

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

In the Matter of Kansas City Power & Light)
Company’s Request for Authority to Implement)
A General Rate Increase for Electric Service) **Case No. ER-2018-0145**

In the Matter of KCP&L Greater Missouri)
Operations Company’s Request for Authorization to)
Implement A General Rate Increase for Electric)
Service) **Case No. ER-2018-0146**

NOTICE

COME NOW Evergy Metro, Inc. d/b/a Evergy Missouri Metro (“Evergy MO Metro”) and Evergy Missouri West, Inc. d/b/a Evergy Missouri West (“Evergy MO West”) (collectively, the “Company”)¹ and respectfully state as follows to the Missouri Public Service Commission (“Commission”):

1. On September 25, 2018, the Company filed a *Non-Unanimous Stipulation and Agreement Concerning Rate Design Issues* (“Rate Design-TOU Stipulation”) which included an agreement between the Company, Staff, the Office of the Public Counsel (“OPC”), Missouri Division of Energy (“DE”), and Renew Missouri Advocates (“Renew MO”) (collectively, the “Signatories”) on Time of Use (“TOU”) rates.²

2. On October 31, 2018, the Commission issued its *Order Approving Stipulations and Agreements* (“Order”) which approved the various settlements between the Signatories in these dockets, including the Rate Design-TOU Stipulation referenced above.

¹ Effective October 7, 2019, Every MO Metro adopted the service territory and tariffs of Kansas City Power & Light Company; and Evergy MO West adopted the service territory and tariffs of KCP&L Greater Missouri Operations Company.

² “When completed the Company will submit to the Commission the following documents on an ongoing basis: Customer research plan, business case for shadow billing, marketing and education plan, EM&V plan, Customer Feedback Mechanism, Customer Behavior Metrics, EM&V interim and final results and documentation shared at each stakeholder meeting.” Rate Design-TOU Stipulation, Section 2.e., p. 6.

3. Pursuant to the provisions of the Rate Design-TOU Stipulation the Company is filing the attached, as identified below:

- (i) **Exhibit A:** *Missouri West and Missouri Metro Residential Time of Use Plan Stakeholder Update* (presented on March 29, 2021); and

WHEREFORE, the Company respectfully request the Commission take notice of the attached.

Respectfully submitted,

/s/ Robert J. Hack

Robert J. Hack, #36496
Roger W. Steiner, #39586
Evergy, Inc.
1200 Main Street
Kansas City, MO 64105
Phone: (816) 556-2791
Phone: (816) 556-2314
Fax: (816) 556-2787
rob.hack@evergy.com
roger.steiner@evergy.com

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

**ATTORNEYS FOR EVERGY MISSOURI
METRO AND EVERGY MISSOURI
WEST**

CERTIFICATE OF SERVICE

I hereby certify that copies of the foregoing have been mailed, hand-delivered, transmitted by facsimile or electronically mailed to all counsel of record this 29th day of March 2021.

Roger W. Steiner

Roger W. Steiner



Missouri West & Missouri Metro Residential Time of Use Plan

Stakeholder Update
March 29, 2021





Agenda

- Process for follow up questions/material
- Enrollments and Channel Activity
- Education Effectiveness
- Customer Feedback
- Next Steps
- Questions



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 upcoming meeting that could not be answered and delivered within the construct of this meeting, please email the request(s) to **regulatory.affairs@evergy.com**.

Enrollment Activity & Updates



Enrollments and Channel Activity

Enrollments began on October 1, 2019

Legend:

CSS = Customer Self Service
(authenticated website)

CSR = Customer Service Representative
(via phone or in person at Every Connect)

All Active Enrollments as of 3/25/2021

State	Enrollment Type	Division	Source	Count	2021 Enrollment Goal	% to 2021 enrollment goal
Missouri	TOU	MO West (GMO)	CSR	273		
			CSS	2618		
				2891	1750	165%
		MO Metro (KCPLM)	CSR	219		
			CSS	2328		
				2547	1750	146%
State Total				5438	3500	155%

Enrollment Channel Activity		
CSS	4946	91%
CSR	492	9%
Total	5438	100%

*High CSS enrollment % underscores the criticality of quality self-service tools, information and infrastructure.



Contact Center Updates

- Reminder
 - 100% of CSRs now trained on TOU and taking calls
 - Complex TOU conversations and/or escalations still transfer to highly specialized team
- TOU call volume is currently low, driven by less marketing in field
 - Average 133 calls per month in 2021
- TOU talk times are ~3-5 minutes longer than other types of calls
 - Average talk time in 2021 is a little over 13 minutes per call
 - Call length drivers
 - Tend to be educational in nature as much or more than transactional
 - Expect these calls to continue to be longer than average calls

Education Effectiveness



Primary Education and Engagement Tools



Pre-Enrollment



Rate Education Report Effectiveness

42%

Average unique open rate
*Evergy company average is ~40%

68%

Average overall open rate, indicating many open the report more than once

evergy

P.O. Box 418678, Kansas City, MO 64141

Rate Education Report
March 21, 2020
Account number XX00001

We've put together this report to introduce you to our new Power of Choice program, providing personalized guidance about your rate plan options as well as tips for saving energy and money.

Read on to learn more or visit:
evergy.com/plandetails

Evergy puts the Power of Choice in your hands

Our new rate plans are designed to save you money based on when you use the most energy. This report estimates the cost of each plan and helps you choose the best plan for you. For most people, switching to a Time of Use (TOU) rate plan and reducing weekday energy usage from 4 pm to 8 pm can help lower energy costs.

You're currently on Standard Tier Plan.

Standard Tier Plan
Three pricing levels based on how much energy you use each month.

Time of Use Plan
A discounted rate when you shift weekday energy use to designated off-peak times.

What do different rate plans cost?
Avg over past 12 months

Rate Plan	Estimated Annual Cost
Standard Tier Plan	\$130
Time of Use Plan	\$165

Last year you would have saved more on a TOU rate plan.
\$13 savings per month

*Estimated values. This comparison is based on your hour-by-hour energy use over the last 12 months.

Ready to switch plans?
To view rate plans and choose the best one for you, log in to your account at evergy.com/changeplan.

Turn over ➔

Estimated cost per year

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Cost	
Standard Tier Plan	\$100	\$110	\$120	\$130	\$140	\$150	\$160	\$150	\$140	\$130	\$120	\$110	\$1,560	Your current plan
Time of Use Plan	\$00	\$08	\$120	\$104	\$112	\$120	\$100	\$100	\$112	\$104	\$110	\$08	\$1,269	Your best plan

The amounts shown here are estimates based on your electricity usage from available data using applicable rate prices and surcharges only. They do not include local taxes or fees and might differ from your costs.

More ways to save

Delay running your dishwasher
Load your dishwasher during peak hours, but delay starting it until off-peak hours.

Delay running your dryer
Dryers use more energy than washing machines, so wait until off-peak hours to dry your clothes.

Use a smart thermostat to automate off-peak savings
Schedule your smart thermostat so your heating/cooling system runs less during peak hours.

Frequently asked questions

Why is Evergy offering a Time of Use (TOU) plan option?
Shifting your energy use to off-peak times lets us use environmentally friendly resources and pass the savings on to you.

What if my report says I won't save on the new plan?
This report estimates costs without considering possible lifestyle changes. Shifting higher energy use—such as running the dishwasher, washer, or dryer—to off-peak hours may help you save money on this plan.

If I switch plans, how can I tell if I'm saving money?
If you enroll in the TOU plan, you'll also get a weekly "Rate Coach" email with personalized insights and tips to help you save energy and money.

Find more information on rate plans
➔ Visit evergy.com/plandetails

Find more ways to save
To receive personalized energy saving tips, complete our Home Energy Analysis survey under the Energy Analyzer tab at evergy.com/myhome.

evergy

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 this estimated rate comparison.

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Online Rate Analysis Tool Effectiveness

61%

TOU customers interacted with the Rate Analysis Tool before enrolling

44%

TOU customers clicked "Change My Plan" within the Rate Analysis Tool

Your Lowest Cost Rate Plan
Based on your electricity use history, you'll save the most on the Time of Use Plan rate plan.

Plan Name	Estimated cost per year	Additional Info
All-Electric Plan Ideal for: Those who use electric heat for their homes Highest price: Summertime Savings tip: Limit your energy use in the summertime	\$1,120	Learn More
Time of Use Plan Ideal for: Those who want more flexibility and control Highest price: Peak Hours: Weekdays from 4-8 p.m. Savings tip: Run large appliances before or after 4-8 p.m.	\$1,065	Learn More


Change My Plan

Enrollment Process Effectiveness

91% TOU enrollments are occurring online


Select Your Rate Plan

1 Select — 2 Review — 3 Confirm



Standard Tier Plan (your current plan)

Our Standard Tier Plan 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. If you can monitor your overall energy use, especially in the summer, this plan may be right for you. [Learn More](#)



Time of Use Plan

Our Time of Use Plan rewards you with rate discounts when you shift your weekday energy use to off-peak times, like after 8 p.m. If you can run the dishwasher, washing machine, dryer and other large appliances outside of the weekday peak energy hours between 4 and 8 p.m., this plan may be right for you. On weekends and holidays, 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
16201 BALLENTINE ST

Current Plan → **New Plan**
Standard Plan → Time of Use Plan

Effective Date
10/18/2019

Submit Plan Cancel

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

1 Select — 2 Review — 3 Confirm

✓ Thank you! Your new rate plan will be effective on 10/18/2019.

What to Expect Next
Depending on where you are at in your billing cycle when your rate change becomes effective, you will either receive a final, separate bill for charges on your current rate plan or you will receive a bill with both your final charges on your current rate plan and a prorated amount due for the charges incurred up to the point of billing on your new rate plan. All subsequent bills will include charges on your new rate plan. Your electric service will remain on during this transition.

Budget Billing
All rate plans start with the Budget Billing feature turned off. You can turn on Budget Billing in your [preferences](#) after your new rate plan becomes effective.

You have a Budget Billing account balance of \$210.05. This amount will be added to the final bill for your current rate plan. This balance is an estimate and may vary slightly at the time of billing.

Address
16201 BALLENTINE ST

Current Plan → **New Plan**
Standard Plan → Time of Use Plan

Effective Date
10/18/2019

Use [Energy Analyzer](#) to manage your energy usage, find energy saving tips and more.

Post-Enrollment

Rate Coach Report Effectiveness

57%

Average unique open rate
*Eversource company average is ~40%

Many open multiple times

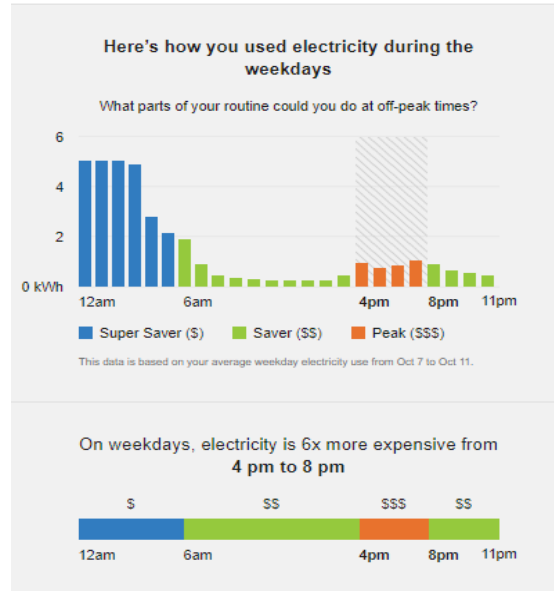
Welcome to Rate Coach (email)

10-14 days after enrolling

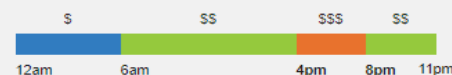


Welcome to your Rate Coach, a weekly email designed to help you save money by avoiding high-cost times

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.



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



How can you save big during peak hours?

Weekly Rate Coach (email)

21 days after enrolling

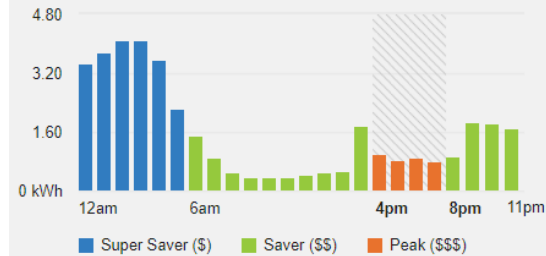


You spent about the same amount on electricity during peak hours this week



Here's how you used electricity during the weekdays

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



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



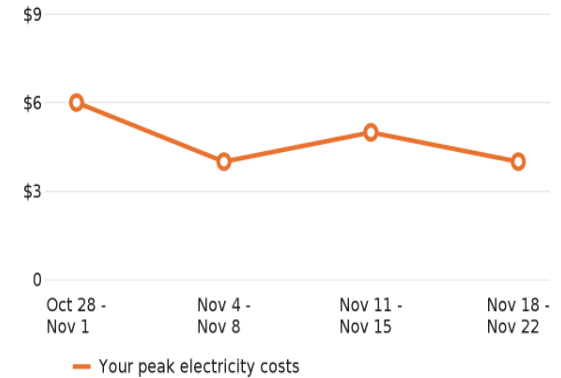
Rate Coach Monthly Summary (email)

35 days after enrolling



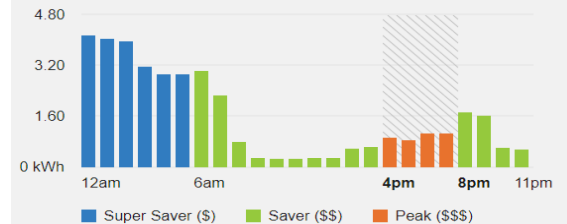
During peak hours this month, you spent the least on two different weeks

That's \$2 less than your most expensive week this month



Here's how you used electricity during the weekdays

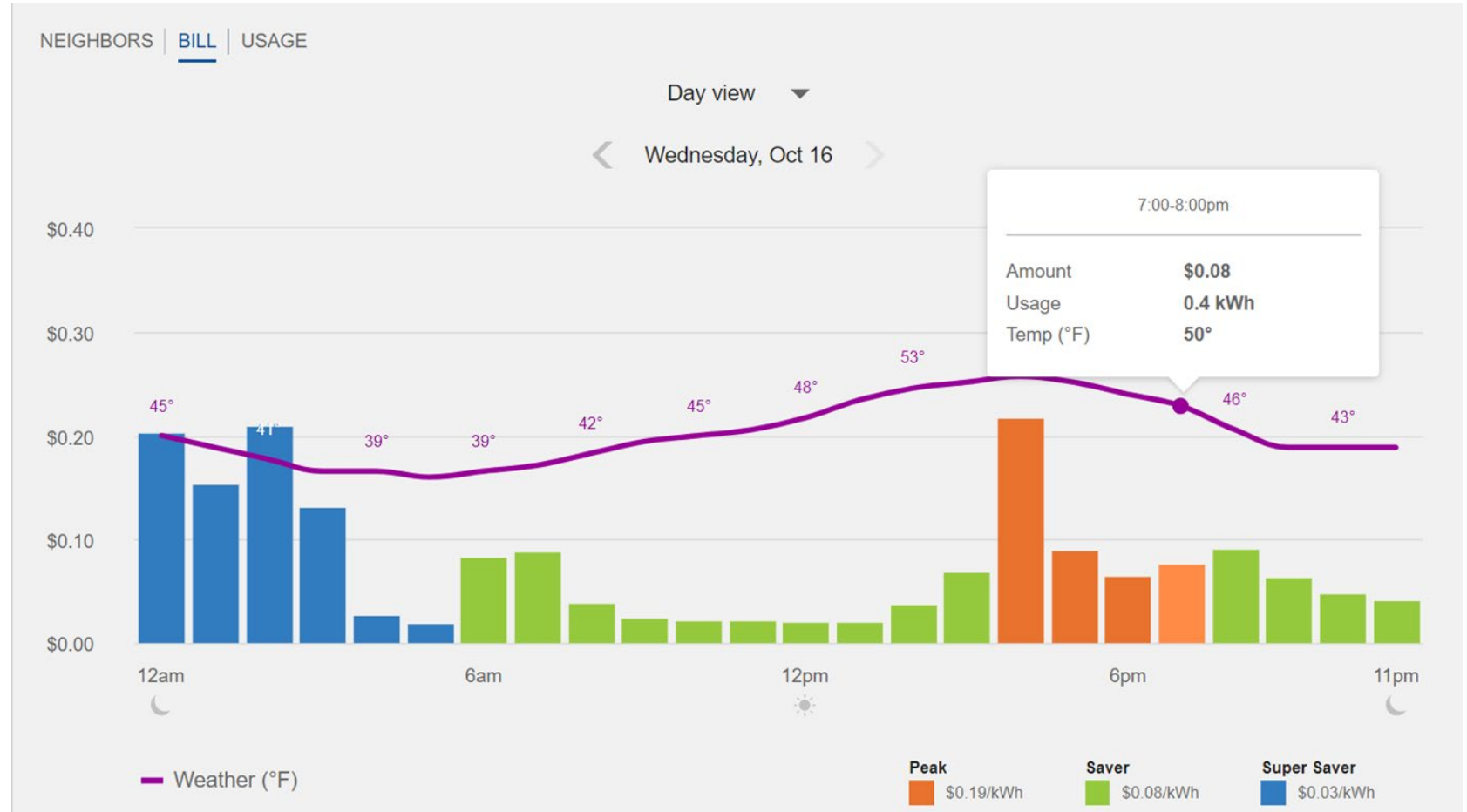
What parts of your routine could you do at off-peak times?



Self-Service Hourly TOU Analytics

63k

Impression events since
October 2019



Customer Feedback

- *Post-Enrollment, Unenrollment, and Behavior Change Surveys*
- *In-depth Phone Interviews (IDIs)*



Executive Summary

- **Most (67%) are satisfied with the TOU plan** while very few (3%) are dissatisfied
 - ✓ The primary reason for enrolling is to save money
- **Most (84%) agree that the enrollment process was simple and easy**
 - ✓ This is especially true of renters
- **The majority (77%) said they decreased their electric bill with the plan**, while only 9% said it increased under the plan
 - ✓ Most (97%) feel they have been at least somewhat successful in shifting usage to non-peak
- The post-enrollment tools were useful, with the **Rate Coach being the most useful (64%)**
- Half of survey participants (51%) said their favorability of this program **would decrease if it were mandated**

Gathering Feedback Through Research:

- 1,300+ – Post-Enrollment Surveys
- 238 – Unenrollment Surveys
- 941 – Behavior Surveys after 6-months of enrollment
- 14 – In-depth Phone Interviews (IDIs)
 - 198 Qualification Surveys

Demographics (thru 12/2020)	Surveys			
	Post-Enrollment	Behavior	Un-enrollment	IDI Phone Interviews
Gender				
Female	52%	55%	58%	7
Male	41%	39%	34%	7
Home Ownership				
I own the property	72%	n/a	56%	n/a
I am renting this property, or I live here rent free	27%	n/a	33%	n/a
Other	1%	n/a	11%	n/a
Household Makeup				
Children in Household	23%	n/a	36%	7
10 years and under	16%	n/a	28%	n/a
11 years to 18 years	12%	n/a	14%	n/a
19 years to 30 years	24%	n/a	34%	2 (18-24)
31 years to 61 years	55%	n/a	59%	9 (25-44)
62 years and older	37%	n/a	22%	3 (55-74)
Household Income				
Under \$40,000	25%	19%	18%	4
\$40,000 to \$59,000	15%	18%	18%	1
\$60,000 to \$79,000	13%	12%	11%	3
\$80,000 and over	23%	27%	29%	6
Prefer not to answer	25%	23%	24%	n/a

Customer Surveys

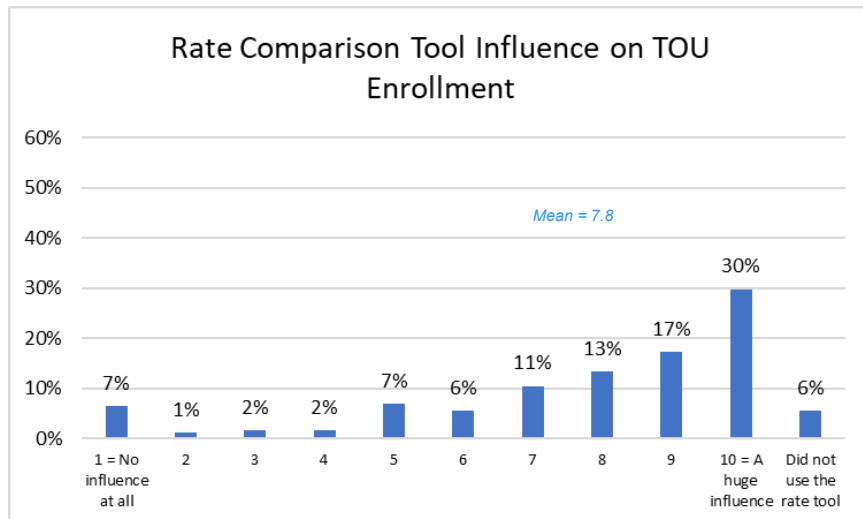
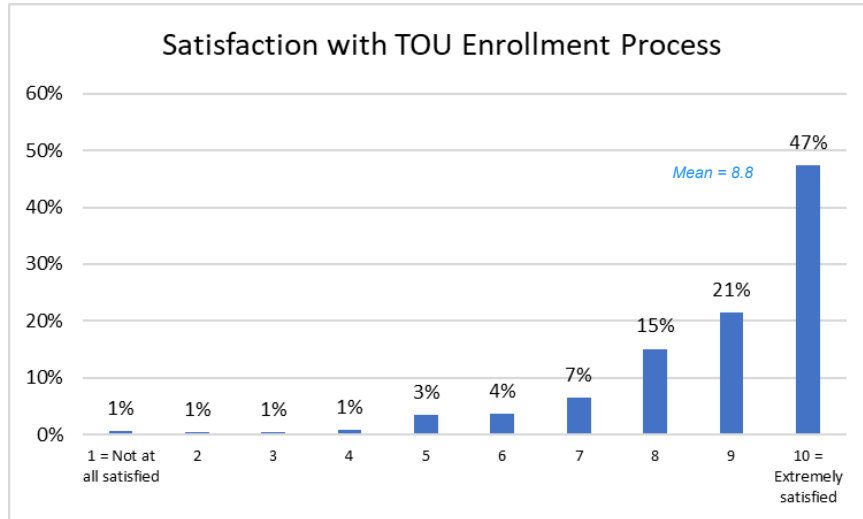


TOU Post-Enrollment Surveys

Based on **1,300+** TOU post-enrollment surveys:

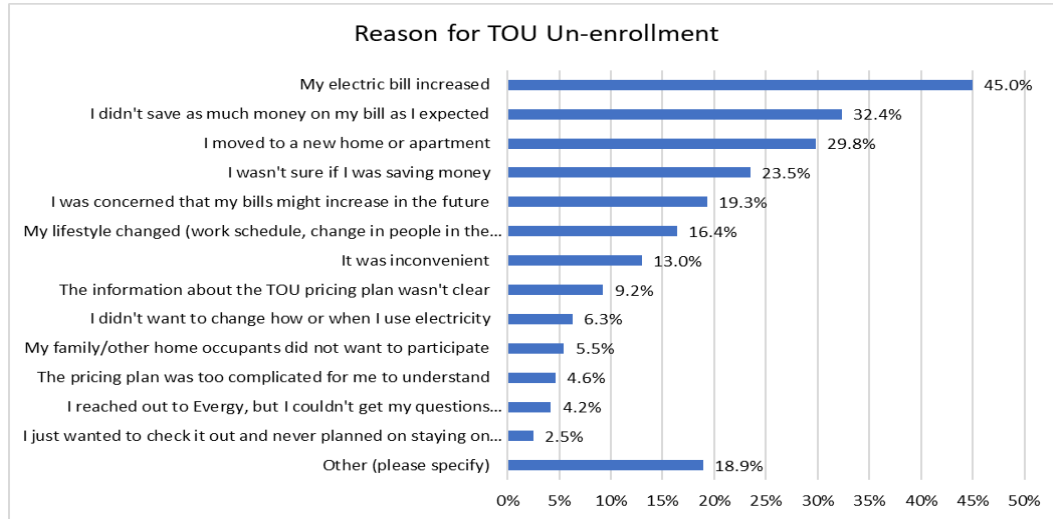
- The majority of customers (**84%**) are satisfied with Evergy's TOU enrollment process
- **84%** agree that the TOU enrollment process was quick and easy
- **74%** felt that communications were helpful in their decision to enroll in the TOU rate plan
- Nearly all (**93%**) indicated that "Saving money on my electric bill" was the most important reason for enrolling in the TOU rate plan
 - Ranking a distant second (**35%**) was "it would help the environment"
- Evergy's rate comparison tool had a significant influence for nearly **61%** of those who recall seeing the comparison tool

Exhibit A
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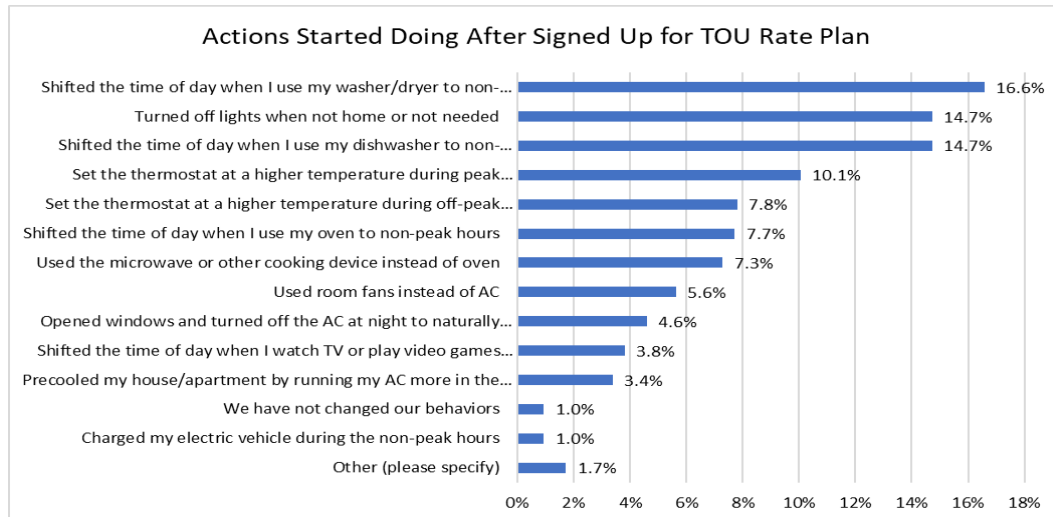


TOU Post Unenrollment Surveys

Based on **238** TOU Post Unenrollment surveys:

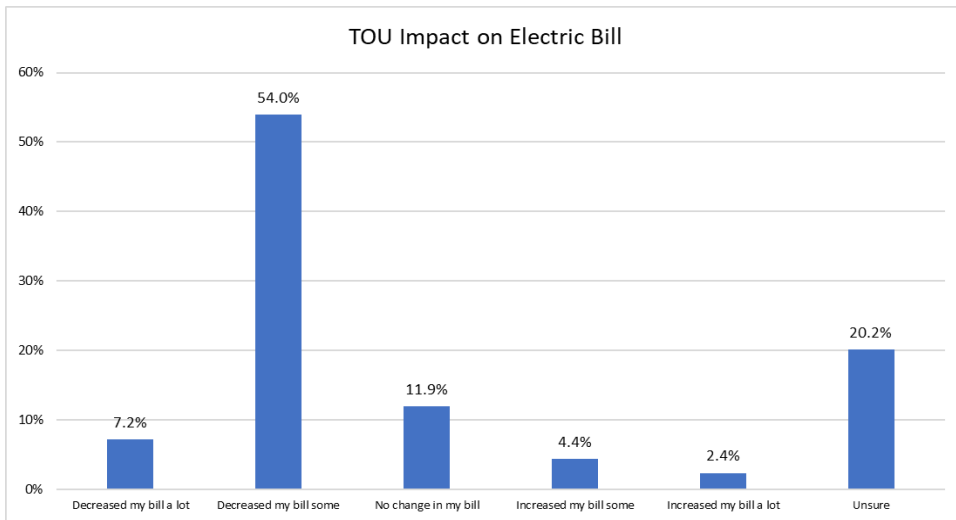
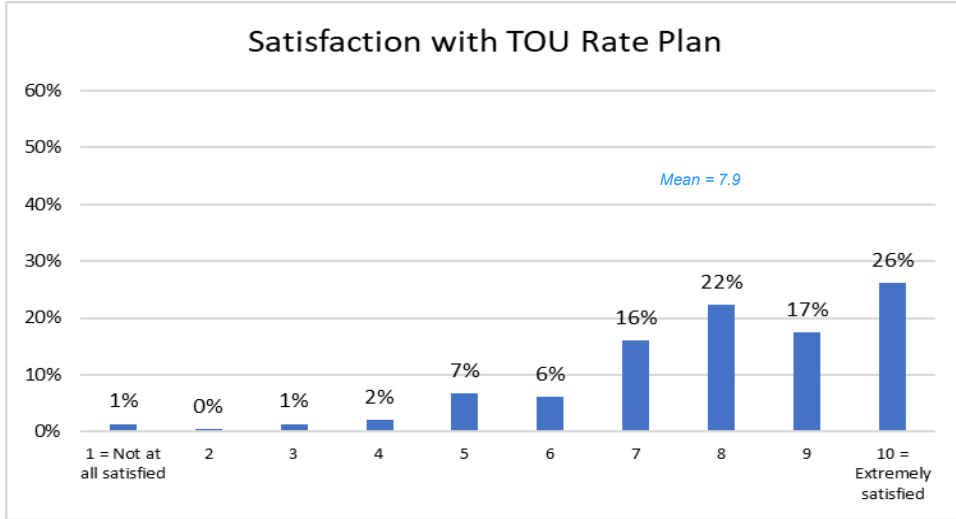


- Customers (45%) indicated that “My electric bill increased” was the most common reason for unenrolling in the TOU rate plan
- Most of those who unenrolled felt like they put a good amount of effort to change their behaviors to shift their electric usage
- Shifting washer/dryer or dishwasher, turning off lights, and adjusting thermostat were the only actions taken by at least 10% of customers after they enrolled in the TOU rate plan
- Among those who unenrolled from the TOU rate plan, the actions most difficult to shift to non-peak hours included washer/dryer, set thermostat higher, and dishwasher





Behavior Change Surveys



Based on **941** TOU Behavior Change surveys:

- Two-thirds of customers (**65%**) are satisfied with Evergy's TOU rate plan
- **61%** indicated that their electric bill has decreased since enrolling in the TOU rate plan
- Customers have found the TOU information and tools provided by Evergy to be useful (10pt scale)

	Mean
Hourly Data	7.44
Rate Coach Reports	7.06
Energy Analyzer (online tool)	6.78
Welcome Kit	5.84

- Half of the TOU customers (**51%**) would have a less favorable impression of Evergy if the TOU rate was mandatory

In-Depth Telephone Interviews (IDI's)



In-Depth Telephone Interviews (IDIs)

Research Process

- Interviews conducted April 20-23, 2020
- Research partner was True North Market Insights
- Screener survey sent to random group of 646 TOU members in Missouri who been on the program for at least two months
 - ✓ Of those, 198 completed surveys were returned
 - ✓ Of those, 14 customers were scheduled to interview
- They represented a variety of ages, household sizes, and incomes
- All had enrolled in TOU in October, November, or December 2019
- Discussed experiences both pre-COVID and during COVID
- The interviews lasted 30-45 minutes
- At least two research team members listened to all the interviews
- Each participant received \$100 (check or Amazon gift card) after the interview



Learnings

Customers...

- Can correctly identify how to succeed on the plan
- Found the tools Evergy provided to be helpful
- Several months in, were realistic in and happy with their savings goals
- Overall, are satisfied with the program



In-Depth Phone Interviews Learnings

Pre-Enrollment:

- Most became **aware** of the TOU plan through a message from Evergy.
- **Communication / marketing of the TOU plan** and its features was consistently recalled. Almost all customers understood and remembered:
 - ✓ The different time periods and rates, including the “peak time”
 - ✓ The need to shift usage away from 4-8 pm, and type of things to shift
 - ✓ “Wait ‘til 8” tagline
- Almost all had seen a **rate comparison** of their current plan vs. the TOU.
- **Sign-up process** was quick and easy – no one recalled any issues.
 - ✓ Some had concerns if they would be able to switch back.
- **Saving money** was the top motivation. A few also liked that they would be “doing good for the environment.”

Post-Enrollment:

- The **weekly rate coach reports** are valued; most customers say they regularly open and read the email.
- The **energy analyzer tools** are used to research and hunt for ways to save costs.
- Most feel they are **saving money** on the TOU. Saving any amount of money was positive for these customers.
 - ✓ Reported savings ranged from a few dollars/month to \$60 during April
 - ✓ Some, however, are not confident that they know whether they are saving money on the TOU plan
 - ✓ They wish there was a way to **better understand** their bills with the effects of weather, budget billing, etc.

Customer Satisfaction with TOU

Highlights

- **Satisfaction is high.**
 - ✓ 8 out of 10 (from the sample of 198 initially contacted) were somewhat or very satisfied
 - ✓ Most interview participants somewhat or very satisfied
- The top thing customers liked is that they are **saving money**
- Other factors contributing to **satisfaction** are:
 - ✓ Sense of control over cost
 - ✓ Shifts are not too painful or not necessary
 - ✓ Weekly & monthly reports encourage & remind
 - ✓ Helping the environment
 - ✓ Option to choose best fit plan
 - ✓ Ability to cancel if not happy
- Factors that **decreased satisfaction** are:
 - ✓ It's difficult to interpret from rate coach and online tool if they are saving money
 - ✓ It's sometimes hard to avoid the peak hours, especially for cooking and baths

Things to Consider

- All customers reported **success shifting** use of their dishwasher, washer/dryer, and EV charging (if applicable).
- A few tried not to use their **kitchen** during peak hours, while others are unconcerned about kitchen appliances
- Other adults in the household are usually compliant in shifting usage, but **kids are not involved** in active shifting
- Customers think about the **timing** of their major appliance usage often, especially when prompted by the weekly and monthly reports from Evergy

Satisfaction with TOU Plan



Additional Thoughts

Expectations for Summer Months



Summer Expectations

- Most are **concerned** about whether they will be able to save money on the TOU rate plan during the summer months. A few said they will try to avoid using their A/C during the peak hours, but others had no strategy for alleviating the need for A/C from 4 to 8 pm
- Some customers have clearly **not thought about how the hot summer months will affect** their success with the TOU plan

COVID impact

- **Easier** for some – being home helped them more easily shift usage to earlier in the day
- **Harder** for others – now home during entire peak time, and using more electricity all day long (work, school, entertainment)

Other Thoughts

- Customers **describe** the plan:
 - ✓ As a Benefit: “You Can Save”
 - ✓ Plus a Cost: “If You Shift”
- **Many have recommended** it to family and friends, but recognize that this program is not for everyone
- Some appreciate that they have the **rate plan options** so that they can select the best one for their lifestyle. Others would be fine if the TOU rate plan were for mandatory for all
- Most think that **Evergy is motivated** by the need to “even out demand” and reduce strain on “the grid”



Pre-Launch Focus Groups vs. In-Depth Phone Interviews Comparison

Pre-Launch Focus Groups	In-Depth Phone Interviews with TOU Participants
Nervous about remembering time frames	Feel educated about the different rate and times and can repeat, "Wait 'til 8"
Didn't feel that they could get buy-in from others in the household	Were able to get buy-in from the other adults in the household
Seemed unaware of which appliances used the most energy	Can consistently relay which appliances make the biggest difference to their electric bill: Dishwasher, Washer/Dryer, Car Charger
Lower-income customers felt they would have a hard time doing any more changes	Lower-income customers do have trouble making meaningful shifts: their use is small and they are already making a huge effort
Families with kids thought they would struggle to shift usage during 4 – 8pm due to kid's activities and routines	Families do struggle to accommodate kids' needs during peak hours and tended to focus only on shifting dishwasher & laundry
Many felt Evergy was just trying to make more money with the TOU plan	Most users thought that Evergy was trying to even out demand to reduce stress on the energy grid

Next Steps



Next Steps

- Continue maintaining and exceeding stipulated enrollment goals in both jurisdictions
- Continue to monitor unenrollment numbers
- Continue customer feedback solicitation and collection
- Continue data collection for final TOU EM&V in 2021
- Continue to look for process improvements, future learnings or changes needed
- Separate workstream - continue working with Staff and Stakeholders on the TOU Rate Design case

Questions