



Pacific Power Community Benefits & Impacts Advisory Group (CBIAG) Public Notes

Economic Impacts, Customer Experience, Biennial Report Updates

[Thursday, July 17, 2024, 1:00 – 4:00 p.m., Pacific Time](#)

These notes were synthesized and summarized by E Source, Pacific Power’s meeting facilitation partner.

Executive Summary

July’s CBIAG public meeting was conducted via Zoom. The meeting was held on July 18, 2024, from 1:00-4:00 p.m. PDT. Eleven CBIAG members attended, representing six CBIAG member organizations, and two members of the public. The meeting provided the key considerations for the focal Community Benefit Indicator (CBI) for the month: Economic Impact

Meeting Objectives

1. Discuss Community Benefit Indicators (CBI) that relate to Economic Impacts
2. Expand on the Rural Mobile Training Units
3. Learn about Pacific Power’s Customer Experience results

2024 CBIAG Members	Organization
Cassidy Attleson	ACCESS
Jennifer Gustafson	AllCare Health
Greer Klepacki	Community Energy Project
Hannah Lewis	Rural Development Initiative
Shaun Pritchard	United Community Action Network
Kendra Schaffer	Rural Development Initiative
Silvia Tanner	Multnomah County Office of Sustainability
Yahaira Torres	Rural Development Initiative
Erubiel Valladares	Rural Development Initiative
Sara Wallach	Community Energy Project
Sherrie Villmark	Community Energy Project

Presenters

Jeff Brown	Hydro South Director
Lee Elder	Senior Vice President of Resource Planning
Christina Medina	Stakeholder Policy & Engagement Manager
Barbara Modey	Customer Satisfaction Marker Research Manager
Jeffrey Daigle	E Source, Facilitation Team
Morgan Westberry	E Source, Facilitation Team

Public Attendees

Karen Chase	Energy Trust of Oregon
Natalia Ojeda	Energy Trust of Oregon

PacifiCorp Affiliated Attendees

Rick Link	PacifiCorp, Senior Vice President of Resource Planning
Kara Sappington	PacifiCorp, Senior Training Development Analyst
Tag Gavin-Darnieder	E Source, Facilitation Team
Zanya Morgan	E Source, Facilitation Team

Meeting Notes

Welcome & Introductions

Pacific Power's Christina Medina opened the twentieth CBIAG meeting by welcoming the attendees, introducing the guest speakers, and thanking the members for their continued participation in the group. Member and public perspectives are essential to achieving meaningful impacts on communities.

E Source's Jeffrey Daigle provided meeting experience items, an overview of the agenda and objectives, introduced the presenters, and encouraged participation by members during the meeting and after the meeting via the post-meeting survey.

CBIAG Member Check In

Jeffrey Daigle "checked-in" with meeting attendees by asking: *What reality TV competition would you be most likely to win (or willing to participate in)?* A large majority of the group suggested TV shows that push the physical and mental bodies to the limit. Others suggested fun, lighthearted shows that would allow them to showcase talents or step outside of the box.

- Traitors – playing a psychological game with a fun twist
- Naked & Afraid – pushing your body to the limit, causes your brain to think differently
- Survivor – being in Fiji whilst trying to win the game
- Queer Eye – being able to get a home and personal makeover
- America's Got Talent or The Voice – discovering one's ability to reach true unity with self
- Amazing Race
- Great British Bakeoff
- What Not to Wear
- The Real World

Reflecting on the June Meeting

Christina Medina, Stakeholder Policy & Engagement Manager, shared a reflection of the [June CBIAG meeting](#) including goals and a list of attendees and summarized the themes resulting therefrom.

Main Themes:

- Learning about the purpose, metrics, and outcomes of Environmental Impacts as a proposed interim CBI
- Introducing Customer Generation programs such as Net Metering and the Oregon Solar Incentive Program
- Reviewing Integrated Resource Planning (IRP) updates and recent tax credits such as the Inflation Reduction Act and the Infrastructure Investment and Jobs Act

Community Benefit Indicators (CBIs) | Economic Impacts

E Source facilitator, Jeffrey Daigle, introduced this month's focal CBI: Economic Impacts. Economic impacts begin when an organization spends money. This creates ripple effects in the economy through the spending of local businesses in the supply chain and the household spending of people earning income from those businesses. The proposed outcome of economic impacts as an indicator of community benefits is an increase in community focused efforts and investments and reduced barriers for disadvantaged communities for company program participation. "Success" will be measured and tracked counting Demand Side Management (DSM) program delivery staff and grants, public charging stations, pre-apprenticeship and/or educational program participation, and energy supply resource development.

Rural Mobile Training Units

Jeff Brown, Director of Hydro South, presented pre-apprenticeship programs and rural mobile training units to the group. Pre-apprenticeship programs are focused on developing a future ready workforce as the country shifts to a carbon free energy future. Simultaneously, the programs help young adults in the communities to discover purpose and connect with opportunities they may not typically be exposed to. Pacific Power has partnered with Crater Lake Electrical Pre-Apprenticeship program to provide up to 120 hours of classroom and hands-on electrical training for aspiring journeymen. Under this program and at no charge, tutoring and career exploration are available to participants. Crater Lake also provides transitional classes for potential entry into registered apprenticeships. Programs like such give young adults coming out of rural school districts alternative options to college by allowing them to explore a trade with increased earning potential. At no cost to the school, Pacific Power can provide the instructor, materials, classroom, and technology. A typical electrician apprenticeship process is 5 years long. The pre-apprenticeship program mirrors the first-year apprenticeship process to prepare students to enroll in a registered state apprenticeship allowing them to come in with a greater level of knowledge and further develop their skills. Additionally, the program helps with career development by offering interview preparation.

Last year, the company wrapped up a pilot program with Wide High School in Southern Oregon. Through the pilot program, Pacific Power explored mobile training units to expand and create a greater impact in the communities served without relying on school districts to provide the space and without having to

provide tools, equipment, and supplies for each location. The mobile training units can be easily transported to different schools allowing all children to have identical learning experiences. To help school districts better understand the program, the company developed seven commercials to launch on social media platforms and training for instructors is provided during the school day, not requiring additional work hours. Programs like so are partially possible because of grant funding and partnerships with companies like Greenpower USA. Currently, the company has funding to build out three additional mobile training units to reach more areas. Greenpower USA is bringing opportunities for students to design, build, and race electric vehicles. High school students will build out five large go karts and can participate in regional or national competitions, while elementary and middle school students can build out small go karts. There are no additional specialized skills required, and this program can be done by the children's normal teachers. Originally, this program started in Europe and has expanded to the United States with Alabama establishing and approving a curriculum.

The first mobile training center is wrapping up development now and was designed to support 20 students. To further ease the burden on schools, the mobile training center is solar powered to eliminate the need for schools to supply additional power and the cost that will be associated with doing so. To promote inclusivity and equity, the unit is ADA compliant with a wheelchair lift installed and an ADA bathroom inside. A lesson learned early on revealed that schools are not familiar with how trade instruction works. To educate schools and diversify recruitment channels, Pacific Power hosted mini jobs fairs where professionals could come in with their tools and equipment of the trade and directly interact with the students and teachers to educate them what opportunities are available. The company saw an increase in program participation and completion when the mobile training experience was explained directly to students versus when it was explained to students by the school. There were even siblings of students who graduated prior and were disappointed that such programs were not available during their enrollment, prompting Pacific Power to explore young adult cohorts.

In the 2023-2024 programs, classes were held at five different locations across Douglas County with 36 students, Josephine and Jackson counties with 165 students, and Klamath county with 25 students. All students that are currently participating in the program have met at least one of the line items identified as underrepresented which include female, 24 years old or younger, communities of color, LGBTQ, low-income, Tribal members, or members of rural or frontier communities.

Meeting Discussion:

- Jeffrey Daigle asked if students are limited to a career at Pacific Power upon program completion?
 - Mr. Brown revealed there are no boundaries on where students can work and although the company has supported the development, it is not to support internal needs. The program is designed to support the communities served and provide students with alternative paths and ease the burden in the trade shortage.

- Multnomah County of Sustainability asked if the program has explored partnerships with the Energy Trust of Oregon to support the number of pre apprenticeship programs, resources, and opportunities for those who complete the program.
 - Mr. Brown shared that Pacific Power did lean on Energy Trust of Oregon to develop the curriculum, especially since the first trailer will be focused on solar and came from a solar technology grant. The company is also working with Utah State University and the Aspire Foundation to review the curriculum and make recommendations and modifications to be able to eventually roll the program to other Pacific Power service territories.
- United Community Action Network asked about the timeline on program expansion to include young adults and if the company is partnered with Workforce Development.
 - Mr. Brown shared that the program has already expanded to include young adult cohorts in Klamath County and Roseburg, which host weekend and evening training. The company does partner with Workforce Development as well as several other partners like Crater Lake Electric Training Center who own the program being supported by Pacific Power. However, the Crater Lake Electric Training has not yet expanded to include other service territories.
- AllCare Health asked how the program works for individuals who may not live close to Central point and reside in rural areas? How did 165 students from Josephine and Jackson county access the program, especially if they are still in school?
 - Mr. Brown reiterated the goal of integrating the program into the current school curriculum as an elective to eliminate transportation barriers. The numbers are from pilot programs to date, some of which started in Medford and expanded to more rural areas. North Douglas, Yoncalla, and Winston Dillard High Schools are all going to be participants in the program next year to name a few.
- Christina Medina asked what development looks like regarding potential partnerships with Oregon Native nations?
 - Mr. Brown shared that some Tribes have been engaged in conversations to develop a relationship as the company wants to be inclusive of all demographics.
- Multnomah County of Sustainability asked if the company tracks how many people can secure apprenticeships or jobs in the industry?
 - Mr. Brown shared that 16 young adults who completed the program are currently placed in jobs and 3 are on the apprenticeship list. A specific example is a young man from Blade High School who graduated and is making \$34 an hour his first year out of high school.
- Mr. Daigle asked the group if the conversation was helpful as it was born out of previously received feedback of talking about things more tactically instead of.
 - The overall group agreed that the segment was helpful.
- Multnomah County of Sustainability encouraged the company to go back and review some of the feedback related to CBIs received in the last meeting to review what is actionable and hone metrics to be more granular.
 - Mr. Daigle offered to circle back with the larger team and provide more granular data around the CBIs in a later meeting.
 - Ms. Medina shared that Lee Elder, not on the call, has a list of advocates and other interested parties in the filings and has tracked actionable items related to CBIs and it is a conversation the group can have as the company promotes transparency.

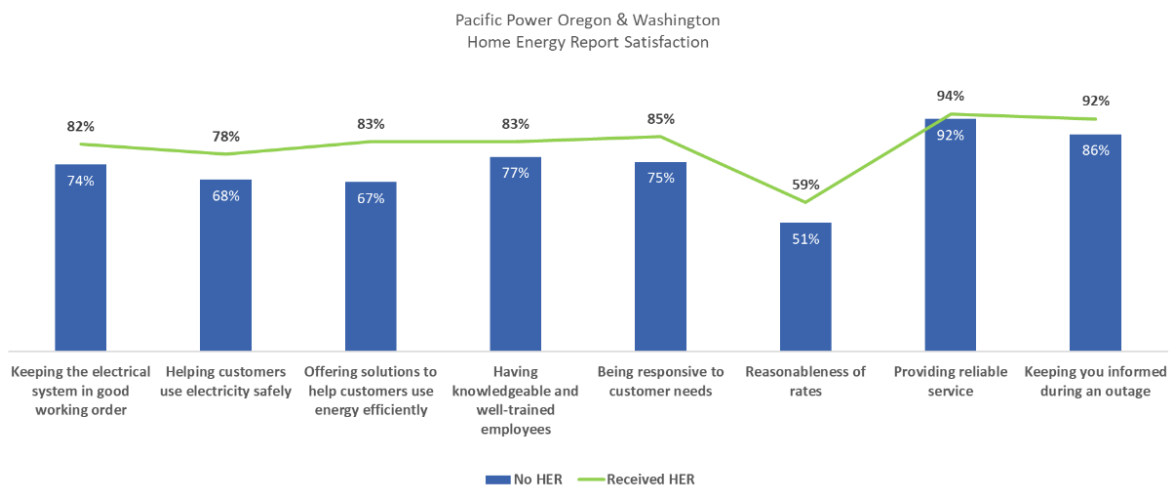
Customer Experience Segment

Barbara Modey, Customer Satisfaction Market Research Manager, presented about customer experience and satisfaction. Customer satisfaction is critical to Pacific Power operations, so the company strives to make the most of every interaction by implementing the following goals:

- Make it easy to do business
- Be proactive
- Aim for first-contact resolution
- Always treat customers with courtesy and respect
- Offer products and service to help customers
- Deploy strategic communications through multiple channels
- Use surveys to better understand customers and their changing needs to inform strategic approach for continual improvement

In 2022, the company developed a welcome series of 5 emails over several weeks to share general information with new customers such as programs and services provided, equal pay to help even out monthly bills, paperless billing, or energy efficiency programs. Additionally, every month the company sends out home energy reports detailing home energy usage with embedded links that will take the customer to a personalized web portal showing how customers are using energy, heating and cooling data, and which appliances are using the most energy. With this report, customers can see how their usage changes daily and compare weekend usage to weekday usage to analyze how they can potentially lower their energy bill. The report also provides general tips on laundry, cooking, and heating and cooling to promote energy saving.

In comparison to customers who did not receive a Home Energy Report (HER), those who did reported increased rates of satisfaction with high marks in reliability, responsiveness, and outage communication as shown below in the graph.



Pacific Power has devised an outage strategy to ensure communication before, during, and after a

storm. Once storm season begins, the company will increase readiness social media posts and send out emails to encourage preparation prompting customers to update contact information, sign up for outage alerts, restock outage kits, and charge up devices. During a storm, the company sends out restoration updates via targeted emails, text, or outbound calls to affected customers; as well as update the outage map and monitor social media. After the storm, the company will send targeted emails with storm response statistics to customers in affected zip codes and publish repurposed statistics on social media and the official website. In May 2024, Pacific Power launched an email campaign to ensure customers can be reached and have the most updated contact information listed. In the email, there was a link to the update contact webpage. Additionally, the campaign was done via a scannable QR code on an English or Spanish postcard or bill insert for customers without email addresses. The postcard yielded a higher success rate of responses than the bill insert.

Meeting Discussion:

- Community Energy Project asked when was the last time the supplies for the emergency preparedness kit were updated? Does the company have any plans of creating a summer edition for the heat as well? There could also be links to resources in specific counties that may have cooling centers.
 - Ms. Modey shared that the emergency kit has general supplies such as flashlights, blankets, water, etc., but the company should consider updating it to keep it fresh. Regarding heat considerations, the company pushes out communications to promote cooling and what to do in the event of an outage. If there is a big surge in demand, messages are prepared to be sent out quickly.
- Multnomah County of Sustainability asked if the company has any communications in advance of severe weather, heat, or ice storms, specific to customers at risk of disconnection?
 - Ms. Modey shared that in certain states there is a moratorium that prevents disconnections during certain months but regardless, disconnections are an absolute last resort for the company after exploring flexible payment plans.
 - Mr. Daigle clarified if the original question was asking if messages are different for customers on the disconnect list?
 - Multnomah County of Sustainability rephrased the question to ask if customers are disconnected before the moratorium, is the company communicating differently with that subset of customers? For example, if a customer is disconnected then a heat wave comes. Customers can request reconnection within 72 hours of disconnection due to severe weather, but many do not know that.
 - Mr. Daigle shared that next month Charity Spires will be on the line and can better answer these questions to close the feedback loop.
- United Community Action Network suggested it would be helpful to provide information on warming and cooling centers but recognizes that the underlying problem of centers changing yearly.
 - Mr. Daigle validated the claim, adding that some sites are set up for certain weather events but not others.

- Multnomah County of Sustainability agreed that it would be helpful to provide information on warming and cooling centers, because even if someone has power, they may not be able to afford to use it to the degree of need during severe weather events without being burdened by the bill.
- Multnomah County of Sustainability thanked Barbara Modey for the presentation and revisited a prior point about reconnections within 72 hours and suggested adding such information to severe weather communications. Currently, community agencies do not know how many customers need that protection and do not have a good sense of if or how this issue affects customers.

Biennial Report Discussion

Jeffrey Daigle, E Source facilitator, lead the biennial report discussion as the company prepares to draft the community summary. Pacific Power envisions the community summary at the beginning of the biennial report to be a plain-language description of key components from the biennial report. Through this part of the biennial report, Pacific Power wants to discuss the public process for getting inputs throughout the CBIAG and other engagement spaces. This raises the question to members; ***how do you want us to talk about you and your contributions?*** Do members want to be represented in a personal capacity or be depicted as representatives of their organizations?

Meeting Discussion:

- AllCare Health asked if it would be helpful for each member to write up something short that can be incorporated into the community summary portion of the biennial report?
 - Mr. Daigle revealed that the company is leaning towards having members draft a short paragraph. The goal is to make sure everyone is comfortable in how they appear in the report and to not mistakenly misrepresent any individual or organization.
- Jennifer Gustafson wants to be identified as a representative of AllCare Health
- Silvia Tanner urged the company to reach out to individuals for specific attributions before publishing.
 - Morgan Westberry ensured the group that any specific attributions will be reviewed and validated by members beforehand.

Christina Medina reviewed the proposed reporting timeline for the rest of the year. In mid/late August, the internal draft is due, will be reviewed, and revised. By early September, the internal draft review slides are due and will be externally reviewed. In late September, the summary slide deck will be shared with the CBIAG and Tribal group. By early October, the draft report will be revised internally and sent out to the CBIAG and Tribal group. In late October, the company will discuss the report with the CBIAG and Tribal groups. By early/mid-November, the report will be finalized and filed.

Meeting Discussion:

- Mr. Daigle asked what topics do you want us to discuss (new or resurfacing) in September and October?
 - Ms. Westberry noted an earlier discussion as an example, where it was suggested that a previous presenter return to provide more granular data about different environmental measures.
- Mr. Daigle asked how do you want to give feedback on drafts?

- United Community Action Network prefers spending more time with the draft, at least a week.
 - Mr. Daigle offered to support distributing the drafts ahead of time and asked the group if anyone requires additional assistance with written materials since the draft will be in English.

Public Comment

Jeffrey Daigle opened the floor for public comments and concluding thoughts asking *what was your biggest takeaway from today's conversation?*

- Mr. Daigle's takeaway would be considering how to expand geographic reach surrounding rural mobile training units.
- Multnomah County of Sustainability added that learning about the pre-apprenticeship program was cool especially given the workforce shortages for energy transition work and in the face of federal funds for energy. It is important to see this type of work grow.

Next Steps

Pacific Power's Christina Medina closed the meeting by providing context on next steps, thanking members for feedback and the team for support and putting together a great meeting. [Next month's CBIAG meeting](#) will be held on the 15th from 1:00 – 4:00pm. The following meeting is [September 19th](#) from 1:00 – 4:00pm. Pacific Power will continue to evolve and is looking forward to continued work with the CBIAG members and welcomes members to invite colleagues from their organizations to join the calls.

If you have not already, please participate in the post-meeting survey:

[CBIAG | July \(office.com\)](#)