

**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”)<sup>1</sup> 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.<sup>2</sup>

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.

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<sup>1</sup> 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.

<sup>2</sup> “The Company will provide details of the education, marketing and outreach efforts, and customer TOU subscription numbers to the Commission at an on-the-record presentation in December 2019 and September 2020.” Rate Design-TOU Stipulation, Section 2.d., p. 6.

3. Pursuant to the provisions of the Rate Design-TOU Stipulation the Company is filing the attached *Evergy's New Rate Plan Options – Time of Use Plan* (presented on December 11, 2019) 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 MO  
METRO AND EVERGY MO 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 11<sup>th</sup> day of December 2019.

*Roger W. Steiner*

Roger W. Steiner



# Evergy's New Rate Plan Options

*Time of Use (TOU) Plan*

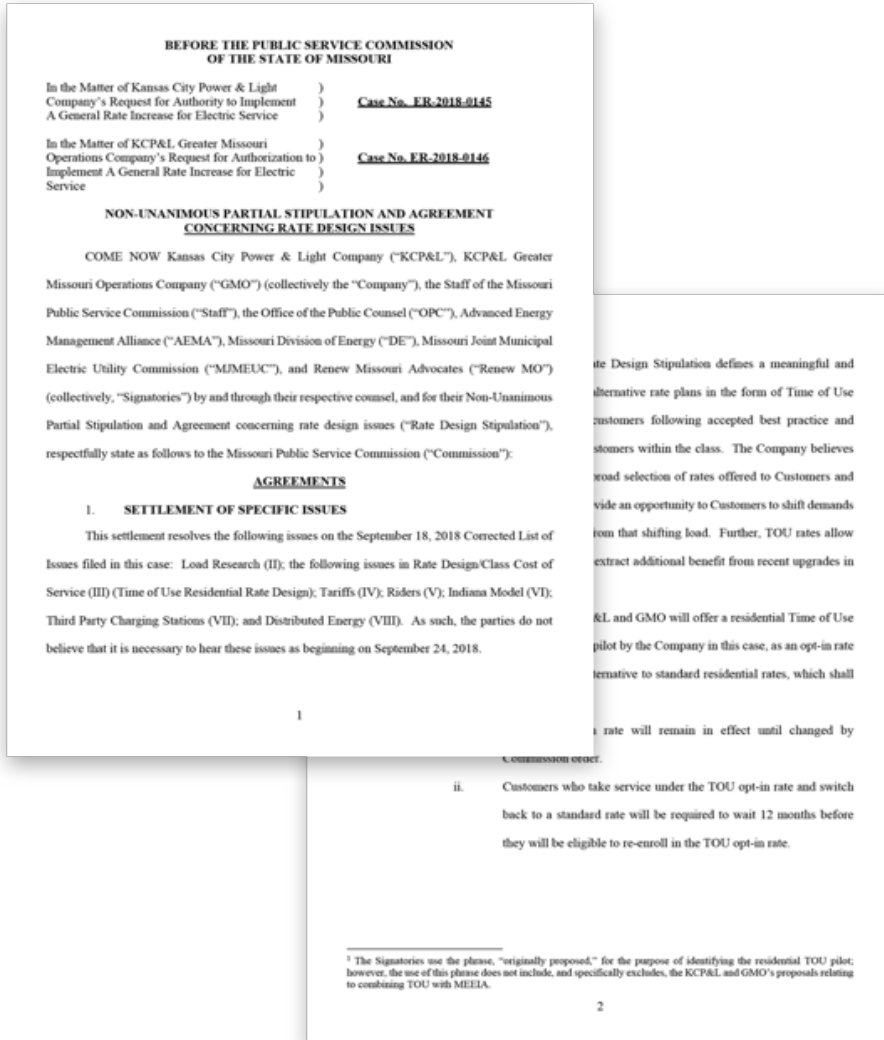
*MOPSC Update December 11, 2019*





- Strategy and Cross-Functional Collaboration
- Marketing and Outreach
- Education, Enrollment and Success
- Enrollments and Channel Activity
- Questions

# Strategy and Cross- Functional Collaboration



## 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. Rate Design Case June 2020



Design  
Workshop

Industry  
Research &  
Planning

Rate Case  
Order

Cross-  
Functional  
Team Formation

Digital Tools  
Procurement

Marketing  
Plan

Employee  
Education  
&  
Training

Launch and  
Enrollments

**2018**

**2019**

**Q3**

**Q4**

**Q1**

**Q2**

**Q3**

**Q4**

Rate Case  
Negotiations

Stakeholder  
Engagement

Shadow Billing  
Business Case

IT Requirements, Design, Development, Implementation, Testing, Launch

MO Commission  
Check-In

Customer  
Research  
Plan

EM&V Plan



**Innovate**  
technologically

**Productize**  
rate options

**Drive** market  
awareness  
and adoption



# Marketing and Outreach

# Understanding Customer Expectations

# Industry TOU Marketing Review

Reviewed optional TOU programs from a number of utilities

- High use of websites, need for an informational and visual landing webpage
- Many use clocks to show time periods
- Use of color to demonstrate savings periods
- 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"> <li>- Welcome kit</li> <li>- High visual graphics</li> <li>- Stagger/shifting messaging</li> <li>- Transition phase</li> </ul>
OG&E	<ul style="list-style-type: none"> <li>- The 'why' behind TOU</li> <li>- Transparency around program</li> </ul>
PG&E	<ul style="list-style-type: none"> <li>- Display of time periods</li> <li>- Use of word "plan"</li> <li>- Top electricity appliance education</li> </ul>
Xcel	<ul style="list-style-type: none"> <li>- Shifting messaging vs using less</li> <li>- Examples of easy daily life changes</li> </ul>
Southern California Edison	<ul style="list-style-type: none"> <li>- TOU web landing page</li> <li>- Customers who might benefit the most education</li> </ul>




# Customer Decision Map

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

# Media Consumption

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

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

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

# Campaign Messaging & Strategy

# Marketing and Outreach Strategy

- Phase 1: Employees
- Phase 2: Advocates
- Phase 3: Mass Awareness
- Phase 4: Continued Enrollment

# Campaign Approach

Audience	Employee Education	Early Adopters/Advocates	Full Customer Education Campaign	Target Customer Enrollment
<b>Length of Phase</b>	12 weeks Mid-August – October 2019	14 weeks October – December 2019	45 weeks Late-January – November 2020	Ongoing
<b>Goals</b>	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
<b>Primary Tactics</b>	Web, Email, App, Signage	Email, Social, Events	Radio, Digital, Social, Email, Bill Insert, Website, News Media, and other	Social, Digital, Email, Web



# Campaign Strategy

Marketing & education campaign strategy is guided by 3 key learnings from customer research

## Customer Learning

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- 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 Evergy's website for reliable and trusted information



## Campaign Strategy

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- **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.**

# Creating Rate Education Synergies

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

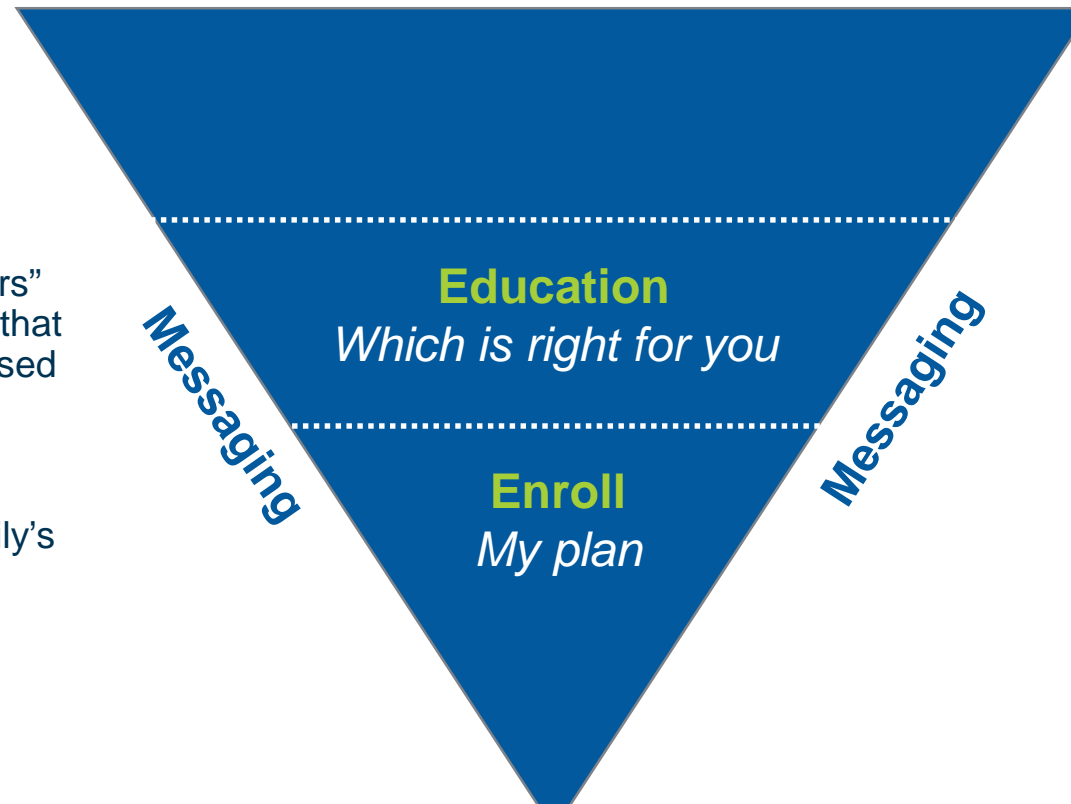
## Standard Rate Plan

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

Our Standard 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



## New Rate Options

Evergy is putting the power of choice in your hands with new rate plan options design to save you money based on the times you use energy the most.

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.

# Rate Name and Messaging

- ✓ Name: Time of Use Plan
- ✓ Marketing Message: Switch, **Shift** & Save

*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

The graphic features a green background with white text. At the top, it says "It's easy to save with our new Time-Of-Use Plan." Below this are three white-bordered boxes, each containing a heading and a description. The first box is titled "Switch" and describes switching to the new plan. The second is titled "Shift" and describes shifting energy use away from peak hours. The third is titled "Save" and describes paying less for energy used before 4 p.m. and after 8 p.m. At the bottom center is a white button with the text "MAKE THE SWITCH".

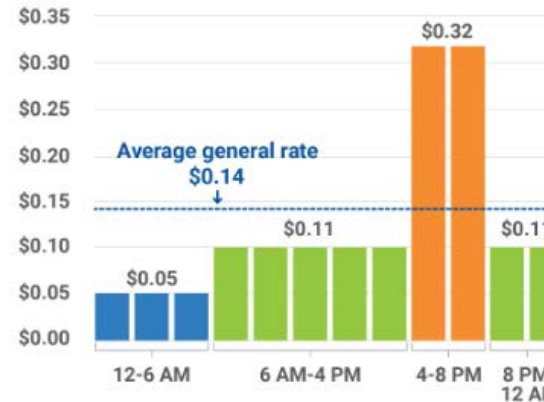
# Time Period Name and Messaging

- Peak: 4 pm – 8 pm
- Saver: 6 am – 4 pm, 8 pm – 12 am
- Super Saver: 12 am – 6 am

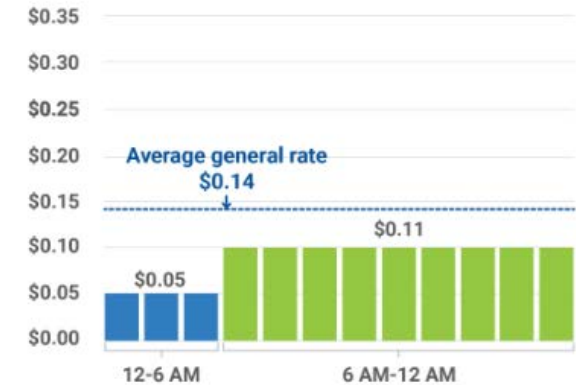
## Time of Use Plan



Weekdays (Mon–Fri)



Weekends (Sat–Sun)



# 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: Time of Use Plan**

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 Tier Plan**

Our Standard Plan is our most traditional plan. You pay a flat rate for energy, plus a fixed monthly fee. This plan may still be right for you if spreading out your daily energy usage or shifting energy use away from the peak times of 4 – 8p.m. doesn't fit with your lifestyle.

### **Option Three: Future Plan**

TBD

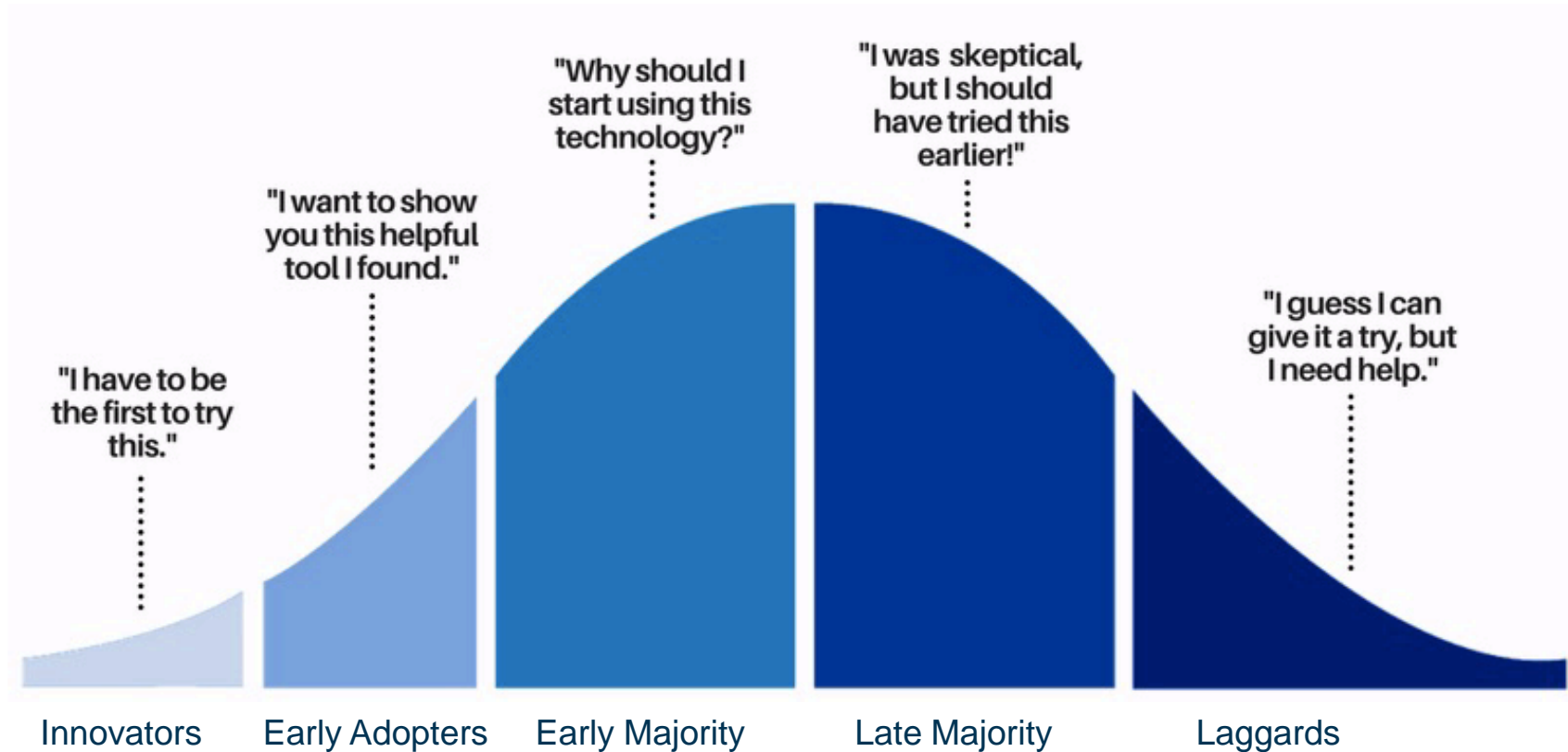
## Find the plan that best fits your life.

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](http://Evergy.com).



# Adoption Curve

Innovation and technology adoption curves typically look like this.



# Campaign Creative

# Introducing... Rate Options



SIGN IN

MY BILL

Don't have access? REGISTER NOW →



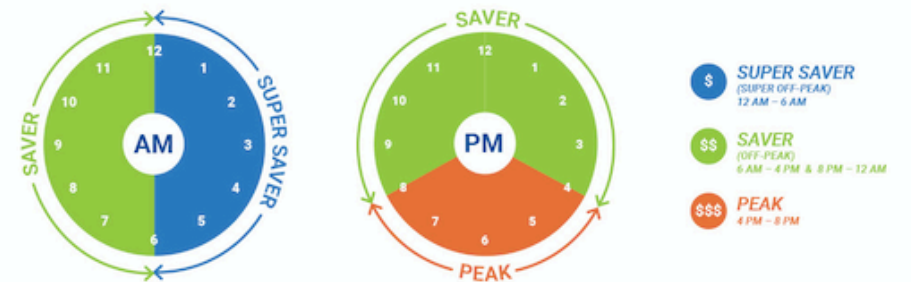
Save money on energy with our new Time-Of-Use Plan.

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.



LEARN MORE





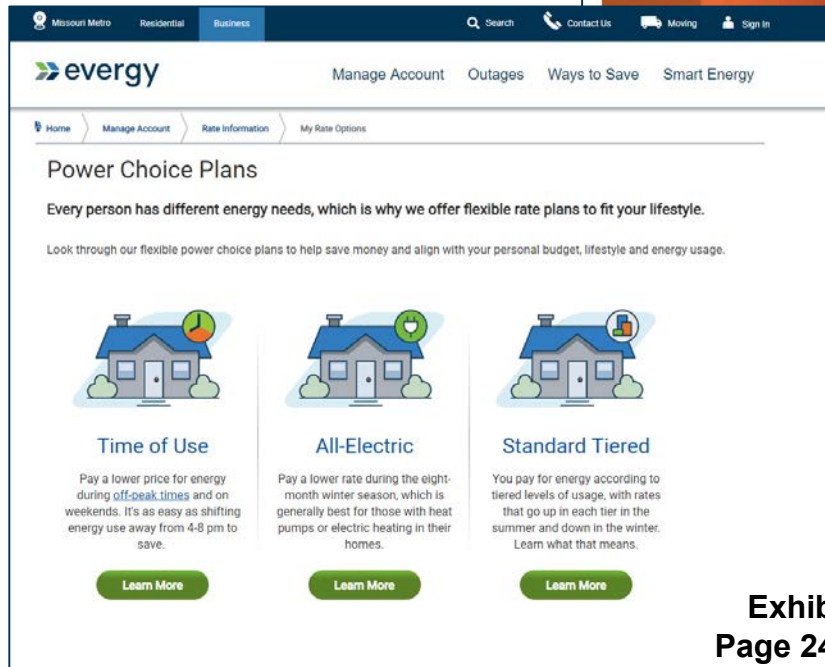
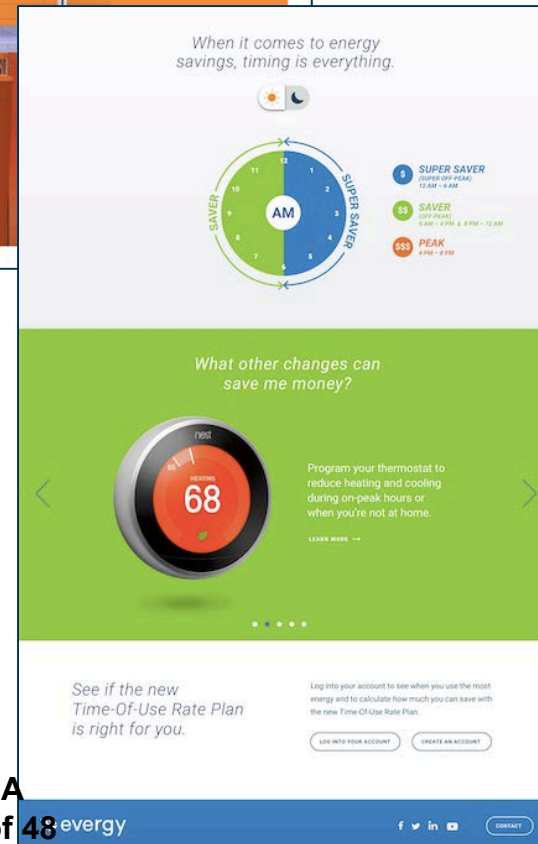
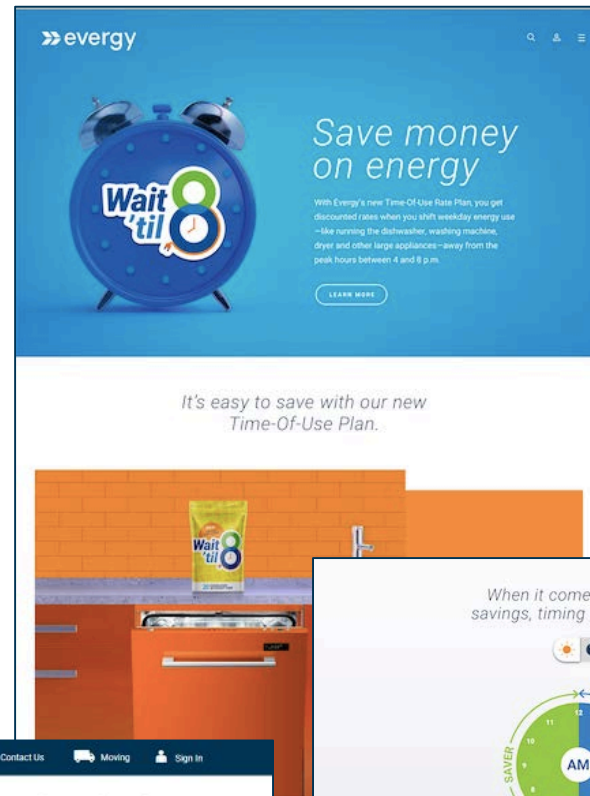
# Phase 1: Employee Campaign



Exhibit A  
Page 23 of 48


# Updated Rate Pages

- Wait 'til 8 Campaign Landing Page
- New rate pages for every rate, using new graphics
- Compare rates inside MyAccount



# Phase 2: Early Adopters– TOU Email

**evergy** [Sign In](#) [My Bill](#)  
 Don't have online access? [REGISTER NOW](#)



## 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 optional 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.

[Compare 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.



[Learn More](#)

**evergy** [Sign In](#) [My Bill](#)  
 Don't have online access? [REGISTER NOW](#)

## 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.



[Learn More](#)

**Exhibit A**  
 Page 25 of 48

**evergy** [Sign In](#) [My Bill](#)  
 Don't have online access? [REGISTER NOW](#)



## 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](#)



# Phase 3: Full Launch - 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.

evergy

Save Money on Energy

Wait 'til 8

evergy

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](http://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.

AM PM

SAVER SUPER SAVER PEAK

9 SUPER SAVER (SUPER OFF-PEAK) 12 AM - 6 AM  
 65 SAVER (OFF-PEAK) 6 AM - 4 PM & 8 PM - 12 AM  
 85 PEAK 4 PM - 8 PM

Calculate your potential savings at [EvergyAfter8.com](http://EvergyAfter8.com)

# Phase 4: Targeted Enrollment - Digital & Social

**31 weather alerts**

**41 KSHB KANSAS CITY** [Watch Live](#)

Weather 76° Local News SafeKC Traffic 2019 Flood Contests

### Local News

Kansas City Local News

**LOCAL NEWS**  
**Tom Dempsey opens up about cancer battle: The diagnosis**  
Tom Dempsey 8:00 AM, Jun 17, 2019

**LOCAL NEWS**  
**Bats: The uninvited guests in Johnson County homes**  
Rae Daniel 7:26 AM, Jun 17, 2019

**LOCAL NEWS**  
**'Yes' on Question 1 Tuesday would limit KCMO tax incentives**  
Charlie Keegan 6:35 AM, Jun 17, 2019

**Save money on energy.**

**Shift chores to off-peak times, like after 8 p.m.**

**Get a lower weekday energy rate.**

**energy** [LEARN MORE](#)

AT&T 12:30 30%

**Energy Sponsored**

Save money on energy when you shift chores to off-peak hours, like after 8 p.m.

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

# Phase 4: Welcome Letter

**energy**

**Wait 'til 8**

**Welcome to Evergy's new Time of Use Plan.**

You've made a smart choice by switching, and now we want to help you lower your monthly energy bill even more. Shift your energy usage away from peak hours on weekdays—Monday through Friday—between 4 p.m. and 8 p.m. to maximize your savings with the Time of Use Plan. On weekends and holidays, you always save!

Also, check out these useful tools and tips:

**Weekly Rate Coach Report Emails**

Watch for our weekly TOU Rate Coach Reports by email that provide details about your actual energy usage and costs each week, as well as personalized insights and coaching tips to help you save money on energy.

**Online Energy Analysis**

Visit [Evergy.com/MyData](http://Evergy.com/MyData) to see exactly how much energy you're using, when you're using it, and how much you're paying for it.

**Questions about your new plan?**

Email [TOU@Evergy.com](mailto:TOU@Evergy.com) or call 800-541-0407

**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.

**AM** **PM**

On weekends and holidays, you always save!

- SUPER SAVER** 12-4 AM
- SAVER** 8 AM-4 PM & 8 PM-12 AM
- PEAK** 4-8 PM

Exhibit A  
Page 28 of 48

# Marketing and Outreach Recap

- Phase 1: Employees
- Phase 2: Advocates
- Phase 3: Mass Awareness
- Phase 4: Continued Enrollment

# 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](http://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.



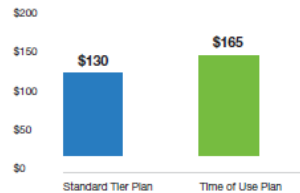
**Standard Tier Plan**  
Three pricing levels based on how much energy you use each month.



**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](http://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	\$100	\$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](http://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](http://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 this estimated rate comparison.

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# New and Enhanced Web Features – Rate Comparison

The screenshot displays the Energy website's navigation and service categories. At the top, there is a dark blue header with 'Missouri West', 'Residential', and 'Business' tabs. To the right are icons for 'Search', 'Contact Us', 'Moving', and a user profile icon. Below the header is the 'evergy' logo. A secondary navigation bar includes 'Manage Account' (highlighted with a blue box), 'Outages', 'Ways to Save', and 'Smart Energy'. The main content area is divided into four columns: 'My Account', 'Energy Dashboard', 'Billing', and 'Rate Information'. The 'Rate Information' column features a 'Compare My Rate' link highlighted with a red circle and a yellow background. Other links in the 'Rate Information' column include 'Rate Options', 'Service Areas', and 'How Rates are Set'. The footer contains links for 'About Energy', 'Careers', 'Community', 'Partner with Us', and 'Help Lines'.

Missouri West Residential Business Search Contact Us Moving

evergy 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




# 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

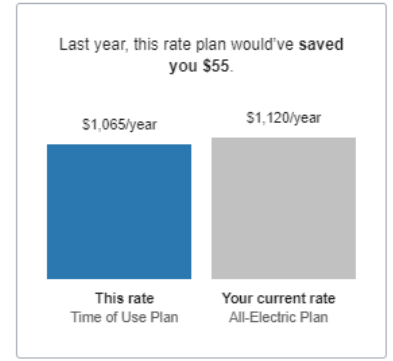
Rate plan  
Time of Use Plan

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](#)

[Check My Plan](#)

# Enrollment



# New and Enhanced Web Features – Rate Change

The screenshot displays the Evergy website interface. At the top, there is a dark blue navigation bar with the following elements: a user profile icon labeled 'Missouri West', a 'Residential' tab (highlighted in blue), a 'Business' tab, a search icon labeled 'Search', a phone icon labeled 'Contact Us', a truck icon labeled 'Moving', and a user profile icon. Below this bar is the Evergy logo on the left and a horizontal menu with 'Manage Account' (highlighted with a blue box), 'Outages', 'Ways to Save', and 'Smart Energy'. The main content area is divided into four columns: 'My Account', 'Energy Dashboard', 'Billing', and 'Rate Information'. The 'My Account' column lists 'Account Summary', 'Profile', 'Make a Payment', 'Payment History', 'Bill History', 'Preferences', and 'Change My Rate' (highlighted in yellow and circled in red). The 'Energy Dashboard' column lists 'Energy Usage', '24-Month Report', and 'Energy Analyzer' (highlighted in yellow). The 'Billing' column lists 'Understanding My Bill', 'Payment Options', 'Billing Options', and 'Financial Help'. The 'Rate Information' column lists 'Compare My Rate' (highlighted in yellow), 'Rate Options', 'Service Areas', and 'How Rates are Set'. At the bottom, a dark blue footer bar contains the links: 'About Evergy', 'Careers', 'Community', 'Partner with Us', and 'Help Lines'.






# 3 Step Self-Service Automated Rate Change


### Select Your Rate Plan

1 Select — 2 Review — 3 Confirm



#### 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

1 Select — 2 Review — 3 Confirm

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

**Address**  
16201 BALLENTINE ST

**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.

1 Select — 2 Review — 3 Confirm

✓ 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**  
16201 BALLENTINE ST

**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

Dishwasher Magnet

*In home reminder of the program that encourages behavior shifts.*

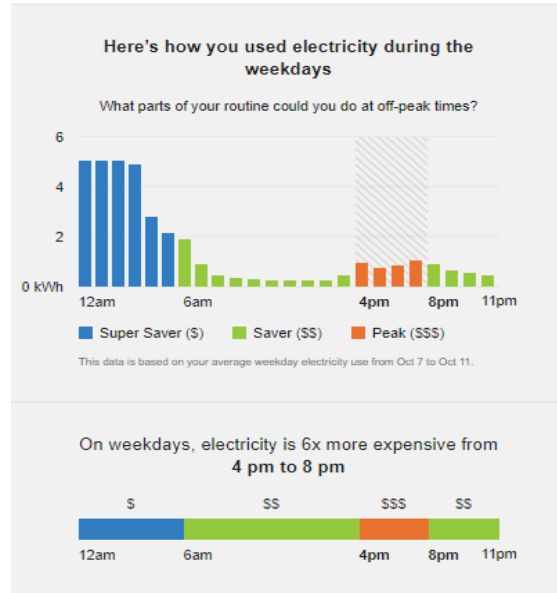
## Welcome to Rate Coach (email)

10-14 days after enrolling



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

You're currently on a Time of Use 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.



How can you save big during peak hours?

## Weekly Rate Coach (email)

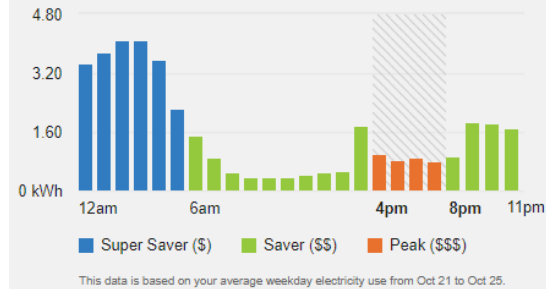
21 days after enrolling

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



Here's how you used electricity during the weekdays

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

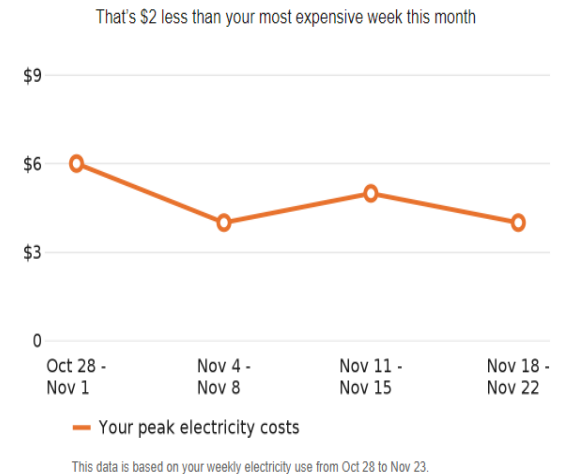


On weekdays, electricity is 6x more expensive from 4 pm to 8 pm

## Rate Coach Monthly Summary (email)

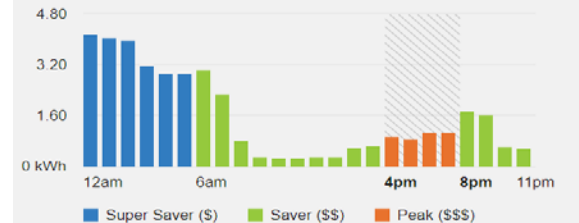
35 days after enrolling

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



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, there is a dark blue header with 'Missouri West', 'Residential', and 'Business' tabs. To the right are links for 'Search', 'Contact Us', 'Moving', and a user profile icon. Below the header is the 'evergy' logo and a 'Manage Account' button, which is highlighted with a blue box. The main content area is divided into four columns: 'My Account', 'Energy Dashboard', 'Billing', and 'Rate Information'. The 'Energy Dashboard' column contains 'Energy Usage' and '24-Month Report', with 'Energy Analyzer' highlighted in a yellow box and circled in red. The 'Rate Information' column contains 'Compare My Rate', 'Rate Options', 'Service Areas', and 'How Rates are Set', with 'Compare My Rate' highlighted in yellow. The 'My Account' column lists 'Account Summary', 'Profile', 'Make a Payment', 'Payment History', 'Bill History', 'Preferences', and 'Change My Rate', with 'Change My Rate' highlighted in yellow. The footer contains links for 'About Energy', 'Careers', 'Community', 'Partner with Us', and 'Help Lines'.

# Self-Service Hourly TOU Tracking

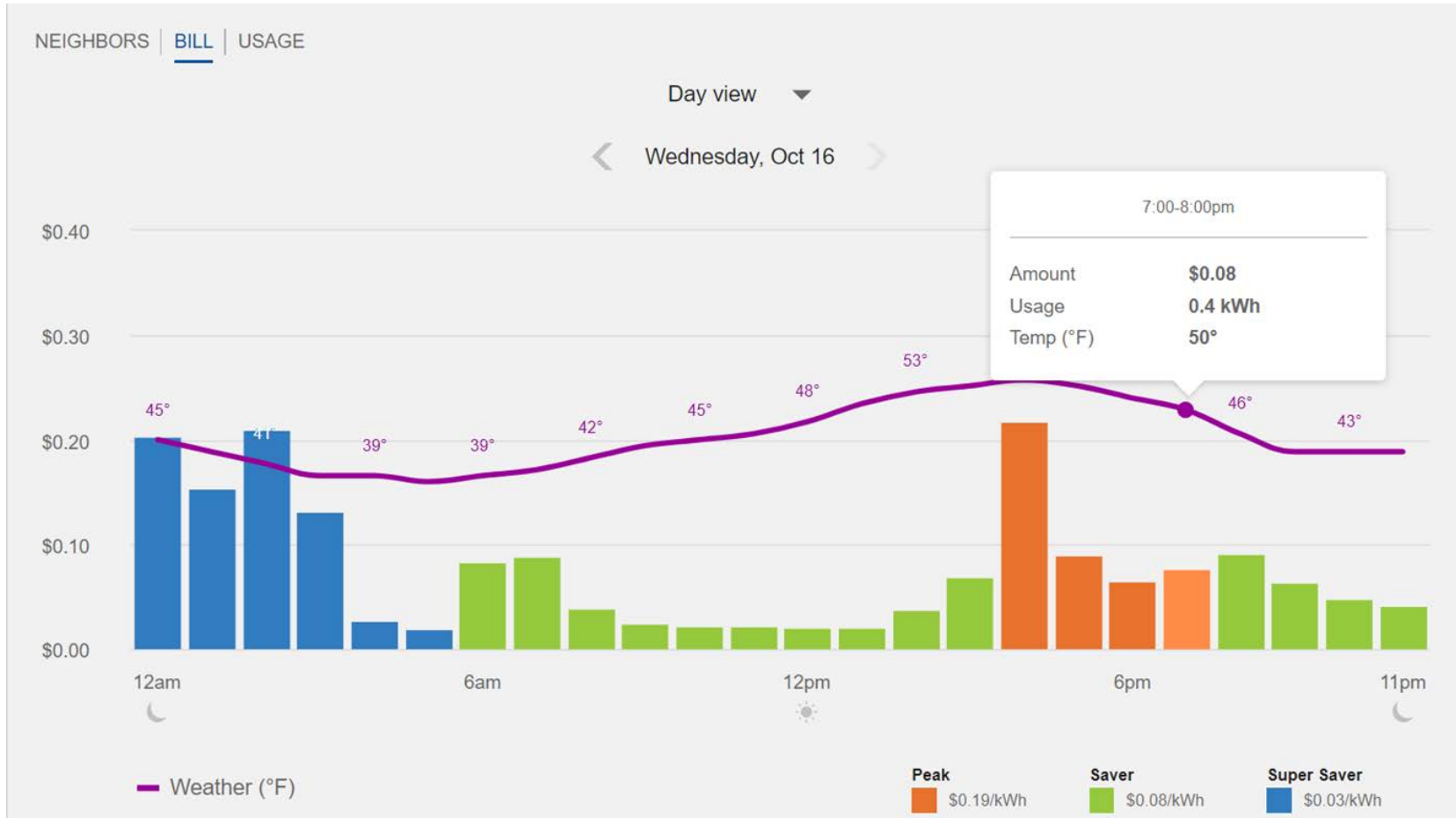


Exhibit A  
Page 43 of 48

# Enrollments and Channel Activity



Enrollments began on October 1, 2019

Legend:

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

### All Active Enrollments as of 11/30/2019

State	Enrollment Type	Division	Source	Count	2019 Enrollment Goal (3 months, Oct-Dec)	% to 2019 enrollment goal	MO Enrollment Channel Activity		
Missouri	TOU	MO West (GMO)	CSR	6			CSS	445	97%
			CSS	235			CSR	13	3%
			241	750	32%	Total	458	100%	
		MO Metro (KCPLM)	CSR	7					
			CSS	210					
			217	750	29%				
State Total				458	1500	31%			

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



- Expect to meet goal of 3,500 customers by end of 2020
- Solid rebranding execution
- Moving out of soft launch of TOU – full customer campaign kicking off in January 2020
- Majority of customer enrollment being accomplished online
- Next update with Commissioners in September 2020





	Completion date	Status
Review Customer Research Plan	End of Q4 2018	Complete
Launch Customer Research Plan	End of Q1 2019	Complete
Develop Marketing and Education Plan	End of Q2 2019	Complete
Develop Customer Feedback Mechanism	End of Q2 2019	Complete
Develop Customer Behavior Metrics	End of Q2 2019	Complete
Develop business case for shadow billing	End of Q2 2019	Complete
Offer TOU opt in plan	10/1/2019	Complete
Finalize EM&V plan	End of Q4 2019	Complete
On record presentation w/MPSC	December 2019	

	Completion date	Status
Goal of 750 customers per jurisdiction • Discuss any changes needed if metric is not achieved	By 12/31/2019	
Gain additional 1000 customers per jurisdiction • Discuss any changes needed if metric is not achieved	By 12/31/2020	
Meet with Stakeholders for update	End of Q1 2020	
File a rate design case limited to TOU issues	By 6/30/2020	
On record presentation w/MPSC	September 2020	
Meet with Stakeholders for update	End of Q1 2021	
Complete EM&V report	By 12/31/2021	
Submit above documents to Commission	Ongoing	
Submit a Residential TOU rate design in next rate case	TBD	

# Questions