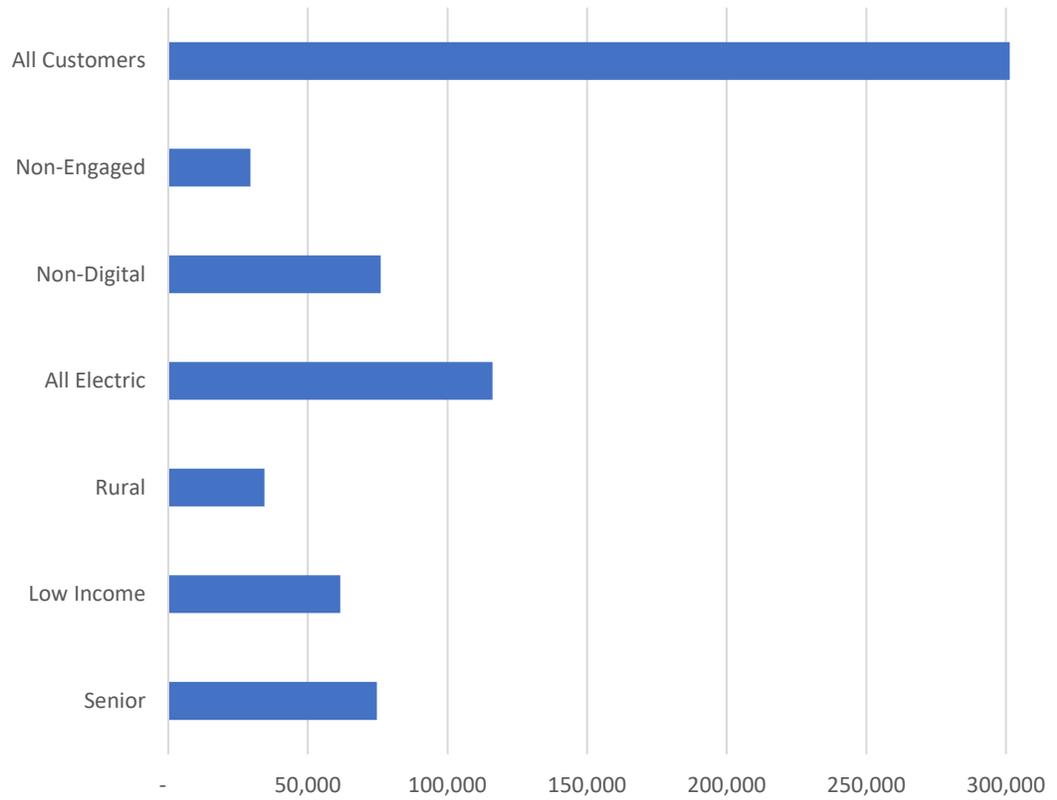


\*Customers can be included in multiple segments

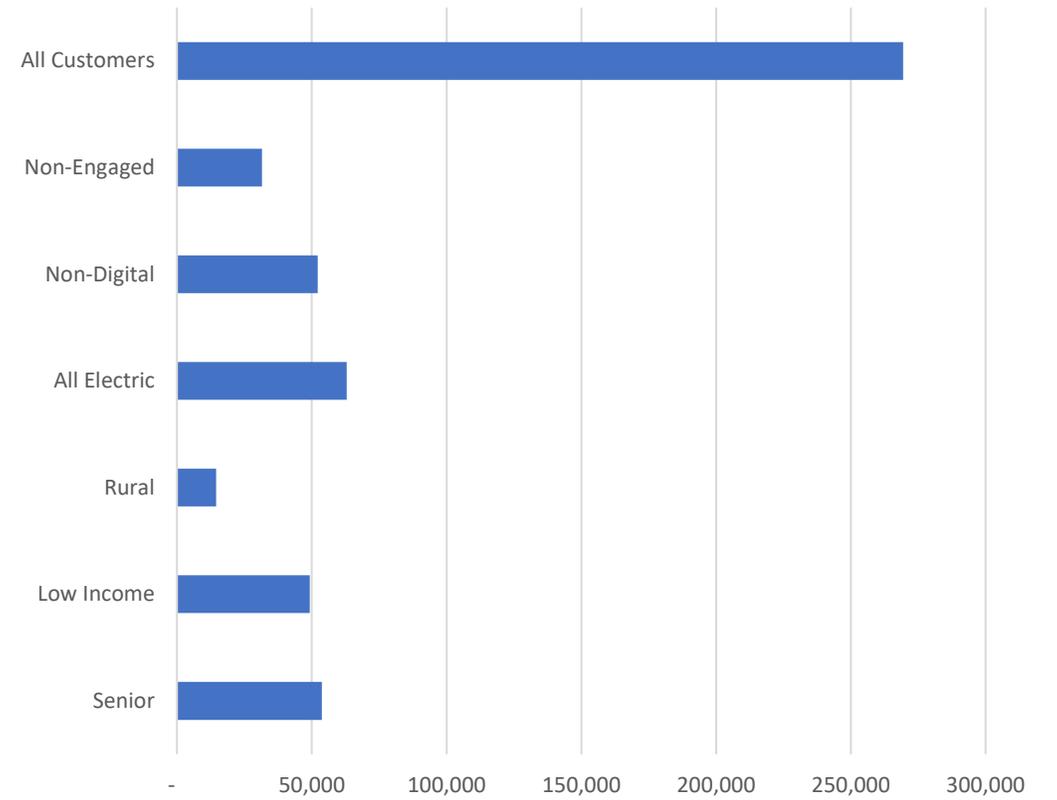




MO West Counts in Segments vs All Customers



MO Metro Counts in Segments vs All Customers



\*Customers can be included in multiple segments



# Rate Switching Update





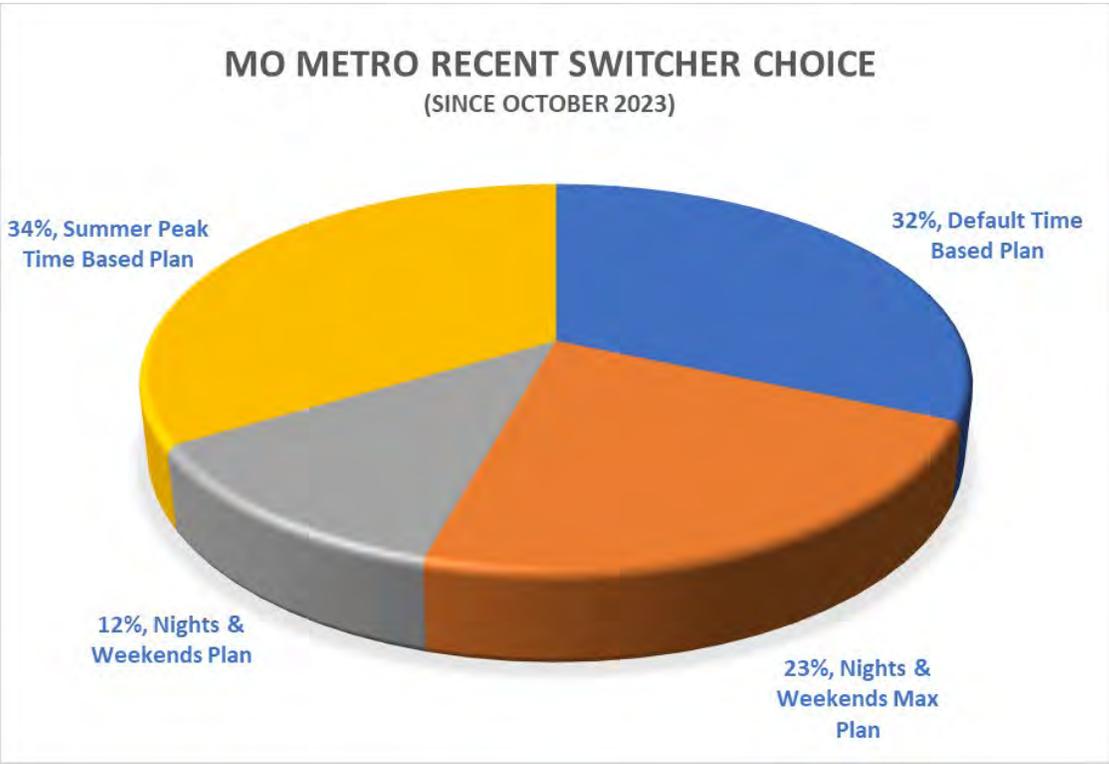
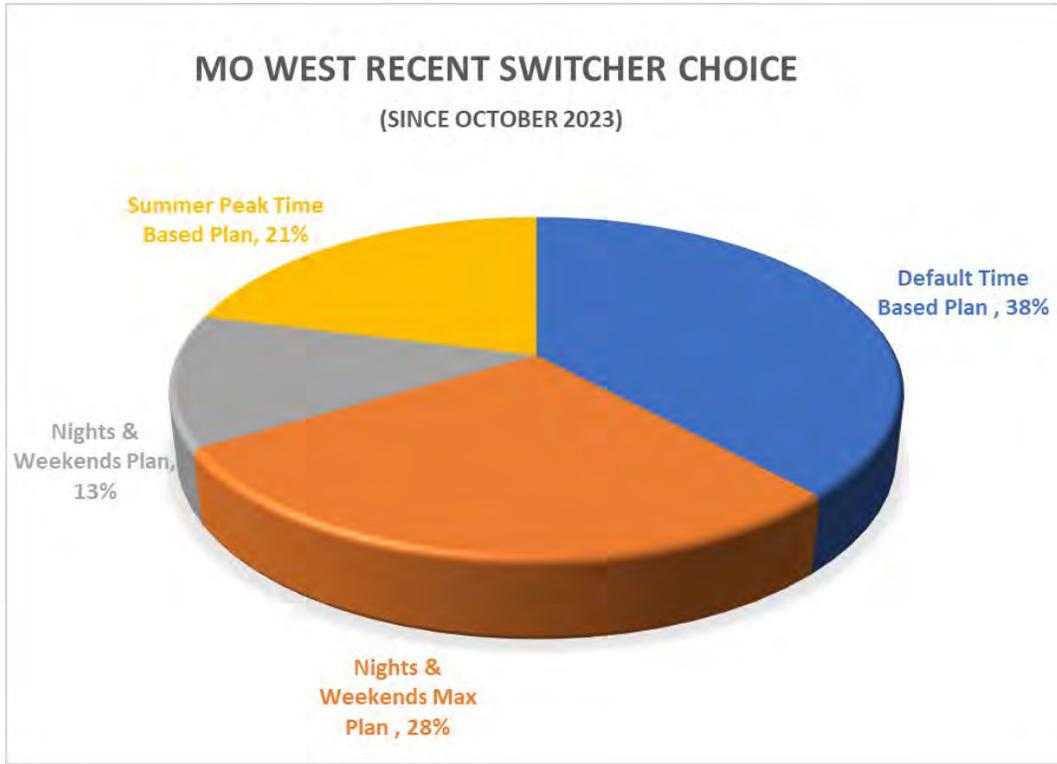
# Rate Switching

Number of rate changes by Customer from original selection or defaulted rate	Number of Customers who have made changes	
	Missouri West	Missouri Metro
<b>Data as of 1/12/24</b>		
1 rate change	5,727	4,205
2 rate changes	400	305
3 rate changes	42	57
4 rate changes	11	4
5 rate changes	2	-
10 rate changes		1

# Rate Switcher Insights

- (19% of switchers, 0.3% of customers, 0.5% of customers defaulted)

# Rate Switching Insights



\*approximately 5,700 switches

# Average Payment Plan Update





# Average Payment Plan Data

Division	Residential Customer On Avg Pay Plan (APP)	# of Accounts	% of APP	# of TOU Rate Customers	% of TOU Customers on APP
MO West	No	206,248	78.6%	206,234	78.6%
MO West	Yes	56,033	21.4%	56,029	21.4%
<b>Total</b>		<b>262,281</b>		<b>262,263</b>	
MO Metro	No	225,778	78.1%	225,743	78.1%
MO Metro	Yes	63,165	21.9%	63,156	21.9%
<b>Total</b>		<b>288,943</b>		<b>288,899</b>	

- Data as of 1/4/2024



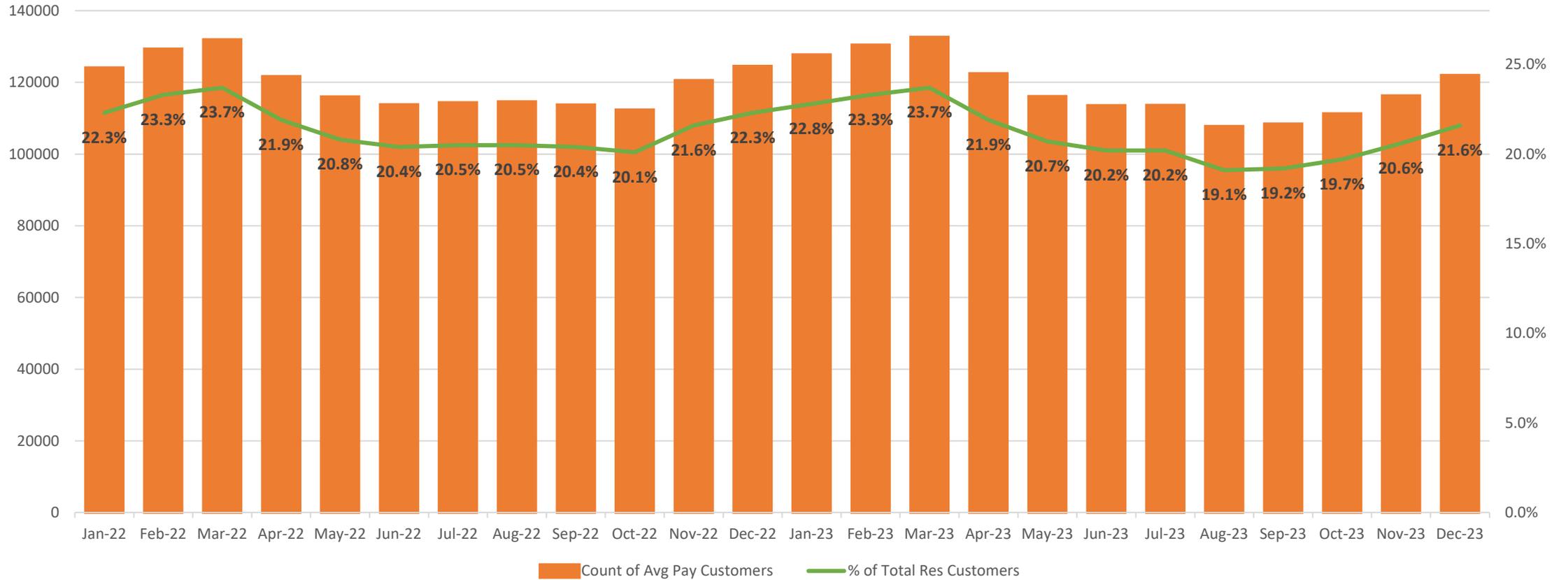
# Average Payment Plan Data

Active Customers on APP and on TOU rate as of 1/2/2024	Counts	Notes
Customer previously on APP and currently on APP	97,269	Count of accounts that were previously and currently on APP.
Customer previously on APP and NOT currently on APP	3,860	Approx 3300 of these customers elected to change rates prior to system updates that automatically re-enrolled them in APP. Self-serve customers were alerted to this process and asked to call the contact center to re-enroll. The system updates were effective 8/23/23.
Customer previously on APP, changed rates without APP, but now currently on APP	5,279	Customers that have been manually re-enrolled due to exception or who have called to re-enroll.
Customer previously on APP, changed rates with APP, but now currently not on APP	3,449	Customers have elected to un-enroll or have other circumstances where the account is no longer on APP.
<b>Total</b>	<b>109,857</b>	



# Average Pay Trends

Missouri Average Pay Customers (Residential)



# TOU Bill Impacts





# TOU Bill Impacts

Annual Bill Changes Comparison to Default Time Based Plan*		
	Metro	West
Bill increase	25%	19%
No change	1.5%	1%
Bill decrease	73.5%	80%
*Previously referred to as Peak Reward Saver		

# Electric Heat & Income- Eligible Customers





# Electric Heat Customers

- December 2023 heating degree days were 23% lower year over year
- Bill impact thus far has been minimal or will increase slightly for all electric customers on Default Time Based Plan
- Customer Contact Center experienced significant decrease in TOU calls offered in December from peak in September 2023 (31k calls to 1800 calls) and in duration once mandatory transition occurred
- Connect Center also experienced significant decrease in TOU walk-ins in Q4 2023
- Recent effect of sub-zero temperatures:
  - Dual fuel/hybrid heat pump customers with auxiliary/back up gas heat – these customers will switch to back up fuel once temperatures are below a certain level (32 degrees, for example)
  - All electric resistance heating and electric heat pump with electric resistance back up – these customers will be impacted the greatest as units are running more often and during peak hours to catch up with cold weather

# 2024 Outreach Support

As Evergy moves into Phase 4 and 5 of our outreach campaign, we continue to focus on **Electric Heat, Income-Eligible and Senior customers** as a key outreach audience. Phase 4 includes the addition of promoting energy efficiency products and assistance programs.

## Electric Heat

- Continue to send Rate Education Reports (RER) twice a year to all customers.
- Increase direct mail and email outreach to electric heat rate customers, to assist customers with tips for shifts or savings energy during the winter season.
- Messaging includes notes about the impact due to the loss of the discounted Electric Heat rate. (examples included in the monthly dashboard filing)
- Phase 4 of the campaign adds messaging around MEEIA products.

## Income-Eligible and Seniors

- Continued training for agency partners to enhance their knowledge and ability to promote our services.
- Utilize the bilingual handout and video on Time-of-Use (TOU) plans in Spanish to facilitate customer understanding and engagement.
- Continue to host and participate in community events (conducted more than 70 in 2023).
- Continue to provide tips and programs that help customers manage their energy usage.



# Example of Special Group Customer Outreach in 2023

**Missouri is moving to time-based electric rate plans this fall.**

Choose your new plan by October or you'll be placed into the Standard Peak Saver Plan.

**It's time to choose your new time-based rate plan.**

**Four new time-based rate plans - Choose by October**

- Standard Peak Saver** - New! (Standard Peak Saver)
- Peak Reward Saver** - New! (Standard Peak Saver)
- Nights & Weekends Saver** - New! (Standard Peak Saver)
- Nights & Weekends Max Saver** - New! (Standard Peak Saver)

**Why is Missouri changing to time-based rates?**

The Missouri Public Service Commission has ordered Evergy to transition to a time-based rate plan. This means that the cost of producing electricity, resulting in higher and lower rates during off-peak times, will be reflected in your electricity bill. This means that you will pay more for electricity during peak times and less during off-peak times. This is a change from the flat rate plan you have been using. This change is necessary to help us meet the growing demand for electricity during peak times and to help us invest in new power plants to meet that demand. This change will also help us reduce the cost of electricity during off-peak times, which will help us reduce the overall cost of electricity for all customers.

**Introducing Your New Rate Plans**

**You may have heard: Missouri is moving to time-based rate plans this fall.**

According to our analysis, the time-based rate plan that will result in the lowest overall cost for most customers, depending on the season and household type, is the **Standard Peak Saver**.

**A note about electric heating**

Since your home electric heat is especially important to your comfort and safety, we've included information on how to use it during off-peak times. We've also included information on how to use it during peak times. We've also included information on how to use it during off-peak times. We've also included information on how to use it during peak times.

**We're here to help**

Visit [energymissouri.com/SavePlans](https://www.energymissouri.com/SavePlans) to learn more about the new rate plans and to choose your new rate plan. You can also call our customer service team at 1-800-541-2887.

**Download the Evergy app**

The YOUTILITY Company

Early August – General Email

**Welcome to your Rate Education Report**

Missouri is moving to time-based rate plans this fall, and Evergy is here to support you through this change. This report will help you understand the specific costs of each of the new rate plans and how they compare to your current rate plan. This report will also help you understand the specific costs of each of the new rate plans and how they compare to your current rate plan.

**Choose a rate plan that works for your household**

**Make your selection today**

**Standard Peak Saver** - New! (Standard Peak Saver)

**Peak Reward Saver** - New! (Standard Peak Saver)

**Nights & Weekends Saver** - New! (Standard Peak Saver)

**Nights & Weekends Max Saver** - New! (Standard Peak Saver)

**How do rate plans compare?**

**How do I change my plan?**

**How does the Rate Comparison Tool work?**

Visit [energymissouri.com/RateComparisonTool](https://www.energymissouri.com/RateComparisonTool) to learn more about the Rate Comparison Tool and to choose your new rate plan.

Mid-August – Personalized Rate Education Report Letter and Email

**Introducing Your New Rate Plans**

**New plans are here**

The Missouri Public Service Commission (MPPSC) has ordered Evergy to transition to a time-based rate plan. This means that the cost of producing electricity, resulting in higher and lower rates during off-peak times, will be reflected in your electricity bill. This means that you will pay more for electricity during peak times and less during off-peak times. This is a change from the flat rate plan you have been using. This change is necessary to help us meet the growing demand for electricity during peak times and to help us invest in new power plants to meet that demand. This change will also help us reduce the cost of electricity during off-peak times, which will help us reduce the overall cost of electricity for all customers.

**How do I change my plan?**

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**Download the Evergy app**

Mid-August – Special Group Customized Email

**It's time to pick your new time-based rate plan.**

Four new plan options. Which plan is right for your household? We have a tool for that!

Visit our online Rate Comparison Tool to see which plan might be best for your home based on your past usage history.

Visit [energymissouri.com/TimePlans](https://www.energymissouri.com/TimePlans)

**Rate Comparison Tool**

**Standard Peak Saver**

**Peak Reward Saver**

**Nights & Weekends Saver**

**Nights & Weekends Max Saver**

Early September - Postcard

**Choose your plan by October**

**Pick a plan that fits your home**

**Standard Peak Saver** - New! (Standard Peak Saver)

**Peak Reward Saver** - New! (Standard Peak Saver)

**Nights & Weekends Saver** - New! (Standard Peak Saver)

**Nights & Weekends Max Saver** - New! (Standard Peak Saver)

**Are you on the Average Payment Plan?**

Visit [energymissouri.com/SavePlans](https://www.energymissouri.com/SavePlans) to learn more about the new rate plans and to choose your new rate plan. You can also call our customer service team at 1-800-541-2887.

Early September – General Email

**Your current rate plan will be changing in October.**

Missouri is moving to time-based rate plans this fall, and Evergy is here to support you through this change. This letter will help you understand the specific costs of each of the new rate plans and how they compare to your current rate plan. This letter will also help you understand the specific costs of each of the new rate plans and how they compare to your current rate plan.

**How do I change my plan?**

Visit [energymissouri.com/SavePlans](https://www.energymissouri.com/SavePlans) to learn more about the new rate plans and to choose your new rate plan. You can also call our customer service team at 1-800-541-2887.

Mid-September – Special Group Customized Letter

**Update Your Rate Plan**

**It's time to choose your new rate plan**

The Missouri Public Service Commission (MPPSC) has ordered Evergy to transition to a time-based rate plan. This means that the cost of producing electricity, resulting in higher and lower rates during off-peak times, will be reflected in your electricity bill. This means that you will pay more for electricity during peak times and less during off-peak times. This is a change from the flat rate plan you have been using. This change is necessary to help us meet the growing demand for electricity during peak times and to help us invest in new power plants to meet that demand. This change will also help us reduce the cost of electricity during off-peak times, which will help us reduce the overall cost of electricity for all customers.

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Mid-September – Special Group Customized Email

**Why is Missouri moving to time-based rates?**

The Missouri Public Service Commission has ordered Evergy to transition to a time-based rate plan. This means that the cost of producing electricity, resulting in higher and lower rates during off-peak times, will be reflected in your electricity bill. This means that you will pay more for electricity during peak times and less during off-peak times. This is a change from the flat rate plan you have been using. This change is necessary to help us meet the growing demand for electricity during peak times and to help us invest in new power plants to meet that demand. This change will also help us reduce the cost of electricity during off-peak times, which will help us reduce the overall cost of electricity for all customers.

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Early October – Letter and Email

**Welcome to your new time-based rate plan**

**STEP ONE: Understand your new rate plan**

**STEP TWO: Choose your new rate plan**

**STEP THREE: Update your rate plan**

**Are you on the Average Payment Plan?**

Visit [energymissouri.com/SavePlans](https://www.energymissouri.com/SavePlans) to learn more about the new rate plans and to choose your new rate plan. You can also call our customer service team at 1-800-541-2887.

Early November – Mailed Welcome Kit

- Other Items:
- Monthly Bill Inserts
  - Community Events
  - Connect Visits and Events
  - Agency Webinars
  - Videos
  - Continue outreach in Winter 2023 and 2024



# Solar Subscription Program Rider (ET-2024-0182)





# Solar Subscription Program Rider

- SSP was not specifically addressed in the mandatory TOU Order and Evergy had not planned for mandatory TOU rates in its tariff design
- Upon mandatory rate implementation, Evergy discovered tariff deficiency that did not allow Evergy to calculate monthly billing under the TOU rates, other than the Default Time Based rate construct
- Because there had been no methodology contemplated at that time to allocate solar resource production to time periods, Evergy recommended to Staff that SSP customers be defaulted to Default Time Based plan, similar to net metering customers
- Staff preferred that alternate billing methods be proposed by Evergy to allow greater TOU rate choice for SSP customers other than the Default Time Based plan



# Solar Subscription Program Rider

# TOU Reporting





# Reporting Recommendations

- Move to Quarterly Reporting
- Reporting shall include the following:
  - Customer rate counts – enrollment data
  - Rate Switching information
  - Any new education material

# Questions





# Monthly Time of Use Customer Transition Reporting

*January 2024*

EW-2023-0199



# TOU Marketing Campaign Dashboard



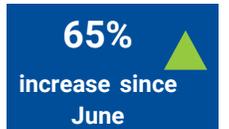
# TOU Campaign Dashboard

Measured Date: June – December 2023

## Customer Awareness

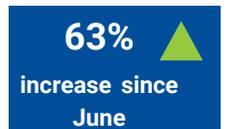
Awareness of New Rate Options\*

95% - November



Awareness of Mandatory TOU Change\*

87% - November



# TOU Self-Selection

158,560

As of 11/03/23



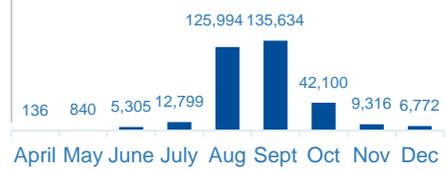
# Landing Page Sessions

328,214



# Compare My Rate Tool Cumulative Unique Sessions

338,896



## Online Enrollments

% of all Enrollments Completed Online

81%



19% completed through the Every Contact Center or Connect

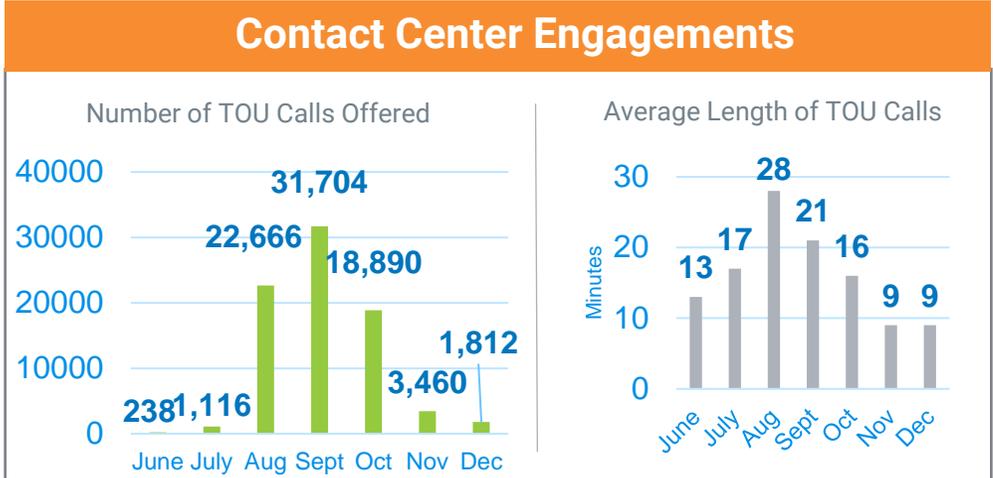
\* Based on monthly TOU survey. Monthly survey ended in November.

\* Based on monthly TOU survey. Monthly survey ended in November.

\* Includes 7,620 from TOU Pilot. No additional updates.

\* % Increase from Nov. to Dec.

Missouri TOU Rate Enrollments Summary	
Rate Plan Name	Total Enrollments
Summer Peak Time Based Plan	53,207
Default Time Based Plan	479,958
Nights & Weekends Plan	13,351
Nights & Weekends Max Plan	23,803
<b>Total</b>	<b>570,321</b>



# TOU Education and Outreach Campaign Dashboard

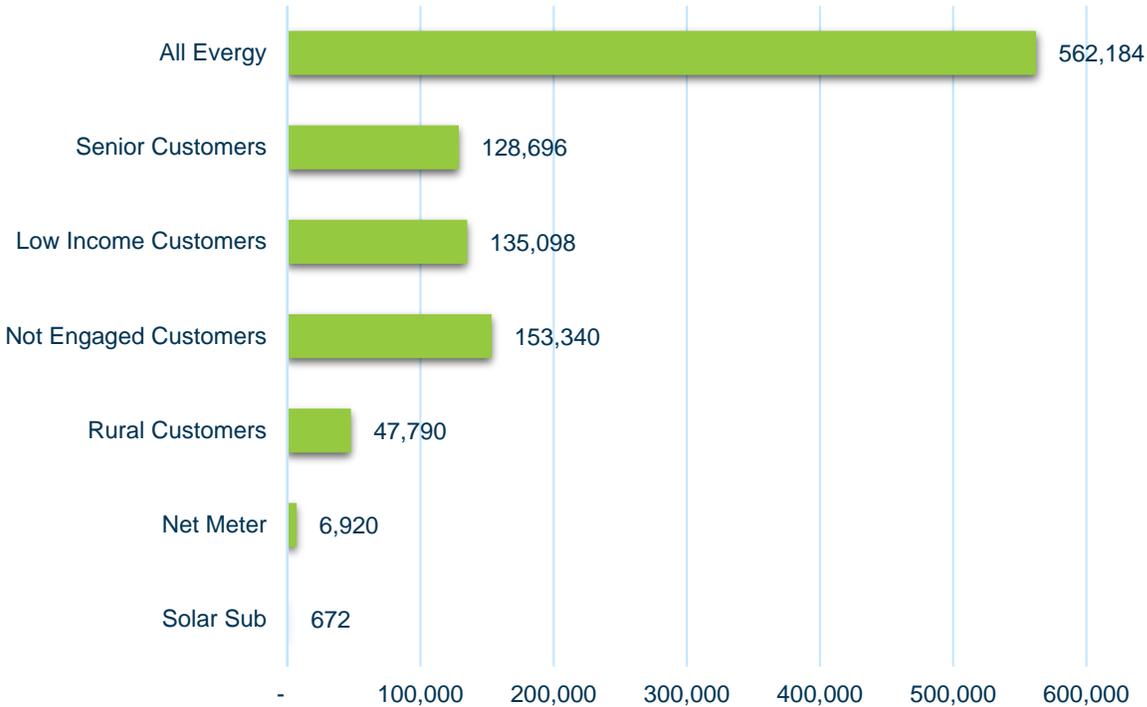
Measured Date: June – December 2023

\*Most outreach tactics ended in November or December and will not have additional updates moving forward.

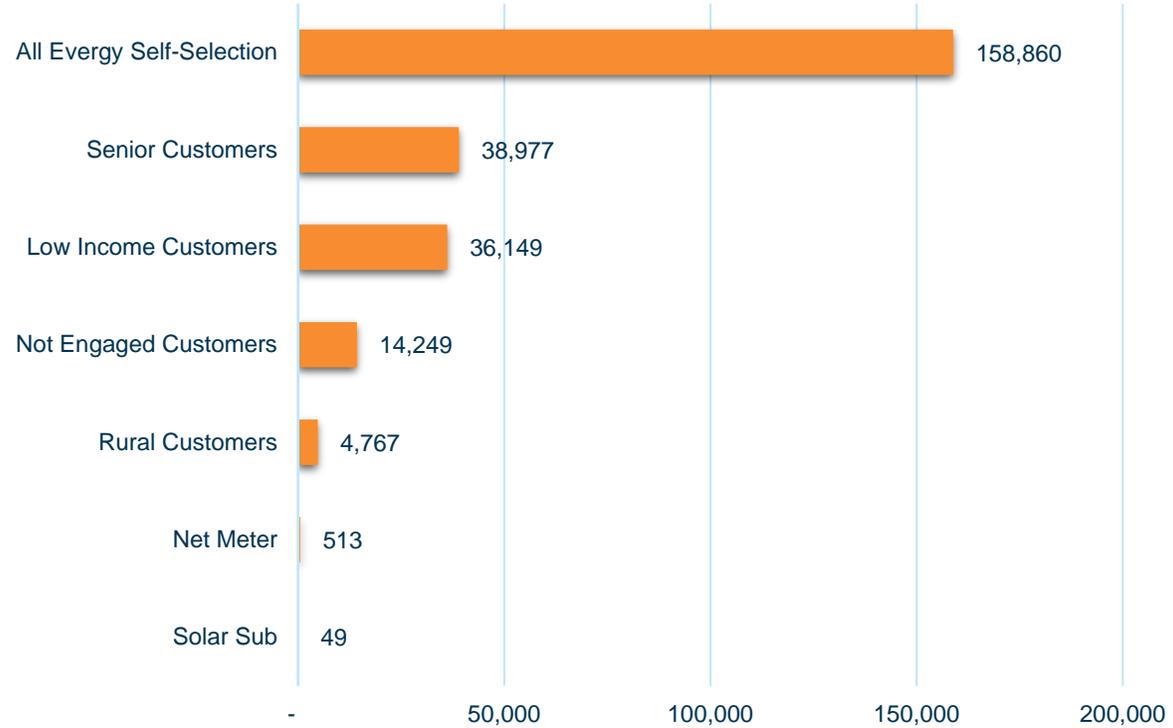
Channel Performance							
Tactic	Impressions To Date	Goal #1	Result	Benchmark	Goal #2	Result	Benchmark
Bill Message/Insert	3,502,500	General Awareness	N/A	N/A	URL Visits	24,362	1500 site visits by 10/1
Billboards	179,670,189	General Awareness	N/A	N/A	URL Visits	2,309	1000 site visits by 10/1
Digital Display	11,635,311	Click-Through Rate	0.11%	0.09%	Cost Per Click	\$3.84	\$5.60
Direct Mail	1,960,767	General Awareness	N/A	N/A	URL Visits	46,379	12,000 by 10/1
Email	1,607,124	Open Rate	38.78%	20%	Click Through Rate	11.63%	5%
Events	N/A	# of Events	72	60 events by 12/1	# Customer Reached	8,888	5000 customer by 12/1
Media Relations	217,077,000	Story Sentiment	Neutral: 79.5% Positive: 8% Negative: 12.5%	80% Neutral or Positive	Message Pull Through	239 out of 239	At least 1 key message
Newspaper & Church Ads	501,124	General Awareness	N/A	N/A	URL Visits	1,030	800 site visits by 10/1
Paid Search	127,842	Click-Through Rate	35.14%	28.0%	Cost Per Click	\$0.63	\$1.73
Paid Social	430,638	Click-Through Rate	22.01%	2.59%	Engagement Rate	6.51%	10.3%
Radio & Streaming Audio	7,725,086	General Awareness	N/A	N/A	URL Visits	2,006	500 site visits by 10/1
Digital Video	3,645,637	Video Completion Rate	73.3%	31.0%	Click-Through Rate	0.08%	0.08%
High Impact Display	3,400,276	Click-through Rate	1.131%	1.50%	Engagement Rate	8.73%	10.0%

# Enrollment Summary by Segments

**Total Evergy Missouri Residential Customers by Segment**



**Missouri Customers Pre-Enrolled in TOU by Segment**



\* Customers can be in more than one category.

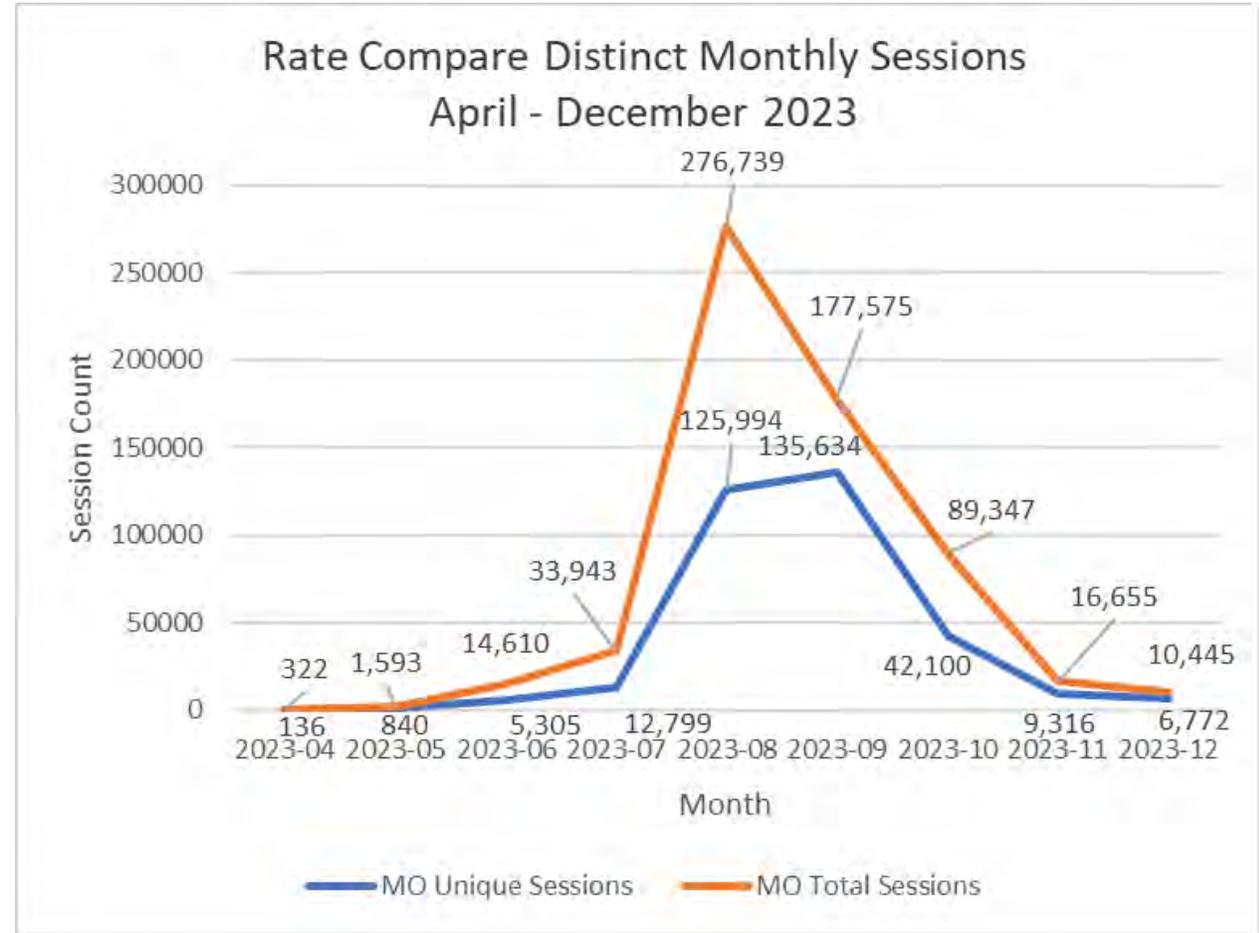
\*\* Evergy uses Acxiom to help determine segment and it is used as a guide and estimate.

\*\*\* Net Metering and Solar Subscription customers only have one option and are not needing to select a plan



# Compare My Rate Tool & Online Engagement

- Average industry opt-in enrollment for time-based rates is 1%



As of 1/1/24

# Contact Center Engagements

Customer election to utilize IVA assistance

2023	Total Calls	Agent Calls	IVA Rate
23-Jun	219,981	71,935	65.5%
23-Jul	234,103	74,716	65.8%
23-Aug	321,065	115,115	59.3%
23-Sep	311,476	115,693	59.3%
23-Oct	273,279	98,160	60.8%
23-Nov	209,908	65,582	66.8%
23-Dec	191,234	55,113	69.7%
<b>Total</b>	<b>1,761,046</b>	<b>596,314</b>	<b>63.2%</b>

Premature disconnection by customer = Abandon Call Rate (ACR)

RAYTOWN	OFFERED	ABANDONS	ACR
23-Jun	71,935	4,525	6.3%
23-Jul	74,716	6,673	8.9%
23-Aug	115,115	31,547	27.4%
23-Sep	115,693	44,689	38.6%
23-Oct	98,160	21,917	22.3%
23-Nov	65,582	2,207	3.4%
23-Dec	55,113	1,279	2.3%
<b>Total</b>	<b>596,314</b>	<b>112,837</b>	<b>18.9%</b>

Customer election to use call back feature

2023	Return Call Option	Agent Calls	% of Calls Using RCO
23-Jun	3,976	71,935	5.5%
23-Jul	7,429	74,716	9.9%
23-Aug	17,784	115,115	15.4%
23-Sep	17,315	115,693	15.0%
23-Oct	10,273	98,160	10.5%
23-Nov	2,691	65,582	4.1%
23-Dec	684	55,113	1.2%
<b>Total</b>	<b>60,152</b>	<b>596,314</b>	<b>10.1%</b>

TOU Escalations to Resolution Team Member

2023		June	July	August	September	October	November	December	Total
CASE_TYPE	CASE_SUB TYPE	COUNT	COUNT	COUNT	COUNT	COUNT	COUNT	COUNT	
<b>Escalation</b>	<b>Mandatory TOU</b>	<b>1</b>	<b>2</b>	<b>12</b>	<b>20</b>	<b>19</b>	<b>8</b>	<b>7</b>	<b>69</b>

# Contact Center and Feedback

## Call Center Preparation

Team of up to 30 TOU contingent CSRs

- All classes of contingent CSRs taking TOU calls
- All regular CSRs can and are taking TOU calls

## IVA Call Management

- Two call paths for customer
  - Dedicated TOU Phone Number
  - Main Contact Center Phone Number
- Dedicated TOU Skill Queue
- Call Back functionality

## Results

Since entering Phase 3 of the education campaign in August:

- Phase 1: saw uptick in calls, with more informational questions
- Phase 2: an average of over 250 TOU calls per day, helping customer pick a rate and educational focus
- Phase 3: call offers and average duration times are lower

Month	TOU Calls Offered	Avg TOU Duration	Avg All Calls Duration
<b>June</b>	238	13:01	7:01
<b>July</b>	1,116	16:58	6:13
<b>August</b>	1,835	26:54	7:55
<b>September</b>	31,704	21:27	9:16
<b>October</b>	18,890	16:10	8:34
<b>November</b>	3,460	8:40	7:16
<b>December</b>	1,812	8:53	7:19



# Contact Center Engagements

- Evergy has provided details of calls in CONF\_Exhibit\_A TOU\_Commision Order Reporting\_December 2023

# Campaign Strategy, Outreach Examples and Special Customer Group Approach



# Communication Strategy & Special Group Customer Details





# Campaign Goals

## Goals

1. Prepare customers for the upcoming change in rate structures, including the new mandatory rate, and how TOU rates work.
2. Offer choice and inform customers of their rate options and the benefits depending on the customer's lifestyle.
3. Provide customers with tools, resources, and reports that serve to help them understand TOU rates and options, empower them to choose their rate, and provide guidance to modify their behaviors so that they can mitigate usage and bill impact to increase their success on a TOU rate.
4. Help all customers (and with increased emphasis on special customer groups) be successful before, during and after the mandatory TOU rate transition and/or enrollment on their selected TOU rate option.



# Education and Awareness Strategy

Campaign Phase	Objective	Message Idea	Tactic Type
<b>Phase 1</b> <b>Awareness &amp; Education</b> June 15 <sup>th</sup> – Nov. 30 <sup>th</sup> , 2023	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.	Missouri will be changing electric rate structures starting this Fall. Learn how to prepare.	Mass Awareness
<b>Phase 2</b> <b>Action &amp; Preparation</b> Aug. 1 <sup>st</sup> – Nov. 30 <sup>th</sup> , 2023	Prepare customers for the upcoming change, inform them of their rate options & how they work, and encourage pre-selection of a rate.	As Missouri moves to TOU rates, Everygy is offering new personal power plans. Learn about your plan options and select a plan before October.	Mass Awareness and Direct
<b>Phase 3</b> <b>Transition &amp; Coaching</b> Oct. 1 <sup>st</sup> – Dec. 31 <sup>st</sup> , 2023	Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.	Your rate will change on X date. We are here to support your transition to TOU.	Direct
<b>Phase 4</b> <b>Success &amp; Coaching</b> Jan. 1 <sup>st</sup> – April 30 <sup>th</sup> , 2024	Help customers understand how their rate works and encourage shifting usage to off-peak times.	Your new rate allows you to save money by shifting to off-peak times. Here are tips and tricks to help you save.	Direct
<b>Phase 5</b> <b>Summer Prep &amp; Coaching</b> May 1 <sup>st</sup> – Sept. 30 <sup>th</sup> , 2024	Prepare customers for the change in summer pricing and provide tools, tips, and resources to avoid summer peak usage.	Prices change in the summer, start preparing your home and family to avoid high usage during the summer.	Mass Awareness and Direct

# Campaign Phases

Mid-June	July	Aug.	Sept.	Oct	Nov.	Dec.
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**Phase 1: Awareness & Education**

June 15<sup>th</sup> – Nov. 30<sup>th</sup>

**Phase Objective**

Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.

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**Main Message Idea**

Missouri will be changing electric rate structures starting this Fall. Learn how to prepare.

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**Tactics**

Out-of-Home, Social, Digital Display, Email, Bill Inserts/Message, Website, Media Relations, Search

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**Creative Approach**

Text over branded background. CTA: Learn more at evergy.com

**Phase 2: Action & Preparation**

Aug. 1<sup>st</sup> – Nov. 30<sup>th</sup>

**Phase Objective**

Prepare customers for the upcoming change, inform them of their rate options & how they work, and encourage pre-selection of a rate.

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**Main Message Idea**

As Missouri moves to TOU rates, Evergy is offering new personal power plans. Learn about your options & select a plan before Oct.

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**Tactics**

Out-of-Home, Radio, Digital Display, Search, Social, Media Relations, Rate Education Reports, Direct Mail, Community Events & Special Group\* 1:1 Support, Website

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**Creative Approach**

Addition of lifestyle images and rate plan creative. CTA: select your rate now.

**Phase 3: Transition & Coaching**

Oct. 1<sup>st</sup> – Dec. 31<sup>st</sup>

**Phase Objective**

Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.

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**Main Message Idea**

Your rate will change on X date. We are here to support your transition to TOU.

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**Tactics**

Direct Mail, Email, Energy Coach Emails and Weekly Reports, Community Events & Special Group\* 1:1 Support

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**Creative Approach**

Energy Coach and detailed plan information.

Q1 2024	Q2 2024	Q3 2024	Q4 2024
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**Phase 4: Success & Coaching**

Jan. 1<sup>st</sup> – April 30<sup>th</sup>, 2024

**Phase Objective**

Help customers understand how their rate works and encourage shifting usage to off-peak times.

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**Main Message Idea**

Your new rate allows you to save money by shifting to off-peak times. Here are tips and tricks to help you save.

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**Tactics**

Email, Direct Mail, Bill Inserts, Search, Digital, Energy Coach Emails, Rate Education Report, Special Group\* 1:1 Support

**Phase 5: Summer Prep & Coaching**

May 1<sup>st</sup> – Sept. 30<sup>th</sup>, 2024

**Phase Objective**

Prepare customers for the change in summer pricing and provide tools, tips, and resources to avoid summer peak usage.

---

**Main Message Idea**

Prices change in the summer, start preparing your home and family to avoid high usage during the summer peak.

---

**Tactics**

Out-of-Home, Radio, Social, Email, Bill inserts, Direct Mail, Special Group\* 1:1 Support



# Messaging Strategy

## Sub Message by Campaign Phase

### Phase 1

Missouri will be changing electric rate structures starting this Fall. Learn how to prepare and review your new plan options.

### Phase 2

Evergy is offering new rate plans to help you save money by using less energy during peak times, when people use it most. Learn which plan may be best for you and select an option by October 2023.

### Phase 3

Your new rate plan will start in October/November. You can save money on your new rate plan by shifting usage away from peak hours of 4-8pm, learn how.

### Phase 4 & 5

As the seasons change, Evergy will support you with customized rate education and usage reports to help you maximize savings with on your new time-based rate plan.



# Key Messages

	Phase 1	Phase 2	Phase 3	Phase 4 & 5
Objective	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.	Prepare customers for the upcoming change, inform them of their rate options & how they work, and encourage pre-selection of a rate.	Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.	Prepare customers for behaviors needed to lessen impact of high usage season.
Primary Message	<b>Missouri is moving to time-based rate plans this Fall.</b>	<b>We have 4 new time-based rate plan options. Select your plan before October.</b>	<b>Your energy rate plan is changing to the {Rate Plan Name}. Evergy is here to help during the transition.</b>	<b>We are heading into high energy use season and we want to make sure you are managing your new rate plan during seasonal changes.</b>
Supporting Message	Timing plays a crucial role in the cost of energy. That is why Missouri is moving to time-based rate plans. As the demand for energy rises, so does the cost of producing electricity. This usually takes place during the busy peak hours of 4-8pm. Conversely, the demand for energy decreases during off-peak times, typically in the early morning and overnight, resulting in lower energy costs.	<p>Missouri is changing how electric rate plans work this Fall, so Evergy has introduced four new rate plan options to fit your household needs. To help you choose the best option for you, we have developed new tools that analyze your energy usage and determine the plan that offers the greatest savings. Every household is different, so your savings will depend on how much energy you're able to shift to times when the demand is lower and energy is cheaper.</p> <p>If you don't want to make a choice by October, you'll be moved to the Standard Peak Saver plan.</p> <p>Timing plays a crucial role in the cost of energy, which is why Missouri is moving to time-based rate plans. As the demand for energy rises, so does the cost of producing electricity. This usually takes place during the busy peak hours of 4-8pm. Conversely, during off-peak times, typically in the early morning and overnight, the demand for energy decreases, resulting in lower energy costs. According to our analysis, the time-based rate plan offers a modest cost reduction for the majority of customers, with savings varying depending on the season.</p>	<p>Since you have transitioned to a time-based energy rate plan, it is important to minimize significant energy usage between 4-8pm. During this period, we recommend reducing use of high-energy appliances or activities that consume a substantial amount of electricity. By avoiding peak hours, you can reduce your energy usage and benefit from lower costs.</p> <p>As the demand for energy rises, so does the cost of producing electricity. This usually takes place during the busy peak hours of 4-8pm. Conversely, during off-peak times, typically in the early morning and overnight, the demand for energy decreases, resulting in lower energy costs. According to our analysis, the time-based rate plan offers a modest cost reduction for the majority of customers, with savings varying depending on the season.</p>	TBD
CTA	Learn about the changes coming to your rate plan	Learn about Evergy's new Personal Power plans and choose the one that fits your household	Learn about your new Personal Power plan and how to save energy and save money	TBD

# Helping Groups At-Risk with New Rates

## Electric Heat Customers

**Strategy:** Leverage community events and trusted agency partners to offer more educational opportunities.

**Strategy:** Increase customer engagement with TOU plans through targeted direct mail, email, and trade ally network efforts.



## Net-Meter & Solar Subscription

**Strategy:** Proactively inform these customer they are moving into the Default Time Based Plan and educate on how the rate works.

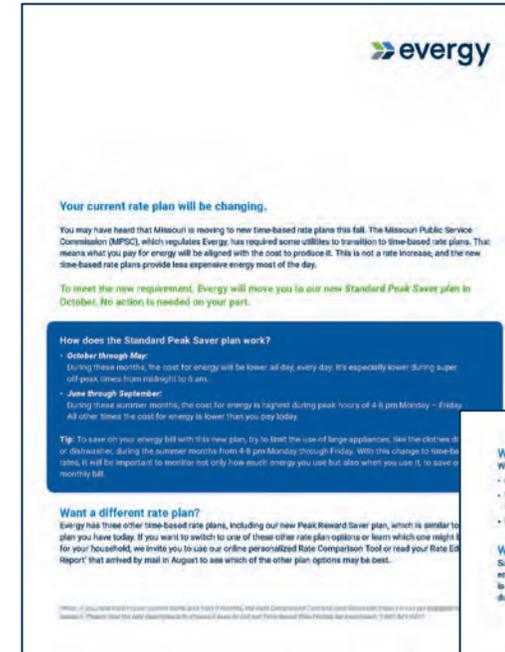


# Income-Eligible and Seniors

**Strategy:** Enhance TOU engagements by leveraging community events and collaborating with trusted agency partners to offer more touchpoint and educational opportunities.

## Special Support Tactics:

- Conduct training workshops for agency partners to enhance their knowledge and ability to promote our services.
- Develop a bilingual handout and video on Time-of-Use (TOU) plans in Spanish to facilitate customer understanding and engagement.
- Participate in over 60 community events from June to October to create awareness about our services and engage with potential customers.
- Organize Connect Center events to offer in-person assistance and support to customers.
- Increase the frequency of email and direct mail campaigns to better inform and engage customers about our services.
- Offer both in-person and virtual appointments to provide more convenient options for customers to learn about and sign up for our services.
- Targeted paid media tactics to provide additional touchpoints.
- Specialized TOU support number highlighted on education material.
- Food bank and Library outreach events and materials



**evergy**

**Your current rate plan will be changing.**

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

To meet the new requirement, Evergy will move you to our new Standard Peak Saver plan in October. No action is needed on your part.

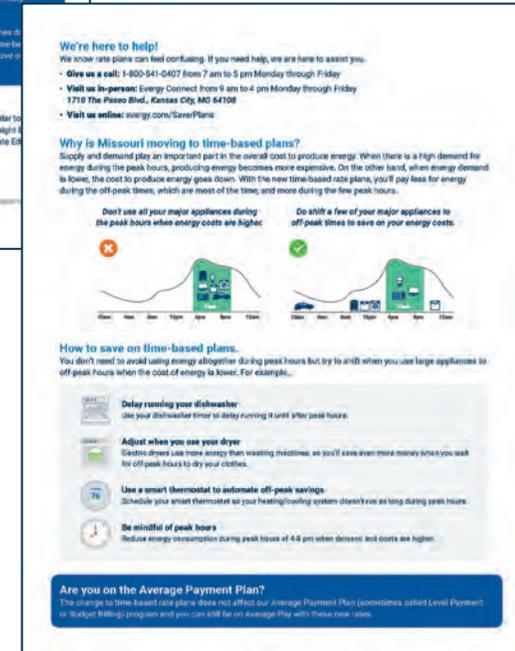
**How does the Standard Peak Saver plan work?**

- **October through May:** During these months, the cost for energy will be lower, all day, every day. It's especially lower during super-off peak times from midnight to 6 a.m.
- **June through September:** During these summer months, the cost for energy is highest during peak hours of 4-8 pm Monday - Friday. All other times the cost for energy is lower than you pay today.

**Tip:** To save on your energy bill with this new plan, try to limit the use of large appliances, like the clothes dryer or dishwasher, during the summer months from 4-8 pm Monday through Friday. With this change to tiered rates, it will be important to monitor not only how much energy you use but also when you use it to save 8 months bill.

**Want a different rate plan?**

Evergy has three other time-based rate plans, including our new Peak Reward Saver plan, which is similar to plan you have today. If you want to switch to one of these other rate plan options or learn which one might be for your household, we invite you to use our online personalized Rate Comparison Tool or read your Rate Up Report that arrived by mail in August to see which of the other plan options may be best.



**We're here to help!**

We know rate plans can feel confusing. If you need help, we are here to assist you.

- **Give us a call:** 1-800-541-0427 from 7 am to 5 pm Monday through Friday
- **Visit us in-person:** Evergy Connect from 9 am to 4 pm Monday through Friday  
1710 The Plaza Blvd., Kansas City, MO 64108
- **Visit us online:** [evergy.com/SavePlans](http://evergy.com/SavePlans)

**Why is Missouri moving to time-based plans?**

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

**Don't use all your major appliances during the peak hours when energy costs are higher.**

**Do shift a few of your major appliances to off-peak times to save on your energy costs.**

**How to save on time-based plans.**

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

- **Delay running your dishwasher:** Use your dishwasher timer to delay running it until after peak hours.
- **Adjust when you use your dryer:** Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
- **Use a smart thermostat to maximize off-peak savings:** Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
- **Be mindful of peak hours:** Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

**Are you on the Average Payment Plan?**

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or "Level Billing") program and you can still be on Average Pay with these new rates.



# Income-Eligible and Senior Outreach Events

<b>Agency Partner Webinars</b>	
Agency Partner Webinar 7.13	7/13/2023
Agency Partner Webinar 8.15	8/15/2023
Agency Partner Webinar 9.21	9/21/2023
<b>LIHEAP Events @ Connect</b>	
July	7/18/2023
September	9/12/2023
<b>Community Events</b>	
Marlborough Community Coalition	
Heartland Renewable Energy Society	9/19/2023
Columbus Park	9/20/2023
Kansas City Neighborhood Advisory Council	8/17/2023
Urban Summit	9/22/23
Nevada Resource Fair	8/1/2023
Platte County BTS	8/3/2023
Belton HS BTS	8/8/2023
BTS Fair @ West Bluff HAKC	8/9/2023
BTS Fair @ Riverview HAKC	8/9/2023
Back to School Fair - CSL	8/10/2023
Back to School Fair - Mattie Rhodes	8/10/2023
BTS Rally - VTCLC	8/11/2023
Oak Grove Project Connect	8/14/2023
KC Connect - LIHEAP	8/15/2023
Oak Grove BTS	8/16/2023
Community LINC BTS Fair	8/17/2023
BTS Fair @ KC Public Library NE Branch	8/19/2023
Ruskin High School BTS	8/20/2023
KC Connect - LIHEAP	8/22/2023
NKC YMCA Head Start BTS	8/23/2023
Community Resource Day w/Front Porch Alliance	8/25/2023
Tremont Place Senior Apts	9/5/2023

Greg Klice Community Center	9/6/2023
Liberty at Shoal Creek-Senior Living	9/7/2023
Palestine Gardens North	9/8/2023
Prairie Estates Senior Living	9/11/2023
LIHEAP Event at Connect	9/12/2023
LIHEAP Event at Connect-overflow	9/13/2023
Key Coalition Neighborhood Assoc	9/16/2023
Hillside Christian Church	9/19/2023
Columbus Park Neighborhood Assoc	9/20/2023
Phoenix Family	9/20/2023
Oak Grove Manor Apts	9/21/2023
Lions Club-Belton	9/21/2023
Warrensburg Trails Regional Library	9/22/2023
Northland Shepherd's Center	9/25/2023
Tri-Blenheim Neighborhood Assoc	9/25/2023
KC Landlords	9/26/2023
Summit Grove Senior Center	9/27/2023
KC Public Library – SE Branch	9/9/2023
5th District Community Meeting	10/2/2023
Foxwood Springs Senior Living	10/3/2023
Possibly Cass County Public Library- Belton	10/3/2023
Palenstine Gardens North	10/4/2023
MCPL Antioch Branch	10/4/2023
Tarkio Senior Center	10/10/2023
Guadalupe Center (Spanish)	10/11/2023
Kansas City Federation of Teachers	10/12/2023
Posada del Sol (Spanish)	10/12/2023
Redemptorist (Spanish)	10/12/2023
3 <sup>rd</sup> District Community Meeting	10/17/2023
KC Public Library - Plaza Branch	10/17/2023
Liberty Community Center/Senior	10/18/2023
Southern communities Coalition	10/18/2023
Don Bosco Senior Center	10/19/2023
(seniors) - Vine Street Manor	10/23/2023
(seniors) - The Woodlands at Citadel	10/24/2023
(seniors) - Destiny Towers	10/25/2023
(seniors) - Prairie Estates	10/26/2023

NLBM Trunk or Treat	10/27/2023
Energy Supplier Diversity Summit	11/1/2023
Calvary Chapel	11/03/2023
16th Annual Urban Summit Conference	11/04/2023
Central Presbyterian Church	11/6/2023
Villas Of Autumn Bend Low Income Housing	11/7/2023
KC Public Library - SE Branch	11/8/2023
Richardson Elementary	11/9/2023
Impact MO- KCPS	11/14/2023
MEEAC Low Income Working Group	11/14/2023
Raytown Christian Church (Shephard Center of Raytown)	11/15/2023
Dept of Social Services – Raytown	11/16/2023
6th District Council Community Meeting	11/28/2023
Trails Regional Library – Concordia	11/30/2023
Coats & Cocoa Event w/KCPD South Patrol	12/7/2023
HCC Network Social Services Meeting	12/12/2023
Dept of Social Services – Downtown	12/13/2023

# Food Pantries & Library - TOU Handout Distribution

Food Pantry Locations
Catholic Charities (7 locations)
Metro Lutheran Ministries
Jewish Family Services
Community Services League (3 locations)
Bishop Sullivan Center
Pleasant Hill Lay Clergy
West Central Community Action Agency
Central Presbyterian Church
Calvary Chapel Church of God In Christ
Open Door Services Center
Redemptorist Center
Second Harvest Community Food Bank
Pleasant Hill Lay Clergy
Central Presbyterian Church
Calvary Chapel Church of God in Christ
First Baptist Church Blue Springs
Coldwater of Lees Summit
Second Harvest Community Food Bank

Library Locations
Mid-Continent Public Library - Antioch Branch
Mid-Continent Public Library - Blue Ridge Branch
Mid-Continent Public Library - Blue Springs North Branch
Mid-Continent Public Library - Blue Springs South Branch
Mid-Continent Public Library - Buckner Branch
Mid-Continent Public Library - Camden Point Branch
Mid-Continent Public Library - ClayComo Branch
Mid-Continent Public Library - Colbern Road Branch
Mid-Continent Public Library - Dearborn Branch
Mid-Continent Public Library - East Lee's Summit Branch
Mid-Continent Public Library - Edgerton Branch
Mid-Continent Public Library - Excelsiors Spring Branch
Mid-Continent Public Library - Fairview Neighborhood Library Branch
Mid-Continent Public Library - Grandview Branch
Mid-Continent Public Library - Greenhills Library Center
Mid-Continent Public Library - Lee's Summit Branch
Mid-Continent Public Library - Lone Jack Branch
Mid-Continent Public Library - North Oak Branch
Mid-Continent Public Library - Parkville Branch

Library Locations
Mid-Continent Public Library - Platte City Branch
Mid-Continent Public Library - Raytown Branch
Mid-Continent Public Library - Red Bridge Branch
Mid-Continent Public Library - Riverside Branch
Mid-Continent Public Library - Smithville Branch
Mid-Continent Public Library - Weston Branch
Mid-Continent Public Library - Withers Branch
Mid-Continent Public Library - Woodneath Library Center
KC Public Library - Central Library Branch
St. Joseph Downtown Library
Rock Port Library
Mound City Library
Oregon Public Library
Cass County Public Library
Cass County Public Library Northern Resource Center
Cass County Public Library Pleasant Hill Branch
The Henry County Library
Trails Regional Library Hold
Butler Public Library

# Electric Heat Customers



**It's time to select your new time-based rate plan.**

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

With time-based rate plans, you'll pay less for energy than you do today during 20 off-peak hours a day, but when energy demand is high during the peak hours of 4-8 pm, the cost for energy will be higher. With this change to time-based rates, it will be important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

In order to assist customers with this change, Evergy has developed four new time-based rate plans for you to choose from. It's important to select your new plan by October. If you decide not to choose a new plan, you'll be moved to the new default plan, the Standard Peak Saver starting in October.

Visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans) or call 1-800-541-0407 to learn more about the plan options and to select your new plan.

We invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report\* that arrived by mail in August to see which plan best fits your household based on your past energy usage.

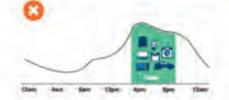
**An important note about your old rate plan**  
As part of the new mandate from the MPSC, your current All-Electric rate plan (or electric space heating rate) is being discontinued. Your old plan offered a discounted rate in the winter for electric space heating customers, which is no longer offered. Due to this change, customers with electric heat may experience more impact moving to time-based rate plans, making it especially important to understand your home energy usage, and shift large appliance usage, like doing laundry and running the dishwasher, to off-peak times.

\*Note: If you have elected enrollment into the new time-based rate plans, the Rate Comparison Tool and Rate Education Report is not available for your household. Please email [customerservice@evergy.com](mailto:customerservice@evergy.com) or call our 1-800-541-0407 for more information.

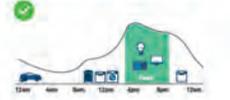
**Why is Missouri moving to time-based plans?**

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

**Don't use all your major appliances during the peak hours when energy costs are higher.**



**Do shift a few of your major appliances to off-peak times to save on your energy costs.**



**How to save on time-based plans.**  
You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

-  **Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
-  **Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
-  **Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
-  **Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

**Are you on the Average Payment Plan?**  
The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

# Net-Meter & Solar Subscription Customers





**Your new time-based rate plan is coming soon.**

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

**As a participant in our Net Metering program, your rate plan with Evergy will change to the Peak Reward Saver plan in October.**

The **Peak Reward Saver** plan is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in the summer and winter. Additionally, on the Peak Reward Saver plan, the time of day you use energy can also make a difference, with a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm, and a corresponding one-cent bill reward credit during off-peak hours of midnight to 5 am every day.

The Peak Reward Saver plan is the only plan currently available for Net Metering customers.



**Peak Reward Saver**  
Closest to Our Current Standard Residential Rate

\*One reward credit per plan. Reward credit is not discount credit.

■ Peak Charge (2¢) ■ Reward Credit (2¢) ■ Super Green (more 2¢)

**What's next?**  
This letter is to inform you of the upcoming change, but no additional action is needed from you. Beginning with your October bill cycle, your energy will be billed on the Peak Reward Saver Plan. If you have questions, contact our Time-Based Rate Plan Hotline at 1-800-541-0407 or visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans).

**Why is Missouri moving to time-based plans?**  
Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

**Why can't I pick one of the other time-based rate plans?**  
The MPSC has ordered that Net Metering customers move to the Peak Reward Saver plan. This is partly due to Missouri state statute that specifies how net metering is to be calculated and when it is to be available. The Peak Reward Saver plan is currently the only rate plan that meets the Missouri statute criteria.

**Are there changes to my net metering agreement?**  
Although your rate plan is changing, your net metering agreement is not. Just as now, Evergy will purchase energy from you at the Cost to Fuel rate.

**How to save on the Peak Reward Saver plan.**  
This plan is very similar to your current rate, but you can save money by shifting some energy to overnight times. You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

-  **Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
-  **Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
-  **Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
-  **Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

**Are you on the Average Payment Plan?**  
The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.





# Example of Special Group Customer Outreach Journey

**Missouri is moving to time-based electric rate plans this fall.**  
Choose your new plan by October or you'll be placed into the Standard Peak Saver Plan.

**It's time to choose your new time-based rate plan.**  
We're here to help. To help you choose the best plan for your household, we have developed online tools and reports that analyze your energy usage and determine the plan that best fits your lifestyle.

**Four new time-based rate plans - Choose by October.**  
We'll send you a personalized report, including Energy Usage, to help you understand your energy usage. You can use this information to choose the plan that best fits your household's needs.

- Standard Peak Saver Plan
- Peak Reward Star Plan
- Nights & Weekends Saver Plan
- Nights & Weekends Max Saver Plan

**Why is Missouri changing to time-based rates?**  
The Missouri Public Service Commission has required utilities, including Evergy, to transition to mandatory time-based rate plans in order to assist customers with their energy needs. This report uses your historical usage data to help you understand the costs of each of the new rate options and how you might be able to save money by shifting energy usage to off-peak times.

**Why is Missouri changing?**  
Timing plays a crucial role in the cost of energy, which is why Missouri is changing to time-based rates. During off-peak times, the demand for energy decreases, resulting in lower energy costs. By shifting your large appliance use to off-peak times, you can save money on your energy bill. This report uses your historical usage data to help you understand the costs of each of the new rate options and how you might be able to save money by shifting energy usage to off-peak times.

**A note about electric heating.**  
Since you have used electric heat, it's especially important to understand how time-based rates affect your heating costs. Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that reduces usage during the peak hours of the day. If you don't have a smart thermostat, Evergy offers free and discounted smart thermostats.

**How to read your Rate Education Report.**  
The standard Rate Education Report includes a right-hand side of new time-based rate options, based on your home's use of energy usage. Please note that this is only an estimate, and any changes to your home or household members could affect the estimated cost of each plan. Additionally, the estimate does not consider any other energy usage, such as electric water heaters, which could affect your monthly energy costs.

**Questions about the plan or your estimated costs?**  
- For energy usage data for your details or your personalized Rate Comparison Tool.  
- Talk with our specialists: 800-541-4827  
- Make a request for a free Smart Thermostat, which provides a weekly breakdown of your energy usage and costs by time of day.

**Download the Evergy app**  
The YOUility Company

Early August – General Email

Mid-August – Personalized Rate Education Report Letter and Email

Mid-August – Special Group Customized Email

**It's time to pick your new time-based rate plan.**  
Four new plan options. Which plan is right for your household? We have a tool for that!

**Update Your Rate Plan**  
It's time to choose your new rate plan.  
The Missouri Public Service Commission (MPSC) has required utilities, including Evergy, to change to time-based rate plans by October. We've made it quick and easy to make your choice right now.

**Do I have to pick one?**  
If you decide not to pick one of the four new plans, you will automatically be assigned to the Standard Peak Saver plan, which is the new default plan for residential customers.

**A note about electric heating.**  
As part of the new transition from the MPSC, your personalized electric rate plan is being discontinued, and these new time-based plans will impact your heating costs and/or equipment. The weather there are steps you can take to reduce that possibility.

**How do I change my plan?**  
If you need help, we are here to assist you.  
- Change your plan online before October.  
- Call our rate plan hotline at 1-800-541-4827 from 7 am to 5 pm, Monday through Friday.  
- In Kansas City, stop by our **Smart Center** for in-person assistance.

Early September - Postcard

Early September – General Email

Mid-September – Special Group Customized Letter

Mid-September – Special Group Customized Email

**Welcome to your new time-based rate plan.**  
We're excited to have you on board with your new time-based rate plan. This report provides you with information on how to use your new rate plan and how to take advantage of the benefits it offers.

**Other Items:**  
- Monthly Bill Inserts  
- Community Events  
- Connect Visits and Events  
- Agency Webinars  
- Videos  
- Continue outreach in Winter 2023 and 2024

Early October – Letter and Email

Early November – Mailed Welcome Kit





# 2023 Tactics and Audience Summary

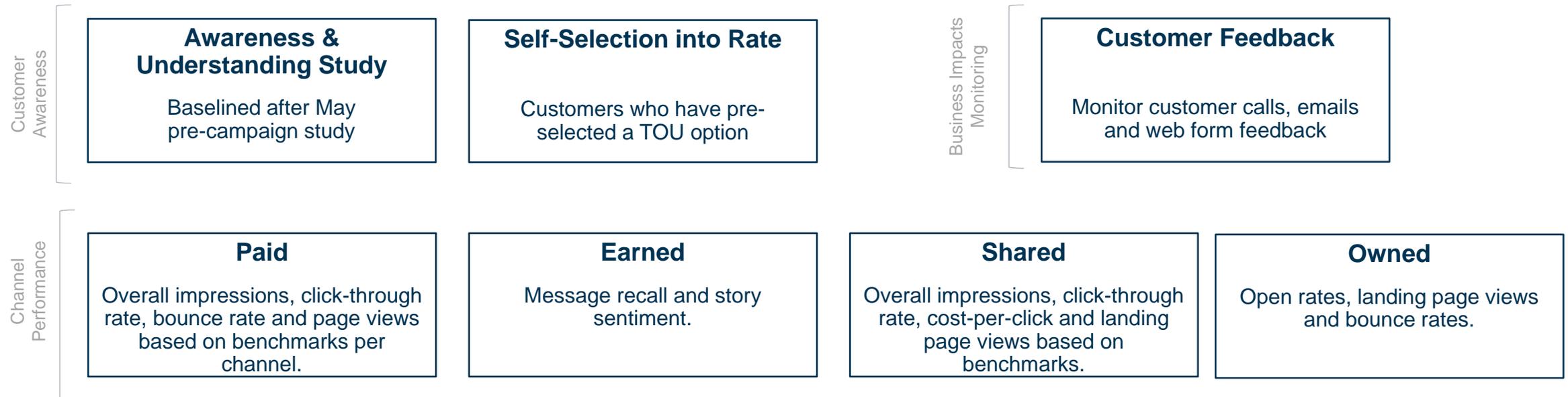
Channel	General Audience	Low Income	Seniors	Hard-to-Reach			Electric Heat Customers	Net-Meter Customers
				Rural	Non-Digital	Less Energy Engaged		
<b>Paid</b>								
<b>Out-of-Home</b>								
Traditional Billboards	X							
Posters	X	X		X	X	X		
<b>Print</b>								
Newspapers	X			X	X			
Church Bulletins	X		X	X	X			
<b>Audio</b>								
Non-Metro Radio	X		X	X	X			
Streaming Audio	X	X				X		
<b>Digital &amp; Social</b>								
Programmatic Display	X	X				X		
High Impact Display	X	X				X		
Digital Video	X	X				X		
Social Video	X			X		X		
Social Image	X			X		X		
Paid Search	X	X		X		X		
<b>Earned</b>								
Media Outreach	x		x	x	x	x		
Community Events	x	x	x	x	x	x		
Connect Center	x	x	x		x			
<b>Shared</b>								
Video	x	x						
Organic Social	x			x				
<b>Owned</b>								
Email	x	x		x			x	x
Website	x	x						x
Rate Education Reports	x			x	x	x	x	
Direct Mail	x	x	x	x	x		x	x
Bill Message and Inserts	x	x		x	x			

# Campaign Goals and Measurement Plan

## Goals

1. Prepare customers for the upcoming change in rate structures, including the new mandatory rate, and how TOU rates work.
2. Offer choice and inform customers of their rate options and the benefits depending on the customer’s lifestyle.
3. Provide customers with tools, resources, and reports that serve to help them understand TOU rates and options, empower them to choose their rate, and provide guidance to modify their behaviors so that they can mitigate usage and bill impact to increase their success on a TOU rate.
4. Help all customers (and with increased emphasis on special customer groups) be successful before, during and after the mandatory TOU rate transition and/or enrollment on their selected TOU rate option.

## Measurement



# Customers enrolled in Average Payment Plan

- Evergy has worked to add information about the Average Payment Plan onto outbound communications, like letters, postcards and emails and on Evergy.com TOU landing page.

By submitting, you authorize Evergy to change your rate plan. Your new rate plan will become effective on the next business day. Depending on where you are at in your billing cycle when your rate change becomes effective, you will either receive a final, separate bill for charges on your current rate plan or you will receive a bill with both your final charges on your current rate plan and a prorated amount due for the charges incurred up to the point of billing on your new rate plan. If you are enrolled in the Average Payment Plan, changing your rate will unenroll you from that plan. If you have an Average Payment Plan balance, that amount will be added to the final balance due for your current rate plan. Once your rate is changed, you will have the option to re-enroll in Average Payment Plan. All subsequent bills will include charges on your new rate plan. There will be no interruption in your electric service during this transition.

You may change your rate to another available rate option at any time, but we recommend staying on a plan for 3 months to understand usage patterns and determine impact. Changing your rate plan does not guarantee savings.

**What to Expect Next**  
Depending on where you are at in your billing cycle when your rate change becomes effective, you will either receive a final, separate bill for charges on your current rate plan or you will receive a bill with both your final charges on your current rate plan and a prorated amount due for the charges incurred up to the point of billing on your new rate plan. All subsequent bills will include charges on your new rate plan. Your electric service will remain on during this transition.

**Budget Billing**  
All rate plans start with the Budget Billing feature turned off. You can turn on Budget Billing in your preferences after your new rate plan becomes effective.

You have a Budget Billing account balance of \$210.05. This amount will be added to the final bill for your current rate plan. This balance is an estimate and may vary slightly at the time of billing.

**Address**  
1601 BALL ENTINE CT

**Current Plan** → **New Plan**  
Standard Plan → Time of Use Plan

**Effective Date**  
10/18/2019

Use *Energy Analyst* to manage your energy usage, find energy saving tips and more.

### Your current rate plan will be changing in October.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission, which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

- Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
- Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
- Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
- Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

### Why is Missouri moving to time-based plans?

When there is a high demand for energy during peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

*Shift a few of your major appliances, like the dishwasher or dryer, to off-peak times to save on your energy costs. It's ok to use appliances that use less energy, like lights and computers.*

**Are you on the Average Payment Plan?**

The change to time-based rate plans does not affect our Average Payment Plan program (sometimes called Level Payment or Budget Billing) and you can still be on Average Pay with these new rates.

### We're here to help!

We know rate plans can feel confusing. If you need help, we are here to assist you.

- Give us a call: 1-800-541-0407 from 7 am to 6 pm Monday through Friday
- Visit us in-person: Evergy Connect from 9 am to 4 pm Monday through Friday  
1710 The Paseo Blvd., Kansas City, MO 64108
- Visit us online: evergy.com/SaverPlans

### Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

**Don't use all your major appliances during the peak hours when energy costs are higher.**

**Do shift a few of your major appliances to off-peak times to save on your energy costs.**

### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

- Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
- Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
- Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
- Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

**Are you on the Average Payment Plan?**

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

**STEP ONE:**

#### Be mindful of peak and off-peak hours

Energy costs are higher during peak hours of 4-8 pm, and off-peak times and pricing varies by plan.

**Off-Peak Hours**  
Demand for energy is lower during these times, so you're charged less. Off-peak times vary by plan but are typically late at night and in the early morning.

**Peak Hours**  
Demand for energy is higher during these few hours, so energy costs more during peak hours. Peak hours are 4-8 pm and vary by day and season.

Costs and times vary by each plan. Get your plan's peak and off-peak times at [evergy.com/SaverPlans](http://evergy.com/SaverPlans)

**STEP TWO:**

#### Optimize when you use your large appliances

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak times.

#### Be mindful of peak hours

Reduce large appliance use during peak hours of 4-8 pm.

- Use your dishwasher delay button
- Adjust your thermostat to avoid peak hours
- Shift when you use your clothes dryer

Learn more at [evergy.com/SaverPlans](http://evergy.com/SaverPlans)

**STEP THREE:**

#### Use our Evergy energy engagement tools

Use our personalized tools to help you understand when you're using energy and how to save money.

- Weekly Rate Coach Emails**  
With our weekly Rate Coach emails, you'll get an email every week that breaks down your weekly energy usage by each hour of the day, helping you to see when you're using energy.
- High Bill Alerts**  
When you enroll in our High Bill Alert emails, you'll receive a notice if you're currently on track to receive a higher-than-normal bill.
- Energy Engagement Portal**  
Through your online Energy MyAccount portal, you can see your usage patterns broken down by hour, helping identify when you're using the most energy.
- Compare My Rate Tool**  
Use our online rate compare tool to see which time-based rate plan is best for you.
- Average Payment Plan**  
Sometimes called budget billing, this program averages your bills each month to help keep payments level throughout the year.

### Be mindful of peak and off-peak hours

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak times.

### Optimize when you use your large appliances

Reduce large appliance use during peak hours of 4-8 pm.

- Use your dishwasher delay button
- Adjust your thermostat to avoid peak hours
- Shift when you use your clothes dryer
- Set your EV or other appliances to charge overnight

### Here to help you with time-based rate plans.

Evergy has personalized tools to help you find ways to shift some of your energy usage, manage costs, or choose another rate plan option that best fits your household.

- Our **Average Payment Plan** program (sometimes called budget billing) averages your bills each month to help keep payments level and consistent throughout the year.
- With our weekly **Rate Coach Emails**, you'll get an email every week that breaks down your weekly energy usage by each hour of the day. Not receiving these emails? Sign up online or give us a call.
- Use our online **Rate Compare Tool** to see which time-based rate plan is best for you. Check back to see if a different rate may be best for you as your energy usage changes.

# Modifications Based on Customer Feedback

- **Average Payment Plan (APP) Information:** Evergy added information about APP on most TOU materials to help clarify that customers could still stay on their APP.
- **Finding Monthly Breakdown Estimates:** Updated Compare My Rate tool to make it easier to find estimated cost breakdown by month.
- **Additional Graphics:** Evergy worked to add more charts and graphics to help explain both the rate plans and how TOU works.
- **Rate Descriptions:** Added subheads under each plan name to give more details about the plan.
- **Additional Rate Plan Differences:** Due to the similar nature of many of the plans, Evergy provided additional descriptions of differences between plans to help customers make a selection.
- **Additional Spanish Resources:** Added a Spanish contractor to help with outreach events and translations to Spanish speaking groups and communities. Created Spanish video.

# Copies of Customer Communications





# Phase 1 – Awareness Tactics

Examples filed in June 2023

# Full Page

# Campaign Website Landing Page

Audience: Mo Residential customers  
Launched Date: June 2023

The screenshot shows the full landing page layout. At the top is a navigation bar with the Evergy logo and links for 'Manage Account', 'Outages', and 'Ways to Save'. The main header features a woman in a yellow sweater with the text 'Changes are coming in Missouri' and 'Time-based plans are here'. Below this is a section titled 'Why is Missouri changing?' explaining the transition to time-based rates. A 'Making the switch' section includes a 'Change My Rate' button. A 'New Missouri time-based plans are here' section lists four plan options: Standard Peak Saver, Peak Reward Saver, Nights & Weekends Saver, and Nights & Weekends Max Saver. A bar chart titled 'Summer Weekdays (Mon-Fri)' shows electricity rates for different times of day. A 'Frequently asked questions' section is at the bottom with expandable questions.

This screenshot shows the main content area of the landing page. It features the same header and navigation as the full page. The main heading is 'Changes are coming in Missouri' with a sub-heading 'Time-based plans are here'. The text below explains the transition to time-based rates and provides a 'Change My Rate' button. It also includes a section for 'New Missouri time-based plans are here' and a 'Frequently asked questions' section.

This screenshot shows the 'Check out your new time-based plans...' section. It features a bar chart titled 'Summer Weekdays (Mon-Fri)' with a peak rate of \$51 during 4-8 PM. A 'Standard Peak Saver' plan is highlighted with a green icon. The text explains that this is the standard default plan and offers a discounted price for 8 months of the year. A 'Get More Details' button is present. A blue box contains a note for Kansas customers: 'KANSAS CUSTOMERS: No action is needed on your part, Kansas customers don't need to choose a new plan, but optional time-based plans are still available if you're interested. See your options >>'. A 'Frequently asked questions' section is at the bottom with expandable questions.

# Plan Webpages

### Standard Peak Saver

Avoid peak hours on summer weekdays and pay about 20% less

Plan	Rate	Peak	Off-Peak
Standard Peak Saver	\$0.10	\$0.15	\$0.10

### Time-based rate plans

Plan	Rate	Peak	Off-Peak
Standard Peak Saver	\$0.10	\$0.15	\$0.10

### Peak Reward Saver

All day, every day prices (with small differences between peak and off peak times)

Plan	Rate	Peak	Off-Peak
Peak Reward Saver	\$0.10	\$0.12	\$0.08

### Adjust your thermostat

Adjust your thermostat to 70°F

### Nights & Weekends Saver

Lower prices at night and on weekends

Plan	Rate	Peak	Off-Peak	Nights	Weekends
Nights & Weekends Saver	\$0.10	\$0.15	\$0.10	\$0.08	\$0.08

### Adjust your thermostat

Adjust your thermostat to 70°F

### Nights & Weekends Max Saver

Lower prices most of the day with the highest peak price and overnight discount

Plan	Rate	Peak	Off-Peak	Nights	Weekends
Nights & Weekends Max Saver	\$0.10	\$0.20	\$0.10	\$0.05	\$0.05

### Adjust your thermostat

Adjust your thermostat to 70°F

# Out of Home - Billboard

Audience: Mo Residential customers  
Date: June-October 2023



**Missouri is moving to  
time-based rate plans this fall.**

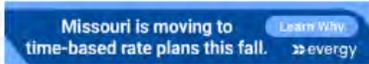
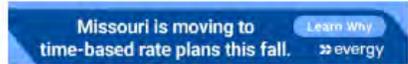
Learn more at [evergy.com/NewPlans](https://evergy.com/NewPlans)

 evergy

The billboard features a dark blue background with a light blue curved shape on the right side. The text is white and centered. The Evergy logo is at the bottom center.

# Digital Banner Ads

## Awareness Ad



Audience: Missouri Residential customers  
Send Date: June-October 2023

# Print Advertising

Missouri Newspapers and Select Church bulletins  
Send Date: July 2023

## Newspaper Print Ad

### Church Bulletin Ads



evergy

**Missouri is moving to  
time-based rate plans this fall.**

Pick your new plan by October at  
**[evergy.com/PickPlan](https://evergy.com/PickPlan)**



**Missouri is moving  
to time-based electric  
rate plans this fall.**

Missouri customers will have a choice of **four new rate plan options**. Evergy is here to help you understand your options and choose the rate plan that best fits your household.

*Learn more at [evergy.com/MyPlan](https://evergy.com/MyPlan)*

**Why is Missouri changing to time-based rates?**

Timing is everything when it comes to energy costs. Time-based rates match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8pm.

 Scan to learn more about your options.

**evergy**  
The YUtility Company

# Place-Based Out of Home

(Located in places like grocery stores, laundromats, hair solans)

Audience: Mo Residential Customers  
Send Date: July - September 2023

Take-One Brochure

In-Store Banner/Sign

**Missouri is moving to time-based electric rate plans this fall.**

Missouri customers will have a choice of **four new rate plan options**. Evergy is here to help you understand your options and choose the rate plan that best fits your household.

*Pick your new plan by October and learn more at [evergy.com/Time](http://evergy.com/Time)*

**Why is Missouri changing to time-based rates?**  
Timing is everything when it comes to energy costs. Time-based rates match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.

Scan to learn more about your options. 



The YOUtility Company

**Missouri is moving to time-based electric rate plans this fall.**

Missouri customers will have a choice of **four new rate plan options**. Evergy is here to help you understand your options and choose the rate plan that best fits your household.

*Learn more at [evergy.com/Time](http://evergy.com/Time)*

**New Time-Based Rate Plan Options**  
*Pick a new plan by October or you'll default to the Standard Peak Saver plan.*

-  **Standard Peak Saver**
-  **Nights & Weekends Saver**
-  **Peak Rewards Saver**
-  **Nights & Weekends Max Saver**

**Why is Missouri changing to time-based rates?**  
Timing is everything when it comes to energy costs. Time-based rates match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.

Learn more: 



The YOUtility Company

**Missouri está adoptando planes de tarifas eléctricas en función del tiempo este otoño.**

Los clientes de Missouri tendrán la opción de elegir entre **cuatro nuevas opciones de planes de tarifas**. Evergy está aquí para ayudarle a comprender sus opciones y a elegir el plan de tarifas que mejor se adapte a su hogar.

*Obtenga más información en [evergy.com/Time](http://evergy.com/Time)*

**Nuevas opciones de planes de tarifas en función del tiempo**  
*Elije tu nuevo plan antes de octubre o se le asignará de manera automática el plan Estándar de Ahorro de mas demanda.*

-  **Estandar de Ahorro de mas demanda**
-  **Ahorro en Noches y Fines de Semana**
-  **Plan de Ahorro con Recompensas en tiempo de mas demanda**
-  **Ahorro Maximo en Noches y Fines de semana**

**¿Por qué Missouri está adoptando tarifas en función del tiempo?**  
El tiempo lo es todo cuando se trata de costos energéticos. Las tarifas basadas en el tiempo se ajustan a lo que paga con el costo real de producir energía. Con los planes de tarifas en función del tiempo, se pagará menos por la energía durante los períodos de menor demanda, cuando el consumo de energía es mas bajo, y más por la energía utilizada durante las de mas demanda de 4-8 pm.

Más información: 



The YOUtility Company

# Paid Social Posts



The image shows a Facebook post from the account 'Evergy'. The post is published by Lily Lungren on June 27 at 11:25 AM. The text of the post reads: 'By switching to time-based rates, Missouri is working to match the cost you pay with the actual costs to produce energy.' Below the text is a large blue graphic with white text that says 'Missouri is moving to time-based electric rate plans this fall.' The Evergy logo is at the bottom of the graphic. At the bottom of the post, there is a link to 'EVERGY.COM' and a question 'Which plan is best for you? We have a tool for that!' with a 'Learn more' button.

**Evergy** Published by Lily Lungren · June 27 at 11:25 AM ·

By switching to time-based rates, Missouri is working to match the cost you pay with the actual costs to produce energy.

**Missouri is moving to time-based electric rate plans this fall.**

**evergy**

EVERGY.COM  
**Which plan is best for you?**  
We have a tool for that!

Learn more

Audience: Mo Residential customers  
Send Date: June-July 2023

# Billing Communication

## July Bill Insert

**Missouri is moving to time-based rate plans this fall.**

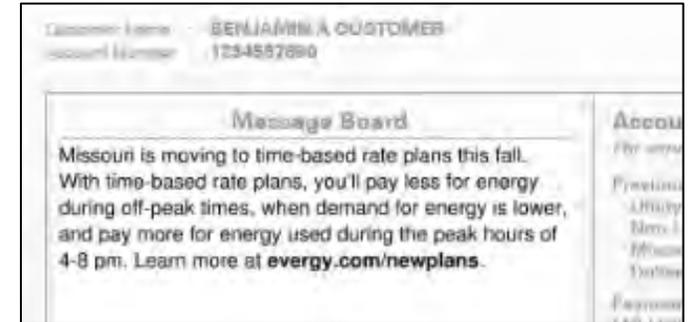
This summer we will provide you with additional details about the change and how to pick an Evergy time-based rate plan that best fits your household. Watch for more information by mail and email soon.

Learn more at [evergy.com/TimePlans](https://evergy.com/TimePlans)



Audience: Mo Res with paper billing  
Send Date: July 2023

## July Bill Message



**Why is Missouri changing to time-based rates?**

Timing is everything when it comes to energy costs. By switching to time-based rates, Missouri is working to match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8pm.

Watch for more information by mail and email soon.

Learn more and review your new plan options at [evergy.com/TimePlans](https://evergy.com/TimePlans)





# Phase 2 – Preparation and Action Tactics

August

# Billing Communication

## August Bill Insert

### It's time to choose your new time-based rate plan.

Missouri is changing how electric rate plans work this Fall, so Evergy has introduced four new rate plan options to fit your household needs.

If you have not selected a new plan by October, you will be moved to the Standard Peak Saver plan.

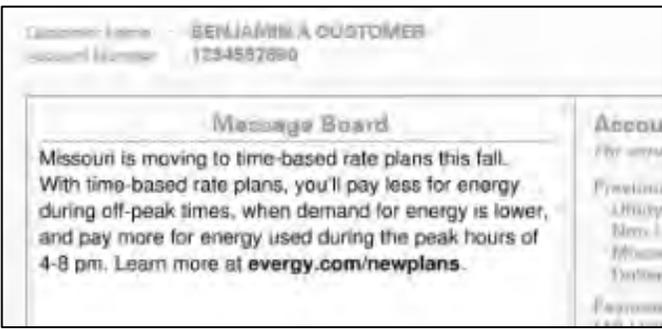
**Choose your new plan now!**

Select your time-based plan before October by going to [evergy.com/TimePlans](http://evergy.com/TimePlans)



Audience: Mo Res with paper billing  
Send Date: August 2023

## August Bill Message



### Why is Missouri changing to time-based rates?

The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.

With time-based rate plans, you can take advantage of discounted off-peak pricing by shifting your larger appliance usage, like dishwashers and clothes drying, to off-peak hours.



# August Customer Postcard

Audience: All Missouri Residential Customers  
Send Date: August 7-15, 2023



**Missouri is moving to time-based electric rate plans this fall.**

*Choose your new plan by October or you'll be placed into the **Standard Peak Saver Plan.***

**It's time to choose your new time-based rate plan.**

**We're here to help:**  
To help you choose the best plan for your household, we have developed online tools and reports that analyze your energy usage and determine the plan that best fits your lifestyle.

*Coming Soon: Watch for your **Rate Education Report** arriving soon or visit our online **Compare My Rate** tool.*

Learn more at [evergy.com/SaverPlans](https://evergy.com/SaverPlans)

**Why is Missouri changing to time-based rates?**

The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during peak hours.

Learn more:



**Four new time-based rate plans – Choose by October**

With time-based rate plans, you can take advantage of discounted off-peak pricing by shifting your larger appliance usage, like dishwashers and clothes drying, to off-peak hours.

-  **Standard Peak Saver**  
*New Default Residential Rate*
-  **Peak Reward Saver**  
*Closest to the Current Standard Residential Rate*
-  **Nights & Weekends Saver**  
*Three Time Periods, Overnight and Weekend Discount*
-  **Nights & Weekends Max Saver**  
*Three Time Periods, Largest Difference in Price*

# August Newspaper Ad



## It's time to choose your new time-based rate plan.

Evergy's Missouri customers will be automatically enrolled in the **Standard Peak Saver plan** if you don't choose one of the other three additional rate plan options before October.

*Choose your plan now at [evergy.com/TimePlans](https://evergy.com/TimePlans)*

Learn more:



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**Why is Missouri changing to time-based rates?**  
The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during peak hours.

**How time-based rate plans work:**  
With time-based rates, you'll pay less for any energy used during the 20 off-peak hours. But when energy demand is high during peak hours, the cost for energy will be higher. It is important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and early morning, to avoid paying a higher price for energy during the peak times.

**We're here to help:**  
To help you choose the best plan for your household, we have developed online tools and reports that analyze your actual energy usage and determine the plan that best fits your lifestyle.

**Four new time-based rate plans – Choose by October**  
With time-based rate plans, you can take advantage of lower off-peak pricing by shifting your larger appliance usage, like dishwashers and clothes drying, to off-peak hours.

- 

**Standard Peak Saver**  
*New Default Residential Rate*
- 

**Peak Reward Saver**  
*Closest to the Current Standard Residential Rate*
- 

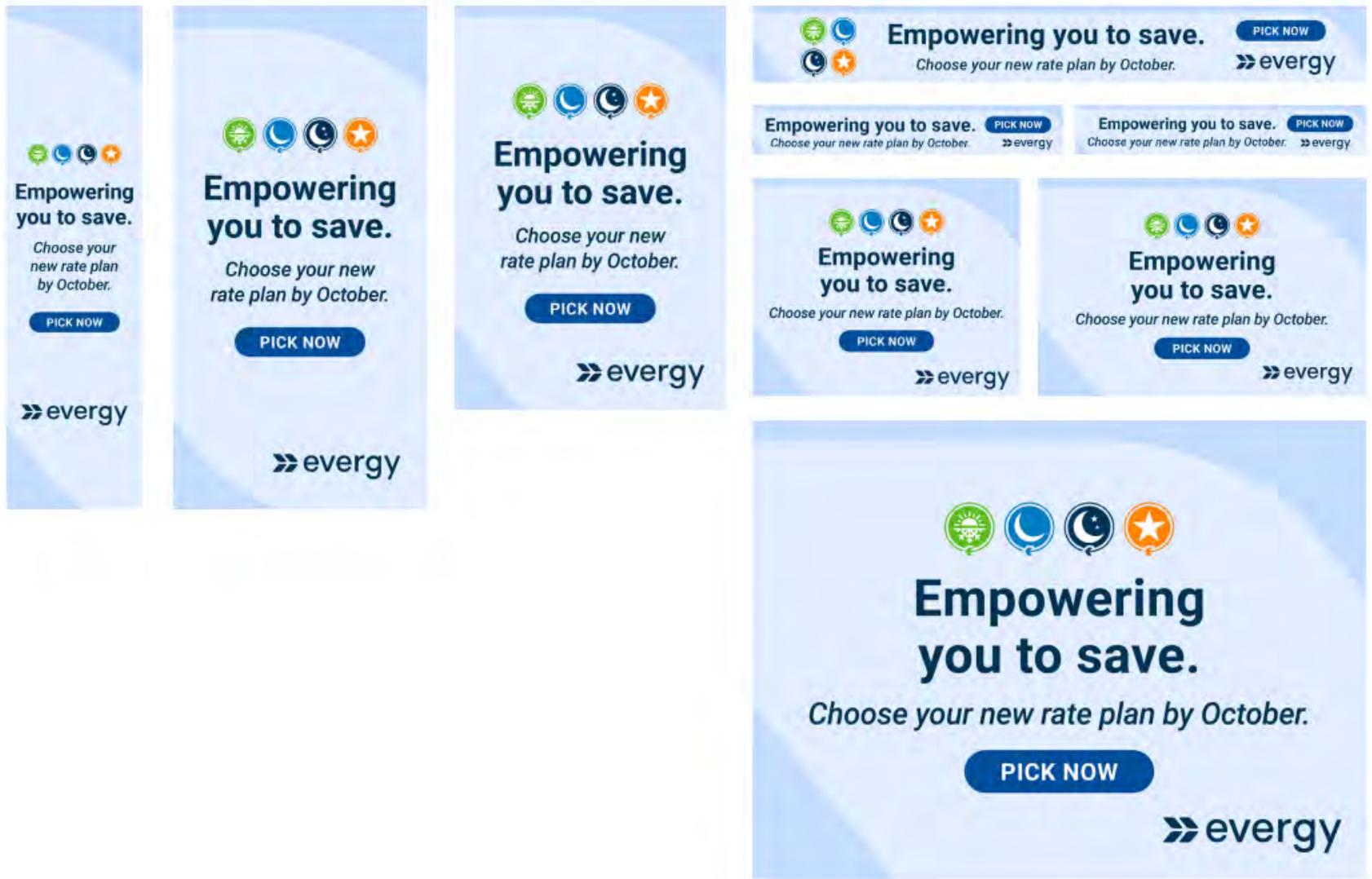
**Nights & Weekends Saver**  
*Three Time Periods, Overnight and Weekend Discount*
- 

**Nights & Weekends Max Saver**  
*Three Time Periods, Largest Difference in Price*

Missouri Newspapers  
Send Date: August 2023

# Retargeting Digital Banner Ads

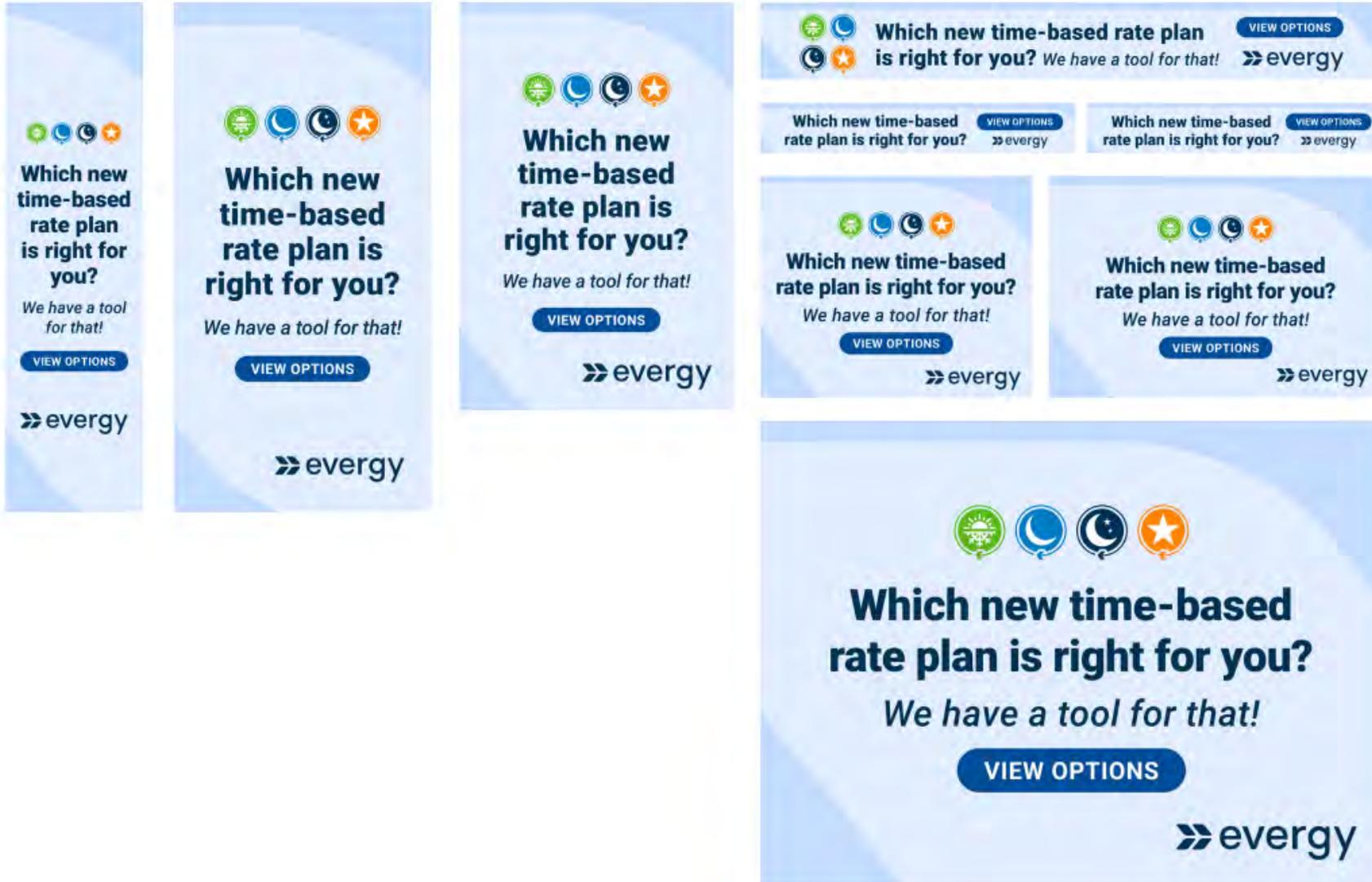
## Retargeting Ads - Message 1



Digital banners  
Audience: anyone who went to  
evergy.com TOU pages  
Send Date: July – October 2023

# Retargeting Digital Banner Ads

## Retargeting Ads - Message 2



Digital banners  
Audience: anyone who went to evergy.com  
TOU pages  
Send Date: July – October 2023

# Cover Letter Insert in the Rate Education Reports



## Welcome to your Rate Education Report

Missouri is moving to time-based rate plans this fall, and Evergy is here to support you through this change. That's why we're sending you the attached Rate Education Report. This report uses your home's past energy usage data to estimate the costs of each new time-based rate plan. This report will help you understand the possible costs of each of the new plan options and how you might be able to save money by shifting energy usage to off-peak times.

**Select your plan by October!**  
 Select your new plan before October by going to [evergy.com/PickMyRate](https://evergy.com/PickMyRate). If you have not selected a new plan by October, you will be moved to the Standard Peak Saver plan.

### Why is Missouri changing to time-based rates?

Timing is everything when it comes to energy costs. By switching to time-based rates, Missouri is working to match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.

With time-based rate plans, you can take advantage of discounted off-peak pricing by shifting your larger appliance usage, like dishwashers and clothes drying, to off-peak hours.

### How to read your Rate Education Report

The attached report estimates what your average monthly Evergy bill might be on each of the new time-based plan options, based on your home's last year of energy usage. Please note that this is only an estimate, and any changes in your home or household members could affect the estimated cost of each plan. Additionally, this estimate does not consider any shifting of your energy use to off-peak times, which could help lower your monthly energy costs.

### Questions about the plans or your estimated costs?

- Visit [evergy.com/My-Plans](https://evergy.com/My-Plans) for plan details and your personalized Rate Comparison.
- Talk with a rate plan specialist: 800-541-0407.
- Keep a look out for our weekly Rate Plan Coach emails, which provide a weekly breakdown of your energy usage and costs by time of day.

## Time-based Plans - Savings Tips






**Delay running your dishwasher**  
 Use your dishwasher timer to delay running it until after peak hours.

**Adjust when you use your dryer**  
 Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.

**Use a smart thermostat to automate off-peak savings**  
 Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.

**Be mindful of peak hours**  
 Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

Letter with the Rate Education Paper Report  
 Audience: All Missouri customers  
 Send Date: August 15-31, 2023

# Rate Education Reports Paper Version

Audience: All Missouri customers  
Send Date: August 15-31, 2023



P.O. Box 416879, Kansas City, MO 64141

Rate Education Report  
March 21, 2023  
Account number XX00001



Use this shortcut to choose your new rate plan! Scan the QR code.

## Choose a rate plan that works for your household

Missouri is changing how electric rate plans work to match the cost you pay with the actual cost to produce energy—and Evergy has responded with four new time-based rate plans for you to choose from. The good news is that you're estimated to save with the default Standard Peak Saver plan, which takes effect in **Month 2023**. Want to start saving sooner? Switch to the Standard Peak Saver plan now!

Learn more and select your new rate plan at [evergy.com/PlanDetails](https://www.evergy.com/PlanDetails).

**! Make your selection today**  
If you don't select a new plan, you'll be enrolled in Standard Peak Saver starting **Month 2023**.



**Standard Peak**  
No Peak pricing for 8 months of the year

To save, shift your energy use away from weekday Peak hours in the summer (June – Sept.).



**Peak Reward**  
Earn discount credits

Keep your electricity use low during Peak hours and earn discount credits by using large appliances during Super Saver hours.



**Nights & Weekends**  
Lower overnight prices

To save, schedule your smart thermostat and large appliances to run during Saver and Super Saver hours.



**Nights & Weekends Max**  
Lowest overnight prices

To save, charge your EV overnight and set your large appliances to run during Super Saver hours.

## How do rate plans compare?

Estimated average monthly cost per plan (based on your historical usage)



Turn over to learn more →

## How can time-based plans work for you?

Small actions go a long way when it comes to shifting your energy use away from Peak hours. You'll save energy *and* money—while lessening the impact on the grid for everyone. Take simple steps like delaying running large appliances such as your dryer and dishwasher until Saver hours. Another great way to save is using a smart thermostat to automate your heating and cooling systems to run less frequently during Peak hours.



## What time should your household use energy based on new plans?

To make the most of your plan, do your best to make a habit of shifting energy use away from Peak hours (4 to 8 pm). See below for a breakdown of each rate plan's hours so you can find the one that works for your household.



**Choose your new plan today!**

Use this digital shortcut to choose your new plan today. Scan QR code.  
Or call 1-800-541-0407.

Learn more and select your new plan at [evergy.com/PlanDetails](https://www.evergy.com/PlanDetails).

This rate comparison is provided for illustrative purposes only and does not constitute a representation or recommendation by Evergy as to what rate is best for you. Evergy cannot guarantee the accuracy, completeness or usefulness of the estimated cost information. Estimated costs shown may vary from results of the online rate comparison tool, since your energy use and billing period may have changed from the time this report was generated. Evergy expressly disclaims any and all liability for any damages of any nature (including direct, indirect, incidental and consequential) arising in connection with the use of the estimated rate comparison.



# Rate Education Reports Email

**evergy** Account #1111113738  
4505 WASHINGTON ST

## Choose your new rate plan

Missouri is changing how electric rate plans work to match the cost you pay with the actual cost to produce energy—and Evergy has responded with four new time-based rate plans for you to choose from. Each one offers saving opportunities when you shift energy use away from Peak hours (4 to 8 pm). Find a plan that's the best fit for your household!

[Explore My Options](#)

	<p>Combinable evening Standard peak</p> <p><b>Standard peak</b> No peak pricing 8 months of the year</p>	<p><b>\$95</b> /month <small>LEARN MORE</small></p>
	<p>Peak Reward</p> <p>Earn discount credits</p>	<p><b>\$104</b> /month <small>LEARN MORE</small></p>
	<p>Nights &amp; Weekends</p> <p>Lower overnight prices</p>	<p><b>\$103</b> /month <small>LEARN MORE</small></p>
	<p>Nights &amp; Weekends Max</p> <p>Lowest overnight prices</p>	<p><b>\$93</b> /month <small>LEARN MORE</small></p>
	<p>Your current plan</p> <p>Discontinued starting October 2023</p>	<p><b>\$106</b> /month</p>

[Want to learn more? Compare your plan options now.](#)

## Make your selection today

If you don't select a new plan, you'll be enrolled in **Standard Peak Saver** starting October 2023.

[Select My Plan](#)

### What time should your household use energy based on new plans?

- Peak hours (\$\$\$)
- Saver hours (\$\$)
- Super Saver hours (\$)

Audience: All Missouri customers with emails  
Send Date: August 16-31st, 2023

### Why does it matter when I use electricity?

Electricity costs more to produce during Peak hours (4 to 8 pm). To spend less on electricity, shift usage away from these hours.

### How can time-based plans work for you?

Small actions go a long way when it comes to shifting your energy use away from Peak hours.

You'll save energy and money—while lessening the impact on the grid for everyone. Take simple steps like delaying running large appliances such as your dryer and dishwasher until Saver hours. Another great way to save is using a smart thermostat to automate your heating and cooling systems to run less frequently during Peak hours.

[Learn More](#)

# Customer Event Handout



## Missouri's Time-Based Rate Transition

*In October, customers will be moved to time-based rate plans*

Evergy's Missouri customers will be automatically enrolled in the **Standard Peak Saver plan** if you don't choose one of the other three additional rate plan options before October.

**Why is Missouri changing to time-based rates?**  
The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during peak hours.

**How time-based rate plans work:**  
With time-based rates, you'll pay less for any energy used during the 20 off-peak hours. But when energy demand is high during peak hours, the cost for energy will be higher. It is important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and early morning, to avoid paying a higher price for energy during the peak times. With time-based plans, it's important to avoid using large amounts of energy during peak hours.



**Standard Peak Saver**  
*New Default Residential Rate*



**Peak Reward Saver**  
*Closest to the Current Standard Residential Rate*



**Nights & Weekends Saver**  
*Three Time Periods, Overnight and Weekend Discount*



**Nights & Weekends Max Saver**  
*Three Time Periods, Largest Difference in Price*

**Time-Based Plans - Savings Tips**

-  **Delay running your dishwasher:** Use your dishwasher timer to delay running it until after peak hours.
-  **Adjust when you use your dryer:** Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
-  **Adjust your thermostat to automate off-peak savings:** Adjust your thermostat so your heating/cooling system doesn't run as long during peak hours.
-  **Be mindful of peak hours:** Reduce large appliance energy consumption during peak hours of 4-8 pm when demand and costs are higher.



## Transición a tarifa basada en la hora de uso de Missouri

*En octubre, los clientes pasarán a planes de tarifas basadas en la hora de uso*

Los clientes de Evergy en Missouri quedarán inscritos automáticamente en el plan **Standard Peak Saver** si no se elige una de las otras tres opciones de planes de tarifas adicionales antes de octubre.

**¿Por qué se realiza el cambio a tarifas basadas en la hora de uso en Missouri?**  
La Comisión de Servicios Públicos de Missouri ha ordenado a los proveedores de servicios públicos de Missouri, incluido Evergy, que realicen la transición a planes obligatorios de tarifas basadas en la hora de uso. El objetivo de las tarifas basadas en la hora de uso es equilibrar los costos que se pagan con el costo real de producir energía. Con los planes de tarifas basadas en la hora de uso, pagará menos por la energía utilizada durante las horas de menor actividad, cuando la demanda de energía es menor, y más por la energía utilizada durante las horas de mas demanda.

**¿Cómo funcionan los planes de tarifas basadas en la hora de uso?**  
Con las tarifas basadas en la hora de uso, pagará menos por la energía utilizada durante las 20 horas de menor actividad. Pero cuando la demanda de energía es alta durante las horas de mas demanda, el costo de la energía será mayor. Es importante cambiar el uso de grandes electrodomésticos, como lavavajillas, secadoras y sistemas de calefacción y aire acondicionado, a horas de menor actividad, como durante la noche y a primera hora de la mañana, para evitar pagar un precio más alto por la energía durante las horas de mas demanda. Con los planes basados en la hora de uso, es importante evitar el uso de grandes cantidades de energía durante las horas de mas demanda.



**Standard Peak Saver**  
*Nueva tarifa residencial predeterminada*



**Peak Reward Saver**  
*El plan más cercano a la tarifa residencial estándar actual*



**Nights & Weekends Saver**  
*Tres períodos de tiempo; descuentos nocturnos y de fin de semana*



**Nights & Weekends Max Saver**  
*Tres períodos de tiempo; la mayor diferencia de precio*

**Planes basados en la hora de uso - Consejos para ahorrar**

-  **Retrase el uso del lavavajillas:** utilice el temporizador del lavavajillas para retrasar su uso hasta después de las horas pico.
-  **Ajuste la hora de uso de la secadora:** las secadoras eléctricas consumen más energía que las lavadoras, por lo que ahorrará aún más dinero si deja el secado de la ropa para las horas de menor actividad.
-  **Ajuste su termostato para automatizar los ahorros en las horas de menor actividad:** ajuste su termostato para que su sistema de calefacción/aire acondicionado no opere durante tanto tiempo durante las horas pico.
-  **Tenga en cuenta las horas pico:** reduzca el consumo de energía de los electrodomésticos grandes durante las horas pico, de 4:00 a 8:00 p. m., cuando la demanda y los costos son mayores.

# Weekly Energy Analysis Emails – Promotion Pod

Promotional pod in the weekly energy analysis emails  
Audience: ~300,000  
Send Date: August – October, 2023

## Non-TOU customer

**It's time to pick your new time-based rate plan!**



Missouri is moving to time-based rate plans in October. With time-based rate plans, you'll pay less for energy during off-peak times and more for energy used during peak hours.

Select your new plan by October: customers without a preference will be moved to our default Standard Peak Saver Plan.

[LEARN MORE AND PICK YOUR PLAN](#)

## Customers on TOU Pilot

**We have new time-based rate plan options!**



Your Time of Use Plan has been renamed to the Nights and Weekends Saver plan, and we are introducing three additional time-based rate plans. Your existing plan will remain the same, but we recommend exploring the new alternatives to see if any are more suitable for your household.

Visit our online Rate Comparison Tool to see which plan might be best for you.

[COMPARE PLANS](#)



## Introducing: Your New Rate Plans

### You may have heard: Missouri is moving to time-based rate plans this fall

The Missouri Public Service Commission has required utilities, including Evergy, to transition to mandatory time-based rate plans. In order to assist customers with this change, Evergy has four new time-based rate plans for you to choose from. These plans offer you the flexibility to select the plan that best fits your household's needs.

With time-based rates, you'll pay less for energy used during 20 off-peak hours a day, and more for energy used during a four-hour peak period.

It's important to pick your new plan by October. **If you decide not to choose one, you will be moved to the new default plan, the Standard Peak Saver.**

[Compare Plans](#)

### We're here to help

Evergy has introduced new four rate plan options, along with our [Rate Comparison Tool](#)\*, which shows your expected annual cost on each of the new plans, based on your past energy usage. In addition, we will send you weekly usage reports, to show which time of day you're using the most energy.

All Missouri customers are encouraged to compare the new plans and make a choice by October. If you decide not to choose one, then you will automatically change to the [Standard Peak Saver](#) plan.

Note that you don't have to keep the Standard Peak Saver plan after October. You can change to one of the four new plans anytime.

See [more details on the Missouri changes](#), and what they mean for you.

### Why is Missouri changing?

Timing plays a crucial role in the cost of energy, which is why [Missouri is changing](#). As the demand for energy rises, so does the cost of producing electricity, resulting in "peak" and "off-peak" times.

During off-peak times, the demand for energy decreases, resulting in lower energy costs. By shifting your large-appliance use—like running the dishwasher and doing laundry—to off-peak times, you'll potentially save both energy and money on these new plans. With time-based rates, you'll pay less for energy most of the time.

According to our analysis, time-based rate plans may result in a small annual savings for most customers, depending on the season and household.

### A note about electric heating

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool will not yet have enough data to provide cost estimates. Please view each rate description to choose a plan, or call our Time-Based Plan Hotline for assistance: **1-800-541-0407**



Download the Evergy app

The YOUtility Company

Subject: Missouri, it's time to pick your new rate plan  
Audience: Mo Residential (excluding already on TOU, net metering, solar sub, non-AMI), ~400,000  
Note: electric heat pod only shows for space heating customers  
Send Date: August 2, 2023

# Pilot TOU Customers: August Email





**Choose from new time-based rate plan options**

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

Good news: You have already chosen a time-based plan (or TOU rate), so you're set. But we encourage you to explore the new additional time-based options in case there's a better plan for your household.

Our [Compare My Rate Tool](#) shows your annual estimated cost on each of our four time-based plans, based on your past energy use, as long as you've lived in your home for more than 9 months.

Compare Plans

**Your current plan has a new name**

It is now called the [Nights & Weekends Saver](#) plan. Nothing else has changed with your current plan, just the name.

**What's next?**

No action is needed on your part if you're happy with your plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking.

See [more details on the Missouri changes](#).

Subject: Are you on the best plan for your home  
 Audience: Mo Residential that are already on a TOU plan prior to Jan 1, 2023, ~8,000  
 Note: electric heat pod only shows for space heating customers  
 Send Date: August 2, 2023

**What's next?**

No action is needed on your part if you're happy with your plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking.

See [more details on the Missouri changes](#).

**A note about electric heating**

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.



## Introducing: Your New Rate Plans

### New plans are here

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

To support customers in this change, four new rate plans have been created to reflect the actual cost of energy, which varies throughout the day depending on demand.

Please look for your Rate Education Report, coming to you by postal mail in August, which will contain more information on your home's energy use, along with which new rate plan will be best for your home.

### What does this mean for me?

This means that all customers now have the opportunity to select from four new plans, designed to provide lower prices for the majority of the day. However, it's important to choose a plan by October. If no selection is made by that time, you will be moved to the [Standard Peak Saver plan](#).

Keep in mind that this may not be the most cost-effective option for your specific needs. We recommend you explore your rate-plan options with our [Rate Comparison Tool](#) and make an informed choice before the October deadline.

[Compare Plans](#)

### How do I change my plan?

If you need help, we are here to assist you.

- [Change your plan online](#) before October
- Call our special hotline at **1-800-541-0407** from 7 am to 5 pm Monday through Friday
- In Kansas City, stop by our [Connect Center](#) for in-person assistance

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to save the most on these new plans.

See [more details on the Missouri changes](#), and what they mean for you.

# Seniors & Low Income: August Email

### A note about electric heating

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.

### Suggestions to save on time-based plans

By shifting some of your energy use to off-peak times, you can pay lower rates of 75% or more compared to peak times. The more you shift, the more you save.

#### Laundry

- Wash clothes on cold. They get just as clean and save energy
- Run your dryer after 8 pm on weekdays, or on weekends

#### Dishwashing

- Run full loads and wait until after 8pm on summer weekdays

#### Heating and cooling

- Adjust your thermostat to cool your home a few degrees lower before peak hours begin to delay using the AC when energy is more expensive.
- In winter, warm your home a few extra degrees before peak hours begin.

You can also check out this chart to understand which appliances tend to use the most electricity in your home.

[Energy Use Chart](#)

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool will not yet have enough data to provide cost estimates. Please view each rate description to choose a plan, or call our Time-Based Plan Hotline for assistance: **1-800-541-0407**

Subject: This Fall: New rate plan options

Audience: Mo Residential seniors and low income, ~70,000

Note: electric heat pod only shows for space heating customers

Send Date: August 10, 2023



Download the Evergy app

[Can't see images? View online.](#)



## Missouri Rate Update

### Missouri makes changes to rate plans for Energy customers

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

While many customers, based on their current usage, are expected see a modest reduction on their energy bill, others will not. Those customers will need to offset the increased costs by shifting the use of large appliances away from the peak hours (just four hours per day and never on weekends), when energy costs will be highest.

### Impact to your home

Based on your past usage history, time-based plans may increase your overall energy bill if you don't make some effort to shift energy usage to the 20 hours of the day when energy will cost less.

### What you can do

By October, choose one of the four time-based plans that will be least expensive for you, based on how you currently use energy. Our [Rate Comparison Tool](#) shows you what you would pay on each of the four new plans, based on 9 months of your prior usage.

[Choose Now](#)

### We're here to help

If you need help choosing a plan, we have a special hotline to help from 7am to 5pm Monday through Friday: **1-800-541-0407**. Or you can visit us in person at our [Evergy Connect location](#).

Lastly, once you sign up for your new plan, you'll receive tips and strategies to avoid higher costs.

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to save the most on these new plans.

See [more details on the Missouri changes](#), and what they mean for you.

### A note about electric heating

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.

### Suggestions to save on time-based plans

By shifting some of your energy use to off-peak times, you can pay lower rates of 75% or more compared to peak times. The more you shift, the more you save.

#### Laundry

- Wash clothes on cold. They get just as clean and save energy
- Run your dryer after 8 pm on weekdays, or on weekends

#### Dishwashing

- Run full loads and wait until after 8pm on summer weekdays

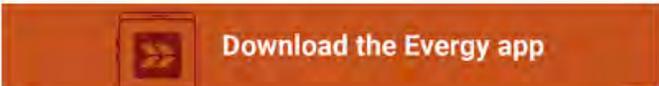
#### Heating and cooling

- Adjust your thermostat to cool your home a few degrees lower before peak hours begin to delay using the AC when energy is more expensive.
- In winter, warm your home a few extra degrees before peak hours begin.

You can also check out this chart to understand which appliances tend to use the most electricity in your home.

[Energy Use Chart](#)

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool will not yet have enough data to provide cost estimates. Please view each rate description to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407



Subject: Important updates regarding your Evergy rate plan  
Audience: Mo Residential who are not expected to save on a new TOU plan,  
Note: electric heat pod only shows for space heating customers  
Send Date: August 14, 2023

# Net Metering: August Email



## Your New Rate Plan

### Get to know your new plan

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

As a participant in our Net Metering program, your rate plan will change to the new Peak Reward Saver plan this fall.

[Peak Reward Saver](#)

### No changes to your net-metering agreement

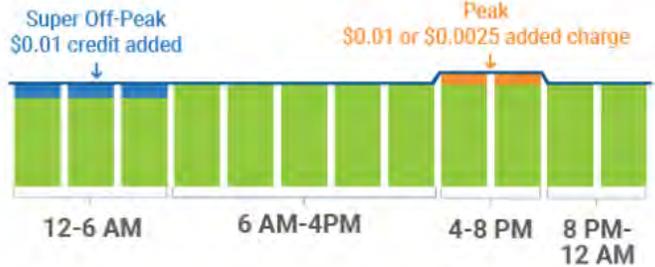
Although your plan is changing, your net-metering agreement is not. Just as now, the energy you generate will continue to offset your bill.

Also unchanged from your current agreement is the purchase of excess energy over and above what you use per billing cycle. This energy will continue to be purchased at the Cost of Fuel rate.

The [Peak Reward Saver plan](#) is similar to your current plan in that it is a tiered plan, with prices that change based on the amount of energy used, and with variation in summer and winter.

Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. This means that any energy received from your system during those peak times could provide even greater savings.

Subject: Your new rate plan is coming soon  
Audience: Net-metering ~6,000  
Note: electric heat pod only shows for space heating customers  
Send Date: August 25<sup>th</sup>



**Super Off-Peak**  
\$0.01 credit added

**Peak**  
\$0.01 or \$0.0025 added charge

12-6 AM      6 AM-4PM      4-8 PM      8 PM-12 AM

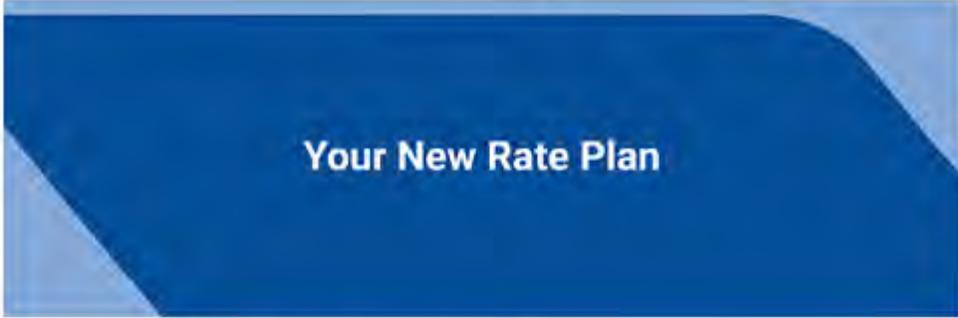
### What's next?

No action is needed on your part. Beginning with your October bill cycle, your new plan will be in effect.

 [Download the Evergy app](#)

[f](#) [t](#) [v](#) [in](#)

# Solar Subscription: August Email



## Plan changes in Missouri

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

As a participant in our Solar Subscription program, your rate plan will change to the new Peak Reward Saver plan this fall.

**Peak Reward Saver**

The [Peak Reward Saver plan](#) is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in summer and winter.

Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. There is also a one-cent discount on energy used between midnight and 6 am.

Subject: Your new rate plan is coming soon  
Audience: Solar Subscription Customers ~900  
Note: electric heat pod only shows for space heating customers  
Send Date: August 23<sup>rd</sup>

## What's next?

No action is needed on your part. Beginning with your October bill cycle, your new plan will be in effect.

## Can I pick one of the other time-based plans?

You may have heard that additional time-based plans are available to Missouri customers.

Currently, the Peak Reward Saver plan is the only plan compatible with Solar Subscription. However, we will reach out as other plan choices become available.



# Phase 2 – Preparation and Action Tactics

September and October

# Customer Postcard - September

Audience: Mo Residential (excluding already on TOU, net metering, solar sub)  
~450,000  
Send Date: September 15-20, 2023

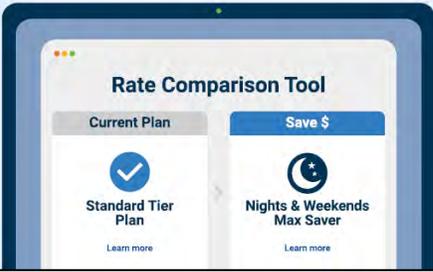


## It's time to pick your new time-based rate plan.

Four new plan options. Which plan is right for your household? **We have a tool for that!**

Visit our online Rate Comparison Tool to see which plan may be best for your home based on your past usage history.

Visit [evergy.com/TimePlans](https://evergy.com/TimePlans)



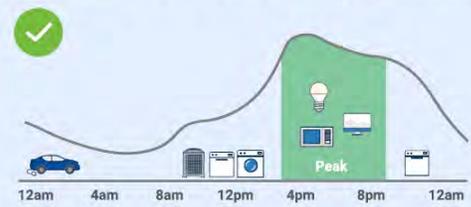
### Your current rate plan will be changing in October.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission, which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

### Why is Missouri moving to time-based plans?

When there is a high demand for energy during peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

Shift a few of your major appliances, like the dishwasher or dryer, to off-peak times to save on your energy costs. It's ok to use appliances that use less energy, like lights and computers.



### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



#### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



#### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.



#### Use a smart thermostat to automate off-peak savings

Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.



#### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

**Are you on the Average Payment Plan?**  
The change to time-based rate plans does not affect our Average Payment Plan program (sometimes called Level Payment or Budget Billing) and you can still be on Average Pay with these new rates.

# Billing Communication

September Bill Insert

## Missouri's Time-Based Rate Transition

*In October, customers will move to time-based rate plans*

Evergy's Missouri customers will be automatically enrolled in the **Standard Peak Saver plan** if you don't choose one of the other three additional rate plan options.

**Choose your new plan now!**

Select your time-based plan **before October** by going to [evergy.com/TimePlans](http://evergy.com/TimePlans)



Audience: Mo Res with paper billing  
Send Date: September 2023

### Bill Message

It's time to choose your new rate plan. Evergy's Missouri customers will be switching to time-based rate plans starting in October. With time-based rate plans, you'll pay less for energy during off-peak times and more for energy used during the peak hours. **Select your new plan at [evergy.com/NewPlans](http://evergy.com/NewPlans).**

#### Why is Missouri changing to time-based rates?

The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during peak hours.

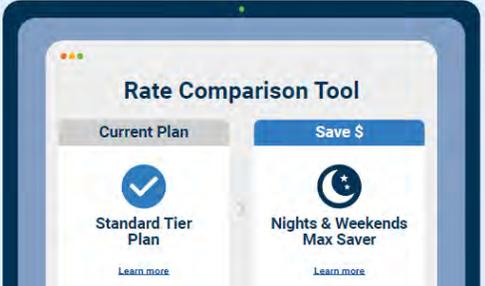
#### How time-based rate plans work:

With time-based rates, you'll pay less for any energy used during the 20 off-peak hours. But when energy demand is high during peak hours, the cost for energy will be higher. It is important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and early morning, to avoid paying a higher price for energy during the peak times.

### Which plan is right for your household? We have a tool for that!

Visit our online Rate Comparison Tool\* to see which plan may be best for your home based on your past usage history.  
Visit [evergy.com/TimePlans](http://evergy.com/TimePlans)

\*At least 9 months of usage history at your current home is needed to use the Rate Comparison Tool.





## Choose your plan by October

You have probably heard that the Missouri Public Service Commission (MPSC) is requiring Missouri utilities, including Evergy, to change to [time-based rate plans](#).

While changing to a time-based plan is required, you do have the opportunity to choose from one of four new plans.



To help you choose, our personalized [Rate Comparison Tool](#) can recommend the best plan for your home, based on your past usage.

We ran the numbers...  
The **BEST PLAN** for your home is:  
**Nights & Weekends Max Saver Plan**



[Change My Plan](#)

### How does the Rate Comparison Tool work?

This personalized [Rate Comparison Tool](#) takes 9-12 months of your historical usage data, applying that information to the rates of the four new time-based plans.

You'll see an estimate of what your Energy bill would be on each of the four plans, based on your home's last year of energy usage. This estimate does not consider any shifting of your energy use to off-peak times, which could help lower your energy costs.

To use this customized rate tool, you'll first log into your [online Evergy account](#). If you don't yet have an account, you can easily create one with the Evergy account number shown on your bill.

### Pick a plan that fits your home

Each of the four plans has various peak and off-peak pricing periods. On all plans, you can avoid the higher energy costs during peak hours by shifting large appliance use to off-peak periods.

If you are willing to make a bigger effort to shift usage, plans with the largest price difference can potentially save you more.

Here are the four plans in order of the lowest difference in cost between peak and off-peak hours, and the largest difference.

-  [Peak Reward Saver](#)  
Closest to the current standard residential rate, with the lowest price difference between time periods
-  [Standard Peak Saver](#)  
This is our default residential rate plan if you don't choose a plan by October
-  [Nights & Weekends Saver](#)  
Three time periods with different prices, with an overnight and weekend discount
-  [Nights & Weekends Max Saver](#)  
Three time periods with different prices, with the highest difference in prices between time periods

### What happens if I don't choose?

If you don't decide to switch to one of the new plans, you'll be automatically enrolled in the default rate plan, the [Standard Peak Saver](#).

We encourage you to [check out all the plans](#) in case there's a better one for your household.



### How well do you know your home?

You can avoid higher peak-hour prices by spreading your energy use throughout the day, especially when it comes to larger appliances.

Using your laundry machines during off-peak hours, for example, can cost less. But smaller items, like hair dryers or cell-phone charging, won't make much difference.

[Appliance Chart](#)

You can get personalized information about your home's energy use with our [Energy Analyzer tools](#).

### A note about electric heating

As part of the new mandate from the MPSC, your promotional All-Electric rate plan is being discontinued, and these new time-based plans may impact your home this winter (depending on the weather). There are steps you can take to reduce that possibility.

- Plan to shift some of your large-appliance usage, like laundry and dishwashing, to off-peak times.
- Take time now to seal window leaks, install draft stoppers, and replace any dirty furnace filters.
- Pre-heat your home during the day, taking advantage of lower daytime rates.

The most important tip? Choose the right rate plan. Use our tool to compare last year's usage to what you would have spent on each of the four new plans. Then simply choose the most cost-effective plan.

[Compare Plans](#)



[Download the Evergy app](#)

Subject: Action Needed: It's time to choose your new plan  
Audience: Mo Residential (excluding already on TOU, net metering, solar sub, non-AMI), ~320,000  
Note: electric heat pod only shows for space heating customers.  
Send Date: September 2023

Send Date: September 2023

**evergy**

## Missouri's Time-Based Rate Transition

In October, Evergy Missouri customers will be moved to time-based rate plans.

**Four new time-based rate plan options now available.**

- Standard Peak Saver**  
New Default Residential Rate
- Peak Reward Saver**  
Closest to the Current Standard Residential Rate
- Nights & Weekends Saver**  
Three Time Periods, Overnight and Weekend Discount
- Nights & Weekends Max Saver**  
Three Time Periods, Largest Difference in Price

Boost this post to reach up to 4736 more people if you spend \$50. **Boost post**

You, Maria Lopez, Kimberly Cook Davis and 224 others 391 comments 122 shares

Like Comment Share

**Evergy** August 29

We have followed the conversation on Facebook and elsewhere about Missouri's shift to time-based rate plans. We want to take the time to walk through the changes for Missouri residential customers. Let's talk time-based rate plans and your plan options.

Your lives are full and busy, especially when you get home at night. From cooking dinner to washing laundry to watching your favorite shows in the comfort of your homes from 4-8 p.m. It's also the period when energy demand is highest.

The Missouri Public Service Commission (MPSC) mandated Evergy Metro and Evergy West implement time-based rates starting October 1. The intent is for customers to shift your usage to off-peak hours to help reduce grid strain for the benefit of all in our communities.

The good news for you is that you still have a choice here.

- There are four plan options, including the Peak Reward Saver, which looks similar to the plan most customers in Missouri are on now.
- The new default plan, the Standard Peak Saver, offers customers a discounted price on their usage for 20 hours a day (For example: Instead of about \$0.14 kWh, Evergy Metro customers will pay \$0.0958 kWh during summer months). That discounted rate will offset the prices customers pay during the peak hours of 4-8 p.m. during summer months. <https://www.evergy.com/landing/missouri-rate-plans>
- Over 70% of Evergy customers are predicted to see their costs stay the same or save money annually on the new Standard Peak Saver without changing usage habits. If customers on this plan choose to shift their usage away from the peak hours, there's potential to save even more on your bills, especially with the discounts during non-peak hours. We encourage you to use our rate comparison tool to see a month-to-month rate comparison based on your last 12 months of usage to help you find the best plan for your needs: <https://www.evergy.com/ma/rate-comparison>

Evergy's mission is to provide reliable, affordable and sustainable energy for you. A resilient energy grid now and in the future is important to us and state regulators. It's what empowers the communities we live in and serve. We hope this offers some understanding about the changes to come, how they may benefit you and why the MPSC has implemented time-based rates in Missouri.

In the comments, we're going to offer answers to some frequently asked questions about time-based rates and your options. Remember to choose from one of the four time-based rate plans by October 1. Don't worry, if you don't choose a plan, you'll be placed on the default Standard Peak Saver plan.

# Electric Heat Customers: September Letter

Audience: Customers on the Space Heating Rate ~103,749  
Send Date: September 5-15, 2023



### It's time to select your new time-based rate plan.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

With time-based rate plans, you'll pay less for energy than you do today during 20 off-peak hours a day, but when energy demand is high during the peak hours of 4-8 pm, the cost for energy will be higher. With this change to time-based rates, it will be important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

In order to assist customers with this change, Evergy has developed four new time-based rate plans for you to choose from. It's important to select your new plan by October. If you decide not to choose a new plan, you'll be moved to the new default plan, the Standard Peak Saver starting in October.

Visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans) or call 1-800-541-0407 to learn more about the plan options and to select your new plan.

We invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report\* that arrived by mail in August to see which plan best fits your household based on your past energy usage.

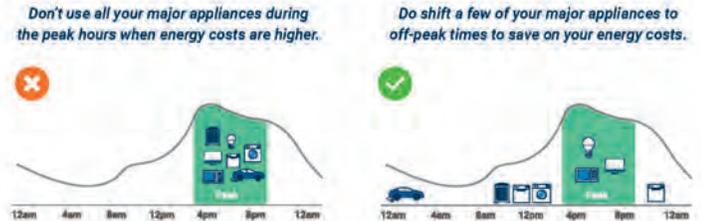
#### An important note about your old rate plan

As part of the new mandate from the MPSC, your current All-Electric rate plan (or electric space heating rate) is being discontinued. Your old plan offered a discounted rate in the winter for electric space heating customers, which is no longer offered. Due to this change, customers with electric heat may experience more impact moving to time-based rate plans, making it especially important to understand your home energy usage, and shift large appliance usage, like doing laundry and running the dishwasher, to off-peak times.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool and Rate Education Report is not yet available for your location. Please view the rate descriptions to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407.

### Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.



### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

- Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
- Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
- Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
- Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

### Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

# Net Metering Customers: September Letter

Audience: Customers on the Net Metering Rate ~6,766  
Send Date: September 5-15, 2023



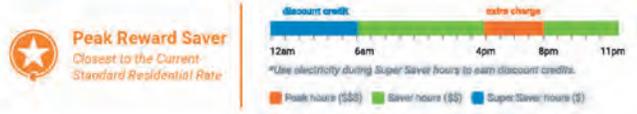
## Your new time-based rate plan is coming soon.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

**As a participant in our Net Metering program, your rate plan with Evergy will change to the Peak Reward Saver plan in October.**

The **Peak Reward Saver** plan is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in the summer and winter. Additionally, on the Peak Reward Saver plan, the time of day you use energy can also make a difference, with a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm, and a corresponding one-cent bill reward credit during off-peak hours of midnight to 6 am every day.

The Peak Reward Saver plan is the only plan currently available for Net Metering customers.



### What's next?

This letter is to inform you of the upcoming change, but no additional action is needed from you. Beginning with your October bill cycle, your energy will be billed on the Peak Reward Saver Plan. If you have question, contact our Time-Based Rate Plan Hotline at 1-800-541-0407 or visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans).

## Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

## Why can't I pick one of the other time-based rate plans?

The MPSC has ordered that Net Metering customers move to the Peak Reward Saver plan. This is partly due to Missouri state statute that specifies how net metering is to be calculated and when it is to be available. The Peak Reward Saver plan is currently the only rate plan that meets the Missouri statute criteria.

## Are there changes to my net metering agreement?

Although your rate plan is changing, your net metering agreement is not. Just as now, Evergy will purchase energy from you at the Cost to Fuel rate.

## How to save on the Peak Reward Saver plan.

This plan is very similar to your current rate, but you can save money by shifting some energy to overnight times. You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



**Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.



**Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.



**Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.



**Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

## Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

# Net-Metering: September Email



## Your New Rate Plan

### Get to know your new plan

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Eversource, to transition all customers to [time-based rate plans](#) starting in October.

As a participant in our Net Metering program, your rate plan will change to the new Peak Reward Saver plan this fall.

**Peak Reward Saver**

#### No changes to your net-metering agreement

Although your plan is changing, your net-metering agreement is not. Just as now, the energy you generate will continue to offset your bill.

Also unchanged from your current agreement is the purchase of excess energy over and above what you use per billing cycle. This energy will continue to be purchased at the Cost of Fuel rate.

The [Peak Reward Saver plan](#) is similar to your current plan in that it is a tiered plan, with prices that change based on the amount of energy used, and with variation in summer and winter.

Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. This means that any energy received from your system during those peak times could provide even greater savings.

Subject: Your new rate plan is coming soon

Audience: Resend to non-opens from August: Net-metering, ~3,000

Note: electric heat pod only shows for space heating customers

Send Date: September 2023



### What's next?

No action is needed on your part. Beginning with your October bill cycle, your new plan will be in effect.

 **Download the Eversource app**

[f](#) [t](#) [v](#) [in](#)

# Low Income and Seniors: September Letter



### Your current rate plan will be changing.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

To meet the new requirement, Evergy will move you to our new **Standard Peak Saver plan in October**. No action is needed on your part.

### How does the Standard Peak Saver plan work?

- **October through May:**  
During these months, the cost for energy will be lower all day, every day. It's especially lower during super off-peak times from midnight to 6 am.
- **June through September:**  
During these summer months, the cost for energy is highest during peak hours of 4-8 pm Monday - Friday. All other times the cost for energy is lower than you pay today.

**Tip:** To save on your energy bill with this new plan, try to limit the use of large appliances, like the clothes dryer or dishwasher, during the summer months from 4-8 pm Monday through Friday. With this change to time-based rates, it will be important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

### Want a different rate plan?

Evergy has three other time-based rate plans, including our new Peak Reward Saver plan, which is similar to the plan you have today. If you want to switch to one of these other rate plan options or learn which one might be best for your household, we invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report\* that arrived by mail in August to see which of the other plan options may be best.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool and Rate Education Report is not yet available for your location. Please view the rate descriptions to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407

### We're here to help!

We know rate plans can feel confusing. If you need help, we are here to assist you.

- **Give us a call:** 1-800-541-0407 from 7 am to 5 pm Monday through Friday
- **Visit us in-person:** Evergy Connect from 9 am to 4 pm Monday through Friday  
1710 The Paseo Blvd., Kansas City, MO 64108
- **Visit us online:** [evergy.com/SaverPlans](http://evergy.com/SaverPlans)

### Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.



### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

- Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
- Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
- Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
- Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

### Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

Audience: Customers identified as lower income or a senior ~187,293  
Send Date: September 5-15, 2023

# Seniors & Low Income: September Email



## Update Your Rate Plan

**It's time to choose your new rate plan**

The Missouri Public Service Commission (MPSC) has required utilities, including Evergy, to change to **time-based rate plans** by October. We've made it quick and easy to make your choice right now.

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to manage your usage and be successful on your new plan.

[Plan Options](#)

### How do I change my plan?

If you need help, we are here to assist you.

- [Change your plan online](#) before October.
- Call our rate plan hotline at [1-800-541-0407](tel:1-800-541-0407) from 7 am to 5 pm Monday through Friday.
- In Kansas City, stop by our [Connect Center](#) for in-person assistance.

Evergy is committed to providing the information and tools you need to save the most on these new plans.

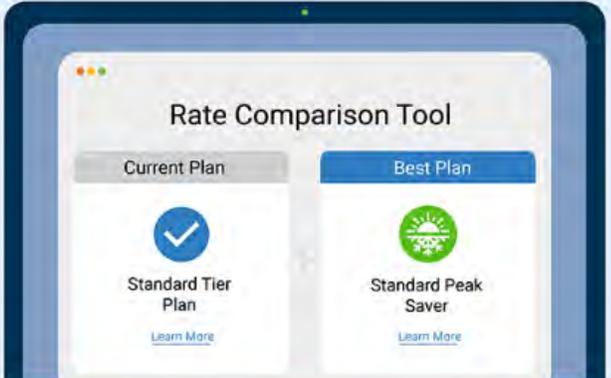
See [more details on the Missouri changes](#), and what they mean for you.

### Do I have to pick one?

If you decide not to pick one of the four new plans, you will automatically be assigned to the Standard Peak Saver plan, which is the new default plan for residential customers.

However, that plan might not be the best choice for your household. It's a good idea to look at [all four plan choices](#) and make an informed decision.

We have a personalized [Rate Comparison Tool](#)\* that shows what you would pay per year on each plan.



### A note about electric heating

As part of the new mandate from the MPSC, your promotional All-Electric rate plan is being discontinued, and these new time-based plans may impact your home this winter (depending on the weather). There are steps you can take to reduce that possibility.

1. Plan to shift some of your large-appliance usage, like laundry and dishwashing, to off-peak times.
2. Take time now to seal window leaks, install draft stoppers, and replace any dirty furnace filters.
3. Pre-heat your home during the day, taking advantage of lower daytime rates.

**The most important tip?** Choose the right rate plan. Use our tool to compare last year's usage to what you would have spent on each of the four new plans. Then simply choose the most cost-effective plan.

[Compare Plans](#)

Subject: Action needed: Update your rate plan  
 Audience: Mo Residential seniors and low income, ~70,000  
 Note: electric heat pod only shows for space heating customers  
 Send Date: September 2023

# Non-Digital Customers: September Letter

Audience: Customers identified at non-digital ~32,708  
Send Date: September 5-15, 2023



### It's time to select your new time-based rate plan.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission, which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

With time-based rate plans, you'll pay less for energy during 20 off-peak hours a day, but when energy demand is high during the peak hours of 4-8 pm, the cost for energy will be higher. With this change to time-based rates, it will be important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

In order to assist customers with this change, Evergy has four new time-based rate plans for you to choose from. It's important to **select your new plan by October**. If you don't select a new plan, you'll be moved to the new default Standard Peak-Saver plan starting in October.

Visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans) or call **1-800-541-0407** to learn more about the plan options and to select your new plan.

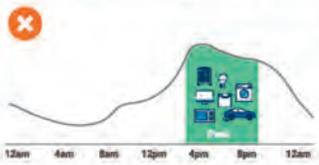
We invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report\* that arrived by mail in August to see which plan best fits your household based on your past energy usage.

### Why is Missouri moving to time-based plans?

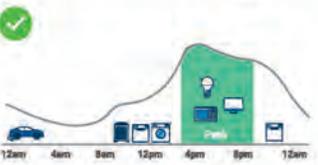
Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool and Rate Education Report is not yet available for your location. Please view the rate descriptions to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407.

Don't use all your major appliances during the peak hours when energy costs are higher.



Do shift a few of your major appliances to off-peak times to save on your energy costs.



### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



**Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.



**Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.



**Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.



**Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

**Are you on the Average Payment Plan?**  
The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

# Non-Saver: September Email



## Update Your Rate Plan

**It's time to choose your new rate plan**

The Missouri Public Service Commission (MPSC) has required utilities, including Evergy, to change to [time-based rate plans](#) by October. We've made it quick and easy to make your choice right now.

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to manage your usage and be successful on your new plan.

[Plan Options](#)

**How do I change my plan?**

If you need help, we are here to assist you.

- [Change your plan online](#) before October.
- Call our rate plan hotline at [1-800-541-0407](tel:1-800-541-0407) from 7 am to 5 pm Monday through Friday.
- In Kansas City, stop by our [Connect Center](#) for in-person assistance.

Evergy is committed to providing the information and tools you need to save the most on these new plans.

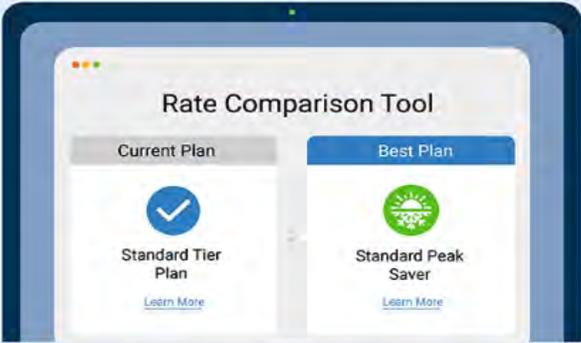
See [more details on the Missouri changes](#), and what they mean for you.

**Do I have to pick one?**

If you decide not to pick one of the four new plans, you will automatically be assigned to the Standard Peak Saver plan, which is the new default plan for residential customers.

However, that plan might not be the best choice for your household. It's a good idea to look at [all four plan choices](#) and make an informed decision.

We have a personalized [Rate Comparison Tool](#)\* that shows what you would pay per year on each plan.



**A note about electric heating**

As part of the new mandate from the MPSC, your promotional All-Electric rate plan is being discontinued, and these new time-based plans may impact your home this winter (depending on the weather). There are steps you can take to reduce that possibility.

1. Plan to shift some of your large-appliance usage, like laundry and dishwashing, to off-peak times.
2. Take time now to seal window leaks, install draft stoppers, and replace any dirty furnace filters.
3. Pre-heat your home during the day, taking advantage of lower daytime rates.

**The most important tip?** Choose the right rate plan. Use our tool to compare last year's usage to what you would have spent on each of the four new plans. Then simply choose the most cost-effective plan.

[Compare Plans](#)

Subject: Action Needed: Update your rate plan  
 Audience: Mo Residential who are not expected to save on a new TOU plan, ~70,000  
 Note: electric heat pod only shows for space heating customers  
 Send Date: September 2023

# Solar Subscription Customers: September Letter



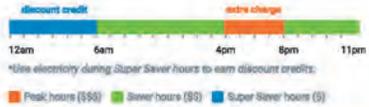
## Your new time-based rate plan is coming soon.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

As a participant in our Solar Subscription program, the portion of your energy bill from the solar program will not change, but any non-solar energy will be billed on the new **Peak Reward Saver plan**.

The Peak Reward Saver plan is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in the summer and winter. Additionally, on the Peak Reward Saver plan, the time of day you use energy can also make a difference, with a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm, and a corresponding one-cent bill reward credit during off-peak hours of midnight to 6 am every day.

The Peak Reward Saver plan is the only plan currently available for Solar Subscription program customers.



### What's next?

This letter is to inform you of the upcoming change, but no additional action is needed from you. Beginning with your October bill cycle, your non-solar energy will be billed on the Peak Reward Saver Plan. If you have questions, contact our Time-Based Rate Plan Hotline at 1-800-541-0407 or visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans).

## Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

## How to save on the Peak Reward Saver plan.

This plan is very similar to your current rate, but you can save money by shifting some energy usage to overnight times. You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

-  **Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
-  **Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
-  **Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
-  **Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

**Are you on the Average Payment Plan?**  
The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

Audience: Customers on Solar Subscription Program ~700  
Send Date: September 5-15, 2023



**evergy**

## Your New Rate Plan

### Plan changes in Missouri

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

As a participant in our Solar Subscription program, your rate plan will change to the new Peak Reward Saver plan this fall.

**Peak Reward Saver**

The [Peak Reward Saver plan](#) is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in summer and winter.

Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. There is also a one-cent discount on energy used between midnight and 6 am.

Subject: Your new rate plan is coming soon

Audience: Solar Subscription Customers ~600. Resend to customers who did not open in August

Send Date: September 2023

### What's next?

No action is needed on your part. Beginning with your October bill cycle, your new plan will be in effect.

### Can I pick one of the other time-based plans?

You may have heard that additional time-based plans are available to Missouri customers.

Currently, the Peak Reward Saver plan is the only plan compatible with Solar Subscription. However, we will reach out as other plan choices become available.

# TOU Pilot Customers: September Letter

Audience: Customers who participated in the TOU Pilot Program ~7,000  
Send Date: September 5-15, 2023



### Evergy now has more time-based rate plan options.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans starting in October.

Good news! You're already on a time-based rate plan (or TOU plan), so you're set. But we encourage you to explore the new additional time-based options in case there's a better plan for your household.

Our online Rate Comparison Tool shows your annual estimated cost on each of the four time-based plan options, based on your past energy usage, as long as you've lived in your home for more than 9 months. We invite you to use the personalized online tool or read your Rate Education Report\* that arrived by mail in August to see which plan may best fit your household.

#### Your current plan has a new name

You were an early adopter of time-based plans, nice work! We have updated the name of your current plan and it is now called the **Nights & Weekends Saver plan**. Nothing else has changed with your current plan, just the name.

#### What's next?

No action is needed on your part if you're happy with your current plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking out.

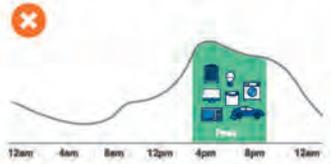
Visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans) or call **1-800-541-0407** to learn more about the plan options and to select your new plan.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool and Rate Education Report is not yet available for your location. Please view the rate descriptions to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407.

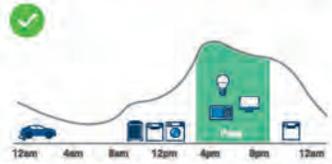
### Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

*Don't use all your major appliances during the peak hours when energy costs are higher.*



*Do shift a few of your major appliances to off-peak times to save on your energy costs.*



### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...

- Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
- Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
- Use a smart thermostat to automate off-peak savings**  
Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.
- Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

#### Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.



## Choose from new time-based rate plan options

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

Good news: You have already chosen a time-based plan (or TOU rate), so you're set. But we encourage you to explore the new additional time-based options in case there's a better plan for your household.

Our [Compare My Rate Tool](#) shows your annual estimated cost on each of our four time-based plans, based on your past energy use, as long as you've lived in your home for more than 9 months.

[Compare Plans](#)

## Your current plan has a new name

It is now called the [Nights & Weekends Saver](#) plan. Nothing else has changed with your current plan, just the name.

## What's next?

No action is needed on your part if you're happy with your plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking.

See [more details on the Missouri changes](#).

Subject: Are you on the best plan for your home  
Audience: Mo Residential that are already on a TOU plan prior to Jan 1, 2023, ~3,000  
Note: electric heat pod only shows for space heating customers  
Resend to non-opens from August  
Send Date: September 2023

## What's next?

No action is needed on your part if you're happy with your plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking.

See [more details on the Missouri changes](#).

## A note about electric heating

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

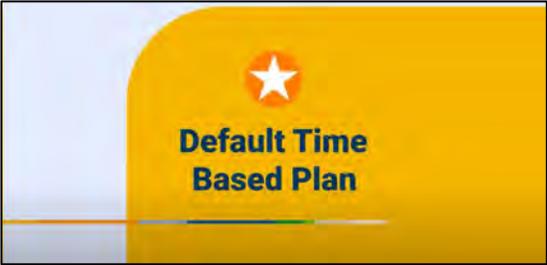
You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.





# TOU Overview & Plan Videos

Uses: used on website and paid media advertising  
Live: September 2023  
<https://youtu.be/gOhjT35-lw>



<https://www.evergy.com/manage-account/rate-information-link/plan-options/default-time-based-plan>



<https://www.evergy.com/manage-account/rate-information-link/plan-options/summer-peak-time-based-plan>



<https://www.evergy.com/manage-account/rate-information-link/plan-options/nights-and-weekends-plan>



<https://www.evergy.com/manage-account/rate-information-link/plan-options/nights-and-weekends-max-plan>

# TOU Informational and Training Videos

Uses: shared with community/agency partners to help inform their customers.  
Live: October 2023

English Version  
[https://youtu.be/navtQ4H5X\\_8](https://youtu.be/navtQ4H5X_8)



Spanish Version  
[https://youtu.be/AouKjYcv\\_eY](https://youtu.be/AouKjYcv_eY)



# Radio and Streaming Audio

Audience: Missouri Radio Stations, Missouri streaming audio customers  
Live: September 2023

## Announcer-read spot

VO: Hey, [Radio Talent Name], here. If you're a Missouri resident like me, things are changing with your energy bill. That's because in October, Missouri is being mandated to move to time-based rate plans.

So what's that mean for us? Well, due to demand, we'll pay more for energy during peak hours. BUT, during the other 20 off-peak hours, we'll actually pay less.

Evergy has four time-based rates to help make the switch. They'll even recommend the best plan for you based on your usage history.

Learn more at [evergy.com/myrate](https://evergy.com/myrate).

## Produced spot

VO: Hey Missouri, have you heard? Missouri electric utilities, including Evergy, are being mandated to move to time-based rates beginning this October.

So what's that mean for you? Well, to help reduce the strain on the power grid you'll pay more for energy during peak hours. BUT, during the other 20 off-peak hours, you'll actually pay less.

Evergy has four time-based rates to help Missouri residents make the switch. To find the plan that best fits your lifestyle, check out our personalized "Rate Comparison" tool at [evergy.com/myrate](https://evergy.com/myrate).



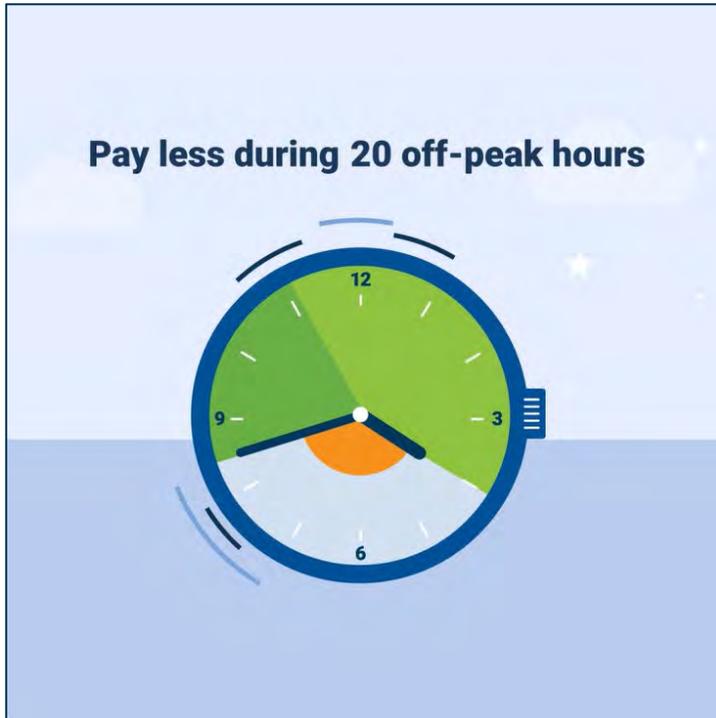
# Digital Ad TOU Overview Videos

Audience: Mo Residential customers

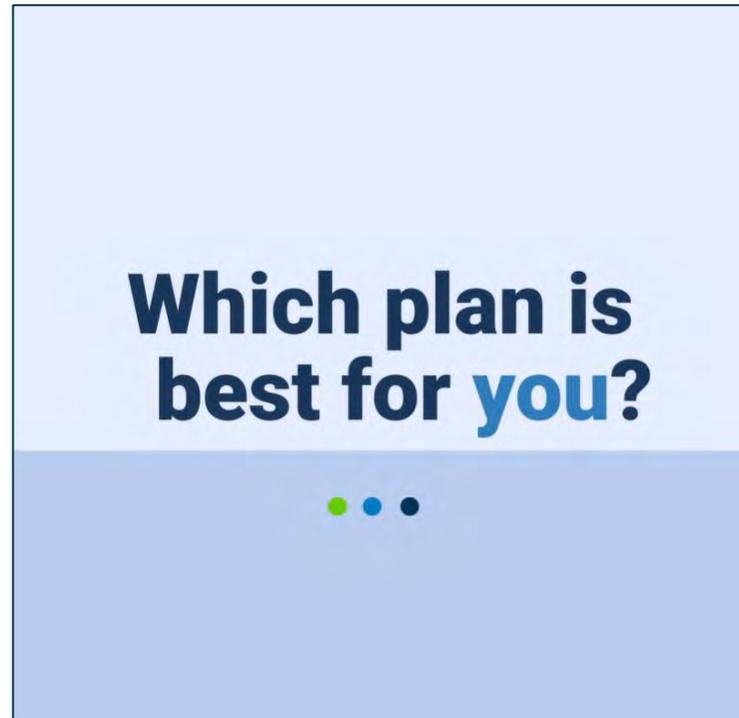
Uses: Short informational digital ad videos, with option to click to learn more

Send Date: October 2023

How do time-based rates work



Picking a plan digital video



How to save on time-based rates digital video



# Digital Ad - Undertones

Audience: Missouri Residential Customers  
Live: October



**Animation:** A quick, visual intro will engage viewers with our ad. We begin on a clock with rotating hands. The clock then transitions to a meter visual, illustrating low and then high energy usage. Our prompt animates in as each plan name enters on its unique color bar from the right. Once all plans have appeared, the bars stack on top of each other and become accordion tabs. The CTA message/button appears with a subtle rotation of the color wheel to encourage the viewer to tap.



# Default Plan Change letter

Audience: Customers who have not yet selected a rate. ~380,000  
Send Date: October 9-14, 2023



Dear [Name],

## Important update to Evergy's Time-based rate plans.

*Please note: The default time-based rate plan has changed from past Evergy communications.*

During the last few months, Evergy has been working to inform you about our new time-based rate plans. Recently, the Missouri Public Service Commission (MPSC), which regulates Evergy, has updated which of the four rate plan options will be the default rate plan. For customers who do not select a time-based plan on their own, **the new default plan will be the Default Time Based Plan (formerly called Peak Reward Saver).**

We've noticed that you have not selected a new plan yet. There is still time to pick your plan but **if you don't select soon, you will be placed into the Default Time Based Plan before the end of the year.** We encourage all customers to select a plan that works best for their household.

### How does the new default plan work?

The **Default Time Based Plan** is very similar to the rate plan you have today. It also has the lowest price difference between peak and off-peak times. This means that energy used during peak times won't have a major impact on your bill.

The Default Time Based Plan has a set rate for energy most of the day, with only a small increase during the 4-8 pm peak period.



**TIP:** On the **Default Time Based Plan** it will be important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

### Want a different rate plan? We're here to help!

Evergy has three other time-based rate plans. If you want to switch to one of these other rate plan options or learn which one might be best for your household, we invite you to use our online personalized Rate Comparison Tool. You can change your rate plan at any time.

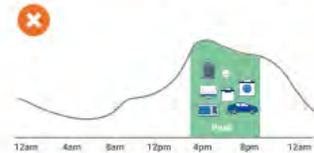
We know selecting the right rate plan can feel confusing. If you need help, we are here to assist you.

- **Give us a call:** 1-800-541-0407 from 7 am to 5 pm Monday through Friday
- **Visit us in-person:** Evergy Connect from 9 am to 4 pm Monday through Friday  
1710 The Paseo Blvd., Kansas City, MO 64108
- **Visit us online:** evergy.com/TimePlans

### Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

**Don't use all your major appliances during the peak hours when energy costs are higher.**



**Do shift a few of your major appliances to off-peak times to save on your energy costs.**



### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



#### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



#### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.



#### Use a smart thermostat to automate off-peak savings

Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.



#### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

### Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.



# Default Plan Change Email

Audience: Customers who have not yet selected a rate.  
Send Date: October 9-18, 2023

## Changes to the default time-based plan

By now, you know that [Missouri is changing](#) to time-based rate plans this fall. You can choose from one of four new plans, or if you do not select one on your own, you will automatically be moved to the default plan.

Recently, the Public Service Commission (MPSC), which regulates Energy, has updated which of the four rate plans will be the "default" plan. The new default plan will be the [Default Time Based Plan](#) (formerly called the Peak Reward Saver plan).

Monthly kWh	June - Sept	Oct-May
First 500	\$0.14094	\$0.12283
Next 400	\$0.14094	\$0.07302
Over 1000	\$0.15094	\$0.04481

\*Standard charges during peak hours 12:00 PM - 8:00 PM (10/1/23-9/30/24) are \$0.0275/kWh.

We requested this change based on feedback from customers. Among the four plans, the Default Time Based Plan is the most like Energy's previous standard plan. It has the lowest price difference between peak and off-peak times.

This means that energy used during peak times won't have a major impact on your bill.

The Default Time Based Plan has a set rate for energy most of the day, with only a small increase during the 4-8 pm peak period.

### Want a different plan?

It's not too late to choose one of the other time-based plans.

We have a personalized [Rate Comparison Tool](#) to help you choose the plan that's best for your home, based on your prior year's energy usage.

[Compare Plans](#)

## How do I change my plan?

If you need help, we are here to assist you.

- [Change your plan online](#).
- Call our special hotline at [1-800-541-0407](tel:1-800-541-0407) from 7 am to 5 pm Monday through Friday.
- In Kansas City, stop by our [Connect Center](#) for in-person assistance.

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to save the most on these new plans.

See [more details on the Missouri changes](#), and what they mean for you.

### Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our [Average Payment Plan](#) (sometimes called level pay or budget billing). You can still be on the Average Payment Plan with these time-based rate plans.

[Download the Evergy app](#)





# Phase 3 – Success and Transition

October, November and December –  
*Still In-Process*



# Welcome Kit Postcard with Magnet

## Why is Missouri moving to time-based plans?

Supply and demand impacts the cost to produce energy. When there is a high demand for energy during peak hours, producing energy becomes more expensive, and when energy demand is lower, the cost to produce energy goes down. With time-based plans, you'll pay less for energy during off-peak times and more during the few peak hours.



evergy  
P.O. BOX 418679  
KANSAS CITY, MO 64141-9679

## Welcome to your new time-based rate plan.

Look inside for helpful ways to **save energy and money** with your new plan.



Audience: All Eligible Missouri TOU residential customers  
Send Date: November (Mo Metro) & December (Mo West) 2023

## Removable Refrigerator Magnet

### Be mindful of peak hours

Reduce large appliance use during peak hours of 4-8 pm.



Use your dishwasher delay button



Adjust your thermostat to avoid peak hours



Shift when you use your clothes dryer

Learn more at [evergy.com/SaverPlans](http://evergy.com/SaverPlans)



### STEP ONE:

#### Be mindful of peak and off-peak hours

Energy costs are higher during peak hours of 4-8 pm, and off-peak times and pricing varies by plan.



#### Off-Peak Hours

Demand for energy is lower during these times, so you're charged less. Off-peak times vary by plan but are typically late at night and in the early morning.

#### Peak Hours

Demand for energy is higher during these few hours, so energy costs more during peak hours. Peak hours are 4-8 pm and vary by day and season.

Costs and times vary by each plan. Get your plan's peak and off-peak times at [evergy.com/SaverPlans](http://evergy.com/SaverPlans)

### STEP TWO:

#### Optimize when you use your large appliances

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak times.

#### Be mindful of peak hours

Reduce large appliance use during peak hours of 4-8 pm.



Use your dishwasher delay button



Adjust your thermostat to avoid peak hours



Shift when you use your clothes dryer

Learn more at [evergy.com/SaverPlans](http://evergy.com/SaverPlans)



### STEP THREE:

#### Use our Evergy energy engagement tools

Use our personalized tools to help you understand when you're using energy and how to save money.

#### Weekly Rate Coach Emails

With our weekly Rate Coach emails, you'll get an email every week that breaks down your weekly energy usage by each hour of the day, helping you to see when you're using energy.

#### Energy Engagement Portal

Through your online Evergy MyAccount portal, you can see your usage patterns broken down by hour, helping identify when you're using the most energy.

#### Compare My Rate Tool

Use our online rate compare tool to see which time-based rate plan is best for you.

#### High Bill Alerts

When you enroll in our High Bill Alert emails, you'll receive a notice if you're currently on track to receive a higher-than-normal bill.

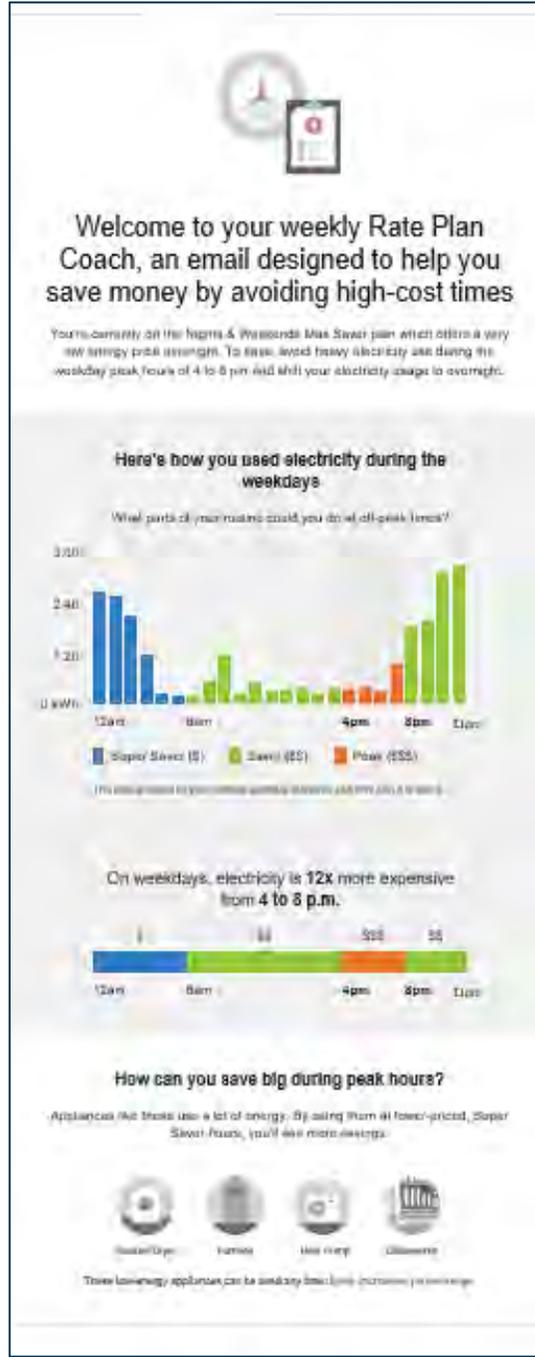
#### Average Payment Plan

Sometimes called budget billing, this program averages your bills each month to help keep payments level throughout the year.



# Weekly Rate Coach Emails

Audience: All Eligible Missouri TOU residential customers with emails  
Send Date: About a week after signing up for TOU



**Welcome to your weekly Rate Plan Coach, an email designed to help you save money by avoiding high-cost times**

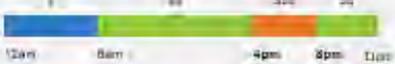
You're currently on the Super Saver & Weekend Max Saver plan which offers a very low energy price overnight. To help avoid heavy electricity use during the weekday peak hours of 4 to 8 p.m. (and shift your electricity usage to overnight).

**Here's how you used electricity during the weekdays**

What parts of your routine could you do at off-peak times?



On weekdays, electricity is 12x more expensive from 4 to 8 p.m.

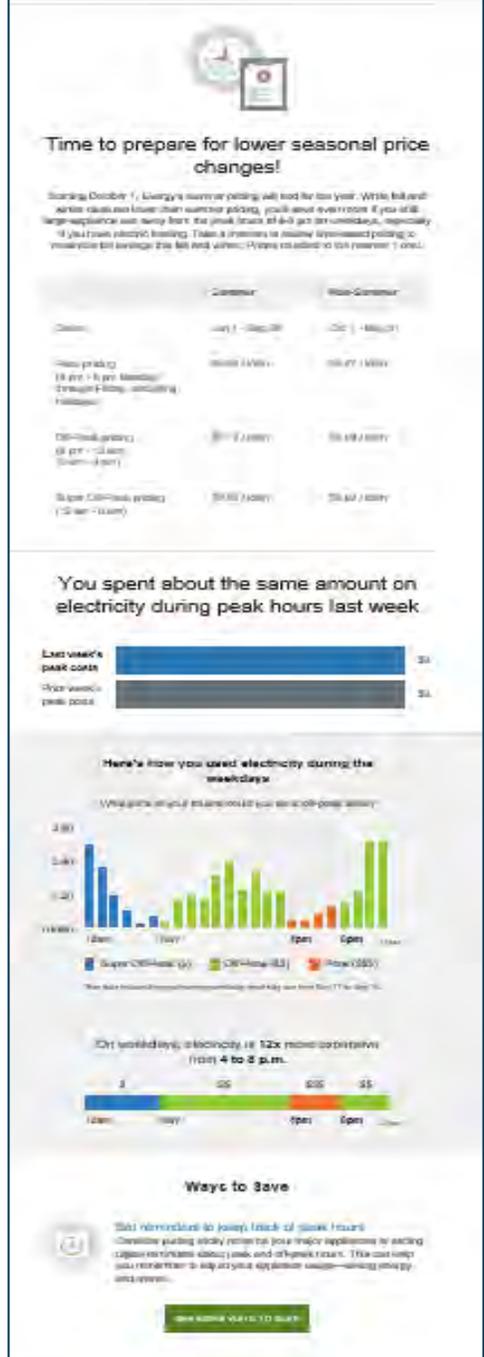


**How can you save big during peak hours?**

Appliances that use a lot of energy. By using them at lower-priced, Super Saver hours, you'll save more savings.



These low-energy appliances can be used any time during off-peak hours to save energy.



**Time to prepare for lower seasonal price changes!**

Starting October 1, Energy's summer pricing will end for the year. While fall and winter rates are lower than summer pricing, you'll save even more if you do all large-appliance use away from the peak hours of 4-8 p.m. weekdays, especially if you power electric heating. Take a moment to review the summer pricing so you can get ready for the fall and winter. Here's a look at the summer pricing:

	Summer	Non-Summer
Season	July 1 - Dec 31	Jan 1 - March 31
Week pricing (8 p.m. - 6 p.m. weekdays through 4-8 p.m. weekdays)	\$0.08 / kWh	\$0.07 / kWh
Off-peak pricing (8 p.m. - 6 a.m. 7 days a week)	\$0.02 / kWh	\$0.03 / kWh
Super Off-peak pricing (7 a.m. - 6 a.m.)	\$0.01 / kWh	\$0.01 / kWh

**You spent about the same amount on electricity during peak hours last week**



**Here's how you used electricity during the weekdays**

What parts of your routine could you do at off-peak times?



On weekdays, electricity is 12x more expensive from 4 to 8 p.m.



**Ways to Save**

- Shift refrigerator to away from peak hours
- Consider using electric range for major appliances by using off-peak hours during peak and off-peak hours. This can help you save money by helping you avoid using energy during off-peak hours.

[See more ways to save](#)



# Billing Communication

Audience: Mo Residential with paper billing  
Send Date: November 2023

## November Bill Insert

**evergy**

Your new time-based rate plan is now starting.  
**We're here to help!**

Learn more about your rate plan at [evergy.com/TimePlans](https://evergy.com/TimePlans)

**Note:** Recently, the Missouri Public Service Commission (MPSC), which regulates Evergy, has updated which of the four rate plan options will be the default rate plan. If you did not select a time-based plan, your plan will be the Default Time Based Plan (formerly called Peak Reward Saver). You can change your rate plan at any time.




**Default Time Based Plan**  
*Default residential rate plan, with the lowest difference in price between peak and off-peak times.*




**Summer Peak Time Based Plan**  
*Only has peak pricing during the summer months*




**Nights & Weekends Saver**  
*Three Time Periods, Overnight and Weekend Discount*




**Nights & Weekends Max Saver**  
*Three Time Periods, Largest Difference in Price*

## Bill Message

Your time-based rate plan is now starting. To save money on your new plan, shift when you use some of your major appliances, like the dishwasher, to off-peak times. **Learn more at [evergy.com/NewPlans](https://evergy.com/NewPlans).**

**Be mindful of peak and off-peak hours**  
You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak times.



**Optimize when you use your large appliances**  
Reduce large appliance use during **peak hours of 4-8 pm.**



Use your dishwasher **delay button**



**Adjust** your thermostat to avoid peak hours



**Shift** when you use your clothes dryer



Set your EV or other appliances to **charge overnight**

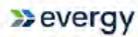
**Here to help you with time-based rate plans.**  
Evergy has personalized tools to help you find ways to shift some of your energy usage, manage costs, or choose another rate plan option that best fits your household.

- Our **Average Payment Plan** program (sometimes called budget billing) averages your bills each month to help keep payments level and consistent throughout the year.
- With our weekly **Rate Coach Emails**, you'll get an email every week that breaks down your weekly energy usage by each hour of the day. *Not receiving these emails?* Sign up online or give us a call.
- Use our online **Rate Compare Tool** to see which time-based rate plan is best for you. Check back to see if a different rate may be best for you as your energy usage changes.



# Welcome To Your New Rate Email

Audience: Mo Residential  
Send Date: November 2023



## DEFAULT TIME BASED PLAN

Your Rate Plan  
We're here to help!



### Making the Most of Your Plan

The Default Time Based Plan has very small differences in price between peak and off-peak hours, so you don't have to worry much about when you use energy during the day.

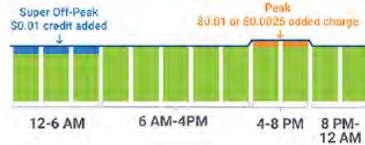
This is a tiered plan, meaning that prices go up or down by tiers as you use more energy throughout the month, depending on the season.

## Default Time Based Plan All Year (Mon-Sun)



Monthly kWh	June - Sept	Oct-May
First 600:	\$0.11829	\$0.09784
Next 400:	\$0.11829	\$0.07718
Over 1000:	\$0.12829	\$0.07718

## Default Time Based Plan All Year (Mon-Sun)



Monthly kWh	June - Sept	Oct-May
First 600:	\$0.11829	\$0.09784
Next 400:	\$0.11829	\$0.07718
Over 1000:	\$0.12829	\$0.07718

### How does the plan work?

October through May  
During these months, the cost of energy gets lower as you use more.

There is a small extra charge of ¼ of a cent, for energy used during the peak times of 4-8 pm, and there's a one-cent discount for energy used between midnight and 6 am.

June through September  
During the summer, energy prices increase as you use more.

There is an extra charge of one cent during peak hours of 4-8 pm, and a one cent discount on energy used between midnight and 6 am.

### How to save on this plan

On the Default Time-Based Plan, it is important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

- Wash clothes on cold. Studies show they get just as clean while using less energy. Avoid peak hours to save, too.
- Run full dishwasher loads to save energy and use the delay-start setting to run to cheaper overnight hours.
- Pre-heat your home: If you have electric heating, adjust your thermostat a few degrees before 4 pm, reducing the time the compressor runs during the peak hours. Tip: most [smart thermostats](#) have time-based settings.

Shifting the use of your large appliances to off-peak hours will make a more significant difference on your bill.

Smaller items like cell-phone chargers, the vacuum cleaner, laptops



## SUMMER PEAK TIME BASED PLAN

Your Rate Plan  
We're here to help!

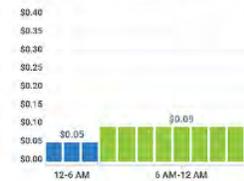


### Making the Most of Your Plan

With time-based plans, WHEN you use energy matters.

On the [Summer Peak Time Based Plan](#), it pays to think about the timing of your energy use. From the months of October-May, shifting some of your appliance usage to the overnight hours of midnight to 6 am can really make a difference. That's because energy used during overnight hours costs about half as much.

October - May Every Day (Mon-Sun)



[View Rate Details](#)

### How does the plan work?

October through May  
During these months, the cost for energy will be lower all day, every day. It's especially lower during super off-peak times from midnight to 6 am.

### June through September

During the summer months, the cost for energy is highest during peak hours of 4-8 pm on weekdays. At all other times the cost for energy is lower.

### How to save on this plan

With time-based rates, it is important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

- Schedule your laundry to run overnight by using a delay timer.
- Use the delay-start setting on your dishwasher so it runs after midnight.
- Pre-heat your home before 6 am. If you have electric heating, set your thermostat to warm your home a few degrees higher before 6 am, then set it back to normal. Tip: most [smart thermostats](#) have time-based settings.

Smaller items like cell-phone chargers don't draw enough energy to make a huge difference, so it's up to you whether to delay charging to after midnight.

### How does your home use energy?

It's helpful to know which items in your home use a lot of energy, and which use much less.

We have a tool to help. Our quick quiz asks you about your home, then estimates what you are spending on appliances, heating/cooling, lights and more.

Take the [Analyze My Usage](#) quiz today.

[Take the Quiz](#)



# Welcome To Your New Rate Email

Audience: Mo Residential  
Send Date: November 2023



## NIGHTS AND WEEKENDS PLAN

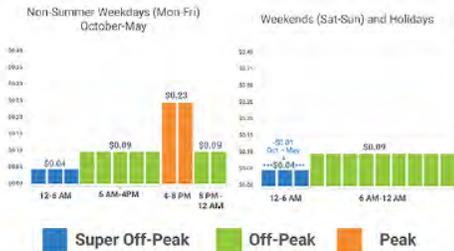
Your Rate Plan  
We're here to help!



### Making the Most of Your Plan

With time-based plans, WHEN you use energy matters.

On the Nights and Weekends Plan, thinking about the timing of your energy use, and shifting some usage to off-peak evening and weekend hours can really pay off. That's because off-peak power costs about 60% less.



[View Rate Details](#)

### How does the plan work?

**Weekdays**  
From Monday through Friday, the days are divided into three time periods: Peak, Off-Peak and Super Off-Peak.

The Peak prices are higher because energy costs the most to produce on weekdays between 4-8 pm.

**Weekends and Holidays**  
There are no peak hours at all on the weekends or on holidays.

### How to save on this plan

With time-based rates, it is important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

- Try doing your laundry in the mornings or on weekends.
- Start your dishwasher at bedtime instead of right after dinner or use your delay-start setting.
- Pre-heat your home: Adjust your thermostat a few degrees before 4 pm, reducing the time the compressor runs during the peak hours. Tip: most [smart thermostats](#) have time-based settings.

Shifting the use of your large appliances to off-peak hours will make a more significant difference on your bill.

Smaller items like cell-phone chargers, the vacuum cleaner, laptops and lamps don't draw enough energy to make a huge difference, so it's up to you whether to avoid peak hours with those types of items.

### How does your home use energy?

It's helpful to know which items in your home use a lot of energy, and which use much less. The impact of spreading your usage throughout the day will be greater if you shift the use of large appliances.



We have a tool to help. Our quick quiz asks you about your home, then estimates what you are spending on appliances, heating/cooling, lights and more.

Take the [Analyze My Usage](#) quiz today.

[Take the Quiz](#)



## NIGHTS AND WEEKENDS MAX PLAN

Your Rate Plan  
We're here to help!

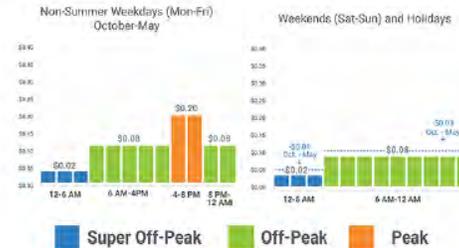


### Making the Most of Your Plan

With time-based plans, WHEN you use energy matters.

On the [Nights and Weekends Max Plan](#), thinking about the timing of your energy use, and shifting usage to off-peak evening and weekend hours can really pay off. That's because off-peak power costs about 65% less.

If you can shift usage to the overnight hours, you'll be rewarded with a super-low overnight rate, perfect for electric vehicle charging or anyone with the flexibility to schedule appliances to run from midnight to 6 am.



[View Rate Details](#)

### How does the plan work?

### Weekdays

From Monday through Friday, the days are divided into three time periods: Peak, Off-Peak and Super Off-Peak. The peak prices are higher because energy costs the most to produce on weekdays between 4-8 pm.

### Weekends and Holidays

There are no peak hours at all on the weekends or on holidays, and rates during the Super Off-Peak hours of midnight to 6 am are the lowest.

### How to save on this plan

With time-based rates, it is important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

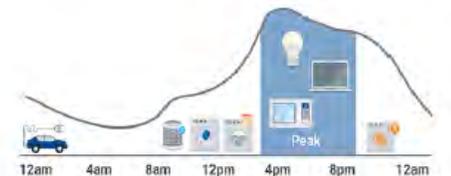
- Try doing your laundry in the mornings or on weekends.
- Start your dishwasher at bedtime instead of right after dinner or use your delay-start setting.
- Pre-heat your home: Adjust your thermostat a few degrees before 4 pm, reducing the time the compressor runs during the peak hours. Tip: most [smart thermostats](#) have time-based settings.
- Charge electric vehicles after midnight. Program EV vehicles to start charging at midnight to enjoy the lowest rates.

Shifting the use of your large appliances to off-peak hours will make a more significant difference on your bill.

Smaller items like cell-phone chargers, the vacuum cleaner, laptops and lamps don't draw enough energy to make a huge difference, so it's up to you whether to avoid peak hours with those types of items.

### How does your home use energy?

It's helpful to know which items in your home use a lot of energy, and which use much less. The impact of spreading your usage throughout the day will be greater if you shift the use of large appliances.





# Billing Communication

Audience: Mo Residential with paper billing  
Send Date: December 2023

## December Bill Insert

**evergy**

Get winter ready on your new time-based rate plan.

To save this winter, optimize your home's energy usage to avoid peak hours.



Costs and peak times vary by each plan. Get your plan's peak and off-peak times at [evergy.com/TimePlans](https://www.evergy.com/TimePlans).

Stay cozy and save with these time-based plan savings tips

Energy costs are higher during peak hours of 4-8 pm on most rate plans.



- Kitchen**  
**Delay Start:** Delay your dishwasher until overnight or in the morning.
- Living room**  
**Program Your Thermostat:** Use a smart thermostat to adjust your heating system to avoid peak hours.
- Garage**  
**Off-Peak Charging:** If you have an electric vehicle, charge it during off-peak hours to save on charging costs.
- Laundry room**  
**Wash Clothes Wisely:** Try cold water for washing clothes, and run your washer and dryer during off-peak hours.
- Bedroom**  
**Seal Drafts:** Ensure windows and doors are sealed to prevent heat loss.
- Office**  
**Monitor Energy Usage:** Login to your Evergy online MyAccount to monitor your usage by hour.

**Do you have Electric Heat?** Customers that use electricity to heat their home may experience more impacts on time-based rate plans, making it especially important to limit high energy use during peak times. Adjust your thermostat so your heating system doesn't run as long during peak hours.



# Savings Tip Digital Ad Videos

Audience: Mo Residential customers  
Uses: Used as targeted digital ads  
Start Date: November 2023

60sec – 4 Savings Tips Video



Dishwasher Tip Video



EV/Large Appliances Tip Video



HVAC Tip Video



Washer/Dryer Tip Video



# Customer Survey Results

*Internal Monthly Survey and Third Party Survey*





# Time-Based Rate Campaign Tracker

*Missouri residential customer survey*

*(23-0013)*

*November 2023\**



*\*with all customers now moved to TOU Plans, the last monthly survey took place in November 2023. No additional updates.*



# Methodology

## Evergy's Missouri Residential Customers

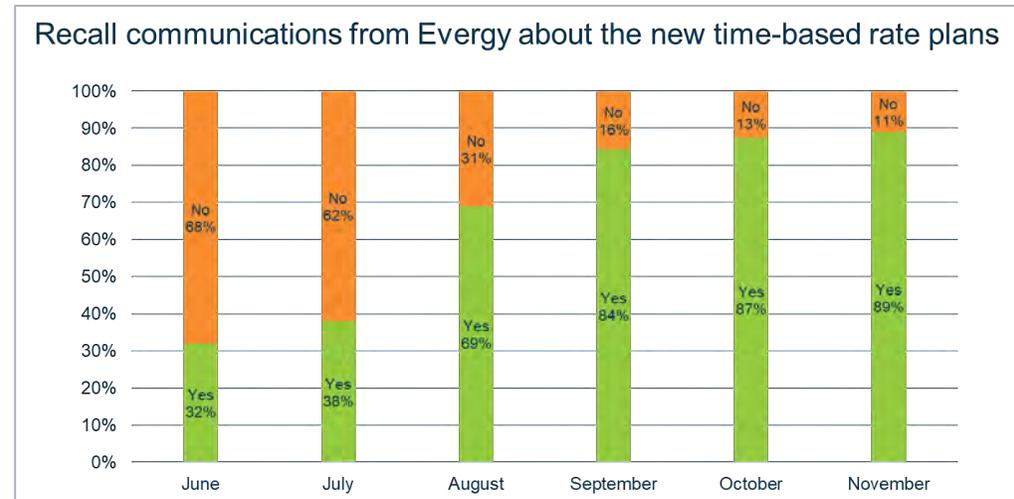
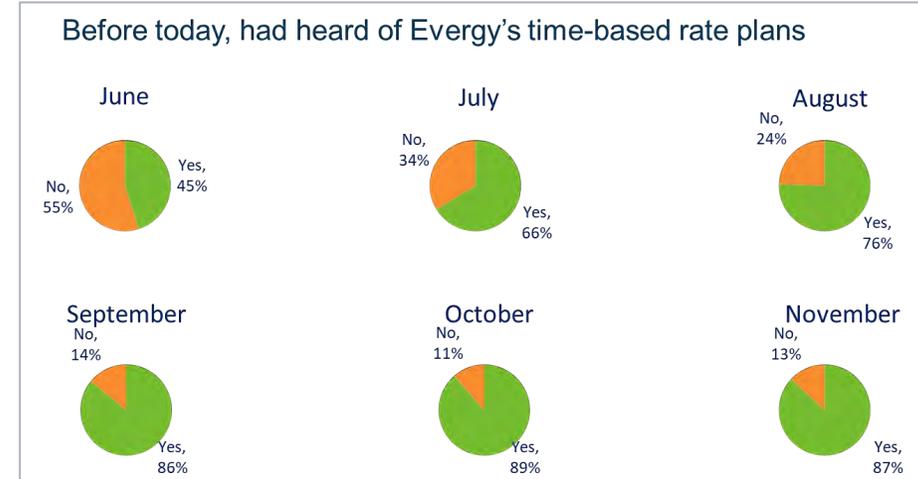
- Random sample of Missouri residential customers with email on file
- Evergy emails survey to 30,000 customers each month
- Same questionnaire sent each month with 40 questions

Month	Completes
June	557
July	831
August	702
September	816
October	787
November	670



Evergy's Time-Based Rate Campaign has proven to be successful in creating awareness among Missouri residential customers.

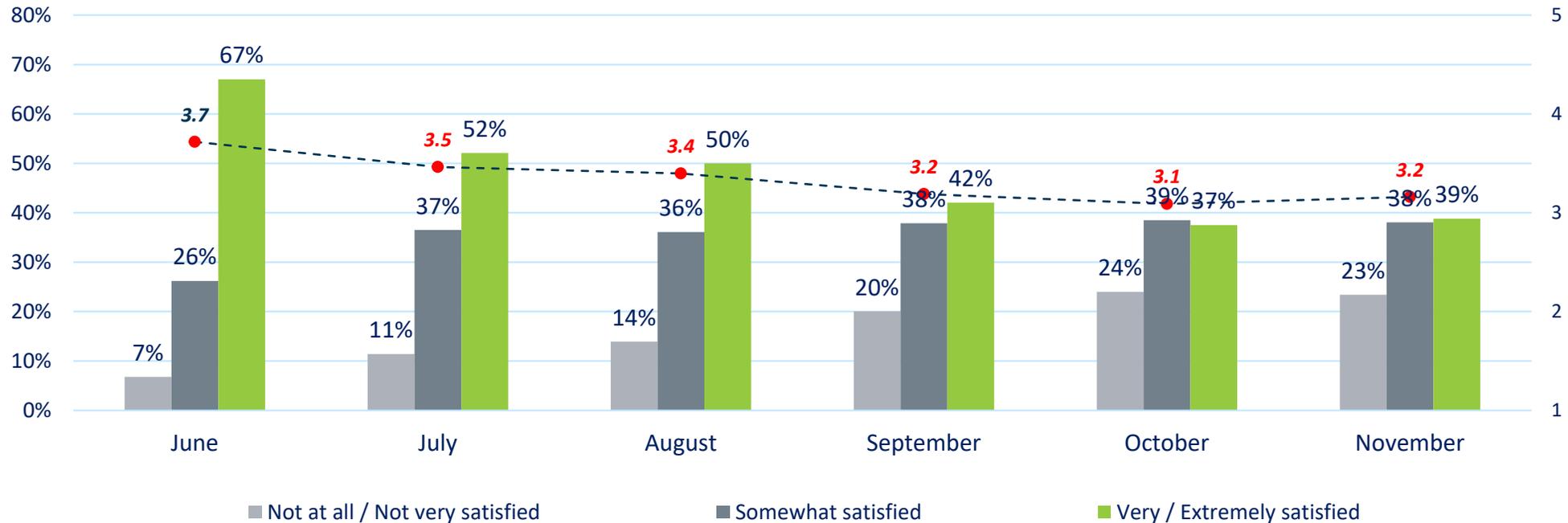
- In November, 87% of Missouri residential customers had heard about Evergy's time-based rates. That is a 93% increase from the baseline measurement in June.
- The number of Missouri residential customers who recall Evergy communications about the new time-based rates has more than doubled in the past few months (increased from 32% to 89%)
- When first asked about their knowledge of time-based rates, Evergy customers rate their knowledge a 4.1 on a 7-point scale. But when asked what they believe to be true about time-based plans, most correctly identify the key aspects of time-based plans. This may show that customers know more about the plans than then think they do.





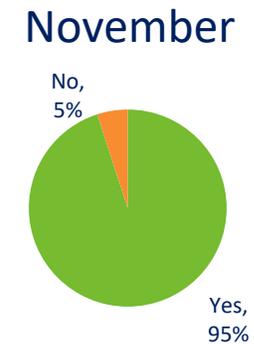
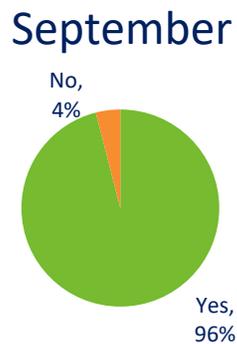
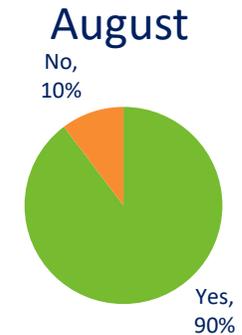
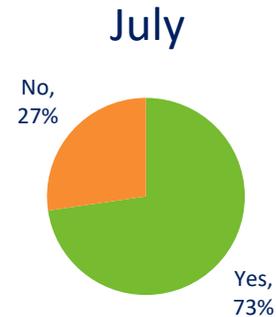
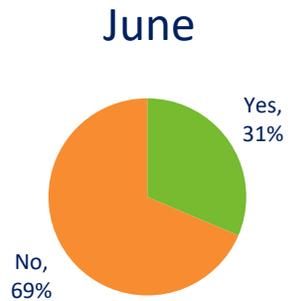
# Customer Satisfaction with Evergy

Overall, how satisfied are you with Evergy as your electricity provider?



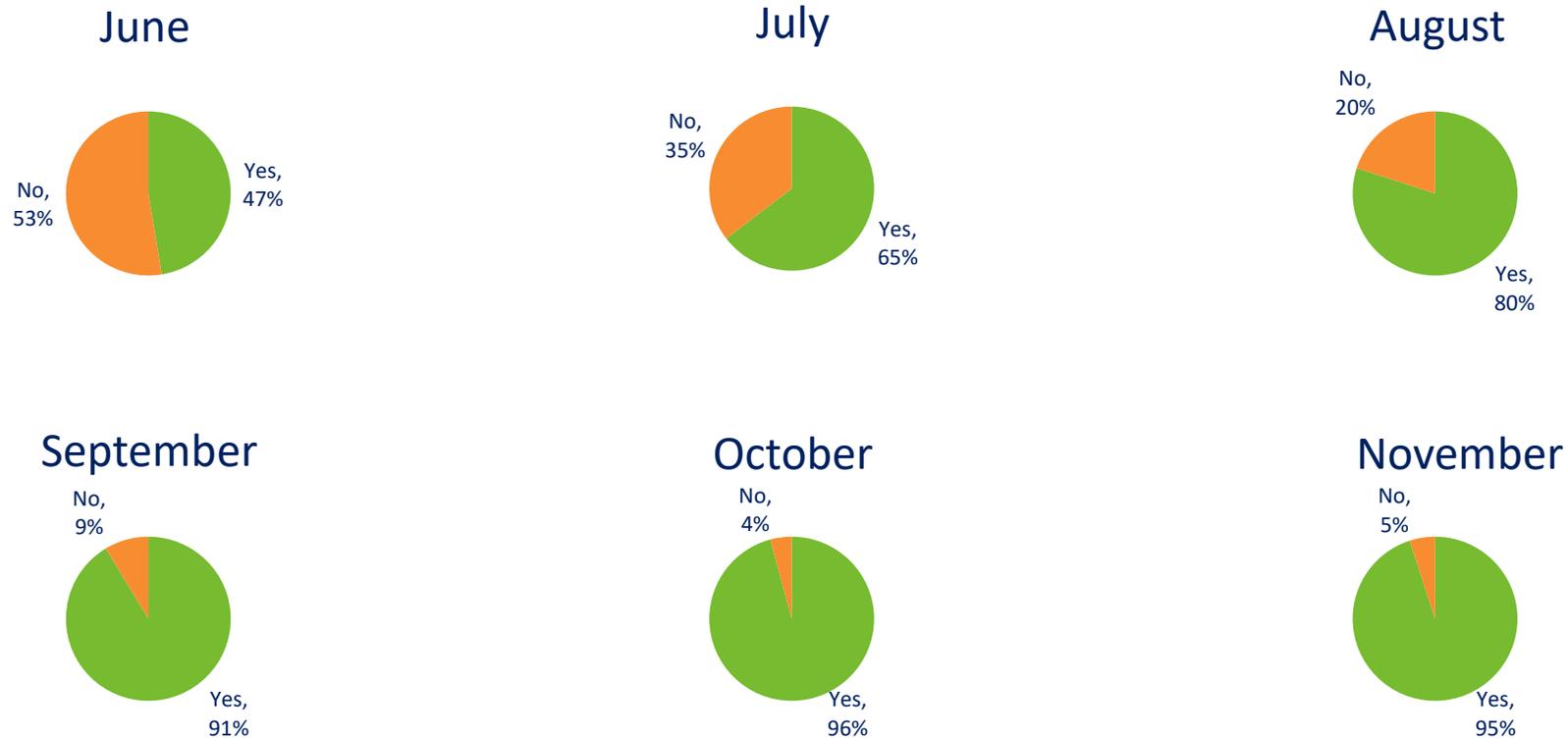
# Seen or Heard of New Rate Options

Seen or heard anything recently about Evergy offering new rate plan options to customers?



# Awareness of Evergy Currently Offering Choices

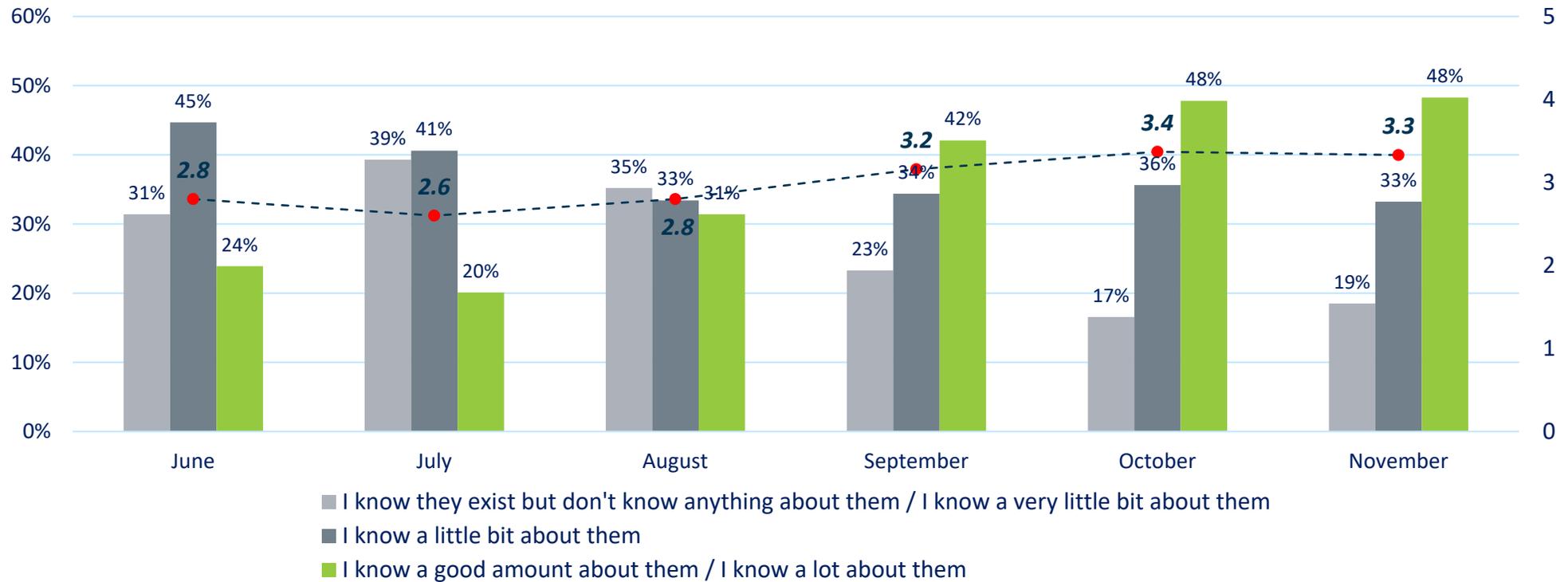
Aware that Evergy currently offers you choices of different types of rate plans?





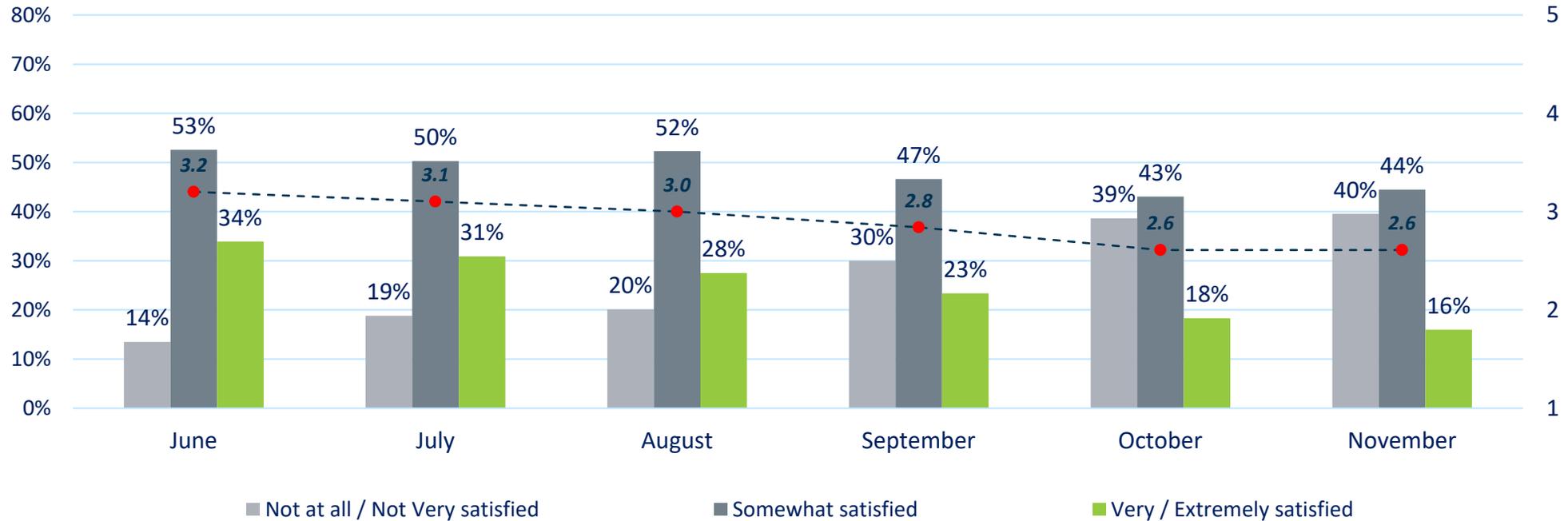
# Familiarity with Evergy Rate Plans

Familiarity with the different type of rate plans available from Evergy



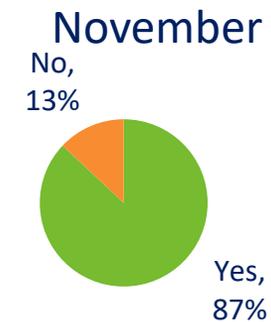
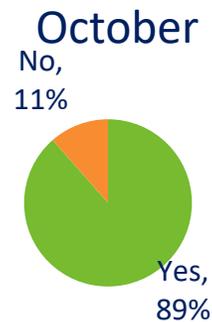
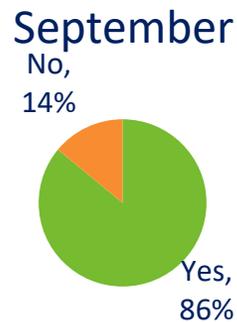
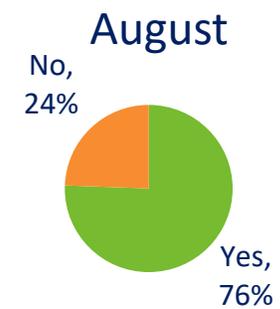
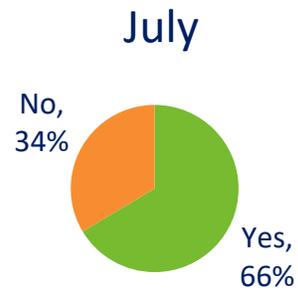
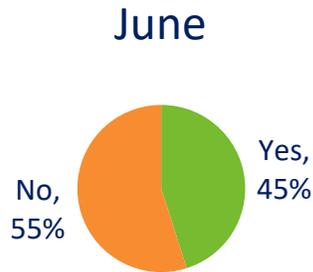
# Customer Satisfaction with Current Rate Plan

Satisfaction with current rate plan from Evergy



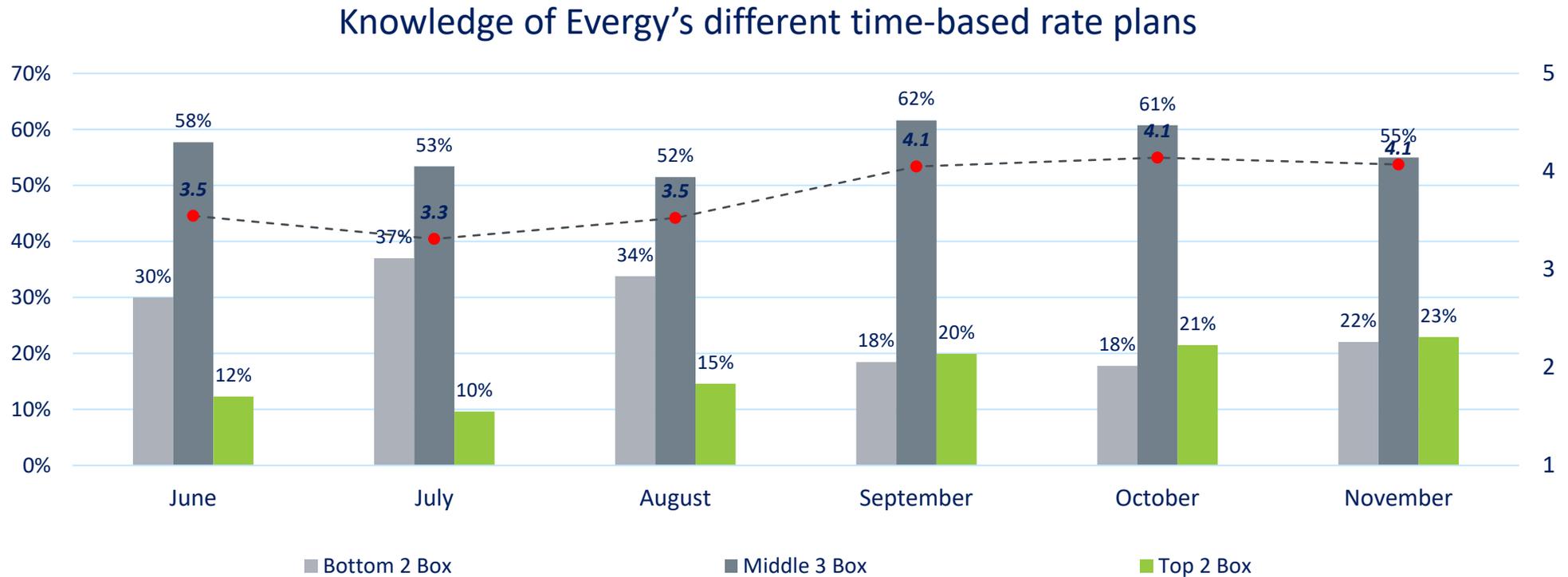
# Heard of Evergy's Time-Based Rate Plans

Before today, had heard of Evergy's time-based rate plans costs of electricity will vary based on the time of day that you use it.





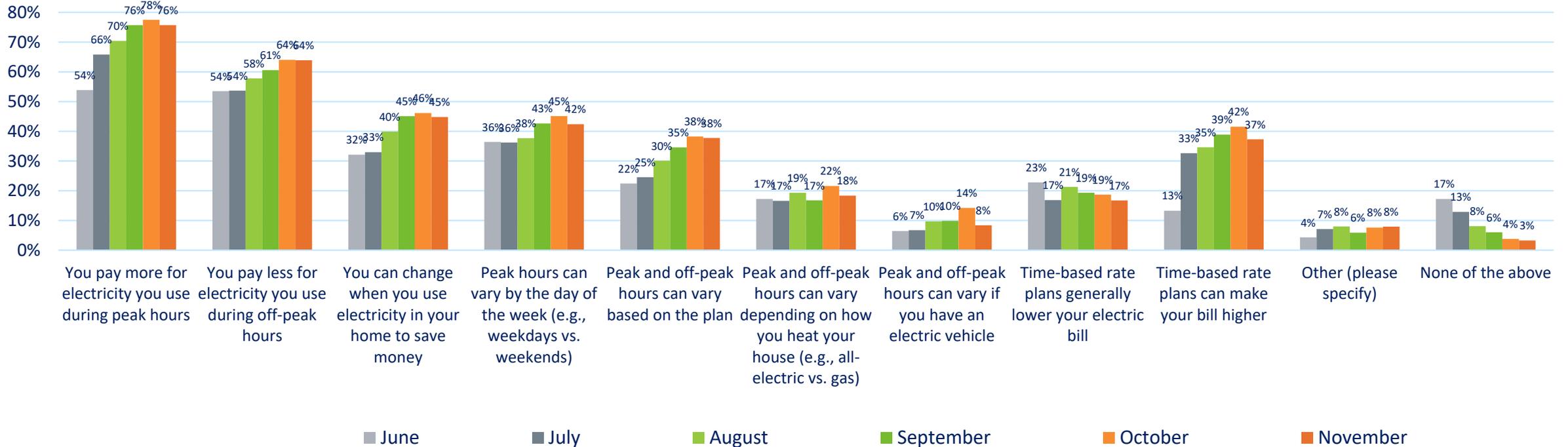
# Knowledge of Evergy's Different Time-Based Rate Plans





# Statements Believed To Be True About Time-Based Rates

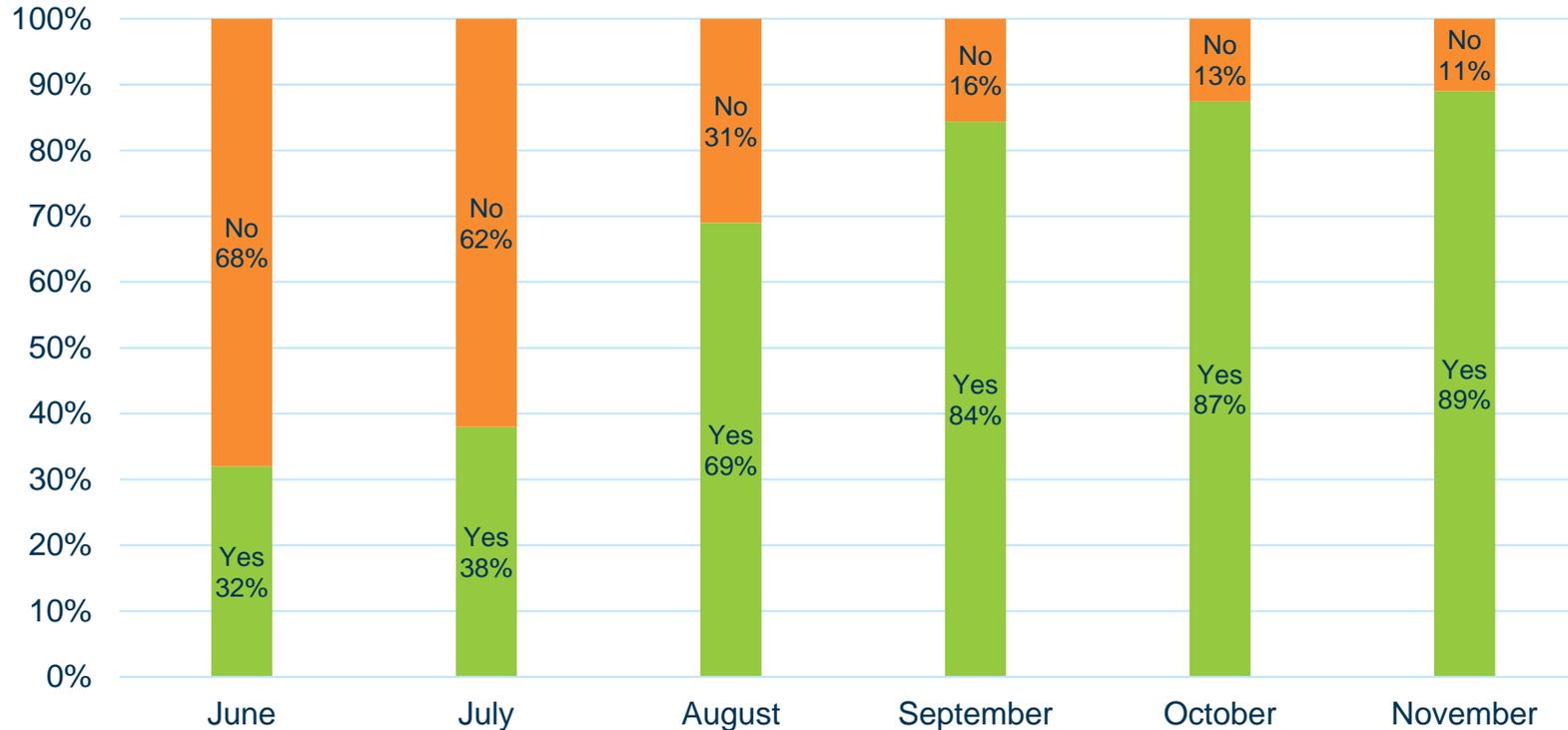
Believed to be true about time-based rates





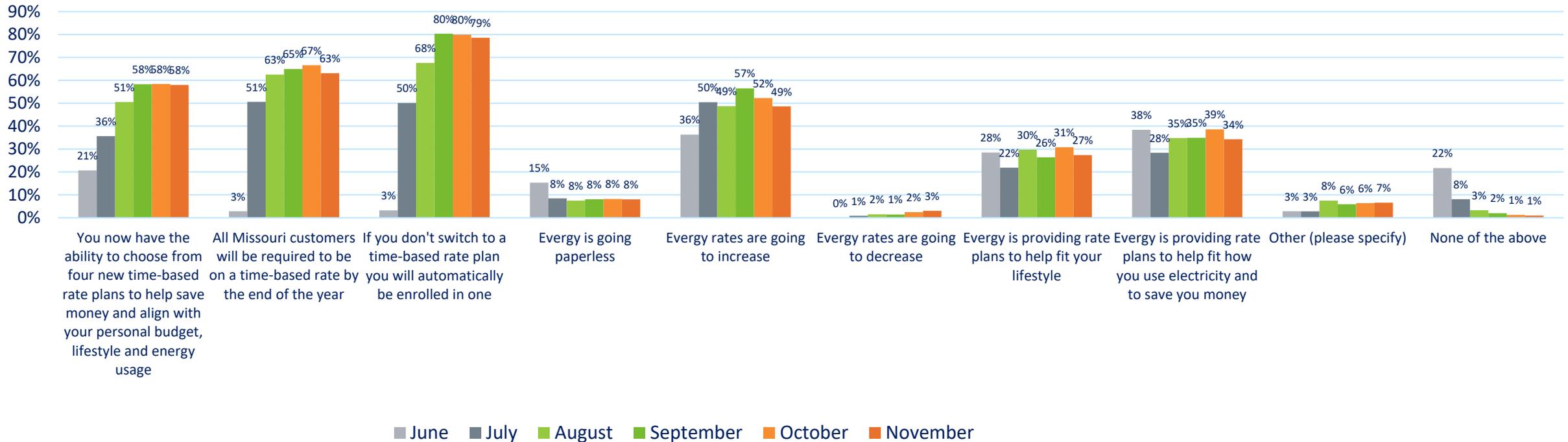
# Recall Communications About Time-Based Rate Plans

Recall communications from Evergy about the new time-based rate plans



# Changes To Your Electric Service

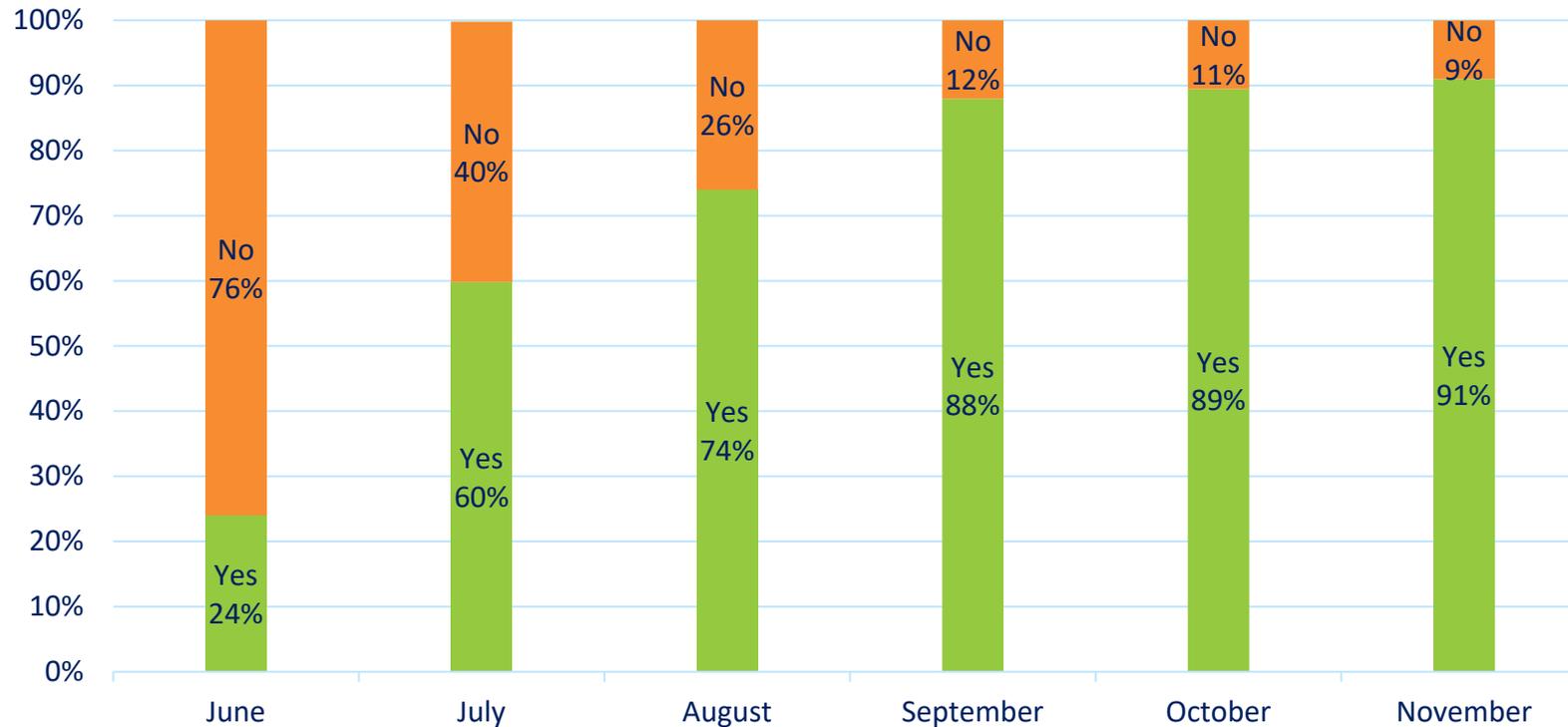
## Changes to your Evergy electric service





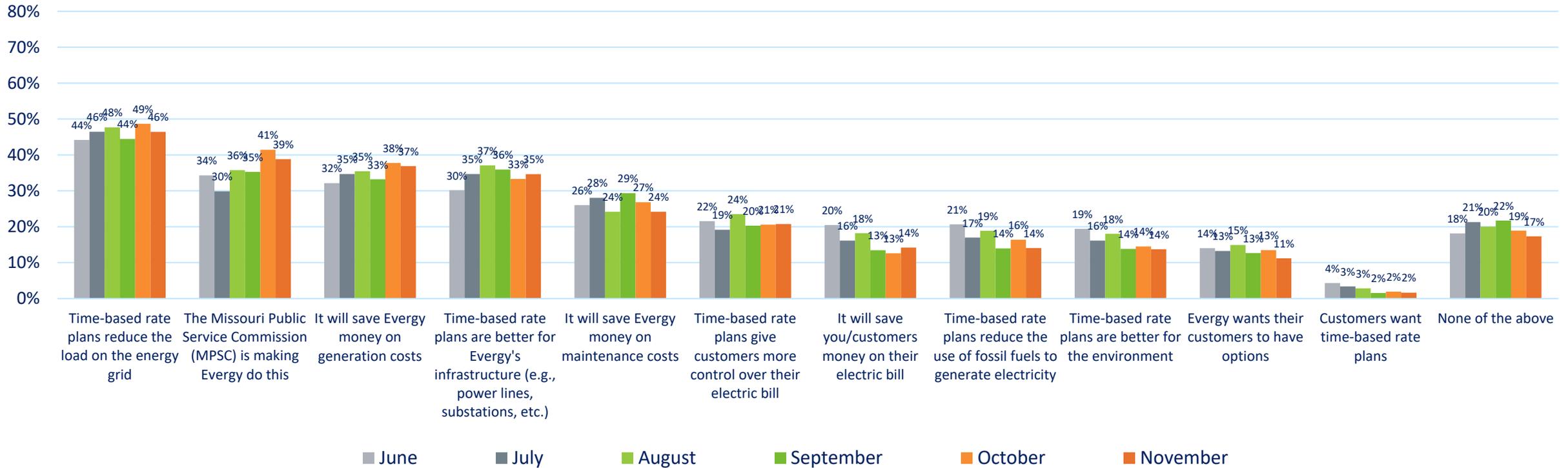
# Cost of Electricity Will Vary Based On Time Of Day Awareness

Aware cost of electricity will vary based on the time of day by the end of 2023



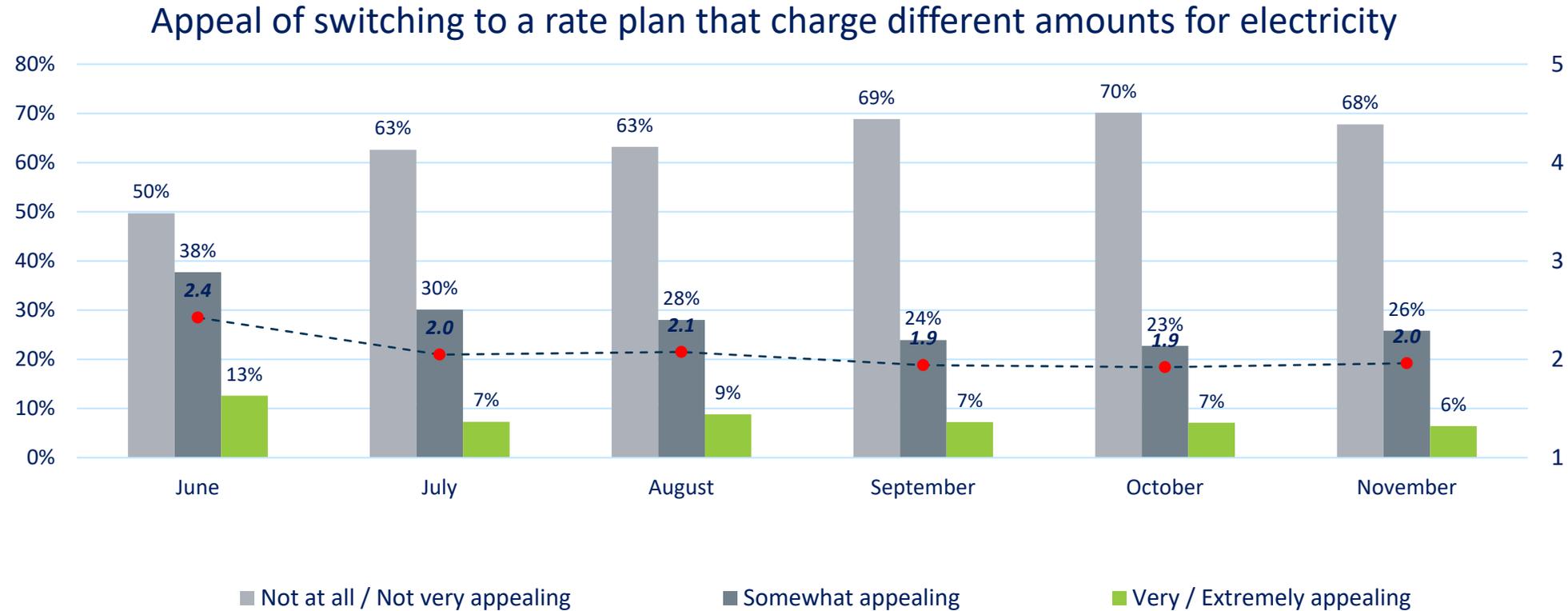
# Reasons for Switching to Time-Based Rates

Reasons you believe Eversource is switching customers to a time-based rates

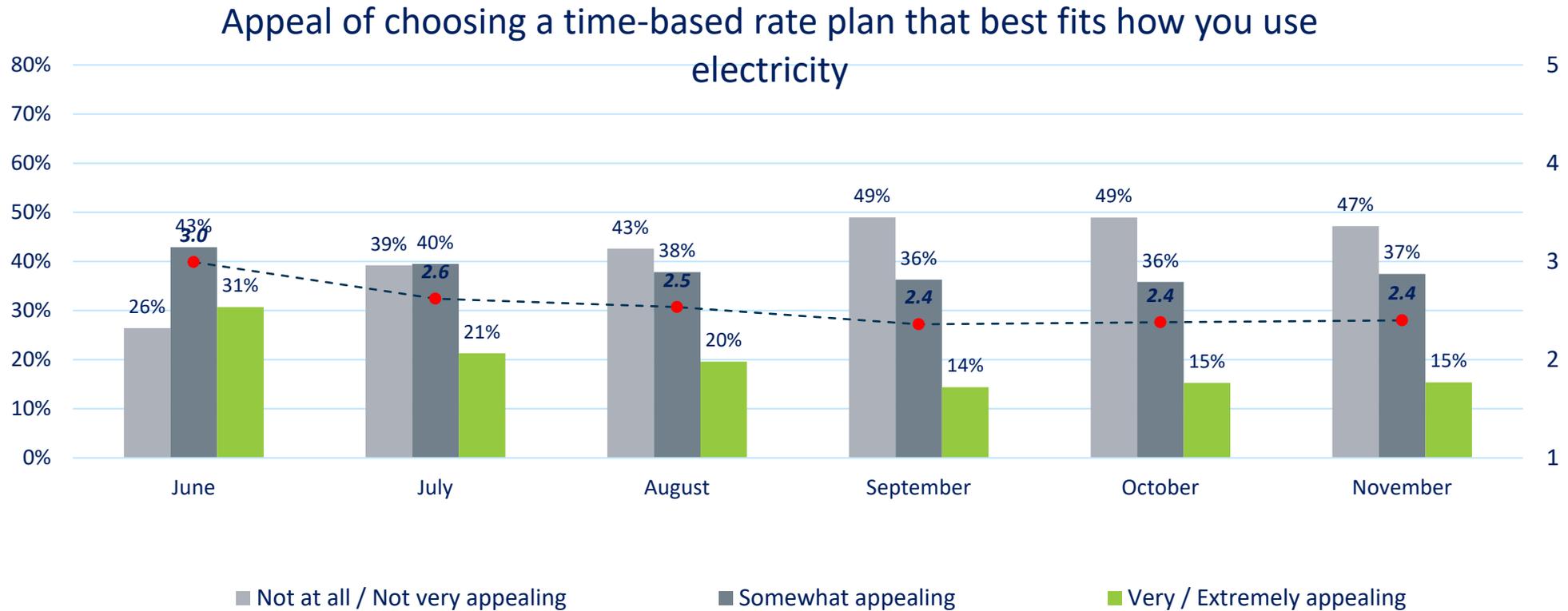




# Appeal of Switching to Time-Based Rate

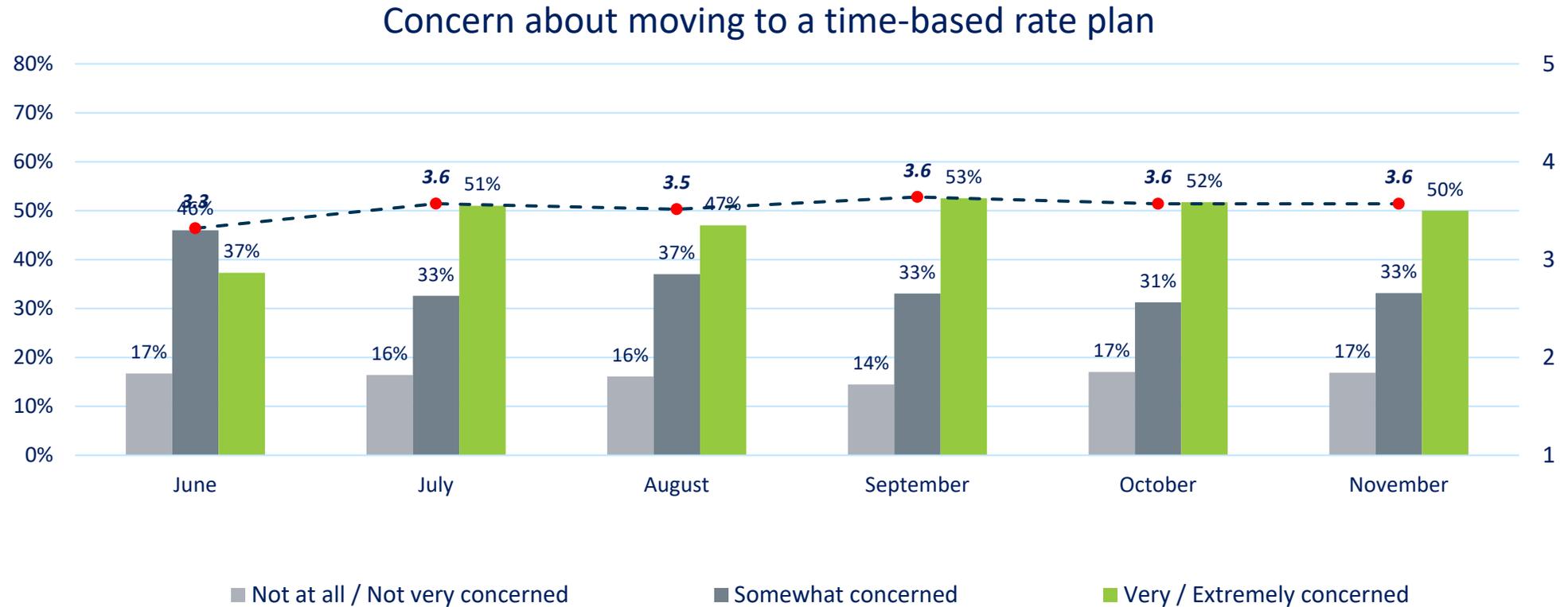


# Appeal of Choosing a Time-Based Rate Plan





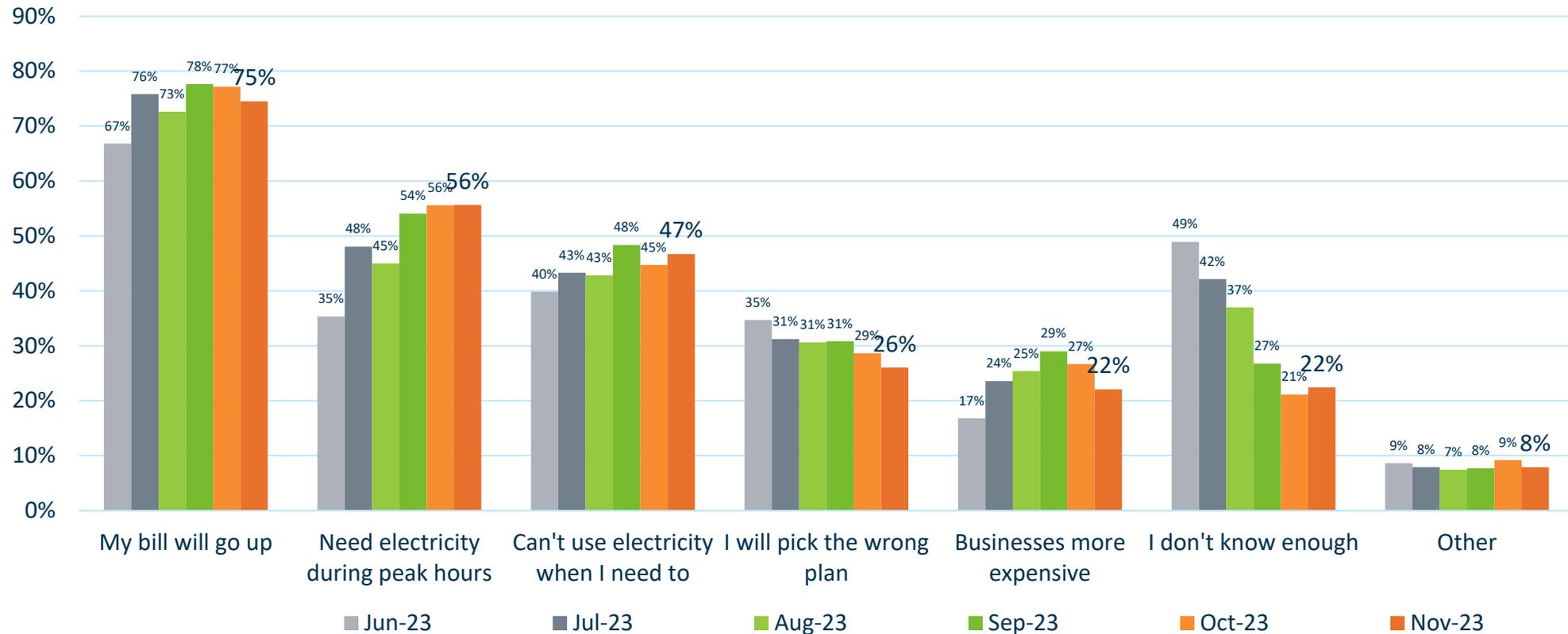
# Concern About Switching to Time-Based Rate Plan





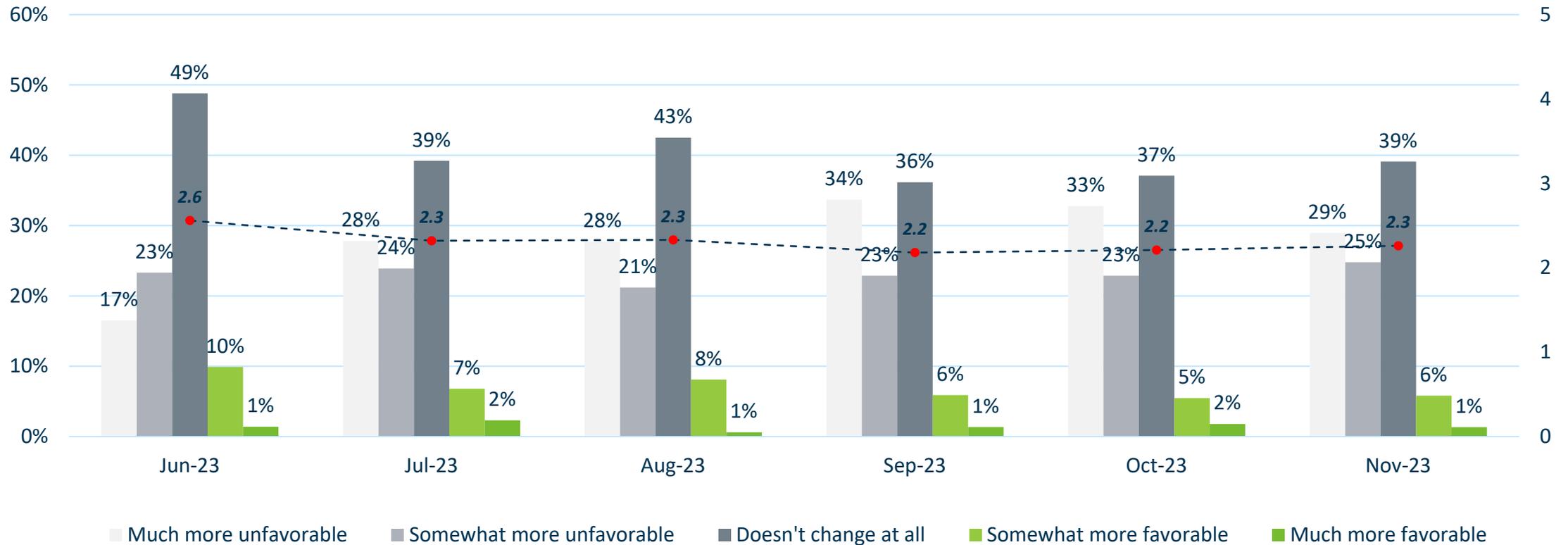
# What Concerns about Switching to Time-based Rate Plan

What Concerns about Switching



# Change in Evergy Favorability due to Time-based Rates

Change in Favorability due to Time-based Rates



# Third Party Quarterly Survey





# TOU Awareness & Understanding Research

## Top Line Report- Wave 2

*Insights by TrueNorth*

*October 2023*



# Objectives and Methodology

## Measure the Impact of how the Time of Use Campaign is Performing on Educating Customers

- To measure awareness of the transition to a Time of Use rate plan.
- Determine understanding of and familiarity with Evergy's Specific TOU rate plans and the appeal of multiple rate plans to fit customers' lifestyles.
- Measure overall satisfaction with Evergy as a provider and with customers' current rate plan.
- Monitor customer's opinions and perceptions of Time Of Use rate plans and reactions to Evergy making this change.

## Research Methodology

- A 15-minute online survey was conducted in September 2023 among n=604 respondents. This was the second wave, with wave one conducted in May 2023 among n=600 respondents.
- This was a blind study among Evergy customers
- Respondents were screened based on the following criteria
- 18+ years old
- Evergy is the current electricity supplier
- Sole or joint decision maker for household energy decisions
- If renter, electric bill must not be included in rent

# Executive Summary

- The TOU plan increased in awareness from 36% to 71% among non-TOU plan users. This is strong awareness, given that customers heard about this primarily through mail, email, and inserts.

Time Of Use Plan Awareness Among Non-Users



- Similarly, the awareness that different rate plans exist increased from 45% to 81%.
- However, of those aware, the level of understanding increased only slightly. Those who said they know “a lot” or a “good amount” only increased by 4 points (not statistically significant). But when asked what they believe to be true of time-based plan, many show understanding of time-based plans.
- The knowledge of tools on the Evergy Website increased significantly (from 25% to 57%)

## Satisfaction with Evergy dropped as awareness increased

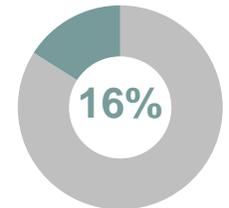
- Satisfaction dropped from May to September 2023 after communications of the rate plans.

Satisfaction with Evergy  
(Percent Extremely or Very Satisfied)



## Interest in the Time of Use plans are limited

- Only 13% say they are positive about the idea of switching to a TOU plan. Most do not believe they will save money by switching.
- Similarly, only 16% say they will save money on this plan. About half (46%) believe their rates will increase.



Percent of Customers Who Believe they will save money with the Time Of Use plans

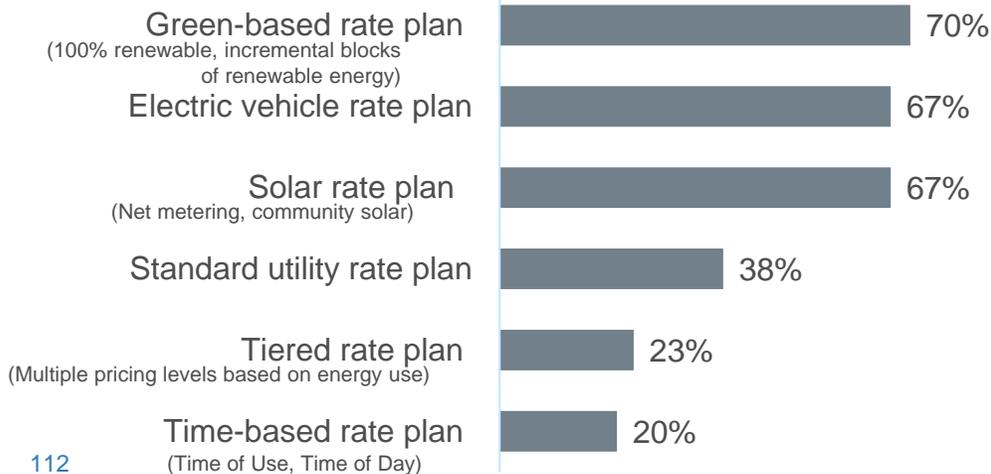




**The Time Of Use Plan has the lowest satisfaction among its users.**

- Not only are non-users not interested in using this plan, additionally, current users give this plan the lowest satisfaction scores.
- It is possible that the TOU plan’s benefits are not as clear as that of the other plans. The names of the other plans also convey a benefit (e.g., good for the environment). Customers may be willing to pay more if the benefits are clear.

Satisfaction of Rate Plan  
(Percent Extremely or Very Satisfied)



**There are opportunities to improve understanding of the Time Of Use Plan benefits.**

- About two-thirds appear to understand the basic premise of the plan (significantly up from Wave 1), although only 18% say they understand it a lot or a great deal.
- However, about half (48%) understand that this will reduce the load on the grid (48%), save money on generation costs (36%), or be better for the environment (24%).
- Customers believe this will benefit Evergy or the government; few believe it will benefit the customers (11%).

# Awareness and Satisfaction of Plans

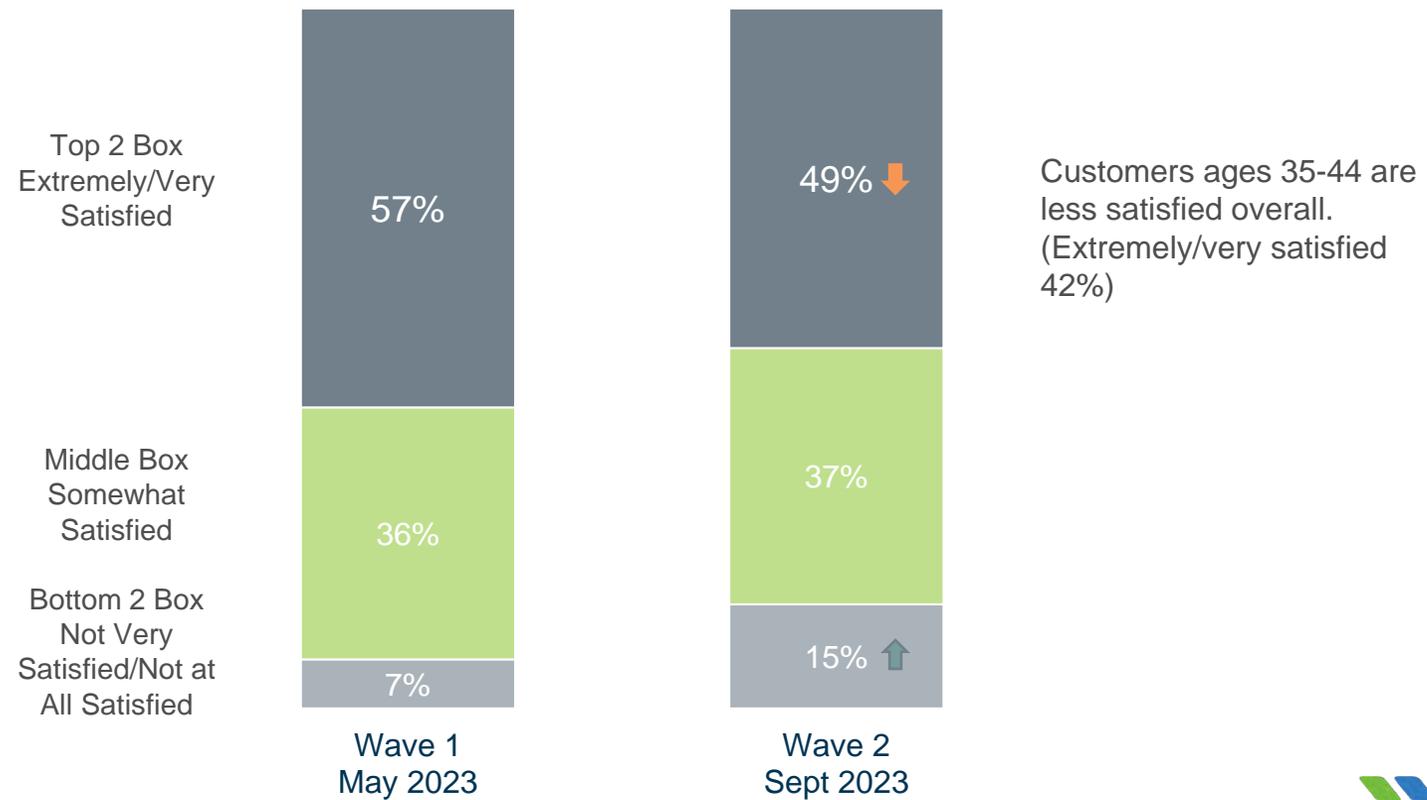
- *Satisfaction with Evergy*
- *Awareness of plans*
- *Selection of Plans*
- *Satisfaction of Plans*
- *Awareness of Online Tools*
- *Evergy Brand Evaluation*





Around half (49%) of customers are satisfied with Evergy. This is significantly lower than Wave 1.

### Overall Satisfaction with Evergy as an Electric Provider



Statistically higher/lower than W1 ↑↓

114 Base: Missouri respondents W1 n=601; W2 n=604

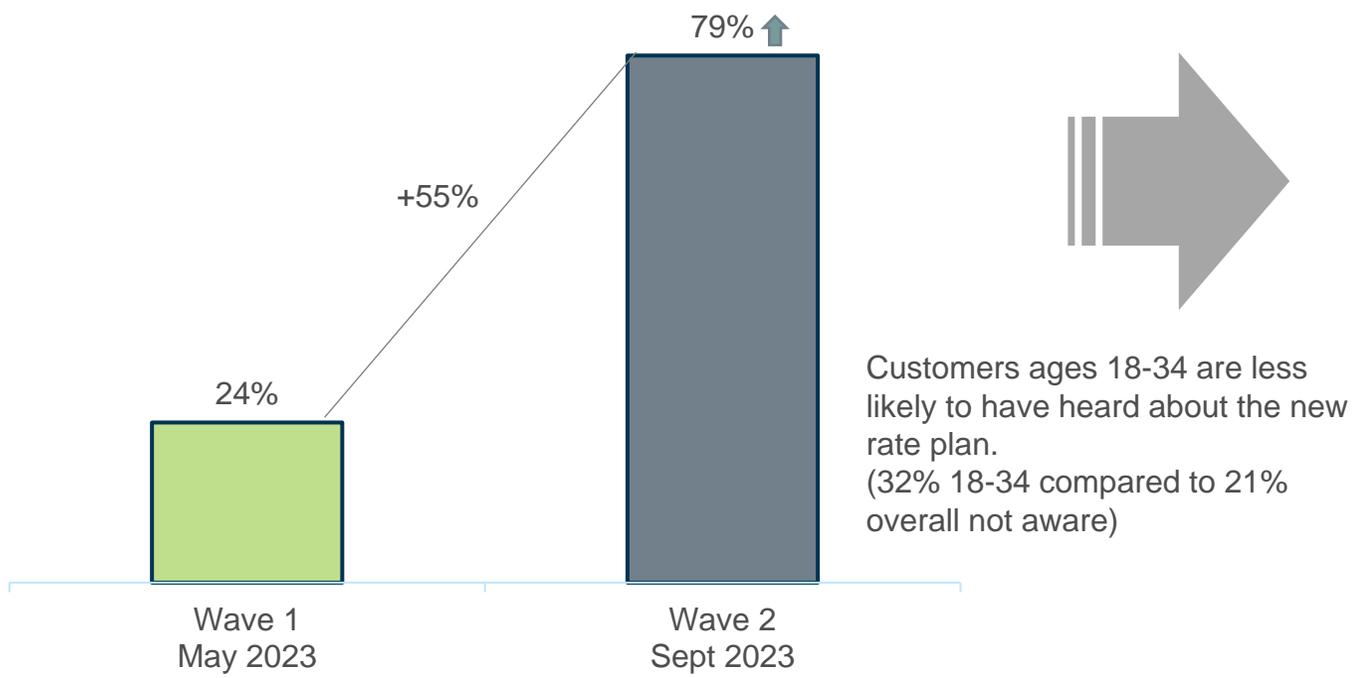
Q10. Overall, how satisfied are you with Evergy as your electricity provider?



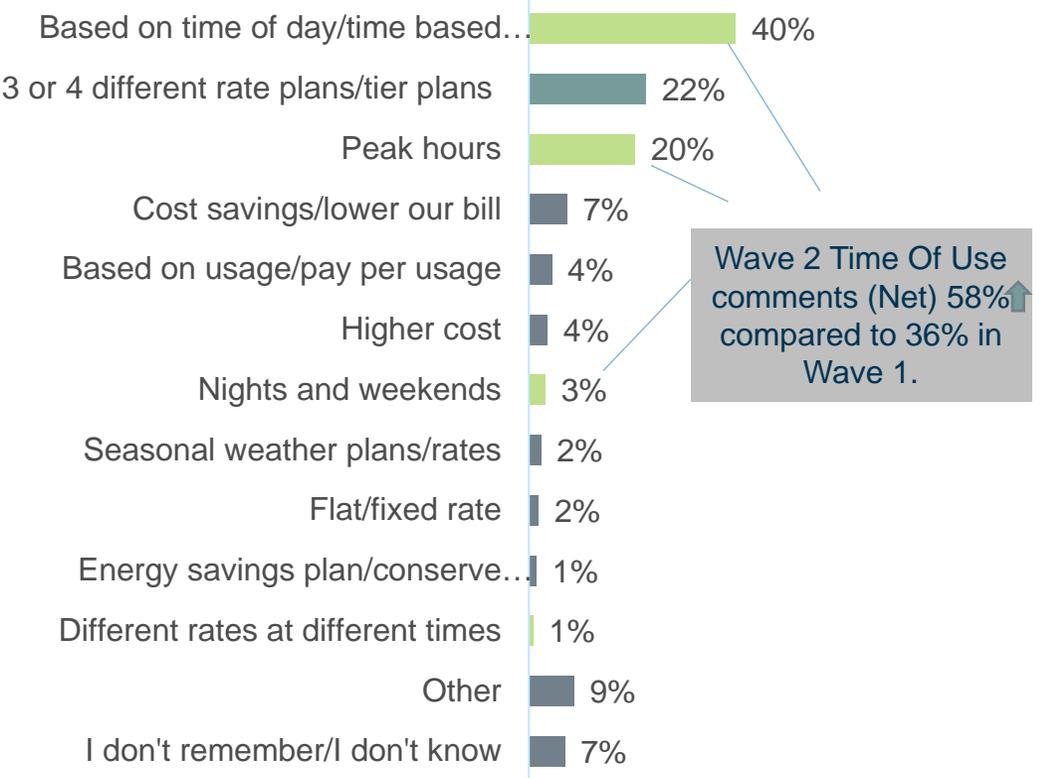
# Awareness of New Rate Plans

Almost 8 in 10 (79%) customers have now seen or heard about the new rate plan options, up significantly from wave 1 (24%). Over half of those aware (58%) understand usage rates are based on time-of-day usage (time of day, peak, weekends, nights). This is also significantly more that understood this concept in Wave 1 (36%)

## Have Heard About the Rate Plan



## Customers Understanding of the Rate Plan

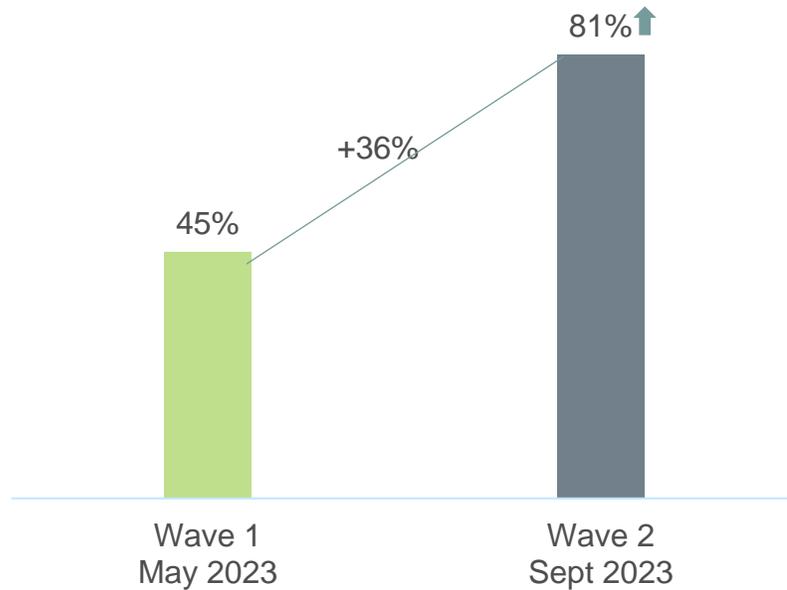


↑↓ Statistically higher/lower than W1

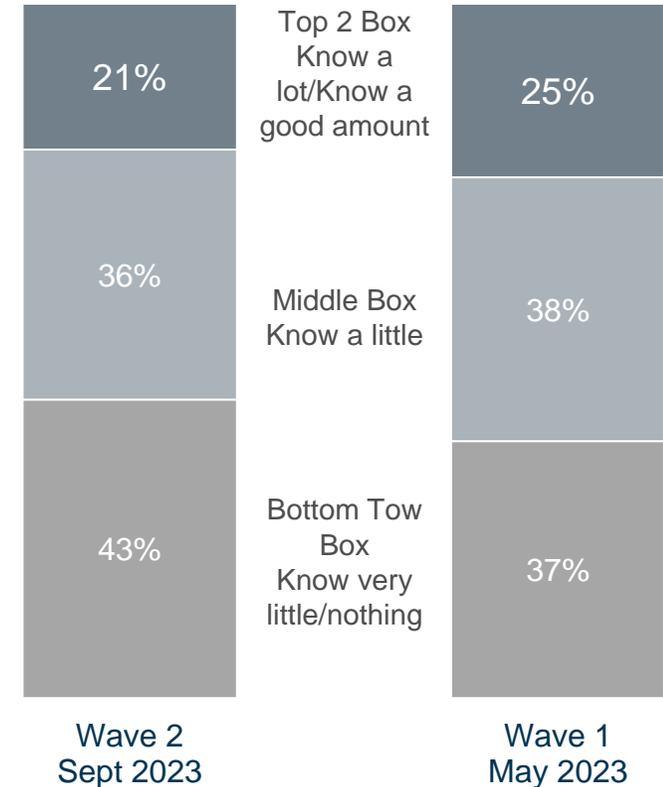


# Aided Awareness of Rate Plans Options

## Aware of Choices of Different Types of Rate Plans



## Familiarity with Rate Plans



↑ ↓ Statistically higher/lower than W1

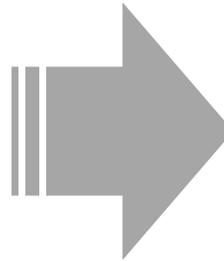
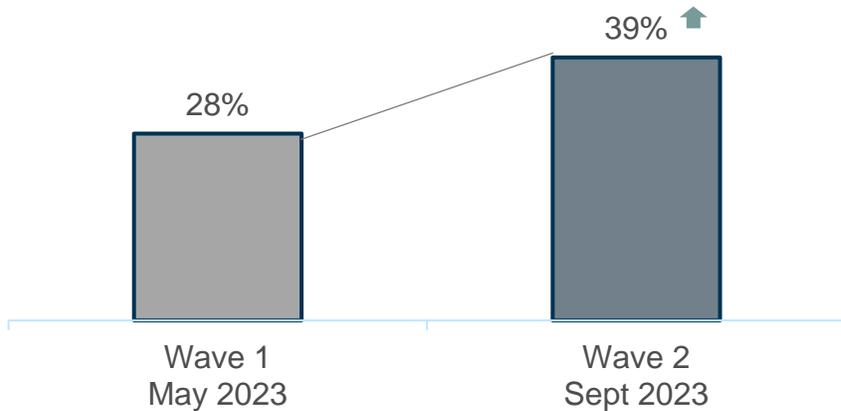


116 Base: Missouri respondents Q14 W1 n=600, W2 n=604 and Missouri respondents aware of different plans Q15 W1 n=270 W2 n=489  
Q14. Are you aware that Evergy currently offers you choices of different types of rate plans?  
Q15. How familiar are you with the different types of plans available from Evergy?

# Selection of Rate Plans

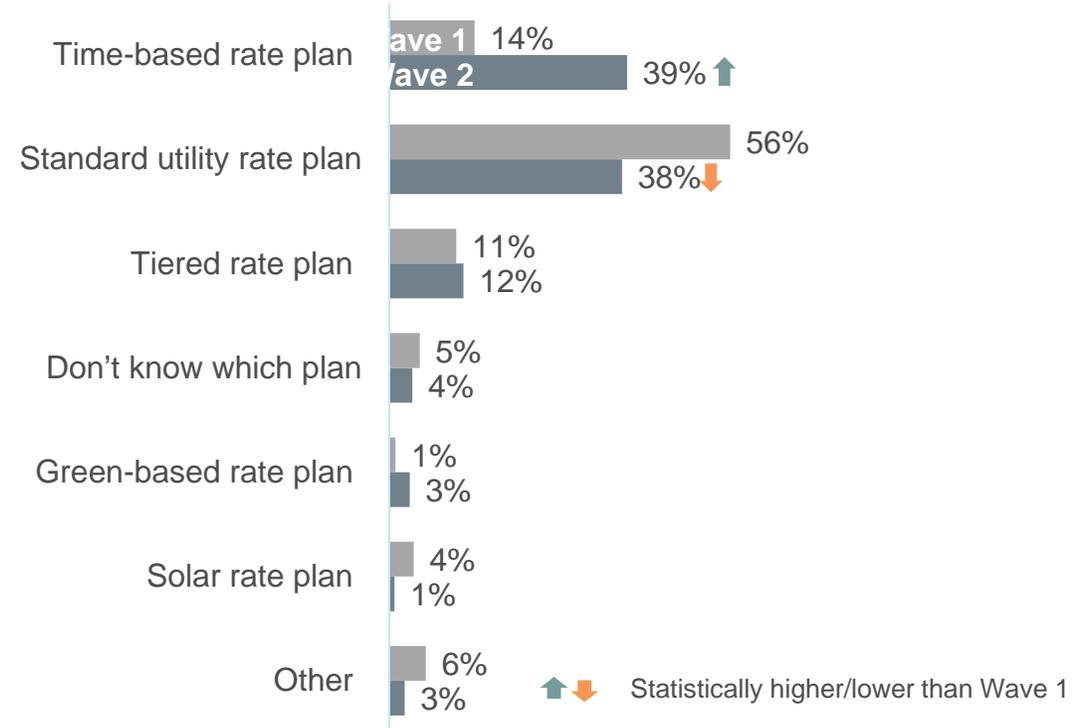
## Actively Selected Rate Plan

(% selected rate plan)



## Electric Plans

(% who chose electric plans)



117 Base: Missouri respondents W1 n=600 and W2 n=604 and Missouri respondents who chose plan Q17 W1 n=270 and W2 n=238  
Q16. Did you actively select your current rate plan, or did Evergy assign you to a default rate plan?  
Q17. What electric rate plan did you choose?

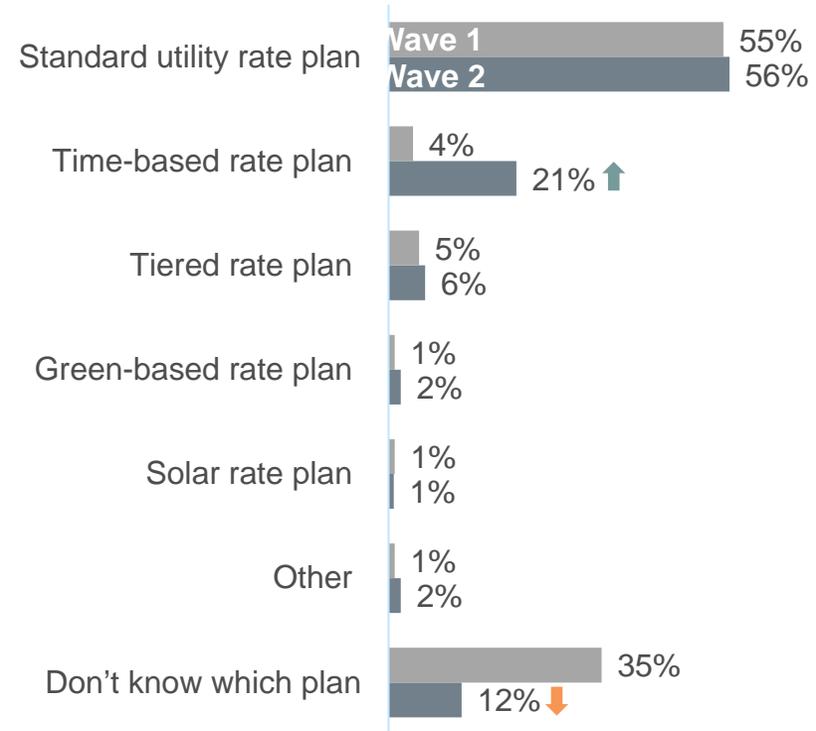


In Wave 2, customers who did not select their plan are likelier to tell us they are on the Time Of Use rate plan.

**In Wave 2, customers who did not choose their plan are likelier to tell us they are on the Time Of Use rate plan.**

- The proportion of these customers who did not know their plan dropped significantly from Wave 1.
- Only 12% indicated they did not know which plan they were on in Wave 2 compared to 35% in Wave 1.

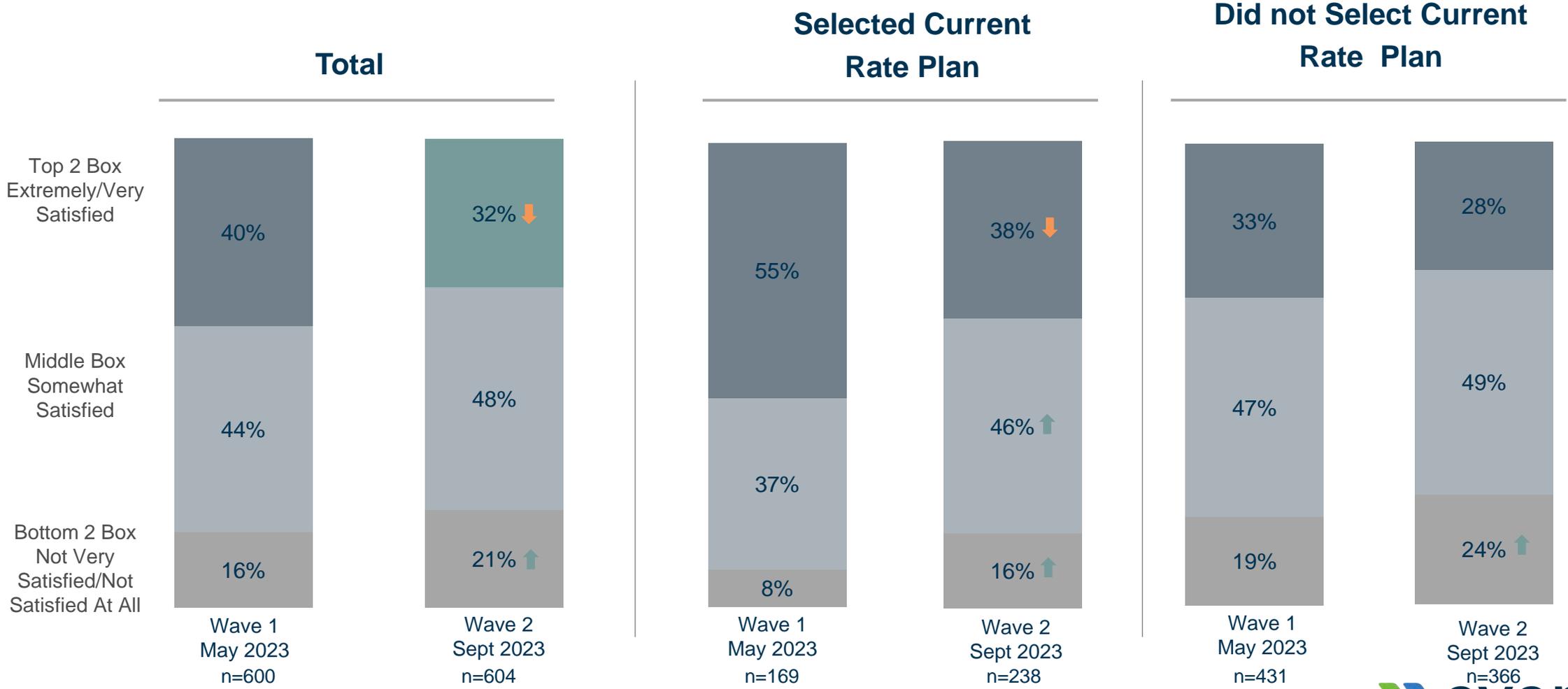
**Current Electric Plan**



↑ ↓ Statistically higher/lower than W1



Customers overall are expressing lower levels of satisfaction with their current rate plan. Those who did not choose their rate plan indicated the highest levels of dissatisfaction.



119 Base: Missouri respondents  
Q19. How satisfied are you with your current rate plan from Evergy?

↑ ↓ Statistically higher/lower than W1

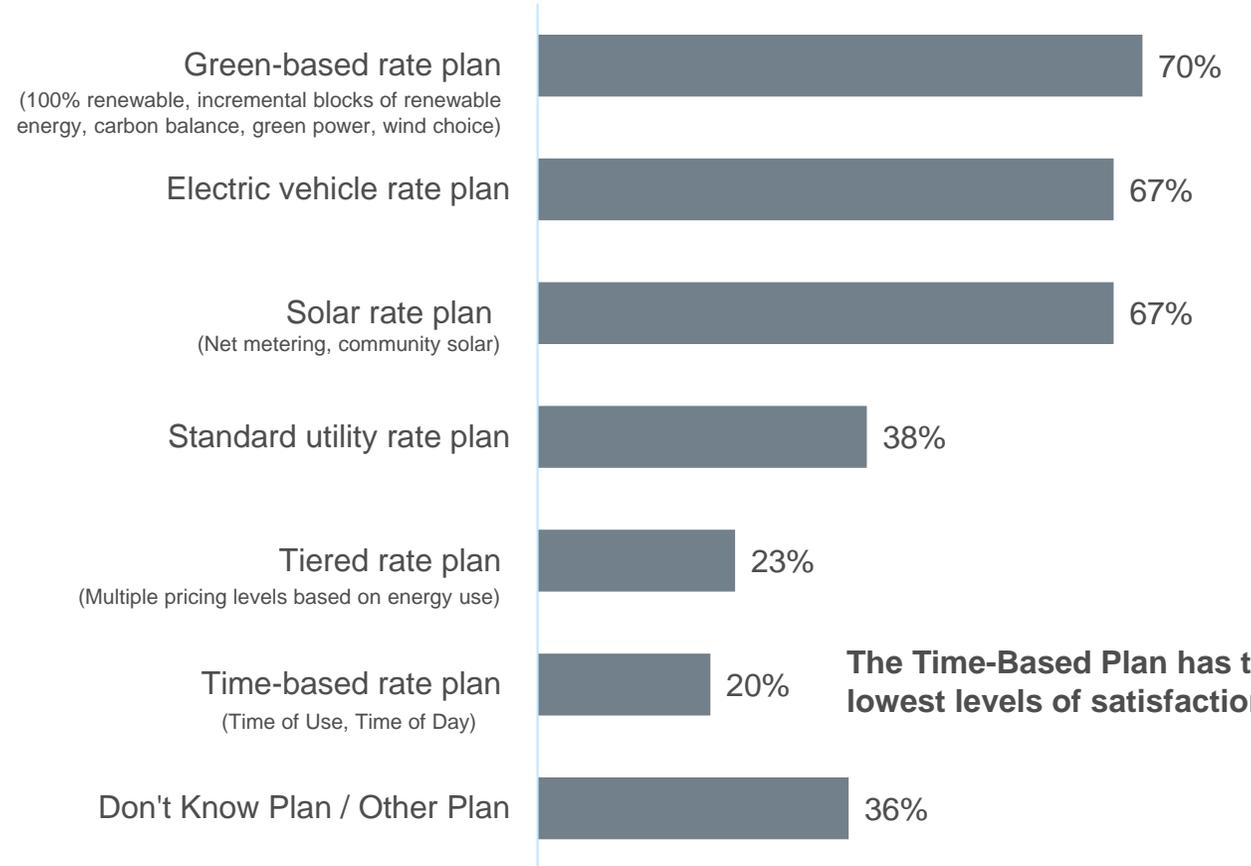




Those using the green-based, electric vehicle, or solar rate plan tend to be highly satisfied; however, this represents a smaller group. The Time Of Use and tiered rate plans have the lowest levels of satisfaction.

### Current Electric Plan

(% who indicated extremely/very satisfied)

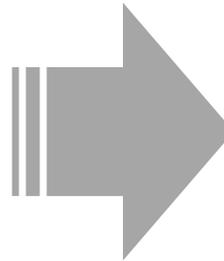
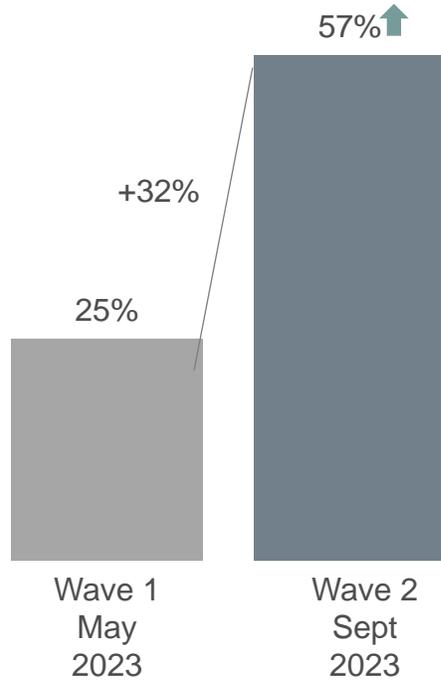




Many know that Evergy provides tools on their website to understand electricity usage. This has shown a significant increase since Wave 1. A little over half of those aware that Evergy provides tools use them.

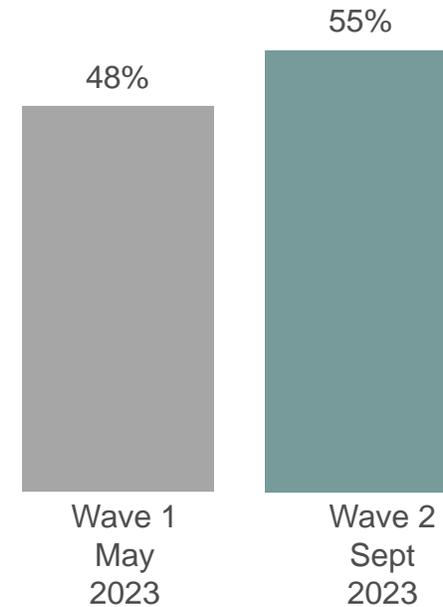
### Knowledge of Tools on Evergy Website

(% overall respondents)



### Usage of Tools

(% those aware of tools)



↑↓ Statistically higher/lower than W1

Base: Missouri Respondents W1 n=600 and W2 n=604

Q44. Did you know that Evergy is providing tools on their website which you can use to understand your electricity usage to help you choose the Time Of Use rate plan which is best for you?

Base: Missouri Respondents aware of website tools W1 n=152 and W2 n=347

Q45. Have you visited the Evergy website and used any of these tools?





Evergy is more likely to be seen as proactive and transparent with customers in W2.

### Statements to Describe Evergy

(% overall respondents)

W1 Difference

#### Perceptions of Evergy have changed somewhat since the first wave

- On the positive side, Evergy is more likely to be seen as proactive and transparent.
- It received lower scores for affordability and reliability

Statement	(% overall respondents)	W1 Difference
Provides helpful resources and information	30%	3%
Proactive and transparent with customers	25%	5% ↑
Helps me manage my home energy use	22%	2%
Communications from Evergy fit with their image	20%	3%
Helps me manage my bill during changes in seasonal..	20%	2%
Powers my life with affordable and reliable power	19%	-4% ↓
Seeks customer or community input on important issues	18%	-1%
Provides more reliable service than other utility companies	15%	-4% ↓
Supports local businesses and my community	14%	-3%
Seen as a leader in its communities	14%	-3%
An important part of customers' lives, beyond providing..	12%	-4% ↓
Is seen as an innovator in its communities	12%	0%
Has my best interests at heart	11%	0%
Adds value beyond just providing energy	9%	-1%
Cares that my home is where I can be myself	7%	-2%
None of the above	32%	2%

↑↓ Statistically higher/lower than W1



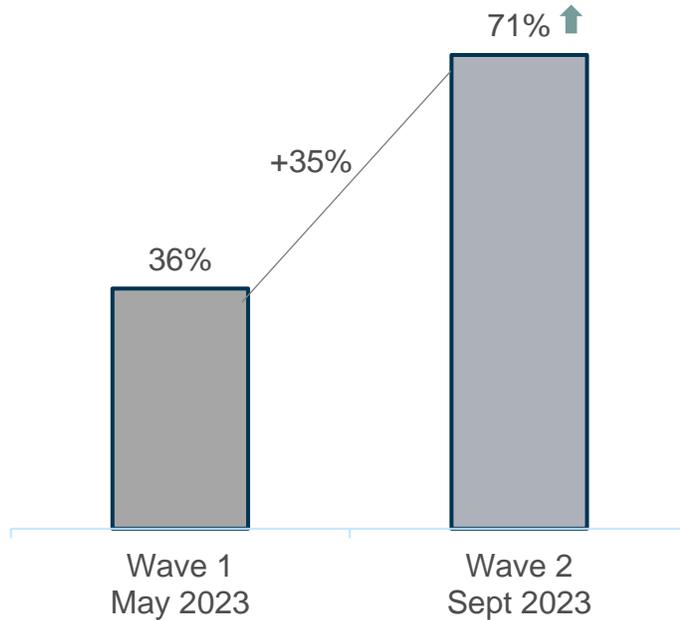
# Time Of Use Rate Plans

- *Awareness*
- *Understanding of the plan*
- *Recalled messages*
- *Plan Beliefs*
- *Interest in the Time Of Use Plans*

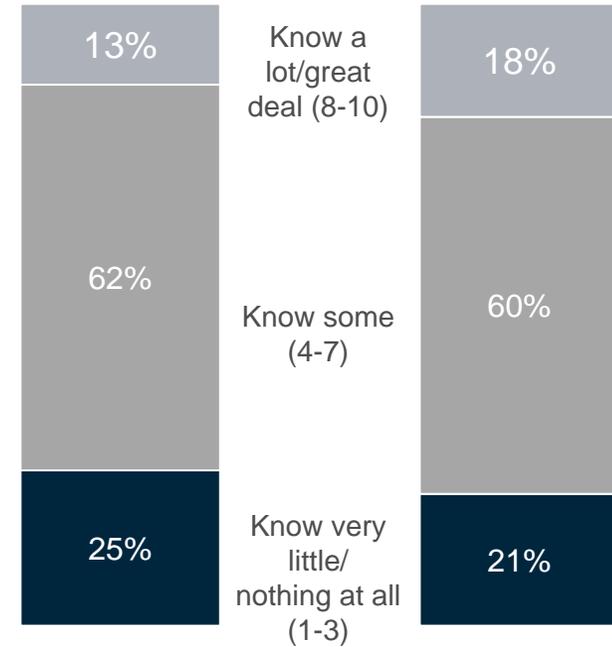


# Evergy Time Of Use Rate Plans

## Aware of Time-Based Plans



## Knowledge of Time-Based Rate Plans



Base: Missouri respondents not on Time Of Use plan Q20 W1 n=559 and W2 n=479

Q20. Before today, have you ever heard of Evergy's time-based rate plans? This would be a rate plan where electricity costs will vary based on the time of day you use it.

Base: Missouri respondents not on Time-Based but who have heard of it Q21 W1 n=204 and W2 n=339

Q21. How would you rate your knowledge of the different time-based rate plans that Evergy allows you to choose from? (10-point scale with 10 as Know a great deal and 1 is Know nothing at all)

# Evergy Time-Based Rate Plans

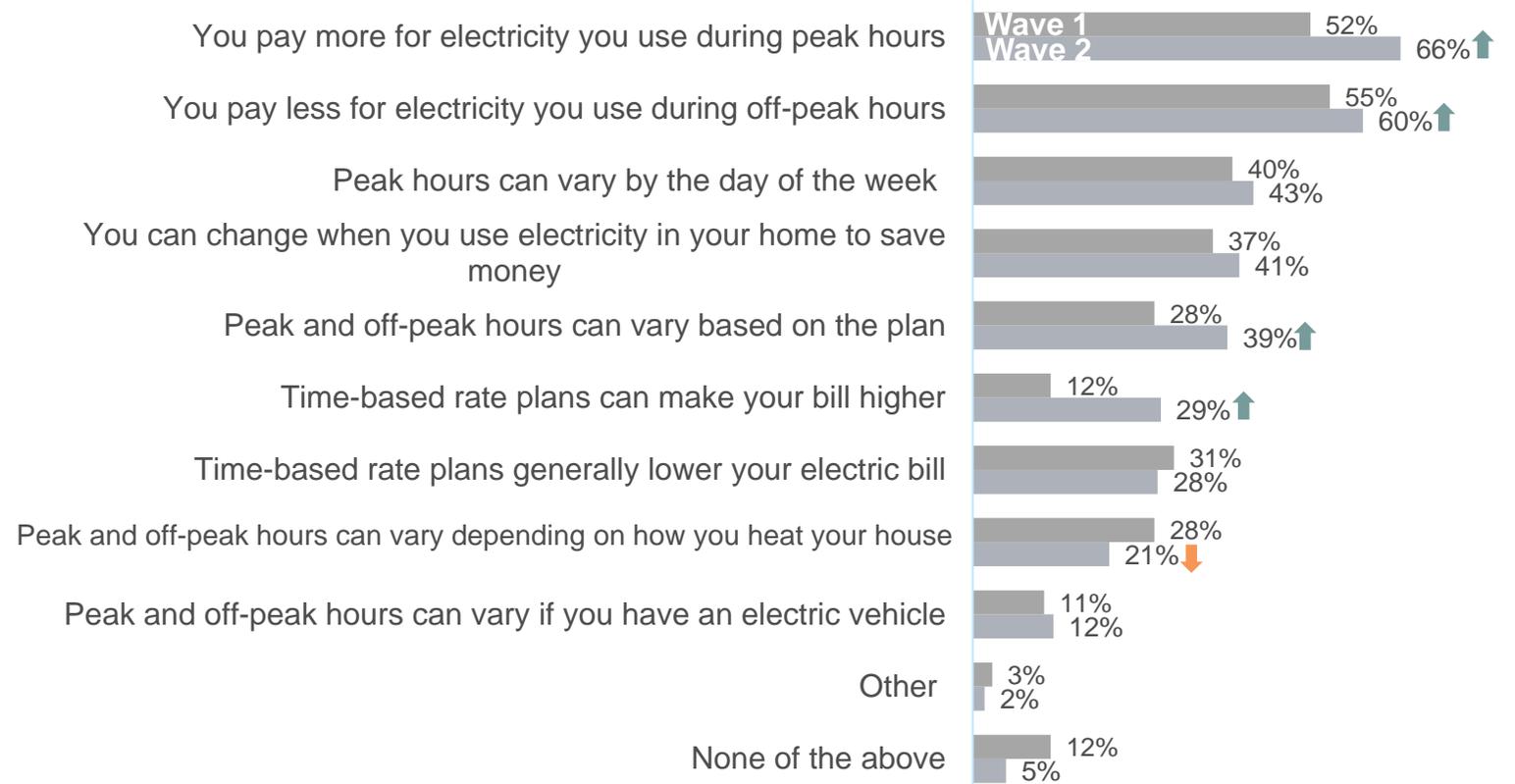
## Many understand the Time-Based Rate Plan

- However, there is room for improvement as roughly two-thirds understand that you pay more during peak hours.

## Most do not believe that the Time-Based Rate Plan will lower their electric bill.

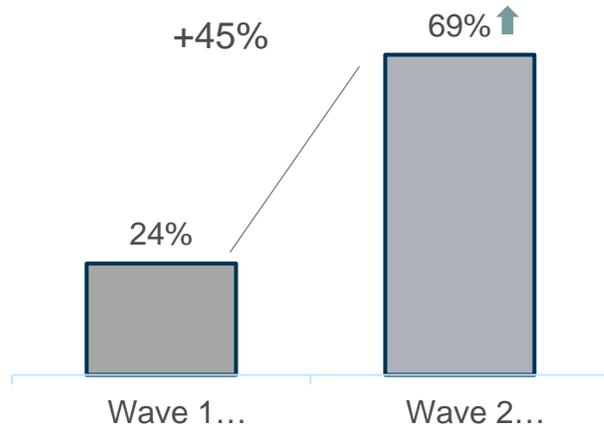
- Just over a quarter (28%) believe it will lower their electric bill.

## What Customers Believe About the Rate Plans

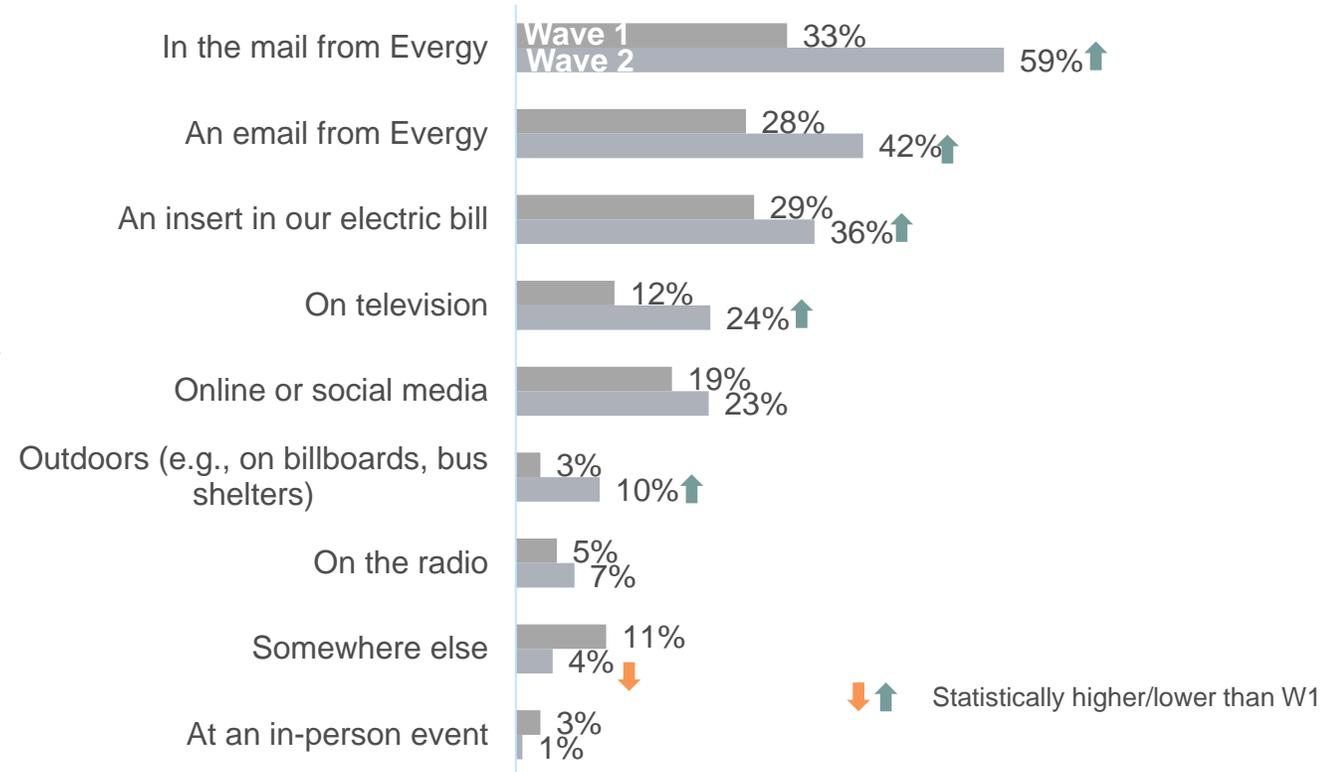


# Communications

## Recall Communications About Rate Plans

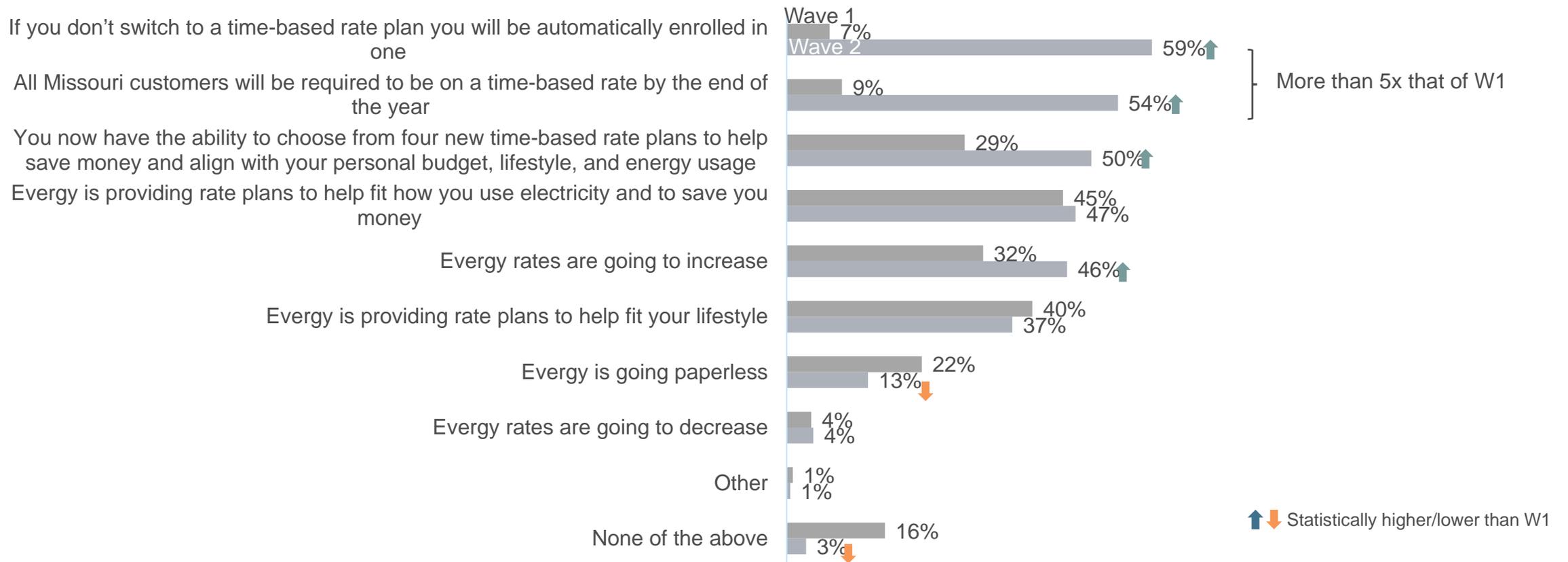


## Where Customers Have Heard Communications



# Retained Messages

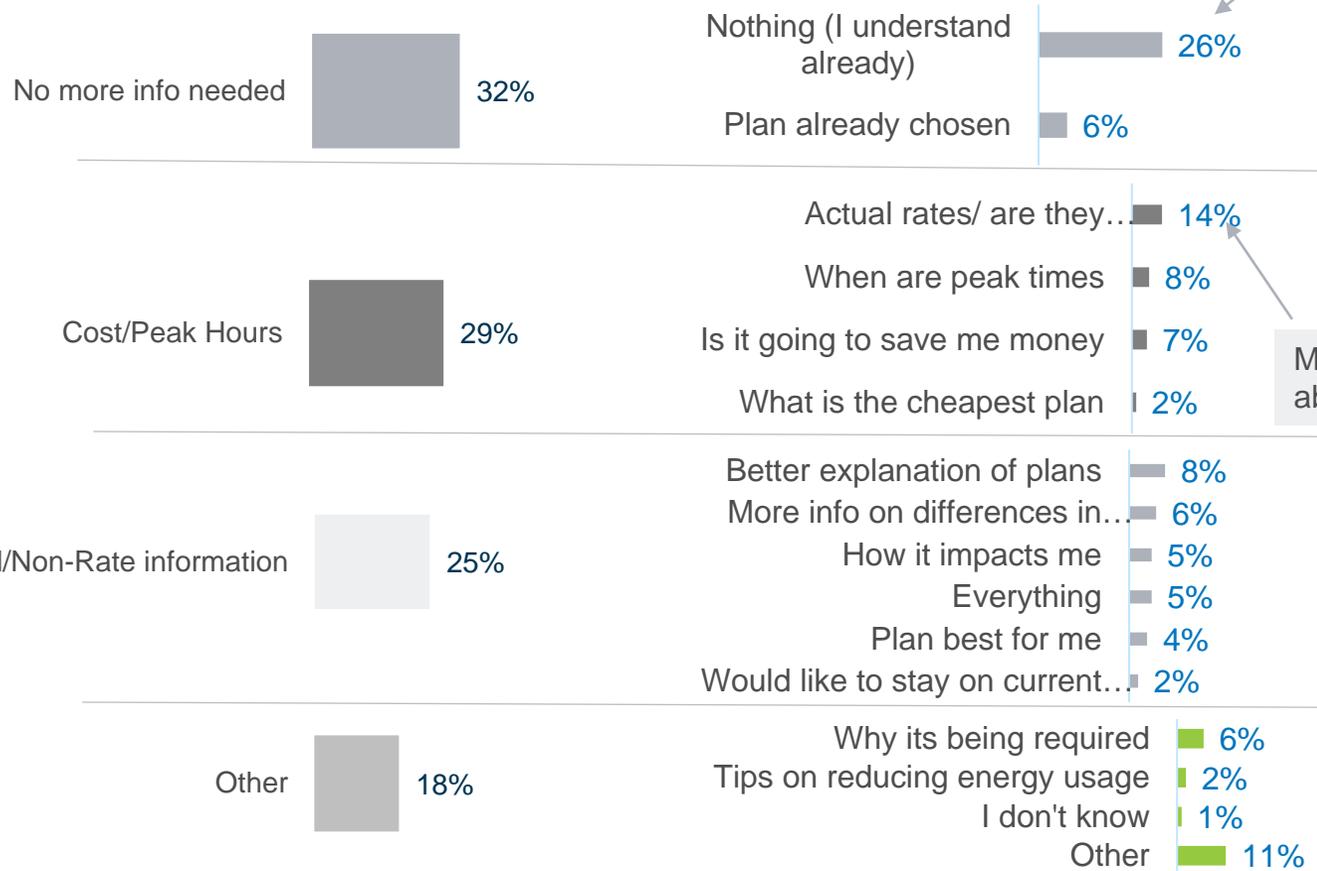
## Changes to Electric Services Respondents Have Heard About





Around one-third (32%) either have the needed information or have already chosen a plan. Around 30% each would like to understand more about the cost implications or a better explanation of the plans.

### What Customers Want to Know



More people in W2 (+12%) indicated nothing vs W1 (14%).

More people in W1 ask about rates (20%)

### Customer Verbatims

*"Already switched based on suggestions from Evergy"*

*"Nothing, I read the email and made my choice right away."*

*"Details on costs and plans"*

*"Everything"*

*"Will it lower my bill?"*

*"Why are we being forced to change something that works fine?"*

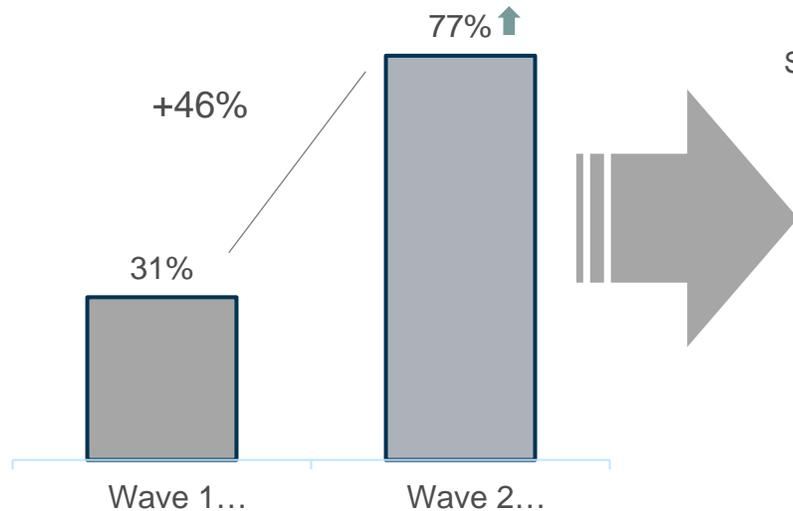
*"What my projected monthly bill will be and how will the rates be different"*



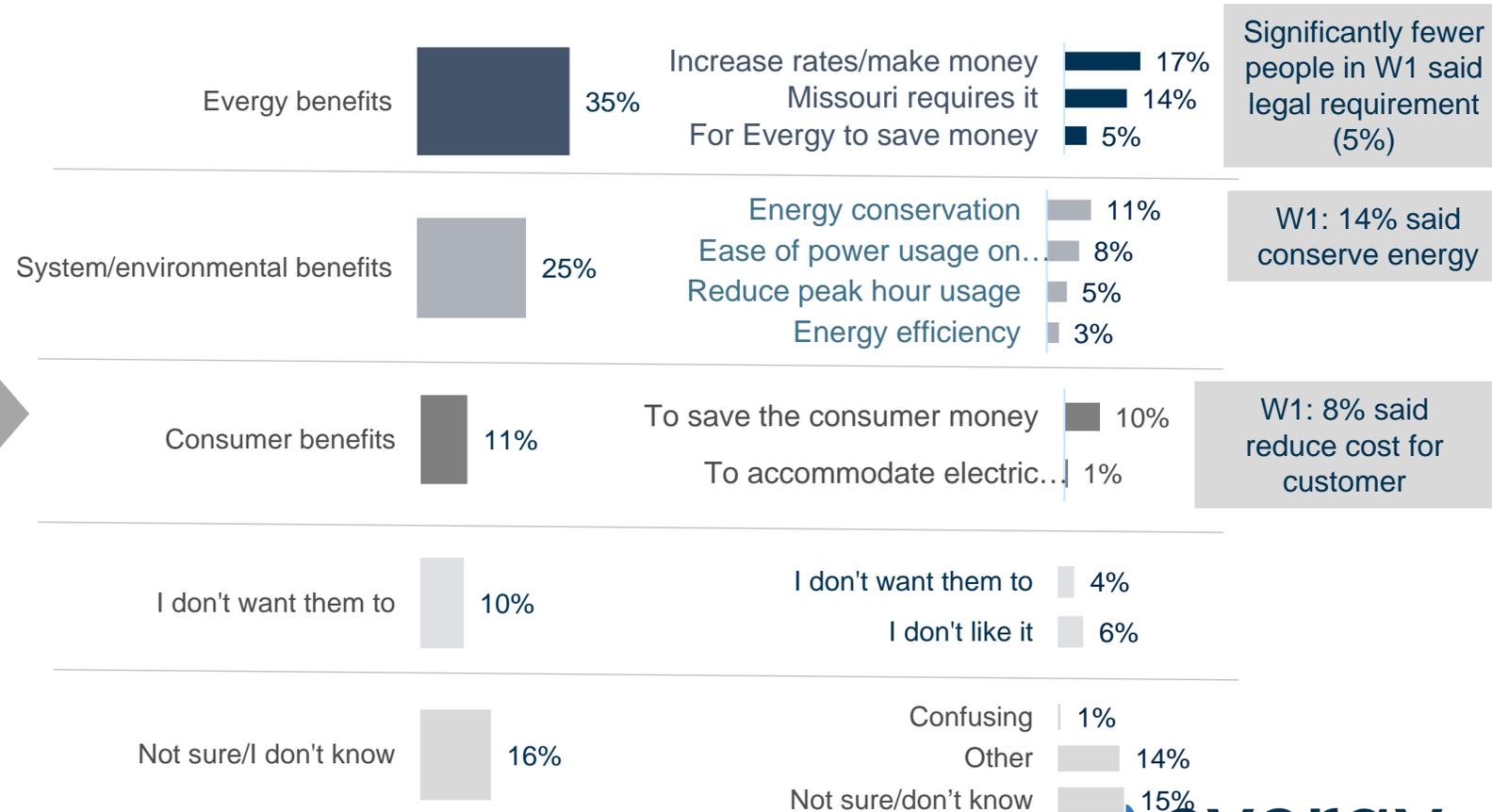


Almost 80% are aware of the time-of-day rate plans. A little more than one-third see it as a benefit to Evergy. Few believe it is a benefit for the customer.

### Awareness of Time-of-Day Rate Plan



### Why Evergy Needs Customers on a Time-Based Plan



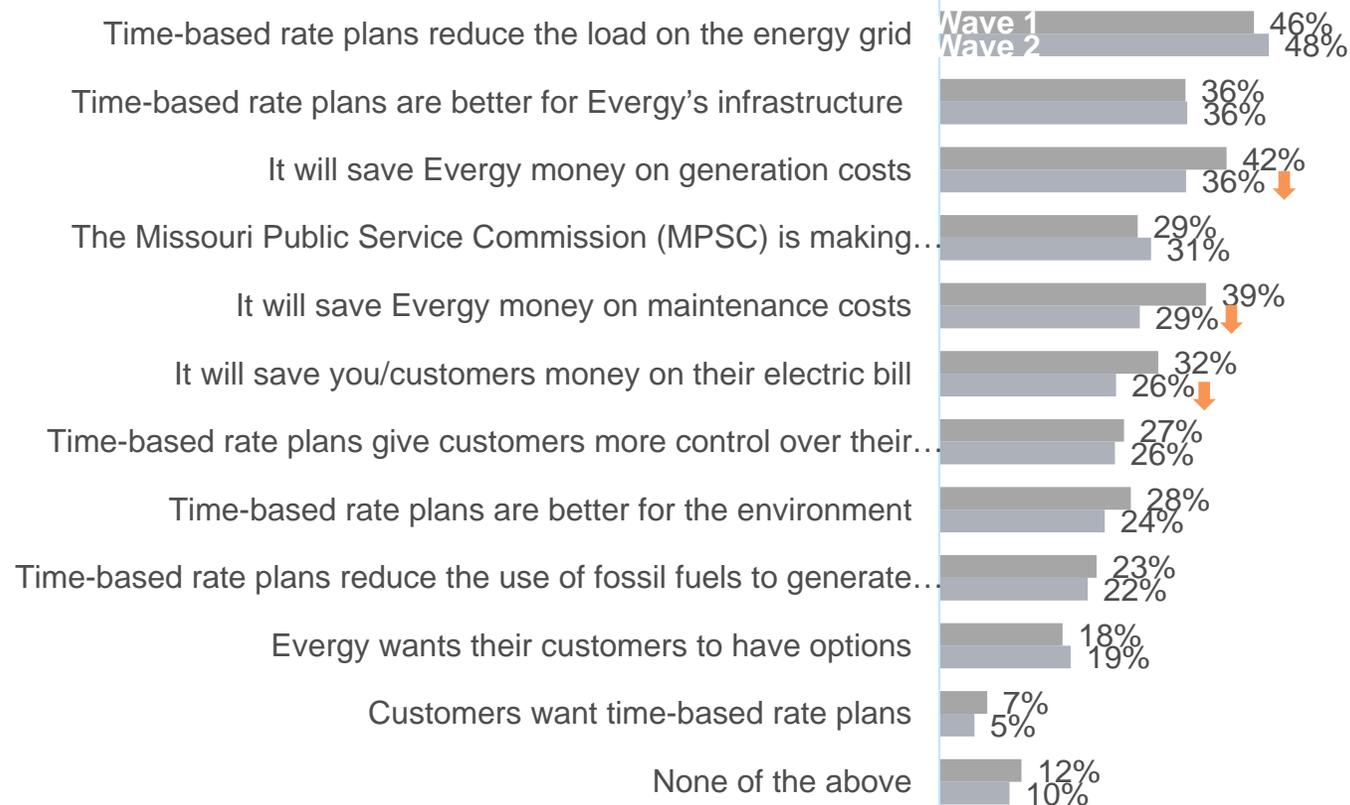
Base: Missouri respondents W1 n=600 and W2 n=604  
 Q26. Before today, were you aware that the costs of electricity will vary based on the time of day that you use it by the end of 2023?  
 Q27. Why do you think Evergy needs to change all their customers to enroll in a time-based rate plan?

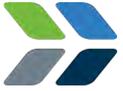




# Perceptions of Why Evergy is Switching to Time-Based Rate Plans

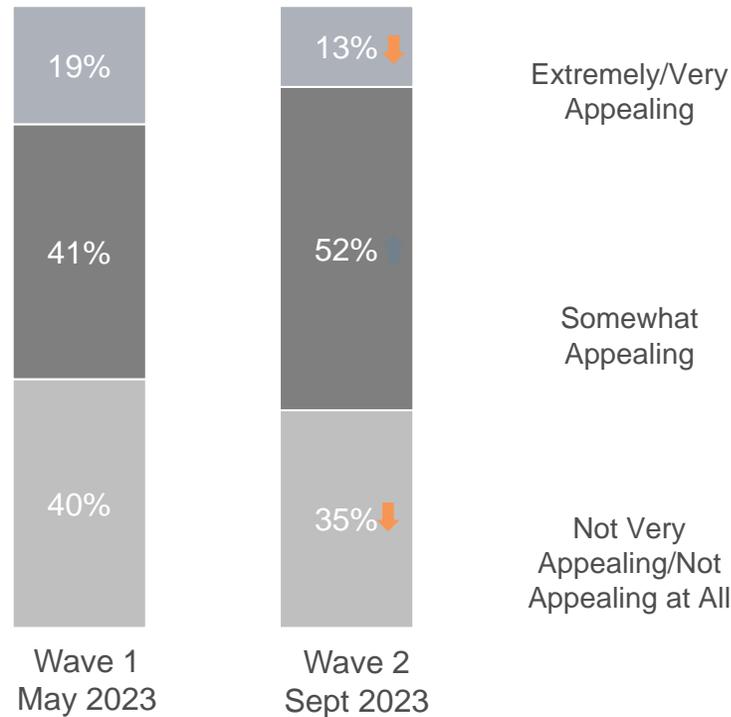
## Why Customers Believe Evergy is Switching



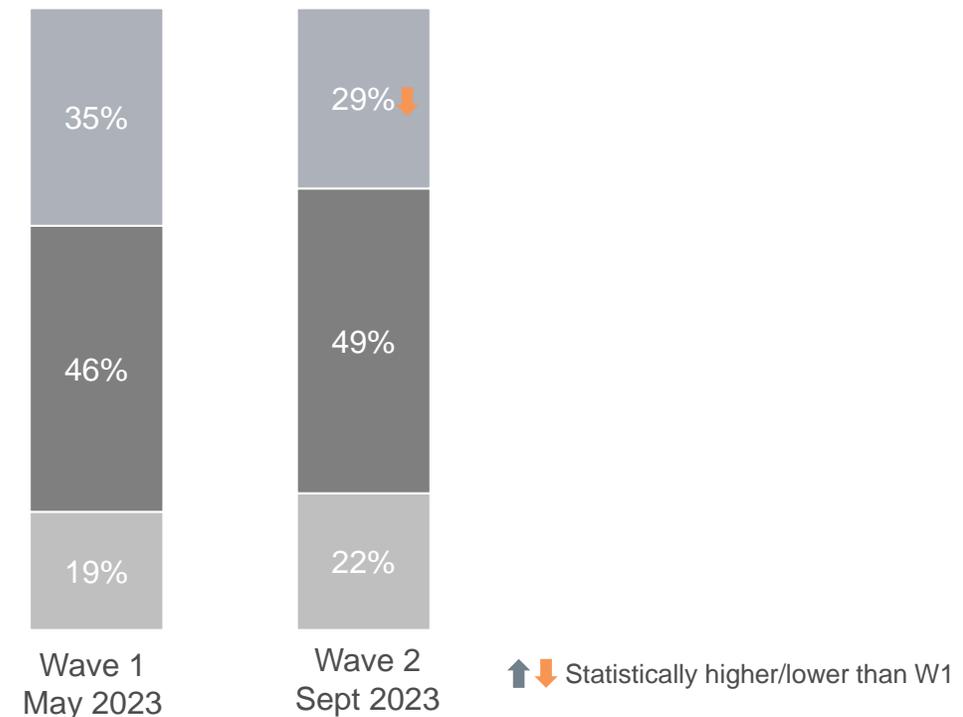


A little over 1/3<sup>rd</sup> of customers indicated that the overall appeal of the time-of-use-based plan was not appealing. However, around 30% do find the ability to choose their plan appealing. The Time Of Use rate plan is less appealing than it was in W1, and the ability to choose among options does not mitigate this.

### Overall Appeal of Time Of Use Rate Plan

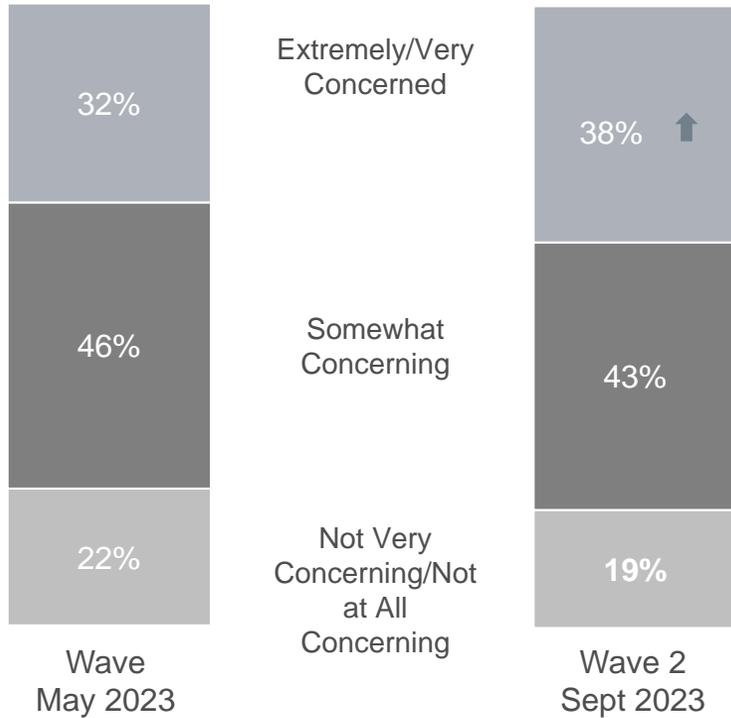


### Appeal of Being Able to Choose Time Of Use Plan

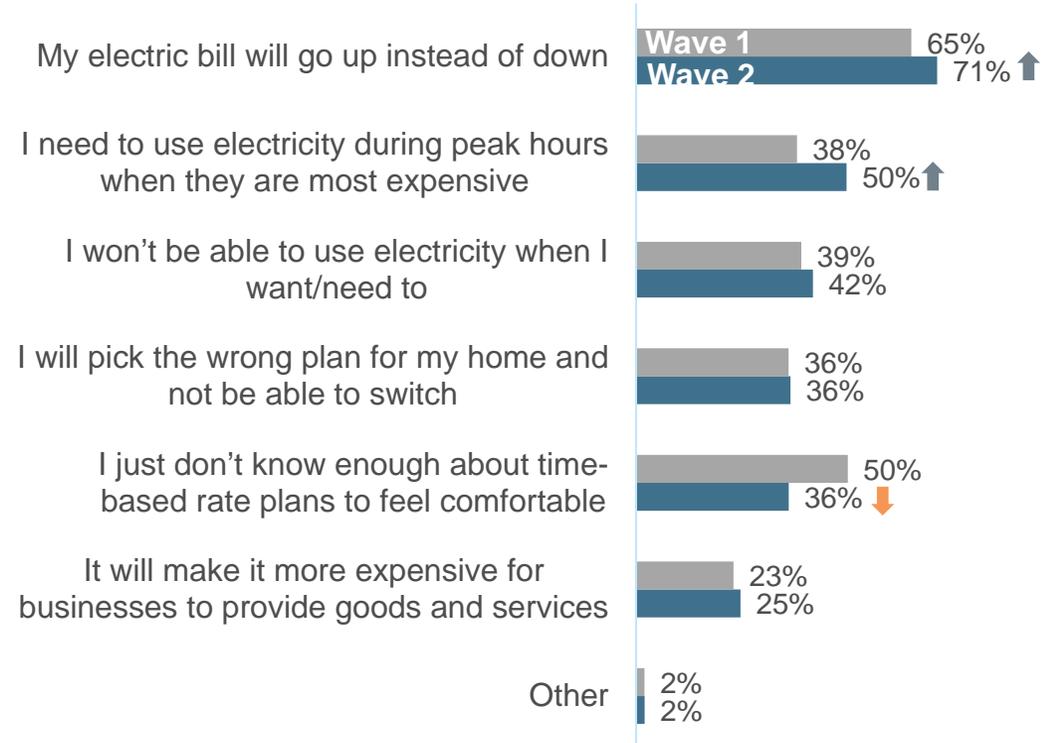


# Concern Regarding the Time Of Use Rate Plan

### Level of Concern About Moving to New Rate Plan



### Concerns Customers Have About Switching Rate Plan



↑ ↓ Statistically higher/lower than W1

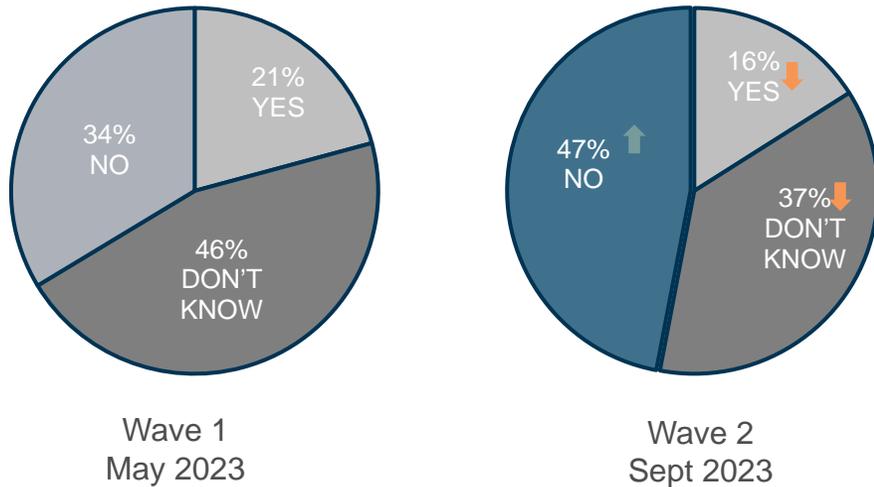
132 Base: Missouri respondents Q32 W1 n=600 and W2 n=604 and Q33 W1 n=466 and W2 n=491  
 Q32. How concerned, or not concerned, are you about moving to a rate plan where the costs of electricity will vary based on the time of day that you use it?  
 Q33. What concerns, if any, do you have about switching to a rate plan where the costs of electricity will vary based on the time of day that you use it?



# Money Savings

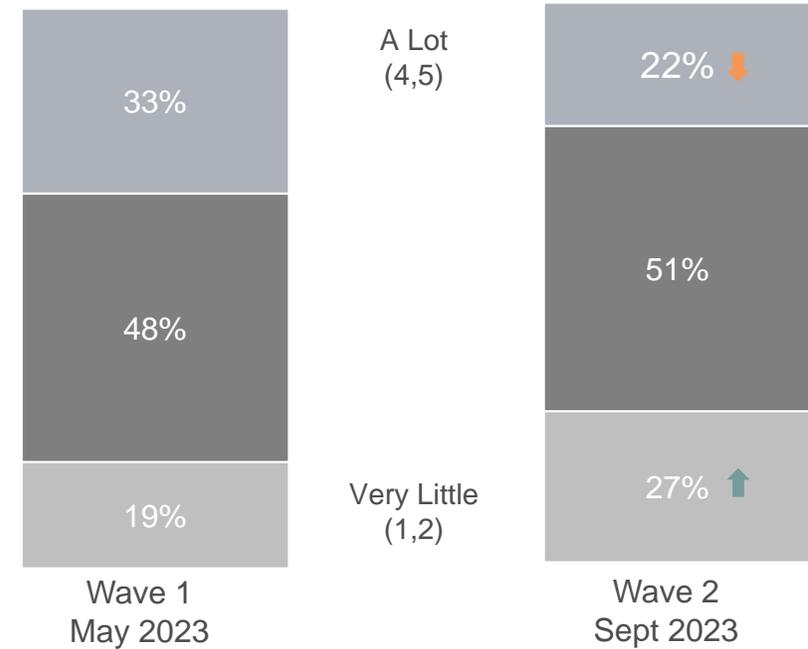
## Perception of Saving Money on a Time-of-Use Rate Plan

(% all respondents)



## Amount Saved

(% of those who believe it will save money)



↑ ↓ Statistically higher/lower than W1

Base: Missouri Respondents W1 n=600; W2 n=604  
Q42. Do you think you will save money with the new rate plan?

Base: Those who think they will save W1 n=123, W2 n=99  
Q43. How much money do you think you will save?

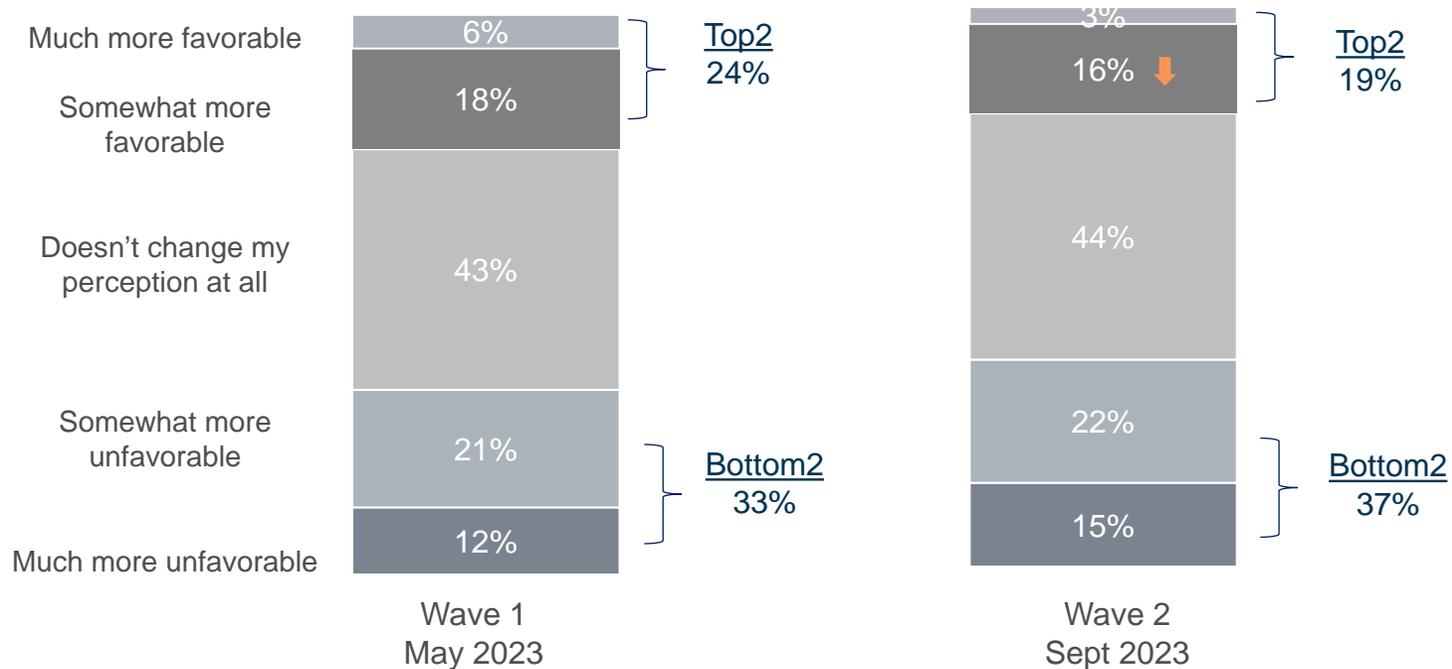




# How Switching to a Rate Plan Effects Opinions of Evergy

## Overall Opinion of Evergy If Switched Plans

(% overall respondents)



Base: Missouri Respondents W1 n=600, and W2 n=604

134 Q49. How does switching to a rate plan where the costs of electricity will vary based on the time of day that you use it change your opinions of Evergy?



# Appendix





# Demographics

	Wave 1	Wave 2
<b>Home Ownership</b>		
Rent	41%	36%
Own	59%	64%
<b>Education</b>		
Some high school	2%	2%
High school graduate	23%	20%
Some college	27%	28%
Trade or vocational training	8%	6%
College graduate	26%	30%
Postgraduate study or degree	14%	14%
<b>Age</b>		
18-34	23%	22%
35-44	23%	23%
45-54	13%	18%
55-64	17%	18%
65+	25%	20%
<b>Gender</b>		
Male	33%	31%
Female	67%	69%

	Wave 1	Wave 2
<b>Profession</b>		
Healthcare/Pharmaceuticals	13%	14%
Education	10%	10%
Retail	11%	8%
Food/Beverages	9%	6%
Financial Services/Insurance	6%	4%
Government/Politics	5%	4%
Real Estate/Construction	5%	4%
Transportation/Shipping	7%	4%
Automotive	5%	3%
Restaurants	3%	3%
Telecommunications	1%	2%
Beauty/Cosmetics	2%	1%
Entertainment	3%	1%
Marketing/Market Research	2%	1%
Travel/Tourism	1%	1%
Media	2%	1%
Energy, Oil or Gas Services	1%	1%
None of these	42%	47%
<b>Income</b>		
Under \$50k	41%	45%
\$50k-74K	23%	20%
\$75k+	31%	33%

# Customer Data





# Usage Data Request

- Usage by Rate ID by month will be attached as Exhibit B and is marked as highly confidential.
- CONF\_Exhibit B\_Usage by Rate ID Monthly Residential December.xls



# Rate Switching

Number of rate changes by Customer from original selection or defaulted rate	Number of Customers who have made changes	
	Missouri West	Missouri Metro
<b>Data as of 1/2/24*</b>		
1 rate change	5,502	4,024
2 rate changes	375	285
3 rate changes	35	51
4 rate changes	12	3
5 rate changes	1	-
10 rate changes		1



# Average Payment Plan Data

Active Customers on APP and on TOU rate as of 1/2/2024	Counts	Notes
Customer previously on APP and currently on APP	97,269	Count of accounts that were previously and currently on APP.
Customer previously on APP and NOT currently on APP	3,860	Approx 3300 of these customers elected to change rates prior to system updates that automatically re-enrolled them in APP. Self-serve customers were alerted to this process and asked to call the contact center to re-enroll. The system updates were effective 8/23/23.
Customer previously on APP, changed rates without APP, but now currently on APP	5,279	Customers that have been manually re-enrolled due to exception or who have called to re-enroll.
Customer previously on APP, changed rates with APP, but now currently not on APP	3,449	Customers have elected to un-enroll or have other circumstances where the account is no longer on APP.
<b>Total</b>	<b>109,857</b>	



# Average Payment Plan Data

Division	Residential Customer On Avg Pay Plan (APP)	# of Accounts	% of APP	# of TOU Rate Customers	% of TOU Customers on APP
MO West	No	206,248	78.6%	206,234	78.6%
MO West	Yes	56,033	21.4%	56,029	21.4%
<b>Total</b>		<b>262,281</b>		<b>262,263</b>	
MO Metro	No	225,778	78.1%	225,743	78.1%
MO Metro	Yes	63,165	21.9%	63,156	21.9%
<b>Total</b>		<b>288,943</b>		<b>288,899</b>	

- Data as of 1/4/2024