

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of a Collaborative Workshop for)
Customer Education and Outreach Regarding)
the Introduction of Default Time-of-Use Rates) File No. EW-2023-0199
by Evergy Metro, Inc. d/b/a Evergy Missouri)
Metro and Evergy Missouri West, Inc. d/b/a)
Evergy Missouri West)

NOTICE OF PRESENTATION

COMES NOW, Evergy Metro, Inc. d/b/a as Evergy Missouri Metro (“Evergy Missouri Metro”) and Evergy Missouri West, Inc. d/b/a Evergy Missouri West (“Evergy Missouri West”) (collectively, “Evergy” or the “Company”) and submits its *Notice of Presentation* (“Notice”) to the Missouri Public Service Commission (the “Commission”), and states as follows:

1. On November 28, 2023, the Company will make an on-the-record presentation to the Commission beginning at 10 a.m.
2. Pursuant to the request of the Commission, a copy of the Company’s presentation is attached hereto as **Exhibit A**.

WHEREFORE, The Company submits the above-referenced presentation to the Commission.

Respectfully submitted,

/s/ Roger W. Steiner

Roger W. Steiner, MBN 39586
Phone: (816) 556-2314
E-mail: roger.steiner@evergy.com
Evergy, Inc.
1200 Main – 16th Floor
Kansas City, Missouri 64105
Fax: (816) 556-2110

James M. Fischer, MBN 27543
Fischer & Dority, P.C.
101 Madison Street, Suite 400
Jefferson City, MO 65101
Phone: (573) 636-6758 ext. 1
Fax: (573) 636-0383
jfischerpc@aol.com

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

CERTIFICATE OF SERVICE

I hereby certify that a true and copy of the foregoing was emailed on this 27th day of
November 2023 to counsel for all parties.

/s/ Roger W. Steiner

Roger W. Steiner



Evergy Mandatory Residential Customer TOU Implementation

Missouri Public Service Commission Update

File No. EW-2023-0199

November 28, 2023





Agenda

- Customer transition status
- Education campaign update
- Cost tracking

Customer Transition Status



Missouri customers proactively selected TOU rates

Rate Plan	MO West 10/30/23	MO West %	MO Metro 10/13/23	MO Metro %	Total	Total % of selection
Nights & Weekends Max Plan (3-period/high differential)	14,904	16.7%	7,373	11.1%	22,277	14.3%
Nights & Weekends Plan* (3-period)	7,668	8.6%	5,404	8.1%	13,072	8.4%
Default Time Based Plan (peak adjustment charge/low diff/default)	39,033	43.7%	25,125	37.8%	64,158	41.1%
Summer Peak Time Based Plan (2-period)	27,809	31.1%	28,605	43.0%	56,414	36.2%
EV Only Plan (separately metered/3-period/high differential EV rate)	-	0.0%	-	0.0%	-	0.0%
Total	89,414		66,507		155,922	

*MO Metro customers began transitioning on 10/13 and MO West began 10/30

Over 155K customers pre-selected TOU rate before transitions started.



Time of Use Rate Enrollments

Active Customers on TOU rates as of November 27, 2023

Rate Plan	MO West	MO Metro	Total
Nights & Weekends Max Plan (3-period/high differential)	15,528	8,002	23,530
Nights & Weekends Plan* (3-period)	7,746	5,556	13,302
Default Time Based Plan (peak adjustment charge/low diff/default)	228,729	227,033	455,762
Summer Peak Time Based Plan (2-period)	26,715	27,823	54,538
EV Only Plan (separately metered/3-period/high differential EV rate)	-	-	-
Total	278,718	268,414	547,132

Over 380K customers automatically transitioned to TOU rates by bill cycle starting 10/13/23.



Average Payment Plan Data

Customer Accounts and status of Average Payment Plan (APP) enrollment

Active Customers on APP and on TOU rate as of 11/1/2023	Counts	Notes
Customer previously on APP and currently on APP	49,125	Count of accounts that were previously and currently on APP.
Customer previously on APP and NOT currently on APP	4,167	Approx 3500 of these customers elected to change rates prior to system updates that automatically re-enrolled them in APP. Self-serve customers were alerted to this process and asked to call the contact center to re-enroll. The system updates were effective 8/23/23.
Customer previously on APP, changed rates without APP, but now currently on APP	4,880	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	247	Customers have elected to un-enroll or have other circumstances where the account is no longer on APP.
Total	58,419	



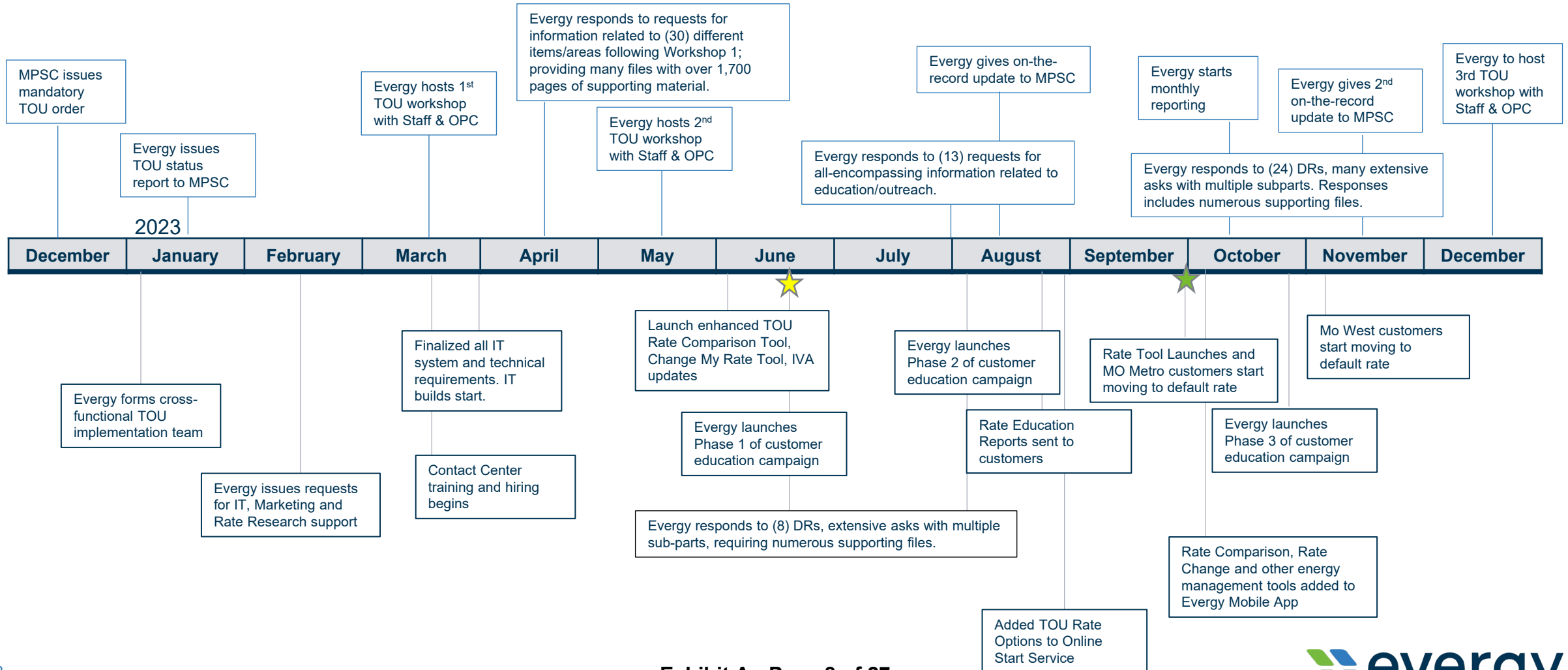
Rate Switching

Number of rate changes by Customer from original selection	Number of Customers who have made changes	
	Missouri West	Missouri Metro
Data as of 11/3/23		
1 rate change	4,515	3,372
2 rate changes	322	231
3 rate changes	29	21
4 rate changes	6	3
5 rate changes	1	1
10 rate changes		1



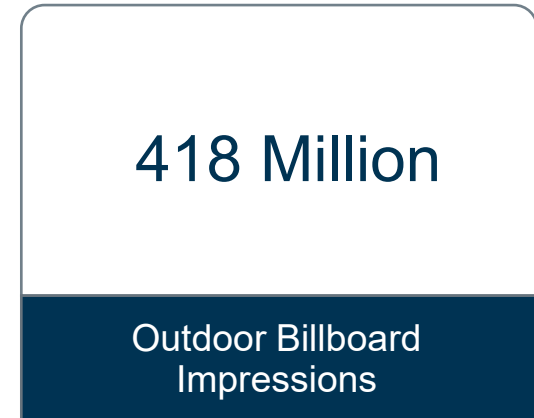
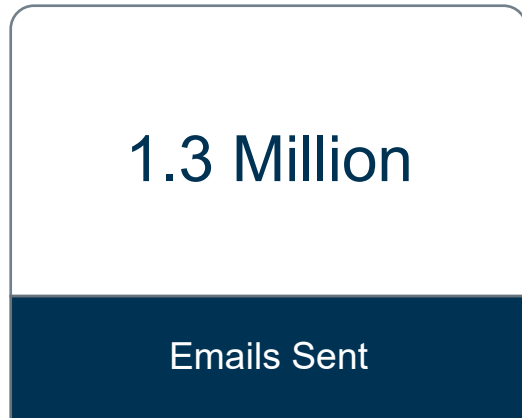
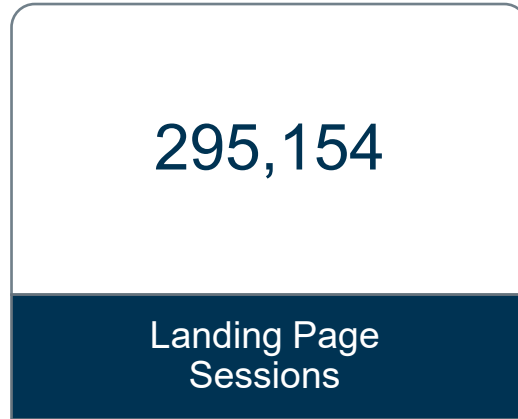
TOU Transition Timeline

Evergy launched a customer campaign within 6 months and started to move all customers to TOU within 10 months.





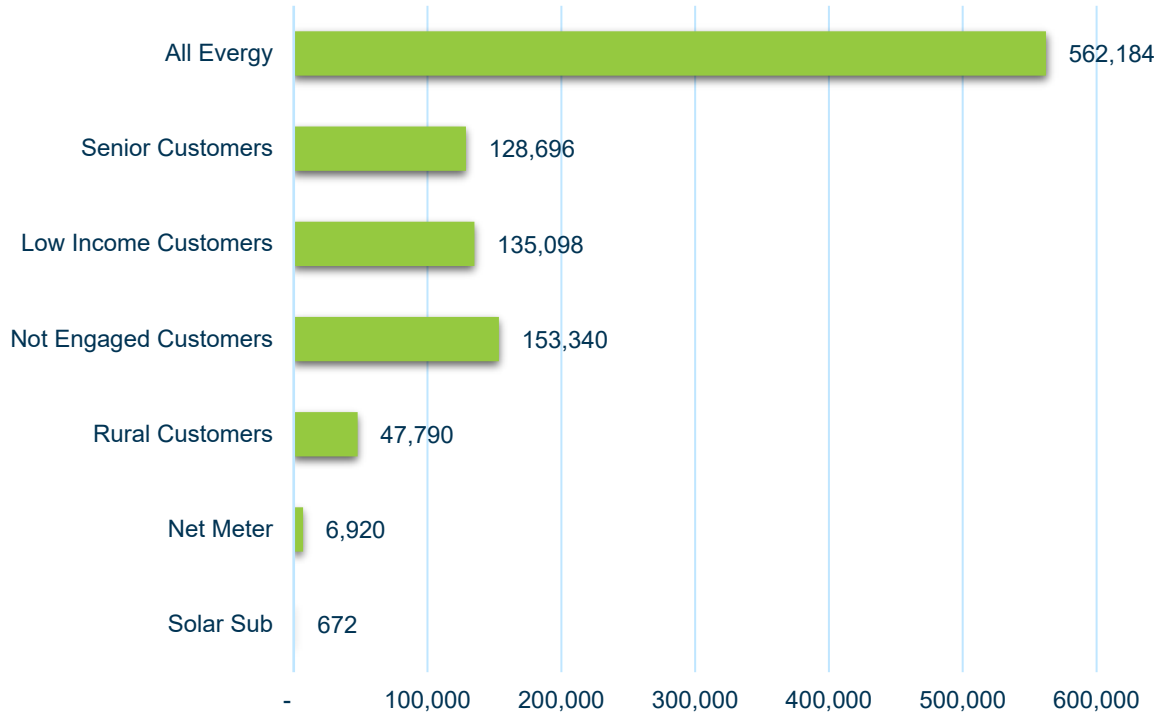
TOU Education by the Numbers



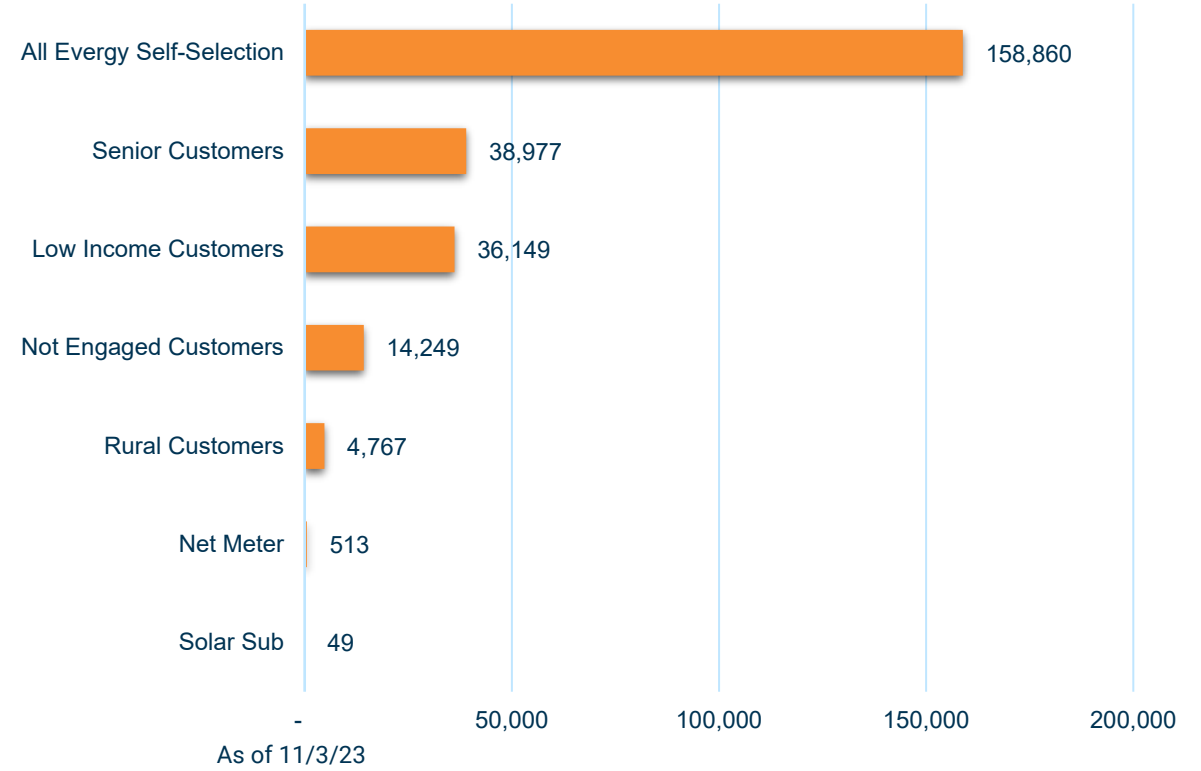


Enrollment Summary by Segments

Total Evergy Missouri Residential Customers by Segment



Missouri Customers Pre-Enrolled in TOU by Segment



TOU Education Campaign Performance



TOU Education Campaign Performance

The TOU campaign has proven to be effective at building awareness of the TOU transition, educating customers about TOU rate structure and informing them of their TOU rate plan options, but the tradeoff for awareness was a negative impact to customer satisfaction.

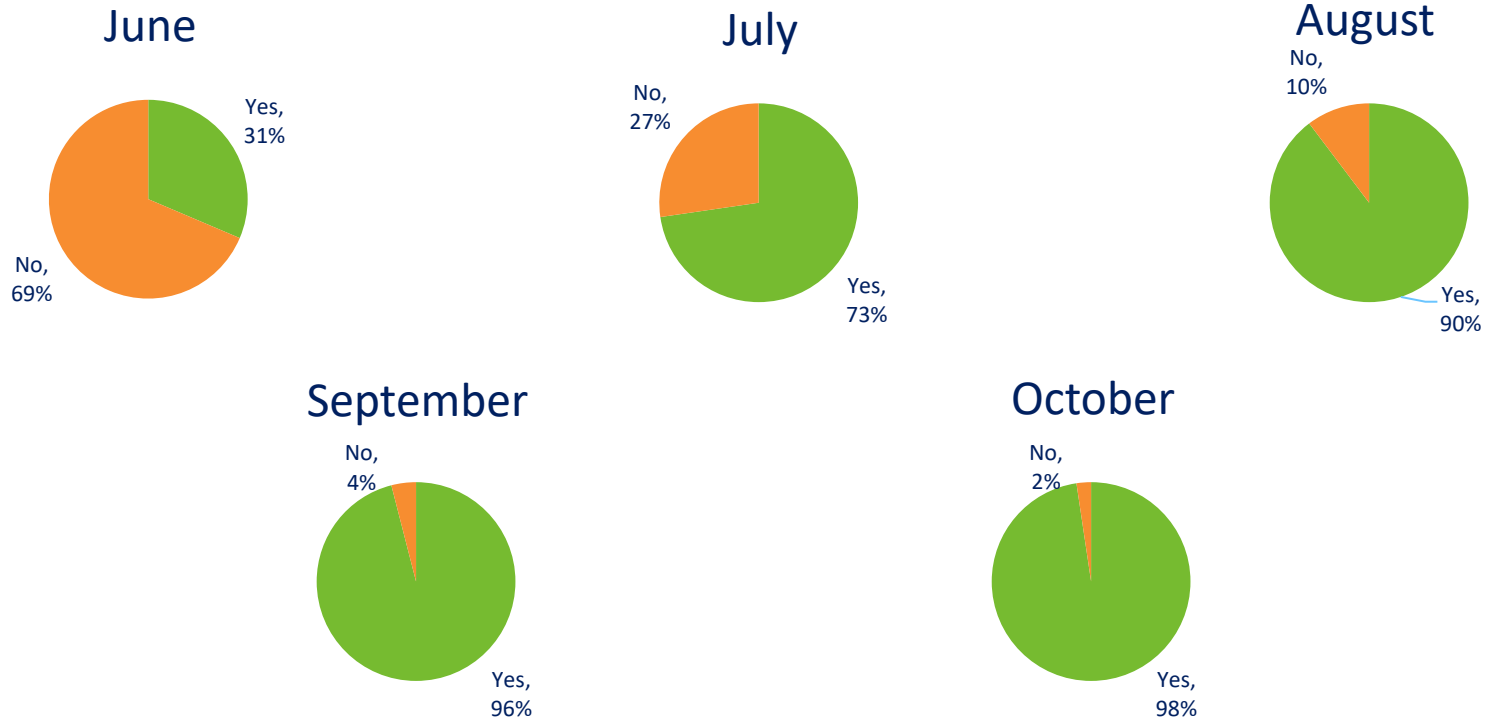
- High recall of TOU campaign advertising
- Exceptionally high customer awareness of TOU and plan options
- Increased understanding of key rate plan components and how time-based rates work
- Majority of tactics exceeded channel benchmarks
- High number of customers who pre-selected a TOU rate plan
- As awareness grew customer satisfaction declined



Seen or Heard of New Rate Options

In October, almost all customers had seen or heard about Evergy's new rate options

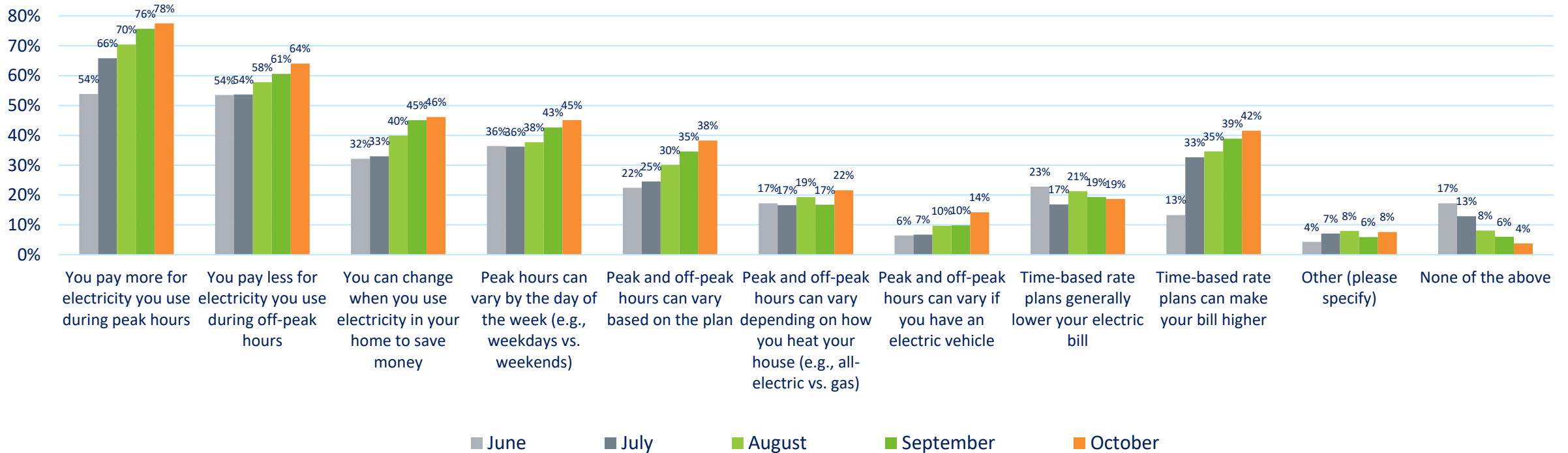
Seen or heard anything recently about Evergy offering new rate plan options to customers?





Statements Believed To Be True About Time-Based Rates

Believed to be true about time-based rates

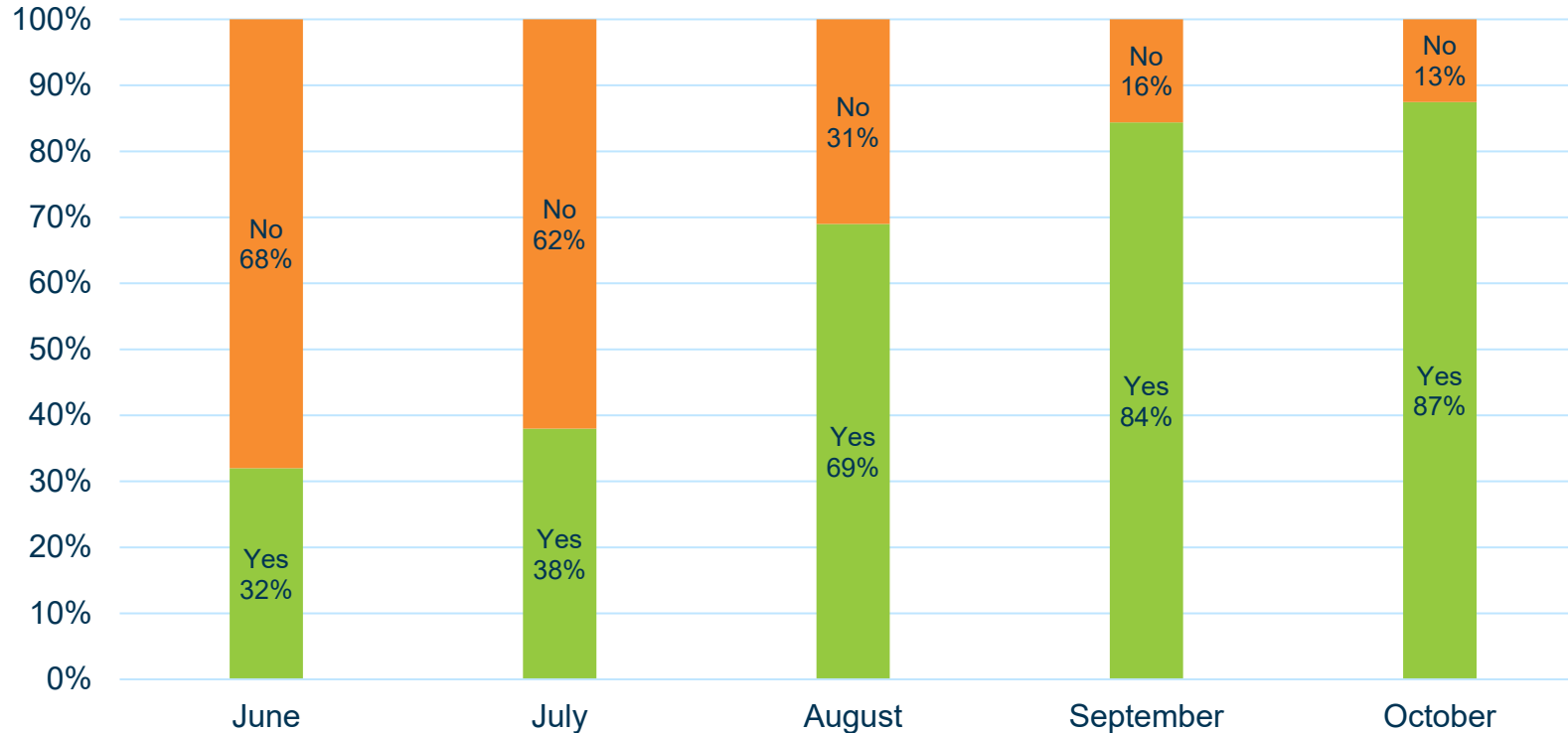




Recall Communications About Time-Based Rate Plans

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

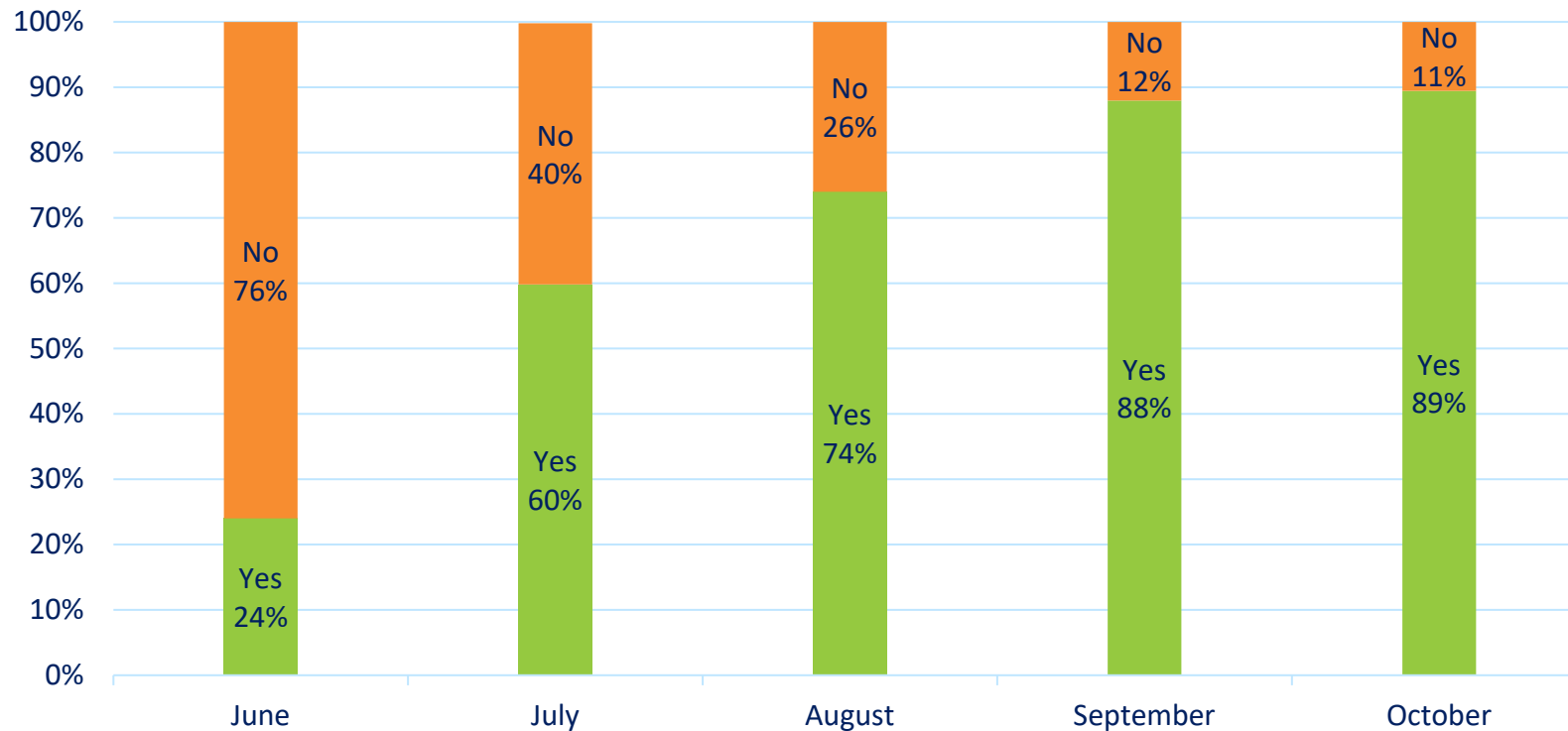




Cost of Electricity Will Vary Based On Time Of Day Awareness

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





Campaign Channel Performance

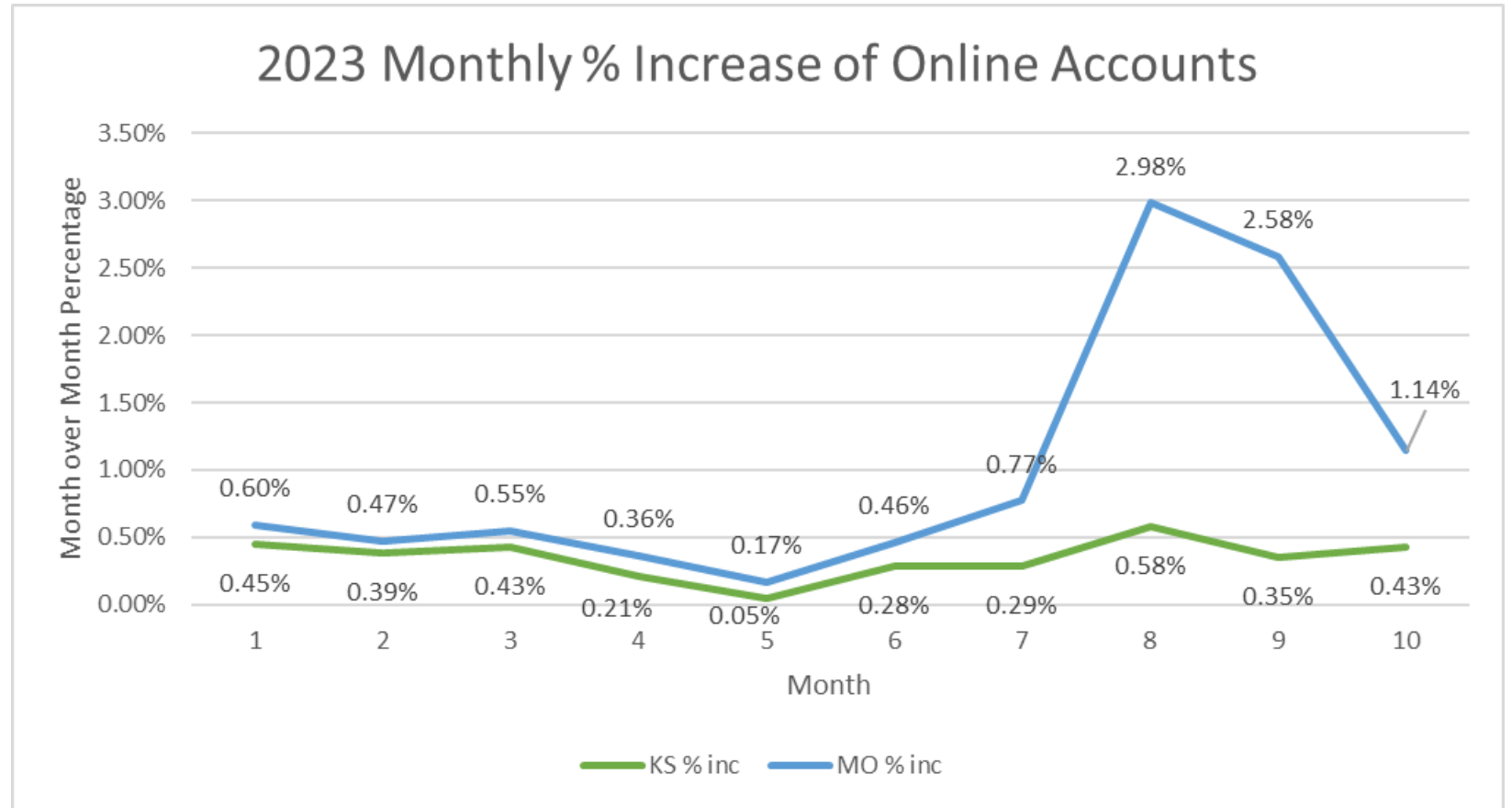
Channel Performance							
Tactic	Impressions To Date	Goal #1	Result	Benchmark	Goal #2	Result	Benchmark
Bill Message/Insert	2,737,500	General Awareness	N/A	N/A	URL Visits	20,466	1500 site visits by 10/1
Billboards	418,280,484	General Awareness	N/A	N/A	URL Visits	2,309	1000 site visits by 10/1
Digital Display	24,698,337	Click-Through Rate	0.12%	0.09%	Cost Per Click	\$2.92	\$5.60
Direct Mail	1,960,767	General Awareness	N/A	N/A	URL Visits	46,379	12,000 by 10/1
Email	1,332,270	Open Rate	40.42%	20%	Click Through Rate	13.87%	5%
Events	N/A	# of Events	68	60 events by 12/1	# Customer Reached	8,648	5000 customer by 12/1
Media Relations	34,077,000	Story Sentiment	Neutral: 79.5% Positive: 8% Negative: 12.5%	80% Neutral or Positive	Message Pull Through	92 out of 92	At least 1 key message
Newspaper & Church Ads	1,211,410	General Awareness	N/A	N/A	URL Visits	1,030	800 site visits by 10/1
Paid Search	85,953	Click-Through Rate	42.53%	28.0%	Cost Per Click	\$0.56	\$1.73
Paid Social	430,638	Click-Through Rate	22.01%	2.59%	Engagement Rate	6.51%	10.3%
Radio & Streaming Audio	7,528,783	General Awareness	N/A	N/A	URL Visits	1,921	500 site visits by 10/1
Digital Video	302,703	Video Completion Rate	70.81%	31.0%	Click-Through Rate	0.15%	0.08%
High Impact Display	5,601,600	Click-through Rate	1.52%	1.50%	Engagement Rate	8.84%	10.0%



TOU Stimulates Online Account Growth

The MO transition to TOU contributed to the increase in MO online accounts by 20-25K since the month of July.

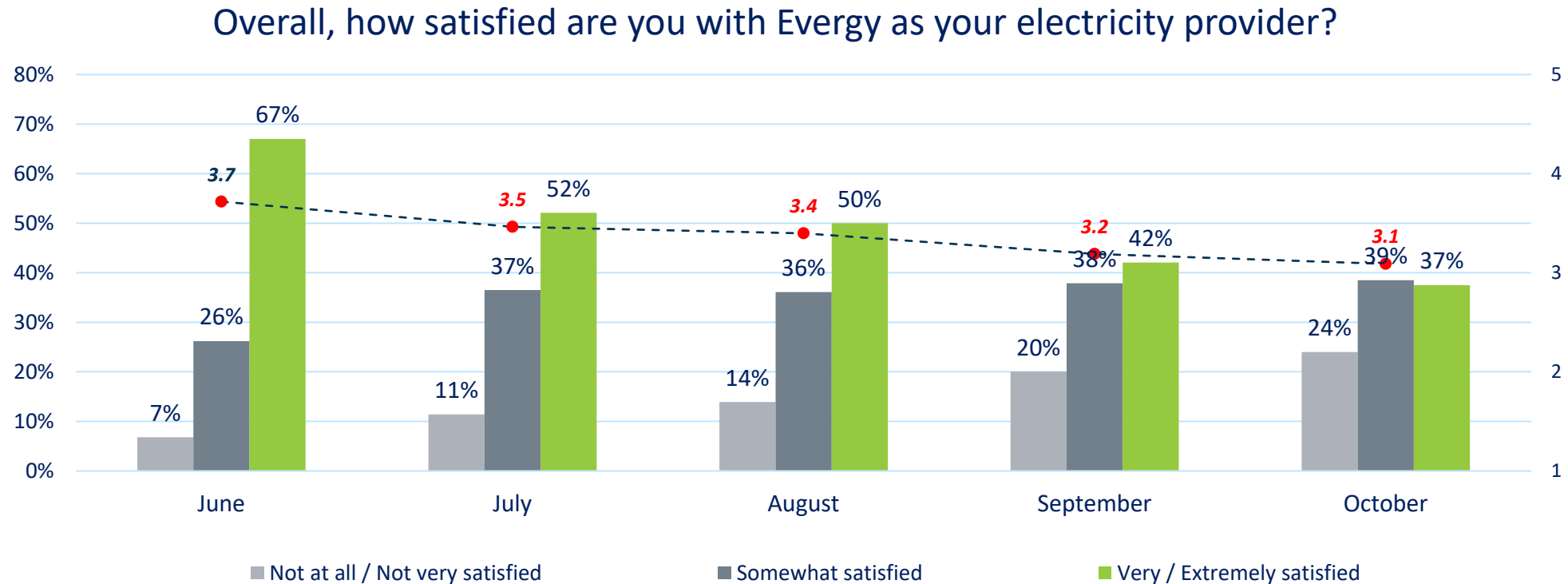
During the same time frame KS online accounts saw moderate growth as expected.





Customer Satisfaction with Evergy

Satisfaction continues to slowly decline like our other research results have been showing



Go-Forward Strategy



Strategy Going Forward

The beginning phases of the education campaign have been highly effective driving high awareness of TOU and adoption of the new plans. The tradeoff has been a negative impact to customer satisfaction.

- Over-communication poses risk of customer fatigue and reigniting frustration about being forced into a change. Communications after customers have transitioned to the new rate should focus on personalized rate plan details and education about getting the most value out of your rate plan.

a) Rate Plan Education

- Rate plan-specific email & bill inserts
- Opower tools/communications
 - Rate Education Report
 - High Bill Alert
 - Weekly Energy Coach

b) High Impact Education

- Winter communications for electric heat customers
- Targeted communications to non-digital customers
- Summer high usage season communications (Paid Media, Owned Channels, High Usage Journey)

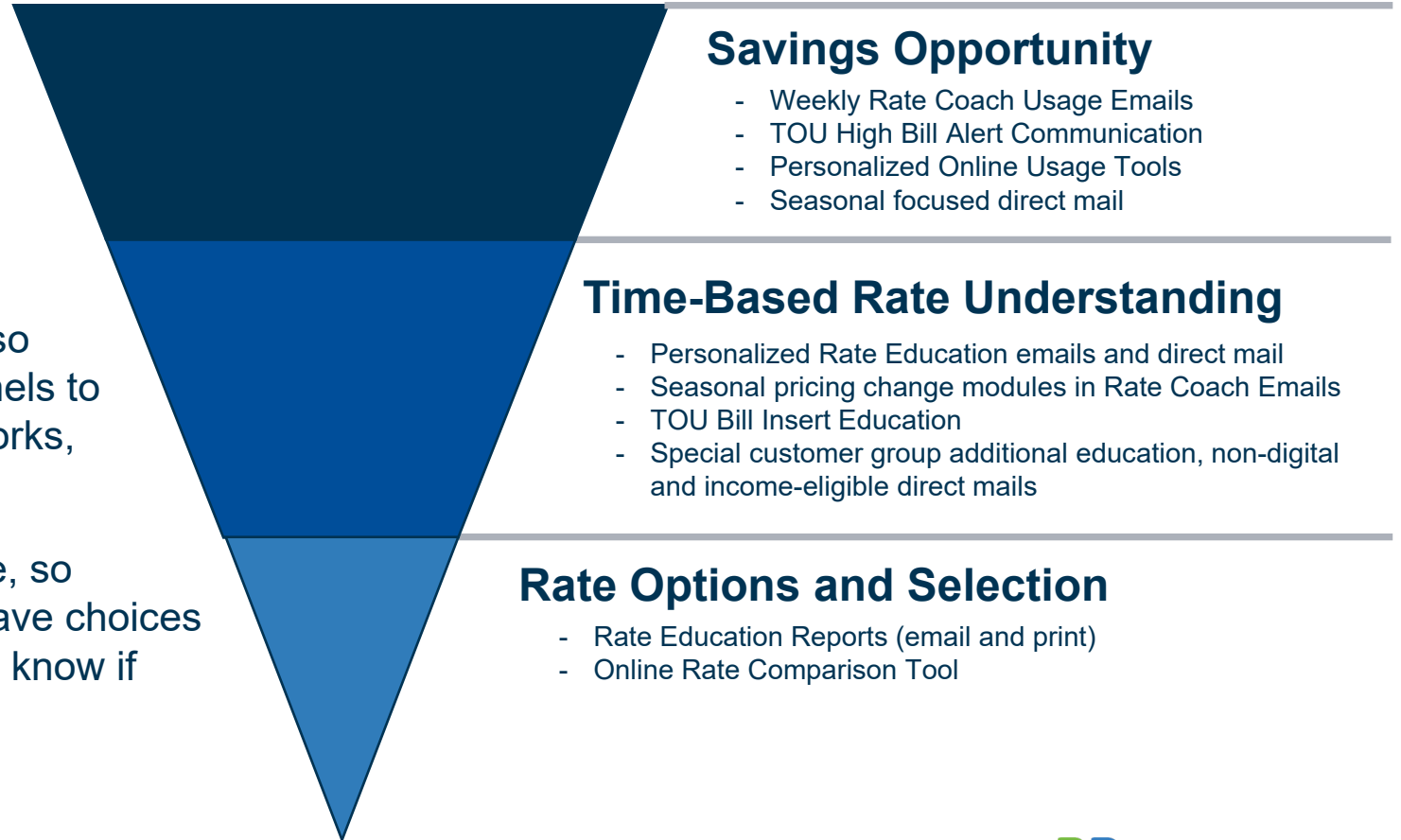


TOU Education and Outreach Focus

January – May 2024

Focus Areas:

- **Savings Opportunity:** We have tools for that. We will use personalized reports, emails and tools to help customers understand how their usage patterns impact their bill.
- **Rate Understanding:** As seasons change, so does the rate plan. We will use owned channels to help customers understand how their rate works, especially at-risk groups.
- **Rate Options and Sections:** Things change, so periodically we will remind customers they have choices in the form of other rate options and let them know if there may be a better plan for them.



Contact Center Call Volumes



Contact Center TOU Call Volumes

Month	TOU Calls Offered	Avg TOU Duration	Avg All Calls Duration
June	238	13:01	7:01
July	1,116	16:58	6:13
August	1,835	26:54	7:55
September	31,704	21:27	9:16
October	18,890	16:10	8:34
November (thru 11/19)	2,490	08:34	07:30

Cost Tracking



Quarterly Cost Reporting

Cost Category	Original Estimate	Actuals through September 2023	Projected	Variance (U)/F
Awareness & Outreach	5.50	2.79	5.50	0.00
Customer Success Tools	3.40	2.73	3.40	0.00
Customer Operational Support	3.10	0.45	3.10	0.00
Total	\$12.00	\$5.97	\$12.00	\$0.00

- Expenses incurred through September 2023; in millions.
- Next quarterly cost report will be filed November 30th.

Questions