



Monthly Time of Use Customer Transiting Reporting

September 2023

EW-2023-0199



TOU Marketing Campaign Dashboard



TOU Campaign Dashboard

Measured Date: June – September 2023

Customer Awareness

Awareness of New Rate Options*

96% - September



Awareness of Mandatory TOU Change*

88% - September



TOU Pre-Selection

112,170

As of 9/29/23



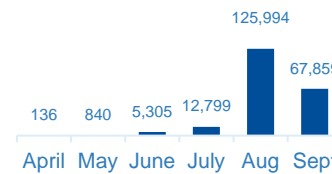
Landing Page Sessions

264,437



Compare My Rate Tool Cumulative Unique Sessions

212,933



Online Enrollments

% of all Enrollments Completed Online

91%



9% 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 Aug. to Sept.

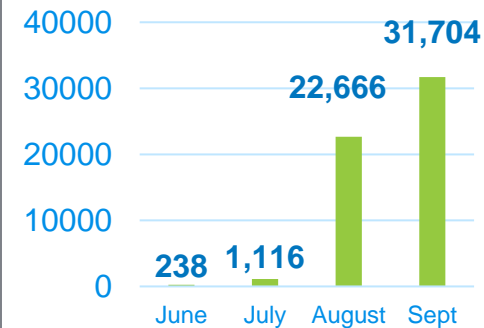
Missouri TOU Rate Enrollments Summary

Rate Plan Name	Total Enrollments
Summer Peak Time Based Plan	42,004
Default Time Based Plan	43,193
Nights & Weekends Plan	*11,332
Nights & Weekends Max Plan	15,641
Total As of 9/29/23	112,170

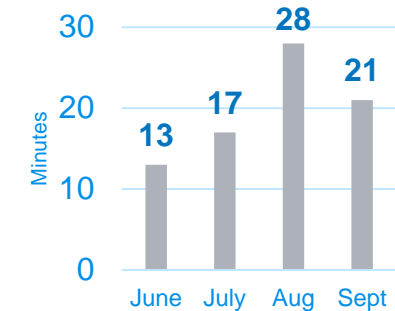
*Inclusive of pre-existing enrollments

Contact Center Engagements

Number of TOU Calls Offered



Average Length of TOU Calls





TOU Education and Outreach Campaign Dashboard

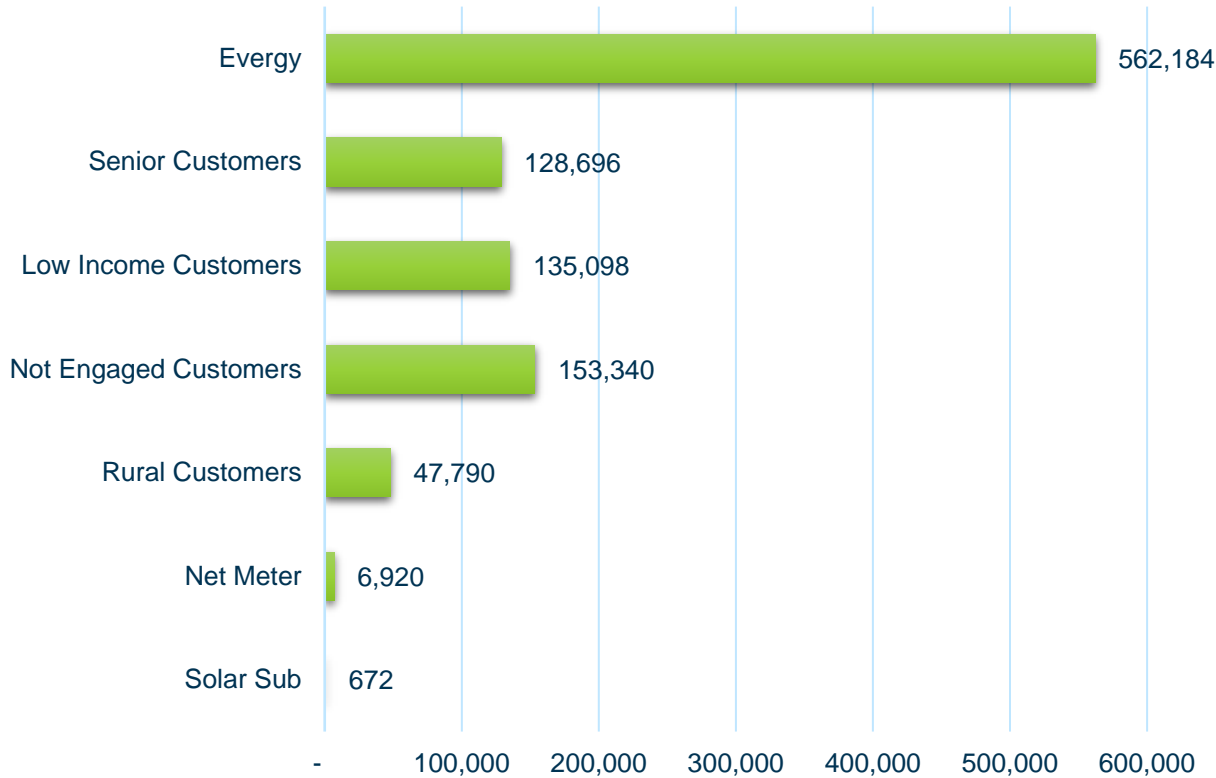
Measured Date: June – September 2023

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	15,034	1500 site visits by 10/1
Billboards	164,551,414	General Awareness	N/A	N/A	URL Visits	2,309	1000 site visits by 10/1
Digital Display	9,952,610	Click-Through Rate	0.11%	0.09%	Cost Per Click	\$3.66	\$5.60
Direct Mail	1,574,536	General Awareness	N/A	N/A	URL Visits	36,102	12,000 by 10/1
Email	1,063,588	Open Rate	39%	20%	Click Through Rate	13.5%	5%
Events	N/A	# of Events	51	60 events by 12/1	# Customer Reached	8,151	5000 customer by 12/1
Media Relations	30,114,000	Story Sentiment	90%	80% Neutral or Positive	Message Pull Through	50 out of 50	At least 1 key message
Newspaper & Church Ads	487,324	General Awareness	N/A	N/A	URL Visits	854	800 site visits by 10/1
Paid Search	70,520	Click-Through Rate	43.52%	28.0%	Cost Per Click	\$0.52	\$1.73
Paid Social	430,638	Click-Through Rate	22.01%	2.59%	Engagement Rate	6.51%	10.3%
Radio & Streaming Audio	4,647,942	General Awareness	N/A	N/A	URL Visits	275	500 site visits by 10/1

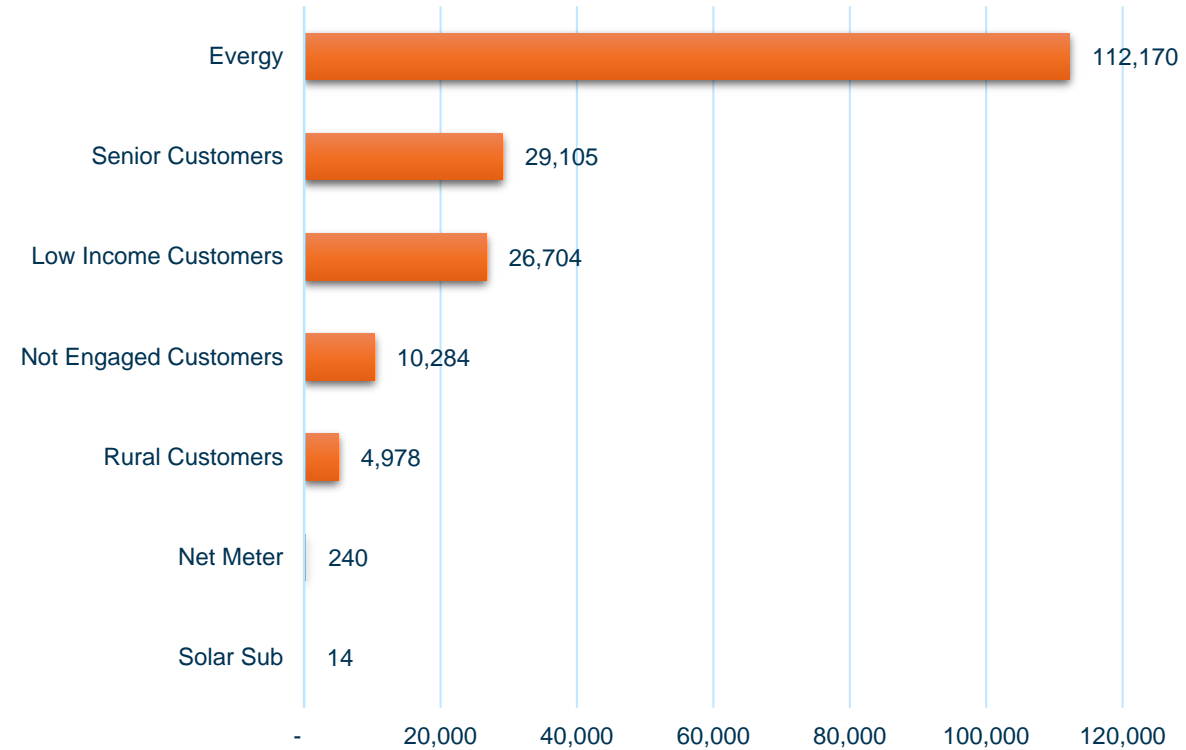


Enrollment Summary by Segments

Total Evergy Missouri Residential Customers by Segment



Missouri Customers Pre-Enrolled in TOU by Segment



As of 9/29/23

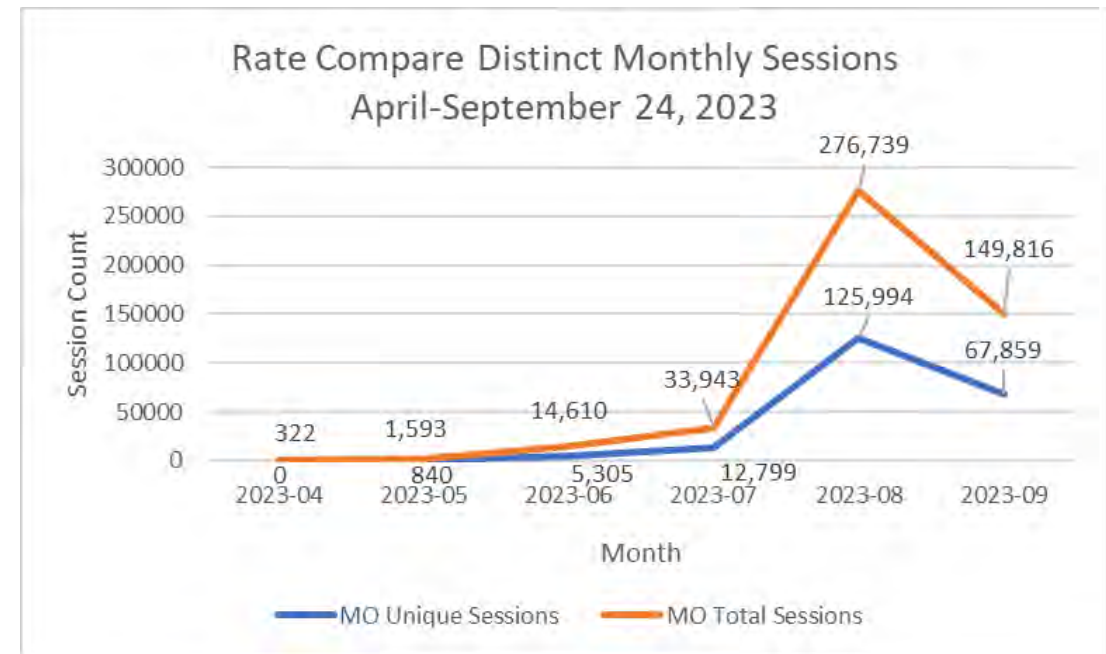
* Customers can be in more than one category.

** Evergy uses Acxiom to help determine segment and it used as a guide and estimate.

*** Net Metering and Solar Subscription customers only have one option and are not needing to select a plan

Compare My Rate Tool & Online Engagement

- **21%** of Evergy MO residential customer base now enrolled in a time-based plan
 - Average industry opt-in enrollment for time-based rates 1%
- Increased time-based rate enrollments **16x** since May 2023
- **91%** of customers enrolled online
 - Dropped a few % points in online enrollments due to educational tactics converting non-digital customers who enroll over the phone or in person
- MO engagement has grown **465x** since April 2023
- Unique users represents nearly **61%** of MO residential customers with an online account





Contact Center Engagements

Customer election to utilize IVA assistance

2023	Total Calls	Agent Calls	IVA Rate
23-Jun	219,981	71,935	65.5%
23-Jul	234,103	74,716	65.8%
23-Aug	321,065	115,115	59.3%
23-Sep	311,476	115,693	59.3%
23-Oct			
23-Nov			
23-Dec			
Total	1,086,625	377,459	62.5%

Premature disconnection by customer = Abandon Call Rate (ACR)

RAYTOWN	OFFERED	ABANDONS	ACR
23-Jun	71,935	4,525	6.3%
23-Jul	74,716	6,673	8.9%
23-Aug	115,115	31,547	27.4%
23-Sep	115,693	44,689	38.6%
23-Oct			
23-Nov			
23-Dec			
Total	377,459	87,434	20.3%

Customer election to use call back feature

2023	Return Call Option	Agent Calls	% of Calls Using RCO
23-Jun	3,976	71,935	5.5%
23-Jul	7,429	74,716	9.9%
23-Aug	17,784	115,115	15.4%
23-Sep	17,315	115,693	15.0%
23-Oct			
23-Nov			
23-Dec			
Total	46,504	377,459	15.3%

TOU Escalations to Resolution Team Member

2023		June	July	August	September	October	November	December	Total
CASE_TYPE	CASE_SUBTYPE	COUNT	COUNT	COUNT	COUNT				
Escalation	Mandatory TOU	1	2	12	20	0	0	0	35



Contact Center Engagements

- Evergy has provided details of calls in Exhibit A CONF_Exhibit A TOU_Customer Contact Report_September 2023.pdf



Contact Center and Feedback

Call Center Preparation

Team of up to 30 TOU contingent CSRs

- Both classes of contingent CSRs taking TOU calls
- All regular CSRs can and are taking TOU calls

IVA Call Management

- Two call paths for customer
 - Dedicated TOU Phone Number
 - Main Contact Center Phone Number
- Dedicated TOU Skill Queue
- Call Back functionality

Results

Since entering Phase 2 of the education campaign in August:

- Phase 1: saw uptick in calls, with more informational questions
- Phase 2: an average of over 250 TOU calls per day, helping customer pick a rate and educational focus

Month	TOU Calls Offered	Avg TOU Duration	Avg All Calls Duration
June	238	13:01	7:01
July	1,116	16:58	6:13
August	1,835	26:54	7:55
September	31,704	21:27	9:16

Customer Feedback Examples

“Give us lower rates all year long. I do everything to cut cost. I use most 4 to 8 pm cooking supper and it honestly part of Days” – July 29

“Good explanation of rate plan choices, good coaching.” – July 21

“I am upset with your new energy rate hike during the hours of 4-8 pm. That is the time people get home from work. In our case, when the sun is setting in the west our house is the hottest. If you are allowed to raise my rates like this I should have the option of choosing which electric company deserves my business.” – July 10

“The only reason I like everygy is now gone with these time based rates that is exactly what the rest of these companies already do and that makes it so much harder on low income families. So disappointing.” – July 7

Campaign Strategy, Outreach Examples and Special Customer Group Approach



Communication Strategy & Special Group Customer Details





Campaign Goals

Goals

1. Prepare customers for the upcoming change in rate structures, including the new mandatory rate, and how TOU rates work.
2. Offer choice and inform customers of their rate options and the benefits depending on the customer's lifestyle.
3. Provide customers with tools, resources, and reports that serve to help them understand TOU rates and options, empower them to choose their rate, and provide guidance to modify their behaviors so that they can mitigate usage and bill impact to increase their success on a TOU rate.
4. Help all customers (and with increased emphasis on special customer groups) be successful before, during and after the mandatory TOU rate transition and/or enrollment on their selected TOU rate option.



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
Phase 1 Awareness & Education June 15 th – Nov. 30 th , 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
Phase 2 Action & Preparation Aug. 1 st – Nov. 30 th , 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, Everygy is offering new personal power plans. Learn about your plan options and select a plan before October.	Mass Awareness and Direct
Phase 3 Transition & Coaching Oct. 1 st – Dec. 31 st , 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
Phase 4 Success & Coaching Jan. 1 st – April 30 th , 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
Phase 5 Summer Prep & Coaching May 1 st – Sept. 30 th , 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



Campaign Phases

Mid-June	July	Aug.	Sept.	Oct	Nov.	Dec.
----------	------	------	-------	-----	------	------

Phase 1: Awareness & Education		Phase 2: Action & Preparation		Phase 3: Transition & Coaching	
June 15 th – Nov. 30 th		Aug. 1 st – Nov. 30 th		Oct. 1 st – Dec. 31 st	
<p>Phase Objective</p> <p>Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.</p>		<p>Phase Objective</p> <p>Prepare customers for the upcoming change, inform them of their rate options & how they work, and encourage pre-selection of a rate.</p>		<p>Phase Objective</p> <p>Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.</p>	
<p>Main Message Idea</p> <p>Missouri will be changing electric rate structures starting this Fall. Learn how to prepare.</p>		<p>Main Message Idea</p> <p>As Missouri moves to TOU rates, Evergy is offering new personal power plans. Learn about your options & select a plan before Oct.</p>		<p>Main Message Idea</p> <p>Your rate will change on X date. We are here to support your transition to TOU.</p>	
<p>Tactics</p> <p>Out-of-Home, Social, Digital Display, Email, Bill Inserts/Message, Website, Media Relations, Search</p>		<p>Tactics</p> <p>Out-of-Home, Radio, Digital Display, Search, Social, Media Relations, Rate Education Reports, Direct Mail, Community Events & Special Group* 1:1 Support, Website</p>		<p>Tactics</p> <p>Direct Mail, Email, Energy Coach Emails and Weekly Reports, Community Events & Special Group* 1:1 Support</p>	
<p>Creative Approach</p> <p>Text over branded background. CTA: Learn more at evergy.com</p>		<p>Creative Approach</p> <p>Addition of lifestyle images and rate plan creative. CTA: select your rate now.</p>		<p>Creative Approach</p> <p>Energy Coach and detailed plan information.</p>	

Q1 2024	Q2 2024	Q3 2024	Q4 2024
---------	---------	---------	---------

Phase 4: Success & Coaching		Phase 5: Summer Prep & Coaching	
Jan. 1 st – April 30 th , 2024		May 1 st – Sept. 30 th , 2024	
<p>Phase Objective</p> <p>Help customers understand how their rate works and encourage shifting usage to off-peak times.</p>		<p>Phase Objective</p> <p>Prepare customers for the change in summer pricing and provide tools, tips, and resources to avoid summer peak usage.</p>	
<p>Main Message Idea</p> <p>Your new rate allows you to save money by shifting to off-peak times. Here are tips and tricks to help you save.</p>		<p>Main Message Idea</p> <p>Prices change in the summer, start preparing your home and family to avoid high usage during the summer peak.</p>	
<p>Tactics</p> <p>Email, Direct Mail, Bill Inserts, Search, Digital, Energy Coach Emails, Rate Education Report, Special Group* 1:1 Support</p>		<p>Tactics</p> <p>Out-of-Home, Radio, Social, Email, Bill inserts, Direct Mail, Special Group* 1:1 Support</p>	



Messaging Strategy

Overarching Campaign Message

Missouri is changing electric rate structures this Fall, and Evergy is here to help you understand your new rate options, how to pick a plan that is best for your home, and how to be successful on the new plan as the seasons change. This means that Missouri customers will have a choice of electric rate plans that fit their household. The new rate plans will help you save money when using less energy during peak times, when people use it most.

Sub Message by Campaign Phase

Phase 1

Missouri will be changing electric rate structures starting this Fall. Learn how to prepare and review your new plan options.

Phase 2

Evergy is offering new rate plans to help you save money by using less energy during peak times, when people use it most. Learn which plan may be best for you and select an option by October 2023.

Phase 3

Your new rate plan will start in October/November. You can save money on your new rate plan by shifting usage away from peak hours of 4-8pm, learn how.

Phase 4 & 5

As the seasons change, Evergy will support you with customized rate education and usage reports to help you maximize savings with on your new time-based rate plan.



Key Messages

	Phase 1	Phase 2	Phase 3	Phase 4 & 5
Objective	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.	Prepare customers for the upcoming change, inform them of their rate options & how they work, and encourage pre-selection of a rate.	Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.	Prepare customers for behaviors needed to lessen impact of high usage season.
Primary Message	Missouri is moving to time-based rate plans this Fall.	We have 4 new time-based rate plan options. Select your plan before October.	Your energy rate plan is changing to the {Rate Plan Name}. Evergy is here to help during the transition.	We are heading into high energy use season and we want to make sure you are managing your new rate plan during seasonal changes.
Supporting Message	Timing plays a crucial role in the cost of energy. That is why Missouri is moving to time-based rate plans. As the demand for energy rises, so does the cost of producing electricity. This usually takes place during the busy peak hours of 4-8pm. Conversely, the demand for energy decreases during off-peak times, typically in the early morning and overnight, resulting in lower energy costs.	<p>Missouri is changing how electric rate plans work this Fall, so Evergy has introduced four new rate plan options to fit your household needs. To help you choose the best option for you, we have developed new tools that analyze your energy usage and determine the plan that offers the greatest savings. Every household is different, so your savings will depend on how much energy you're able to shift to times when the demand is lower and energy is cheaper.</p> <p>If you don't want to make a choice by October, you'll be moved to the Standard Peak Saver plan.</p> <p>Timing plays a crucial role in the cost of energy, which is why Missouri is moving to time-based rate plans. As the demand for energy rises, so does the cost of producing electricity. This usually takes place during the busy peak hours of 4-8pm. Conversely, during off-peak times, typically in the early morning and overnight, the demand for energy decreases, resulting in lower energy costs. According to our analysis, the time-based rate plan offers a modest cost reduction for the majority of customers, with savings varying depending on the season.</p>	<p>Since you have transitioned to a time-based energy rate plan, it is important to minimize significant energy usage between 4-8pm. During this period, we recommend reducing use of high-energy appliances or activities that consume a substantial amount of electricity. By avoiding peak hours, you can reduce your energy usage and benefit from lower costs.</p> <p>As the demand for energy rises, so does the cost of producing electricity. This usually takes place during the busy peak hours of 4-8pm. Conversely, during off-peak times, typically in the early morning and overnight, the demand for energy decreases, resulting in lower energy costs. According to our analysis, the time-based rate plan offers a modest cost reduction for the majority of customers, with savings varying depending on the season.</p>	TBD
CTA	Learn about the changes coming to your rate plan	Learn about Evergy's new Personal Power plans and choose the one that fits your household	Learn about your new Personal Power plan and how to save energy and save money	TBD

Helping Groups At-Risk with New Rates

Income-Eligible & Seniors

Strategy: Leverage community events and trusted agency partners to offer more educational opportunities.

Electric Heat Customers

Strategy: Increase customer engagement with TOU plans through targeted direct mail, email, and trade ally network efforts.

Net-Meter & Solar Subscription

Strategy: Proactively inform these customer they are moving into the Default Time Based Plan and educate on how the rate works.



Income-Eligible and Seniors

Strategy: Enhance TOU engagements by leveraging community events and collaborating with trusted agency partners to offer more touchpoint and educational opportunities.

Special Support Tactics:

- Conduct training workshops for agency partners to enhance their knowledge and ability to promote our services.
- Develop a bilingual handout and video on Time-of-Use (TOU) plans in Spanish to facilitate customer understanding and engagement.
- Participate in over 60 community events from June to October to create awareness about our services and engage with potential customers.
- Organize Connect Center events to offer in-person assistance and support to customers.
- Increase the frequency of email and direct mail campaigns to better inform and engage customers about our services.
- Offer both in-person and virtual appointments to provide more convenient options for customers to learn about and sign up for our services.
- Targeted paid media tactics to provide additional touchpoints.
- Specialized TOU support number highlighted on education material.
- Food bank and Library outreach events and materials



evergy

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?

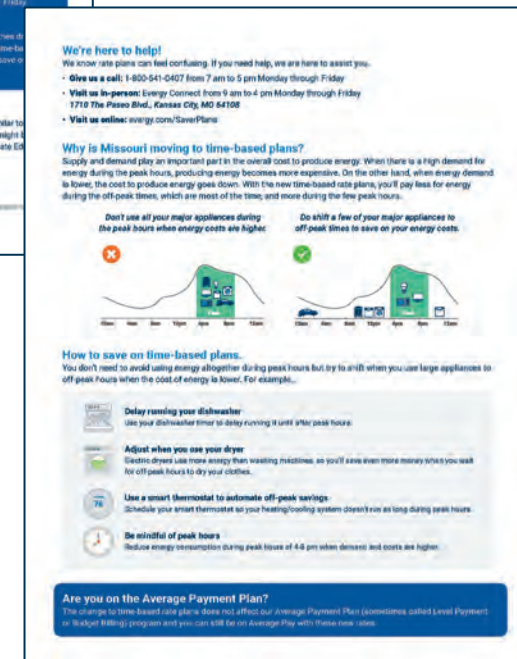
- **October through May:** During these months, the cost for energy will be lower, all day, every day. It's especially lower during super-off-peak times from midnight to 6 a.m.
- **June through September:** During these summer months, the cost for energy is highest during peak hours of 4-8 pm Monday - 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 tiered rates, it will be important to monitor not only how much energy you use but also when you use it to save \$ 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 plan you have today. If you want to switch to one of these other rate plan options or learn which one might be for your household, we invite you to use our online personalized Rate Comparison Tool or read your Rate Up Report* that arrived by mail in August to see which of the other plan options may be best.

*Please note that the Rate Up Report is for informational purposes only and does not constitute an offer or recommendation. Please refer to the actual Rate Up Report for more details.



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:** 1-800-541-0427 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 Plaza Blvd., Kansas City, MO 64108
- **Visit us online:** evergy.com/SavePlans

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 average to time-based rate plan does not affect our Average Payment Plan (sometimes called Level Payment or "No-Up Billing") program and you can still be on Average Pay with these new rates.



Income-Eligible and Senior Outreach Events

Past and Current Planned Events

Agency Partner Webinars	
Agency Partner Webinar 7.13	7/13/2023
Agency Partner Webinar 8.15	8/15/2023
Agency Partner Webinar 9.21	9/21/2023
LIHEAP Events @ Connect	
July	7/18/2023
September	9/12/2023
November	TBD
Community Events	
Marlborough Community Coalition	
Heartland Renewable Energy Society	9/19/2023
Columbus Park	9/20/2023
Kansas City Neighborhood Advisory Council	8/17/2023
Urban Summit	9/22/23
Nevada Resource Fair	8/1/2023
Platte County BTS	8/3/2023
Belton HS BTS	8/8/2023
BTS Fair @ West Bluff HAKC	8/9/2023
BTS Fair @ Riverview HAKC	8/9/2023
Back to School Fair - CSL	8/10/2023
Back to School Fair - Mattie Rhodes	8/10/2023
BTS Rally - VTCLC	8/11/2023
Oak Grove Project Connect	8/14/2023
KC Connect - LIHEAP	8/15/2023
Oak Grove BTS	8/16/2023
Community LINC BTS Fair	8/17/2023
BTS Fair @ KC Public Library NE Branch	8/19/2023
Ruskin High School BTS	8/20/2023
KC Connect - LIHEAP	8/22/2023
NKC YMCA Head Start BTS	8/23/2023
Community Resource Day w/Front Porch Alliance	8/25/2023
Tremont Place Senior Apts	9/5/2023

Greg Klice Community Center	9/6/2023
16879 Cottage Ln, Belton	9/6/2023
Liberty at Shoal Creek-Senior Living	9/7/2023
Palenstine Gardens North	9/8/2023
Prairie Estates Senior Living	9/11/2023
LIHEAP Event at Connect	9/12/2023
LIHEAP Event at Connect-overflow	9/13/2023
Key Coalition Neighborhood Assoc	9/16/2023
Hillside Christian Church	9/19/2023
Columbus Park Neighborhood Assoc	9/20/2023
Phoenix Family	9/20/2023
Oak Grove Manor Apts	9/21/2023
Lions Club-Belton	9/21/2023
Warrensburg Trails Regional Library	9/22/2023
Northland Shepherd's Center	9/25/2023
Tri-Blenheim Neighborhood Assoc	9/25/2023
KC Landlords	9/26/2023
5th District Community Meeting	10/2/2023
Foxwood Springs Senior Living	10/3/2023
Possibly Cass County Public Library- Belton	10/3/2023
Palenstine Gardens North	10/4/2023
MCPL Antioch Branch	10/4/2023
Tarkio Senior Center	10/10/2023
Guadalupe Center (Spanish)	10/12/2023
Posada del Sol (Spanish)	10/12/2023
KC Public Library-Central Branch	10/16/2023
KC Public Library - Plaza Branch	10/17/2023
Liberty Community Center/Senior Coordinator	10/18/2023
(seniors) - Vine Street Manor	10/23/2023
(seniors) - The Woodlands at Citadel	10/24/2023
(seniors) - Destiny Towers	10/25/2023
(seniors) - Prairie Estates	10/26/2023



Electric Heat Customers

Strategy:

Increase customer engagement with TOU plans through targeted direct mail, email, and trade ally network efforts, emphasizing the best available rates and winter savings tips.

Special Support Tactics:

- Conducted a workshop with trade allies in May to educate them about the change with Electric Heat Rate.
- Will send an additional Rate Education Reports (RER) for customers who are not on the best plan.
- Increase direct mail and email campaigns to electric heat rate customers.
- Provide winter heating coaching support as part of Phase 4, to assist customers in maximizing their savings during the winter season.

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 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 selected a payment method like the Standard Peak Saver, the Rate Comparison Tool and Rate Education Report is not an available option. However, you can still select a plan to see how it compares to your current plan.

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.


Net-Meter & Solar Subscription Customers

Strategy:

Proactively inform net-meter customers of the upcoming change in their rate to the Peak Reward Saver plan and provide them with comprehensive information on how the rate works.

Special Support Tactics:

- Send a direct mail letter to all net-meter customers, providing them with clear and concise information about the upcoming change in their rate and how it will impact them.
- Follow up with multiple email touchpoints to remind and update customers about the rate change, and to offer additional support and assistance as needed.
- Provide specialized TOU support number for net-meter customers to provide assistance and answer any questions.




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 5 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 questions, contact our Time-Based Rate Plan Hotline at 1-800-541-0407 or visit 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.



Example of Special Group Customer Outreach Journey

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.

Four new time-based rate plans - Choose by October:

- Standard Peak Saver
- Peak Reward Star
- Nights & Weekends Saver
- Nights & Weekends Max Saver

Early August - Postcard

Introducing Your New Rate Plans

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

Why is Missouri changing?

A note about electric heating

We're here to help

Choose Your Plan

Download the Every app

Early August - General Email

Welcome to your Rate Education Report

Select your plan by October!

Why is Missouri changing to time-based rates?

How to read your Rate Education Report

Questions about the plan or your estimated costs?

Mid-August - Personalized Rate Education Report Letter and Email

Choose a rate plan that works for your household

Make your selection today!

Standard Peak Saver

Peak Reward Star

Nights & Weekends Saver

Nights & Weekends Max Saver

How do rate plans compare?

Mid-August - Special Group Customized Email

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!

Rate Comparison Tool

How to save on time-based plans.

Adjust when you use your dryer

Use a smart thermostat to save energy

Be careful of peak hours

Are you on the Average Payment Plan?

Early September - Postcard

Choose your plan by October

Pick a plan that fits your home

Standard Peak Saver

Peak Reward Star

Nights & Weekends Saver

Nights & Weekends Max Saver

Early September - General Email

Your current rate plan will be changing

How does the Rate Comparison Tool work?

Why is Missouri moving to time-based plans?

How to save on time-based plans.

Adjust when you use your dryer

Use a smart thermostat to save energy

Be careful of peak hours

Are you on the Average Payment Plan?

Mid-September - Special Group Customized Letter

Update Your Rate Plan

It's time to choose your new rate plan

Plan Options

How do I change my plan?

Do I have to pick one?

Rate Comparison Tool

A note about electric heating

Mid-September - Special Group Customized Email

Why is Missouri changing to time-based plans?

How to save on time-based plans.

Adjust when you use your dryer

Use a smart thermostat to save energy

Be careful of peak hours

Are you on the Average Payment Plan?

Early October - Letter and Email

Welcome to your new time-based rate plan

Be careful of peak and off-peak hours

Optimize when you use your large appliances

Use our Energy Management Tools

Early November - Mailed Welcome Kit

Other Items:

- Monthly Bill Inserts
- Community Events
- Connect Visits and Events
- Agency Webinars
- Videos
- Continue outreach in Winter 2023 and 2024





2023 Tactics and Audience Summary

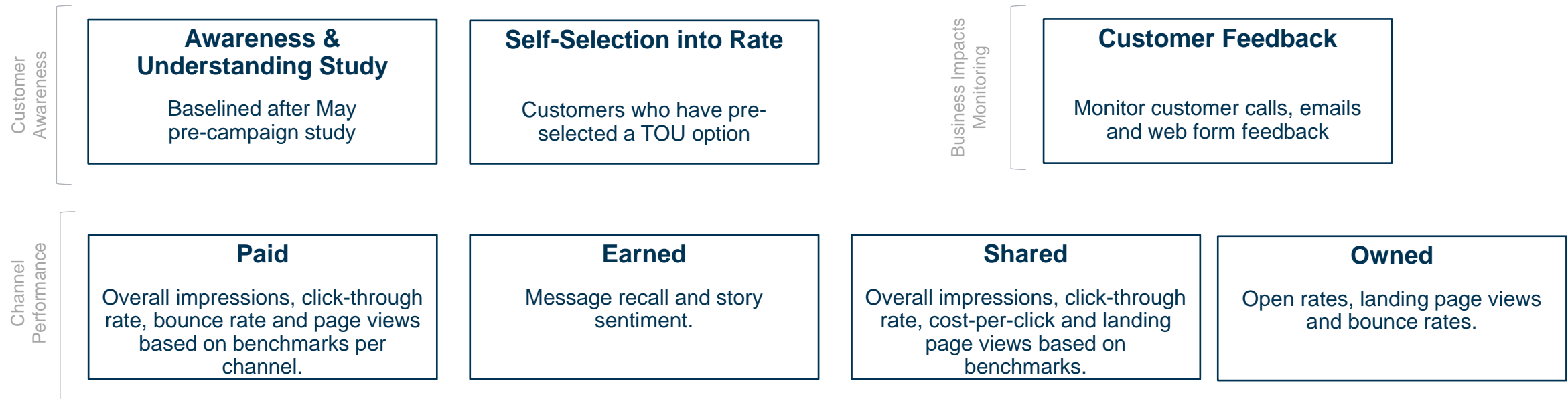
Channel	General Audience	Low Income	Seniors	Hard-to-Reach			Electric Heat Customers	Net-Meter Customers
				Rural	Non-Digital	Less Energy Engaged		
Paid								
Out-of-Home								
Traditional Billboards	X							
Posters	X	X		X	X	X		
Print								
Newspapers	X			X	X			
Church Bulletins	X		X	X	X			
Audio								
Non-Metro Radio	X		X	X	X			
Streaming Audio	X	X				X		
Digital & Social								
Programmatic Display	X	X				X		
High Impact Display	X	X				X		
Digital Video	X	X				X		
Social Video	X			X		X		
Social Image	X			X		X		
Paid Search	X	X		X		X		
Earned								
Media Outreach	x		x	x	x	x		
Community Events	x	x	x	x	x	x		
Connect Center	x	x	x		x			
Shared								
Video	x	x						
Organic Social	x			x				
Owned								
Email	x	x		x			x	x
Website	x	x						x
Rate Education Reports	x			x	x	x	x	
Direct Mail	x	x	x	x	x		x	x
Bill Message and Inserts	x	x		x	x			

Campaign Goals and Measurement Plan

Goals

1. Prepare customers for the upcoming change in rate structures, including the new mandatory rate, and how TOU rates work.
2. Offer choice and inform customers of their rate options and the benefits depending on the customer's lifestyle.
3. Provide customers with tools, resources, and reports that serve to help them understand TOU rates and options, empower them to choose their rate, and provide guidance to modify their behaviors so that they can mitigate usage and bill impact to increase their success on a TOU rate.
4. Help all customers (and with increased emphasis on special customer groups) be successful before, during and after the mandatory TOU rate transition and/or enrollment on their selected TOU rate option.

Measurement



Customers enrolled in APP or other Payment Plans

- **Current:** Evergy has worked to add information about the Average Payment Plan onto outbound communications, like letters, postcards and emails and on Evergy.com TOU landing page.
- **Upcoming:** During Phase 3-5 of the campaign, additional program information will be provided as we work to help customers be successful on their rate by providing more tools, tips, programs and options.

By submitting, you authorize Evergy to change your rate plan. Your new rate plan will become effective on the next business day. Depending on where you are at in your billing cycle when your rate change becomes effective, you will either receive a final, separate bill for charges on your current rate plan or you will receive a bill with both your final charges on your current rate plan and a prorated amount due for the charges incurred up to the point of billing on your new rate plan. If you are enrolled in the Average Payment Plan, changing your rate will unenroll you from that plan. If you have an Average Payment Plan balance, that amount will be added to the final balance due for your current rate plan. Once your rate is changed, you will have the option to re-enroll in Average Payment Plan. All subsequent bills will include charges on your new rate plan. There will be no interruption in your electric service during this transition.

You may change your rate to another available rate option at any time, but we recommend staying on a plan for 3 months to understand usage patterns and determine impact. Changing your rate plan does not guarantee savings.

What to Expect Next
Depending on where you are at in your billing cycle when your rate change becomes effective, you will either receive a final, separate bill for charges on your current rate plan or you will receive a bill with both your final charges on your current rate plan and a prorated amount due for the charges incurred up to the point of billing on your new rate plan. All subsequent bills will include charges on your new rate plan. Your electric service will remain on during this transition.

Budget Billing
All rate plans start with the Budget Billing feature turned off. You can turn on Budget Billing in your preferences after your new rate plan becomes effective.

You have a Budget Billing account balance of \$210.05. This amount will be added to the final bill for your current rate plan. This balance is an estimate and may vary slightly at the time of billing.

Address
1601 BALL ENTINE CT

Current Plan → **New Plan**
Standard Plan → Time of Use Plan

Effective Date
10/18/2019

Use *Energy Analyst* to manage your energy usage, find energy saving tips and more.

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.

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.

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.

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.

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 6 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

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.

STEP ONE: **Be mindful of peak and off-peak hours**
Energy costs are higher during peak hours of 4-8 pm, and off-peak times and pricing varies by plan.

Off-Peak Hours
Demand for energy is lower during these times, so you're charged less. Off-peak times vary by plan but are typically late at night and in the early morning.

Peak Hours
Demand for energy is higher during these few hours, so energy costs more during peak hours. Peak hours are 4-8 pm and vary by day and season.

Costs and times vary by each plan. Get your plan's peak and off-peak times at evergy.com/SaverPlans

STEP TWO: **Optimize when you use your large appliances**
You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak times.

Be mindful of peak hours
Reduce large appliance use during peak hours of 4-8 pm.

- Use your dishwasher delay button
- Adjust your thermostat to avoid peak hours
- Shift when you use your clothes dryer

Learn more at evergy.com/SaverPlans

STEP THREE: **Use our Evergy energy engagement tools**
Use our personalized tools to help you understand when you're using energy and how to save money.

- Weekly Rate Coach Emails**
With our weekly Rate Coach emails, you'll get an email every week that breaks down your weekly energy usage by each hour of the day, helping you to see when you're using energy.
- Energy Engagement Portal**
Through your online Energy MyAccount portal, you can see your usage patterns broken down by hour, helping identify when you're using the most energy.
- Compare My Rate Tool**
Use our online rate compare tool to see which time-based rate plan is best for you.
- High Bill Alerts**
When you enroll in our High Bill Alert emails, you'll receive a notice if you're currently on track to receive a higher-than-normal bill.
- Average Payment Plan**
Sometimes called budget billing, this program averages your bills each month to help keep payments level throughout the year.

Be mindful of peak and off-peak hours
You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak times.

Optimize when you use your large appliances
Reduce large appliance use during peak hours of 4-8 pm.

- Use your dishwasher delay button
- Adjust your thermostat to avoid peak hours
- Shift when you use your clothes dryer
- Set your EV or other appliances to charge overnight

Here to help you with time-based rate plans.
Evergy has personalized tools to help you find ways to shift some of your energy usage, manage costs, or choose another rate plan option that best fits your household.

- Our **Average Payment Plan** program (sometimes called budget billing) averages your bills each month to help keep payments level and consistent throughout the year.
- With our weekly **Rate Coach Emails**, you'll get an email every week that breaks down your weekly energy usage by each hour of the day. Not receiving these emails? Sign up online or give us a call.
- Use our online **Rate Compare Tool** to see which time-based rate plan is best for you. Check back to see if a different rate may be best for you as your energy usage changes.



Modifications Based on Customer Feedback

- **Average Payment Plan (APP) Information:** Evergy added information about APP on most TOU materials to help clarify that customers could still stay on their APP.
- **Finding Monthly Breakdown Estimates:** Updated Compare My Rate tool to make it easier to find estimated cost breakdown by month.
- **Additional Graphics:** Evergy worked to add more charts and graphics to help explain both the rate plans and how TOU works.
- **Rate Descriptions:** Added subheads under each plan name to give more details about the plan.
- **Additional Rate Plan Differences:** Due to the similar nature of many of the plans, Evergy provided additional descriptions of differences between plans to help customers make a selection.
- **Additional Spanish Resources:** Added a Spanish contractor to help with outreach events and translations to Spanish speaking groups and communities.

Copies of Customer Communications





Phase 1 – Awareness Tactics

Examples filed in June 2023

Campaign Website Landing Page

Audience: Mo Residential customers
 Launched Date: June 2023

Changes are coming in Missouri
 Time-based plans are here

Starting in October, Missouri is moving to time-based rate plans, and Energy 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. Energy'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
 Energy 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	\$0.15
8 PM - 12 AM	\$0.08

Standard Peak Saver

- Who's it for: Everyday users. This is Energy'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? +

Changes are coming in Missouri
 Time-based plans are here

Starting in October, Missouri is moving to time-based rate plans, and Energy 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. Energy'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
 Energy 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 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 the peak hours.

Check out your new time-based plans...

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

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	\$0.15
8 PM - 12 AM	\$0.08

Standard Peak Saver

- Who's it for: Everyday users. This is Energy'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? +

Plan Webpages

Standard Peak Saver

Avoid peak hours on summer weekdays and pay about 25 less

We're here to help

Time-based rate plans

Standard Rate Plans	Month	Peak	Off-Peak
Standard	\$10.00	\$0.12	\$0.08
Standard	\$10.00	\$0.12	\$0.08
Standard	\$10.00	\$0.12	\$0.08

Peak Reward Saver

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

We're here to help

Adjust your thermostat

Avoid peak hours by spreading out energy use on weekdays

Peak Reward Saver	Month	Peak	Off-Peak
Peak Reward Saver	\$10.00	\$0.12	\$0.08
Peak Reward Saver	\$10.00	\$0.12	\$0.08
Peak Reward Saver	\$10.00	\$0.12	\$0.08

Nights & Weekends Saver

Lower prices most of the day with the highest peak price and overnight discount

We're here to help

Adjust your thermostat

Avoid peak hours by spreading out energy use on weekdays

Nights & Weekends Saver	Month	Peak	Off-Peak
Nights & Weekends Saver	\$10.00	\$0.12	\$0.08
Nights & Weekends Saver	\$10.00	\$0.12	\$0.08
Nights & Weekends Saver	\$10.00	\$0.12	\$0.08

Nights & Weekends Max Saver

Lower prices most of the day with the highest peak price and overnight discount

We're here to help

Adjust your thermostat

Avoid peak hours by spreading out energy use on weekdays

Nights & Weekends Max Saver	Month	Peak	Off-Peak
Nights & Weekends Max Saver	\$10.00	\$0.12	\$0.08
Nights & Weekends Max Saver	\$10.00	\$0.12	\$0.08
Nights & Weekends Max Saver	\$10.00	\$0.12	\$0.08

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



Digital Banner Ads

Awareness Ad



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

[Learn Why](#)

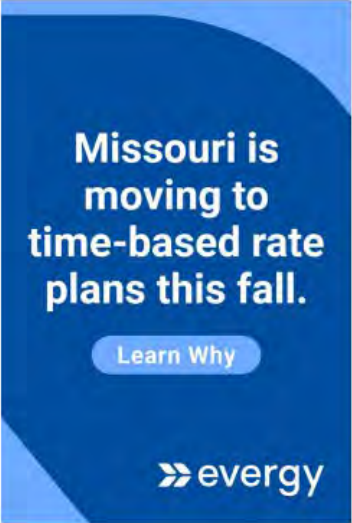
evergy



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

[Learn Why](#)

evergy



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

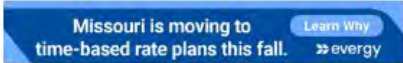
[Learn Why](#)

evergy



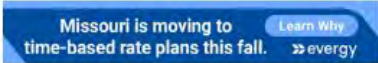
Missouri is moving to time-based rate plans this fall. [Learn Why](#)

evergy



Missouri is moving to time-based rate plans this fall. [Learn Why](#)

evergy



Missouri is moving to time-based rate plans this fall. [Learn Why](#)

evergy



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

[Learn Why](#)

evergy



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

[Learn Why](#)

evergy



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

[Learn Why](#)

evergy

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

Print Advertising

Missouri Newspapers and Select Church bulletins
Send Date: July 2023

Newspaper Print Ad

Church Bulletin Ads

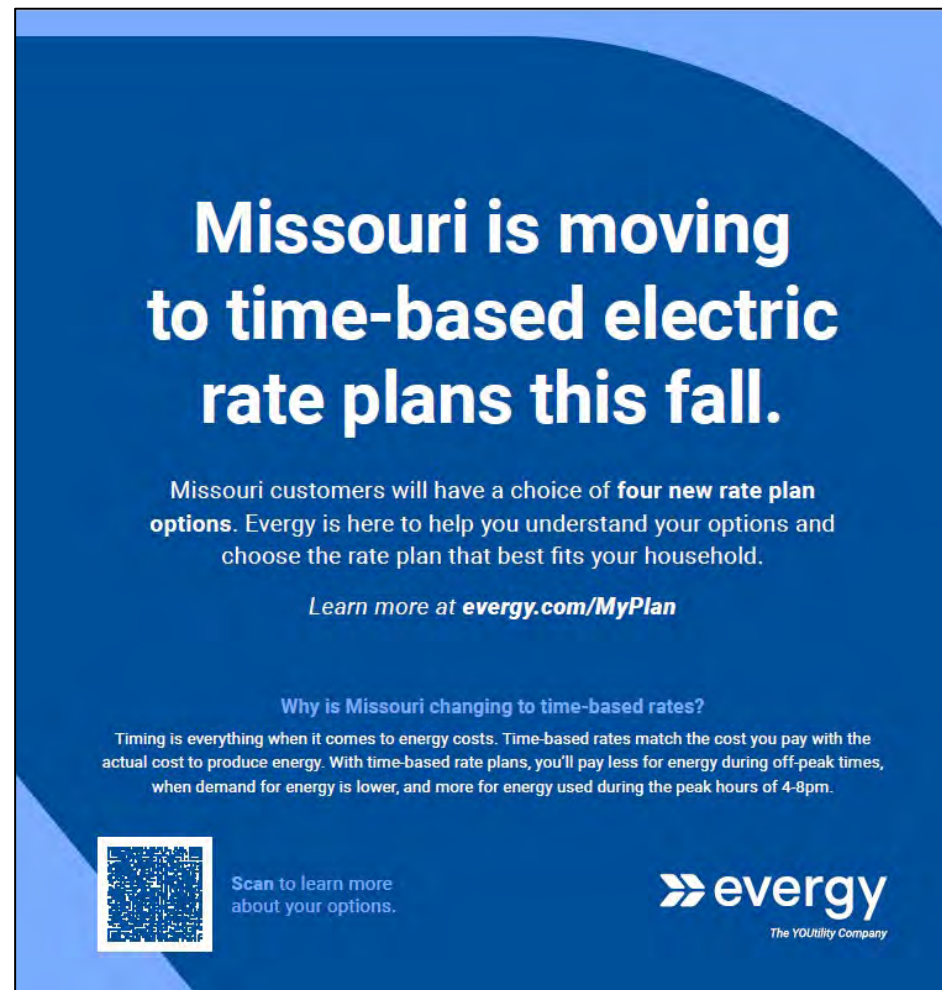


Church Bulletin Ad: A blue rectangular graphic with a white Evergy logo at the top. The main text reads "Missouri is moving to time-based rate plans this fall." Below that, it says "Pick your new plan by October at evergy.com/PickPlan".

evergy

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

Pick your new plan by October at
evergy.com/PickPlan



Newspaper Print Ad: A larger blue rectangular graphic with a white Evergy logo at the top. The main headline reads "Missouri is moving to time-based electric rate plans this fall." Below that, it says "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." Below that, it says "Learn more at evergy.com/MyPlan". Below that, it says "Why is Missouri changing to time-based rates?" Below that, it says "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." Below that, there is a QR code and the text "Scan to learn more about your options." At the bottom right, there is the Evergy logo and the text "The YDUtility Company".

**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**

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 YDUtility Company

Place-Based Out of Home

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

Audience: Mo Residential Customers

Send Date: July - September 2023

Take-One Brochure

In-Store Banner/Sign

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.

Pick your new plan by October and learn more at evergy.com/Time

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 4-8 pm.

Scan to learn more about your options. 





evergy
The YOUtility Company

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/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**

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 4-8 pm.

Learn more: 

evergy
The YOUtility Company

Missouri está adoptando planes de tarifas eléctricas en función del tiempo este otoño.

Los clientes de Missouri tendrán la opción de elegir entre **cuatro nuevas opciones de planes de tarifas**. Evergy está aquí para ayudarle a comprender sus opciones y a elegir el plan de tarifas que mejor se adapte a su hogar.

Obtenga más información en evergy.com/Time

Nuevas opciones de planes de tarifas en función del tiempo
Elije tu nuevo plan antes de octubre o se le asignará de manera automática el plan Estándar de Ahorro de mas demanda.

-  **Estandar de Ahorro de mas demanda**
-  **Ahorro en Noches y Fines de Semana**
-  **Plan de Ahorro con Recompensas en tiempo de mas demanda**
-  **Ahorro Maximo en Noches y Fines de semana**

¿Por qué Missouri está adoptando tarifas en función del tiempo?
El tiempo lo es todo cuando se trata de costos energéticos. Las tarifas basadas en el tiempo se ajustan a lo que paga con el costo real de producir energía. Con los planes de tarifas en función del tiempo, se pagará menos por la energía durante los períodos de menor demanda, cuando el consumo de energía es mas bajo, y más por la energía utilizada durante las de mas demanda de 4-8 pm.

Más información: 

evergy
The YOUtility Company

Paid Social Posts

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

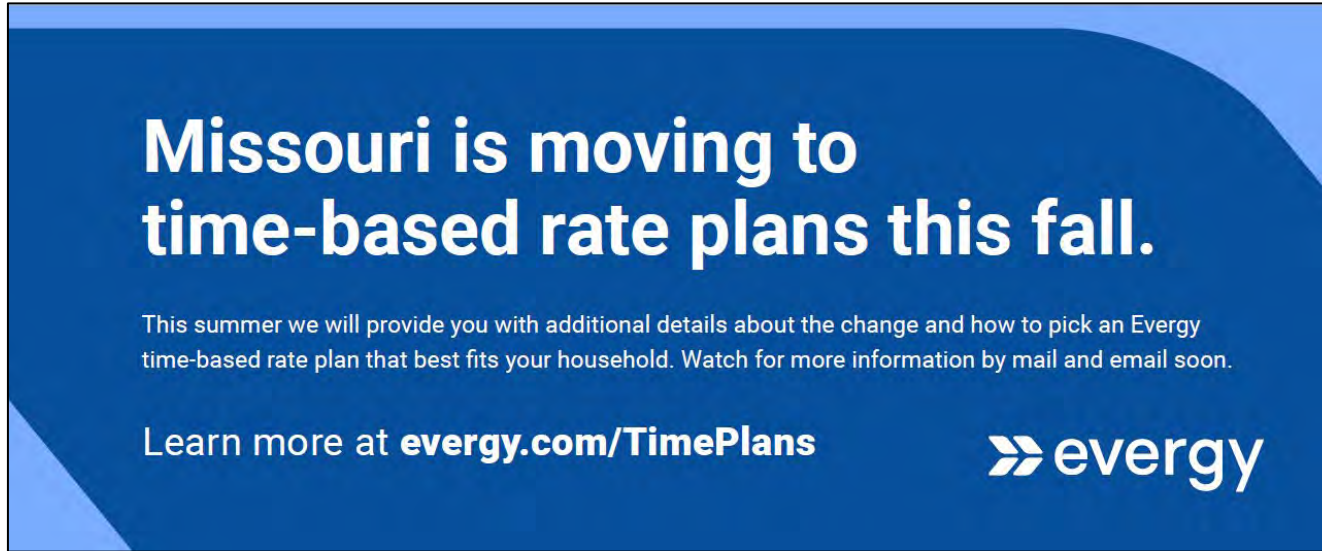
EVERGY.COM
Which plan is best for you?
We have a tool for that!

[Learn more](#)

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

Billing Communication


July Bill Insert



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

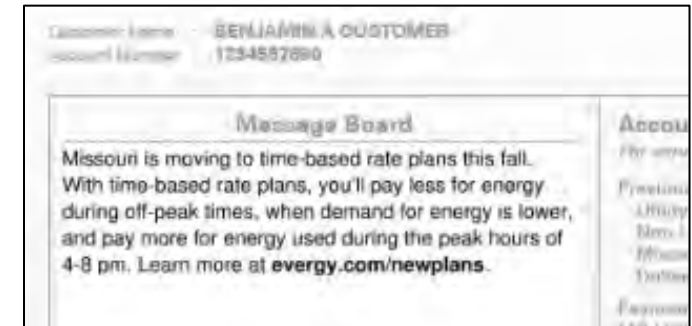
This summer we will provide you with additional details about the change and how to pick an Evergy time-based rate plan that best fits your household. Watch for more information by mail and email soon.

Learn more at evergy.com/TimePlans



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

July Bill Message



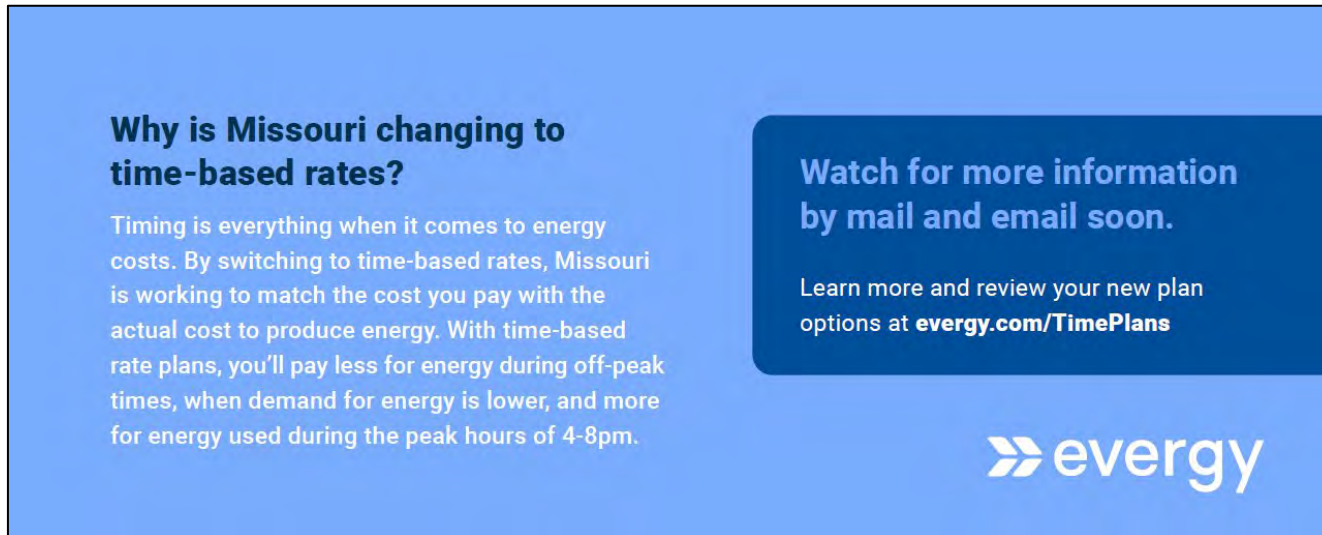
Customer Name: BENJAMIN A CUSTOMER
Account Number: 1234557890

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.

Account

- Free...
- Utility
- Net...
- W...
- Debit
- Pay...




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





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.

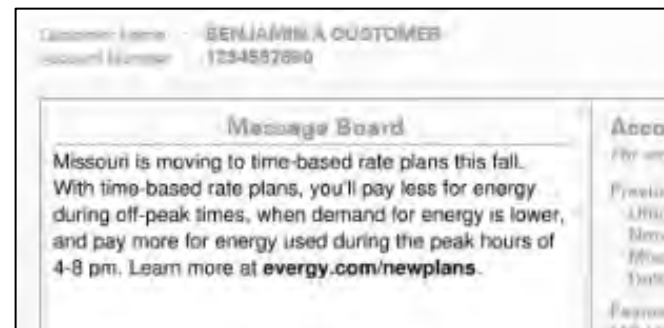
Choose your new plan now!

Select your time-based plan before October by going to evergy.com/TimePlans



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





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



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

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.

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

Learn more:



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.

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

Missouri Newspapers
Send Date: August 2023

Retargeting Digital Banner Ads

Retargeting Ads - Message 1

Empowering you to save.
Choose your new rate plan by October.
PICK NOW
evergy

Empowering you to save.
Choose your new rate plan by October.
PICK NOW
evergy

Empowering you to save.
Choose your new rate plan by October.
PICK NOW
evergy

Empowering you to save. PICK NOW
Choose your new rate plan by October. evergy

Empowering you to save. PICK NOW
Choose your new rate plan by October. evergy

Empowering you to save. PICK NOW
Choose your new rate plan by October. evergy

Empowering you to save.
Choose your new rate plan by October.
PICK NOW
evergy

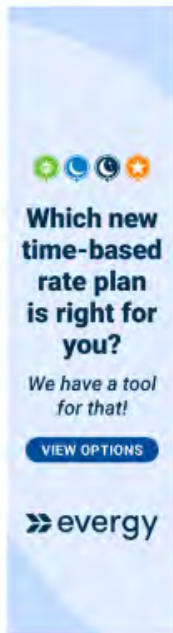
Empowering you to save.
Choose your new rate plan by October.
PICK NOW
evergy

Empowering you to save.
Choose your new rate plan by October.
PICK NOW
evergy

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

Retargeting Digital Banner Ads

Retargeting Ads - Message 2

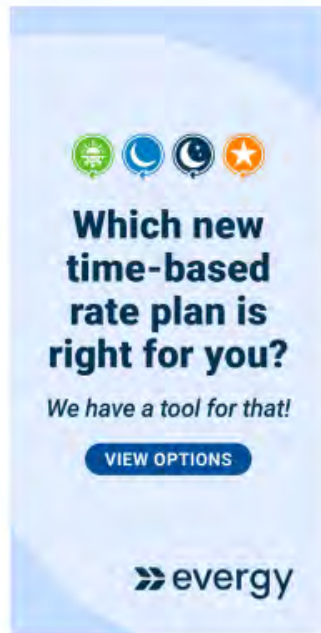


Which new time-based rate plan is right for you?

We have a tool for that!

VIEW OPTIONS

evergy

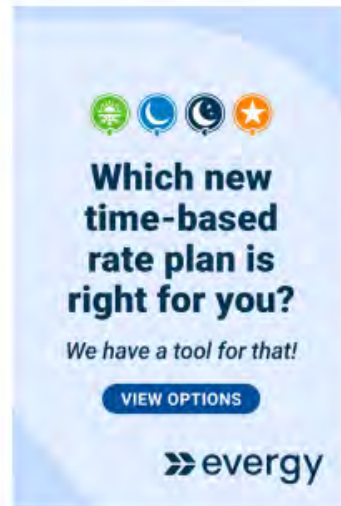


Which new time-based rate plan is right for you?

We have a tool for that!

VIEW OPTIONS

evergy

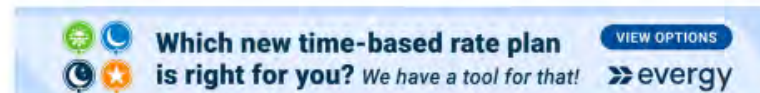


Which new time-based rate plan is right for you?

We have a tool for that!

VIEW OPTIONS

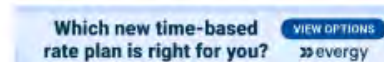
evergy



Which new time-based rate plan is right for you? We have a tool for that!

VIEW OPTIONS

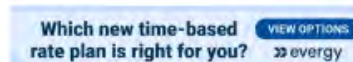
evergy



Which new time-based rate plan is right for you?

VIEW OPTIONS

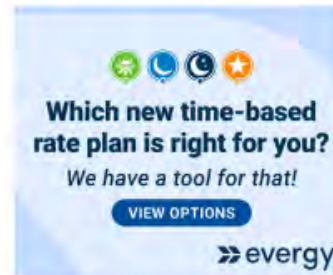
evergy



Which new time-based rate plan is right for you?

VIEW OPTIONS

evergy

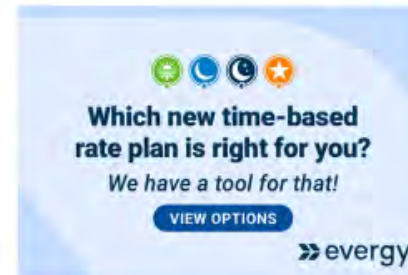


Which new time-based rate plan is right for you?

We have a tool for that!

VIEW OPTIONS

evergy

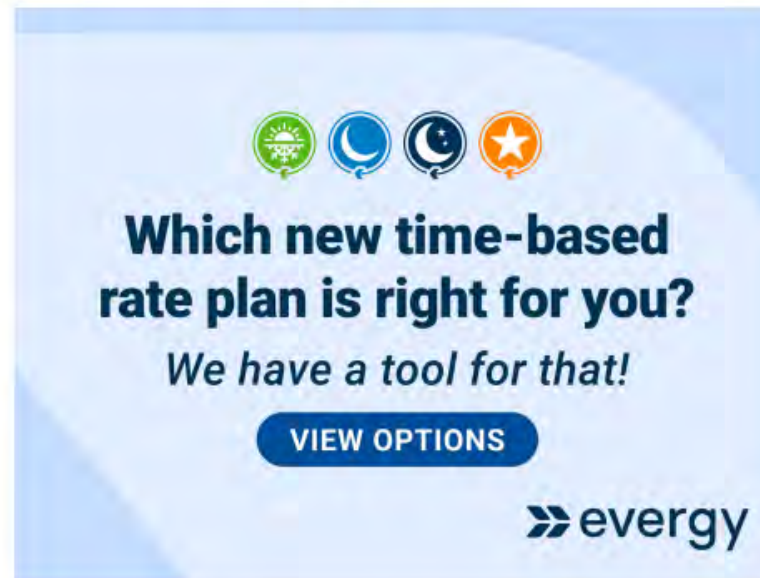


Which new time-based rate plan is right for you?

We have a tool for that!

VIEW OPTIONS

evergy



Which new time-based rate plan is right for you?

We have a tool for that!

VIEW OPTIONS

evergy

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 416879, Kansas City, MO 64141

Rate Education Report

March 21, 2023
Account number XXXXXXXX



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 set your 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.



♻️ Printed on 100% post-consumer recycled paper using water-based inks. © Oracle 2023. All rights reserved.

Rate Education Reports Email

evergy Account #11111111111111111111
4505 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](#)

	<p>Combinable pricing. Choose one.</p> <p>Standard peak No peak pricing 8 months of the year.</p> <p>\$95/month LEARN MORE</p>
	<p>Peak Reward Earn discount credits.</p> <p>\$104/month LEARN MORE</p>
	<p>Nights & Weekends Lower overnight prices.</p> <p>\$103/month LEARN MORE</p>
	<p>Nights & Weekends Max Lowest overnight prices.</p> <p>\$93/month LEARN MORE</p>
	<p>Your current plan Discontinued starting October 2023.</p> <p>\$106/month</p>

[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?

- 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.

¿Tiene preguntas?
Estamos aquí para ayudarle con su transición a planes de tarifas basadas en la hora de uso.
Visite: evergy.com/PeakPlans
Llame: 800-541-0407
Analice: utilice *Compare My Rate*, nuestra herramienta en línea para comparar tarifas, para ver cuál plan podría ser el mejor para usted.

¿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

Promotional pod in the weekly energy analysis emails

Audience: ~300,000

Send Date: August – October, 2023

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](#)

All Mo Customers: August Email



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

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

Pilot TOU Customers: August Email



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



Download the Evergy app

Non Saver: August Email

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



Missouri Rate Update

Missouri makes changes to rate plans for Evergy 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**



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

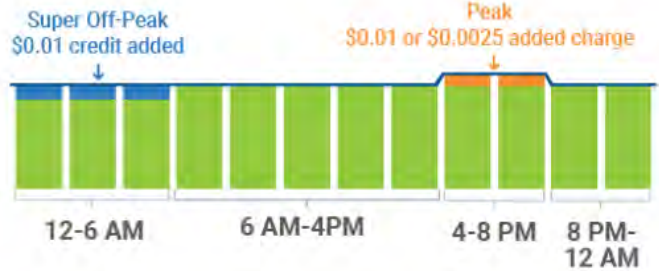
Although your plan is changing, your net-metering agreement is not. Just as now, the energy you generate will continue to offset your bill.

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 25th







The diagram illustrates the rate plan structure with four time periods: 12-6 AM, 6 AM-4PM, 4-8 PM, and 8 PM-12 AM. The 12-6 AM period is labeled 'Super Off-Peak' with a blue bar and '\$0.01 credit added'. The 4-8 PM period is labeled 'Peak' with an orange bar and '\$0.01 or \$0.0025 added charge'. The other periods (6 AM-4PM and 8 PM-12 AM) are shown with green bars.



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



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 23rd

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.



Phase 2 – Preparation and Action Tactics

September and October

Customer Postcard - September

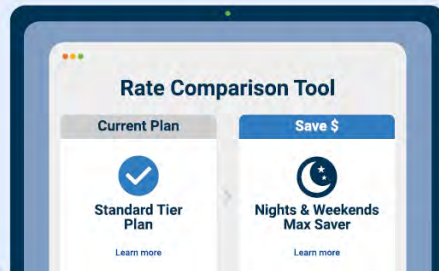


It's time to pick your new time-based rate plan.

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



Audience: Mo Residential (excluding already on TOU, net metering, solar sub)

~450,000

Send Date: September 15-20, 2023

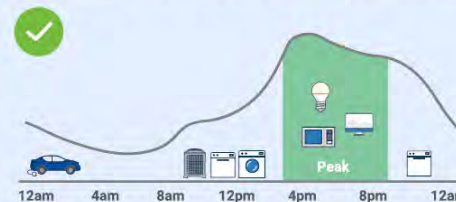
Your current rate plan will be changing in October.

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.

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



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:

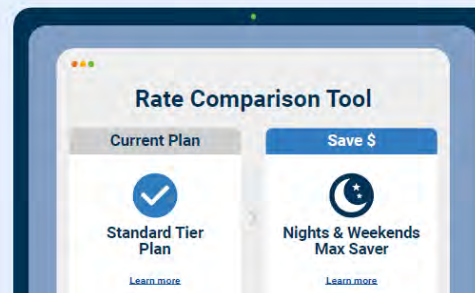
With time-based rates, you'll pay less for any energy used during the 20 off-peak hours. But when energy demand is high during peak hours, the cost for energy will be higher. It is important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and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

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

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




All MO: September Email



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 Energy 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](#)

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 2023

Organic Social Post


Send Date: September 2023



Missouri's Time-Based Rate Transition

In October, Evergy Missouri customers will be moved to time-based rate plans.

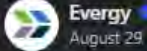
Four new time-based rate plan options now available.

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

Boost this post to reach up to 4736 more people if you spend \$50. [Boost post](#)

You, Maria Lopez, Kimberly Cook Davis and 224 others 391 comments 122 shares

Like Comment Share



August 29

We have followed the conversation on Facebook and elsewhere about Missouri's shift to time-based rate plans. We want to take the time to walk through the changes for Missouri residential customers. Let's talk time-based rate plans and your plan options.

Your lives are full and busy, especially when you get home at night. From cooking dinner to washing laundry to watching your favorite shows in the comfort of your homes from 4-8 p.m. It's also the period when energy demand is highest.

The Missouri Public Service Commission (MPSC) mandated Evergy Metro and Evergy West implement time-based rates starting October 1. The intent is for customers to shift your usage to off-peak hours to help reduce grid strain for the benefit of all in our communities.

The good news for you is that you still have a choice here.

- There are four plan options, including the Peak Reward Saver, which looks similar to the plan most customers in Missouri are on now.
- The new default plan, the Standard Peak Saver, offers customers a discounted price on their usage for 20 hours a day (For example: Instead of about \$0.14 kWh, Evergy Metro customers will pay \$0.0958 kWh during summer months). That discounted rate will offset the prices customers pay during the peak hours of 4-8 p.m. during summer months. <https://www.evergy.com/landing/missouri-rate-plans>
- Over 70% of Evergy customers are predicted to see their costs stay the same or save money annually on the new Standard Peak Saver without changing usage habits. If customers on this plan choose to shift their usage away from the peak hours, there's potential to save even more on your bills, especially with the discounts during non-peak hours. We encourage you to use our rate comparison tool to see a month-to-month rate comparison based on your last 12 months of usage to help you find the best plan for your needs: <https://www.evergy.com/ma/rate-comparison>

Evergy's mission is to provide reliable, affordable and sustainable energy for you. A resilient energy grid now and in the future is important to us and state regulators. It's what empowers the communities we live in and serve. We hope this offers some understanding about the changes to come, how they may benefit you and why the MPSC has implemented time-based rates in Missouri.

In the comments, we're going to offer answers to some frequently asked questions about time-based rates and your options. Remember to choose from one of the four time-based rate plans by October 1. Don't worry, if you don't choose a plan, you'll be placed on the default Standard Peak Saver plan.

Electric Heat Customers: September Letter

Audience: Customers on the Space Heating Rate ~103,749

Send Date: September 5-15, 2023



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](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.

An important note about your old rate plan

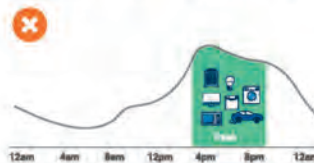
As part of the new mandate from the MPSC, your current All-Electric rate plan (or electric space heating rate) is being discontinued. Your old plan offered a discounted rate in the winter for electric space heating customers, which is no longer offered. Due to this change, customers with electric heat 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.

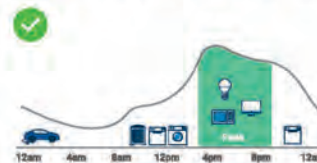
Why is Missouri moving to time-based plans?

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.

Net Metering Customers: September Letter

Audience: Customers on the Net Metering Rate ~6,766

Send Date: September 5-15, 2023



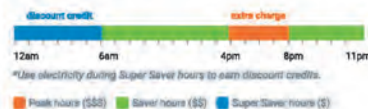
Your new time-based rate plan is coming soon.

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](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.

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.

Net-Metering: September 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 Eversource, 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.

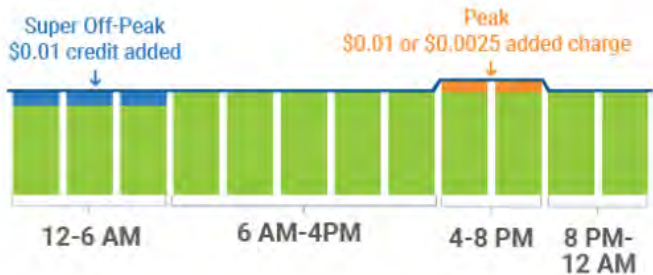
Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. This means that any energy received from your system during those peak times could provide even greater savings.

Subject: Your new rate plan is coming soon

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


Note: electric heat pod only shows for space heating customers

Send Date: September 2023



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 Eversource app**

[f](#) [t](#) [v](#) [in](#)

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!

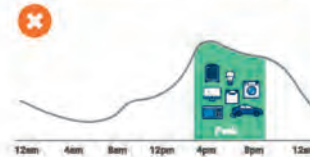
We know rate plans can feel confusing. If you need help, we are here to assist you.

- **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](https://www.evergy.com/SaverPlans)

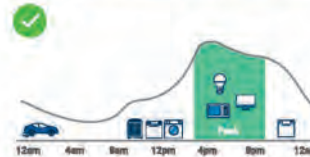
Why is Missouri moving to time-based plans?

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.

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

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.

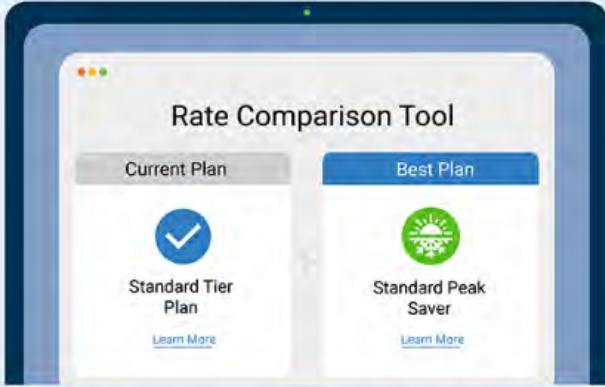
See [more details on the Missouri changes](#), and what they mean for you.

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.

[Compare Plans](#)

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 2023

Non-Digital Customers: September Letter

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

Send Date: September 5-15, 2023



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.

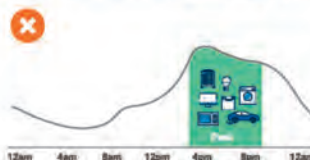
We invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report* that arrived by mail in August to see which plan best fits your household based on your past energy usage.

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.

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](#)

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.

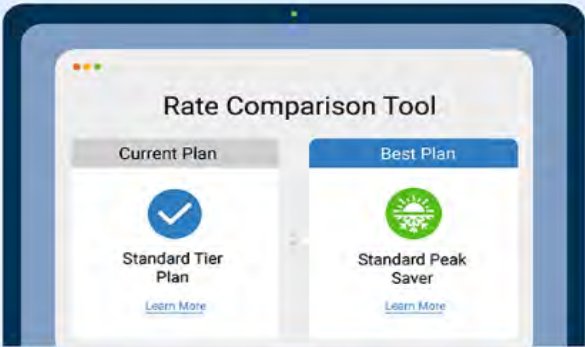
See [more details on the Missouri changes](#), and what they mean for you.

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.

[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 2023

Solar Subscription Customers: September Letter



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.

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.

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

Solar Subscription: Email



evergy

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 ~600. Resend to customers who did not open in August

Send Date: September 2023

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.

TOU Pilot Customers: September Letter

Audience: Customers who participated in the TOU Pilot Program ~7,000

Send Date: September 5-15, 2023



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.

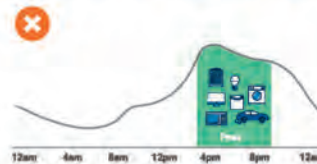
Visit [evergy.com/SaverPlans](https://www.evergy.com/SaverPlans) or call **1-800-541-0407** to learn more about the plan options and to select your new plan.

*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.

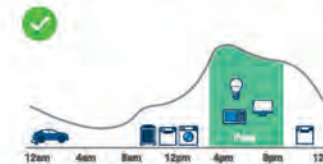
Why is Missouri moving to time-based plans?

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.

Pilot TOU Customers: September Email



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 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**

Request for Information: Packet Mailed by Request

Audience: Customers who requested to be sent additional information
 Send Date: August - Present



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 in the **Default Time Based Plan** (formerly called Peak Reward Saver).

How does the new default plan work?

The **Default Time Based Plan** is very similar to the rate plan you use today. It also has the lowest price difference between peak and off-peak times. This means that energy used during peak times won't have a major impact on your bill.

The Default Time Based Plan has a set rate for energy most of the day, with only a small increase during the 4-8 pm peak period.

Rate Period	Rate
Super Off-Peak	\$0.01 (not added)
Off-Peak	\$0.11
Peak (4-8 PM)	\$0.14
On-Peak	\$0.12

Note: The actual charge for peak hours is \$0.14 per kWh, not \$0.12 per kWh as shown in the chart above.

Want a different rate plan?

Evergy has three other time-based rate plans. 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 been 30 days current here for less than 90 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: 1-800-541-0427

We're here to help!

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

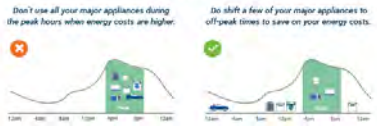
- Give us a call: 1-800-541-0427 from 7 am to 5 pm Monday through Friday
- Visit us in-person: Evergy Connect from 9 am to 4 pm Monday through Friday
1710 The Paseo Blvd., Kansas City, MO 64108
- Visit us online: evergy.com/SavePlans

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.



Missouri's Time-Based Rate Transition
 Beginning in October, customers will be moved to time-based rate plans.

Evergy's Missouri customers will be automatically enrolled in the **Default Time Based Plan** if you don't choose one of the other three plan options. The **Default Time Based Plan** is very similar to the rate plan you have today, and has the lowest price difference between peak and off-peak times.

Questions?

We're here to help you work your transition to time-based rate plans. Visit: evergy.com/realTime

Call: 800.541.0427

Analytics: Use our online Compare My Rate tool to see which plan might be best for you.

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 30 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.

Default Time Based Plan
 Default residential rate plan with the lowest difference between peak and off-peak times.

Nights & Weekends Plan
 Year Time Period: Lowest and Weekend Discounts

Nights & Weekends Max Plan
 Year Time Period: 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.

Evergy Missouri Metro

Period	Time Period	Summer Peak Time Based Plan (Default Residential Rate Plan)		Nights & Weekends Plan		Nights & Weekends Max Plan		Default Time Based Plan (Default Residential Rate Plan)				
		Summer Peak (12:00 AM - 6:00 PM)	Summer Off-Peak (6:00 PM - 12:00 AM)	Summer (12:00 AM - 11:59 PM)	Weekend (12:00 AM - 11:59 PM)	Summer (12:00 AM - 11:59 PM)	Weekend (12:00 AM - 11:59 PM)	Super Off-Peak (12:00 AM - 6:00 AM)	Off-Peak (6:00 AM - 4:00 PM)	Peak (4:00 PM - 8:00 PM)	On-Peak (8:00 PM - 12:00 AM)	
Base	Apr - Sep	\$0.0023	\$0.0023	\$0.2065	\$0.2164	\$0.1496	\$0.2141	\$0.1426	\$0.1426	\$0.1426	\$0.1426	\$0.1426
Off-Peak	All other hours	\$0.1131	\$0.1127	\$0.1284	\$0.1194	\$0.0810	\$0.1426	\$0.1426	\$0.1508	\$0.1232	\$0.0753	\$0.0668
Super Off-Peak	Winter (Jan)	\$0.0066	\$0.0066	\$0.0468	\$0.0289	\$0.0228	\$0.1209	\$0.1209	\$0.1426	\$0.1123	\$0.0653	\$0.0568

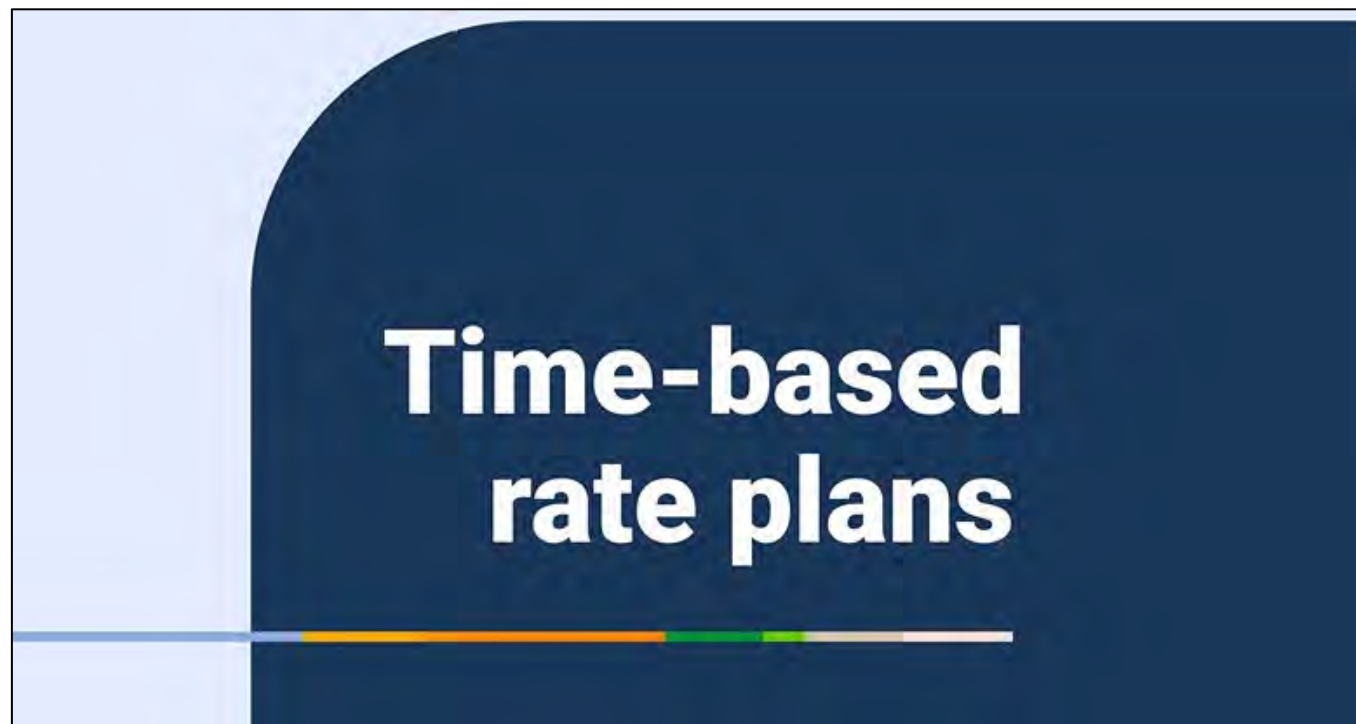
TOU Overview Video

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.

Produced spot

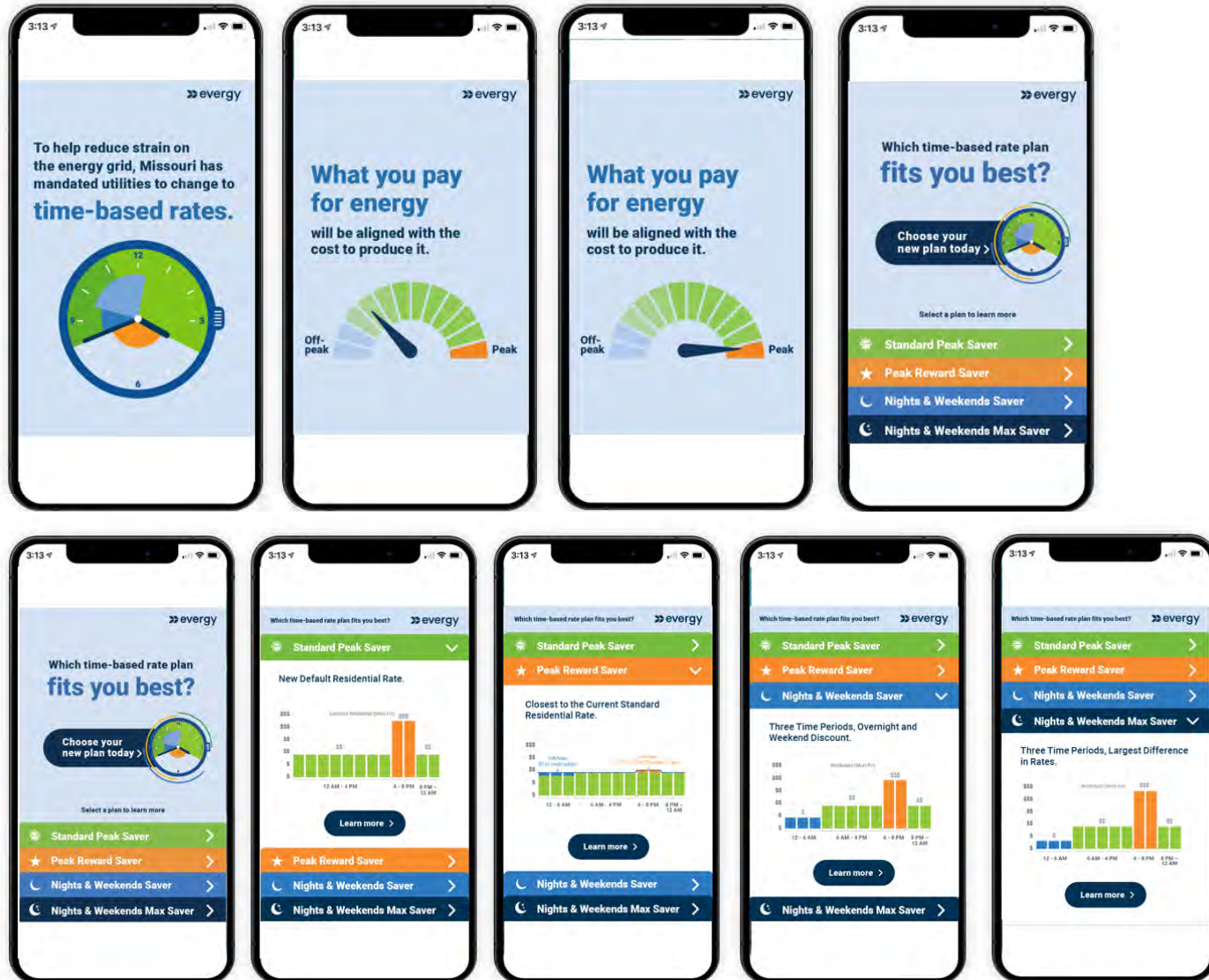
VO: Hey Missouri, have you heard? Missouri electric utilities, including Evergy, are being mandated to move to time-based rates beginning this October.

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.

Digital Ad - Undertones

Audience: Missouri Residential Customers
Live: October



Animation: A quick, visual intro will engage viewers with our ad. We begin on a clock with rotating hands. The clock then transitions to a meter visual, illustrating low and then high energy usage. Our prompt animates in as each plan name enters on its unique color bar from the right. Once all plans have appeared, the bars stack on top of each other and become accordion tabs. The CTA message/button appears with a subtle rotation of the color wheel to encourage the viewer to tap.



Default Plan Change letter

Audience: Customers who have not yet selected a rate. ~380,000
Send Date: October 9-14, 2023



Dear [Name],

Important update to Evergy's Time-based rate plans.

Please note: The default time-based rate plan has changed from past Evergy communications.

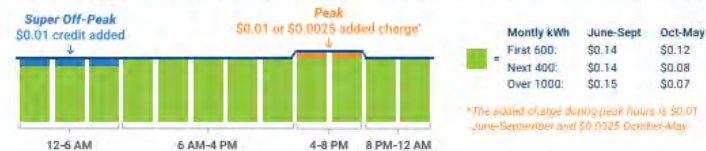
During the last few months, Evergy has been working to inform you about our new time-based rate plans. Recently, the Missouri Public Service Commission (MPSC), which regulates Evergy, has updated which of the four rate plan options will be the default rate plan. For customers who do not select a time-based plan on their own, **the new default plan will be the Default Time Based Plan (formerly called Peak Reward Saver).**

We've noticed that you have not selected a new plan yet. There is still time to pick your plan but **if you don't select soon, you will be placed into the Default Time Based Plan before the end of the year.** We encourage all customers to select a plan that works best for their household.

How does the new default plan work?

The **Default Time Based Plan** is very similar to the rate plan you have today. It also has the lowest price difference between peak and off-peak times. This means that energy used during peak times won't have a major impact on your bill.

The Default Time Based Plan has a set rate for energy most of the day, with only a small increase during the 4-8 pm peak period.



TIP: On the **Default Time Based Plan** 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? We're here to help!

Evergy has three other time-based rate plans. 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. You can change your rate plan at any time.

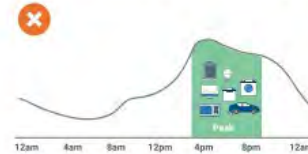
We know selecting the right rate plan can feel confusing. If you need help, we are here to assist you.

- **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/TimePlans

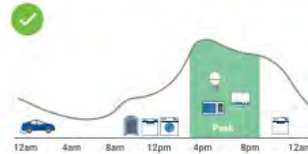
Why is Missouri moving to time-based plans?

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.



Default Plan Change Email

Audience: Customers who have not yet selected a rate.

Send Date: October 9-18, 2023



Changes to the default time-based plan

By now, you know that [Missouri is changing](#) to time-based rate plans this fall. You can choose from one of four new plans, or if you do not select one on your own, you will automatically be moved to the default plan.

Recently, the Public Service Commission (MPSC), which regulates Energy, has updated which of the four rate plans will be the "default" plan. The new default plan will be the [Default Time Based Plan](#) (formerly called the Peak Reward Saver plan).



We requested this change based on feedback from customers. Among the four plans, the Default Time Based Plan is the most like Energy's previous standard plan. It has the lowest price difference between peak and off-peak times.

This means that energy used during peak times won't have a major impact on your bill.

The Default Time Based Plan has a set rate for energy most of the day, with only a small increase during the 4-8 pm peak period.

Want a different plan?

It's not too late to choose one of the other time-based plans.

We have a personalized [Rate Comparison Tool](#) to help you choose the plan that's best for your home, based on your prior year's energy usage.

[Compare Plans](#)

How do I change my plan?

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

- [Change your plan online](#).
- Call our special 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.

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.

Are you on the Average Payment Plan?

The change to time-based rate plans does not affect our [Average Payment Plan](#) (sometimes called level pay or budget billing). You can still be on the Average Payment Plan with these time-based rate plans.



Download the Evergy app





Phase 3 – Success and Transition

October, November and December –
Still In-Process



Welcome Kit Postcard with Magnet

Audience: All Eligible Missouri TOU residential customers
Send Date: November (Mo Metro) & December (Mo West) 2023

Why is Missouri moving to time-based plans?
Supply and demand impacts the cost to produce energy. When there is a high demand for energy during peak hours, producing energy becomes more expensive, and when energy demand is lower, the cost to produce energy goes down. With time-based plans, you'll pay less for energy during off-peak times 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.

evergy
P.O. BOX 418679
KANSAS CITY, MO 64141-9679

Welcome to your new time-based rate plan.

Look inside for helpful ways to **save energy and money** with your new plan.

evergy

Removable Refrigerator Magnet

Be mindful of peak hours

Reduce large appliance use during peak hours of 4-8 pm.

Use your dishwasher delay button

Adjust your thermostat to avoid peak hours

Shift when you use your clothes dryer

Learn more at evergy.com/SaverPlans

evergy

STEP ONE:

Be mindful of peak and off-peak hours
Energy costs are higher during peak hours of 4-8 pm, and off-peak times and pricing varies by plan.

Off-Peak Hours
Demand for energy is lower during these times, so you're charged less. Off-peak times vary by plan but are typically late at night and in the early morning.

Peak Hours
Demand for energy is higher during these few hours, so energy costs more during peak hours. Peak hours are 4-8 pm and vary by day and season.

Costs and times vary by each plan. Get your plan's peak and off-peak times at evergy.com/SaverPlans

STEP TWO:

Optimize when you use your large appliances
You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak times.

Be mindful of peak hours
Reduce large appliance use during peak hours of 4-8 pm.

Use your dishwasher delay button

Adjust your thermostat to avoid peak hours

Shift when you use your clothes dryer

Learn more at evergy.com/SaverPlans

STEP THREE:

Use our Evergy energy engagement tools
Use our personalized tools to help you understand when you're using energy and how to save money.

- Weekly Rate Coach Emails**
With our weekly Rate Coach emails, you'll get an email every week that breaks down your weekly energy usage by each hour of the day, helping you to see when you're using energy.
- Energy Engagement Portal**
Through your online Evergy MyAccount portal, you can see your usage patterns broken down by hour, helping identify when you're using the most energy.
- Compare My Rate Tool**
Use our online rate compare tool to see which time-based rate plan is best for you.
- Average Payment Plan**
Sometimes called budget billing, this program averages your bills each month to help keep payments level throughout the year.
- High Bill Alerts**
When you enroll in our High Bill Alert emails, you'll receive a notice if you're currently on track to receive a higher-than-normal bill.





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

You're currently on the Super Saver & Weekend Max Saver plan which offers a very low energy price overnight. To help avoid heavy electricity use during the weekday peak hours of 4 to 8 p.m. and shift your electricity usage to overnight.

Here's how you used electricity during the weekdays

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



The electricity you purchased during the week was 12.5 kWh at a cost of \$1.25.

On weekdays, electricity is 12x more expensive from 4 to 8 p.m.



How can you save big during peak hours?

Appliances that use a lot of energy. By using them at lower-priced, Super Saver hours, you'll save more money.



These low-energy appliances can be used any time during the week.



Time to prepare for lower seasonal price changes!

Starting October 1, Energy's summer pricing will end for the year. While fall and winter rates are lower than summer pricing, you'll save even more if you still have appliances that use more than the peak hours of 4-8 p.m. on weekdays, especially if you have electric heating. Take a moment to make the most of your off-peak pricing to maximize the savings this fall and winter. Here's what to do now:

	Summer	Non-Summer
Electricity	10¢/kWh (4-8 p.m.)	10¢/kWh (4-8 p.m.)
Electricity (10¢/kWh - 4-8 p.m. weekdays through 10pm, including holidays)	10¢/kWh (4-8 p.m.)	10¢/kWh (4-8 p.m.)
Off-peak pricing (10¢/kWh - 12am - 3am - 3am - 6am)	10¢/kWh (4-8 p.m.)	10¢/kWh (4-8 p.m.)
Super Off-peak pricing (10¢/kWh - 12am - 3am)	10¢/kWh (4-8 p.m.)	10¢/kWh (4-8 p.m.)

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



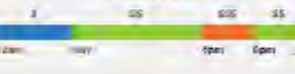
Here's how you used electricity during the weekdays

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



The electricity you purchased during the week was 12.5 kWh at a cost of \$1.25.

On weekdays, electricity is 12x more expensive from 4 to 8 p.m.



Ways to Save

- Shift your routine to away from peak hours
- Consider using electric heating for your home appliances by using off-peak pricing during peak and off-peak hours. This can help you maximize the savings you get from your appliances during off-peak pricing.

[See more ways to save](#)

Weekly Rate Coach Emails

Audience: All Eligible Missouri TOU residential customers with emails
Send Date: About a week after signing up for TOU



Billing Communication

Audience: Mo Residential with paperless billing
Send Date: November 2023

November Bill Insert



Your new time-based rate plan is now starting.

We're here to help!

Learn more about your rate plan at evergy.com/TimePlans

Note: Recently, the Missouri Public Service Commission (MPSC), which regulates Evergy, has updated which of the four rate plan options will be the default rate plan. If you did not select a time-based plan, your plan will be the Default Time Based Plan (formerly called Peak Reward Saver). You can change your rate plan at any time.

 	 	 	 
Default Time Based Plan <i>Default residential rate plan, with the lowest difference in price between peak and off-peak times.</i>	Summer Peak Time Based Plan <i>Only has peak pricing during the summer months</i>	Nights & Weekends Saver <i>Three Time Periods, Overnight and Weekend Discount</i>	Nights & Weekends Max Saver <i>Three Time Periods, Largest Difference in Price</i>

Be mindful of peak and off-peak hours

You don't need to avoid using energy altogether during peak hours but try to shift when you use large appliances to off-peak times.



Optimize when you use your large appliances

Reduce large appliance use during **peak hours of 4-8 pm.**



Use your dishwasher **delay button**



Adjust your thermostat to avoid peak hours



Shift when you use your clothes dryer



Set your EV or other appliances to **charge overnight**

Here to help you with time-based rate plans.

Evergy has personalized tools to help you find ways to shift some of your energy usage, manage costs, or choose another rate plan option that best fits your household.

→ Our **Average Payment Plan** program (sometimes called budget billing) averages your bills each month to help keep payments level and consistent throughout the year.

→ With our weekly **Rate Coach Emails**, you'll get an email every week that breaks down your weekly energy usage by each hour of the day. *Not receiving these emails?* Sign up online or give us a call.

→ Use our online **Rate Compare Tool** to see which time-based rate plan is best for you. Check back to see if a different rate may be best for you as your energy usage changes.

Customer Survey Results

Internal Monthly Survey and Third Party Survey





Time-Based Rate Campaign Tracker

Missouri residential customer survey

(23-0013)

September 2023





Methodology

Evergy's Missouri Residential Customers

- Random sample of Missouri residential customers with email on file
- Evergy emails survey to 30,000 unique customers each month
- Same questionnaire sent each month with 40 questions

Month	Completes
June	557
July	831
August	702
September	813*

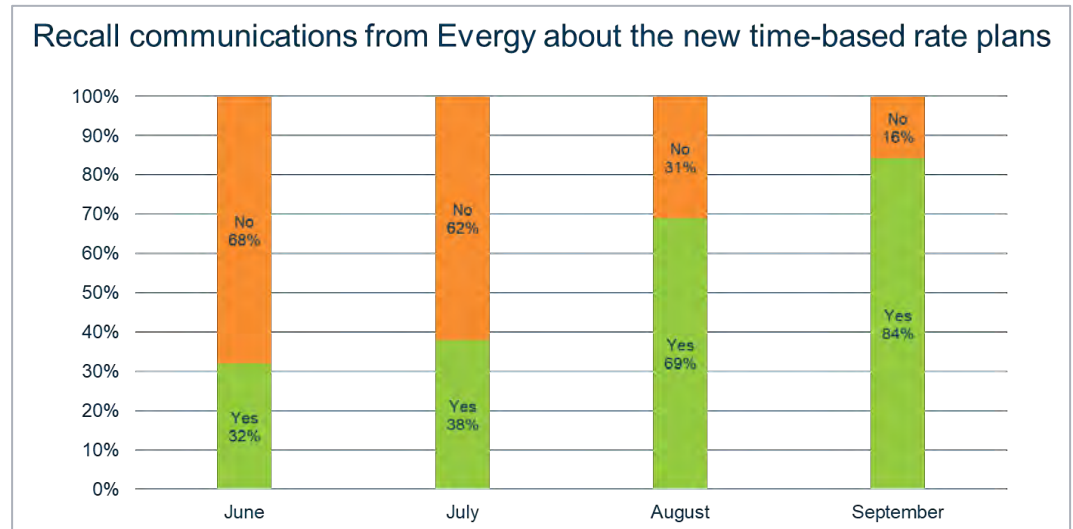
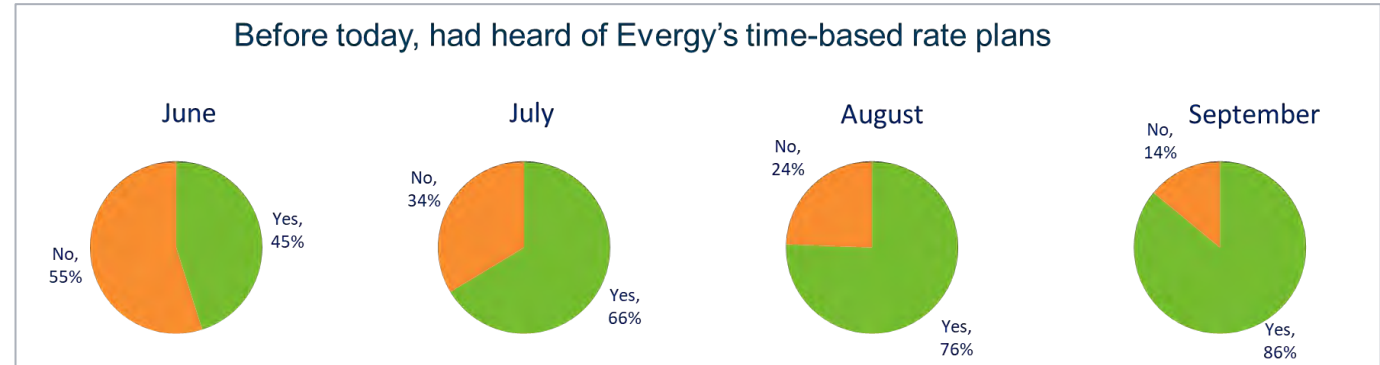
** September completes as of 9/25*

Evergy Mandated Time-Based Rate Campaign

Executive Summary

Evergy's Time-Based Rate Campaign has proven to be successful in creating awareness among Missouri residential customers.

- In September, 86% of Missouri residential customers had heard about Evergy's time-based rates. That is a 78% increase from the baseline measurement in June.
- The number of Missouri residential customers who recall Evergy communications about the new time-based rates has more than doubled in the past few months (increased from 32% to 84%)
- Knowledge of Evergy's time-based rate plans has started to increase. The details of the time-based rates have just recently started to be communicated in this phase of the campaign.

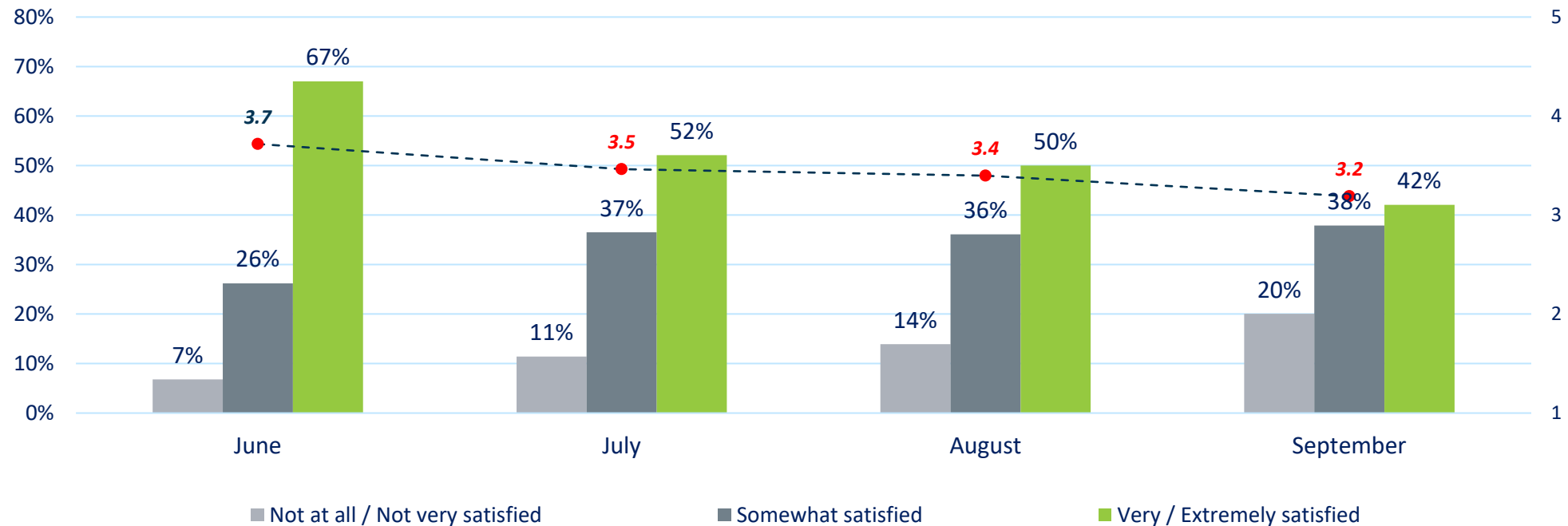




Customer Satisfaction with Evergy

Satisfaction is slowly declining like our other research results have been showing

Overall, how satisfied are you with Evergy as your electricity provider?

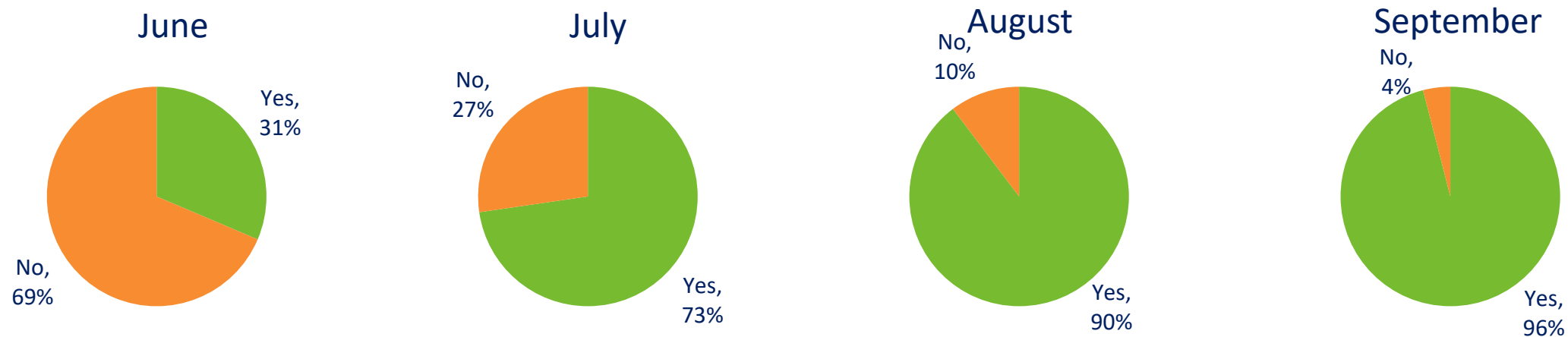




Seen or Heard of New Rate Options

In September, almost all 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?

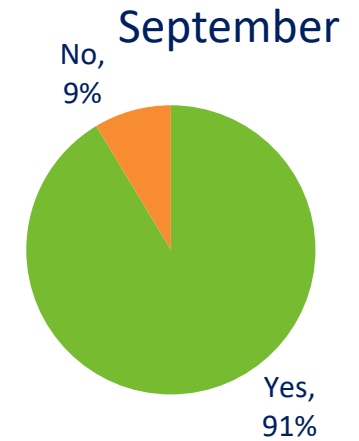
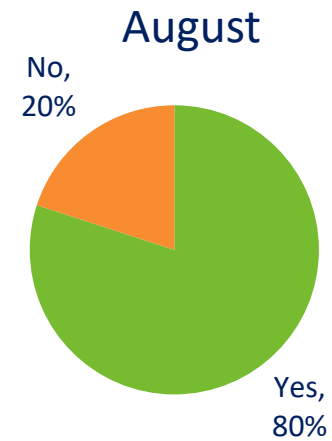
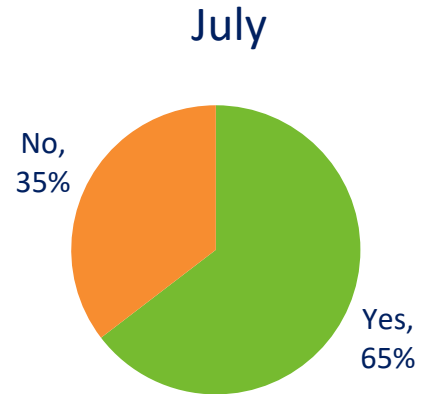
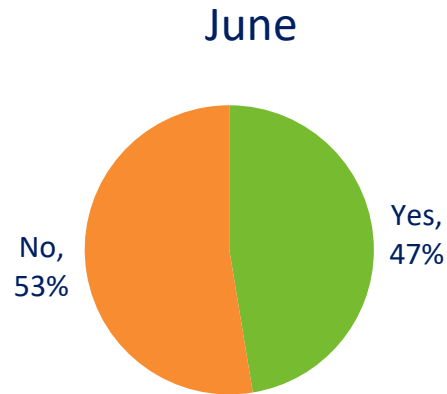




Awareness of Evergy Currently Offering Choices

Nine out of ten customers are aware that Evergy offers choices in rate plans

Aware that Evergy currently offers you choices of different types of rate plans?

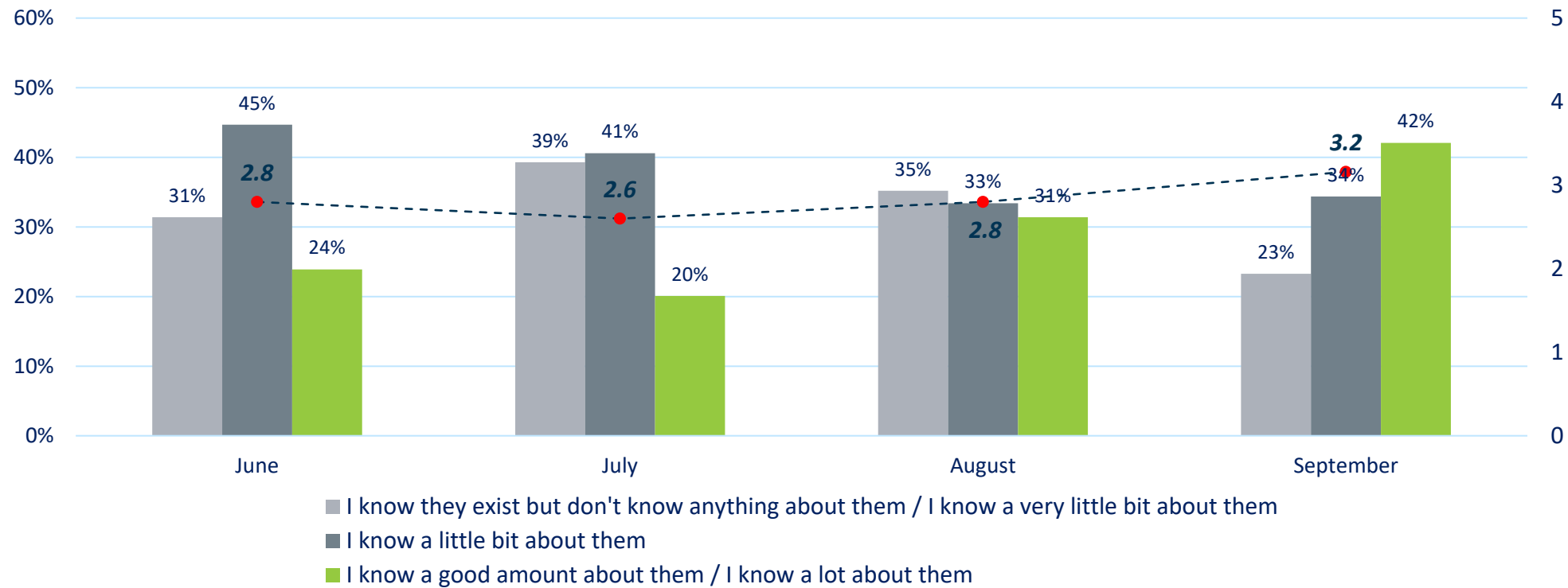




Familiarity with Evergy Rate Plans

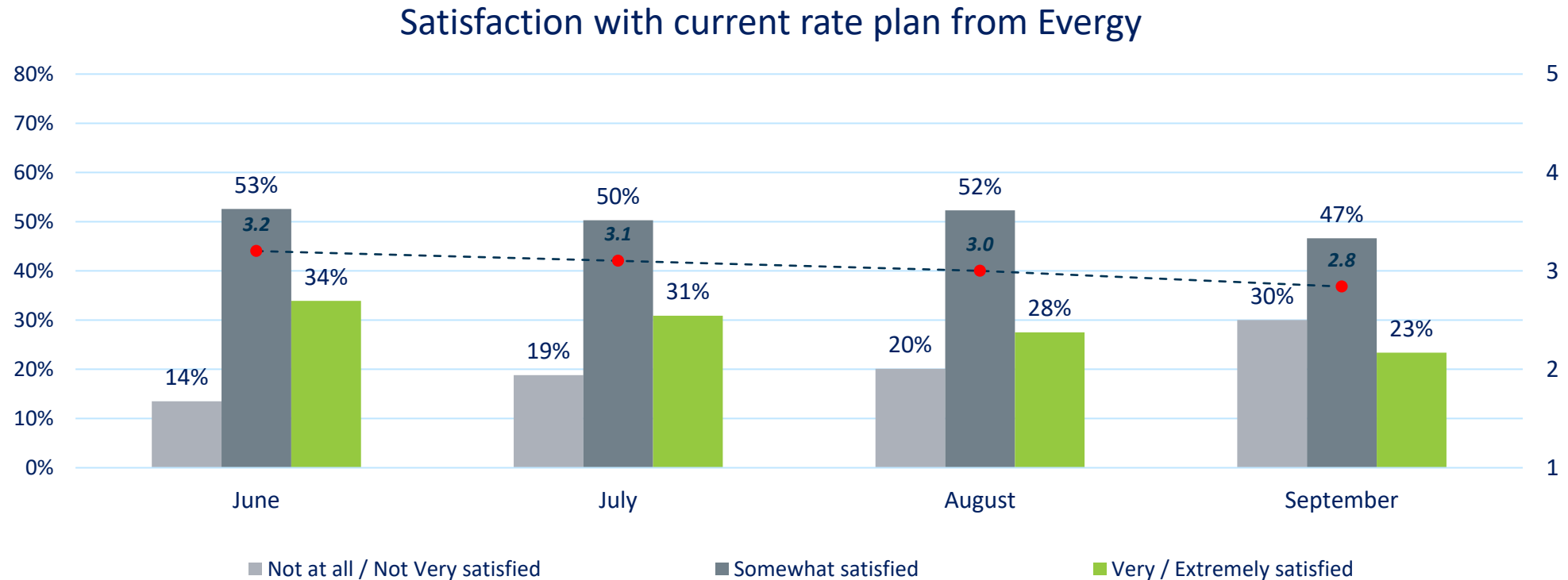
Familiarity with Evergy's rate plan offerings continues to increase

Familiarity with the different type of rate plans available from Evergy



Customer Satisfaction with Current Rate Plan

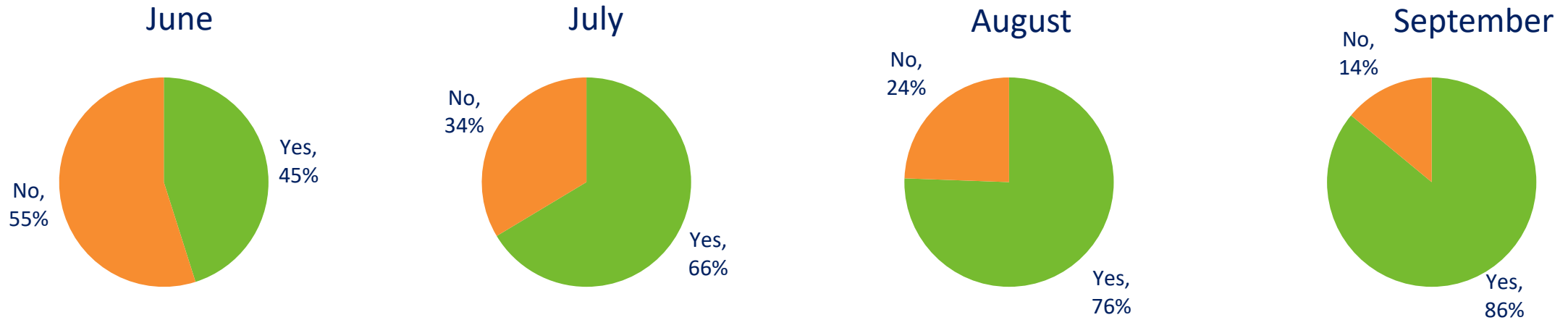
Satisfaction with current rate plan has slowly declined over the past few months



Heard of Evergy's Time-Based Rate Plans

Almost nine out of ten customers heard about Evergy's time-based rate plans

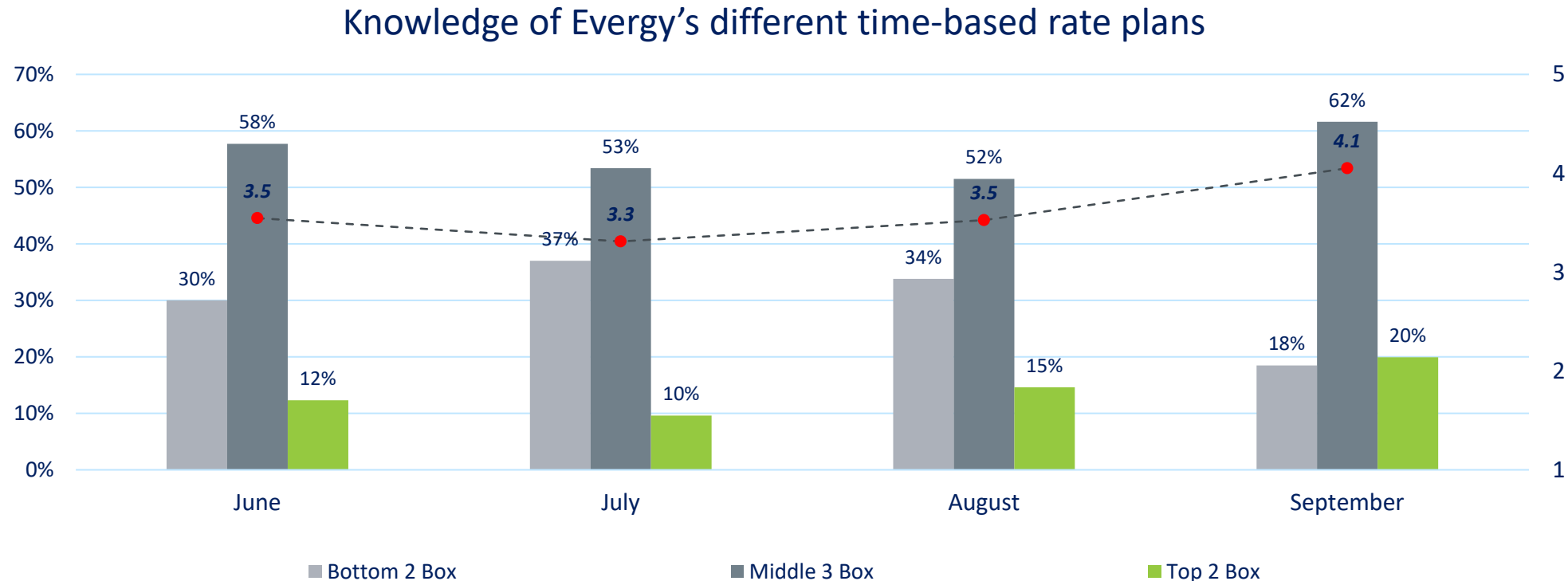
Before today, had heard of Evergy's time-based rate plans





Knowledge of Evergy's Different Time-Based Rate Plans

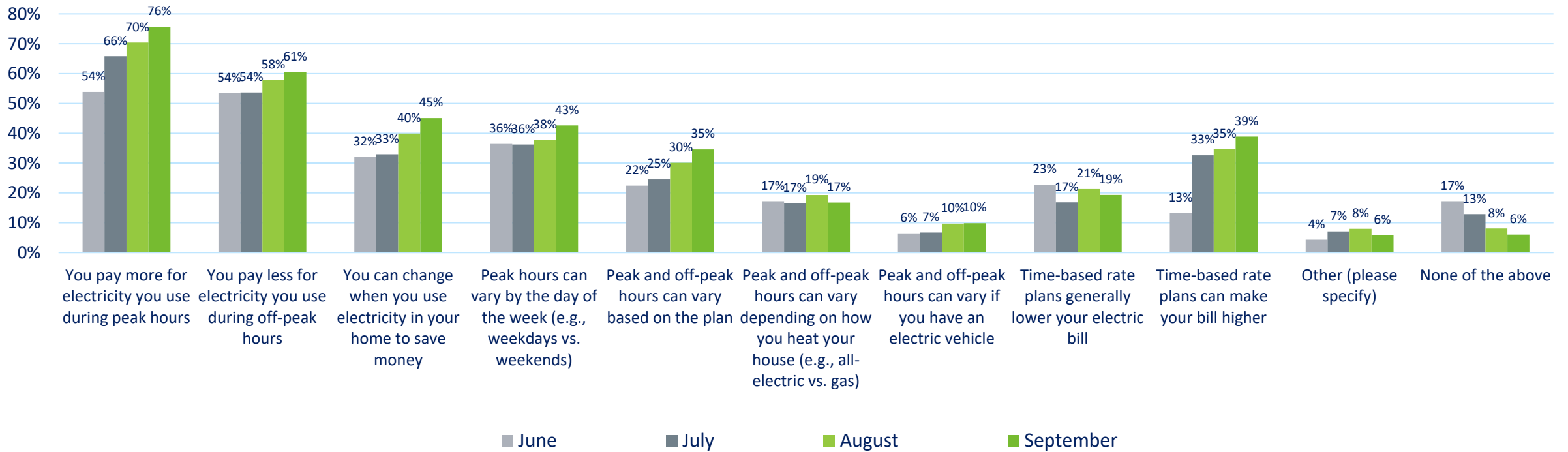
Knowledge of Evergy's time-based rate plans has started to increase at this point in the communications campaign





Statements Believed To Be True About Time-Based Rates

Believed to be true about time-based rates

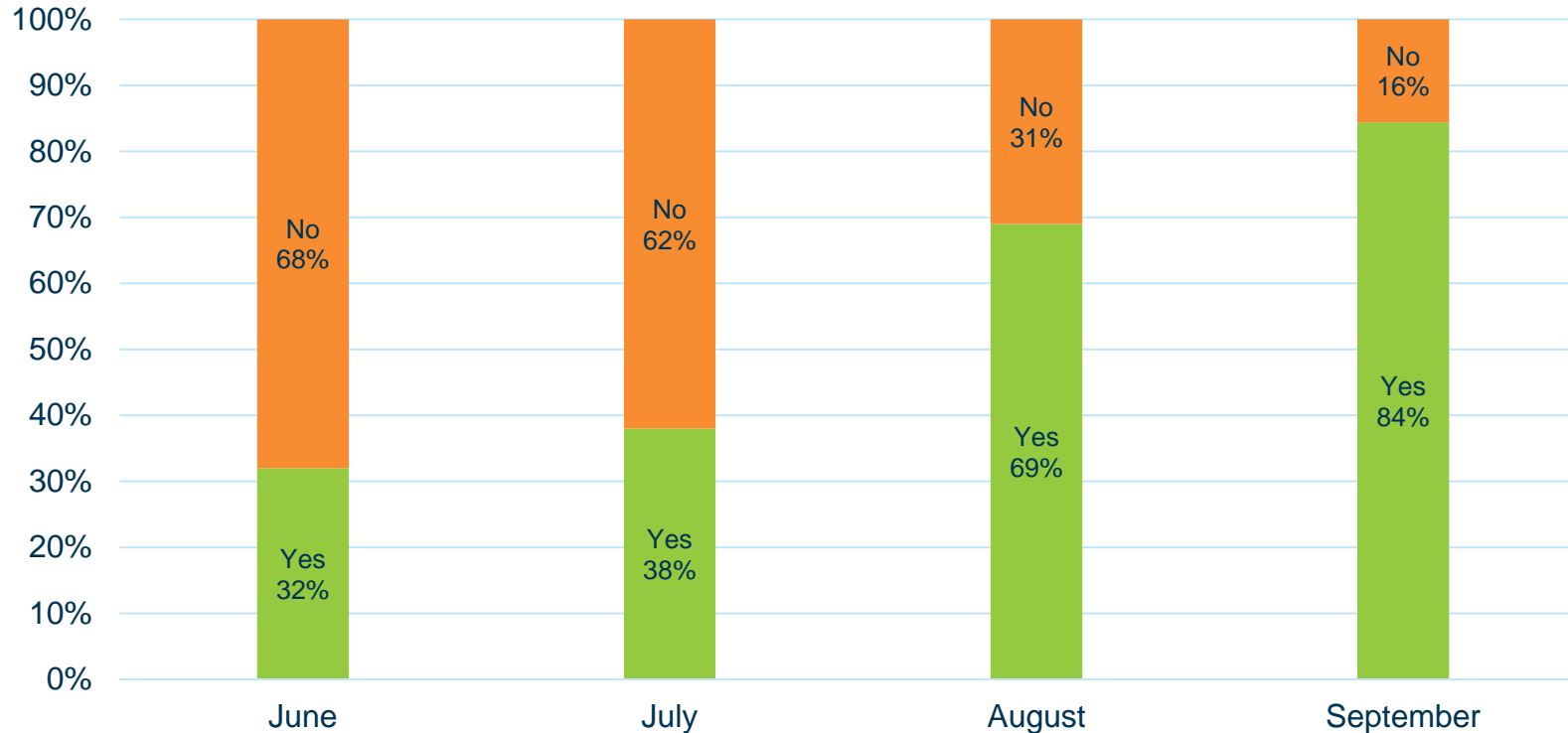




Recall Communications About Time-Based Rate Plans

Four out of five customers recall communications about Evergy's time-based rate plans

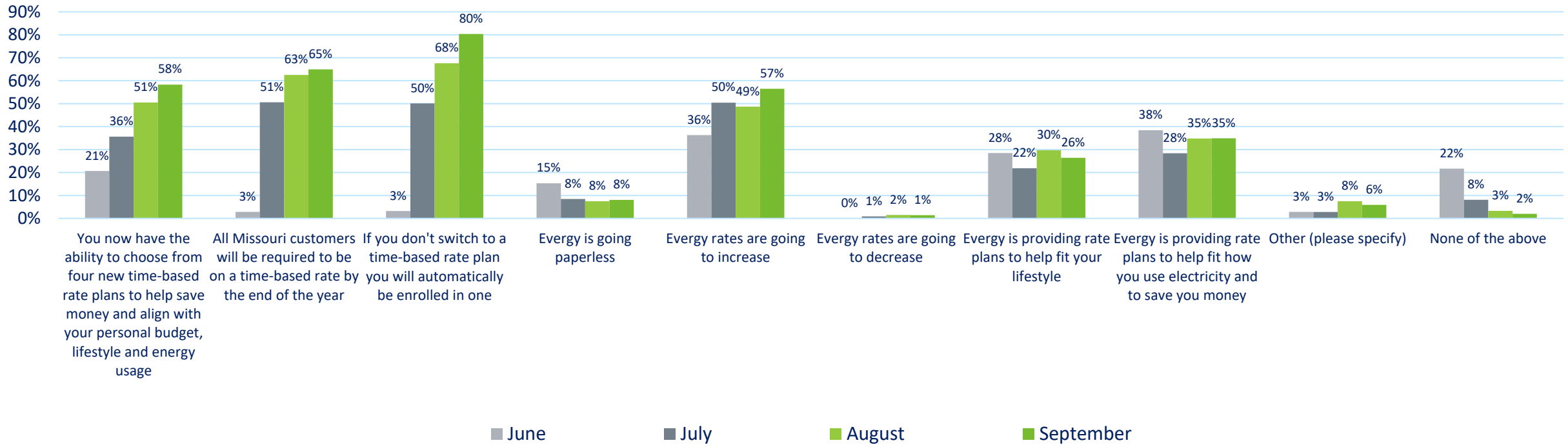
Recall communications from Evergy about the new time-based rate plans



Changes To Your Electric Service

Awareness of time-based rate changes continue to increase

Changes to your Evergy electric service

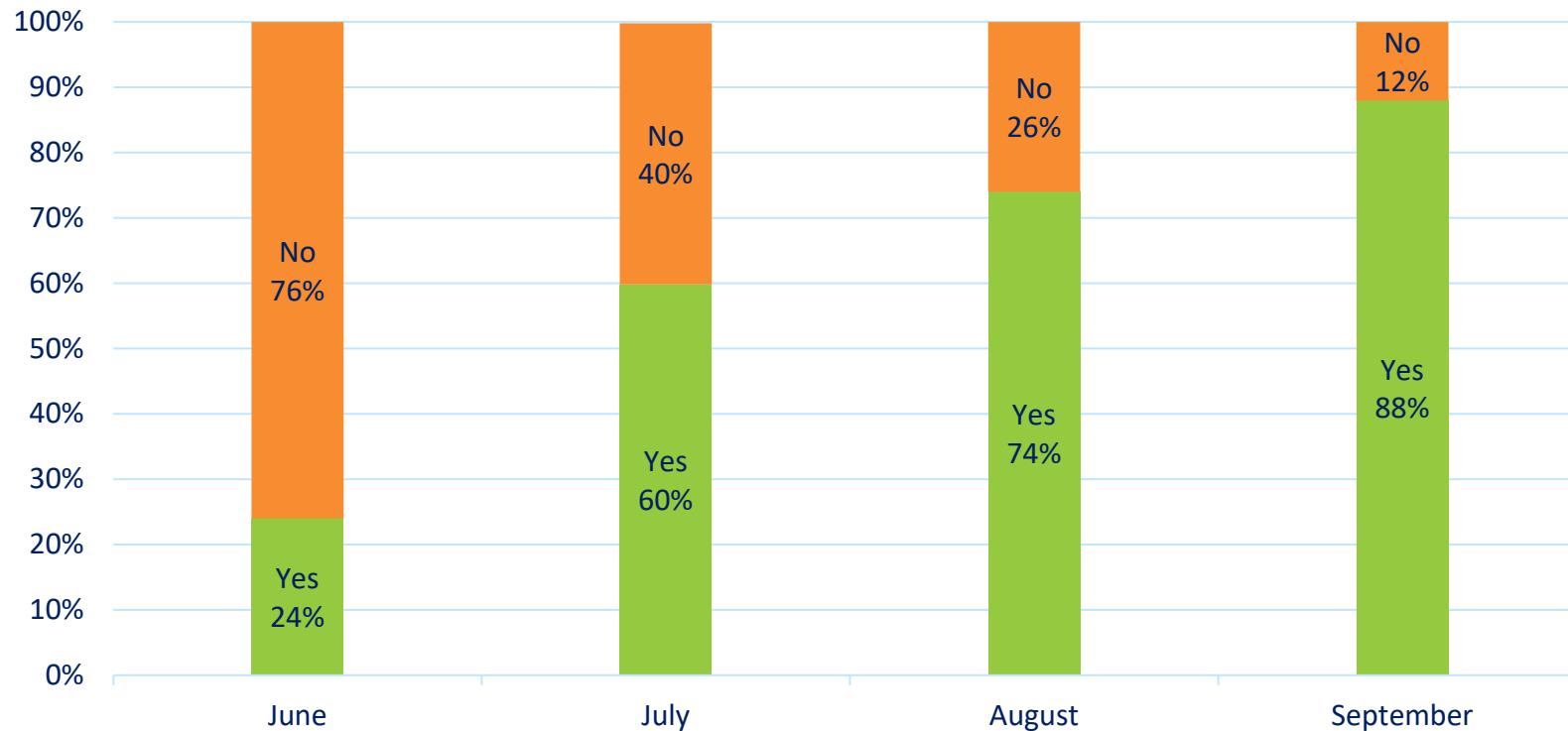




Cost of Electricity Will Vary Based On Time Of Day Awareness

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

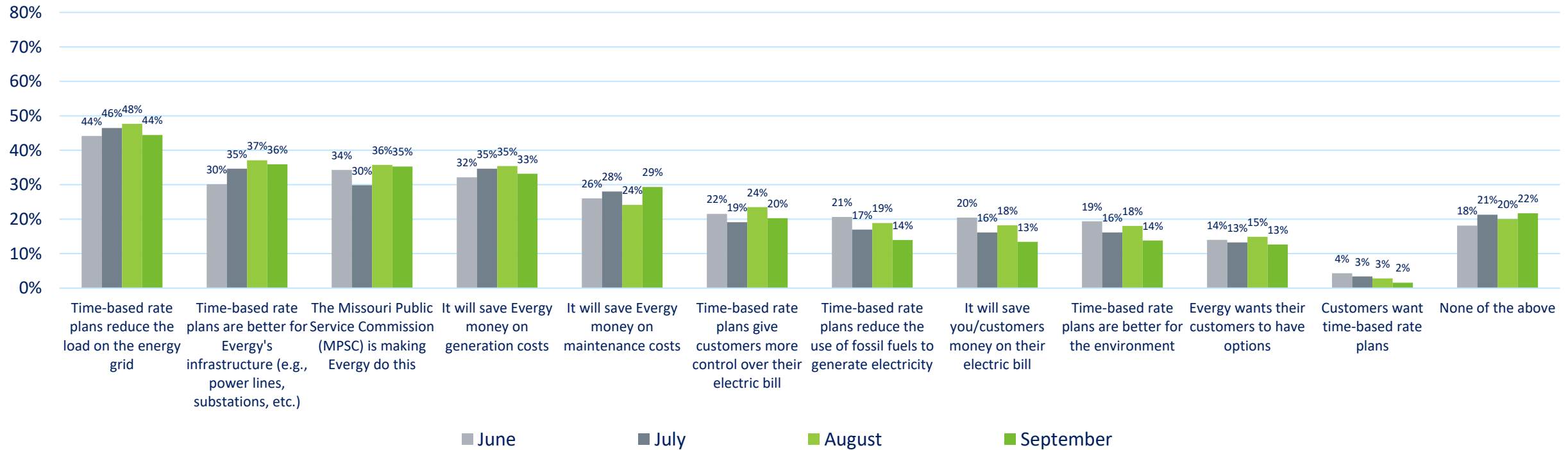
Aware cost of electricity will vary based on the time of day by the end of 2023



Reasons for Switching to Time-Based Rates

Customers perception is that time-based rates benefit Evergy more than the customers

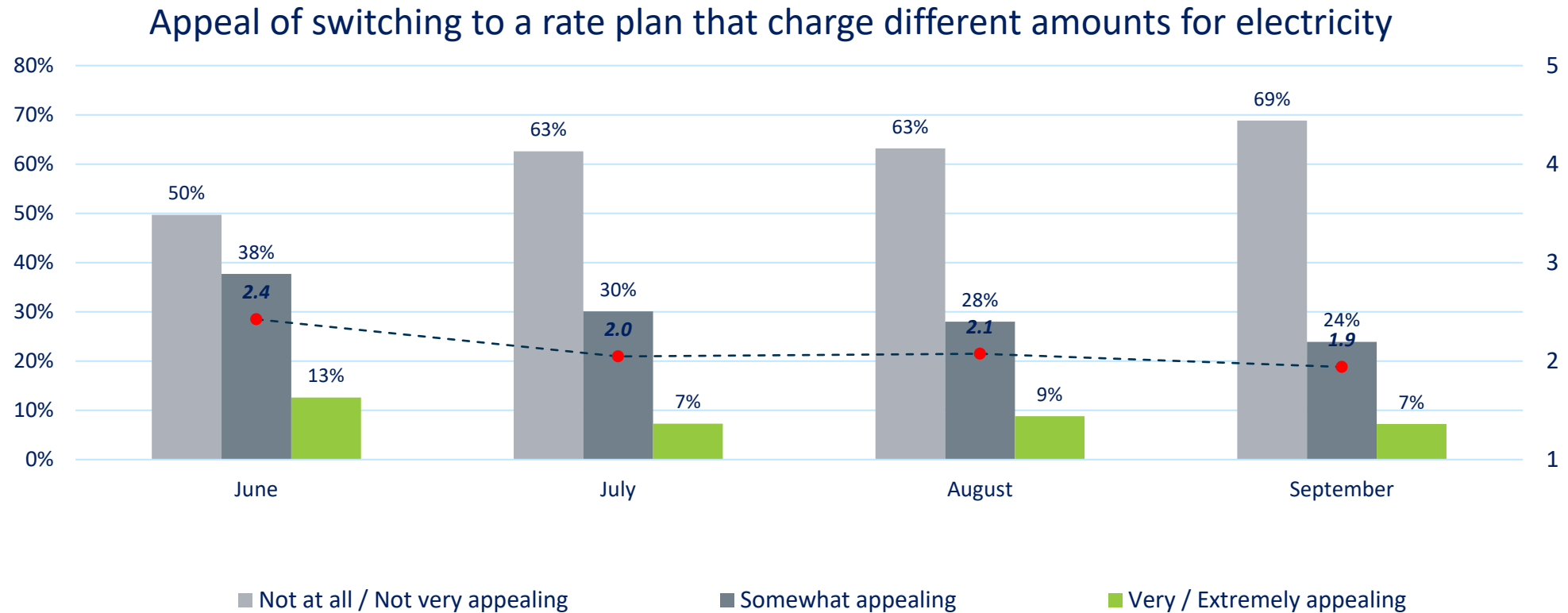
Reasons you believe Evergy is switching customers to a time-based rates





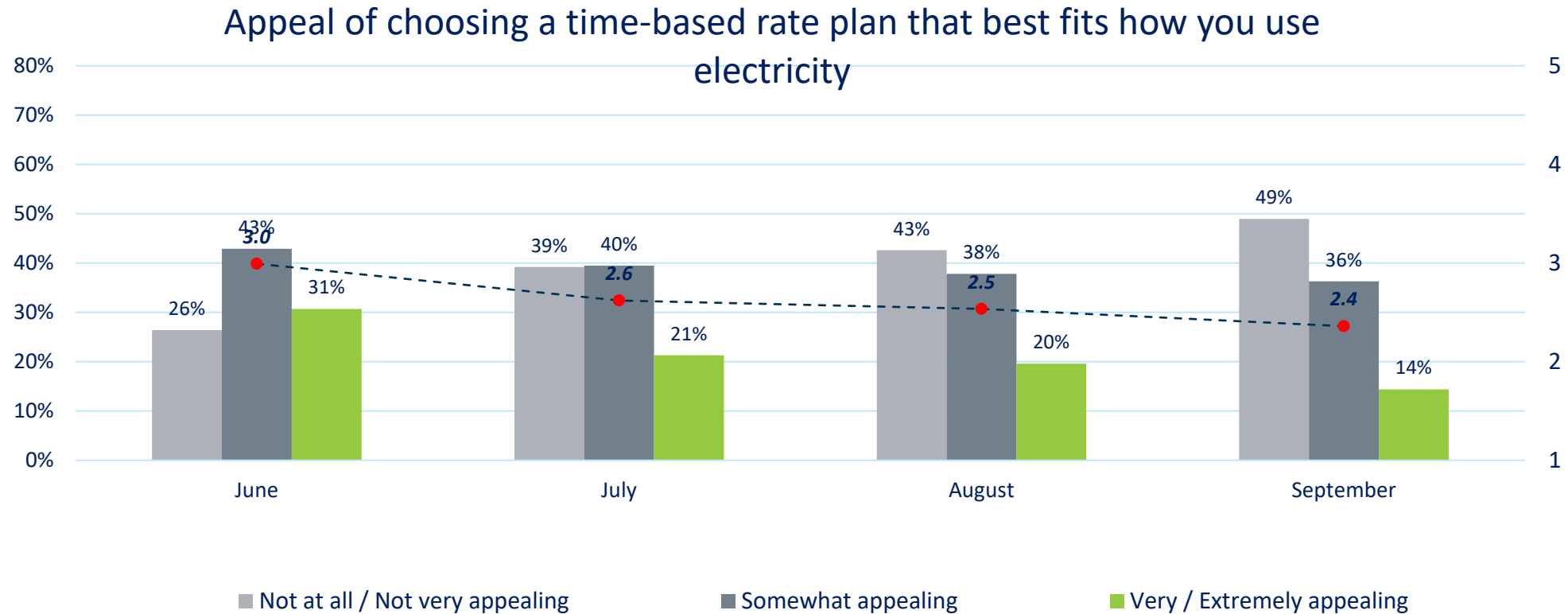
Appeal of Switching to Time-Based Rate

More than two-thirds (69%) of customers indicated switching to time-based rates is Not very appealing or Not at all appealing



Appeal of Choosing a Time-Based Rate Plan

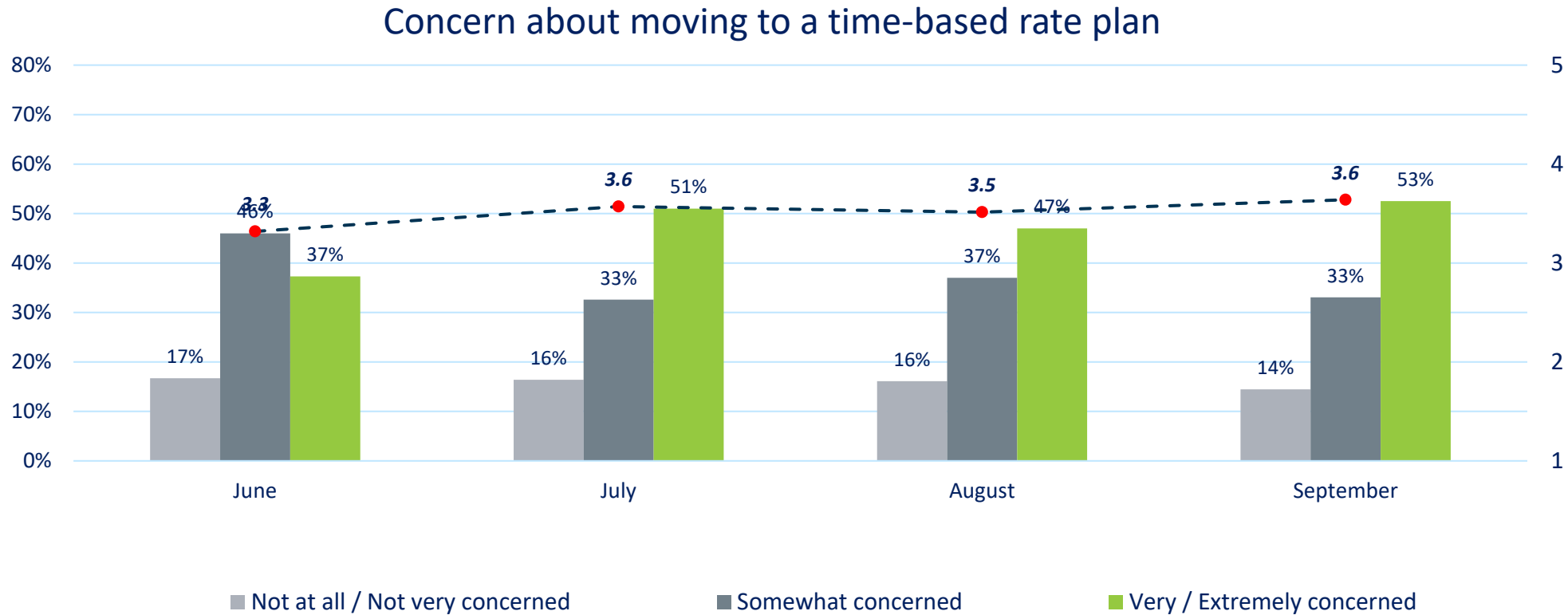
The number of customers who find the idea of choosing a time-based rate plan to be appealing has declined over the past four months





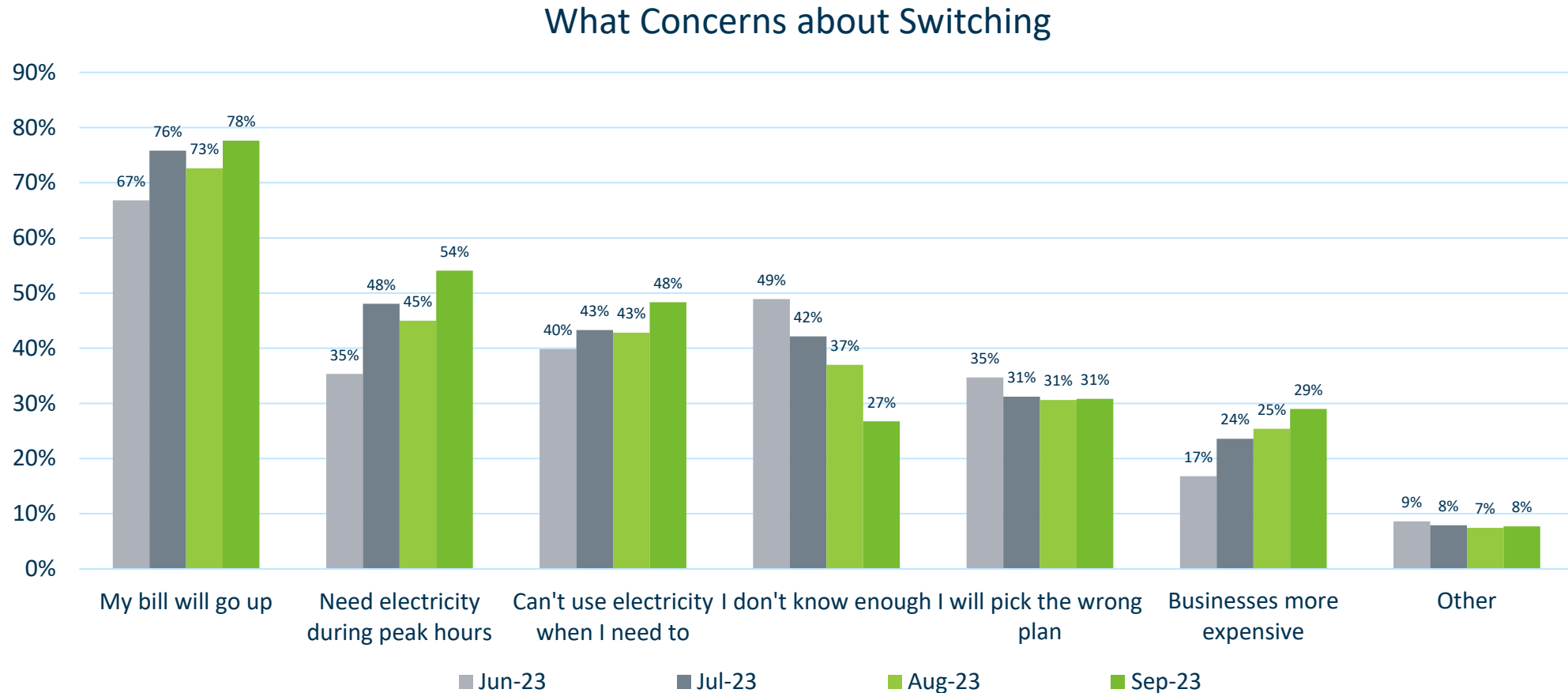
Concern About Switching to Time-Based Rate Plan

The number of customers who are Very concerned or Extremely concerned about switching to time-based rates has remained fairly flat



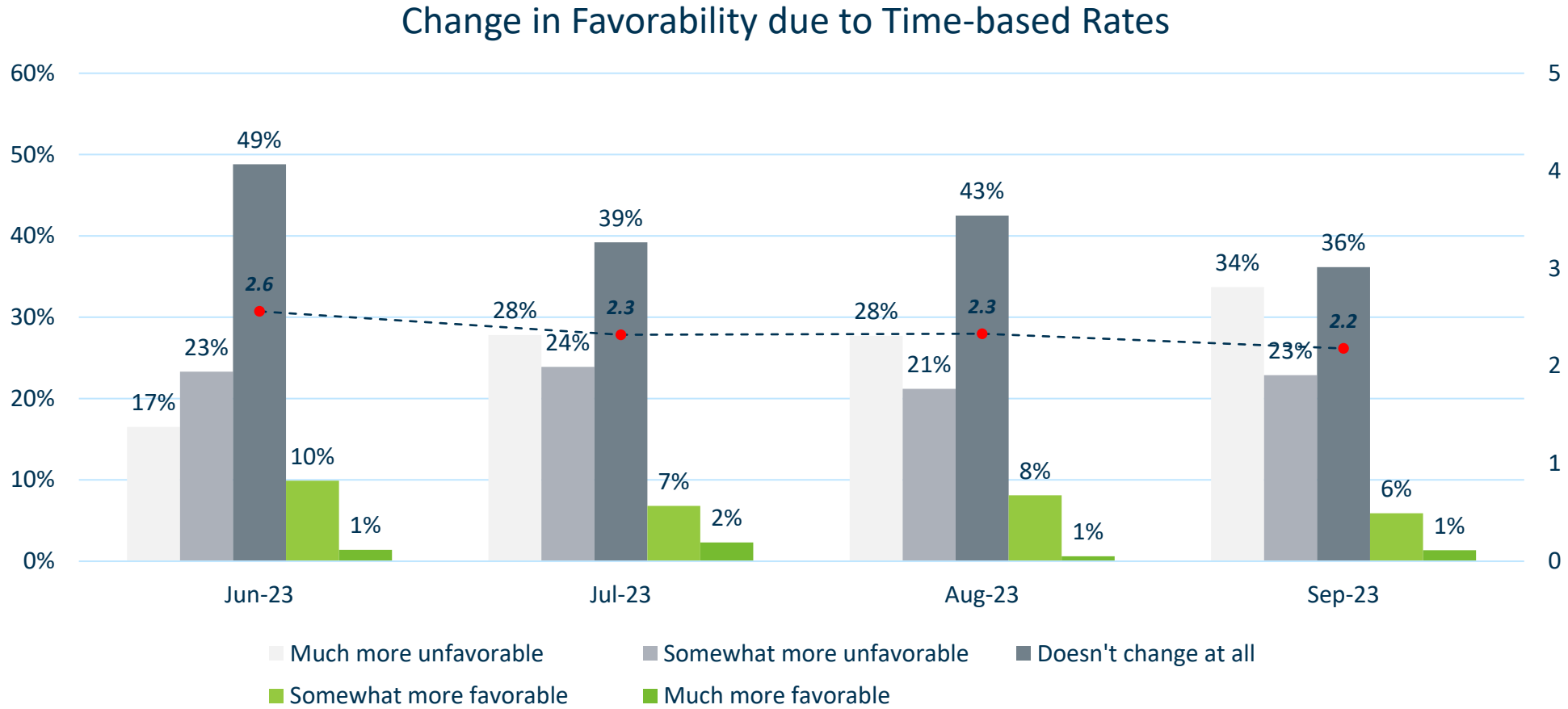


What Concerns about Switching to Time-based Rate Plan





Change in Evergy Favorability due to Time-based Rates



Third Party Quarterly Survey





TOU Customer Education Campaign Awareness & Understanding

Pre-Campaign Baseline

May 2023



Vladimir ✖ Jones



Objectives & Methodology

Research Objectives

To help Evergy measure the impact and understand how the TOU campaign is performing in order to further educate customers, as well as:

- Measure awareness of the transition to a Time of Use rate
- Determine understanding of/familiarity with Evergy's specific TOU rate plans and the appeal of multiple rate plans to fit customers' lifestyles
- Measure overall satisfaction with Evergy as provider and current rate plan
- Monitor customers' opinions and perceptions of time-based rate plans, and reactions to Evergy making this change

Research Methodology

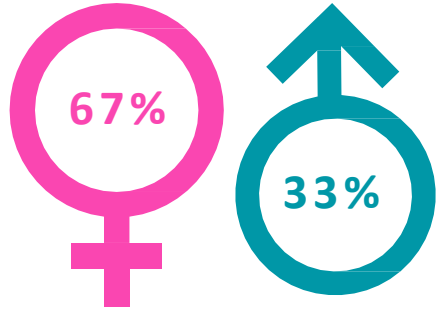
A 15-minute, online survey was conducted in May 2023 among n=600 respondents.

Respondents were screened to be:

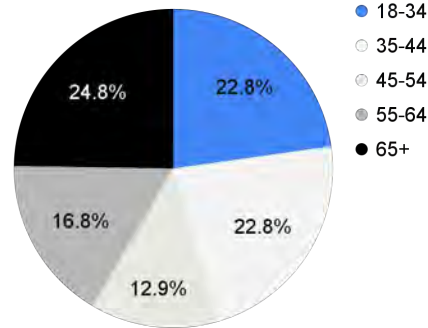
- 18+ years old
- Live within target ZIP code list
- Sole or joint decision-maker for energy decisions for the household
- Evergy is current electricity supplier
- If renting, electric bill must not be included in the rent

Respondent Profile

Gender

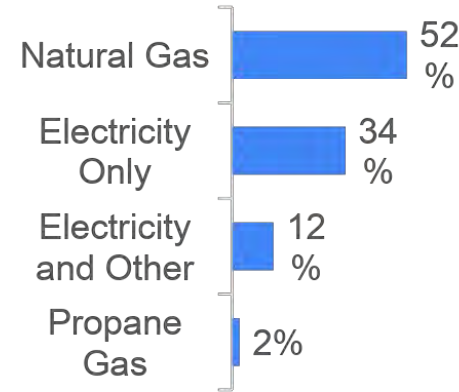


Age

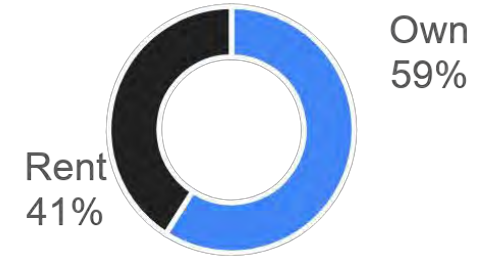


Avg. Age: 49

Home Heated Using...



Rent or Own



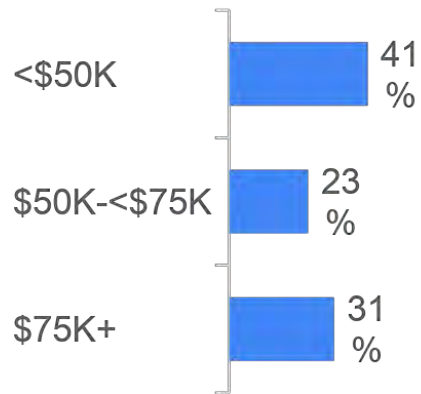
Avg HH Income: \$68,500

© 2023 Vladimir Jones

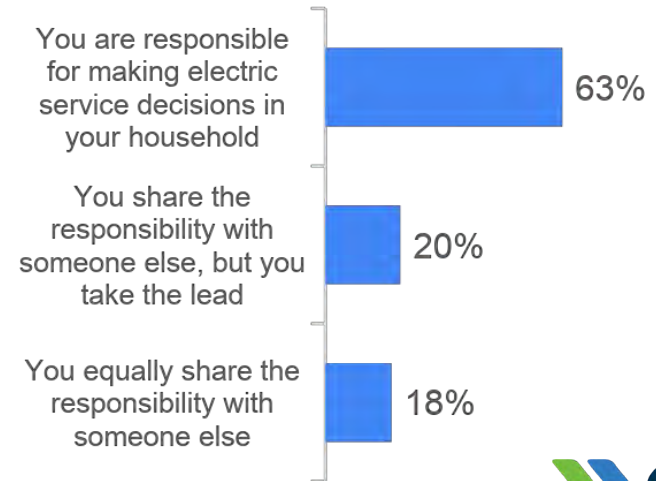


College Grad+: 39%

Income Breaks



Responsibility in Electric Service Decision-Making





**Current
Energy
Satisfaction +
TOU
Education
Campaign
Implications**



Key Findings: Evergy Satisfaction

Strategic TOU Education campaign implications:

- Currently, higher levels of satisfaction of Evergy are related to **customers' feelings of a mutually beneficial relationship and tangible savings that they feel they are in control of**, indicating a way in for the TOU Education campaign strategies and messaging to support maintaining customer satisfaction.
- **The most satisfied customers currently are also the most media aware and engaged customers**, paying attention to both information coming from and about Evergy, as well as engaging with Evergy's web tools. These customers will likely both remain highly engaged throughout the TOU Education campaign period and pay attention to both what we are saying and what others are saying as well.
- On the flip side, **those customers who are least satisfied will likely remain that way if they are not engaged (with TOU or other brand messages) via new and different tactics from Evergy. Currently, they are not media aware nor proactively engaging**, not utilizing any current rate plans, or web tools from Evergy. There is an opportunity to focus customer education tactics targeting the least satisfied customers to convert them to a higher level of engagement and satisfaction via the TOU Education campaign. Creating comms tactics that recognize their points of difference, and come alongside them in new ways—**through new media tactics, through community engagement tactics and through social and increased strategic search tactics**—will give Evergy a new point of engagement.
- It will be important to monitor satisfaction levels of **Electric-only heat source customers**, as they are currently more satisfied than other heat source customers and will need more specific information on TOU impacts. Therefore, a **targeted communication strategy for this customer segment is recommended**.



Key Findings: Current Evergy Satisfaction

Top 2 box satisfaction among all electric customers is 57% with the most satisfied customers sharing the following characteristics:

- Age 65+ (66%)
- HHI \$75K+ (63%)
- Electric-only heat source customers (59%)
- Homeowners (61%)
- **High levels of familiarity with current Evergy rate plans (77%)**
- Indicate that they have previously selected an Evergy rate plan (62%)
- **Are satisfied with the current rate plan they have selected (95%)**
- **Find future TOU plan descriptions appealing (79%)**
- Have seen/heard of TOU options before (64%)
- Are currently aware that Evergy offers choices (64%)
- **Believe that their current rate plan is saving them money (80%)**
- Have awareness of web tools (61%)
- **And importantly, the description of the upcoming TOU plans made them feel more positively inclined toward Evergy (70%)**



Current Rate Plan A&U, Selection & Satisfaction

Current Rate Plan Awareness & Familiarity Levels

Current Rate Plan Awareness

Current rate plan awareness sits at 45%, and peaks with customers over the age of 65 (53%) and higher HHIs (\$75K+ at 51%).

Those who are generally aware of rate plans are highly engaged customers:

- 79% have seen or heard about offerings
- 88% indicate knowledge about different choices that they have in their Evergy
- 74% indicate that they have recall of communications from
- 64% are aware of the upcoming TOU mandate
- 68% are aware of web tools

Current Rate Plan Familiarity: 21% of customers indicate that they “know a lot” or “a good amount”

While 43% of customers indicate that they know “very little” or “know they exist but anything about them.”

43% of customers indicate that they know “very little” or “know they exist but anything about them.”

The profiles of customers who indicate TTB levels of Familiarity are slightly different from those with TB levels of Rate Plan Awareness:

- Age 34–65 (24%)
- HHI of below \$50K (22%) and above \$75K (25%)

The profiles of customers who indicate BTB levels of Familiarity have the following characteristics:

- Are younger: Age 18–34 (52%)
- Have lower HHI levels: HHI below \$50K (46%)
- Are generally less satisfied: B3B current satisfaction with Evergy (52%)
- Aren't currently enrolled in a rate plan: 62%
- Are not demonstrating active engagement with TOU descriptions/Do not find the TOU rate plan descriptions appealing: 47%
- Are concerned about having to switch to a rate plan: 47%
- Are not media engaged/Have low recall levels of any communication from Evergy: 51%
- Have low prior awareness of the upcoming TOU mandate: 52%
- Are not aware of Evergy's web tools: 51%
- Opinion remained unchanged after description of upcoming TOU rate plans: 48%

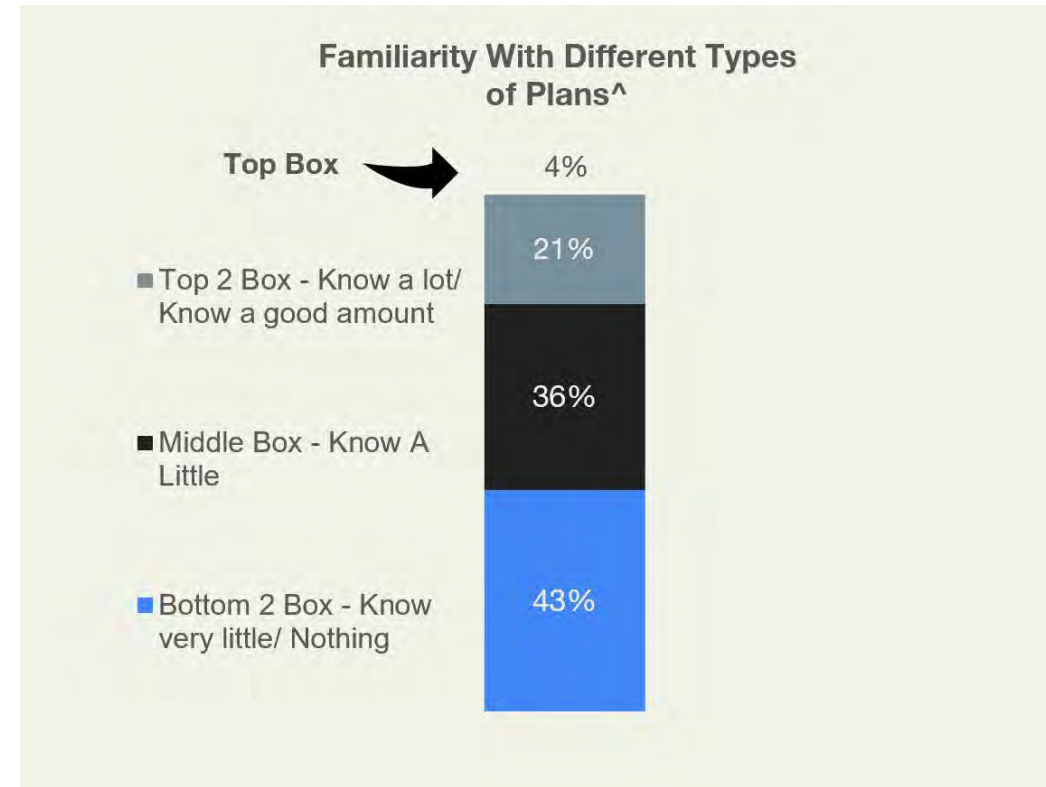
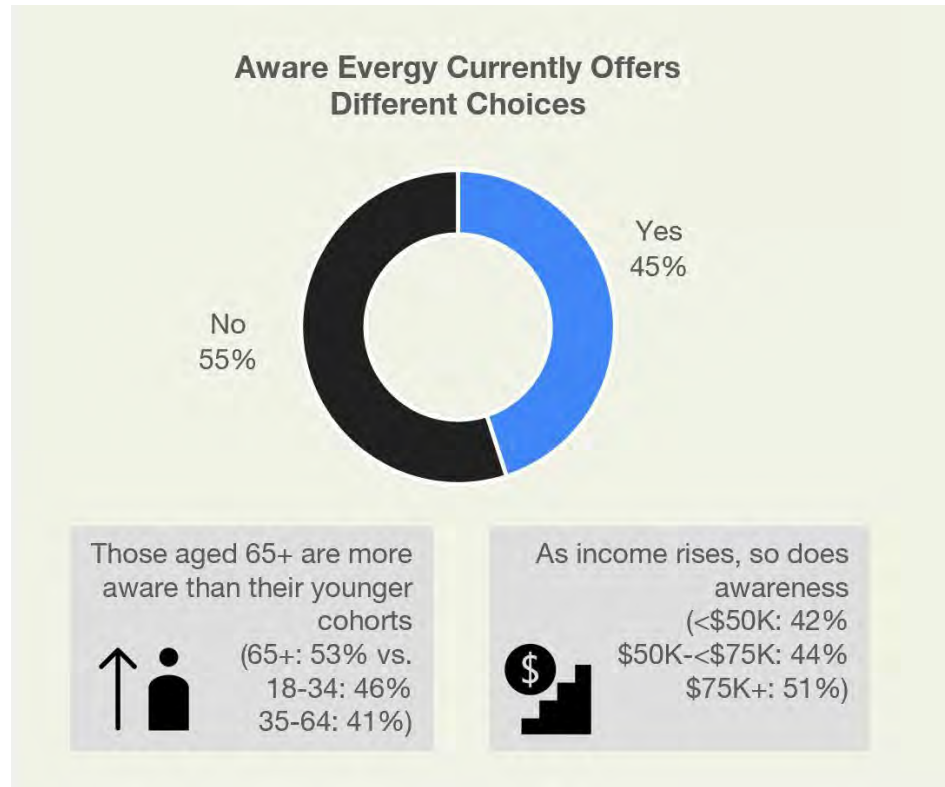
© 2023 Vladimir Jones

Base: Total Respondents (n=600); Base: Aware of Different Types of Rate Plans (n=270)^

Q14. Are you aware that Evergy currently offers you choices of different types of rate plans?/Q15. How familiar are you with the different types of rate plans available from Evergy?



Current Rate Plan Awareness & Familiarity Levels



Base: Total Respondents (n = 600); Base: Aware of Different Types of Rate Plans (n=270)[^]
 Q14. Are you aware that Evergy currently offers you choices of different types of rate plans?/ Q15. How familiar are you with the different types of rate plans available from Evergy?



Current Rate Plan Selection/Activation

Current Rate Plan Selection/Customer Activation

Currently, only 28% of respondents indicate that they actively selected their current rate plan from a set of options provided by Evergy.

Those who have done so are more likely to be:

- Age 65+ (35%)
- Electric+ customers (41%)
- **Familiar with rate plans overall (84%)**
- More satisfied than those who have not chosen a current rate plan (31% vs. 25% B3B)
- **Satisfied with the rate plan they have chosen (39%)**
- **Find future TOU plan descriptions appealing (39%)**
- Are concerned with switching rate
- **Are aware that Evergy offers customers choices (46%) AND feel highly knowledgeable about those choices (73%)**
- **Pay attention to messages from Evergy – 48% recall of previous communications and are aware of upcoming TOU mandate**
- **Currently believe they are saving money with their current rate plan (54%)**
- **Are aware of web tools (48%)**
- The description of the upcoming TOU plans made them feel more positively inclined toward Evergy (37%)

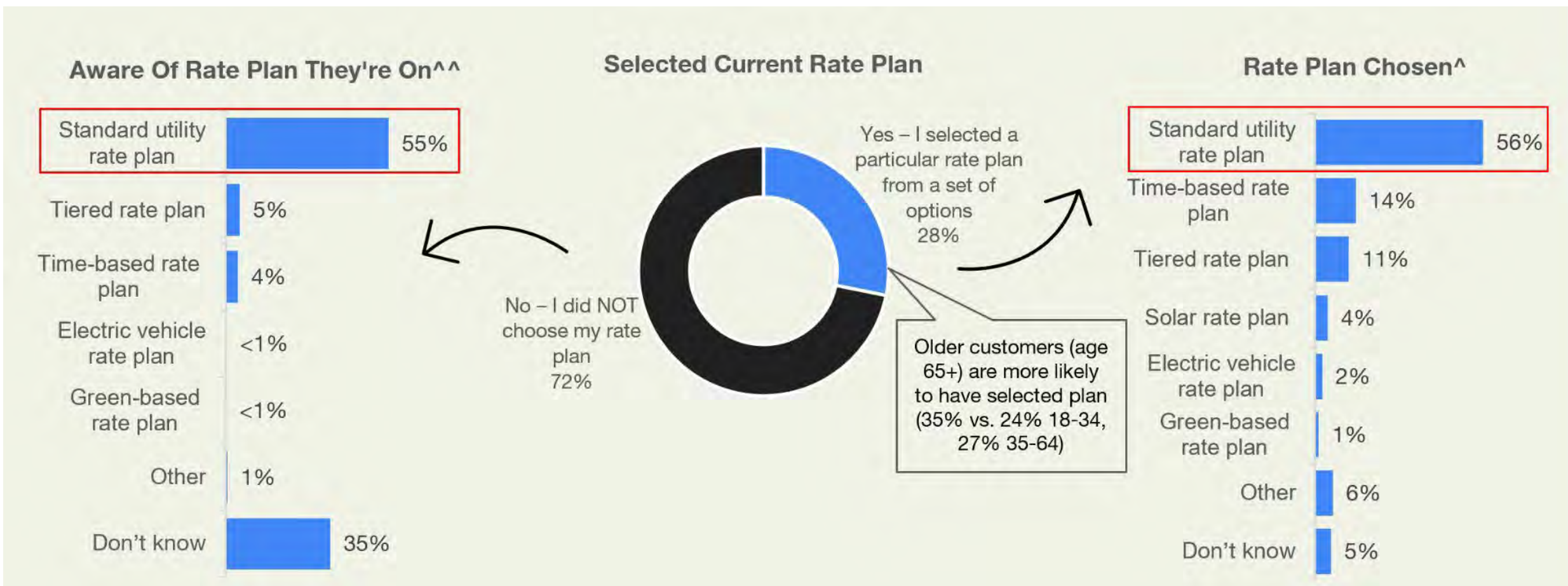
Current Rate Plan Selection/Customer Activation

56% of respondents indicate they are currently in the “standard utility rate plan.” Of the 44% who have actively selected a plan:

Time-based rate plan (e.g., Time of Use, Time of Day, etc.)	14%
Tiered rate plan (e.g., multiple pricing levels based on energy use)	11%
Solar rate plan (e.g., net metering, community solar, etc.)	4%
Electric vehicle rate plan	4%
Green-based rate plan (e.g., 100% renewable, incremental blocks of renewable energy, carbon balance, green power, wind choice, etc.)	2%
Other	6%
Don't know	4%



Current customers are not very “rate plan savvy.” TOU communications will have to work very hard to change this paradigm.



Base: Total Respondents (n=600); Base: Selected Plan (n=169)^; Base: Did Not Select Plan (n=431)^^

Q16. Did you actively select your current rate plan or did Evergy assign you to a default rate plan?/ Q17. What electric rate plan did you choose?/

Q18. Do you know what electric rate plan you are on?



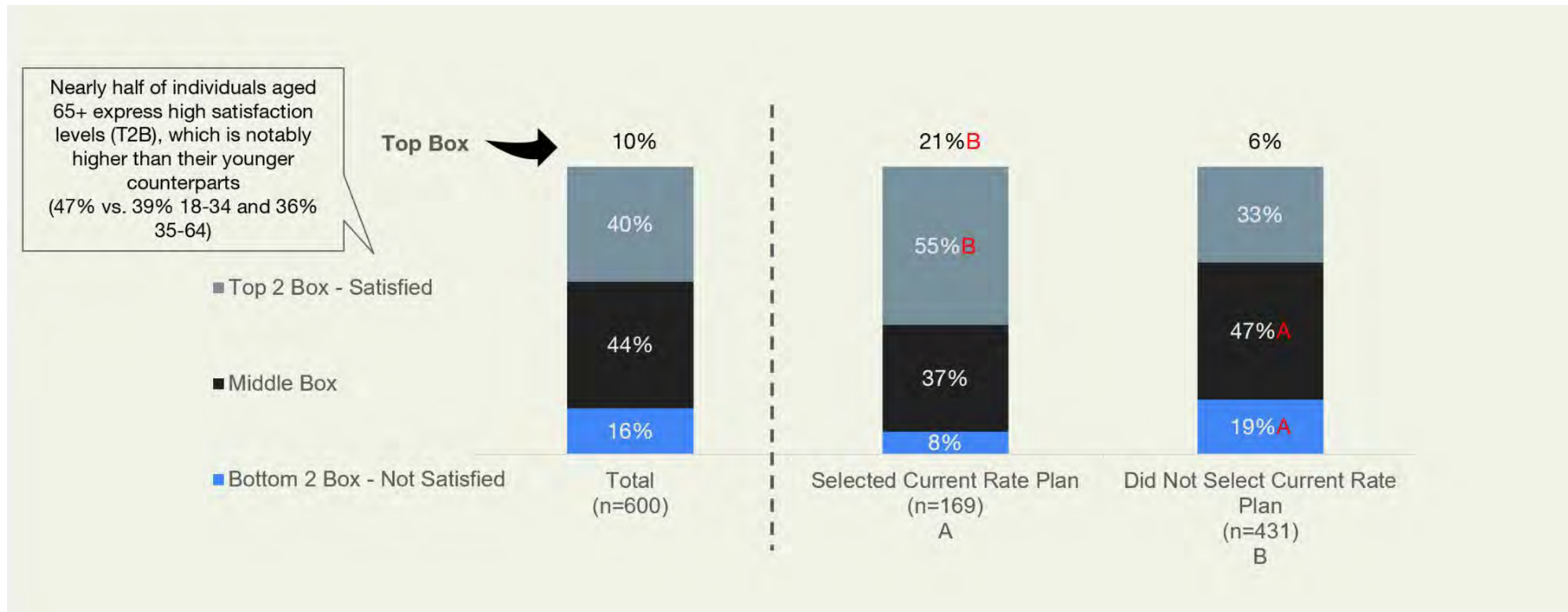
Current Rate Plan Satisfaction

Current Rate Plan Satisfaction

Whether they chose it themselves or not, there is a moderate level of satisfaction with the current rate plan, though those who actively chose a plan have much higher satisfaction, suggesting knowledge of options makes customers feel empowered and ultimately happier with their choice.

- Age 65+ (47%)
- Electric-only home heat customers (49%)
- Overall TTB levels of satisfaction with Evergy (66%)
- **Familiar with current rate plans (72%)**
- Feel they selected the rate they are currently paying (55%)
- **Find future TOU plan descriptions appealing (71%)**
- **Are less concerned with switching rate plans than other segments (41% indicate no concern, with 37% indicating some level of concern)**
- Are aware that Evergy offers customers choices (52%) AND **feel highly knowledgeable about those choices (85%)**
- Pay attention to messages from Evergy – 53% recall of previous communications and are aware of upcoming TOU mandate 52%
- **Currently believe they are saving money with their current rate plan (71%)**
- Are aware of web tools (53%)
- The description of the upcoming TOU plans made them feel more positively inclined toward Evergy (53%)

Current Rate Plan Satisfaction





Baseline Time of Use Awareness



Key Findings: Baseline Time of Use Awareness

Strategic TOU Education campaign implications:

Communication around TOU rate plans has not had impact yet on the vast majority of customers. Yet for those customers **who are aware, direct channels from Evergy are the MOST EFFECTIVE at driving TOU awareness, specifically:**

- Direct mail (33%)
- Bill insert (29%)
- An email from Evergy (28%)

Urgency is a breakthrough message more than a general stand-alone TOU message is—**deadline awareness** has the potential to impact actual customer behavior/conversion.

While awareness of web tools is currently low (only one-quarter of customers in total), use of these tools has a positive impact on TOU appeal. The **more likely a customer is to use online tools** from Evergy, the **more likely they are to find the current descriptions of TOU appealing**, so a heavy CTA rotation for web tool use is a good marker of engagement, and should work hard to drive increased plan conversion.

Baseline Time of Use Unaided Awareness

Unaided awareness levels of upcoming TOU rates are generally very low, with fewer than one-quarter (24%) of all customers with any level of awareness of “Evergy new rate plan options to customers.”

Customers with greater than 24% unaided awareness of “new rate plan options” have the following characteristics:

- Age 65+ (29%)
- HHI level of \$50K–\$75K (26%)
- Overall + satisfaction with Evergy (28%)
- **Are currently aware that Evergy offers customers choices (43%)**
- **Feel knowledgeable about the choices currently offered by Evergy (77%)**
- **Have high level of recall of previous communications from Evergy (50%)**
- **Currently familiar with other Evergy rate plans (49%), and time-based rate plans specifically (36%)**
- Are currently enrolled in a rate plan (36%), are satisfied with the rate plan in which they are currently enrolled (31%) and believe that their rate plan is saving them money currently (34%)
- Find the descriptions of the new TOU rate plans appealing (32%)
- Find choosing their “best fit” rate plan appealing (27%)
- **Are aware of Evergy’s web tools (42%)**
- The description of the upcoming TOU plans made them feel more positively inclined toward Evergy (30%)

Baseline Time of Use Unaided Awareness



Base: Total Respondents (n=600); Base: Heard of New Rate Plan (n=146)^

Q12. Have you seen or heard anything recently about Evergy offering new rate plan options to customers?/ Q13. What type of new rate plans is Evergy offering customers?

Baseline Time of Use Aided Awareness

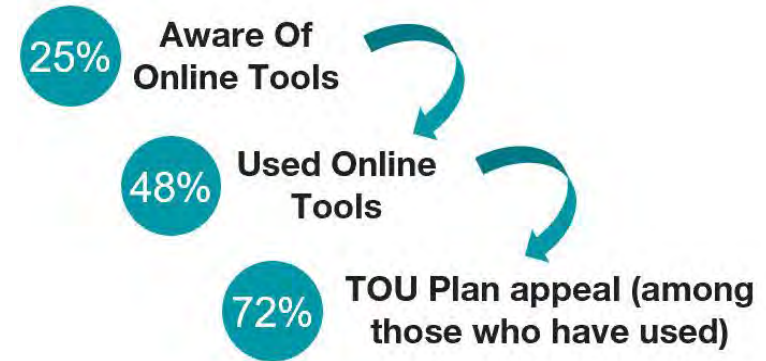
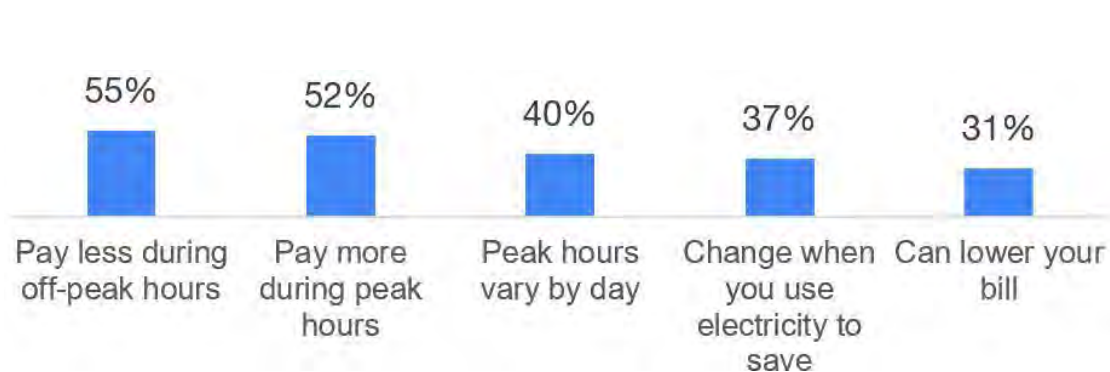
Aided awareness levels of time-based rates are higher than unaided awareness, but still generally low, with just over one-third (36%) of all customers with any level of prior awareness of “Evergy’s time-based rate plans.”

Customers with greater than 36% aided awareness of “Evergy’s time-based rate plans” have the following characteristics:

- **Age 65+ (50%)**
 - HHI level of \$50K–\$75K (40%)
 - Homeowners (41%)
 - Overall + satisfaction with Evergy (41%)
- **Currently familiar with Evergy rate plans (71%)**
- **Selected their current rate plan (55%)**
- **Are satisfied with their current rate plan (48%)**
- Find future TOU plan descriptions appealing (41%)
- Are concerned with switching their current rate plan to a new one (42%)
- **Have previously seen or heard rate plan communications (66%)**
- **Have high level of recall of previous communications from Evergy (78%)**
- **Are currently aware that Evergy offers customers choices (62%)**
- **Feel knowledgeable about the choices currently offered by Evergy (100%)**
- **Have prior awareness of new rate plans coming before the end of 2023 (60%)**
- **Are aware of Evergy’s web tools (59%)**

Baseline Time of Use Awareness

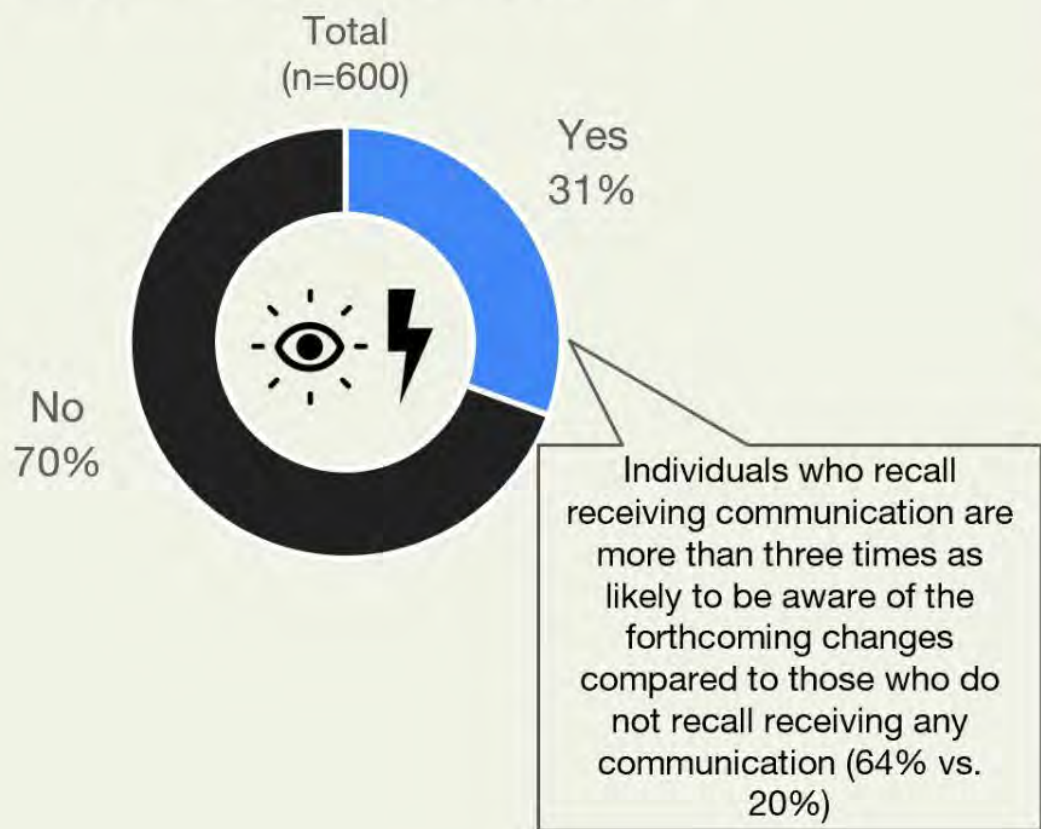
- Customers have a general sense of what time-based rates are—that you pay less during off-peak hours and more during peak hours—but most are unaware of the details.
- Most Evergy customers (70%) are similarly unaware that time of use plans will be required by the end of 2023; **however, the majority of those who recall receiving communication from Evergy are aware of the 2023 deadline.**
 - Awareness of the deadline increases with age; those at the highest and lowest ends of the income bands are more likely to be aware.
- **Awareness and usage of online tools is low**, but those who have used them are much more likely to find TOU plans appealing.



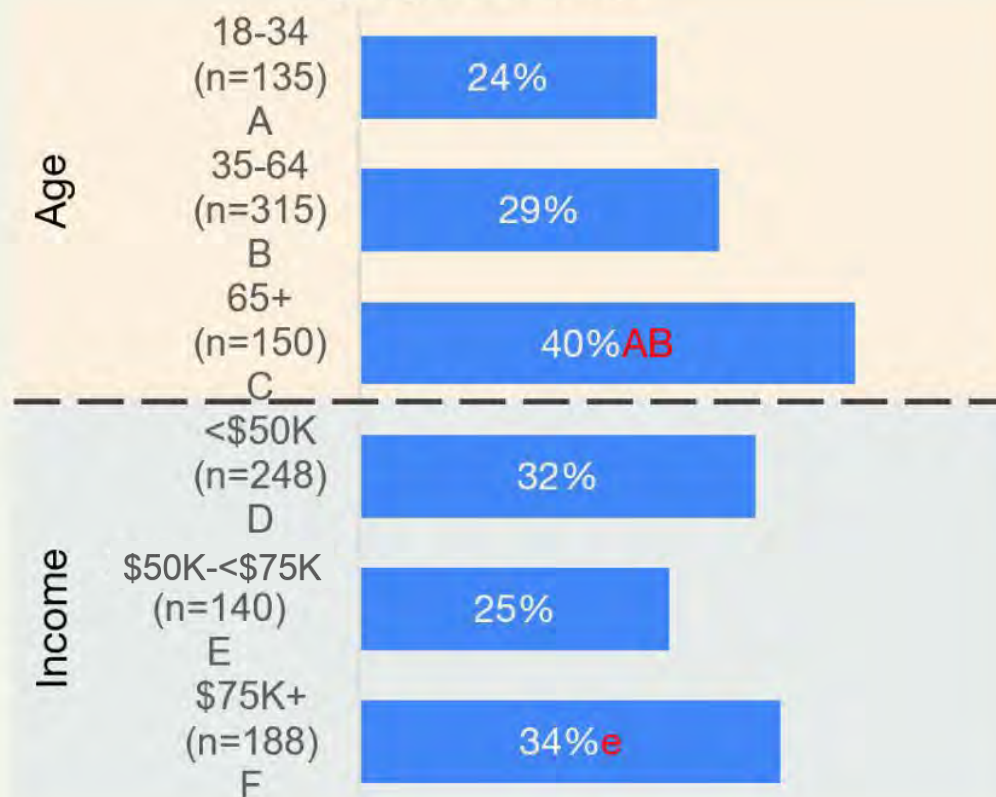


Baseline Time of Use Awareness

Aware Costs Of Electricity Will Vary On Time Of Day By End of 2023

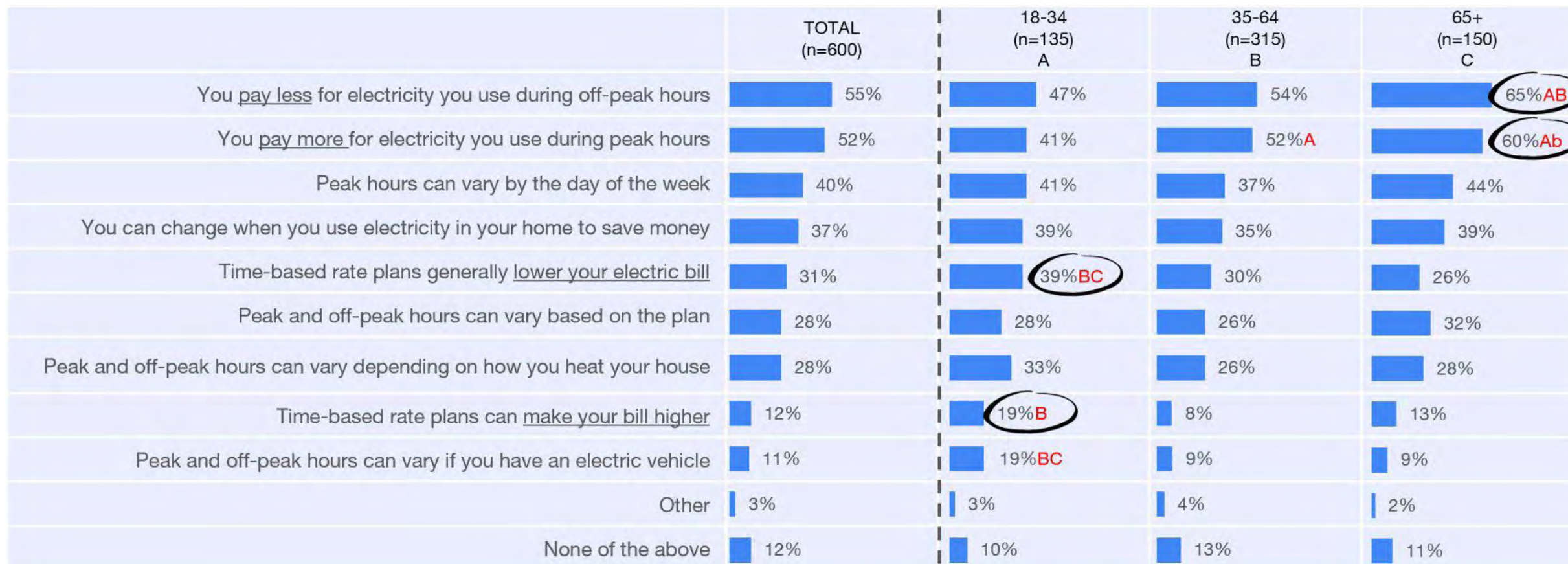


By Age & Income



TOU Customer Beliefs

Key Message Category by Age



Base: Total Respondents

Q22. Based on anything you know or believe to be true, which, if any, of the following apply to time-based rate plans?

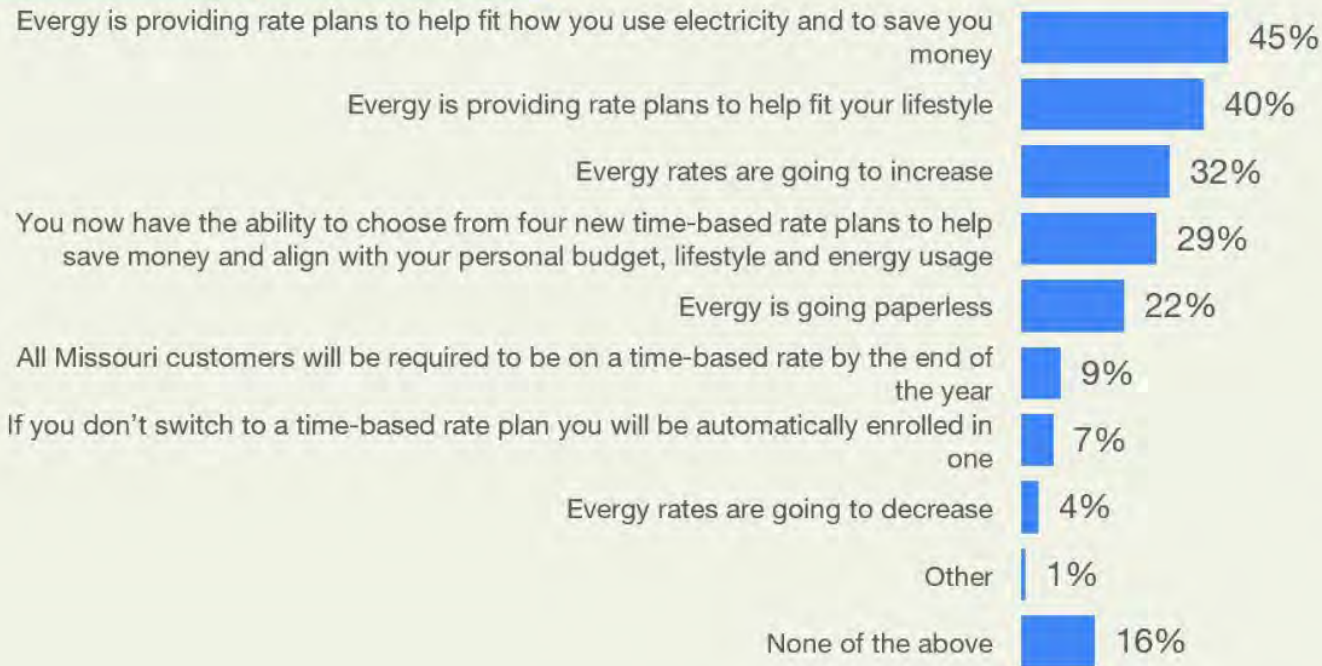
Public

Baseline TOU Awareness

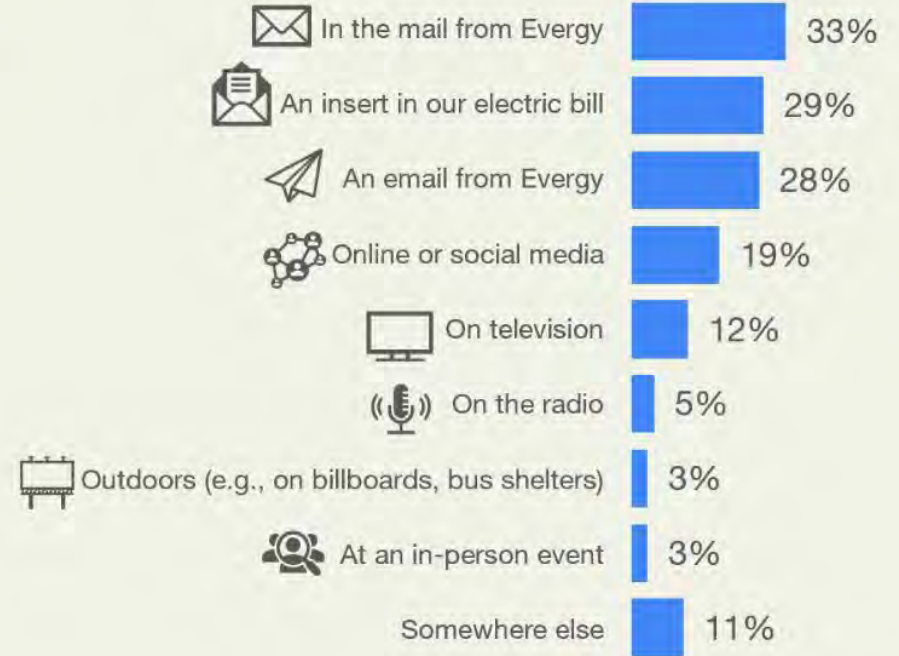
24% recall communications from Evergy about the new rate plans



Heard About[^]



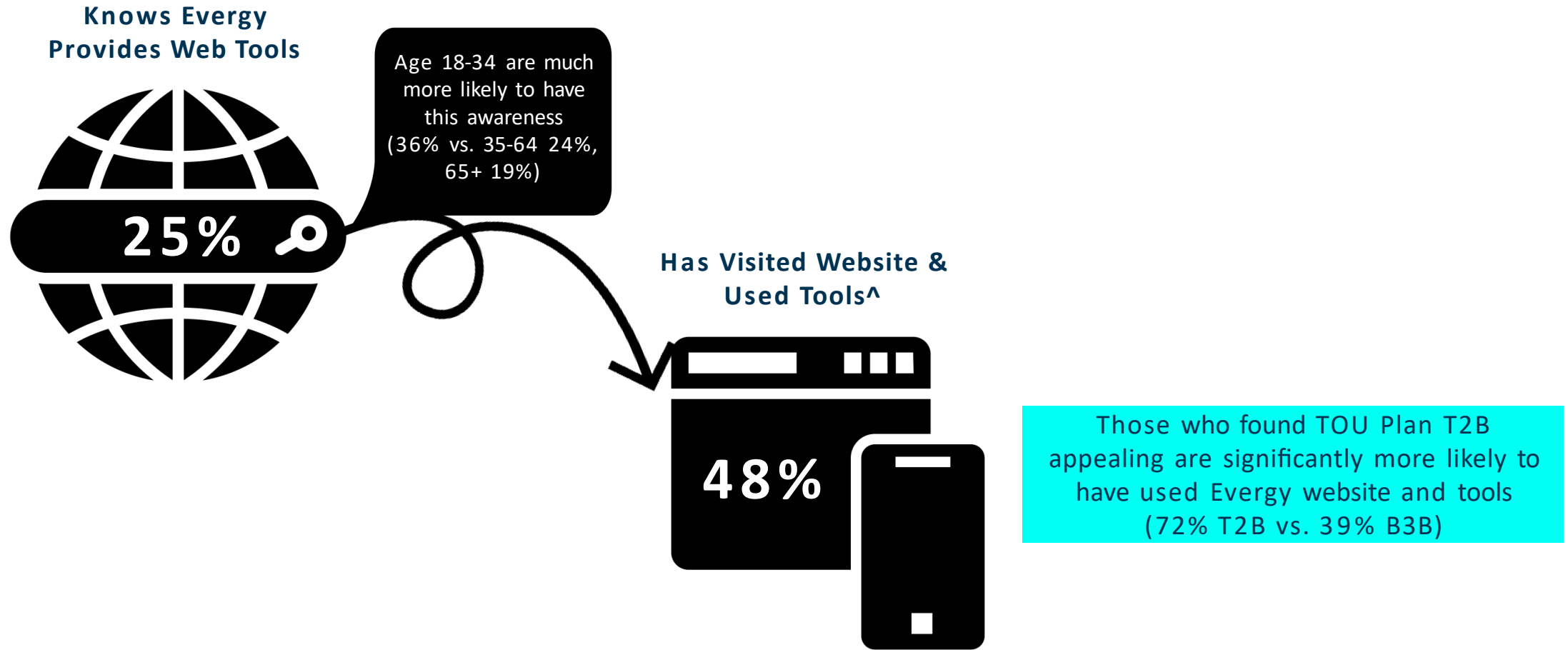
From Where?^{^^}



Base: Total Respondents (n=600); Base: Heard About/Have TOU Plan (n=245)[^]; Base: Recall Information About TOU Plans (n=206)

Q23. Do you recall any communications from Evergy about the new rate plans where the costs of electricity will vary based on the time of day that you use it?/ Q24. Which, if any, of the following changes to your Evergy electric service have you heard about? Please be sure to select anything you may have already told us about in a previous question./ Q25. Where did you hear about these changes to that rate plans from Evergy?

Web Tool Awareness + TOU Appeal



Base: Total Respondents (n=600); Base: Aware Of Tools On Website (n=152)^

Q37. Did you know that Evergy is providing tools on their website which you can use to understand your electricity usage to help you choose the time-based rate plan which is best for you?/ Q38. Have you visited the Evergy website and used any of the tools?



Time of Use Plan Description Reactions

Key Findings: Reactions to TOU Descriptions

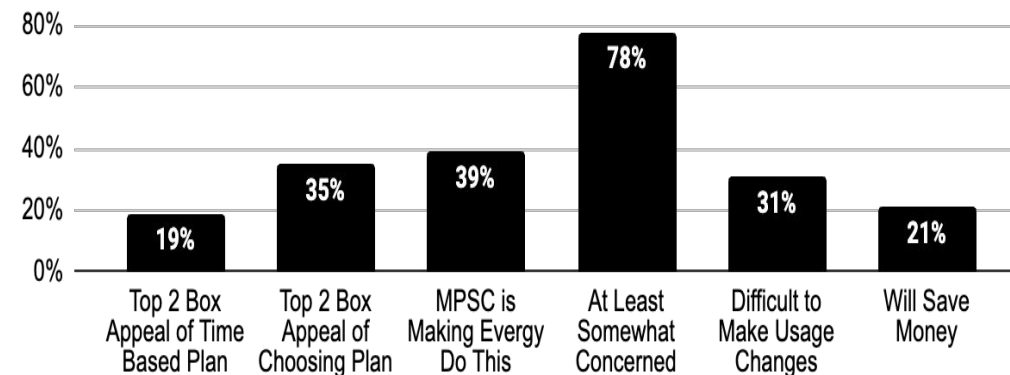
At initial presentation, customers **do not like the idea of switching to a plan where energy costs vary**; however, when presented with the idea that they can **choose a plan suited to their usage, appeal nearly doubled** (though is still quite low).

This is all grounded by the fact that customers also admit they **simply do not know enough to feel comfortable**:

- Few are aware of the tools available to help them choose the right plan.
- Nearly one-third think it will be difficult to change their electric use to fit a new plan.
- Few believe a new time-based plan will save them any money.

Customers are hungry for information about time-based plans, mainly how much it will cost them, when the peak hours are, and how it will impact their bills.







Given their high level of satisfaction with their current plans, the large majority have at least **some degree of concern** about switching, which is driving the **lack of appeal** of these plans.




The uncertainty has led one-third of customers to say if they are forced to switch to a new plan, they will think less favorably about Evergy.

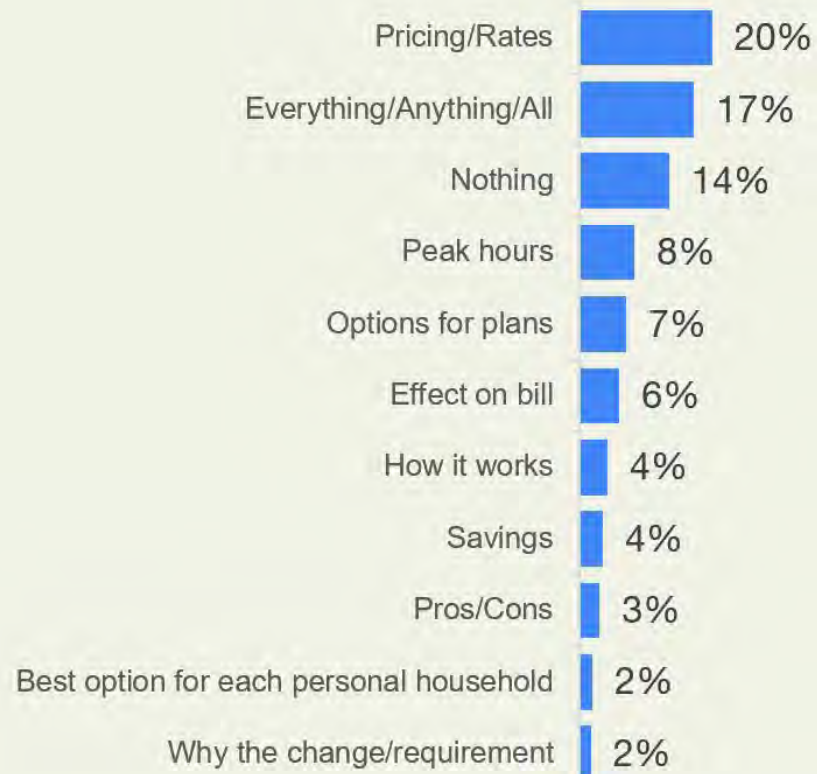
Messages from the message hierarchy study that **support choice and cost-savings**, as well as **highlight the simplicity in sign-up and to change**, may mitigate the inherent uncertainty for customers, and increase the potential positive impact.

Reactions to TOU Descriptions

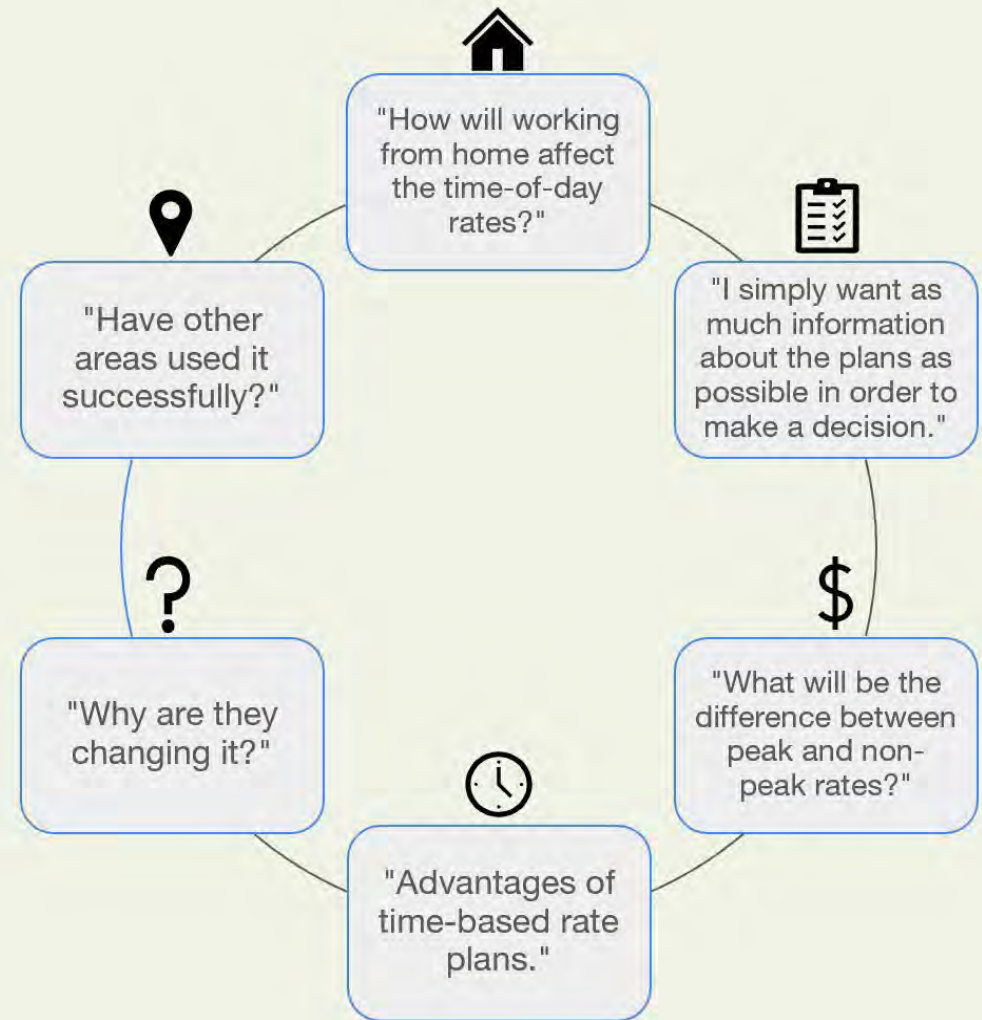
	TOTAL (n=600)	Received Communication From Energy (n=143)	18-34 (n=135) A	35-64 (n=315) B	65+ (n=150) C
 Top 2 Box Appeal of switching to a rate plan where you get charged different amounts for electricity used at different times of day	19%	26%	19%	20%	17%
 Top 2 Box Appeal of choosing the rate plan that best fits how you use electricity	35%	36%	41% ^c	35%	31%
 Top 2 Box concern about moving to a rate plan where the costs of electricity will vary based on the time of day that you use it	32%	34%	27%	32%	35%
 Top 2 Box perceived level of ease to make changes to electric usage to fit with new rate plan	26%	34%	30%	25%	24%
 % Who think new rate plan will save them money	21%	33%	29% ^{BC}	19%	15%
 Top 2 Box more favorable opinion of Energy due to time-based plans	24%	33%	28% ^C	24%	18%

 Over indexes to total at >120

Reactions to TOU Descriptions



Note: Responses below 2% not shown





Why Time of Use, Impact on Energy Perception

Key Findings: Why TOU, Impact on Evergy Perception

The survey also identified unaided and aided customer awareness of why the change to TOU was occurring.

Q27: Why do you think Evergy needs to change all of their customers to enroll in a time-based plan?

- Customers believe a variety of reasons are driving the change to a TOU plan. Unaided, customers are equally likely to think TOU is for the customer's benefit (conserve, reduce cost) as for Evergy's (more profit, reduce cost). **The single-largest response was that they don't know.**

Reducing the load on the energy grid is the top reason among all groups, the youngest cohorts being the only exception with more jaded responses. **Top reasons cited highlight the belief that this switch provides benefits to Evergy (cost savings, infrastructure improvements which are disconnected from customer benefit generally), rather than customer-centric reasoning (save customers money, give more control).**



Key Findings: Why TOU, Impact on Evergy Perception

Strategic TOU Education campaign implications:

Filling in the knowledge gap—about what TOU is, customer benefits of TOU, and how simple TOU is—utilizing high-impact messages from the message hierarchy study will help to change current perceptions.

WHAT TIME OF USE IS

- Time of use will **offer different pricing plans** so we can choose the way we save energy to lower our bills.
- A time of use program gives me **more control** over my energy bill to reduce costs.
- Customers on this plan will have **more control** over our costs by choosing when we use electricity.
- A time of use rate program provides me **choices**.
- **When I use electricity** is just as important as how much electricity I use.

HOW TIME OF USE WORKS

- Time of use offers **specific hours a day** when electricity can be used at the lowest rate.
- TOU rates **can help me save money** if I use less energy during peak times when people use it most.
- I can **choose to use cheaper energy** when demand is lower.
- **Every house is different**, and my savings will depend on how much I am able to shift the times when I use the most electricity.
- All it takes is some **planning and attention** to my energy use in order to save money.

Why TOU: Unaided

Description (Seen by respondents prior to open ended prompt)

Missouri is requiring Evergy customers to shift to a time-based rate plan where they are charged different rates depending on the time of day they use electricity by the end of 2023. Customers who do not select one of the new rate plans will automatically be enrolled in a default time-based rate plan.

Perceived Reason Behind Change



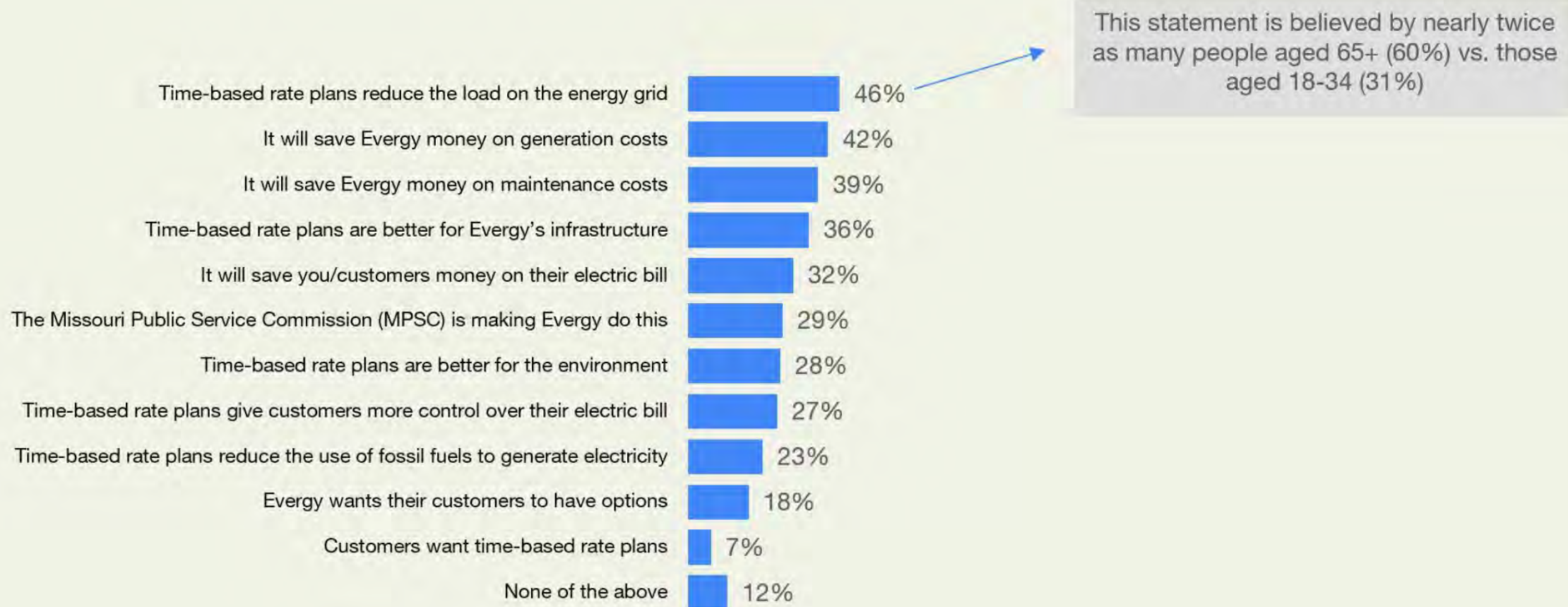
- “To **save energy** and **lower costs** depending on peak usage.”
- “To **reduce the stress** placed on the power grid during peak hours and events.”
- “So, people become **more aware** of when and how they use their energy.”
- “Primarily because the state of **Missouri is requiring it**, but also because the plans **encourage efficiency** among customers.”




- “To **make more money for the company** on their end but also to make it seem more appealing for their customers current and future ones altogether.”
- “I don't think they need to change all their customers to a time-based plan. **The customer should be able to choose** if they want a time-based plan or a standard plan.”
- “No, **everyone is not on the same schedule**, nor does everyone have the same power needs.”

Note: Responses below 2% not shown

Why TOU: Aided



 Currently, customers believe that the impact on the grid and Evergy's bottom line are the most likely reasons for the upcoming TOU switch.

Total	Age			Income		
TOTAL (n=600)	18-34 (n=135)	35-64 (n=315)	65+ (n=150)	<\$50K (n=248)	\$50K-<75K+ (n=188)	\$75K+ (n=188)
Time-based rate plans reduce the load on the energy grid (46%)	It will save Evergy money on generation costs (44%)	Time-based rate plans reduce the load on the energy grid (45%)	Time-based rate plans reduce the load on the energy grid (60%)	Time-based rate plans reduce the load on the energy grid (40%)	Time-based rate plans reduce the load on the energy grid (44%)	Time-based rate plans reduce the load on the energy grid (55%)
It will save Evergy money on generation costs (42%)	It will save Evergy money on maintenance costs (44%)	It will save Evergy money on generation costs (38%)	It will save Evergy money on generation costs (48%)	It will save Evergy money on generation costs (40%)	It will save Evergy money on generation costs (44%)	It will save Evergy money on maintenance costs (45%)
It will save Evergy money on maintenance costs (39%)	It will save you/customers money on their electric bill (34%)	It will save Evergy money on maintenance costs (37%)	Time-based rate plans are better for Evergy's infrastructure (43%)	It will save Evergy money on maintenance costs (36%)	Time-based rate plans are better for Evergy's infrastructure (36%)	It will save Evergy money on generation costs (44%)
Time-based rate plans are better for Evergy's infrastructure (36%)	Time-based rate plans reduce the load on the energy grid (31%)	Time-based rate plans are better for Evergy's infrastructure (36%)	It will save Evergy money on maintenance costs (39%)	It will save you/customers money on their electric bill (35%)	It will save Evergy money on maintenance costs (36%)	Time-based rate plans are better for Evergy's infrastructure (42%)
It will save you/customers money on their electric bill (32%)	Time-based rate plans are better for Evergy's infrastructure (31%)	It will save you/customers money on their electric bill (32%)	Time-based rate plans give customers more control over their electric bill (30%)	Time-based rate plans are better for Evergy's infrastructure (32%)	It will save you/customers money on their electric bill (29%)	The Missouri Public Service Commission (MPSC) is making Evergy do this (31%)



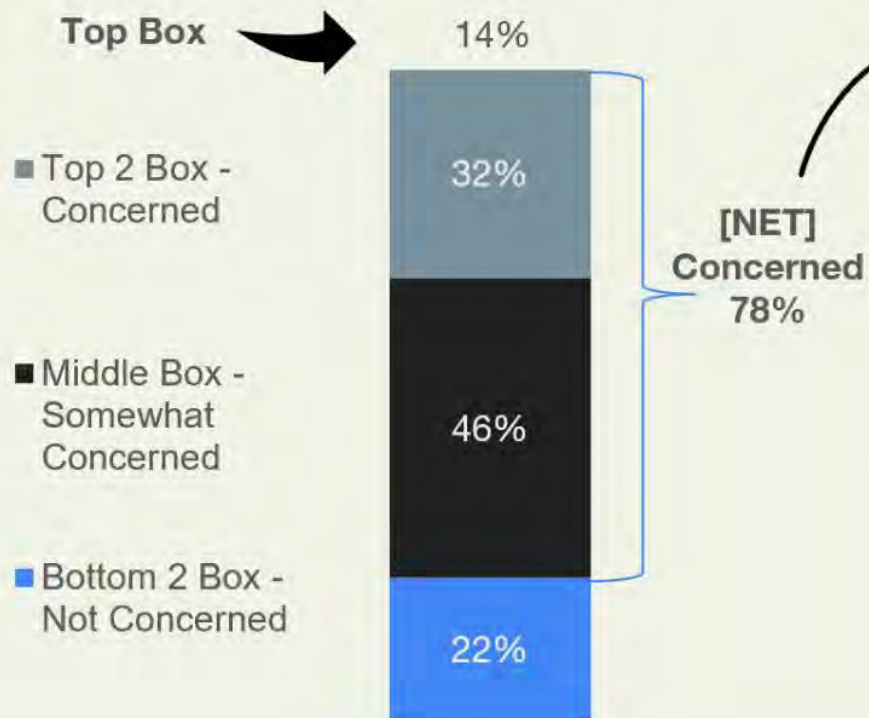
Base: Total Respondents

Q29. For which, if any, of the following reasons do you believe Evergy is switching customers to a time-based rate plan?

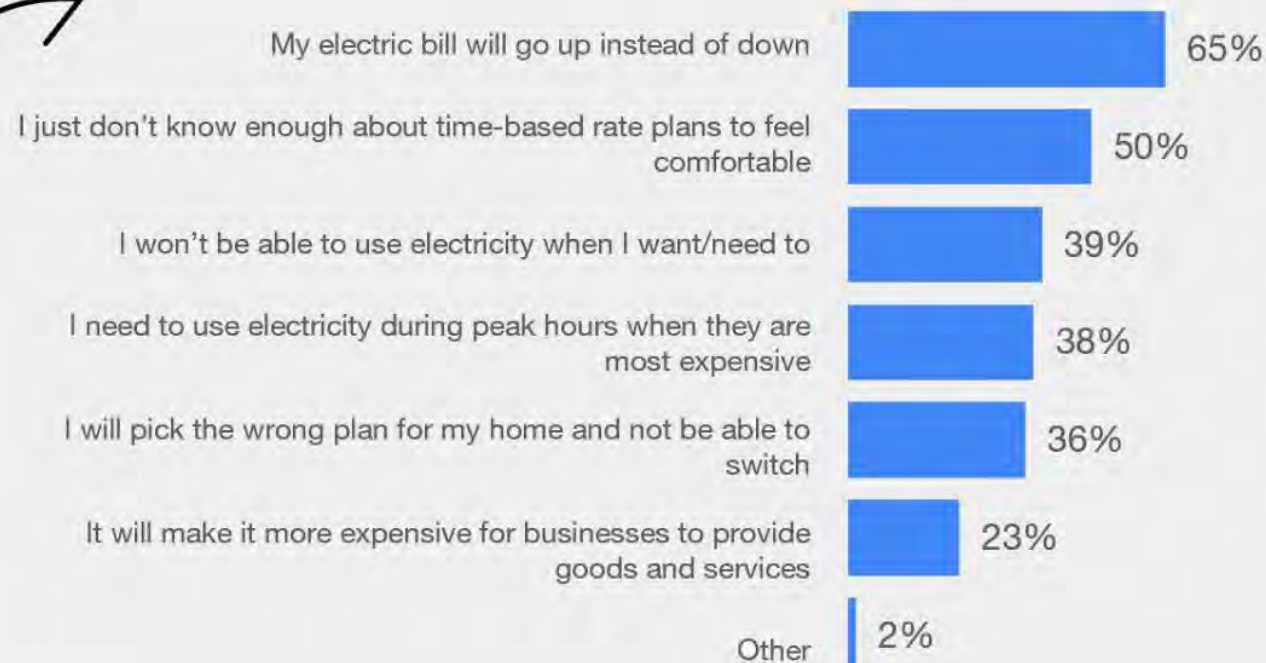
Public

TOU Concerns

Concerned With TOU Plan



Concerns^

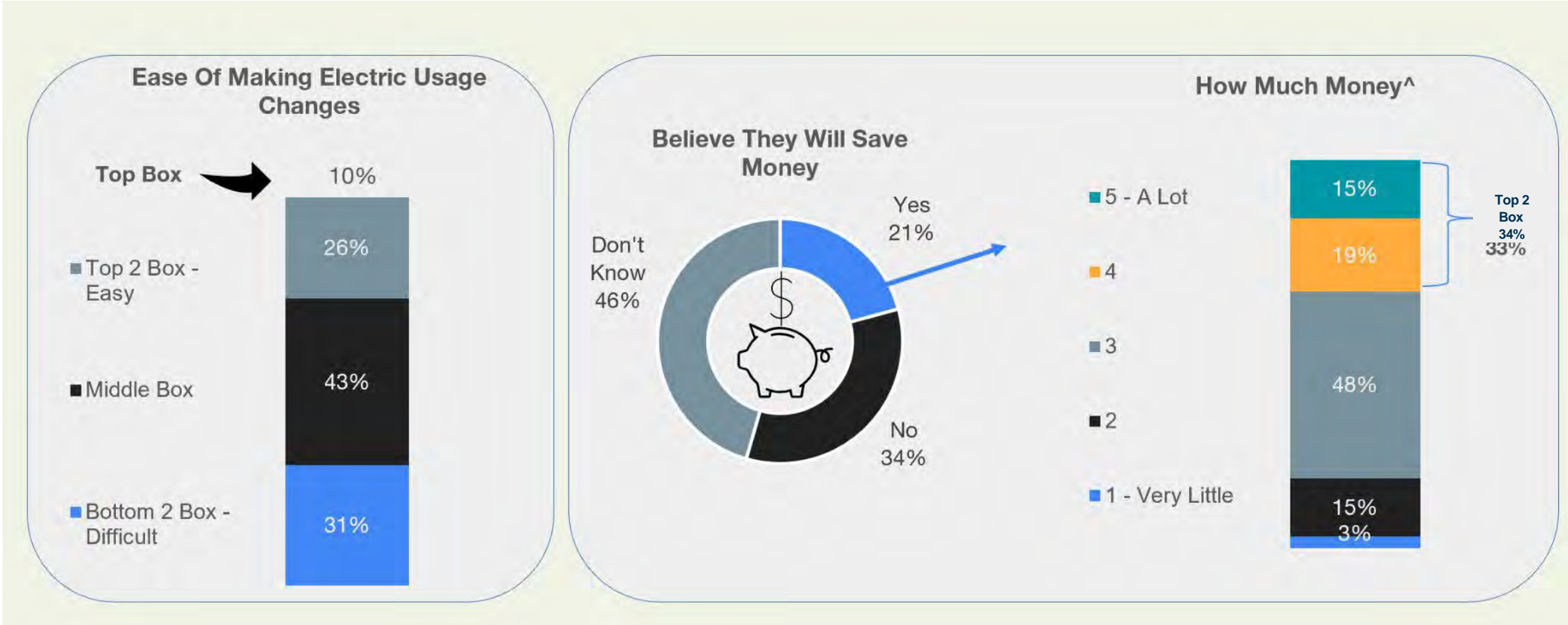


Base: Total Respondents (n=600); Base: Concerned About Moving To TOU Plan [3-5] (n=466)^

Q32. How concerned, or not concerned, are you about moving to a rate plan where the costs of electricity will vary based on the time of day that you use it?/

Q33. What concerns, if any, do you have about switching to a rate plan where the costs of electricity will vary based on the time of day that you use it?

TOU Rate Plan Switch Perceptions

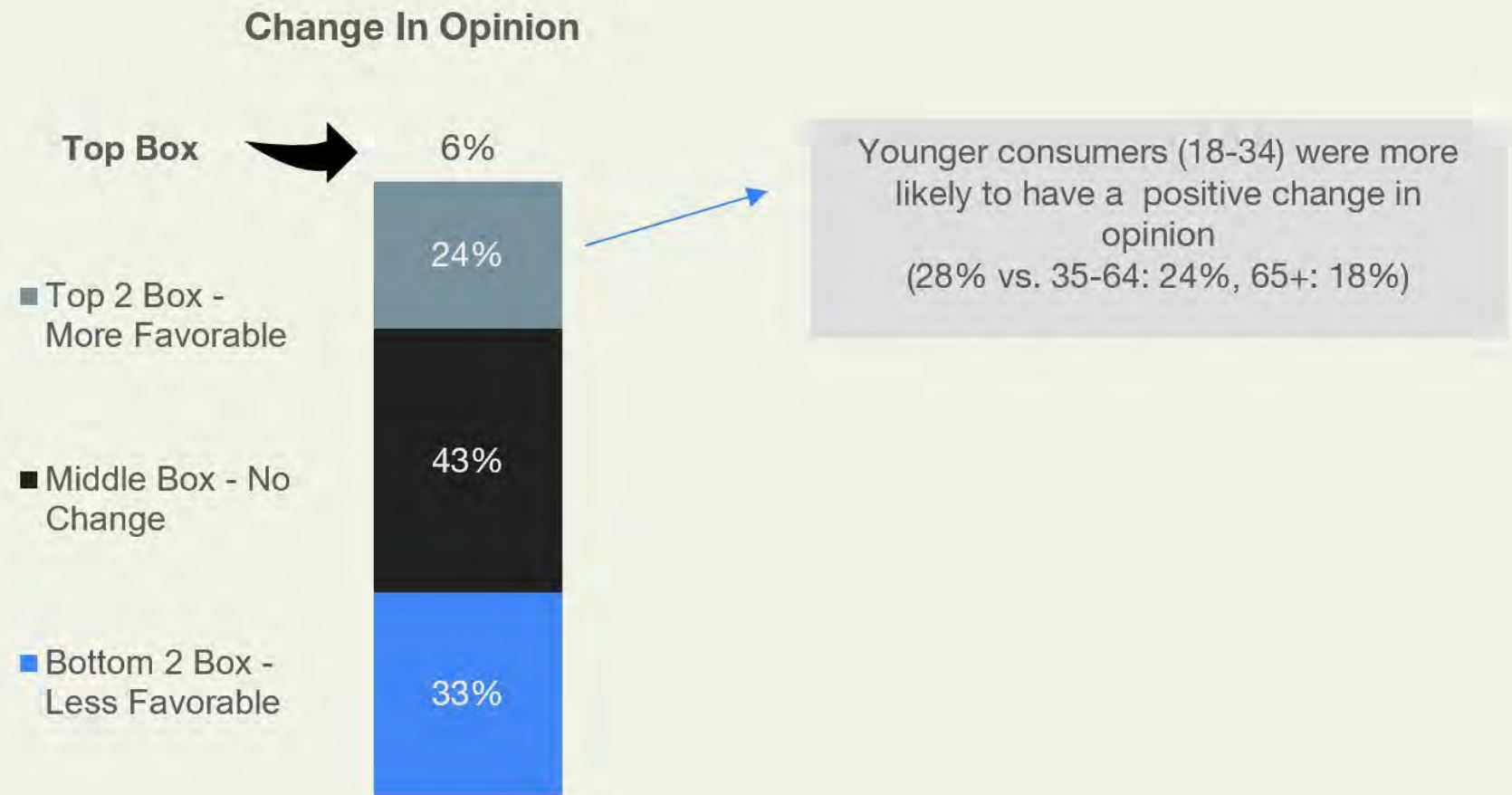


Base: Total Respondents (n=600); Base: Think They Will Save Money (n=123)[^]

Q34. How easy will it be for you to make changes to your electric usage to fit with your new rate plan?/ Q35. Do you think you will save money with the new rate plan?/ Q36. How much money do you think you will save?



TOU Impact on Evergy Perceptions

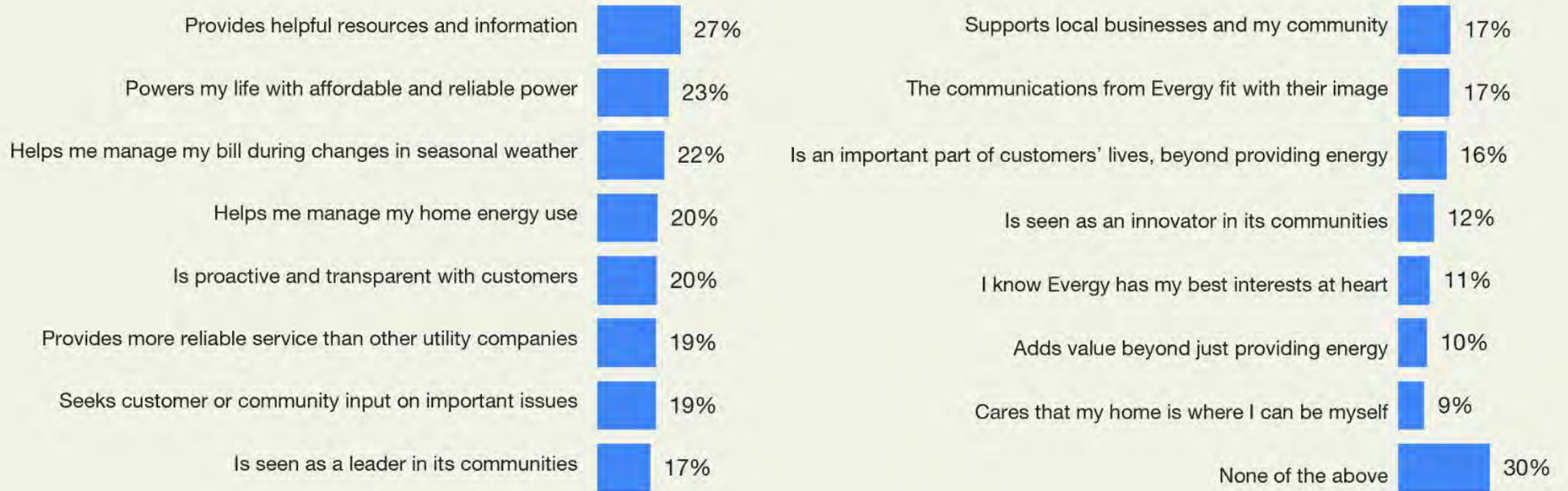


Base: Total Respondents (n=600)

Q39. How does switching to a rate plan where the costs of electricity will vary based on the time of day that you use it change your opinions of Evergy?



Evergy Perception, Post-TOU Detail Review



Base: Total Respondents (n=600)

Q40. Which, if any, of the following statements apply to Evergy?

Customer Data





Usage Data Request

- Usage by Rate ID by month will be attached as Exhibit B and is marked as highly confidential.
- CONF_Exhibit B_Usage by Rate ID Monthly Residential.xls



Rate Switching

Number of rate changes by Customer	Number of Customers who have made changes	
	Missouri West	Missouri Metro
Data as of 10/4/23		
1 rate change	3772	2443
2 rate changes	261	183
3 rate changes	26	26
4 rate changes	5	2
5 rate changes	1	1
9 rate changes	1	0



Average Payment Plan Data

Customer Accounts and status of APP enrollment

Active APP Customers and on TOU rate	Counts	Notes
Customer previously on APP and currently on APP	26,745	Count of accounts that were previously and currently on APP.
Customer previously on APP and NOT currently on APP	4,448	Approx 3500 of these customers elected to change rates prior to system updates that automatically re-enrolled them in APP. Self-serve customers were alerted to this process and asked to call the contact center to re-enroll. The system updates were effective 8/23/23.
Customer previously on APP, changed rates without APP, but now currently on APP	4,446	Customers that have been manually re-enrolled due to exception or who have called to re-enroll.
Customer previously on APP, changed rates with APP, but now currently not on APP	90	Customers have elected to un-enroll or have other circumstances where the account is no longer on APP.
Total	35,729	

*Data as of 10/9/23



Average Payment Plan Data

Customer Mix of APP enrollments on TOU and Non-TOU rates

Division	Residential Customer On Avg Pay Plan (APP)	# of Accounts	% of APP	# of TOU Rate Customers	% of TOU Customers on APP
MO West	No	230,493	79.7%	53,754	74.2%
MO West	Yes	58,610	20.3%	18,679	25.8%
Total		289,103		72,433	
MO Metro	No	212,383	81.2%	42,911	75.8%
MO Metro	Yes	49,325	18.8%	13,722	24.2%
Total		261,708		56,633	

* Data as of 10/4/23