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

Design Workshop
Rate Case Order
Digital Tools Procurement
Marketing Plan
Employee Education & Training
Launch and Enrollments

Rate Case Negotiations
Cross-Functional Team Formation

Q3 2018
Q4 2018
Q1 2019
Q2 2019
Q3 2019
Q4 2019

MO Commission Check-In

Stakeholder Engagement
Shadow Billing Business Case
IT Requirements, Design, Development, Implementation, Testing, Launch
Customer Research Plan
EM&V Plan
Our Goals

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

<table>
<thead>
<tr>
<th>Sample List of Utilities Reviewed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Utility</strong></td>
</tr>
</tbody>
</table>
| APS | - Welcome kit  
- High visual graphics  
- Stagger/shifting messaging  
- Transition phase |
| OG&E | - The ‘why’ behind TOU  
- Transparency around program |
| PG&E | - Display of time periods  
- Use of word “plan”  
- Top electricity appliance education |
| Xcel | - Shifting messaging vs using less  
- Examples of easy daily life changes |
| Southern California Edison | - TOU web landing page  
- Customers who might benefit the most education |
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.
Media Consumption

The average commute in our area is between 19.3-22.9 minutes*

83% of those employed in our area drive alone to work*

81% have listened to the radio (home or car) in the last 30 days**

68% have listened to streaming radio (i.e. Pandora, Spotify, etc) in the last 30 days**

64% have watched video online in the last 30 days**

51% have watched video on social platforms in the last 30 days**

65% have used Facebook and 25% have used Instagram in the last 30 days**

80% are using the internet on their smartphone and 71% are using it on their computers**

43% have been to a Royals game, 36% have been to the Power & Light District and 33% 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

<table>
<thead>
<tr>
<th>Audience</th>
<th>Employee Education</th>
<th>Early Adopters/Advocates</th>
<th>Full Customer Education Campaign</th>
<th>Target Customer Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Length of Phase</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Goals</strong></td>
<td></td>
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<tr>
<td><strong>Primary Tactics</strong></td>
<td></td>
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</tbody>
</table>

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<tr>
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<th><strong>Full Customer Education Campaign</strong></th>
<th><strong>Target Customer Enrollment</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Length of Phase</strong></td>
<td></td>
<td>12 weeks</td>
<td>14 weeks</td>
<td>45 weeks</td>
</tr>
<tr>
<td><strong>Goals</strong></td>
<td></td>
<td>Mid-August – October 2019</td>
<td>October – December 2019</td>
<td>Late-January – November 2020</td>
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<tr>
<td><strong>Primary Tactics</strong></td>
<td>Web, Email, App, Signage</td>
<td>Email, Social, Events</td>
<td>Radio, Digital, Social, Email, Bill Insert, Website, News Media, and other</td>
<td>Social, Digital, Email, Web</td>
</tr>
</tbody>
</table>
Marketing & education campaign strategy is guided by 3 key learnings from customer research.

**Customer Learning**

- 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**

- **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.

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**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
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 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
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 – 8 p.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.
Adoption Curve

Innovation and technology adoption curves typically look like this.

- Innovators
- Early Adopters
- Early Majority
- Late Majority
- Laggards

Quotes:
- "I have to be the first to try this."
- "I want to show you this helpful tool I found."
- "Why should I start using this technology?"
- "I was skeptical, but I should have tried this earlier!"
- "I guess I can give it a try, but I need help."
Introducing… Rate Options

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.

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.
Phase 1: Employee Campaign
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

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 easy plan for electric vehicle owners like you.

Compare Your Usage

If you can shift when you use major appliances—like setting your EV charger time 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.

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 charging to off-peak times, like the offer above.

If you can shift when you use major appliances—like setting 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. Gone are the higher costs during peak hours of Monday-Friday. All in all, it’s important to shift your energy usage to save.

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

We matched the numbers, and based on your past 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.

What is the new Time of Use Plan?

If you can shift when you use major appliances on weekends (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. Gone are the higher costs during peak hours of Monday-Friday. All in all, it’s important to shift your energy usage to save.

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 your weekday charging to off-peak times, like the offer above.

If you can shift when you use major appliances—like setting 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. Gone are the higher costs during peak hours of Monday-Friday. All in all, it’s important to shift your energy usage to save.
Phase 3: Full Launch - Handout
Phase 4: Targeted Enrollment - Digital & Social
Phase 4: Welcome Letter

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 Energy.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 or call 800-541-0407

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.

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
Rate Education

Rate Education Report
March 21, 2020
Account number XX0001

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/plannedetails

Evergy puts the Power of Choice in your hands

Our new rate plans are designed to save you money based on the time of day you use your energy. The 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 daytime energy usage from 4 PM to 8 PM can help lower energy costs.

You’re currently on Standard Tier Plan.

Estimated cost per year

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
<td>$1200</td>
</tr>
</tbody>
</table>

Time of Use Plan: $165

More ways to save

Delayed running of dishwasher

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

Delayed running of dryer

Delay running during off-peak hours, but delay starting it until off-peak hours.

Using a smart thermostat

Use your smart thermostat to automate off-peak savings.

What do different rate plans cost?

Avg over past 12 months

<table>
<thead>
<tr>
<th>Standard Tier Plan</th>
<th>Time of Use Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$165</td>
</tr>
</tbody>
</table>

$13 savings per month

Turn over

Ready to switch plans? To view rate plans and choose the best one for you, log in to your account at evergy.com/chooseplan.

Frequently asked questions

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

Shifting your energy use to off-peak times like using environmentally friendly appliances 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 your usage changes. Shifting higher energy use such as off-peak hours can help you save money on the new plan.

When it comes to energy savings, timing is everything

With the Time of Use Plan, you pay less for energy during off-peak hours and pay more when energy demand is higher, helping you save energy and money.
New and Enhanced Web Features – Rate Comparison
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 4-6 p.m.

Savings tip: Run large appliances before or after 4-6 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 6 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

<table>
<thead>
<tr>
<th>Time of Use Plan</th>
<th>Jan 28</th>
<th>Feb 27</th>
<th>Mar 30</th>
<th>Apr 26</th>
<th>May 23</th>
<th>Jun 27</th>
<th>Jul 20</th>
<th>Aug 26</th>
<th>Sep 29</th>
<th>Oct 26</th>
<th>Nov 26</th>
<th>Dec 27</th>
<th>Annual Total</th>
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<tbody>
<tr>
<td>Highest cost</td>
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<td>$57</td>
<td>$55</td>
<td>$60</td>
<td>$57</td>
<td>$52</td>
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<td>$55</td>
<td>$103</td>
<td>$59</td>
<td>$50</td>
<td>$1,065</td>
</tr>
<tr>
<td>Lowest cost</td>
<td>$69</td>
<td>$55</td>
<td>$50</td>
<td>$77</td>
<td>$69</td>
<td>$55</td>
<td>$155</td>
<td>$114</td>
<td>$54</td>
<td>$71</td>
<td>$54</td>
<td>$56</td>
<td>$1,120</td>
</tr>
</tbody>
</table>

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

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
3 Step Self-Service Automated Rate Change

Select Your Rate Plan

Standard Tier Plan (your current plan)
Our Standard Tier Plan has three pricing levels based on how much energy you use. Rates go up 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 turn the dishwasher, washing machine, oven and other large appliances outside of the weekday peak energy hours between 4 and 9 p.m., this plan may be right for you. Learn More.

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
Standard Plan

New 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 Every to change my rate plan.

Rate Plan Review

What to Expect Next
Depending on where you are 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 the 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 $279.05. 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
Standard Plan

New 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

Welcome to Rate Coach (email)
10-14 days after enrolling

Weekly Rate Coach (email)
21 days after enrolling

Rate Coach Monthly Summary (email)
35 days after enrolling

Welcome to Evergy’s new Time of Use Plan.
You’ve made a smart choice switching, and we want to help you lower your monthly energy bill even more. With your energy usage going from peak to non-peak on weekdays, Monday through Friday between 6 a.m. and 6 p.m. to minimize your energy bills during peak hours.

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

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

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

You’ve currently on a Time of Use Plan that charges different prices throughout the day. These customers on the plan shifted their electricity usage away from 4 p.m. to 7 p.m., saving an average $3 to $5 a month.

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

On weekends, electricity is 6x more expensive from 4 p.m. to 8 p.m.
On weekdays, electricity is 6x more expensive from 4 p.m. to 8 p.m.

Here’s how you used electricity during the weekdays

How can you save big during peak hours?
New and Enhanced Web Features – Energy Analyzer
Self-Service Hourly TOU Tracking

Day view

Wednesday, Oct 16

7:00-8:00pm

Amount $0.08
Usage 0.4 kWh
Temp (°F) 50°

Weather (°F)

Peak $0.19/kWh
Saver $0.06/kWh
Super Saver $0.03/kWh
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**

<table>
<thead>
<tr>
<th>State</th>
<th>Enrollment Type</th>
<th>Division</th>
<th>Source</th>
<th>Count</th>
<th>2019 Enrollment Goal (3 months, Oct-Dec)</th>
<th>% to 2019 enrollment goal</th>
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<tbody>
<tr>
<td>Missouri</td>
<td>TOU</td>
<td>MO West (GMO)</td>
<td>CSR</td>
<td>6</td>
<td>6</td>
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<tr>
<td></td>
<td></td>
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<td>CSS</td>
<td>235</td>
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<td></td>
<td></td>
<td>750</td>
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<td></td>
<td></td>
<td>MO Metro (KCPLM)</td>
<td>CSR</td>
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<td>State Total</td>
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**MO Enrollment Channel Activity**

<table>
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<th>Count</th>
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<tbody>
<tr>
<td>CSS</td>
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</tr>
<tr>
<td>CSR</td>
<td>13</td>
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<tr>
<td>Total</td>
<td>458</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completion date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review Customer Research Plan</td>
<td>End of Q4 2018</td>
<td>Complete</td>
</tr>
<tr>
<td>Launch Customer Research Plan</td>
<td>End of Q1 2019</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop Marketing and Education Plan</td>
<td>End of Q2 2019</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop Customer Feedback Mechanism</td>
<td>End of Q2 2019</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop Customer Behavior Metrics</td>
<td>End of Q2 2019</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop business case for shadow billing</td>
<td>End of Q2 2019</td>
<td>Complete</td>
</tr>
<tr>
<td>Offer TOU opt in plan</td>
<td>10/1/2019</td>
<td>Complete</td>
</tr>
<tr>
<td>Finalize EM&amp;V plan</td>
<td>End of Q4 2019</td>
<td>Complete</td>
</tr>
<tr>
<td>On record presentation w/MPSC</td>
<td>December 2019</td>
<td></td>
</tr>
</tbody>
</table>

### Additional Goals

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