

**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 )

**NOTICE OF FILING**

**COMES NOW**, Evergy Metro, Inc. d/b/a as 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”) and states as follows:

1. Attached as **Exhibit A**, please find the Company’s monthly marketing dashboard which contains key examples of the Company’s *Time-of-Use Marketing Tactics* (“Marketing Dashboard”).

2. Please note that filing of this monthly Marketing Dashboard was planned before the Missouri Public Service Commission’s (“Commission”) *Order Directing Time-of-Use Customer Choice Transition Reporting* (“Order”) issued on August 30, 2023. The attached Exhibit A is not meant to represent the Company’s response to the Order.

3. The Company is working to respond to the Commission requests in the Order and will move marketing examples and performance data to that monthly filing going forward.

**WHEREFORE**, The Company submits the attached Marketing Dashboard for the information of the Commission.

Respectfully submitted,

*/s/ Roger W. Steiner*

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**Attorneys for Evergy Missouri Metro and  
Evergy Missouri West**


**CERTIFICATE OF SERVICE**

I hereby certify that a true and copy of the foregoing was emailed on this 8<sup>th</sup> day of September 2023 to counsel for all parties.

*/s/ Roger W. Steiner*

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Roger W. Steiner



# TOU Education and Outreach Performance and Tactics

*Phase 1 & Phase 2*



# TOU Campaign Dashboard

## Customer Awareness

Awareness of New Rate Options\*

90% - August

59% since June

Awareness of Mandatory TOU Change\*

74% - August

50% since June

# TOU Pre-Selection

54,016

166% MOM increase

# Landing Page Sessions

182,633

63% MOM increase\*

# Compare My Rate Tool Cumulative Unique Sessions

112,749

220% MOM increase\*

## Online Enrollments

% of all Enrollments Completed Online

95%

5% MOM increase

5% completed through the Energy Contact Center or Connect

\* Based on monthly TOU survey

\* Based on monthly TOU survey

\* Includes 7,620 from TOU Pilot

\* % Increase from July to August

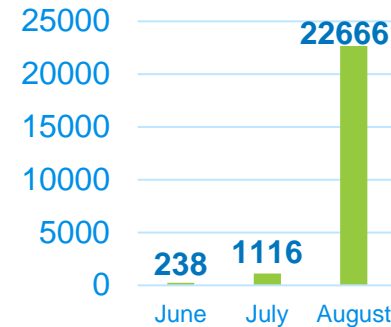
\* % Increase from July to August

Missouri TOU Rate Enrollments Summary	
Rate Plan Name	Total Enrollments
Standard Peak Saver	18,429
Peak Reward Saver	18,810
Nights & Weekends Saver	*9,138
Nights & Weekends Max Saver	7,639
<b>Total</b> As of 9/1/23	<b>54,016</b>

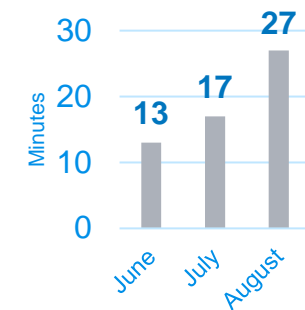
\*Inclusive of pre-existing enrollments

## Contact Center Engagements

Number of TOU Calls Offered



Average Length of TOU Calls





# TOU Education and Outreach Campaign Dashboard

Measured Date: June – August 2023

Channel Performance							
Tactic	Impressions To Date	Goal #1	Result	Benchmark	Goal #2	Result	Benchmark
Bill Message/Insert	2,190,000	General Awareness	N/A	N/A	URL Visits	6,647	1500 site visits by 10/1
Billboards	128,399,001	General Awareness	N/A	N/A	URL Visits	2,309	1000 site visits by 10/1
Digital Display	7,654,321	Click-Through Rate	0.11%	0.09%	Cost Per Click	\$3.24	\$5.60
Digital Video	N/A	Video Completion Rate	N/A	41.0%	Click-Through Rate	N/A	0.02%
Direct Mail	805,168	General Awareness	N/A	N/A	URL Visits	17,419	12,000 by 10/1
Email	550,461	Open Rate	43%	20%	Click Through Rate	14%	5%
Events	N/A	# of Events	28	60 events by 12/1	# Customer Reached	5,264	5000 customer by 12/1
High Impact Display	N/A	Click-Through Rate	N/A	1.50%	Engagement Rate	N/A	10.0%
Media Relations	25,072,259	Story Sentiment	70%	80% Neutral or Positive	Message Pull Through	50 out of 50	At least 1 key message
Newspaper & Church Ads	362,043	General Awareness	N/A	N/A	URL Visits	651	800 site visits by 10/1
Paid Search	52,748	Click-Through Rate	42.93%	28.0%	Cost Per Click	\$0.56	\$1.73
Paid Social	430,638	Click-Through Rate	22.01%	2.59%	Engagement Rate	6.51%	10.3%
Radio & Streaming Audio	686,694	General Awareness	N/A	N/A	URL Visits	6	500 site visits by 10/1

\* Greyed out tactics are not yet in-field



# Glossary of Terms

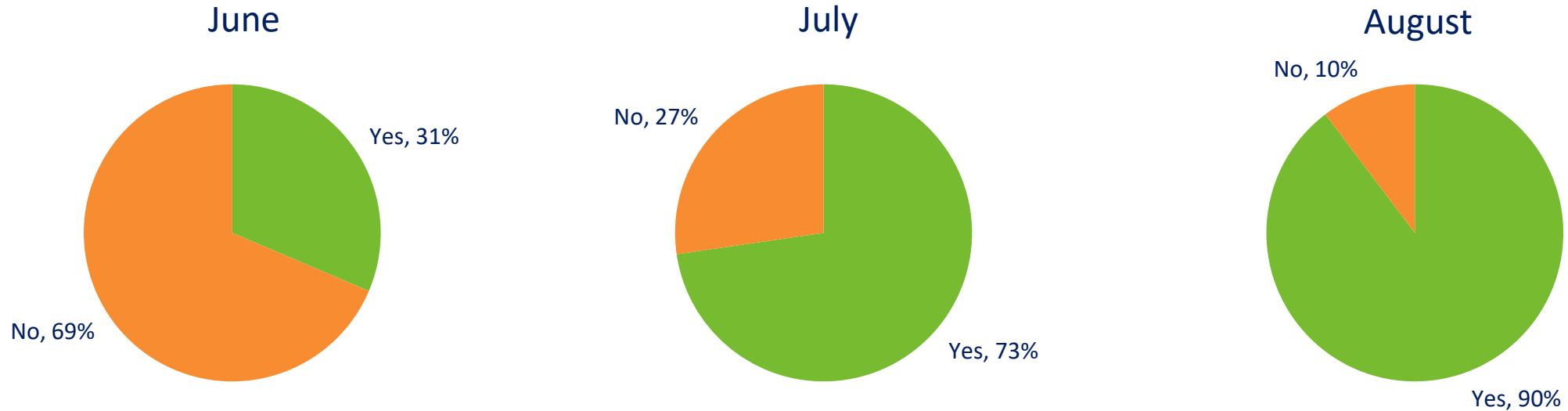
- **General Awareness:** when the main goal is to inform rather than taking an action
- **Impressions:** the number of times an audience is exposed to content
- **Click-Through-Rate (CTR):** ratio of clicks on content divided by the number of impressions served
- **Engagement Rate:** total number of actions taken on social ads (likes, shares, comments) divided by the number of impressions served)
- **Cost-Per-Click (CPC):** cost of media divided by the clicks on content
- **URL Visits:** clicks that result in a session on a landing page
- **Message Pull Through:** key messages earned media coverage



# Seen or Heard of New Rate Options

*In August, nine out of ten customers had seen or heard about Evergy's new rate options*

Seen or heard anything recently about Evergy offering new rate plan options to customers?

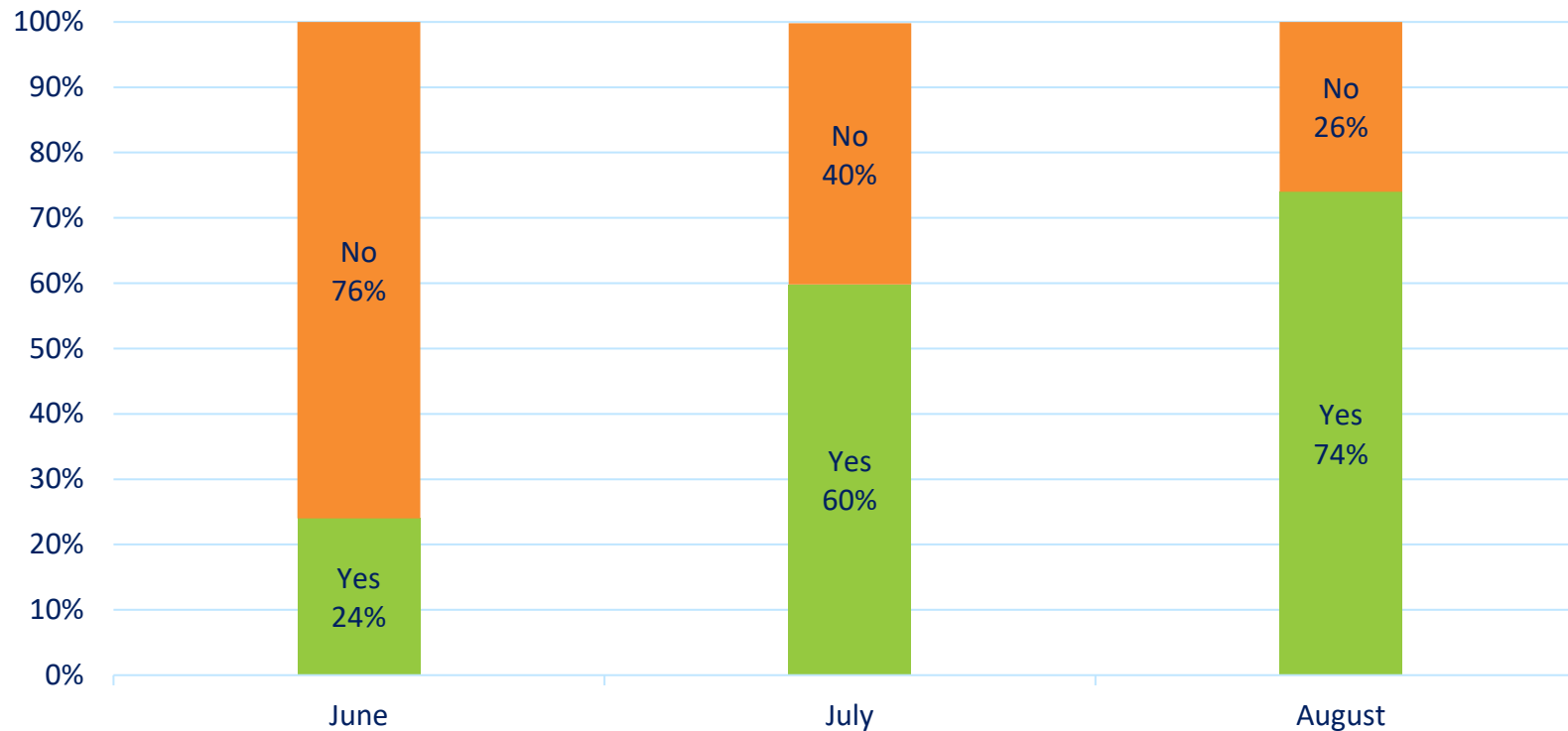




# Cost of Electricity Will Vary Based On Time Of Day Awareness

*The number of customers who are aware that cost of electricity will vary based on time of day by end of 2023 has tripled since June*

Aware cost of electricity will vary based on the time of day by the end of 2023



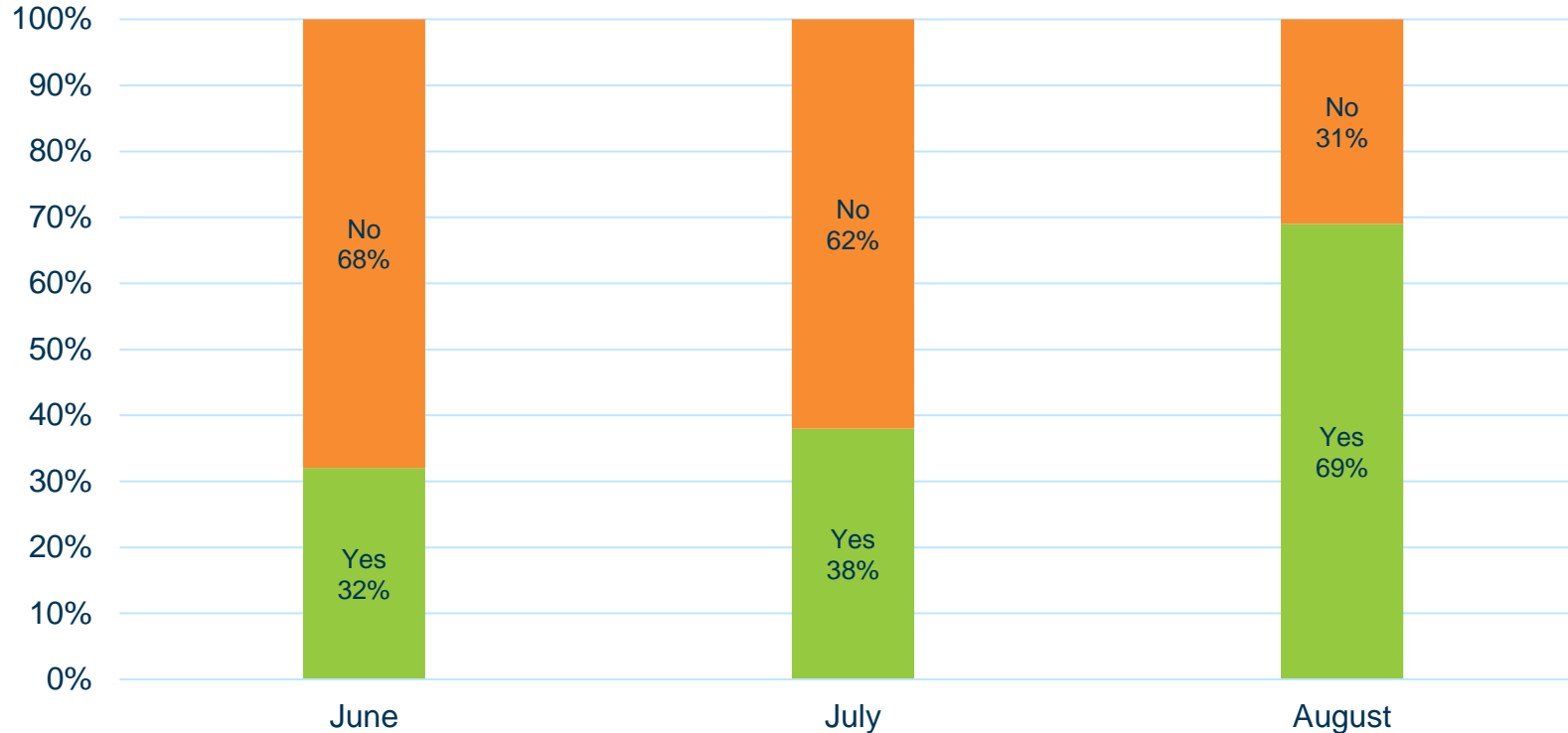




# Recall Communications About Time-Based Rate Plans

*Two out of three customers recall communications about Evergy's time-based rate plans*

Recall communications from Evergy about the new time-based rate plans





# Education and Awareness Strategy

**Strategy Overview:** Use a phased approach, that incorporates both mass awareness and direct marketing tactics, to move a customer from **awareness** to **action** and then finally to **transition** and **success**.

Campaign Phase	Objective	Message Idea	Tactic Type
<b>Phase 1</b> <b>Awareness &amp; Education</b> June 15 <sup>th</sup> – Nov. 30 <sup>th</sup> , 2023	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.	Missouri will be changing electric rate structures starting this Fall. Learn how to prepare.	Mass Awareness
<b>Phase 2</b> <b>Action &amp; Preparation</b> Aug. 1 <sup>st</sup> – Nov. 30 <sup>th</sup> , 2023	Prepare customers for the upcoming change, inform them of their rate options & how they work, and encourage pre-selection of a rate.	As Missouri moves to TOU rates, Evergy is offering new personal power plans. Learn about your plan options and select a plan before October.	Mass Awareness and Direct
<b>Phase 3</b> <b>Transition &amp; Coaching</b> Oct. 1 <sup>st</sup> – Dec. 31 <sup>st</sup> , 2023	Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.	Your rate will change on X date. We are here to support your transition to TOU.	Direct
<b>Phase 4</b> <b>Success &amp; Coaching</b> Jan. 1 <sup>st</sup> – April 30 <sup>th</sup> , 2024	Help customers understand how their rate works and encourage shifting usage to off-peak times.	Your new rate allows you to save money by shifting to off-peak times. Here are tips and tricks to help you save.	Direct
<b>Phase 5</b> <b>Summer Prep &amp; Coaching</b> May 1 <sup>st</sup> – Sept. 30 <sup>th</sup> , 2024	Prepare customers for the change in summer pricing and provide tools, tips, and resources to avoid summer peak usage.	Prices change in the summer, start preparing your home and family to avoid high usage during the summer.	Mass Awareness and Direct

# Phase 1 – Awareness Tactics

*Examples filed in June 2023*

# Campaign Website Landing Page

**Changes are coming in Missouri**  
Time-based plans are here

Starting in October, Missouri is moving to time-based rate plans, and Evergy is dedicated to supporting you throughout this transition. We're here to help you understand your new rate options, choose the plan that's best for your home and show you how to save money on your new plan.

**Why is Missouri changing?**  
Timing plays a crucial role in energy, especially when it comes to cost. As energy demand rises, the cost of generating electricity also increases. This usually happens during peak hours of 4-8 pm. During off-peak times (usually in the early morning and overnight) energy demand goes down, which means lower energy costs.

At the same time, reducing energy usage during high-demand times (like hot summer weekdays) also helps lower the strain on the energy grid. Together, we can embrace the change in Missouri to time-based rate plans and unlock the potential for savings while making a positive impact on our environment and energy grid.

**Making the switch**  
We're here to help you with the transition to time-based rates. Evergy's Missouri customers will switch to the Standard Peak Saver plan starting in October, unless you select one of the other three optional time-based rates. Make sure to select your plan before October or you'll default to the Standard Peak Saver plan.

To understand which time-based rate may be best for your household, visit your [personalized Rate Comparison Tool](#) (based on your past energy usage). You can switch between time-based rate plans at any time.

[Change My Rate](#)

**New Missouri time-based plans are here**  
Evergy is introducing four new time-based plans for you to choose from to comply with the change in Missouri. Customers who do not select a new plan before October, will be moved to the Standard Peak Saver plan.

**How time-based rate plans work:**  
Time-based rate plans charge a lower price for energy most of the day during off-peak hours, but a higher price for energy a few hours a day during the peak times of 4-8 pm. It's important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and early morning, to avoid paying a higher price for energy during the peak times. With time-based plans, it's important to avoid using large amounts of energy during the peak hours.

**Check out your new time-based plans...**

Standard Peak Saver | Peak Reward Saver | Nights & Weekends Saver | Nights & Weekends Max Saver

**Standard Peak Saver**

Summer Weekdays (Mon-Fri)

12 AM - 4 PM	\$0.08	4-8 PM	\$0.12	8 PM - 12 AM	\$0.08
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- Who's it for:** Everyday users. This is Evergy's standard default plan.
- Savings level:** Some energy shifting effort and flexibility needed during the summer (June-Sept)
- Tip:** Set your thermostat to avoid cooling during summer peak hours of 4-8 pm

This is our new standard rate plan that offers a discounted price for electricity 8 months out of the year but also has a peak price from 4-8 pm during the weekday summer months (June-September). To avoid paying a higher price for energy, it will be important to shift your large energy usage to mornings, overnight, or weekends in the summer. There is only a peak price during the summer months.

[Get More Details](#)

**KANSAS CUSTOMERS:** No action is needed on your part, Kansas customers don't need to choose a new plan, but optional time-based plans are still available if you're interested. [See your options >>](#)

**Frequently asked questions**

- Why is this change being made? +
- Who is affected? +
- What do I need to do? +
- Can I compare plans? +
- When does this plan take place? +
- How do I save money on a time-based plan? +
- Is this a rate increase? +
- Can I just stay on my existing plan? +
- How does this impact net metering customers? +

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To understand which time-based rate may be best for your household, visit your [personalized Rate Comparison Tool](#) (based on your past energy usage). You can switch between time-based rate plans at any time.

[Change My Rate](#)

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**Standard Peak Saver**

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[Get More Details](#)

**KANSAS CUSTOMERS:** No action is needed on your part, Kansas customers don't need to choose a new plan, but optional time-based plans are still available if you're interested. [See your options >>](#)

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- How does this impact net metering customers? +

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- How does this impact net metering customers? +



# Plan Webpages

**Standard Peak Saver**

Avoid peak hours on summer weekdays and pay about 25 less

Time-based rate plans

Standard Peak Saver - Annual Rates	Standard	Peak Saver
Summer (May 1 - Oct 31)	\$10.00	\$7.50
Winter (Nov 1 - Apr 30)	\$10.00	\$10.00
Year Total	\$20.00	\$17.50

**Peak Reward Saver**

All day, every day prices (with small differences between peak and off-peak times)

Adjust your thermostat

Peak Reward Saver - Annual Rates	Standard	Peak Reward Saver
Summer (May 1 - Oct 31)	\$10.00	\$8.50
Winter (Nov 1 - Apr 30)	\$10.00	\$10.00
Year Total	\$20.00	\$18.50

**Nights & Weekends Saver**

Lower prices at night and on weekends and pay about 25 less

Adjust your thermostat

Nights & Weekends Saver - Annual Rates	Standard	Nights & Weekends Saver
Summer (May 1 - Oct 31)	\$10.00	\$7.50
Winter (Nov 1 - Apr 30)	\$10.00	\$10.00
Year Total	\$20.00	\$17.50

**Nights & Weekends Max Saver**

Lower prices at night and on weekends and pay about 25 less

Adjust your thermostat

Nights & Weekends Max Saver - Annual Rates	Standard	Nights & Weekends Max Saver
Summer (May 1 - Oct 31)	\$10.00	\$7.50
Winter (Nov 1 - Apr 30)	\$10.00	\$10.00
Year Total	\$20.00	\$17.50

# Out of Home - Billboard

Audience: Mo Residential customers  
Date: June-October 2023



**Missouri is moving to  
time-based rate plans this fall.**

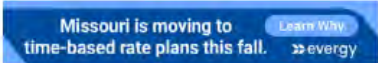
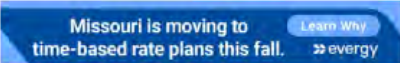
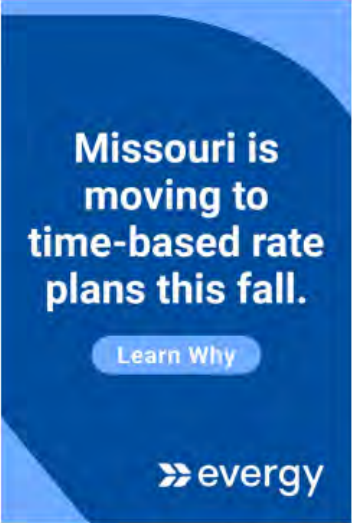
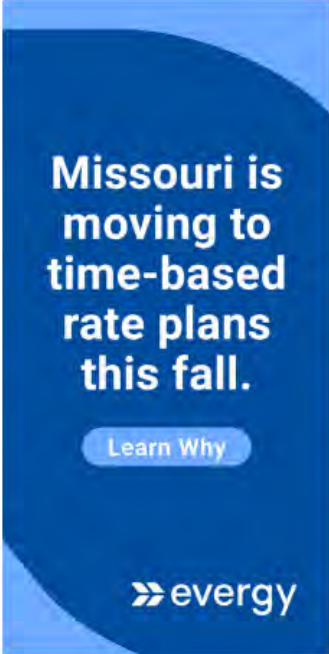
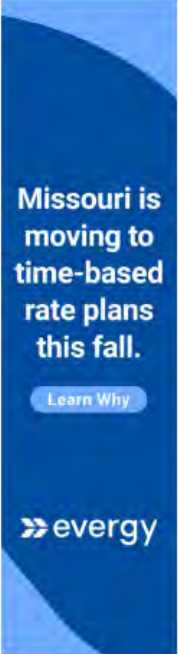
Learn more at [evergy.com/NewPlans](https://evergy.com/NewPlans)

 evergy

The billboard features a dark blue background with a light blue curved corner on the right side. The text is white and centered. The Evergy logo is positioned at the bottom center.

# Digital Banner Ads

## Awareness Ad



Audience: Missouri Residential customers  
Send Date: June-October 2023

# Print Advertising

## Newspaper Print Ad

Missouri Newspapers and Select Church bulletins  
Send Date: July 2023

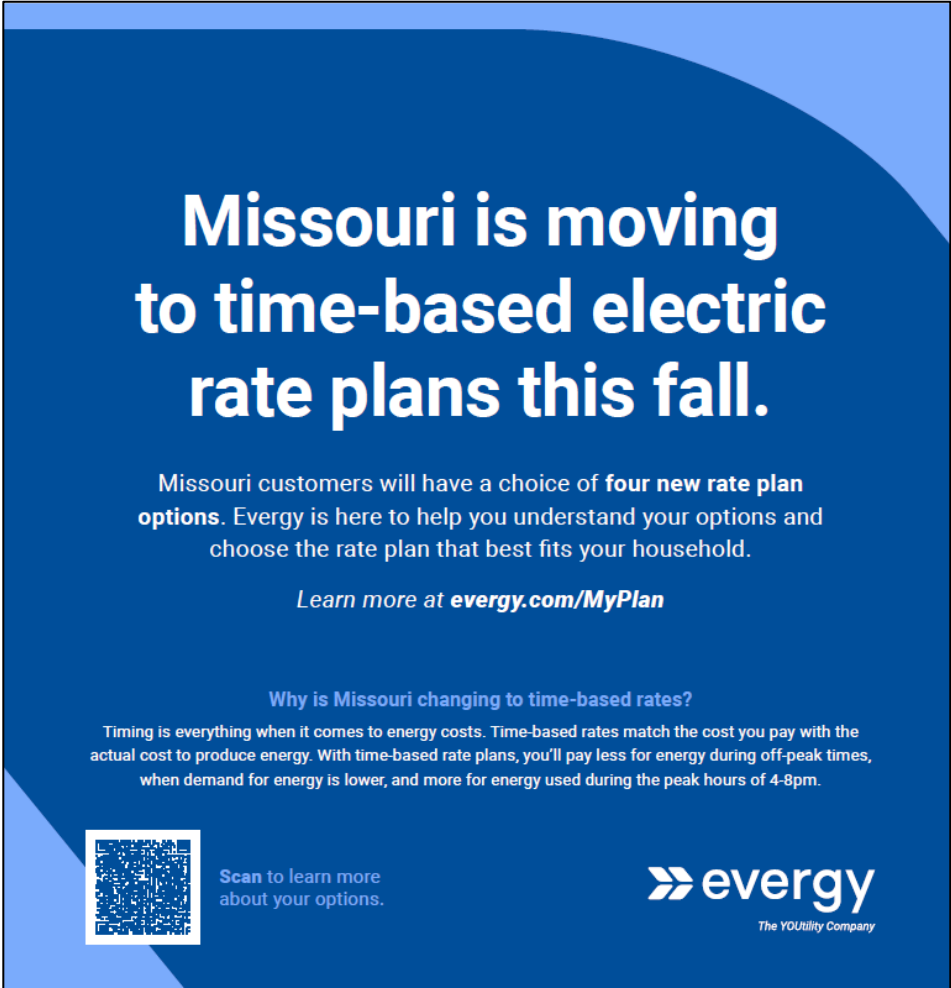
### Church Bulletin Ads



evergy

**Missouri is moving to  
time-based rate plans this fall.**

Pick your new plan by October at  
[evergy.com/PickPlan](https://evergy.com/PickPlan)



**Missouri is moving  
to time-based electric  
rate plans this fall.**

Missouri customers will have a choice of **four new rate plan options**. Evergy is here to help you understand your options and choose the rate plan that best fits your household.

*Learn more at [evergy.com/MyPlan](https://evergy.com/MyPlan)*

**Why is Missouri changing to time-based rates?**

Timing is everything when it comes to energy costs. Time-based rates match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8pm.



Scan to learn more  
about your options.

evergy  
The YOUtility Company



# Placed-Based Out of Home

(Located in places like grocery stores, laundromats, hair solans)

Audience: Mo Residential Customers  
Send Date: July - September 2023

In-Store Banner/Sign



**Missouri is moving to time-based electric rate plans this fall.**

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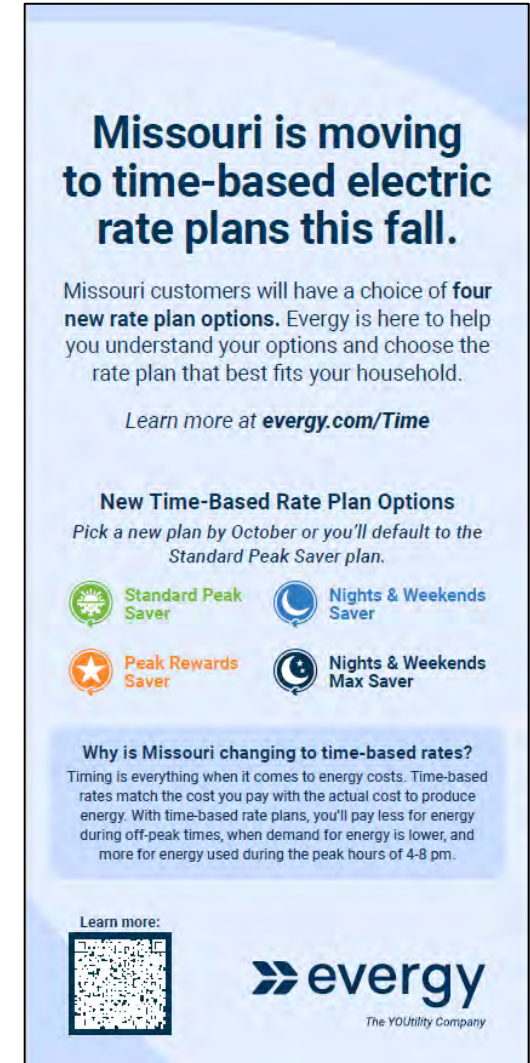
*Pick your new plan by October and learn more at [evergy.com/Time](https://www.evergy.com/Time)*

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Timing is everything when it comes to energy costs. Time-based rates match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.

Scan to learn more about your options. 

**evergy**  
The YOUtility Company

Take-One Brochure







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*Learn more at [evergy.com/Time](https://www.evergy.com/Time)*

**New Time-Based Rate Plan Options**  
*Pick a new plan by October or you'll default to the Standard Peak Saver plan.*

-  **Standard Peak Saver**
-  **Nights & Weekends Saver**
-  **Peak Rewards Saver**
-  **Nights & Weekends Max Saver**

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Learn more: 

**evergy**  
The YOUtility Company


# Billing Communication

July Bill Insert

**Missouri is moving to time-based rate plans this fall.**

This summer we will provide you with additional details about the change and how to pick an Evergy time-based rate plan that best fits your household. Watch for more information by mail and email soon.

Learn more at [evergy.com/TimePlans](https://evergy.com/TimePlans)



Audience: Mo Res with paperless billing  
Send Date: July 2023

July Bill Message

Customer Name: BENJAMIN A CUSTOMER  
Account Number: 1234567890

**Message Board**

Missouri is moving to time-based rate plans this fall. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and pay more for energy used during the peak hours of 4-8 pm. Learn more at [evergy.com/newplans](https://evergy.com/newplans).

Account Information


- Previous Utility
- Next Utility
- Phone
- Address
- Payment

**Why is Missouri changing to time-based rates?**

Timing is everything when it comes to energy costs. By switching to time-based rates, Missouri is working to match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8pm.

Watch for more information by mail and email soon.

Learn more and review your new plan options at [evergy.com/TimePlans](https://evergy.com/TimePlans)



**Exhibit A**

# Paid Social Posts

The image shows a Facebook post from the account 'Evergy'. The post text reads: 'By switching to time-based rates, Missouri is working to match the cost you pay with the actual costs to produce energy.' Below the text is a large blue graphic with white text that says 'Missouri is moving to time-based electric rate plans this fall.' The Evergy logo is at the bottom of the graphic. At the bottom of the post, there is a link to 'EVERGY.COM', the text 'Which plan is best for you? We have a tool for that!', and a 'Learn more' button.

Evergy  
Published by Lily Lungren · June 27 at 11:25 AM ·

By switching to time-based rates, Missouri is working to match the cost you pay with the actual costs to produce energy.

**Missouri is moving  
to time-based  
electric rate plans  
this fall.**

**evergy**

EVERGY.COM  
Which plan is best for you?  
We have a tool for that!

Learn more

Audience: Mo Residential customers  
Send Date: June-July 2023

# Phase 2 – Preparation and Action Tactics

*August*



# Billing Communication

## August Bill Insert

### It's time to choose your new time-based rate plan.

Missouri is changing how electric rate plans work this Fall, so Evergy has introduced four new rate plan options to fit your household needs.

If you have not selected a new plan by October, you will be moved to the Standard Peak Saver plan.

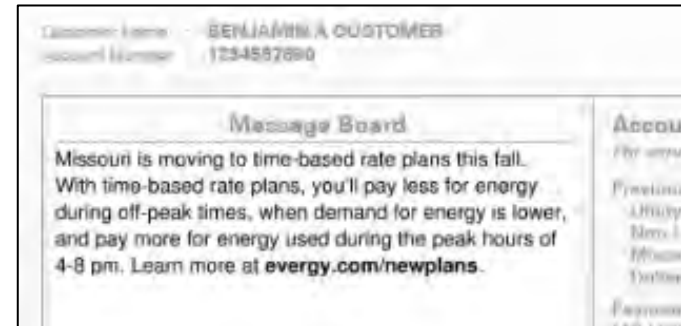
**Choose your new plan now!**

Select your time-based plan before October by going to [evergy.com/TimePlans](http://evergy.com/TimePlans)



Audience: Mo Res with paperless billing  
Send Date: August 2023

## August Bill Message



### Why is Missouri changing to time-based rates?

The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.

With time-based rate plans, you can take advantage of discounted off-peak pricing by shifting your larger appliance usage, like dishwashers and clothes drying, to off-peak hours.



# August Customer Postcard

Audience: All Missouri Residential Customers  
Send Date: August 7-15, 2023



**Missouri is moving to time-based electric rate plans this fall.**

*Choose your new plan by October or you'll be placed into the **Standard Peak Saver Plan.***

**It's time to choose your new time-based rate plan.**


**We're here to help:**  
To help you choose the best plan for your household, we have developed online tools and reports that analyze your energy usage and determine the plan that best fits your lifestyle.

*Coming Soon: Watch for your **Rate Education Report** arriving soon or visit our online **Compare My Rate** tool.*

Learn more at [evergy.com/SaverPlans](https://evergy.com/SaverPlans)





**Why is Missouri changing to time-based rates?**

The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during peak hours.




**Four new time-based rate plans – Choose by October**

With time-based rate plans, you can take advantage of discounted off-peak pricing by shifting your larger appliance usage, like dishwashers and clothes drying, to off-peak hours.

-  **Standard Peak Saver**  
*New Default Residential Rate*
-  **Peak Reward Saver**  
*Closest to the Current Standard Residential Rate*
-  **Nights & Weekends Saver**  
*Three Time Periods, Overnight and Weekend Discount*
-  **Nights & Weekends Max Saver**  
*Three Time Periods, Largest Difference in Price*

# August Newspaper Ad

Missouri Newspapers  
Send Date: August 2023




## It's time to choose your new time-based rate plan.

Eversource's Missouri customers will be automatically enrolled in the **Standard Peak Saver plan** if you don't choose one of the other three additional rate plan options before October.

Choose your plan now at [eversource.com/TimePlans](https://eversource.com/TimePlans)

Learn more:



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### Why is Missouri changing to time-based rates?

The Missouri Public Service Commission has ordered Missouri utilities, including Eversource, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during peak hours.

### How time-based rate plans work:


With time-based rates, you'll pay less for any energy used during the 20 off-peak hours. But when energy demand is high during peak hours, the cost for energy will be higher. It is important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and early morning, to avoid paying a higher price for energy during the peak times.

### We're here to help:


To help you choose the best plan for your household, we have developed online tools and reports that analyze your actual energy usage and determine the plan that best fits your lifestyle.

### Four new time-based rate plans – Choose by October


With time-based rate plans, you can take advantage of lower off-peak pricing by shifting your larger appliance usage, like dishwashers and clothes drying, to off-peak hours.




**Standard Peak Saver**  
*New Default Residential Rate*



**Peak Reward Saver**  
*Closest to the Current Standard Residential Rate*



**Nights & Weekends Saver**  
*Three Time Periods, Overnight and Weekend Discount*



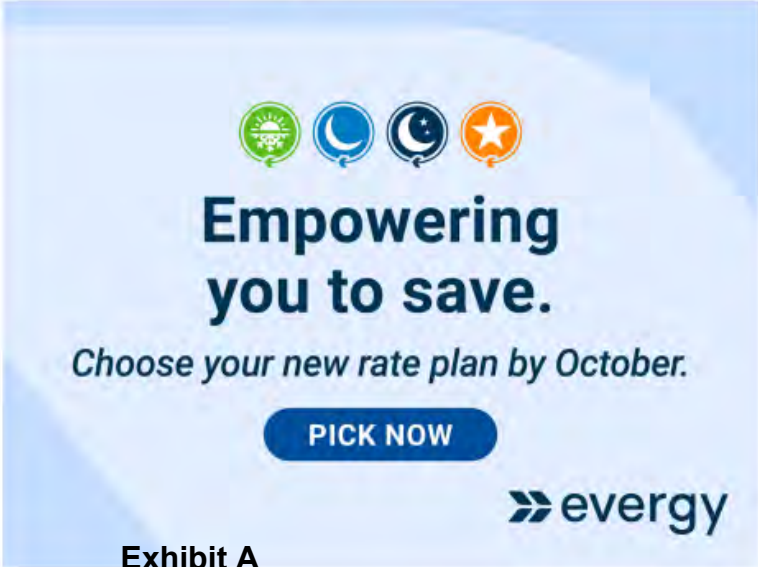
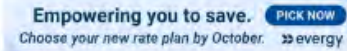
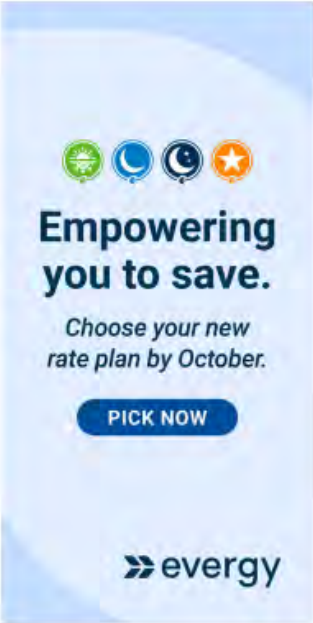
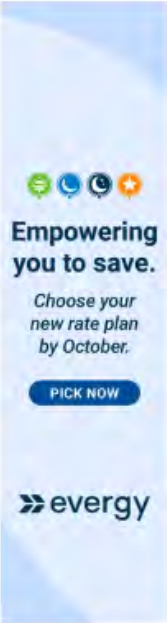
**Nights & Weekends Max Saver**  
*Three Time Periods, Largest Difference in Price*

**Exhibit A**  
**Page 21 of 51**



# Retargeting Digital Banner Ads

## Retargeting Ads - Message 1

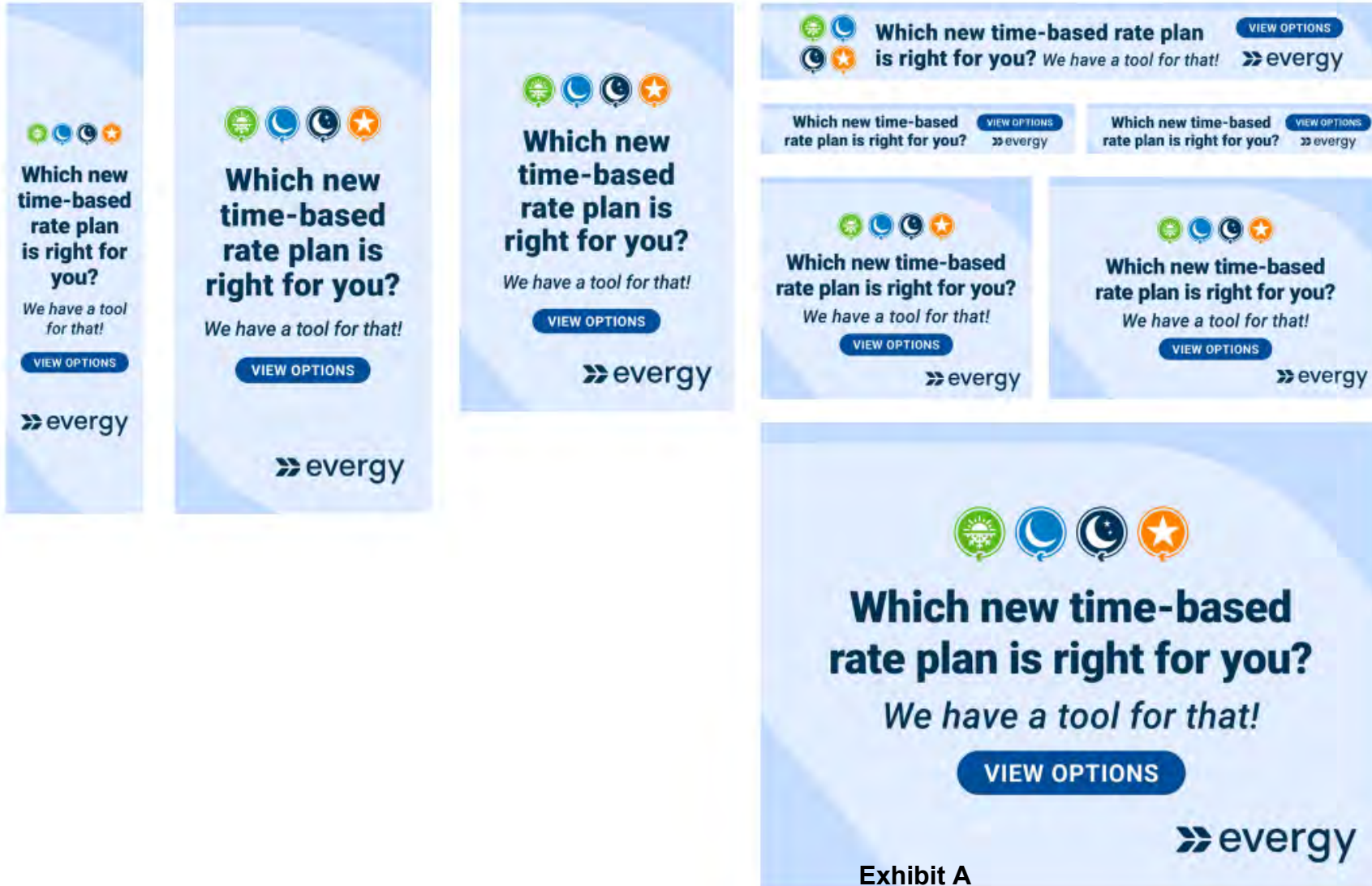


Digital banners  
Audience: anyone who went to  
evergy.com TOU pages  
Send Date: July – October 2023



# Retargeting Digital Banner Ads

## Retargeting Ads - Message 2



Digital banners  
Audience: anyone who went to  
evergy.com TOU pages  
Send Date: July – October 2023

# Cover Letter Insert in the Rate Education Reports



## Welcome to your Rate Education Report

Missouri is moving to time-based rate plans this fall, and Evergy is here to support you through this change. That's why we're sending you the attached Rate Education Report. This report uses your home's past energy usage data to estimate the costs of each new time-based rate plan. This report will help you understand the possible costs of each of the new plan options and how you might be able to save money by shifting energy usage to off-peak times.

**Select your plan by October!**  
Select your new plan before October by going to [evergy.com/PickMyRate](https://www.evergy.com/PickMyRate). If you have not selected a new plan by October, you will be moved to the Standard Peak Saver plan.

### Why is Missouri changing to time-based rates?

Timing is everything when it comes to energy costs. By switching to time-based rates, Missouri is working to match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.


With time-based rate plans, you can take advantage of discounted off-peak pricing by shifting your larger appliance usage, like dishwashers and clothes drying, to off-peak hours.

### How to read your Rate Education Report





The attached report estimates what your average monthly Evergy bill might be on each of the new time-based plan options, based on your home's last year of energy usage. Please note that this is only an estimate, and any changes in your home or household members could affect the estimated cost of each plan. Additionally, this estimate does not consider any shifting of your energy use to off-peak times, which could help lower your monthly energy costs.

### Questions about the plans or your estimated costs?

- Visit [evergy.com/My-Plans](https://www.evergy.com/My-Plans) for plan details and your personalized Rate Comparison.
- Talk with a rate plan specialist: 800-541-0407.
- Keep a look out for our weekly Rate Plan Coach emails, which provide a weekly breakdown of your energy usage and costs by time of day.



## Time-based Plans - Savings Tips

- **Delay running your dishwasher**  
Use your dishwasher timer to delay running it until after peak hours.
- **Adjust when you use your dryer**  
Electric dryers use more energy than washing machines, so you'll save even more money when you wait for 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 doesn't run as long during peak hours.
- **Be mindful of peak hours**  
Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

Letter with the Rate Education Paper Report  
Audience: All Missouri customers  
Send Date: August 15-31, 2023

# Rate Education Reports Paper Version

Audience: All Missouri customers  
Send Date: August 15-31, 2023



P.O. Box 416679, Kansas City, MO 64141

Rate Education Report  
March 21, 2023  
Account number XXXXXXX



Use this shortcut to choose your new rate plan! Scan the QR code.

## Choose a rate plan that works for your household

Missouri is changing how electric rate plans work to match the cost you pay with the actual cost to produce energy—and Evergy has responded with four new time-based rate plans for you to choose from. The good news is that you're estimated to save with the default Standard Peak Saver plan, which takes effect in **Month 2023**. Want to start saving sooner? Switch to the Standard Peak Saver plan now!

Learn more and select your new rate plan at [evergy.com/PlanDetails](https://www.evergy.com/PlanDetails).

**Make your selection today**  
If you don't select a new plan, you'll be enrolled in Standard Peak Saver starting **Month 2023**.



**Standard Peak**  
No Peak pricing for 8 months of the year

To save, shift your energy use away from weekday Peak hours in the summer (June – Sept.).



**Peak Reward**  
Earn discount credits

Keep your electricity use low during Peak hours and earn discount credits by using large appliances during Super Saver hours.



**Nights & Weekends**  
Lower overnight prices

To save, schedule your smart thermostat and large appliances to run during Saver and Super Saver hours.



**Nights & Weekends Max**  
Lowest overnight prices

To save, charge your EV overnight and set your large appliances to run during Super Saver hours.

## How do rate plans compare?

Estimated average monthly cost per plan (based on your historical usage)



Turn over to learn more →

## How can time-based plans work for you?

Small actions go a long way when it comes to shifting your energy use away from Peak hours. You'll save energy and money—while lessening the impact on the grid for everyone. Take simple steps like delaying running large appliances such as your dryer and dishwasher until Saver hours. Another great way to save is using a smart thermostat to automate your heating and cooling systems to run less frequently during Peak hours.



## What time should your household use energy based on new plans?

To make the most of your plan, do your best to make a habit of shifting energy use away from Peak hours (4 to 8 pm). See below for a breakdown of each rate plan's hours so you can find the one that works for your household.



**Choose your new plan today!**

Use this digital shortcut to choose your new plan today. Scan QR code.  
Or call 1-800-541-0407.

Learn more and select your new plan at [evergy.com/PlanDetails](https://www.evergy.com/PlanDetails).

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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# Rate Education Reports Email

**evergy** Account #177773728  
4999 WASHINGTON ST

## Choose your new rate plan

Missouri is changing how electric rate plans work to match the cost you pay with the actual cost to produce energy—and Evergy has responded with four new time-based rate plans for you to choose from. Each one offers saving opportunities when you shift energy use away from Peak hours (4 to 8 pm). Find a plan that's the best fit for your household!

[Explore My Options](#)

	<b>Standard peak</b> No peak pricing 8 months of the year	<b>\$95</b> /month <small>(\$4.00 more)</small>
	<b>Peak Reward</b> Earn discount credits	<b>\$104</b> /month <small>LEARN MORE</small>
	<b>Nights &amp; Weekends</b> Lower overnight prices	<b>\$103</b> /month <small>LEARN MORE</small>
	<b>Nights &amp; Weekends Max</b> Lowest overnight prices	<b>\$93</b> /month <small>LEARN MORE</small>
	<b>Your current plan</b> Discontinued starting October 2023	<b>\$106</b> /month

[Want to learn more? Compare your plan options now.](#)

## Make your selection today

If you don't select a new plan, you'll be enrolled in **Standard Peak Saver** starting October 2023.

[Select My Plan](#)

### What time should your household use energy based on new plans?

**Standard Peak Saver**  
-4x more \$

**Peak Reward**  
discount credit      extra charge

**Nights & Weekends**  
-6x more \$

**Nights & Weekends Max**  
-12x more \$

- Peak hours (\$\$\$)
- Saver hours (\$\$)
- Super Saver hours (\$)

Audience: All Missouri customers with emails  
Send Date: August 16-31st, 2023

### Why does it matter when I use electricity?

Electricity costs more to produce during Peak hours (4 to 8 pm). To spend less on electricity, shift usage away from these hours.


### How can time-based plans work for you?

Small actions go a long way when it comes to shifting your energy use away from Peak hours.

You'll save energy and money—while lessening the impact on the grid for everyone. Take simple steps like delaying running large appliances such as your dryer and dishwasher until Saver hours. Another great way to save is using a smart thermostat to automate your heating and cooling systems to run less frequently during Peak hours.

[Learn More](#)

# Customer Event Handout




## Missouri's Time-Based Rate Transition

*In October, customers will be moved to time-based rate plans*


Evergy's Missouri customers will be automatically enrolled in the **Standard Peak Saver plan** if you don't choose one of the other three additional rate plan options before October.

**Why is Missouri changing to time-based rates?**  
The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during peak hours.


**How time-based rate plans work:**  
With time-based rates, you'll pay less for any energy used during the 20 off-peak hours. But when energy demand is high during peak hours, the cost for energy will be higher. It is important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and early morning, to avoid paying a higher price for energy during the peak times. With time-based plans, it's important to avoid using large amounts of energy during peak hours.




**Standard Peak Saver**  
*New Default Residential Rate*



**Peak Reward Saver**  
*Closest to the Current Standard Residential Rate*








**Nights & Weekends Saver**  
*Three Time Periods, Overnight and Weekend Discount*



**Nights & Weekends Max Saver**  
*Three Time Periods, Largest Difference in Price*

**Time-Based Plans - Savings Tips**

-  **Delay running your dishwasher:** Use your dishwasher timer to delay running it until after peak hours.
-  **Adjust when you use your dryer:** Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.
-  **Adjust your thermostat to automate off-peak savings:** Adjust your thermostat so your heating/cooling system doesn't run as long during peak hours.
-  **Be mindful of peak hours:** Reduce large appliance energy consumption during peak hours of 4-8 pm when demand and costs are higher.





## Transición a tarifa basada en la hora de uso de Missouri

*En octubre, los clientes pasarán a planes de tarifas basadas en la hora de uso*

Los clientes de Evergy en Missouri quedarán inscritos automáticamente en el plan **Standard Peak Saver** si no se elige una de las otras tres opciones de planes de tarifas adicionales antes de octubre.

**¿Por qué se realiza el cambio a tarifas basadas en la hora de uso en Missouri?**  
La Comisión de Servicios Públicos de Missouri ha ordenado a los proveedores de servicios públicos de Missouri, incluido Evergy, que realicen la transición a planes obligatorios de tarifas basadas en la hora de uso. El objetivo de las tarifas basadas en la hora de uso es equilibrar los costos que se pagan con el costo real de producir energía. Con los planes de tarifas basadas en la hora de uso, pagará menos por la energía utilizada durante las horas de menor actividad, cuando la demanda de energía es menor, y más por la energía utilizada durante las horas de mas demanda.

**¿Cómo funcionan los planes de tarifas basadas en la hora de uso?**  
Con las tarifas basadas en la hora de uso, pagará menos por la energía utilizada durante las 20 horas de menor actividad. Pero cuando la demanda de energía es alta durante las horas de mas demanda, el costo de la energía será mayor. Es importante cambiar el uso de grandes electrodomésticos, como lavavajillas, secadoras y sistemas de calefacción y aire acondicionado, a horas de menor actividad, como durante la noche y a primera hora de la mañana, para evitar pagar un precio más alto por la energía durante las horas de mas demanda. Con los planes basados en la hora de uso, es importante evitar el uso de grandes cantidades de energía durante las horas de mas demanda.



**Standard Peak Saver**  
*Nueva tarifa residencial predeterminada*



**Peak Reward Saver**  
*El plan más cercano a la tarifa residencial estándar actual*



**Nights & Weekends Saver**  
*Tres períodos de tiempo; descuentos nocturnos y de fin de semana*



**Nights & Weekends Max Saver**  
*Tres períodos de tiempo; la mayor diferencia de precio*

**Planes basados en la hora de uso - Consejos para ahorrar**


-  **Retrase el uso del lavavajillas:** utilice el temporizador del lavavajillas para retrasar su uso hasta después de las horas pico.
-  **Ajuste la hora de uso de la secadora:** las secadoras eléctricas consumen más energía que las lavadoras, por lo que ahorrará aún más dinero si deja el secado de la ropa para las horas de menor actividad.
-  **Ajuste su termostato para automatizar los ahorros en las horas de menor actividad:** ajuste su termostato para que su sistema de calefacción/aire acondicionado no opere durante tanto tiempo durante las horas pico.
-  **Tenga en cuenta las horas pico:** reduzca el consumo de energía de los electrodomésticos grandes durante las horas pico, de 4:00 a 8:00 p. m., cuando la demanda y los costos son mayores.



# Weekly Energy Analysis Emails – Promotion Pod

## Non-TOU customer

**It's time to pick your new time-based rate plan!**




Missouri is moving to time-based rate plans in October. With time-based rate plans, you'll pay less for energy during off-peak times and more for energy used during peak hours.

Select your new plan by October: customers without a preference will be moved to our default Standard Peak Saver Plan.

[LEARN MORE AND PICK YOUR PLAN](#)

## Customers on TOU Pilot

**We have new time-based rate plan options!**



Your Time of Use Plan has been renamed to the Nights and Weekends Saver plan, and we are introducing three additional time-based rate plans. Your existing plan will remain the same, but we recommend exploring the new alternatives to see if any are more suitable for your household.

Visit our online Rate Comparison Tool to see which plan might be best for you.

[COMPARE PLANS](#)

Promotional pod in the weekly energy analysis emails  
Audience: ~300,000  
Send Date: August – October, 2023




# All Mo Customers: August Email

Subject: Missouri, it's time to pick your new rate plan

Audience: Mo Residential (excluding already on TOU, net metering, solar sub, non-AMI), ~400,000

Note: electric heat pod only shows for space heating customers

Send Date: August 2, 2023



## Introducing: Your New Rate Plans

### You may have heard: Missouri is moving to time-based rate plans this fall

The Missouri Public Service Commission has required utilities, including Evergy, to transition to mandatory time-based rate plans. In order to assist customers with this change, Evergy has four new time-based rate plans for you to choose from. These plans offer you the flexibility to select the plan that best fits your household's needs.

With time-based rates, you'll pay less for energy used during 20 off-peak hours a day, and more for energy used during a four-hour peak period.

It's important to pick your new plan by October. **If you decide not to choose one, you will be moved to the new default plan, the Standard Peak Saver.**

[Compare Plans](#)

### We're here to help

Evergy has introduced new four rate plan options, along with our [Rate Comparison Tool](#)\*, which shows your expected annual cost on each of the new plans, based on your past energy usage. In addition, we will send you weekly usage reports, to show which time of day you're using the most energy.

All Missouri customers are encouraged to compare the new plans and make a choice by October. If you decide not to choose one, then you will automatically change to the [Standard Peak Saver](#) plan.

Note that you don't have to keep the Standard Peak Saver plan after October. You can change to one of the four new plans anytime.

See [more details on the Missouri changes](#), and what they mean for you.

### Why is Missouri changing?

Timing plays a crucial role in the cost of energy, which is why [Missouri is changing](#). As the demand for energy rises, so does the cost of producing electricity, resulting in "peak" and "off-peak" times.

During off-peak times, the demand for energy decreases, resulting in lower energy costs. By shifting your large-appliance use—like running the dishwasher and doing laundry—to off-peak times, you'll potentially save both energy and money on these new plans. With time-based rates, you'll pay less for energy most of the time.

According to our analysis, time-based rate plans may result in a small annual savings for most customers, depending on the season and household.


### A note about electric heating

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

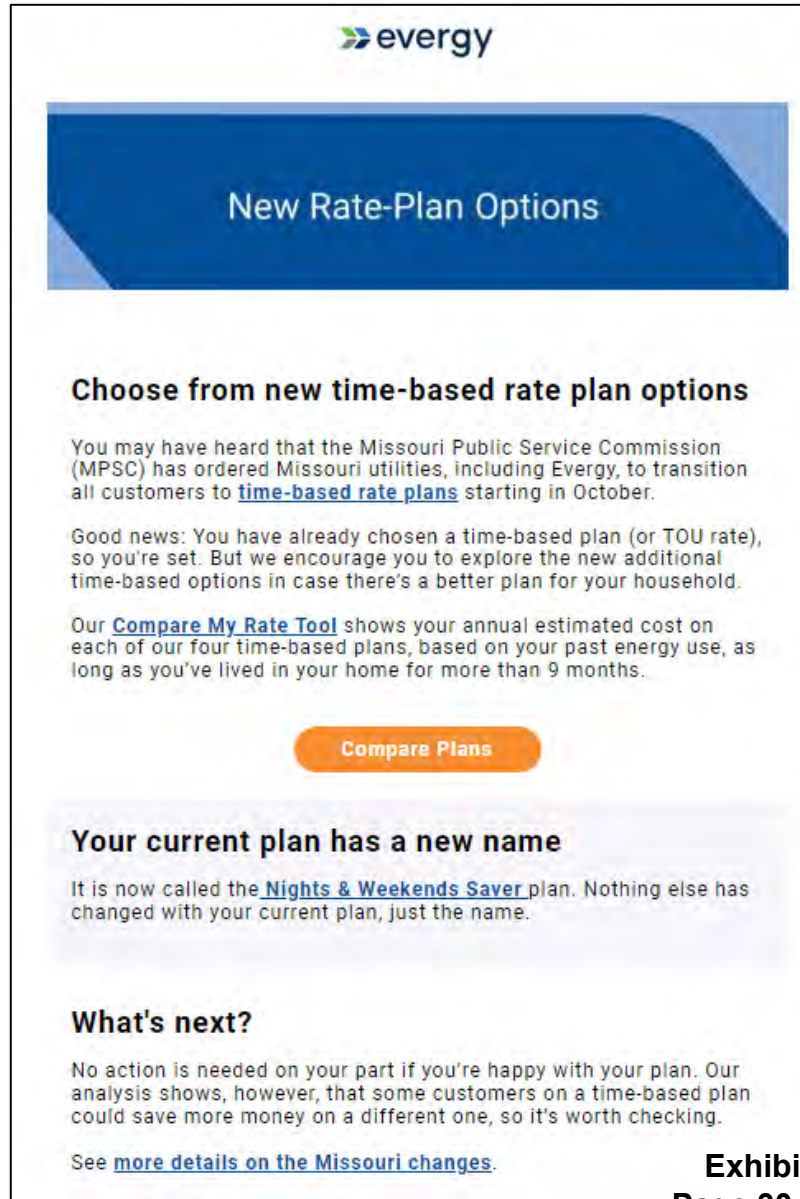
You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool will not yet have enough data to provide cost estimates. Please view each rate description to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407

 [Download the Evergy app](#)

**The YOUtility Company**

# Pilot TOU Customers: August Email



The screenshot shows an email from Evergy with the following content:

**evergy**

## New Rate-Plan Options

### Choose from new time-based rate plan options

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

Good news: You have already chosen a time-based plan (or TOU rate), so you're set. But we encourage you to explore the new additional time-based options in case there's a better plan for your household.

Our [Compare My Rate Tool](#) shows your annual estimated cost on each of our four time-based plans, based on your past energy use, as long as you've lived in your home for more than 9 months.

[Compare Plans](#)

### Your current plan has a new name

It is now called the [Nights & Weekends Saver](#) plan. Nothing else has changed with your current plan, just the name.

### What's next?

No action is needed on your part if you're happy with your plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking.

See [more details on the Missouri changes](#).

Subject: Are you on the best plan for your home

Audience: Mo Residential that are already on a TOU plan prior to Jan 1, 2023, ~8,000

Note: electric heat pod only shows for space heating customers

Send Date: August 2, 2023

### What's next?

No action is needed on your part if you're happy with your plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking.

See [more details on the Missouri changes](#).

### A note about electric heating

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.



Download the Evergy app



## Introducing: Your New Rate Plans

### New plans are here

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

To support customers in this change, four new rate plans have been created to reflect the actual cost of energy, which varies throughout the day depending on demand.

Please look for your Rate Education Report, coming to you by postal mail in August, which will contain more information on your home's energy use, along with which new rate plan will be best for your home.

### What does this mean for me?

This means that all customers now have the opportunity to select from four new plans, designed to provide lower prices for the majority of the day. However, it's important to choose a plan by October. If no selection is made by that time, you will be moved to the [Standard Peak Saver plan](#).

Keep in mind that this may not be the most cost-effective option for your specific needs. We recommend you explore your rate-plan options with our [Rate Comparison Tool](#) and make an informed choice before the October deadline.

[Compare Plans](#)

### How do I change my plan?

If you need help, we are here to assist you.

- [Change your plan online](#) before October
- Call our special hotline at **1-800-541-0407** from 7 am to 5 pm Monday through Friday
- In Kansas City, stop by our [Connect Center](#) for in-person assistance

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to save the most on these new plans.

See [more details on the Missouri changes](#), and what they mean for you.

# Seniors & Low Income: August Email

## A note about electric heating

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.

## Suggestions to save on time-based plans

By shifting some of your energy use to off-peak times, you can pay lower rates of 75% or more compared to peak times. The more you shift, the more you save.

### Laundry

- Wash clothes on cold. They get just as clean and save energy
- Run your dryer after 8 pm on weekdays, or on weekends

### Dishwashing

- Run full loads and wait until after 8pm on summer weekdays

### Heating and cooling

- Adjust your thermostat to cool your home a few degrees lower before peak hours begin to delay using the AC when energy is more expensive.
- In winter, warm your home a few extra degrees before peak hours begin.

You can also check out this chart to understand which appliances tend to use the most electricity in your home.

[Energy Use Chart](#)

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool will not yet have enough data to provide cost estimates. Please view each rate description to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407

Subject: This Fall: New rate plan options

Audience: Mo Residential seniors and low income, ~70,000

Note: electric heat pod only shows for space heating customers



Send Date: August 10, 2023



Exhibit A  
Download the Evergy app  
Page 31 of 51

# Non Saver: August Email

[Can't see images? View online.](#)



## Missouri Rate Update

### Missouri makes changes to rate plans for Energy customers

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

While many customers, based on their current usage, are expected see a modest reduction on their energy bill, others will not. Those customers will need to offset the increased costs by shifting the use of large appliances away from the peak hours (just four hours per day and never on weekends), when energy costs will be highest.

#### Impact to your home

Based on your past usage history, time-based plans may increase your overall energy bill if you don't make some effort to shift energy usage to the 20 hours of the day when energy will cost less.

#### What you can do

By October, choose one of the four time-based plans that will be least expensive for you, based on how you currently use energy. Our [Rate Comparison Tool](#) shows you what you would pay on each of the four new plans, based on 9 months of your prior usage.

[Choose Now](#)

#### We're here to help

If you need help choosing a plan, we have a special hotline to help from 7am to 5pm Monday through Friday: **1-800-541-0407**. Or you can visit us in person at our [Evergy Connect location](#).

Lastly, once you sign up for your new plan, you'll receive tips and strategies to avoid higher costs.

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to save the most on these new plans.

See [more details on the Missouri changes](#), and what they mean for you.

### A note about electric heating

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.

### Suggestions to save on time-based plans

By shifting some of your energy use to off-peak times, you can pay lower rates of 75% or more compared to peak times. The more you shift, the more you save.

#### Laundry

- Wash clothes on cold. They get just as clean and save energy
- Run your dryer after 8 pm on weekdays, or on weekends

#### Dishwashing

- Run full loads and wait until after 8pm on summer weekdays


#### Heating and cooling

- Adjust your thermostat to cool your home a few degrees lower before peak hours begin to delay using the AC when energy is more expensive.
- In winter, warm your home a few extra degrees before peak hours begin.

You can also check out this chart to understand which appliances tend to use the most electricity in your home.

[Energy Use Chart](#)

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool will not yet have enough data to provide cost estimates. Please view each rate description to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407




Download the Evergy app

Subject: Important updates regarding your Evergy rate plan  
Audience: Mo Residential who are not expected to save on a new TOU plan,  
Note: electric heat pod only shows for space heating customers  
Send Date: August 14, 2023



# Net Metering: August Email



## Your New Rate Plan

### Get to know your new plan

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

As a participant in our Net Metering program, your rate plan will change to the new Peak Reward Saver plan this fall.

**Peak Reward Saver**

#### No changes to your net-metering agreement

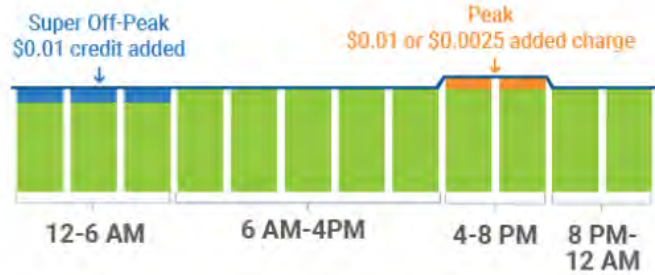
Although your plan is changing, your net-metering agreement is not. Just as now, the energy you generate will continue to offset your bill.

Also unchanged from your current agreement is the purchase of excess energy over and above what you use per billing cycle. This energy will continue to be purchased at the Cost of Fuel rate.

The [Peak Reward Saver plan](#) is similar to your current plan in that it is a tiered plan, with prices that change based on the amount of energy used, and with variation in summer and winter.

Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. This means that any energy received from your system during those peak times could provide even greater savings.

Subject: Your new rate plan is coming soon  
Audience: Net-metering ~6,000  
Note: electric heat pod only shows for space heating customers  
Send Date: August 25<sup>th</sup>




Super Off-Peak  
\$0.01 credit added





Peak  
\$0.01 or \$0.0025 added charge

12-6 AM      6 AM-4PM      4-8 PM      8 PM-12 AM


### What's next?

No action is needed on your part. Beginning with your October bill cycle, your new plan will be in effect.

 **Download the Evergy app**

# Solar Subscription: August Email



**Your New Rate Plan**

## Plan changes in Missouri

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

As a participant in our Solar Subscription program, your rate plan will change to the new Peak Reward Saver plan this fall.

**Peak Reward Saver**

The [Peak Reward Saver plan](#) is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in summer and winter.

Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. There is also a one-cent discount on energy used between midnight and 6 am.

Subject: Your new rate plan is coming soon  
Audience: Solar Subscription Customers ~900  
Note: electric heat pod only shows for space heating customers  
Send Date: August 23<sup>rd</sup>

## What's next?

No action is needed on your part. Beginning with your October bill cycle, your new plan will be in effect.

## Can I pick one of the other time-based plans?

You may have heard that additional time-based plans are available to Missouri customers.

Currently, the Peak Reward Saver plan is the only plan compatible with Solar Subscription. However, we will reach out as other plan choices become available.

**Exhibit A**

# Phase 2 – Preparation and Action Tactics

*September*

# Billing Communication

September Bill Insert

## Missouri's Time-Based Rate Transition

*In October, customers will move to time-based rate plans*

Evergy's Missouri customers will be automatically enrolled in the **Standard Peak Saver plan** if you don't choose one of the other three additional rate plan options.

### Choose your new plan now!

Select your time-based plan **before October** by going to [evergy.com/TimePlans](https://evergy.com/TimePlans)



Audience: Mo Res with paperless billing

Send Date: September 2023

### Why is Missouri changing to time-based rates?

The Missouri Public Service Commission has ordered Missouri utilities, including Evergy, to transition to mandatory time-based rate plans. The goal of time-based rates is to match the costs you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy used during off-peak times, when demand for energy is lower, and more for energy used during peak hours.

### How time-based rate plans work:

With time-based rates, you'll pay less for any energy used during the 20 off-peak hours. But when energy demand is high during peak hours, the cost for energy will be higher. It is important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and early morning, to avoid paying a higher price for energy during the peak times.

**Exhibit A**

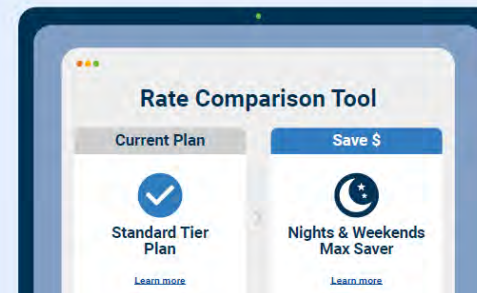
**Page 36 of 51**

## Which plan is right for your household? We have a tool for that!

Visit our online Rate Comparison Tool\* to see which plan may be best for your home based on your past usage history.

Visit [evergy.com/TimePlans](https://evergy.com/TimePlans)

\*At least 9 months of usage history at your current home is needed to use the Rate Comparison Tool.





# Customer Postcard - September

Audience: Mo Residential (excluding already on TOU, net metering, solar sub)  
~450,000  
Send Date: September 15-20, 2023

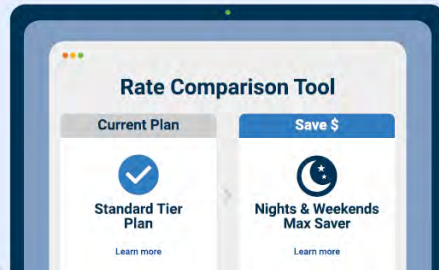


## It's time to pick your new time-based rate plan.

Four new plan options. Which plan is right for your household? **We have a tool for that!**

Visit our online Rate Comparison Tool to see which plan may be best for your home based on your past usage history.

Visit [evergy.com/TimePlans](https://www.evergy.com/TimePlans)



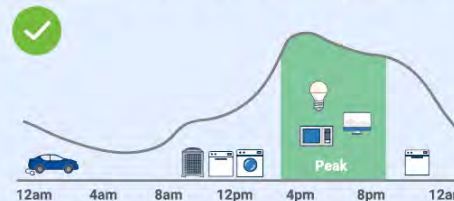
### Your current rate plan will be changing in October.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission, which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

### Why is Missouri moving to time-based plans?

When there is a high demand for energy during peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

*Shift a few of your major appliances, like the dishwasher or dryer, to off-peak times to save on your energy costs. It's ok to use appliances that use less energy, like lights and computers.*



### How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



#### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



#### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for 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 doesn't run as long during peak hours.



#### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

### Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan program (sometimes called Level Payment or Budget Billing) and you can still be on Average Pay with these new rates.

# Electric Heat Customers: September Letter



## It's time to select your new time-based rate plan.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

With time-based rate plans, you'll pay less for energy than you do today during 20 off-peak hours a day, but when energy demand is high during the peak hours of 4-8 pm, the cost for energy will be higher. With this change to time-based rates, it will be important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

In order to assist customers with this change, Evergy has developed four new time-based rate plans for you to choose from. It's important to select your new plan by October. If you decide not to choose a new plan, you'll be moved to the new default plan, the Standard Peak Saver starting in October.

Visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans) or call 1-800-541-0407 to learn more about the plan options and to select your new plan.

We invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report\* that arrived by mail in August to see which plan best fits your household based on your past energy usage.

### An important note about your old rate plan

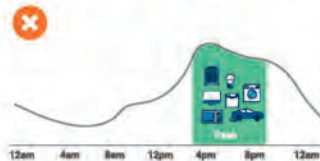
As part of the new mandate from the MPSC, your current All-Electric rate plan (or electric space heating rate) is being discontinued. Your old plan offered a discounted rate in the winter for electric space heating customers, which is no longer offered. Due to this change, customers with electric heat may experience more impact moving to time-based rate plans, making it especially important to understand your home energy usage, and shift large appliance usage, like doing laundry and running the dishwasher, to off-peak times.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool and Rate Education Report is not yet available for your location. Please view the rate descriptions to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407.

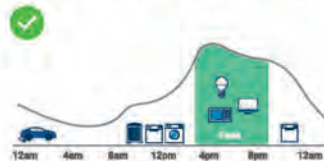
## Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

Don't use all your major appliances during the peak hours when energy costs are higher.



Do shift a few of your major appliances to off-peak times to save on your energy costs.



## How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for 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 doesn't run as long during peak hours.



### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

## Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

Audience: Customers on the Space Heating Rate ~103,749  
Send Date: September 5-15, 2023



# Net Metering Customers: September Letter

Audience: Customers on the Net Metering Rate ~6,766  
Send Date: September 5-15, 2023



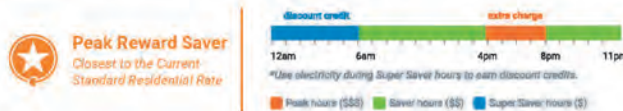
## Your new time-based rate plan is coming soon.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

As a participant in our Net Metering program, your rate plan with Evergy will change to the Peak Reward Saver plan in October.

The Peak Reward Saver plan is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in the summer and winter. Additionally, on the Peak Reward Saver plan, the time of day you use energy can also make a difference, with a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm, and a corresponding one-cent bill reward credit during off-peak hours of midnight to 6 am every day.

The Peak Reward Saver plan is the only plan currently available for Net Metering customers.



### What's next?

This letter is to inform you of the upcoming change, but no additional action is needed from you. Beginning with your October bill cycle, your energy will be billed on the Peak Reward Saver Plan. If you have question, contact our Time-Based Rate Plan Hotline at 1-800-541-0407 or visit [evergy.com/SaverPlans](http://evergy.com/SaverPlans).

## Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

## Why can't I pick one of the other time-based rate plans?

The MPSC has ordered that Net Metering customers move to the Peak Reward Saver plan. This is partly due to Missouri state statute that specifies how net metering is to be calculated and when it is to be available. The Peak Reward Saver plan is currently the only rate plan that meets the Missouri statute criteria.

## Are there changes to my net metering agreement?

Although your rate plan is changing, your net metering agreement is not. Just as now, Evergy will purchase energy from you at the Cost to Fuel rate.

## How to save on the Peak Reward Saver plan.

This plan is very similar to your current rate, but you can save money by shifting some energy to overnight times. You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for 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 doesn't run as long during peak hours.



### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

## Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

# Low Income and Seniors: September Letter



## Your current rate plan will be changing.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

To meet the new requirement, Evergy will move you to our new **Standard Peak Saver plan in October**. No action is needed on your part.

### How does the Standard Peak Saver plan work?

- **October through May:**  
During these months, the cost for energy will be lower all day, every day. It's especially lower during super off-peak times from midnight to 6 am.
- **June through September:**  
During these summer months, the cost for energy is highest during peak hours of 4-8 pm Monday - Friday. All other times the cost for energy is lower than you pay today.

**Tip:** To save on your energy bill with this new plan, try to limit the use of large appliances, like the clothes dryer or dishwasher, during the summer months from 4-8 pm Monday through Friday. With this change to time-based rates, it will be important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

### Want a different rate plan?

Evergy has three other time-based rate plans, including our new Peak Reward Saver plan, which is similar to the plan you have today. If you want to switch to one of these other rate plan options or learn which one might be best for your household, we invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report\* that arrived by mail in August to see which of the other plan options may be best.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool and Rate Education Report is not yet available for your location. Please view the rate descriptions to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407

## We're here to help!

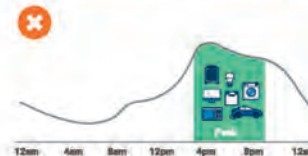
We know rate plans can feel confusing. If you need help, we are here to assist you.

- **Give us a call:** 1-800-541-0407 from 7 am to 5 pm Monday through Friday
- **Visit us in-person:** Evergy Connect from 9 am to 4 pm Monday through Friday  
1710 The Paseo Blvd., Kansas City, MO 64108
- **Visit us online:** [evergy.com/SaverPlans](http://evergy.com/SaverPlans)

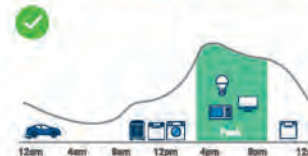
## Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

Don't use all your major appliances during the peak hours when energy costs are higher.



Do shift a few of your major appliances to off-peak times to save on your energy costs.



## How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for 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 doesn't run as long during peak hours.



### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

## Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing). **Exhibit A** can still be on Average Pay with these new rates.

Audience: Customers identified as lower income or a senior ~187,293  
Send Date: September 5-15, 2023



# Non-Digital Customers: September Letter



## It's time to select your new time-based rate plan.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission, which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

With time-based rate plans, you'll pay less for energy during 20 off-peak hours a day, but when energy demand is high during the peak hours of 4-8 pm, the cost for energy will be higher. With this change to time-based rates, it will be important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

In order to assist customers with this change, Evergy has four new time-based rate plans for you to choose from. It's important to **select your new plan by October**. If you don't select a new plan, you'll be moved to the new default Standard Peak Saver plan starting in October.

Visit [evergy.com/SaverPlans](https://www.evergy.com/SaverPlans) or call **1-800-541-0407** to learn more about the plan options and to select your new plan.

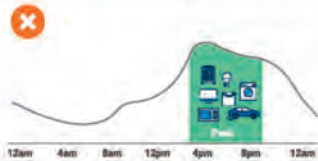
We invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report\* that arrived by mail in August to see which plan best fits your household based on your past energy usage.

## Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool and Rate Education Report is not yet available for your location. Please view the rate descriptions to choose a plan, or call our Time-Based Plan Hotline for assistance: 1-800-541-0407.

Don't use all your major appliances during the peak hours when energy costs are higher.



Do shift a few of your major appliances to off-peak times to save on your energy costs.



## How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for 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 doesn't run as long during peak hours.



### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

## Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

Audience: Customers identified at non-digital ~32,708

Send Date: September 5-15, 2023

# Solar Subscription Customers: September Letter

Audience: Customers on Solar Subscription Program ~700  
Send Date: September 5-15, 2023



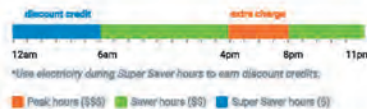
## Your new time-based rate plan is coming soon.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans. That means what you pay for energy will be aligned with the cost to produce it. This is not a rate increase, and the new time-based rate plans provide less expensive energy most of the day.

As a participant in our Solar Subscription program, the portion of your energy bill from the solar program will not change, but any non-solar energy will be billed on the new **Peak Reward Saver plan**.

The Peak Reward Saver plan is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in the summer and winter. Additionally, on the Peak Reward Saver plan, the time of day you use energy can also make a difference, with a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm, and a corresponding one-cent bill reward credit during off-peak hours of midnight to 6 am every day.

The Peak Reward Saver plan is the only plan currently available for Solar Subscription program customers.



## What's next?

This letter is to inform you of the upcoming change, but no additional action is needed from you. Beginning with your October bill cycle, your non-solar energy will be billed on the Peak Reward Saver Plan. If you have questions, contact our Time-Based Rate Plan Hotline at 1-800-541-0407 or visit [evergy.com/SaverPlans](https://www.evergy.com/SaverPlans).

## Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

## How to save on the Peak Reward Saver plan.

This plan is very similar to your current rate, but you can save money by shifting some energy usage to overnight times. You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for 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 doesn't run as long during peak hours.



### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

## Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.



# TOU Pilot Customers: September Letter



## Evergy now has more time-based rate plan options.

You may have heard that Missouri is moving to new time-based rate plans this fall. The Missouri Public Service Commission (MPSC), which regulates Evergy, has required some utilities to transition to time-based rate plans starting in October.

Good news! You're already on a time-based rate plan (or TOU plan), so you're set. But we encourage you to explore the new additional time-based options in case there's a better plan for your household.

Our online Rate Comparison Tool shows your annual estimated cost on each of the four time-based plan options, based on your past energy usage, as long as you've lived in your home for more than 9 months. We invite you to use the personalized online tool or read your Rate Education Report\* that arrived by mail in August to see which plan may best fit your household.

### Your current plan has a new name

You were an early adopter of time-based plans, nice work! We have updated the name of your current plan and it is now called the **Nights & Weekends Saver plan**. Nothing else has changed with your current plan, just the name.

### What's next?

No action is needed on your part if you're happy with your current plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking out.

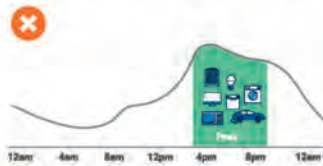
Visit [evergy.com/SaverPlans](https://www.evergy.com/SaverPlans) or call **1-800-541-0407** to learn more about the plan options and to select your new plan.

\*Note: If you have lived in your current home less than 9 months, the Rate Comparison Tool and Rate Education Report is not yet available for your location. Please view the rate descriptions to choose a plan or call our Time-Based Plan Hotline for assistance: 1-800-541-0407.

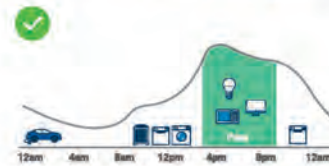
## Why is Missouri moving to time-based plans?

Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, you'll pay less for energy during the off-peak times, which are most of the time, and more during the few peak hours.

**Don't use all your major appliances during the peak hours when energy costs are higher.**



**Do shift a few of your major appliances to off-peak times to save on your energy costs.**



## How to save on time-based plans.

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak hours when the cost of energy is lower. For example...



### Delay running your dishwasher

Use your dishwasher timer to delay running it until after peak hours.



### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for 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 doesn't run as long during peak hours.



### Be mindful of peak hours

Reduce energy consumption during peak hours of 4-8 pm when demand and costs are higher.

## Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our Average Payment Plan (sometimes called Level Payment or Budget Billing) program and you can still be on Average Pay with these new rates.

Audience: Customers who participated in the TOU Pilot Program ~7,000  
Send Date: September 5-15, 2023

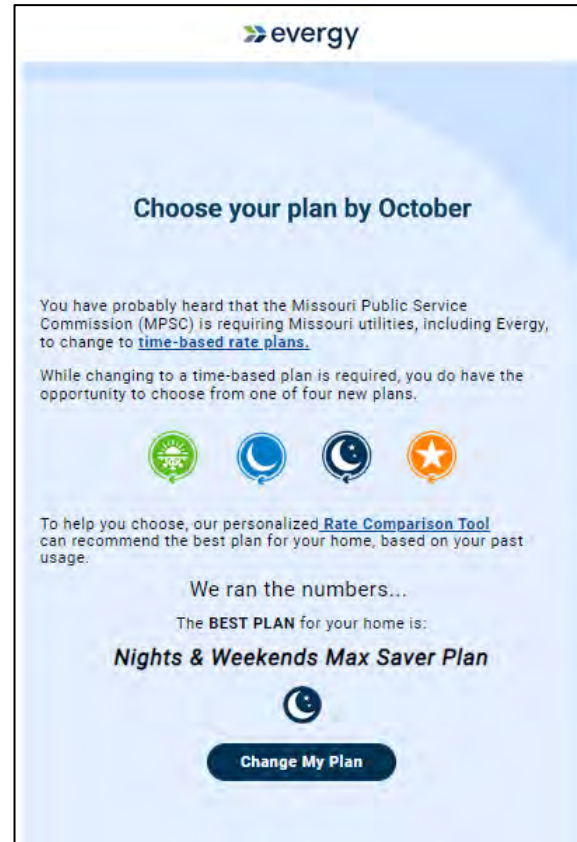
# All MO: September Email

Subject: Action Needed: It's time to choose your new plan

Audience: Mo Residential (excluding already on TOU, net metering, solar sub, non-AMI), ~320,000

Note: electric heat pod only shows for space heating customers.

Send Date: September 11-13, 2023



**evergy**

## Choose your plan by October

You have probably heard that the Missouri Public Service Commission (MPSC) is requiring Missouri utilities, including Evergy, to change to [time-based rate plans](#).

While changing to a time-based plan is required, you do have the opportunity to choose from one of four new plans.

To help you choose, our personalized [Rate Comparison Tool](#) can recommend the best plan for your home, based on your past usage.

We ran the numbers...

The **BEST PLAN** for your home is:

**Nights & Weekends Max Saver Plan**

[Change My Plan](#)

### How does the Rate Comparison Tool work?

This personalized [Rate Comparison Tool](#) takes 9-12 months of your historical usage data, applying that information to the rates of the four new time-based plans.

You'll see an estimate of what your Evergy bill would be on each of the four plans, based on your home's last year of energy usage. This estimate does not consider any shifting of your energy use to off-peak times, which could help lower your energy costs.





To use this customized rate tool, you'll first log into your [online Evergy account](#). If you don't yet have an account, you can easily create one with the Evergy account number shown on your bill.

### Pick a plan that fits your home

Each of the four plans has various peak and off-peak pricing periods. On all plans, you can avoid the higher energy costs during peak hours by shifting large appliance use to off-peak periods.

If you are willing to make a bigger effort to shift usage, plans with the largest price difference can potentially save you more.


Here are the four plans in order of the lowest difference in cost between peak and off-peak hours, and the largest difference.

-  [Peak Reward Saver](#)  
Closest to the current standard residential rate, with the lowest price difference between time periods
-  [Standard Peak Saver](#)  
This is our default residential rate plan if you don't choose a plan by October
-  [Nights & Weekends Saver](#)  
Three time periods with different prices, with an overnight and weekend discount
-  [Nights & Weekends Max Saver](#)  
Three time periods with different prices, with the highest difference in prices between time periods

### What happens if I don't choose?

If you don't decide to switch to one of the new plans, you'll be automatically enrolled in the default rate plan, the [Standard Peak Saver](#).

We encourage you to [check out all the plans](#) in case there's a better one for your household.



### How well do you know your home?

You can avoid higher peak-hour prices by spreading your energy use throughout the day, especially when it comes to larger appliances.

Using your laundry machines during off-peak hours, for example, can cost less. But smaller items, like hair dryers or cell-phone charging, won't make much difference.

[Appliance Chart](#)

You can get personalized information about your home's energy use with our [Energy Analyzer tools](#).


### A note about electric heating

As part of the new mandate from the MPSC, your promotional All-Electric rate plan is being discontinued, and these new time-based plans may impact your home this winter (depending on the weather). There are steps you can take to reduce that possibility.

- Plan to shift some of your large-appliance usage, like laundry and dishwashing, to off-peak times.
- Take time now to seal window leaks, install draft stoppers, and replace any dirty furnace filters.
- Pre-heat your home during the day, taking advantage of lower daytime rates.

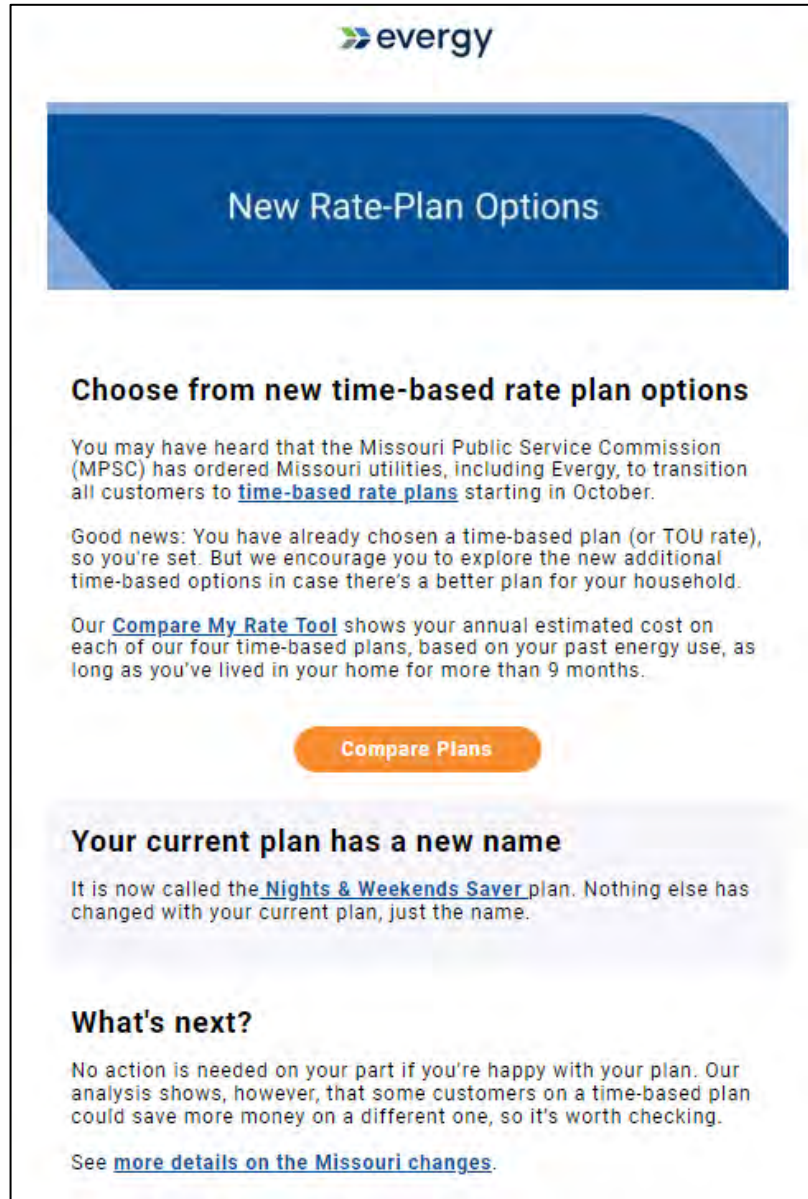
The most important tip? Choose the right rate plan. Use our tool to compare last year's usage to what you would have spent on each of the four new plans. Then simply choose the most cost-effective plan.

[Compare Plans](#)

 [Download the Evergy app](#)



# Pilot TOU Customers: September Email



The screenshot shows an email from Evergy with the subject 'New Rate-Plan Options'. The email content includes:

- Choose from new time-based rate plan options**

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

Good news: You have already chosen a time-based plan (or TOU rate), so you're set. But we encourage you to explore the new additional time-based options in case there's a better plan for your household.

Our [Compare My Rate Tool](#) shows your annual estimated cost on each of our four time-based plans, based on your past energy use, as long as you've lived in your home for more than 9 months.

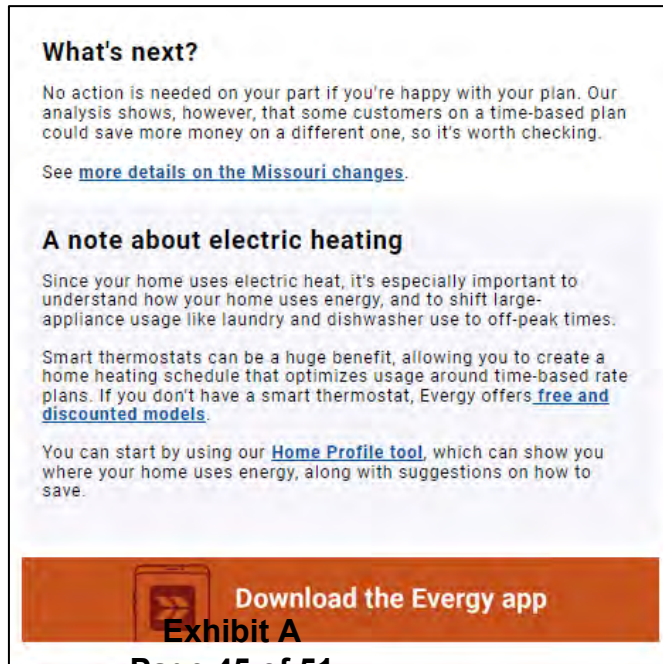
[Compare Plans](#)
- Your current plan has a new name**

It is now called the [Nights & Weekends Saver](#) plan. Nothing else has changed with your current plan, just the name.
- What's next?**

No action is needed on your part if you're happy with your plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking.

See [more details on the Missouri changes](#).

Subject: Are you on the best plan for your home  
Audience: Mo Residential that are already on a TOU plan prior to Jan 1, 2023, ~3,000  
Note: electric heat pod only shows for space heating customers  
Resend to non-opens from August  
Send Date: September 13, 2023



The screenshot shows the 'What's next?' section of the email, which includes:

- What's next?**

No action is needed on your part if you're happy with your plan. Our analysis shows, however, that some customers on a time-based plan could save more money on a different one, so it's worth checking.

See [more details on the Missouri changes](#).
- A note about electric heating**

Since your home uses electric heat, it's especially important to understand how your home uses energy, and to shift large-appliance usage like laundry and dishwasher use to off-peak times.

Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that optimizes usage around time-based rate plans. If you don't have a smart thermostat, Evergy offers [free and discounted models](#).

You can start by using our [Home Profile tool](#), which can show you where your home uses energy, along with suggestions on how to save.
- Download the Evergy app**

[Exhibit A](#)


# Net-Metering: September Email

Subject: Your new rate plan is coming soon

Audience: Resend to non-opens from August: Net-metering, ~3,000

Note: electric heat pod only shows for space heating customers

Send Date: September 13



## Your New Rate Plan

### Get to know your new plan

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

As a participant in our Net Metering program, your rate plan will change to the new Peak Reward Saver plan this fall.

**Peak Reward Saver**

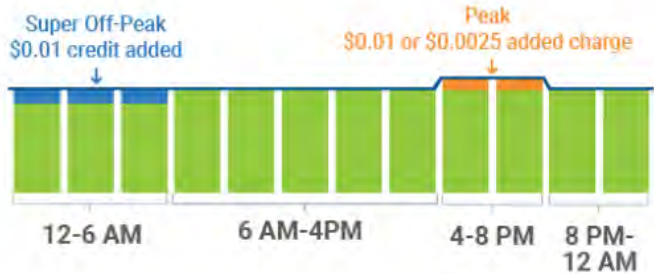
#### No changes to your net-metering agreement

Although your plan is changing, your net-metering agreement is not. Just as now, the energy you generate will continue to offset your bill.

Also unchanged from your current agreement is the purchase of excess energy over and above what you use per billing cycle. This energy will continue to be purchased at the Cost of Fuel rate.

The [Peak Reward Saver plan](#) is similar to your current plan in that it is a tiered plan, with prices that change based on the amount of energy used, and with variation in summer and winter.

Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. This means that any energy received from your system during those peak times could provide even greater savings.



### What's next?

No action is needed on your part. Beginning with your October bill cycle, your new plan will be in effect.








Exhibit A   

Page 46 of 51



# Solar Subscription: August Email

Subject: Your new rate plan is coming soon  
Audience: Solar Subscription Customers ~600. Resend to customers who did not open in August  
Send Date: September 13<sup>th</sup>



**Plan changes in Missouri**

You may have heard that the Missouri Public Service Commission (MPSC) has ordered Missouri utilities, including Evergy, to transition all customers to [time-based rate plans](#) starting in October.

As a participant in our Solar Subscription program, your rate plan will change to the new Peak Reward Saver plan this fall.

**Peak Reward Saver**

The [Peak Reward Saver plan](#) is similar to your current plan in that it is a tiered plan, with rates that change based on the amount of energy used, and with variation in summer and winter.

Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. There is also a one-cent discount on energy used between midnight and 6 am.

**What's next?**


No action is needed on your part. Beginning with your October bill cycle, your new plan will be in effect.

**Can I pick one of the other time-based plans?**

You may have heard that additional time-based plans are available to Missouri customers.

Currently, the Peak Reward Saver plan is the only plan compatible with Solar Subscription. However, we will reach out as other plan choices become available.

# Seniors & Low Income: September Email



## Update Your Rate Plan

### It's time to choose your new rate plan

The Missouri Public Service Commission (MPSC) has required utilities, including Evergy, to change to [time-based rate plans](#) by October. We've made it quick and easy to make your choice right now.

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to manage your usage and be successful on your new plan.

[Plan Options](#)

### How do I change my plan?

If you need help, we are here to assist you.

- [Change your plan online](#) before October.
- Call our rate plan hotline at [1-800-541-0407](tel:1-800-541-0407) from 7 am to 5 pm Monday through Friday.
- In Kansas City, stop by our [Connect Center](#) for in-person assistance.

Evergy is committed to providing the information and tools you need to save the most on these new plans.

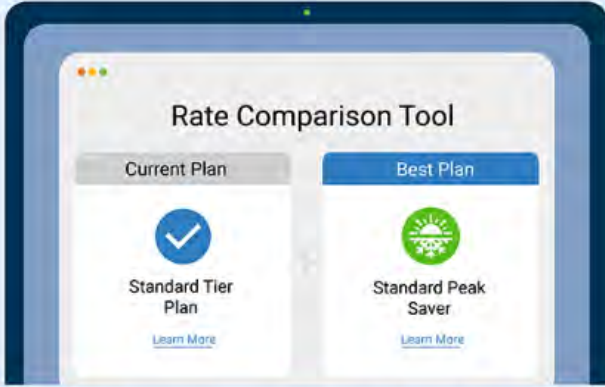
See [more details on the Missouri changes](#), and what they mean for you.

### Do I have to pick one?

If you decide not to pick one of the four new plans, you will automatically be assigned to the Standard Peak Saver plan, which is the new default plan for residential customers.

However, that plan might not be the best choice for your household. It's a good idea to look at [all four plan choices](#) and make an informed decision.

We have a personalized [Rate Comparison Tool](#)\* that shows what you would pay per year on each plan.



### A note about electric heating

As part of the new mandate from the MPSC, your promotional All-Electric rate plan is being discontinued, and these new time-based plans may impact your home this winter (depending on the weather). There are steps you can take to reduce that possibility.

1. Plan to shift some of your large-appliance usage, like laundry and dishwashing, to off-peak times.
2. Take time now to seal window leaks, install draft stoppers, and replace any dirty furnace filters.
3. Pre-heat your home during the day, taking advantage of lower daytime rates.


**The most important tip?** Choose the right rate plan. Use our tool to compare last year's usage to what you would have spent on each of the four new plans. Then simply choose the most cost-effective plan.

[Exhibit A](#)

Subject: Action needed: Update your rate plan  
Audience: Mo Residential seniors and low income, ~70,000  
Note: electric heat pod only shows for space heating customers  
Send Date: September 13-14, 2023



# Non-Saver: September Email



## Update Your Rate Plan

### It's time to choose your new rate plan

The Missouri Public Service Commission (MPSC) has required utilities, including Evergy, to change to [time-based rate plans](#) by October. We've made it quick and easy to make your choice right now.

We understand that time-based plans are a big change. Evergy is committed to providing the information and tools you need to manage your usage and be successful on your new plan.

[Plan Options](#)

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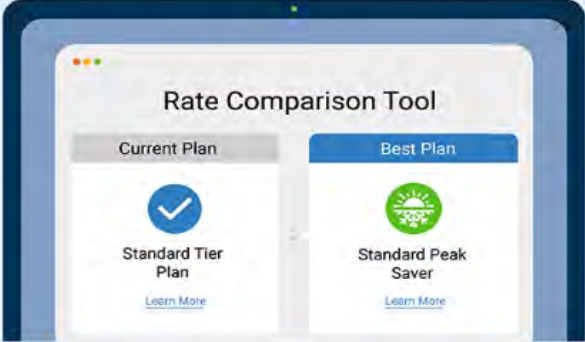
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### Do I have to pick one?

If you decide not to pick one of the four new plans, you will automatically be assigned to the Standard Peak Saver plan, which is the new default plan for residential customers.

However, that plan might not be the best choice for your household. It's a good idea to look at [all four plan choices](#) and make an informed decision.

We have a personalized [Rate Comparison Tool](#)\* that shows what you would pay per year on each plan.



### A note about electric heating

As part of the new mandate from the MPSC, your promotional All-Electric rate plan is being discontinued, and these new time-based plans may impact your home this winter (depending on the weather). There are steps you can take to reduce that possibility.

1. Plan to shift some of your large-appliance usage, like laundry and dishwashing, to off-peak times.
2. Take time now to seal window leaks, install draft stoppers, and replace any dirty furnace filters.
3. Pre-heat your home during the day, taking advantage of lower daytime rates.

**The most important tip?** Choose the right rate plan. Use our tool to compare last year's usage to what you would have spent on each of the four new plans. Then simply choose the most cost-effective plan.

[Compare Plans](#)

Subject: Action Needed: Update your rate plan  
Audience: Mo Residential who are not expected to save on a new TOU plan, ~70,000  
Note: electric heat pod only shows for space heating customers  
Send Date: September 15-17, 2023

# TOU Overview Video



Uses: used on website and paid media advertising

Live: September 2023

Note: Additional videos on individual plans coming soon

<https://www.youtube.com/watch?v=YUDNcE9WTBM>



# Radio and Streaming Audio

Audience: Missouri Radio Stations, Missouri streaming audio customers

Live: September 2023

## Announcer-read spot

VO: Hey, [Radio Talent Name], here. If you're a Missouri resident like me, things are changing with your energy bill. That's because in October, Missouri is being mandated to move to time-based rate plans.

So what's that mean for us? Well, due to demand, we'll pay more for energy during peak hours. BUT, during the other 20 off-peak hours, we'll actually pay less.

Evergy has four time-based rates to help make the switch. They'll even recommend the best plan for you based on your usage history.

Learn more at [evergy.com/myrate](https://evergy.com/myrate).

## Produced spot

VO: Hey Missouri, have you heard? Missouri electric utilities, including Evergy, are being mandated to move to time-based rates beginning this October.

So what's that mean for you? Well, to help reduce the strain on the power grid you'll pay more for energy during peak hours. BUT, during the other 20 off-peak hours, you'll actually pay less.

Evergy has four time-based rates to help Missouri residents make the switch. To find the plan that best fits your lifestyle, check out our personalized "Rate Comparison" tool at [evergy.com/myrate](https://evergy.com/myrate).