

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

In the Matter of a Collaborative Workshop for)
Customer Education and Outreach Regarding)
the Introduction of Default Time-of-Use Rates) File No. EW-2023-0199
by Evergy Metro, Inc. d/b/a Evergy Missouri)
Metro and Evergy Missouri West, Inc. d/b/a)
Evergy Missouri West)

**EVERGY RESPONSE TO STAFF'S
REQUEST FOR ADDITIONAL INFORMATION**

COMES NOW, Evergy Metro, Inc. d/b/a Evergy Missouri Metro (“Evergy Missouri Metro”) and Evergy Missouri West, Inc. d/b/a Evergy Missouri West (“Evergy Missouri West”) (collectively “Evergy” or the “Company”) in response to the Missouri Public Service Commission Staff (“Staff”), *Request for Additional Information* submitted on July 19, 2023, respectfully states as follows:

I. EVERGY RESPONSE TO STAFF

- a. *Copies of all press releases, print and printed media ads (including billboards and signage), and social media releases and ads. Where applicable, this information should include identification of what content is visible to customers without further interaction, and with further interaction. For example, what may appear on a social media feed, as distinguished from what a social media user would see upon clicking on the content or otherwise interacting with the content.*

RESPONSE: The first packet of communication materials was submitted on June 30, 2023. As explained Evergy’s July 19th filing, *Evergy’s Reply to Staff’s Request for Additional Information*, the Company intends to provide the next packet of materials post the August 10th Agenda Meeting, after which the Company plans to send new and updated communication materials on a monthly basis.

- b. *Uploads of all TV, radio, and other media or sound recording advertisements or*

releases.

RESPONSE: The Company is not utilizing television commercials in the customer education campaign. As discussed, Evergy will use radio and video in phase two, but those tactics have not been finalized yet. The Company will submit those once they are complete.

c. Copies of media interviews with Evergy employees or representatives.

RESPONSE: Evergy does not record media interviews with Evergy employees or representatives.

d. Copies of all scripts or discussion trees provided to Evergy customer service representatives.

RESPONSE: Please see the material provided in Evergy's response to OPC DR 2003 for this docket (EW-2023-0199). Documentation related to training as well as reference materials for customer service representatives to using during conversations with customers was shared in June.

e. The date of first use or publication of each item above.

RESPONSE: Evergy will indicate when communication tactics went into the market in the Company's monthly submission of materials.

f. All contracts for advertisements and education/marketing development.

RESPONSE: Two agency's services were employed for development of the customer education campaign. Vladimir Jones was hired to develop the campaign strategy and tactical execution, and Global Prairie was hired to manage the paid media. Based on feedback from Workshop 2, Evergy re-evaluated its agency approach, with a goal of seeking greater cost efficiencies. Since Vladimir Jones had completed the customer education strategy at that point, Evergy transitioned all tactical executions to other resources, which would result in a lower total cost for outside services spend. The majority of the tactical execution transitioned to internal

Evergy resources, and the tactics requiring specialized resources to Global Prairie. See attachment Exhibit A: Vladimir Jones TOU SOW for the Vladimir Jones contract. See attachment Exhibit B: Global Prairie TOU SOW for the Global Prairie contract.

- g. All communications regarding advertisement and education/marketing development including communications between Evergy and its vendors, and internal to Evergy.*

RESPONSE: Evergy objects to this Data Request as unduly and overly burdensome.

- h. All contracts for running advertisements, sponsored posts, etc.*

RESPONSE: See attached Exhibit B for Global Prairie contract provided in response to question (f).

- i. An explanation of the treatment of customers currently enrolled in Level Pay/Average Payment Plan/Budget Billing who opt into a time-based rate schedule prior to defaulting to a time-based rate schedule.*
- j. **RESPONSE:** For a customer who enrolls in a new rate option using the self-serve change my rate tools currently and previously available, the Average Payment Plan (“APP”) agreement will end, and the entire balance will be due or the credit will be applied to the next bill. The customer can re-enroll in the APP plan once the new time-of-use (“TOU”) rate is effective. The customer must call the contact center to have the balance due included in the new APP calculation for the new rate. An explanation of the treatment of customers currently enrolled in Level Pay/Average Payment Plan/Budget Billing who default to a time-based rate schedule.*

RESPONSE: When a customer is enrolled in APP and converted to the default TOU rate, the customer will automatically be re-enrolled in the average payment plan at the time of transition and the budget balance will be considered in the new enrollment. The customer’s first bill on the TOU rate will follow the same recalculation processes as normal APP processing. The customer will not need to take any action to remain on the APP program. As always, the customer is free to un-enroll from that program at any time, recognizing that any balance owed

or credit due will be reflected on the next bill.

- k. An explanation of the treatment of customers currently enrolled in Level Pay/Average Payment Plan/Budget Billing who opt into a different schedule after defaulting to a time-based rate schedule.*

RESPONSE: Post transition to default TOU rates, when a customer who is enrolled in APP and on a TOU rate decides to change rates, the process as described in (j) will apply.

- l. An explanation of the order, tariff, or rule language that Evergy relies on for each of the treatments described in items i – l.*

RESPONSE: For (i) the treatment of APP customers was based on the current process for TOU choice and is consistent with the process customers have followed since 2019. There was no specific language as part of the tariff or order related to treatment of APP customers.

For (j & k), there is no current tariff or order language that specifically mentioned the handling of APP customers with the TOU mandate. As often is the case with orders and tariff language, all the details are not spelled out and Evergy must develop policies and processes based on interpretations of the order, maintaining the customer experience, and the available functionality of our systems.

- m. An explanation of how often a customer can change, and the order, tariff, or rule language that Evergy relies on.*

RESPONSE: The current business process for rate changes in Missouri places no restrictions on customers who wish to switch between eligible TOU rates. However, customer messaging will strongly recommend customers stay on a rate for a season or at least (3) billing cycles to understand usage patterns and determine impact. This was a business process defined by Evergy and was not specific to language in the tariff or elsewhere.

WHEREFORE, Evergy Missouri Metro and Evergy Missouri West respectfully submit this response to Staff's request for additional information.

Respectfully submitted,

/s/ Roger W. Steiner

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**Attorneys for Evergy Missouri Metro and
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CERTIFICATE OF SERVICE

I hereby certify that the above document was filed in EFIS on this 1st day of August 2023,
with notification of the same being sent to all counsel of record.

/s/ Roger W. Steiner

Roger W. Steiner