



# Evergy's New Rate Plan Options

*Time of Use (TOU) Plan*

*MOPSC Update December 11, 2019*





# Agenda

- Strategy and Cross-Functional Collaboration
- Marketing and Outreach
- Education, Enrollment and Success
- Enrollments and Channel Activity
- Questions

# Strategy and Cross- Functional Collaboration

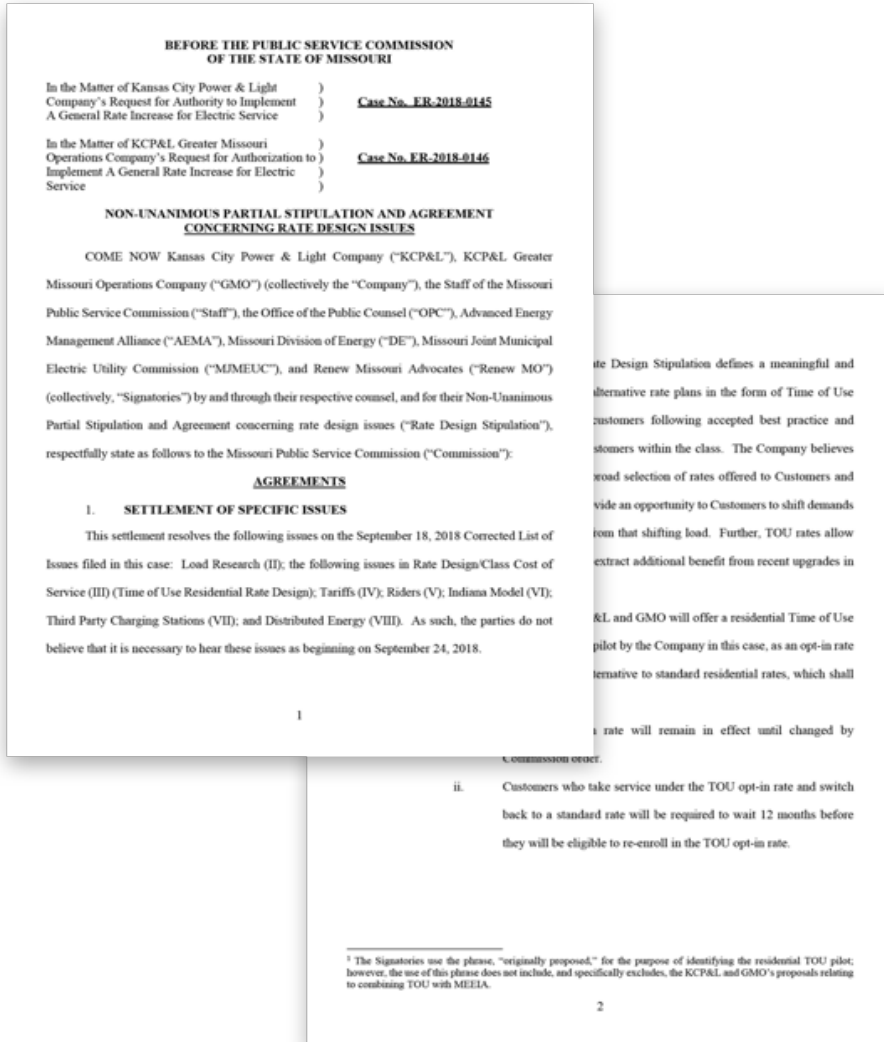


# Why new rate options?

## MO - Time of Use Rate Plan

### *MO West & MO Metro Stipulation & Agreement with MOPSC during 2018 Rate Case*

1. Establish a global awareness, education and marketing plan to reach all customers
2. Enroll customers within the opt-in TOU rate plan
3. Shadow Billing Business Case
4. Evaluation, Measurement and Verification (EM&V)
5. Customer Research
6. Customer Behavior Metrics
7. Customer Feedback Mechanism
8. Stakeholder Engagement
9. Rate Design Case June 2020





# Project Timeline to Date



**Innovate**  
technologically

**Productize**  
rate options

**Drive** market  
awareness  
and adoption

# Marketing and Outreach



# Understanding Customer Expectations





# Industry TOU Marketing Review

Reviewed optional TOU programs from a number of utilities

Three key learnings we're applying:

1. Websites play an important role in education
  - High use of websites, need for an informational and visual landing webpage
2. High use of visuals
  - Many use clocks to show time periods
  - Use of color to demonstrate savings periods
3. Focus on "high use" appliances
  - Help customer understand that they need to shift larger appliances like A/C and dishwasher, but lights, phone chargers and small appliances are fine

| Sample List of Utilities Reviewed |  |
|-----------------------------------|--|
| Utility                           | Highlights   |
| APS                               | <ul style="list-style-type: none"><li>- Welcome kit</li><li>- High visual graphics</li><li>- Stagger/shifting messaging</li><li>- Transition phase</li></ul> |
| OG&E                              | <ul style="list-style-type: none"><li>- The 'why' behind TOU</li><li>- Transparency around program</li></ul>   |
| PG&E                              | <ul style="list-style-type: none"><li>- Display of time periods</li><li>- Use of word "plan"</li><li>- Top electricity appliance education</li></ul>         |
| Xcel                              | <ul style="list-style-type: none"><li>- Shifting messaging vs using less</li><li>- Examples of easy daily life changes</li></ul>                             |
| Southern California Edison        | <ul style="list-style-type: none"><li>- TOU web landing page</li><li>- Customers who might benefit the most education</li></ul>                              |

# Customer Decision Map

## Purpose

To identify the customer's mindset, influencers and barriers/bias that will affect their decision to enroll in the new rate plan.

## Research

Insights were driven by research performed throughout the development of the new rate plan.




## Activation




Customer journey map then drives marketing activation tactics to address the barriers/bias.

| CONSUMER DECISION JOURNEY   |  |  |   |  |  |
|---|--|--|---|--|--|
| Consumer: Residential Energy Customer   |  |  | Brand: Evergy   |  |  |
| Challenge: I'm not sure of the best rate plan for my energy needs.  |  |  | Product: Time Of Use (TOU) Rate Plan  |  |  |
| Mktg Objective: Introduce the power of choice in picking rate plans and encourage enrollment in new TOU option. |  |  | One Benefit: The power of choice  |  |  |
| Step in Journey   | EDUCATION  |  | ENROLLMENT  |  | ADVOCACY   |
|   | AWARENESS  | CONSIDERATION  | ENROLLMENT  | EXPERIENCE   | ADVOCACY   |
| Priority  |  |  |   |  |  |
| <b>Environment</b><br>(When is the consumer most likely open to receiving our message?)                         | - At home - consuming media (email, TV, online, social surfing, checking utility bill).<br>- In the community - neighbors, church, town/city meetings, etc.<br>- Interacting with the Evergy website or physical location.                                   | - Website and/or other digital-based informational resources.<br>- Call Center, office, social media<br>- In person/in the community - friends, family, neighbors, early adopters/influencers.   | - My work/office or other location where I have wi-fi/Internet access.<br>- At home.<br>- Evergy walk-in payment center.  | - At home - consuming electricity, actively changing behaviors/routines.<br>- Website/using OPower tools.<br>- Receipt & review of monthly bill.   | - Social media: sharing, commenting, posting their own relevant experience/savings.<br>- Community - neighbors, church, town/city meetings, etc.<br>- Participation/voting in legislation development process.   |
| <b>Influencers</b><br>(Who or what may inspire them to consider our message)                                    | - Social media comments/conversations.<br>- Traditional/digital media sources.<br>- Family, friends, neighbors.<br>- News outlets, bloggers, secondary info sources  | - Branded materials (traditional or online; encouraging program benefits).<br>- Social media comments/conversations.<br>- Traditional/digital media sources.<br>- Family, friends, neighbors.<br>- Evergy Representative (CSR, call center, walk-in payment center)<br>- Moving resources (HOA, community directories, relocation guides).<br>- Builders/Real Estate Agents. | - Branded materials (traditional or online; encouraging easy enrollment).<br>- Evergy Representative (CSR, call center, walk-in payment center)<br>- Options for additional account tools/resources (OPower, bundle services/products)  | - OPower or other account tools - readily available, real-time usage/progress information.<br>- Notable cost savings.<br>- Interaction with a Evergy representative.   | - Social media: community and/or environmental voices<br>- Family, friends, neighbors, community.<br>- Experts, legislators, community officials.  |
| <b>Barriers or Bias</b><br>(Top 3)  | 1) I didn't know Evergy had different rate plan options I could choose from.<br><br>2) The various rate plan options feel complicated to understand and hard to switch to.<br><br>3) I'm not sure if this new TOU plan is right for our household/lifestyle. | 1) The new TOU plan feels complicated given the different pricing levels throughout the day.<br><br>2) This plan requires me changing some of my daily habits/routines during the work week.<br><br>3) Switching to the new TOU plan requires more effort than what it's worth given how much I'll save.   | 1) The enrollment process is too complex/difficult or unintuitive.<br><br>2) I don't have or know where to find all of my account information (enrollment requires too much information/effort to find/input info).<br><br>3) I consider myself technology averse.<br><br>4) Evergy (call center or other reps) doesn't know what's going on and/or I cannot get clear answers to my questions. | 1) I'm finding it difficult to change/shift my energy-use activities.<br><br>2) I am not seeing savings reflected in my monthly costs.<br><br>3) It is difficult to manage the OPower tools/difficult to understand how to take advantage of program benefits. | 1) Poor experience or unrealized savings via the TOU rate plan.<br><br>2) Don't feel like Evergy is being truthful/transparent about why these are beneficial rate plan options.<br><br>2) See/hear Evergy make rate increase requests or propose new power generation plants in the future. |

# Media Consumption

|  |   |
|--|---|
|   | The average commute in our area is between <b>19.3-22.9</b> minutes*      |
|   | <b>83%</b> of those employed in our area drive alone to work*             |
|  | <b>81%</b> have listened to the radio (home or car) in the last 30 days** |

|   |  |
|---|--|
|   | <b>68%</b> have listened to streaming radio (i.e. Pandora, Spotify, etc) in the last 30 days** |
|   | <b>64%</b> have watched video online in the last 30 days**                                     |
|  | <b>51%</b> have watched video on social platforms in the last 30 days**                        |

|  |  |
|--|--|
|   | <b>65%</b> have used Facebook and <b>25%</b> have used Instagram in the last 30 days**   |
|   | <b>80%</b> are using the internet on their smartphone and <b>71%</b> are using it on their computers**                                 |
|  | <b>43%</b> have been to a Royals game, <b>36%</b> have been to the Power & Light District and <b>33%</b> have been to Union Station*** |

Sources:  
 \* US Census Bureau  
 \*\* 2018 MRI Database  
 \*\*\* Kansas City 2018 Scarborough

# Campaign Messaging & Strategy



# Marketing and Outreach Strategy

- **Strategy:** Simplify, Connect, Consistency
- **Approach:** Build momentum using phased approach
  - Phase 1: Employees
  - Phase 2: Advocates
  - Phase 3: Mass Awareness
  - Phase 4: Continued Enrollment
- **Tactics:** Use a mix of mass and targeted channels
- **Messaging:** Easy to remember and understand, Ex: “Wait ‘til 8”
- **Creative:** Bold, noticeable, welcoming and easy to read

# Campaign Approach

## Building Momentum: Phased Approach To Rollout

| Audience               | Employee Education   | Early Adopters/Advocates   | Full Customer Education Campaign   | Target Customer Enrollment                                      |
|------------------------|--|--|--|---|
| <b>Length of Phase</b> | 12 weeks<br>Mid-August – October 2019  | 14 weeks<br>October – December 2019  | 45 weeks<br>Late-January – November 2020   | Ongoing   |
| <b>Goals</b>           | Educate all employees to become knowledgeable resources/advocates for TOU/Demand | Enroll early advocates who can help build trust in the program and provide enrollment feedback | Educate all customers on rate options and high-level understanding of TOU/Demand rates | Used targeted channels to help drive enrollments in the program |
| <b>Primary Tactics</b> | Web, Email, App, Signage   | Email, Social, Events  | Radio, Digital, Social, Email, Bill Insert, Website, News Media, and other             | Social, Digital, Email, Web                                     |

# Campaign Strategy

Marketing & education campaign strategy is guided by 3 key learnings from customer research

## Customer Learning

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- Rate plans can be confusing or feel complicated
- Today's "Google first" customer looks to digital and social channels to educate themselves on new things every day
- Customers look to Evergy's website for reliable and trusted information



## Campaign Strategy

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- **Simplify:** Deliver education in a **clear, concise manner** utilizing streamlined **visualizations** of key information wherever possible.
- **Connect:** Deliver education to customers across an **integrated mix of touchpoints** proven through research and history to be successful in **reaching and resonating with customers.**
- **Consistency:** Make a **consistent, centralized message** available on the company's website, which all other tactics, including direct/in-person communication, will drive customers to for **additional information/education.**

# Creating Rate Education Synergies

Educating on a larger scale as the portfolio of plans continues to expand.

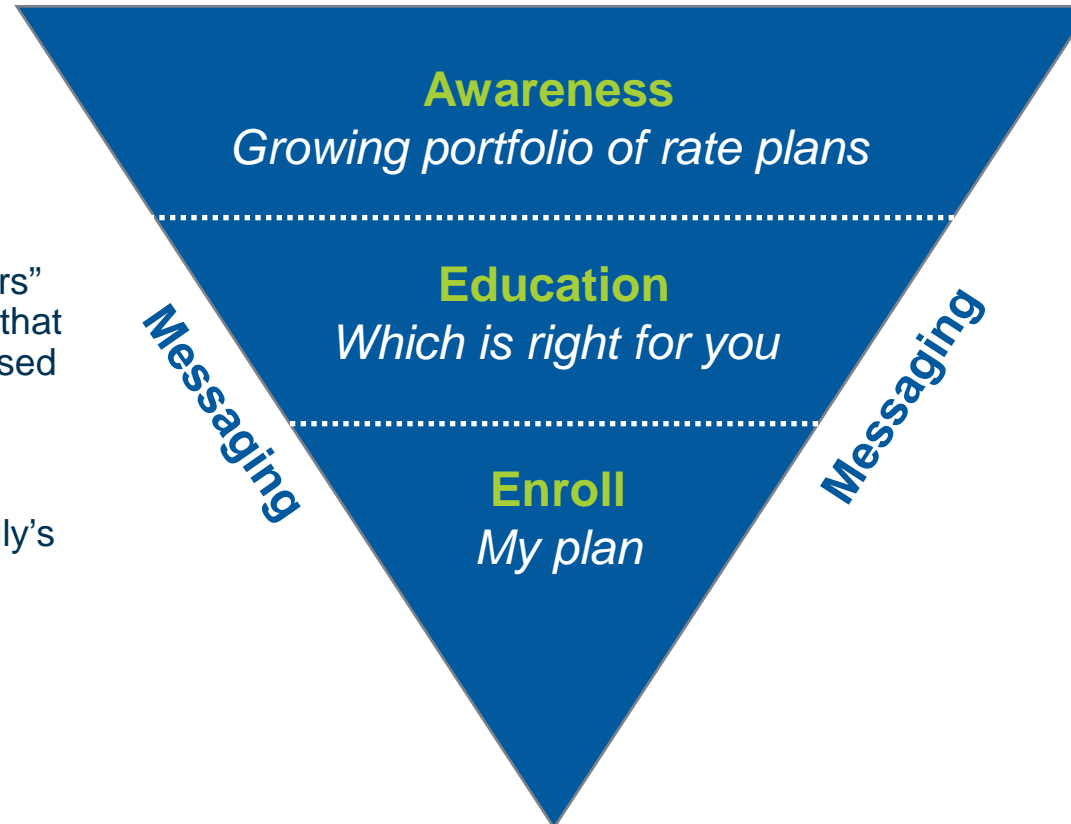
## Standard Rate Plan

Evergy's Standard plan is what the majority of our customers begin with when signing up.

Our Standard plan provides three "tiers" of energy pricing. Once you've used that tier's allotment, your rate changes based on the next tier's pricing.

My current plan is perfect for my family's lifestyle and energy needs today.

## Customer Decision Journey



## New Rate Options

Evergy is putting the power of choice in your hands with new rate plan options design to save you money based on the times you use energy the most.

Our Time Of Use plan rewards you with rate discounts when you shift the majority of your weekday energy use to off-peak times.

With a few small behavioral changes in my daily lifestyle, changing to the new Time Of Use plan would be beneficial to me/my family. I'm going to enroll in it.



# Rate Name and Messaging

## Rate Names and Messaging

- ✓ Time-of-Use:
  - ✓ Name: Time of Use Plan
  - ✓ Marketing Message: Switch, **Shift** & Save

## Naming/Messaging Strategy

Leveraged utility peer learnings from other plan launches to frame messaging

- ✓ Clearly explain how the plan works
- ✓ Highlight peak period hours
- ✓ Incorporated examples of energy changing behaviors that would need to occur to realize savings within the plan
- ✓ Establish rate plan as “weekday” only

*It's easy to save with our new Time-Of-Use Plan.*

| Switch  | Shift  | Save  |
|---|--|---|
| Switch your energy rate plan to our new Time-Of-Use Plan. | Shift energy use away from peak weekday hours between 4 and 8 p.m. | Pay less for the energy you use on weekdays before 4 and after 8 p.m. |

[MAKE THE SWITCH](#)

# Time Period Name and Messaging

## Names and Messaging

- ✓ Time Period Names:
  - Peak: 4 pm – 8 pm
  - Saver: 6 am – 4 pm, 8 pm – 12 am
  - Super Saver: 12 am – 6 am
- ✓ Marketing Messaging:      Wait 'til 8

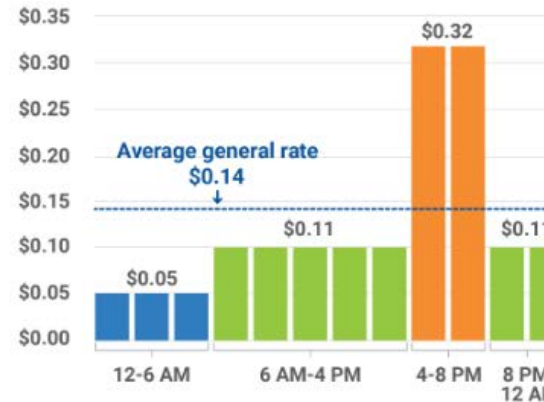
## Time of Use Plan



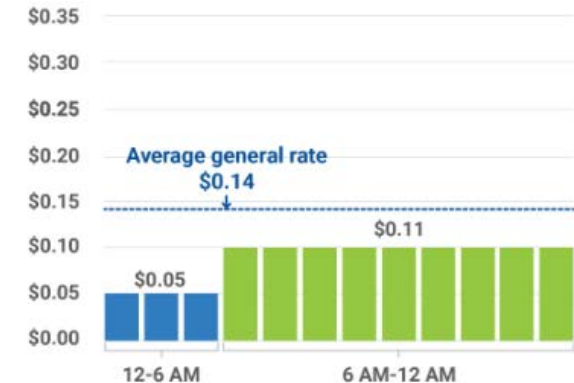
## Time Period Names/Messaging Strategy

- ✓ Clearly explain how the time works
- ✓ Highlight high use period hours
- ✓ Limit the use of “peak” due to customer understanding of term
- ✓ Develop terms that our customers are already used to hearing in their daily lives

Weekdays (Mon–Fri)



Weekends (Sat–Sun)



# Rate Portfolio

## When It Comes To Energy Savings, Timing Is Everything

*Everyone's needs are different—and so are the times we use energy. Which is why Evergy puts the power of choice in your hands with new rate plan options, each designed to save you money based on the times you use the most energy. So, you can find an energy plan that best fits your life.*

### **Option One: Time of Use Plan**

Our new optional rate plan rewards you with rate discounts when you shift the majority of your weekday energy use to off-peak times, like after 8 p.m. If you can shift a portion of your energy usage — like running the dishwasher, washing machine, dryer, and charging your electric car — away from the hours between 4 p.m. and 8 p.m., this plan may be right for you.

### **Option Two: Standard Tier Plan**

Our Standard Plan is our most traditional plan. You pay a flat rate for energy, plus a fixed monthly fee. This plan may still be right for you if spreading out your daily energy usage or shifting energy use away from the peak times of 4 – 8p.m. doesn't fit with your lifestyle.

### **Option Three: Future Plan**

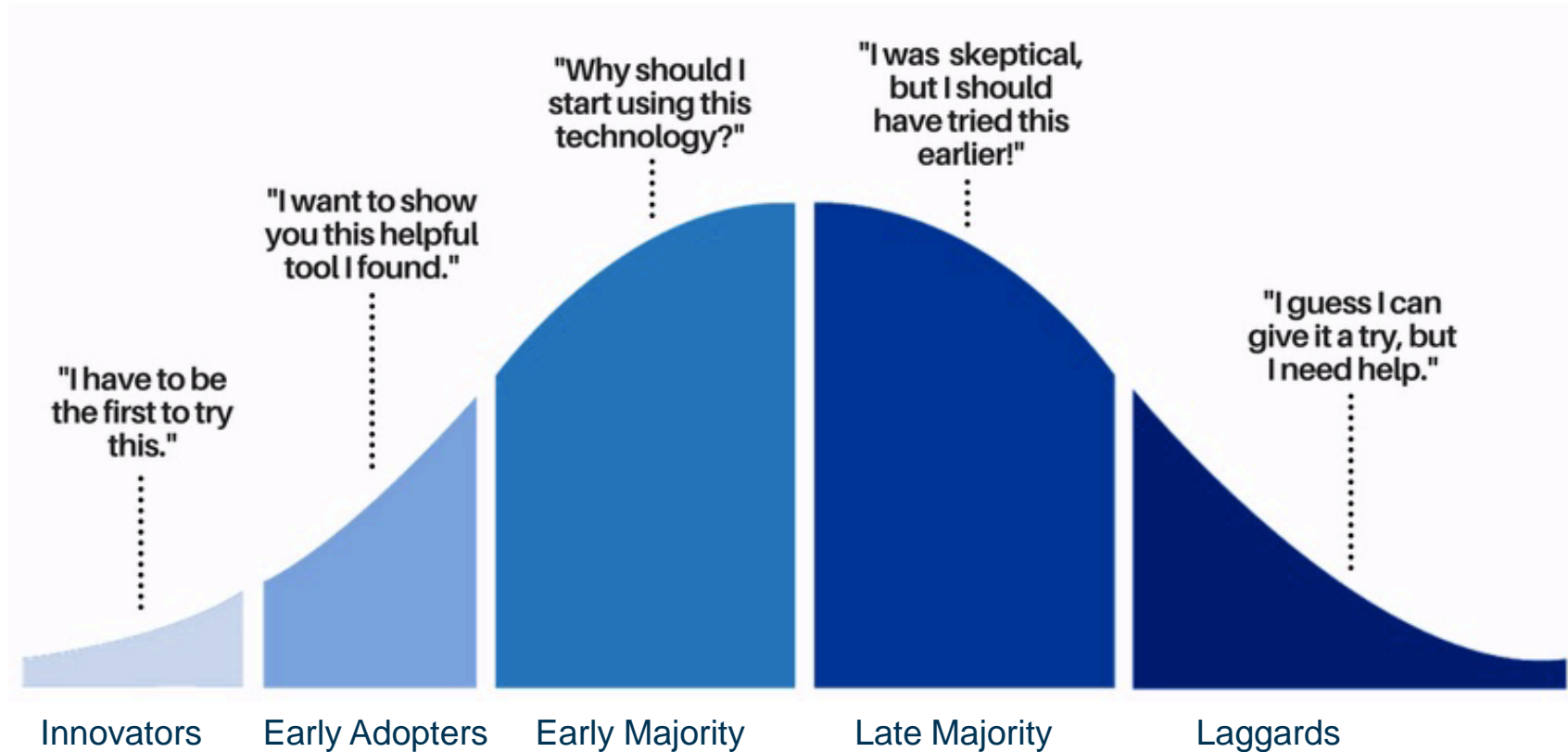
TBD

## Find the plan that best fits your life.

With our new rate plan options, you save money on energy when you time things right. To learn the times you're using the most energy and which plan is the best fit for your life, log in to your account at [Evergy.com](https://www.Evergy.com).

# Adoption Curve

Innovation and technology adoption curves typically look like this.



# Campaign Creative



# Introducing... Rate Options



SIGN IN

MY BILL

Don't have access? REGISTER NOW →



Save money on energy with our new Time-Of-Use Plan.

Get rewarded with rate discounts when you shift energy usage away from the peak hours between 4 and 8 p.m.

LEARN MORE

When it comes to energy savings, timing is everything.

If you can shift a portion of your weekday energy use—like running the dishwasher, washing machine, dryer and charging your electric car—away from the peak energy use hours between 4 and 8 p.m., you can save money with our new Time-Of-Use Plan.



- \$ SUPER SAVER (SUPER OFF-PEAK) 12 AM – 6 AM
- \$\$ SAVER (OFF-PEAK) 6 AM – 4 PM & 8 PM – 12 AM
- \$\$\$ PEAK 4 PM – 8 PM

LEARN MORE



Public

# Phase 1: Employee Campaign



**SWITCH**  
with new online tools

**SHIFT**  
usage away from peak hours

**SAVE**  
up to 6x per kWh

Peak Hours | 4-8 p.m. Energy Kansas & Missouri Metros, Energy Missouri West | 1-8 p.m. Energy Kansas Central (summer hours)

**Dirty Clean**

**When it comes to timing is ever**

**Time of Use Plan**  
Shift a portion of your weekday energy use away from peak hours to save money.  
4-8 p.m. Energy Kansas & Missouri Metros, Energy Missouri West  
1-8 p.m. Energy Kansas Central (summer hours)

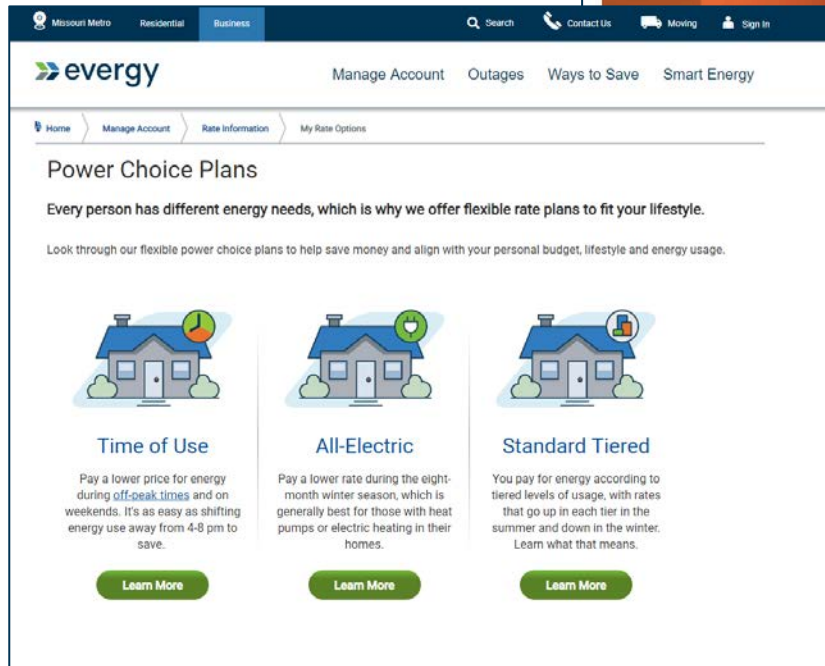
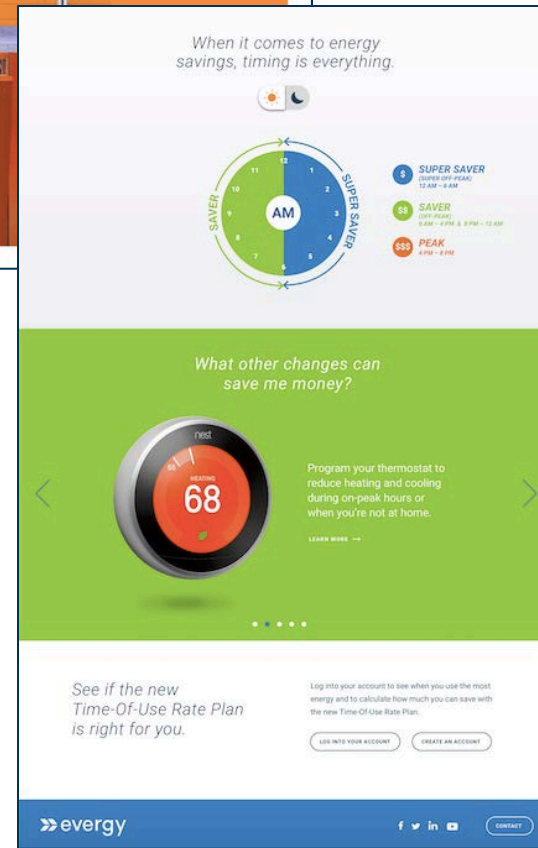
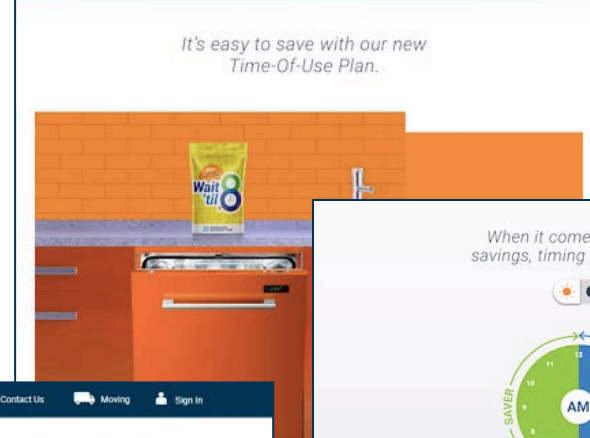
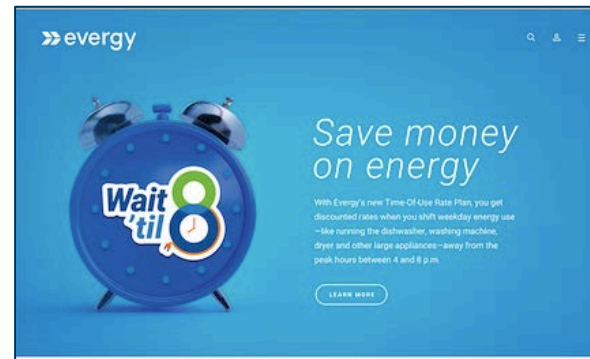
**Even Use Plan**  
Get a lower rate when you spread out energy use during peak hours.  
4-8 p.m. Energy Kansas Metros  
3-7 p.m. Energy Kansas Central

**Time of Use Plan**  
Our new Time of Use Plan rewards customers with rate discounts when they shift weekday energy use to off-peak times. Like after 8 p.m. If customers can run the dishwasher, washing machine, dryer and other large appliances outside of weekday peak hours, this plan may be right for them.

**Even Use Plan**  
Our Even Use Plan rewards customers with a lower energy rate for the majority of energy they use every day, but adds a demand charge for the highest amount of energy they use on weekdays during peak hours. If customers can spread out their energy usage during the peak hours, this plan may be right for them.


# Updated Rate Pages


- New Rate Page
- Wait 'til 8 Campaign Landing Page
- New rate pages for every rate, using new graphics
- Compare rates inside MyAccount





# Phase 2: Early Adopters– TOU Email

 [Sign In](#) [My Bill](#)  
Don't have online access? [REGISTER NOW](#)



## Introducing our new Time of Use Plan


### Save money on energy and EV charging with our new Time of Use Plan.

Our Time of Use plan is an optional rate plan that rewards you with rate discounts when you shift energy usage away from the peak hours [Monday-Friday, 4-8 p.m.] It's an ideal plan for electric vehicle owners like you.


[Compare Your Usage](#)


If you can shift when you use major appliances on weekdays—like setting your EV charger timer to start charging after midnight, or running the dishwasher, washing machine and dryer away from the peak hours of [Monday-Friday, 4-8 p.m.], you may be able to save money with our new Time of Use Plan. Plus, you'll always save on weekends and holidays!

Costs are higher during the peak hours of Monday-Friday, 4-8 p.m., so it's important to shift your energy usage to save.



[Learn More](#)

 [Sign In](#) [My Bill](#)  
Don't have online access? [REGISTER NOW](#)



## Save [\$X] a year with our new Time of Use Plan

We crunched the numbers, and based on your last 12 months of energy use, we've determined that you could save about [\$X] per year by switching to our new Time of Use Plan.

Switch to the Time of Use Plan and you'll enjoy the same great service, plus a little extra savings each month off your energy bill based on your current energy behavior. Plus, if you reduce the amount of energy you use [Monday-Friday, 4-8 p.m.], you could save even more. Plus, you'll always save on weekends and holidays!


See for yourself. Use our [new online tools](#) to view your energy usage and see how much you can save.

[Compare Plan Options](#)


### What is the new Time of Use Plan?


Our Time of Use Plan is an optional rate plan that rewards you with rate discounts when you shift your weekday (Monday to Friday) energy use to off-peak times, like after 8 p.m.

If you can shift when you use major appliances on weekdays—like running the dishwasher, washing machine, dryer or A/C—away from peak hours [between 4 and 8 p.m.], you may be able to save money with our new Time of Use Plan. Costs are higher during peak hours of Monday-Friday, 4-8 p.m., so it's important to shift your energy usage to save.



[Learn More](#)

 [Sign In](#) [My Bill](#)  
Don't have online access? [REGISTER NOW](#)



## Save money on energy with our new Time of Use Plan


Our Time of Use Plan is an optional rate plan that rewards you with rate discounts when you shift energy usage away from peak hours, [Monday to Friday, between 4 and 8 p.m.]

[Make the Switch](#)

### What is the new Time of Use Plan?

If you can shift when you use major appliances on weekdays (Monday-Friday)—like running the dishwasher, washing machine, dryer or A/C—away from peak hours [between 4 and 8 p.m.], you may be able to save money with our new Time of Use Plan. Our new online tools make it easy to view your energy usage and see how much you can save.

Costs are higher during the peak hours of Monday-Friday, 4-8 p.m., so it's important to shift your energy usage to save.



[Learn More](#)

# Phase 3: Full Launch - Handout

timing is everything.

If you can shift a portion of your weekday energy use — like running the dishwasher, washing machine, dryer and other large appliances — to off-peak times, like after 8 p.m., you can save money with our new Time-Of-Use Plan.



Save Money on Energy



When it comes to energy savings



It's easy to save with our new Time-Of-Use Plan.



Switch your energy rate plan to our new Time-Of-Use Plan at [EvergyAfter8.com](http://EvergyAfter8.com)



Shift energy use away from peak weekday hours between 4 and 8 p.m.



Save money on energy on weekdays before 4 and after 8 p.m.



Calculate your potential savings at [EvergyAfter8.com](http://EvergyAfter8.com)

| Rate Plan                      | Time Period                |
|--------------------------------|----------------------------|
| 9 SUPER SAVER (SUPER OFF-PEAK) | 12 AM - 6 AM               |
| 65 SAVER (OFF-PEAK)            | 6 AM - 4 PM & 8 PM - 12 AM |
| 655 PEAK (ON-PEAK)             | 4 PM - 8 PM                |

# Phase 4: Targeted Enrollment - Digital & Social

31 weather alerts

KSJB KANSAS CITY

Watch Live

Weather 76° Local News SafeKC Traffic 2019 Flood Contests

### Local News

Kansas City Local News

**LOCAL NEWS**  
**Tom Dempsey opens up about cancer battle: The diagnosis**  
Tom Dempsey 8:00 AM, Jun 17, 2019

**LOCAL NEWS**  
**Bats: The uninvited guests in Johnson County homes**  
Rae Daniel 7:26 AM, Jun 17, 2019

**LOCAL NEWS**  
**'Yes' on Question 1 Tuesday would limit KCMO tax incentives**  
Charlie Keegan 6:35 AM, Jun 17, 2019

Save money on energy.

Shift chores to off-peak times, like after 8 p.m.

Get a lower weekday energy rate.

energy LEARN MORE

Energy Sponsored

Save money on energy when you shift chores to off-peak hours, like after 8 p.m.

241 Likes • 12 Comments • 6 Shares

Like Comment Share

Switch to the new Time-Of-Use Plan.

Learn More

Shift energy use to off-peak hours.

Learn More

Save money on energy.

Learn More

Learn more at [EnergyAfter8.com](http://EnergyAfter8.com)

Learn More

# Phase 4: Welcome Letter

**evergy**

**Wait 'til 8**

**Welcome to Evergy's new Time of Use Plan.**

You've made a smart choice by switching, and now we want to help you lower your monthly energy bill even more. Shift your energy usage away from peak hours on weekdays—Monday through Friday—between 4 p.m. and 8 p.m. to maximize your savings with the Time of Use Plan. On weekends and holidays, you always save!

Also, check out these useful tools and tips:

**Weekly Rate Coach Report Emails**

Watch for our weekly TOU Rate Coach Reports by email that provide details about your actual energy usage and costs each week, as well as personalized insights and coaching tips to help you save money on energy.

**Online Energy Analysis**

Visit [Evergy.com/MyData](http://Evergy.com/MyData) to see exactly how much energy you're using, when you're using it, and how much you're paying for it.

**Questions about your new plan?**  
Email [TOU@Evergy.com](mailto:TOU@Evergy.com) or call 800-541-0407

**Dirty Clean**

**When it comes to saving on energy, timing is everything.**  
Shift appliance usage away from peak hours on weekdays—Monday through Friday—between 4 p.m. and 8 p.m.

On weekends and holidays, you always save!

- SUPER SAVER** 12-4 AM
- SAVER** 8 AM-4 PM & 8 PM-12 AM
- PEAK** 4-8 PM

Dishwasher Magnet  
*In home reminder of the program that encourages behavior shifts.*

# Marketing and Outreach Recap

- **Strategy:** Simplify, Connect, Consistency
- **Approach:** Build momentum using phased approach
  - Phase 1: Employees
  - Phase 2: Advocates
  - Phase 3: Mass Awareness
  - Phase 4: Continued Enrollment
- **Tactics:** Use a mix of mass and targeted channels
- **Messaging:** Easy to remember and understand, Ex: “Wait ‘til 8”
- **Creative:** Bold, noticeable, welcoming and easy to read

# Education, Enrollment and Success



**Education**



# Rate Education



P.O. Box 418679, Kansas City, MO 64141

## Rate Education Report March 21, 2020 Account number XX00001

We've put together this report to introduce you to our new Power of Choice program, providing personalized guidance about your rate plan options as well as tips for saving energy and money.

Read on to learn more or visit:  
[evergy.com/plandetails](http://evergy.com/plandetails)

## Evergy puts the Power of Choice in your hands

Our new rate plans are designed to save you money based on when you use the most energy. This report estimates the cost of each plan and helps you choose the best plan for you. For most people, switching to a Time of Use (TOU) rate plan and reducing weekday energy usage from 4 pm to 8 pm can help lower energy costs.

You're currently on Standard Tier Plan.



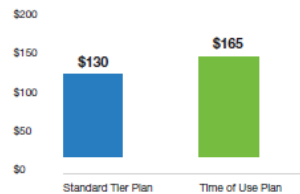
**Standard Tier Plan**  
Three pricing levels based on how much energy you use each month.



**Time of Use Plan**  
A discounted rate when you shift weekday energy use to designated off-peak times.

## What do different rate plans cost?

Avg over past 12 months



Last year you would have saved more on a TOU rate plan.

**\$13 savings per month**

\*Estimated values. This comparison is based on your hour-by-hour energy use over the last 12 months.

## Ready to switch plans?

To view rate plans and choose the best one for you, log in to your account at [evergy.com/changeplan](http://evergy.com/changeplan).

Turn over ➡

## Estimated cost per year

|                    | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Annual Cost |                   |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|-------------------|
| Standard Tier Plan | \$100 | \$110 | \$120 | \$130 | \$140 | \$150 | \$100 | \$150 | \$140 | \$130 | \$120 | \$110 | \$1,560     | Your current plan |
| Time of Use Plan   | \$90  | \$88  | \$120 | \$104 | \$112 | \$120 | \$100 | \$105 | \$112 | \$104 | \$110 | \$88  | \$1,369     | Your best plan    |

The amounts shown here are estimates based on your electricity usage from available data using applicable rate prices and surcharges only. They do not include local taxes or fees and might differ from your costs.

## More ways to save



**Delay running your dishwasher**  
Load your dishwasher during peak hours, but delay starting it until off-peak hours.



**Delay running your dryer**  
Dryers use more energy than washing machines, so wait until 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 runs less during peak hours.

## Frequently asked questions

### Why is Evergy offering a Time of Use (TOU) plan option?

Shifting your energy use to off-peak times lets us use environmentally friendly resources and pass the savings on to you.

### What if my report says I won't save on the new plan?

This report estimates costs without considering possible lifestyle changes. Shifting higher energy use—such as running the dishwasher, washer, or dryer—to off-peak hours may help you save money on this plan.

### If I switch plans, how can I tell if I'm saving money?

If you enroll in the TOU plan, you'll also get a weekly "Rate Coach" email with personalized insights and tips to help you save energy and money.

## Find more information on rate plans

Visit [evergy.com/plandetails](http://evergy.com/plandetails)

## Find more ways to save

To receive personalized energy saving tips, complete our Home Energy Analysis survey under the Energy Analyzer tab at [evergy.com/myhome](http://evergy.com/myhome).



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.

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## Introducing Evergy's new Time of Use Plan

If you can wait to run the dishwasher and other large appliances outside of weekday peak energy demand hours, like after 8 p.m., Evergy's new Time of Use Plan might be right for you.

Find out if the new Time of Use Plan is right for you

[Compare my usage](#)

[Change my plan](#)

## How it works

Our Time of Use Plan is an optional rate plan that rewards you with rate discounts when you shift energy usage away from the peak hours.

The cost of generating energy varies by time of the day, day of the week and by season. Knowing that power costs less during off-peak times, so we pass the savings onto you.

It pays to remember to "Wait 'til 8." With the Time of Use Plan, you'll pay a lower per-kilowatt price during the Saver and Super Saver time periods. Plus, you always save on weekends and holidays.

Costs are higher during the peak hours, so it's important to shift your energy usage to save.

[Learn More](#)



**Switch**  
your energy rate plan to our new Time of Use Plan



**Shift**  
usage away from peak weekday hours



**Save**  
more on energy on weekends during Saver and Super Saver hours



## When it comes to energy savings, timing is everything

With the Time of Use Plan, the price you pay for energy depends on when you use it. Visit the Time of Use Plan page for specific times and pricing for your area.



On weekends and holidays, you always save!

- 1 SUPER SAVER** 12:00 AM - 4:00 AM
- 2 SAVER** 4:00 AM - 8:00 AM & 7:00 PM - 12:00 AM
- 3 PEAK** 4:00 PM





# New and Enhanced Web Features – Rate Comparison

The screenshot displays the Energy website's navigation and service categories. At the top, there is a dark blue header with 'Missouri West', 'Residential', and 'Business' tabs, along with 'Search', 'Contact Us', and 'Moving' icons. Below the header is the 'evergy' logo and a 'Manage Account' button. The main content area is divided into four columns: 'My Account', 'Energy Dashboard', 'Billing', and 'Rate Information'. The 'Rate Information' column features a 'Compare My Rate' link highlighted with a red circle. Other highlighted links include 'Energy Analyzer', 'Change My Rate', and 'Rate Options'.

Missouri West Residential Business Search Contact Us Moving

evergy Manage Account Outages Ways to Save Smart Energy

**My Account**  
View your online account, bill, preferences and more  
Account Summary  
Profile  
Make a Payment  
Payment History  
Bill History  
Preferences  
Change My Rate

**Energy Dashboard**  
Track energy usage and utilize energy resources to save  
Energy Usage  
24-Month Report  
Energy Analyzer

**Billing**  
Find detailed billing, payment or financial options  
Understanding My Bill  
Payment Options  
Billing Options  
Financial Help

**Rate Information**  
View rate options and general regulation or tariff information  
Compare My Rate  
Rate Options  
Service Areas  
How Rates are Set

About Energy Careers Community Partner with Us Help Lines




# Online Rate Analysis Tool – Rate Comparison & Details

## Your Lowest Cost Rate Plan

Based on your electricity use history, you'll save the most on the **Time of Use Plan** rate plan.

Your Current Rate



All-Electric Plan

Ideal for: Those who use electric heat for their homes

Highest price: Summertime


Savings tip: Limit your energy use in the summertime

\$1,120

Estimated cost per year

[Learn More](#)

Lowest Cost | Save \$55



Time of Use Plan

Ideal for: Those who want more flexibility and control

Highest price: Peak Hours: Weekdays from 4-8 p.m.

Savings tip: Run large appliances before or after 4-8 p.m.

\$1,065

Estimated cost per year

[Learn More](#)

Change My Plan

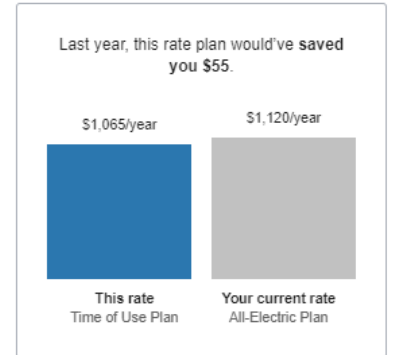
Rate plan  
Time of Use Plan

Estimated cost  
\$1,065 /year

### About This Plan

Get rewarded with rate discounts when you shift your energy usage away from peak hours.

Our Time of Use Plan rewards you with rate discounts when you shift your weekday energy use to off-peak times, like after 8 p.m. If you can run the dishwasher, washing machine, dryer, and other large appliances outside of the weekday peak energy hours between 4 p.m. and 8 p.m., this plan may be right for you. On weekends and holidays, you always save!



### Estimated Cost Comparison

Your highest bill on this rate plan: \$143

|                                | Jan 28 | Feb 27 | Mar 28 | Apr 29 | May 29      | Jun 27 | Jul 29        | Aug 28 | Sep 27 | Oct 25      | Nov 28 | Dec 27 | Annual Total |
|--------------------------------|--------|--------|--------|--------|-------------|--------|---------------|--------|--------|-------------|--------|--------|--------------|
| Time of Use Plan               | \$89   | \$87   | \$85   | \$69   | \$67        | \$82   | Highest \$143 | \$109  | \$85   | Lowest \$63 | \$89   | \$99   | \$1,065      |
| Current Rate All-Electric Plan | \$90   | \$85   | \$90   | \$77   | Lowest \$69 | \$85   | Highest \$155 | \$114  | \$94   | \$71        | \$94   | \$96   | \$1,120      |

Change My Plan

# Online Rate Analysis Tool – Rate Simulator



## Find out if your current rate is best for you.

Answer a few questions about your energy habits to see how your costs change.

[Use Our Rate Simulator](#)

To save on a Time of Use Plan, shift usage on the big stuff during peak hours.

Decrease your use of these major appliances from 4 p.m. to 8 p.m. on weekdays.



Air conditioner



Dishwasher



Washer/Dryer



Pool Pump

Don't worry about lower electricity use products.

Examples: Lamps, phone chargers, laptops

[Continue](#)

Can you decrease your overall use of major appliances?

Examples of major appliances: air conditioner, heater, dishwasher, washer, dryer.

- Most of the time
- Some of the time
- Never

[Skip this question](#)

Can you shift your use of major appliances on weekdays from 4-8 PM?

Examples of major appliances: air conditioner, heater, dishwasher, washer, dryer.

- Most of the time
- Some of the time
- Never

[Skip this question](#)

# Online Rate Analysis Tool – Rate Simulator


You're already on the lowest cost rate plan  
**All-Electric Plan**

These costs have been updated based on your previous usage and your responses:

- ✔ Reduce use of major appliances on weekdays from 4-8 PM all the time.
- ✔ Reduce a lot of energy use overall.

[Update Answers](#)  
[Reset Simulator](#)

Your Current Rate



### All-Electric Plan

**Ideal for:** Those who use electric heat for their homes

**Highest price:** Summertime

**Savings tip:** Limit your energy use in the summertime

**\$1,045**  
Previously \$1,205  
Estimated cost per year

[Learn More](#)

[Change My Plan](#)

# Enrollment





# New and Enhanced Web Features – Rate Change

The screenshot shows the 'Manage Account' dropdown menu on the Energy website. The menu is organized into four columns: My Account, Energy Dashboard, Billing, and Rate Information. The 'Change My Rate' option is highlighted in yellow and circled in red. Other highlighted options include 'Energy Analyzer' and 'Compare My Rate'.


| My Account  | Energy Dashboard   | Billing   | Rate Information  |
|---|--|---|---|
| <p>View your online account, bill, preferences and more</p> <ul style="list-style-type: none"><li>Account Summary</li><li>Profile</li><li>Make a Payment</li><li>Payment History</li><li>Bill History</li><li>Preferences</li><li><b>Change My Rate</b></li></ul> | <p>Track energy usage and utilize energy resources to save</p> <ul style="list-style-type: none"><li>Energy Usage</li><li>24-Month Report</li><li><b>Energy Analyzer</b></li></ul> | <p>Find detailed billing, payment or financial options</p> <ul style="list-style-type: none"><li>Understanding My Bill</li><li>Payment Options</li><li>Billing Options</li><li>Financial Help</li></ul> | <p>View rate options and general regulation or tariff information</p> <ul style="list-style-type: none"><li><b>Compare My Rate</b></li><li>Rate Options</li><li>Service Areas</li><li>How Rates are Set</li></ul> |



# 3 Step Self-Service Automated Rate Change


### Select Your Rate Plan

1 Select — 2 Review — 3 Confirm



#### Standard Tier Plan *(your current plan)*

Our Standard Tier Plan has three pricing levels based on how much energy you use. Rates go up by tier in the summer and down in the winter. Once you use your monthly allotment of energy in one tier, your rate changes to the next tier's price. If you can monitor your overall energy use, especially in the summer, this plan may be right for you. [Learn More](#)



#### Time of Use Plan

Our Time of Use Plan rewards you with rate discounts when you shift your weekday energy use to off-peak times, like after 8 p.m. If you can run the dishwasher, washing machine, dryer and other large appliances outside of the weekday peak energy hours between 4 and 8 p.m., this plan may be right for you. On weekends and holidays, you always save. [Learn More](#)

Select Plan

### Rate Plan Review

1 Select — 2 Review — 3 Confirm

Carefully review the following details before submitting your rate plan change.

**Address**  
16201 BALLENTINE ST

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

**Effective Date**  
10/18/2019

Submit Plan Cancel

By submitting, I agree to the [terms and conditions](#), and I authorize Eversource to change my rate plan.

1 Select — 2 Review — 3 Confirm

✓ Thank you! Your new rate plan will be effective on 10/18/2019.

**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**  
16201 BALLENTINE ST

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

**Effective Date**  
10/18/2019

Use [Energy Analyzer](#) to manage your energy usage, find energy saving tips and more.

Success





# Welcome Experience

Welcome Letter – direct mail  
3-4 days after enrolling

**Dirty Clean**

**Wait 'til 8**

**When it comes to saving on energy, timing is everything.**  
Shift appliance usage away from peak hours on weekdays—Monday through Friday—between 4 p.m. and 8 p.m.

On weekends and holidays, you always save!

- 1 SUPER SAVER** 12:00-4 AM
- 2 SAVER** 6 AM-4 PM & 8 PM-12 AM
- 3 PEAK** 4-8 PM

**Dishwasher Magnet**

*In home reminder of the program that encourages behavior shifts.*

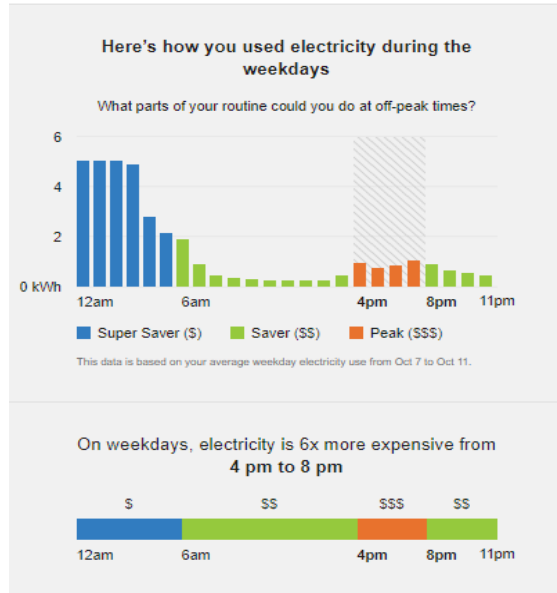
## Welcome to Rate Coach (email)

10-14 days after enrolling



Welcome to your Rate Coach, a weekly email designed to help you save money by avoiding high-cost times

You're currently on a Time of Use Plan that charges different prices throughout the day. When customers on this plan shifted their electricity usage away from 4 p.m. to 8 p.m., they saved on average \$5 to \$30 a month.

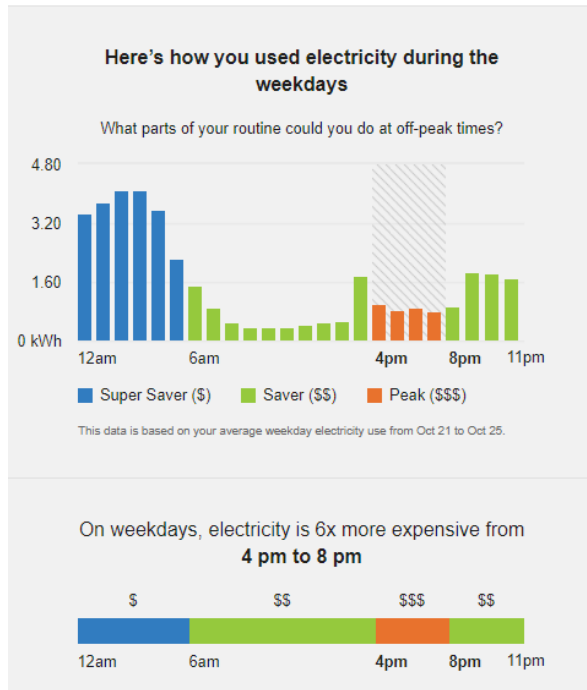


How can you save big during peak hours?

## Weekly Rate Coach (email)

21 days after enrolling

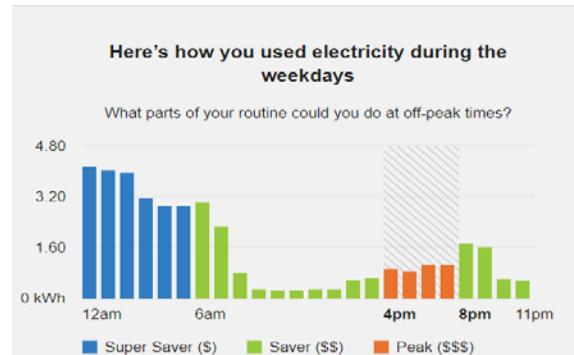
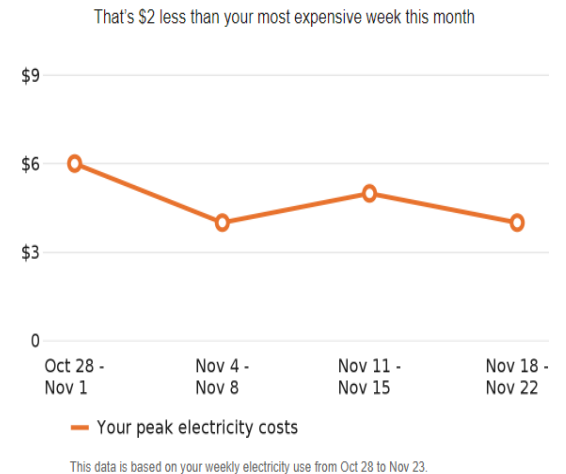
You spent about the same amount on electricity during peak hours this week



## Rate Coach Monthly Summary (email)

35 days after enrolling

During peak hours this month, you spent the least on two different weeks





# New and Enhanced Web Features – Energy Analyzer

The screenshot displays the Energy website's navigation and main content areas. At the top, there is a dark blue header with 'Missouri West', 'Residential', and 'Business' tabs. To the right are links for 'Search', 'Contact Us', 'Moving', and a user profile icon. Below the header is the 'evergy' logo and a 'Manage Account' button highlighted with a blue box. The main content is organized into four columns: 'My Account', 'Energy Dashboard', 'Billing', and 'Rate Information'. The 'Energy Dashboard' column contains 'Energy Usage' and '24-Month Report', with 'Energy Analyzer' highlighted in a yellow box and circled in red. The 'Rate Information' column has 'Compare My Rate' highlighted in yellow. The 'My Account' column lists various account management options, with 'Change My Rate' highlighted in yellow. The footer contains links for 'About Energy', 'Careers', 'Community', 'Partner with Us', and 'Help Lines'.

Missouri West Residential Business Search Contact Us Moving

evergy Manage Account Outages Ways to Save Smart Energy

**My Account**  
View your online account, bill, preferences and more  
Account Summary  
Profile  
Make a Payment  
Payment History  
Bill History  
Preferences  
Change My Rate

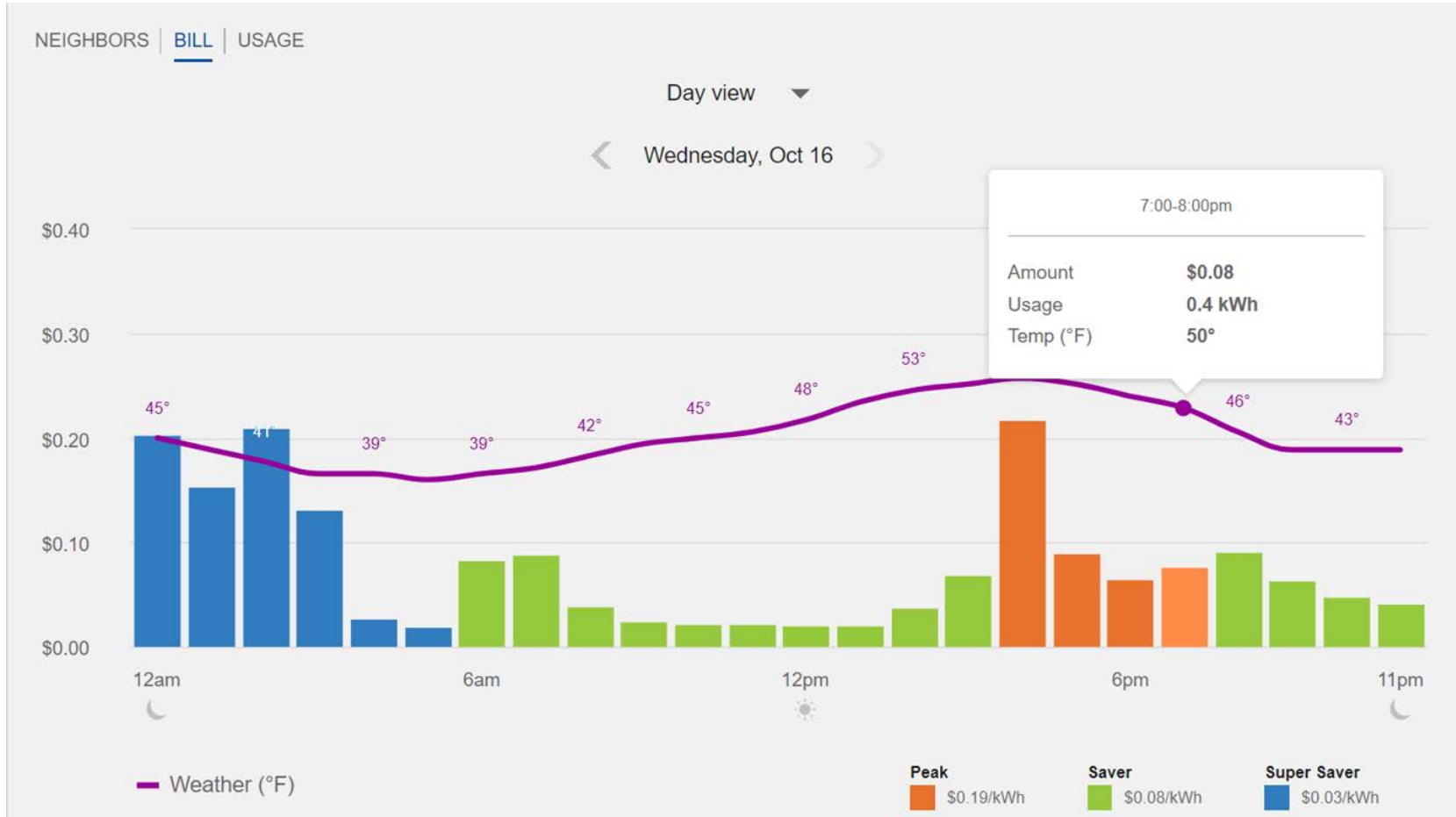
**Energy Dashboard**  
Track energy usage and utilize energy resources to save  
Energy Usage  
24-Month Report  
Energy Analyzer

**Billing**  
Find detailed billing, payment or financial options  
Understanding My Bill  
Payment Options  
Billing Options  
Financial Help

**Rate Information**  
View rate options and general regulation or tariff information  
Compare My Rate  
Rate Options  
Service Areas  
How Rates are Set

About Energy Careers Community Partner with Us Help Lines

# Self-Service Hourly TOU Tracking



# Enrollments and Channel Activity



# Enrollments and Channel Activity

Enrollments began on October 1, 2019

Legend:

CSS = Customer Self Service (website)  
 CSR = Customer Service Representative  
 (via phone or in person at Connect)

## All Active Enrollments as of 11/30/2019

| State       | Enrollment Type | Division         | Source | Count | 2019 Enrollment Goal (3 months, Oct-Dec) | % to 2019 enrollment goal | MO Enrollment Channel Activity |      |     |
|-------------|-----------------|------------------|--------|-------|--|---------------------------|--------------------------------|------|-----|
| Missouri    | TOU             | MO West (GMO)    | CSR    | 6     |  |                           | CSS                            | 445  | 97% |
|             |                 |                  | CSS    | 235   |  |                           | CSR                            | 13   | 3%  |
|             |                 |                  | 241    | 750   | 32%                                      | Total                     | 458                            | 100% |     |
|             |                 | MO Metro (KCPLM) | CSR    | 7     |  |                           |                                |      |     |
|             |                 |                  | CSS    | 210   |  |                           |                                |      |     |
|             |                 |                  | 217    | 750   | 29%                                      |                           |                                |      |     |
| State Total |                 |                  |        | 458   | 1500                                     | 31%                       |                                |      |     |

\*High CSS enrollment % underscores the criticality of quality self-service tools, information and infrastructure.



## Next Steps

- Expect to meet goal of 3,500 customers by end of 2020
- Solid rebranding execution
- Moving out of soft launch of TOU – full customer campaign kicking off in January 2020
- Majority of customer enrollment being accomplished online
- Next update with Commissioners in September 2020



# TOU Related Elements of Commission Order

|  | Completion date | Status   |
|--|-----------------|----------|
| Review Customer Research Plan            | End of Q4 2018  | Complete |
| Launch Customer Research Plan            | End of Q1 2019  | Complete |
| Develop Marketing and Education Plan     | End of Q2 2019  | Complete |
| Develop Customer Feedback Mechanism      | End of Q2 2019  | Complete |
| Develop Customer Behavior Metrics        | End of Q2 2019  | Complete |
| Develop business case for shadow billing | End of Q2 2019  | Complete |
| Offer TOU opt in plan                    | 10/1/2019       | Complete |
| Finalize EM&V plan                       | End of Q4 2019  | Complete |
| On record presentation w/MPSC            | December 2019   |          |

|   | Completion date | Status |
|---|-----------------|--------|
| Goal of 750 customers per jurisdiction<br>• Discuss any changes needed if metric is not achieved          | By 12/31/2019   |        |
| Gain additional 1000 customers per jurisdiction<br>• Discuss any changes needed if metric is not achieved | By 12/31/2020   |        |
| Meet with Stakeholders for update   | End of Q1 2020  |        |
| File a rate design case limited to TOU issues   | By 6/30/2020    |        |
| On record presentation w/MPSC   | September 2020  |        |
| Meet with Stakeholders for update   | End of Q1 2021  |        |
| Complete EM&V report  | By 12/31/2021   |        |
| Submit above documents to Commission  | Ongoing         |        |
| Submit a Residential TOU rate design in next rate case  | TBD             |        |

Questions

