

**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, Evergy 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 *Missouri West and Missouri Metro Residential Time of Use Plan* (presented on March 26, 2020) and designated as **Exhibit A**.

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

Respectfully submitted,

/s/ Robert J. Hack

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**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 27th day of March 2020.

Roger W. Steiner

Roger W. Steiner



Missouri West & Missouri Metro Residential Time of Use Plan

Stakeholder Update
March 26, 2020





Agenda

- Process for follow up questions/material
- COVID-19 Pandemic TOU Impacts and Considerations
- Marketing Campaign Recap Reminder
- 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**.



COVID-19 Pandemic TOU Impacts and Considerations

- COVID-19 pandemic impacts to TOU will be addressed throughout the presentation with regard to the following categories:
 - Enrollment/un-enrollment
 - Evaluation, Measurement and Verification (EM&V)
 - Marketing
 - Customer Research



Campaign Approach Reminder

Building Momentum: Phased Approach To Rollout

Audience	Employee Education	Early Adopters/Advocates	Full Customer Education Campaign	Target Customer Enrollment
Length of Phase	8 weeks September – October, January 2019 2020	14 weeks October – December 2019	45 weeks February – November 2020	Ongoing
Goals	Educate all employees to become knowledgeable resources/advocates for TOU	Enroll early advocates who can help build trust in the program and provide enrollment feedback	Educate all customers on rate options and high-level understanding of TOU rates	Used targeted channels to help drive enrollments in the program
Primary Tactics	Web, Email, App, Signage	Email, Social, Events, Direct Mail	Radio, Digital, Social, Email, Bill Insert, Website, News Media, and other	Social, Digital, Email, Web

Enrollments and Channel Activity



Enrollments and Channel Activity

Legend:

CSS = Customer Self Service
(authenticated website)

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

Enrollments began on October 1, 2019

All Active Enrollments as of 3/25/2020

State	Enrollment Type	Division	Source	Count	2020 Enrollment Goal	% to 2020 enrollment goal	Enrollment Channel Activity							
Missouri	TOU	MO West (GMO)	CSR	120	1750	111%	3146	94%	194	6%				
			CSS	1819										
		MO Metro (KCPLM)	CSR	74							1750	80%	3340	100%
			CSS	1327										
				1401										
				3340										
State Total				3340	3500	95%								

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



Potential COVID-19 Pandemic Effects – Q&A w/EM&V Provider

- Current state: many mandatory stay-at-home orders, school closings, and work from home orders in place.
 - If COVID-19 causes some form of extended quarantine or major change in customer behavior (school closings, mandatory work from home, etc.), will that affect the validity of TOU impacts?
 - Short answer – yes. Any form of major behavioral changes will alter the results of the study. If those changes aren't permanent – like the potential responses to COVID-19 – it will mean that the impacts during this period won't be representative of “normal” customer behavior.
 - Will there be a change in customer acceptance of TOU when customers could be spending an extended amount of time at home?
 - It's likely that customers would be less accepting of TOU - reducing enrollment rates while increasing opt-out rates. TOU may not be great for people that are home most of the day and there could also be some psychological effects where customers want the simplicity of the standard rate (in response to experiencing so much external uncertainty).
- Note: Evergy is drafting additional communication to TOU customers during this time.



COVID-19 Marketing Impact

- Marketing TOU
 - Limiting marketing in April
 - Monitoring social for COVID-19 questions related to TOU
- Current enrolled customers
 - Sending additional communication on “Tips while at home”
 - Monitoring unenrollment rates

Education Effectiveness



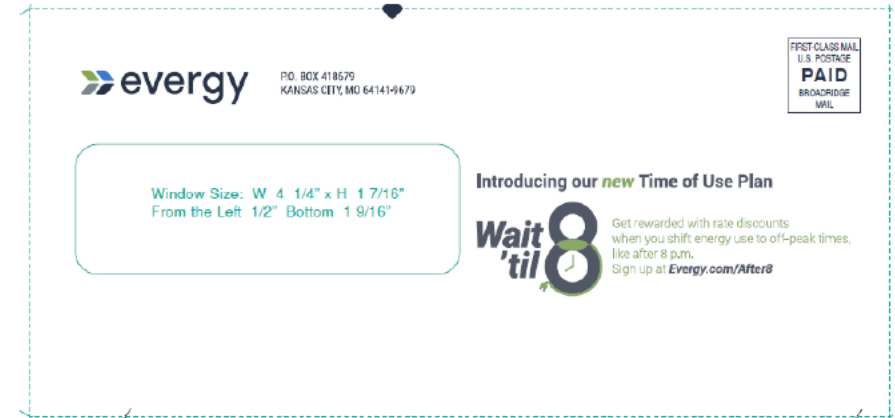
Primary Education and Engagement Tools



Pre-Enrollment

Phase 3 – Full Campaign Marketing Traffic

Marketing Item	Pageviews (2/1-3/17)
Evergery Email	5,677
Bill Insert	3,247
Streaming Video	1,041
Social	706
Rate Ed Report	462
Radio Ads	438
Streaming Radio	334
Bill Envelope	310



Introducing our new Time of Use Plan

Sign up for our new plan and you could save money when you shift energy use to off-peak hours, like after 8 p.m.

See how much you could save at Evergy.com/TimeOfUse

00238911

When you sign up for our new Time of Use Plan, you get discounted rates when you shift weekday energy use—like running the dishwasher, washing machine and other large appliances—to off-peak times like after 8 p.m. Plus, you'll always save on weekends and holidays!

Even more good news—it will allow us to deliver more of your energy from renewable sources.

Calculate your savings potential at Evergy.com/TimeOfUse

SWITCH
with new online tools

SHIFT
usage away from peak hours (Mon-Fri 4-8 p.m.)

SAVE
up to 6x per kWh

Time of Use Plan works

Weekdays (Mon-Fri)

Weekends (Sat-Sun)

Public Exhibit A

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Social Media

		Reach		
Awareness	Jan	-	233K	233K FY20 to Date
	Feb	-	233K	233K FY20 to Date
Enroll	Jan	-	69K	69K FY20 to Date
	Feb	-	69K	69K FY20 to Date

		Traffic		
Awareness	Jan	-	.23%	.23% FY20 to Date
	Feb	-	.23%	.23% FY20 to Date
Enroll	Jan	-	5.5%	5.5% FY20 to Date
	Feb	-	5.5%	5.5% FY20 to Date

		Engagement Rate		
Awareness	Jan	-	15%	15% FY20 to Date
	Feb	-	15%	15% FY20 to Date
Enroll	Jan	-	51%	51% FY20 to Date
	Feb	-	51%	51% FY20 to Date

		Video Plays		
Awareness	Jan	-	33K	33K FY20 to Date
	Feb	-	33K	33K FY20 to Date
Enroll	Jan	-	32K	32K FY20 to Date
	Feb	-	32K	32K FY20 to Date



Best Engagement Rate & Best CTR
 TOU Enrollment
 75% Engagement Rate

Best CTR
 TOU Enrollment
 11.76% CTR



Rate Education Report Effectiveness

40%

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

60%

Customers who opened
the digital report spent
time reading it
(vs glancing, skimming)

evergy

P.O. Box 418679, 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	Avg 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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Webpages Traffic

- TOU Pageviews: **97,495**
- Top Click: **“Compare My Plan”** (drives to Online Rate Analysis Tool)

How are people getting to TOU Rate Page?

Source / Medium	Users	Pageviews
(direct) / (none)	23,034	32,803
google / organic	9,390	13,567
brand-marketing / email	9,189	19,537
kcpl.opower.com / referral	1,259	2,005
bing / organic	1,147	1,838
google / cpc	657	869
yahoo / organic	601	1,092
evergy.com/timeofuse / referral	457	746
eher-report / email	446	668
kcpl.opower.com / referral	401	780

What are people clicking on for Time of Use Plan?

Event Label	Total Events	Unique Events
Click - Compare My Plan	19,695	18,287
Click - See Your Usage	3,906	3,571
Click - Compare Plans	2,450	2,347
Click - Change My Plan	2,441	2,195
Click - other plan options	1,976	1,888
Click - Check this chart	1,894	1,814
Click - X	1,835	1,814
Click - interactive web tool	1,288	1,232
Click - Account Summary	951	869
Click - Home	874	801

How are people getting to Campaign Page?

Source / Medium	Users	Pageviews
brand-marketing / email	6,839	9,189
program-engagement / email	3,386	5,469
evergy.com/timeofuse / referral	1,459	3,208
program-awareness / email	791	1,158
miq / video	679	947
evergy.com/saver / referral	590	902
fb / social	468	512
evergy.com/plandetails / referral	390	479
pandora / streaming-radio	267	334
product-awareness / cpc	256	379

What are people clicking on for TOU Campaign Page?

Event Label	Total Events	Unique Events
Click - Compare My Plan	8,719	7,989
Click - Click here to select your location	2,762	2,622
Click - Watch Video	2,531	2,382
Click - Change My Plan	543	482
Click - Learn More	359	330
Click - X	352	352
Click - Visit the Time of Use Plan page	302	289
Click - rebate programs	201	197
Click - Back to Top	167	56
Click - Use our interactive web tool	137	131



Online Rate Analysis Tool Effectiveness

81%

TOU customers looked at Rate Analysis Tool before enrolling

60%

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.

Your Current Rate	Lowest Cost Save \$55
 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 Estimated cost per year 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 Estimated cost per year Learn More

Change My Plan



Educational Video


https://www.youtube.com/watch?v=YPJbLF4NPkw&feature=emb_logo

Enrollment Process Effectiveness

94% 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
[Redacted]

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
[Redacted]

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

Direct Mail Welcome Kit

- Findings:
 - Kits are valuable to customers customer value
 - Enjoy another type of enrollment confirmation with helpful information
 - Customer emailed in asking for more Wait 'til 8 magnets

energy **Wait 'til 8**

Welcome to Evergy's new Time of Use Plan.

You've made a smart choice by switching, and now we want to help you lower your monthly energy bill even more. Shift your energy usage away from peak hours on weekdays—Monday through Friday—between 4 p.m. and 8 p.m. to maximize your savings with the Time of Use Plan. On weekends and holidays, you always save!

Also, check out these useful tools and tips:

Weekly Rate Coach Report Emails

Watch for our weekly TOU Rate Coach Reports by email that provide details about your actual energy usage and costs each week, as well as personalized insights and coaching tips to help you save money on energy.

Online Energy Analysis

Visit Evergy.com/MyData to see exactly how much energy you're using, when you're using it, and how much you're paying for it.

Questions about your new plan?

Email TOU@Evergy.com or call 800-541-0407

Dirty vs Clean Energy Magnet:

Dirty **Wait 'til 8**
Clean **energy**

When it comes to saving on energy, timing is everything.

Shift appliance usage away from peak hours on weekdays—Monday through Friday—between 4 p.m. and 8 p.m.

On weekends and holidays, you always save!

SAVER **AM** **QUICKER SAVER**

SAVER **PM** **PEAK**

1 SUPER SAVER
12-4 AM

11 SAVER
6 AM-4 PM & 8 PM-12 AM


111 PEAK
4-8 PM

Rate Coach Report Effectiveness

75%

Average unique open rate
 *Energys company average is ~40%
 Many open multiple times

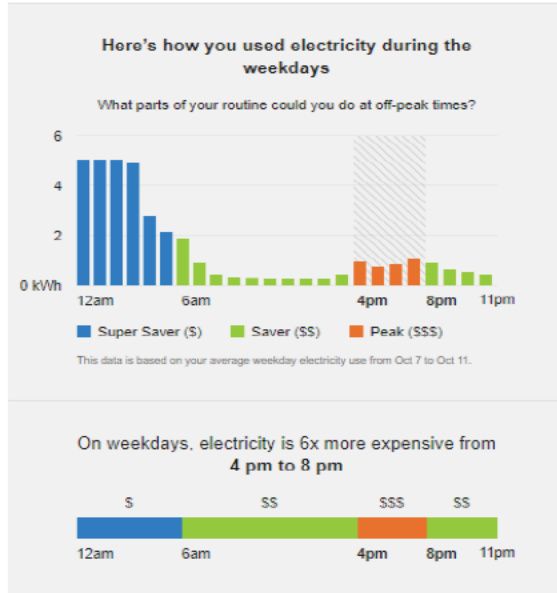
Welcome to Rate Coach (email)

10-14 days after enrolling


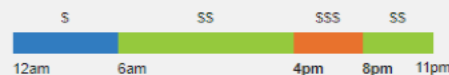


Welcome to your Rate Coach, a weekly email designed to help you save money by avoiding high-cost times

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)

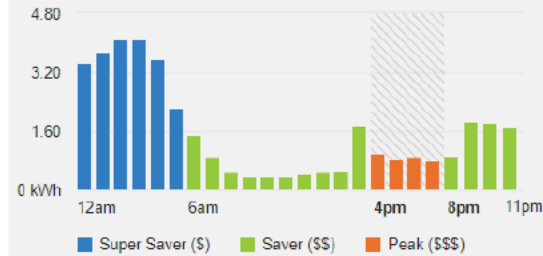
21 days after enrolling


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

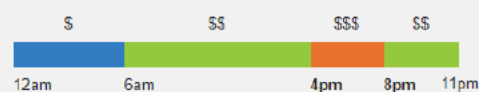


Here's how you used electricity during the weekdays


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



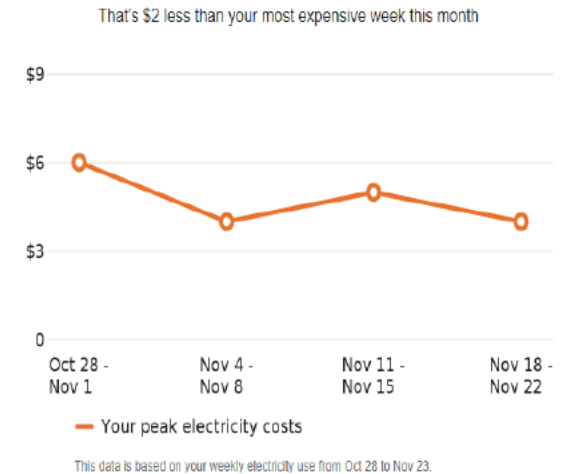
On weekdays, electricity is 6x more expensive from 4 pm to 8 pm



Rate Coach Monthly Summary (email)

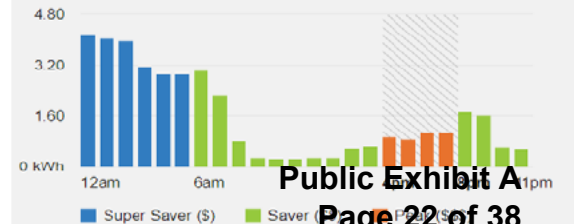
35 days after enrolling


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



Here's how you used electricity during the weekdays

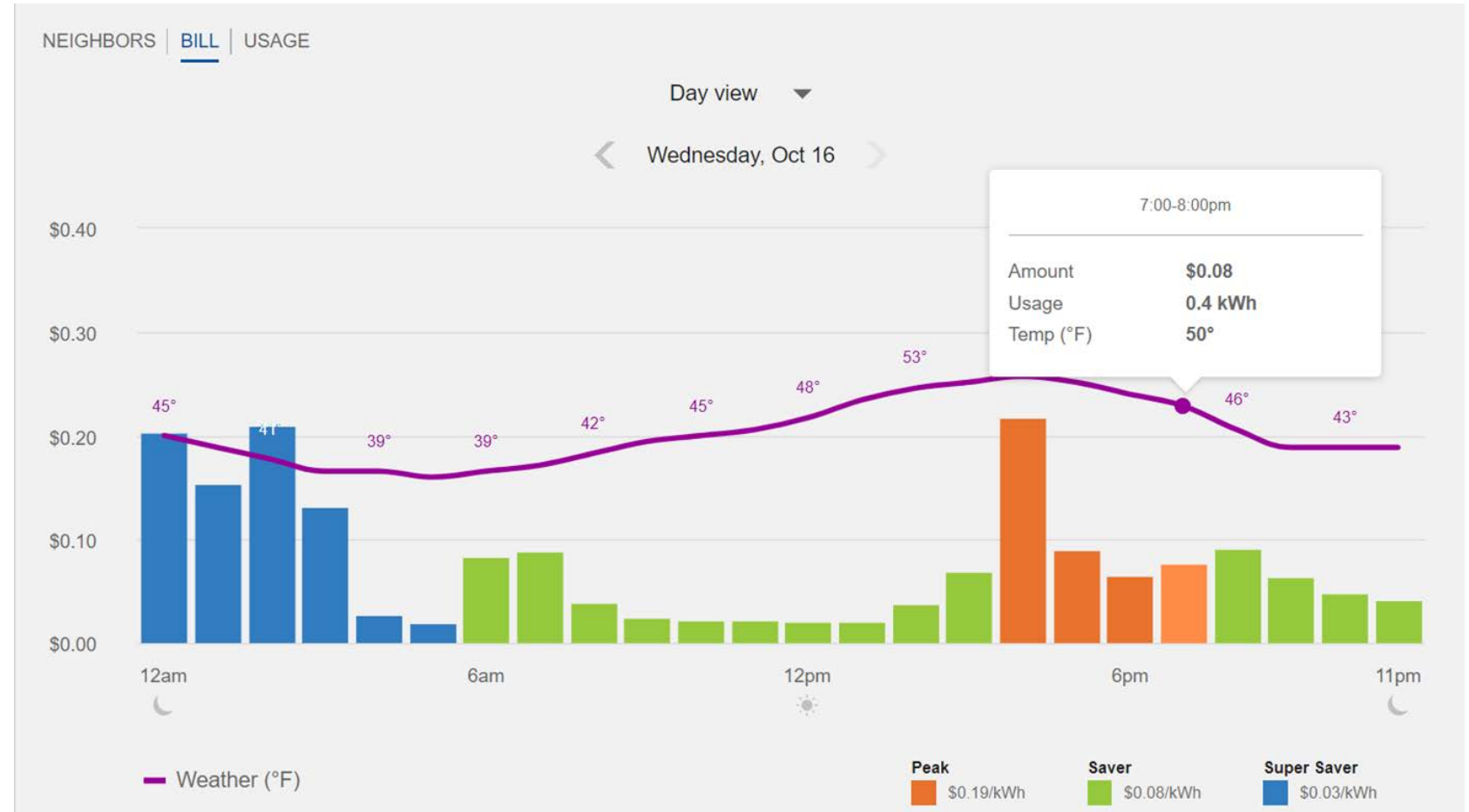
What parts of your routine could you do at off-peak times?



Self-Service Hourly TOU Analytics

20k

Impression events since
October 2019



Customer Feedback



Customer Feedback Mechanism

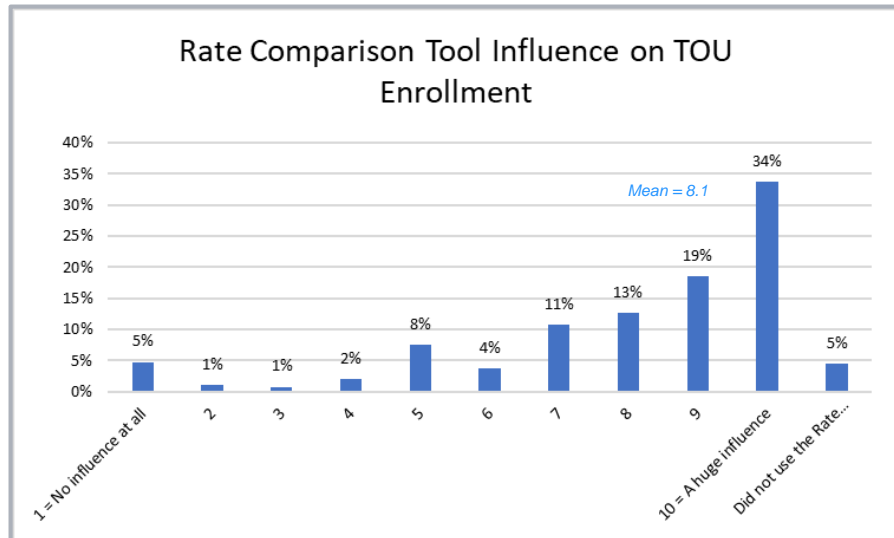
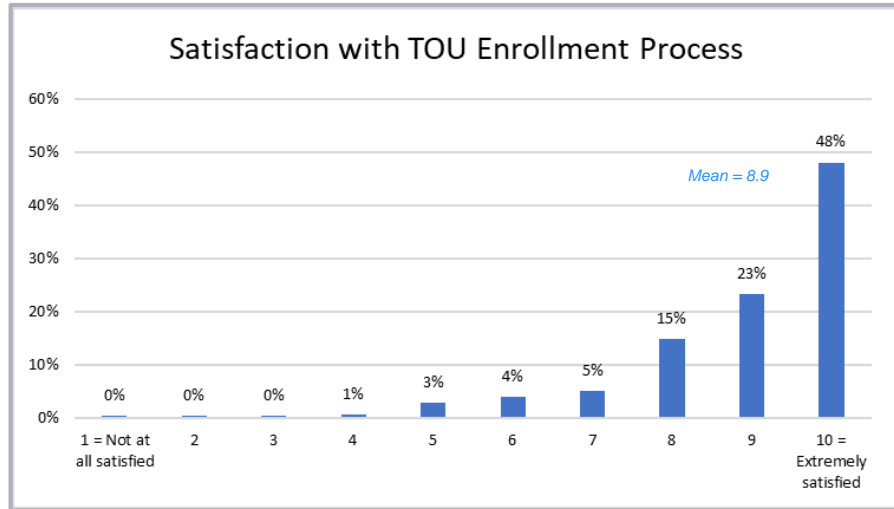




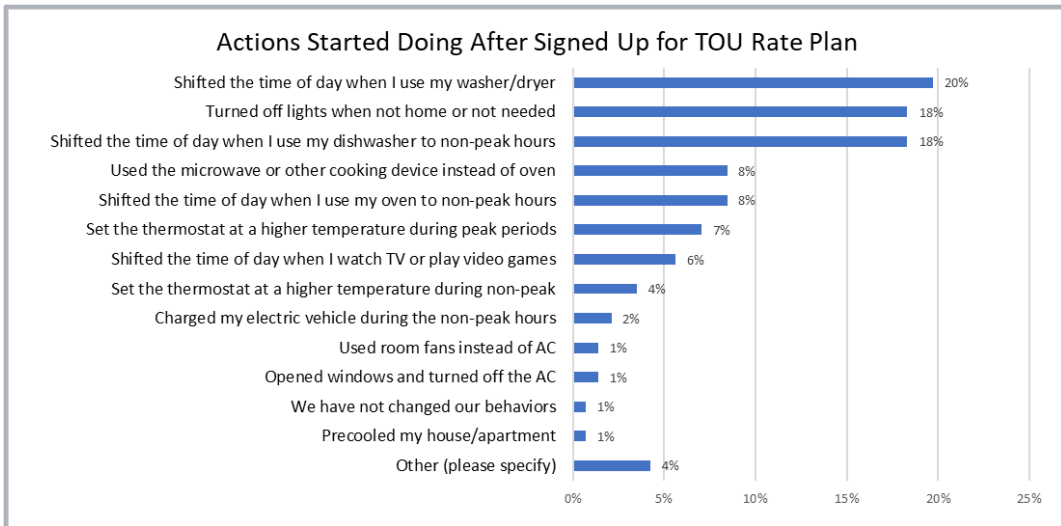
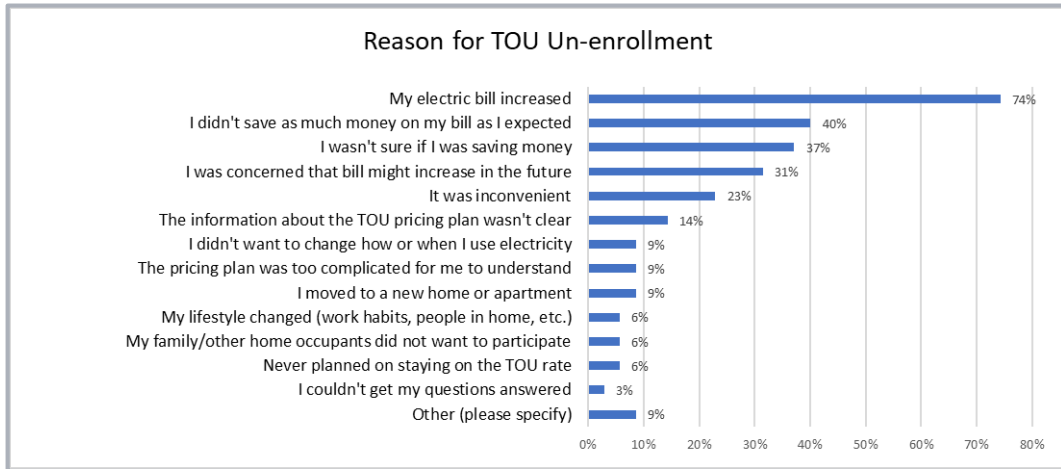
TOU Post-Enrollment Surveys

Based on **700+** TOU post-enrollment surveys:

- The majority of customers (**86%**) are satisfied with Evergy's TOU enrollment process
- **85%** agree that the TOU enrollment process was quick and easy
- **83%** felt like communications were helpful in their decision to enroll in the TOU rate plan
- Almost half (**48%**) indicated that "Saving money on electric bill" was the most important reason for enrolling in the TOU rate plan
- Evergy's rate comparison tool had a significant influence for nearly **70%** of those who recall seeing the comparison tool



TOU Post Un-Enrollment Surveys



Based on **35** TOU Post Un-Enrollment surveys:

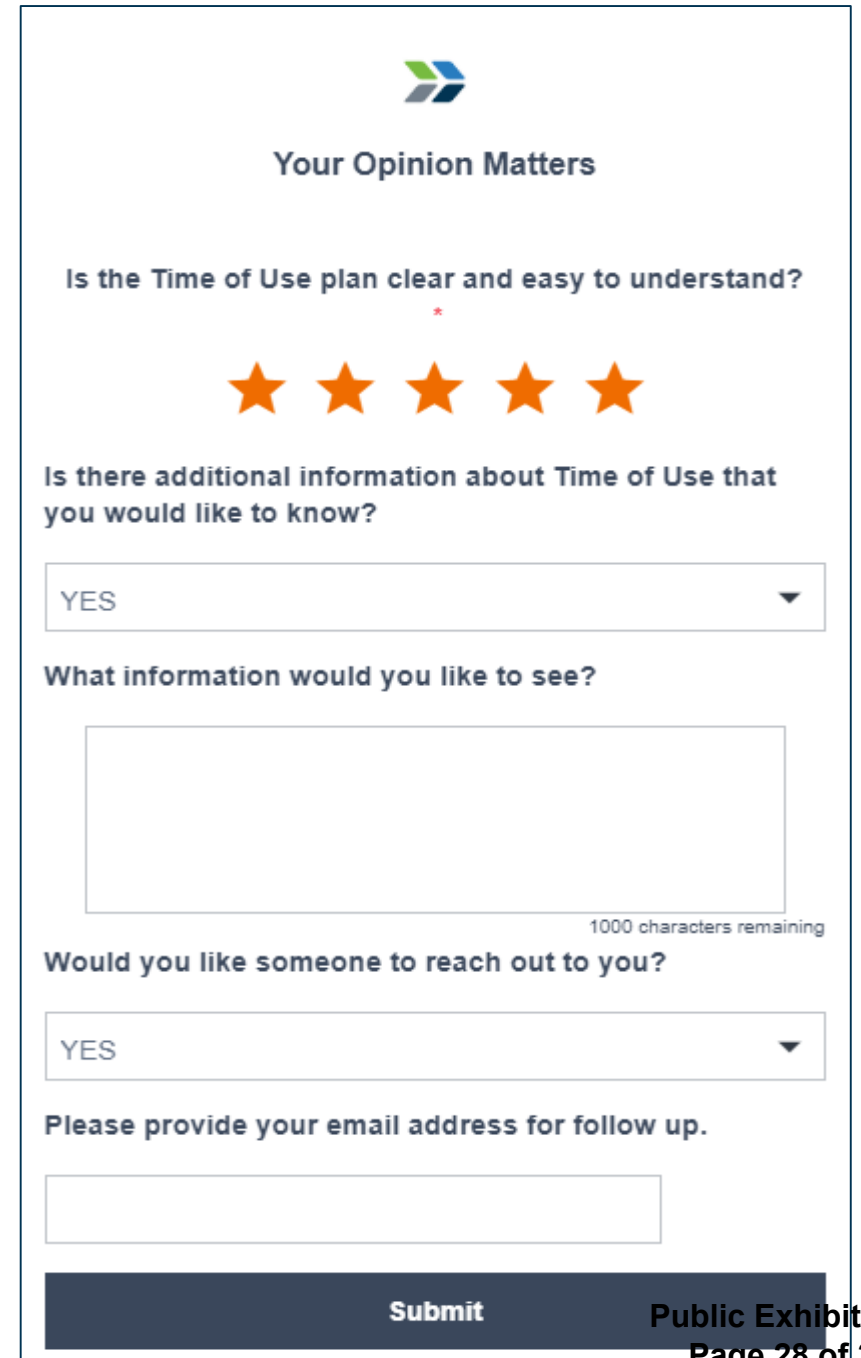
- The majority of customers (76%) indicated that “My electric bill increased” was the reason for un-enrolling in the TOU rate plan
- Most of those that un-enrolled felt like they put a good amount of effort to change their behaviors to shift their electric usage
- Shifting washer/dryer, dishwasher, and turning off lights were the only actions taken by customers with double digits after enrolling in the TOU rate plan
- Among those that un-enrolled in the TOU rate plan, the actions most difficult to shift to non-peak hours included washer/dryer, oven, and dishwasher
- In terms of possible improvements, most customer comments were in regards to better explanation of the rate plan from the beginning


Website Feedback

- **Mechanism**
 - Feedback form on all TOU web pages
- **Results**
 - 3.5 stars out of 5
 - 25 survey responses
- **Response Question Categories**
 - Question: About rate comparison report
 - Improvement: Personalize response based on report


 - Question: How does Evergy know what time I use power?
 - Improvement: Additional language on webpage

 - Question: Can I change rate back?
 - Improvement: Additional language on webpage





Your Opinion Matters

Is the Time of Use plan clear and easy to understand?
*




Is there additional information about Time of Use that you would like to know?

YES 

What information would you like to see?

1000 characters remaining

Would you like someone to reach out to you?

YES 

Please provide your email address for follow up.

Submit

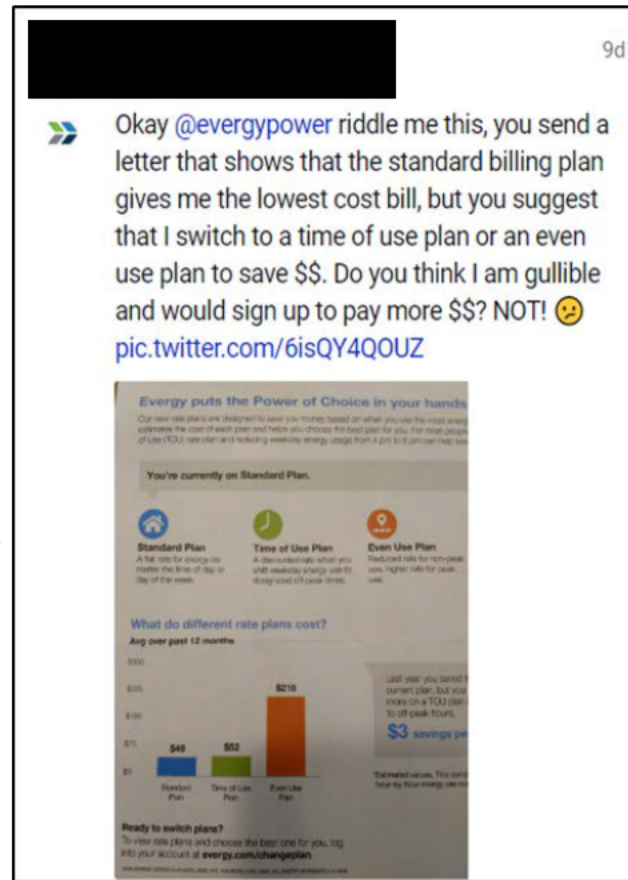
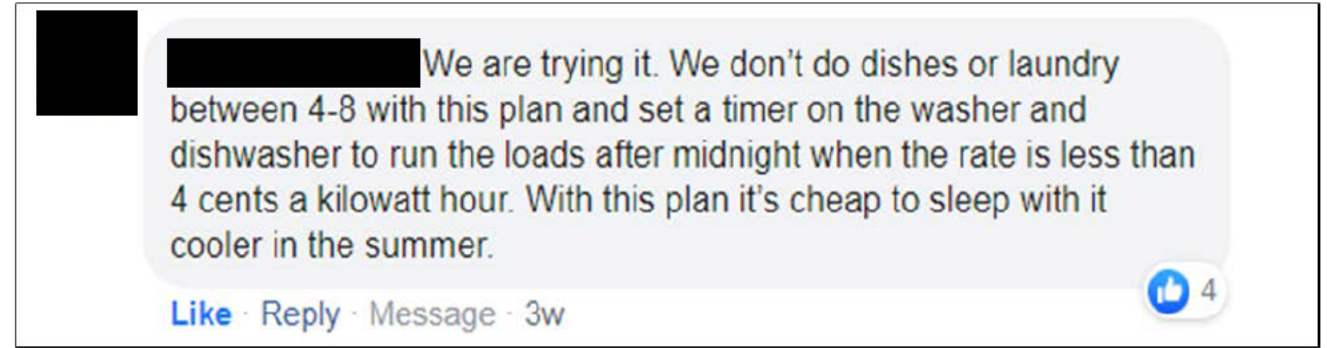
Social Feedback

- **Mechanism**
 - Facebook comments and message

- **Results**
 - 24 interactions

- **Response Question Categories**
 - Rate Education Report questions
 - Customer who's comparison showed zero or small estimated savings "auto saver"

 - Will peak times change if everyone moves to TOU?





Contact Center

- **Mechanism**
 - Customer Service Representative (CSR) feedback from TOU calls
- **Response Question Categories**
 - Mandatory vs Optional
 - Some customers have reported concern that this was a mandatory rate and they didn't have an option
 - CSR clarification to customer: communicate Evergy's commitment to choice and reinforce this is an option to customers
 - Auto-Saver vs Non-Saver
 - Some customers have reported disliking being sent communications about TOU if they don't automatically benefit from it (based on current usage pattern)
 - CSR message to customer: recommend rate simulator, message around shifting usage
 - Electric Heating and Cooling
 - Some customers are declining enrollment concerned about enrolling due to concerns about winter electric heating and summer cooling usage during peak hours
 - CSR message to customer: recommend thermostat optimization around peak period



Contact Center Updates

- Update
 - 100% of CSRs now trained on TOU and taking calls
 - Complex TOU conversations and/or escalations still transfer to highly specialized team
- Call volume and call lengths are increasing
 - Volume drivers
 - Increased mass media and direct mail
 - Marketing reaching wider groups past early adopters
 - May prefer a conversation before decision making
 - May not be digitally engaged
 - Call length drivers (TOU calls are ~3-5 minutes longer than other types of calls)
 - Tend to be educational in nature as much or more than transactional
 - Higher number of CSRs taking calls who are still learning about the program and serving customers specifically about TOU
 - Expect call length to come down over time but still be longer than average calls

Customer Feedback - Coming in 2020



Online Focus Groups

Timing

Dependent upon COVID-19 pandemic – Potentially 2nd Qtr 2020

Action to Be Taken

Develop and/or improve Evergy's TOU customer offering to better meet the needs of today's electric customer. This research will also help drive the future strategy of Evergy's TOU offering and additional quantitative research.



Research Objective

Understanding Customer satisfaction with TOU rate plan and identify things that have or have not worked in terms of behavior changes. Identify customer segments that changed behavior during peak time.

Key Questions

- How satisfied are you with the TOU rate plan?
- What if anything, do you “Like” about the TOU rate plan?
- What if anything, do you “Dislike” about the TOU rate plan?
- Describe how being on the TOU rate plan has changed your habits and behaviors.
 - What specific behaviors were you successful in changing?
 - What specific behaviors were you unable to change after trying?
- How do you currently monitor your electric usage? How did it change after enrolling in TOU?
- How has TOU impacted your electric bills?
- Has your enrollment in the TOU rate plan met your expectations?
- Is there anything that you would like to see changed with the TOU rate plan?



Online Customer Behavior Change Survey

Timing

Dependent upon COVID-19 pandemic – Potentially 2nd Qtr 2020

Action to Be Taken

This research will also help drive the future strategy of Evergy's TOU offering and additional research.



Research Objective

Identify what specific behaviors that customers changed after enrolling in the TOU rate plan and satisfaction with TOU

Key Questions

- Has your enrollment in the TOU rate plan met your expectations?
- What specific behaviors have you changed since enrolling in the TOU rate plan?
- Which behavior(s) were the easiest to change? The hardest to change?
- How likely would you be to recommend the TOU rate plan to family and/or friends?
- How satisfied are you with the TOU rate plan?
- How would you describe the impact that TOU has had on your electric bill? Decreased my bill a lot, decreased my bill some, no change in my bill, increased my bill some, increased my bill a lot?
- What improvements would you suggest for the TOU rate plan offering?

Customer Advisory Panel – TOU Awareness / Participation

Timing

TBD – After the COVID-19 pandemic has subsided

Action to Be Taken

This research will also help drive the future strategy of Evergy's TOU offering and additional research.



Research Objective

Determine awareness of TOU rate plan offering and level of understanding about the rate plan. Also, what panelist have enrolled in the TOU rate plan

Key Questions

- Are you aware of Evergy's TOU rate plan offer?
- How much do you know about the TOU rate plan offering?
- Have they enrolled in Evergy's TOU rate plan? If yes, what do they like and dislike about the rate plan? If no, why have they not enrolled and what would they like to see changed?
- What improvements would you suggest for Evergy's rate plans?

Next Steps



Next Steps

- Continue to execute 2020 strategy and tasks
- Residential TOU Rate Design Case conversations
- Commission on-the-record presentation September 2020
- Meet and exceed goals
 - Currently exceeding overall stipulated MO West goal
 - On track to meet MO Metro goal
 - Expect to maintain or exceed enrollment goal of 3,500 customers by end of 2020
 - Note: continuing to monitor and assess how COVID-19 pandemic will effect enrollment and un-enrollment numbers
- Preliminary EM&V report will be available in December 2020 and will include findings on the following:
 - Customer Behavior Metrics
 - Demand Impacts, Energy Impacts, Bill Impacts, Customer Retention
 - Observations from summer vs winter rate impacts (pending 2019/2020 winter data availability)
 - Note: COVID-19 pandemic likely to impact results due to abrupt and significant consumer behavior changes and economic conditions

Questions