

Out of Home - Billboard



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

Learn more at evergy.com/NewPlans

 evergy

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

Print Advertising

Newspaper Print Ad

Church Bulletin Ads



evergy

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

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



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

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

Learn more at evergy.com/MyPlan

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.

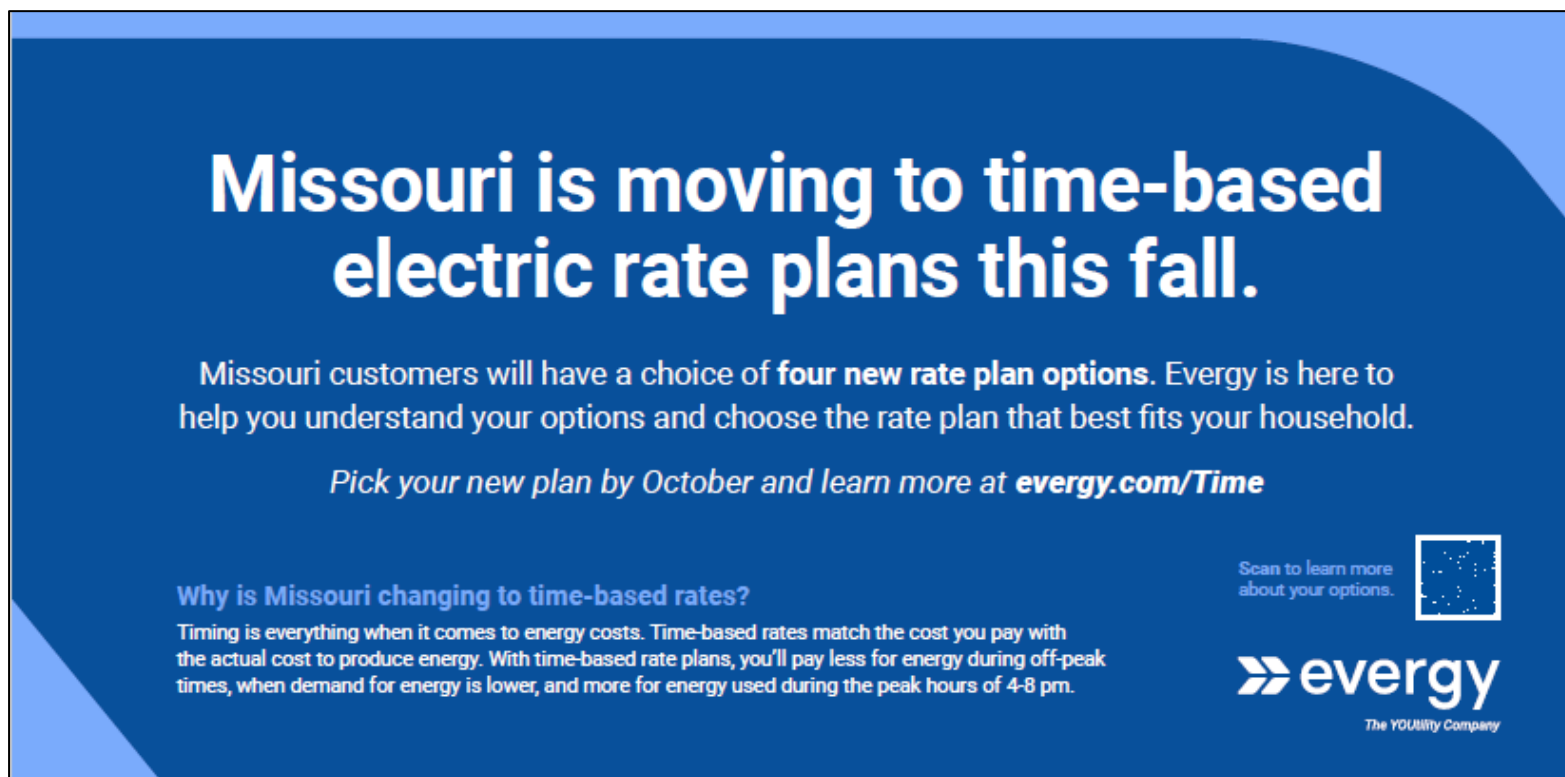
 Scan to learn more about your options.

evergy
The YDUtility Company

Placed-Based Out of Home

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

In-Store Banner/Sign





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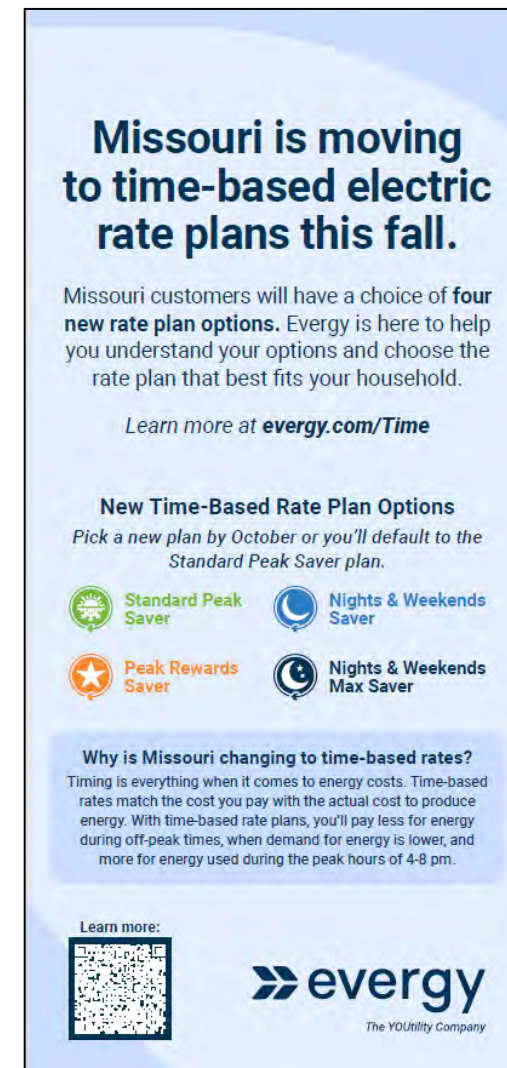
Pick your new plan by October and learn more at [evergy.com/Time](https://www.evergy.com/Time)

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

Take-One Brochure







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://www.evergy.com/Time)

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

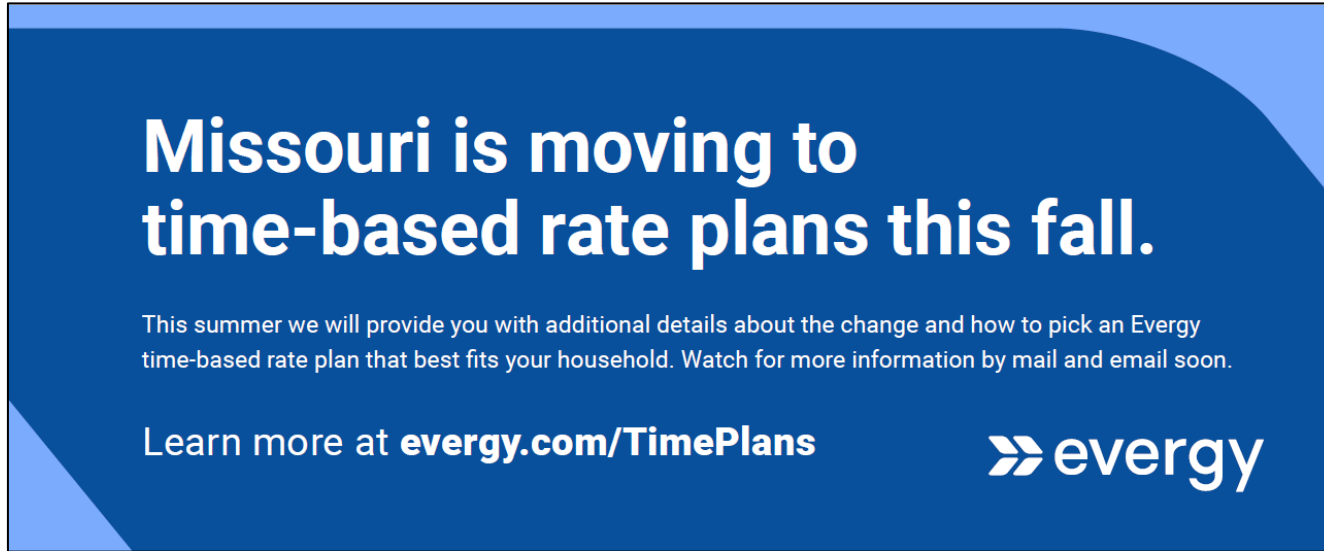
-  **Standard Peak Saver**
-  **Nights & Weekends Saver**
-  **Peak Rewards Saver**
-  **Nights & Weekends Max Saver**

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


July Bill Insert



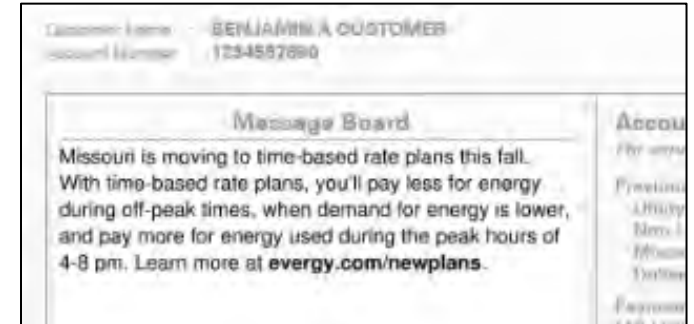
Missouri is moving to time-based rate plans this fall.

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



July Bill Message



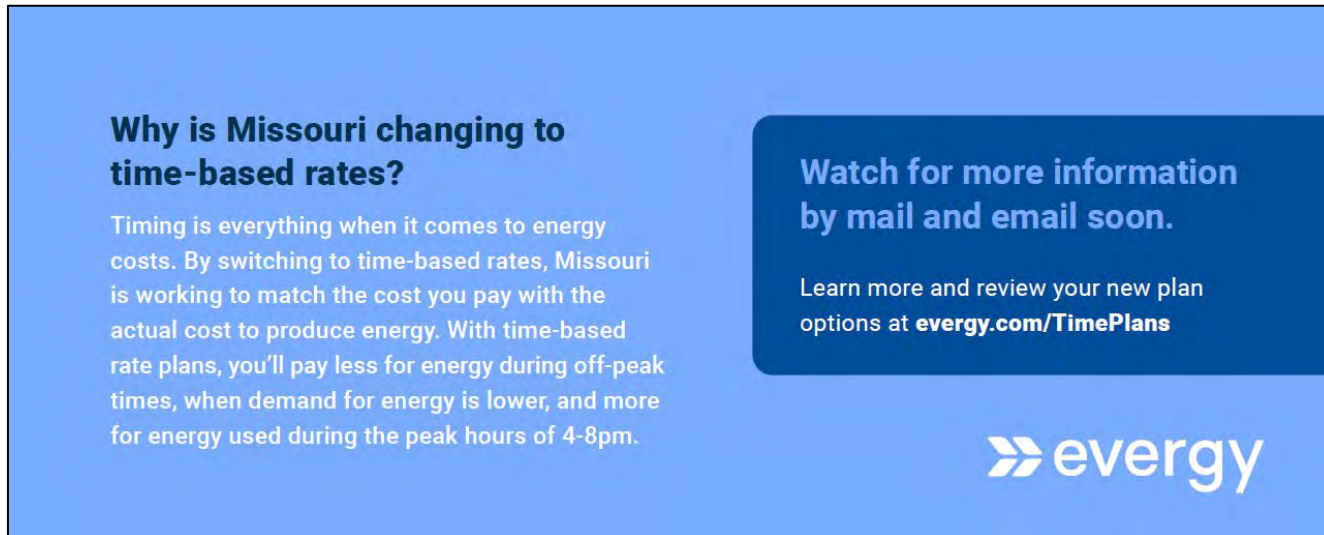
Customer Name: BENJAMIN A CUSTOMER
Account Number: 1234567890

Message Board

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

Account

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




Why is Missouri changing to time-based rates?

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

Watch for more information by mail and email soon.

Learn more and review your new plan options at evergy.com/TimePlans



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.

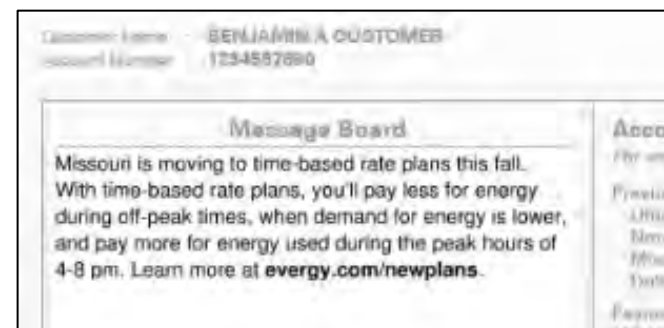
If you have not selected a new plan by October, you will be moved to the Standard Peak Saver plan.

Choose your new plan now!

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



August Bill Message



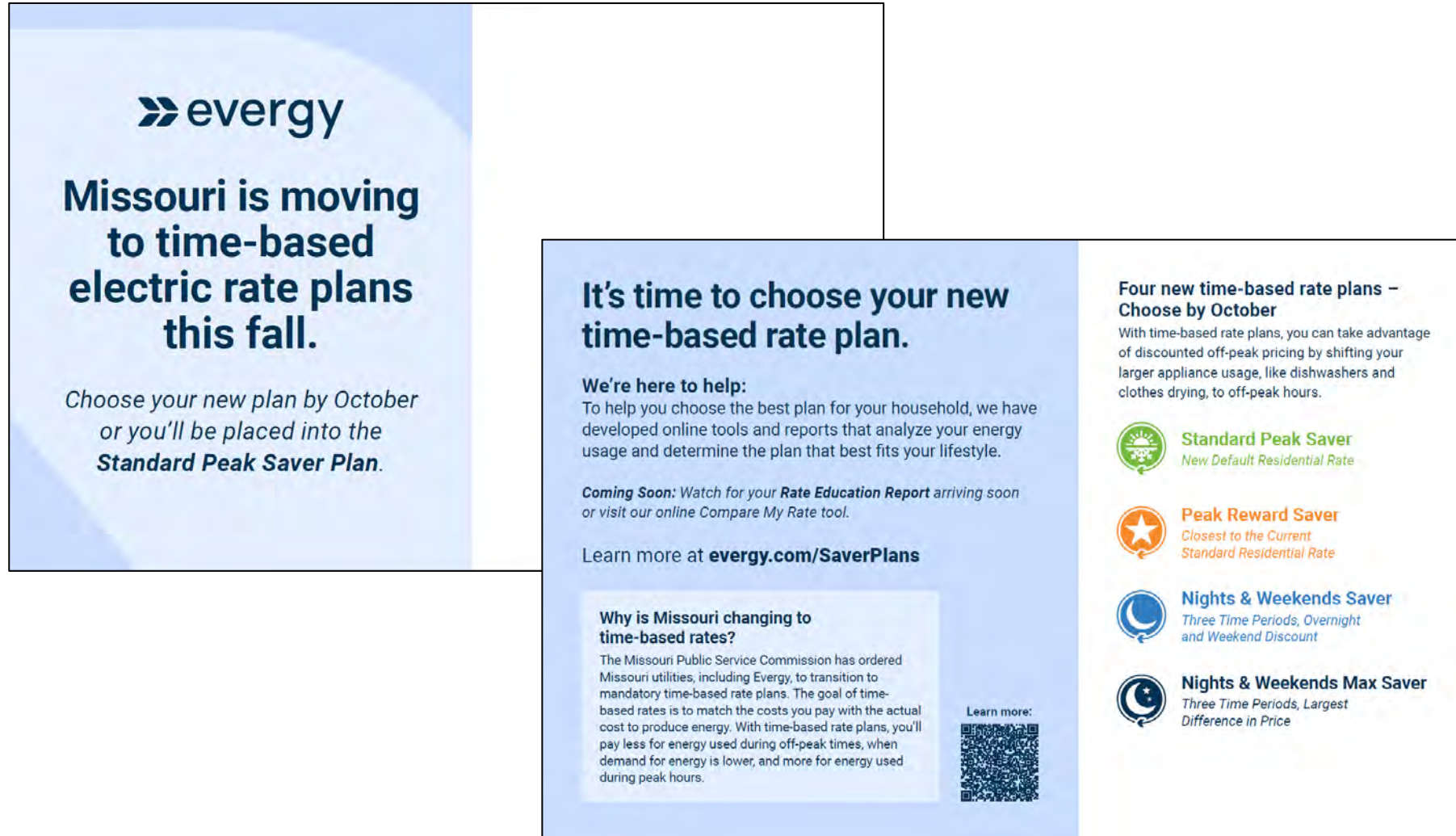
Why is Missouri changing to time-based rates?

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.



Customer Postcard



The postcard features the Evergy logo at the top left. The main headline reads "Missouri is moving to time-based electric rate plans this fall." Below this, it states "Choose your new plan by October or you'll be placed into the Standard Peak Saver Plan." The central message is "It's time to choose your new time-based rate plan." and "We're here to help:" followed by text explaining the transition to time-based rates. A "Coming Soon" note mentions the "Rate Education Report" and the "Compare My Rate" tool. A link to "evergy.com/SaverPlans" is provided. A section titled "Why is Missouri changing to time-based rates?" explains the Missouri Public Service Commission's order. A QR code is labeled "Learn more:". On the right side, four new time-based rate plans are listed with icons: 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), and Nights & Weekends Max Saver (Three Time Periods, Largest Difference in Price).

evergy

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

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


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

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





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

Learn more at evergy.com/SaverPlans


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

Learn more:


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.

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

Learn more: 





Choose your plan now at eversource.com/TimePlans

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

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

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

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

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

Retargeting Digital Banner Ads

Retargeting Ads - Message 2

The image displays seven different retargeting banner ad designs for Evergy. Each ad features a light blue background with a white circular graphic element. At the top of each ad are four icons: a green sun, a blue moon, a dark blue crescent moon, and an orange star. The main text in all ads is "Which new time-based rate plan is right for you?" followed by "We have a tool for that!". A blue button with the text "VIEW OPTIONS" is positioned below the text. The Evergy logo, consisting of a stylized double arrow followed by the word "evergy", is located at the bottom of each ad. The designs vary in the size of the text and the placement of the button and logo.

Rate Education Reports



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

Rate Education Report

March 21, 2020

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.

! Make your selection today

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



Standard Peak
No Peak pricing for 8 months of the year

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



Peak Reward
Earn discount credits

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



Nights & Weekends
Lower overnight prices

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



Nights & Weekends Max
Lowest overnight prices

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

How do rate plans compare?

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



Turn over to learn more →

How can time-based plans work for you?

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



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

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



Choose your new plan today!

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


Learn more and select your new plan at evergy.com/PlanDetails.

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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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.

Questions?
We're here to help you with your transition to time-based rate plans.
Visit: evergy.com/PeakPlans
Call: 800-541-0407
Analyze: 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.

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.

Weekly Energy Analysis Emails – Promotion Pod

Non-TOU customer

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




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

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

[LEARN MORE AND PICK YOUR PLAN](#)

Customers on TOU Pilot

We have new time-based rate plan options!



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

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

[COMPARE PLANS](#)