

**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 Evergy Metro, Inc. d/b/a Evergy Missouri Metro (“Evergy MO Metro”) and Evergy Missouri West, Inc. d/b/a Evergy Missouri West (“Evergy MO West”) (collectively, the “Company”)¹ 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.²

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 Effective October 7, 2019, Every MO Metro adopted the service territory and tariffs of Kansas City Power & Light Company; and Evergy MO West adopted the service territory and tariffs of KCP&L Greater Missouri Operations Company.

² “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.” Rate Design-TOU Stipulation, Section 2.e., p. 6.

3. Pursuant to the provisions of the Rate Design-TOU Stipulation the Company is filing the attached *MO Residential Time of Use Plan* (presented on January 22, 2020) and designated as **Exhibit A**.

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

Respectfully submitted,

/s/ Robert J. Hack

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**ATTORNEYS FOR EVERGY MISSOURI
METRO AND EVERGY MISSOURI
WEST**

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 23rd day of January 2020.

Roger W. Steiner

Roger W. Steiner



MO Residential Time of Use Plan

Stakeholder Update
January 22, 2020





Agenda

- Strategy and Cross-Functional Collaboration
- Marketing and Outreach
- Education, Enrollment and Success
- Enrollments and Channel Activity
- Questions
- Next Steps
 - Note: expect a follow up meeting by the end of Q1 2020 to discuss customer feedback, research, and enrollment

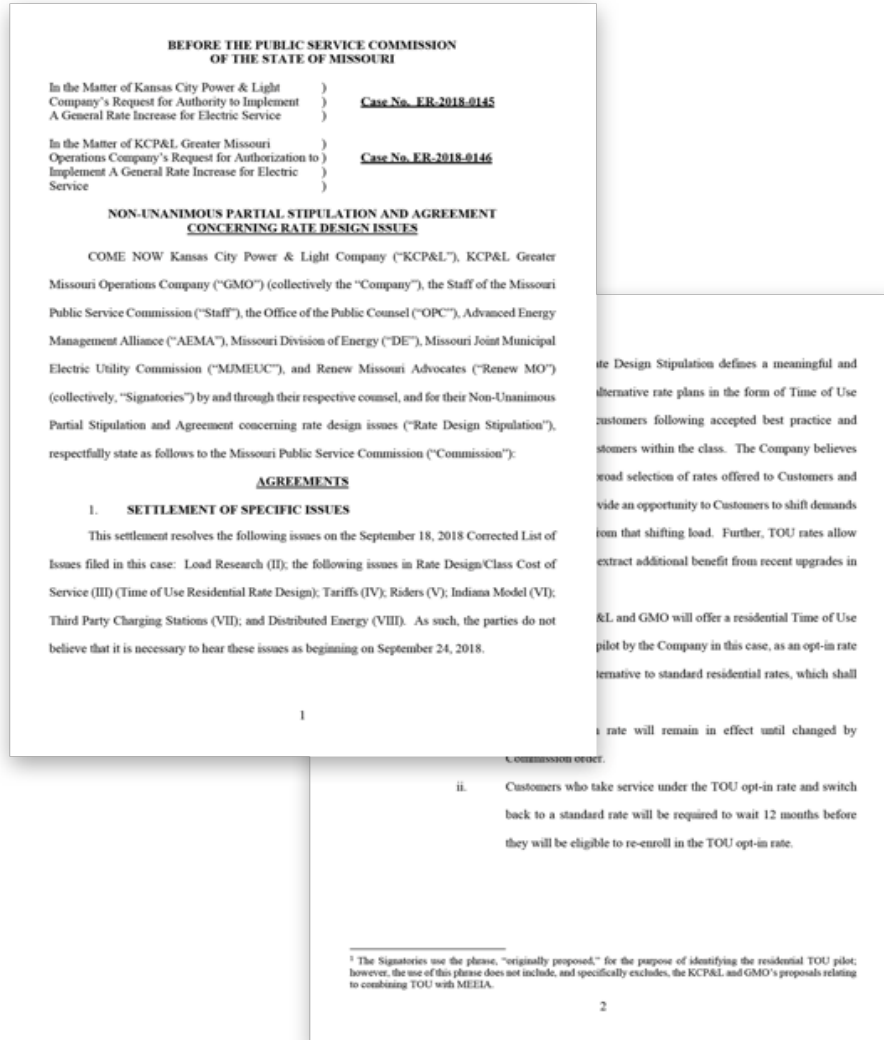
Strategy and Cross- Functional Collaboration

Project Scope

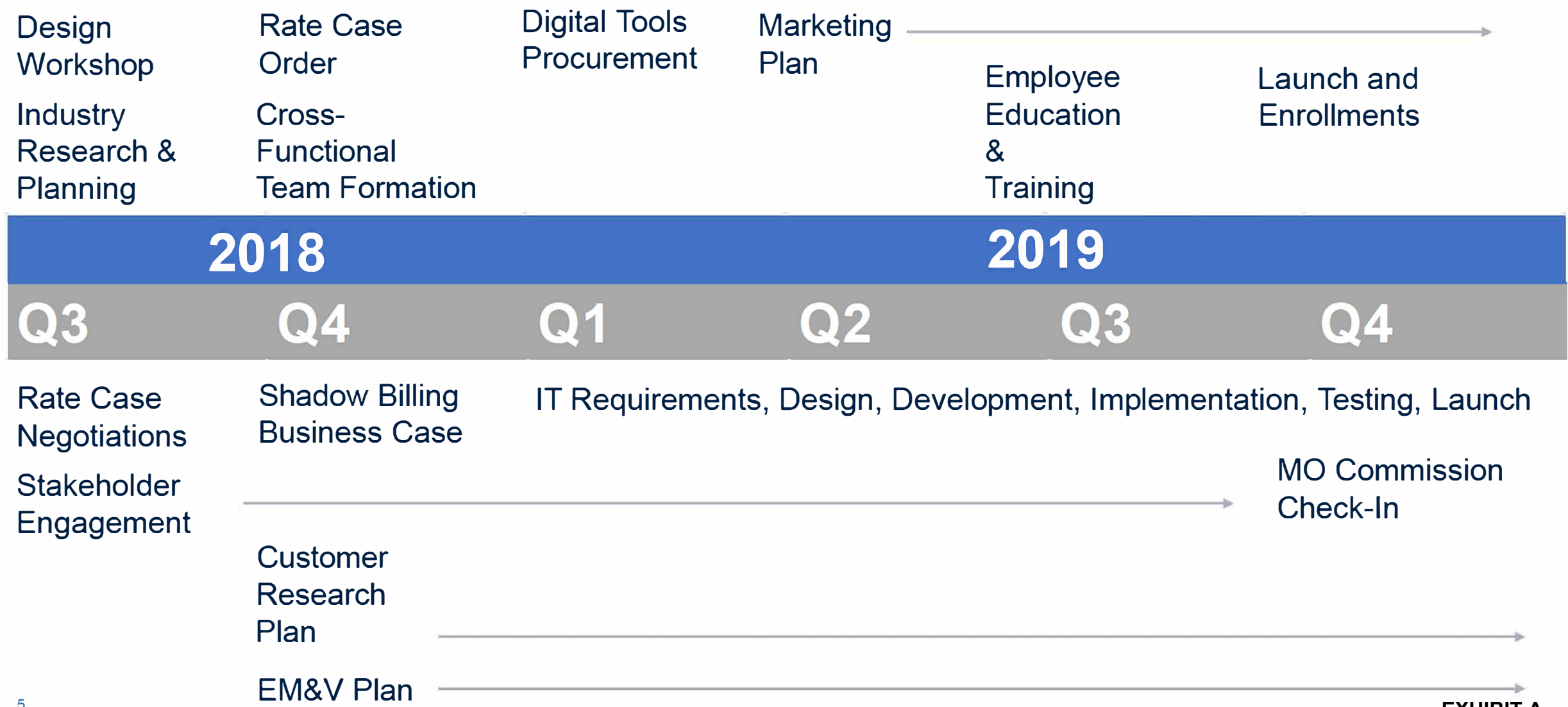
MO - Time of Use Rate Plan

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. TOU Rate Design Case June 2020



Project Timeline to Date



**Innovate
technologically**

**Productize
rate options**

**Drive market
awareness
and adoption**

Marketing and Outreach

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 Reminder

Building Momentum: Phased Approach To Rollout

Audience	Employee Education	Early Adopters/Advocates	Full Customer Education Campaign	Target Customer Enrollment
Length of Phase	8 weeks September – October, January 2019 2020	14 weeks October – December 2019	45 weeks February – November 2020	Ongoing
Goals	Educate all employees to become knowledgeable resources/advocates for TOU/Demand	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/Demand rates	Used targeted channels to help drive enrollments in the program
Primary Tactics	Web, Email, App, Signage	Email, Social, Events, Direct Mail	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					Employee		

Strategy

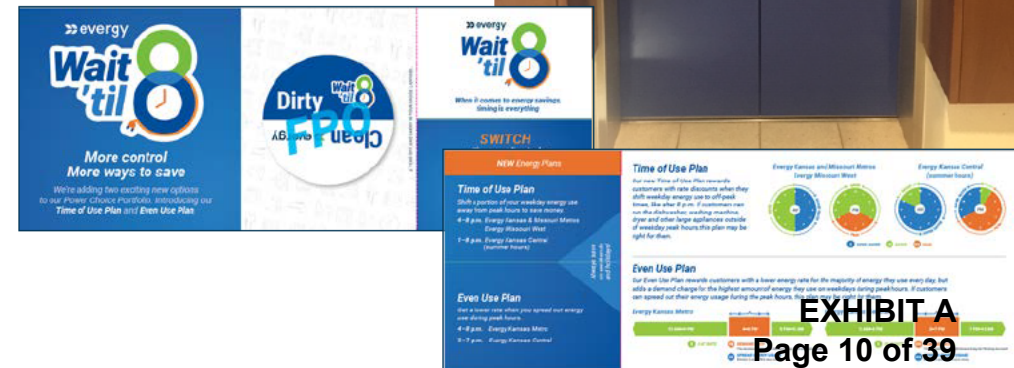
Educate employees to become knowledgeable resources and advocates for TOU and Demand plan

1. Confidently talk about the TOU and Demand 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

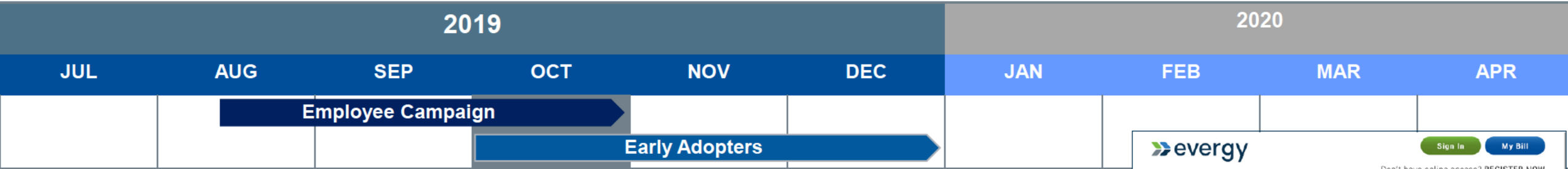
Tactics

Surround sound approach with some bold tactics to cut through all other rebrand, merger, benefits communication

1. Use owed internal channels: web, email, TV monitors
2. Unique channels: elevator wraps, bathroom clings
3. QRC: Handout to help customer easily remember the rates and how they work



Phase 2: Early Adopters/Soft Launch

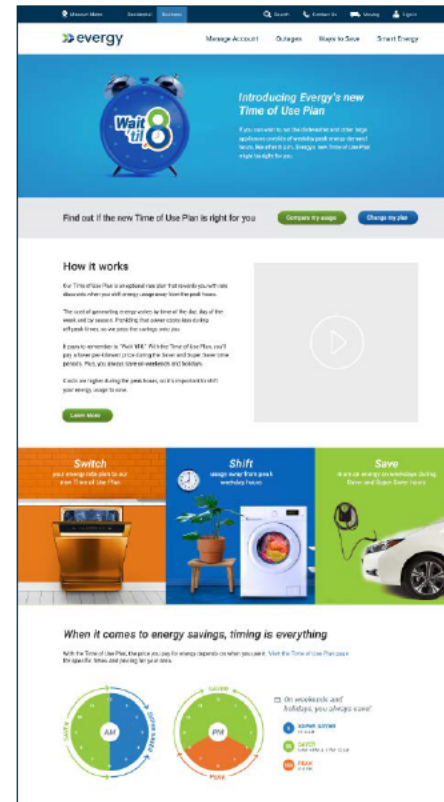


Strategies

- Enroll Early Adopters into plan
- Create customer champions/advocates as they enroll and experience the new rate plan
- 750 in KCPL-MO and 750 in GMO

Who Are Our Innovators and Early Adopters?

- ✓ Electric Vehicle Owners
- ✓ Savers
- ✓ Technology Early Adopters



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 option of 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 ideal plan for electric vehicle owners like you.

Complete Your Usage

If you can shift when you use major appliances on weekdays—like setting your EV charger timer 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.

On weekends and holidays, use off-peak rates:

- 1 SUPER SAVER (12-6 AM)
- 2 SAVER (6 AM-4 PM)
- 3 PEAK (4-8 PM)

Learn More

It's easy to save with our new Time of Use Plan

- Switch with new online tools
- Shift usage away from peak hours
- Save up to 6x per kWh

Make the Switch

October 19 at 1:02 PM · Model 3

In Kansas City, KCPL is no more and with it there is Evergy They have tiered plans based on times electricity is used. So from 12-6am electricity is \$0.04/kWh. 6am-4pm its \$0.09/kWh. \$0.22/kWh (in winter; \$0.27 in summer) from 4pm-8pm. Finally back to \$0.09/kWh from 8pm-12am. If we stayed on what KCPL had us on it is \$0.11/kWh at all times. I have solar (no backup battery) and charge our Model 3 at home 1-3 times a week depending how much my wife charges at work (for free). What are your thoughts on the changes. Is it worth changing and then making sure I charge from midnight on.

Weekdays (Mon-Fri)

Time Period	Rate (\$/kWh)
12-6 AM	\$0.04
6 AM-4 PM	\$0.09
4-8 PM	\$0.27
8 PM-12 AM	\$0.09

Weekends (Sat-Sun)

Time Period	Rate (\$/kWh)
12-6 AM	\$0.04
6 AM-12 AM	\$0.09

5 likes 10 Comments

CHARGED UP

news about electric vehicles in KS and MO

Electricity Rates that Benefit EV Drivers, Designed by an EV Driver

Adam Young is a true believer in electric driving, both he and his wife have happily driven EVs for the past few years. Adam also happens to be part of the Burns & McDonnell team that designed the recently launched Time of Use (TOU) rates for Evergy. As an EV advocate himself, we asked him how TOU rates are particularly beneficial for fellow EV drivers.

Always Charging



Conversation Starter · October 22 at 8:24 AM

Evergy promotes timed charging now. It's 6X more inexpensive to charge after midnight that between 4p-8p. And it's free to sign up for this. Screenshot from my 'Rate Coach', a weekly email they send to subscribers

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

12am 6am 4pm 8pm 11pm

You and 9 others 10 Comments

Key Finding:

- Lots of great social media discussion
- Say there are more willing to try even if not an “auto saver”
- Most read EV Newsletter story of all 2019

Auto Savers

Key Findings:

- Over 700 pages views from the direct mailer
- Low engagement group on social
- Currently about half of signups from this group

Switch to the new **Time of Use Plan** and save.

Based on your last 12 months of energy use, we've determined that you might be able to save money by switching to our new Time of Use Plan.

This new optional rate plan rewards you with rate discounts when you run major appliances (like the dishwasher, washing machine or A/C) during off-peak times, like Monday to Friday after 8 p.m., weekends and holidays.

Switch today and you'll enjoy the same great service, plus you could see savings each month on your bill based on your current energy behavior.

Use our online rate comparison tool to see how you might perform on the Time of Use Plan. Compare and learn more at Evergy.com/Saver

evergy.
1200 Main Street
Kansas City, MO
64105-2100

evergy.

Save money on energy with our new **Time of Use Plan.**


To learn more and compare plans, visit Evergy.com/Saver



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



to switch plans!

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

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



We crunched the numbers, and based on your last 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.

[Compare Plan Options](#)

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 (Monday to Friday) energy use to off-peak times, like after 8 p.m.

If you can shift when you use major appliances on weekdays—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.

Costs are higher during peak hours of Monday-Friday, 4-8 p.m., so it's important to shift your energy usage to save.

Tech/Green Adopters

Key Findings:

- Cross promoted from LED Pop Up buyers was highly successful
- High email opens and clicks as expected
- Preferred Campaign landing web page over rate page
- Saving money message still best subject over green message

Time of Use Plan

Shift energy usage to when more renewable sources are available and save on your energy bill!

Visit Evergy.com/After8 to sign up.

evergy

Your gateway to green news and events

greenability™ weekly

December 11, 2019

Is a real or artificial Christmas tree more eco-friendly?
This time of year, the question is almost always asked. Is a real or artificial tree the most environmentally responsible? There are many reasons why ... >

Save energy costs with Time of Use Plan

Every customer can save on electric energy costs and access more renewable energy with a new Time of Use Plan that encourages ... >

SAVE ON GREEN GREETING CARDS!

Save 25% now >>

Party Cards

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 energy usage away from peak hours, [Monday to Friday, between 4 and 8 p.m].

[Make the Switch](#)

What is the new Time of Use Plan?

If you can shift when you use major appliances on weekdays (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. Our new online tools make it easy to view your energy usage and see how much you can save.

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.



[Learn More](#)



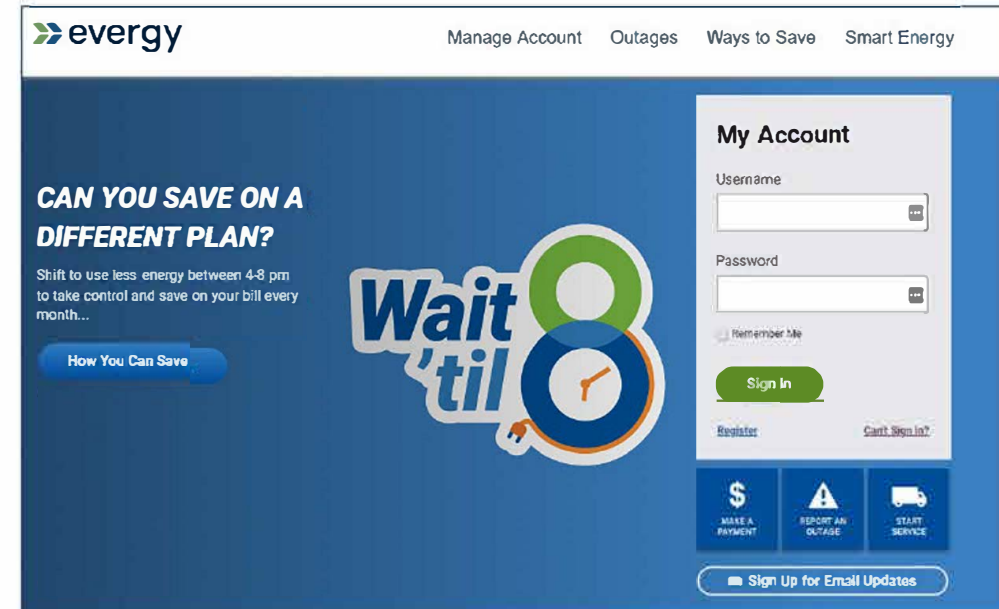
CAN YOU SAVE ON A DIFFERENT PLAN?

Find out more at evergy.com/tou


Other marketing items



https://www.youtube.com/watch?v=YPJbLF4NPkw&feature=emb_logo



Rate Page



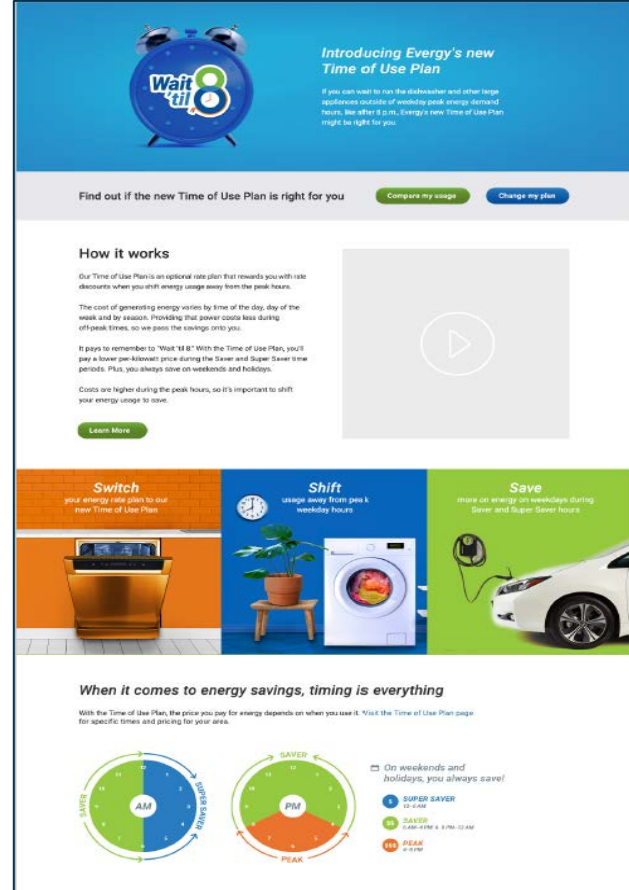
How are people getting to TOU Rate Page?

Source / Medium	Users	Pageviews
(direct) / (none)	8,362	11,787
brand-marketing / email	8,239	17,962
google / organic	3,065	4,290
google / cpc	542	729
kcpl.opower.com / referral	542	890
bing / organic	290	426
fox4kc.com / referral	206	323
footer / email	200	303
m.facebook.com / referral	129	245
brand-awareness / email	123	168

What are people clicking on for Time of Use Plan?

Event Label	Total Events	Unique Events
Click - Compare My Plan	8,276	7,664
Click - See Your Usage	1,343	1,231
Click - X	980	972
Click - Compare Plans	901	865
Click - Check this chart	728	703
Click - other plan options	692	661
Click - Change My Plan	687	615
Click - interactive web tool	524	501
Click - Rate Information	487	466
Click - rebate programs	360	352

Campaign Landing Page



How are people getting to Campaign Page?

Source / Medium	Users	Pageviews
brand-marketing / email	6,491	8,626
program-awareness / email	800	1,110
evergy.com/saver / referral	445	587
product-awareness / cpc	226	342
program-awareness / dig-native	206	342
(direct) / (none)	71	374
cebtbez-bjbefaff / email	65	110
evergy.com/saver / (not set)	26	103
facebook.com / referral	13	26
google / organic	13	32

What are people clicking on for TOU Campaign Page?

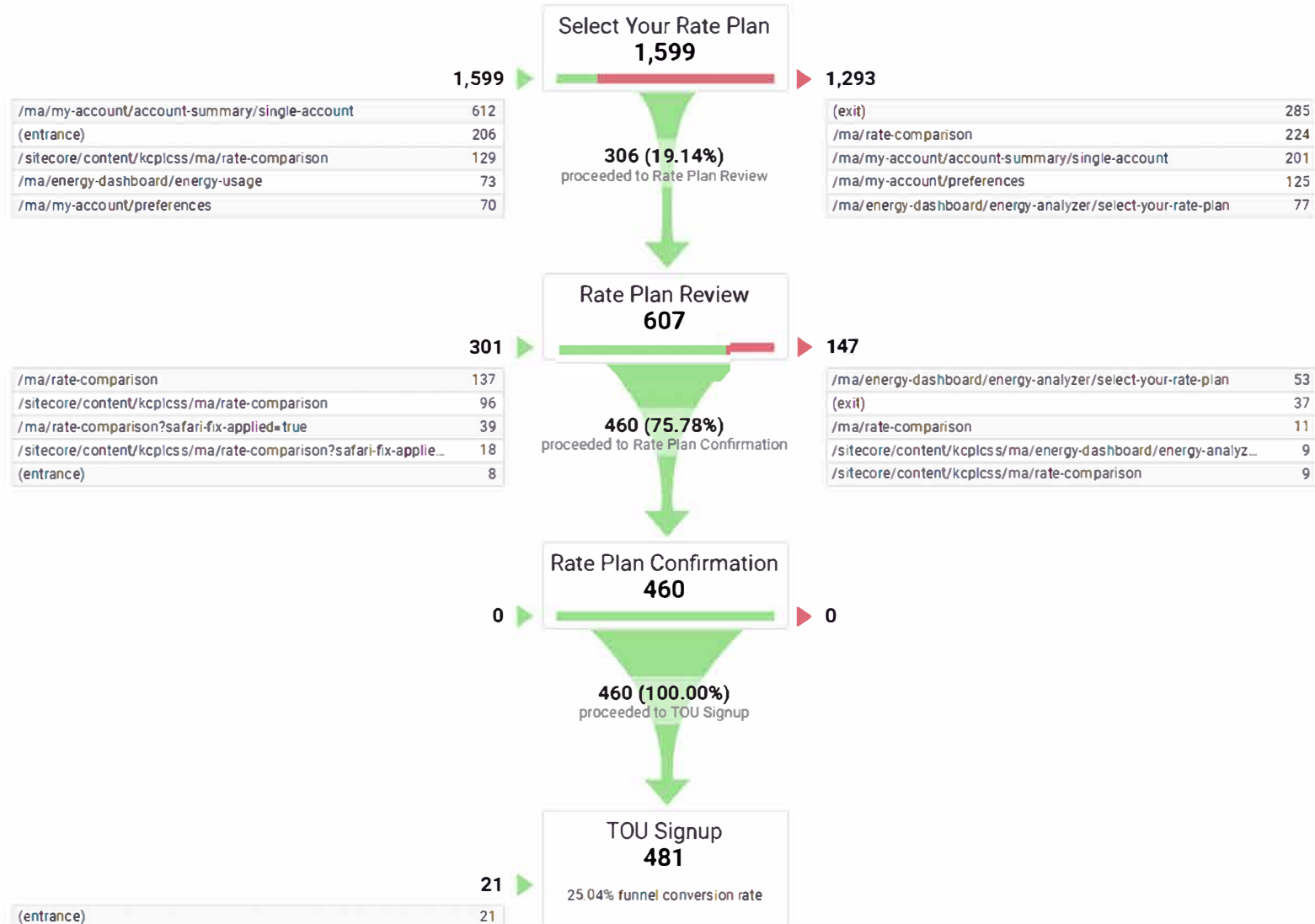
Event Label	Total Events	Unique Events
Click - Compare My Plan	4,786	4,401
Click - Watch Video	1,263	1,195
Click - Change My Plan	275	226
Click - Learn More	206	186
Click - Visit the Time of Use Plan page	169	165
Click - X	138	138
Click - rebate programs	121	120
Click - Use our interactive web tool	75	72
Click - Energy Analyzer survey	55	49
Click - energy it takes to run household appliances	44	41

Key Finding:

- In a A/B email test, customer were 2x more likely to click the “Compare My Plan” button on the Campaign Page vs Rate page
- Low exit rate on Campaign Landing page, meaning people are clicking to get more info/signup

Enrollment Funnel

This Goal was completed in 481 sessions | 25.04% funnel conversion rate

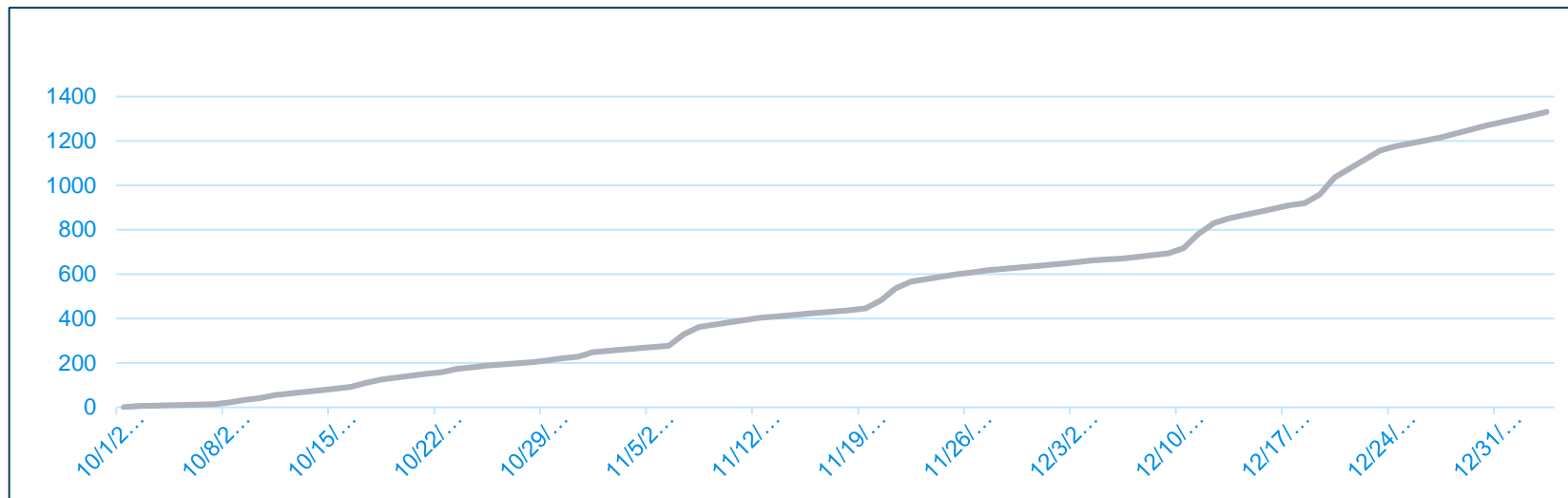


Target Group Performance (as of 1/3/19)

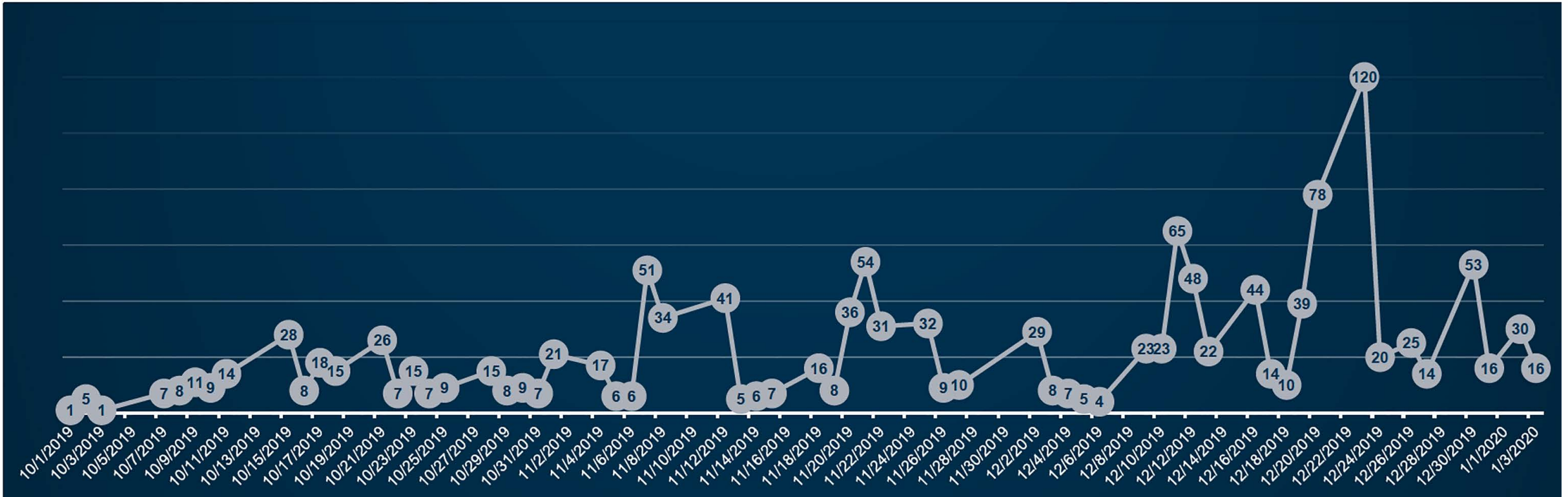
Target Group	Enrollment**	Percentage
EV Drivers*	79	5.56%
High Tech Adopter	444	31.22%
Auto Savers	674	47.7%
Others	446	31.36%

*Likely higher number, but unable to tie all EV drivers to an Evergy Account

**Customer can be in multiple categories



Soft Launch Tactics with Results



EV Driver
Event

EV Email

Auto
Savers
Email P1

EV Newsletter

Auto Savers a
Email P2

Greenability
Email Blast

Tech/Green Adopter
Email

LED Buyers Email

Auto Savers
Direct Mail

Greenability
Story/Ad

MyAccount/Tech Email

Auto Savers
Greenability Ad

What's Next: Phase 3

Key Elements:

- Mass Awareness Tactics Start
 - Radio ads
 - Bill inserts
 - Bill Envelope
 - Digital
 - Social
 - Retargeting Ads
 - Rate Compare Reports



When it comes to saving on energy, timing is everything.

When you sign up for our new Time of Use Plan, you get discounted rates when you shift weekday energy use—like running the dishwasher, washing machine and other large appliances—to off-peak times like after 8 p.m. Plus, you'll always save on weekends and holidays!

Even more good news—it will allow us to deliver more of your energy from renewable sources.

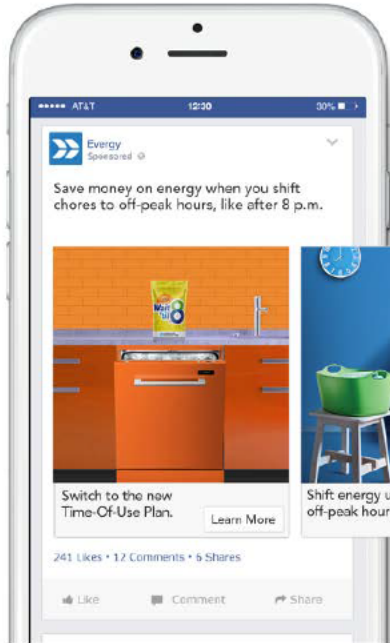
Calculate your savings potential at Evergy.com/TimeOfUse

- SWITCH**
with new online tools
- SHIFT**
usage away from peak hours (Mon-Fri 4-8 p.m.)
- SAVE**
up to 6x per kWh

How the Time of Use Plan works



What's Next: Phase 3 – Digital Campaign & Radio



Switch to the new Time-Of-Use Plan. [Learn More](#)



Shift energy use to off-peak hours. [Learn More](#)



Save money on energy. [Learn More](#)



Learn more at EnergyAfter8.com [Learn More](#)

241 Likes • 12 Comments • 6 Shares

Like Comment Share



energy

Make your smart appliances

ENROLL NOW

Frame 1:

energy

And smart thermostat

ENROLL NOW

Frame 2:

energy

Work even smarter

ENROLL NOW

Frame 3:

energy

Switch to the Time of Use Plan and save

ENROLL NOW

Frame 4:

energy

When it comes to saving money on energy

ENROLL NOW

Frame 1:

energy

Timing is everything

ENROLL NOW

Frame 2:

energy

Wait 'til 8 to get a lower rate

ENROLL NOW

Frame 3:

energy

Switch to the Time of Use Plan and save

ENROLL NOW

Frame 4:

EXHIBIT A
Page 21 of 39

Education, Enrollment and Success

Education

Rate Education



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.



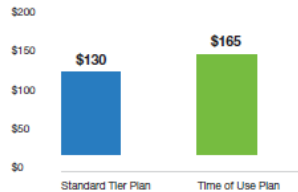
Standard Tier Plan
Three pricing levels based on how much energy you use each month.



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



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	\$90	\$88	\$120	\$104	\$112	\$120	\$100	\$105	\$112	\$104	\$110	\$88	\$1,369	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.



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 use 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 the estimated rate comparison.

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Introducing Evergy's new Time of Use Plan

If you can wait to run the dishwasher and other large appliances outside of weekday peak energy demand hours, the after 8 p.m. Evergy's new Time of Use Plan might be right for you.

Find out if the new Time of Use Plan is right for you [Compare my usage](#) [Change my plan](#)

How it works

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.

The cost of generating energy varies by time of the day, day of the week and by season. Knowing that power costs less during off-peak times, so we pass the savings on to you.

It pays to remember to "Wait 'til 8" With the Time of Use Plan, you'll pay a lower per-kilowatt price during the Saver and Super Saver time periods. Plus, you always save on weekends and holidays.

Costs are higher during the peak hours, so it's important to shift your energy usage to save.

[Learn More](#)

Switch
your energy rate plan to our new Time of Use Plan

Shift
usage away from peak weekday hours

Save
more on energy on weekends during Saver and Super Saver hours

When it comes to energy savings, timing is everything

With the Time of Use Plan, the price you pay for energy depends on when you use it. Visit the Time of Use Plan page for specific times and pricing for your area.

On weekends and holidays, you always save!

- 1 SUPER SAVER 12:00 AM - 4:00 AM
- 2 SAVER 4:00 AM - 8:00 PM
- 3 PEAK 8:00 PM - 4:00 AM



New and Enhanced Web Features – Rate Comparison

The screenshot shows the top navigation bar of the Energy website. The 'Residential' tab is selected. The main navigation menu includes 'Manage Account', 'Outages', 'Ways to Save', and 'Smart Energy'. Below this, there are four columns of links:

- My Account**: View your online account, bill, preferences and more. Links include Account Summary, Profile, Make a Payment, Payment History, Bill History, Preferences, and **Change My Rate**.
- Energy Dashboard**: Track energy usage and utilize energy resources to save. Links include Energy Usage, 24-Month Report, and **Energy Analyzer**.
- Billing**: Find detailed billing, payment or financial options. Links include Understanding My Bill, Payment Options, Billing Options, and Financial Help.
- Rate Information**: View rate options and general ~~rate information~~ information. Links include **Compare My Rate**, Rate Options, Service Areas, and How Rates are Set.

The 'Compare My Rate' link in the Rate Information column is highlighted with a yellow background and a red circle.




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 4-8 p.m.

Savings tip: Run large appliances before or after 4-8 p.m.

\$1,065

Estimated cost per year

Learn More

Change My Plan

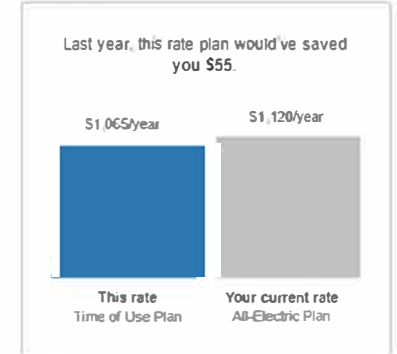
Rate plan
Time of Use Plan

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 8 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

	Jan 28	Feb 27	Mar 28	Apr 29	May 29	Jun 27	Jul 29	Aug 28	Sep 27	Oct 25	Nov 28	Dec 27	Annual Total
Time of Use Plan	\$89	\$87	\$85	\$69	\$67	\$82	Highest \$143	\$109	\$85	Lowest \$63	\$89	\$99	\$1,065
Current Rate All-Electric Plan	\$90	\$85	\$90	\$77	Lowest \$69	\$85	Highest \$155	\$114	\$94	\$71	\$94	\$96	\$1,120

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

[Continue](#)

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

Missouri West Residential Business Search Contact Us Moving

energy Manage Account Outages Ways to Save Smart Energy

My Account

View your online account, bill, preferences and more

- Account Summary
- Profile
- Make a Payment
- Payment History
- Bill History
- Preferences
- Change My Rate**

Energy Dashboard

Track energy usage and utilize energy resources to save

- Energy Usage
- 24-Month Report
- Energy Analyzer**

Billing

Find detailed billing, payment or financial options

- Understanding My Bill
- Payment Options
- Billing Options
- Financial Help

Rate Information

View rate options and general regulation or tariff information

- Compare My Rate**
- Rate Options
- Service Areas
- How Rates are Set

About Energy Careers Community Partner with Us Help Lines



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 by tier 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 run the dishwasher, washing machine, dryer and other large appliances outside of the weekday peak energy hours between 4 and 8 p.m., this plan may be right for you. On weekends and holidays, you always save. [Learn More](#)

Select Plan

Rate Plan Review



Carefully review the following details before submitting your rate plan change.

Address

[Redacted Address]

Current Plan → New Plan
Standard 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 Eversource to change my rate plan.



✓ Thank you! Your new rate plan will be effective on 10/18/2019.

What to Expect Next

Depending on where you are at 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 this 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 **\$210.05**. 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

[Redacted Address]

Current Plan → New Plan
Standard 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

Wait til 8

Dirty Clean

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.

On weekdays and holidays, you always save!

- 1 SUPER SAVER** 4-8 PM
- 2 SAVER** 4 AM-4 PM & 8 PM-12 AM
- 3 PEAK** 4-8 PM

In home reminder of the program that encourages behavior shifts.

Welcome to Rate Coach (email)

10-14 days after enrolling
energy

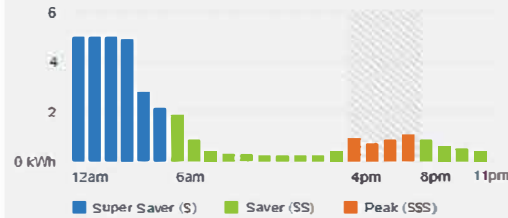


Welcome to your Rate Coach, a weekly email designed to help you save money by avoiding high-cost times

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.

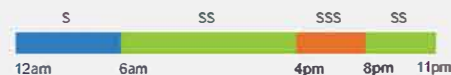
Here's how you used electricity during the weekdays

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



This data is based on your average weekday electricity use from Oct 7 to Oct 11.

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)

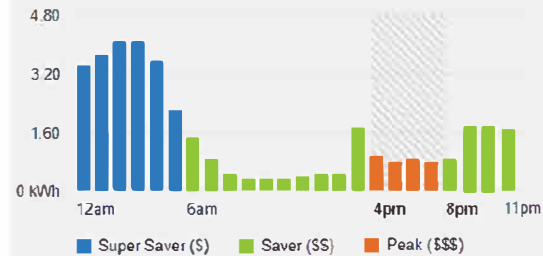
21 days after enrolling
energy

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



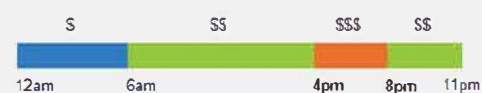
Here's how you used electricity during the weekdays

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



This data is based on your average weekday electricity use from Oct 21 to Oct 25.

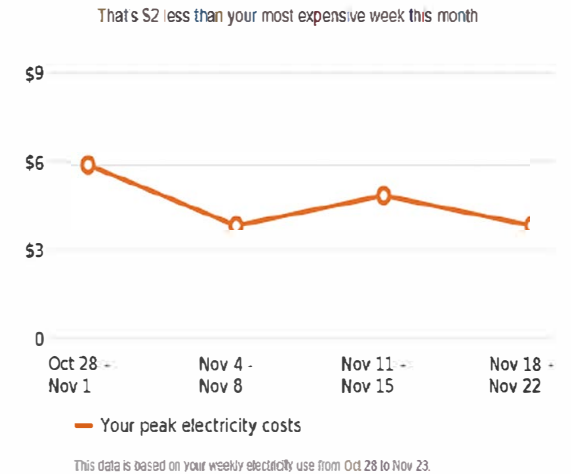
On weekdays, electricity is 6x more expensive from 4 pm to 8 pm



Rate Coach Monthly Summary (email)

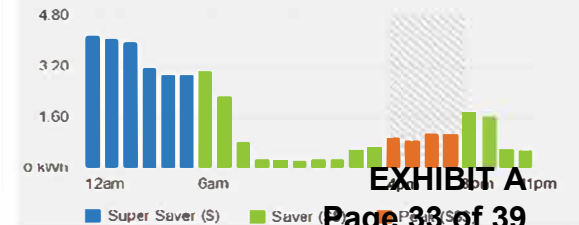
35 days after enrolling
energy

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



Here's how you used electricity during the weekdays

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

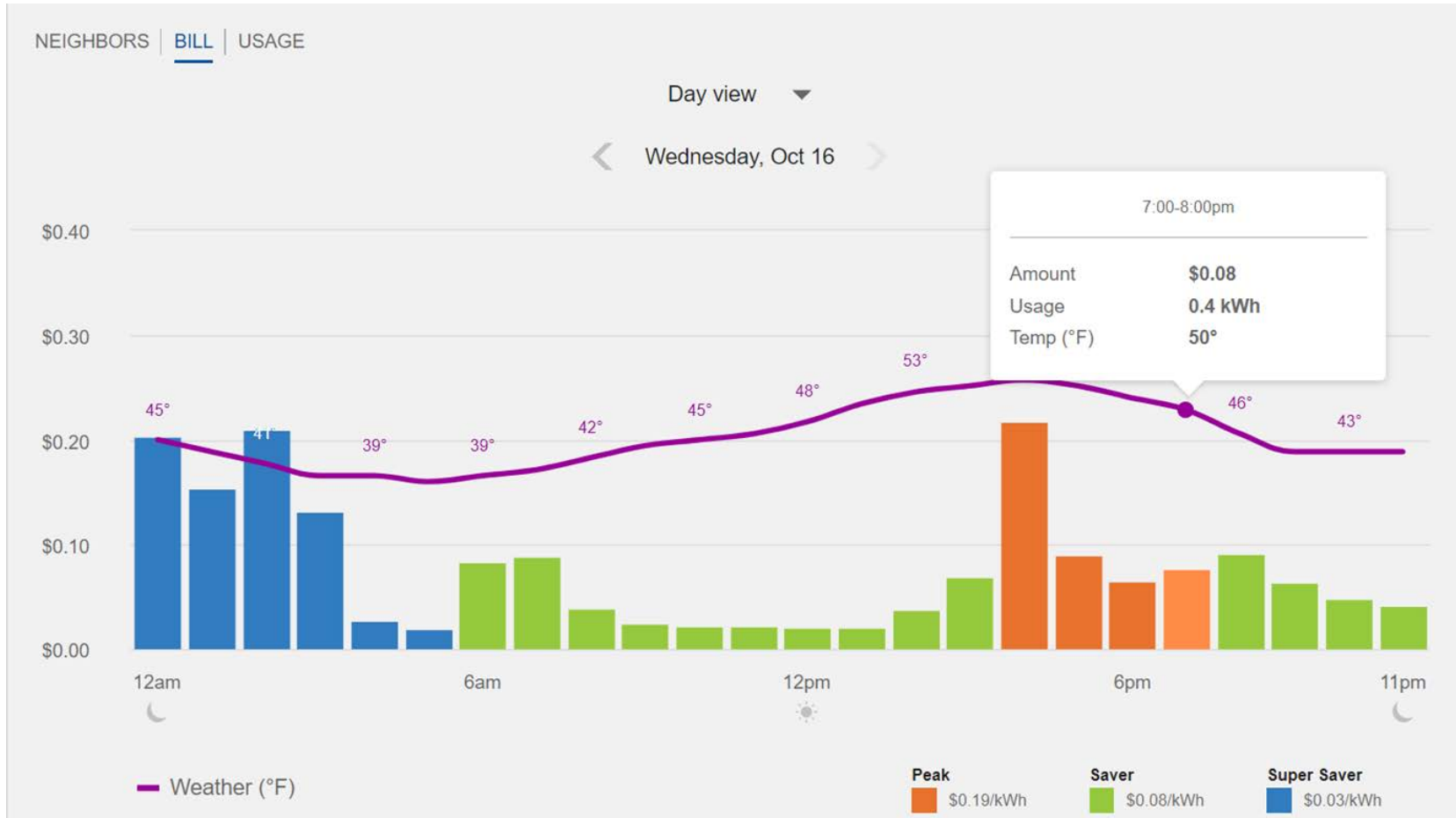




New and Enhanced Web Features – Energy Analyzer

The screenshot displays the Energy website's navigation and main content areas. At the top, a dark blue header contains the 'Missouri West' logo, 'Residential' and 'Business' tabs, and utility icons for Search, Contact Us, and Moving. Below the header, the 'energy' logo is on the left, and a navigation bar includes 'Manage Account' (highlighted with a blue box), 'Outages', 'Ways to Save', and 'Smart Energy'. The main content is organized into four columns: 'My Account', 'Energy Dashboard', 'Billing', and 'Rate Information'. The 'Energy Dashboard' column lists 'Energy Usage', '24-Month Report', and 'Energy Analyzer' (circled in red). The 'Rate Information' column lists 'Compare My Rate' (highlighted in yellow), 'Rate Options', 'Service Areas', and 'How Rates are Set'. The 'My Account' column lists 'Account Summary', 'Profile', 'Make a Payment', 'Payment History', 'Bill History', 'Preferences', and 'Change My Rate' (highlighted in yellow). A dark blue footer at the bottom contains links for 'About Energy', 'Careers', 'Community', 'Partner with Us', and 'Help Lines'.

Self-Service Hourly TOU Tracking



Enrollments and Channel Activity

Enrollments and Channel Activity

Legend:

CSS = Customer Self Service
(authenticated website)

CSR = Customer Service Representative
(via phone or in person at Connect)

Enrollments began on October 1, 2019

All Active Enrollments as of 1/21/2020							
State	Enrollment Type	Division	Source	Count	2020 Enrollment Goal	% to 2020 enrollment goal	
Missouri	TOU	MO West (GMO)	CSR	17			
			CSS	654			
				671	1750	38%	
		MO Metro (KCPLM)	CSR	16			
			CSS	584			
				600	1750	34%	
State Total				1271	3500	36%	

Enrollment Channel Activity		
CSS	1238	97%
CSR	33	3%
Total	1271	100%

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



Next Steps

- Next stakeholder update by the end of Q1 2020
- Moving out of soft launch of TOU – full customer campaign kicking off in January 2020
- Expect to meet goal of 3,500 customers by end of 2020

Questions