



June 21, 2022

Secretary of the Commission
Missouri Public Service Commission
P.O. Box 360
Jefferson City, MO 65102-0360

RE: Compliance Filing for Docket No. EO-2019-0132

Dear Mr. Secretary:

Enclosed please find the DSM Advisory Group Quarterly Meeting presentation given on April 6, 2022, which includes the PAYS six-month update. The update provides the number of participants with project costs below \$2,000, \$2,001-\$5,000, \$5,001-\$10,000 and greater than \$10,000 as required in the Commission Order issued on September 15, 2021.

Please contact me directly at 816-652-1120 or tia.alexander@evergy.com if you require further information.

Sincerely,

Tia Alexander

Tia Alexander
Sr. Regulatory Analyst

Enclosure:
DSM Advisory Group Presentation



Evergy Missouri West / Missouri Metro

DSM Advisory Group Quarterly Meeting

MEEIA Cycle 3 PY2 – Q4 Update

April 6, 2022





Presentation Overview

- MEEIA Cycle 3 Progress
 - Quarterly Portfolio Results
 - Program Highlights
 - Residential
 - Business
 - EM&V Update
- PAYS 6-month check-in update

Cycle 3 Portfolio Results to Date





MEEIA Update: Headlines

Energy Performance Continues Strong

- In both jurisdictions achieved **higher than the targeted energy and demand savings**
- While maintaining spend **at or below budget thresholds**

Customer Engagement Across Segments

- KC-LILAC continues to create **connections and cross-collaboration** support

Residential Programs

- **Strong residential performance** in HVAC and LED's
- **PAYS pilot launched** and strong early interest. Now working through pipeline
- IE Multi-family **strong pipeline in Metro** and case studies

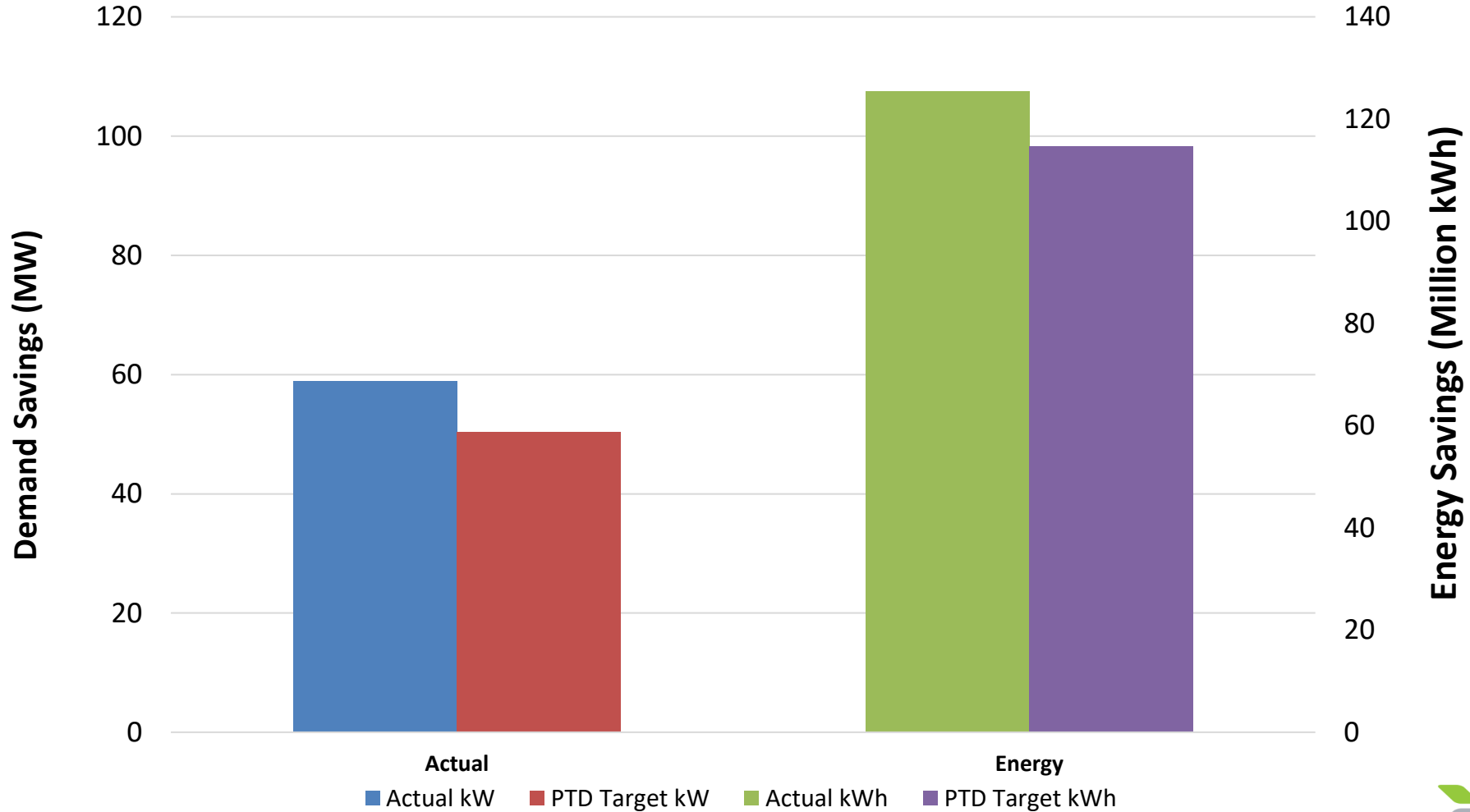
Business Programs

- Business Demand Response event performance **best total kW yet**
- Business Custom (EE) seeing **stronger than expected participation** in Mo West

Evergy Missouri Metro Cycle 3 Results

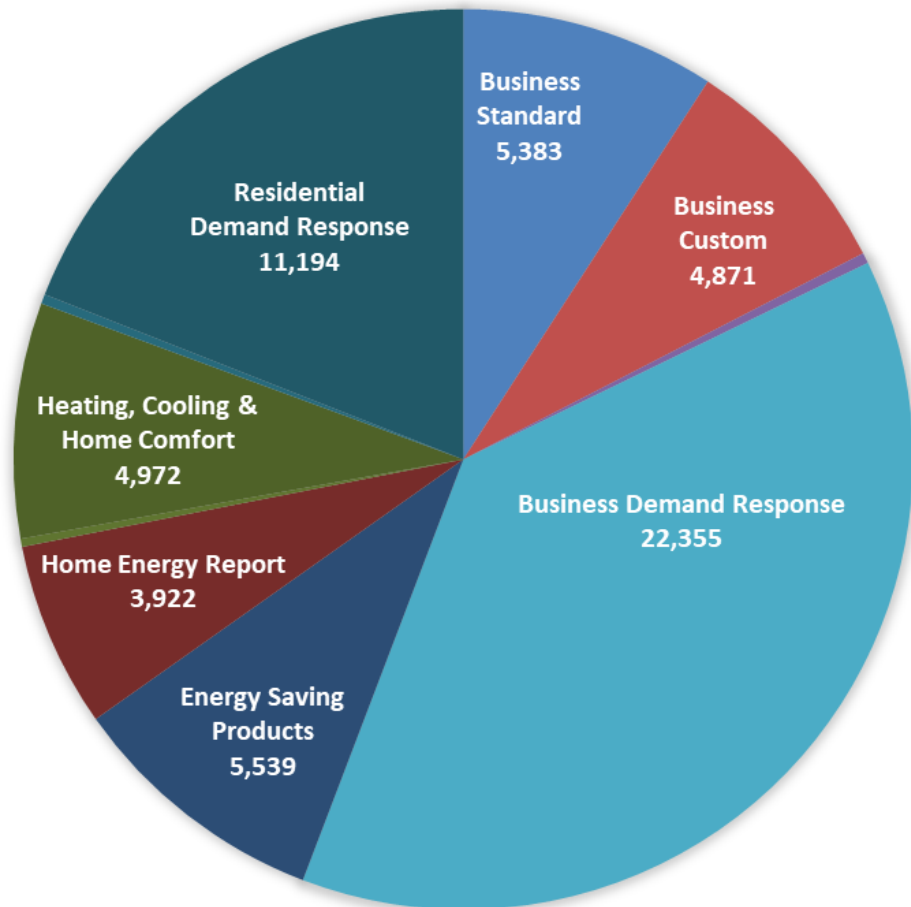
(Thru Cycle 3, PY2 Q4 End: Dec 31, 2021)

Program to Date Actuals & Targets - Gross

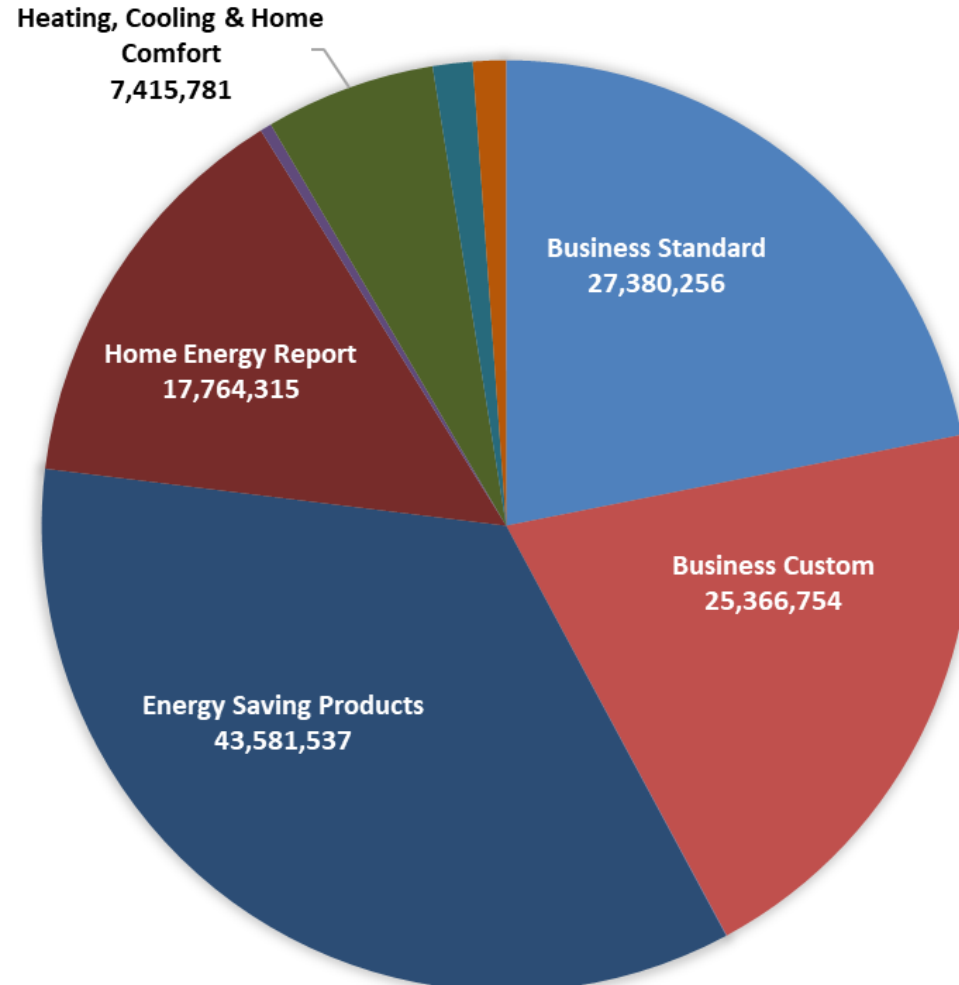


Evergy Missouri Metro Results by Program

Demand Savings (kW)

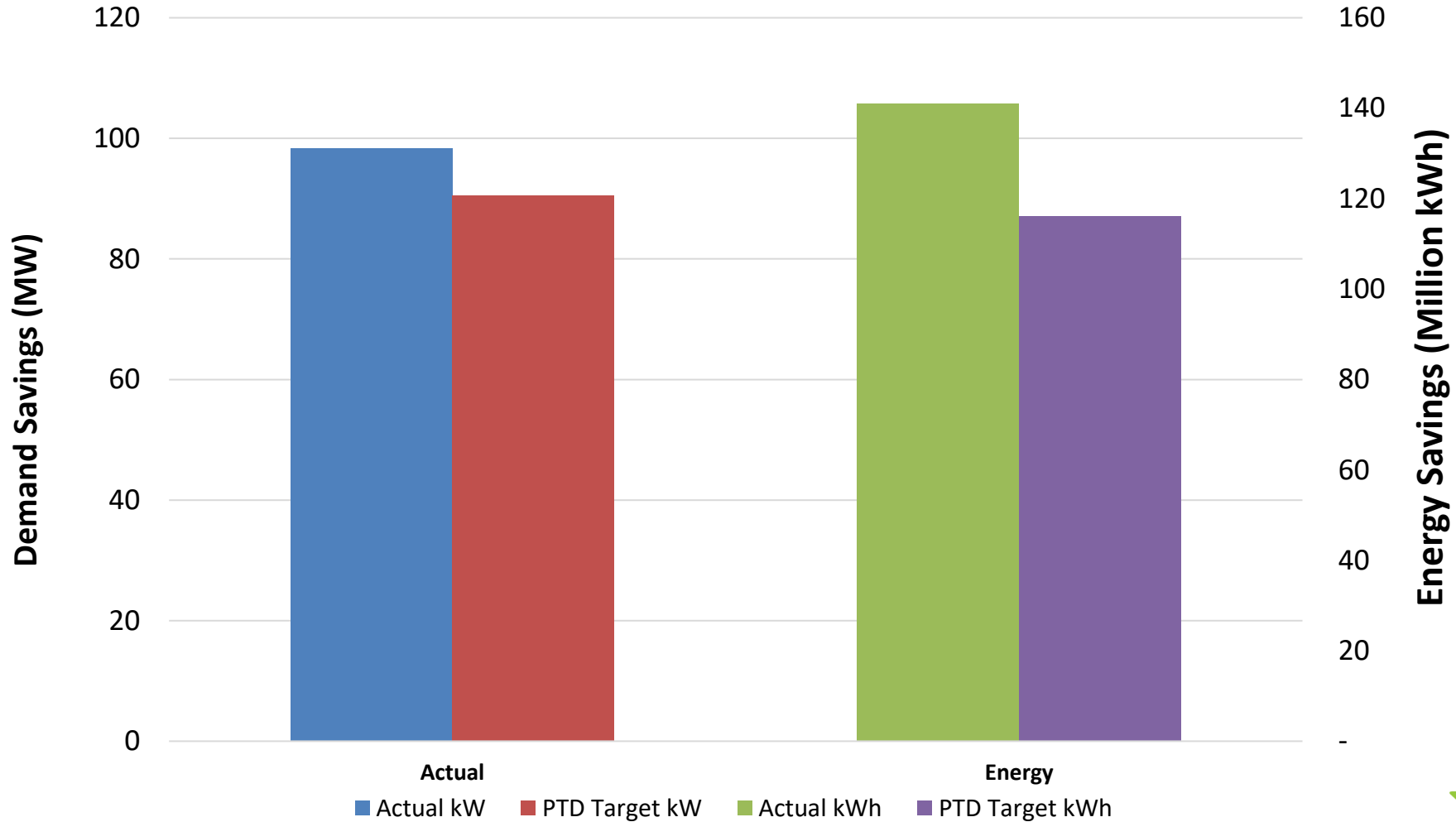


Energy Savings (kWh)



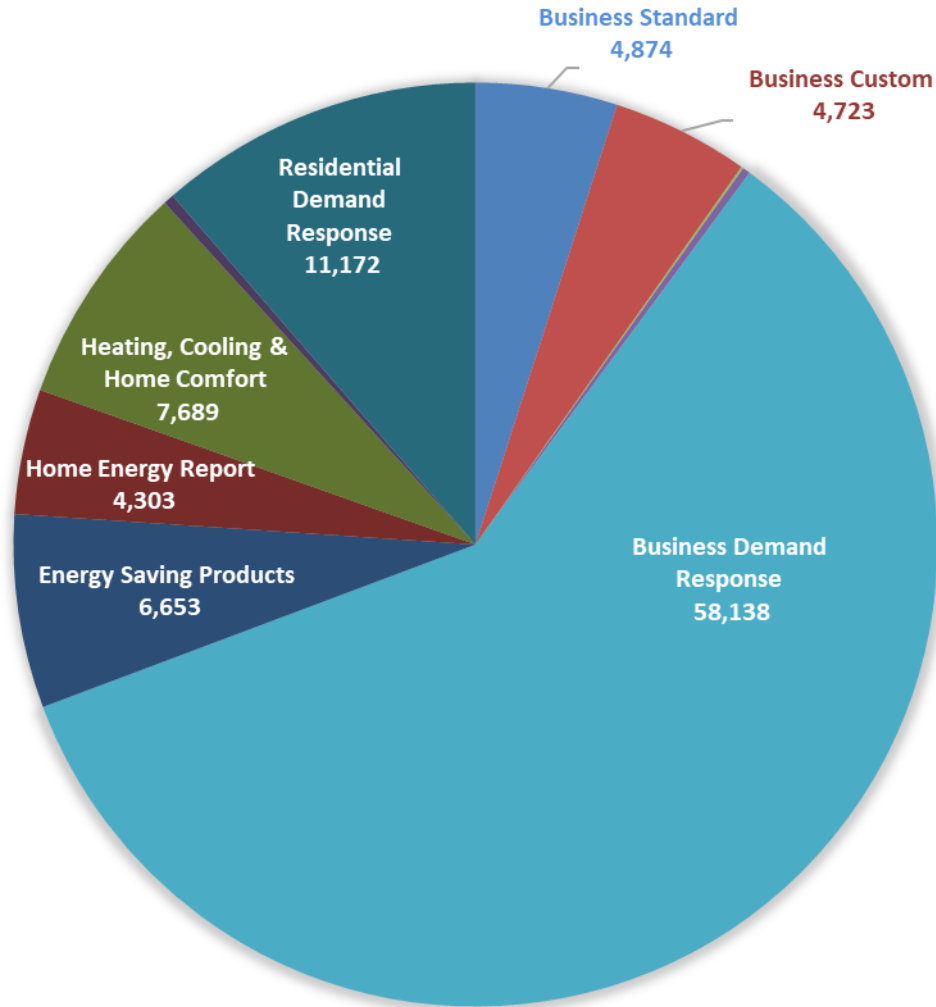
Evergy Missouri West Cycle 3 Results

(Thru Cycle 3, PY2 Q4 End: Dec 31, 2021)
Program to Date Actuals & Targets - Gross

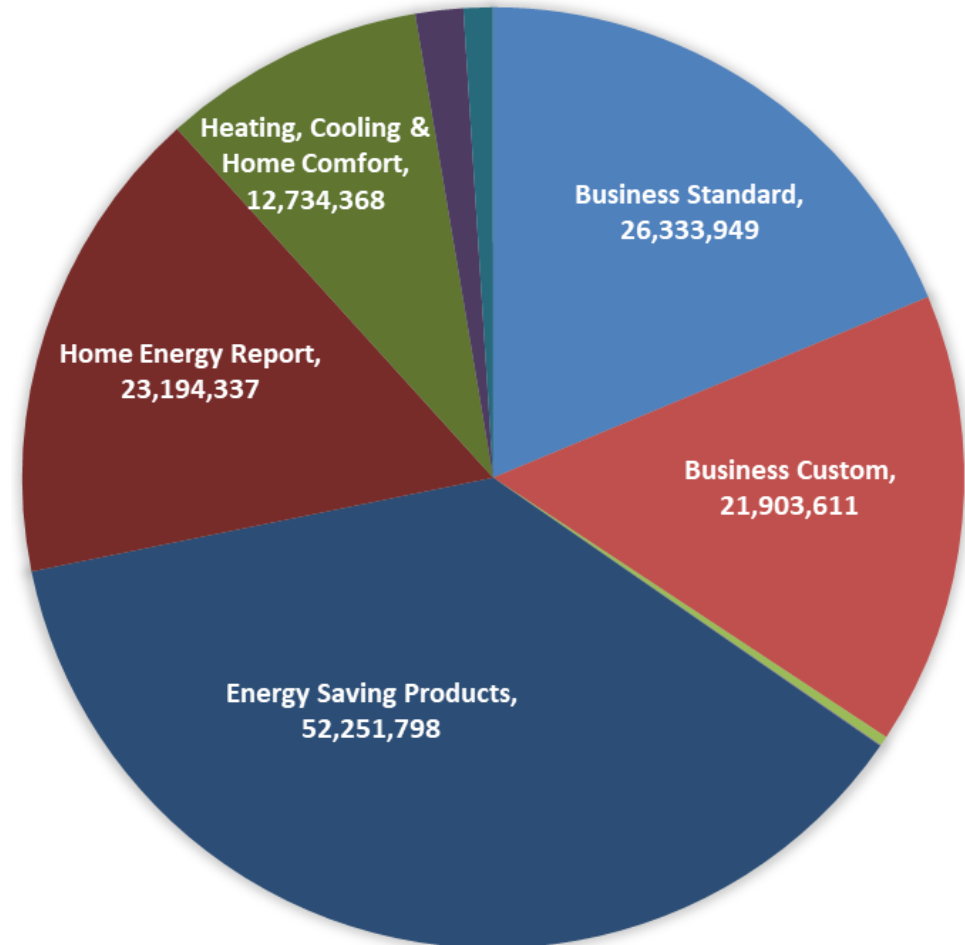


Evergy Missouri West Results by Program

Demand Savings (kW)

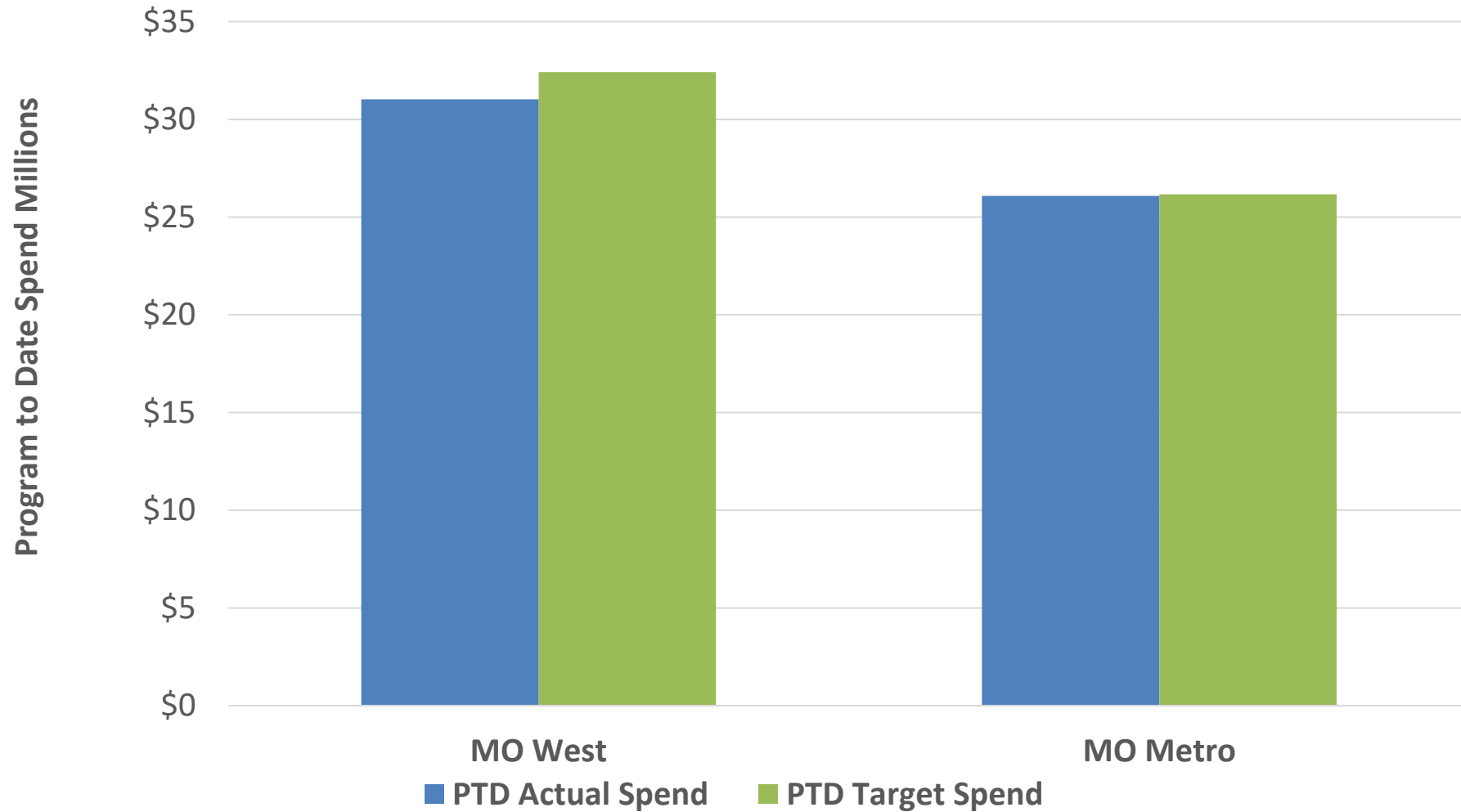


Energy Savings (kWh)



Program Spend to Date vs. Budget

(Thru Cycle 3, PY2 Q4 End: Dec 31, 2021)



Program Highlights





Program Highlights Residential

- Community Engagement & Support
- Heating, Cooling & Home Comfort
- Energy Saving Products
- Products & Services Incubator (R&P)
- Income Eligible Multi-Family
- Residential Demand Response

Community Engagement & Support

> **430**

Customers Engaged

- › Southside First Baptist Church – May 19th
- › Greenleaf Apartments / Mothers In Charge – June 19th
- › Connect Center – July 15th
- › Bishop Sullivan Center – Troost – Aug. 26th
- › Macedonia Baptist Church – October 9th

> **185**

› ESK's Enrolled

→ **Community Events**
2021



Heating, Cooling, & Home Comfort

181 Active Trade Allies (6 active InAir TAs)

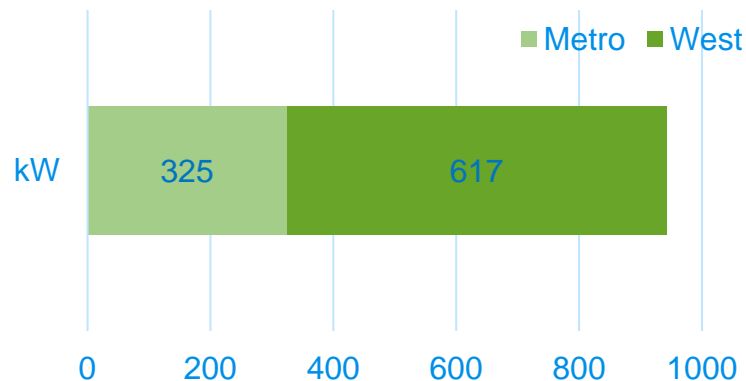
Seeing a lot of TA consolidation

March trended 5% over projections

9/10 CSAT score

Looking Ahead:

- TAs expect an average of 3% increase in their commitments for 2022
- Increased Incentive funds for remainder of PY3
- **Getting back with TAs in person**



Big change with **bigger savings**. A new high efficiency heating and cooling unit means less repairs.



Heating, Cooling, & Home Comfort- Energy Savings Kit



120

ESKs completed in MO West

459

ESKs completed in MO Metro

9,898*

Energy conservation measures, including LEDs, aerators, showerheads, etc., delivered through COVID-safe, non-contact delivery

> 9.7

Customer Satisfaction Score

Energy Saving Products

2021 Results

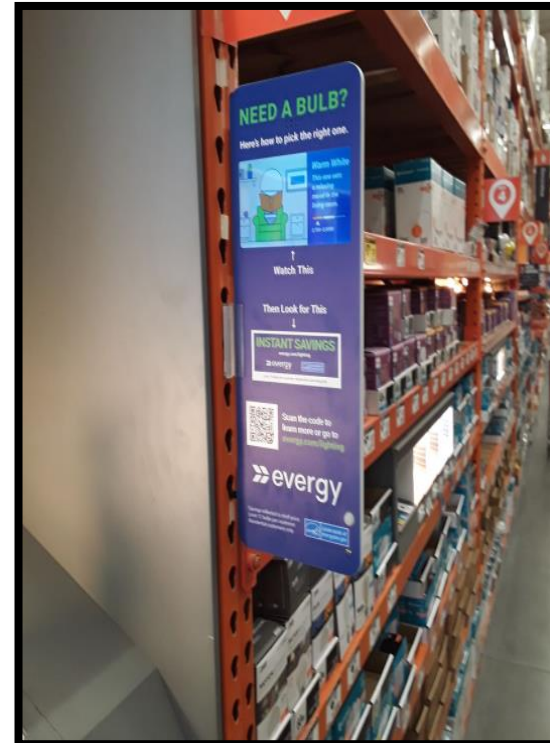
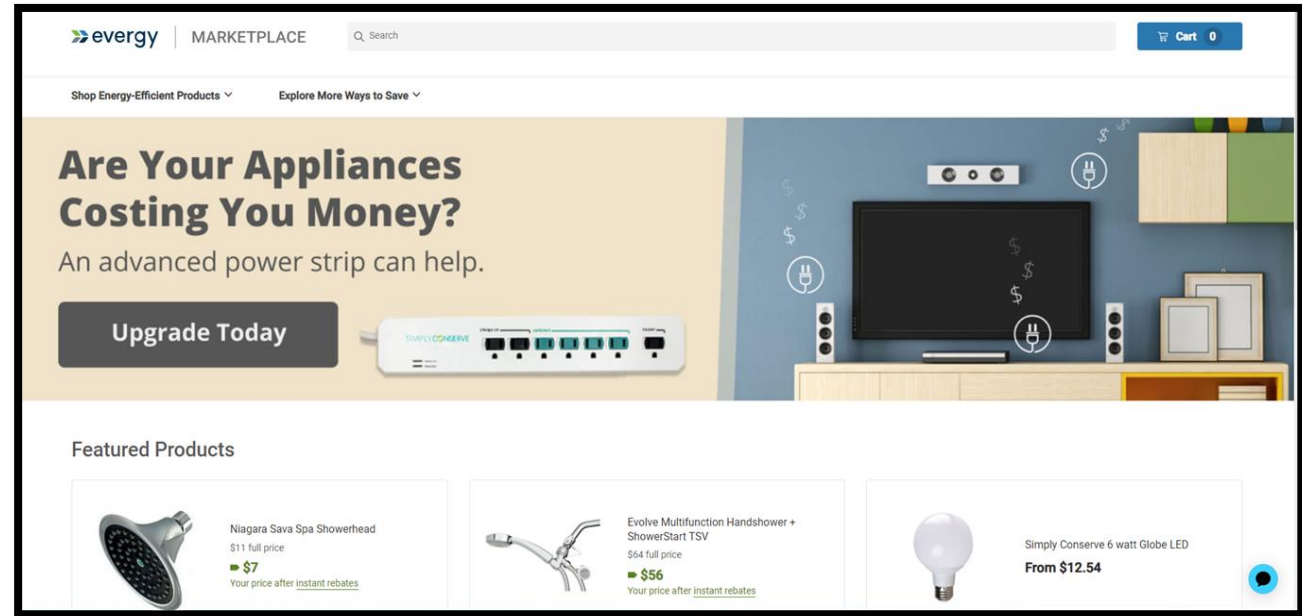
- 1,411,995 total bulbs discounted – 2021
- 1,045,011 total bulbs discounted – 2020
26% increase YOY!

Looking Ahead – 2022 set to be another great year

- Launching our first permanent online marketplace 4/28

Customer Engagement

- Finalized video capable signs focused on LED education
- Offered online Black Friday LED flash sale (Nov 23 – Dec 13)



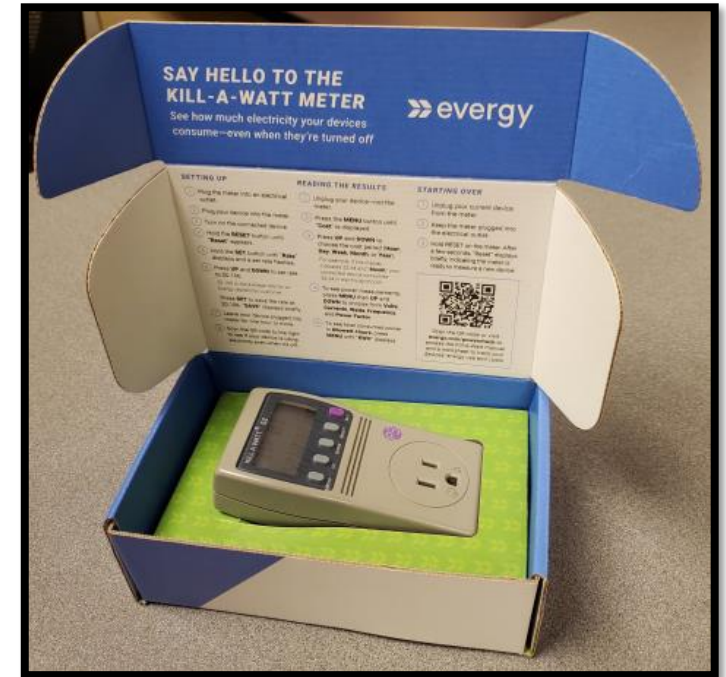
Products & Services Incubator (PSI/R&P)

Quarter 4: 2021 Timeline

- **Q4:** Run Pilots / Closeout Select Pilots / Finalize Pilots for PY3 (2022)

2022 Timeline

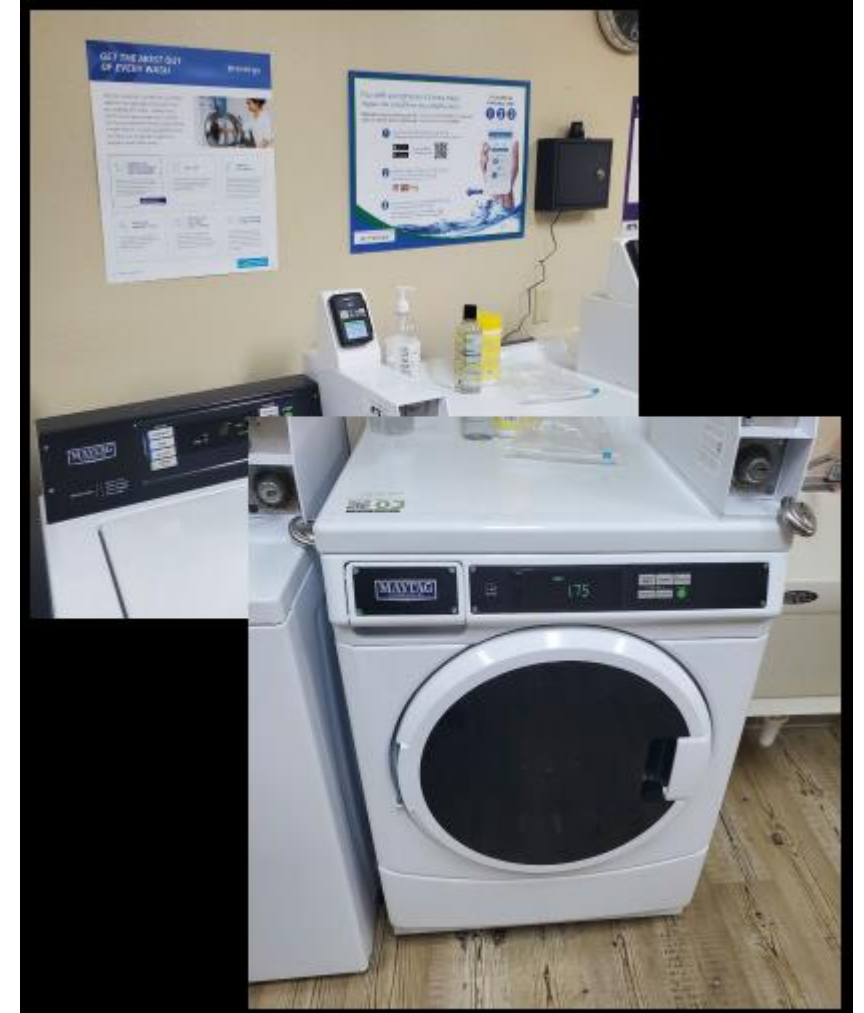
- **Q1:** Continue MRMF and LILAC
 - Prepare for VEM, ZER, Appliance Recycling, Power Check
- **Q2:** Launch 2022 Pilots
 - Power Check
 - Zero Energy Ready Homes
 - VEM – Scheduled for April
 - Downstream Appliance Recycling – Scheduled for April



IEMF Common Laundry (Completed in 2021)

- Property Manager Feedback
 - 17 Contracts 6+ years
 - Vendors refuse to renegotiate with properties
 - Incentive is great but can't upgrade now
- Lessons Learned and Next Steps
 - Pilot structure not suitable for complex lease contracts
 - Roll into IEMF program, offer as a prescriptive rebates
 - Allowing to take advantage of the incentives when property managers have the power to negotiate contracts

Budget	Budget Spent	Participant Goal	Participants	kWh Goal	kWh Achieved	kW Goal	kW Achieved
\$45,000	\$23,917	10-12 (washers)	1	9,100	650.91	0.21	0.01



Energy Efficiency for Nonprofits (Completed in 2021)

- 19 Building Energy Audits Completed
 - 17 Participants
 - 16 Direct Installs
 - 2 HVAC Replacements
 - 8 HVAC Tune-Ups
 - 2 Insulation and Air Sealing

- Lessons Learned and Next Steps
 - Building and equipment type varies immensely
 - Requires dedicated outreach strategies
 - Open to other nonprofits
 - Roll under the Business Energy Savings program while maintaining focused outreach and enhanced rebates



Budget	Budget Spent	Participant Goal	Participants	kWh Goal	kWh Achieved	kW Goal	kW Achieved
\$283,000	\$254,177	5-9	17	660,000	549,749*	66	110.1*

Energy Efficiency for Nonprofits (Completed in 2021)

YWCA St. Joseph – EENP Case Study

YWCA provides support services for **500 women** a year and gives over **16,000 nights** of shelter to women and children in need

Direct Install included LED Interior and Exterior Upgrades / Low-Flow Showerheads and Aerators

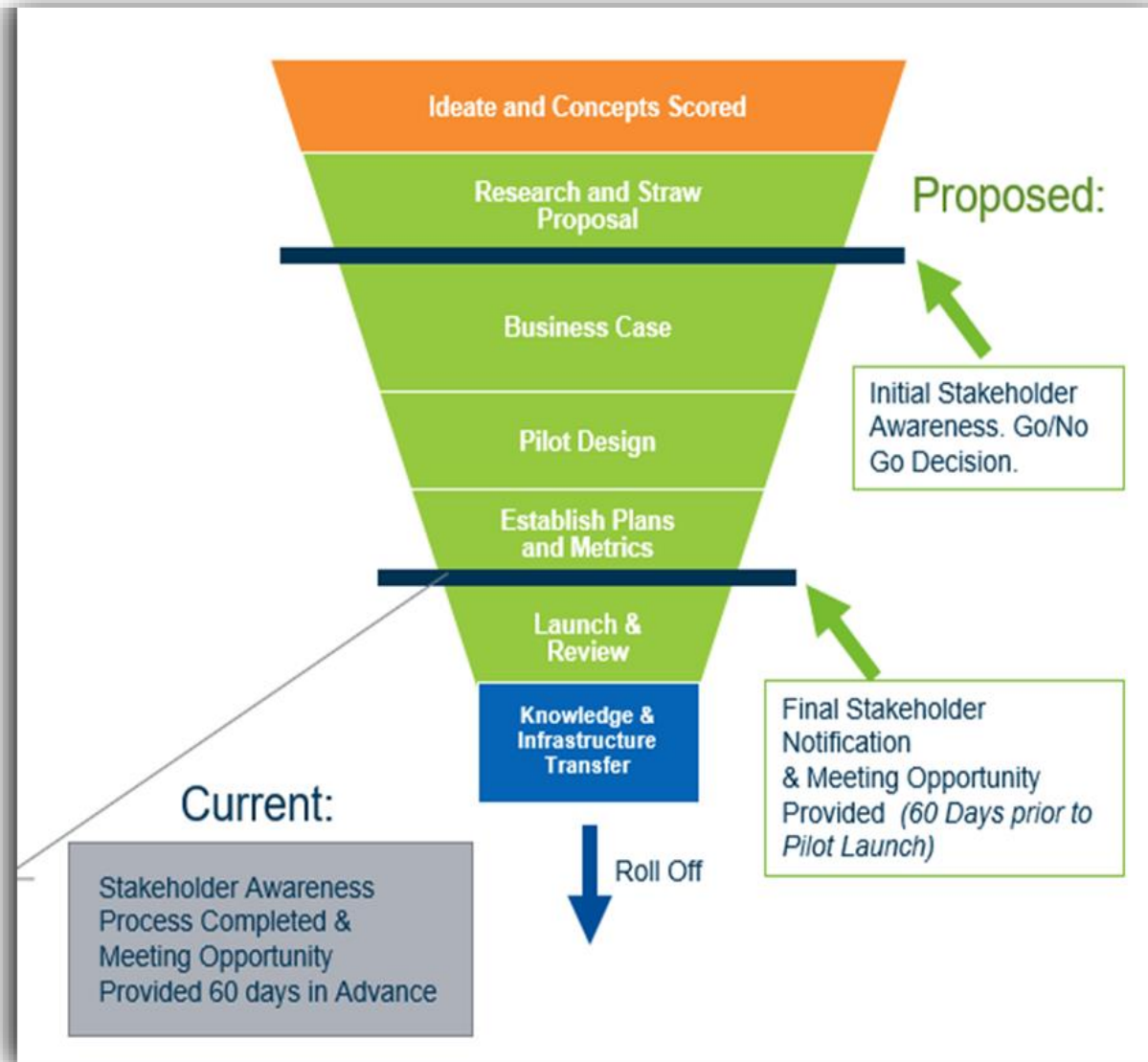
- Over **200,000 kWh** saved across three facilities
- Estimated cost savings of **\$20,000** annually
- Projects completed at no cost to the customer - **\$57,000** value

“We are thankful to be a part of this program!”

- *Tammy Killin, Chief Executive Officer of YWCA*



Products & Services Incubator (PSI/R&P) – Funnel Process



- Additional Stakeholder Communication Step Built within Process
- Update to provide earlier awareness
 - Provides opportunity for feedback sooner
- Establish greater level of collaboration between Evergy, Implementer and Stakeholders

Income Eligible Multi-Family

MO Metro

2,533

Apartment units benefited

\$357,737

Custom & Standard Rebates committed

123% of Spend
Exceeding 85% EO goal

PY2 Totals



MO West

1,604

Apartment units benefited

\$99,420

Custom & Standard Rebates committed

87% of Spend
Exceeding 85% EO goal

Income Eligible Multi-Family- Marketing & Outreach

Incentives for Furnace & Heat Pump Upgrades

We've got HVAC discounts if you're upgrading to an energy-efficient heating or cooling system.

Furnaces go bad over time. Eventually, they struggle to maintain a comfortable temperature in your tenant's unit. If you're renovating or beginning to see some of the signs that the furnace is failing (repeat service calls, constant thermostat tweaking, spiking utility bills) you know it's time to make that change.



Property Highlight: **Museum Hill Homes**

Located in St. Joseph, Mo., Museum Hill Homes took advantage of IEMF's Standard and Custom rebates to renovate 10 buildings on their property. Upgrades performed included:

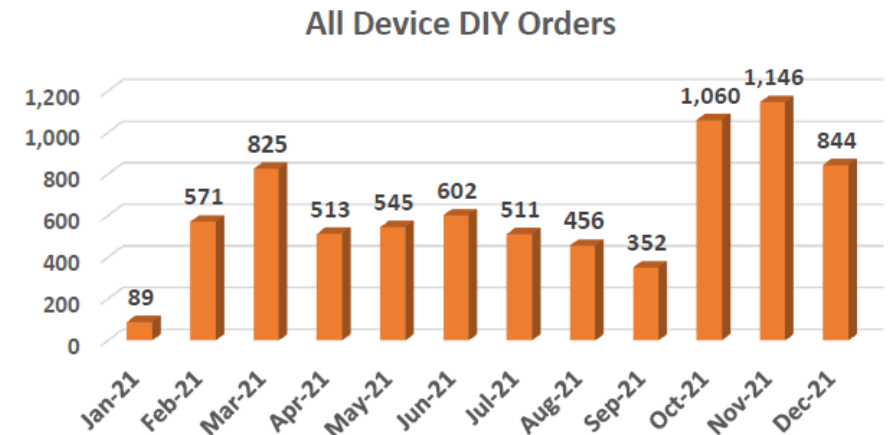
- ♣ Energy Star dishwashers, refrigerators, washers and dryers
- ♣ LED Lighting
- ♣ Energy efficient thermostats, bathroom exhaust fans, ceiling fans and heat pumps



Residential Demand Response

Q4 Google Promotion

- Promo offer:
 - \$0 Customer co-pay for the Google Nest Thermostat
 - \$50 Customer co-pay for Google Learning Thermostat
 - Free Google Home Mini with each thermostat order
- DIY customers received Google Home Mini with the thermostat when it was shipped
- Direct Install customers received Google Home Mini after installation was completed



Residential Demand Response

Q1 Program Updates

- **Addition of fourth technician**
 - Hired on Vince Miller to assist with the volume of scheduled Pro Installations
 - Reduced wait time for customers from time they schedule to date of installations
- **Prepping for new ecobee device**
 - Sunsetting ecobee SmartThermostat w/ Voice Control
 - Targeting a May launch for replacement device
- **DIY Activation Direct Mailers Sent**
 - To remind Google & ecobee DIY customers of the steps they need to take to be fully enrolled in the program



Dear [NAME],

We are reaching out to you about the ecobee thermostat you ordered on [ORDER DATE]. Our records indicate that you received your ecobee and agreed to the terms and conditions, but the thermostat has not yet been enrolled in our Thermostat Program. We have attempted to contact you via email regarding your enrollment and want to help you **get your \$25 annual incentive**.



Program Highlights – Commercial & Industrial

- Business Demand Response
- Business Energy Savings Program

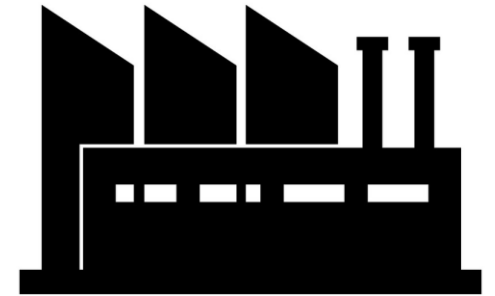


Business Demand Response

2021 End of Season Recap



2021		
	MO Metro	MO West
GOAL	15,000	52,092
kW signed	22,355	58,138
% OF GOAL	149%	112%
Evaluated kW	22,524	51,095
% OF GOAL	150%	98%



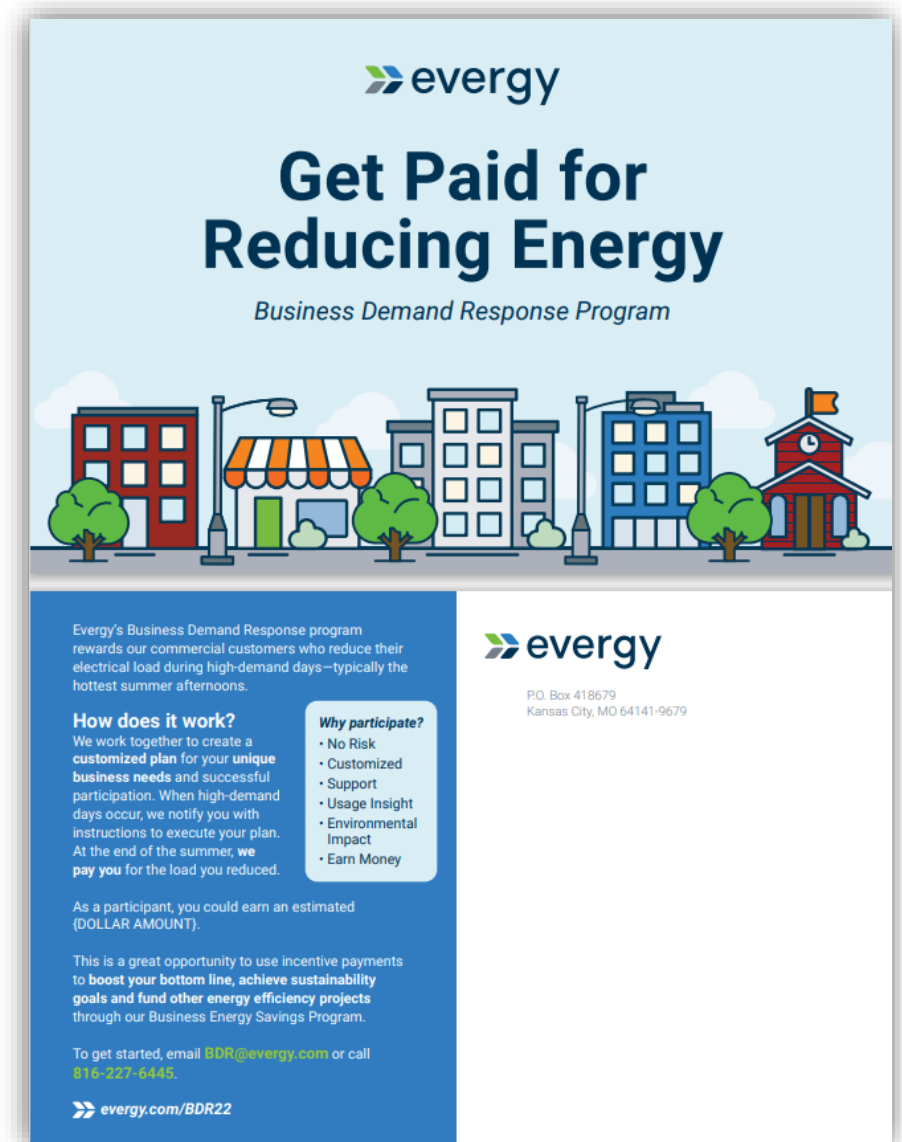
2021	# of Customers	# of Service Point IDs	Reported kW	Verified kW	EM&V Realization Rate
MO Metro	18	105	23,213	22,524	97%
MO West	142	404	50,387	51,095	101%
Total	160	509	73,600	73,619	100%

All EM&V Numbers are preliminary

Business Demand Response

Looking to 2022

- As of January 31, 2022, kW signed:
 - **MO Metro = 22,798 kW**
 - **MO West = 55,781 kW**
- No additional recruitment for MO Metro
- Focusing on recruiting 120% of our PY3 MO West goal
 - Marketing efforts
 - Direct Mail
 - Email
 - 1:1 Outreach through implementer
- Prepping DERMS for 2022 enrollment file
- Ahead of schedule for pre-season to-dos!



The flyer features the Evergy logo at the top left. The main headline reads "Get Paid for Reducing Energy" in large, bold, dark blue font, with "Business Demand Response Program" in a smaller font below it. A colorful illustration of a city street with various buildings, trees, and a schoolhouse is positioned below the headline. The bottom section of the flyer is divided into two columns. The left column contains text explaining the program's goal to reward customers for reducing electrical load during high-demand days, followed by a "How does it work?" section detailing the process from plan creation to payment. The right column features a "Why participate?" section with a bulleted list of benefits: No Risk, Customized, Support, Usage Insight, Environmental Impact, and Earn Money. At the bottom, contact information is provided, including an email address (BDR@evergy.com), a phone number (816-227-6445), and the website (evergy.com/BDR22).

evergy

Get Paid for Reducing Energy

Business Demand Response Program

Evergy's Business Demand Response program rewards our commercial customers who reduce their electrical load during high-demand days—typically the hottest summer afternoons.

How does it work?
We work together to create a **customized plan** for your **unique business needs** and successful participation. When high-demand days occur, we notify you with instructions to execute your plan. At the end of the summer, **we pay you** for the load you reduced.

Why participate?

- No Risk
- Customized
- Support
- Usage Insight
- Environmental Impact
- Earn Money

As a participant, you could earn an estimated (DOLLAR AMOUNT).

This is a great opportunity to use incentive payments to **boost your bottom line, achieve sustainability goals and fund other energy efficiency projects** through our Business Energy Savings Program.

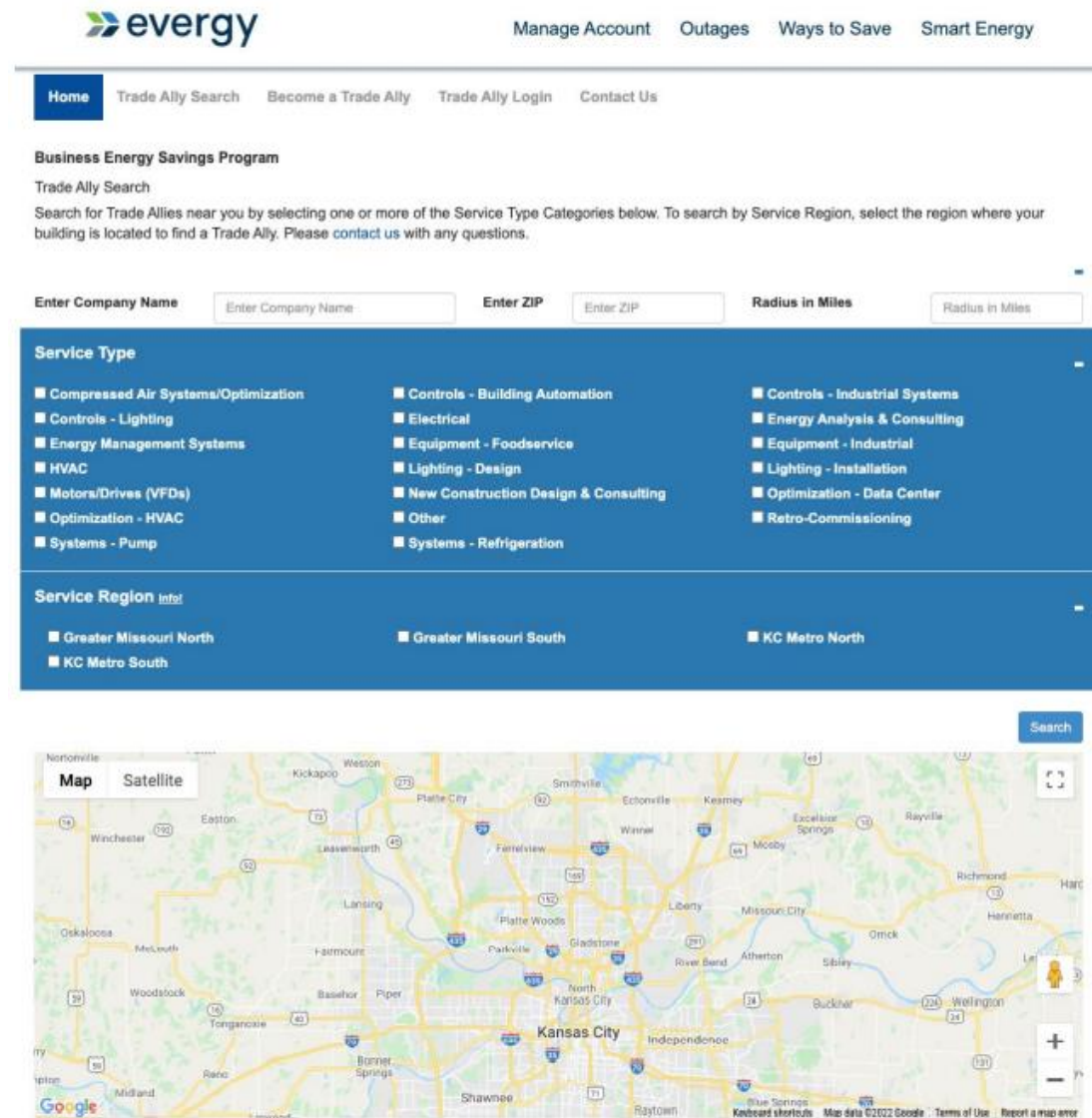
To get started, email BDR@evergy.com or call 816-227-6445.

evergy.com/BDR22

evergy
P.O. Box 418679
Kansas City, MO 64141-9679

Business Energy Savings Program 2021

- Strong 2021 Closeout
 - Micromanagement of Projects
 - 3MW completed in Dec
- Trade Ally Search Launched
 - All approved TAs are listed in search
- Covid Impacts
 - Large Mechanical Equipment - Supply Chain Issues



The screenshot shows the Evergy website's Trade Ally Search page. At the top, the Evergy logo is on the left, and navigation links for 'Manage Account', 'Outages', 'Ways to Save', and 'Smart Energy' are on the right. Below the logo, a navigation bar includes 'Home', 'Trade Ally Search', 'Become a Trade Ally', 'Trade Ally Login', and 'Contact Us'. The main heading is 'Business Energy Savings Program' followed by 'Trade Ally Search'. A search instruction reads: 'Search for Trade Allies near you by selecting one or more of the Service Type Categories below. To search by Service Region, select the region where your building is located to find a Trade Ally. Please contact us with any questions.' Below this are input fields for 'Enter Company Name', 'Enter ZIP', and 'Radius in Miles'. The 'Service Type' section is a large blue box containing a grid of 18 categories, each with a small square icon: Compressed Air Systems/Optimization, Controls - Lighting, Energy Management Systems, HVAC, Motors/Drives (VFDs), Optimization - HVAC, Systems - Pump, Controls - Building Automation, Electrical, Equipment - Foodservice, Lighting - Design, New Construction Design & Consulting, Other, Systems - Refrigeration, Controls - Industrial Systems, Energy Analysis & Consulting, Equipment - Industrial, Lighting - Installation, Optimization - Data Center, and Retro-Commissioning. The 'Service Region Info' section below it lists 'Greater Missouri North', 'Greater Missouri South', and 'KC Metro North', with 'KC Metro South' also visible. At the bottom, there is a 'Search' button and a map of the Kansas City area.

<https://www.evergybesp.com/>

Business Energy Savings Program 2022

- Territory Specific Focus
 - Excellent Momentum in Mo West
 - Focus on outreach and marketing to Mo Metro
- Increased Incentives
 - +VFD for HVAC Supply & Return Fans
 - Increase Interior LED Fixture



Have you received your
Evergy cash incentive?

Apply for quick and easy Standard incentives on qualifying energy efficiency upgrades* by visiting evergy.com/biz or call us at **866-847-5228** today!

*For Missouri business customers. All projects must meet eligibility requirements.

Visit evergy.com/biz | Call 866-847-5228 | Email businessrebates@evergy.com 

Evergy's Business Energy Solutions Program provides cash incentives to Missouri business customers of all sizes for reducing their energy. From **retail stores** to **restaurants**, **hospitals** to **hotels**, **grocery stores** to **grade schools**, and **much more** – incentives are available for upgrading to more energy efficient equipment.

-  Lighting & Controls
-  HVAC & Controls
-  Refrigeration
-  Commercial Kitchen Equipment
-  Compressed Air

You can even earn cash incentives for New Construction projects!

Visit evergy.com/biz | Call 866-847-5228 | Email businessrebates@evergy.com 

EM&V Update



Evaluation Reporting Timeline

PY2 Evaluation Timeline

Task/Activity	Task Completion # Days	Cumulative Days	Due Date
Program Year-End Date			12/31/2021
Annual Evaluation Reporting:			
Draft EM&V Report Provided to Stakeholders	90	90	4/1/2022
Comments and Recommendations on Draft EM&V Report	60	150	5/31/2022
Meeting to Discuss Comments Prior to Final Draft Report			TBD
Final EM&V Reports Issued	30	180	6/30/2022



Residential & Demand Response Program Update

On-going Activities

- PY2 Evaluation Provided 04/01/2022
 - Comments due 05/31/2022
 - Final Report due 06/30/2022
 - ADM will provide comment response document, clean final report. Redline version will be available upon request.
- PY3 Evaluation Planning/Review
 - 2023 TRM Update and Review
 - Ongoing survey effort
 - General population survey – June
 - HCHC – Monthly survey data collection – April
 - Minimal survey updates for PY3



Commercial & Industrial Programs Update

On-going Activities

- PY2 Evaluation Activities
 - C&I Draft EM&V Report Provided to Stakeholders 04/01/2022
 - Comments from Stakeholders due 05/31/2022
 - Final Report due 06/30/2022
- PY3 Evaluation Planning
 - Impact Evaluation Highlights
 - Process Efficiency program: NTG research, expected participation increase
 - Process Evaluation Highlights
 - Process Efficiency program: Participant & trade ally surveys

PAYS 6-month update

Pilot Launch – Sept 27, 2021





PAYS Benchmarks

	Slide
Participation rates	36
Customer progression through tiers	36
LMI zip code participation	36
Barriers to participation	36
Avg amount financed per home	37
Incentive spend	37
Project Sizes	37
Measure installation rates	37
Customer Satisfaction	38
Long term cost-effectiveness	39
Impact to utility financials	39

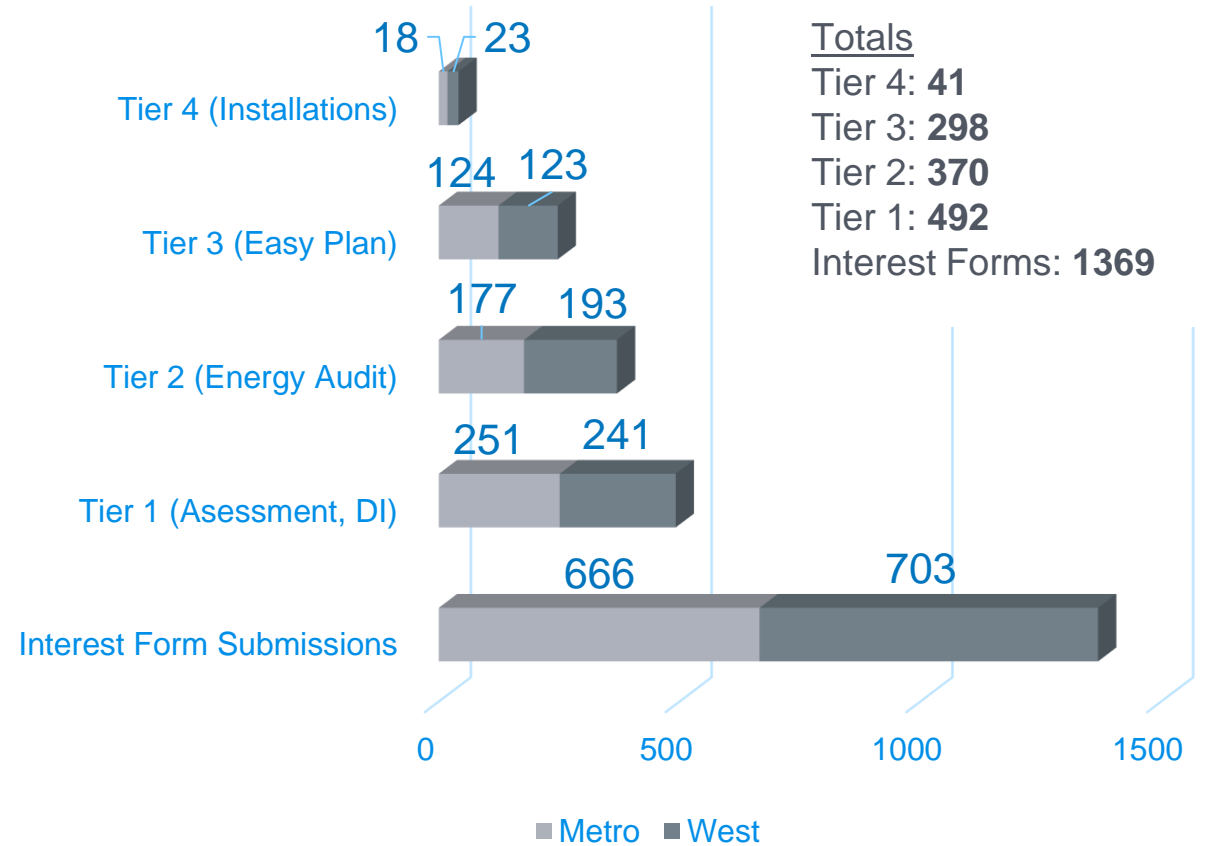
PAYS Participation Rates

Participation rates, Barriers, LMI

- **19%** of interest forms – from LMI zip code areas
 - 8 retrofits in LMI zip codes
- 1 Renter retrofit complete
- **12 additional projects on schedule for install**

Barriers to Participation

- Asbestos, Gas Leaks, mold
 - KC Lilac Referrals
- Co-pays
 - 93% acceptance rate w no co-pay
 - 49% acceptance rate if requiring co-pay



Introducing Pay As You Save (PAYS®)

Significantly lower your bill through energy efficiency upgrades with little to no upfront costs. You simply pay as you save with a fixed monthly charge on your current monthly Evergy bill.



PAYS Participation

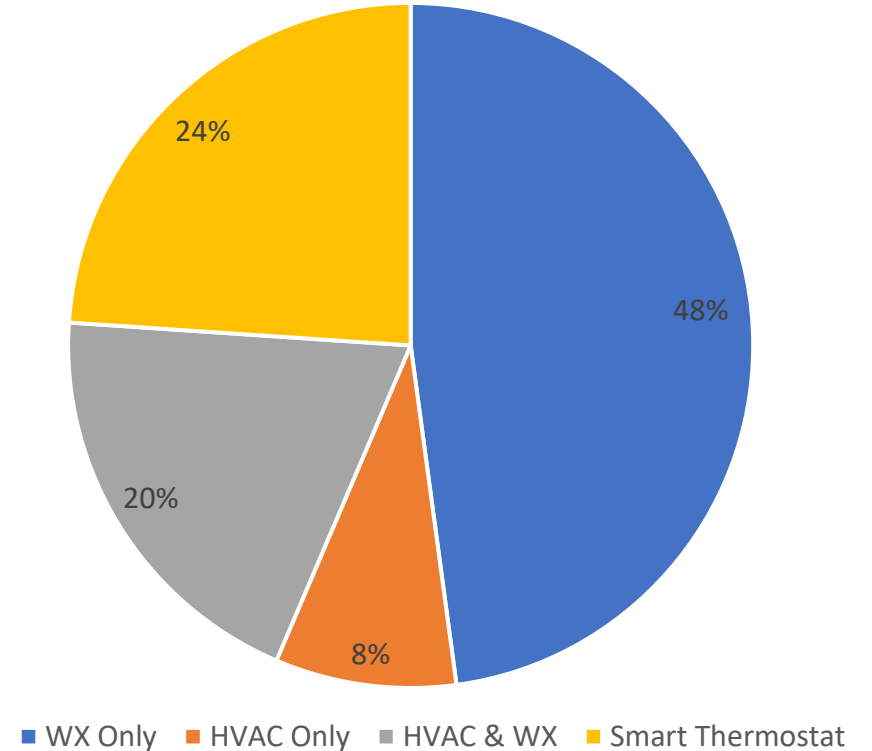
Avg project size, Incentive Spend, Measure Rates

Budget	Spend To-Date	Approved Budget
Incentive Spend	\$179,440	\$1,004,840
Financed Project Amount	\$176,530	\$7,005,000

	MO West	Mo Metro
Average Project Size	\$4,588	\$4,708

Project Size	Projects Completed
Under \$2,000	8
\$2,000-\$5,000	22
\$5,000-\$10,000	8
Over \$10,000	3

Measure Installation Rates



What Customers Are Saying

Post Assessment Survey

CSAT Score **8.2**

Post Installation Survey

CSAT Score **9.9**

“Helpful program in understanding the efficiency or lack of efficiency of energy being used and/or lost in my home. Good information!”

“I was not sure what to expect and was afraid it was a opportunity for them to try to pressure me into spending big bucks! Boy, was I pleasantly surprised. I felt like Annette’s focus was on helping me to improve our energy consumption and explaining the best option for our home. Thank you for making this available to me.”



Looking Ahead

Tackle More Homes

Nearly 800 homes on the schedule for Energy Assessments

- We've doubled our Data Collectors on EEtility Staff since launch, posting for 1 additional new hire
- Explore tapping into our Trade Ally Network to help with home energy audits
 - EEtility working on new simplified data collection App

Spire Co-Delivery

Launching in mid April

- Additional rebates leading to decreased co-pays
- Use of Spire gas usage data to target customers


Impact to Utility Financials

- Too early to evaluate impacts at 6 month, only a few have began making PAYS payments

Cost-Effectiveness

- Cost-effectiveness will be evaluated in the 2022 3rd party evaluation


Marketing & Participant Insights



Pay As You Save (PAYS)[®]

We are excited to introduce PAYS, a new program designed to help you lower your bill through energy efficiency upgrades without most of the upfront costs.

Details inside >>




How does PAYS work?

1 **FREE** One of our energy efficiency professionals will conduct a home energy assessment. Your assessment will help outline eligible energy saving upgrades through PAYS.

2 After your in-home assessment, we will create a custom energy efficiency plan for your home and review those upgrade options together.

3 Upgrades are scheduled! We pay most or all the upfront costs to install these upgrades while you repay the costs through a fixed monthly charge on your Evergy bill.

Upgrades could include:

- Insulation
- Duct Repair
- New HVAC Systems

Upgrades that help pay for themselves - literally. Since new energy efficient equipment saves money by using less energy, your annual bill should be lower than before, even while paying off the upgrade each month.

• Understand your home's current efficiency
• Identify specific areas where you can save
• Receive complimentary energy saving measures including LEDs, power strips and more

To get started visit evergy.com/PAYSToday or call 855-907-6931



Lower Energy Bills, Cozier Nights In.

Big changes with **bigger savings**. Make energy efficient upgrades for little to no upfront cost.




Lower Energy Bills, Warmer Snow Days.

Big changes with **bigger savings**. Make energy efficient upgrades for little to no upfront cost.



Fully Enrolled Customers



Household Size

2+ in Household = 85%



Home Improve Group

Interested = 93%



Age

36 - 65 = 73%



Household Income

\$25k - \$74k = 75%



Home Market Value

\$100k - \$399k = 74%



Year Home Built

Before 1981 = 81%

Interest Form Completed



Household Size

2+ in Household = 81%



Home Improve Group

Interested = 84%



Age

36 - 65 = 65%



Household Income

\$25k - \$74k = 65%



Home Market Value

\$100k - \$399k = 77%



Year Home Built

Before 1981 = 61%

Main takeaways from Fully Enrolled Customers:

- Mid-market homeowners
- Do not live alone
- Interested in improving older homes
- All single family homes





MEEIA Update: Headlines

Energy Performance Continues Strong

- In both jurisdictions achieved **higher than the targeted energy and demand savings**
- While maintaining spend **at or below budget thresholds**

Customer Engagement Across Segments

- KC-LILAC continues to create **connections and cross-collaboration** support

Residential Programs

- **Strong residential performance** in HVAC and LED's
- **PAYS pilot launched** and strong early interest. Now working through pipeline
- IE Multi-family **strong pipeline in Metro** and case studies

Business Programs

- Business Demand Response event performance **best total kW yet**
- Business Custom (EE) seeing **stronger than expected participation** in Mo West