

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

In the Matter of Kansas City Power & Light)
Company’s Request for Authority to Implement)
A General Rate Increase for Electric Service) **Case No. ER-2018-0145**

In the Matter of KCP&L Greater Missouri)
Operations Company’s Request for Authorization to)
Implement A General Rate Increase for Electric)
Service) **Case No. ER-2018-0146**

NOTICE

COME NOW Kansas City Power & Light Company (“KCP&L”) and KCP&L Greater Missouri Operations Company (“GMO”) (collectively, the “Company”) and respectfully state as follows to the Missouri Public Service Commission (“Commission”):

1. On September 25, 2018, the Company filed a *Non-Unanimous Stipulation and Agreement Concerning Rate Design Issues* (“Rate Design-TOU Stipulation”) which included an agreement between the Company, Staff, the Office of the Public Counsel (“OPC”), Missouri Division of Energy (“DE”), and Renew Missouri Advocates (“Renew MO”) (collectively, the “Signatories”) on Time of Use (“TOU”) rates.¹

2. On October 31, 2018, the Commission issued its *Order Approving Stipulations and Agreements* (“Order”) which approved the various settlements between the Signatories in these dockets, including the Rate Design-TOU Stipulation referenced above.

¹ “e. When completed the Company will submit to the Commission the following documents on an ongoing basis: Customer research plan, business case for shadow billing, marketing and education plan, EM&V plan, Customer Feedback Mechanism, Customer Behavior Metrics, EM&V interim and final results and documentation shared at each stakeholder meeting.” See Rate Design-TOU Stipulation, p. 6, Section 2(e).

3. Pursuant to the provisions of the Rate Design-TOU Stipulation the Company is filing the attached *Residential Time of Use Marketing and Rate Education Plan* (presented on June 28, 2019) and designated as **Exhibit A**.

WHEREFORE, the Company respectfully request the Commission take notice of the attached.

Respectfully submitted,

/s/ Robert J. Hack

Robert J. Hack, #36496
Roger W. Steiner, #39586
Kansas City Power & Light Company
1200 Main Street
Kansas City, MO 64105
Phone: (816) 556-2791
Phone: (816) 556-2314
Fax: (816) 556-2787
rob.hack@kcpl.com
roger.steiner@kcpl.com

James M. Fischer, #27543
Fischer & Dority, P.C.
101 Madison Street—Suite 400
Jefferson City MO 65101
Phone: (573) 636-6758
Fax: (573) 636-0383
Jfischerpc@aol.com

**ATTORNEYS FOR KANSAS CITY
POWER & LIGHT COMPANY AND
KCP&L GREATER MISSOURI
OPERATIONS COMPANY**

CERTIFICATE OF SERVICE

I hereby certify that copies of the foregoing have been mailed, hand-delivered, transmitted by facsimile or electronically mailed to all counsel of record this 8th day of July 2019.

Roger W. Steiner

Roger W. Steiner

Public Version

Residential Time Of Use Marketing and Rate Education Plan

Q2/19 Missouri Stakeholder Report

June 28th, 2019



Safety Moment

Firework Safety:

Around 200 people enter the emergency room every day with fireworks related injuries the month surrounding Independence Day. Avoid the emergency room by following these safety tips.

<p>Fireworks packaged in brown paper are made for professional displays - avoid buying!</p> 	<p>Never allow young children to play with or ignite fireworks.</p> 
<p>Always have an adult supervise fireworks activities, especially with sparklers.</p>	<p>Never carry fireworks in a pocket or shoot them off in metal or glass containers.</p>
<p>Back up to a safe distance immediately after lighting fireworks.</p> 	<p>Never try to re-light or pick up fireworks that have not ignited fully.</p>
<p>Never point or throw fireworks at another person.</p>	<p>Never place a part of your body directly over a fireworks device when lighting.</p> 
<p>Keep a bucket of water or a garden hose handy in case of fire and to douse used fireworks before discarding in trash.</p> 	<p>Make sure fireworks are legal in your area before buying or using them.</p> 

Source: Consumer Product Safety Commission
www.cpsc.gov/en/Safety-Education/Safety-Education-Centers/Fireworks/

Stakeholder Recap



What we've reviewed so far:

- Shadow Billing Business Case
- Customer Research Plan
- Customer Behavior Metrics
- Customer Feedback Mechanism
- Evaluation, Measurement and Verification (EM&V) Plan

Today's Agenda



1. Project Goals and Overview
2. Understanding Customer Expectations
3. Campaign Strategy and Timeline
4. Creative Messaging and Naming
5. Campaign Creative
6. Recap and Campaign Investment
7. Customer Service Approach
8. Questions and Next Steps

Project Goals & Overview

TOU and Block Tariff Requirements

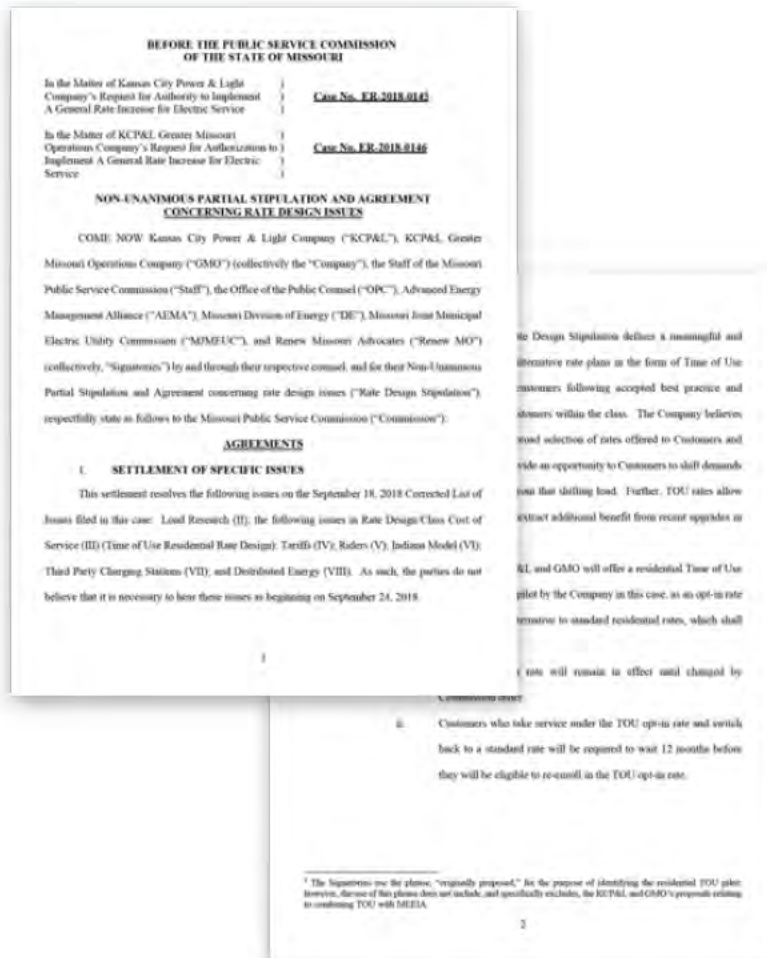


Time Of Use Rate Plan

1. Establish a global awareness/education plan to reach all customers
2. Enroll customers within the TOU rate plan
3. Additional focus on high touch/at-risk customer groups

Standard Tiered Rate Plan

1. Establish a global awareness/education plan for all customers



Creating Rate Education Synergies



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

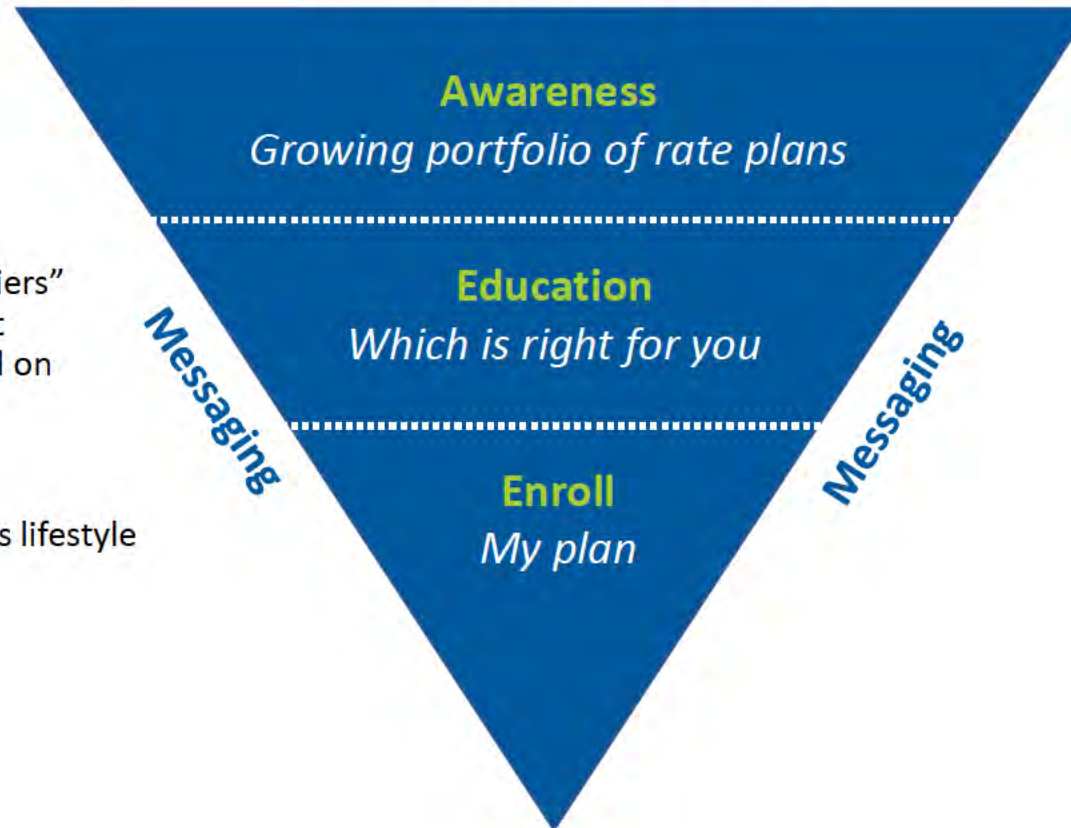
Standard Tier Rate Plan

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

Our Standard Tier 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



Time Of Use

Introducing Evergy's new Time Of Use plan. Learn if this rate plan may be right for you.

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.

Shadow Billing Collaboration



Step 1: Rate Education Reports

UtilityCo
1515 N. Courthouse Road, Floor 8
Arlington, VA 22201-4908

Your Rate Comparison Report
June 1, 2018
Account number 1000001

We've put together this report to help you understand your energy use, rate plan and what you can do to save.

Find a list of rate plans and energy-saving products and services you can buy.
• utilityco.com/myenergytools

Learn how different rate plans work for you

You're currently on Standard tier.

- Standard tier**
As you use more electricity during your bill period, the price goes up with each tier.
- Time of use**
Your bill varies depending on when you use electricity and how much you use.
- Electric vehicle**
The same as Time of Use, but ideal for those who own an electric car.

What do different rate plans cost?

Avg over past 12 months

Rate Plan	Avg Cost (\$)
Standard tier	\$130
Time of use*	\$110
Electric Vehicle*	\$165

Last year, you would have saved more on Time of Use.
\$13 savings per month

*Estimated values. This comparison is based on your hourly energy use from the last 12 months.

Take charge of your next bill
Log in to your UtilityCo account to view a full list of rate plans and find energy-saving products and services to purchase to help lower your energy costs at www.utilityco.com

Turn over →

Step 2: Online Rate Analysis Tool

Your lowest cost rate plan
Based on your electricity use history, you'll save the most on the Time-of-Use + SmartRate™ rate plan.

Rate Plan	Estimated cost per year
Your Current Rate	\$925
Lowest Cost Save \$135	\$790

Time-of-Use (E6)
SmartRate™ [what's this?](#)
100% Solar Choice [what's this?](#)
How it works: The price of electricity changes depending on time of day and the amount you use.
What you'll get: You'll be rewarded for using less energy at peak times.

Time-of-Use (E6)
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CHANGE YOUR RATE PLAN

Step 3: Post-Enrollment Reports

Welcome to your Rate Coach, a weekly email designed to help you save the most money on your rate plan!

You're currently on a plan that charges different hourly rates throughout the day. We want to help you save money by using less electricity when it's most expensive.

On weekdays, electricity is 1.5x more expensive from 4pm-9pm

Time	Off-peak (\$)	Peak (\$55)
12am	Low	Low
4pm	Low	High
9pm	Low	High
11pm	Low	Low

Here's how you used electricity this week
What parts of your routine could you do at off-peak times?

Time	Off-peak (\$)	Peak (\$55)
12am	2.5	2.5
4pm	2.5	4.5
9pm	2.5	4.5
11pm	2.5	2.5

This data is based on your average weekday electricity use in the last week.

How can you save big during peak hours?
Appliances like these use a lot of energy. By using them at lower-priced, off-peak times, you'll see more savings.

- Washer/Dryer
- Pool Pump
- Air Conditioner
- Dishwasher

From: energysavings@utilityco.com Sent: 06/01/2018 10:00 AM To: customer@utilityco.com

Industry TOU Marketing Review



Reviewed optional rate and 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

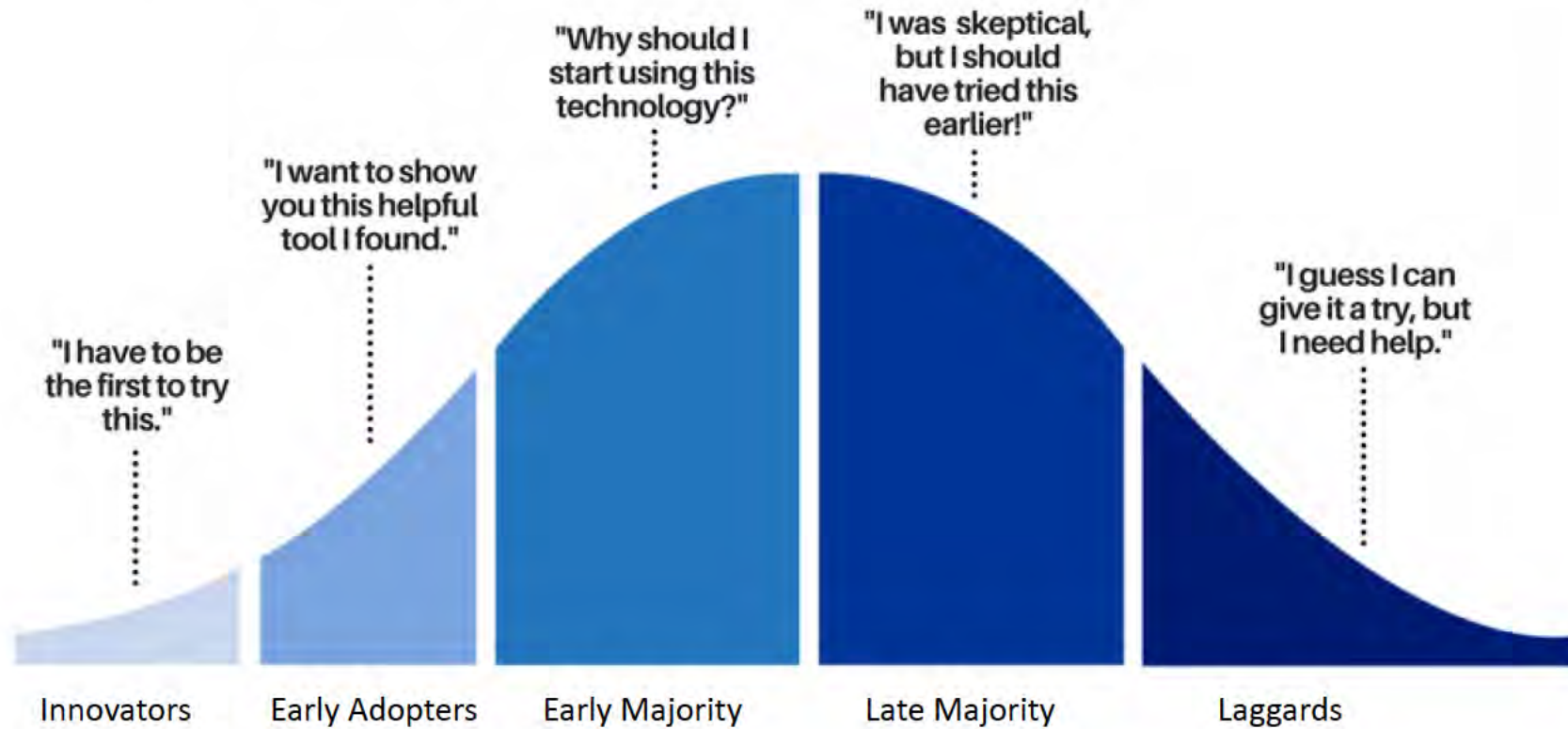
- Help customer understand that they need to shift larger appliances like A/C and dishwasher, but lights, phone chargers and small appliances are fine

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

Understanding Customer Expectations

Adoption Curve

Innovation and technology adoption curves typically look like this.



Customer Decision Journey



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: Energy		
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
Priority	AWARENESS	CONSIDERATION	ENROLLMENT	EXPERIENCE	ADVOCACY
Environment (When is the consumer most likely open to receiving our message?)	<ul style="list-style-type: none"> - At home - consuming media (email, TV, online, social surfing, checking utility bill). - In the community - neighbors, church, town/city meetings, etc. - Interacting with the Energy website or physical location. 	<ul style="list-style-type: none"> - Website and/or other digital based informational resources. - Call Center, office, social media - In person/in the community - friends, family, neighbors, early adopter/influencers. 	<ul style="list-style-type: none"> - My work/office or other location where I have Wi-Fi/Internet access. - At home. - Energy walk-in payment center. 	<ul style="list-style-type: none"> - At home - consuming electricity, actively changing behaviors/routines. - Website/using OPower tools. - Receipt & review of monthly bill. 	<ul style="list-style-type: none"> - Social media: sharing, commenting, posting their own relevant experience/savings. - Community - neighbors, church, town/city meeting, etc. - Participation/voting in legislation development process.
Influencers (Who or what may inspire them to consider our message)	<ul style="list-style-type: none"> - Social media comments/conversations. - Traditional/digital media sources. - Family, friends, neighbors. - News outlets, bloggers, secondary info sources. 	<ul style="list-style-type: none"> - Branded materials (traditional or online; encouraging program benefits). - Social media comments/conversations. - Traditional/digital media sources. - Family, friends, neighbors. - Energy Representative (CSR, call center, walk-in payment center) - Moving resources (HOA, community newsletters, relocation guides). - Builders/Real Estate Agents. 	<ul style="list-style-type: none"> - Branded materials (traditional or online; encouraging easy enrollment). - Energy Representative (CSR, call center, walk-in payment center) - Options for additional account tools/resources (OPower, bundle services/products) 	<ul style="list-style-type: none"> - OPower or other account tools - readily-available, real-time usage/progress information. - Notable cost savings. - Interaction with a Energy representative. 	<ul style="list-style-type: none"> - Social media: community and/or environmental voices - Family, friends, neighbors, community. - Experts, legislators, community officials.
Barriers or Bias (Top 3)	<ol style="list-style-type: none"> 1) I didn't know Energy had different rate plan options I could choose from. 2) The various rate plan options feel complicated to understand and hard to switch to. 3) I'm not sure if this new TOU plan is right for our household/lifestyle. 	<ol style="list-style-type: none"> 1) The new TOU plan feels complicated given the different pricing levels throughout the day. 2) This plan requires me changing some of my daily habits/rituals during the work week. 3) Switching to the new TOU plan requires more effort than what it's worth given how much I'll save. 	<ol style="list-style-type: none"> 1) The enrollment process is too complex/difficult or unintuitive. 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). 3) I consider myself technology averse. 4) Energy (call center or other reps) doesn't know what's going on and/or I cannot get clear answers to my questions. 	<ol style="list-style-type: none"> 1) I'm finding it difficult to change/shift my energy-use activities. 2) I am not seeing savings reflected in my monthly costs. 3) It is difficult to manage the OPower tools, difficult to understand how to take advantage of program benefits. 	<ol style="list-style-type: none"> 1) Poor experience or unrealized savings via the TOU rate plan. 2) Don't feel like Energy is being truthful/transparent about why these are beneficial rate plan options. 2) See/hear Energy make rate increase requests or propose new power generation plants in the future.

Media Consumption



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

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

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

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

Campaign Strategy & Timeline

Campaign Strategy



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 KCP&L'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.**

Campaign Approach



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	45 weeks Late-January – November 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

Phase 1: Employee Education Launch



2019						2020			
JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
		Employee Campaign							
			Evergy Rebrand						

Strategy

Educate employees to become knowledgeable resources and advocates for TOU plan

1. Confidently talk about the TOU rate plan – what the plan is, how it works, why it's important to the company
2. Generate excitement by previewing marketing campaign
3. Encourage early enrollment to gain first-hand experience and foster knowledge/advocacy



Phase 2: Early Adopters/Champions



Strategies

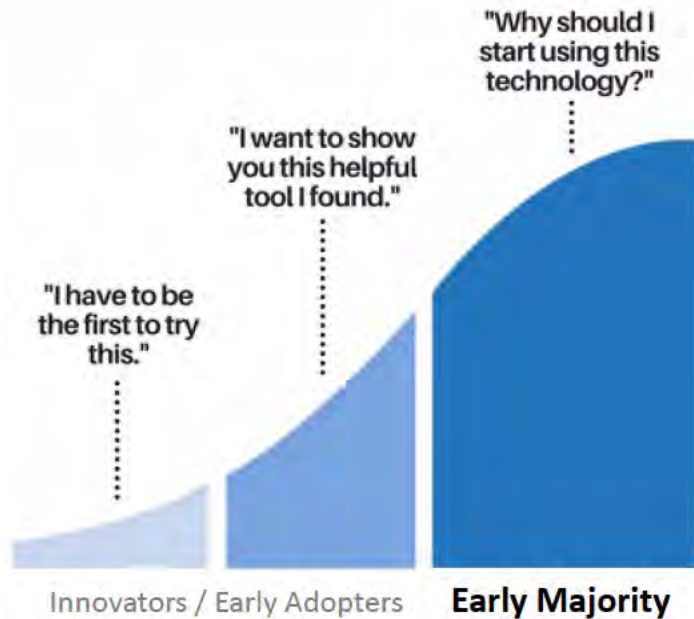
- Enroll Early Adopters into plan
- Create customer champions/advocates as they enroll and experience the new rate plan

Who Are Our Innovators and Early Adopters?

- ✓ Electric Vehicle Owners
- ✓ Working Adults w/ no kids
- ✓ Savers
- ✓ Routine Changers
- ✓ Technology Early Adopters



Phase 3: Full Customer Education Launch



Strategies / Full Campaign

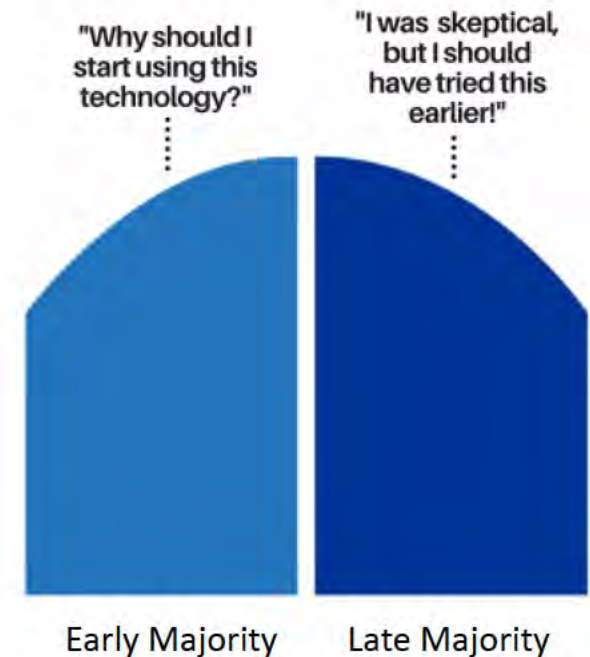
- Create awareness across entire territory
- Ignite enrollment throughout customer base
- Helps understanding around Standard Rate
- Educate and inform vulnerable customer groups
 - Seniors, Lower HH Income Families and Medical Device Dependent

Phase 4: Target Customer Launch



Strategies / Full Campaign

- Target specific customer segments that research identified as most likely to desire TOU plan
 - Savers, Routine Changers and Working Adults w/ no kids in HH
- Leverage Innovators/Early Adopters as advocates for the new rate plan



High Touch Customer Groups

We will increase communication for some segments with more customized communication

- Focus
 - Seniors, Low Income HH and Medical Device Dependents
- When possible send 1:1 communication items
 - Examples:
 - Customized letter to all medical device customers
 - Customized email to low income PRIZM data customers
 - In-person events, like at Connect, for 1:1 discussions
 - Customer Relations and Connect team members for advance conversations



website



Bill Messaging



Email



CSR



Social
Organic



Social
Paid



Direct Mail

Campaign Messaging & Naming

Rate Name and Messaging



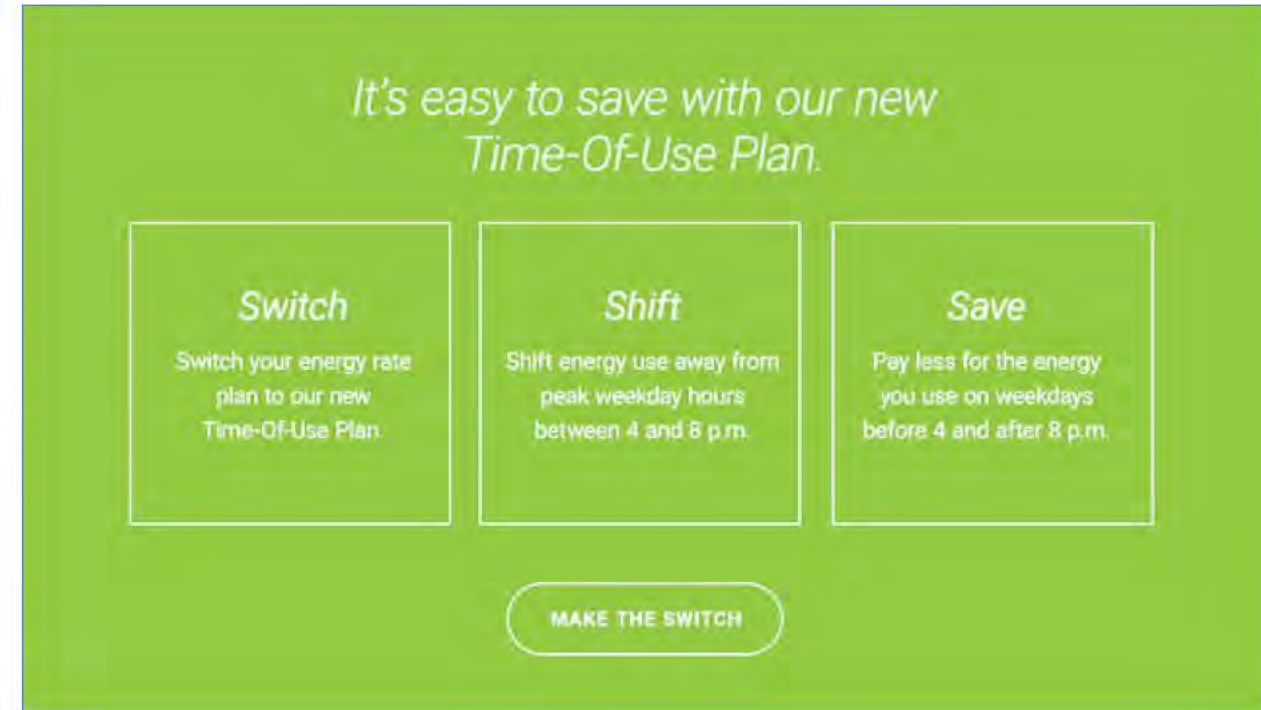
Name and Messaging

- ✓ Rate Name: Time of Use Plan
- ✓ Marketing Messaging: Switch, Shift & Save

Time Of Use Plan 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 shifting behaviors that would need to occur to realize savings within the plan
- ✓ Establish rate plan as “weekday” only



Time Period Name and Messaging

Proposed 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**



- \$ 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

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: New Optional Rate Plan (TOU)

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 Tiered Plan (Block)

Our Standard Tier plan provides three “tiers” of energy pricing. Each billing cycle starts you at the “Tier 1” rate. Once you’ve used the allotment of energy for this tier, your rate changes based on the next tier’s pricing. If you like to actively monitor and control the amount of time you use energy overall, this plan may be right for you.

Future Option: TBD

Future rate option copy here

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.

Campaign Creative

Introducing... Time of Use Plan



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 - 1 PM & 9 PM - 12 AM
- \$\$\$ PEAK 4 PM - 8 PM

LEARN MORE

Creative Mockup - Email



energy SIGN IN MY BILL

Don't have access? REGISTER NOW →

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LEARN MORE

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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.

LEARN MORE

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

energy f in contact

energy 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

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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

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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.

LEARN MORE

- 1 SUPER SAVER (SUPER OFF PEAK)** 12 AM - 6 AM
- 2 SAVER (OFF PEAK)** 9 AM - 4 PM & 8 PM - 12 AM
- 3 PEAK** 4 PM - 8 PM

Creative Mockup – Bill Insert



Save money on energy

when you shift energy use to off-peak hours, like after 8 p.m.



When it comes to energy savings, timing is everything.

With our new rate plan option, you get discounted rates when you shift weekday energy use—like running the dishwasher, washing machine, dryer and other large appliances—away from the peak hours between 4 and 8 p.m.

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

SWITCH

Switch your energy rate plan to our new Time-Of-Use Plan.

SHIFT

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

SAVE

Pay less for the energy you use on weekdays before 4 and after 8 p.m.

For more information, visit Evergy.com or call 800-000-0000.



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

Creative Mockup – Customer Letter



evergy

Dear LName Family:

While energy plays an important part in all of our lives, we realize people depend on it in different ways. This includes the times each family uses the most energy. This is why we're putting the power of choice back in your hands with rate plan options designed to save you money depending on the times you use energy the most.

ABOUT OUR NEW TIME-OF-USE PLAN

Our new Time-Of-Use Rate Plan rewards you with discounted rates when you shift weekday energy use away from the peak hours between 4 and 8 p.m. If you can shift a portion of your energy usage—like running the dishwasher, washing machine and dryer—to off-peak times before 4 and after 8 p.m., our new Time-Of-Use Plan may be right for you.

WHAT ARE THE POTENTIAL DISADVANTAGES OF THE TIME-OF-USE PLAN?

Changes in your household's energy habits are necessary to save money with the Time-Of-Use Plan. If you use a lot of power during the weekday peak hours between 4 and 8 p.m., your energy costs could increase. The more you shift your energy use outside of peak times, the more you can save.

SEE IF THE TIME-OF-USE PLAN IS RIGHT FOR YOU.

Log into your account at Evergy.com, call your customer service representative at 800-000-0000, or stop by one of our Evergy Connect locations to see if the new Time-Of-Use Plan is right for your life.

Dear LName Family:

While energy plays an important part in all of our lives, we realize people depend on it in different ways. This includes the times each family uses the most energy. This is why we're putting the power of choice back in your hands with rate plan options designed to save you money depending on the times you use energy the most.

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Creative Mockup - Website

energy

Save money on energy

With Energy's new Time-Of-Use Rate Plan, you get discounted rates when you shift weekday energy use - like running the dishwasher, washing machine, dryer and other large appliances - away from the peak hours between 4 and 8 p.m.

[LEARN MORE](#)

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

Switch

Switch your energy rate plan to our new Time-Of-Use Plan.

Shift

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

Save

Pay less for the energy you use on weekdays before 4 and after 8 p.m.

When it comes to energy savings, timing is everything.

- 9 SUPER SAVER** SUPER OFF PEAK 9 AM - 11 AM
- 11 SAVER** OFF-PEAK 11 AM - 4 PM
- 4 PEAK** ON-PEAK 4 PM - 8 PM

What other changes can save me money?

Program your thermostat to reduce heating and cooling during on-peak hours or when you're not at home.

[LEARN MORE](#)

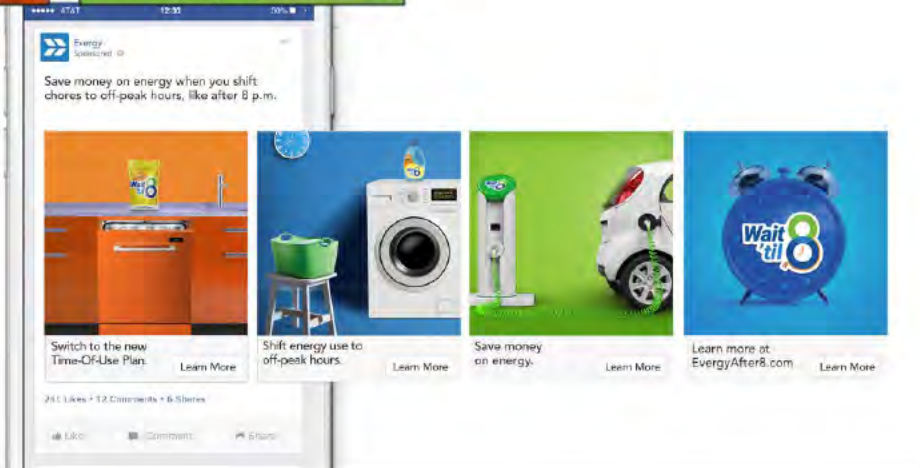
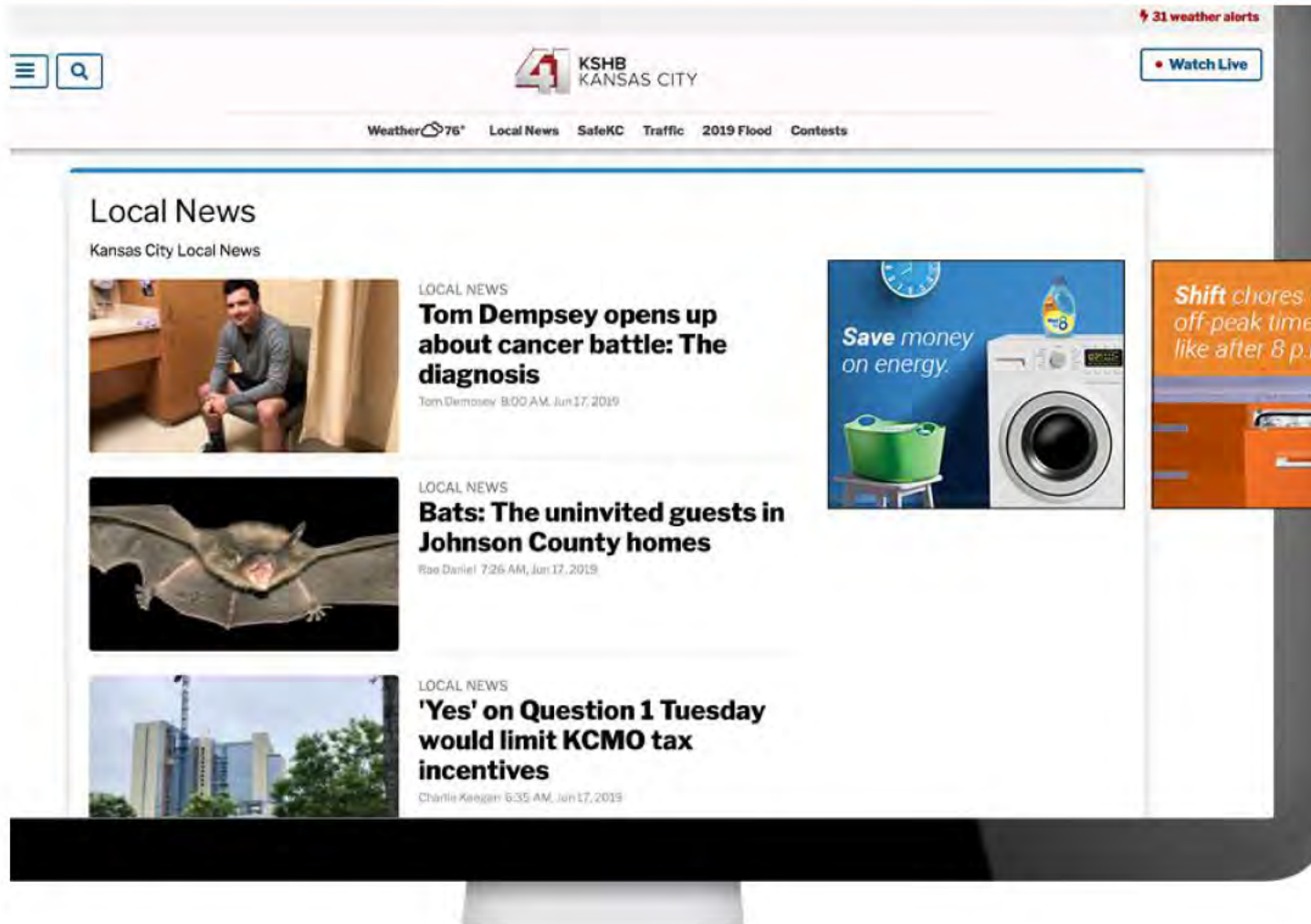
See if the new Time-Of-Use Rate Plan is right for you.

Log into your account to see when you use the most energy and to determine how much you can save with the new Time-Of-Use Rate Plan.

[LOG INTO YOUR ACCOUNT](#) [CREATE AN ACCOUNT](#)

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Creative Mockup – Digital & Social



Creative Mockup - 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

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

Rate	Period
1 SUPER SAVER	12 AM - 6 AM
55 SAVER	9 AM - 4 PM & 8 PM - 11 AM
\$\$\$ PEAK	4 PM - 8 PM

Creative Mockup – Welcome Letter



evergy **Wait 'til 8**

You've made a great choice switching to the Time-Of-Use Plan.

Now, let's start saving you money on energy.

Our new Time-Of-Use Plan rewards you with discounted rates when you shift weekday energy use away from the hours between 4 and 8 p.m. By taking advantage of lower rates during Saver and Super Saver periods, you can avoid higher weekday rates when energy resources are in demand.

For more information on your new plan, visit Evergy.com.

Want to maximize your energy savings? Here are some tips:

- Run your dishwasher, washing machine, dryer and other large appliances before 4 or after 8 p.m.
- Program your thermostat to reduce heating and cooling between 4 and 8 p.m., or when you're not at home.
- Install timers on electric water heaters and recirculation pumps so they primarily operate during Saver and Super Saver hours.
- Set timers on pool and spa pumps to run during Saver and Super Saver hours.
- If you have an electric vehicle, charge it during Saver and Super Saver hours.

evergy **Wait 'til 8**

You've made a great choice switching to the Time-Of-Use Plan.

Now, let's start saving you money on energy.

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Dishwasher Magnet

In home reminder of the program that encourages behavior shifts.

Want to maximize your energy savings? Here are some tips:

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- Install timers on electric water heaters and recirculation pumps so they primarily operate during Saver and Super Saver hours.
- Set timers on pool and spa pumps to run during Saver and Super Saver hours.
- If you have an electric vehicle, charge it during Saver and Super Saver hours.

Media Consumption



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

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

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

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

Comprehensive Media Plan



2020 MARKETING PLAN / TOU RATE PLAN

Evergy Marketing Customer Activation Plan	2019												2020																																											
	3Q 2019				4Q 2019				1Q 2020			2Q 2020			3Q 2020			4Q 2020																																						
	September		October		November		December		January	February	March	April	May	June	July	August	September	October	November	December																																				
Broadcast Weeks, Monday start	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21
Brand Launch Paid Media																																																								
Launch Phase			TIE (P1) Evergy Now (P2)				Evergy Everywhere (P3)																																																	
Time of Use Rate Plan																																																								
Employee Education																																																								
Digital Training, Information & Newsletters	Employee App, Intranet Home Page, AskBen Help Center, News letters & Rollin' w/ Rod Video Content																																																							
Digital Signage	Home Office & Training Locations																																																							
Leadership Updates																																																								
Facilities Awareness	Power Generation, Line & Maintenance Facilities																																																							
Early Adopters Launch																																																								
1:1 Channels & Customized Messaging	Email, Letters & Events																																																							
Evergy.com / Rate Home Page	Updated Rate Page - Standard Tier & Time Of Use																																																							
Customer Service Representatives	Customer Questions, On-boarding & Enrollment Help																																																							
Shadow Bill Plan																																																								
Comparison & Education Reports													Report #1 Drop						June Report																																					
Online Rate Analysis Tool	Launched																																																							
Post-Enrollment Reports	Weekly Personalized Report																																																							
All Customers - Awareness/Education Plan																																																								
Email Blast													Blast #1						Blast #2																																					
Bill Inserts / Envelopes / On Hold Messaging													Insert #1			Bill Messaging			Insert #2			Bill Envelope & Messaging																																		
Facebook Posts - Organic																																																								
Local Radio													Broad Awareness			Broad Awareness			Broad Awareness																																					
Streaming Radio/High Impact Display													Targeted Awareness																																											
Online Video													Targeted Awareness																																											
Social													Targeted Awareness																																											
Local Events & Sponsorship Outreach													Broad Awareness																																											
Targeted Customer Segments (Savers, Routine Changers & Working Adults No Kids) Plan																																																								
Digital & Social													Targeted Enrollment																																											

Recap & Budget

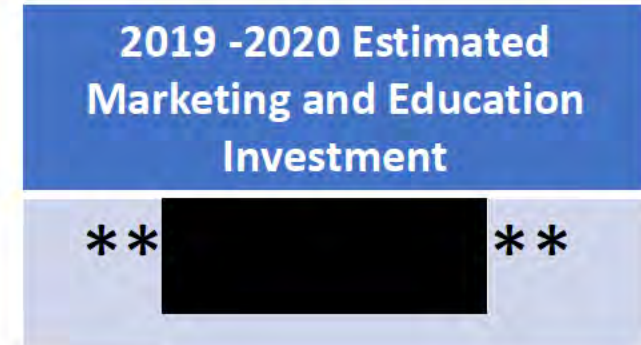
Marketing and Education Recap



- **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

Estimated Investment

- To gain mass awareness and education, suggesting larger paid media channels costs
- Extra creative/naming development costs due to first time product launch
- Highly visual and creative campaign



Customer Service Approach

Customer Service Approach



Phased training approach to drive fully knowledgeable Contact Center representatives

Phase	Phase 1	Phase 2	Phase 3	Phase 4
Length of Phase	August – September 2019	October 2019 – January 2020	January – December 2020	January 2021 – Ongoing
Objectives	<ol style="list-style-type: none"> 1. In combination with full employee education campaign, CSR's will be provided with information on the program, how it works and the process to follow if a customer is interested. 2. Resolution Team and Connect members start full training on TOU enrollment/unenrollment and program questions. 	<ol style="list-style-type: none"> 1. Resolution Team CSRs and Connect trained to discuss and un/enroll customer for TOU. 2. All CSR's will be provided with information on the program, how it works and the process to follow if a customer is interested. 3. Contact Center CSRs will transfer un/enrollment calls to Resolution Team. 	<ol style="list-style-type: none"> 1. Resolution Team and Connect will un/enroll customer for TOU. 2. Full CSR un/enrollment training starts in phased approach. 	<ol style="list-style-type: none"> 1. All CSRs and Connect Reps are trained and can take full TOU questions and un/enrollments.

Questions & Next Steps

Next Steps



Launch – October 1, 2019

Company presentation to Commission – December 2019