



Time of Use Workshop 2

EW-2023-0199 / May 23, 2023



Heat Safety Awareness

at the workplace



SHADE
When on a break, head for the shade. Avoid overheating by taking regular breaks. Don't forget the sunscreen!

EAT FRESH
Try eating fresh and cool foods, such as salads and fruits.

AVOID
Alcohol, tea, coffee, hot and spicy foods. They can cause dehydration.

SOAK
Take a cool shower or bath to help you cool down.

REST
Make sure you get enough sleep, and rest if you feel tired.

CLOTHING
Wear lightweight, light colored, loosefitting clothes.

STAY HYDRATED
Drink more water!

KEEP EACH OTHER SAFE
Keep an eye on friends, family and coworkers. Share your heat safety knowledge!





Process for Follow Up Questions/Material

- To help ensure questions are addressed accurately, please remember for any follow up questions or requests coming out of this meeting that could not be answered and delivered within the construct of this meeting, please email the request(s) to:
 - Regulatory.Affairs@evergy.com
 - Reference docket **EW-2023-0199** in the subject line.



Agenda

- Introductions & Purpose
- Customer Education Plan
 - Campaign Strategy, Timeline, Messaging & Goals
 - Campaign Phases 1 - 5 Summary
 - Special Customer Groups Approach
- Digital Rate Education
- Contact Center Support & System Update
- Cost Tracking & Reporting Update
- Next Steps

Introductions & Purpose

Public





Introductions: Presenters & Participants

- Evergy Speakers:
 - Katie McDonald, Senior Director, Public Affairs
 - Jeff Beeson, Senior Manager, Marketing
 - Elena Johnston, Manager, Digital Energy Engagement
 - Julie Dragoo, Senior Director, Customer Strategy & Support
 - Cindy Circo, Director, Contact & Business Center
 - Forrest Archibald, Director, Projects
- Stakeholders
 - Missouri PSC
 - Office of the Public Counsel
 - ChargePoint, Inc
 - City of St. Joseph, Missouri
 - Google, LLC
 - Midwest Energy Consumers Group
 - Missouri Industrial Energy Consumers
 - Nucor Steel Sedalia, LLC
 - Renew Missouri
 - Sierra Club
 - Velvet Tech Services, LLC



Purpose

- Collaborative Workshop for Customer Education and Outreach Regarding the Introduction of Default Time-of-Use Rates by Evergy Missouri (EW-2023-0199)
- Workshop 1 held March 28, 2023
 - Based on discussion and feedback, Evergy is launching its education campaign approximately (2) months earlier than originally planned
- Purpose of Workshop 2
 - Share firmer education plan with milestones
 - Provide an update on activities

Customer Education Plan

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Developing the Customer Education Plan

- Hired Agency partner with TOU expertise
- Defined new rates business requirements for billing system and rate modeling
- Research to define rate names and descriptions
- Developed overarching communication strategy
- Research to define key messages
- Developed media strategy and tactical plan
- Developed creative strategy
- Developed media relations plan
- Developed community outreach plan

Campaign Strategy & Messaging

Public



Campaign Goals

Goals

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



Education and Awareness Strategy

Strategy Overview: Use a phased approach, that incorporates both mass awareness and direct marketing tactics, to move a customer from awareness to action and then finally to transition and success.

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



Campaign Phases

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

June 15th – Nov. 30th

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

Phase 2: Action & Preparation

Aug. 1st – Nov. 30th

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. 1st – Dec. 31st

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. 1st – April 30th, 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

Phase 5: Summer Prep & Coaching

May 1st – Sept. 30th, 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



Campaign Messaging

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.





Rate Naming

Naming Strategy:

Create clear and descriptive names for the new TOU rate plans that can be organized as a cohesive set of rate options.

Guiding Principles:

- Choose names that emphasize the customer benefit of TOU rate, such as “Savings”
- When possible, utilize the rate name to indicate how the rate works
- Develop names that can be linked to one another and suggest different levels of effort

New Rate Name	Description	Rate Code (Metro & West)
 Seasonal Peak Saver	Default rate, w/ on-peak in Summer	1RTOU2 & MORT2
 Peak Reward Saver	Credit & extra charge rate	1RPKA & MORPA
 Nights & Weekends Saver	Original TOU rate, w/ 3-periods	1RTOU & MORT
 Nights & Weekends Max Saver	3-period rate w/ high differential	1RTOU3 & MORT3

Campaign Creative

Strategy:

The creative will align with the messaging and objectives of each stage of the customer journey. Starting with creating awareness, we'll gradually build understanding and consideration until the customer is ready to enroll. The new plan options will be clearly highlighted with the use of vibrant colors, and our expert support coaches will step in to guide customers seamlessly toward rate understanding.

Phase 1



Missouri will be changing electric rate structures starting this fall.

Evergy wants all residential customers in Missouri to know that you will have CHOICE in picking a new Time of Use rate plan for your household.

Learn more about which Time of Use rate plans are right for your household now, and how to prepare for this change by visiting [FPO] www.evergy.com.

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Phase 2



Missouri, it's time to pick your new rate plan.

Reliable and affordable energy is a priority—and now you can choose when to use less expensive energy for your home. Evergy's online rate tool will help you compare plans, and see which one is best for your household.

*Find the plan that best works for you.
You have the choice to pre-select before being placed on our default plan.*

<p>Seasonal Peak Saver</p> <p><small>You can save from October to May on discounted energy prices. From June to September you can save by avoiding using energy from 4 pm to 8 pm when energy prices peak.</small></p>	<p>Nights & Weekends Saver</p> <p><small>You can save on lower energy prices from 8 am to 4 pm and even lower energy prices from midnight to 6 am. The weekends avoid using energy from 4 pm to 8 pm because it is more expensive, while weekends and holidays costs stay consistent and so do the savings.</small></p>
<p>Nights & Weekends Max Saver</p> <p><small>This plan is for heavy energy users or EV drivers, but anyone can use it. It has three price periods: most expensive (4 pm to 8 pm), less expensive (8 am to 4 pm and 6 pm to midnight), and least expensive (midnight to 6 am).</small></p>	<p>Peak Reward Saver</p> <p><small>This plan has a set energy rate, no matter the time of day or week, but includes discount credits* from midnight to 8 am and extra charges* from 4 pm to 8 pm when energy prices peak.</small></p>

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Phase 3



Missouri, your new rate plan is here, and so are your energy coaches.

Learn how to be successful in your selected Time of Use plan!
All it takes is some planning and attention to when you use electricity in your home to save energy and lower your bills.

Seasonal Peak Saver	Nights & Weekends Max Saver	Nights & Weekends Saver	Peak Reward Saver
			

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Phase 4 & 5



Seasons change. And so should how you think about using energy.

Your energy rate plan coach can help you find ways to save as the seasons change. And, if you are not sure you are in the right plan for your household, it's not too late to make a change.

Get more coaching tips on seasonal changes to help you maximize your plan, or find out more about all the plans and our coaches, by visiting evergy.com.

Seasonal Peak Saver	Nights & Weekends Max Saver	Nights & Weekends Saver	Peak Reward Saver
			

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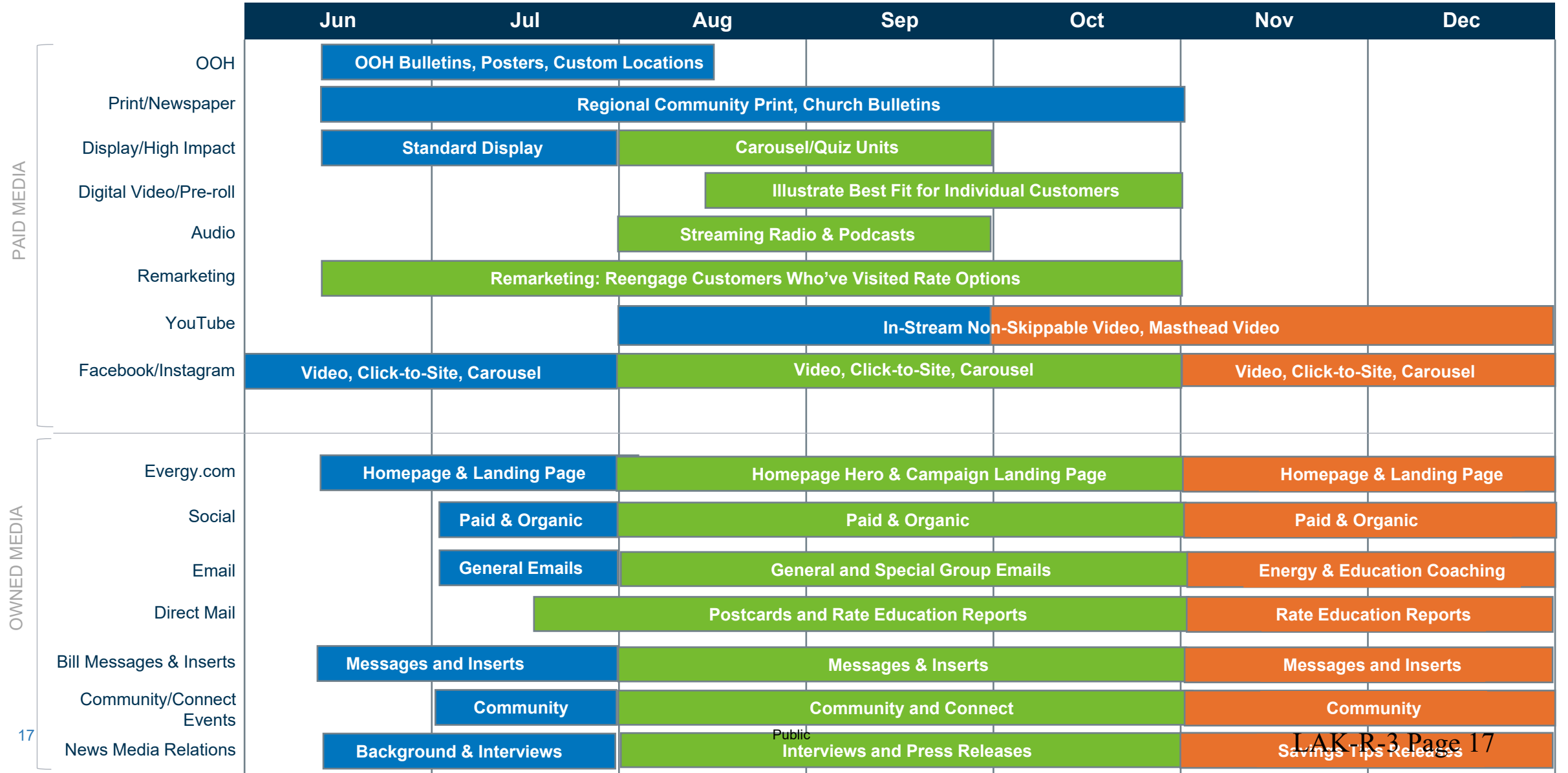


* Some copy and design may continue to be changed



2023 Tactical Plan - Overview

Phase 1 ■
 Phase 2 ■
 Phase 3 ■



Phase 1: Awareness & Education

Public

Phase 1: Strategy Overview

Phase Objective:

Get ahead of the upcoming rate structure change with a foundational awareness campaign. We will create general awareness and start to spark interest in the new TOU options, so customers are ready to take action in Phases 2 and 3.

Timing:

June 15 – November 30th

Messaging Approach:

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.



Missouri will be changing electric rate structures starting this fall.

Evergy wants all residential customers in Missouri to know that you will have CHOICE in picking a new Time of Use rate plan for your household.

Learn more about which Time of Use rate plans are right for your household now, and how to prepare for this change by visiting [FPO] www.evergy.com.

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Education Channels & Tactics

Channel	KPI's	Objective
Paid		
Programmatic Display	Impressions, unique reach, CTR to rate options	Generate sustained top-of-mind awareness and drive site sessions
OOH Billboards & Posters	Impressions & Reach, Web Visits	Awareness among metro & rural customers
Print	Impressions, Web Visits	Connect with ethnic and hard-to-reach customers
Church Bulletins	Impressions, Web Visits	Connect with ethnic and hard-to-reach customers
Facebook/Instagram Display	Impressions, Reach, Click-Through Rate	Awareness of the changing rate structures
Google/Bing Search	Click-Through Rate	Drive customers to the site to learn about changing rate structures
Earned		
Media Kit & Outreach	Message Recall, Sentiment	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.
Community Outreach Events	Engagement, Reach	
Connect Customer Center	Engagement, Reach	
Shared		
Video	Impressions, Reach	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.
Organic Social	Impressions, Engagement	
Owned		
Email (General and Special Audience)	Open Rate, Click-Through-Rate	Inform customers that Missouri is changing rate structures soon and connect with special audience groups.
Website	Visitors, Session, Click-Through-Rate	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.
Bill Message and Inserts	Landing Page Visit	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.

Phase 2: Action & Preparation

Public

Phase 2: Strategy Overview

Phase Objective:

Empower customers to feel in control of their rate options with a comprehensive preparation campaign. We will educate customers on rate options, how they work, and prepare them for the upcoming rate change. With our tools, we will encourage customers to pre-select a rate that best suits their needs and their savings potential.

Timing:

August 1st – November 30th

Messaging Approach:

Attention Missouri customers: it's time to take control of your energy bills with Evergy's Customer Choice Plans. With customized options to fit the unique needs of your household, you can select a plan that saves you money. Simply shift your electricity use to off-peak times, which occur for most of the day. By planning and being mindful of your usage, you can easily avoid the peak hours of 4-8pm and enjoy savings.



Missouri, it's time to pick your new rate plan.

Reliable and affordable energy is a priority—and now you can choose when to use less expensive energy for your home. Evergy's online rate tool will help you compare plans, and see which one is best for your household.

Find the plan that best works for you.
You have the choice to pre-select before being placed on our default plan.

 <p>Seasonal Peak Saver</p> <p>You can save from October to May on discounted energy prices. From June to September you can save by avoiding using energy from 4 pm to 8 pm when energy prices peak.</p>	 <p>Nights & Weekends Saver</p> <p>You can save on lower energy prices from 6 am to 4 pm and even lower energy prices from midnight to 6 am. On weekdays avoid using energy from 4 pm to 8 pm because it's more expensive, and weekends and holidays costs stay consistent and so do the savings.</p>
 <p>Nights & Weekends Max Saver</p> <p>This plan is for heavy energy users or EV drivers, but anyone can use it. It has three price periods: most expensive (6 pm to 8 pm), least expensive (6 am to 4 pm and 6 pm to midnight), and least expensive (midnight to 6 am).</p>	 <p>Peak Reward Saver</p> <p>This plan has a set energy rate, no matter the time of day or week, but includes discounts (called "free" midnights) to 6 am and extra charges from 4 pm to 8 pm when energy prices peak.</p>

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 **Rate Education Report**

March 21, 2020
Account number 0000001

Use this shortcut to choose your new rate plan! Scan the QR code.

PO, Box 418679, Kansas City, MO 64141

Choose a new rate plan that works for you

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! Make your selection today
If you don't select a new plan, you'll be enrolled in Seasonal Peak starting October 2023.

 <p>Seasonal Peak</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.</p>	 <p>Peak Reward</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.</p>	 <p>Nights & Weekends</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.</p>	 <p>Nights & Weekends MAX</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.</p>
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How do rate plans compare?
Estimated average monthly cost per plan (based on your historical usage).

Seasonal Peak	Peak Reward	Nights & Weekends	Nights & Weekends MAX	Current Plan (discontinued)
\$120	\$100	\$150	\$100	\$80

Turn over to learn more →

* Creative mockups are examples only. Final design and creative still being developed.



Education Channels & Tactics

Channel	KPI's	Objective
Paid		
Audio	Impressions, unique reach, equitable geo coverage	Education of rate options
High-Impact Display	Impressions, unique reach, CTR	Audience prospecting to qualify customers toward rate options
Programmatic Display	CTR, quality site metrics, site conversions	Re-engage those who have visited Evergy's rate options and begin remarketing
Programmatic Online Video	Video views, view rate, CTR	illustrate how rate options differ and can best fit the energy behaviors of our customers
Resident Testimonials	Impressions, reach	Use local customers to show how easy their TOU conversion can be
YouTube Video	Impressions, Reach, Click-Through Rate	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Facebook/Instagram Video	Impressions, Reach, Click-Through Rate	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Facebook/Instagram Display	Impressions, Reach, Click-Through Rate	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Google/Bing Search	Click-Through Rate	Serve text ads to users performing rate change-related searches in Google to drive them to the site
Earned		
Media Kit & Outreach	Message Recall & Sentiment	
Community Outreach Events	Engagement, Reach, Call Center Volume	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Connect Customer Center	Engagement, Reach, Call Center Volume	
Shared		
Video	Impressions, Reach	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Organic Social	Impressions, Engagement	
Owned		
Email (General and Special Audience)	Open Rate, Click-Through-Rate	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Website	Visitors, Session, Click-Through-Rate	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Bill Message and Inserts	Landing Page Visit	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Direct Mail	Reach, URL Visits	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Rate Education Reports	Impressions, URL visits	Share rate plan options and cost impacts.

Phase 3: Transition & Coaching

Public

Phase 3: Strategy Overview

Phase Objective:

Ensure customers are aware that they will be automatically enrolled in a new rate plan, if they haven't pre-selected, and offer expert coaching to help them succeed on the new plan. Our coaches will provide insights to save money and optimize energy usage around off-peak times.

Timing:

October 1st – December 31st

Messaging Approach:

Get ready for the upcoming change in seasonal pricing with our helpful preparation campaign. We'll equip you with the tools, tips, and resources you need to avoid peak usage and save money on your energy bills. With our expert guidance, you'll be able to optimize your energy usage efficiency and make the most of the new pricing structure.





Education Channels & Tactics

Channel	KPI's	Objective
Paid		
YouTube Video	Impressions, Reach, Click-Through Rate	Drive customers to 'How TOU Rates Work' page or their respective coaching page
Facebook/Instagram Video	Impressions, Reach, Click-Through Rate	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Facebook/Instagram Display	Impressions, Reach, Click-Through Rate	Awareness of the changing rate structures, the online tools and resources, and pre-selection
Pinterest Display	Impressions, Reach, Click-Through Rate	Encourage customers to visit the website to learn more about tools/resources that can help them be successful
NextDoor Display	Impressions, Reach, Click-Through Rate	Encourage customers to visit the website to learn more about tools/resources that can help them be successful
Google/Bing Search	Click-Through Rate	Serve text ads to users performing rate change-related searches in Google to drive them to the site
Earned		
Media Kit & Outreach	Message Recall & Sentiment	Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.
Community Outreach Events	Engagement, Reach, Call Center Volume	
Connect Customer Center	Engagement, Reach, Call Center Volume	
Shared		
Video	Impressions, Reach	Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.
Organic Social	Impressions, Engagement	
Owned		
Email (General and Special Audience)	Open Rate, Click-Through-Rate	Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.
Website	Visitors, Session, Click-Through-Rate	
Direct Mail (in0home item)	Reach, URL visit	
Bill Message and Inserts	Landing Page Visit	

Phase 4 & 5: Success & Coaching

Seasonal Focus

Public

Phase 4 & 5: Strategy Overview

Phase Objective:

Educate and empower customers to take control of their energy usage by clearly explaining how their rates work, how they are doing on their plan, encourage shifting usage to off-peak times, and preparing them for seasonal weather changes.

Timing:

January – September 2024

Messaging Approach:

Get ready for the seasonal changes that may impact your energy usage by using energy during off-peak hours. We'll equip you with the tools, tips, and resources you need to avoid peak usage and save money on your energy bills, like our weekly energy coach emails. With our expert energy coaches, you'll be able to optimize your energy usage and make the most of the new pricing structure.

Planned Tactics Include:

Weekly Energy Coach emails, seasonal support emails and bill inserts, digital and social ads (final plans based off 2023 performance)

* Timing, objective, messaging and creative may change based off learnings from earlier phases



**Seasons change.
And so should how you
think about using energy.**

Your energy rate plan coach can help you find ways to save as the seasons change. And, if you are not sure you are in the right plan for your household, it's not too late to make a change.

Get more coaching tips on seasonal changes to help you maximize your plan, or find out more about all the plans and our coaches, by visiting evergy.com.

Seasonal Peak Saver	Nights & Weekends Max Saver	Nights & Weekends Saver	Peak Reward Saver
			

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Special Customer Groups

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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 on Time-of-Use (TOU) plans in Spanish to facilitate customer understanding and engagement.
- Participate in over 60 community events from June to October to create awareness about our services and engage with potential customers.
- Organize Connect Center events to offer in-person assistance and support to customers.
- Increase the frequency of email and direct mail campaigns to better inform and engage customers about our services.
- Offer both in-person and virtual appointments to provide more convenient options for customers to learn about and sign up for our services.
- Targeted paid media tactics to provide additional touchpoints.
- Specialized TOU support number highlighted on education material.





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.



Net-Meter & Solar Subscription Customers

Strategy:

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

Special Support Tactics:

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



2023 Tactics and Audience Summary

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

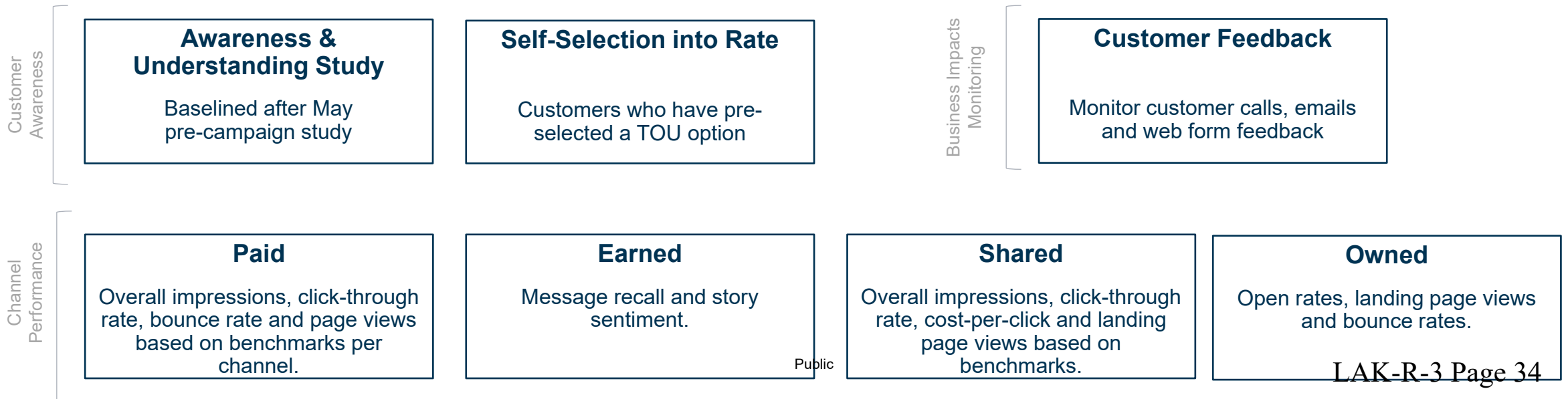


Recap: Campaign Goals and Measurement Plan

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



Public

Digital Rate Education

Pre-Enrollment, Enrollment, Post-Enrollment

Public



Developing Digital Rate Education

- Develop business and system requirements per rate
- Build and test each rate in CCB
- Provide technical rate information to technology provider through technical integrations
- Develop rate education content for each modeled rate and share with technology provider
- Technology provider configures rates and rate content, performs modeling, test execution
- Evergy writes and executes test cases to quality assure all the above
- Evergy and technology provider migrates all applicable code to production
- Evergy and technology provider validates production migration
- Production management



Advisory

- Please note, all screenshots provided here are from our test environment and/or mockups. The functionality presented is still under review, editing and testing.

Pre-Enrollment

Public



Pre-Enrollment Tools

Rate Education Reports

evergy

Rate Education Report
March 21, 2023
Account number XX00001

P.O. Box 418679, Kansas City, MO 64141

Use this shortcut to choose your new rate plan! Scan the QR code.

Choose a new rate plan that works for you

Make your selection today
If you don't select a new plan, you'll be enrolled in Seasonal Peak starting October 2023.

- Seasonal Peak**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
- Peak Reward**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.
- Nights & Weekends**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.
- Nights & Weekends MAX**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.

How do rate plans compare?
Estimated average monthly cost per plan (based on your historical usage).

Rate Plan	Estimated Average Monthly Cost
Seasonal Peak	~\$100
Peak Reward	~\$100
Nights & Weekends	~\$150
Nights & Weekends MAX	~\$150
Current Plan (discontinued)	~\$100

Turn over to learn more →

Rate Comparison

Your lowest cost rate plan

Based on your electricity use history, you'll save the most on the **Seasonal Peak Saver** rate plan.

Lowest Cost | Save \$210

Seasonal Peak Saver

Savings Level: Some effort and flexibility needed

Who it is for: Everyday Users

Tip: Set your thermostat to avoid cooling during the summer Peak hours of 4 to 8 pm

\$1,885
Estimated cost per year

Learn More

You're currently on the Tier Plan rate plan, spending about **\$2,095** per year.

Learn More

Change My Plan

Mobile App

Rate Plan Options

Account: 0241442953
7316 HARDY [Switch Account](#)

Rate Plan Options

Flexible rate plan options to fit your lifestyle

Look through our flexible rate plan options to help save money and align with your personal budget, lifestyle and energy usage.

Seasonal Peak Saver

This is our new standard rate plan that offers a discounted price for electricity 8 months out of the year.

[See More](#)

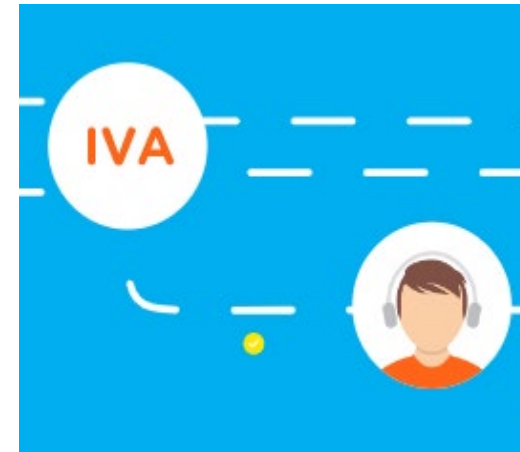
Peak Reward Saver

Get a set rate most of the day, plus earn bill credits for electricity used overnight.

[See More](#)

Payment Usage Outages More

IVA



Rate Education Reports

- **Goal:** Demonstrate financial impact of rate transition and present options
- **Tactic:** Send a digital Rate Education Report to everyone with an email and print report to every home
- **Availability:**
 - Send 1 – August 2023
 - Send 2 – tbd



P.O. Box 418679, Kansas City, MO 64141

Rate Education Report
March 21, 2020
Account number XXX0001



Use this shortcut to choose your new rate plan! Scan the QR code.

Choose a new rate plan that works for you

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

! Make your selection today
If you don't select a new plan, you'll be enrolled in Seasonal Peak starting October 2023.



Seasonal Peak
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.



Peak Reward
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.



Nights & Weekends
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.



Nights & Weekends MAX
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquat.


How do rate plans compare?
Estimated average monthly cost per plan (based on your historical usage).



Public [Click here to learn more](#) →

How can time of use rate plans work for you?


Small actions go a long way when it comes to shifting your energy use away from on-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 off-peak hours. Another great way to save is using a smart thermostat to automate your heating and cooling systems to run less frequently during on-peak hours.



What time should you use energy based on new plans?


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

Seasonal Peak more \$




*No peak pricing Oct-May. TOU rates apply June-Sept only.

+1 Peak Reward more \$




*Use electricity during super saver hours and receive discount credits.

Nights & Weekends 6x more \$




*No peak hours on holidays and weekends.

Nights & Weekends MAX 12x more \$



*No peak hours on holidays and weekends.


Choose your new plan!



Use this digital shortcut to choose your new rate plan. Scan QR code.
Or call XXX-XXX-XXX.

Learn more and select your rate 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.



Rate Comparison

- **Goal:** Enable evaluation of rate plan options, including personalized financial information and simulation experiences
- **Tactic:** Enhance existing Rate Comparison tool to include new TOU rates
- **Availability:** June 2023

Your lowest cost rate plan

Based on your electricity use history, you'll save the most on the **Nights & Weekends Max Saver** rate plan.

Lowest Cost | Save \$75

Nights & Weekends Max Saver

Savings Level: More effort and more flexibility needed

Who it is for: EV Drivers or Flexible Energy Users

Tip: Schedule your EV charger and large appliances to start overnight

\$2,020
Estimated cost per year

[Learn More](#)

You're currently on the **Tier Plan** rate plan, spending about **\$2,095/year**.

[Learn More](#)

[Change My Plan](#)



Shifting your energy habits can lower your costs.

Answer a few questions about your energy habits to see how your costs change.

[Use Our Rate Simulator](#)

Public

Compare All Rate Plans

Lowest Cost Rate

Nights & Weekends Max Saver

Savings Level: More effort and more flexibility needed

Who it is for: EV Drivers or Flexible Energy Users

Tip: Schedule your EV charger and large appliances to start overnight

\$2,020/year

[Learn More](#)

Peak Reward Saver

Savings Level: Some effort and flexibility needed

Who it is for: Everyday or Reward Focused Energy Users

Tip: Earn bill credits when you shift your large appliance use overnight

\$2,030/year

[Learn More](#)

Seasonal Peak Saver

Savings Level: Some effort and flexibility needed

Who it is for: Everyday Users

Tip: Set your thermostat to avoid cooling during the summer Peak hours of 4 to 8 pm

\$2,040/year

[Learn More](#)

Your Current Rate

Tier Plan

Ideal for: Those who want to monitor overall energy use

Highest price: Summer. When you reach the third tier

Savings tip: Actively monitor all the ways you use energy

\$2,095/year

[Learn More](#)

Nights & Weekends Saver

Savings Level: Some effort and flexibility needed

Who it is for: Budget or Sustainability Focused Energy Users

Tip: Use smart thermostats and appliance settings to shift when you use energy

\$2,160/year

[Learn More](#)

Mobile App Rate Education

- **Goal:** Enable Rate Education through the Evergy Mobile App
- **Tactic:** Add a Rate Education page to the existing Evergy Mobile App, with links to this page throughout the app
- **Availability:** June 2023


< Rate Plan Options

Account: 0241442953 [Switch Account](#)
7316 HARDY

Rate Plan Options

Flexible rate plan options to fit your lifestyle


Look through our flexible rate plan options to help save money and align with your personal budget, lifestyle and energy usage.



Seasonal Peak Saver

This is our new standard rate plan that offers a discounted price for electricity 8 months out of the year.

[See More](#)



Peak Reward Saver


Get a set rate most of the day, plus earn bill credits for electricity used overnight.

[See More](#)

\$ Payment
Usage
⚡ Outages
⋮ More

< Rate Plan Options


Account: 0241442953 [Switch Account](#)
7316 HARDY



Peak Reward Saver

Get a set rate most of the day, plus earn bill credits for electricity used overnight.


[See More](#)



Nights & Weekends Saver

Designed with budget or sustainability focused energy users in mind, this plan offers a lower energy price overnight.

[See More](#)



Nights & Weekends Max Saver

Designed with EV drivers in mind, this plan offers a very low energy price overnight.

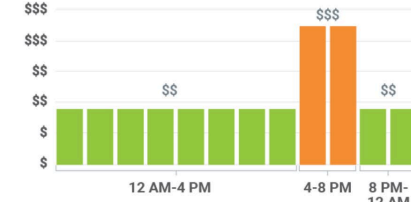
[See More](#)

\$ Payment
Usage
⚡ Outages
⋮ More

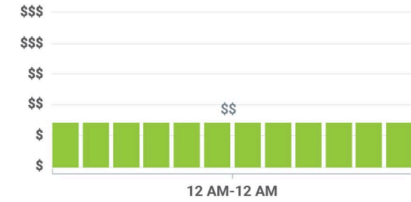
< Rate Plan Options

Account: 0241442953 [Switch Account](#)
7316 HARDY

Summer Weekdays (Mon-Fri)



Summer Weekends (Sat-Sun)



\$ Payment
Usage
⚡ Outages
⋮ More

Intelligent Virtual Assistant (IVA) Rate Education

Goal: Strategically leverage the IVA to provide TOU rate education and manage call volume

Tactic: Enhance the IVA to identify TOU related calls and send optional text messages to callers w/TOU self-service information ahead of or instead of directly transferring them to specialized TOU representatives

Availability: June/July 2023




Enrollment

Change My Rate

Select Your Rate Plan

1 Select 2 Review 3 Confirm




Tier Plan (your current plan)

Our Tier Plan, which is going away in Fall 2023, has three pricing levels based on how much energy you use. Rates go up by tier in the summer and down in the winter. Once you use your monthly allotment of energy in one tier, your rate changes to the next tier's price. To save, monitor your overall energy use, especially in the summer. [Learn More](#)

Seasonal Peak Saver

With no Peak pricing 8 months out of the year, our standard plan makes it easy to manage your energy costs. To save, focus on shifting summer (June-September) electricity usage away from weekday Peak hours of 4 to 8 pm. By shifting when you use your major appliances away from summer Peak hours (like doing laundry, cooling your home, or running the dishwasher), you pay less for the energy you use. [Learn More](#)




Peak Reward Saver

This plan offers a set rate, but also incorporates discount credits and extra charges based on the time of day you use electricity. If you use electricity during Super Saver hours (12 to 6 am), you'll receive discount credits, whereas if you use electricity during daily Peak hours (4 to 8 pm), additional charges will be applied. To save, keep your overall electricity usage low and shift big appliance use to Super Saver hours. [Learn More](#)

Nights & Weekends Saver

Get rewarded with a lower overnight rate. To save, schedule your smart thermostat and set your large appliances to run during the Saver (6 am to 4 pm and 8 pm to 12 am) and Super Saver (12 to 6 am) hours. It's important to avoid some electricity use during the weekday Peak hours of 4 to 8 pm, as those hours are 6x more expensive than overnight. On weekends and holidays, there are no Peak hours, so you always save. [Learn More](#)



Nights & Weekends Max Saver

Get rewarded with our lowest overnight rate. To save, schedule your EV to charge overnight and set your large appliances to run during the Super Saver hours of 12 to 6 am. It's important to avoid heavy electricity use during the weekday Peak hours of 4 to 8 pm, as those hours are 12x more expensive than overnight/Super Saver. On weekends and holidays, there are no Peak hours, so you always save. [Learn More](#)

Rate Plan Review

1 Select 2 Review 3 Confirm

Carefully review the following details before submitting your rate plan change.

Address
829 W GREGORY BLVD

Current Plan → **New Plan**
Tier Plan → Nights & Weekends Max Saver

Effective Date
05/15/2023

By submitting, I agree to the [terms and conditions](#), and I authorize Eversource to change my rate plan.

1 2 3 ✓

✓ Thank you! Your new rate plan will be effective on 05/15/2023.

What to Expect Next
Your new plan will become effective on the next business day. Your electric service will remain on during this transition.


Address
829 W GREGORY BLVD

Current Plan → **New Plan**
Tier Plan → Nights & Weekends Max Saver

Effective Date
05/15/2023

Want to see how you're doing on your new plan? Track your energy usage and costs hourly or daily with [Usage & Cost Trends](#). Plus, watch for our weekly Energy Coach emails to receive updates on how you're doing.


Start/Transfer Service



Start New Service

1 2 3 4 5 6 7 8

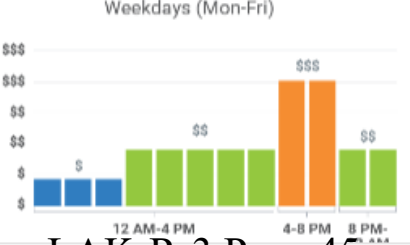
Select a plan that fits your lifestyle.
You can always change your plan after your service has started.

 **Nights & Weekends Saver**


Designed with budget or sustainability focused energy users in mind, this plan offers a lower energy price overnight.

- Savings Level:** Some effort and flexibility needed
- Who it is for:** Budget or Sustainability Focused Energy Users
- Tip:** Use smart thermostats and appliance settings to shift when you use energy

Get rewarded with a lower overnight rate. To save, schedule your smart thermostat and set your large appliances to run during the Saver (6 am to 4 pm and 8 pm to 12 am) and Super Saver (12 to 6 am) hours. It's important to avoid some electricity use during the weekday Peak hours of 4 to 8 pm, as those hours are 6x more expensive than overnight. On weekends and holidays, there are no Peak hours, so you always save.




Weekdays (Mon-Fri)

 **Seasonal Peak Saver**


This is our standard rate plan that offers a discounted price for electricity 8 months out of the year. This is the plan that works best for most customers.

[See More](#)

 **Peak Reward Saver**

Get a set rate most of the day, plus earn bill credits for electricity used overnight.

[See More](#)

 **Nights & Weekends Saver**

Designed with budget or sustainability focused energy users in mind, this plan offers a lower energy price overnight.



Change My Rate

3 step process for rate change at a premise: **Select, Review, Confirm**

Enhance existing tool with new TOU rates, available June 2023

Select Your Rate Plan

1 Select 2 Review 3 Confirm

Tier Plan *(your current plan)*

Our Tier Plan, which is going away in Fall 2023, has three pricing levels based on how much energy you use. Rates go up by tier in the summer and down in the winter. Once you use your monthly allotment of energy in one tier, your rate changes to the next tier's price. To save, monitor your overall energy use, especially in the summer. [Learn More](#)

Select Plan

Seasonal Peak Saver

With no Peak pricing 8 months out of the year, our standard plan makes it easy to manage your energy costs. To save, focus on shifting summer (June-September) electricity usage away from weekday Peak hours of 4 to 8 pm. By shifting when you use your major appliances away from summer Peak hours (like doing laundry, cooling your home, or running the dishwasher), you pay less for the energy you use. [Learn More](#)

Select Plan

Peak Reward Saver

This plan offers a set rate, but also incorporates discount credits and extra charges based on the time of day you use electricity. If you use electricity during Super Saver hours (12 to 6 am), you'll receive discount credits, whereas if you use electricity during daily Peak hours (4 to 8 pm), additional charges will be applied. To save, keep your overall electricity usage low and shift big appliance use to Super Saver hours. [Learn More](#)

Select Plan

Nights & Weekends Saver

Get rewarded with a lower overnight rate. To save, schedule your smart thermostat and set your large appliances to run during the Saver (6 am to 4 pm and 8 pm to 12 am) and Super Saver (12 to 6 am) hours. It's important to avoid some electricity use during the weekday Peak hours of 4 to 8 pm, as those hours are 6x more expensive than overnight. On weekends and holidays, there are no Peak hours, so you always save. [Learn More](#)

Select Plan

Nights & Weekends Max Saver

Get rewarded with our lowest overnight rate. To save, schedule your EV to charge overnight and set your large appliances to run during the Super Saver hours of 12 to 6 am. It's important to avoid heavy electricity use during the weekday Peak hours of 4 to 8 pm, as those hours are 12x more expensive than overnight/Super Saver. On weekends and holidays, there are no Peak hours, so you always save. [Learn More](#)

Select Plan

Rate Plan Review

1 Select 2 Review 3 Confirm

Carefully review the following details before submitting your rate plan change.

Address
829 W GREGORY BLVD

Current Plan → **New Plan**
Tier Plan → Nights & Weekends Max Saver

Effective Date
05/15/2023

Submit Plan Cancel

By submitting, I agree to the [terms and conditions](#), and I authorize Eversource to change my rate plan.

1 2 3 ✓

✓ Thank you! Your new rate plan will be effective on 05/15/2023.

What to Expect Next
Your new plan will become effective on the next business day. Your electric service will remain on during this transition.

Address
829 W GREGORY BLVD

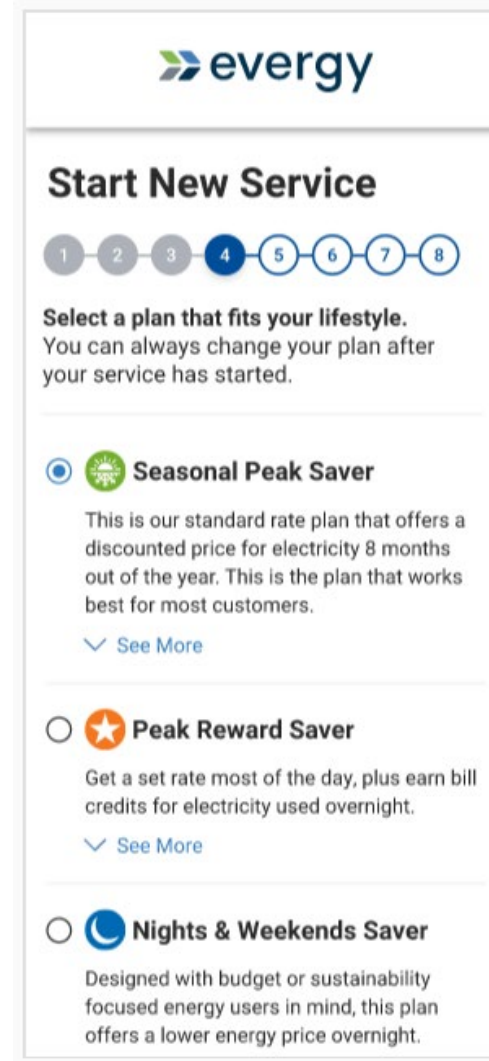
Current Plan → **New Plan**
Tier Plan → Nights & Weekends Max Saver

Effective Date
05/15/2023

Want to see how you're doing on your new plan?
Track your energy usage and costs hourly or daily with [Usage & Cost Trends](#). Plus, watch for our weekly Energy Coach emails to receive updates on how you're doing.

Start and Transfer Service – Rate Choice

- **Goal:** Enable TOU rate selection at the time of Start and Transfer Service
- **Tactics:**
 - **Web:** Add a rate selection step within the web Start and Transfer Service tool, enabling full TOU choice
 - **Contact Center, Connect:** enable full TOU choice on start/transfer service calls
 - **IVA:** start new/transfer service requests on the default TOU rate
- **Availability:** August 2023






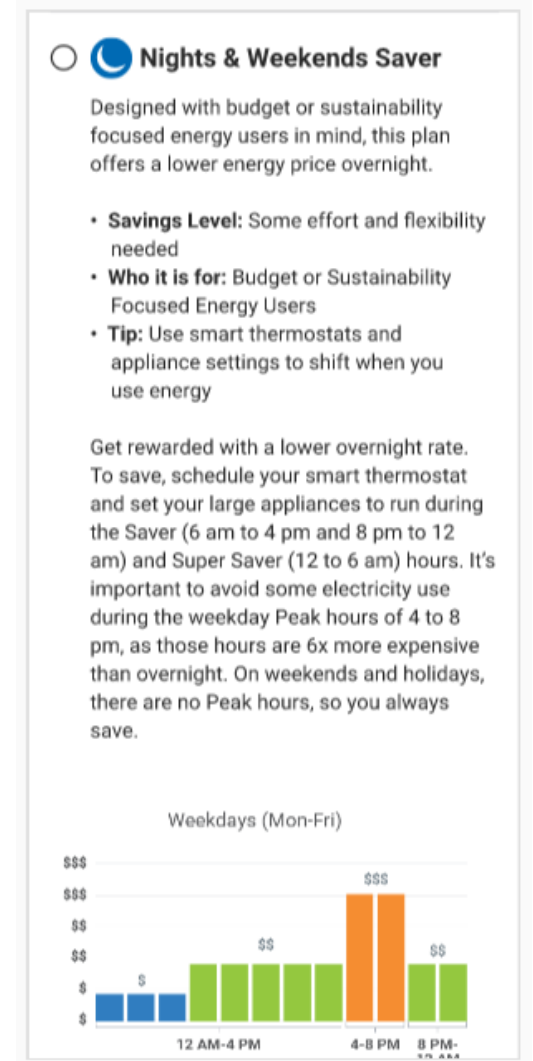
evergy


Start New Service

1 2 3 4 5 6 7 8

Select a plan that fits your lifestyle.
You can always change your plan after your service has started.

-  **Seasonal Peak Saver**
This is our standard rate plan that offers a discounted price for electricity 8 months out of the year. This is the plan that works best for most customers.
[See More](#)
-  **Peak Reward Saver**
Get a set rate most of the day, plus earn bill credits for electricity used overnight.
[See More](#)
-  **Nights & Weekends Saver**
Designed with budget or sustainability focused energy users in mind, this plan offers a lower energy price overnight.




 **Nights & Weekends Saver**

Designed with budget or sustainability focused energy users in mind, this plan offers a lower energy price overnight.

- **Savings Level:** Some effort and flexibility needed
- **Who it is for:** Budget or Sustainability Focused Energy Users
- **Tip:** Use smart thermostats and appliance settings to shift when you use energy

Get rewarded with a lower overnight rate. To save, schedule your smart thermostat and set your large appliances to run during the Saver (6 am to 4 pm and 8 pm to 12 am) and Super Saver (12 to 6 am) hours. It's important to avoid some electricity use during the weekday Peak hours of 4 to 8 pm, as those hours are 6x more expensive than overnight. On weekends and holidays, there are no Peak hours, so you always save.

Weekdays (Mon-Fri)



Time Period	Rate (\$)
12 AM-4 PM	1
4-8 PM	6
8 PM-12 AM	2

Post-Enrollment

Public



Post-Enrollment Tools

Rate Coach Reports

evergy
KATHRYN A. YOUNG
Acct ****9600

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

You're currently on a Time of Use Rate Plan that charges different prices throughout the day. When customers on this plan shifted their electricity usage away from 4 p.m. to 8 p.m., they saved on average \$5 to \$30 a month.

Here's how you used electricity during the weekdays

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

6
4
2
0 kWh

12am 6am 4pm 8pm 11pm

■ Super Saver (\$) ■ Saver (\$\$) ■ Peak (\$\$\$)

This data is based on your average weekday electricity use from Oct 7 to Oct 11.

On weekdays, electricity is 6x more expensive from 4 pm to 8 pm

\$ \$\$ \$\$\$ \$\$

12am 6am 4pm 8pm 11pm

How can you save big during peak hours?

High Bill Alerts

Your bill is projected to be \$195

⚠ That's higher than the high bill threshold you set.

[CHANGE YOUR THRESHOLD](#)

What you spent on electricity

On **weekdays**, electricity is 6x more expensive from 4 pm to 8 pm.

\$	Super Saver	12am - 6am 6 hours	\$7
\$\$	Saver	6am - 4pm 10 hours	\$4
\$\$\$	Peak	4pm - 8pm 4 hours	\$3
\$\$	Saver	8pm - 12am 4 hours	\$4

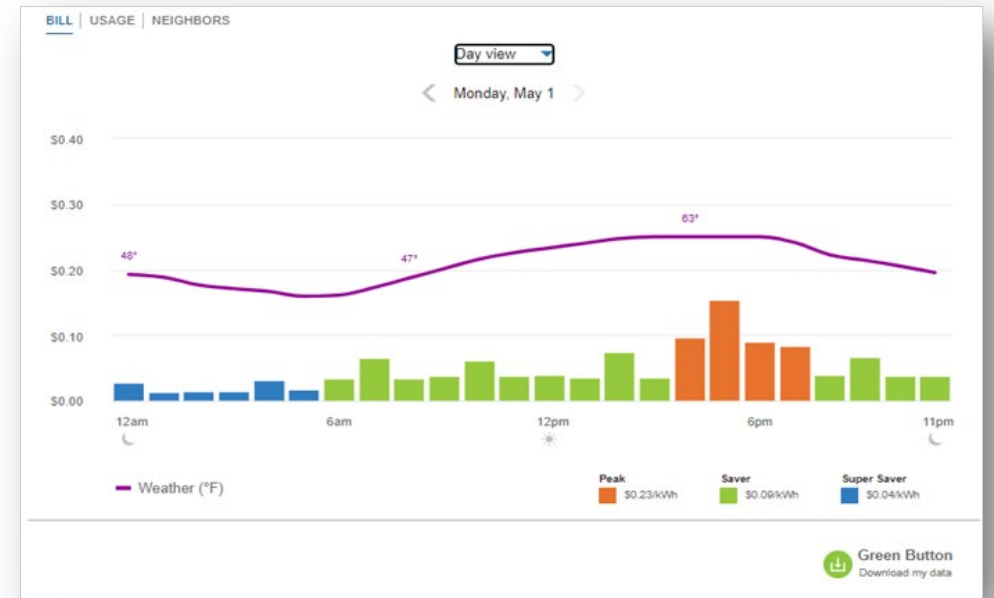
On **weekends**, there are no peak hours.

\$	Super Saver	12am - 6am 6 hours	\$5
\$\$	Saver	6am - 12am 18 hours	\$7

Based on your electricity use between January 26, 2023 - January 31, 2023

[SEE MORE ELECTRICITY TRENDS](#) Public

Rate Management – Web and Mobile App



Next Bill Forecast

✓ Your projected bill is **\$50**

APR 21 - MAY 20

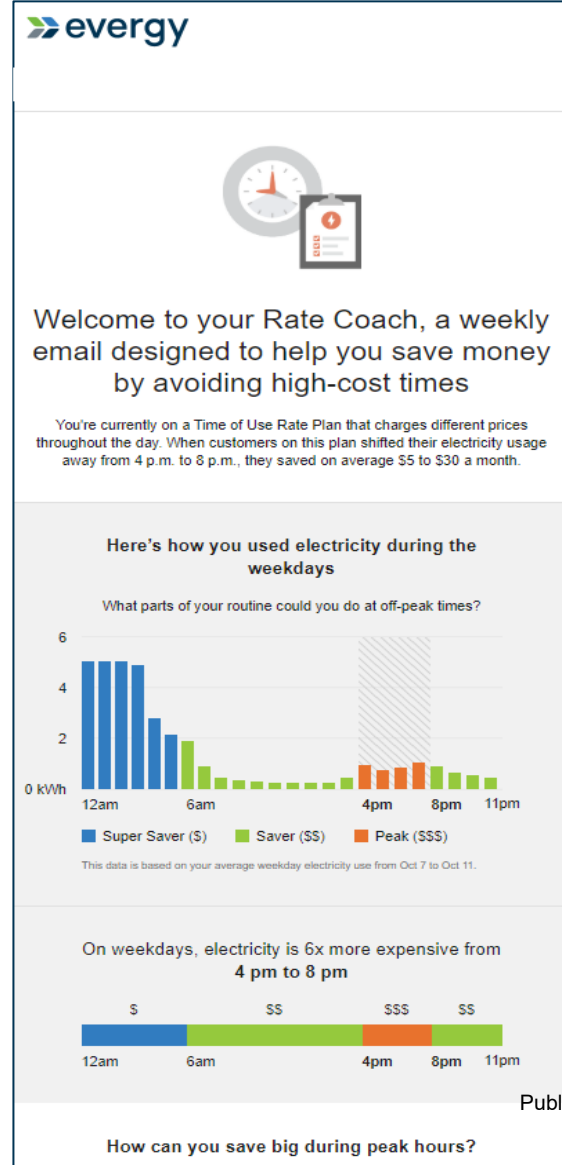
That's about **\$100 less** than last year. You've spent about **\$19** so far this bill period.

[Help Lower My Bill](#)

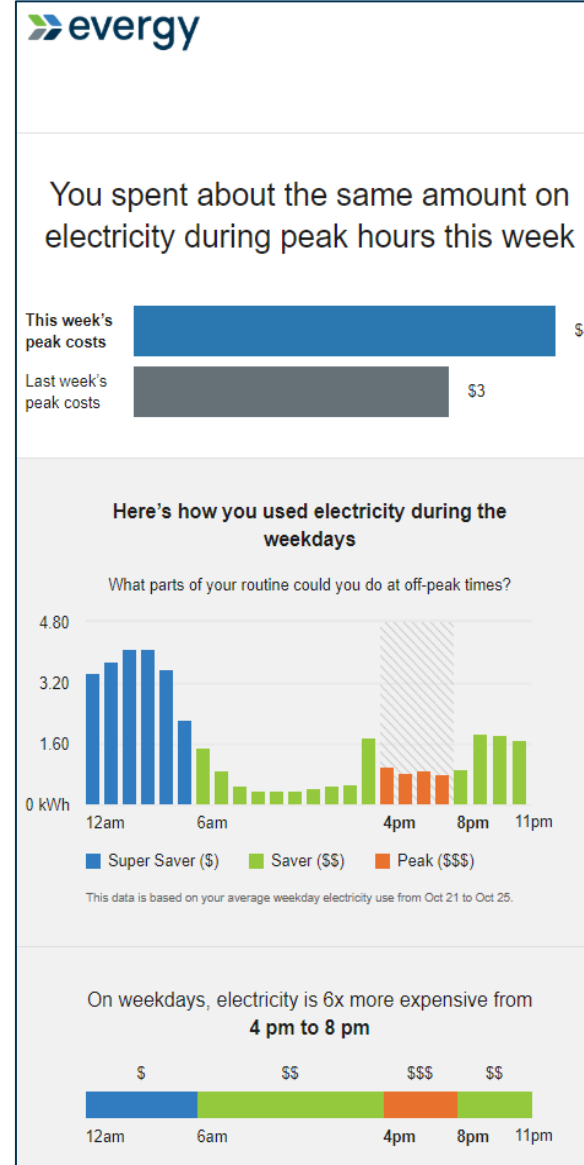
Rate Coach Reports

- **Goal:** Encourage customers to change usage behaviors in response TOU rate pricing and enable overall rate management
- **Tactic:** Enhance existing weekly Rate Coach reports to include new TOU rates and send to all eligible customers
- **Availability:**
 - June 2023 – new TOU rates
 - August 2023 – tiered TOU rates

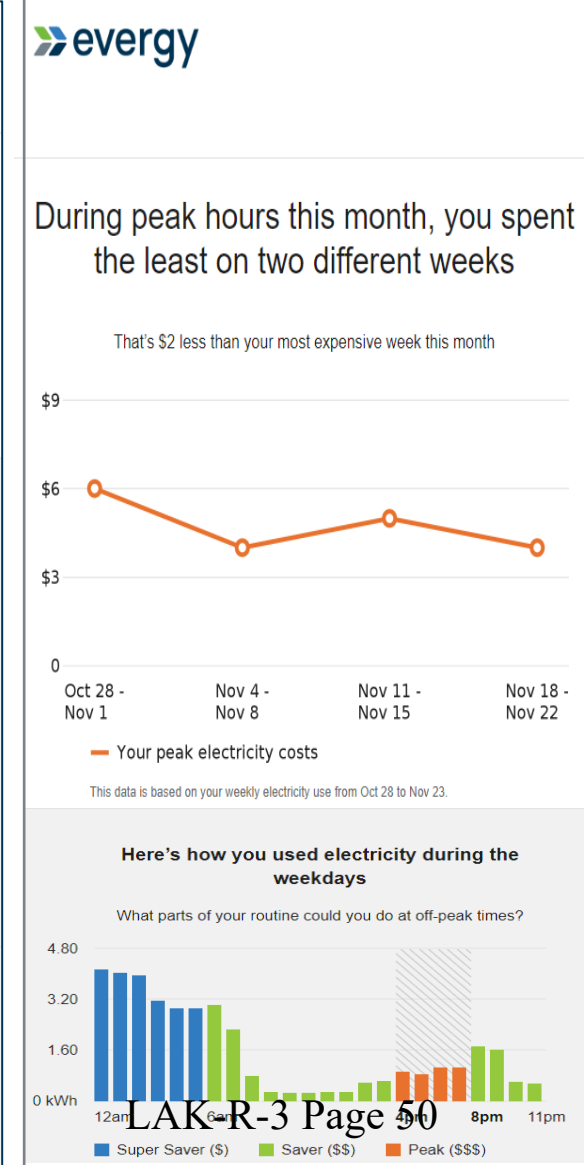
Welcome to Rate Coach (email) 10-14 days after rate switch



Weekly Rate Coach (email) 21 days after rate switch




Rate Coach Monthly Summary (email) 35 days after rate switch



High Bill Alert

- **Goal:** Help customers understand when their usage behaviors result in them tracking towards a higher-than-normal bill and suggest ways to adjust usage to avoid a higher than anticipated bill
- **Tactic:** Enhance existing High Bill Alerts to include new TOU rates and send to all eligible customers
- **Availability:** June 2023



Your bill is projected to be \$195

 That's higher than the high bill threshold you set.

[CHANGE YOUR THRESHOLD](#)

What you spent on electricity

On **weekdays**, electricity is 6x more expensive from 4 pm to 8 pm.

	Super Saver	12am - 6am 6 hours	\$7
	Saver	6am - 4pm 10 hours	\$4
	Peak	4pm - 8pm 4 hours	\$3
	Saver	8pm - 12am 4 hours	\$4

On **weekends**, there are no peak hours.

	Super Saver	12am - 6am 6 hours	\$5
	Saver	6am - 12am 18 hours	\$7

Based on your electricity use between January 26, 2023 - January 31, 2023


[SEE MORE ELECTRICITY TRENDS](#)

What caused your bill to change?

The weather has been similar to this time last year, and may not have affected your bill.


Other factors, like frequent use of major appliances, may have contributed.

Ways to Save




Clear area around heating and cooling vents

Furniture and carpets can block vents and prevent rooms from warming up or cooling down efficiently. Move objects away from vents to maximize circulation and save money throughout the day, and even more during peak hours.



Shave a minute off shower time during peak hours

The average American spends about 8 minutes showering. Reducing shower time by 1 minute can save 13% on water heating costs for your shower. This saves money any time you shower, with greater savings during peak hours.



Use a plug-in power meter

Plug-in power meters show you how much electricity each of your appliances and electronics uses. This can help you know what uses the most electricity so you can avoid using those devices during peak hours.

[SEE MORE WAYS TO SAVE](#)

Rate Management Tools (subset)

- **Goal:** Enable education and daily management of TOU rates
- **Tactic:** Enhance existing digital toolset to include new TOU rates
- **Availability:** June 2023

Bill Forecast

Next Bill Forecast

✓ Your projected bill is **\$50**

APR 21 - MAY 20

That's about **\$100 less** than last year. You've spent about **\$19** so far this bill period.

[Help Lower My Bill](#)

Rate Compare Lite

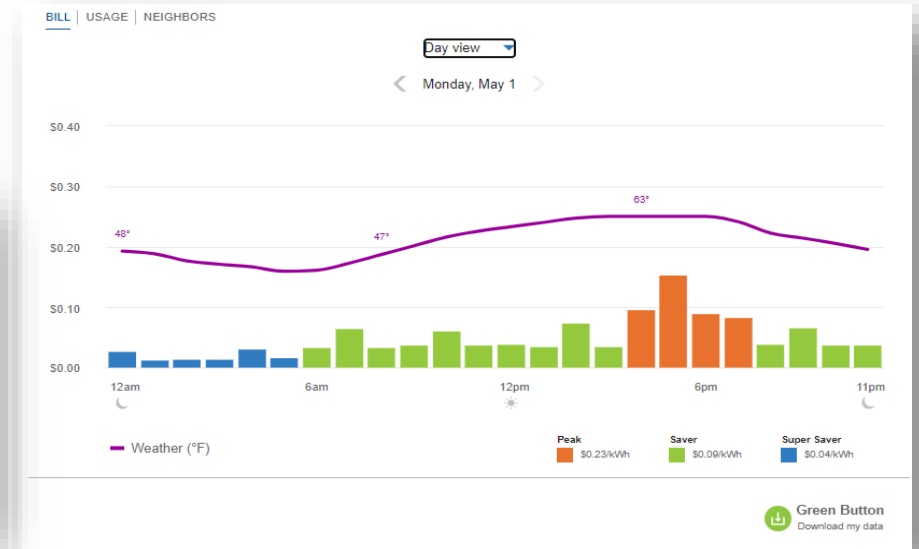
Explore Your Rate Plan Options

- 🌿 Seasonal Peak Saver
- ★ Peak Reward Saver
- 🌙 Nights & Weekends Saver
- 🌙 Nights & Weekends Max Saver

Did you know?
Evergy offers multiple rate plans to fit your lifestyle. Visit our Rate Comparison tool to see how much you might save on a different plan.

[View My Plan Options](#)

Hourly Cost



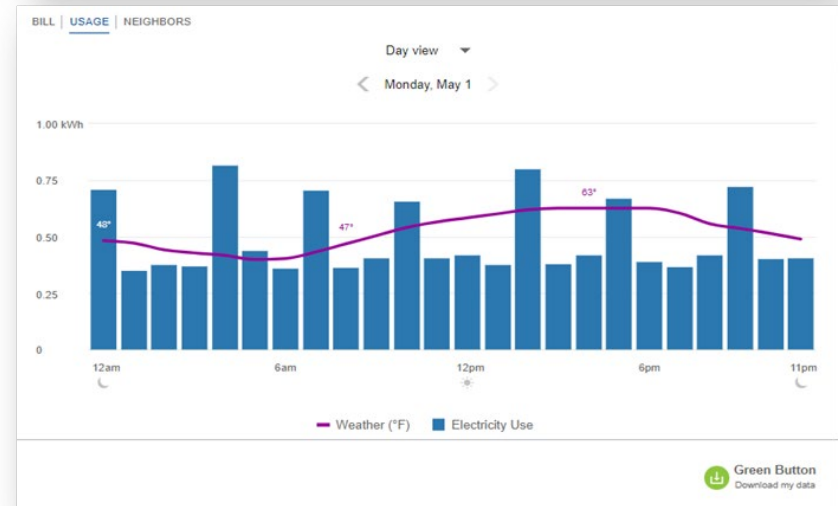
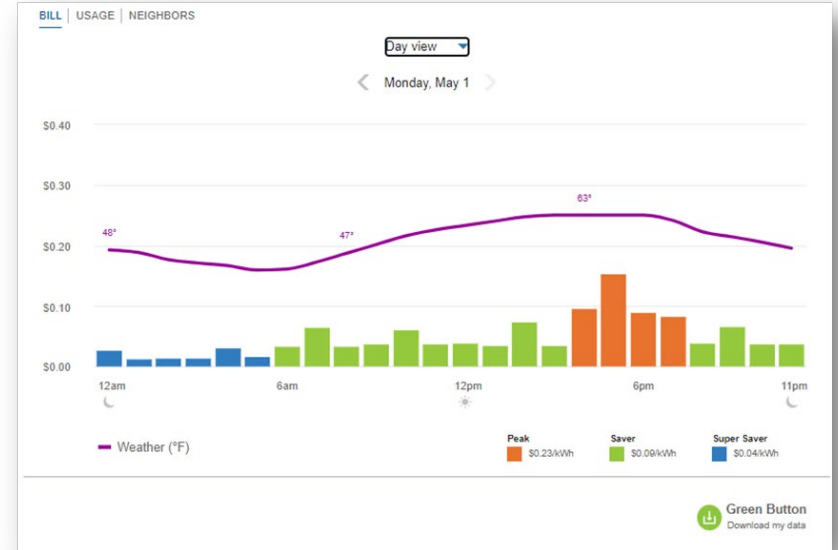
Hourly Usage



Mobile App – Future Release

- **Goal:** Enable more accessible rate education and rate management through the Mobile App
- **Tactic:** Enhance the Mobile App with rate management tools
 - Usage and Cost
 - Bill Forecast
 - Compare My Rate
 - Change My Rate
- **Availability:** Targeting Q4 2023/early Q1 2024

**scope still being defined*



Summary

Public



Digital Rate Education Tools Summary

Education Stage	Channel/Tools			
Pre-Enrollment	Rate Education Reports	Rate Comparison	Mobile App	IVA
Enrollment	Change My Rate	Web Start/Transfer Service	IVA Start/Transfer Service	Contact Center Evergy Connect
Post-Enrollment	Weekly Rate Coach	High Bill Alerts	Digital Rate Management Suite	Mobile App

Contact Center Support and System Update

Public

Contact Center Preparations



Contact Center TOU Strategy

TOU Customer Support

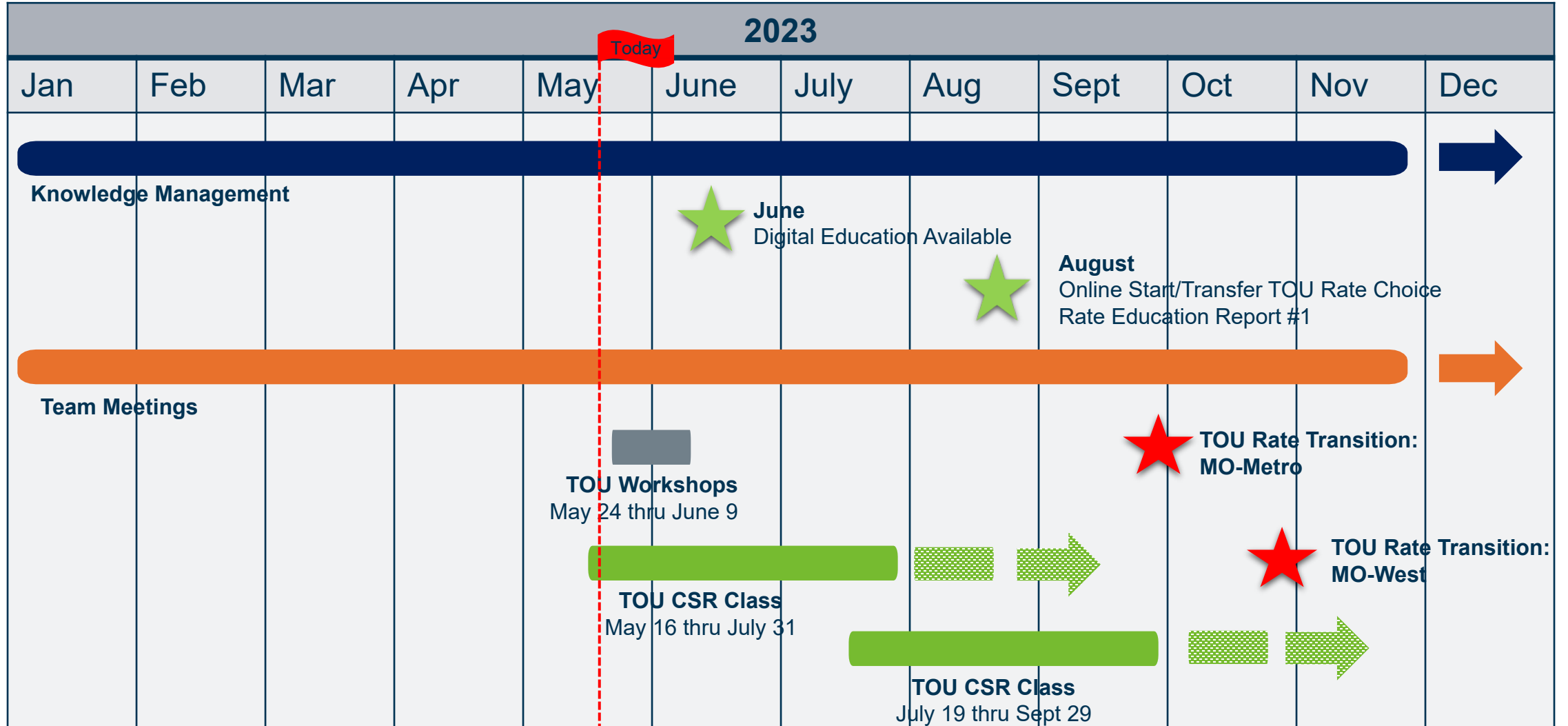
- Team of up to 30 TOU contingent CSRs – Staggered hiring based on need
 - First class currently in training
 - Current CSRs can and are taking TOU calls

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

- Escalation Process
 - CSRs will follow the current process and escalate to a Resolution Team member to assist with questions and/or concerns.



Customer Support Timeline





Customer Support Training

Awareness and Training



Knowledge Management delivers timely communication, resources for training, and continually updates and maintains process documentation



Team meetings leveraged for targeted updates throughout the year



Time of Use Workshops covering: Rate Review, Customer Education, Default Implementation, Procedure and Tool Updates

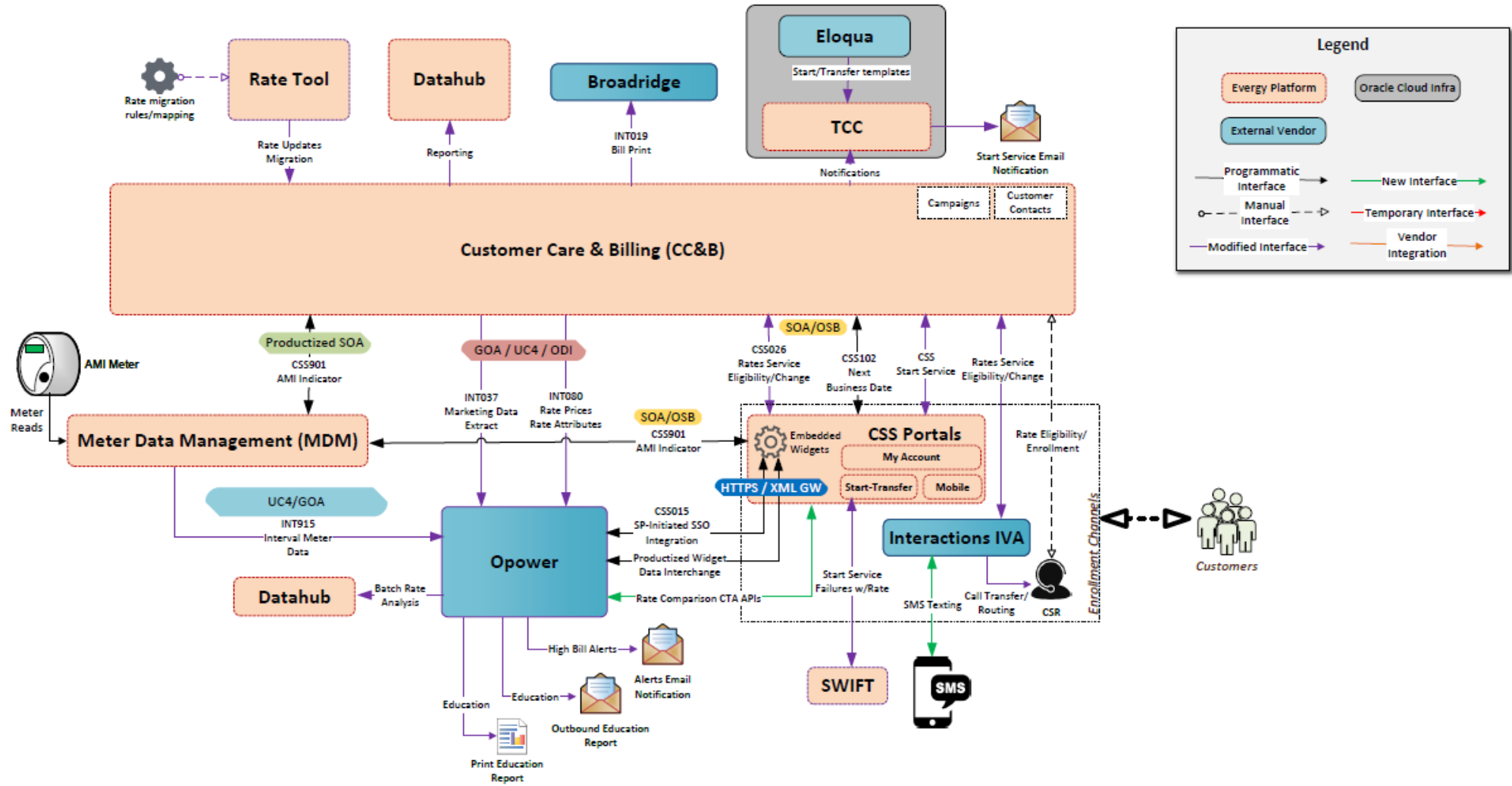


Comprehensive training for dedicated CSRs to gain familiarity with customer inquiries while adding expertise for TOU rate education

System Integration and Change Impacts

Public

MO Residential Default TOU Rates Architecture





Customer Default Rate Changes

Current Rate	New Default Rate	Rate Code	Rate Name
Current TOU customers	Stay on current selected rate	1RTOU & MORT	Nights & Weekends Saver
Net Meter, Solar Subscription, Low Income Solar, Parallel Gen	Residential Peak Adjustment	1RPKA & MORPA	Peak Reward Saver
All Other Rates (General, Residential Heat, Separately Metered Heat, Other)	Two Part TOU	1RTOU2 & MORT2	Seasonal Peak Saver
Non-AMI Meters	Stay on current rate	<i>Customer's Current Rate</i>	<i>Customer's Current Rate</i>



Default TOU Decisions

Decision	Outcome
Order of Implementation by Division	Implementation will begin with Missouri Metro with the first bill cycle for October. Missouri West customers will begin transitioning with first bill cycle of November.
Eligibility Requirements/Restrictions for Changing TOU Rate	There will be no restrictions for customers who wish to switch between eligible TOU rates. However, customer messaging will strongly recommend customers stay on rate for a season or at least 3 billing cycles to understand usage patterns and determine impact.
Start Date for TOU enrollment	Beginning in August 2023, all new starts/transfers will start with a TOU rate (default or optional) in all channels (Contact Center, IVA, Web). Escalations can be managed through the contact center



Default TOU Decisions

Decision	Outcome
Revert to Standard Rate	Beginning in June 2023, once a customer enrolls in a TOU rate, they will no longer be eligible to revert to a Non-TOU rate at that premise. Escalations can be managed through the contact center.
Rate Compare Options	Starting in June, if a customer is enrolled in a TOU rate, the compare to general rate will not be available. If the customer is still on the general rate, the compare is available.
Non-AMI Meters	Non-AMI meter customers will stay on current rate

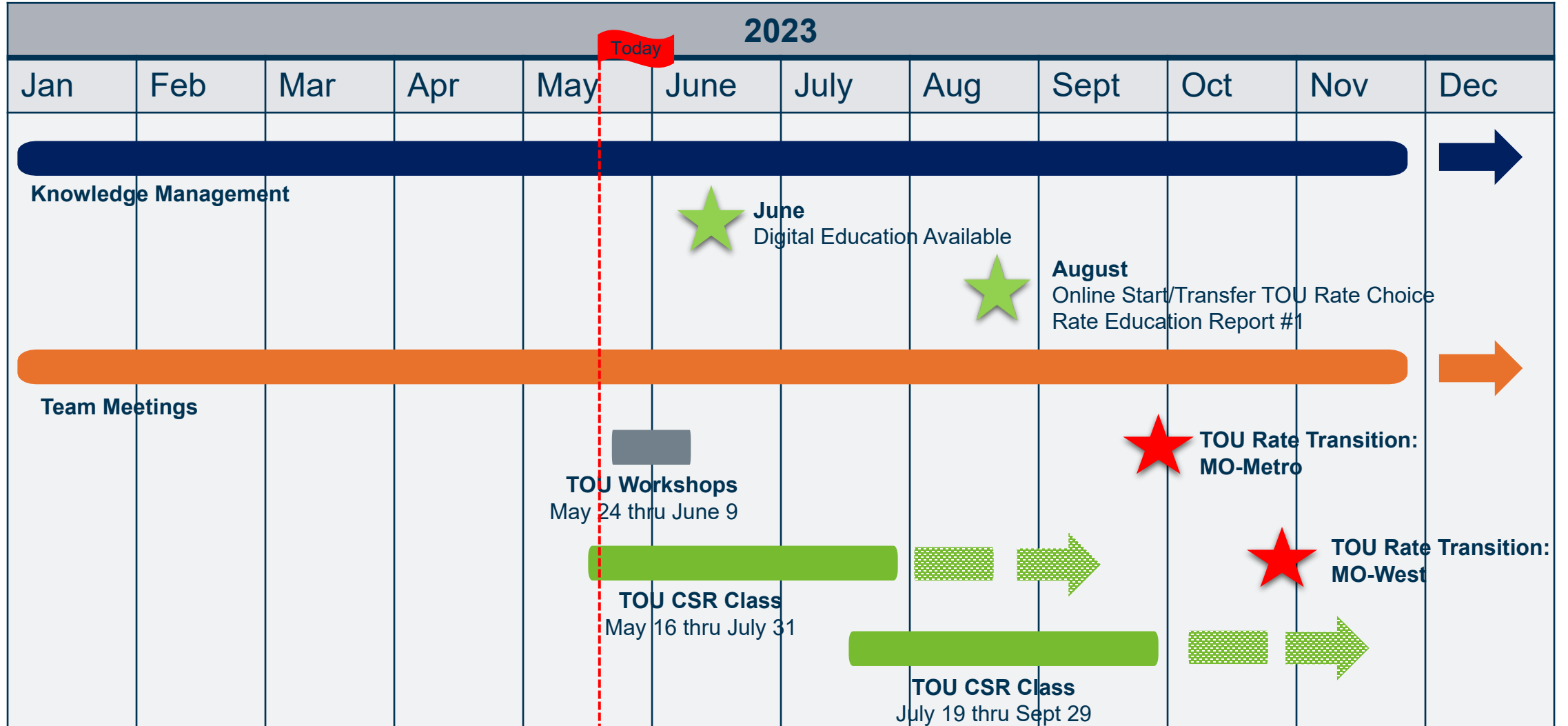


Potential Customer Impacts

- Rate compare experience differences (new customers vs. existing customers)
- Rate tool exceptions driving manual work could impact transition timing
- Landlord reverts and setting expectations



Customer Support Timeline



Cost Tracking & Reporting Update

Public

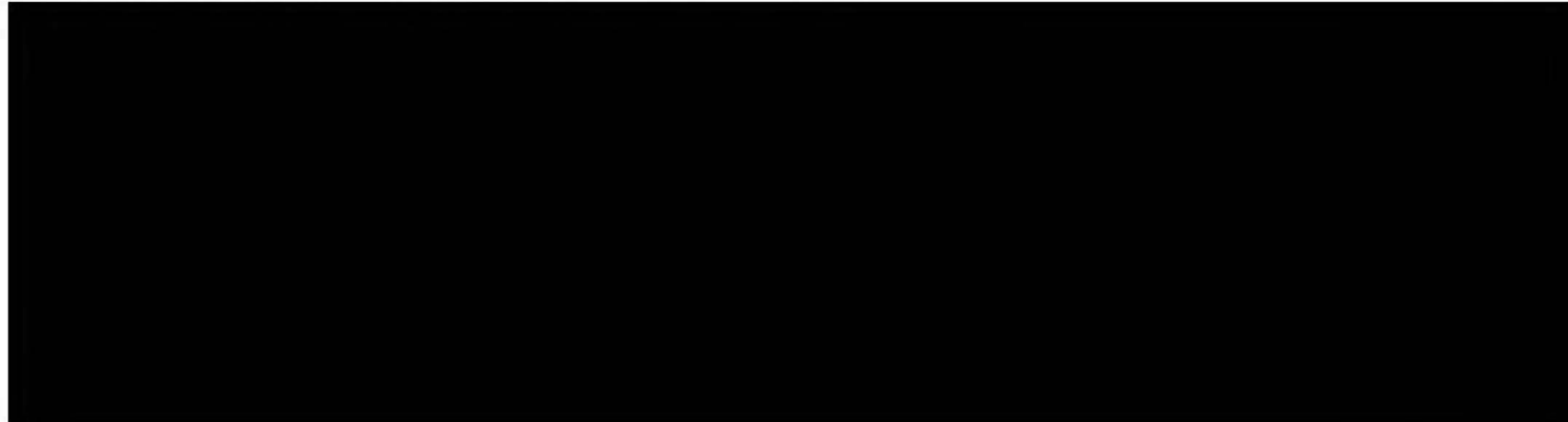


Quarterly Cost Reporting

Education & Outreach - AAO

Expenses through March 31, 2023, in millions

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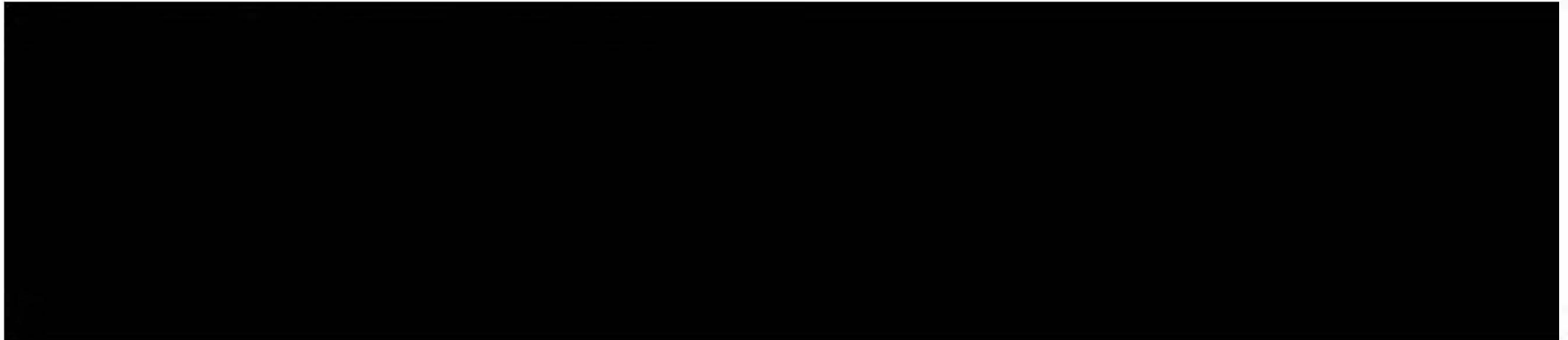


Quarterly Cost Reporting

Education & Outreach - AAO

Expenses through March 31, 2023, in millions

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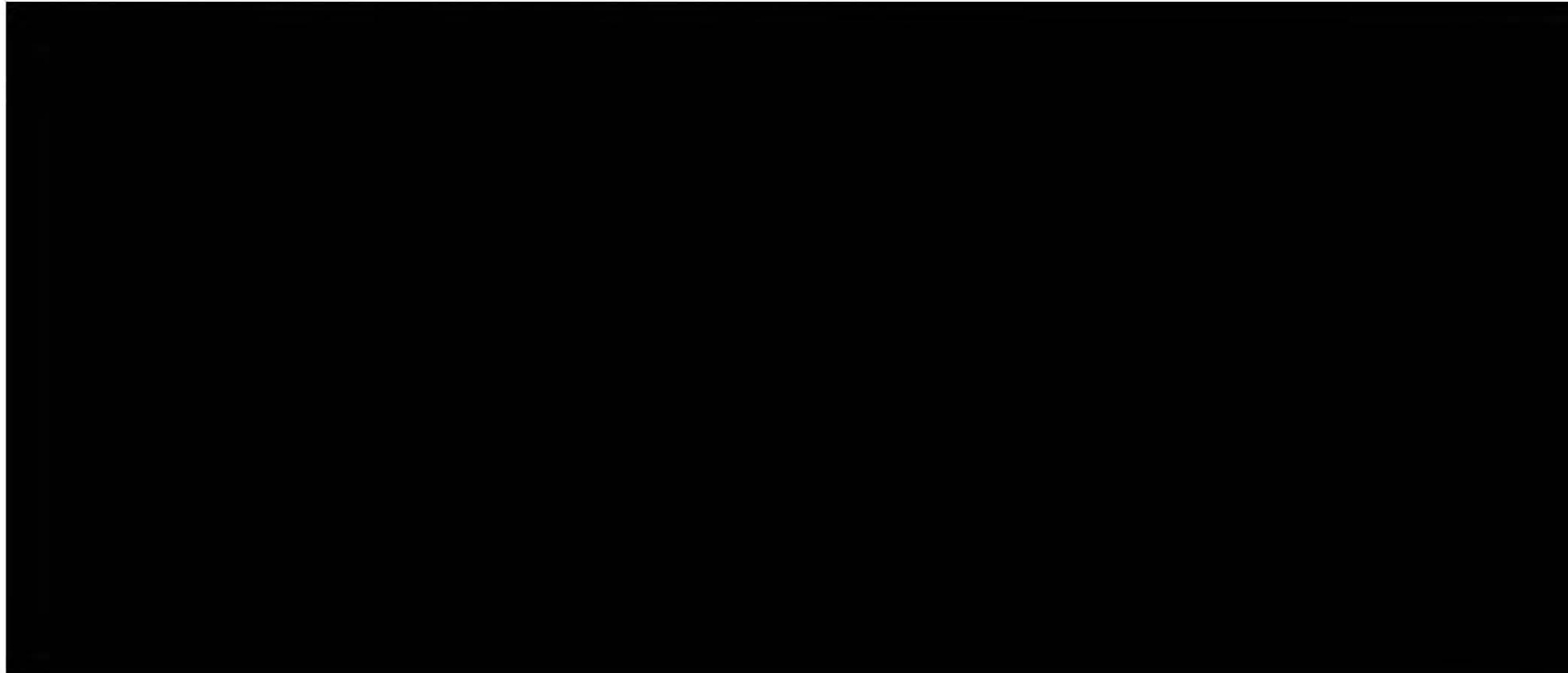


Capital Implementation

System & Technology Changes – Capex

Expenses through March 31, 2023, in millions

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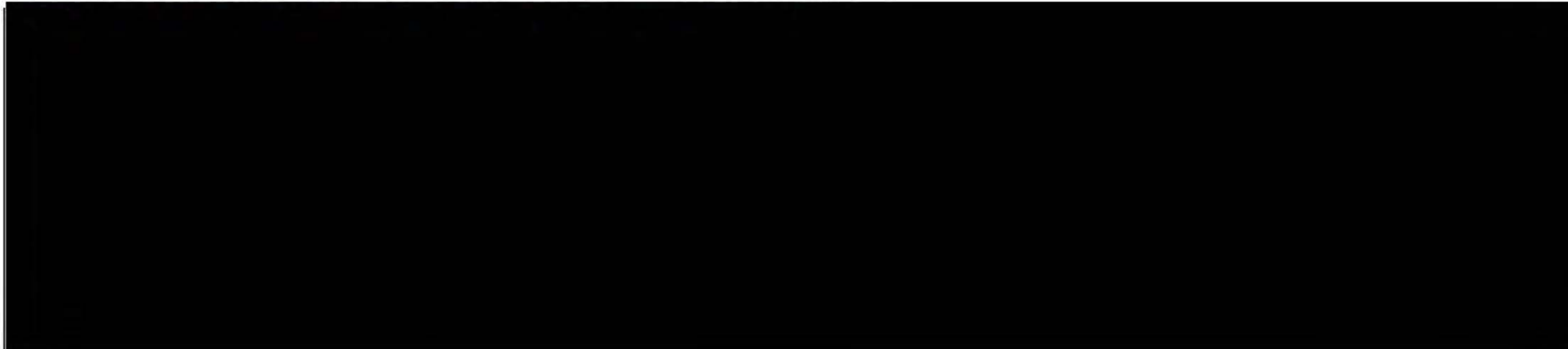


Total Implementation Cost for TOU

Education & Outreach Plus System & Technology Changes – AAO & Capex

Expenses through March 31, 2023, in millions

**



**

Implementation cost timeline ~ 12-18 months

Next Steps



Next Steps

- Quarterly Reporting
 - Initial Report Due May 31st
- Please email questions or requests that could not be answered and delivered within the construct of this meeting to:
 - Regulatory.Affairs@evergy.com
 - Reference docket **EW-2023-0199** in the subject line.