

**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 ) **Case No. ER-2018-0145**  
A General Rate Increase for Electric Service )

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

**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”)<sup>1</sup> 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.<sup>2</sup>

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.

---

<sup>1</sup> 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.

<sup>2</sup> “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 Update* (presented on October 30, 2020) and designated as **Exhibit A**.

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](mailto:rob.hack@evergy.com)  
[roger.steiner@evergy.com](mailto: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](mailto: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 30<sup>th</sup> day of October 2020.

*Roger W. Steiner*

Roger W. Steiner



# Missouri West & Missouri Metro Residential Time of Use Plan Update

*Stakeholder Update*

*October 30, 2020*





# Agenda

- Safety Moment
- Process for follow up questions/material
- Enrollments and Channel Activity
- Commission Presentation Reminder
- EM&V Update w/Guidehouse
- Next Steps
- Questions

# Safety Moment



 Safety Moment

- Halloween Safety Tips
  - Wear a face mask
  - Eat only factory wrapped candy
  - Drive safe – pay extra attention to the roadways for families
  - Keep candy away from pets



## 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**.

# Enrollments and Channel Activity





# Enrollments and Channel Activity

All Active Enrollments as of 10/28/2020

**140%** to 2020 Enrollment Goal

State	Enrollment Type	Division	Source	Count	2020 Enrollment Goal	% to 2020 enrollment goal
Missouri	TOU	MO West (GMO)	CSR	232		
			CSS	2447		
				2679	1750	<b>153%</b>
		MO Metro (KCPLM)	CSR	175		
			CSS	2036		
				2211	1750	<b>126%</b>
State Total			4890	3500	<b>140%</b>	

Enrollment Channel Activity		
CSS	4483	92%
CSR	407	8%
Total	4890	100%

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

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)



# TOU Presentation to the Commission – Completed 9/23/2020

- TOU Presentation to the Commission
  - Presentation completed 9/23/2020
  - Filing completed 10/19/2020

# EM&V Update

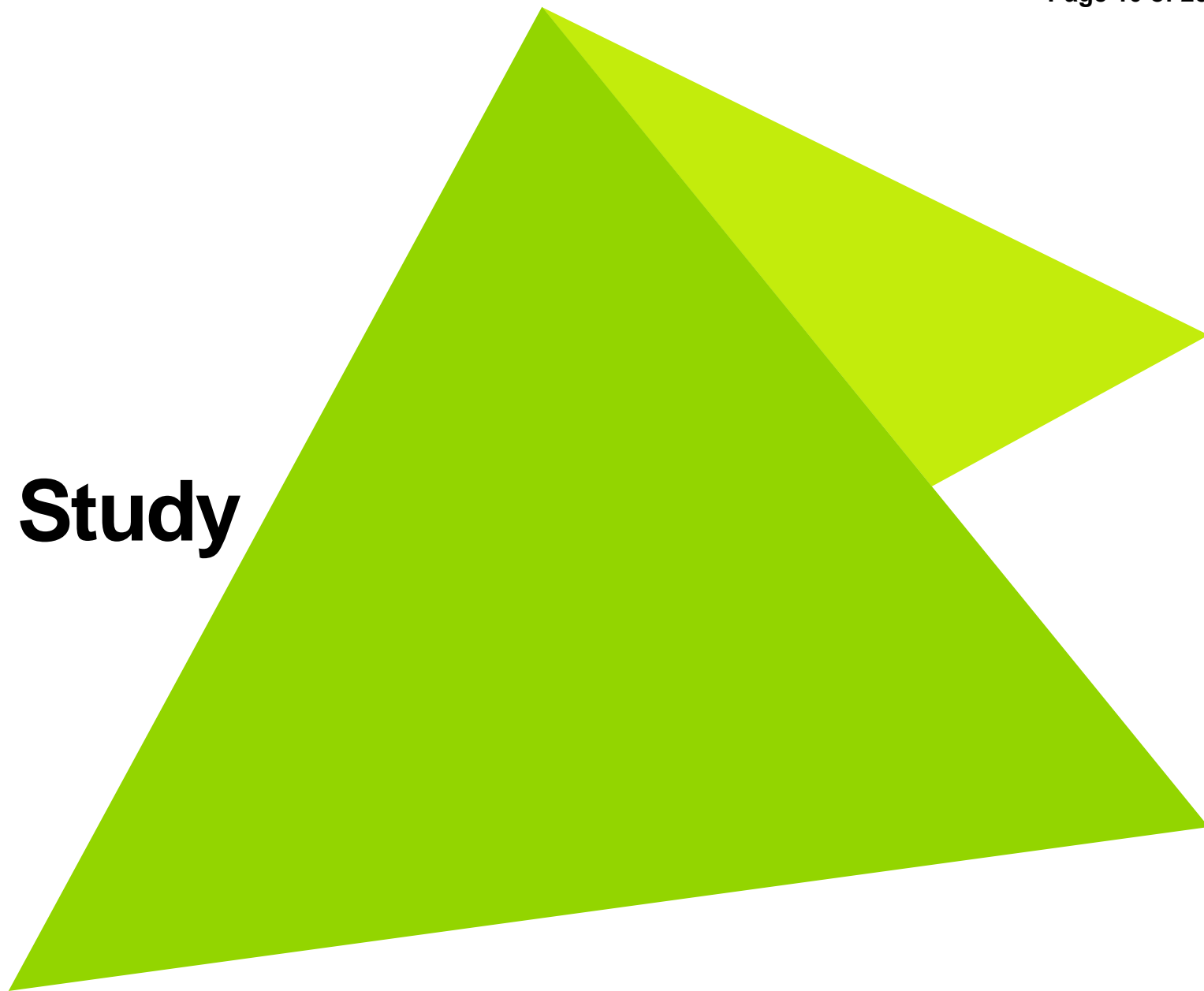




# Evergy TOU Rate Study

Stakeholder Update

October 30, 2020

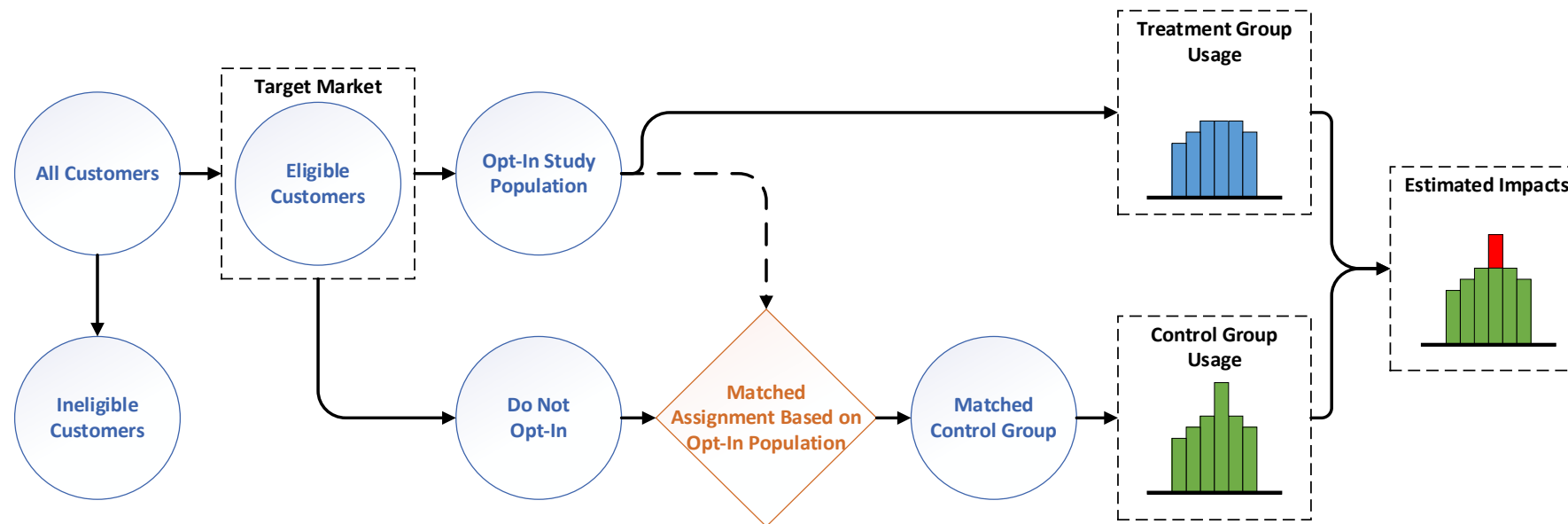


# Evaluation Objectives

**M&V activities will assess key **Customer Behavior Metrics** and analyze customer research information to achieve the following objectives:**

- Assess how various customer groups within the Residential class change their consumption behavior, with statistical significance, in response to the TOU rate
- Analyze how impacts may differ depending on customer segments, household characteristics, demographics, and end use technologies and how these characteristics potentially impact the efficacy of the TOU rate
- Quantify the relative impacts of the TOU rate on customers' bills and the Company's revenue recovery
- Assess customer satisfaction, retention, customer preferences, attitudes, understanding and drivers for participation, as well as customer acceptance of the TOU rate

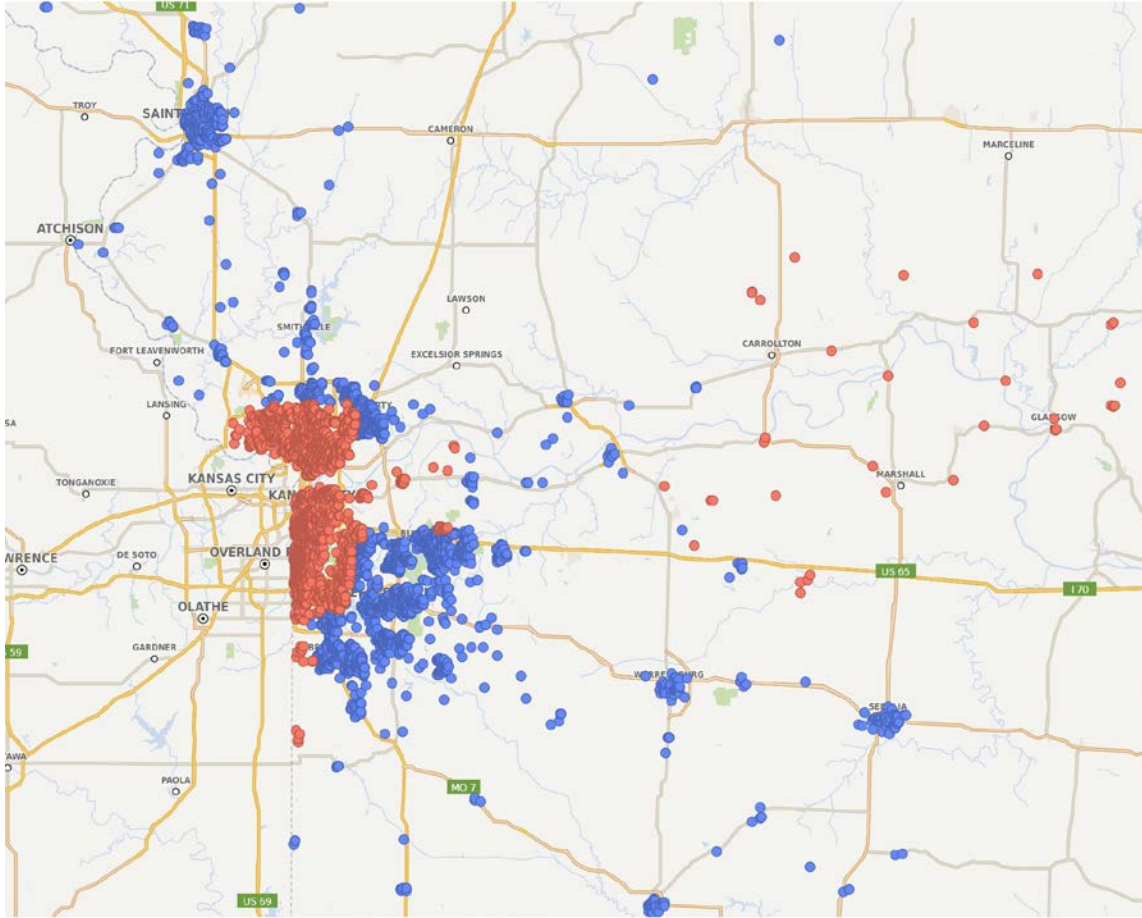
# Experimental Design



- Opt-In Recruitment with Quasi-Experimental Matched Control Group
- The control group will be made up of non-participants that are matched with participants using pre-enrollment consumption data

# Enrollment

## Map of TOU Participants



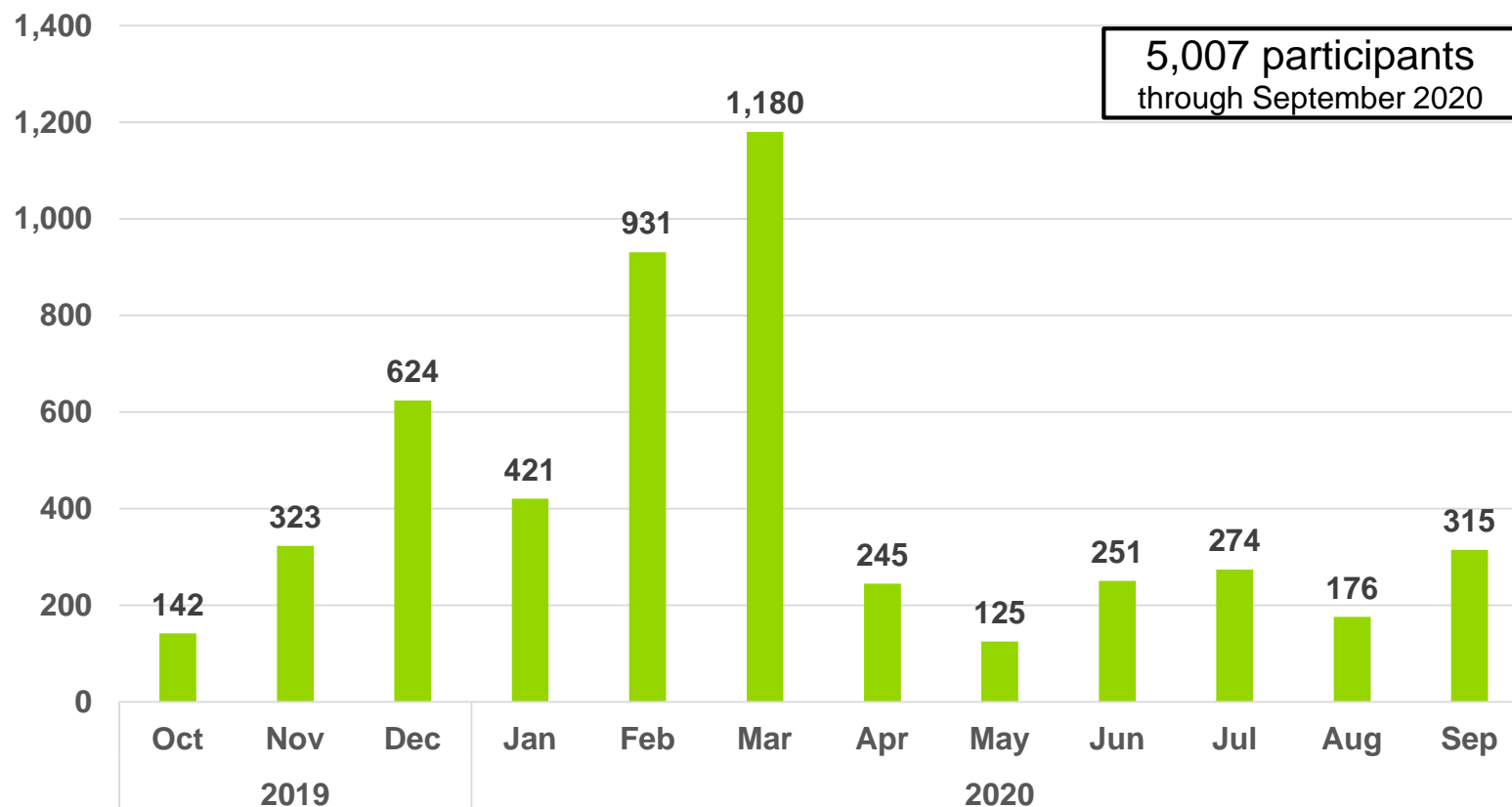
Missouri West

Missouri Metro

- Customers have enrolled from across Evergy's territory and the concentration of participants is consistent with the relative concentration of residential customers
- The geographic coverage of TOU participants provides a diverse population of participants to evaluate the TOU rate

# Enrollment

TOU Enrollment by Month



- Most enrollment occurred prior to March 2020 when Evergy launched the first big phase of its 2020 TOU marketing plan
- Due to Covid-19, TOU marketing was substantially reduced beginning in April 2020 due to the need for other communication with customers
  - Marketing picked back up in June 2020 and followed the marketing plan
- Enrollments beginning in April 2020 came mostly from customers that found the TOU rate option on Evergy’s website, guided there through other channeled marketing and education efforts



# Customer Segmentation

## Low Income

- LIHEAP participants or customers that self-report LIHEAP eligibility in survey responses

## Electric Vehicles

- Self-reported EV owners in survey responses or customers in EV program data

## Smart Thermostat

- Participants in MEEIA 2 thermostat program or self-reported smart thermostat in survey responses

## Seniors

- Self-reported at least one occupant over 62 in survey responses or identified as over 62 in 3<sup>rd</sup> party Axiom data

## Renters

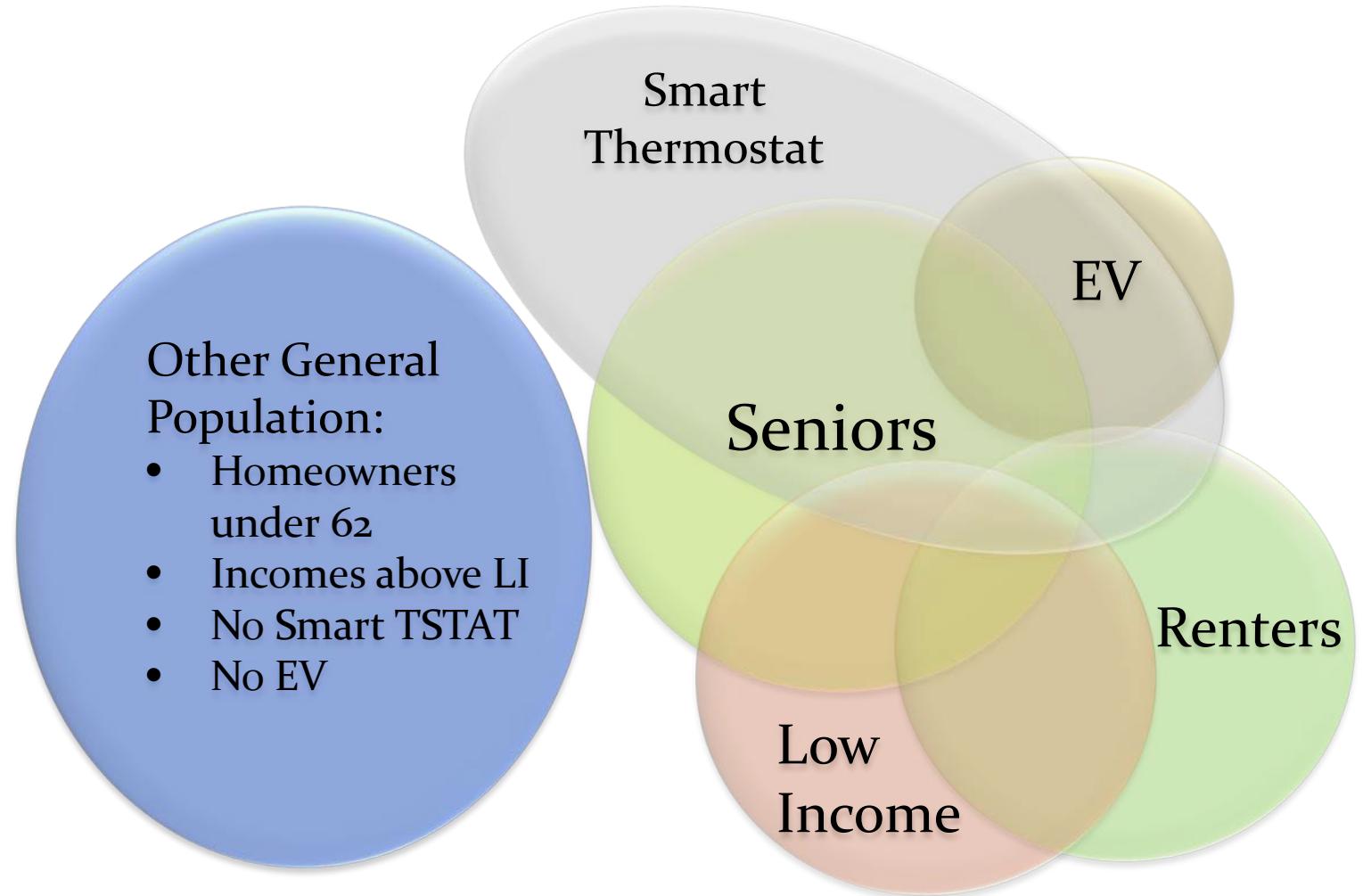
- Self-reported renter or identified as a renter in 3<sup>rd</sup> party Axiom data

## General Population

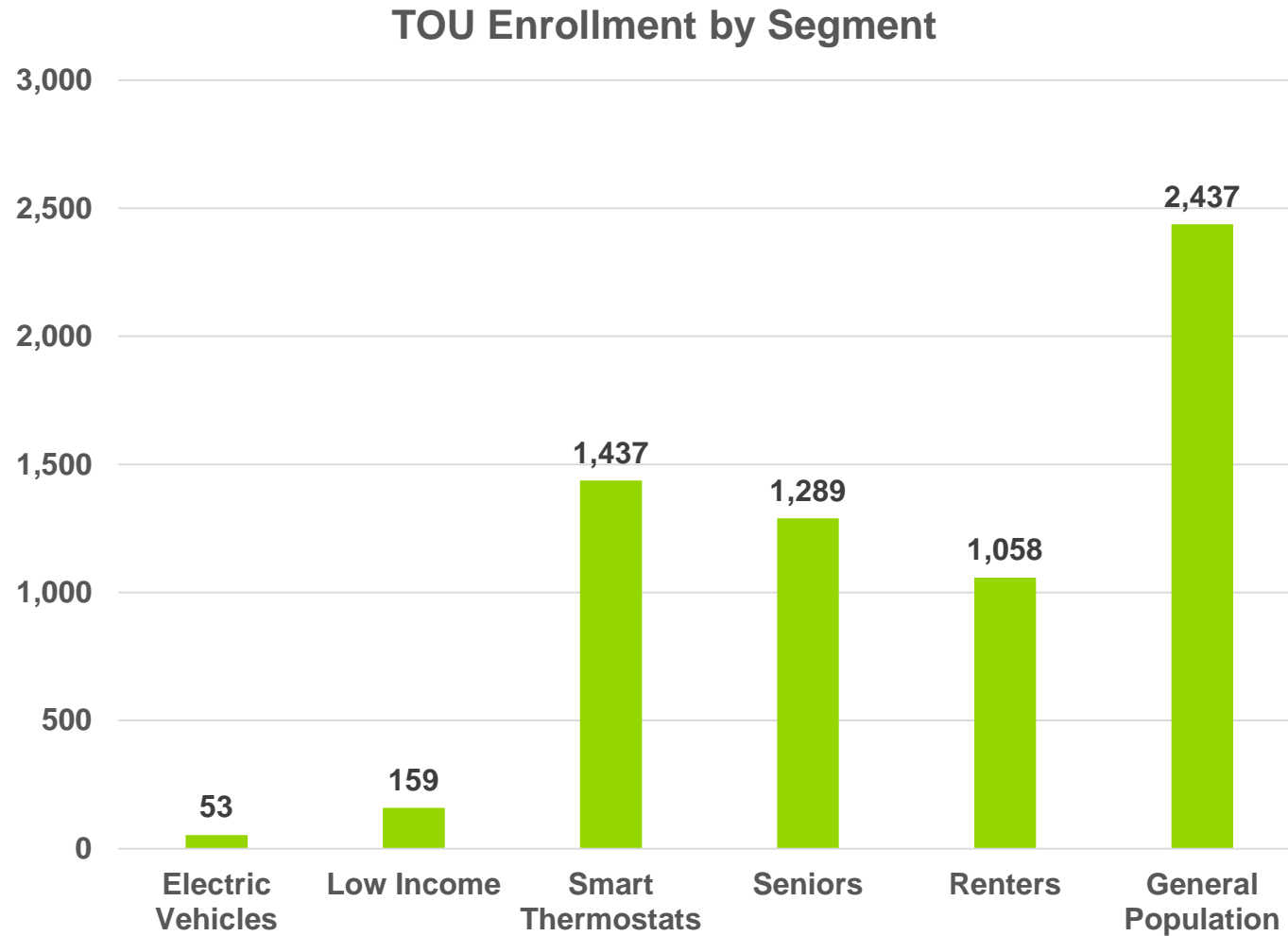
- Customers that are not part of any other segment

# Customer Segmentation

- Customer segments represent factors that influence a customer's perspective on energy.
- Individual customers represent a combination of characteristics.
- Rate study participants can provide insights into the impacts on more than one segment they represent.

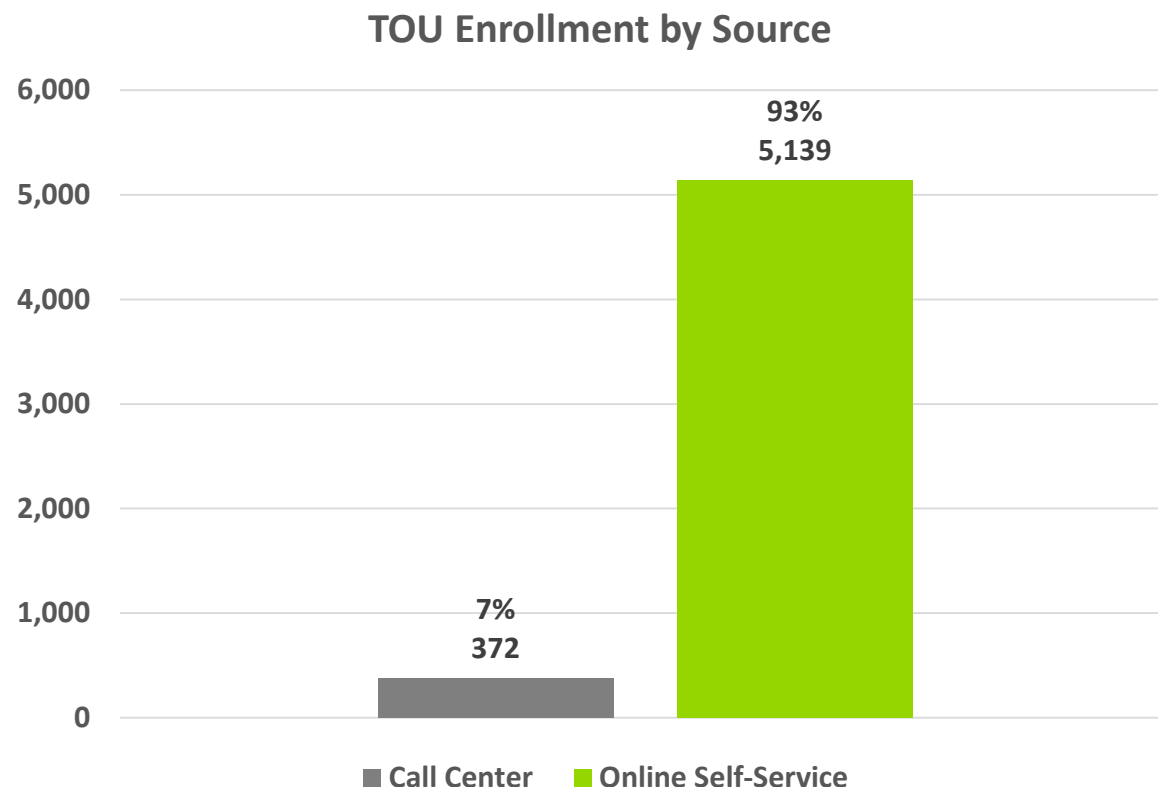


# Enrollment



- The General Population segment (lack of other segment characteristics) is the most common classification of participants
- Smart Thermostats, Seniors, and Renters are all well-represented in the pilot
- Low-Income and EV owner participation is low and will result in impact estimates with wide confidence intervals. Additional participants in those segments would provide value incremental information for impact analysis.

# Enrollment



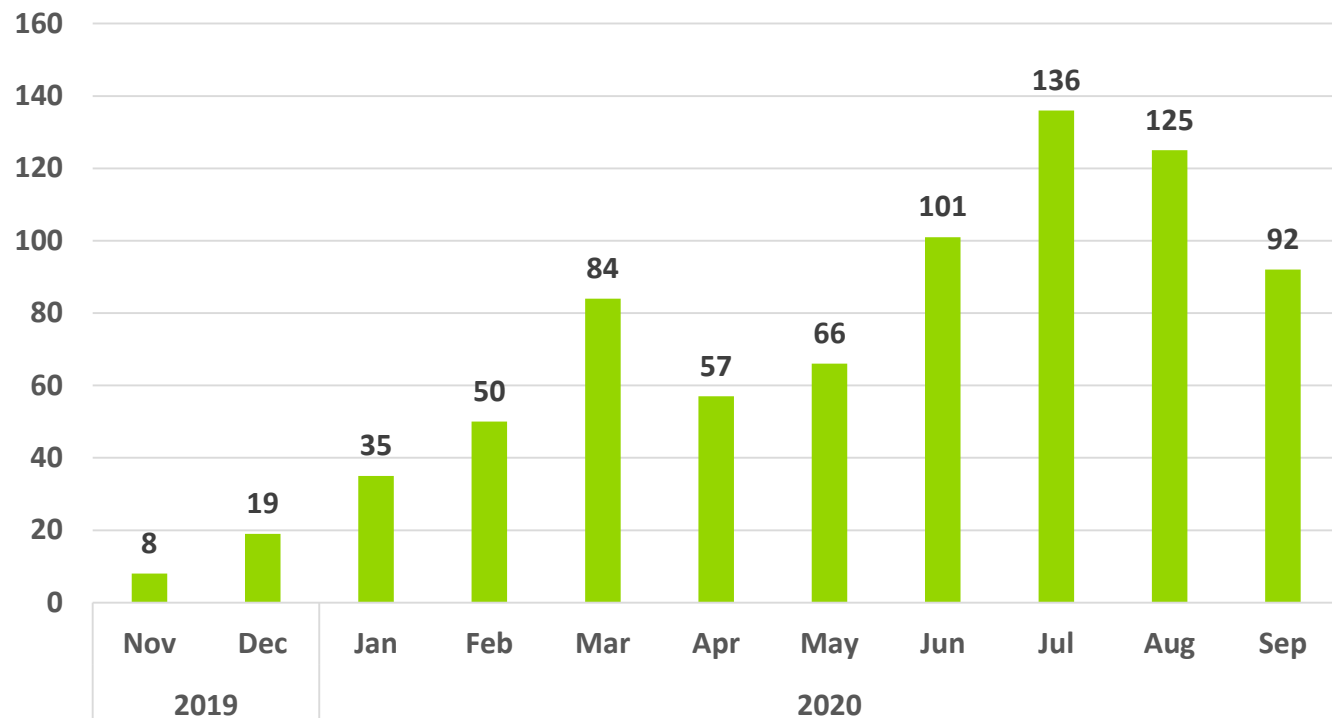
- Most participants used the online self-service platform to enroll in the TOU pilot
- Seniors and Low-Income customers are more likely than other customers to contact the call center and enroll by phone

Segment	Call Center	Online Self-Service
Electric Vehicles	4%	96%
Low Income	9%	91%
Smart Thermostats	4%	96%
Seniors	14%	86%
Renters	5%	95%
General Population	6%	94%

Note: Includes re-enrollments from customers that moved and wanted to remain on the TOU rate.

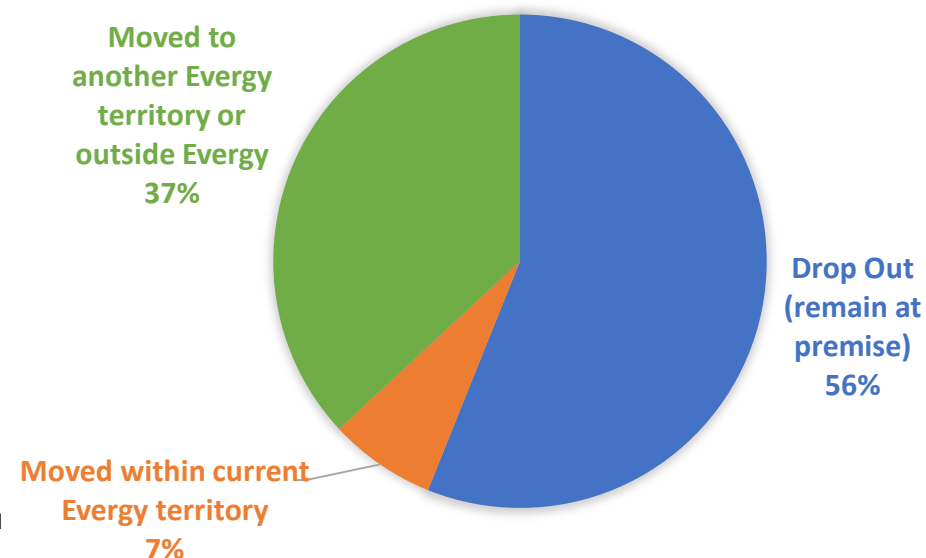
# Participant Attrition

TOU Attrition by Month

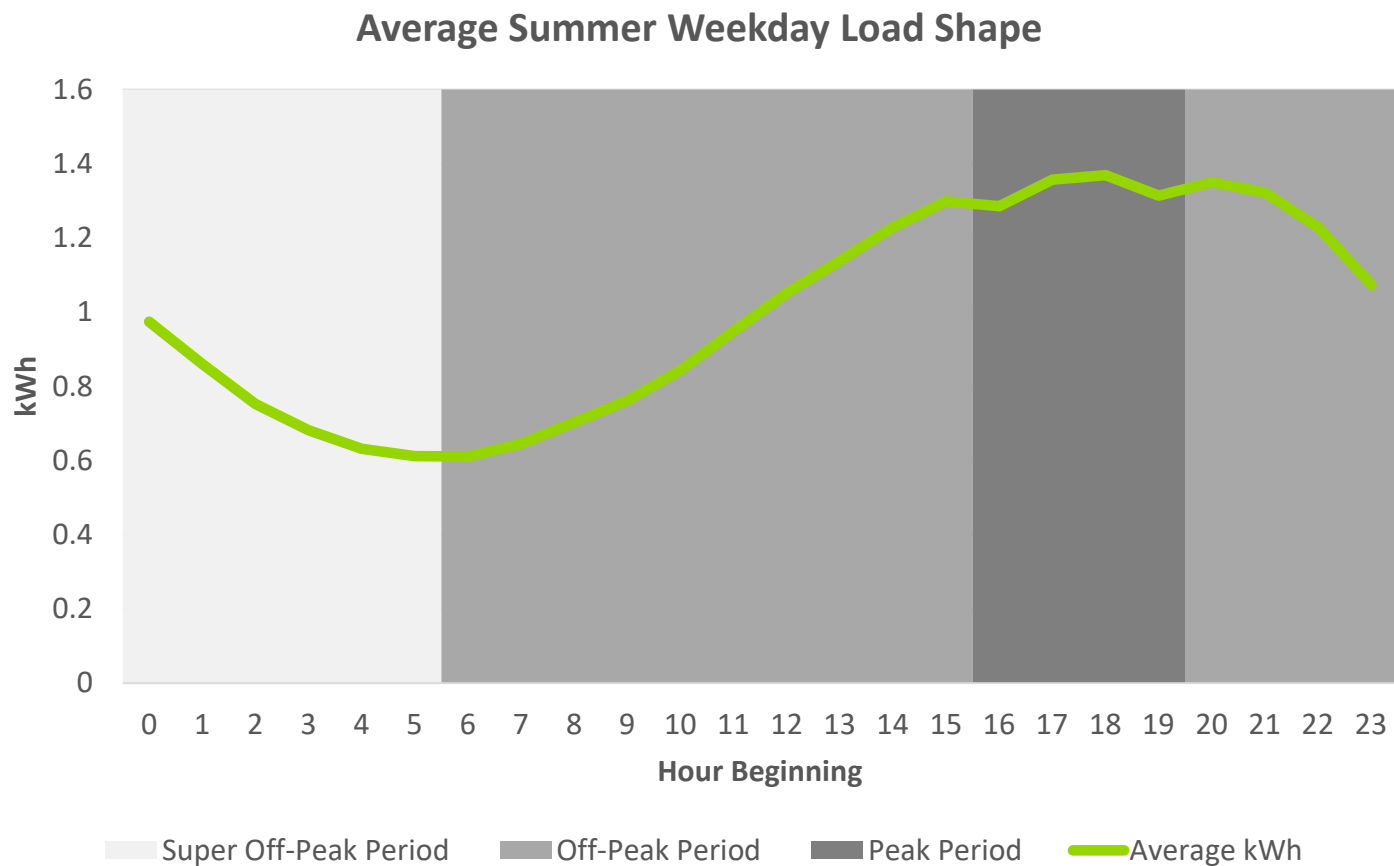


- Approximately half of the total attrition is due to participants moving
- Attrition levels increased during the Summer as more participants moved
- Most attrition early in the pilot was from customers that dropped out

REASON FOR ATTRITION



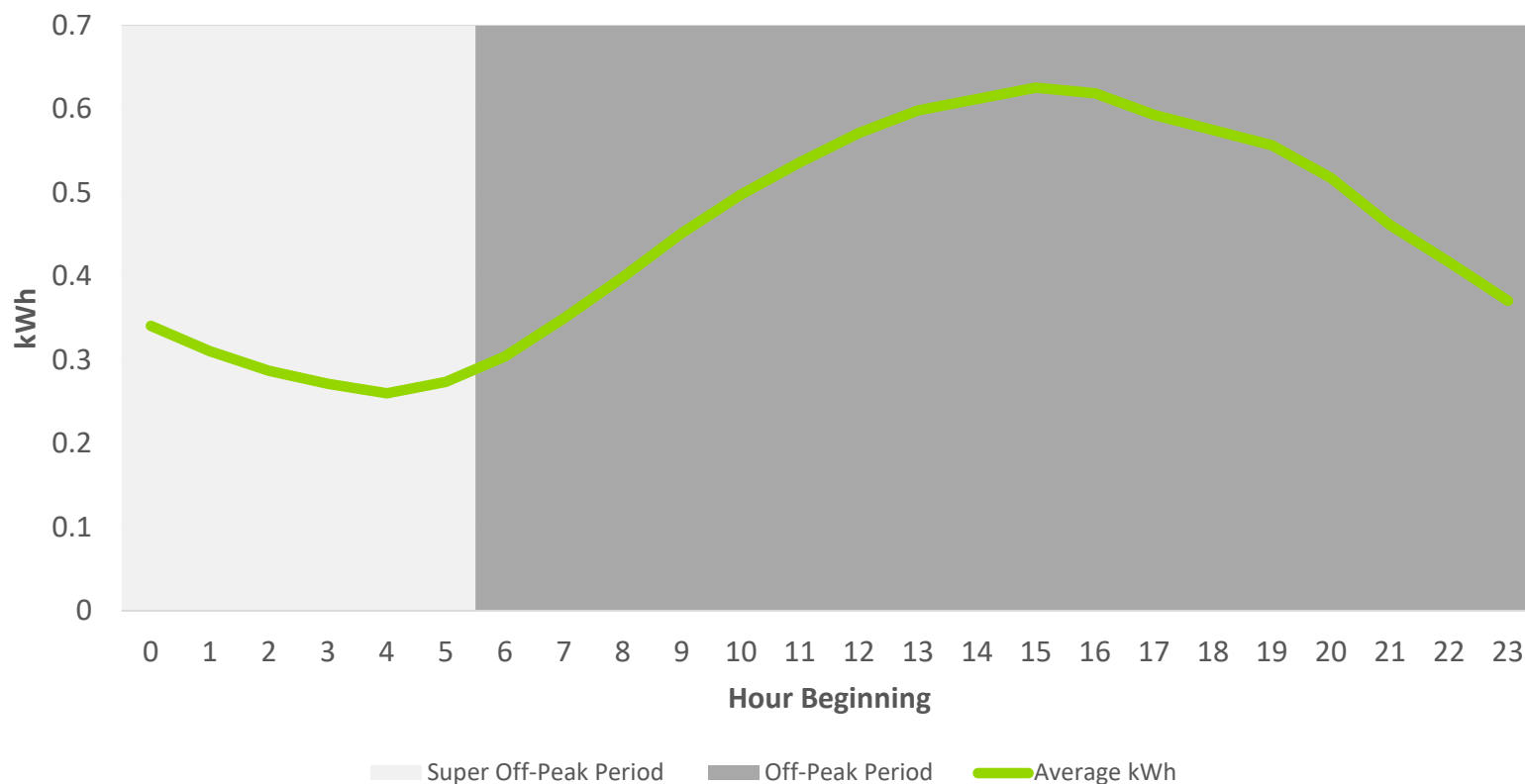
# Participant Usage



- The weekday average load shape indicates that participants are adjusting their usage in response to the TOU rate
- The peak period usage appears to indicate a “double dip” response to the highest price period. Households may cook dinner during the middle of the peak period and that may cause the slight increase in consumption during the middle of the period.

# Participant Usage

Average Summer Weekend Load Shape



- The weekend load shape does not indicate a noticeable change in usage pattern
- It is possible that some usage is shifted from weekdays, but that will only be evident after a comparison with a matched control group

# Next Steps for Evaluation

- Completion of matched control selections
- Continued impact analysis and modeling
  - Consumption Impacts
  - Peak Demand Impacts
  - Bill Impacts
- Preliminary impact analysis report – December 2020



# Next Steps



# Next Steps

- **Overall**

- Currently on track to exceed stipulated goals for both jurisdictions
- Continue to monitor unenrollment numbers
- Continue to look for process improvements, future learnings or changes needed
- Working with Staff and Stakeholders on a TOU Rate Design study for summer 2021 in advance of next rate case filing to inform potential future offerings
- Next stakeholder update – December 2020 to review preliminary EM&V results and plans for rate design

- **EM&V**

- Completion of matched control selections
- Continued impact analysis and modeling
  - Consumption Impacts
  - Peak Demand Impacts
  - Bill Impacts
- Preliminary impact analysis report – December 2020

# Questions