



Evergy Mandatory Residential Customer TOU Implementation

*Missouri Public Service Commission Update
August 10, 2023*





Agenda

- Rate Change Analysis
- Executive Summary & Campaign Performance
- Education Campaign Detail
- Customer Engagement and Sentiment
- Cost Tracking

Mandatory TOU Rate Change Analysis





Rate Change Analysis Overview

Evergy engaged the Oracle to construct an online tool that would allow customers explore the different time-of-use (TOU) rate options resulting from the rate case orders for Evergy Missouri Metro and West and choose the rate option best suited to their usage profile.

This tool was also used by Oracle to analyze how the mandated change to TOU rates will impact Missouri residential customers. The analysis was used to answer questions like:

- How many customers are likely to experience annual savings in their bills?
- How much are the potential savings? What rate option is the most likely to experience the most significant savings?
- How many customers are likely to experience annual an increase in their bills?
- How much are the potential increases? Which customers and rate options are the most likely to experience significant increases in the bill?

The following methodology was used in the analysis:

- Used each customer's previous 9-12 bill periods of usage data (June 2022 – May 2023).
- Calculated cost of each bill using each of the new rates customer is eligible for, to see changes in bill cost compared to their existing rate.
- Weather was not normalized and no behavioral, structural or demand changes were employed.
- Approximately 498k of the 555k residential customers in Evergy Missouri Metro and West were analyzed. Customers with less than 9 months of usage data; solar subscription, net metering, parallel generation, non-AMI customers were excluded from the analysis.



Oracle Rate Change Analysis Key Findings

- Majority of the customers will either save or see little change in their bills annually as a result of the rate change to the default TOU rate (1RTOU2/MORT2).
- Customers on the space heating rate (1RS6A/MORH) will be affected to most where 3 in 4 customers will see an annual increase in their bills.
- Using a “best available rate” approach, 3 in 5 customers on space heating rate will still see some increase in their bills, but a smaller increase when compared to opting all customer to the TOU default rate.
- Switching customers to the Peak Reward Saver rate (1RPKA/MORPA) instead of the default TOU rate will increase the overall number of customers that will see annual bill savings.
 - At an individual level, customers that are going to experience a bill increases under the default TOU rate change will more likely see smaller increases under the Peak Reward Saver rate.
 - Conversely, customers that are going to experience a bill savings under the TOU default rate will more likely see less savings under the Peak Reward Saver rate.



Customer Default Rate Changes

Customers will have the option to choose from one of five different TOU rate options. Those who do not pre-enroll by proactively selecting a new rate will be defaulted into a TOU rate.

Current Rate	New Default Rate Tariff Name	New Default Rate Marketing Name	New Default Rate Code
Current TOU customers	Stay on current selected rate	Nights & Weekends Saver	1RTOU & MORT
Net Meter, Solar Subscription, Low Income Solar, Parallel Gen	Residential Peak Adjustment	Peak Reward Saver	1RPKA & MORPA
All Other Rates (General, Residential Heat, Separately Metered Heat, Other)	Two Part TOU	Standard Peak Saver	1RTOU2 & MORT2
Non-AMI Meters	Stay on current rate		



Annual Bill Changes: Default to Standard Peak Saver (1RTOU2/MORT2)

- Majority of customers will either see little change or save annually by change to the default Standard Peak Saver rate (1RTOU2/MORT2)
 - Metro: 89%
 - West: 91%

% change	Metro (228K)	West (270K)
±5% (little to no change)	53%	56%
5-10% (some savings)	26%	25%
10%+ (significant savings)	10%	10%

Table A1 - Annual bill change percentage by proportion of customers



Annual Bill Changes: Default to Standard Peak Saver (1RTOU2/MORT2)

- Customers with All-Electric rate plans (1RS6A/MORH) will be impacted most by higher bills

	Metro		West	
	All (228K)	1RS6A (55K)	All (270K)	MORH (104K)
Bill increase	33%	73%	20%	43%
No change	1%	2%	1%	~0%
Bill decrease	66%	25%	79%	57%

Table A2 - Annual bill changes by proportion of customers



Annual Bill Changes: Default to Standard Peak Saver 1RTOU2/MORT2

- Customers currently on All-Electric rate plans (1RS6A/MORH) will be impacted most by higher bills

	Metro		West	
	All (228K)	1RS6A (55K)	All (270K)	MORH (104K)
Median annual increase	\$48	\$47	\$80	\$117
Total annual increase	\$6.5M	\$3.8M	\$7.6M	\$7.5M
Median annual savings	\$48	\$11	\$54	\$57
Total annual savings	\$8.6M	\$224K	\$13.5M	\$3.8M

Table A3 - Annual bill changes by cost



Best Available Rates

- Most customer's best rate is Nights & Weekends Max Saver (1RTOU3/MORT3)

	Metro			West		
Current Rate	1RTOU2	1RTOU3	1RPKA	MORT2	MORT3	MORPA
1RS1A/MORG	38%	45%	17%	26%	58%	16%
1RS6A/MORH	28%	42%	30%	16%	66%	18%
1RTOU/MORT	23%	70%	7%	16%	78%	6%

Table A4 – “Best” rate distribution by current rate



Best Available Rates

- Most customers currently on the Standard Tier Plan (1RS1A/MORG) or Nights & Weekends Saver (1RTOU/MORT) will not be adversely affected by the upcoming rate change

	Metro			West		
	1RS1A	1RS6A	1RTOU	MORG	MORH	MORT
Bill increase	~0%	60%	0%	~0%	34%	~0%
No change	1%	2%	0%	1%	1%	0%
Bill decrease	99%	38%	100%	99%	65%	100%

Table A5 - Annual bill changes by proportion of customers using best available rate



Rate change comparison for customers on All-Electric Plan (space heating rate)

- Customers on the All-Electric Plan (1RS6A/MORH) will still see some bill increase after switch to the best available rate

	Metro		West	
	1RTOU2	"Best" available	MORT2	"Best" available
% customers with bill increase	~73%	~60%	~43%	~34%
Median annual increase per customer	\$47	\$25	\$117	\$93
Total annual increase	\$3.8M	\$1.0M	\$7.5M	\$4.7M

Table A6 – Rate update comparison (All-Electric/space heating rate customers)



Annual Bill Changes: Update to Peak Reward Saver (1RPKA/MORPA)

- More customers will see bill decreases under the Peak Reward Saver rate plan (1RPKA/MORPA) compared to the default Standard Peak Saver rate plan (1RTOU2/MORT2)

	Metro		West	
	Peak Reward Saver	Standard Reward Saver	Peak Reward Saver	Standard Reward Saver
Bill increase	25%	33%	19%	20%
No change	1.5%	1%	1%	1%
Bill decrease	73.5%	66%	80%	79%

Table A7 - Annual bill changes comparison between Peak Reward Saver and default TOU



Annual Bill Changes: Update to Peak Reward Saver (1RPKA/MORPA)

- Customers will experience small bill increases, but also less savings at an individual level

	Metro		West	
	Peak Reward Saver	Standard Reward Saver	Peak Reward Saver	Standard Reward Saver
Median annual increase	\$43	\$48	\$86	\$80
Total annual increase	\$2.5M	\$6.5M	\$6.5M	\$7.6M
Median annual savings	\$12	\$48	\$28	\$54
Total annual savings	\$3.0M	\$8.6M	\$8.7M	\$13.5M

Table A8 - Annual bill changes by cost: Peak Reward Saver rate vs default TOU

Executive Summary and Campaign Performance





Executive Summary

Current Findings:

- The campaign's Phase 1 efforts exceeded expectations with a 24-point gain in overall TOU awareness within a single month, setting a solid foundation for Phase 2.
- Initial Phase 2 indicators are promising, with the first few weeks seeing a surge in pre-enrollments and tool engagement.
- While awareness, tool engagement and pre-enrollment rates are tracking already higher than target, customer sentiment is negative due to mandatory requirement.

Future Outlook:

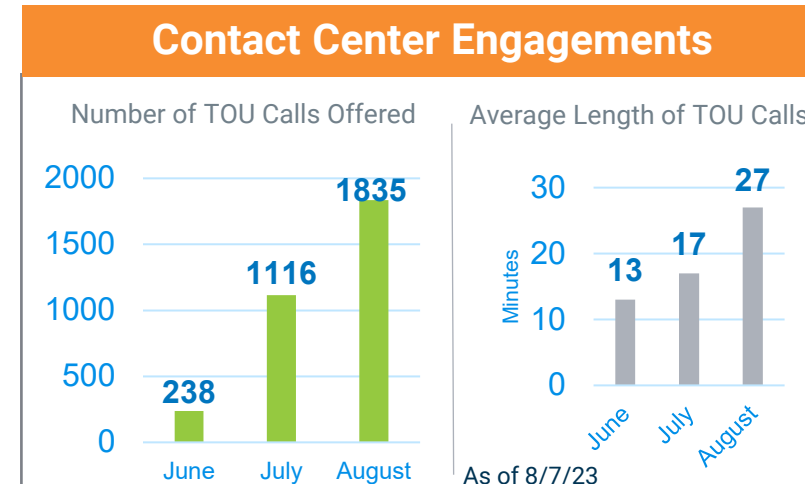
- Anticipate continued growth in TOU awareness, education, tools engagement and enrollments as Phase 2 progresses.
- Continued focus on education and understanding, online tools, and customer support in Phase 2.
- Monitor customer feedback and adapt communications and messages accordingly.
- Continue to refine and optimize the campaign's impact to respond to negative customer sentiment resulting from the mandatory requirement.

TOU Campaign Dashboard



Missouri TOU Rate Enrollments Summary		
Rate Plan Name	Total Enrollments	% of Enrollments
Standard Peak Saver	5,380	26%
Peak Reward Saver	4,453	22%
Nights & Weekends Saver	*8,034	40%
Nights & Weekends Max Saver	2,465	12%
Total	20,332	As of 8/8/23

*Inclusive of pre-existing enrollments



Education Campaign





Education and Awareness Strategy

Strategy Overview: Use a phased approach, that incorporates both mass awareness and direct marketing tactics, to move a customer from awareness to action and then finally to transition and success.

Campaign Phase	Objective	Message Idea	Tactic Type
Phase 1 Awareness & Education June 15 th – Nov. 30 th , 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
Phase 2 Action & Preparation Aug. 1 st – Nov. 30 th , 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, Evergy is offering new personal power plans. Learn about your plan options and select a plan before October.	Mass Awareness and Direct
Phase 3 Transition & Coaching Oct. 1 st – Dec. 31 st , 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
Phase 4 Success & Coaching Jan. 1 st – April 30 th , 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
Phase 5 Summer Prep & Coaching May 1 st – Sept. 30 th , 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 Producing Strong Results

- Making progress through phased approach

Phase 1

Build Awareness

June - July

Goals

- Establish awareness of the upcoming change to mandatory TOU rates
- Create a foundational understanding of TOU rates and at a high level how they work
- Prepare customers for more detailed and personalized information in Phase 2

Promising Preliminary Results

- Significant **increase in customer awareness** of time-based rates
- Substantial number of customers visiting Evergy.com to access more information
- Majority of marketing tactics have exceeded expectations

Phase 2

Select Plan

August – September

Goals

- Help customers understand why Evergy is switching to time-based rates
- Continue education on how TOU rates work
- Build familiarity of new rate options and encourage pre-selection of new plan through personalized reports and data

Results

- Early **Phase 2 tactics exceeding benchmarks**
- Seeing large number of pre-selections within first week
- Early Phase 2 tactics exceeding Phase 1 activity engagement

Phase 3

Transition

October - December

Goals

- Ensure customers are successfully transition to their new rate plan
- Continue to educate on behavior changes based on their rate plan

Results

- TBD when Phase 3 starts in October



Phase 1 Campaign Recap

Mid-June – July

Objective:

Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work. Focused on **building awareness of the upcoming change** through mass communication channels.

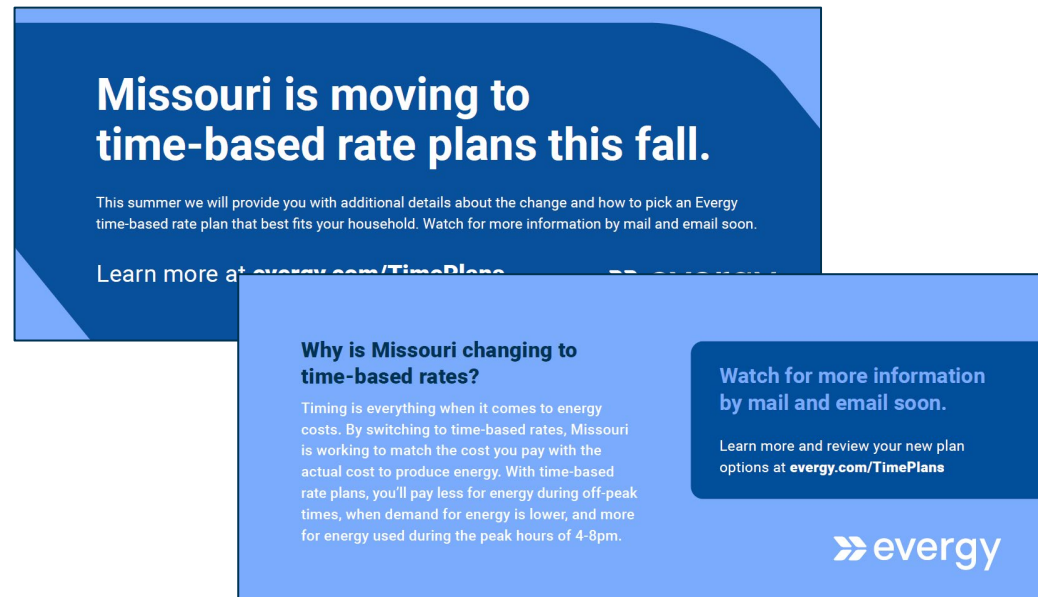
Phase 1 Goals:

- Provide customers with a high-level understanding of the upcoming change
- Establish foundational understanding of TOU to prepare customers for more detailed information in Phase 2

Results and Highlights (June to July):

Promising preliminary results:

- **Significant increase in customer awareness of time-based** rates and the impending change
- **Substantial number of customers visiting Evergy.com to access more information**, compare their rates, and select a time-based rate plan
 - TOU Landing Page
 - Over 85K sessions to the TOU landing page since June
 - Average of +3 minutes on TOU landing page (Evergy average is ~1 minute)
- **Majority of marketing tactics have exceeded expectations and benchmarks** in driving traffic to Evergy.com, particularly non-digital methods



Top Marketing Tactic	TOU Page Sessions
Paid Social	23,603
Digital Display Ads	17,072
Paid Search	11,072
Media Relations	4,441
Evergy Homepage	7,004
Billboards	1,132
Bill Message	1,387
Newspaper Ads	302
Bill Inserts	648
Other/Organic Search	18,372

*Website traffic from select Phase 1 educational tactics from June 1 – July 31, 2023



Marketing Channel Results

Phase 1 (June – July only)

- Phase 1 tactics drew significant engagement to website landing page
- Many digital and don-digital tactics beating benchmarks, customers are using URLs on non-digital items, such as billboards
- Low website bounce rates indicates customers are reading content and click to learn more

Channel Performance							
Tactic	Impressions To Date	Goal #1	Result	Benchmark	Goal #2	Result	Benchmark
Bill Message/Insert	730,000	General Awareness	N/A	N/A	URL Visits	842	1500 site visits by 10/1
Billboards	79,536,765	General Awareness	N/A	N/A	URL Visits	915	1000 site visits by 10/1
Digital Display	4,317,223	Click-Through Rate	0.12%	0.09%	Cost Per Click	\$1.95	\$5.60
Digital Video	N/A	Video Completion Rate	N/A	41.0%	Click-Through Rate	N/A	0.02%
Direct Mail	N/A	General Awareness	N/A	N/A	URL Visits	N/A	
Email	N/A	Open Rate	N/A	20%	Click Through Rate	N/A	5%
Events	N/A	# of Events	5	60 events by 12/1	# Customer Reached	910	5000 customer by 12/1
High Impact Display	N/A	Click-Through Rate	N/A	1.50%	Engagement Rate	N/A	10.0%
Media Relations	2,072,000	Story Sentiment	92%	80% Neutral or Positive	Message Pull Through	23 out of 23	At least 1 key message
Newspaper & Church Ads	236,762	General Awareness	N/A	N/A	URL Visits	531	800 site visits by 10/1
Paid Search	29,602	Click-Through Rate	39.70%	28.0%	Cost Per Click	\$0.75	\$1.73
Paid Social	430,638	Click-Through Rate	22.01%	2.59%	Engagement Rate	6.51%	10.3%
Radio & Streaming Audio	N/A	General Awareness	N/A	N/A	URL Visits	N/A	500 site visits by 10/1

* Greyed out tactics are not yet in-field

Phase 2 Summary

Launched in August

Objective:

Prepare customers for the upcoming change, inform them of their rate options & how they work, and **encourage pre-selection of a rate**. We will use more 1:1 personalized communication tactics such as direct mail and email.

Phase 2 Goals:

- Help customers understand the ‘why’ of time-based rates and inform them of 4 new rate plan options
- Encourage customers to pre-select a new rate plan and use the Rate Comparison tool
- Leverage more informational and direct tactics
- Focus on special groups like: Seniors, Income Eligible, Electric Space Heat, Net Metering

Early Highlights (Phase 2 just launched):

- Early Phase 2 tactics, emails and postcard, are beating engagement benchmarks
- Seeing large number of pre-selections within first week
- Week 1 of Phase 2 shows us exceeding Phase 1 activity in key tactics: enrollments, web sessions, and contact center calls. Over 45,000 campaign landing page visits in first week of Phase 2.

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

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

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

Early Phase 2 Tactics	Site Sessions*
Postcard	10,827
Email	9,016
Bill Insert	638


*Website traffic from select Phase 2 educational tactics from August 1 – August 8, 2023, which is the first week of Phase 2. All tactics are still performing and launching.

Rate Education Reports


- **Goal:** Demonstrate financial impact of rate transition and present options, drive enrollments
- **Tactic:** Send a digital Rate Education Report to eligible residential customers with an email and a print report to every home.
- **Timing:**
 - Send 1 – August 17-August 31, 2023
 - Send 2 – Q1 2024

Division	Print	Email*
MO Metro	200,419	120,000
MO West	226,687	136,000
MO Total	427,106	256,000

*Email metrics are estimates, 60% of print



Rate Education Report
March 21, 2023
Account number XX00001



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

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

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.

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

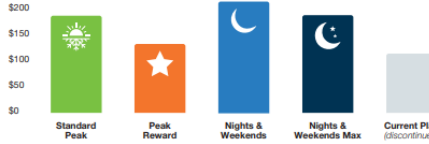
To save, schedule your smart thermostat and large appliances to run during Saver and Super Saver hours.

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 →


can time-based plans work for you?




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

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.



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




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.

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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High Value and High Costs Tactics

Direct Mail Considerations

One of the key tactics for Phases 2 and 3 will be the use of 1:1 communications, including direct mail. Direct mail allows for more precise targeting, gives us more space to communicate a message, and allows us to reach non-digital and variable customer groups.

Do more but spend less feedback

- Staff and OPC have expressed the need and desire to reach non-digital, seniors, income constrained, and space heating customers, and do more communication overall, but also continue to question overall spend.
- Cost for one direct mail send to all MO residential customers is ~\$180k

Planned Tactics	Estimated total printing, mailing and postage costs
All Customer Postcards x2-3	\$230,000 – \$360,000
Special Group Letters	\$200,000 – \$300,000
Rate Education Report Paper Send	\$1,000,000-1,500,000
Bill Inserts	\$60,000 – \$100,000
Total Estimated Print, Mail and Postage	\$1,490,000 - \$2,460,000



Campaign Adjustments Based on Staff and OPC Input

Examples of adjustments made to campaign based on Staff and OPC feedback

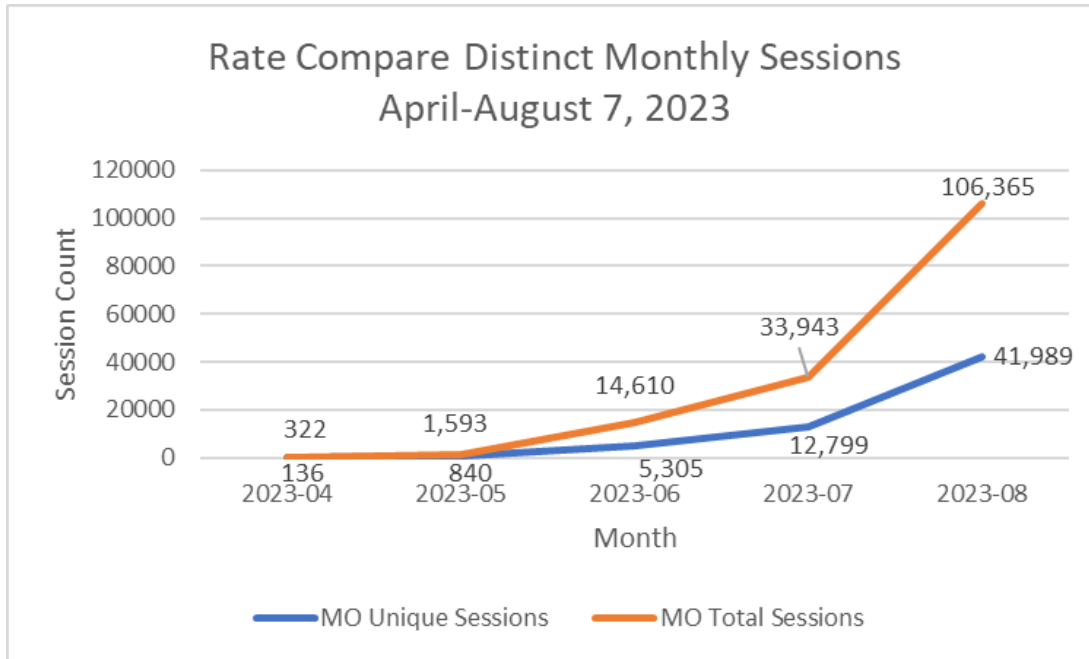
1. **Campaign Timeline:** Accelerated customer education campaign by two months
2. **Rate Plan Names:** Modified the name of the default rate from "Seasonal Peak Saver" to "Standard Peak Saver"
3. **Campaign Message and Why:** Adapted campaign messaging to prioritize the "why" messages and incorporate detailed information that highlights how the time-based plans charge higher prices during peak times and lower rates during off-peak periods, and the why supporting that, earlier in the campaign
4. **Outreach to Food Pantries and Libraries:** Expanded community outreach plan to include food pantries, libraries, and other social service organizations
5. **Copy changes to tools and descriptions:** Collaborated with our software tool provider to update language, ensuring that the tool not only emphasizes potential bill savings but also addresses the potential bill increase
6. **Increased focus on space heat:** Included additional outreach and tactics in Phases 3-5 for electric space heating customers
7. **Video and Graphics:** Developed additional graphics and are in the process of developing multiple educational videos

Customer Engagement and Sentiment





Compare My Rate Online Tool



- MO engagement has grown **330x** since April 2023
- **60k** Rate Compare views on 8/2 alone, resulting from first Phase 2 email send,
- Unique users represents nearly **20%** of MO residential customers with an online account

Your lowest cost rate plan
Based on your electricity use history, you'll save the most on the **Nights & Weekends Max Saver** rate plan.

Your Current Rate

Tier Plan

Ideal for: Those who want to monitor overall energy use

Highest price: Summer: When you reach the third tier

Savings tip: Actively monitor all the ways you use energy

\$1,120
Estimated cost per 10 months

[Learn More](#)

Lowest Cost | Save \$145

Nights & Weekends Max Saver

Savings Level: More effort and more flexibility needed

Who's it for: EV Drivers or Flexible Energy Users

Tip: Schedule your EV charger and large appliances to start overnight

\$975
Estimated cost per 10 months

[Learn More](#)

[Change My Plan](#)



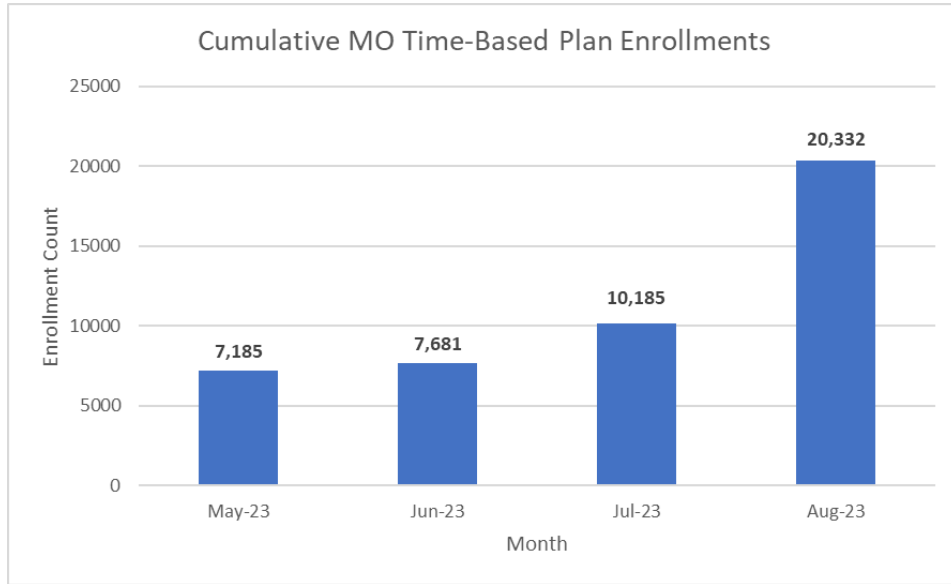
Shifting your energy habits can lower your costs. Not shifting may increase them.

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

[Use Our Rate Simulator](#)



Enrollments



Note: May data reflects pre-existing enrollments

- **4%** of Evergy MO residential customer base now enrolled in a time-based plan
- Increased time-based rate enrollments nearly **2.5x** since May 2023
- **1,300** additional pending enrollments as of 8/8/2023
- **95%** of customers enrolled online

Select Your Rate Plan



All Electric Plan *(your current plan)*

Our All Electric Plan, which is going away in Fall 2023, is ideally suited for customers who heat their home using electricity rather than other fuel sources, like gas. If you use electric heat or a heat pump to warm your home, this plan's eight-month winter discount may be the best choice for you. [Learn More](#)



Standard Peak Saver

New default residential rate

This is the new standard rate plan for residential customers. All residential customers who do not proactively select a plan will be defaulted into this plan by December. It features 2 time periods in the summer (peak and off-peak) and 2 time periods in non-summer months (off-peak and super off-peak).

To avoid paying a higher price for energy during the summer peak period, it will be important to shift energy usage to mornings, overnight, or weekends in the summer. The peak price occurs only during the summer months and is roughly 4x times as much as the off-peak rate.

[Learn More](#)

Select Plan



Peak Reward Saver

Closest to the current standard residential rate, with the lowest rate difference between time periods

This rate is the closest to Evergy's current standard residential rate and has the lowest difference in price between peak hours of 4-8 pm, and off-peak hours. This rate is not seasonal and applies all year. Customers who are not able to easily shift the time they use energy should consider this rate plan.

Customers get a set rate most of the day, plus earn bill discount credits for electricity used overnight. This plan has a small increase in price from 4-8 pm on energy every day, so minimizing heavy energy usage during on-peak time period, will help reduce your bill.

[Learn More](#)

Select Plan



Nights & Weekends Saver

Three time periods with different prices, overnight and weekend discount

Designed with budget or sustainability-focused energy users in mind, this plan offers a lower energy price overnight and during the day but also has a higher energy price during peak hours. To avoid an increase in your bill, work to shift your large appliance usage away from 4-8 pm.

There are no peak hours during the weekends or holidays.

[Learn More](#)

Select Plan



Nights & Weekends Max Saver

Three time periods with different prices, with the highest difference in prices between time periods and overnight weekend discounts

Designed with EV drivers in mind, this plan offers a very low energy price overnight but also has the highest cost for energy during the weekday peak hours of 4-8 pm. If you can avoid the peak hours and shift usage of your large appliances to overnight, you can save money.

There are no peak times during the weekends and holidays.

[Learn More](#)

Select Plan

Contact Center and Feedback

Call Center Preparation

Team of up to 30 TOU contingent CSRs

- First class 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 2 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

Month	TOU Calls Offered	Avg TOU Duration	Avg All Calls Duration
June	238	13:01	7:01
July	1116	16:58	6:13
August	1835	26:54	7:08

Customer Feedback Examples

“Give us lower rates all year long. I do everything to cut cost. I use most 4 to 8 pm cooking supper and it honestly part of Days” – July 29

“Good explanation of rate plan choices, good coaching.” – July 21

“I am upset with your new energy rate hike during the hours of 4-8 pm. That is the time people get home from work. In our case, when the sun is setting in the west our house is the hottest. If you are allowed to raise my rates like this I should have the option of choosing which electric company deserves my business.” – July 10

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July Online Customer Survey Findings

Awareness of Evergy offering new time-based rate plans saw significant increase in the first month of the campaign and continues to increase significantly in August.

Question	Finding
Q: Have you seen or heard anything recently about Evergy offering new rate plan options to customers?	In July, 73% of survey respondents said they have seen or heard something about Evergy’s new rate plans. That is a <u>24% increase</u> from our baseline survey in June.
Q: Before today, have you ever heard of Evergy’s time-based rate plan? This would be a rate plan where the cost of electricity will vary based on the time of day you use it.	Two-thirds (67%) of customers were aware of Evergy’s time-based rate plans prior to the July survey, <u>a 13% increase from the June baseline</u> survey.
Q: Before today, were you aware that your cost of electricity will vary based on the time of day that you use it by the end of 2023?	Over half (59%) are aware that the time-based rates will go into effect by the end of 2023. That is an increase <u>of 21% from June baseline</u> survey.
Q: For which, if any of the following reasons do you believe Evergy is switching customers to time-based rate plans?	Customers feel time-based rates benefit Evergy more than customers, but almost one-third (31%) understand that it is the MPSC requiring the change.

Cost Tracking





Total Implementation Cost for TOU

Education & Outreach Plus System & Technology Changes – AAO & Capex

Cost Category	Original Estimate	Actuals through June 2023	Projected	Variance (U)/F
Education & Outreach	\$12.0	\$3.5	\$12.0	\$0.0
System & Technology Changes	7.1	3.2	7.1	0.0
Total	\$19.1	\$6.7	\$19.1	\$0.0

- Expenses incurred through June 30, 2023, in millions. Quarterly cost report will be filed end of August 2023.
- Implementation cost timeline is ~12-18 months from January 2023.

Key Takeaways





Executive Summary

Current Findings:

- The campaign's Phase 1 efforts exceeded expectations with a 24-point gain in overall TOU awareness within a single month, setting a solid foundation for Phase 2.
- Initial Phase 2 indicators are promising, with the first few weeks seeing a surge in pre-enrollments and tool engagement.
- While awareness, tool engagement and pre-enrollment rates are tracking already higher than target, customer sentiment is negative due to mandatory requirement.

Future Outlook:

- Anticipate continued growth in TOU awareness, education, tools engagement and enrollments as Phase 2 progresses.
- Continued focus on education and understanding, online tools, and customer support in Phase 2.
- Monitor customer feedback and adapt communications and messages accordingly.
- Continue to refine and optimize the campaign's impact to respond to negative customer sentiment resulting from the mandatory requirement.

Appendix





Glossary of Terms

- Awareness: degree to which target audience recognizes a brand, product, or service
- Impressions: the number of times an audience is exposed to content
- Click-Through-Rate (CTR): ratio of clicks on content divided by the number of impressions served
- Engagement Rate: total number of actions taken on social ads (likes, shares, comments) divided by the number of impressions served)
- Cost-Per-Click (CPC): cost of media divided by the clicks on content
- URL Visits: clicks that result in a session on a landing page
- Message Pull Through: key messages per release in earned media coverage



Available Missouri Residential Customer TOU Rates

RATE CODES	TARIFF NAME	MARKETING NAME
1RTOU2 & MORT2	Residential Time of Use Two Period	Standard Peak Saver
1RPKA & MORPA	Residential Peak Adjustment	Peak Reward Saver
1RTOU & MORT	Residential Time of Use Three Period	Nights & Weekends Saver
1RTOU3 & MORT3	Residential High Differential Time of Use	Nights & Weekends Max Saver
1RTOU-EV & MORT-EV	Separately Metered Electric Time of Use	EV Only Plan



Missouri Residential Rate Summary

Evergy Missouri Metro																					
		Standard Peak Saver						Nights & Weekends Saver		Nights & Weekends Max Saver		Peak Reward Saver									
		Current Block Rate						2-Period TOU		3-Period TOU		High Differential TOU		Peak Adjustment Rate							
		Summer			Winter			Summer	Winter	Summer	Winter	Summer	Winter	Summer			Winter				
Period Name	Time Period	First 600kWh	Next 400kWh	Over 1000kWh	First 600kWh	Next 400kWh	Over 1000kWh							First 600kWh	Next 400kWh	Over 1000kWh	First 600kWh	Next 400kWh	Over 1000kWh	First 600kWh	Next 400kWh
Peak	4pm - 8pm	14.05	14.05	15.52	12.50	7.69	6.82	38.33		33.80	27.64	35.88	27.31	15.09	15.09	16.09	12.48	7.78	6.93		
Off Peak	All other hours	14.05	14.05	15.52	12.50	7.69	6.82	9.58	11.31	11.27	10.84	11.96	9.10	14.09	14.09	15.09	12.23	7.53	6.68		
Super Off-Peak	12am - 6am	14.05	14.05	15.52	12.50	7.69	6.82		5.66	5.63	4.68	2.99	2.28	13.09	13.09	14.09	11.23	6.53	5.68		

Evergy Missouri West																					
		Standard Peak Saver						Nights & Weekends Saver		Nights & Weekends Max Saver		Peak Reward Saver									
		Current Block Rate						2-Period TOU		3-Period TOU		High Differential TOU		Peak Adjustment Rate							
		Summer			Winter			Summer	Winter	Summer	Winter	Summer	Winter	Summer			Winter				
Period Name	Time Period	First 600kWh	Next 400kWh	Over 1000kWh	First 600kWh	Next 400kWh	Over 1000kWh							First 600kWh	Next 400kWh	Over 1000kWh	First 600kWh	Next 400kWh	Over 1000kWh	First 600kWh	Next 400kWh
Peak	4pm - 8pm	11.58	11.58	12.62	10.47	8.26	8.26	32.41		28.13	22.89	26.54	20.30	12.83	12.83	13.83	10.03	7.97	7.97		
Off Peak	All other hours	11.58	11.58	12.62	10.47	8.26	8.26	8.10	9.47	9.38	9.24	10.62	8.12	11.83	11.83	12.83	9.78	7.72	7.72		
Super Off-Peak	12am - 6am	11.58	11.58	12.62	10.47	8.26	8.26		4.73	4.69	3.88	2.65	2.03	10.83	10.83	11.83	8.78	6.72	6.72		



Customer Sentiment - Positive

Evergy has received significant customer feedback through our IVA, call center, website and monthly surveys. It has been a mix of positive and negative; however, the majority have expressed negative sentiment. The following pages are examples:

- "I got great news on my rates, and what my cost per kwh." - July 7
- "I wanted to learn about the special rate programs and the person I spoke with explained everything very clearly and told me what to do to save energy." – July 22
- "Fast response times and easy to find rate plan changes." – July 30
- "Give us lower rates all year long. I do everything to cut cost. I use most 4 to 8 pm cooking supper and it honestly part of Days" – July 29
- "Good explanation of rate plan choices, good coaching." – July 21



Customer Sentiment - Negative

- “Your change for Missouri rates sucks” – July 5
- “We are unhappy about the new rate change plan. It penalizes working families and people who need to cook dinner, use the internet for homework or work, who use fans to keep the air cooler between 4-8 pm, seniors, disabled and poor people who need electricity for medical equipment, etc. I would prefer to see a plan that allows for these situations. Thank you.” – July 3
- “Contact State commission, better justification for future rate hikes. Demand accountable for Corporate expenses that are wasted.” – July 15
- “this new rate thing IS BULL ****- you want me to use less engey when its he hottest out. thats ***** stupid how about you penalize ppl that go over. or crank there thermastat down to like 50?” – July 12
- “I'm trying to figure out which of your new rate programs is going to screw me the least , because I'm a Disabled Veteran on a FIXED INCOME . Your new way to charge sounds just like Texas Electric company.” – July 12



Customer Sentiment - Negative

- “Nothing changed about your plan to rate hike in Oct during peak hours, so what is us seniors and the others that live here who are disabled, I guess we turn off AC and or Heat for 4 hours to please Biden” – July 7
- “You are trying to fool the public! That tier system is nothing but a rate increase.” – July 31
- "I question the new rate program announced which is nothing more than an unjust, overall rate hike. Such actions will result in many individuals having to sacrifice in other budget areas in order to have “Evergy”, the only energy choice. I would hope the proposal is not put in place." - July 8
- “If it is not clear, the new plans I am forced to contemplate do nothing to help me find a good program for me. I use very little electricity, i’m comparison to other customers, but because I live in a rented apartment, I have little to control over our antiquated heating and cooling. juxtapose this with the rate plan options and there is not a good plan for me. in the past when I have tried to switch plans to get the true cheapest option the evergy rep said I could not do that because it would cost evergy money. shameful.” – July 12



Customer Sentiment - Negative

- “I am upset with your new energy rate hike during the hours of 4-8 pm. That is the time people get home from work. In our case, when the sun is setting in the west our house is the hottest. If you are allowed to raise my rates like this I should have the option of choosing which electric company deserves my business.” – July 10
- “The only reason I like evergy is now gone with these time based rates that is exactly what the rest of these companies already do and that makes it so much harder on low income families. So disappointing.” – July 7
- “Regarding "embracing" the new rate changes. I'm sure the only thing I will be embracing is a new higher energy bill. Yes, all customers should sweat in the darkness of their home between 4 and 8 pm when it is 100 F outside. That's going to be the new "Evergy Experience." – July 7