



# Monthly Time of Use Customer Transition Reporting

*January 2024*

EW-2023-0199



# TOU Marketing Campaign Dashboard



# TOU Campaign Dashboard

Measured Date: June – January 2023

\*Most tactics ended in 2023 and will have limited additional updates moving forward.

## Customer Awareness

Awareness of New Rate Options\*

95% - November



Awareness of Mandatory TOU Change\*

87% - November



# TOU Self-Selection

158,560

As of 11/03/23



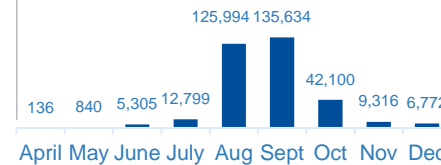
# Landing Page Sessions

328,214



# Compare My Rate Tool Cumulative Unique Sessions

338,896



With the end of the enrollment campaign, we will now track this measurement on slide 6.

## Online Enrollments

% of all Enrollments Completed Online

81%



19% completed through the Every Contact Center or Connect

No additional updates.

\* Based on monthly TOU survey. Monthly survey ended in November.

\* Based on monthly TOU survey. Monthly survey ended in November.

\* Includes 7,620 from TOU Pilot. No additional updates.

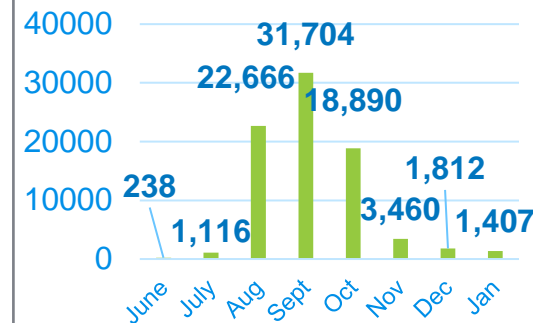
\* % Increase from Nov. to Dec. No longer using page.

## Missouri TOU Rate Enrollments Summary

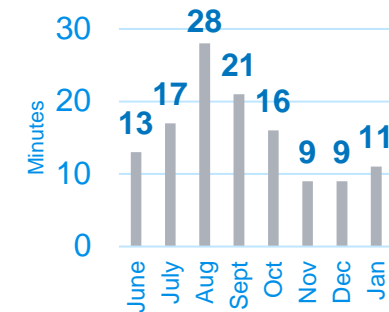
Rate Plan Name	Total Enrollments
Summer Peak Time Based Plan	52,451
Default Time Based Plan	481,316
Nights & Weekends Plan	13,318
Nights & Weekends Max Plan	23,819
<b>Total</b> As of 02/02/24	<b>570,907</b>

## Contact Center Engagements

Number of TOU Calls Offered

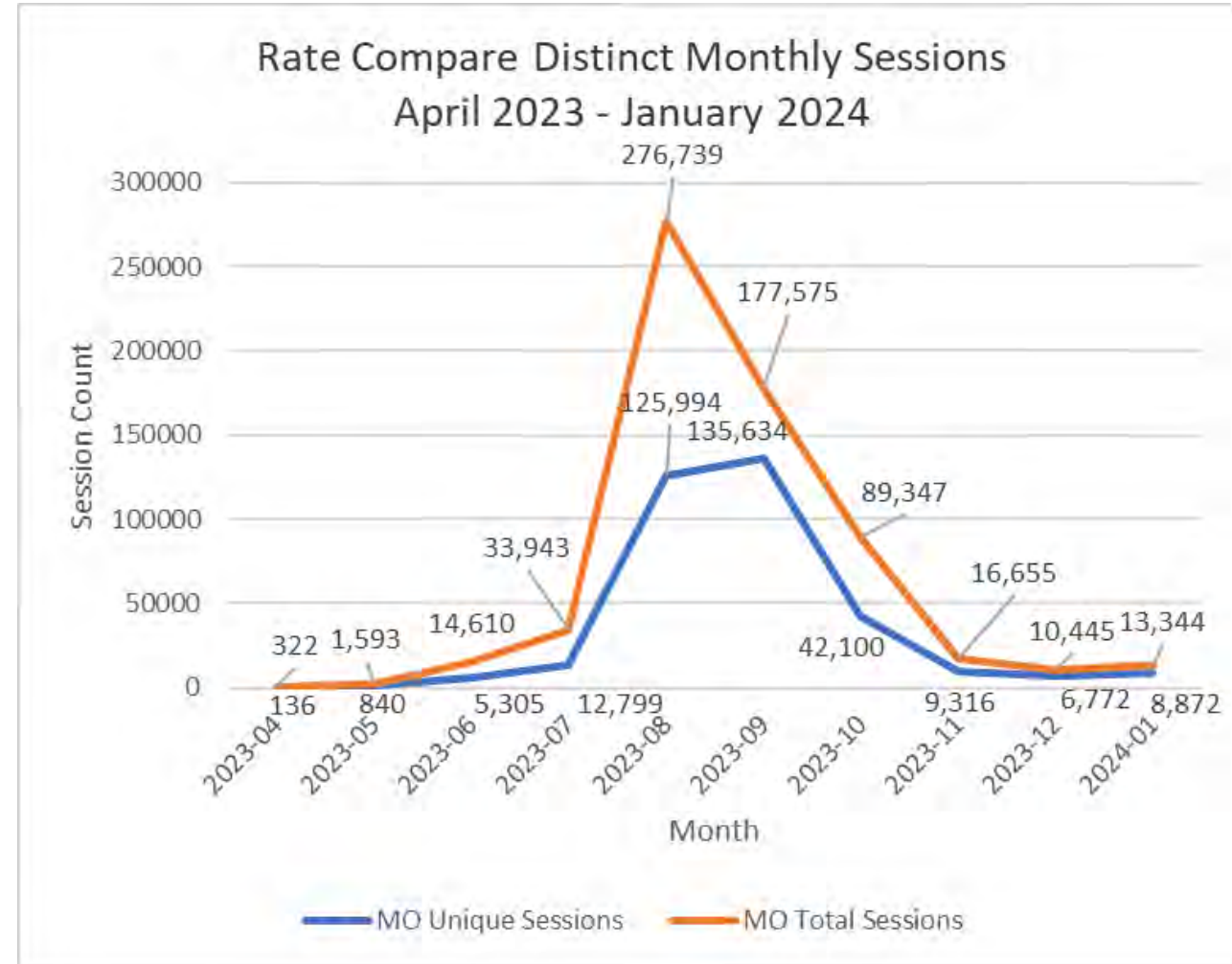


Average Length of TOU Calls



# Compare My Rate Tool & Online Engagement

- **All** Evergy MO residential customer base now enrolled in a time-based plan, nearly **30%** of those customers pre-selected their plan
  - Average industry opt-in enrollment for time-based rates is 1%
- Increased overall time-based rate enrollments **80x** since May 2023
- **81%** of customers enrolled online
- MO Rate Comparison Tool engagement in January 2024 is **41x** that of April 2023
- **56%** of Evergy MO residential customers with an online profile engaged with Rate Compare since April 2023



As of 2/1/24



# Contact Center Engagements 2023

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	273,279	98,160	60.8%
23-Nov	209,908	65,582	66.8%
23-Dec	191,234	55,113	69.7%
<b>Total</b>	<b>1,761,046</b>	<b>596,314</b>	<b>63.2%</b>

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	98,160	21,917	22.3%
23-Nov	65,582	2,207	3.4%
23-Dec	55,113	1,279	2.3%
<b>Total</b>	<b>596,314</b>	<b>112,837</b>	<b>18.9%</b>

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	10,273	98,160	10.5%
23-Nov	2,691	65,582	4.1%
23-Dec	684	55,113	1.2%
<b>Total</b>	<b>60,152</b>	<b>596,314</b>	<b>10.1%</b>

TOU Escalations to Resolution Team Member

2023		June	July	August	September	October	November	December	Total
CASE_TYPE	CASE_SUB TYPE	COUNT	COUNT	COUNT	COUNT	COUNT	COUNT	COUNT	
<b>Escalation</b>	<b>Mandatory TOU</b>	<b>1</b>	<b>2</b>	<b>12</b>	<b>20</b>	<b>19</b>	<b>8</b>	<b>7</b>	<b>69</b>



# Contact Center Engagements 2024

Customer election to utilize IVA assistance

2024	Total Calls	Agent Calls	IVA Rate
24-Jan	213,039	63,762	68.4%
24-Feb			
24-Mar			
<b>Total</b>	<b>213,039</b>	<b>63,762</b>	<b>68.4%</b>

Premature disconnection by customer =  
Abandon Call Rate (ACR)

2024	Offered	Abandons	ACR %
24-Jan	63,762	2,616	4.1%
24-Feb			
24-Mar			
<b>Total</b>	<b>63,762</b>	<b>2,616</b>	<b>4.1%</b>

Customer election to use call back feature

2024	Return Call Option	Agent Calls	% of Calls Using RCO
24-Jan	1,195	63,762	1.9%
24-Feb			
24-Mar			
<b>Total</b>	<b>1,195</b>	<b>63,762</b>	<b>1.9%</b>

TOU Escalations to Resolution Team Member

2024		January	February	March	Total
CASE_TYPE	CASE_SUB TYPE	COUNT			
<b>Escalation</b>	<b>Mandatory TOU</b>	<b>9</b>			<b>9</b>

# Contact Center and Feedback

## Results

Since entering Phase 3 of the education campaign in August:

- Phase 1 (June-August): saw uptick in calls, with more informational questions
- Phase 2 (August-October): an average of over 250 TOU calls per day, helping customer pick a rate and educational focus
- Phase 3 (October-December): call offers and average duration times are lower
- Phase 4 (January – May): calls offers continue to decrease with a little higher duration time compared to all other calls

Month	TOU Calls Offered	Avg TOU Duration	Avg All Calls Duration
<b>June</b>	238	13:01	7:01
<b>July</b>	1,116	16:58	6:13
<b>August</b>	1,835	26:54	7:55
<b>September</b>	31,704	21:27	9:16
<b>October</b>	18,890	16:10	8:34
<b>November</b>	3,460	8:40	7:16
<b>December</b>	1,812	8:53	7:19
<b>January</b>	1,407	10:37	6:56



# Contact Center Engagements

- Evergy has provided details of calls in CONF\_Exhibit\_A TOU\_Commision Order Reporting\_January 2024



# 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 January 2024.xls



# Rate Switching

Number of rate changes by Customer from original selection or defaulted rate	Number of Customers who have made changes	
	Missouri West	Missouri Metro
<b>Data as of 2/5/24</b>		
1 rate change	5,929	4,308
2 rate changes	419	317
3 rate changes	42	60
4 rate changes	11	5
5 rate changes	2	
10 rate changes		1

\* Updated reporting to not include as switchers changes to rate that had a gap in time. i.e. customers who had been on TOU rate during pilot window, Landlord reverts, customers who are CNP'd, closed out and then come back on, etc.



# Average Payment Plan Data

## *Customer Accounts and status of APP enrollment*

<b>Active Customers on APP and on TOU rate as of 2/2/2024</b>	<b>Counts</b>	<b>Notes</b>
Customer previously on APP and currently on APP	95,524	Count of accounts that were previously and currently on APP.
Customer previously on APP and NOT currently on APP	3,715	Approx 3100 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	5,402	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	4,424	Customers have elected to un-enroll or have other circumstances where the account is no longer on APP.
<b>Total</b>	<b>109,065</b>	



# 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	222,294	76.9%	222,267	76.9%
MO West	Yes	66,786	23.1%	66,777	23.1%
<b>Total</b>		<b>289,080</b>		<b>289,044</b>	
MO Metro	No	203,796	77.6%	203,786	77.6%
MO Metro	Yes	58,731	22.4%	58,727	22.4%
<b>Total</b>		<b>262,527</b>		<b>262,513</b>	

- Data as of 2/2/2024

# Third Party Quarterly Survey





# Quarterly TOU Awareness & Understanding Research

End-of-Year Report and Wave1,  
Wave2, Wave3 Trend Analysis

*Insights by TrueNorth*

*Jan 2024*





# Objective and Methodology



## Measure the Impact of how the Time-of-Use Campaign is Performing on Educating its customers

- Measure awareness of the transition to a Time of Use rate plan.
- Determine understanding of and 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 a provider and with customers' current rate plan.
- Monitor customer's opinions and perceptions of Time Of Use rate plans and reactions to Evergy making this change.



## Survey

- A 15-minute online survey was conducted in May 2023 among n=600 respondents, wave 2 in September 2023 among n=604 respondents, and wave 3 in December among n=603. This was a blind study among Evergy customers



## Sample

Respondents were screened based on the following criteria.

- 18+ years old
- Evergy is the current electricity supplier
- Sole or joint decision maker for household energy decisions
- If renter, electric bill must not be included in rent

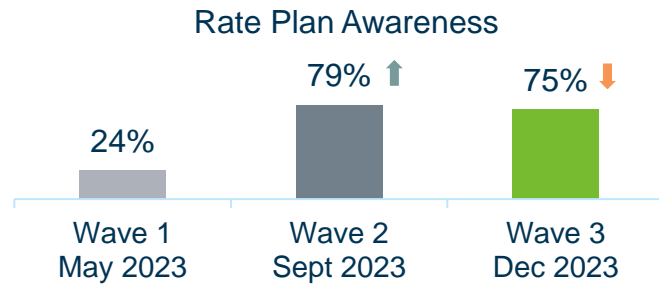




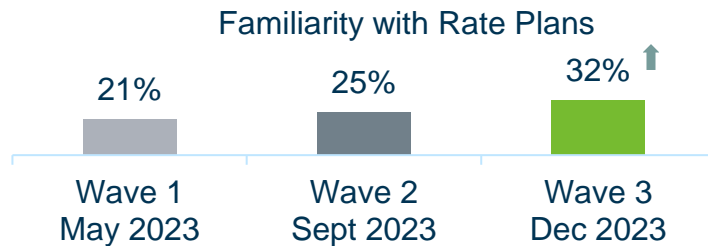
# Executive Summary

## There is relatively high awareness for the new rate plans

- Over 3x the number of customers indicated they heard about the new rate plan options by wave 3.

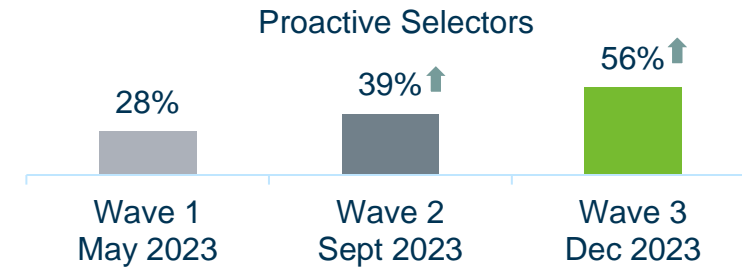


- Customers are becoming increasingly familiar with the plans, with 82% being familiar with the plans. Those indicating they know “a lot” or “a good amount”, increased a significant +7 percentage points in wave 3.



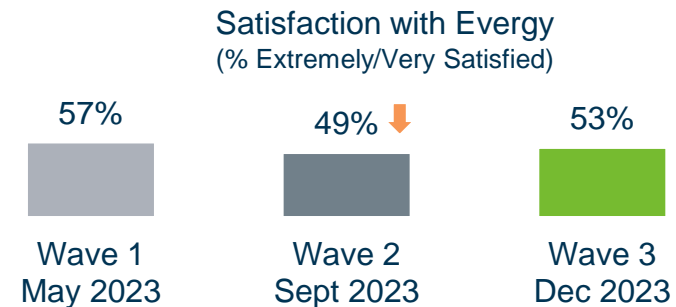
## Many proactively selected their new rate plan

- Over half of customers proactively selected their plan, 56%. When selecting a plan, most selected the TOU plan at 51%, while some still chose the standard utility rate plan at 33%.
- Proactive plan selectors were overall more satisfied (35% vs 21% non selectors)



## Overall satisfaction with Evergy is Coming Back Around

- There was an initial drop in satisfaction overall; however, satisfaction has started to show an increase in W3.

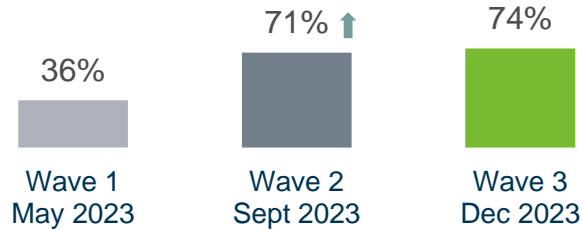


# Executive Summary

## The TOU awareness campaign was successful

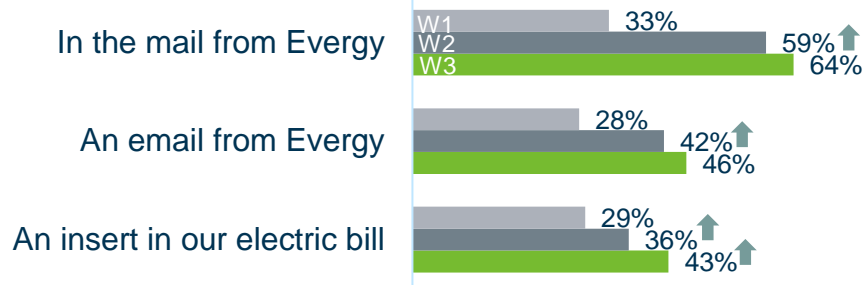
- Awareness of the Time of Use Plan saw an increase of 38% among non-plan users from May to December throughout the ad campaign, with the most significant increase shown in September.

Time Of Use Plan Awareness



- Around 3 in 4 recall communications about TOU rate plans, with the top recall including mail, email, and the electric bill insert.

Communications



## Satisfaction with the TOU plan remains low

- Although we do see a significant increase in TOU customer satisfaction in wave 3.

Satisfaction with their Current Plan  
(% extremely/very satisfied)

W2 Diff

Rate Plan	Satisfaction (%)	W2 Diff
Green-based rate plan	63%	-7%
Electric vehicle rate plan	60%	-7%
Solar rate plan	56%	-9%
Tiered rate plan	37%	+14%
Standard utility rate plan	30%	-8%
Time-based rate plan	28%	+8%

## Opportunities

- Most understand the basic premise of the plan, but still opportunity to learn more.
- There remains some divergence in opinions as to whether the TOU plan will save customers money (30%), or cost more (26%).

# Awareness and Satisfaction of Rate Plans

- *Satisfaction with Evergy*
- *Awareness of plans*
- *Selection of Plans*
- *Satisfaction of Plans*
- *Awareness of Online Tools*
- *Evergy Brand Evaluation*

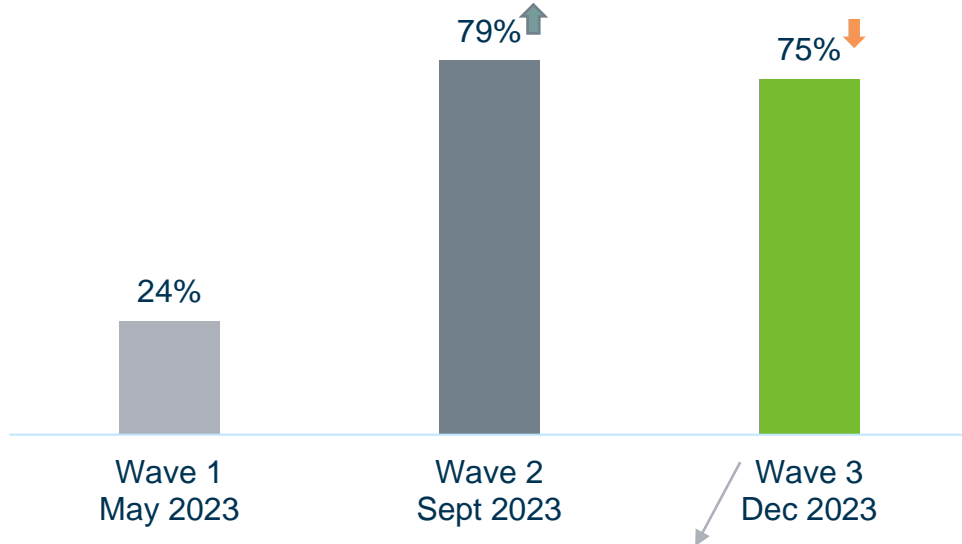




# Awareness of New Rate Plans

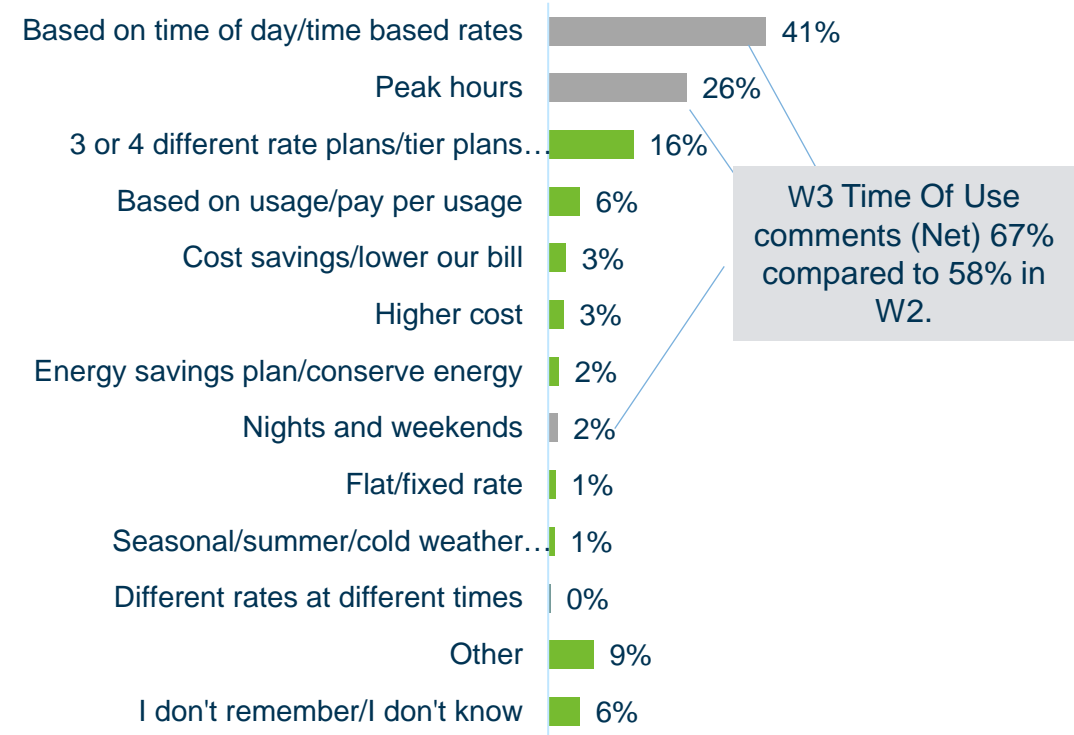
Approximately 75% of respondents noted awareness of the various rate plan options, with a notable +10% increase in TOU comments observed in W3.

### Have Heard About the Rate Plan



Analysis Note: Customers under age 44 are least likely to have heard about the new rate plan. (36% vs 75% overall)

### Have Heard About the Rate Plan



W3 Time Of Use comments (Net) 67% compared to 58% in W2.

Base: Missouri respondents W1 n=601; W2 n=604; W3 n=603

Q12. Today, we are talking about your electricity supplier, Evergy. Have you seen or heard anything recently about Evergy offering new rate plan options to customers?

Base: Missouri respondents aware of new rate plan W1 n=146; W2 n=477; W3 n=451

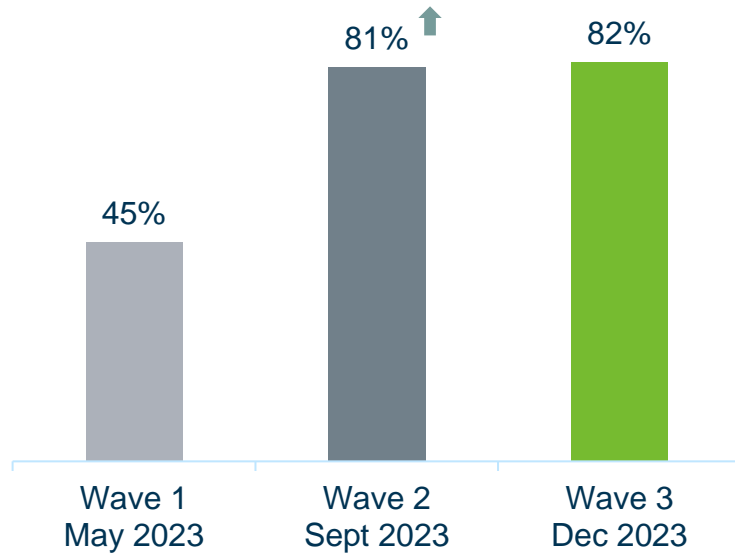
Q13. What type of new rate plan is Evergy offering customers?



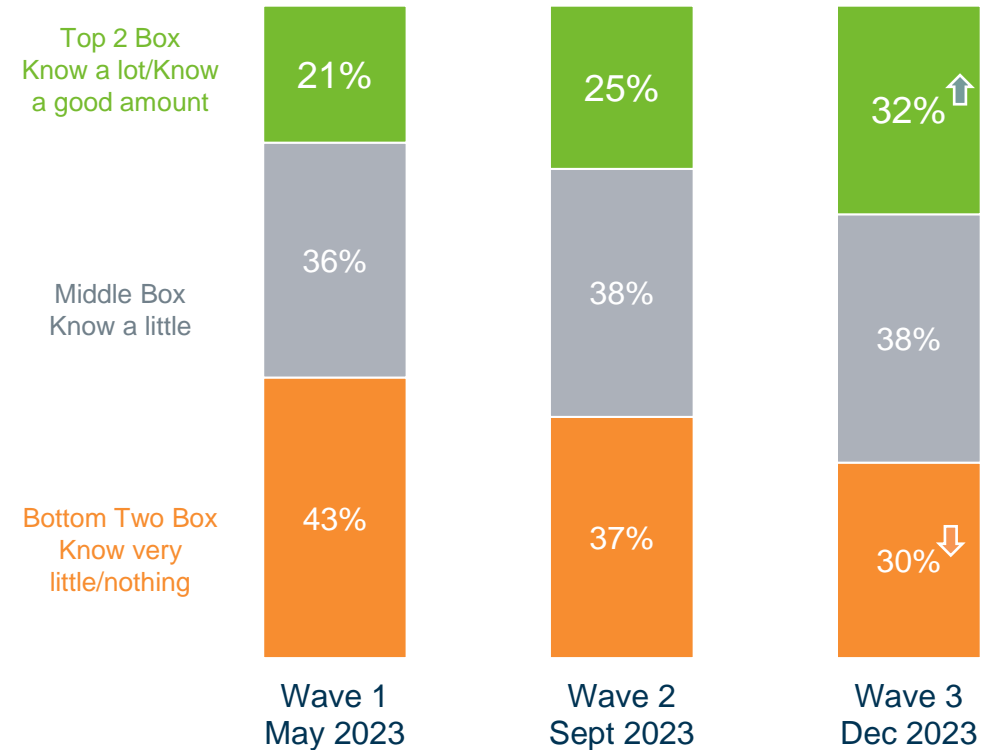
# Aided Awareness of Rate Plan Options

*Almost double of customers were aware of the different choices by the end of the year.*

Aware of Choices of Different Types of Rate Plans



Familiarity with Rate Plans



Base: Missouri respondents Q14 W1 n=600; W2 n=604; W3 n=603 and Missouri respondents aware of different plans Q15 W1 n=270; W2 n=489; W3 n=495

Q14. Are you aware that Evergy currently offers you choices of different types of rate plans?

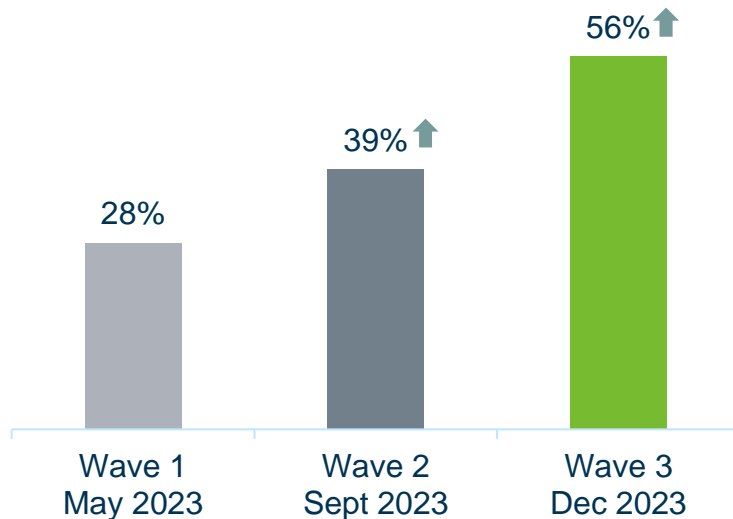
Q15. How familiar are you with the different types of plans available from Evergy?



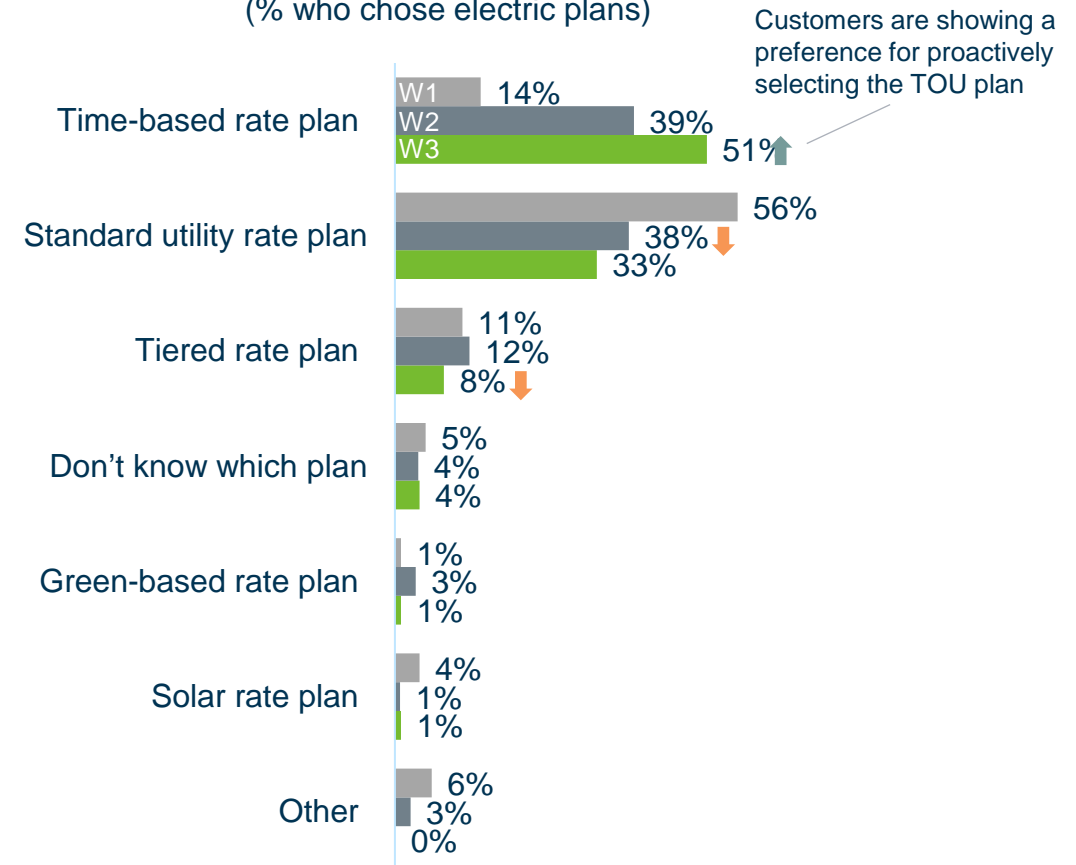
# Selection of Rate Plans

*A growing number of customers opted for a proactive approach in choosing their rate plans across successive waves.*

Actively Selected Rate Plan  
(% selected rate plan)



Electric Plans  
(% who chose electric plans)



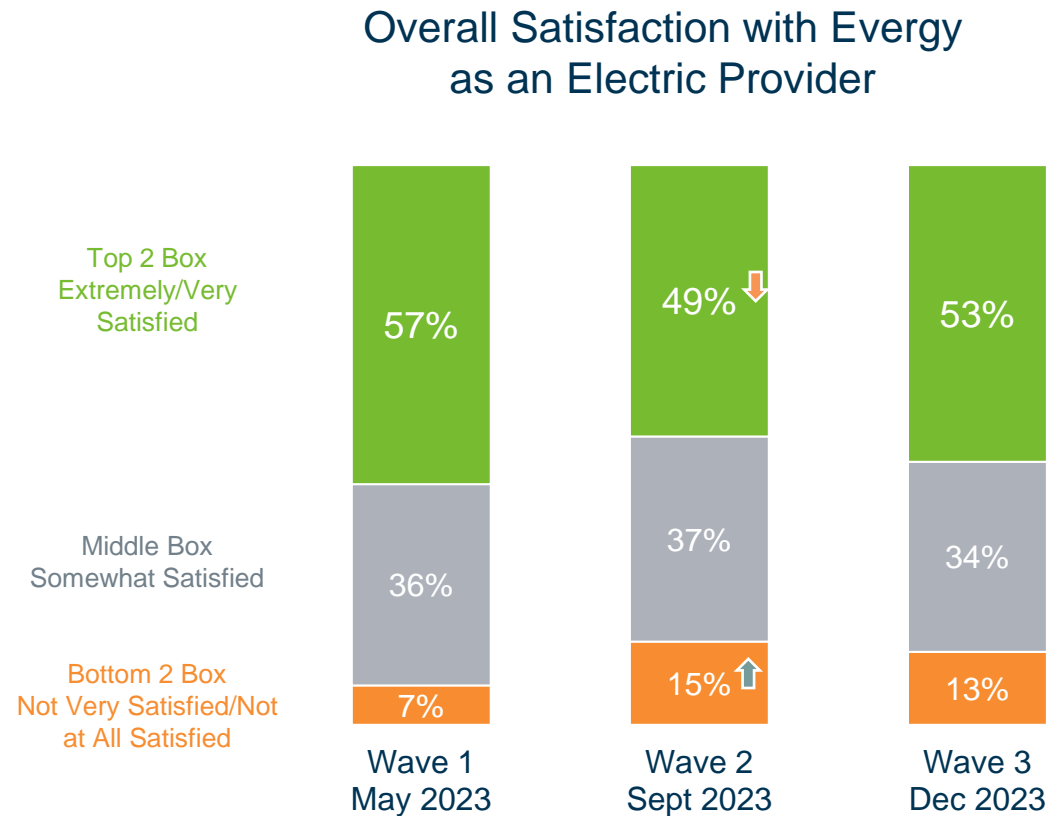
Base: Missouri respondents W1 n=600; W2 n=604; W3 n=603 and Missouri respondents who chose plan Q17 W1 n=270; W2 n=238; W3 n=336  
Q16. Did you actively select your current rate plan, or did Evergy assign you to a default rate plan?  
Q17. What electric rate plan did you choose?

↑↓ Statistically higher/lower than previous wave



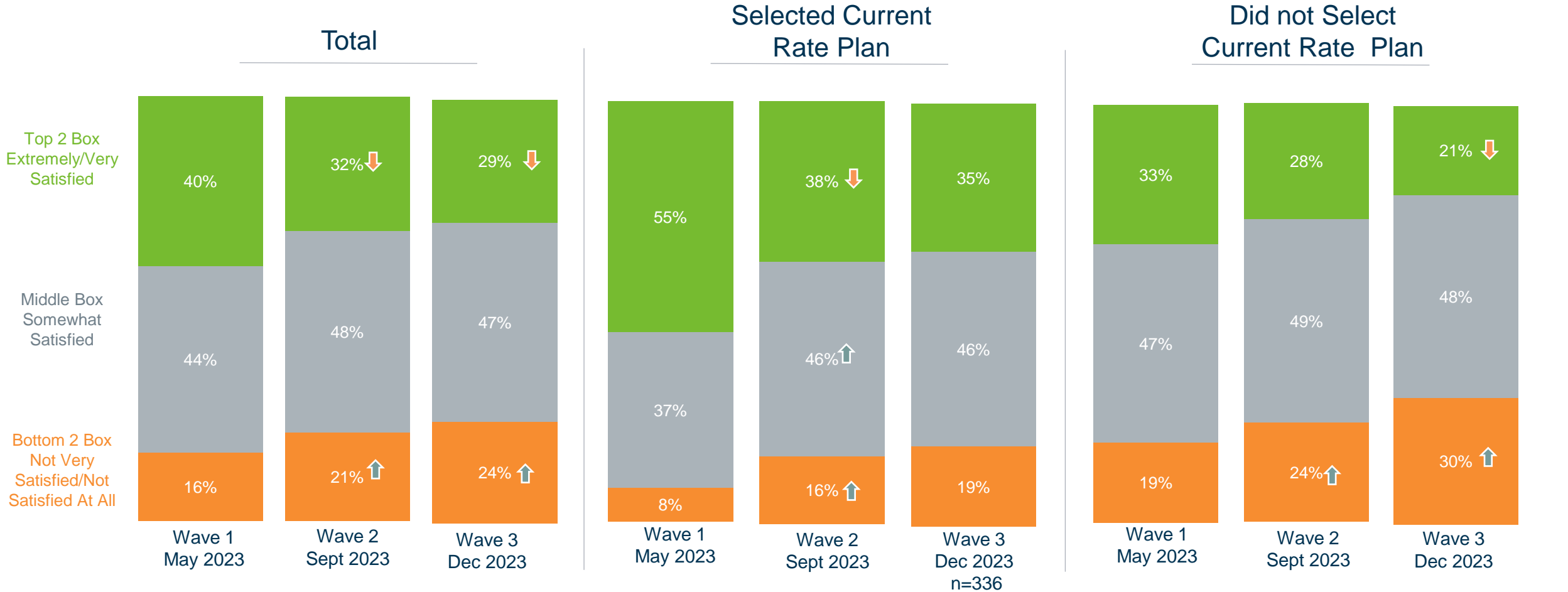
# Overall Satisfaction With Evergy

*Just over half (53%) of customers are satisfied with Evergy. This marks a positive shift from the significant decline seen in Wave 2.*



# Satisfaction with Current Rate Plan Selection

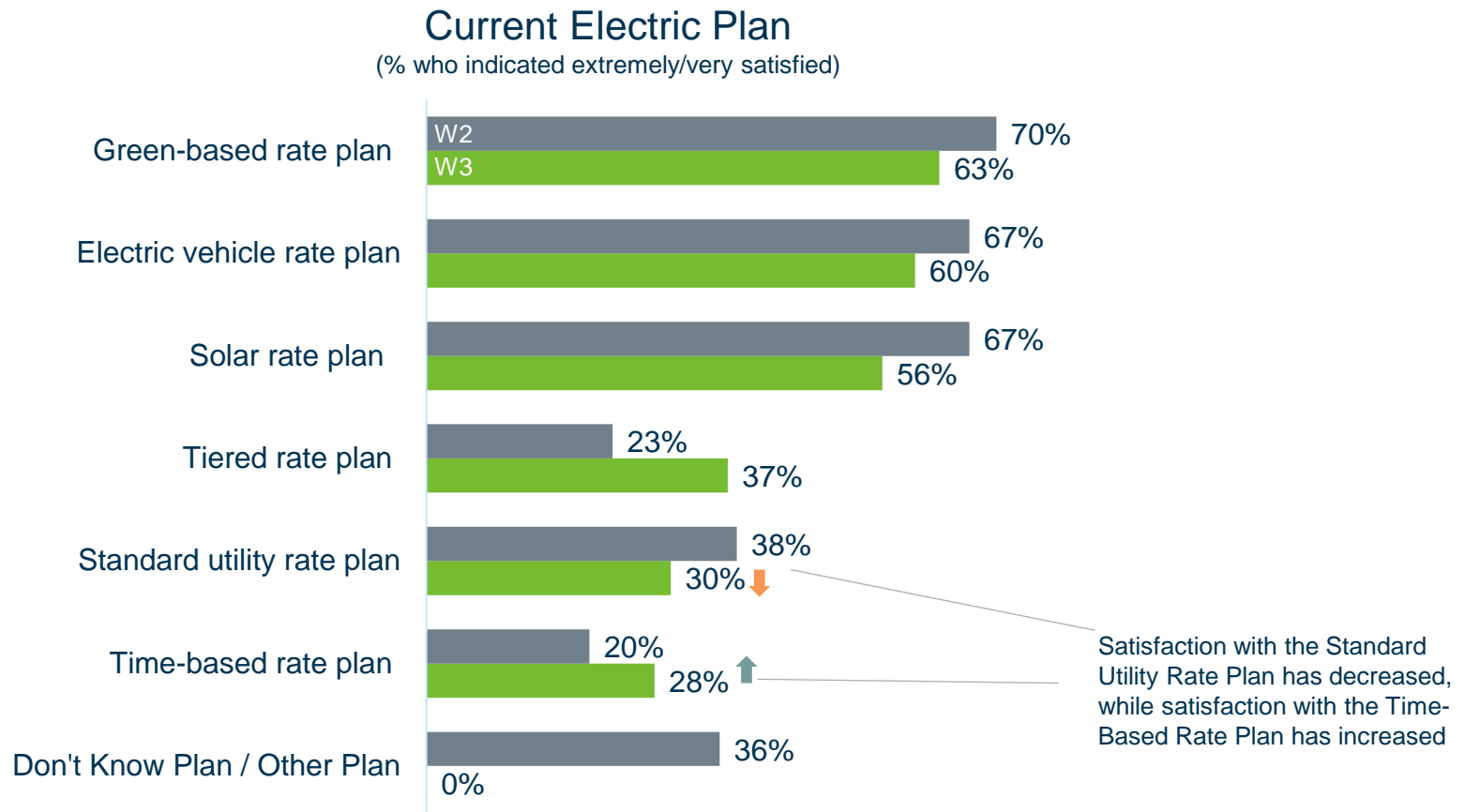
*While there is a general decrease in overall satisfaction, those who proactively selected their plan were more likely to indicate higher satisfaction.*





# Overall Satisfaction with Evergy Rate Plans

*Although representing a smaller demographic, customers enrolled in the green-based, electric vehicle, or solar rate plans consistently exhibit high levels of satisfaction.*



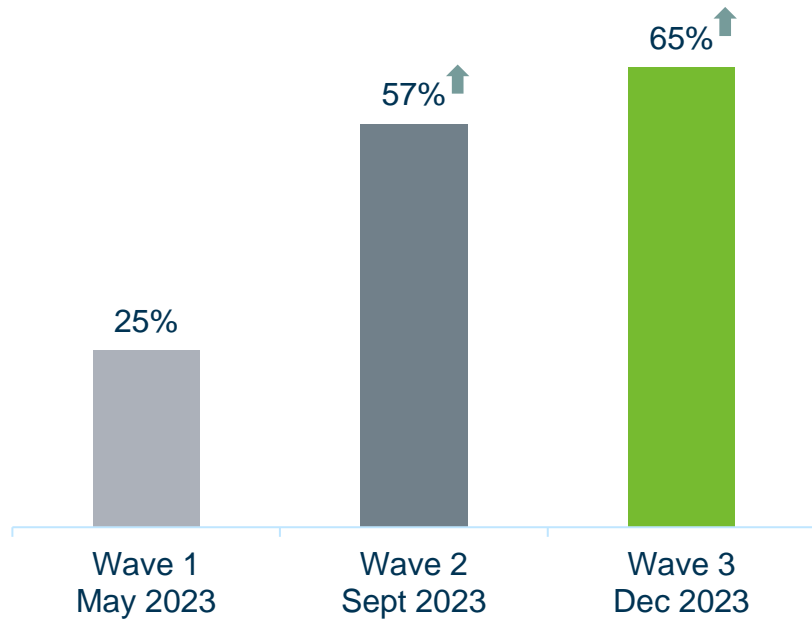


# Awareness and Usage of Evergy Tools

*A growing number of customers are aware of tools on the website.*

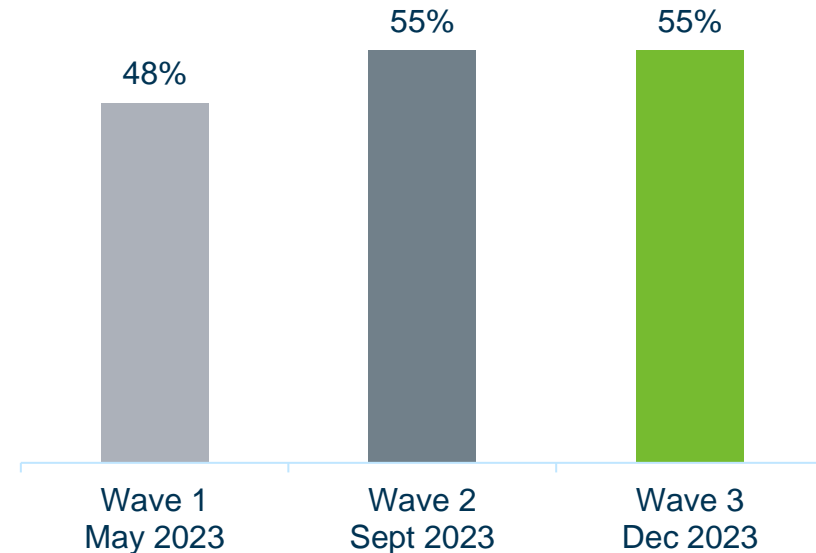
### Knowledge of Tools on Evergy's Website

(% overall respondents)



### Usage of Tools

(% aware of tools)



Base: Missouri Respondents W1 n=600; W2 n=604; W3 n=603

Q44. 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 Of Use rate plan which is best for you?

Base: Missouri Respondents aware of website tools W1 n=152; W2 n=347; W3=391

Q45. Have you visited the Evergy website and used any of these tools?

↑↓ Statistically higher/lower than previous wave

# Evergy Brand Evaluation

*There has been a notable surge since W2 in brand perceptions relating to, leadership, communications, and resourcefulness.*

















Evergy has increased perceptions in 6 attributes since W1. Evergy is more likely to be seen as:

- Helpful in providing resources and information (+10% since w1), managing home energy use (+10% since w1), and helping customers manage bills during seasonal weather(+7% since w1).
- A supportive leader of local business and the community (+3% since w1), with communications fitting with their image (+8% since w1), and proactive and transparent with customers (+6% since w1).
- There is only one perception significantly lower than in W1: provides more reliable service than other utility companies (-3% since w1).

## Statements to Describe Evergy

(% overall respondents)

W3 v W2 W2 v W1

Provides helpful resources and information	 37%	7% ↑	3%
Helps me manage my home energy use	 30%	8% ↑	2%
Proactive and transparent with customers	 26%	1%	5% ↑
Communications from Evergy fit with their image	 25%	5% ↑	3%
Helps me manage my bill during changes in seasonal weather	 25%	5% ↑	2%
Powers my life with affordable and reliable power	 23%	4%	-4% ↓
Seeks customer or community input on important issues	 20%	2%	-1%
Supports local businesses and my community	 20%	6% ↑	-3% ↓
Seen as a leader in its communities	 18%	4% ↑	-3%
Provides more reliable service than other utility companies	 16%	1%	-4% ↓
An important part of customers' lives, beyond providing energy	 15%	3%	-4%
Is seen as an innovator in its communities	 13%	1%	0%
Has my best interests at heart	 13%	2%	0%
Adds value beyond just providing energy	 9%	0%	-1%
Cares that my home is where I can be myself	 8%	1%	-2%
None of the above	 26%	-6% ↓	2%

↑↓ Statistically higher/lower than previous wave

# Time of Use Rate Plans

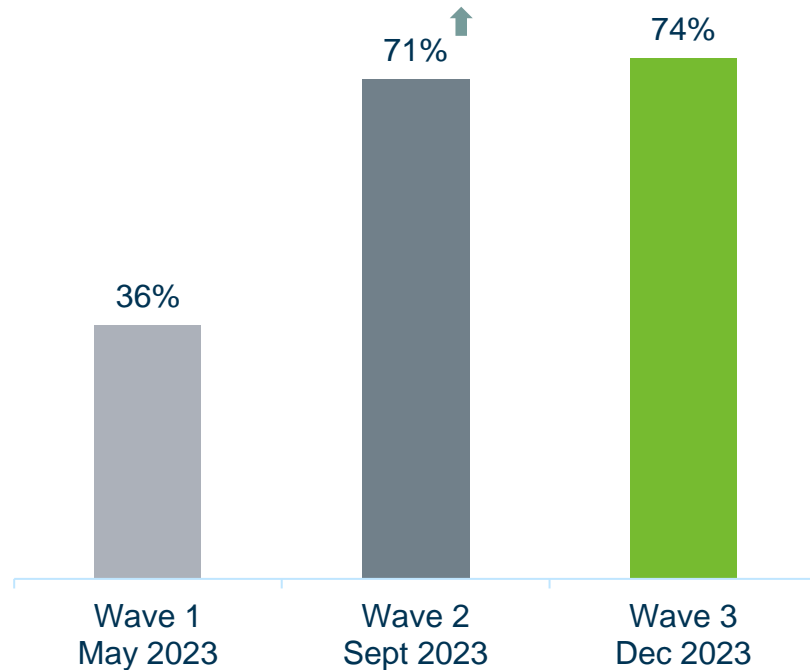
- *Awareness*
- *Understanding of the plan*
- *Recalled messages*
- *Plan perceptions*
- *Interest in the Time of Use Plans*



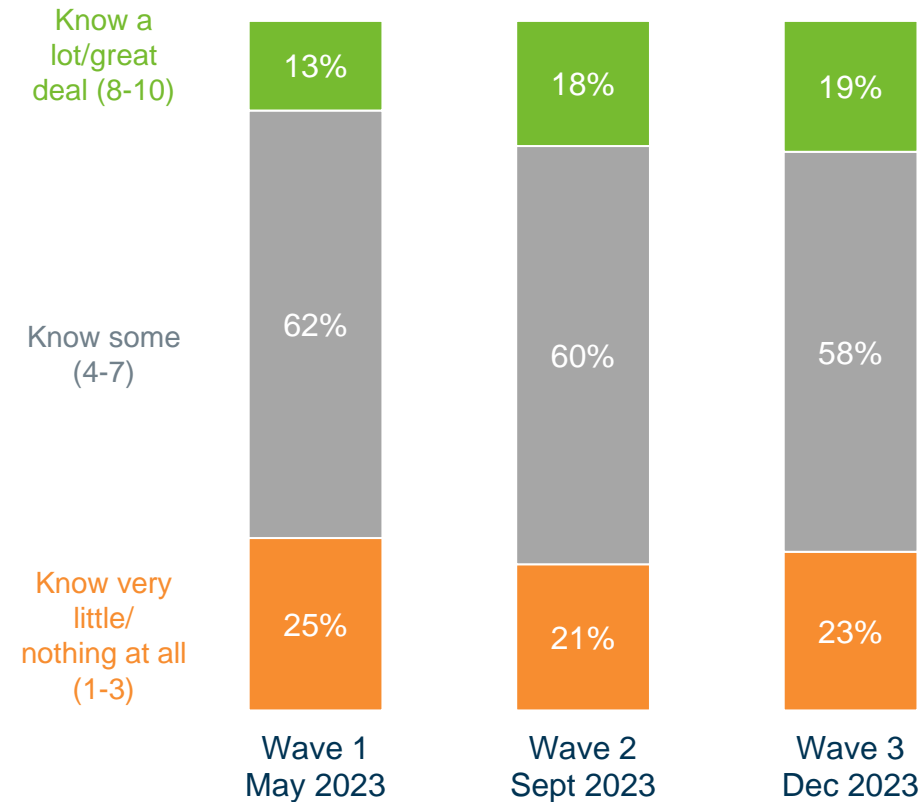
# Time of Use Rate Plans

*Awareness of the TOU plans has more than doubled since W1.*

Awareness of Time-Based Plans  
(% not on plan)



Knowledge of Time-Based Rate Plans  
(% aware of plans)



Base: Missouri respondents not on Time Of Use plan Q20 W1 n=559 ; W2 n=479; W3 n=360

Q20. Before today, have you ever heard of Evergy's time-based rate plans? This would be a rate plan where electricity costs will vary based on the time of day you use it.

Base: Missouri respondents not on Time-Based but who have heard of it Q21 W1 n=204; W2 n=339; W3 n=267

Q21. How would you rate your knowledge of the different time-based rate plans that Evergy allows you to choose from? (10-point scale with 10 as Know a great deal and 1 is Know nothing at all)

↑↓ Statistically higher/lower than previous wave

# TOU Perceptions

*Most understand the basic premise of the plan.*

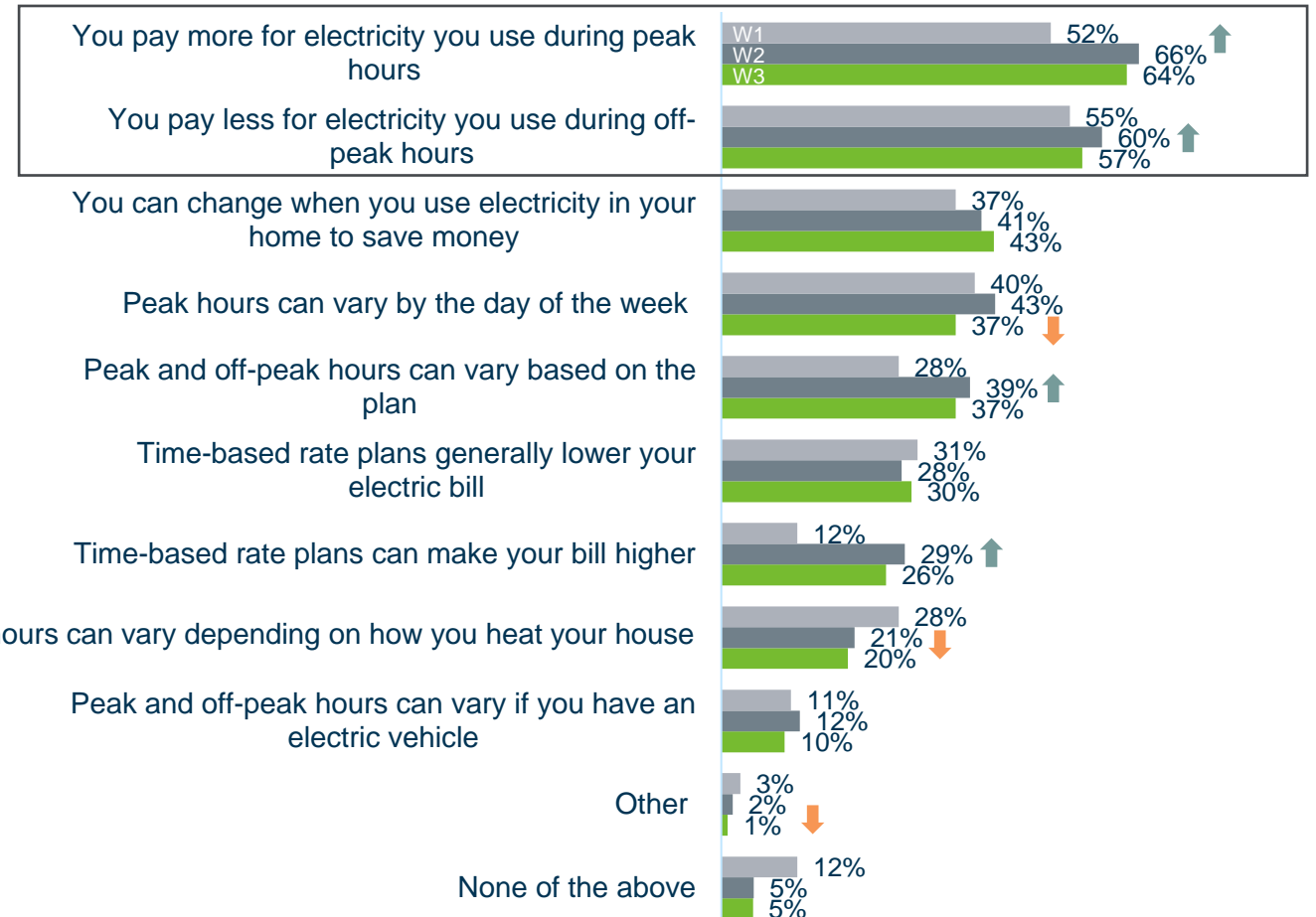
Many understand you pay more for your electricity during peak hours and less off-peak

- However, there is room for improvement; less than half believe you can change when you use electricity in your home to save money, 43%.

There remains some division on whether the TOU plan will save money

- Around 30% indicated time-based plan would lower your electric bill, while 26% indicated the plan could make your bill higher.

What Customers Believe About the Rate Plans



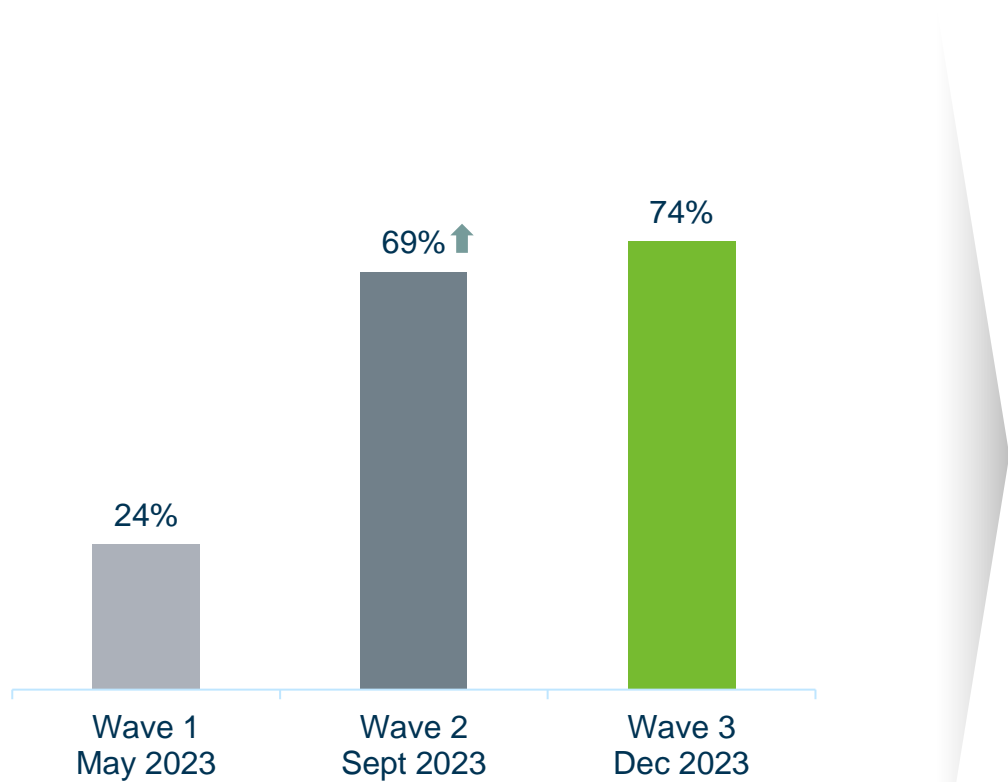
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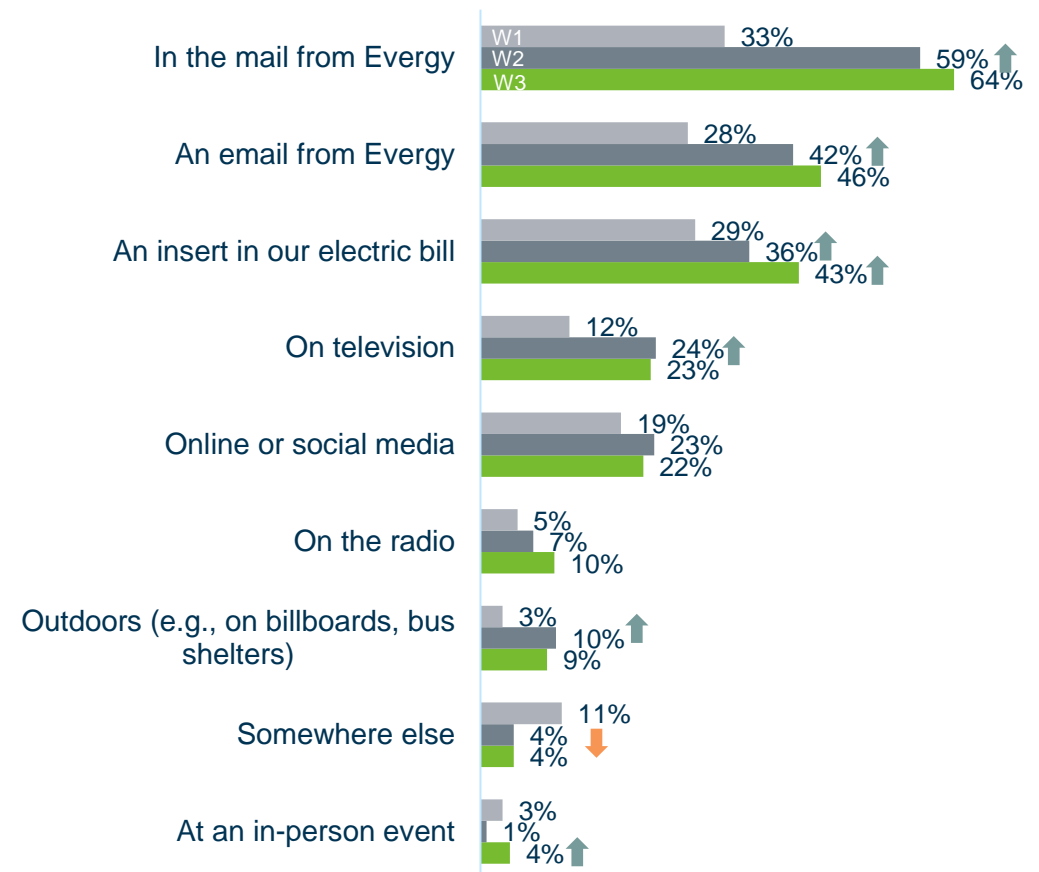
# Customer Are Increasingly Informed About the TOU Plans

*Communication channels such as mail, emails, and inserts are most effective.*

### Recall Rate Plan Communications



### Where Customers Have Heard Communications



Base: Missouri respondents Q23 W1 n=600; W2 n=604; W3 n=603 and Q25 W1 n=206; W2 n=490; W3 n=513 those who have heard about communications  
Q23. Do you recall any communications from Evergy about the new rate plans where the electricity costs will vary based on the time of day you use it?  
Q25. Which, if any, of the following changes to your Evergy electric service have you heard about?

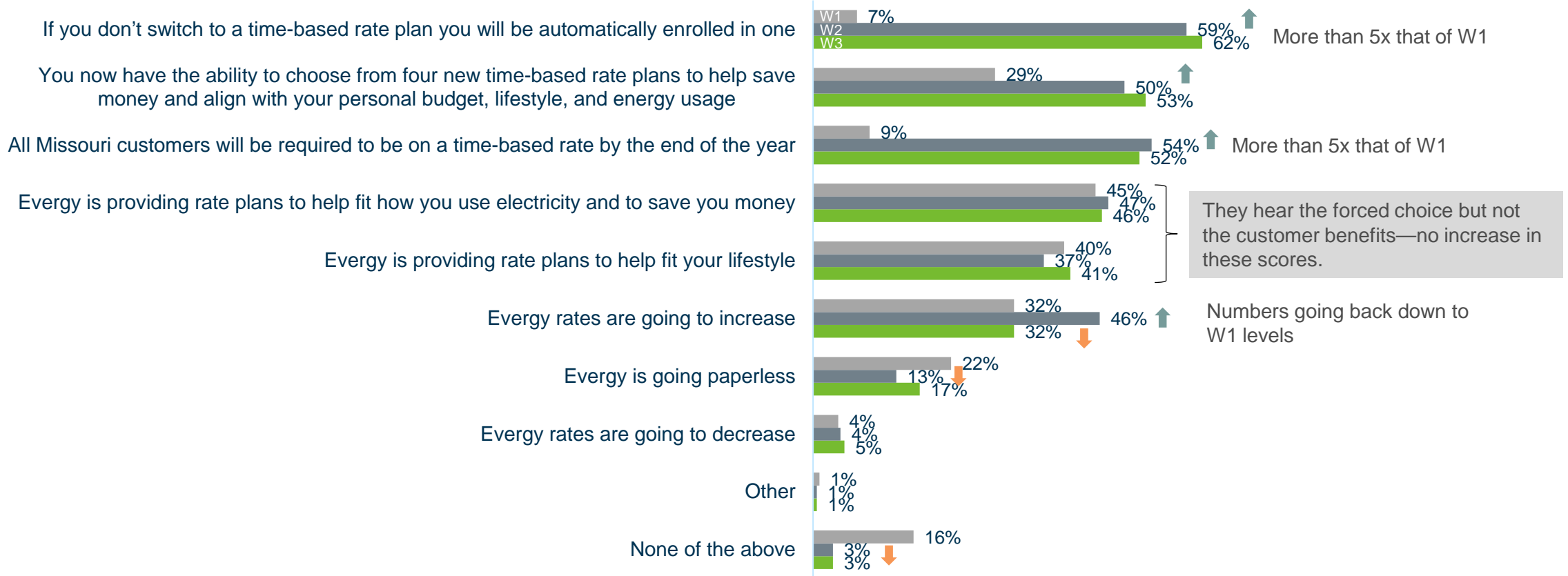
↑ ↓ Statistically higher/lower than previous wave



# Message Retention

*Most customers are aware that if they do not switch, they will be automatically enrolled in a plan, up significantly since W1.*

## Changes to Electric Services Respondents Have Heard About



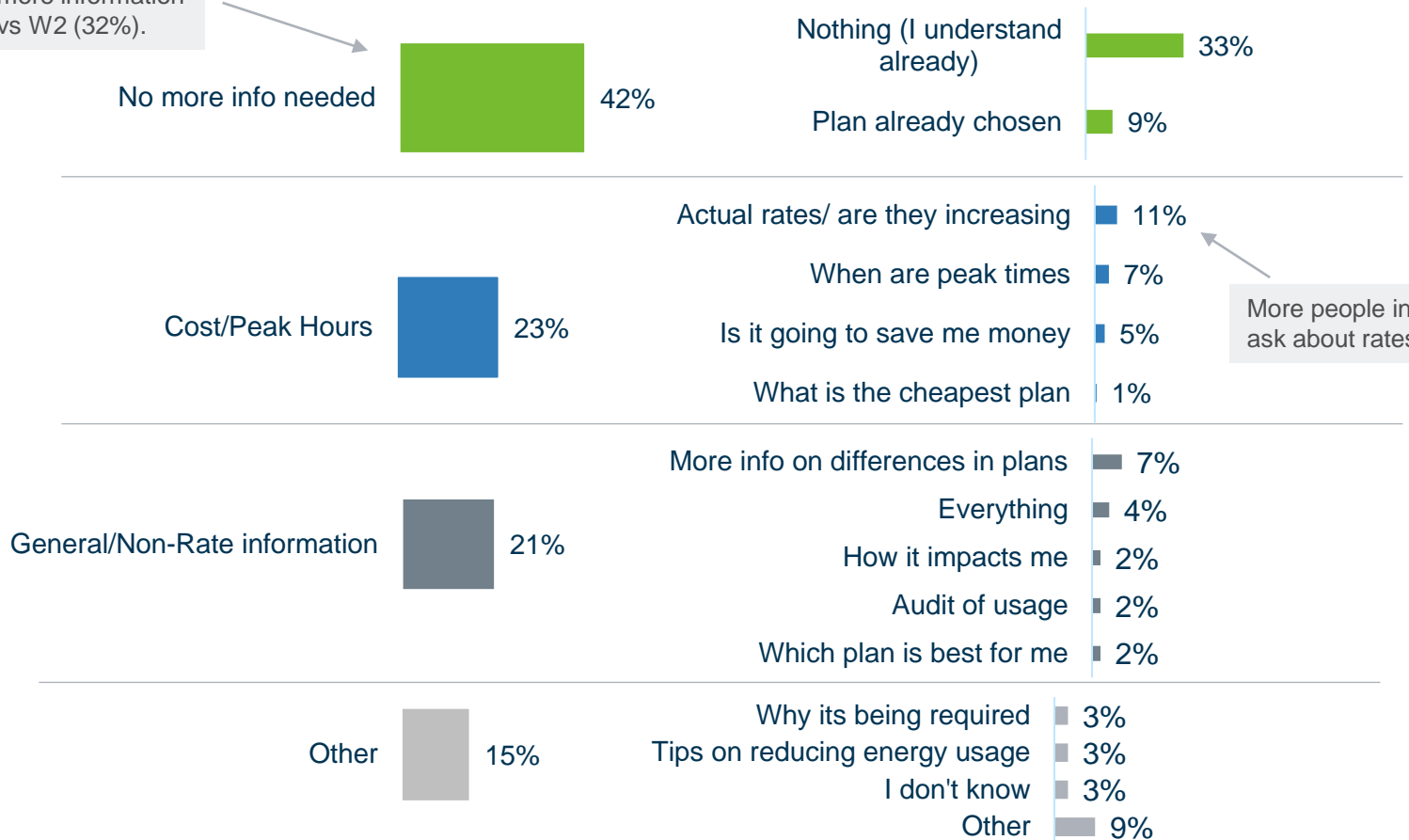




# Future Communications Preference

Over half (58%) want more information, although many feel as if they already have the information they need.

More people in W3 (+10%) indicated no more information was needed vs W2 (32%).



## Customer Comments

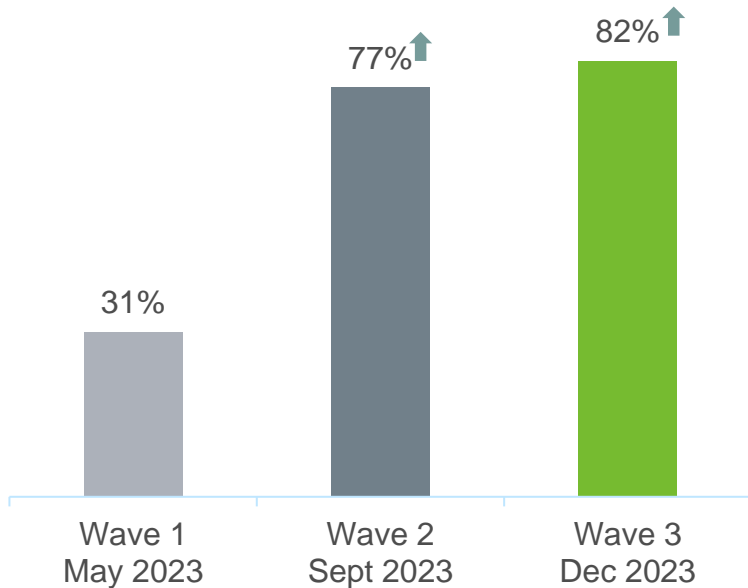
- “What are the different **time frames**?”
- “How **can I use less energy**?”
- “**Nothing**, I already have one.”
- “What is **my cheapest route**?”
- “Which one is **most cost-effective**?”
- “**What choices are there**? Are there options to use energy during the day and not pay so much extra for work-from-home employees?”
- “**Cost differentials**, what would it cost the same energy usage on a different plan?”



# Awareness Continues to Increase

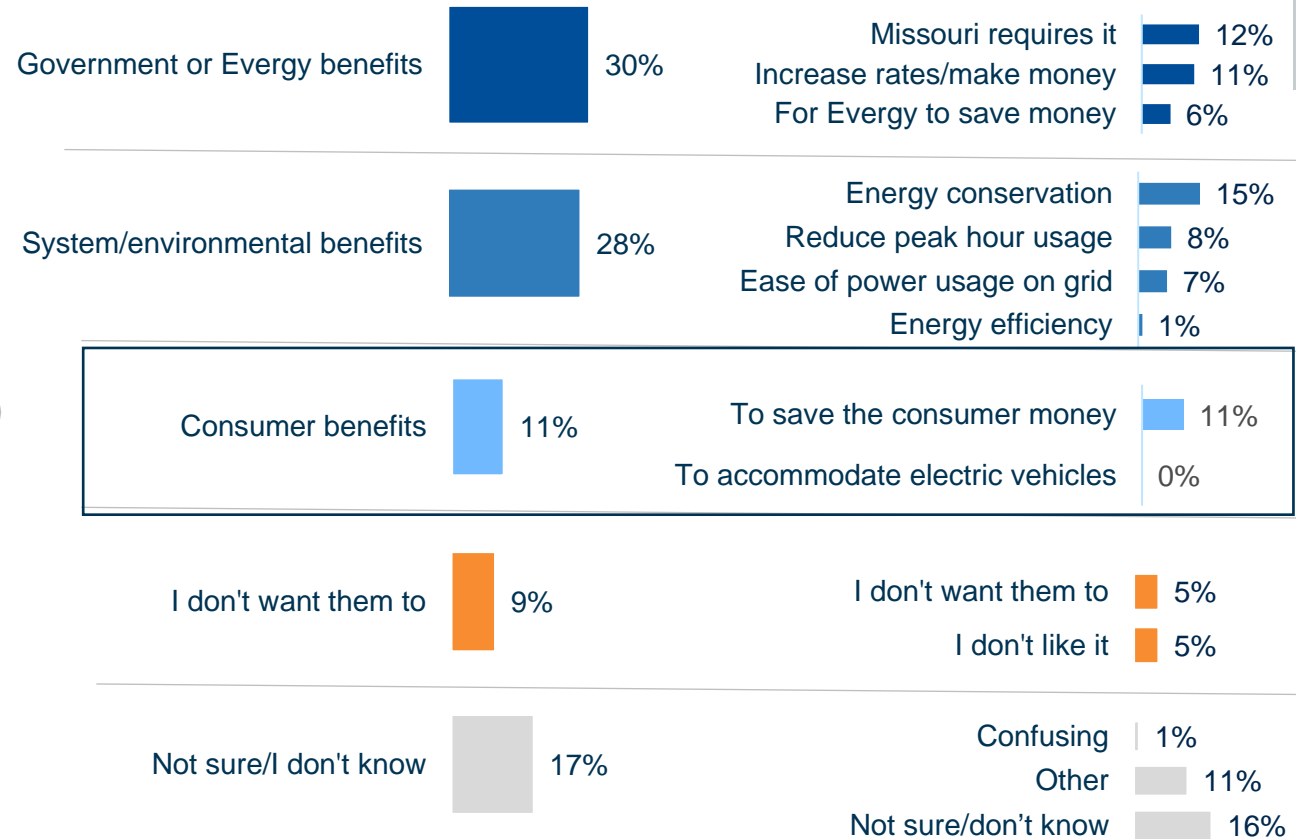
*More believed the benefits of TOU were for the government, Evergy, or the environment and less for the benefits of the consumer.*

### Awareness of Time-of-Day Rate Plan



↑↓ Statistically higher/lower than previous wave

### Why Evergy Needs Customers on a Time-Based Plan



Significantly fewer people in W3 said, "Increase rates" (-6%)

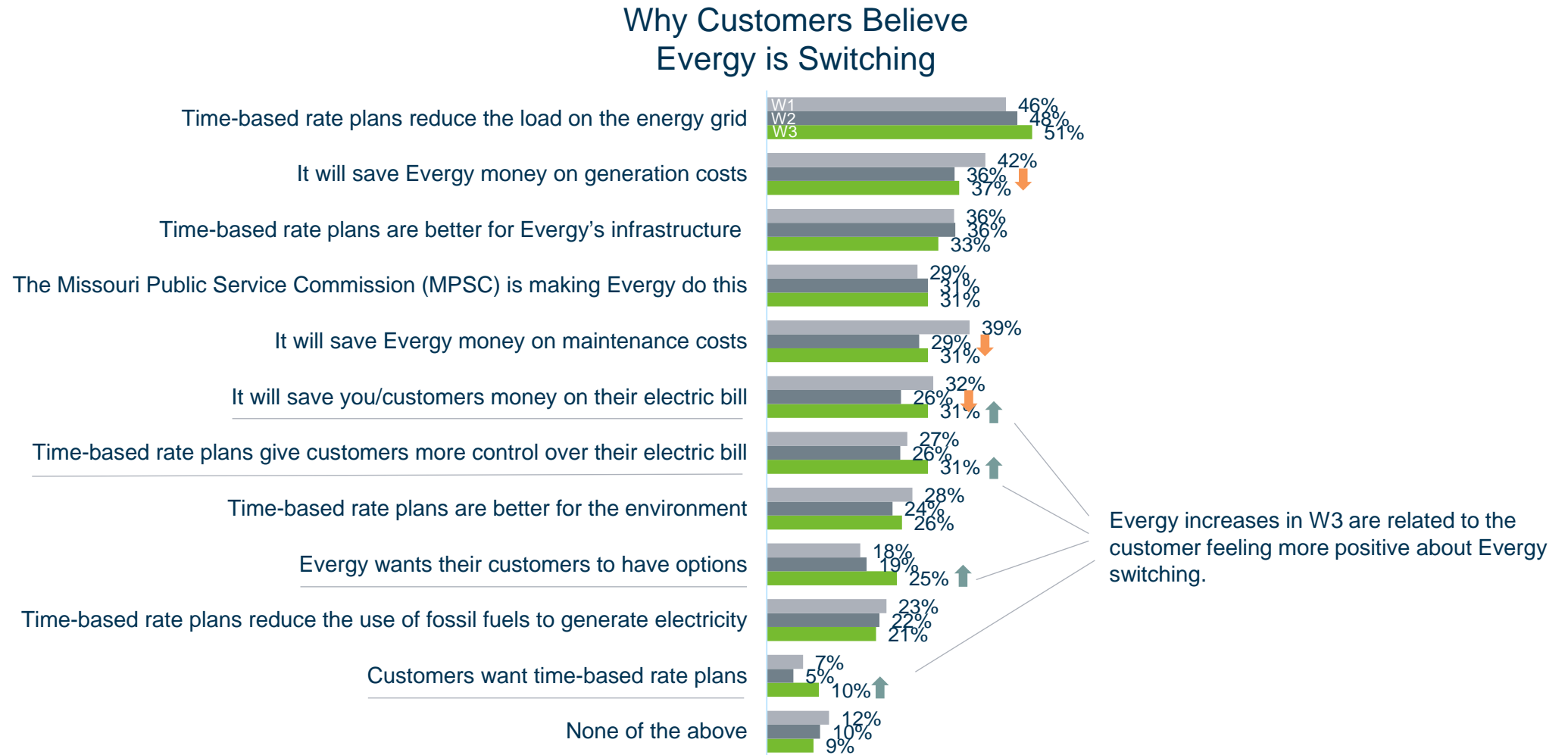
Now that customers know about the plan, the focus needs to be on communicating the benefits.

Base: Missouri respondents W1 n=600; W2 n=604; W3 n=603  
Q26. Before today, were you aware that the costs of electricity will vary based on the time of day that you use it by the end of 2023?  
Q27. Why do you think Evergy needs to change all their customers to enroll in a time-based rate plan? (unaided)



# Perceptions of Why Evergy is Switching to TOU Plans

*Several perceptions saw increases in W3.*



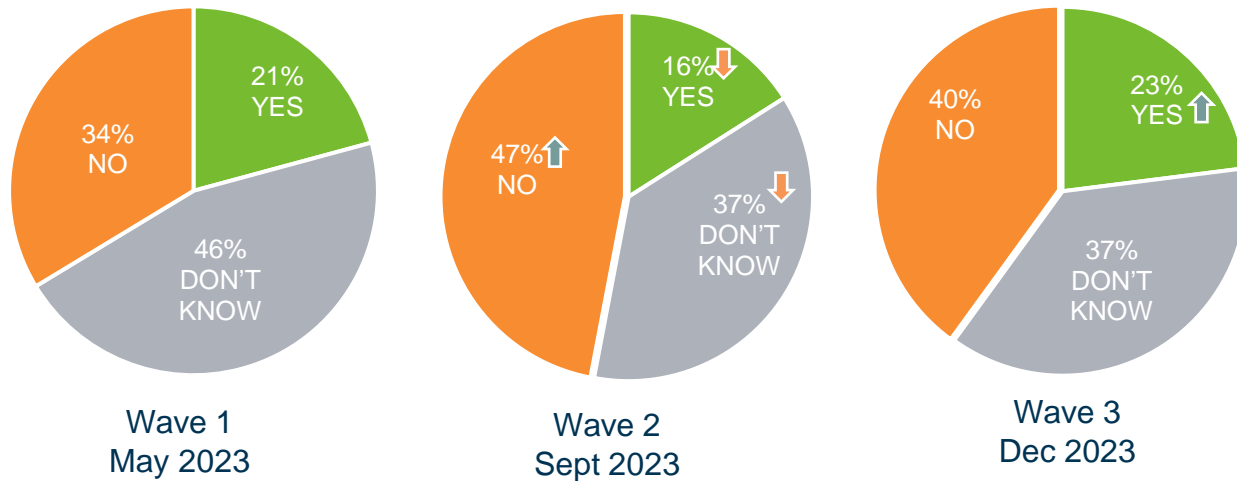


# Uncertainty Exists on Money Saving Ability of TOU Plans

*However, most customers who believe they will save money, believe they will save more than just a little.*

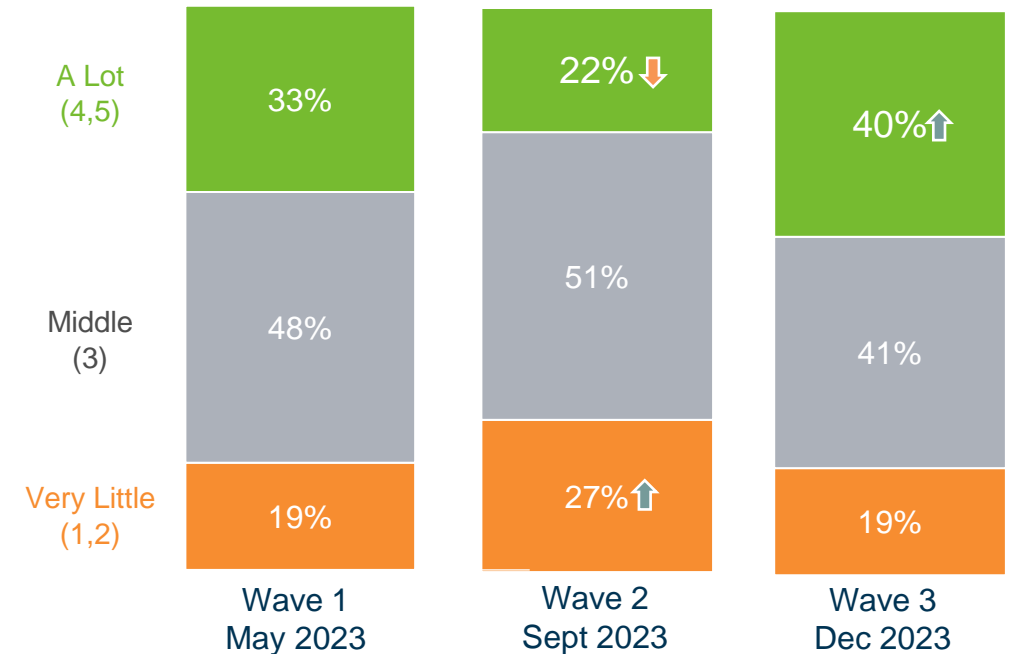
### Perception of Saving Money on a Time-of-Use Rate Plan

(% all respondents)



### Amount Saved

(% of those who believe it will save money)



Base: Missouri Respondents W1 n=600; W2 n=604; W3 n=603

Q42. Do you think you will save money with the new rate plan?

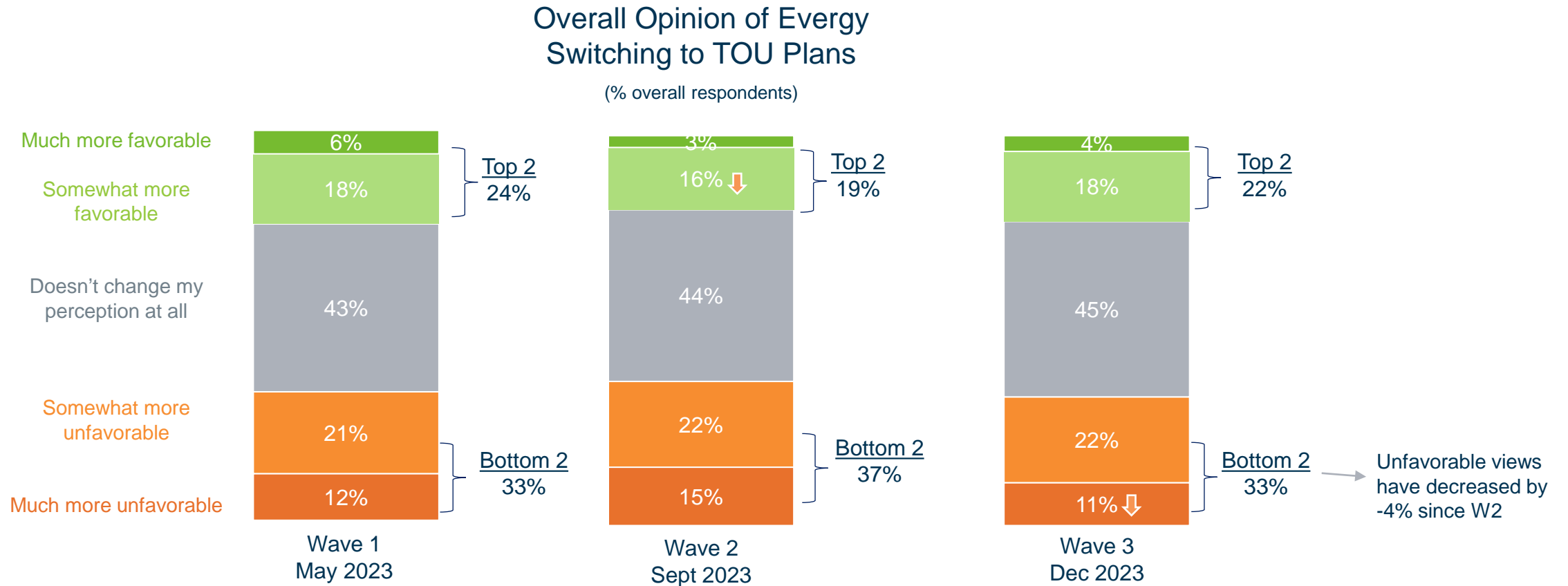
Base: Those who think they will save W1 n=123; W2 n=99; W3 n=139

Q43. How much money do you think you will save?



# How Evergy Switching to TOU Affects Perceptions

*Unfavorable views have decreased since wave 2. The remaining customers are divided.*



Base: Missouri Respondents W1 n=600; W2 n=604; W3 n=603

Q49. 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?

# Research Demographics

- *Home Ownership*
- *Education*
- *Age*
- *Gender*
- *Profession*
- *Income*





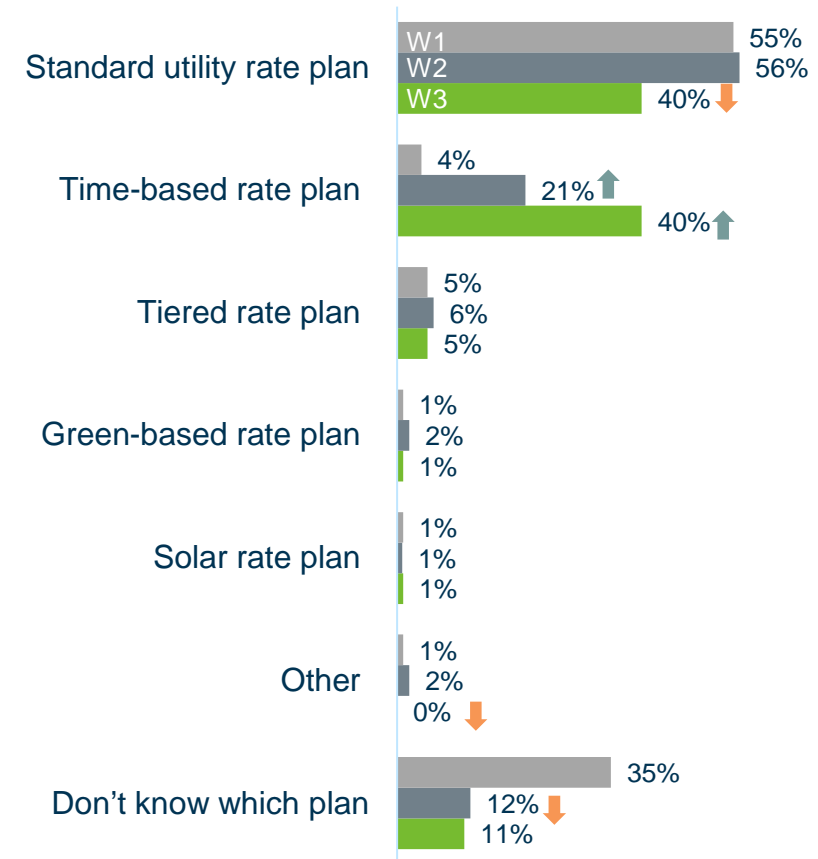
# Current Electric Plan (Selectors and Non-Selectors)

*The trend of embracing the TOU plan has continued to gain momentum consistently across successive waves.*

The likelihood of being on the standard utility rate plan or the time-based rate plan is evening out

- The proportion of these customers who did not know their plan dropped significantly from Wave 1. Only 11% indicated they did not know which plan they were on in Wave 2 compared to 35% in Wave 1.

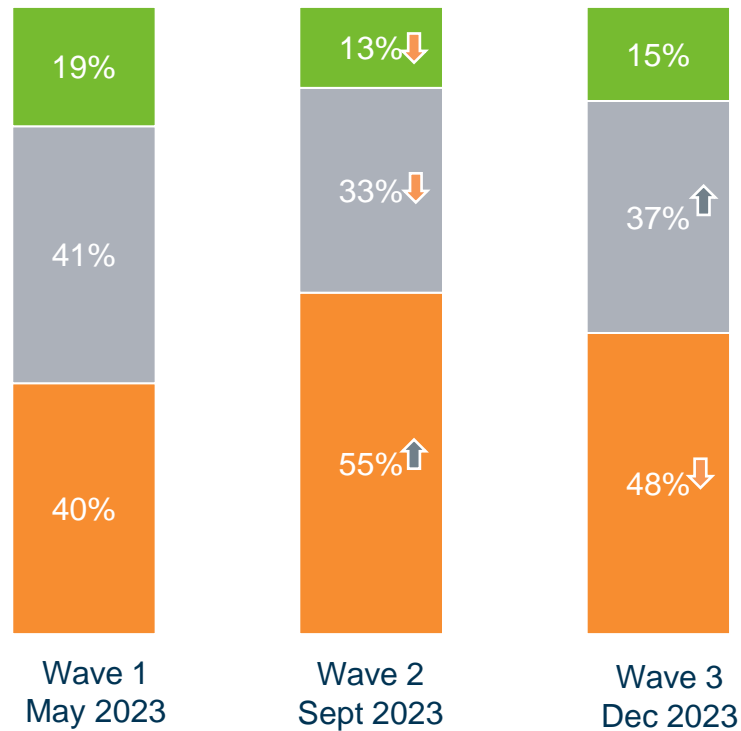
Current Electric Plan



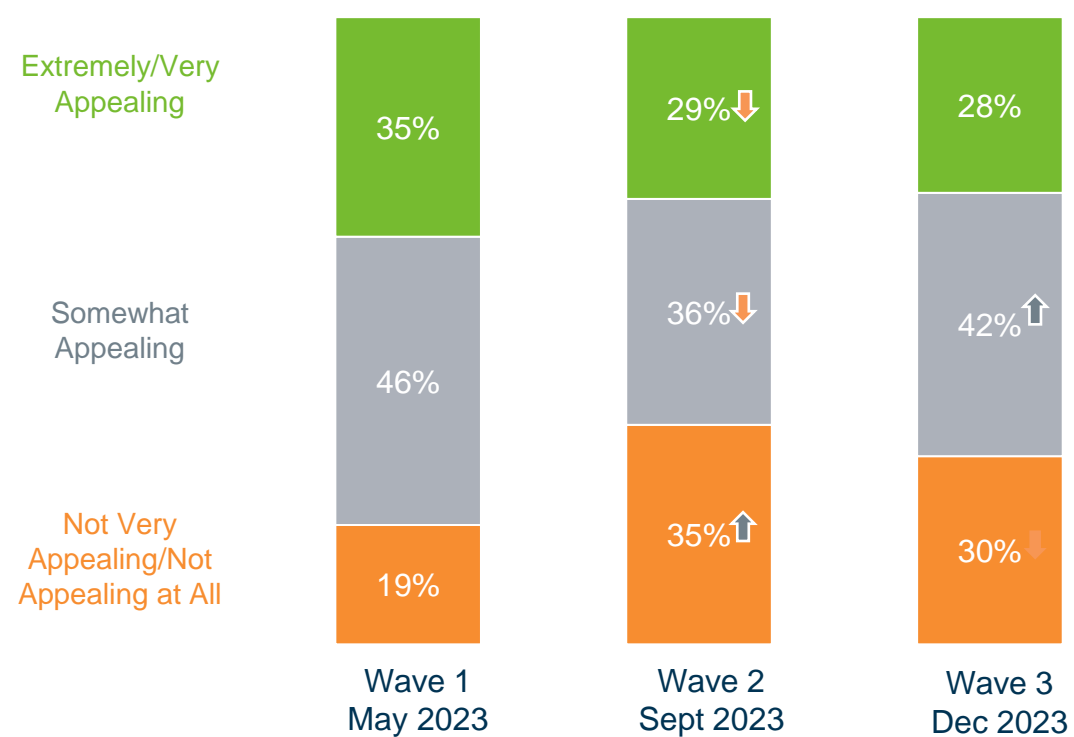
# The Overall Appeal of the TOU Plan is split

*However, most residents found the ability to choose their rate plan at least somewhat appealing.*

Overall Appeal of Time Of Use Rate Plan



Appeal of Being Able to Choose Time Of Use Plan



Base: Missouri respondents W1 n=604; W2 n=604; W3 n=603

Q30. How appealing is the idea of switching to a rate plan where you get charged different amounts for electricity used at different times of the day?

Q31. Every customer is going to have a choice of time-based rate plans so they can select the one that best fits their lifestyle. How appealing is the idea of being able to choose the rate plan that best fits how you use electricity?

  Statistically higher/lower than previous wave

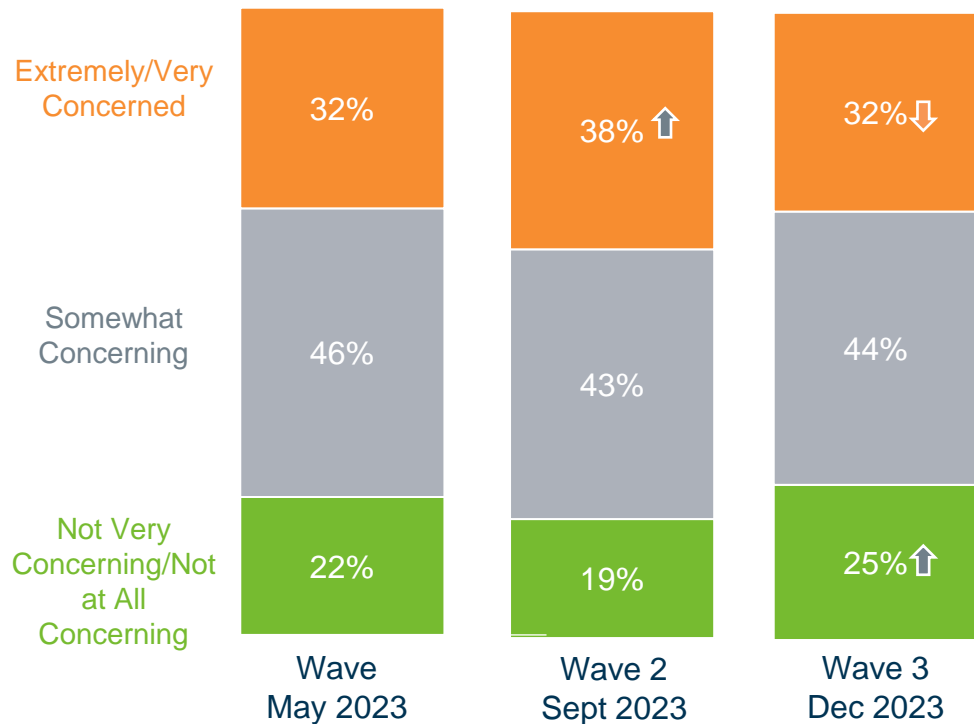




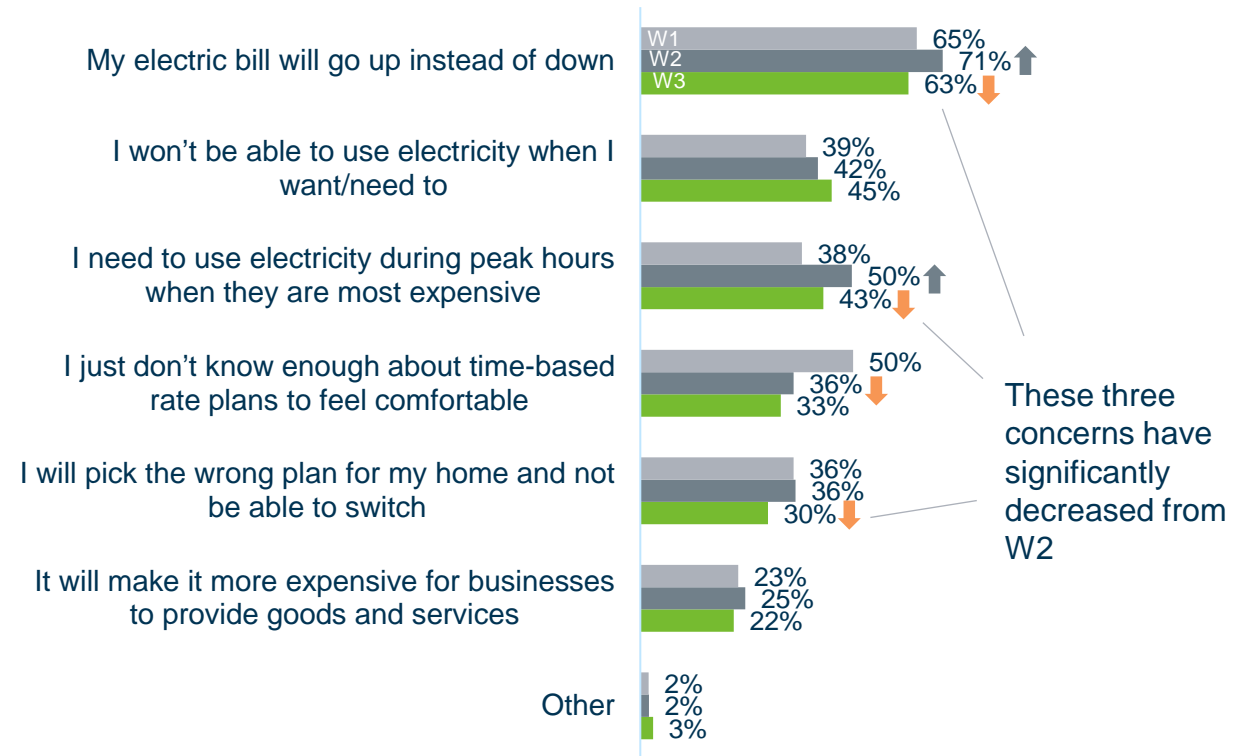
# Customers Express Concerns About Switching to TOU

*Many customers are concerned about their electric bills rising.*

### Level of Concern About Moving to New Rate Plan



### Concerns Customers Have About Switching Rate Plan





# Demographics

	Wave 1	Wave 2	Wave 3
<b>Home Ownership</b>			
Rent	41%	36%	37%
Own	59%	64%	63%
<b>Education</b>			
Some high school	2%	2%	2%
High school graduate	23%	20%	21%
Some college	27%	28%	28%
Trade or vocational training	8%	6%	7%
College graduate	26%	30%	30%
Postgraduate study or degree	14%	14%	13%
<b>Age</b>			
18-34	23%	22%	21%
35-44	23%	23%	22%
45-54	13%	18%	18%
55-64	17%	18%	19%
65+	25%	20%	20%
<b>Gender</b>			
Male	33%	31%	32%
Female	67%	69%	68%

	Wave 1	Wave 2	Wave 3
<b>Profession</b>			
Healthcare/Pharmaceuticals	13%	14%	14%
Education	10%	10%	8%
Retail	11%	8%	7%
Food/Beverages	9%	6%	6%
Transportation/Shipping	7%	4%	5%
Government/Politics	5%	4%	4%
Financial Services/Insurance	6%	4%	4%
Real Estate/Construction	5%	4%	3%
Automotive	5%	3%	3%
Telecommunications	1%	2%	3%
Restaurants	3%	3%	2%
Marketing/Market Research	2%	1%	2%
Utilities	n/a	0%	2%
Advertising/Public Relations	n/a	0%	2%
Beauty/Cosmetics	2%	1%	1%
Entertainment	3%	1%	1%
Travel/Tourism	1%	1%	1%
Media	2%	1%	1%
Energy, Oil or Gas Services	1%	1%	1%
None of these	42%	47%	48%
<b>Income</b>			
Under \$50k	41%	45%	45%
\$50k-74K	23%	20%	22%
\$75k+	31%	33%	32%

# Report Appendix





# TOU Education and Outreach Campaign Dashboard

Measured Date: June – December 2023

\*Most outreach tactics ended in November or December and will not have additional updates moving forward.

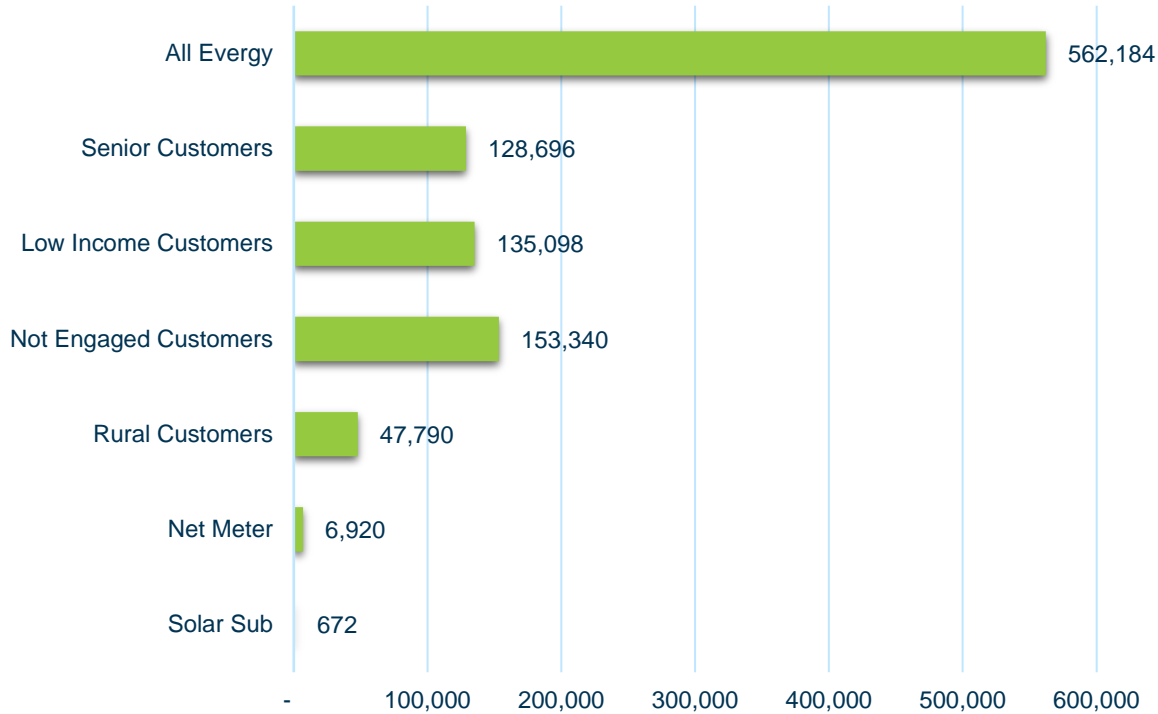
Channel Performance							
Tactic	Impressions To Date	Goal #1	Result	Benchmark	Goal #2	Result	Benchmark
Bill Message/Insert	3,502,500	General Awareness	N/A	N/A	URL Visits	24,362	1500 site visits by 10/1
Billboards	179,670,189	General Awareness	N/A	N/A	URL Visits	2,309	1000 site visits by 10/1
Digital Display	11,635,311	Click-Through Rate	0.11%	0.09%	Cost Per Click	\$3.84	\$5.60
Direct Mail	1,960,767	General Awareness	N/A	N/A	URL Visits	46,379	12,000 by 10/1
Email	1,607,124	Open Rate	38.78%	20%	Click Through Rate	11.63%	5%
Events	N/A	# of Events	72	60 events by 12/1	# Customer Reached	8,888	5000 customer by 12/1
Media Relations	217,077,000	Story Sentiment	Neutral: 79.5% Positive: 8% Negative: 12.5%	80% Neutral or Positive	Message Pull Through	239 out of 239	At least 1 key message
Newspaper & Church Ads	501,124	General Awareness	N/A	N/A	URL Visits	1,030	800 site visits by 10/1
Paid Search	127,842	Click-Through Rate	35.14%	28.0%	Cost Per Click	\$0.63	\$1.73
Paid Social	430,638	Click-Through Rate	22.01%	2.59%	Engagement Rate	6.51%	10.3%
Radio & Streaming Audio	7,725,086	General Awareness	N/A	N/A	URL Visits	2,006	500 site visits by 10/1
Digital Video	3,645,637	Video Completion Rate	73.3%	31.0%	Click-Through Rate	0.08%	0.08%
High Impact Display	3,400,276	Click-through Rate	1.131%	1.50%	Engagement Rate	8.73%	10.0%



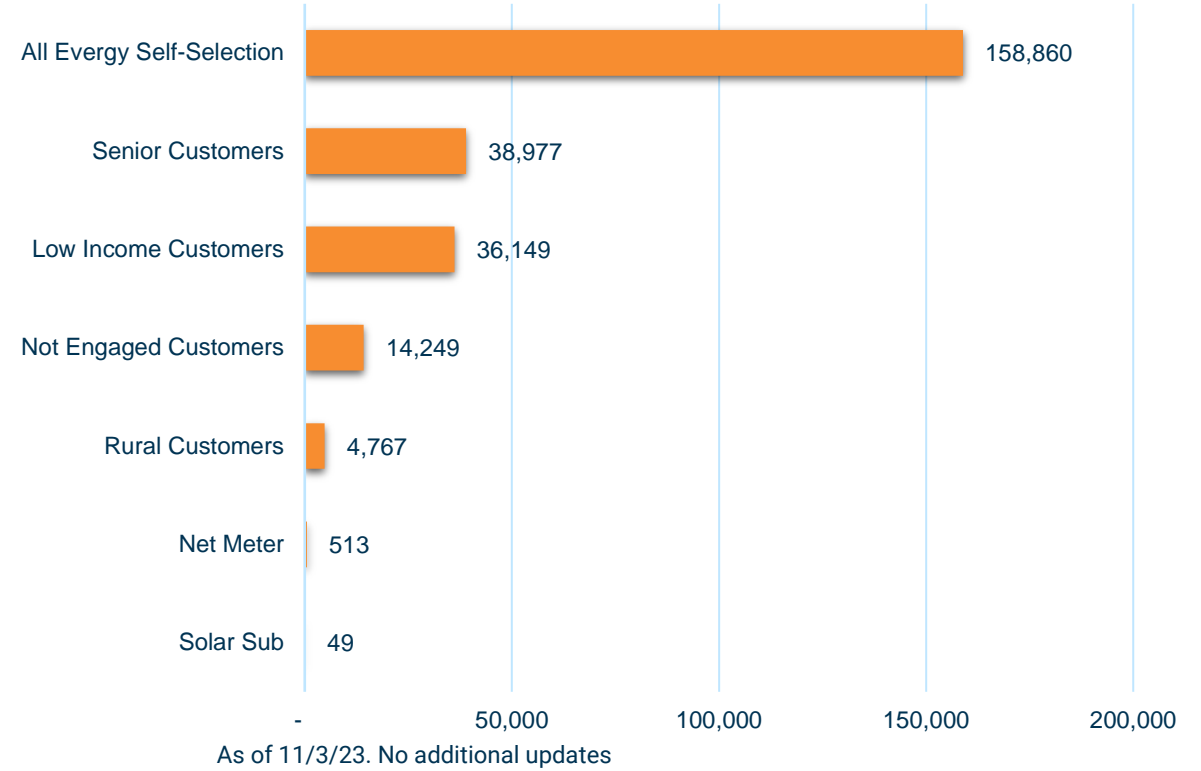
# Enrollment Summary by Segments

\*No additional updates moving forward as all customers are now moved to TOU.

### Total Evergy Missouri Residential Customers by Segment



### Missouri Customers Pre-Enrolled in TOU by Segment



\* Customers can be in more than one category.

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

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



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



# Campaign Phases

Mid-June	July	Aug.	Sept.	Oct	Nov.	Dec.
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**Phase 1: Awareness & Education** →

June 15<sup>th</sup> – Nov. 30<sup>th</sup>

**Phase Objective**  
Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.

**Main Message Idea**  
Missouri will be changing electric rate structures starting this Fall. Learn how to prepare.

**Tactics**  
Out-of-Home, Social, Digital Display, Email, Bill Inserts/Message, Website, Media Relations, Search

**Creative Approach**  
Text over branded background. CTA: Learn more at evergy.com

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**Phase 2: Action & Preparation** →

Aug. 1<sup>st</sup> – Nov. 30<sup>th</sup>

**Phase Objective**  
Prepare customers for the upcoming change, inform them of their rate options & how they work, and encourage pre-selection of a rate.

**Main Message Idea**  
As Missouri moves to TOU rates, Evergy is offering new personal power plans. Learn about your options & select a plan before Oct.

**Tactics**  
Out-of-Home, Radio, Digital Display, Search, Social, Media Relations, Rate Education Reports, Direct Mail, Community Events & Special Group\* 1:1 Support, Website

**Creative Approach**  
Addition of lifestyle images and rate plan creative. CTA: select your rate now.

---

**Phase 3: Transition & Coaching** →

Oct. 1<sup>st</sup> – Dec. 31<sup>st</sup>

**Phase Objective**  
Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.

**Main Message Idea**  
Your rate will change on X date. We are here to support your transition to TOU.

**Tactics**  
Direct Mail, Email, Energy Coach Emails and Weekly Reports, Community Events & Special Group\* 1:1 Support

**Creative Approach**  
Energy Coach and detailed plan information.

Q1 2024	Q2 2024	Q3 2024	Q4 2024
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**Phase 4: Success & Coaching** →

Jan. 1<sup>st</sup> – April 30<sup>th</sup>, 2024

**Phase Objective**  
Help customers understand how their rate works and encourage shifting usage to off-peak times.

**Main Message Idea**  
Your new rate allows you to save money by shifting to off-peak times. Here are tips and tricks to help you save.

**Tactics**  
Email, Direct Mail, Bill Inserts, Search, Digital, Energy Coach Emails, Rate Education Report, Special Group\* 1:1 Support

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**Phase 5: Summer Prep & Coaching** →

May 1<sup>st</sup> – Sept. 30<sup>th</sup>, 2024

**Phase Objective**  
Prepare customers for the change in summer pricing and provide tools, tips, and resources to avoid summer peak usage.

**Main Message Idea**  
Prices change in the summer, start preparing your home and family to avoid high usage during the summer peak.

**Tactics**  
Out-of-Home, Radio, Social, Email, Bill inserts, Direct Mail, Special Group\* 1:1 Support

\* Includes income-eligible, seniors, electric-heat customers



# 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	<b>Missouri is moving to time-based rate plans this Fall.</b>	<b>We have 4 new time-based rate plan options. Select your plan before October.</b>	<b>Your energy rate plan is changing to the {Rate Plan Name}. Evergy is here to help during the transition.</b>	<b>We are heading into high energy use season and we want to make sure you are managing your new rate plan during seasonal changes.</b>
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.

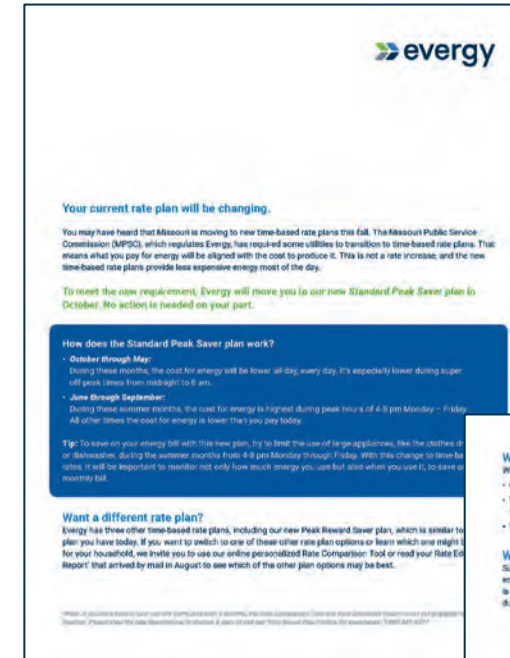


# Income-Eligible and Seniors

**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 70 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 (MPSOC), 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.

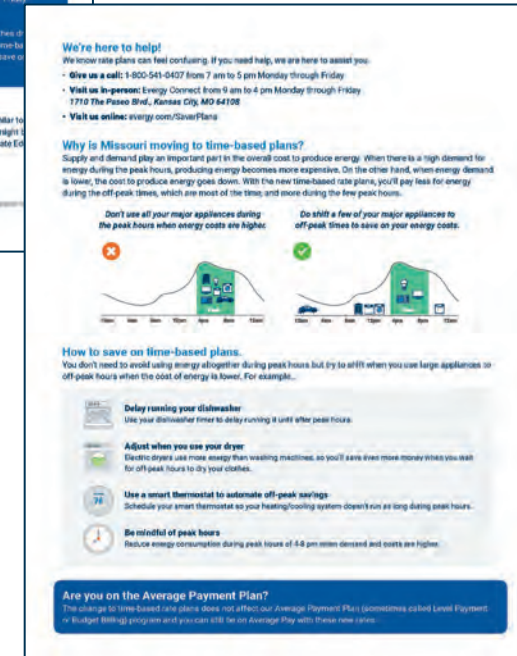
**How does the Standard Peak Saver plan work?**

- **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 lower your energy bill with this new plan, try to limit the use of large appliances, like the clothes 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 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 Determiner Tool or read your Rate Ed Report that arrived by mail in August to see which of the other plan options may be best.



**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](http://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 wash 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 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.



# Income-Eligible and Senior Outreach Events

<b>Agency Partner Webinars</b>	
Agency Partner Webinar 7.13	7/13/2023
Agency Partner Webinar 8.15	8/15/2023
Agency Partner Webinar 9.21	9/21/2023
<b>LIHEAP Events @ Connect</b>	
July	7/18/2023
September	9/12/2023
<b>Community Events</b>	
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
Liberty at Shoal Creek-Senior Living	9/7/2023
Palestine 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
Summit Grove Senior Center	9/27/2023
KC Public Library – SE Branch	9/9/2023
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)	10/11/2023
Kansas City Federation of Teachers	10/12/2023
Posada del Sol (Spanish)	10/12/2023
Redemptorist (Spanish)	10/12/2023
3 <sup>rd</sup> District Community Meeting	10/17/2023
KC Public Library - Plaza Branch	10/17/2023
Liberty Community Center/Senior	10/18/2023
Southern communities Coalition	10/18/2023
Don Bosco Senior Center	10/19/2023
(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

NLBM Trunk or Treat	10/27/2023
Energy Supplier Diversity Summit	11/1/2023
Calvary Chapel	11/03/2023
16th Annual Urban Summit Conference	11/04/2023
Central Presbyterian Church	11/6/2023
Villas Of Autumn Bend Low Income Housing	11/7/2023
KC Public Library - SE Branch	11/8/2023
Richardson Elementary	11/9/2023
Impact MO- KCPS	11/14/2023
MEEAC Low Income Working Group	11/14/2023
Raytown Christian Church (Shephard Center of Raytown)	11/15/2023
Dept of Social Services – Raytown	11/16/2023
6th District Council Community Meeting	11/28/2023
Trails Regional Library – Concordia	11/30/2023
Coats & Cocoa Event w/KCPD South Patrol	12/7/2023
HCC Network Social Services Meeting	12/12/2023
Dept of Social Services – Downtown	12/13/2023

So far, we have attended 70 outreach events and reached over 9,000 customers. Evergy's customer affairs team continues to attend outreach events though out the year to discuss assistance and other billing, TOU and energy efficiency topics. We are no longer hosting separate TOU events in 2024.



# Food Pantries & Library - TOU Handout Distribution

Food Pantry Locations
Catholic Charities (7 locations)
Metro Lutheran Ministries
Jewish Family Services
Community Services League (3 locations)
Bishop Sullivan Center
Pleasant Hill Lay Clergy
West Central Community Action Agency
Central Presbyterian Church
Calvary Chapel Church of God In Christ
Open Door Services Center
Redemptorist Center
Second Harvest Community Food Bank
Pleasant Hill Lay Clergy
Central Presbyterian Church
Calvary Chapel Church of God in Christ
First Baptist Church Blue Springs
Coldwater of Lees Summit
Second Harvest Community Food Bank

Library Locations
Mid-Continent Public Library - Antioch Branch
Mid-Continent Public Library - Blue Ridge Branch
Mid-Continent Public Library - Blue Springs North Branch
Mid-Continent Public Library - Blue Springs South Branch
Mid-Continent Public Library - Buckner Branch
Mid-Continent Public Library - Camden Point Branch
Mid-Continent Public Library - ClayComo Branch
Mid-Continent Public Library - Colbern Road Branch
Mid-Continent Public Library - Dearborn Branch
Mid-Continent Public Library - East Lee's Summit Branch
Mid-Continent Public Library - Edgerton Branch
Mid-Continent Public Library - Excelsiors Spring Branch
Mid-Continent Public Library - Fairview Neighborhood Library Branch
Mid-Continent Public Library - Grandview Branch
Mid-Continent Public Library - Greenhills Library Center
Mid-Continent Public Library - Lee's Summit Branch
Mid-Continent Public Library - Lone Jack Branch
Mid-Continent Public Library - North Oak Branch
Mid-Continent Public Library - Parkville Branch

Library Locations
Mid-Continent Public Library - Platte City Branch
Mid-Continent Public Library - Raytown Branch
Mid-Continent Public Library - Red Bridge Branch
Mid-Continent Public Library - Riverside Branch
Mid-Continent Public Library - Smithville Branch
Mid-Continent Public Library - Weston Branch
Mid-Continent Public Library - Withers Branch
Mid-Continent Public Library - Woodneath Library Center
KC Public Library - Central Library Branch
St. Joseph Downtown Library
Rock Port Library
Mound City Library
Oregon Public Library
Cass County Public Library
Cass County Public Library Northern Resource Center
Cass County Public Library Pleasant Hill Branch
The Henry County Library
Trails Regional Library Hold
Butler Public Library





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

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

**An important note about your old rate plan**

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

\*Note: If you have selected a payment plan (like the Standard Peak Saver), you will receive a Rate Education Report (RER) in the mail. Please review the RER and select a plan by October 31st. If you do not select a plan, you will be moved to the Standard Peak Saver plan starting in October.

**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.



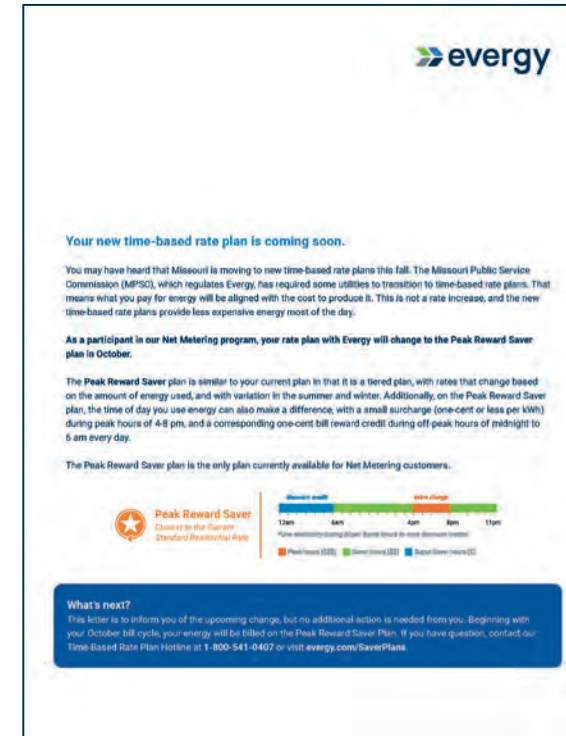
# Net-Meter & Solar Subscription Customers

## Strategy:

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

## Special Support Tactics:

- Sent 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.
- Followed up with multiple email touchpoints to remind and update customers about the rate change, and to offer additional support and assistance as needed.
- Provided specialized TOU support number for net-meter customers to provide assistance and answer any questions.



**evergy**

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.

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

12am 6am 4pm 8pm 11pm

Peak hours (2¢) | Off-peak hours (1¢) | Reward hours (more 1¢)

**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](http://evergy.com/SaverPlans).



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

**Why can't I pick one of the other time-based rate plans?**  
The MPSC has ordered that Net Metering customers move to the Peak Reward Saver plan. This is partly due to Missouri state statute that specifies how net metering is to be calculated and when it is to be available. The Peak Reward Saver plan is currently the only rate plan that meets the Missouri statute criteria.

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

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

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

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



# 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.**

We're here to help. To help you understand 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 household.

Check out the links for your **New Rate Education Report** arriving in your mail and online. Complete the **Rate Tool**.

Search more info at [evergy.com/SavePlans](http://evergy.com/SavePlans)

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

The Missouri Public Service Commission has ordered utilities, including Evergy, to transition to time-based electric rates. The goal of this transition is to ensure the costs you pay for the electricity you produce are more reflective of the actual cost of producing the electricity. This means that during peak times, when demand for energy is high, you'll pay more for the electricity you use. During off-peak times, when demand is lower, you'll pay less. This helps ensure that the cost of electricity is more reflective of the actual cost of producing it.

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

- Standard Peak Saver:** The most popular rate plan, with a moderate peak period.
- Peak Reward Saver:** Offers a higher peak period, but with a lower off-peak period.
- Nights & Weekends Saver:** Offers a higher peak period, but with a lower off-peak period.
- Nights & Weekends Max Saver:** Offers a higher peak period, but with a lower off-peak period.

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Early August - Postcard

**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 time-based electric rates. The goal of this transition is to ensure the costs you pay for the electricity you produce are more reflective of the actual cost of producing the electricity. This means that during peak times, when demand for energy is high, you'll pay more for the electricity you use. During off-peak times, when demand is lower, you'll pay less. This helps ensure that the cost of electricity is more reflective of the actual cost of producing it.

**Why is Missouri changing?**

Timing plays a crucial role in the cost of energy, which is why Missouri is moving to time-based electric rates. 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 offering you a large selection of rate plans, we're giving you the opportunity to save both energy and money on your new rate plan. With time-based rates, you'll pay less for the energy you use during off-peak times.

**A note about electric heating**

Since you home use electric heat, it's especially important to understand how time-based rates affect your heating costs. Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that reduces usage during the peak hours of the day. If you don't have a smart thermostat, Evergy offers free **Smart Thermostat** services. 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.

**We're here to help**

Evergy has developed a new Rate Education Report arriving in your mail and online. Complete the **Rate Tool** to see which plan is right for your household. If you need more information, call us at 1-800-841-4827. We're here to help you choose the right plan for your household.

**Download the Evergy app**

The Utility Company

Early August - General Email

**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 this **Rate Education Report**. This report uses your home's past energy usage data to estimate the costs of each of our new time-based rate plans. This report will help you understand the possible costs of each of the new rate options and how you might be able to save money by shifting energy usage to off-peak times.

**Select your plan by October!**

Before your plan changes, please go to [evergy.com/SavePlans](http://evergy.com/SavePlans) to select your plan. If you need more information, call us at 1-800-841-4827.

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

Timing plays a crucial role in the cost of energy, which is why Missouri is moving to time-based electric rates. 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 offering you a large selection of rate plans, we're giving you the opportunity to save both energy and money on your new rate plan. With time-based rates, you'll pay less for the energy you use during off-peak times.

**How to read your Rate Education Report**

The report shows your home's past energy usage during off-peak hours of the day. The report also shows your home's past energy usage during peak hours of the day. The report also shows your home's past energy usage during off-peak hours of the day. The report also shows your home's past energy usage during peak hours of the day.

**Questions about the plan or your estimated costs?**

Call us at 1-800-841-4827. We're here to help you choose the right plan for your household.

Mid-August - Personalized Rate Education Report Letter and Email

**Choose a rate plan that works for your household**

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 this **Rate Education Report**. This report uses your home's past energy usage data to estimate the costs of each of our new time-based rate plans. This report will help you understand the possible costs of each of the new rate options and how you might be able to save money by shifting energy usage to off-peak times.

**Make your selection today!**

Before your plan changes, please go to [evergy.com/SavePlans](http://evergy.com/SavePlans) to select your plan. If you need more information, call us at 1-800-841-4827.

**Standard Peak Saver:** The most popular rate plan, with a moderate peak period.

**Peak Reward Saver:** Offers a higher peak period, but with a lower off-peak period.

**Nights & Weekends Saver:** Offers a higher peak period, but with a lower off-peak period.

**Nights & Weekends Max Saver:** Offers a higher peak period, but with a lower off-peak period.

**How do rate plans compare?**

Standard average monthly cost per kWh based on your historical usage.

Standard Peak Saver: \$0.12/kWh

Peak Reward Saver: \$0.15/kWh

Nights & Weekends Saver: \$0.10/kWh

Nights & Weekends Max Saver: \$0.08/kWh

Turn over to learn more

Mid-August - Special Group Customized Email

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

Your current rate plan will be changing in October. You need to pick one of our new time-based rate plans by October. If you don't pick one, you'll be placed into the Standard Peak Saver Plan.

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

Use a smart thermostat to reduce your heating and cooling costs. Smart thermostats can be a huge benefit, allowing you to create a home heating schedule that reduces usage during the peak hours of the day. If you don't have a smart thermostat, Evergy offers free **Smart Thermostat** services. 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.

**Are you on the Average Payment Plan?**

Check out the links for your **New Rate Education Report** arriving in your mail and online. Complete the **Rate Tool**.

Early September - Postcard

**Choose your plan by October**

**How does the Rate Comparison Tool work?**

This tool compares the Standard Peak Saver Plan to the four new time-based rate plans. It uses your home's past energy usage data to estimate the costs of each of our new time-based rate plans. This report will help you understand the possible costs of each of the new rate options and how you might be able to save money by shifting energy usage to off-peak times.

**Pick a plan that fits your home**

Each of the four new time-based rate plans has a different peak period. On a plan, you can avoid the higher energy costs during peak hours by shifting your energy usage to off-peak periods. If you're willing to make a larger effort to shift energy usage, you can save more on your new rate plan. Here are the four plans in order of the lowest difference in cost between peak and off-peak hours, with the highest difference.

**Standard Peak Saver:** The most popular rate plan, with a moderate peak period.

**Peak Reward Saver:** Offers a higher peak period, but with a lower off-peak period.

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Early September - General Email

**Your current rate plan will be changing**

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 this **Rate Education Report**. This report uses your home's past energy usage data to estimate the costs of each of our new time-based rate plans. This report will help you understand the possible costs of each of the new rate options and how you might be able to save money by shifting energy usage to off-peak times.

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Nights & Weekends Max Saver: \$0.08/kWh

Mid-September - Special Group Customized Letter

**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 electric rates by October. We've made it quick and easy to make your choice right now.

**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 1-800-841-4827 from 7 am to 5 pm.
- Monday through Friday.
- In Kansas City, stop by our **Customer Center** for in-person assistance.

Evergy is committed to providing the information and tools you need to manage your usage and be successful on your new plan. See [evergy.com/SavePlans](http://evergy.com/SavePlans) for 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.

**How do I know if this is the best choice for my household?**

It's a good idea to look at **all four rate plans** and make an informed decision.

**Rate Comparison Tool**

**A note about electric heating**

As part of the new transition from the MPSC, your personalized **Rate Education Report** will be updated to show you the costs of each of our new time-based rate plans. This report will help you understand the possible costs of each of the new rate options and how you might be able to save money by shifting energy usage to off-peak times.

Mid-September - Special Group Customized Email

**Welcome to your new time-based rate plan**

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 this **Rate Education Report**. This report uses your home's past energy usage data to estimate the costs of each of our new time-based rate plans. This report will help you understand the possible costs of each of the new rate options and how you might be able to save money by shifting energy usage to off-peak times.

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Early October - Letter and Email

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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

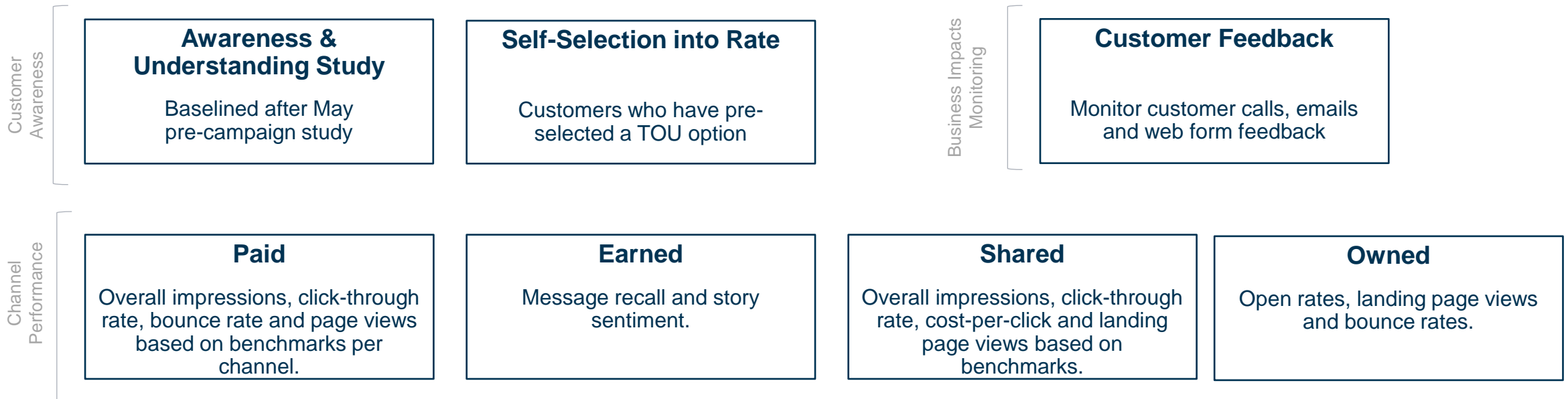
Channel	General Audience	Low Income	Seniors	Hard-to-Reach			Electric Heat Customers	Net-Meter Customers
				Rural	Non-Digital	Less Energy Engaged		
<b>Paid</b>								
<b>Out-of-Home</b>								
Traditional Billboards	X							
Posters	X	X		X	X	X		
<b>Print</b>								
Newspapers	X			X	X			
Church Bulletins	X		X	X	X			
<b>Audio</b>								
Non-Metro Radio	X		X	X	X			
Streaming Audio	X	X				X		
<b>Digital &amp; Social</b>								
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		
<b>Earned</b>								
Media Outreach	x		x	x	x	x		
Community Events	x	x	x	x	x	x		
Connect Center	x	x	x		x			
<b>Shared</b>								
Video	x	x						
Organic Social	x			x				
<b>Owned</b>								
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 Average Payment Plan

- 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.

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**  
16201 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](http://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](http://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.
- 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.
- 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.
- 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.

**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.

**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

**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. Created Spanish video.

# Copies of Customer Communications







# Phase 1 – Awareness Tactics

Examples filed in June 2023

# Full Page

# Campaign Website Landing Page

Audience: Mo Residential customers  
Launched Date: June 2023

The screenshot shows the full landing page for Missouri. At the top, there's a navigation bar with 'Missouri West', 'Residential', and 'Business' tabs. The main header features the 'evergy' logo and navigation links for 'Manage Account', 'Outages', 'Ways to Save', and 'Smart Energy'. A large hero image of a woman in a yellow top is on the right. The main heading reads 'Changes are coming in Missouri' with a sub-link 'Time-based plans are here'. Below this, there's a section titled 'Starting in October, Missouri is moving to time-based rate plans...' followed by 'Why is Missouri changing?' and 'Making the switch'. A 'Check out your new time-based plans...' section includes a bar chart for 'Summer Weekdays (Mon-Fri)' and a 'Standard Peak Saver' plan description. A 'Frequently asked questions' section is at the bottom with expandable items.

This screenshot shows the main content area of the landing page. It features the same navigation and hero image as the full page. The main heading 'Changes are coming in Missouri' is prominent, with a sub-link 'Time-based plans are here'. The text below explains the transition to time-based rates starting in October. It includes a 'Why is Missouri changing?' section, a 'Making the switch' section with a 'Change My Rate' button, and a 'New Missouri time-based plans are here' section. A 'Frequently asked questions' section is also visible at the bottom.

This screenshot focuses on the 'Check out your new time-based plans...' section. It features a navigation bar with 'Standard Peak Saver', 'Peak Reward Saver', 'Nights & Weekends Saver', and 'Nights & Weekends Max Saver'. Below this is a bar chart for 'Summer Weekdays (Mon-Fri)' showing rates for different time periods. A 'Standard Peak Saver' plan is highlighted with a green icon and a list of features: 'Who's it for', 'Savings level', and a 'Tip'. A 'Get More Details' button is present. A blue box contains 'KANSAS CUSTOMERS' information. A 'Frequently asked questions' section is at the bottom with expandable items.

# Plan Webpages

**Standard Peak Saver**

Avoid peak hours on summer weekdays and pay about 20% less

Peak hours are from 12:00 PM to 7:00 PM on weekdays from May 15 to September 15. Rates are 10¢ per kWh during peak hours and 8¢ per kWh during off-peak hours. This plan is not available in California.

**Time-based rate plans**

Avoid peak hours by spreading out energy use on weekdays

Useful saving tips

Standard Rate Plan Breakdown - Annual Rates	Standard	Peak Saver
Standard rate plan	\$1,000	\$1,000
Standard rate plan	\$1,000	\$1,000
Peak hours	\$1,000	\$1,000
Off-peak hours	\$1,000	\$1,000
Peak hours	\$1,000	\$1,000
Off-peak hours	\$1,000	\$1,000

**Peak Reward Saver**

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

Avoid peak hours by spreading out energy use on weekdays

Useful saving tips

Peak Reward Saver Breakdown - Annual Rates	Standard	Peak Reward Saver
Standard rate plan	\$1,000	\$1,000
Standard rate plan	\$1,000	\$1,000
Peak hours	\$1,000	\$1,000
Off-peak hours	\$1,000	\$1,000
Peak hours	\$1,000	\$1,000
Off-peak hours	\$1,000	\$1,000

**Nights & Weekends Saver**

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

Avoid peak hours by spreading out energy use on weekdays

Useful saving tips

Nights & Weekends Saver Breakdown - Annual Rates	Standard	Nights & Weekends Saver
Standard rate plan	\$1,000	\$1,000
Standard rate plan	\$1,000	\$1,000
Peak hours	\$1,000	\$1,000
Off-peak hours	\$1,000	\$1,000
Peak hours	\$1,000	\$1,000
Off-peak hours	\$1,000	\$1,000

**Nights & Weekends Max Saver**

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

Avoid peak hours by spreading out energy use on weekdays

Useful saving tips

Nights & Weekends Max Saver Breakdown - Annual Rates	Standard	Nights & Weekends Max Saver
Standard rate plan	\$1,000	\$1,000
Standard rate plan	\$1,000	\$1,000
Peak hours	\$1,000	\$1,000
Off-peak hours	\$1,000	\$1,000
Peak hours	\$1,000	\$1,000
Off-peak hours	\$1,000	\$1,000

# Out of Home - Billboard

Audience: Mo Residential customers

Date: June-October 2023

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

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



# Digital Banner Ads

## Awareness Ad

A vertical banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo at the bottom.

A vertical banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo at the bottom.

A vertical banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo at the bottom.

A horizontal banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo.

A small horizontal banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo.

A small horizontal banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo.

A square banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo.

A square banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo.

A large square banner ad with a dark blue background and a light blue curved top. The text reads "Missouri is moving to time-based rate plans this fall." followed by a "Learn Why" button and the Evergy logo.

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

# Print Advertising

Missouri Newspapers and Select Church bulletins  
Send Date: July 2023

## Church Bulletin Ads



evergy

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

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

## Newspaper Print Ad




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

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

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

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

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

 Scan to learn more about your options.

**evergy**  
The 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.**

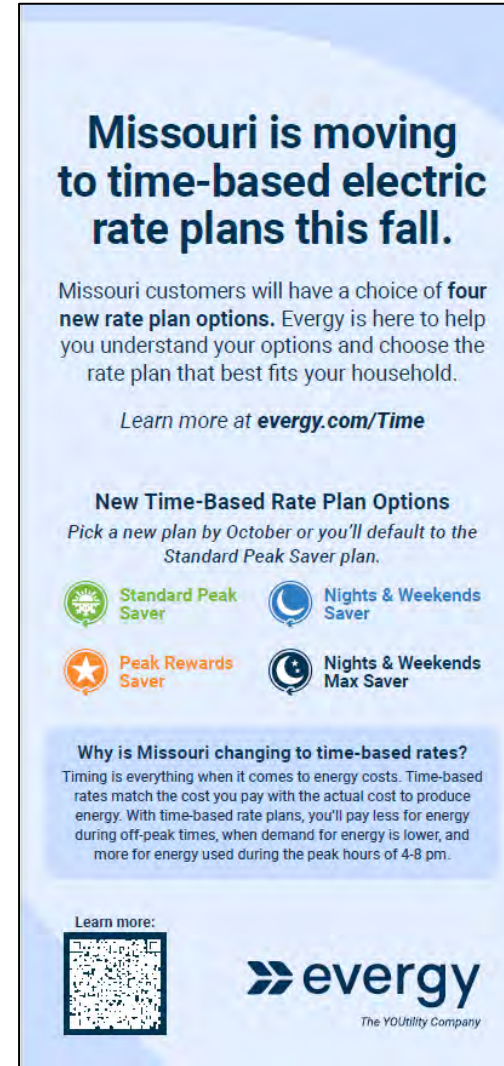
Missouri customers will have a choice of **four new rate plan options**. Evergy is here to help you understand your options and choose the rate plan that best fits your household.

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

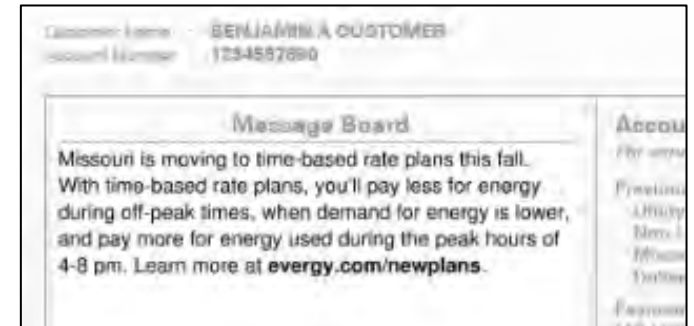
Learn more at [evergy.com/TimePlans](https://evergy.com/TimePlans)



Audience: Mo Res with paper billing

Send Date: July 2023

## July Bill Message



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

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

Watch for more information by mail and email soon.

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





# Phase 2 – Preparation and Action Tactics

August

# Billing Communication

## August Bill Insert

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

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

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

**Choose your new plan now!**

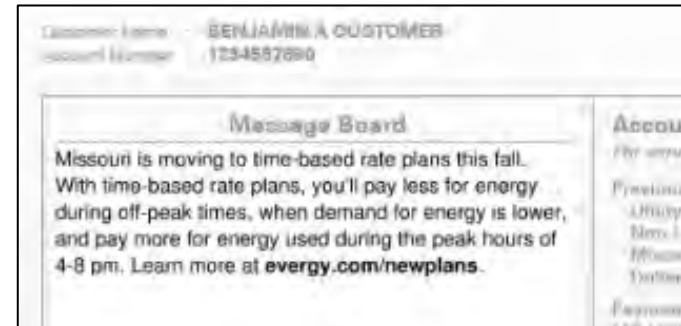
Select your time-based plan before October by going to [evergy.com/TimePlans](http://evergy.com/TimePlans)



Audience: Mo Res with paper billing

Send Date: August 2023

## August Bill Message



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


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

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



# August Customer Postcard

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



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

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

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


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

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

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





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

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



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

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

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

# August Newspaper Ad



## 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://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

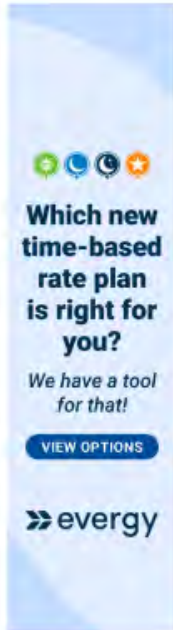
Empowering you to save.  
Choose your new rate plan by October.  
PICK NOW  
evergy

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

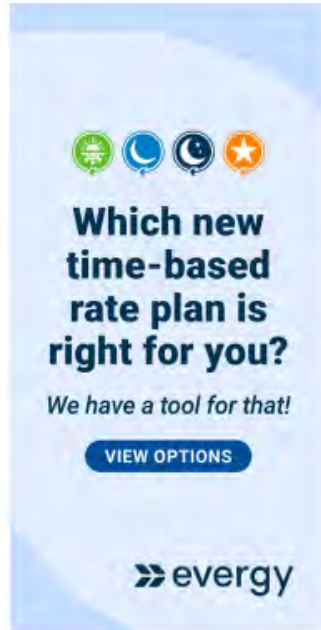
Digital banners  
Audience: anyone who went to evergy.com TOU pages  
Send Date: July – October 2023

# Retargeting Digital Banner Ads

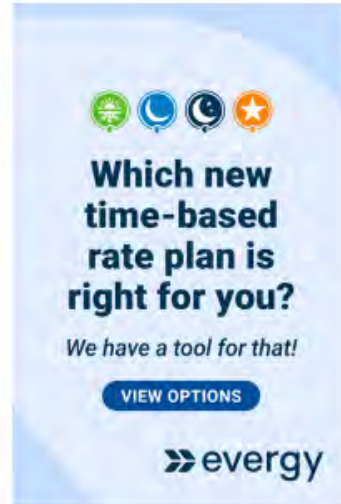
## Retargeting Ads - Message 2



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

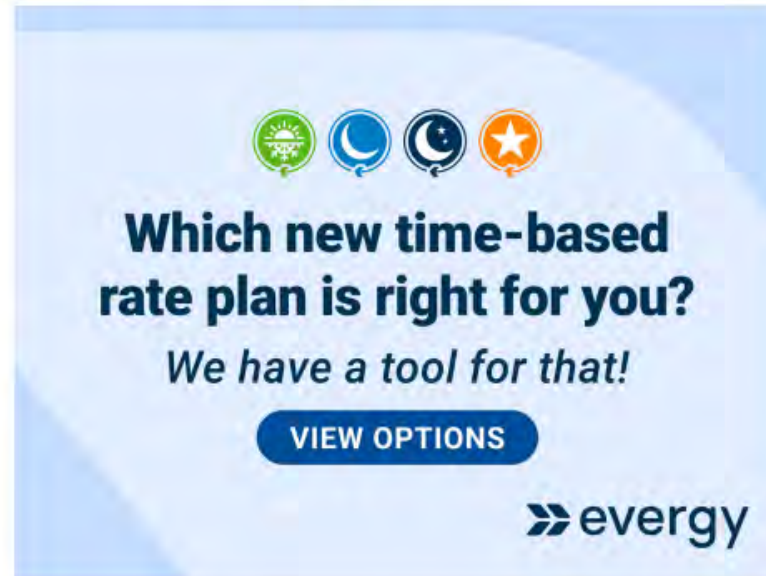


Which new time-based rate plan is right for you? We have a tool for that! VIEW OPTIONS evergy

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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 XX00001



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.

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# Rate Education Reports Email

 Account #1111113738  
4509 WASHINGTON ST

## Choose your new rate plan

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


[Explore My Options](#)

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

[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?

 <b>Standard Peak Saver</b>	<b>4x more \$</b>
 <b>Peak Reward</b>	<b>6x more \$</b>
 <b>Nights &amp; Weekends</b>	<b>6x more \$</b>
 <b>Nights &amp; Weekends Max</b>	<b>12x more \$</b>

Legend:  
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](http://evergy.com/PeakPlans)  
**Llame:** 800-541-0407  
**Analicé:** 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



## 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](#)<sup>\*</sup>, 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](#)



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



Download the Evergy app

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

# Non Saver: August Email

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



## Missouri Rate Update

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

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

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

#### Impact to your home

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

#### What you can do

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

[Choose Now](#)

#### We're here to help

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

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

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

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

### A note about electric heating

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

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

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

### Suggestions to save on time-based plans

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

#### Laundry

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

#### Dishwashing

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


#### Heating and cooling

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

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

[Energy Use Chart](#)


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



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



# Net Metering: August Email



## Your New Rate Plan

### Get to know your new plan

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

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

[Peak Reward Saver](#)

### No changes to your net-metering agreement

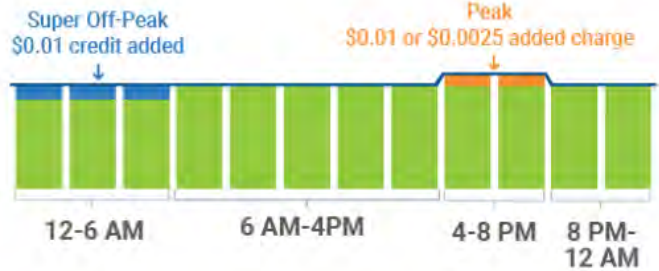
Although your plan is changing, your net-metering agreement is not. Just as now, the energy you generate will continue to offset your bill.

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

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

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


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







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 arrow pointing to a blue bar above the green bars, indicating '\$0.01 credit added'. The 4-8 PM period is labeled 'Peak' with an orange arrow pointing to an orange bar above the green bars, indicating '\$0.01 or \$0.0025 added charge'. The other periods (6 AM-4PM and 8 PM-12 AM) are represented by 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 23<sup>rd</sup>

## What's next?

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

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

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

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



# Phase 2 – Preparation and Action Tactics

September and October

# Customer Postcard - September

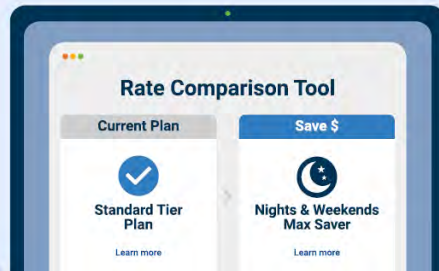


## It's time to pick your new time-based rate plan.

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



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

~450,000

Send Date: September 15-20, 2023

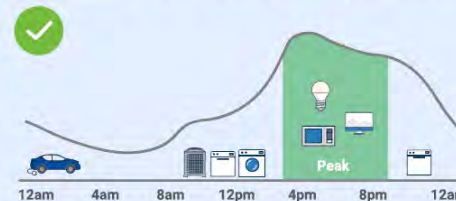
### Your current rate plan will be changing in October.

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



Audience: Mo Res with paper billing

Send Date: September 2023

Bill Message

It's time to choose your new rate plan. Evergy's Missouri customers will be switching to time-based rate plans starting in October. With time-based rate plans, you'll pay less for energy during off-peak times and more for energy used during the peak hours. **Select your new plan at [evergy.com/NewPlans](https://evergy.com/NewPlans).**

### 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:

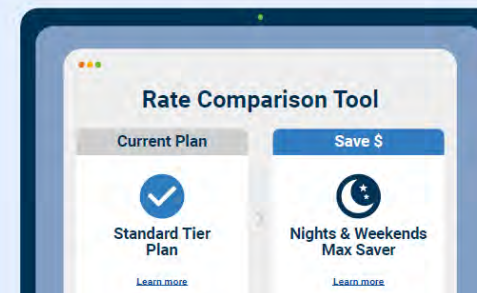
With time-based rates, you'll pay less for any energy used during the 20 off-peak hours. But when energy demand is high during peak hours, the cost for energy will be higher. It is important to shift your large appliance usage, like dishwashers, dryers, and HVAC, to off-peak times, like overnight and 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](https://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 Evergy bill would be on each of the four plans, based on your home's last year of energy usage. This estimate does not consider any shifting of your energy use to off-peak times, which could help lower your energy costs.





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

## Pick a plan that fits your home

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

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


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

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

## What happens if I don't choose?

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

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



## How well do you know your home?

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

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

[Appliance Chart](#)

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


## A note about electric heating

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

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

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

[Compare Plans](#)



[Download the Evergy app](#)

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

**evergy**

## 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><b>Standard Peak Saver</b> New Default Residential Rate</p>	 <p><b>Peak Reward Saver</b> Closest to the Current Standard Residential Rate</p>
 <p><b>Nights &amp; Weekends Saver</b> Three Time Periods, Overnight and Weekend Discount</p>	 <p><b>Nights &amp; Weekends Max Saver</b> 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

**Evergy** 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

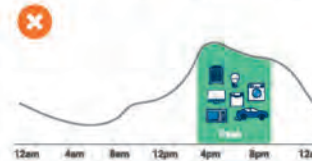
As part of the new mandate from the MPSC, your current All-Electric rate plan (or electric space heating rate) is being discontinued. Your old plan offered a discounted rate in the winter for electric space heating customers, which is no longer offered. Due to this change, customers with electric heat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

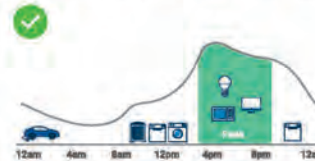
## Why is Missouri moving to time-based plans?

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



**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.

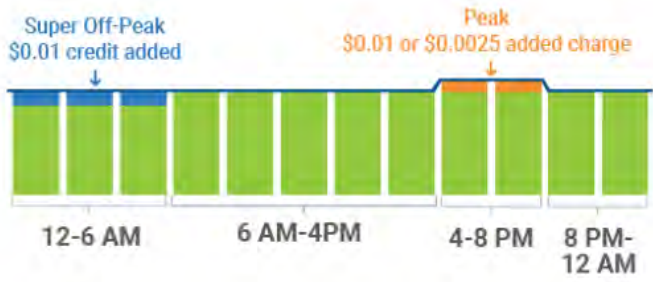
Additionally, on the Peak Reward Saver plan, there is a small surcharge (one-cent or less per kWh) during peak hours of 4-8 pm. This means that any energy received from your system during those peak times could provide even greater savings.

Subject: Your new rate plan is coming soon

Audience: 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 Evergy app**



# 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!

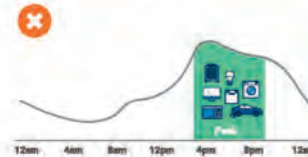
We know rate plans can feel confusing. If you need help, we are here to assist you.

- **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)

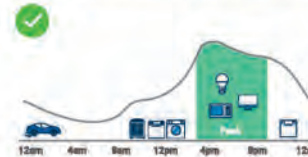
## Why is Missouri moving to time-based plans?

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.

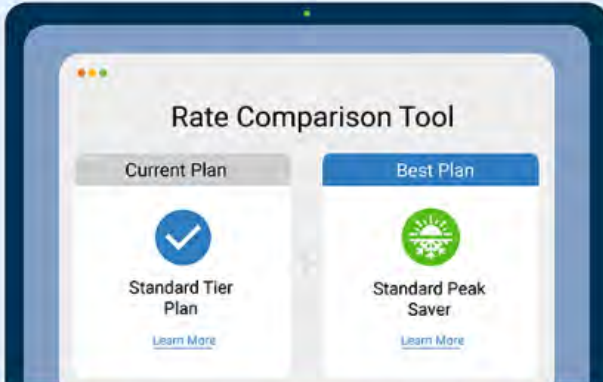
See [more details on the Missouri changes](#), and what they mean for you.

### 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.

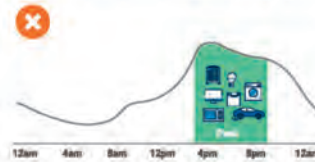
We invite you to use our online personalized Rate Comparison Tool or read your Rate Education Report\* that arrived by mail in August to see which plan best fits your household based on your past energy usage.

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

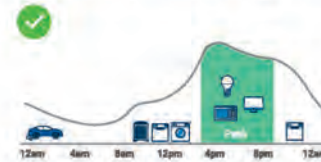
Supply and demand play an important part in the overall cost to produce energy. When there is a high demand for energy during the peak hours, producing energy becomes more expensive. On the other hand, when energy demand is lower, the cost to produce energy goes down. With the new time-based rate plans, 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.

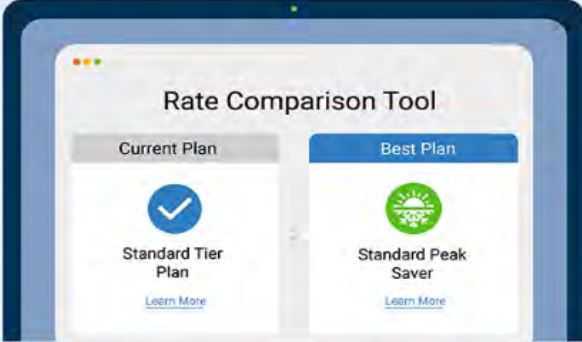
See [more details on the Missouri changes](#), and what they mean for you.

### 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](https://www.evergy.com/SaverPlans).

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

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

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

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



### Delay running your dishwasher

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



### Adjust when you use your dryer

Electric dryers use more energy than washing machines, so you'll save even more money when you wait for off-peak hours to dry your clothes.



### Use a smart thermostat to automate off-peak savings

Schedule your smart thermostat so your heating/cooling system doesn't run as long during peak hours.



### Be mindful of peak hours


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

## Are you on the Average Payment Plan?

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

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.

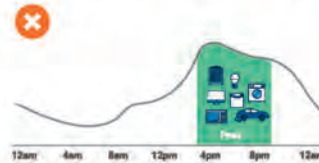
Visit [evergy.com/SaverPlans](https://www.evergy.com/SaverPlans) or call **1-800-541-0407** to learn more about the plan options and to select your new plan.

\*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.

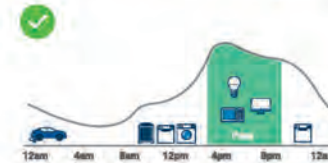
## Why is Missouri moving to time-based plans?

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.



# Request for Information: Packet Mailed by Request

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

**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 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	Monday - Friday 6:00 - 10:15 AM	Monday - Friday 12:00 - 4:00 PM	Monday - Friday 4:00 - 8:00 PM	Saturday - Sunday 12:00 - 4:00 PM
Super Off-Peak	\$0.01	\$0.01	\$0.01	\$0.01
Off-Peak	\$0.01	\$0.01	\$0.01	\$0.01
Peak	\$0.01	\$0.01	\$0.01	\$0.01

**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 or longer from time that 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: 1-800-541-0427

**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](http://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.

**Questions?**

We're here to help you work your transition to time-based rate plans. Visit: [evergy.com/timebased](http://evergy.com/timebased)

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 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.

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

**Nights & Weekends Plan**  
 New time-based discount and weekend discounts.

**Nights & Weekends Max Plan**  
 New time-based discount and weekend discounts.

**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**

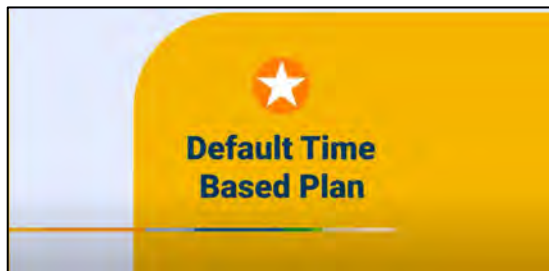
Period	Time Period	Summer Peak Time Based Plan (formerly called Peak Reward Saver)		Nights & Weekends Plan		Nights & Weekends Max Plan		Default Time Based Plan (formerly called Peak Reward Saver)						
		Super Off-Peak	Off-Peak	Off-Peak	Off-Peak	Off-Peak	Off-Peak	Off-Peak	Off-Peak	Off-Peak	Off-Peak			
Week	Apr - Sep	\$0.0023	\$0.1131	\$0.0065	\$0.0274	\$0.0065	\$0.0274	\$0.0140	\$0.1400	\$0.1400	\$0.1400	\$0.1400	\$0.1400	\$0.1400
Off-Peak	All other hours	\$0.0058	\$0.1127	\$0.1034	\$0.1194	\$0.0810	\$0.1400	\$0.1400	\$0.1400	\$0.1400	\$0.1400	\$0.1400	\$0.1400	\$0.1400
Super Off-Peak	Winter Jan	\$0.0066	\$0.0069	\$0.0468	\$0.0289	\$0.0228	\$0.1200	\$0.1200	\$0.1400	\$0.1123	\$0.0683	\$0.0683	\$0.0683	\$0.0683

# TOU Overview & Plan Videos

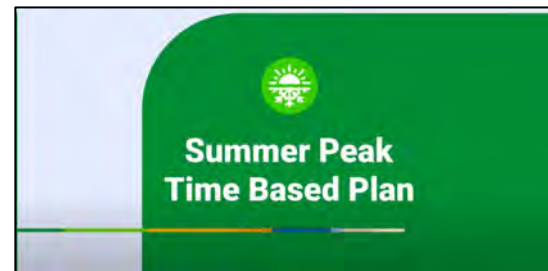
Uses: used on website and paid media advertising

Live: September 2023

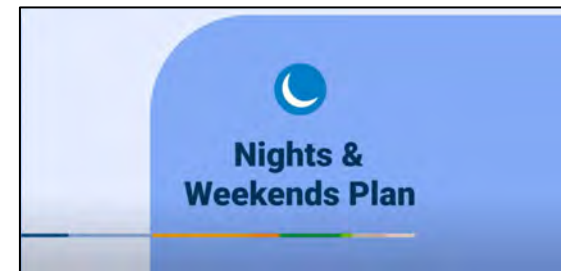
<https://youtu.be/gOhjT35-lw>



<https://www.evergy.com/manage-account/rate-information-link/plan-options/default-time-based-plan>



<https://www.evergy.com/manage-account/rate-information-link/plan-options/summer-peak-time-based-plan>



<https://www.evergy.com/manage-account/rate-information-link/plan-options/nights-and-weekends-plan>



<https://www.evergy.com/manage-account/rate-information-link/plan-options/nights-and-weekends-max-plan>

# TOU Informational and Training Videos

Uses: shared with community/agency partners to help inform their customers.

Live: October 2023

English Version

[https://youtu.be/navtQ4H5X\\_8](https://youtu.be/navtQ4H5X_8)



Spanish Version

[https://youtu.be/AouKjYcv\\_eY](https://youtu.be/AouKjYcv_eY)



# Radio and Streaming Audio

Audience: Missouri Radio Stations, Missouri streaming audio customers  
Live: September 2023

## Announcer-read spot

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

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

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

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

## Produced spot

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

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

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



# Digital Ad TOU Overview Videos

Audience: Mo Residential customers

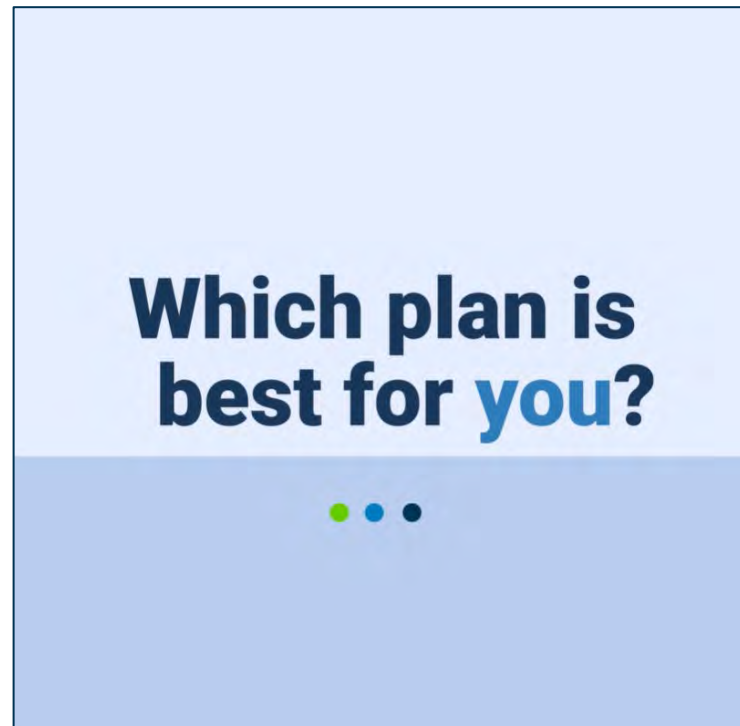
Uses: Short informational digital ad videos, with option to click to learn more

Send Date: October 2023

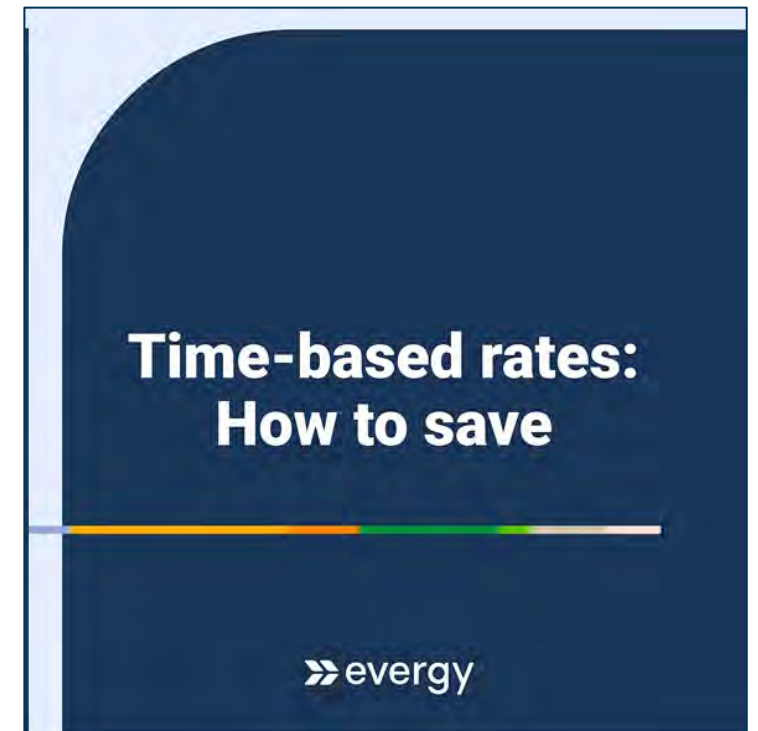
How do time-based rates work



Picking a plan digital video

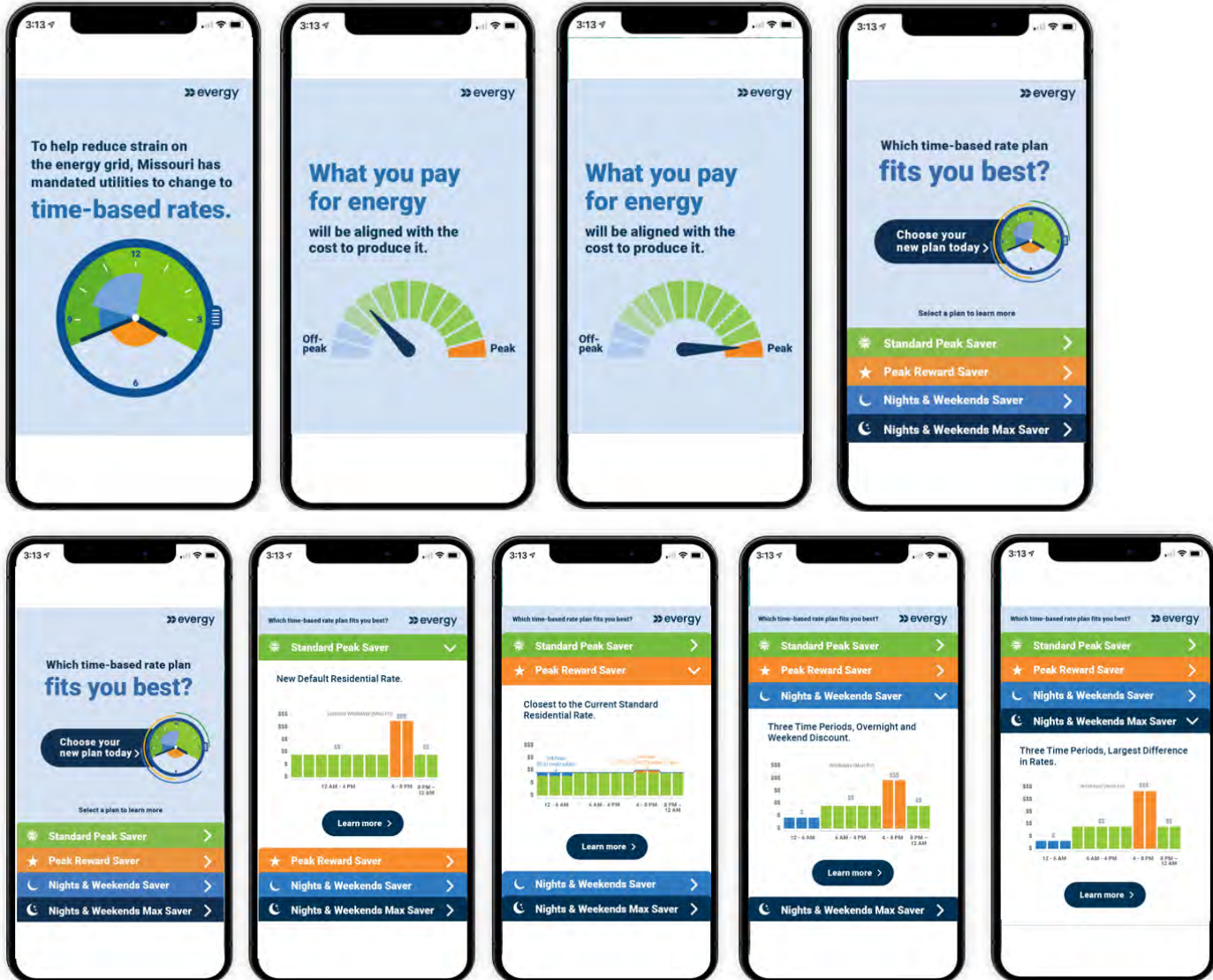


How to save on time-based rates digital video



# 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.*

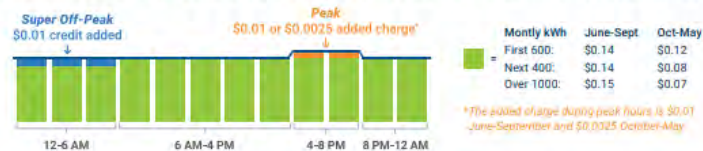
During the last few months, Evergy has been working to inform you about our new time-based rate plans. Recently, the Missouri Public Service Commission (MPSC), which regulates Evergy, has updated which of the four rate plan options will be the default rate plan. For customers who do not select a time-based 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.

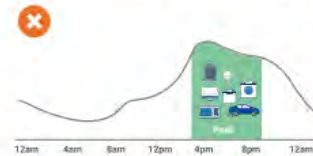
We know selecting the right rate plan can feel confusing. If you need help, we are here to assist you.

- **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](http://evergy.com/TimePlans)

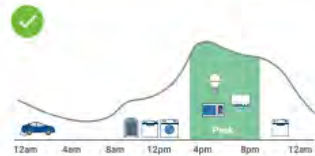
### Why is Missouri moving to time-based plans?

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 –



# 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](http://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](http://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](http://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.

**evergy**





## 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?



17% of electricity is purchased during the peak hours (4 to 8 p.m.)

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 high-energy appliances can be used at lower-priced, off-peak times to save money.



## 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 and heavy loads that peak loads of 4-8 p.m. on weekdays, especially if you have electric heating. Take a moment to review the seasonal pricing to make sure you're getting the best rates. View an alert on the power 1 app.

	Summer	Non-Summer
Electricity	10¢/kWh (10¢/kWh)	10¢/kWh (10¢/kWh)
Peak pricing (4 pm - 8 pm weekdays) through 10/31/2023, including 10/31/2023	20¢/kWh (20¢/kWh)	10¢/kWh (10¢/kWh)
Off-peak pricing (4 pm - 8 am, 9 am - 4 pm)	10¢/kWh (10¢/kWh)	10¢/kWh (10¢/kWh)
Super Off-peak pricing (12 am - 4 am)	5¢/kWh (5¢/kWh)	5¢/kWh (5¢/kWh)

## 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?



17% of electricity is purchased during the peak hours (4 to 8 p.m.)

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



### Ways to Save

- Shift non-essential loads away from peak hours
- Consider using electric water heaters or electric clothes dryers during off-peak and off-peak hours. This can help you save money on heating and drying clothes.

SEE HOW WE CAN HELP

# 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 paper billing  
Send Date: November 2023



## November Bill Insert

**evergy**



Your new time-based rate plan is now starting.  
**We're here to help!**

Learn more about your rate plan at [evergy.com/TimePlans](https://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**  
*Default residential rate plan, with the lowest difference in price between peak and off-peak times.*

**Summer Peak Time Based Plan**  
*Only has peak pricing during the summer months*

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





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

## Bill Message

Your time-based rate plan is now starting. To save money on your new plan, shift when you use some of your major appliances, like the dishwasher, to off-peak times. **Learn more at [evergy.com/NewPlans](https://evergy.com/NewPlans).**


**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.



# Welcome To Your New Rate Email

Audience: Mo Residential  
Send Date: November 2023



## DEFAULT TIME BASED PLAN

Your Rate Plan  
We're here to help!



### Making the Most of Your Plan

The Default Time Based Plan has very small differences in price between peak and off-peak hours, so you don't have to worry much about when you use energy during the day.

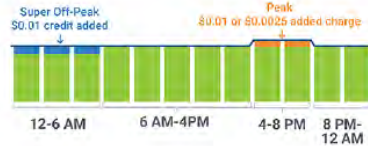
This is a tiered plan, meaning that prices go up or down by tiers as you use more energy throughout the month, depending on the season.

## Default Time Based Plan All Year (Mon-Sun)



Monthly kWh	June - Sept	Oct-May
First 600:	\$0.11829	\$0.09784
Next 400:	\$0.11829	\$0.07718
Over 1000:	\$0.12829	\$0.07718

## Default Time Based Plan All Year (Mon-Sun)



Monthly kWh	June - Sept	Oct-May
First 600:	\$0.11829	\$0.09784
Next 400:	\$0.11829	\$0.07718
Over 1000:	\$0.12829	\$0.07718

### How does the plan work?

October through May  
During these months, the cost of energy gets lower as you use more.

There is a small extra charge of ¼ of a cent, for energy used during the peak times of 4-8 pm, and there's a one-cent discount for energy used between midnight and 6 am.

June through September  
During the summer, energy prices increase as you use more.

There is an extra charge of one cent during peak hours of 4-8 pm, and a one cent discount on energy used between midnight and 6 am.

### How to save on this plan

On the Default Time-Based Plan, it is important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

- Wash clothes on cold. Studies show they get just as clean while using less energy. Avoid peak hours to save, too.
- Run full dishwasher loads to save energy and use the delay-start setting to run to cheaper overnight hours.
- Pre-heat your home: If you have electric heating, adjust your thermostat a few degrees before 4 pm, reducing the time the compressor runs during the peak hours. Tip: most [smart thermostats](#) have time-based settings.

Shifting the use of your large appliances to off-peak hours will make a more significant difference on your bill.

Smaller items like cell-phone chargers, the vacuum cleaner, laptops



## SUMMER PEAK TIME BASED PLAN

Your Rate Plan  
We're here to help!

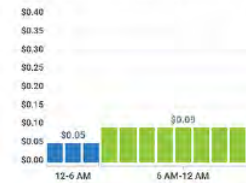


### Making the Most of Your Plan

With time-based plans, WHEN you use energy matters.

On the [Summer Peak Time Based Plan](#), it pays to think about the timing of your energy use. From the months of October-May, shifting some of your appliance usage to the overnight hours of midnight to 6 am can really make a difference. That's because energy used during overnight hours costs about half as much.

October - May Every Day (Mon-Sun)



Super Off-Peak Off-Peak

[View Rate Details](#)

### How does the 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 the summer months, the cost for energy is highest during peak hours of 4-8 pm on weekdays. At all other times the cost for energy is lower.

### How to save on this plan

With time-based rates, it is important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

- Schedule your laundry to run overnight by using a delay timer.
- Use the delay-start setting on your dishwasher so it runs after midnight.
- Pre-heat your home before 6 am. If you have electric heating, set your thermostat to warm your home a few degrees higher before 6 am, then set it back to normal. Tip: most [smart thermostats](#) have time-based settings.

Smaller items like cell-phone chargers don't draw enough energy to make a huge difference, so it's up to you whether to delay charging to after midnight.

### How does your home use energy?

It's helpful to know which items in your home use a lot of energy, and which use much less.

We have a tool to help. Our quick quiz asks you about your home, then estimates what you are spending on appliances, heating/cooling, lights and more.

Take the [Analyze My Usage](#) quiz today.

[Take the Quiz](#)



# Welcome To Your New Rate Email

Audience: Mo Residential  
Send Date: November 2023



## NIGHTS AND WEEKENDS PLAN

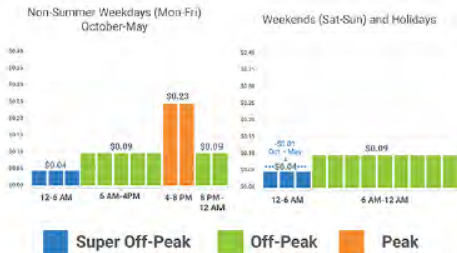
Your Rate Plan  
We're here to help!



### Making the Most of Your Plan

With time-based plans, WHEN you use energy matters.

On the Nights and Weekends Plan, thinking about the timing of your energy use, and shifting some usage to off-peak evening and weekend hours can really pay off. That's because off-peak power costs about 60% less.



[View Rate Details](#)

### How does the plan work?

**Weekdays**  
From Monday through Friday, the days are divided into three time periods: Peak, Off-Peak and Super Off-Peak.

The Peak prices are higher because energy costs the most to produce on weekdays between 4-8 pm.

**Weekends and Holidays**  
There are no peak hours at all on the weekends or on holidays.

### How to save on this plan

With time-based rates, it is important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

- Try doing your laundry in the mornings or on weekends.
- Start your dishwasher at bedtime instead of right after dinner or use your delay-start setting.
- Pre-heat your home: Adjust your thermostat a few degrees before 4 pm, reducing the time the compressor runs during the peak hours. Tip: most [smart thermostats](#) have time-based settings.

Shifting the use of your large appliances to off-peak hours will make a more significant difference on your bill.

Smaller items like cell-phone chargers, the vacuum cleaner, laptops and lamps don't draw enough energy to make a huge difference, so it's up to you whether to avoid peak hours with those types of items.

### How does your home use energy?

It's helpful to know which items in your home use a lot of energy, and which use much less. The impact of spreading your usage throughout the day will be greater if you shift the use of large appliances.



We have a tool to help. Our quick quiz asks you about your home, then estimates what you are spending on appliances, heating/cooling, lights and more.

Take the [Analyze My Usage](#) quiz today.

[Take the Quiz](#)



## NIGHTS AND WEEKENDS MAX PLAN

Your Rate Plan  
We're here to help!

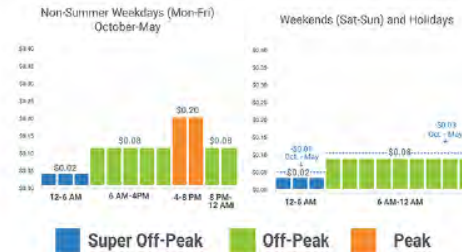


### Making the Most of Your Plan

With time-based plans, WHEN you use energy matters.

On the [Nights and Weekends Max Plan](#), thinking about the timing of your energy use, and shifting usage to off-peak evening and weekend hours can really pay off. That's because off-peak power costs about 65% less.

If you can shift usage to the overnight hours, you'll be rewarded with a super-low overnight rate, perfect for electric vehicle charging or anyone with the flexibility to schedule appliances to run from midnight to 6 am.



[View Rate Details](#)

### How does the plan work?

### Weekdays

From Monday through Friday, the days are divided into three time periods: Peak, Off-Peak and Super Off-Peak. The peak prices are higher because energy costs the most to produce on weekdays between 4-8 pm.

### Weekends and Holidays

There are no peak hours at all on the weekends or on holidays, and rates during the Super Off-Peak hours of midnight to 6 am are the lowest.

### How to save on this plan

With time-based rates, it is important to monitor not only how much energy you use but also when you use it, to save on your monthly bill.

- Try doing your laundry in the mornings or on weekends.
- Start your dishwasher at bedtime instead of right after dinner or use your delay-start setting.
- Pre-heat your home: Adjust your thermostat a few degrees before 4 pm, reducing the time the compressor runs during the peak hours. Tip: most [smart thermostats](#) have time-based settings.
- Charge electric vehicles after midnight. Program EV vehicles to start charging at midnight to enjoy the lowest rates.

Shifting the use of your large appliances to off-peak hours will make a more significant difference on your bill.

Smaller items like cell-phone chargers, the vacuum cleaner, laptops and lamps don't draw enough energy to make a huge difference, so it's up to you whether to avoid peak hours with those types of items.

### How does your home use energy?

It's helpful to know which items in your home use a lot of energy, and which use much less. The impact of spreading your usage throughout the day will be greater if you shift the use of large appliances.







# Billing Communication

Audience: Mo Residential with paper billing  
Send Date: December 2023

## December Bill Insert



Get winter ready on your new time-based rate plan.

To save this winter, optimize your home's energy usage to avoid peak hours.



Costs and peak times vary by each plan. Get your plan's peak and off-peak times at [evergy.com/TimePlans](https://www.evergy.com/TimePlans).

### Stay cozy and save with these time-based plan savings tips

Energy costs are higher during peak hours of 4-8 pm on most rate plans.



- 1 Kitchen**  
**Delay Start:** Delay your dishwasher until overnight or in the morning.
- 2 Living room**  
**Program Your Thermostat:** Use a smart thermostat to adjust your heating system to avoid peak hours.
- 3 Garage**  
**Off-Peak Charging:** If you have an electric vehicle, charge it during off-peak hours to save on charging costs.
- 4 Laundry room**  
**Wash Clothes Wisely:** Try cold water for washing clothes, and run your washer and dryer during off-peak hours.
- 5 Bedroom**  
**Seal Drafts:** Ensure windows and doors are sealed to prevent heat loss.
- 6 Office**  
**Monitor Energy Usage:** Login to your Evergy online MyAccount to monitor your usage by hour.

**Do you have Electric Heat?** Customers that use electricity to heat their home may experience more impacts on time-based rate plans, making it especially important to limit high energy use during peak times. Adjust your thermostat so your heating system doesn't run as long during peak hours.



# Savings Tip Digital Ad Videos

Audience: Mo Residential customers

Uses: Used as targeted digital ads

Start Date: November 2023

60sec – 4 Savings Tips Video



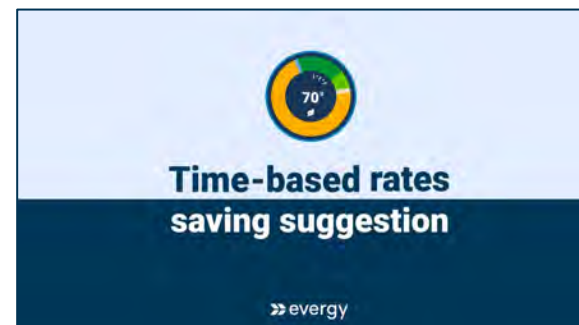
Dishwasher Tip Video



EV/Large Appliances Tip Video



HVAC Tip Video



Washer/Dryer Tip Video



# Customer Survey Results

*Internal Monthly Survey and Third Party Survey*





# Time-Based Rate Campaign Tracker

*Missouri residential customer survey*

*(23-0013)*

*November 2023\**



*\*with all customers now moved to TOU Plans, the last monthly survey took place in November 2023. No additional updates.*



# Methodology

## Evergy's Missouri Residential Customers

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

Month	Completes
June	557
July	831
August	702
September	816
October	787
November	670

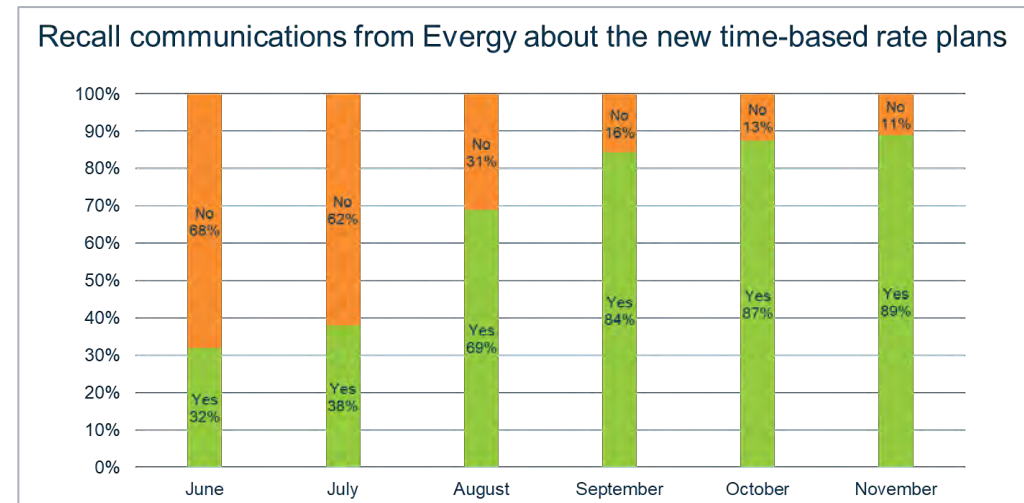
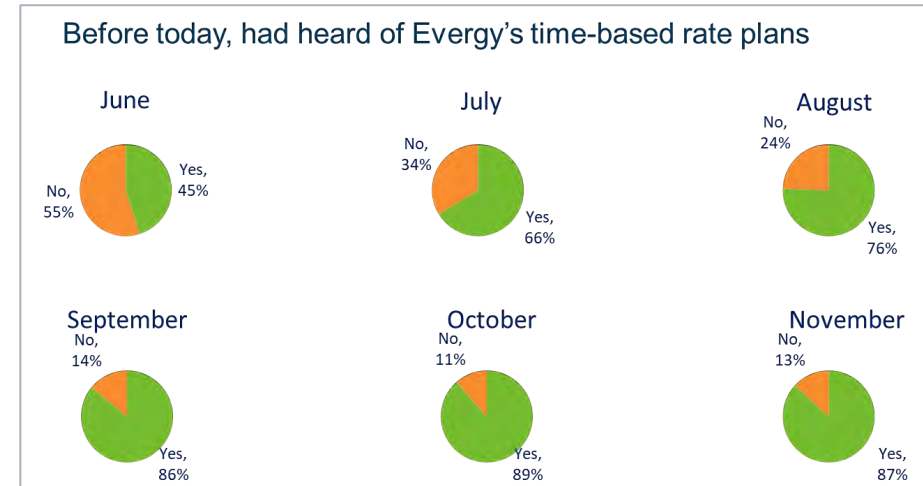
\*with all customers now moved to TOU Plans, the last monthly survey took place in November 2023. No additional updates.

# 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 November, 87% of Missouri residential customers had heard about Evergy's time-based rates. That is a 93% 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 89%)
- When first asked about their knowledge of time-based rates, Evergy customers rate their knowledge a 4.1 on a 7-point scale. But when asked what they believe to be true about time-based plans, most correctly identify the key aspects of time-based plans. This may show that customers know more about the plans than then think they do.

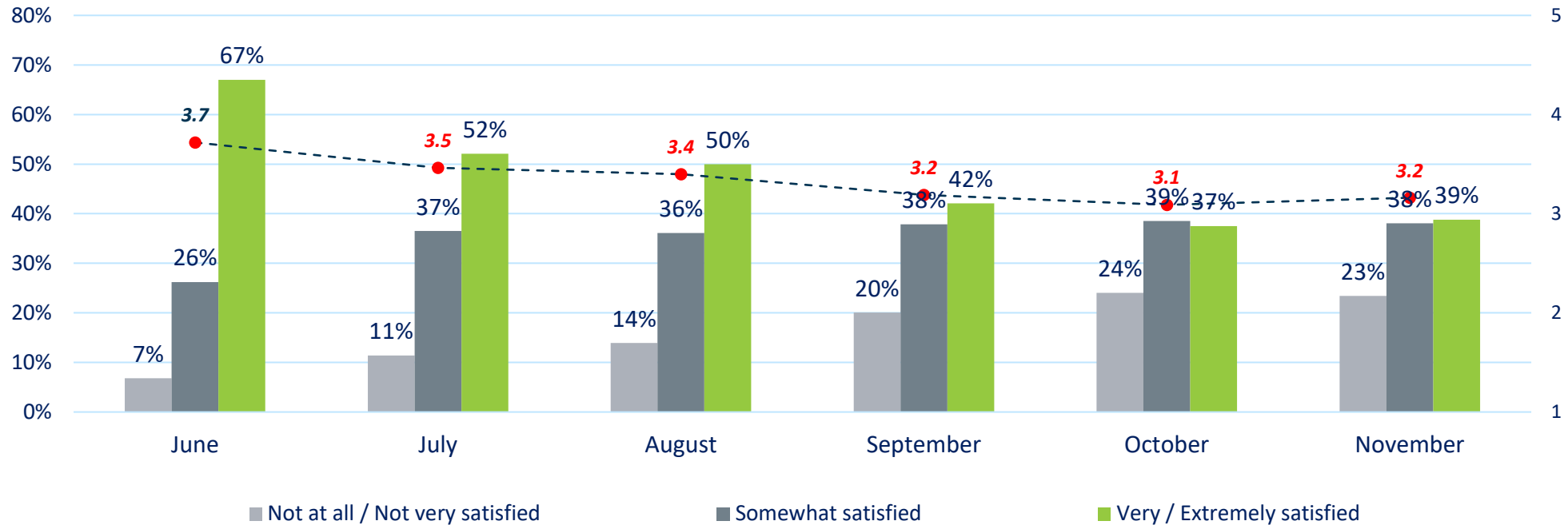




# Customer Satisfaction with Evergy

*Satisfaction appears to be slowly starting to level off*

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

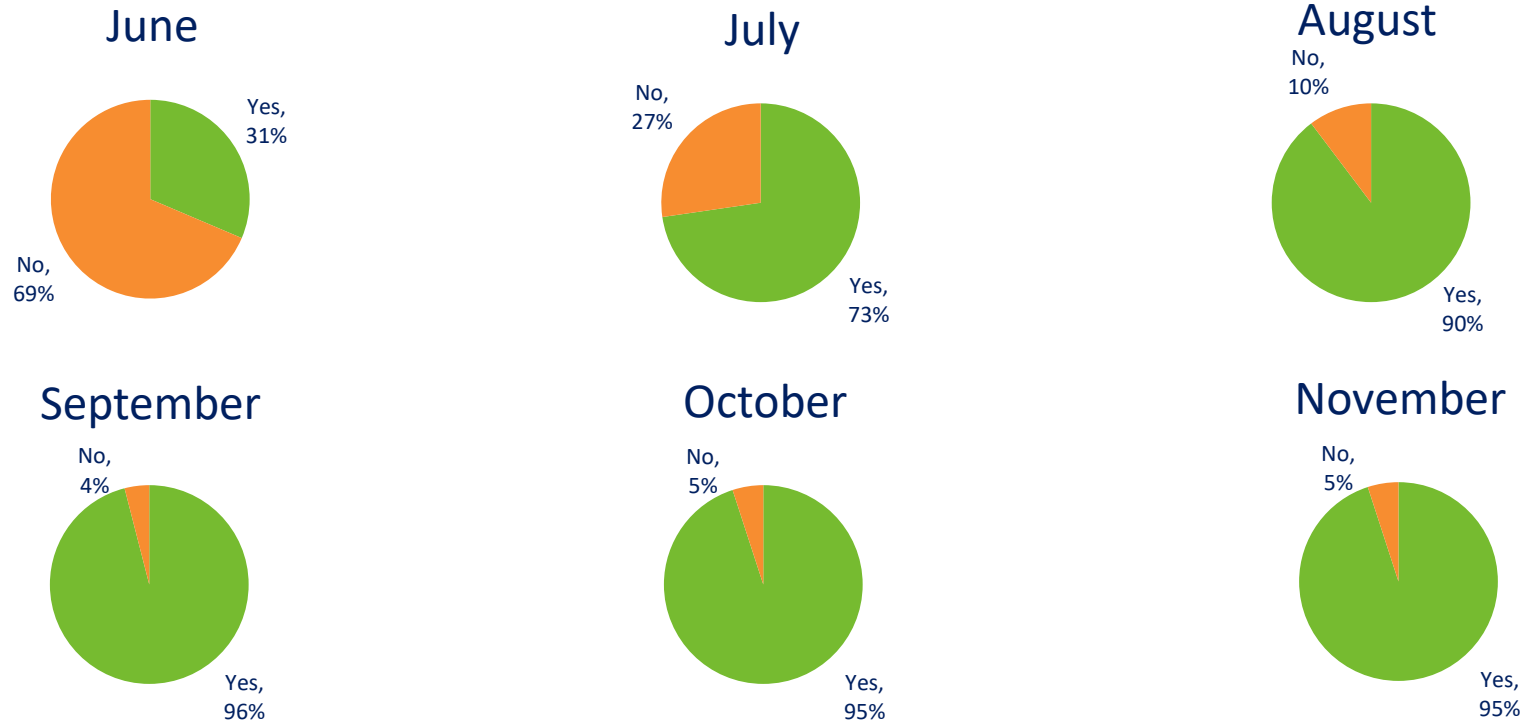




# Seen or Heard of New Rate Options

*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?





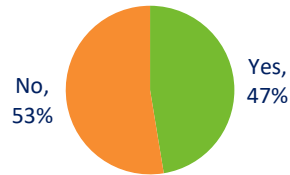


# Awareness of Evergy Currently Offering Choices

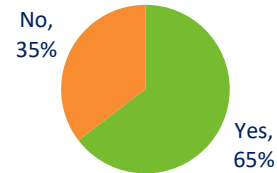
*Almost every customer is aware that Evergy offers choices in rate plans*

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

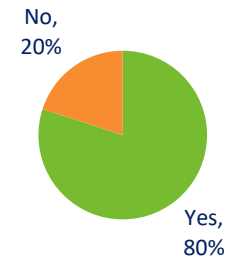
June



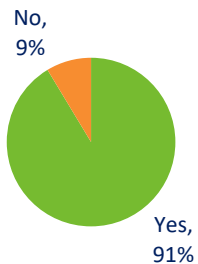
July



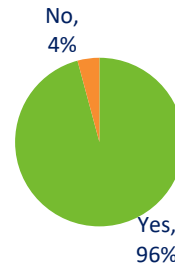
August



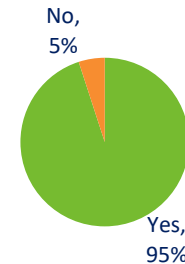
September



October



November

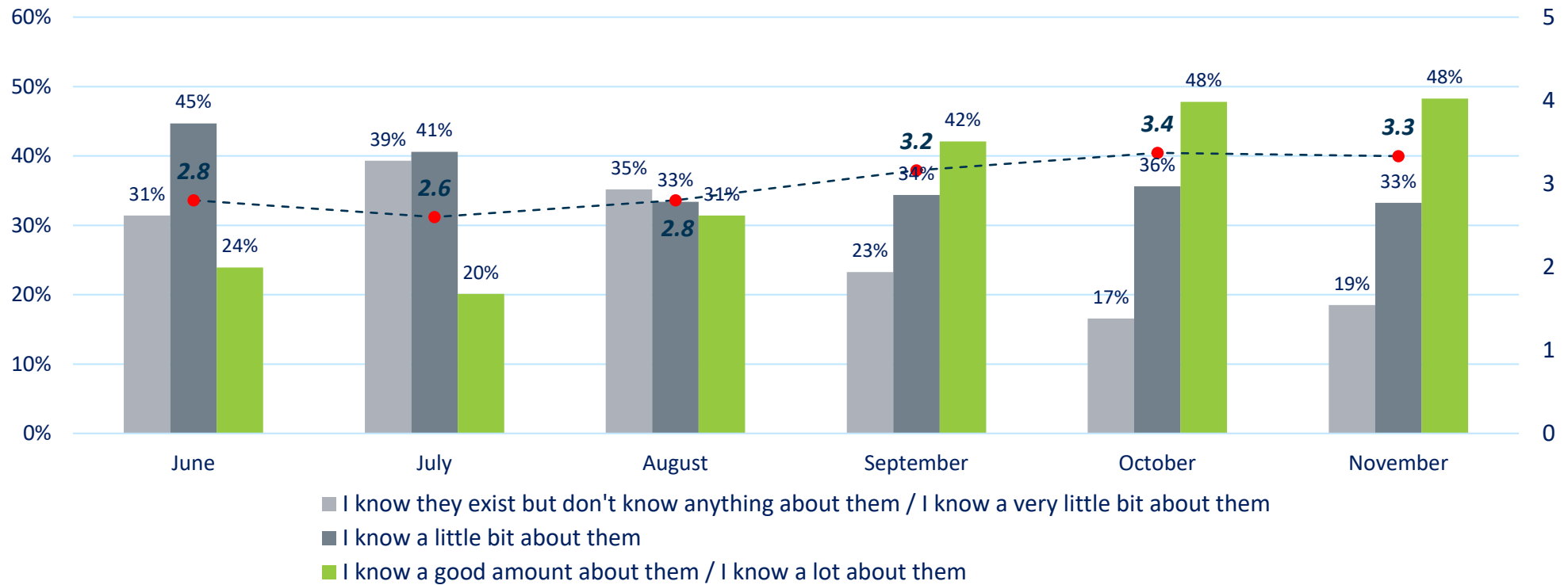




# Familiarity with Evergy Rate Plans

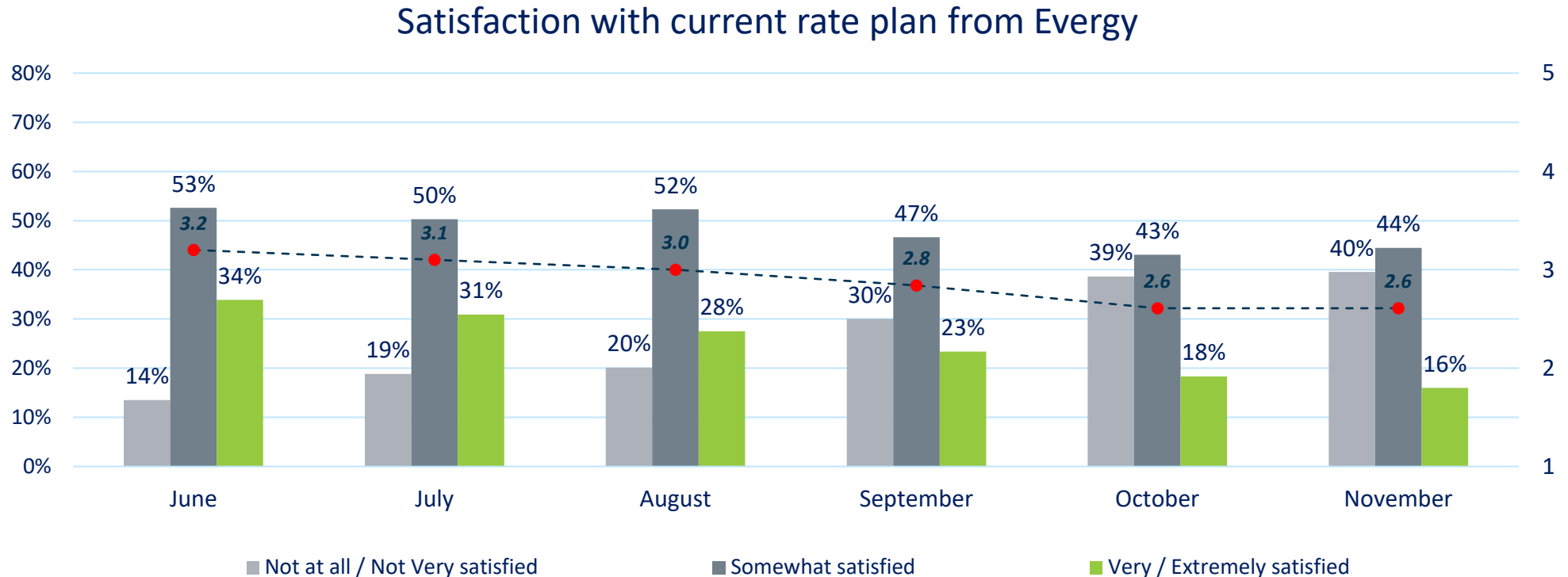
*Familiarity with Evergy's rate plan offerings is starting to level off*

Familiarity with the different type of rate plans available from Evergy



# Customer Satisfaction with Current Rate Plan

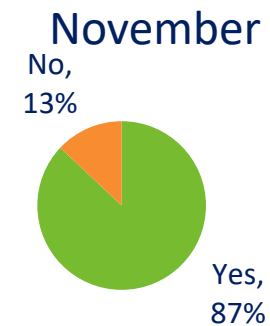
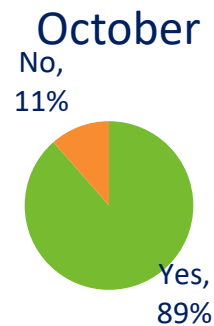
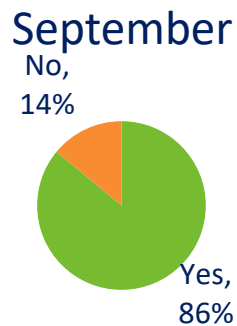
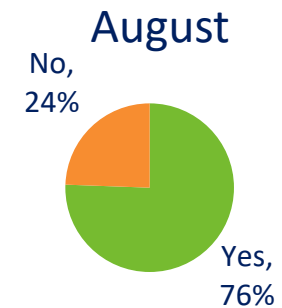
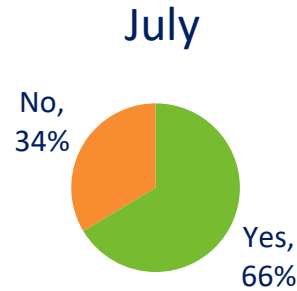
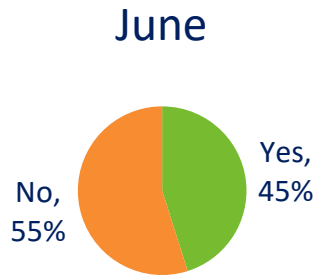
*Satisfaction with current rate plan appears to have leveled off at this point*



# Heard of Evergy's Time-Based Rate Plans

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

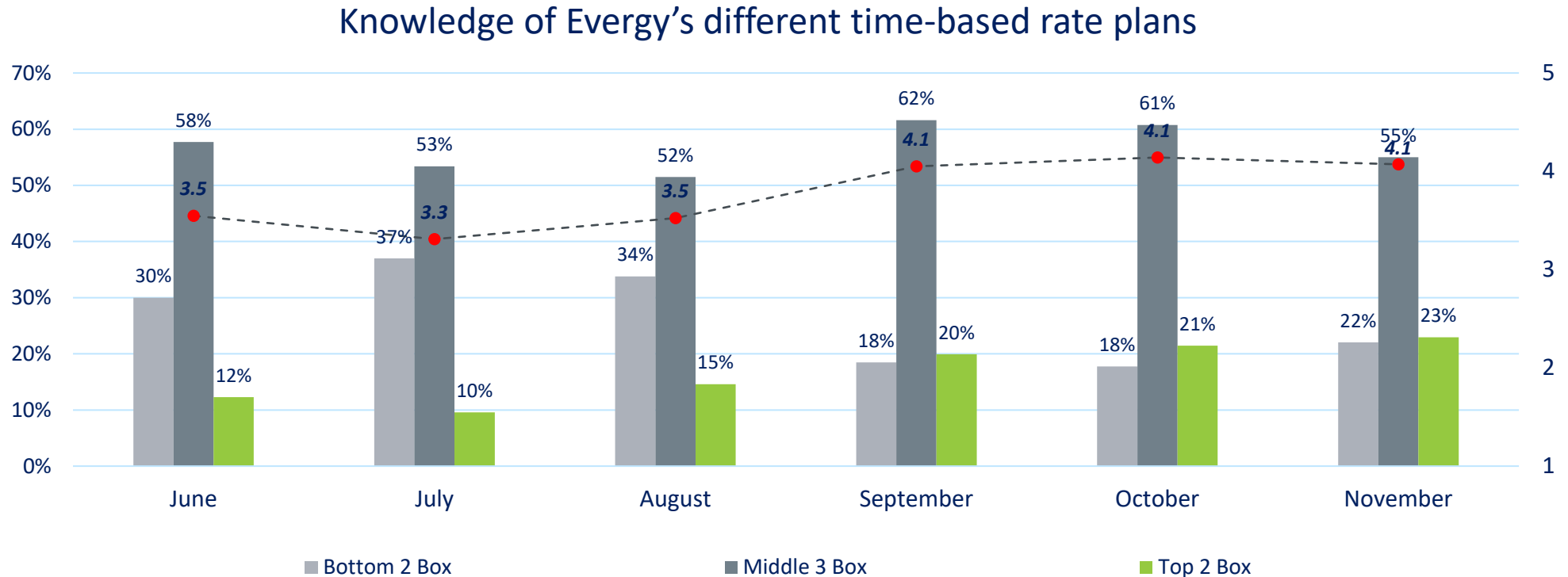
Before today, had heard of Evergy's time-based rate plans costs of electricity will vary based on the time of day that you use it.





# Knowledge of Evergy's Different Time-Based Rate Plans

*Evergy customers rate their knowledge a 4.1 on a 7-point scale. These results are in line with our past research where we ask similar questions about their knowledge of their current rate plans.*

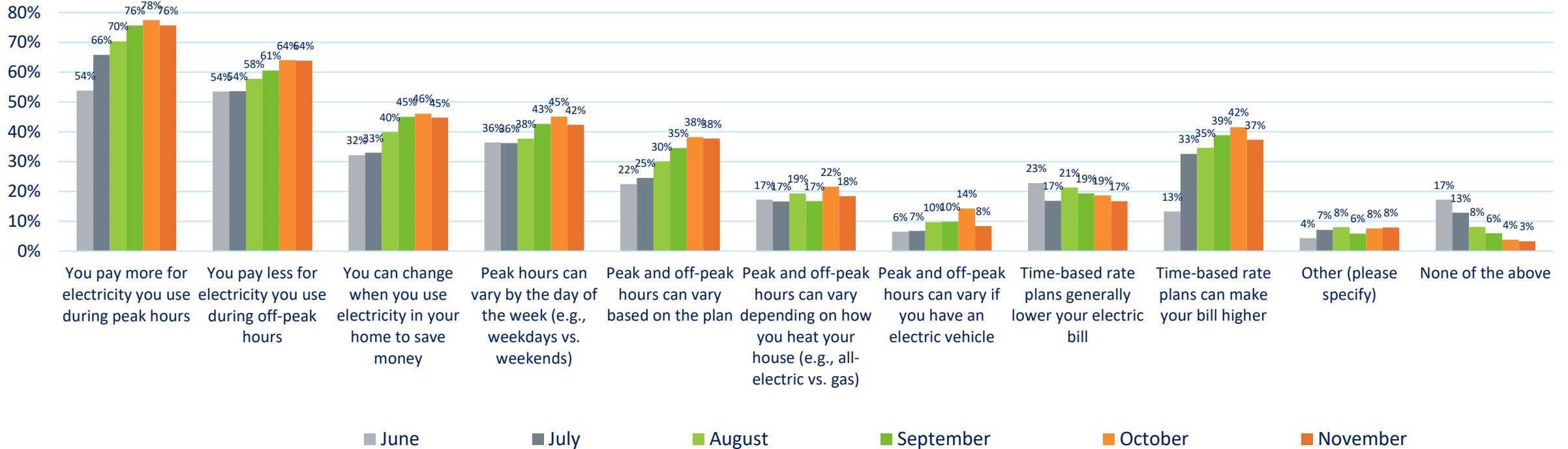




# Statements Believed To Be True About Time-Based Rates

*Most customers correctly identify the key aspects of time-based plans. This may show that customers know more about the plans than they think they do.*

Believed to be true about time-based rates

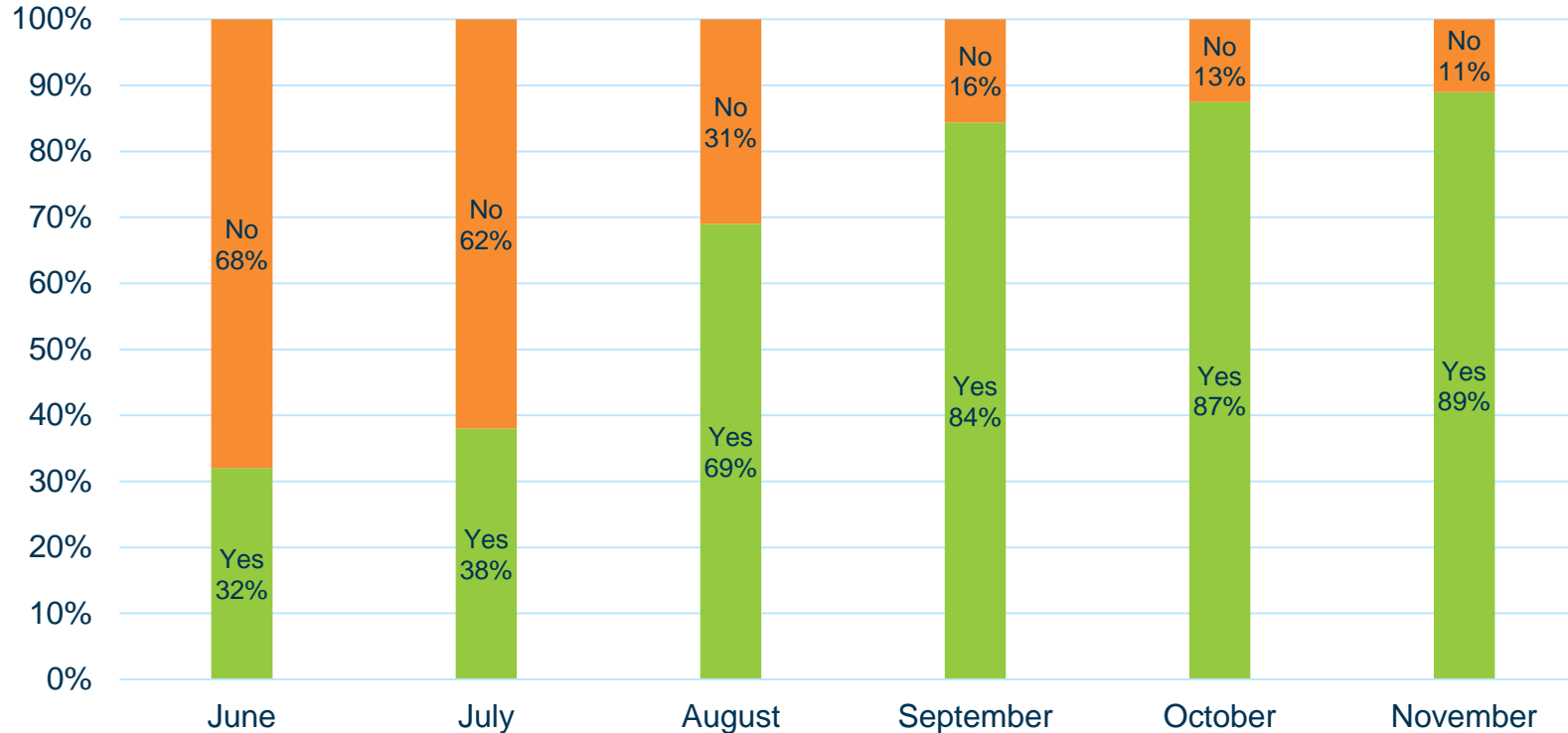




# Recall Communications About Time-Based Rate Plans

*Almost nine out of ten customers recall communications about Evergy's time-based rate plans*

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

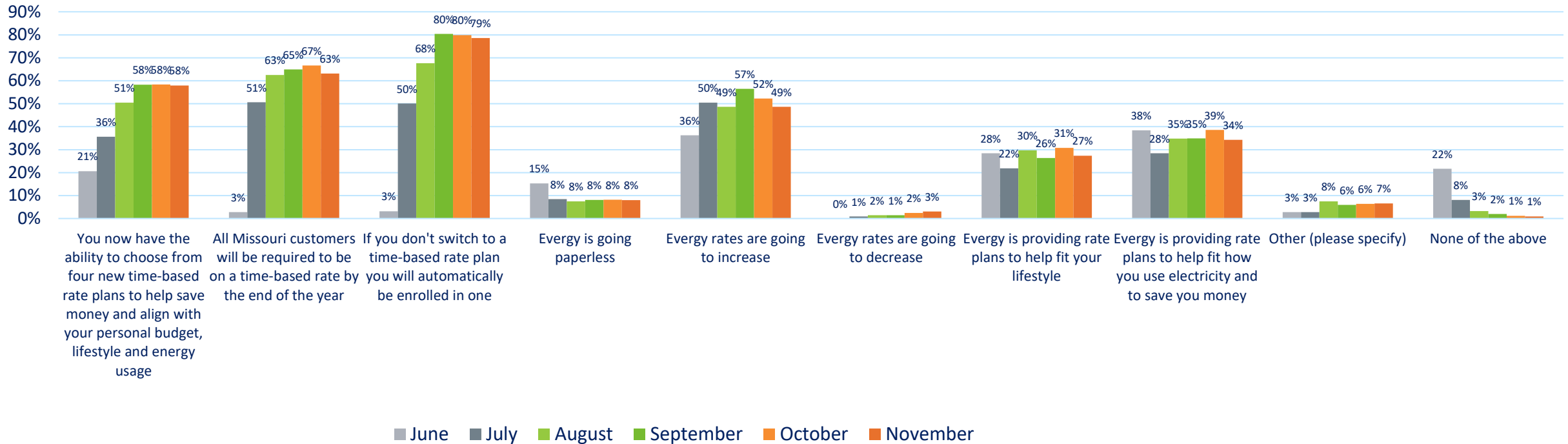




# Changes To Your Electric Service

*Awareness of time-based rate changes has leveled off at this point*

### Changes to your Evergy electric service



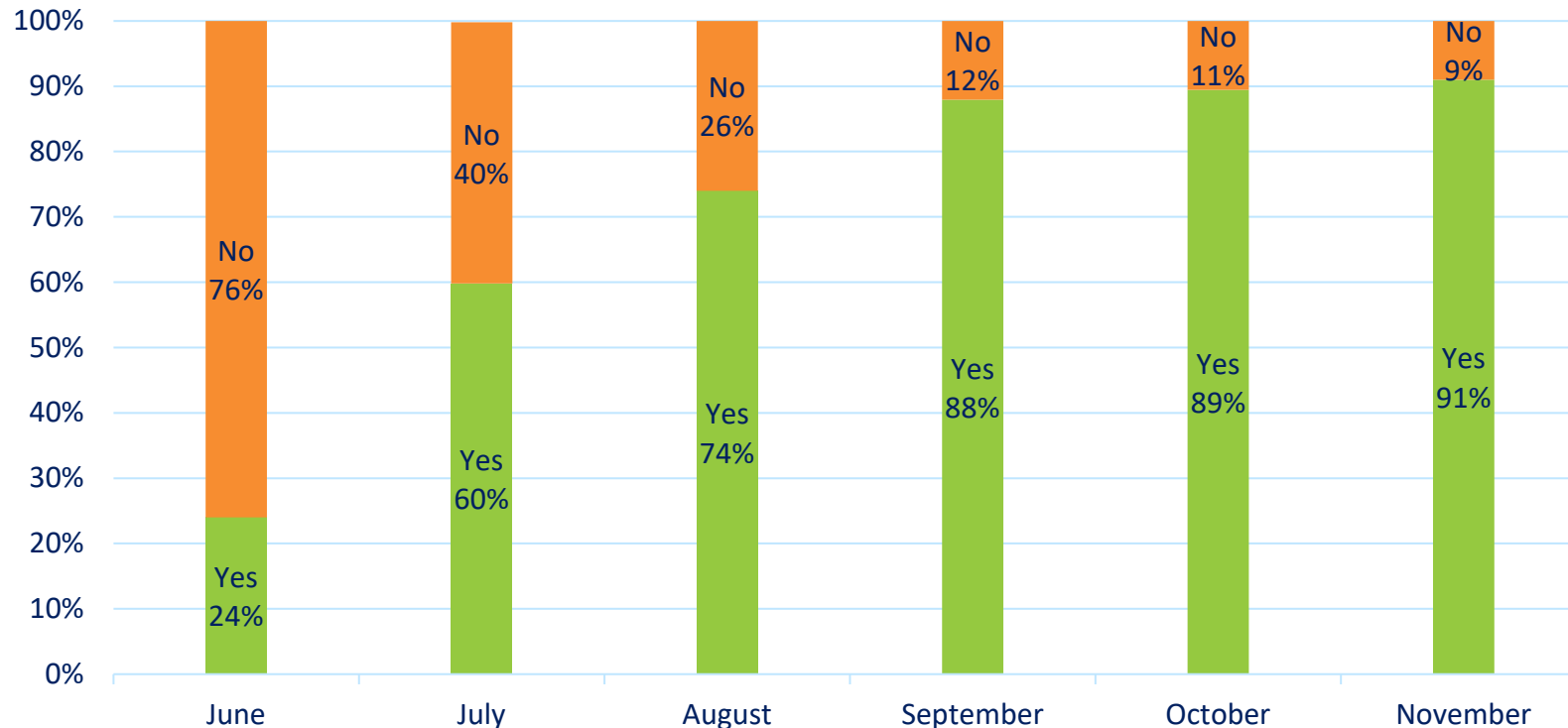




# Cost of Electricity Will Vary Based On Time Of Day Awareness

*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*

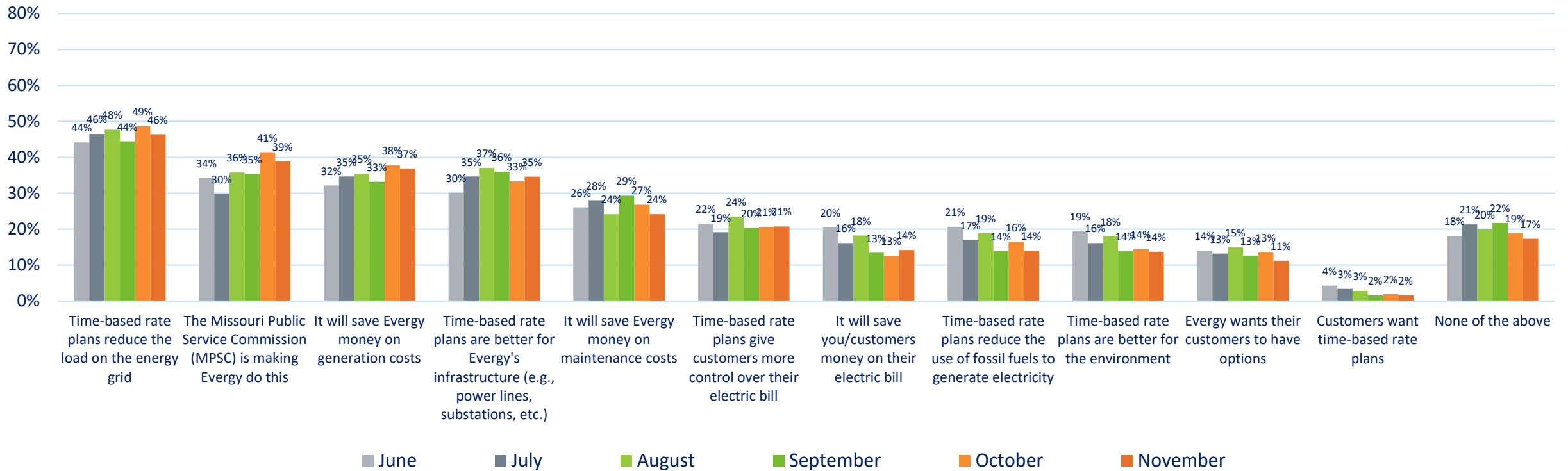
Aware cost of electricity will vary based on the time of day by the end of 2023



# Reasons for Switching to Time-Based Rates

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

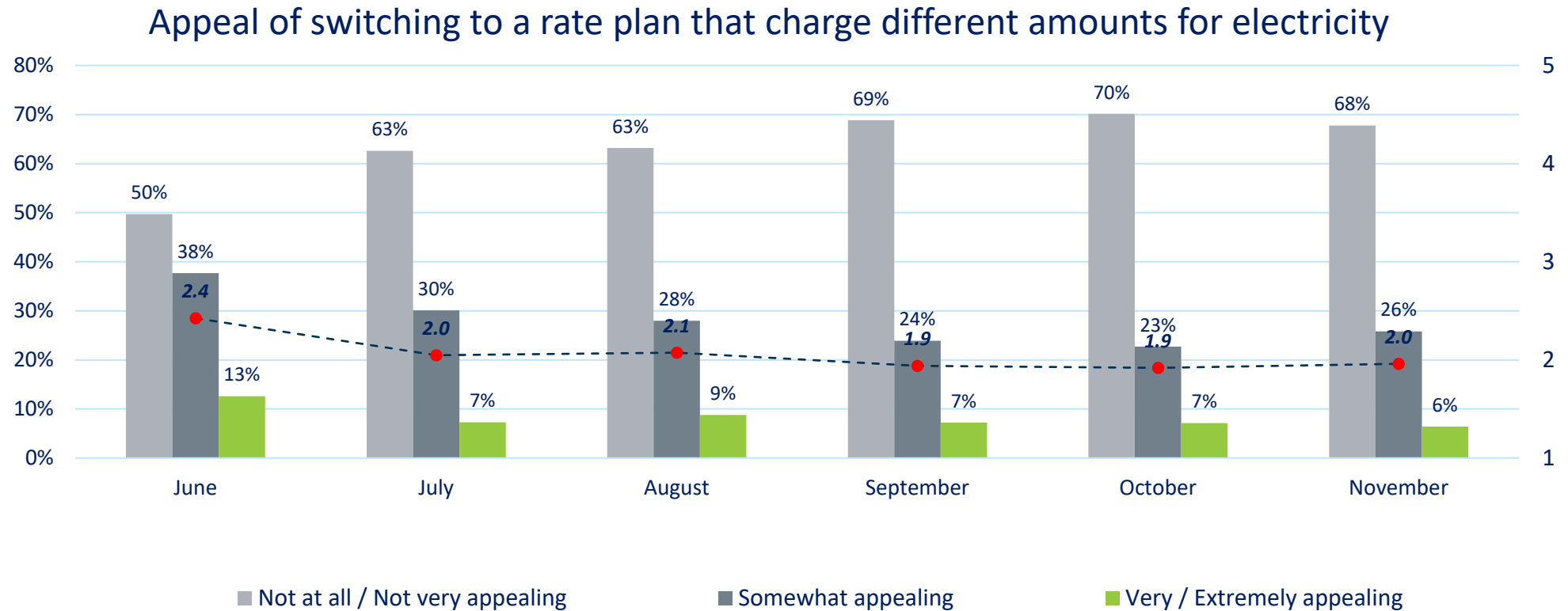
Reasons you believe Evergy is switching customers to a time-based rates





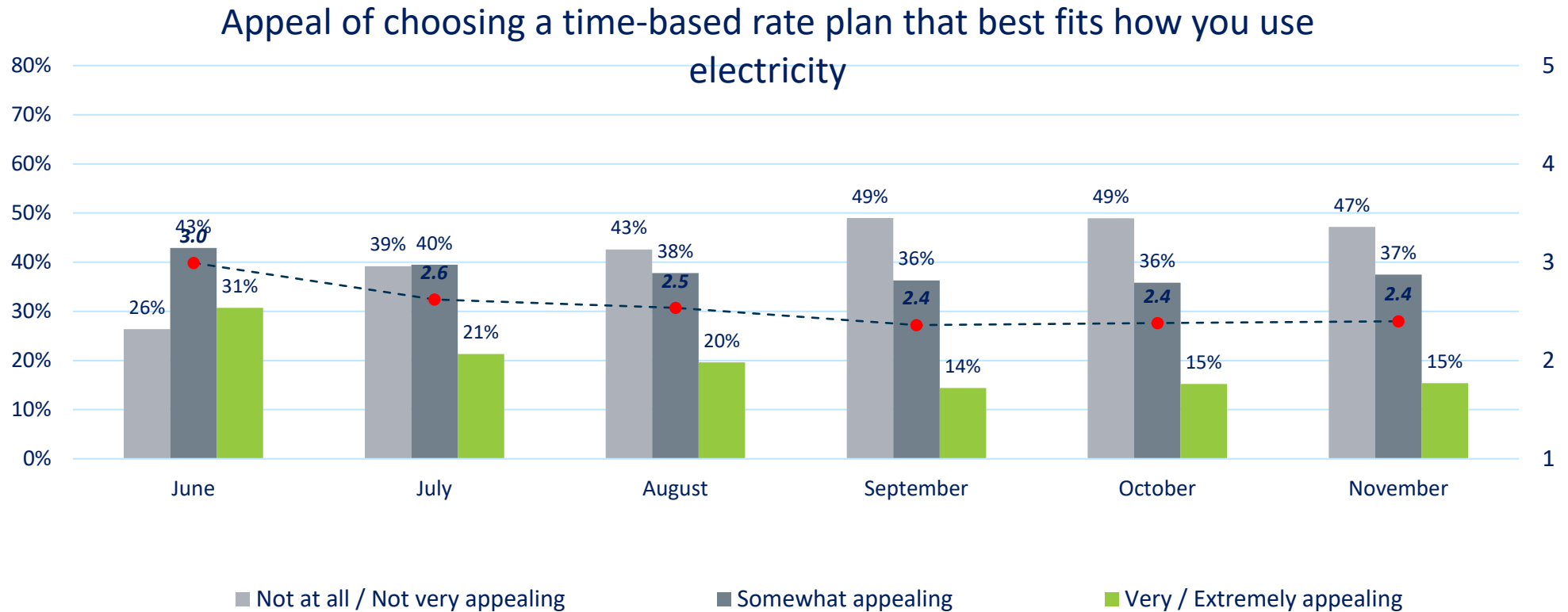
# Appeal of Switching to Time-Based Rate

*Two-thirds (68%) 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

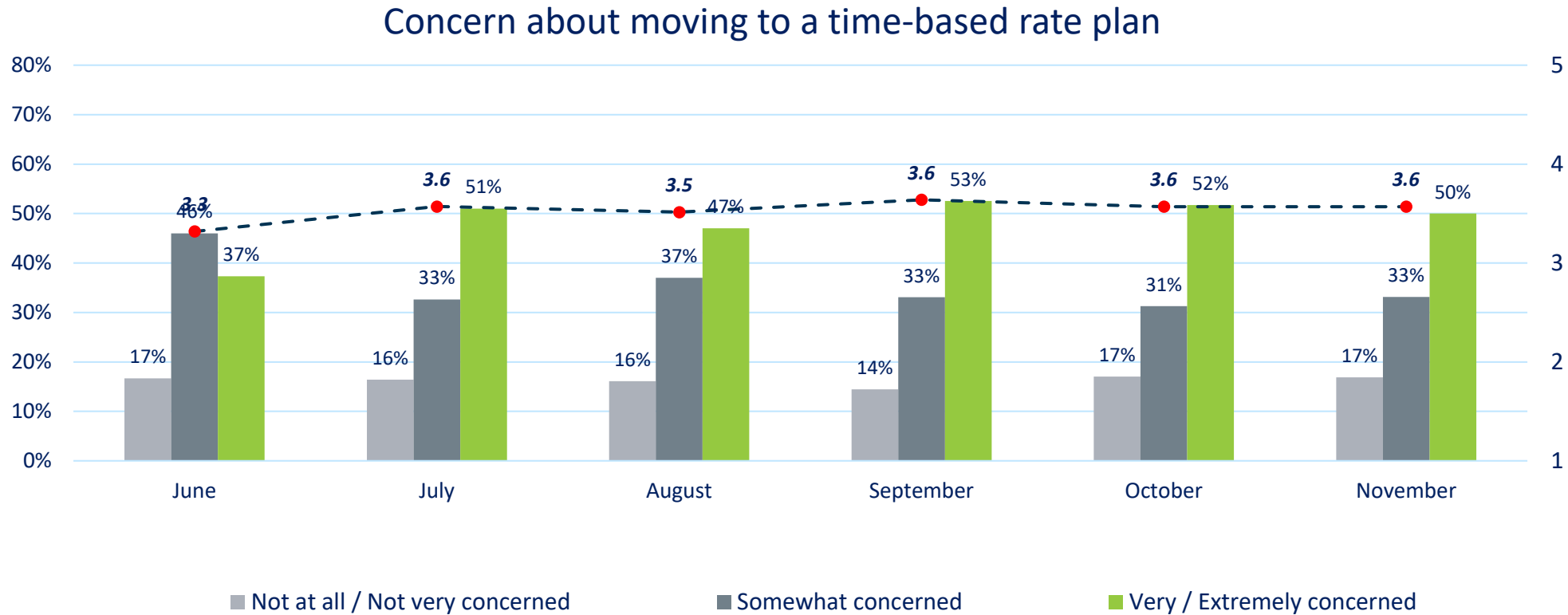
*The number of customers who find the idea of choosing a time-based rate plan to be appealing remains very low at this point*





# Concern About Switching to Time-Based Rate Plan

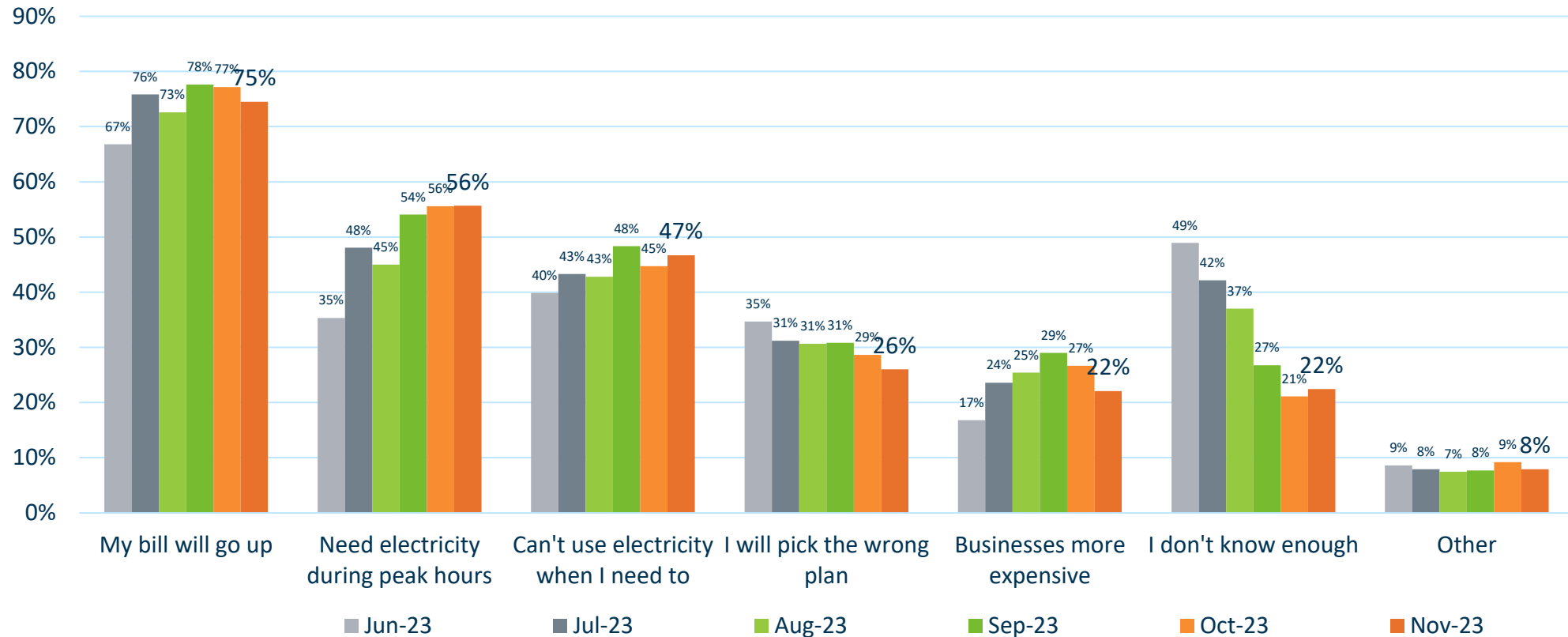
*The number of customers who are Very concerned or Extremely concerned about switching to time-based rates has remained fairly flat*





# What Concerns about Switching to Time-based Rate Plan

## What Concerns about Switching





# Change in Evergy Favorability due to Time-based Rates

*More than half (54%) of Evergy customers have a more unfavorable opinion of Evergy because of the mandated TOU rates*

Change in Favorability due to Time-based Rates

