

**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 )  
by Evergy Metro, Inc. d/b/a Evergy Missouri )  
Metro and Evergy Missouri West, Inc. d/b/a )  
Evergy Missouri West )

**File No. EW-2023-0199**

**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 April 2, 2024, the Company will make an on-the-record presentation to the Commission beginning at 10 a.m. pursuant to the Commission’s Order Scheduling Second on The-Record Presentation by Evergy Regarding Time-of-Use Rate Implementation (“Order”) issued on December 18, 2023.

2. Pursuant to the request of the Staff (“Staff”) for 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**  
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**Attorneys for Evergy Missouri Metro and  
Evergy Missouri West**

**CERTIFICATE OF SERVICE**

I hereby certify that a true and copy of the foregoing was emailed on this 29<sup>th</sup> day of  
March 2024 to counsel for all parties.

**/s/ Roger W. Steiner**  
Roger W. Steiner



# Evergy Residential TOU Implementation

*Missouri Public Service Commission Update*

*File No. EW-2023-0199*

*April 2, 2024*





# Agenda

- Enrollment Update
- Rate Switching
- Education & Outreach
- Research Update
- Quarterly Reporting

# Enrollment Update





# Time-of-Use Rate Enrollments

*Active Customers on TOU rates as of March 19, 2024*

Rate Plan	MO West	MO Metro	Total	% of enrollments
Nights & Weekends Max Plan (3-period/high differential)	15,867	8,161	24,028	4.2%
Nights & Weekends Plan (3-period)	7,759	5,533	13,292	2.3%
Default Time Based Plan (peak adjustment charge/low diff/default)	252,426	230,358	482,784	84.5%
Summer Peak Time Based Plan (2-period)	25,836	25,575	51,411	9.0%
EV Only Plan (separately metered/3-period/high differential EV rate)	3	2	5	0.0%
<b>Total</b>	<b>301,891</b>	<b>269,629</b>	<b>571,520</b>	

# Rate Switching Update





# Rate Switching

Number of rate changes by Customer from original selection or defaulted rate	Number of Customers who have made changes	
Data as of 3/18/24	Missouri West	Missouri Metro
1 rate change	6,698	4,829
2 rate changes	529	378
3 rate changes	55	71
4 rate changes	14	7
5 rate changes	2	2
6 rate changes	1	
10 rate changes		1

\*Total switches since May 2023





# Rate Switcher Insights

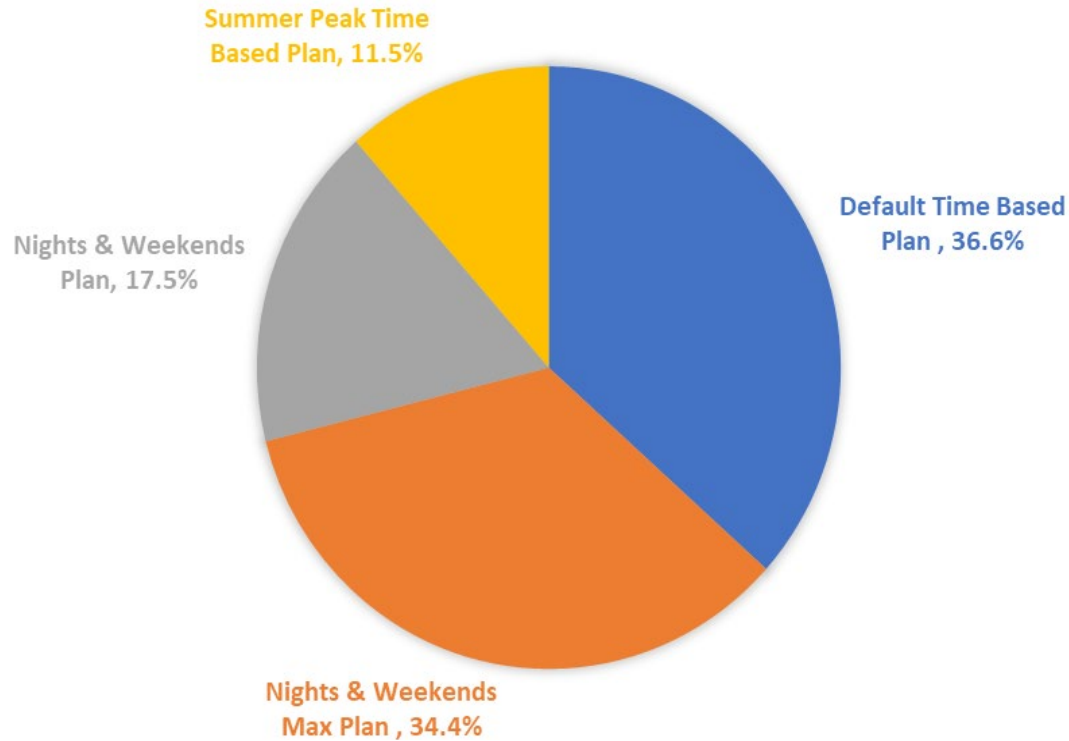
- ~2.2% of customers have made a rate switch since electing a TOU rate
- ~ 2,500 switchers previously on original TOU rate prior to 2023 (20% of switchers)
- ~ 750 customers have moved to Net Meter specific TOU Rate
- ~ 406K customers were defaulted into Default Time Based Plan
- ~ 2,900 customers have elected a new rate after moving to default rate
  - (23% of switchers, 0.5% of customers, 0.7% of customers defaulted)



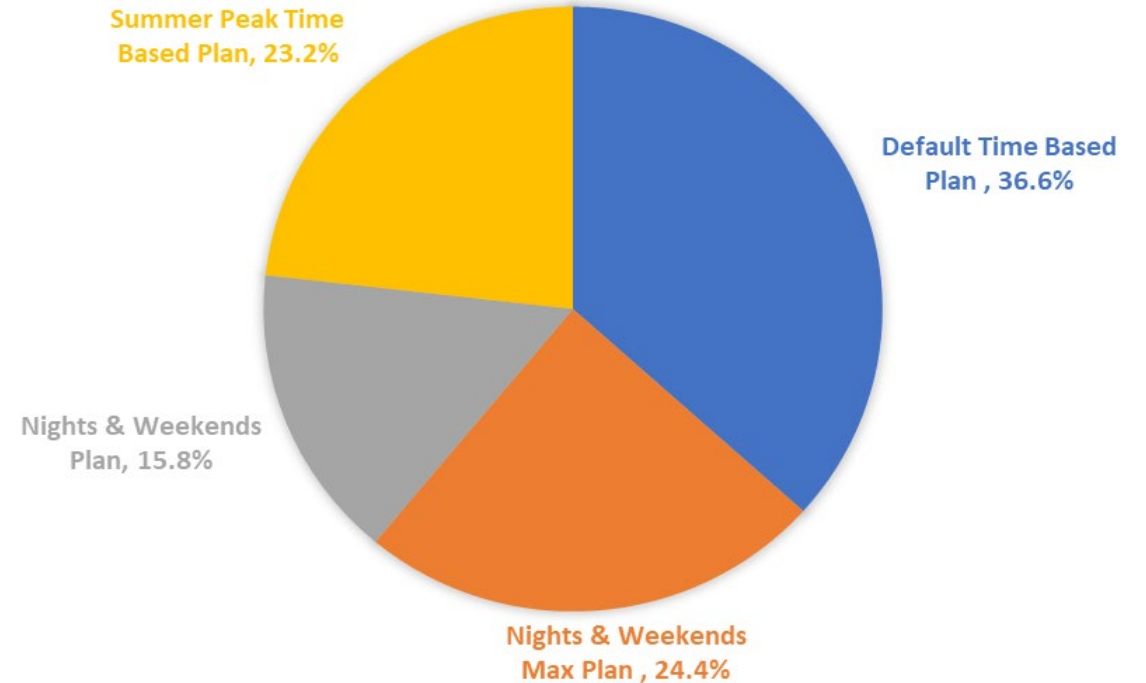
# Rate Switching Insights

## Recent Rate Choice\*

MO WEST RECENT SWITCHER CHOICE  
(FEB - MID-MARCH 2024)



MO METRO RECENT SWITCHER CHOICE  
(FEB - MID-MARCH 2024)



\*approximately 1,700 switches since February 1, 2024

# Education and Outreach





# Education and Awareness Strategy

In 2023, Evergy completed the first 3 phases of its education and awareness plan. The last two phases slated for 2024 will focus on helping customers gain a deeper knowledge of their plan and the seasonal impacts.

**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
<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.
<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.
<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.
<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, especially for electric heating customers.
<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.

***Phases 4-5 will focus on helping customers gain a deeper knowledge of their plan and the seasonal impacts***



# Phase 4: Winter Focused Success & Coaching

Now that customers have selected their new rate, Evergy is helping them understand how their rate works and what to watchout for during the winter heating season, while adding in MEEIA energy efficiency product offers.

January – April 2024

Help customers understand how their rate works and encourage shifting usage to off-peak times, especially for electric heating customers.

## Phase 4 Highlights:

- **Target Approach:** direct 1:1 communication approach, no additional mass advertising in this phase
- **Plan Information:** gives addition details and support on how the plans work
- **Electric Heat Support:** provides details on how to save on TOU plans
- **Rate Education Reports:** provides a breakdown of estimated costs for each plan option

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](http://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.

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

**evergy**  
NIGHTS AND WEEKENDS MAX PLAN

Ways to Save  
We're here to help!

**Saving money on this plan**

The best way to save on your **Nights & Weekends Max Plan** is to shift your energy usage away from the peak hours. But adjusting some of your energy usage doesn't mean giving up a hot shower or not making dinner.

Instead, it's like avoiding rush hour – those peak hours – by changing when you use large amounts of energy, even by just an hour or so. You don't need to avoid all energy usage but try to shift your large appliances to off-peak times.

During the winter months, take advantage of Super-Off-Peak times between midnight and 6 am for the lowest prices.

- **Tip:** Start your laundry before 4 pm or after 8 pm  
**Why?** Delaying till off-peak hours can cost 2/3 less by avoiding peak hours.
- **Tip:** Load the dishwasher, but don't run it until bedtime  
**Why?** Use your dishwasher's "delay" feature to take advantage of off-peak prices and still have clean dishes in the morning.
- **Tip:** Install a programmable thermostat  
**Why?** These let you put your heating and cooling on a schedule. Many have programs for time-based rates to get the most out of every dollar.

**More choices, more ways to save**

With time-based plans, energy prices more closely match the cost to produce energy, which like airline tickets, tend to cost more when demand is highest, and less during off-peak times.

**Control over your energy bill**

You can't avoid doing laundry or running the dishwasher, but try to choose WHEN to run these appliances, avoiding the higher cost of peak times.

**Freedom to choose the best plan**

With four time-based plans to choose from, you can pick the one that costs the least, based on how you use energy, and you can change anytime. We have a **Rate Comparison Tool** to help.

**A more resilient energy grid**

During periods of high demand, strain on our energy grid is highest, which can lead to more wear and instability. Spreading energy use throughout the day promotes a stronger grid that benefits everyone.

**Saving on heating and AC costs**

**Tips for homes with electric heating**

Nearly half of the energy used in your home during the winter goes to heating. Take advantage of lower off-peak prices by adjusting your thermostat. Here's how:

1. Three hours before peak hours begin, set the thermostat to **three degrees above** your preferred temperature. For example, if your usual temperature is 70, turn it to 73.
2. When peak hours begin, adjust the thermostat to **three degrees below** your preferred temperature (such as 67) to keep the unit from running too much.
3. When peak hours end, set the thermostat back to your preferred setting.

This is an easy, money-saving trick you can try right now!

**Phase 4 education is focused on winter heating season and MEEIA energy efficiency offers**

# Phase 5: Summer Focused Success & Coaching

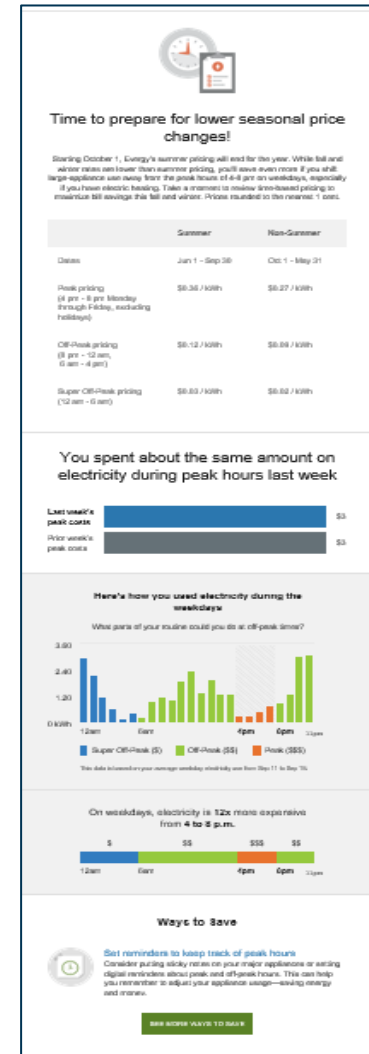
By phase 5, customers have been on the new rate plans for at least half a year. Customer education will remind customers of the change to summer prices and provide tools and tips to help avoid peak usage and better manage their energy bills during the summer.

## May – September 2024

Prepare customers for the change in summer pricing and provide tools, tips, and resources to avoid summer peak usage and higher energy usage.

### Phase 5 Highlights:

- **Target Approach:** direct 1:1 communication approach, limited mass advertising in this phase
- **Summer Pricing Change:** remind customers of summer pricing. We will send an on-peak pricing period reminder for Summer Peak Time Based Plan customers
- **High Usage Season Tips:** provide energy efficiency tips and programs to help customers during high usage season



**Time to prepare for lower seasonal price changes!**

Starting October 1, Evergy's summer pricing will end for the year. While fall and winter rates are lower than summer pricing, you'll save even more if you still have appliances that draw from the peak hours of 4-8 pm on weekdays, especially if you have electric heating. Take a moment to review on-peak pricing to maximize bill savings this fall and winter. Prices rounded to the nearest 1 cent.

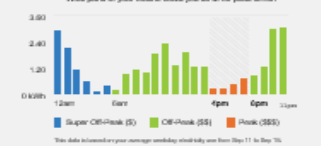
	Summer	Non-Summer
<b>Dates</b>	Jun 1 - Sep 30	Oct 1 - May 31
<b>Peak pricing</b> (4 pm - 8 pm Monday through Friday, excluding holidays)	\$0.35 / kWh	\$0.27 / kWh
<b>Off-peak pricing</b> (8 pm - 12 am, 6 am - 4 pm)	\$0.12 / kWh	\$0.08 / kWh
<b>Super Off-Peak pricing</b> (12 am - 6 am)	\$0.03 / kWh	\$0.02 / kWh

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


Last week's peak costs: \$5  
This week's peak costs: \$5

**Here's how you used electricity during the week:**

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



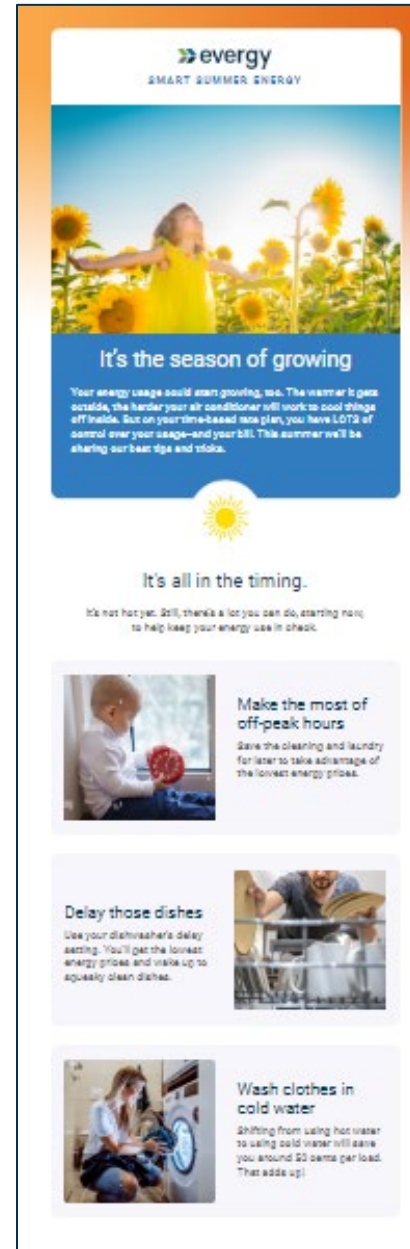
On weekdays, electricity is 12x more expensive from 4 to 8 p.m.



**Ways to Save**

Set reminders to keep track of peak hours. Consider putting sticky notes on your major appliances or using digital reminders about peak and off-peak hours. This can help you remember to adjust your appliance usage—saving energy and money.

[SEE MORE WAYS TO SAVE](#)



**evergy SMART SUMMER ENERGY**

**It's the season of growing**

Your energy usage could stem growing, too. The warmer it gets outside, the harder your air conditioner will work to cool things off inside. But on your time-based rate plan, you have 100% of control over your usage—and your bill. This summer we'll be sharing our best tips and tricks.

**It's all in the timing.**

It's not hot yet, still, there's a lot you can do, starting now, to help keep your energy use in check.

**Make the most of off-peak hours**

Save the cleaning and laundry for later to take advantage of the lowest energy prices.

**Delay those dishes**

Use your dishwasher's delay setting. You'll get the lowest energy prices and make up to squeaky clean dishes.

**Wash clothes in cold water**

Shifting from using hot water to using cold water will save you around \$3 cents per load. That adds up!

**Remind customers of the change to summer prices and provide tools and tips to help avoid peak usage during the summer**

# Rate Education Reports

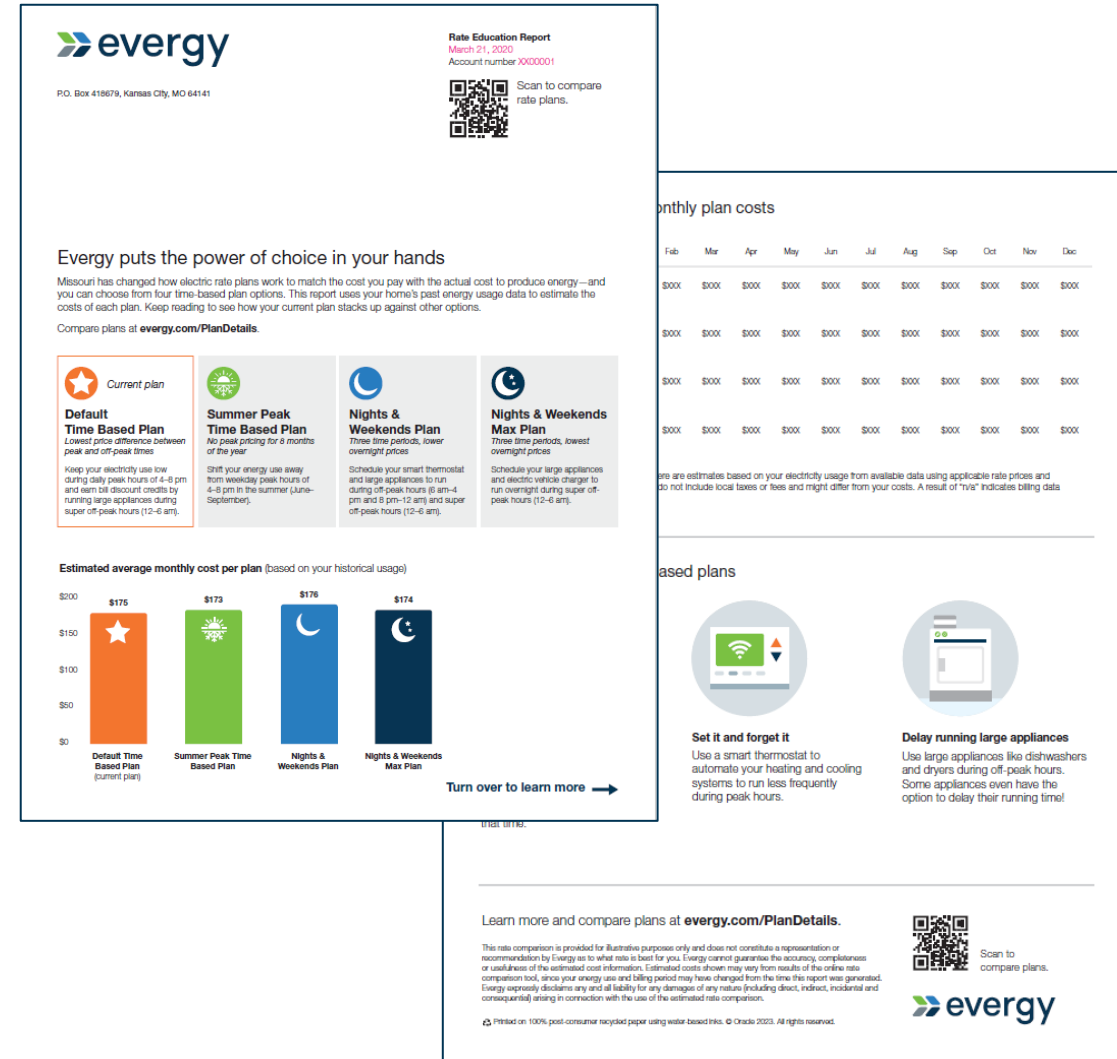
Evergy will continue to send Rate Education Reports twice a year to help customers see a monthly breakdown of their estimated costs for each plan option.

**Sent by Mail & Email:** twice a year to all customers with at least 9 months of usage & AMI meter.

## Reports provide:

- **Cost Estimate:** personalized breakdown of estimated cost for each plan by month and full year
- **Plan Information:** gives addition details on how the plans work
- **Savings Tips:** provides details on how to save on TOU plans

*Note: we would expect an increase in rate switching during these RER send periods. Evergy is not encouraging switching only sharing expected costs on different plans. (Latest/upcoming sends: October 2023, March 2024, October 2024)*



**Rate Education Report**  
March 21, 2020  
Account number XXXXXXX

Scan to compare rate plans.

Evergy puts the power of choice in your hands

Misouri has changed how electric rate plans work to match the cost you pay with the actual cost to produce energy—and you can choose from four time-based plan options. This report uses your home's past energy usage data to estimate the costs of each plan. Keep reading to see how your current plan stacks up against other options.

Compare plans at [evergy.com/PlanDetails](http://evergy.com/PlanDetails).

Plan	Estimated average monthly cost per plan (based on your historical usage)
Default Time Based Plan (current plan)	\$175
Summer Peak Time Based Plan	\$173
Nights & Weekends Plan	\$176
Nights & Weekends Max Plan	\$174

**Monthly plan costs**

Plan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Default Time Based Plan	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000
Summer Peak Time Based Plan	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000
Nights & Weekends Plan	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000
Nights & Weekends Max Plan	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000

**based plans**

- Set it and forget it:** Use a smart thermostat to automate your heating and cooling systems to run less frequently during peak hours.
- Delay running large appliances:** Use large appliances like dishwashers and dryers during off-peak hours. Some appliances even have the option to delay their running time!

Learn more and compare plans at [evergy.com/PlanDetails](http://evergy.com/PlanDetails).

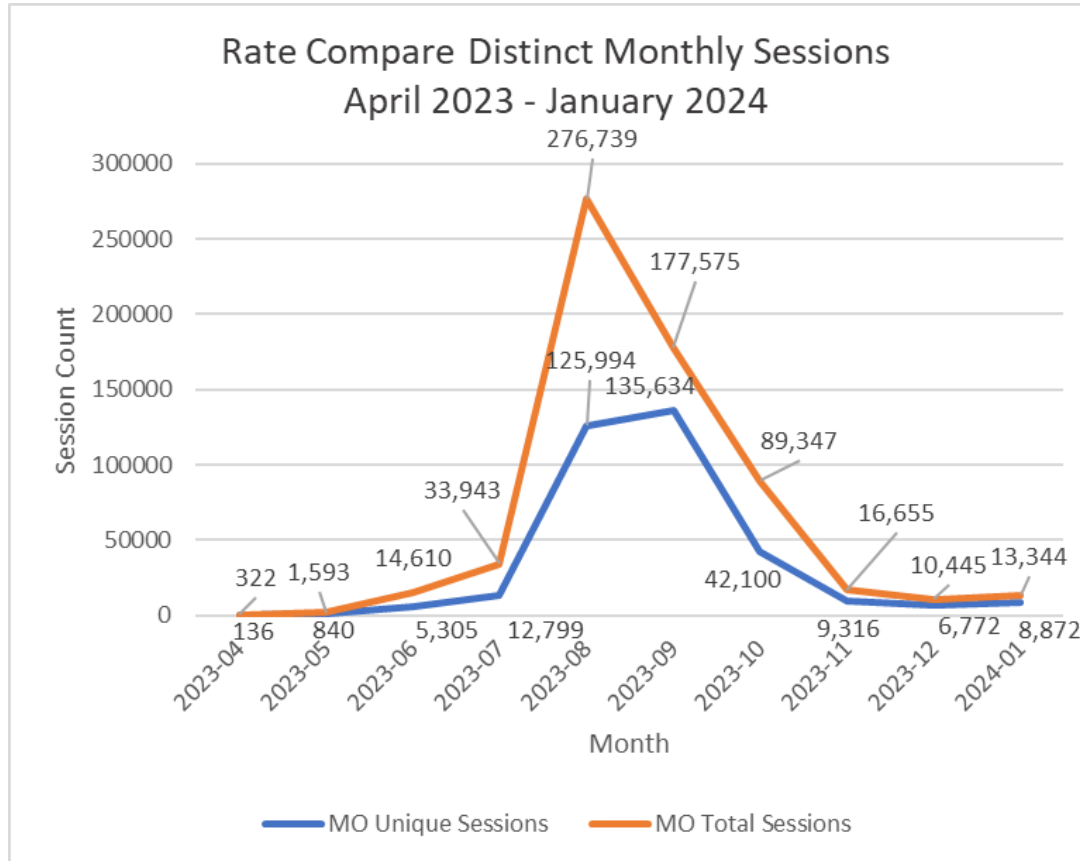
This rate comparison is provided for illustrative purposes only and does not constitute a representation or recommendation by Evergy as to what rate is best for you. Evergy cannot guarantee the accuracy, completeness or usefulness of the estimated cost information. Estimated costs shown may vary from 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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**Customers will continue to receive Rate Education Reports 2 times a year**

# Compare My Rate Tool & Online Engagement

Most customers who selected their rate used the Online Rate Compare Tool. We continue to see engagement with the tools.



- MO Rate Comparison Tool engagement in January 2024 is **41x** that of April 2023, showing continued engagement even after change over.
- **56%** of Evergy MO residential customers with an online profile engaged with Rate Compare since April 2023

*We continue to see customer engagement with online tools*



# Quarterly TOU Awareness & Understanding Study

*Conducted by TrueNorth Research*





# Research Overview

Throughout 2023, Evergy conducted two types of surveys to help us gauge customer awareness of the move to TOU rate plans.

## 1. Evergy Monthly Customer Awareness Survey

- Goal: To provide us a monthly pulse measurement on the performance of the education campaign and tactics
- Methodology: Monthly email survey sent to a unique set of customers each month. About 600 survey completes each month
- *Key Findings:*
  - **97% awareness of new rate options** and 87% awareness of change to time-based rates, a 93% increase from the baseline measurement in June
  - **Customers recall Evergy communications** about the new time-based rates, increased from 32% to 89%
  - When asked what they believe to be true about time-based plans, most **correctly identify the key aspects of time-based plans**

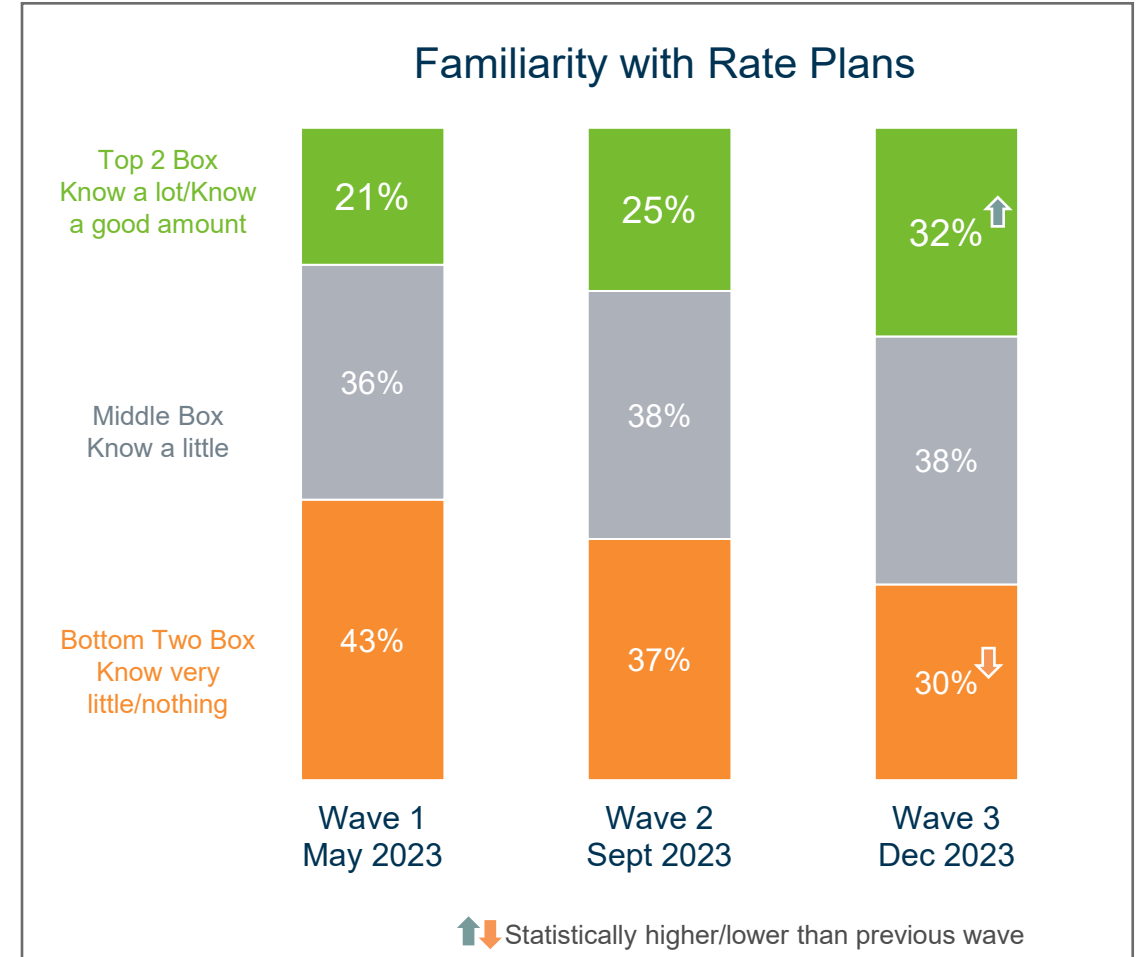
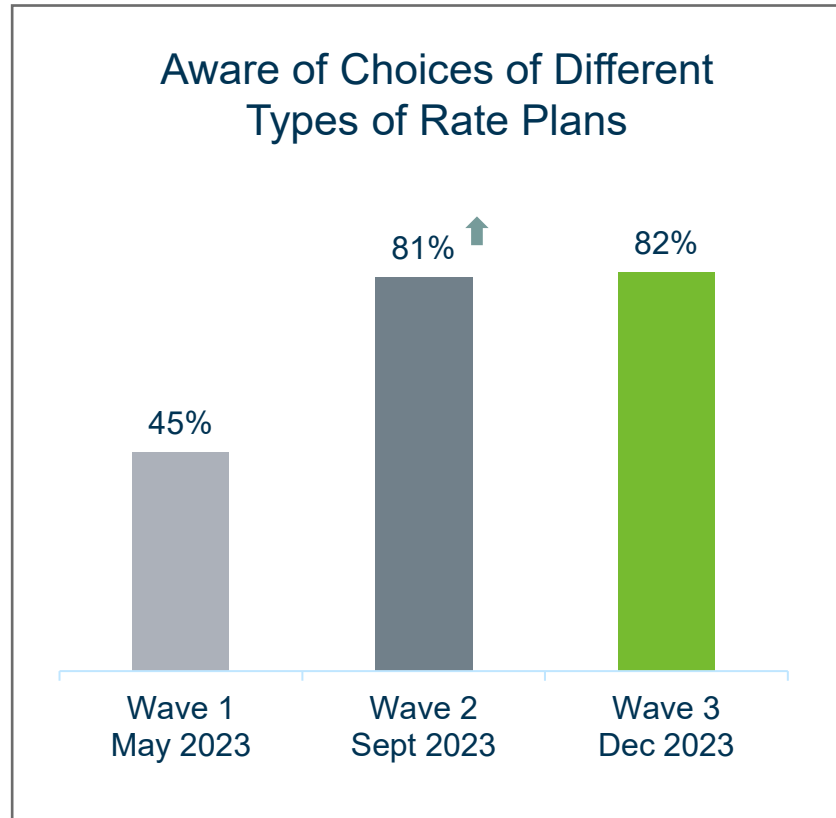
## 2. 3<sup>rd</sup> Party Quarterly TOU Awareness and Understanding Survey **Reviewing TODAY**

- Goals: Measure awareness of transition to a Time of Use rate plan, determine understanding and familiarity with Evergy's TOU rate plans, measure overall satisfaction with Evergy and new rate plan
- Methodology:
  - 3 Waves: Baseline (May-W1), Selection (September-W2) & Transition (December-W3)
  - 15-minute online survey with ~600 customers in each wave
  - Blind study among Evergy customers. Using 3<sup>rd</sup> party survey panels (similar to how JD Power conducts their survey)
- *Key Findings:* 3<sup>rd</sup> party survey found similar results to Evergy's survey. Details in following slides.

***Customers had high awareness of the change to TOU rates, and they continue to increase their understanding of the plan details***



# Awareness of Rate Plan Options

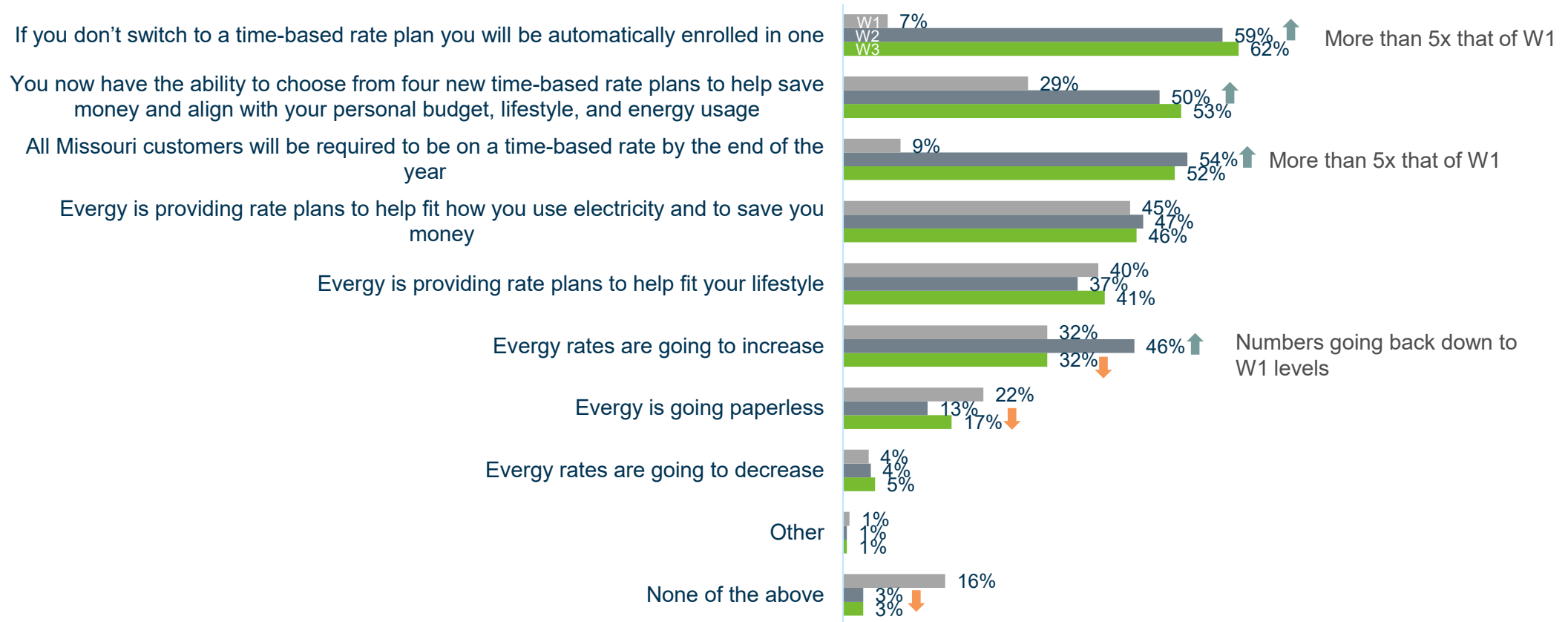


**Large increase in awareness of rate plans in Wave 2 with familiarity and understanding jumping in Wave 3; results align with the outreach phases**



# Message Retention

## Changes to Electric Services Respondents Have Heard About

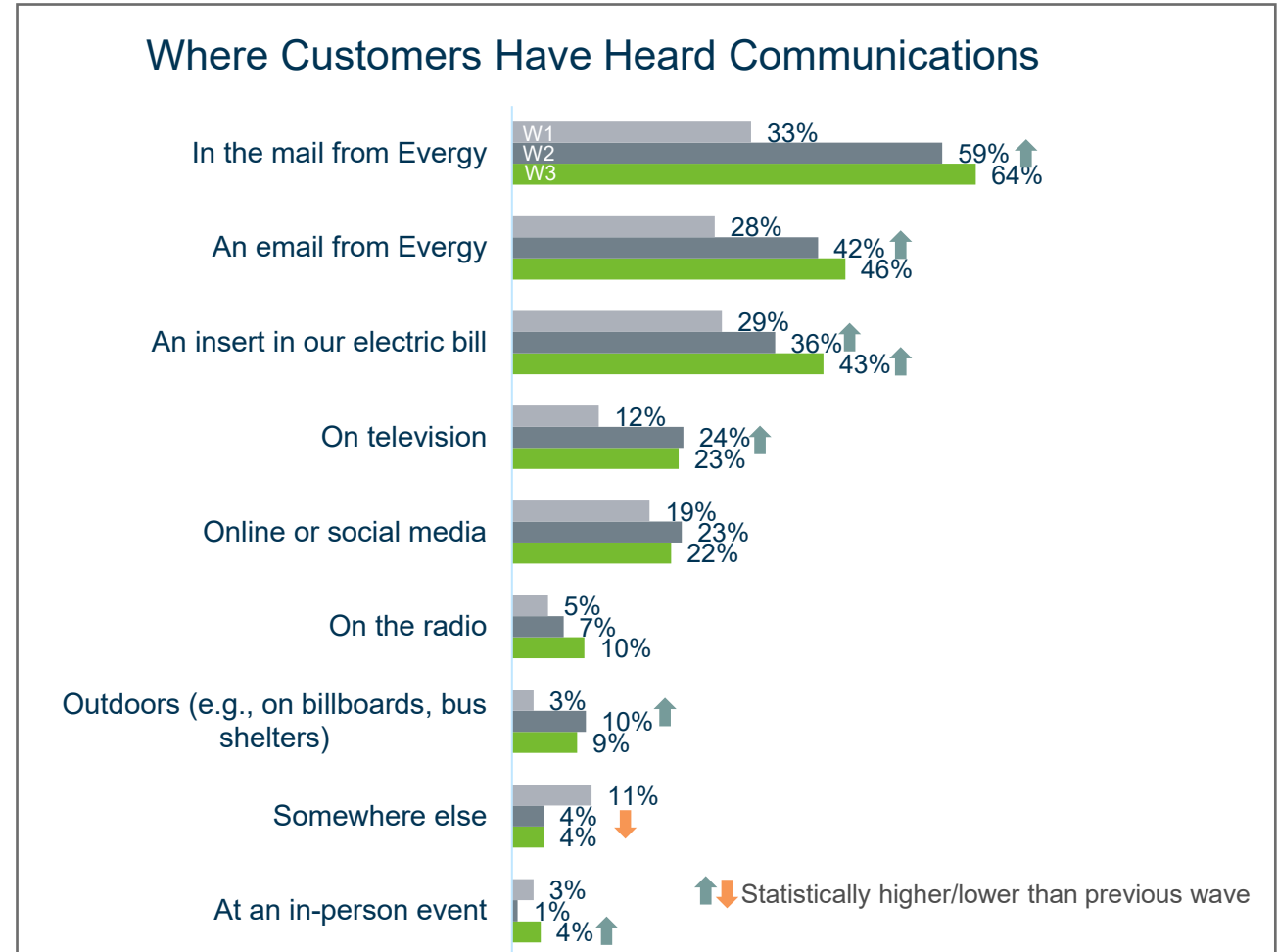
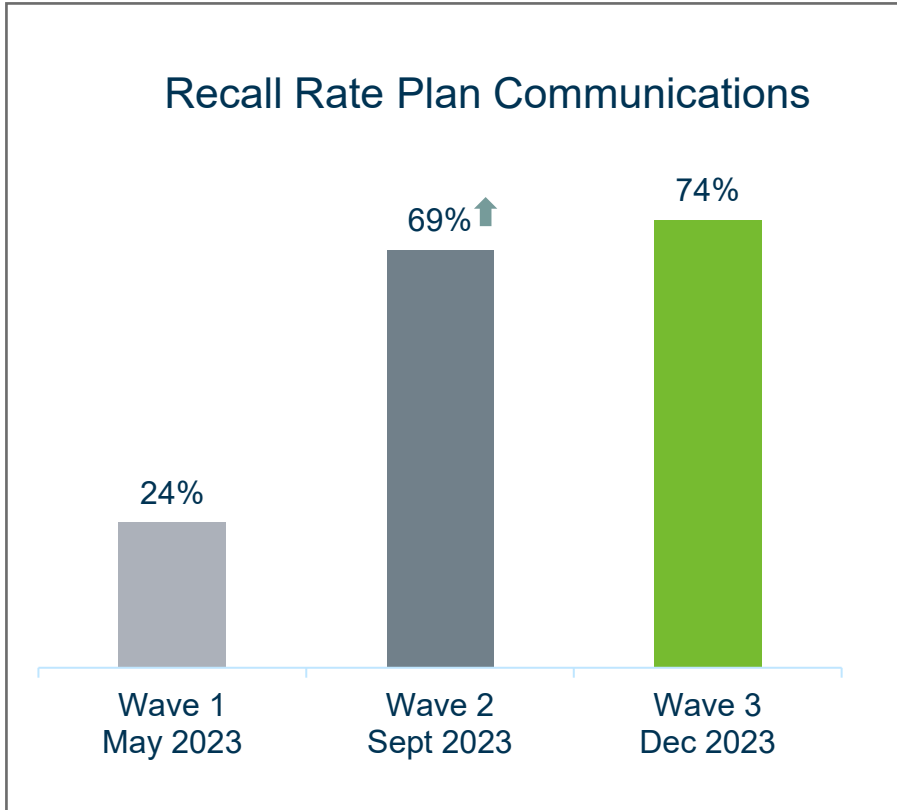


**By research Wave 2 customers were aware that if they do not pick a new plan they will be automatically enrolled in a plan**



# Customers Are Increasingly Informed About TOU

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



**Customers remember seeing TOU communication and have the highest recall from Evergy provided communications**



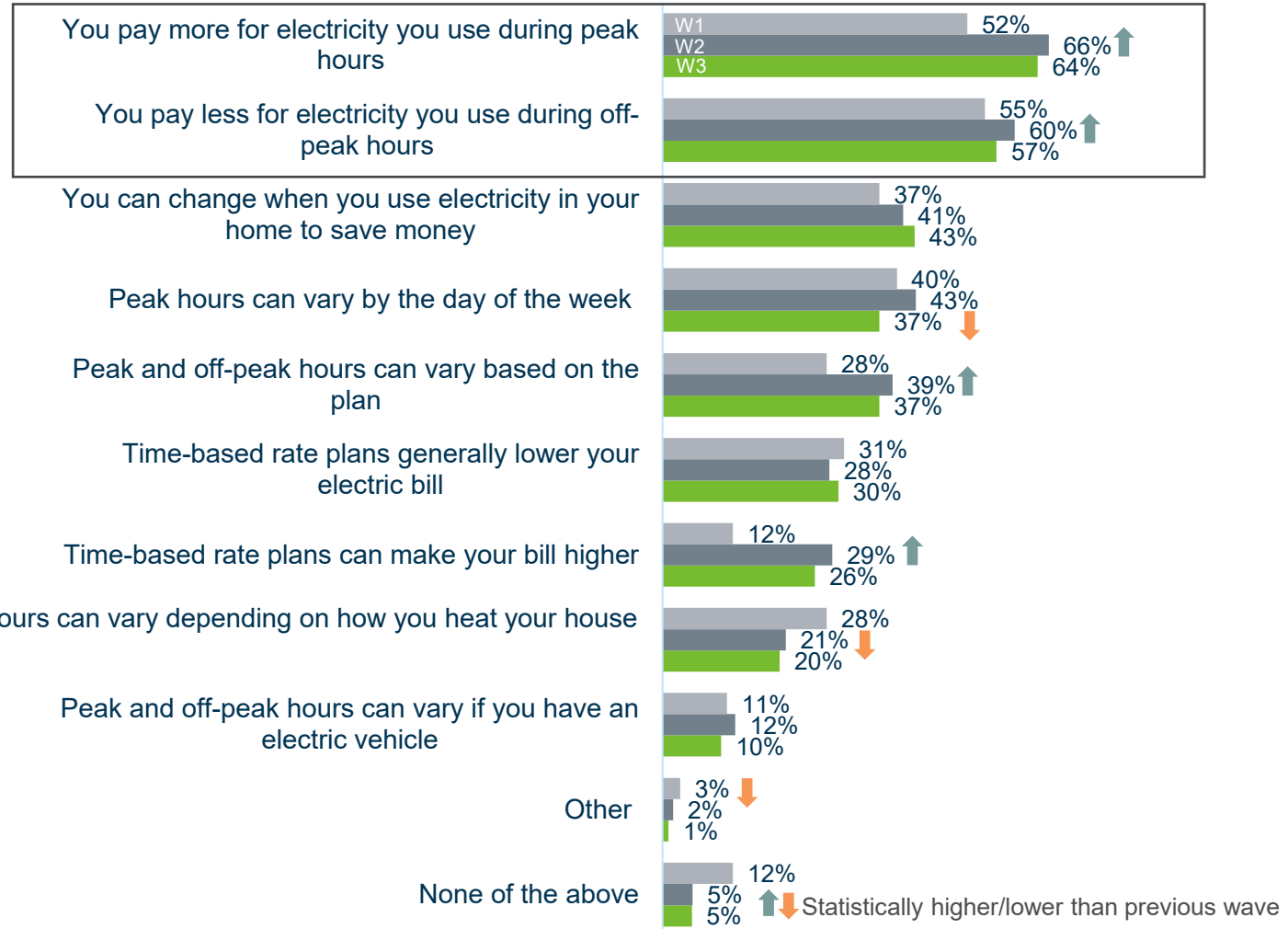
# TOU Understanding

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

There is still some division on whether the TOU plan will save money. This will likely change as customers get their first few bills.

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

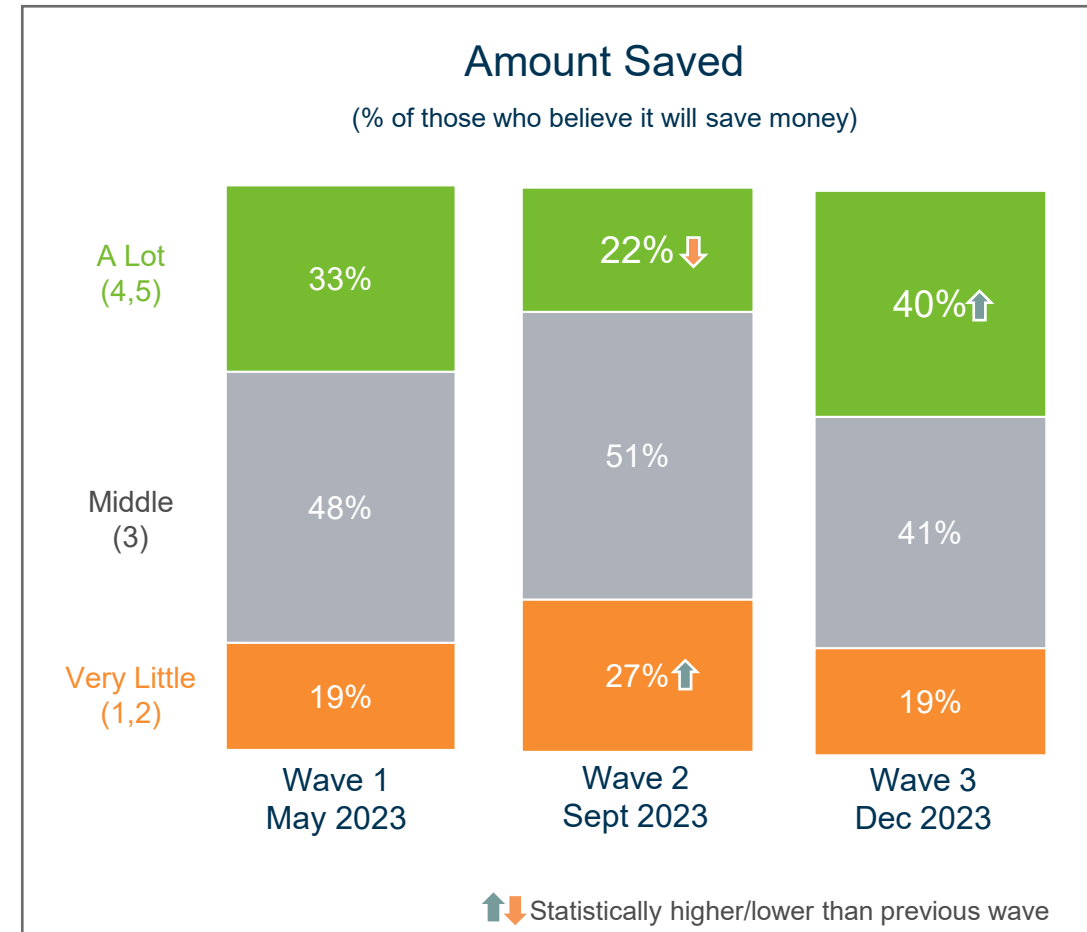
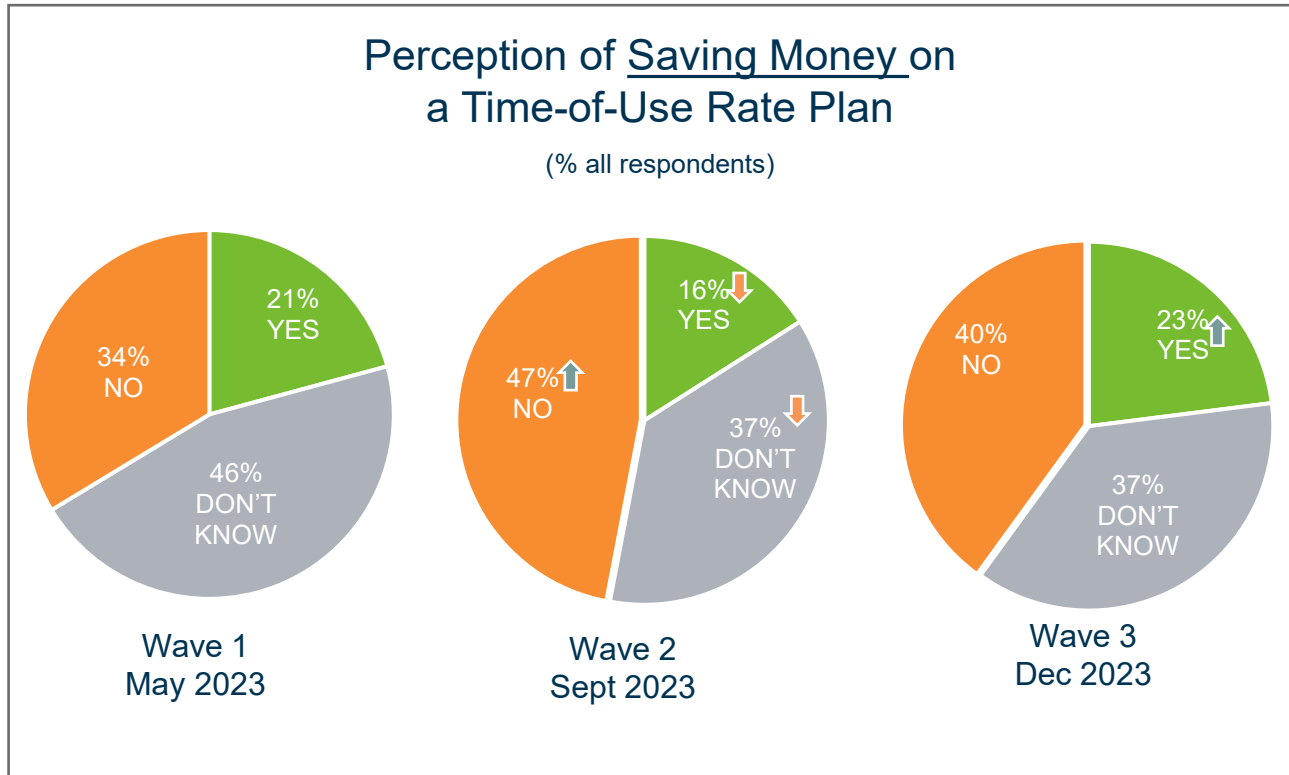
## What Customers Believe About the Rate Plans



**When asked details about how TOU plans work, customer understanding continues to grow**



# Uncertainty Exists on Money Saving Ability of TOU Plans

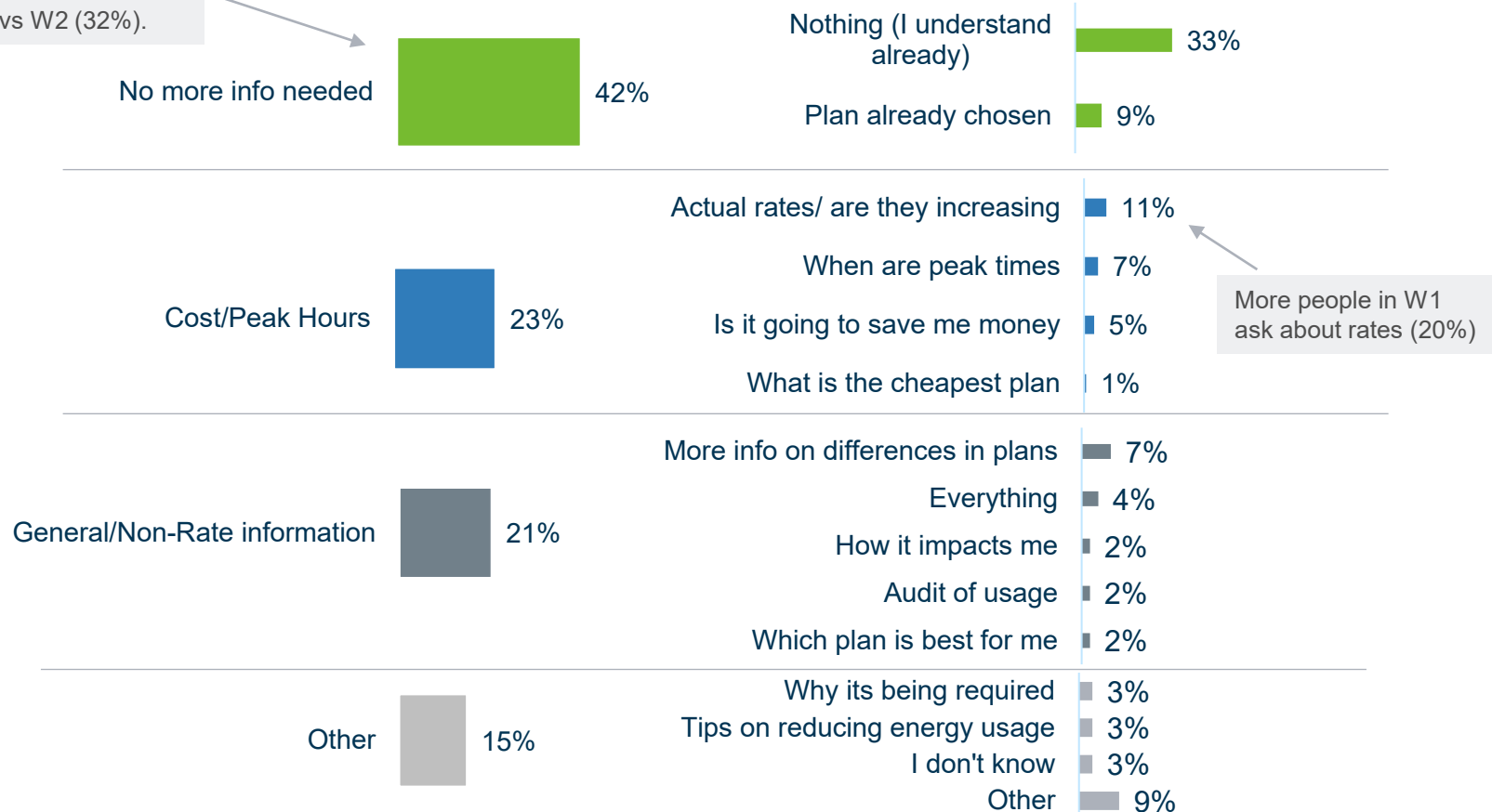


**Personalized Rate Education Reports and Rate Comparison Tools increased customer belief about being able to save money**



# Future Communications Preference

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



**Wave 3 saw a jump in customers feeling they had the information they needed; Phases 4 & 5 of the outreach campaign will provide personalized rate information**

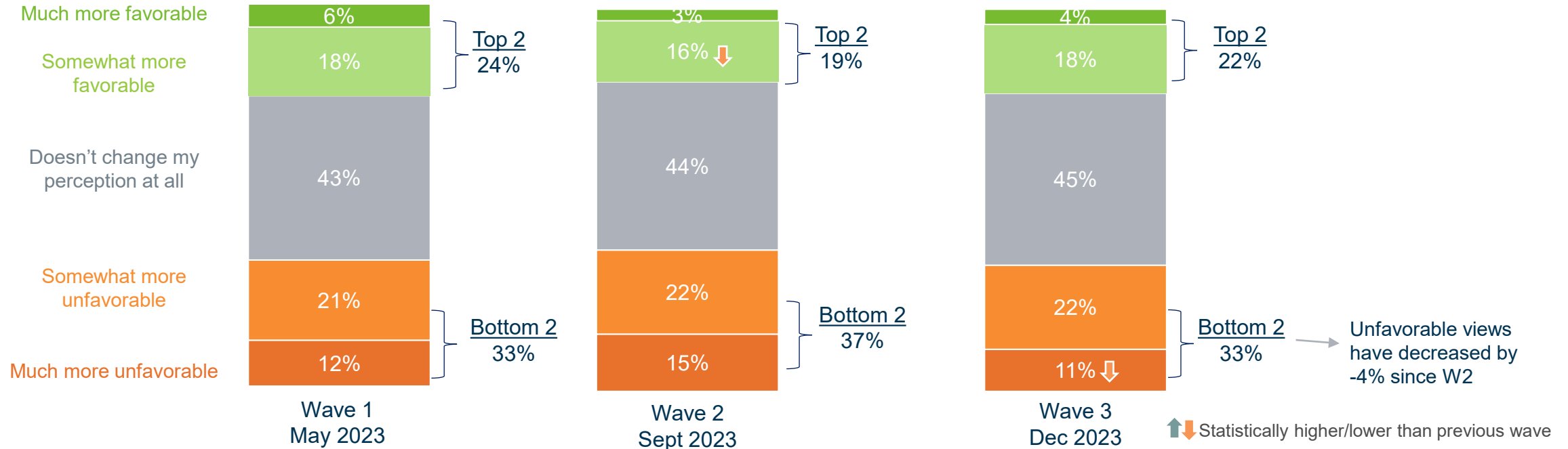




# How Evergy Switching to TOU Affects Perceptions

## Overall Opinion of Evergy Switching to TOU Plans

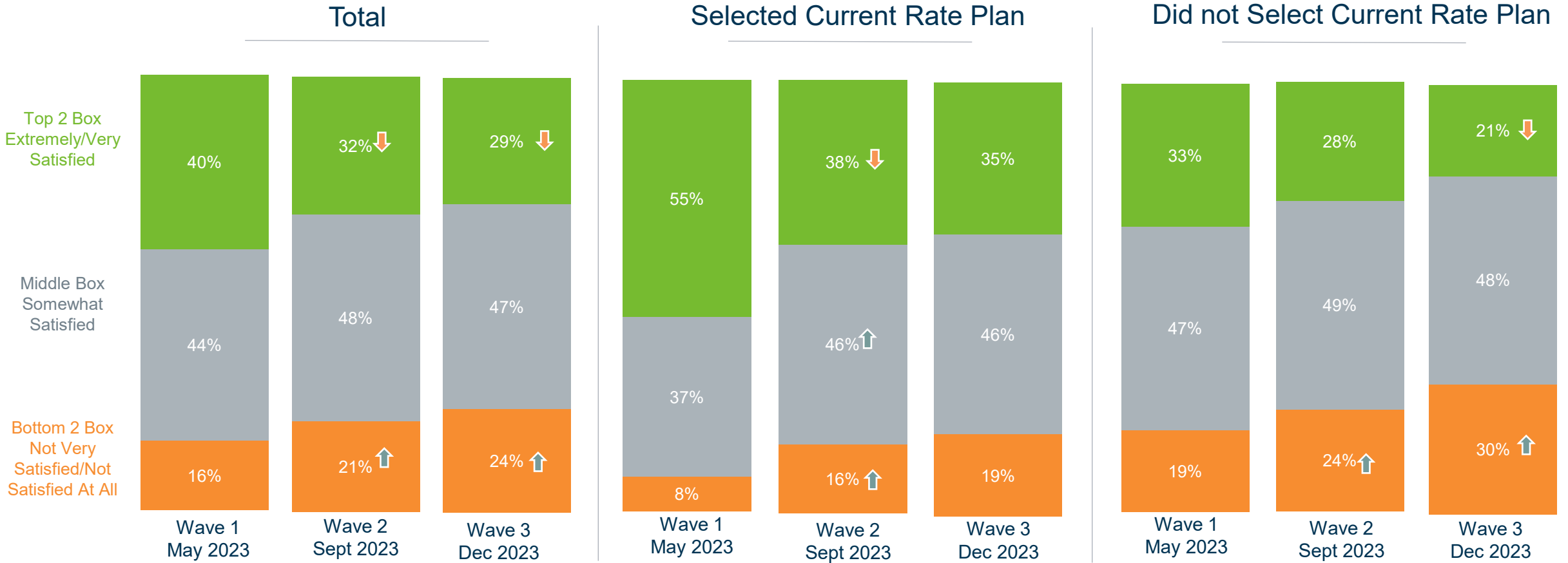
(% overall respondents)



***The most unfavorable views of TOU have decreased, but remaining customers may need to see bill impacts before changing perceptions***



# Satisfaction with Current Rate Plan Selection



↑↓ Statistically higher/lower than previous wave

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

# Evergy Brand Evaluation

## Statements to Describe Evergy

(% overall respondents)

W1 v W2 W2 v W3

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).

Statement	Current %	W1 v W2	W2 v W3
Provides helpful resources and information	37%	3%	7% ↑
Helps me manage my home energy use	30%	2%	8% ↑
Proactive and transparent with customers	26%	5% ↑	1%
Communications from Evergy fit with their image	25%	3%	5% ↑
Helps me manage my bill during changes in seasonal weather	25%	2%	5% ↑
Powers my life with affordable and reliable power	23%	-4% ↓	4%
Seeks customer or community input on important issues	20%	-1%	2%
Supports local businesses and my community	20%	-3% ↓	6% ↑
Seen as a leader in its communities	18%	-3%	4% ↑
Provides more reliable service than other utility companies	16%	-4% ↓	1%
An important part of customers' lives, beyond providing energy	15%	-4%	3%
Is seen as an innovator in its communities	13%	0%	1%
Has my best interests at heart	13%	0%	2%
Adds value beyond just providing energy	9%	-1%	0%
Cares that my home is where I can be myself	8%	-2%	1%
None of the above	26%	2%	-6% ↓

↑↓ Statistically higher/lower than previous wave

**There has been a notable improvement since Wave 2 in brand perceptions relating to, leadership, communications, and resourcefulness**



# Summary

## Outreach Recap

- **Continued Customer Education:** phases 4-5 of the Outreach Campaign will focus on helping customers gain a deeper knowledge of their plan and the seasonal impacts
- **Personalized Rate Education Reports:** we will continue to send twice a year in the Spring & Fall
- **Targeted Approach:** more 1:1 direct communication tactics going forward

Campaign Phase	Objective
Phase 4 Success & Coaching 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, especially for electric heating customers.
Phase 5 Summer Prep & Coaching 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.

## Research Key Findings:

1. **High TOU Awareness:**
  - Customers were aware of TOU rate changes
  - They understood if they did not choose a new plan, they would be in enrollment in the default plan
2. **Customers Remember Evergy’s Communications:**
  - Customers recall TOU communications, especially emails and direct mail
3. **Personalized Rate Tools Mattered:**
  - High use of the online tools which helped influence customer’s rate selection
4. **Growing Plan Understanding:**
  - Customer comprehension of their TOU plans is increasing (Continued focus in Phase 4 & 5)
5. **Perceptions Improving:**
  - Customer’s views of Evergy’s TOU shift is stabilizing

***Halfway through the Outreach Campaign, customers show high awareness of the TOU rate change & communication recall. Evergy will continue to focus on rate understanding and seasonal effects in 2024***

# TOU Reporting





# Quarterly Reporting

- Quarterly Reporting thru the 3rd quarter of 2024
- Reporting shall include:
  - Customer Rate Counts and Enrollment Data
  - Rate Switching Data
  - Any new education material created and communication to customers

Questions

