



Residential Time of Use Plan Update

*Missouri Public Service Commission
September 23, 2020*





Agenda

- Enrollments and Channel Activity
- Education and Marketing Campaign Update
- Customer Feedback
- COVID-19 Pandemic TOU Impacts and Considerations
- Next Steps
- Questions

Enrollments and Channel Activity





Enrollments and Channel Activity

118% to 2020 Enrollment Goal

All Active Enrollments as of 9/17/20

State	Enrollment Type	Division	Source	Count	2020 Enrollment Goal	% to 2020 goal
Missouri	TOU	MO West (GMO)	CSR	163		
			CSS	2165		
			2328	1750	133.0%	
		MO Metro (KCPLM)	CSR	106		
			CSS	1703		
			1809	1750	103.4%	
State Total			4137	3500	118.2%	

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

Enrollment Channel Activity		
CSS	3868	93%
CSR	269	7%
Total	4137	100%

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

Enrollments began on October 1, 2019

Education & Marketing Campaign Update





Campaign Timeline Reminder

Building Momentum: Phased Approach To Rollout

Audience	Employee Education	Early Adopters/Advocates	Full Customer Education Campaign	Target Customer Enrollment
Length of Phase	12 weeks Mid-August – October 2019	14 weeks October – December 2019	Part 1: Feb – May Part 2: Sept - Dec 2020	Ongoing
Goals	Educate all employees to become knowledgeable resources/advocates for TOU	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 rates	Used targeted channels to help drive enrollments in the program
Primary Tactics	Web, Email, App, Signage	Email, Social, Events	Radio, Digital, Social, Email, Bill Insert, Website, News Media, and other	Social, Digital, Email, Web



Marketing and Outreach Approach

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

Website

Social
Media/ Video

Rate Education
Reports
(email and
paper)

Online Rate Analysis
Tool
(Comparison, Details,
Simulator)

Additional
Marketing
Awareness
Materials

Direct Mail
Welcome Kit

Post- Enrollment
“Rate Coach”
Report
Weekly Email

Self-Service TOU
Analytics
(widgets on My
Account)

Customer Journey

Awareness: Mass and Targeting Marketing
Education: Enhanced Rate Information and Online Tools
Success: Continued Outreach and Education

Awareness

Evergy Sponsored

You could save money by switching to our new Time of Use Plan. Discover how it works and see how much you could save.

It's time

Wait 'til 3

to switch plans!

EVERGY.COM
Compare Energy Plans [Learn More](#)

Awareness/Education

evergy

Manage Account Outages Ways to Save Smart Energy

Time of Use Plan

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

About the Time of Use Plan

How does it work?

Time of Use Plan Comparison Chart

Switch with our offers only. Shift usage away from peak hours. Save up to 10% per year.

Education

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	Lowest Cost Save \$55
<p>All-Electric Plan</p> <p>Ideal for: Those who use electric heat for their homes</p> <p>Highest price: Summertime</p> <p>Savings tip: Limit your energy use in the summertime</p> <p>\$1,120 Estimated cost per year</p> <p>Learn More</p>	<p>Time of Use Plan</p> <p>Ideal for: Those who want more flexibility and control</p> <p>Highest price: Peak Hours: Weekdays from 4-8 p.m.</p> <p>Savings tip: Run large appliances before or after 4-8 p.m.</p> <p>\$1,065 Estimated cost per year</p> <p>Learn More</p>

[Change My Plan](#)

Education & Success

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

This week's peak costs	\$4
Last week's peak costs	\$3

Here's how you used electricity during the weekdays

What parts of your routine could you do at off-peak times?

Bar chart showing electricity usage (kWh) by time of day (12am, 6am, 4pm, 8pm, 11pm).

Customer Education and Marketing Results





Rate Education Report Effectiveness

40%

Average unique open rate
Many open multiple times

60%

Customers who opened
the digital report spent
time reading it
(vs glancing, skimming)

evergy

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

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

Rate Plan	Avg Cost
Standard Tier Plan	\$130
Time of Use Plan	\$165

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.

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	\$160	\$150	\$140	\$130	\$120	\$110	\$1,560	Your current plan
Time of Use Plan	\$00	\$08	\$120	\$104	\$112	\$120	\$100	\$100	\$112	\$104	\$110	\$08	\$1,269	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

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.

evergy

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 usage 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 this estimated rate comparison.

♻️ Printed on 100% post-consumer recycled paper using water-based inks. © 2010 - 2020 Opower. All rights reserved.

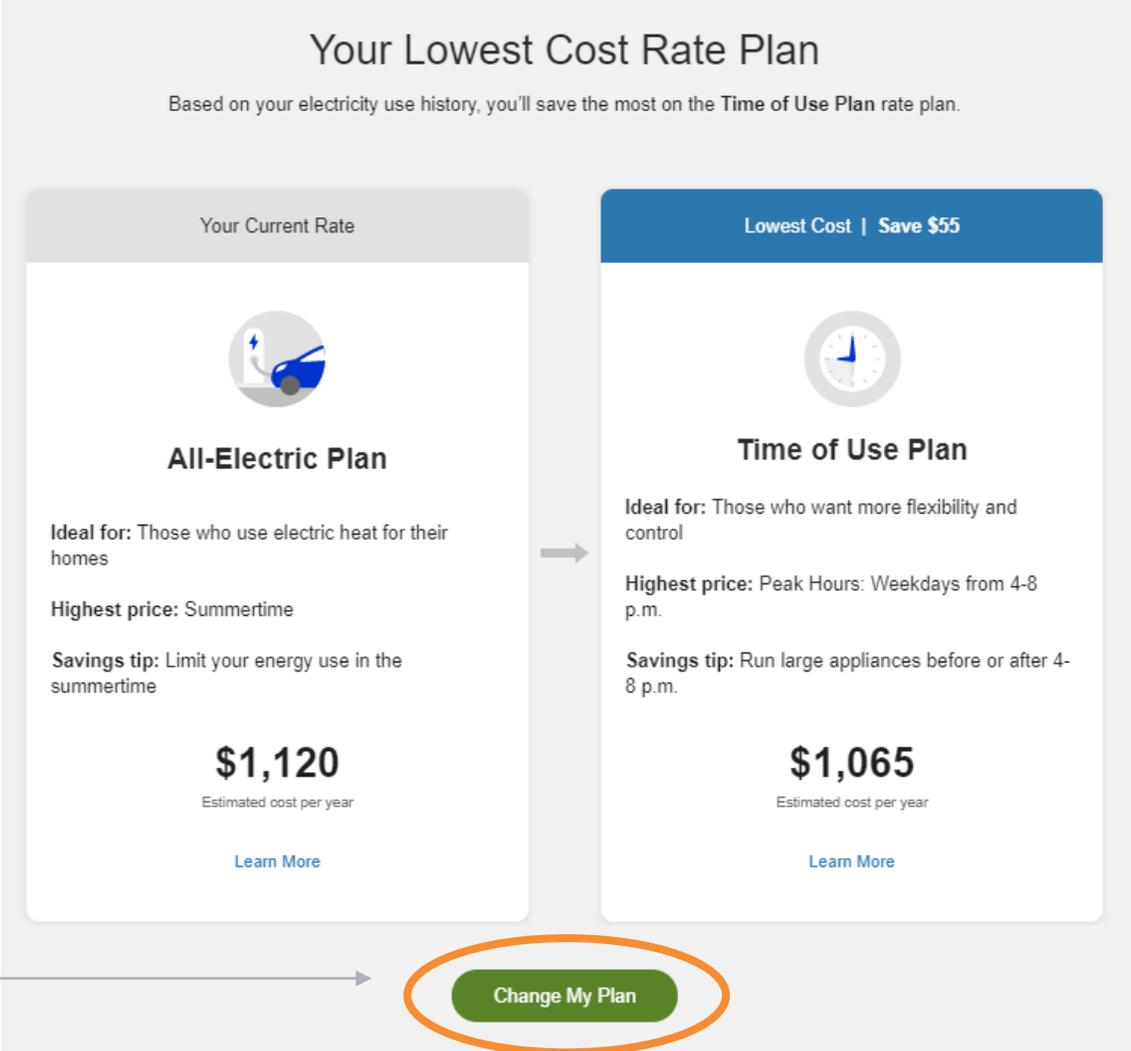
Online Rate Comparison Tool Effectiveness

81%

TOU customers looked at Rate Analysis Tool before enrolling

60%

TOU customers clicked “Change My Plan” within the Rate Analysis Tool



The screenshot displays a web interface titled "Your Lowest Cost Rate Plan". Below the title, it states: "Based on your electricity use history, you'll save the most on the Time of Use Plan rate plan." The interface is divided into two main columns. The left column, titled "Your Current Rate", features the "All-Electric Plan" with an estimated cost of \$1,120 per year. The right column, titled "Lowest Cost | Save \$55", features the "Time of Use Plan" with an estimated cost of \$1,065 per year. A green "Change My Plan" button is highlighted with an orange circle at the bottom of the interface. An arrow points from the text "TOU customers clicked 'Change My Plan' within the Rate Analysis Tool" to this button.

Plan Name	Estimated Cost per Year	Additional Info
All-Electric Plan	\$1,120	Ideal for: Those who use electric heat for their homes. Highest price: Summertime. Savings tip: Limit your energy use in the summertime.
Time of Use Plan	\$1,065	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.

Rate Coach Report Effectiveness

70%

Average unique open rate
Many open multiple times

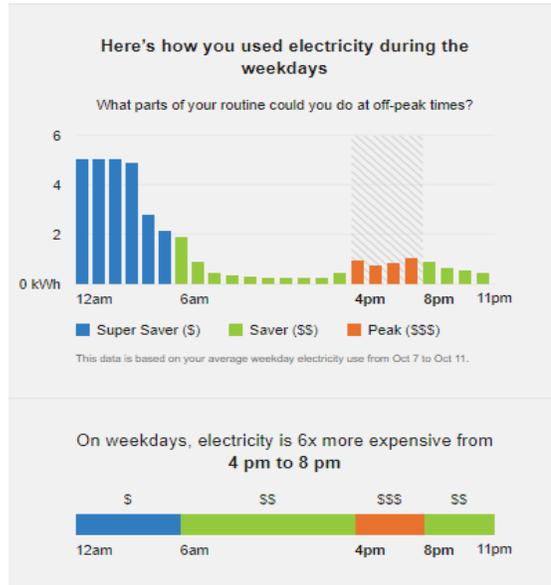
Welcome to Rate Coach (email)

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 Rate 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.



On weekdays, electricity is 6x more expensive from 4 pm to 8 pm



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

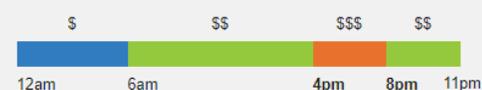


Here's how you used electricity during the weekdays

What parts of your routine could you do at off-peak times?



On weekdays, electricity is 6x more expensive from 4 pm to 8 pm



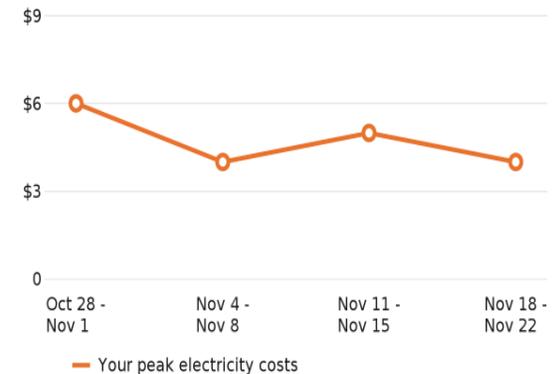
Rate Coach Monthly Summary (email)

35 days after enrolling



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

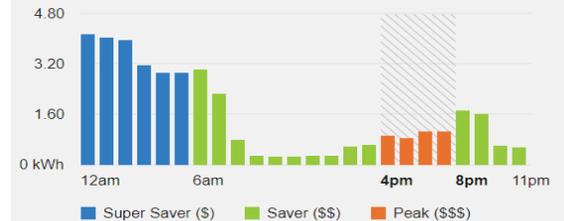
That's \$2 less than your most expensive week this month



This data is based on your weekly electricity use from Oct 28 to Nov 23.

Here's how you used electricity during the weekdays

What parts of your routine could you do at off-peak times?



Customer Feedback





Customer Feedback Mechanism

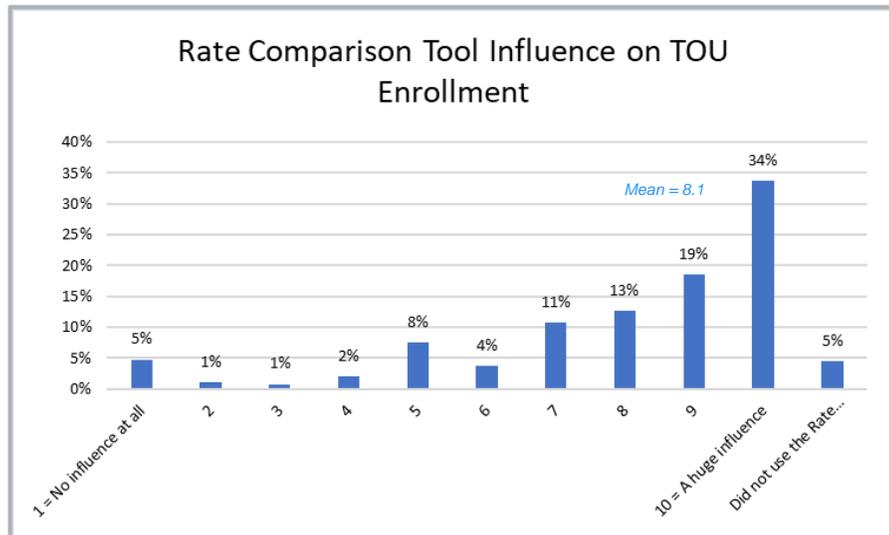
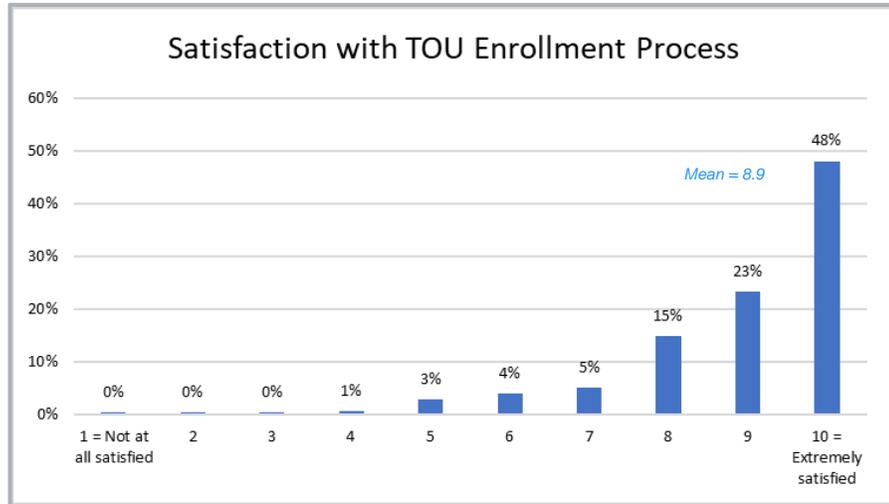




TOU Post-Enrollment Surveys

Based on **1000+** TOU post-enrollment surveys:

- The majority of customers (**85%**) are satisfied with Evergy's TOU enrollment process
- **84%** agree that the TOU enrollment process was quick and easy
- **74%** felt like communications were helpful in their decision to enroll in the TOU rate plan
- Almost half (**49%**) indicated that "Saving money on electric bill" was the most important reason for enrolling in the TOU rate plan
- Evergy's rate comparison tool had a significant influence for nearly **61%** of those who recall seeing the comparison tool





Post-Enrollment Interviews

Based on **200** pre-screen survey and 14 interviews:

- **8 out of 10 replies to pre-screen showed customers were somewhat or very satisfied with the program**
- Customers showed they had been educated on the different rate times and remembered **the “Wait ‘til 8” tagline**
- Participants could **consistently remember which appliances they needed to change** to be successful
- Most all **remembered a TOU marketing item from Evergy**, and all felt positive about the post-enrollment reports
- All felt the sign-up experience was **easy and painless**

COVID Pandemic Impacts on TOU Pilot





COVID-19 Impact

- Marketing
 - Evergy limited all marketing efforts during April and May
 - Effected some mass media activities, but picked back up in late May
 - Monitoring feedback channels for COVID-19 questions related to TOU
 - Saw some but limited questions from TOU customers
 - Sent additional communication to enrolled TOU customers, giving helpful tips due to staying at home more
- EM&V and Research
 - EMV will assess customer acceptance, increasing opt out rates, and impact of COVID on the TOU program
 - Some possible impacts to be explored:
 - Any form of major behavioral changes from “normal” that could alter the results of the study
 - If customers are less accepting of TOU - reducing enrollment rates while increasing opt-out rates
 - Impact of customers that are newly or ongoing home most of the day
 - Potential psychological effects where customers want the simplicity of the standard rate (in response to experiencing so much external uncertainty)

Next Steps





Next Steps

- **Overall**

- Currently on track to exceed stipulated goals for both areas
- Continue to monitor unenrollment numbers
- Continue to look for process improvements, future learnings or changes needed
- Working with Staff and Stakeholders on a TOU Rate Design study for summer 2021 in advance of next rate case filing to inform potential future offerings

- **Marketing**

- Phase 2 of Mass Awareness campaign continuing thru December
- Continue to execute 2020 Marketing strategy and tasks, starting to plan for 2021 outreach
- Continue to monitor effects of COVID

- **EM&V**

- Preliminary EM&V report will be available in December 2020 and will include findings on the following:
 - Customer Behavior Metrics
 - Demand Impacts, Energy Impacts, Bill Impacts, Customer Retention
- Observations from summer vs winter rate impacts (pending 2019/2020 winter data availability)
 - COVID-19 pandemic will impact results due to consumer behavior changes and economic conditions

Questions

