

# NW Natural Presentation on AMP Outreach

# Purpose

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**In response to direction in OPUC approval memo for NW Natural's Schedule R – Residential Arrearage Management Program (AMP):**

*“Host a workshop with interested stakeholders within 45 days of the Schedule R effective date on targeting outreach of its programs to communities and customers who have been disproportionately impacted by the COVID-19 pandemic.”*

- Overview and Status of AMP
- AMP Metrics
- Outreach – Healthy Account Campaigns
- Outreach - Community



# Arrearage Management Program (AMP)

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## Instant Grant Option

- up to a \$300 grant for a residential customer with a smaller past due or full balance who expresses economic hardship.

## 50/50 Matching Grant Option

- up to a \$600 matching grant applied as a credit on a residential customer's account to eliminate a past due or full balance.

## Time Payment Arrangement (TPA) with Matching Grant Option

- up to a \$1,200 grant; an option that offers a TPA to a residential customer who then receives a matching grant payment to reduce their past due balance each time their own monthly TPA payment posts.

## Frequency of Participation

- residential customers can participate in the AMP in any combination of options up to a maximum contribution from the Program limit of up to \$1,200.

# Arrearage Management Program (AMP)

May 3rd through June 4th, 2021

AMP Grant Type	Number of Accounts	Average Grant per Household	Total Grant Amounts
Instant Grants (up to \$300)	954	\$ 272.88	\$ 260,330.28
50/50 Matching Grants (up to \$600)	214	\$ 257.39	\$ 55,082.29
TPA with Matching AMP Grant (up to \$1,200)	109	\$ 380.32	\$ 41,454.86
Crisis Grants (up to \$1,000)	14	\$ 807.37	\$ 11,303.22
<b>Totals</b>	<b>1,291</b>	<b>\$ 285.18</b>	<b>\$ 368,170.65</b>

# AMP Brochure



## We're Here to Help.

Call us about new instant grants and bill assistance options

During this challenging time, we can provide options that can help you pay off past-due account balances, manage bills, and lower monthly payments.

Please contact us today to see which options may work best for you.



### OUR AVAILABLE OPTIONS INCLUDE:



#### NEW instant grant program

Customers in need can choose several grant options available to help with a past-due balance. This new program provides instant **grants of up to \$300** and even more options for larger balances. A grant can be used to help offset the cost of a payment plan or pay off a past-due account balance.



#### Flexible payment plans

We have a variety of payment plans to help you manage a past-due account balance. If you're already on a payment plan, we can review your account and existing plan to consider a different plan option.



#### Local energy assistance programs

If you're on a limited or fixed income and need continued help paying your bills, we partner with local agencies throughout Oregon that offer energy assistance options.

**CALL NOW**  
**844-795-9377**

Available funding for the new instant grant program is limited, so please call us as soon as possible at **844-795-9377**, 7 a.m. to 6 p.m., Monday through Friday. NW Natural's customer service team can assist you in additional languages by interpreter.

For general information, please visit [nwnatural.com/flyer/paymentassistance](http://nwnatural.com/flyer/paymentassistance).



### WE'RE IN THIS TOGETHER.

Electricity providers also have programs available to help customers with past-due account balances.



If your electricity is provided by PGE:  
Visit: [portlandgeneral.com/matchmypayment](http://portlandgeneral.com/matchmypayment)  
Call: **800-542-8818**, 7 a.m. to 7 p.m., Monday through Friday



If your electricity is provided by Pacific Power:  
Visit: [pacificpower.net/assistanceplus](http://pacificpower.net/assistanceplus)  
Call: **888-221-7070**, 7 a.m. to 6 p.m., Monday through Friday

# AMP Brochure – Additional Languages

## 我们的宗旨就是为您服务。

CN

### 致电我们，以了解临时补助和账单援助选项

在当下充满挑战的时期，我们可以提供多种选项，帮助您解决任何逾期账户余额、管理账单以及降低每月付款。

请今天就联系我们，了解最适合您的选项。

#### 我们的可用选项包括：



#### 新临时补助计划

有需要的客户可能有资格从三个可用选项中选择一项，以清除您的逾期余额。这项新的临时计划提供最低 300 美元的财务补助。补助可用于帮助抵销长期付款计划的费用或还清逾期账户余额。



#### 灵活的付款计划

我们有多种付款计划，可帮助您管理逾期账户余额。如果您已经使用付款计划，我们可查看您的账户和现有计划，或考虑使用不同的计划选项。



#### 本地能源援助计划

如果您只有有限或固定的收入，需要持续的援助才能支付账单，我们将与俄勒冈州和华盛顿州提供能源援助选项的本地机构合作。

#### 我们一起努力！

电力提供商还提供多项可用计划，以帮助客户处理逾期账户余额。



如果您的电力提供商是 PGE：  
请登录网站：[portlandgeneral.com/matchmypayment](http://portlandgeneral.com/matchmypayment)

请致电：800-542-8818（周一到周五上午 7 点到下午 7 点）



如果您的电力提供商是 Pacific Power：  
请登录网站：[pacificpower.net/assistanceplus](http://pacificpower.net/assistanceplus)  
请致电：888-221-7070（周一到周五上午 7 点到下午 6 点）

CALL NOW - 844-795-9380

新补助计划仅短时间内有效，请在周一至周五上午 7 点至下午 6 点拨打 844-795-9380，联系我们。NW Natural 的客户服务团队可通过口语翻译员为您提供其他语言的帮助。

欲了解一般信息，请登录网站 [nwnatural.com/flyer/paymentassistance](http://nwnatural.com/flyer/paymentassistance)。

## Estamos aquí para ayudarle.

ES

### Llámenos para obtener información sobre las subvenciones temporales y las opciones de asistencia para las facturas

Durante estos tiempos difíciles, podemos ofrecer opciones que pueden ayudarle a reconciliar cualquier saldo vencido en su cuenta, administrar facturas y reducir sus pagos mensuales.

Por favor, contáctenos hoy para ver qué opciones funcionan mejor para usted.

#### NUESTRAS OPCIONES DISPONIBLES INCLUYEN:



#### Programa NUEVO de subvenciones temporales

Los clientes que lo necesiten podrían calificar para una de las tres opciones disponibles para eliminar su saldo vencido. Este nuevo programa temporal ofrece subvenciones financieras de \$300 dólares y más. La subvención puede usarse para cubrir los costos de un plan de pagos a largo plazo o para saldar las cuentas con pagos vencidos.



#### Planes de pagos flexibles

Tenemos una variedad de planes de pagos para ayudarle a administrar el saldo vencido en su cuenta. Si ya está en un plan de pagos, podemos revisar su cuenta y el plan existente, o considerar una opción de un plan diferente.



#### Programas de asistencia de energía local

Si usted tiene un ingreso limitado o fijo, y necesita asistencia continua para pagar sus facturas, nos asociamos con agencias locales en todo Oregon y Washington para ofrecer opciones de asistencia con la energía.

#### ESTAMOS EN ESTO JUNTOS.

Los proveedores de electricidad también tienen programas disponibles para ayudar a los clientes con saldos vencidos en sus cuentas.



Si su electricidad es suministrada por PGE:  
Visite: [portlandgeneral.com/matchmypayment](http://portlandgeneral.com/matchmypayment)  
Llame al: 800-542-8818, de 7 a. m. a 7 p. m., de lunes a viernes



Si su electricidad es suministrada por Pacific Power:  
Visite: [pacificpower.net/assistanceplus](http://pacificpower.net/assistanceplus)  
Llame al: 888-221-7070, de 7 a. m. a 6 p. m., de lunes a viernes

CALL NOW - 844-795-9380

El nuevo programa de subvenciones está disponible por un periodo corto de tiempo, así que, por favor, llame al 844-795-9380, de 7 a. m. a 6 p. m., de lunes a viernes. El equipo de atención a clientes de NW Natural puede ayudarle con idiomas adicionales con un intérprete.

Para información general, por favor, visite [nwnatural.com/flyer/paymentassistance](http://nwnatural.com/flyer/paymentassistance).

# AMP Brochure – Additional Languages

## Chúng tôi sẵn sàng giúp đỡ quý vị.


VI


Gọi cho chúng tôi về các chương trình trợ cấp tạm thời cũng như các chương trình trợ cấp hóa đơn


Trong thời gian đầy thử thách này, chúng tôi có thể cho quý vị một vài lựa chọn để giúp quý vị thanh toán các tài khoản quá hạn, quản lý hóa đơn và giảm các khoản thanh toán hàng tháng.

Vui lòng liên lạc với chúng tôi ngay hôm nay để xem lựa chọn nào phù hợp nhất với quý vị.

### CÁC LỰA CHỌN HIỆN CÓ BAO GỒM:

 **Chương trình trợ cấp tạm thời MỚI**  
Những khách hàng có nhu cầu có thể đủ điều kiện tham gia một trong 3 chương trình mới để xóa số dư quá hạn của quý vị. Chương trình mới và tạm thời này cung cấp các khoản trợ cấp tài chính bắt đầu từ **\$300**. Tiền trợ cấp có thể được sử dụng để giúp bù đắp chi phí của kế hoạch thanh toán dài hạn hoặc để thanh toán số dư của một tài khoản quá hạn.

 **Các kế hoạch thanh toán linh hoạt**  
Chúng tôi có nhiều kế hoạch thanh toán khác nhau để giúp quý vị quản lý số dư tài khoản quá hạn. Nếu quý vị đã có một kế hoạch thanh toán rồi, chúng tôi có thể xem xét tài khoản và kế hoạch hiện có của quý vị hoặc xem xét một kế hoạch khác.

 **Các chương trình trợ cấp năng lượng địa phương**  
Nếu quý vị có thu nhập thấp hoặc cố định và cần được hỗ trợ liên tục để thanh toán các hóa đơn của mình, chúng tôi hợp tác với các cơ quan địa phương trên khắp Oregon và Washington để cung cấp các chương trình trợ cấp năng lượng.

### CHÚNG TA SẼ CÙNG NHAU VƯỢT QUA.

Các công ty điện cũng có các chương trình trợ cấp dành cho những khách hàng có tài khoản quá hạn.



Nếu PGE là bên cung cấp điện cho quý vị:  
Truy cập: [portlandgeneral.com/matchmypayment](http://portlandgeneral.com/matchmypayment)  
Gọi: **800-542-8818**, 7:00 sáng đến 7:00 tối, Thứ Hai đến Thứ Sáu



Nếu Pacific Power là bên cung cấp điện cho quý vị:  
Truy cập: [pacificpower.net/assistanceplus](http://pacificpower.net/assistanceplus)  
Gọi: **888-221-7070**, 7:00 sáng đến 6:00 tối, Thứ Hai đến Thứ Sáu

### CALL NOW – 844-795-9380

Chương trình trợ cấp mới này sẽ tồn tại trong một thời gian ngắn, vì vậy vui lòng gọi cho chúng tôi theo số **844-795-9380**, 7 giờ sáng đến 6 giờ chiều, từ Thứ Hai đến Thứ Sáu. Nhóm dịch vụ khách hàng của NW Natural có thể hỗ trợ quý vị bằng nhiều ngôn ngữ khác với sự giúp đỡ của thông dịch viên.

Để có thông tin chung, vui lòng truy cập [nwnatural.com/flyer/paymentassistance](http://nwnatural.com/flyer/paymentassistance).

## Мы готовы помочь.


RU


Позвоните нам по вопросам выдачи временных грантов и вариантов получения помощи в оплате счетов


В это непростое время мы имеем возможность предложить варианты, которые помогут вам урегулировать любые просроченные остатки на счету, договориться об оплате счетов и снизить размер ежемесячных платежей.

Свяжитесь с нами сегодня, чтобы узнать, какие варианты подходят вам больше всего.

### МЫ ПРЕДЛАГАЕМ СЛЕДУЮЩИЕ ВАРИАНТЫ:

 **НОВАЯ программа временных грантов**  
Клиенты, испытывающие потребности в помощи, возможно, имеют право на один из трех способов погашения своего просроченного остатка на счете. Эта новая временная программа предоставляет финансовые гранты от **300** долларов. Грант может быть использован для погашения суммы долгосрочного плана выплат или погашения просроченного остатка на счете.

 **Гибкие планы оплаты**  
Мы предлагаем различные планы оплаты, которые помогут вам погасить просроченные остатки на счете. Если для вас уже был разработан план оплаты, мы можем изучить вашу учетную запись и существующий план или рассмотреть другой вариант оплаты.

 **Местные программы помощи в оплате счетов за электроэнергию**  
Если у вас ограниченный или фиксированный доход и вам необходима постоянная помощь в оплате счетов, вы можете обратиться к одному из наших местных партнеров в штатах Орегон и Вашингтон, предлагающих варианты помощи в оплате счетов за электроэнергию.

### ПЕРЕД НАМИ СТОИТ ОБЩАЯ ЗАДАЧА.

Энергетические компании также предлагают программы помощи клиентам с просроченными остатками на счетах.



Если вашей энергетической компанией является PGE: Посетите веб-сайт: [portlandgeneral.com/matchmypayment](http://portlandgeneral.com/matchmypayment)  
Звоните по тел.: **800-542-8818**, с 7:00 до 19:00 с понедельника по пятницу



Если вашей энергетической компанией является Pacific Power: Посетите веб-сайт: [pacificpower.net/assistanceplus](http://pacificpower.net/assistanceplus)  
Звоните по тел.: **888-221-7070**, с 7:00 до 18:00 с понедельника по пятницу

### CALL NOW – 844-795-9380

Новая программа грантов доступна в течение короткого времени, поэтому просим вас звонить нам по телефону **844-795-9380**, с 7:00 до 18:00, с понедельника по пятницу. В отделе обслуживания клиентов компании NW Natural могут помочь вам на вашем языке при помощи переводчиков.

Для получения общей информации посетите веб-сайт [nwnatural.com/flyer/paymentassistance](http://nwnatural.com/flyer/paymentassistance).



# Healthy Account Campaigns (HACs)

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## Proactive outreach through our Customer Contact Center [outbound calls, direct mail and e-mail]

- A special team of Customer Service Representatives (CSRs) makes all the outbound calls and leaves messages for customers who can't be reached on the first attempt; all CSRs have been trained to work with customers who respond to HAC voicemails, direct mail flyers and e-mails.
- CSRs discuss the details of our new grant programs and offer flexible payment plans and arrangements, information about energy assistance options, and apply customer deposits to arrearage balances when applicable.
- Three multi-month HACs completed: Summer of 2020, Fall of 2020 and March-May of 2021
- New campaign begins TODAY (June 7)!

# Healthy Account Campaign

March 1 to May 7, 2021

## Customer Contacts

Total Outbound Calls to Customers	9477 (reached approximately 57.5% of customers directly)
Total Messages Left for Customers (Unable to Reach)	4019
Total Return Calls by Customers	701 (approximately 17.5%)

## Outcomes

Payments by Customers to Accounts	8902 (reflects multiple payments to accounts by customer in some cases)
New Equal Pay Sign-ups (Account Current)	171
Time Pay Arrangements (TPAs) including Plan Type	1561
Deposits Applied	383
Energy Assistance Referrals/Agency Payments	478

# Customer Outreach – Priority & Methods

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## Medical Certificate Customers

- Customers referred to Energy Assistance Team for Direct Contact (EA, AMP, TPAs)

## Low-Income Customers who received Energy Assistance in prior 2 years

- Community Action Team of Columbia & Clatsop County has offered to contact customers directly for possible EA intake by phone to disburse funds with fewer parties involved

## Past-Due by 90+ and 60+ Days

- These customer groups have the largest arrearage balances and are primary targets for the AMP and flexible TPAs

## Commercial Customers

- Healthy Account Campaign outreach, the shareholder-funded 90/10 Grant program and resumption of notices and call-aheads prior to disconnection orders have been successful in helping to bring overall commercial arrearages down since January of 2021.
- We partnered with Washington County in early-2021 to use County funds and NW Natural funds for a Commercial grant program and are actively working with other Counties to implement similar programs to assist commercial customers with their past-due accounts.

# Customer Response to HAC and AMP

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## Customer Interaction with CSRs

- CSR and customer interaction during all phases of the HACs have been overwhelmingly positive when we have been able to reach customers although some customers have indicated they are not ready to take action toward bringing their accounts current.
- CSR response during AMP training was extremely positive and they expressed gratitude and excitement about the Program rolling out and being able to offer it to customers.
- CSRs have reported extremely positive interactions with customers and discussions have led to more robust conversation about flexible payment plans, credit/collection cycles, energy assistance programs and what to do if they are ever past-due.

# Enhanced Community Outreach – Strategies

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- Implement new methods to communicate and disseminate information; create menu of new materials to amplify message
- Employ creative solutions to reach hardest to access populations
- Deliver information through trusted partners to encourage engagement; co-create strategies with partners to align with who they serve and how
- Establish and strengthen relationships with nonprofit community
- Deploy company-wide effort; leverage employee base to expand and diversify outreach
- Create partner list of over 70 distinct community-based partners; engage directly; review unique and effective methods to reach client base
- Translate resources into Spanish, Russian, Chinese and Vietnamese; source paid services from Immigrant and Refugee Community Organization (IRCO)

# Enhanced Community Outreach – Activities

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## Highlights & Targeted Outreach – key partners, approaches and evolving strategy

- Partner-activated outreach: check-in calls, e-newsletters, organization-wide emails, social media, school and food bank meals, counselors, housing specialists, etc.
- Schools: 15,000 brochures distributed to Portland and Clackamas schools [counselors, social workers & nutrition hubs]; prioritize higher-need areas; PPS → NWN customer referral process in motion; ongoing outreach will continue into summer
- Data-informed approach: heightened outreach to customers in high arrearage zip codes [ex. specific schools, neighborhood organizations, Next Door, etc.]

## Approach – engage partners with large networks, close ties to priority populations and trust of community

- Large networks: Energy Trust, Housing Oregon, Oregon Energy Fund
- Culturally-specific: IRCO, Hacienda CDC, Latino Network, Chinese Garden, Oregon Chinese Consolidated Benevolent Association

## Evaluation – current activities and future applications

- Unique phone number assigned to information delivery channel (phone, social media, brochure, email)
- Track strength of information channels as levers to action
- Strong potential for future outreach strategies, practices and evaluations

# List of Outreach Partners

Abilities at Work	Church - Our Lady of the Lake	Human Solutions	Oregon Community Foundation
AGE+	Church - United Church - Lake Oswego	Imago Dei Community	Oregon Energy Fund
Albertina Kerr	Church - West Linn Lutheran	IRCO	Oregon Food Bank
Amani Center	Collins Foundation	Kairos PDX	OSU Extension Service
Ambleside Meals People	Community Warehouse	KOHI Radio	Lan Su Chinese Garden
AntFarm	Country Media	Latino Network	Proud Ground
Birch Community Services	Dev NW	LatinoBuilt	Salvation Army - Portland
Canby Center in Canby	Dress for Success	LifeWorks	Schools: Gresham, N Clackamas, PPS
CAP - Catholic Community Services	Eastco Diversified Services	Livelihood NW	SnowCap
CAP - Clatsop Community Action	Energy Trust	Maybelle Clark	Society of St Vincent de Paul
CAP - Community Action Agency	Farmworker Housing Development Corporation	Meals on Wheels - Columbia Gorge	Tribal Housing
CAP - Community Action Team	Food for Lane County	Meals on Wheels - PDX	United Way of Columbia County
CAP - Community Services Consortium	Friends of the Milwaukie Center	Mercy Connections	Verde
CAP - Mid-Columbia Community Action Council	Gresham School District	Metropolitan Family Service	Vernonia's
CAP - Oregon Coast Community Action	Hacienda CDC	Meyer Memorial Trust	Voice
CAP - Yamhill County CAP	Holla	Mid-Columbia EDC	Virginia Garcia Memorial Health Center
Church - Lake Oswego United Methodist	Homes for Good	Miller Foundation	Zarephath Kitchen and Pantry
	Housing Oregon	My Fathers House	
		Neighborhood House	
		The Next Door	

**Thank  
you!**

Next NW Natural AMP  
workshop – evaluation of  
AMP when we near the 50%  
spend mark – please stay  
tuned.

