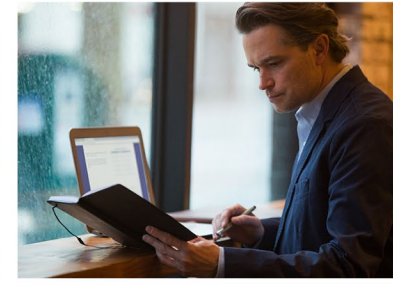


Community Benefits & Impacts Advisory Group

Economic Impacts & Customer Satisfaction

Twentieth CBIAG Meeting
July 18, 2024



For a Better Meeting Experience



- Let us know who is in the room by adding your organization (if applicable)
- Click “Participants” and select the “Rename” option
- Use Gallery View (icon at top right) when in group discussion



- Navigate to "Interpretation" at the bottom of Zoom
- Select "ASL" under Watch or "Spanish" under Audio
- If the interpretation icon is missing, try the "More" icon
- For technical support, chat “Tag G-D/ E Source” as recipient, and send your message



- Questions are welcome at any time
- Please mute until speaking
- Speak by clicking the "Raise Hand" in the tool bar

Economic Impacts & Customer Satisfaction

July 18, 2024, 1:00 - 4:00 p.m. PT

Agenda

TIMING	TOPIC
1:00 pm	Objectives & Presenters
1:10 pm	Check In
1:20 pm	Closing the Feedback Loop
1:40 pm	CBI Economic Impacts
2:00 pm	Rural Mobile Training Unit
2:25 pm	Break
2:35 pm	Customer Satisfaction
3:05 pm	Biennial Report Discussion
3:25 pm	Public Comment & Closing

Presenters



Christina Medina
Stakeholder Policy &
Engagement Manager



Lee Elder
PacifiCorp
Senior Vice President of
Resource Planning



 **E Source**
Jeffrey Daigle
E Source Facilitator



Jeff Brown
PacifiCorp
Hydro



Barbara Modey
PacifiCorp
Customer Satisfaction
Market Research
Manager



 **E Source**
Morgan Westberry
E Source Facilitator

Community Benefits & Impacts Advisory Group (CBIAG)

Purpose:

Focus on equity and a clean
energy future in Oregon in
accordance with HB 2021

Today's Objectives

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

What reality TV competition would you be most likely to win (or want to participate in)?

Reflecting on the June Meeting

CBIAG Attendees	
Alma Pinto	Northwest Energy Coalition
Christina Zamora	Klamath Lake Community Action Services
Erubiel Valladares	Rural Development Initiative
Jennifer Gustafson	AllCare Health
Shaun Pritchard	United Community Action Network
Silvia Tanner	Multnomah County
Sarah Wallach	Community Energy Project
Xitali Torres	Verde
Yahaira Torres	Rural Development Initiative

Our goals:

1. Discuss Community Benefit Indicators (CBI) that relate to Environmental Impacts
2. Provide updates on the Clean Energy Plan and Integrated Resource Plan
3. Learn about Customer Generation Programs

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

Filling the Gaps

January	Biennial report planning Rate Case Updates	May	Postponed Postponed	September	Draft Review
February	Overview of filing and outline Integrated Resource Planning	June	CBI- Environmental Impacts Clean Energy Plan and IRP Updates	October	Draft Review (continued)
March	CBI- Health and Community Wellbeing Low-income assistance program	July	CBI- Economic Impacts Customer Satisfaction	November	Filing complete, no meeting
April	CBI- Resilience Wildfire	August	CBI- Energy Equity CBI Economic Impacts	December	2025 Planning

CBI: Economic Impacts

PacifiCorp needs to name a CBI in these five following topic areas:

Energy Equity	Resiliency	Health & Community Well-Being	Environmental Impacts	Economic Impacts
Proposed CBIs				
Energy burden # households	Outages + Duration	Disconnections	Renewable Energy + Emission Reduction	Community-focused efforts and investments

Latest CBI Framework

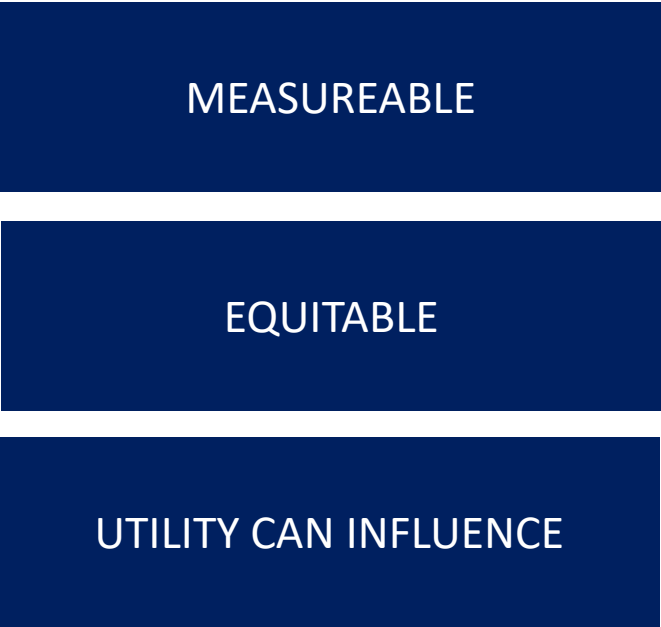
CBI Category	CBIs (Outcomes)	Metrics
1) Resilience	a) Improve Resiliency of Vulnerable Communities During Energy Outages	SAIDI, SAIFI, CAIDI at area level including major events
	b) Reduce Frequency and Duration of Energy Outages	Energy Not Served (ENS) for IRP portfolios are included as an output from portfolio development
2) Community Health and Well-being	a) Decrease Residential Disconnections	Number of residential disconnections by census tract
3) Environment	a) Increase Energy from Non-emitting Resources and Reduce CO2e Emissions	Oregon GHG emissions (from Oregon-allocated resources)
		Oregon allocated renewables
4) Energy Equity	a) Decrease Proportion of Households Experiencing High Energy Burden	Average Energy burden by census tract, for low-income customers, bill assistance participants, Tribal members and for all customers
	b) Increase Efficiency of Housing and Small Businesses in Disadvantaged Areas*	TBD
5) Economic	a) Increase Community-Focused Efforts and Investments	Headcount of DSM program delivery staff & grants
		Public charging stations
		Pre-apprenticeship / educational program participation
	b) Reduce Barriers for Disadvantaged Communities for Company Program Participation*	Energy supply resource development - workforce and spend
		TBD

*Draft CBIs. PacifiCorp will work with partners, such as Energy Trust of Oregon, to revise if needed, and identify related actions and metrics.

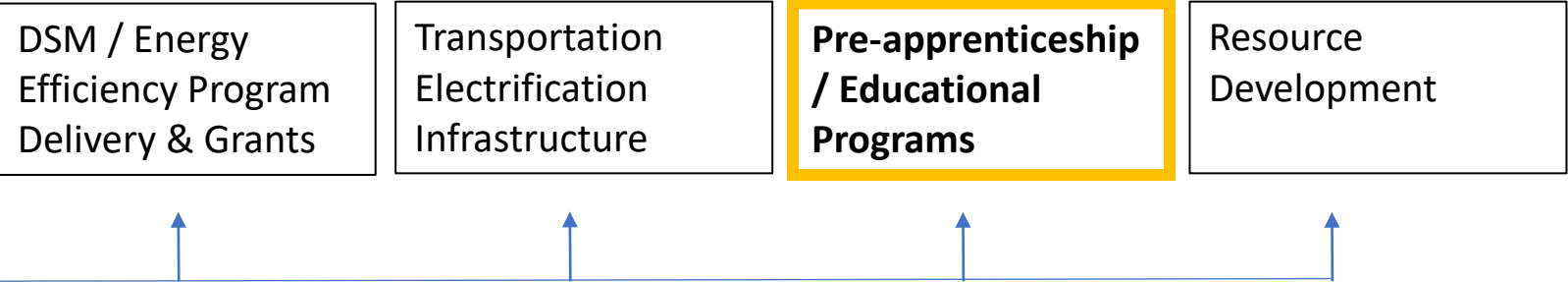
Economic Impacts

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.

CBI Qualities



Community-focused efforts and investments:



Rural Mobile Training Unit

https://youtu.be/CQUYhJKaE_w?si=QpEs7s47Qwzkh72j

Rural Mobile Training Unit Update

- Establishing foundation for course expansion
- Manufacture of Mobile Training Unit
- Media development and press outreach
- Developing Executive Committee and Advisory Panel
- Grant Award and Negotiation's
- Course Expansion
- [Greenpower USA](#) partnership



Program Impacts

- Pending data

BREAK

Customer Satisfaction Segment

Customer Satisfaction Overview

- About customer satisfaction studies – J.D. Power and Escalent
- Historical customer satisfaction performance
- Pacific Power 2023 residential results by state
- Residential and business insights – year-to-date
- Strategic improvement examples based on best practices
 - Identify and leverage customer touchpoints
 - Impacts of program awareness
 - Home Energy Insights Reports
 - Business Energy Insights Reports
 - Communications before, during and after outages

About J.D. Power & Escalent Research

Residential

	J.D. Power	Escalent
Fielding cadence	Quarterly waves	
Utility categories	Large, Midsize, Cooperative	Investor owned and four large municipal utilities
Brands ranked	145 brands with 100,000+ customers	101 brands
Respondents	Uses third-party web-panel companies to recruit survey participants. Each participant self-identifies energy provider	We provide Escalent with customer email addresses, who are then randomly selected to participate in the surveys
Sample size	Annual sample about 1,000 PP and 1,100 RMP	Annual sample about 4,000 PP and 4,400 RMP
Overall satisfaction	Six factors weighted by importance are used to calculate Overall Satisfaction score (per charts below)	Score is based on percentage of positive responses on 0-10 scale to: "What is your overall satisfaction with Pacific Power?"
Final results	Average of 4 waves Released mid-December	Average of 4 waves Released late-November

J. D. Power Factor Weights	Power Quality & Reliability	Price	Billing & Payment	Corporate Citizenship	Communications	Customer Care
Residential	25%	20%	17%	17%	12%	9%
Business	24%	19%	15%	15%	13%	14%

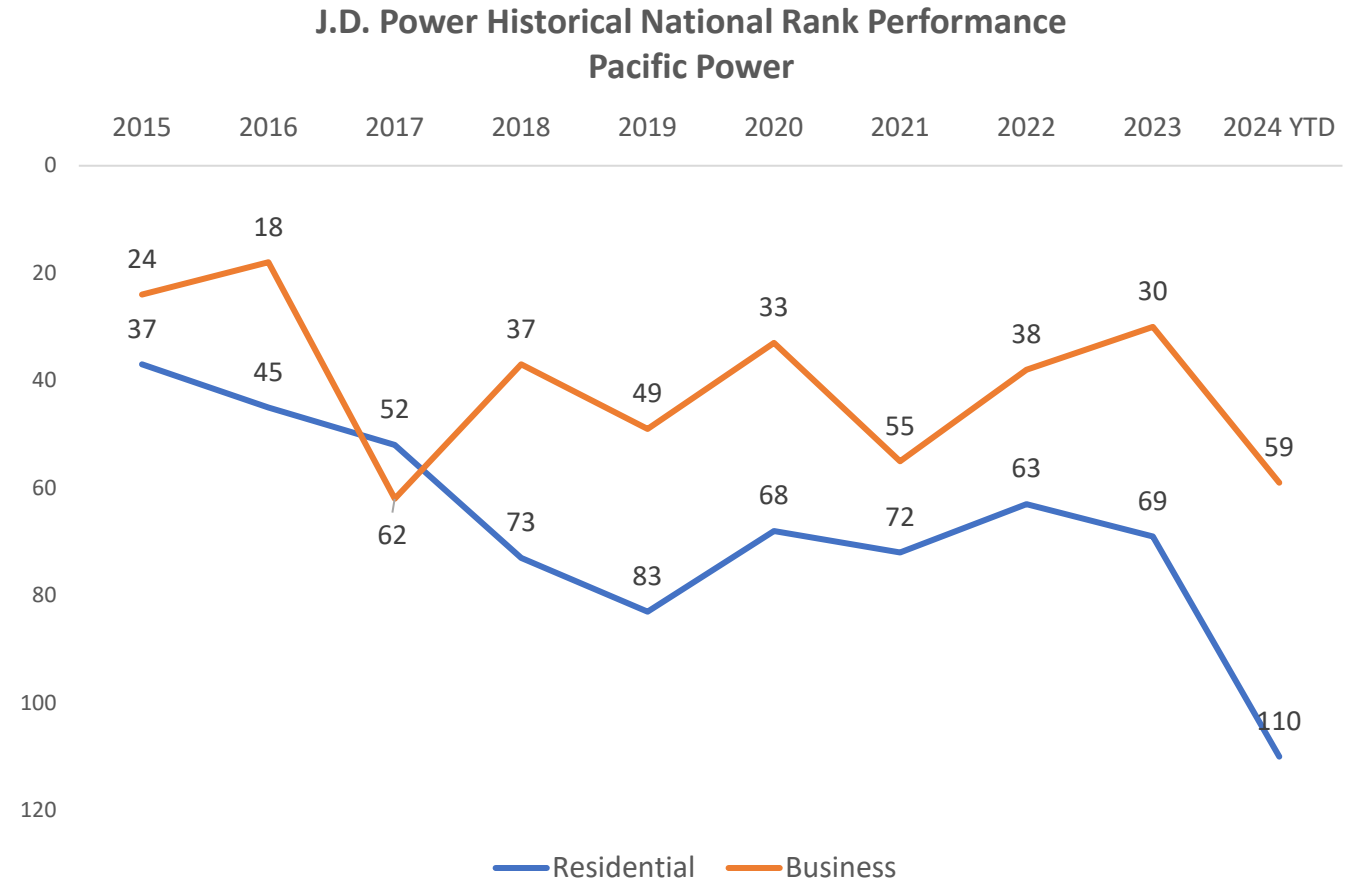
Business

J.D. Power	Escalent
Semi-annual waves	
Large, Midsize	Investor owned and four large municipal utilities
76 to 87* with 50,000+ customers	85-87 brands
Uses third-party web-panel companies to recruit survey participants. Each participant self-identifies energy provider	We provide Escalent with customer email addresses, who are then randomly selected to participate in the surveys
Annual sample about 480 PP and 550 RMP	Annual sample about 500 PP and 540 RMP
Six factors weighted by importance are used to calculate Overall Satisfaction score (per charts below)	Score is based on percentage of positive responses on 0-10 scale to: "What is your overall satisfaction with Pacific Power?"
Average of 2 waves Released mid-November	Average of 2 waves Released late-November

*Only utilities where adequate sample-size has been collected are ranked by J.D. Power

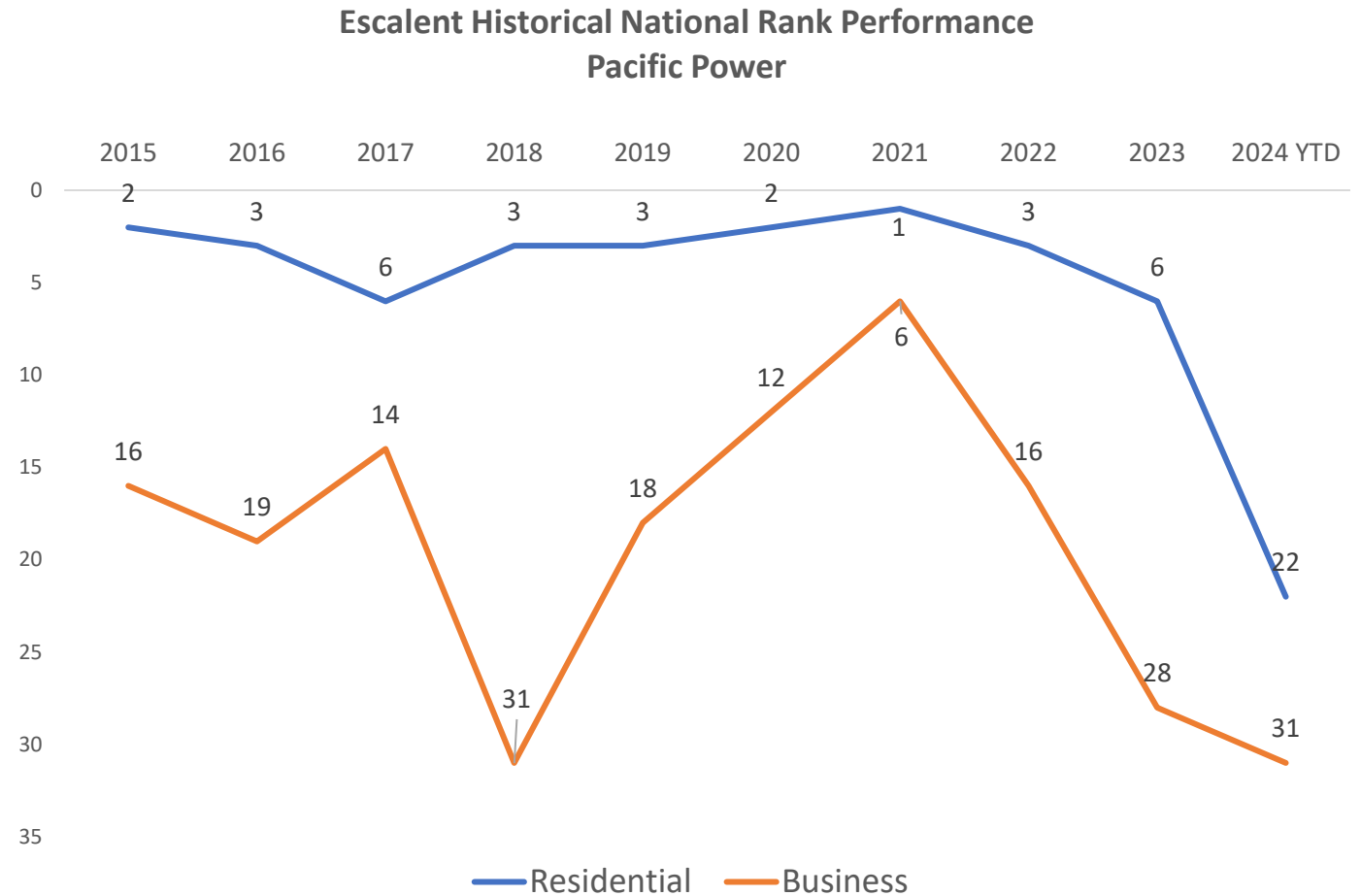
J.D. Power Historical Rank Performance

- For residential, between 2015 and 2019 Pacific Power had been trending in a negative direction
 - In 2020, our results mirrored the industry with positive improvement due to pandemic response
- For business, in 2023 we expanded meaningful outreach which improved satisfaction
- For 2024 YTD, drop due to reliability and rate increases, but should come up before YE



Escalent Historical National Rank Performance

- For residential, consistent top decile performance, with exception for recent drop 2024 YTD
- For business, rank fluctuates more than residential due to smaller number of utilities in study



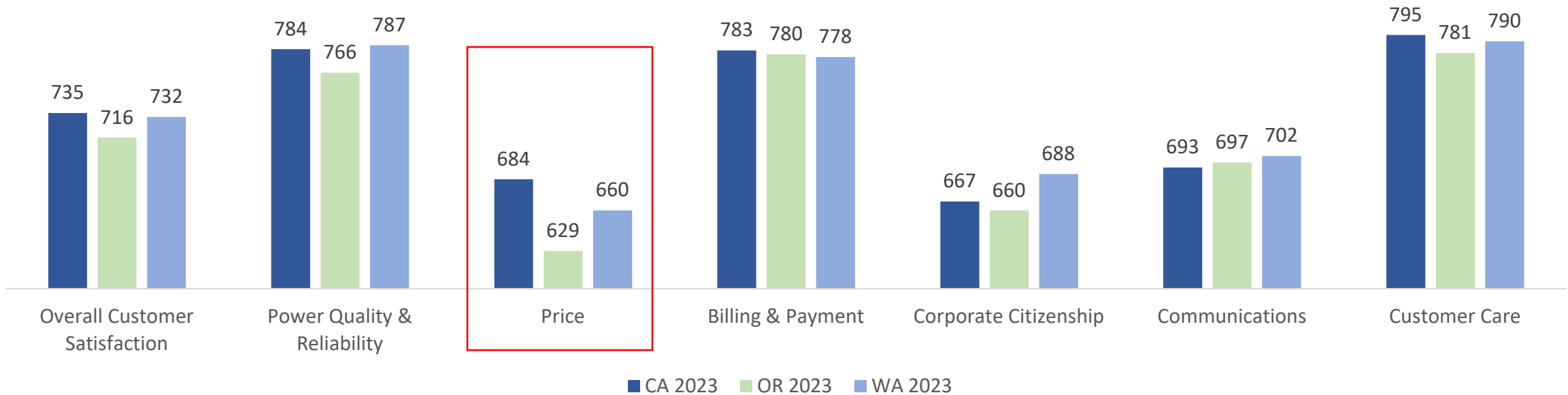
Results by State

2023 Residential Results by State

Satisfaction with price dropped more in Oregon than other Pacific Power states

Satisfaction by State

J.D. Power Residential 2023 Final



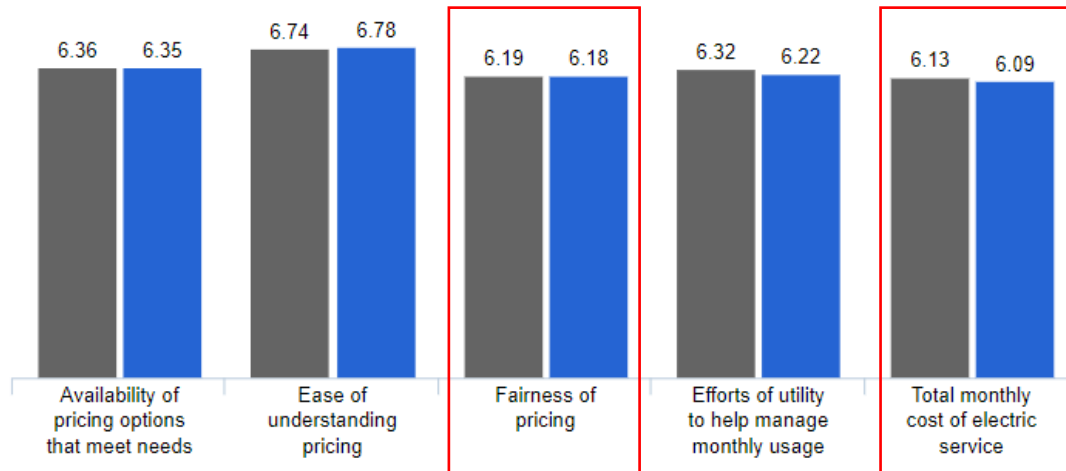
Oregon Price Attributes

All Price attributes in Oregon have dropped from 2023 into 2024
With “Fairness of pricing” and “Total monthly cost of electric service” now well below mean score of 6

Oregon 2023

Attributes

■ West Large ■ Pacific Power

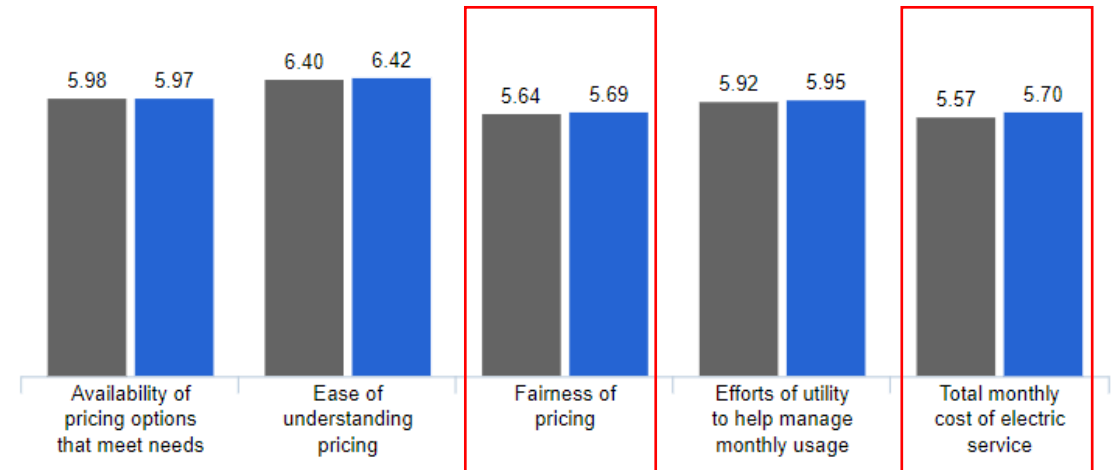


J.D. POWER

Oregon Q2 2024

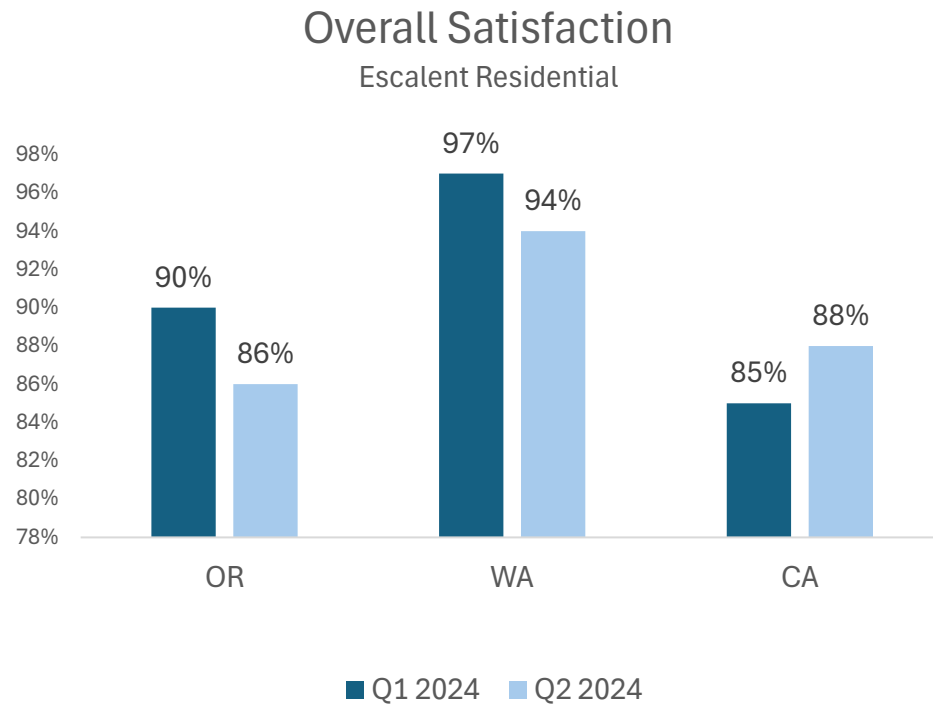
Attributes

■ West Large ■ Pacific Power



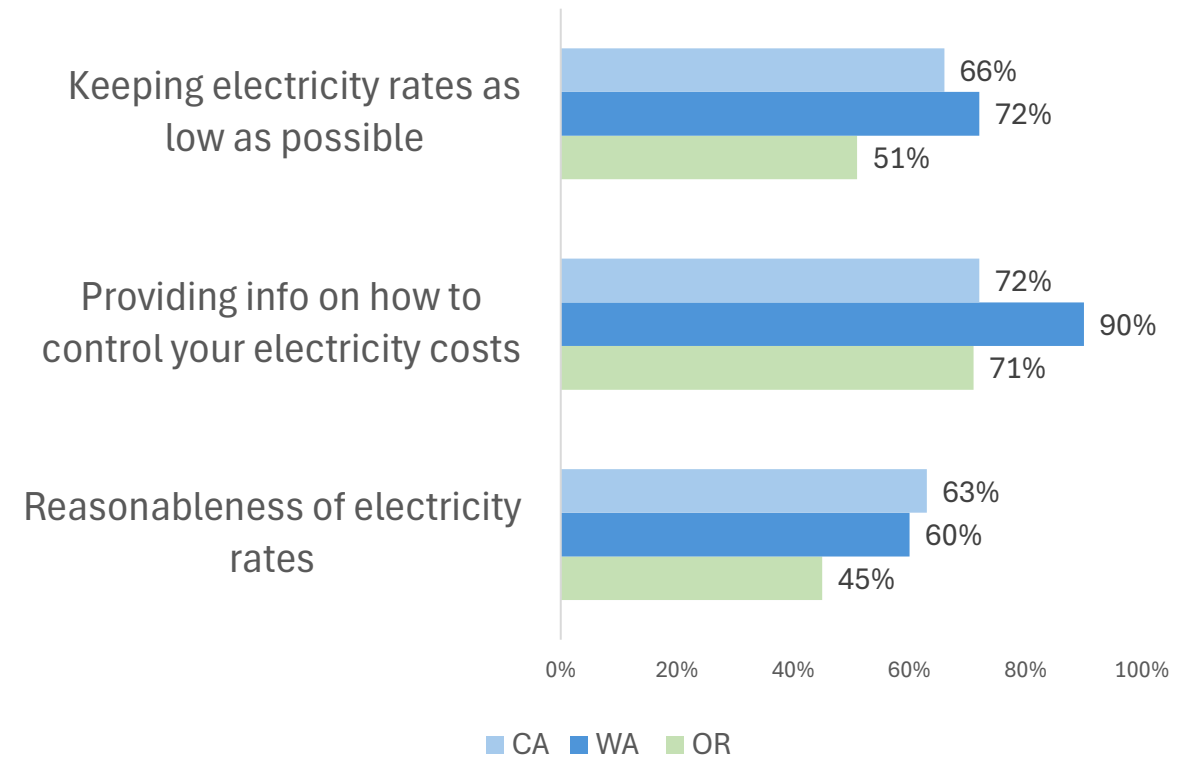
Residential Insights in 2024

Oregon customers contribute the most to the declines observed in Overall Satisfaction in Q2 2024



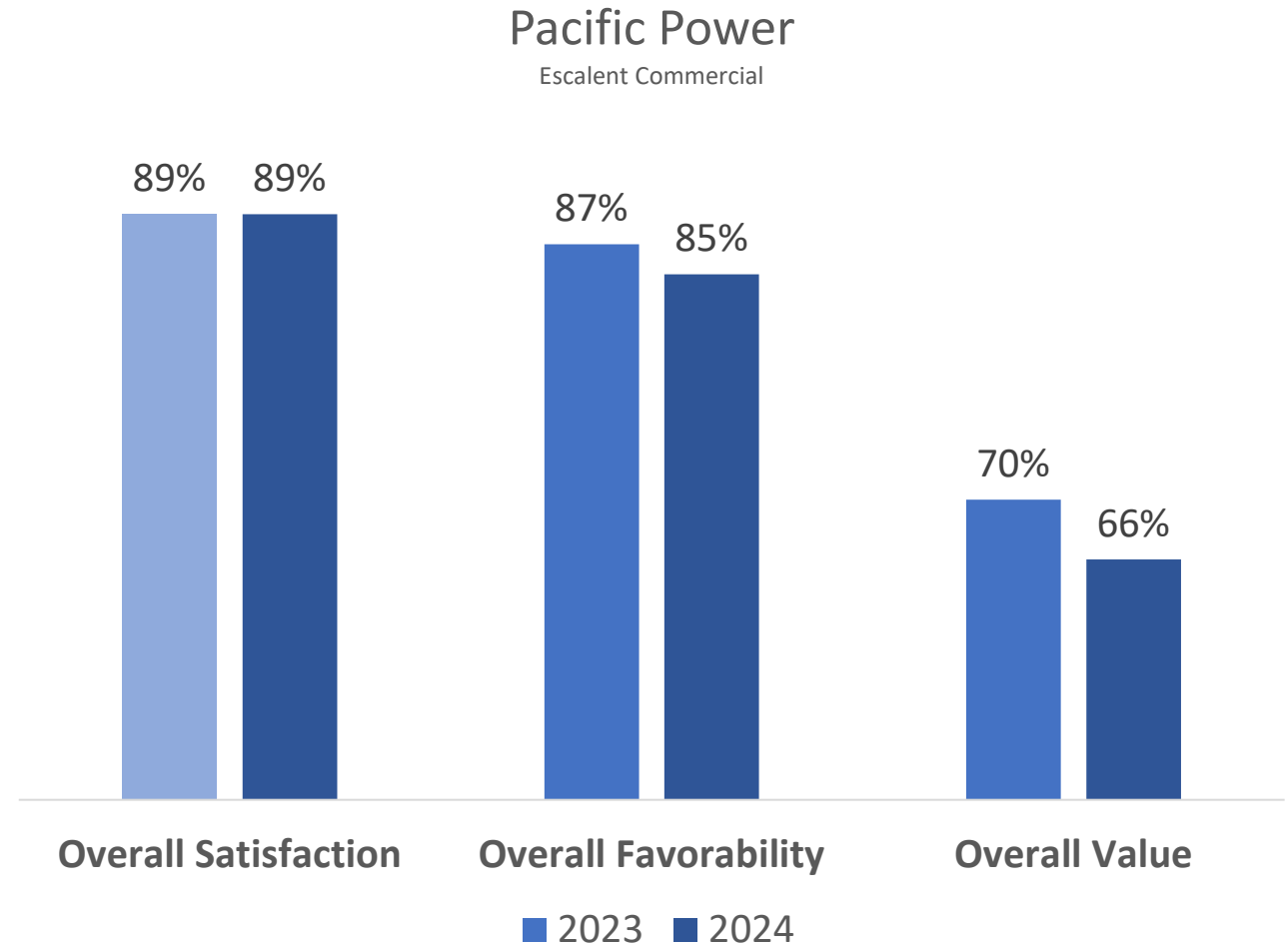
Comparison Between States on Price Attributes

Escalent Residential Q2 2024



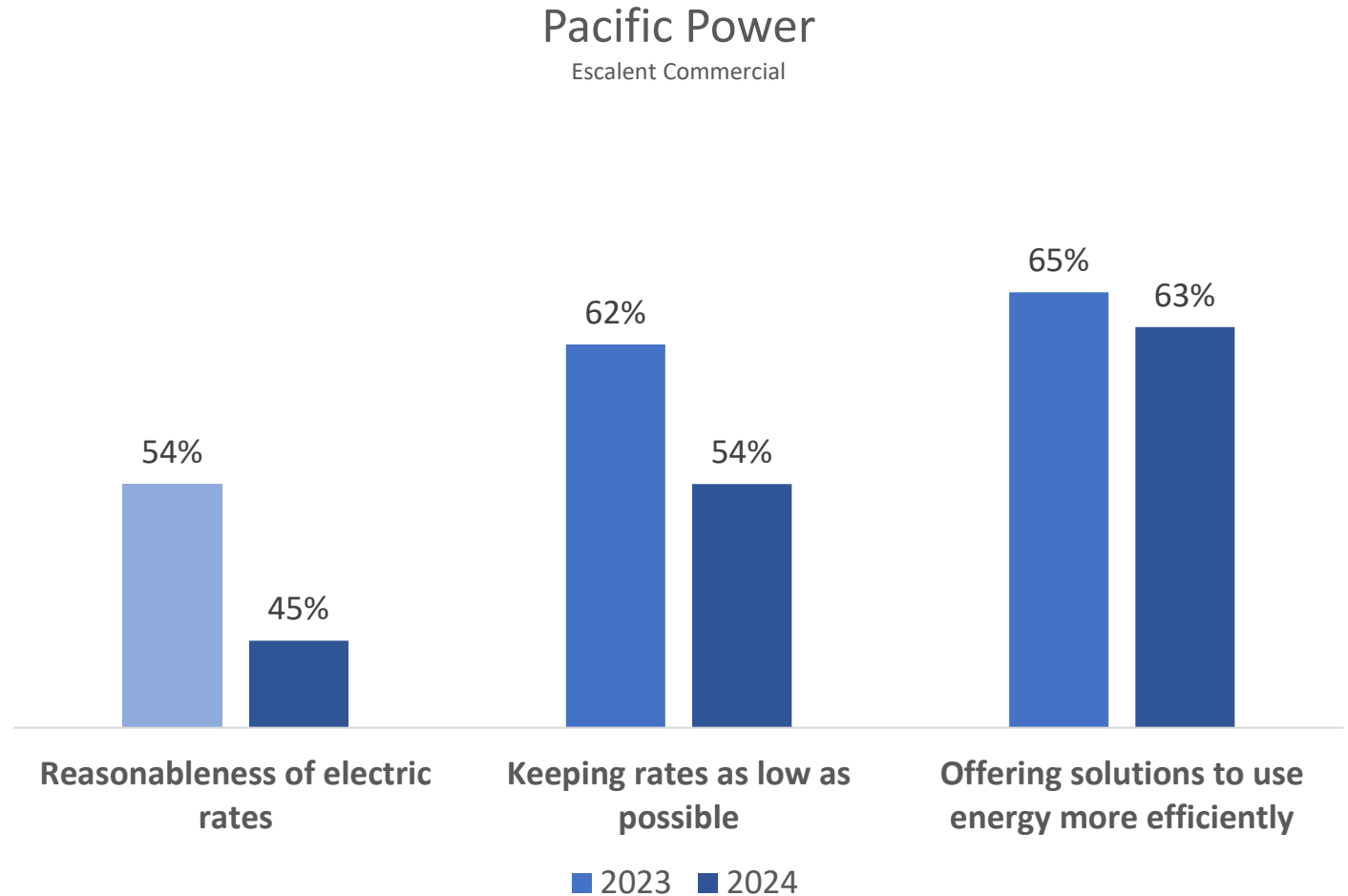
Business Insights in 2024

- Commercial results are more stable year-over-year than residential
- Decline in value perception due to rate increases



Business Insights in 2024

- Significant decline for reasonableness of rates and keeping rates low
- Slight drop for energy efficiency solutions



Strategic Approach to Improve

Strategically Position to Shape Perception

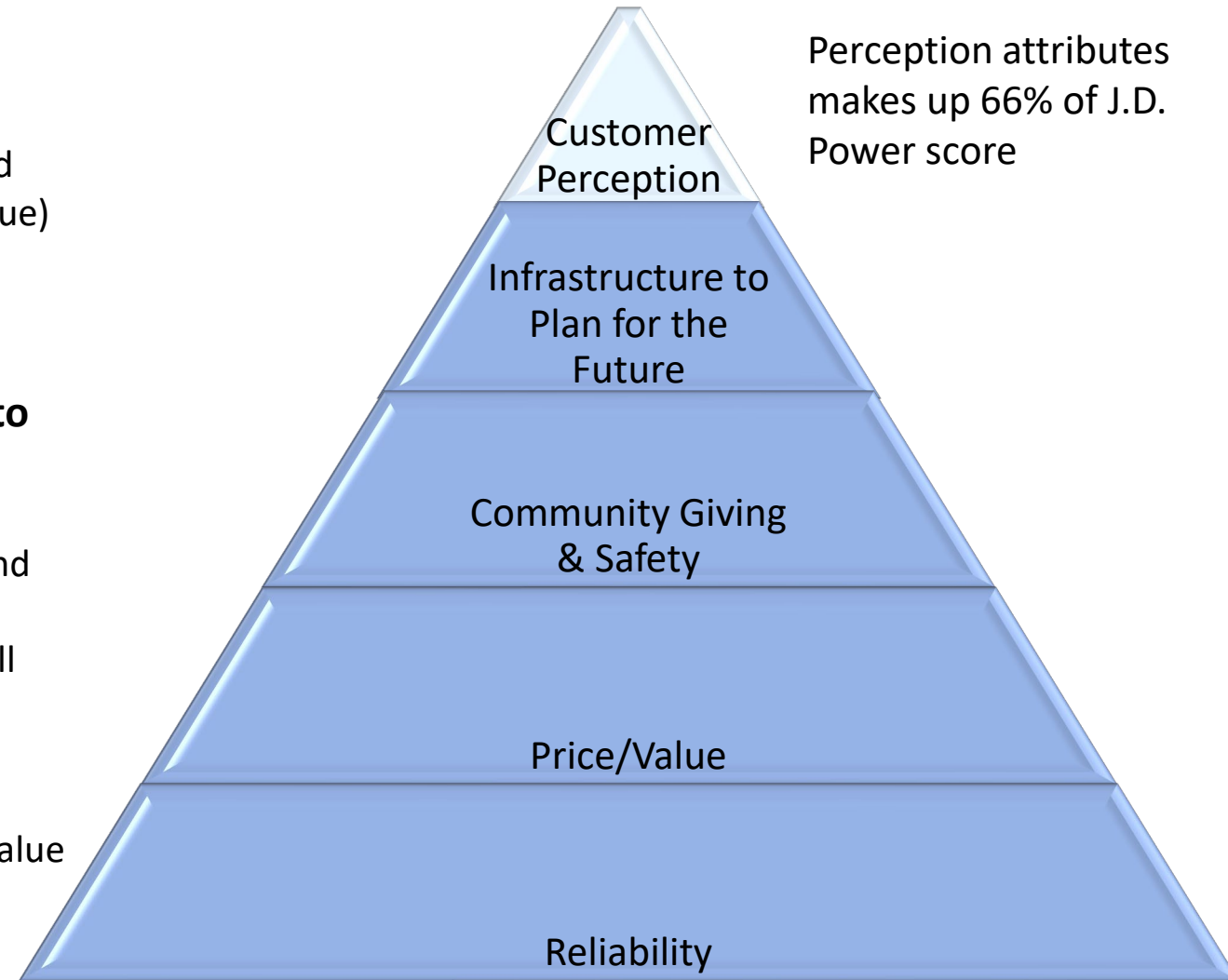
Our numbers are better than many that score higher

- Our reliability is 99.98%
- Our prices are increasing (still among the nation's lowest), and customers want to know about options to lower their bill (value)
- Our community message is focused on safety and giving back
- We're investing in infrastructure & systems for the future

Data driven multi-year approach focused on key drivers to shape customer perception

- Prioritize best practices of those who score well
- Simplify messages to align with J.D. Power and Escalent around price, reliability, community safety, systems for the future
- Intentional and deliberate, simple and succinct messages in all customer touchpoints, aligning with J.D. Power and Escalent
- Increase participation in services and programs
- Increase "meaningful" and targeted touchpoints
- Invest in strategic communications on reliability, safety and value

Every interaction matters



Use Customer Touchpoints to Push Key Messages

- Send Welcome Series to new customers
- Use Home Energy Reports to help customer save energy & money
- Promote Low Income Discount and energy assistance programs
- Make medical customers aware of rebate for back-up power
- Use automated bill payment emails to reinforce key messages

Icons & messages on automated emails

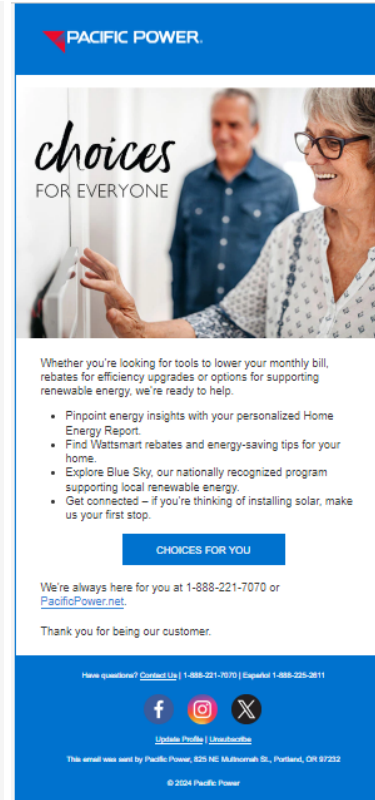
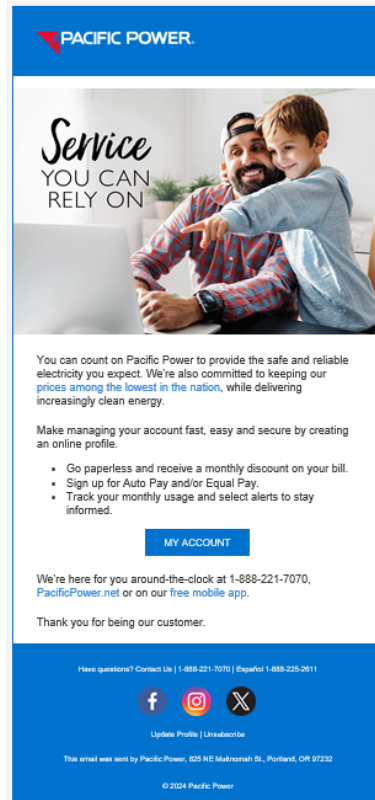


On the job before,
during and after
outages
Count on us

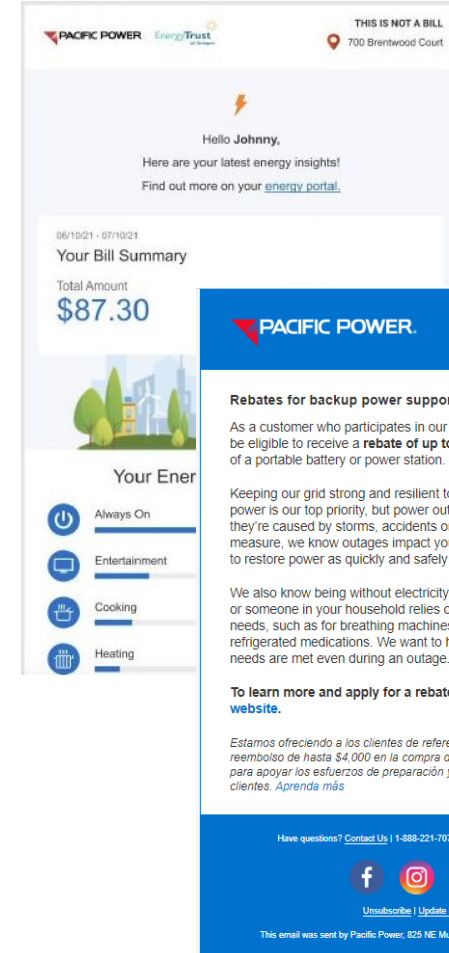


Adding clean
energy for a
net zero future
[See our plan](#)

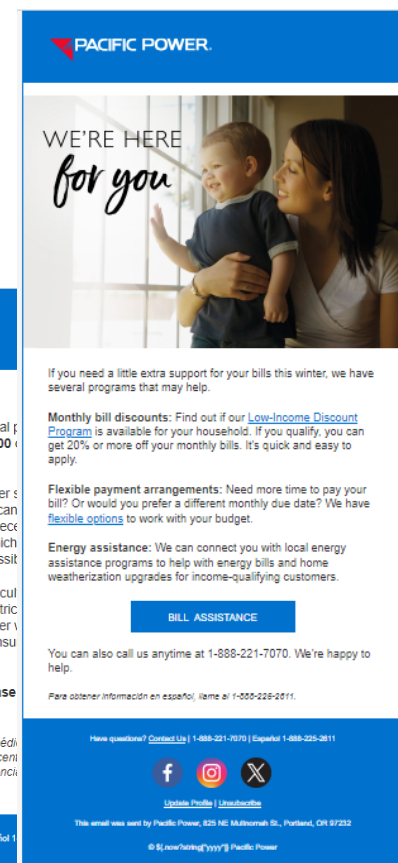
Examples from email Welcome Series



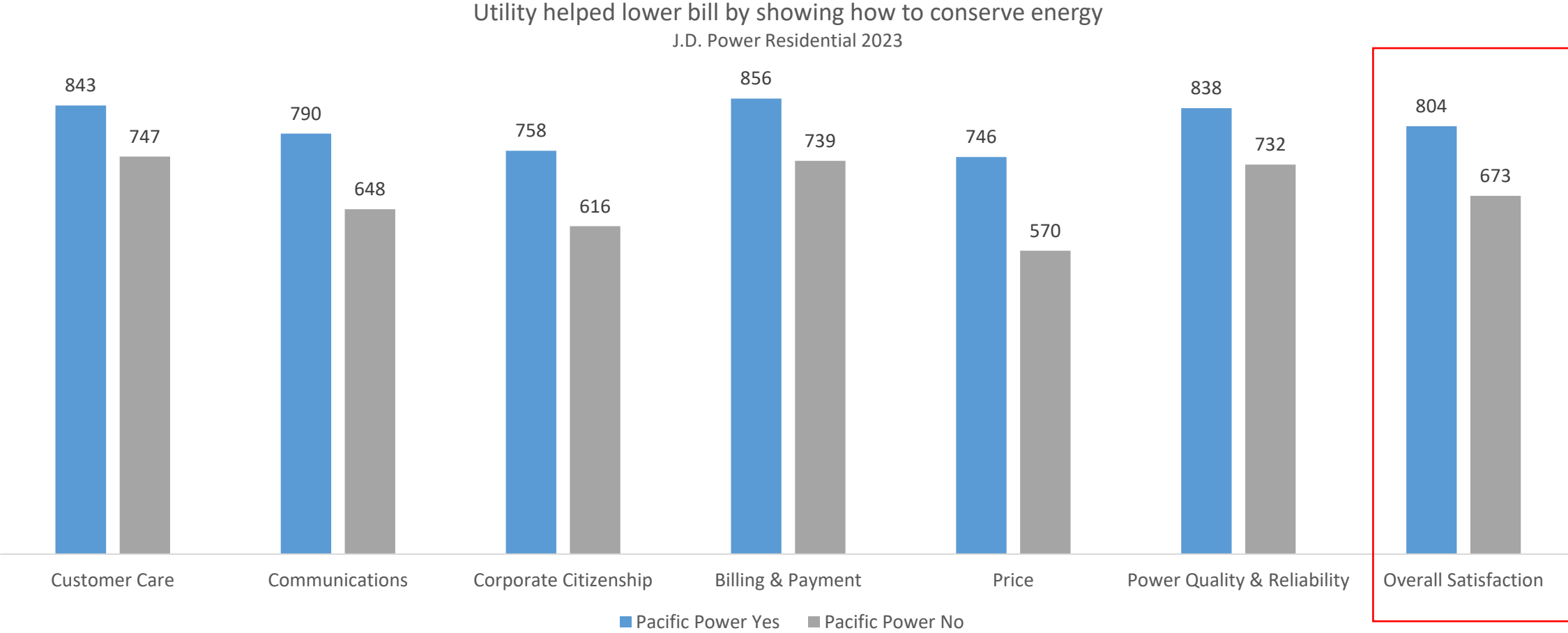
Home Energy Report



Low Income Discount

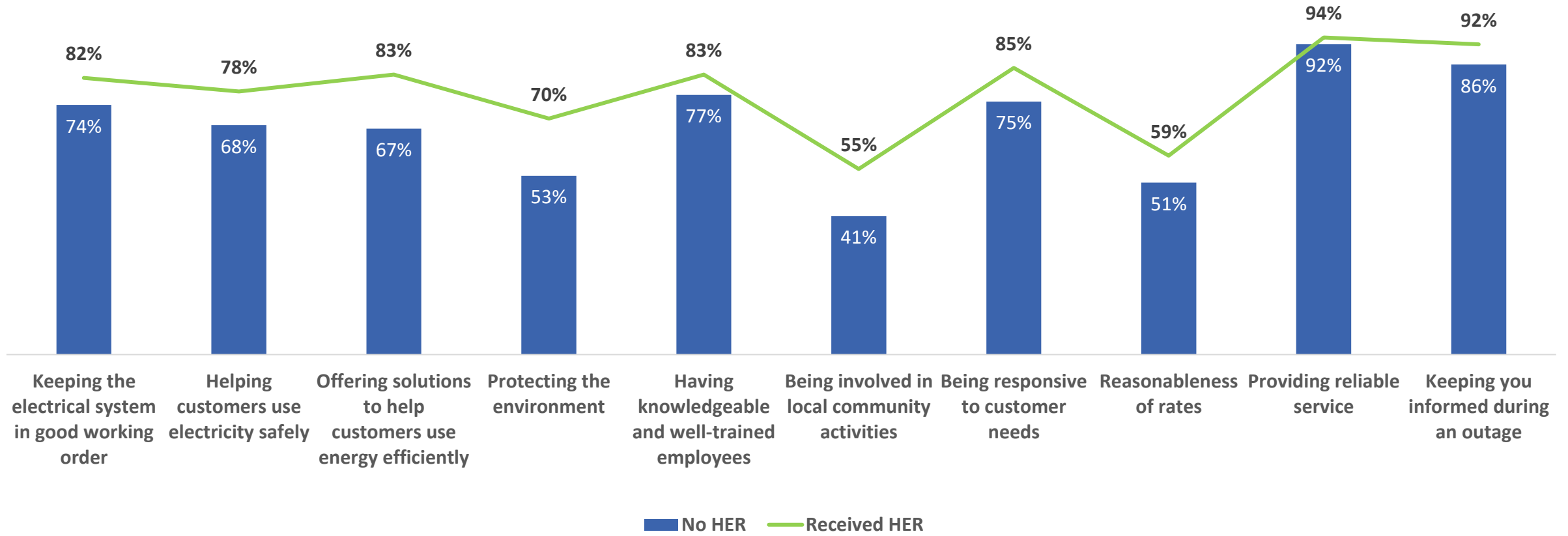


Program Awareness Improves Satisfaction Across Survey



Home Energy Report Comparison

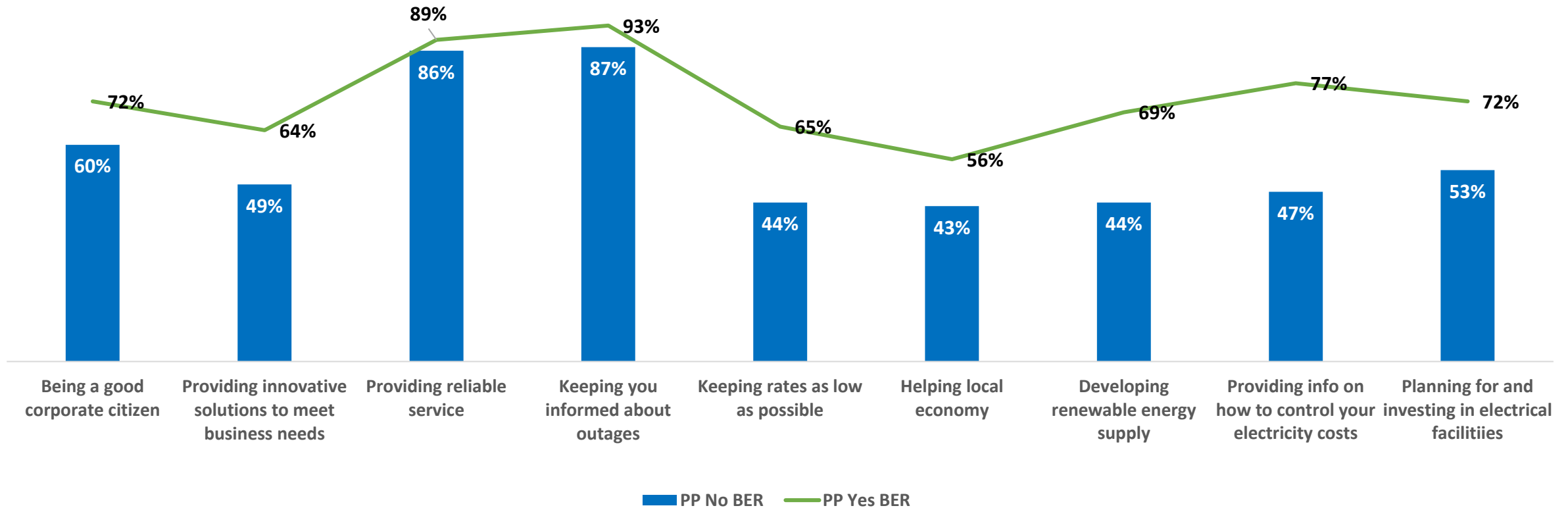
Pacific Power Oregon & Washington
Home Energy Report Satisfaction
Escalent Residential 2023



Business Energy Report Comparison

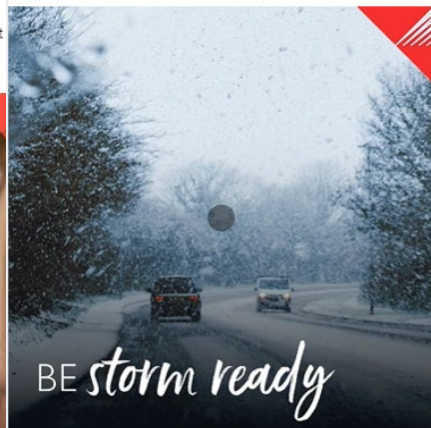
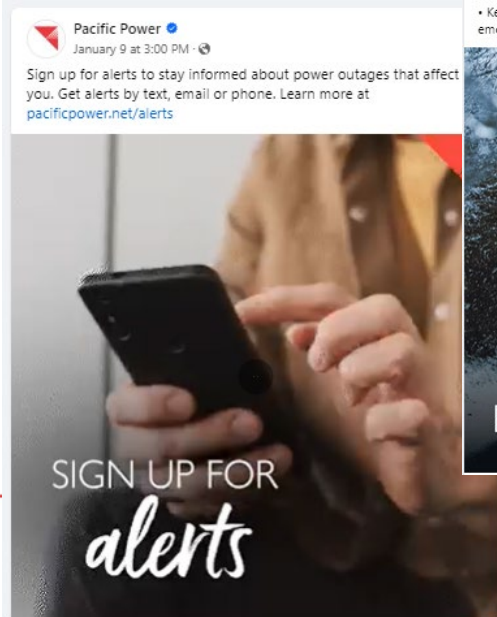
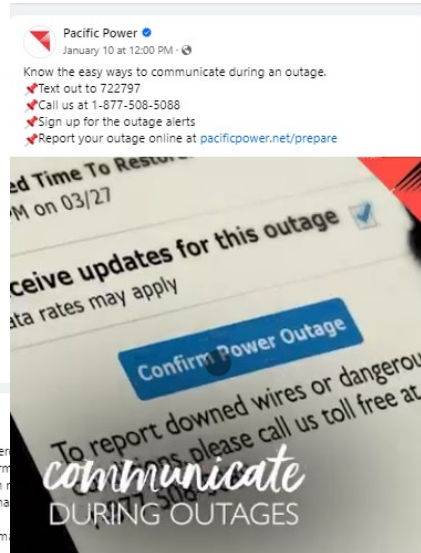
Immediate results: Customers who recall reports are more satisfied across all study attributes


Impact of Business Energy Reports
Pacific Power - Oregon & Washington
Escalent Commercial 2023



Before Storm - Outage Communications

- Pre-season, proactive emails sent in November 2023, to encourage preparation
- In January 2024, sent 'Be Storm Ready' email to over **600,000** Pacific Power customers
- Readiness Social Media posts





Be storm ready




We're monitoring a winter storm approaching the Pacific Northwest, which may bring strong winds, snow and icy conditions. The forecast weather could result in power outages. Our crews and personnel are staged and ready to respond to any weather-related outages. Here's what you can do to prepare and stay informed:

- [Update your contact information](#) so we can reach you.
- [Sign up to receive outage alerts](#) by text, email or phone.
- Restock your [outage kit](#).
- Keep mobile devices charged so they may be used in an emergency.
- Track outages, update contact info and do more with our [free app](#).
- Text OUT to 722797 to report your outage or STAT to check status.

Remember, if wires come down in a storm, take caution and never go near downed power lines. If you see a downed line, call 911 immediately, then call us at 1-877-508-5088.

Visit our [storms and emergencies resource center](#) for more ways to prepare for winter weather.


Have questions? Contact Us | 1-888-221-7070 | Español 1-888-225-2611




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Safety and preparing for emergencies, such as severe weather, is a community effort. We continually work to improve service reliability by strengthening our system and expanding our weather monitoring abilities.




With winter approaching, you can take steps to prepare before an outage happens. When weather threatens our system, we're ready to bring in additional crews and equipment to restore your service as quickly and safely as possible. Here's what you can do to prepare and stay informed:

- [Update your contact information](#) so we can reach you.
- [Sign up to receive outage alerts](#) by text, email or phone.
- Restock your [outage kit](#).
- Track outages and more with our [free app](#).
- Text OUT to 722797 to report your outage or STAT to check status.

Visit our [storms and emergencies resource center](#) for more handy tips to prepare ahead of winter weather.

Thank you for working together so we can be safe and ready year-round.

Have questions? Contact Us | 1-888-221-7070 | Español 1-888-225-2611



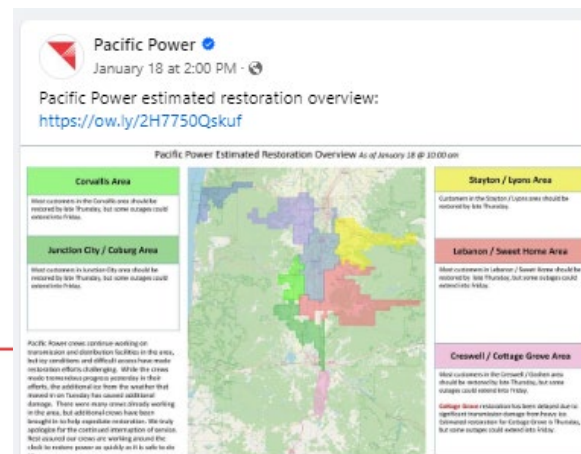
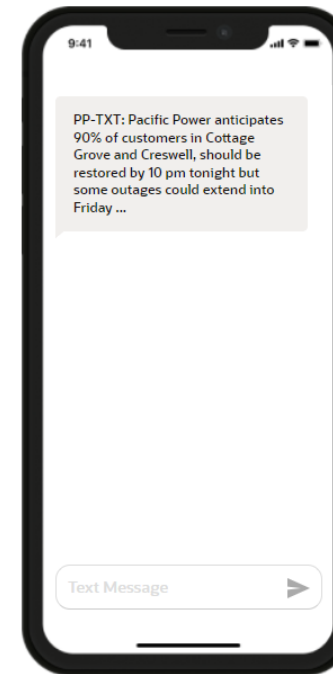
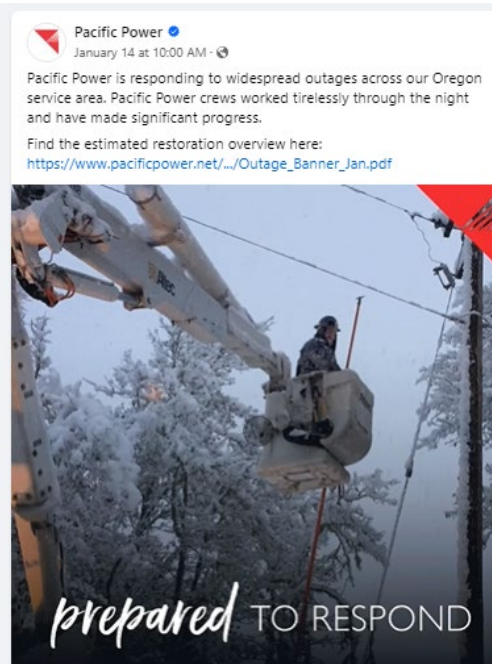
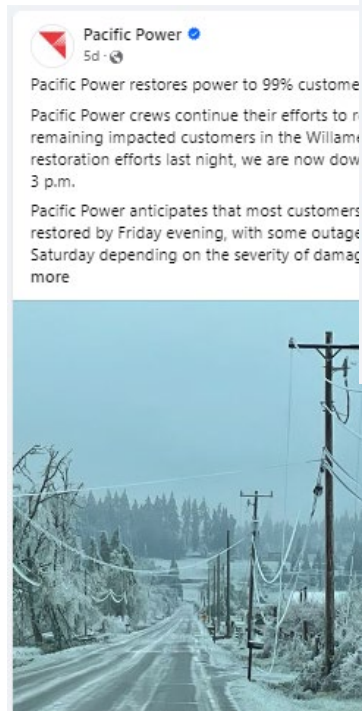
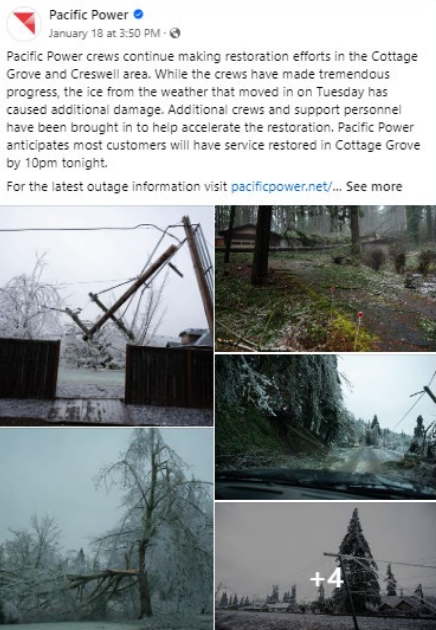
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During Storm - Outage Communications

- During weather event – sent restoration updates via targeted emails, text and outbound calls to **50,000** affected customers
- Social Media monitoring
- Outage map
- Media outreach



Thank you for your patience as we work to restore power

Pacific Power crews continue working on the transmission and distribution facilities in the area, but icy conditions and difficult access have made restoration efforts in the Cottage Grove and Creswell area challenging. While the crews made tremendous progress yesterday in their efforts, the additional ice from the weather that moved in yesterday has caused additional damage. There were several crews already working in the area, but additional crews and support personnel have been brought in to help expediate restoration.

We truly apologize for the continued inconvenience and interruption of service. Rest assured our crews are working around the clock to restore power as quickly as it is safe to do so.

Pacific Power anticipates most customers will have service restored by Thursday evening, but you may see outages in your area possibly extend into Friday.

You can find details of warming shelters here: [211info - Connect, Inform, Empower.](#)

Gracias por su paciencia mientras trabajamos para restablecer la electricidad

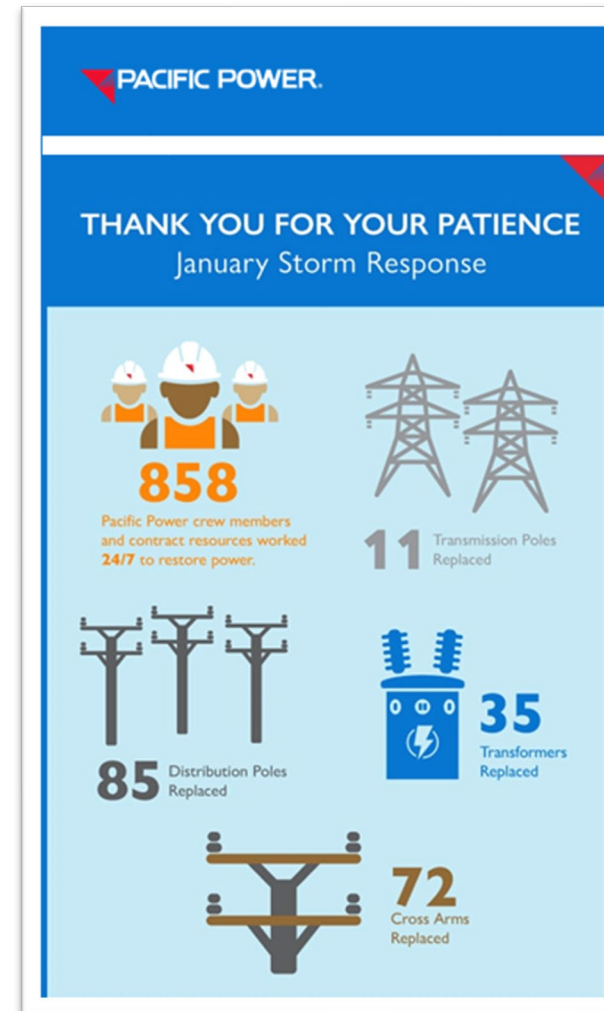
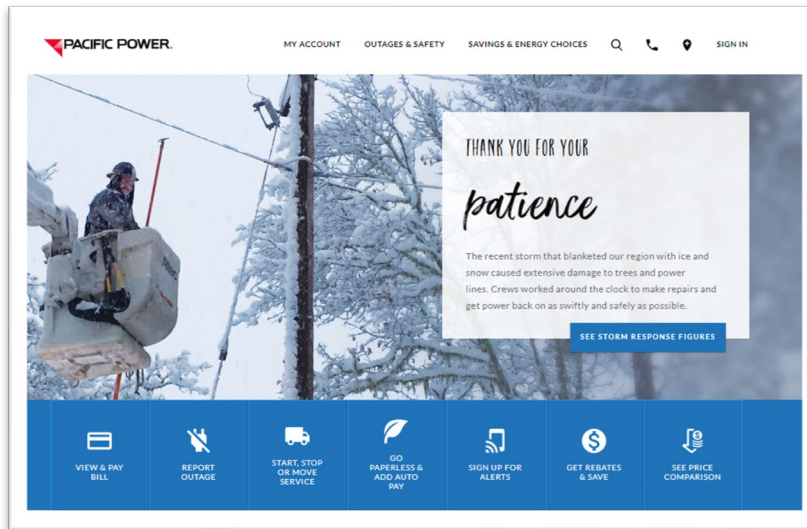
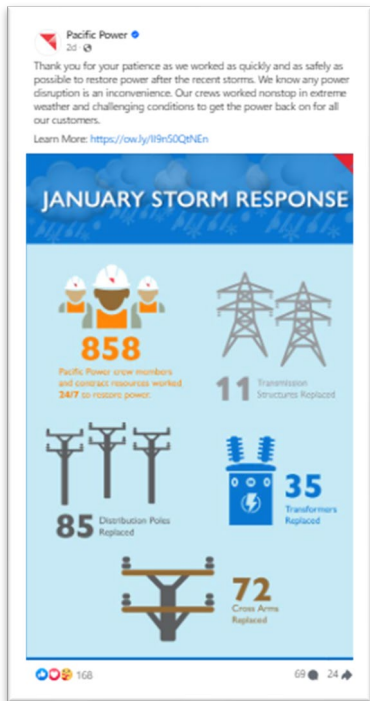
Los equipos de Pacific Power siguen trabajando en las instalaciones de transmisión y distribución de la zona, pero las condiciones de hielo y el difícil acceso han hecho que los esfuerzos de restauración en la zona de Cottage Grove y Creswell sean muy difíciles. Aunque los equipos avanzaron mucho ayer en sus esfuerzos, el hielo adicional que ocurrió ayer ha causado daños adicionales. Ya había varios equipos trabajando en la zona, pero llevamos equipos adicionales y personal de apoyo para acelerar la restauración.

Por favor disculpe las continuas molestias y la interrupción del servicio. Nuestros equipos trabajan sin descanso para restablecer el suministro tan pronto como sea posible.

Pacific Power anticipa que la mayoría de los clientes tendrán el servicio restablecido el jueves por la noche, pero es posible que los cortes en su área se extiendan hasta el viernes.

After Storm - Outage Communications

- After weather event – sent targeted ‘thank you’ email with storm response stats to **150,000+** customers in affected Zip Codes
- Repurposed stats in Social Media posts and website



Thank you for your patience as we worked as quickly and as safely as possible to restore power after the recent series of storms brought strong winds, ice and snow to our region.

We know any power disruption is an inconvenience. Our crews worked nonstop in extreme weather and challenging conditions to get your power back on.

Prepare for the next storm

- Sign up for [outage alerts](#).
- Download our [free app](#).
- Restock your [outage kit](#).

Stay safe

- Stay away from all downed wires. They could be energized and extremely dangerous.
- If a power line falls across your car while you are inside, stay put until help arrives. Call 911.
- If you use a generator, follow the manufacturer's instructions.

Find more tips at [PacificPower.net/Prepare](https://pacificpower.net/prepare).

Gracias por su paciencia mientras trabajamos de la manera más rápida y segura posible para restablecer la energía después de que la reciente serie de tormentas trajeron hielo y nieve a nuestra región. Prepárese para la próxima tormenta registrándose para recibir alertas de cortes y reuniendo suministros de emergencia. ¿Tiene preguntas? Llame a nuestros representantes en español al 1-888-855-2611.

Have questions? Contact Us | 1-888-221-7070 | Español 1-888-225-2611



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Increase Electronic Contacts for Customers

- May 2024 Pacific Power email campaign produced an 11% click-thru rate on “Update Profile” and 6,219 completed updates
- Postcard or Onsert sent to random 20,000 Pacific Power customers w/o email or cell phone numbers; 141 completed update
- Reprise email campaign in Q3-Q4 2024



Update your contact information

Our records indicate we don't have a current email address on file for your account. You're our number one priority and we want to keep you informed in the event of a power outage or emergency. You can choose to stay informed through emails and/or text messages on your mobile device. Scan the QR code below or visit PacifiPower.net/Create to set up an online profile and choose how you want to be contacted.

Creating a profile is easy and secure, but if you'd like to give us a call, we're always here at **1-888-221-7070** to help you update the contact information on your account.

Scan to
create
your
profile



Help us keep you informed during power outages. Scan the QR code to create an online profile that includes your email address and cell phone number.

Phone number: 1-888-221-7070
Online: PacifiPower.net/Create



PACIFIC POWER.
POWERING YOUR GREATNESS
825 NE Multnomah St
Portland, OR 97232

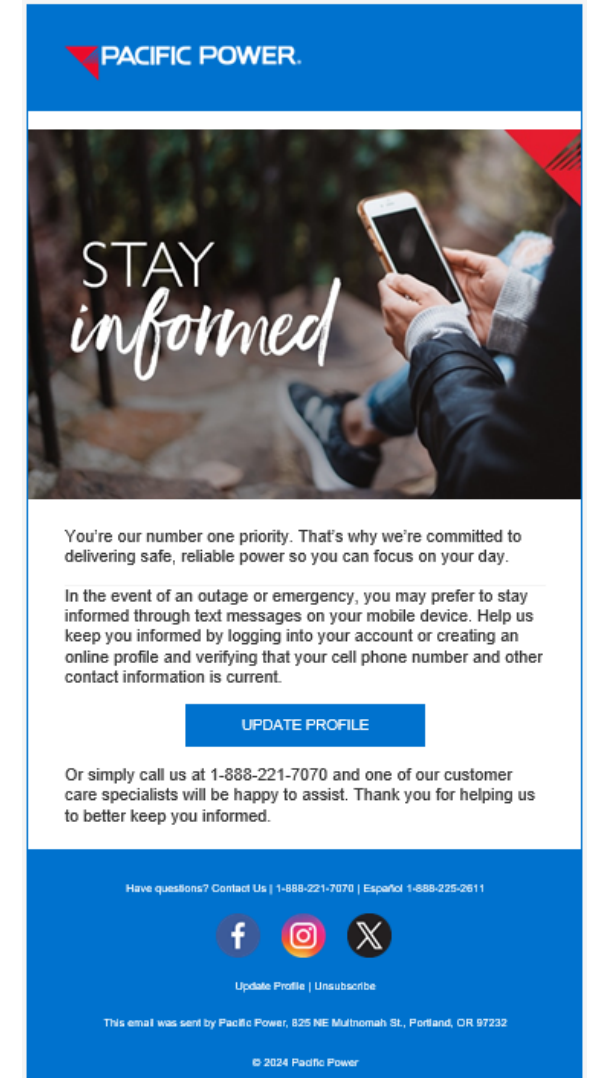
PRESORTED
FIRST-CLASS MAIL
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PORTLAND, OR
PERMIT NO. 893

Ayúdenos a mantenerlo informado durante los cortes eléctricos. Escanee el código QR para crear un perfil en línea que incluya su dirección de correo electrónico y su número de teléfono móvil.

Teléfono: 1-888-225-2611
En línea: PacifiPower.net/Create



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Thank You

Biennial Report Discussion

Biennial Report | 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

How do you want us to talk about you and your contributions?

Bringing Back our Timeline

January	Biennial report planning Rate Case Updates	May	Postponed Postponed	September	Draft Review
February	Overview of filing and outline Integrated Resource Planning	June	CBI- Environmental Impacts Clean Energy Plan and IRP Updates	October	Draft Review (continued)
March	CBI- Health and Community Wellbeing Low-income assistance program	July	CBI- Economic Impacts Customer Satisfaction	November	Filing complete, no meeting
April	CBI- Resilience Wildfire	August	CBI- Energy Equity Equity in Contracting	December	2025 Planning

Discussion

What topics do you want us to discuss (new or resurfacing) in September or October?

How do you want to give feedback on drafts?

Public Comment

What was your biggest takeaway from today's conversation?



Community Benefits and Impacts Advisory Group Calendar

August 15th (Online) | 1pm – 4pm

<https://esource.zoom.us/j/82774674430?pwd=TD8jGESr9DM6d94tDh3k1FS7ewbDXj.1>

September 19th (Online) 1pm – 4pm

<https://esource.zoom.us/j/82499466615?pwd=0Pwe5R5fZbDjHm9kgomljG20btLciw.1>

Link: [Oregon Community Benefits and Impacts Advisory Group \(pacificorp.com\)](https://www.pacificorp.com/community-benefits-and-impacts-advisory-group)

Pacific Power Stakeholder Engagement

Clean Energy Plan Engagement Series for Oregon Tribal Nations

When: July 26th 2024

Time: 9 am – 12 pm

Online: [Zoom Registration](#)

For more information:

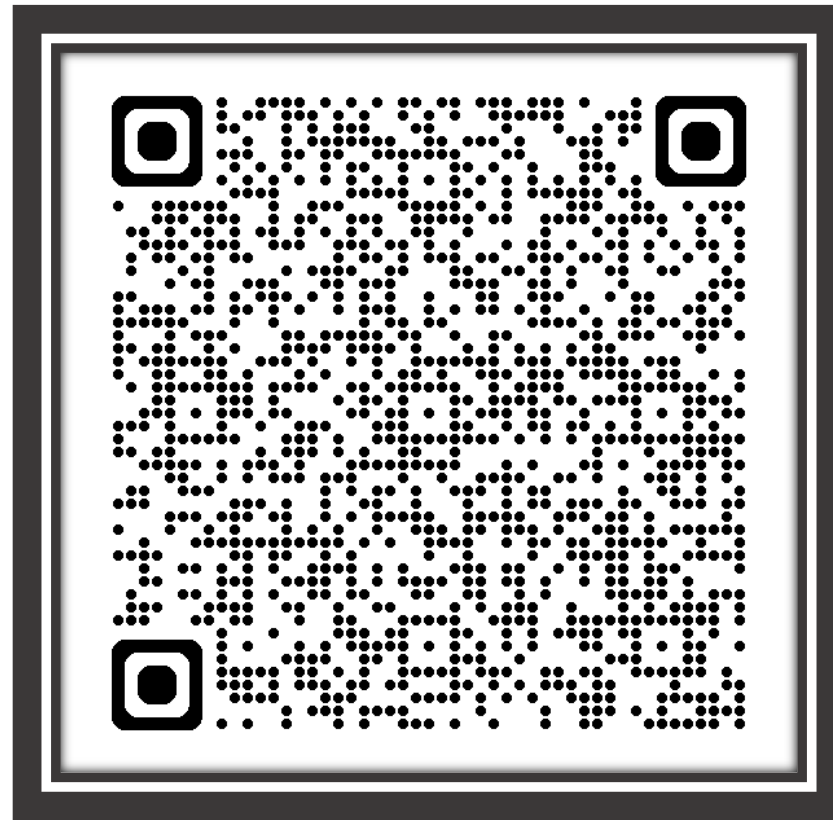
[Oregon Clean Energy Plan Updated Engagement Strategy](#)

Email comments to:

ORCBIAG@pacificorp.com

Community Benefits and Impacts Advisory Group Post-Meeting Survey

Link: <https://forms.office.com/r/h85UbY1MGF>



Potential Economic Impact CBI: Increase Community-focused Efforts

Demand-side Management (DSM) / Energy Efficiency / Program Delivery & Grants

Potential Metric:

~~Headcount of women, minority and disabled staff supporting DSM program delivery in Oregon by census tract~~

Background: PacifiCorp planning work with the Energy Trust of Oregon (ETO) to document the headcount of DSM program delivery throughout Oregon. Of note, DSM program delivery relies on implementers within communities to install energy efficiency measures

Potential Metric:

- Number of workshops related to energy program delivery in Oregon by community
- Grants to Community Based Organizations for Energy Efficiency outreach

Background: As part of DSM program delivery, ETO conducts vendor training programs and provides grants to CBOs to conduct energy outreach activities within their service area.

Potential Economic Impact CBI: Increase Community-focused Efforts

Resource Development

Potential Metric: Number of local and state workers employed during resource construction and/or total spend provided by a diversity business

Background: Workforce reporting is required for PacifiCorp contracted and owned resources acquired through the regulated 2022 RFP in all states. This is a new process and data is currently being collected by the Company

Regarding workforce data, reporting details the following for each energy supply facility contracted through the 2022 RFP and built in Oregon:

- The number of local and state workers employed during construction of the facility
- Diverse business expenditures report. Diversity spend is the portion of the total spend provided by a diversity business including women, minority, disabled and veteran-owned business suppliers and contractors. Does not include lease, real estate and utility spend figures

Potential Economic Impact CBI: Increase Community-focused Efforts

Electric Vehicle Infrastructure

Potential Metric: Public charging stations or ports in Oregon service area supported by PacifiCorp.

Background: Over the last four years, PacifiCorp has supported transportation electrification projects through an electric mobility grant program which has awarded more than \$4.5 million to communities to enable innovative clean transportation projects. This support continues to grow through rebate programs, energy provider-owned programs and more.

Pre-apprenticeship/ Educational Programs

Potential Metric: Number of participants in pre-apprenticeship/educational programs by community

Background: PacifiCorp's apprenticeship programs include:

- Sea Grant/PacifiCorp partnership for supporting K-12 education and local community college training
- STEAM and STEM program support