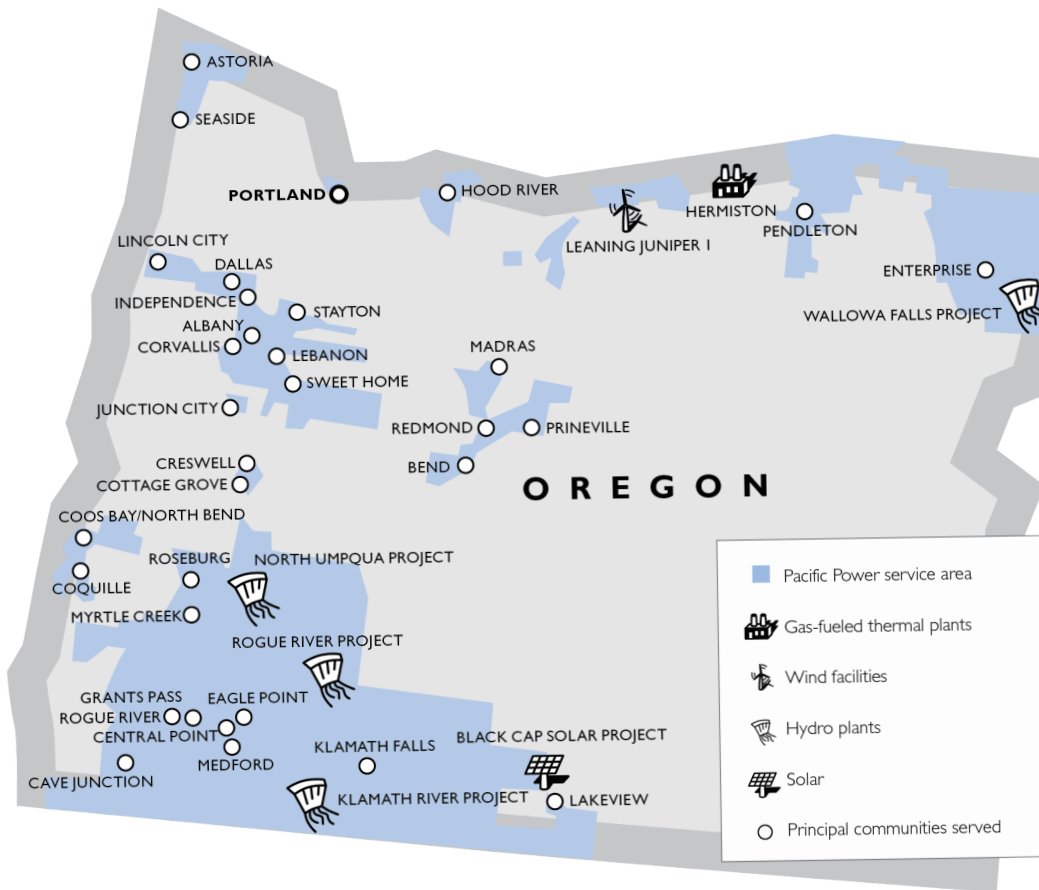


OVERVIEW OF OUTREACH FOR RESIDENTIAL BILL ASSISTANCE PROGRAM

APRIL 26, 2021



Pacific Power Customers in Oregon



April 19, 2021:

- 604,000 Total customers
 - 535,968 residential customers
- Residential Customers Past Due:
 - A total of 82,394 customers
 - \$35,726,548
 - 44,742 past due greater than 60 days
 - \$6,419,780
 - 29,250 past due greater than 90 days
 - \$18,394,893

Residential Bill Assistance Programs

- Two residential bill assistance programs are offered to provide immediate and extended assistance:

One-Time Instant Grant	\$500 toward arrears
Extended Payment Match	\$1000 matching payment on arrears

- The one-time instant grant is eligible for residential customers with a past due amount greater than 31 days and needs assistance to pay off an arrearage, reconnect service, or lower monthly installment amounts for long term payment plan.
- The extended payment match is eligible for customer with a past due greater than 31 days and needs assistance to set up long term payment plans. A portion of the money can be used as a down payment, and the company will match monthly payment(s) of 50 percent of arrears.

PROGRAM COMMUNICATION

Communications Objectives

- Communicate in English and Spanish to reach priority customers first (high arrears and low income) and communities greatly impacted by COVID-19.
- Use a variety of channels and touchpoints to reach customers so that each customer receives at least two communications.
- Help customers in times of hardship by communicating a variety of flexible payment arrangements and assistance programs to reduce customers' arrears balances so they can avoid disconnection.
- Improve customer satisfaction by providing proactive support and assistance.
- Provide information to energy assistance agencies so they can better serve their clients.



Residential Customer Communication and Outreach Plan

Ongoing Customer Outreach

March 2020 – Ongoing

Ongoing communication has focused on communicating flexible payment options and sharing resources to help customers pay bills.

Outreach has occurred using the following modes:

- Outbound calls
- Bill messages
- Weekly emails
- Website content
- Social media posts
- Customer newsletters

Targeted Customer Outreach

April 2021 – June 2021

Pacific Power is going further with additional outreach on our Assistance Plus options in English and Spanish.

Targeted outreach includes:

- Direct mail letters to customers in hard-hit communities
- Bill statement communications
- Emails to all customers who are past due – one time email and ongoing weekly emails
- Social media posts
- Handouts distributed through CBOs and Pacific Power Regional Business Managers
- Postcards

Assistance Plus Announcement

News release issued March 31, 2021:

Pacific Power helping Oregon customers recover from economic hardship due to COVID-19

MARCH 31, 2021

PORTLAND, Ore. — Many customers and their communities in Oregon have seen their lives turned upside down by the economic turmoil caused by more than a year of the COVID-19 pandemic. By providing grants to community organizations and stopping late fees or service disconnects due to nonpayment, Pacific Power has actively pursued ways to help customers manage through this time of economic hardship since the onset of the pandemic.

Now, with recovery on the horizon, the company is offering a range of options to help customers achieve greater economic stability and get back on track financially.

New programs go into effect April 1, 2021 to help with bills and generally assist customers get what they need to return to normalcy in the coming months. Pacific Power will be reaching out to customers in general and specifically in communities greatly impacted by job losses and illness, but we also encourage anyone with concerns about their ability to pay their Pacific Power bill to contact us as soon as possible at 1-888-221-7070.

"This past year has been hard on our neighbors and communities and we hear that every day from our customers," said Charity Spires, manager of customer assistance programs. "We are offering this assistance to help people get back on their feet. We know that many people are still suffering hardships and we want to work with them to help them recover and, by doing so, get the communities we serve back on an even keel."

Eligible customers may receive help from one of the Assistance Plus options for their primary residence.

- **Instant Grant:** Receive a one-time bill credit, up to \$500.
- **Extended Payment Match:** Enroll in a payment arrangement and Pacific Power will match your monthly installment payments until the arrearage is paid in full, 12 months have elapsed, the \$1,000 maximum is met, or if the service is disconnected for non-payment, whichever occurs first.

To find out more and apply online, visit pacificpower.net/assistanceplus.

Assistance Plus options are available to eligible customers behind on their electric bill and have been financially impacted by COVID-19. For other resources such as rental assistance, we urge you to call 2-1-1 to connect to these services.

Online Enrollment Form launched March 31, 2021:

www.pacificpower.net/assistanceplus

The screenshot shows the Pacific Power website interface. At the top, there is a navigation bar with the Pacific Power logo and links for MY ACCOUNT, OUTAGES & SAFETY, SAVINGS & ENERGY CHOICES, and SIGN IN. A search icon, phone icon, and location pin icon are also present. Below the navigation bar, the main heading reads "Oregon COVID-19 Assistance Plus Program". The page content includes a brief description of the program, a contact number (1-888-221-7070), and a checkbox for account holder acknowledgment. Below this, there are several input fields: "Account holder name", "Service address", "City", "State" (with a dropdown menu), "Zip", "Phone number", "Email", and "Account number". Each field has a red asterisk indicating it is required. Small text below the phone and account number fields provides the required format: "Phone number format: XXX-XXX-XXXX" and "Account number format: XXXXXXXXXX". On the left side of the page, there is a "My Account" sidebar menu with options: "Pay my bill", "Make a payment", "Need more time to pay", "Pay stations and drop boxes", "Bill payment assistance", "Energy usage", "Billing & payment history", "Billing options", "Start, stop or move", and "Manage account".

Media Coverage



Pacific Power offers help to Jefferson County customers hit by COVID-19 hardships



Pacific Power offers bill relief due to COVID-19



Pacific Power Helping Southern Oregon Customers Recover from COVID Issues

Targeted Communication

Identifying At-Risk Customers

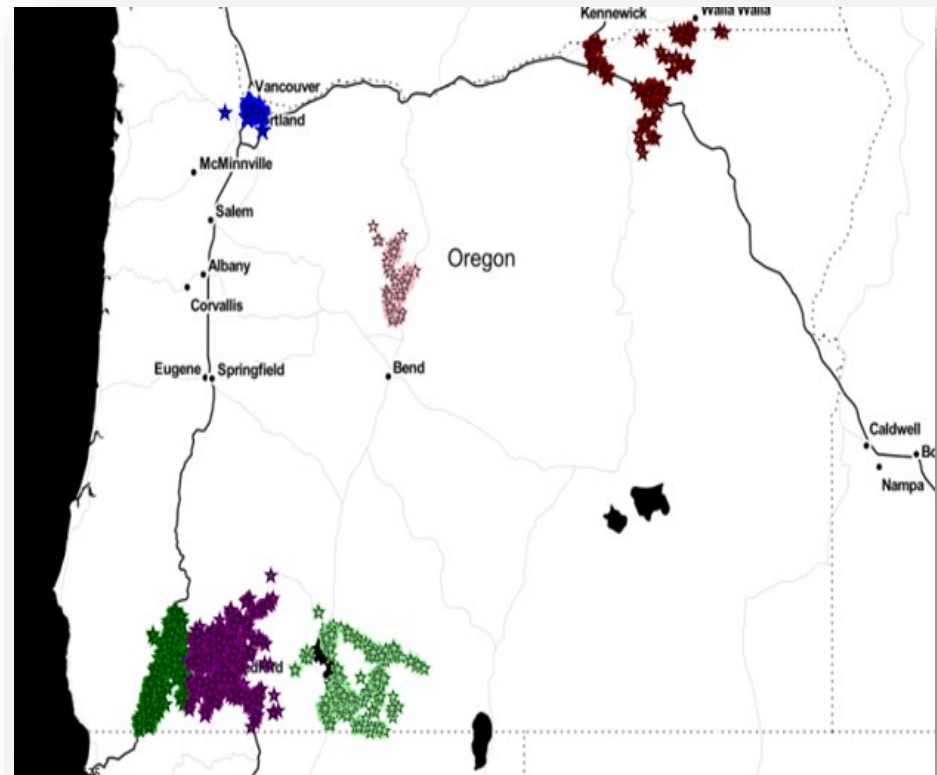
- Greater than 91 Days
- High Poverty Rates
- High Energy Burden
- High BIPOC Communities
- High COVID Count

Focused Outreach

At least 3 Touchpoints per Customer:

- Letters
- Emails
- Phone Calls

Regional Business Managers connecting with leaders of the communities.



Assistance Plus Call Scripts

Automated outbound calls

targeting 32,270 customers in high-risk Zip Codes began April 2 and were completed April 14.


- Outbound Automated Call success rate at 68% reaching customers in targeted high-risk Zip Codes

Outbound Call Script (English & Spanish):

This is a courtesy call from Pacific Power. We want to let you know about our Assistance Plus Program currently available to Oregon customers. The program provides money to help customers with their past due balance, who have been impacted by COVID-19. You can apply on our website at pacificpower.net/assistanceplus. You can also call us at 1-888-221-7070 where our care center team will be happy to assist you. Thank you for being our customer.

Direct Mail Letters


A letter with English on one side and Spanish on the other was mailed to 32,270 customers in high-risk zip codes in early April.


 **PACIFIC POWER**
A DIVISION OF PACCORP

825 NE Multnomah
Portland, Oregon 97232

Everyone needs a helping hand from time to time. That's why we've created our **Assistance Plus Program** to help customers who have been impacted by COVID-19. When combined with flexible arrangements and other account resources, we can work together to get your account back on track.

GET HELP WITH BILLS
Eligible residential customers may choose from one of the following Assistance Plus options for their primary residence. Funds are subject to availability.

 **Instant grant:**
Receive a one-time bill credit, up to \$500.

 **Extended payment match:**
Enroll in flexible arrangements (see details below), and we will match your monthly installment payments until one of the following occurs: the past due balance is paid in full, 12 months have elapsed, the \$1,000 maximum is met, or if the service is disconnected for non-payment.

FLEXIBLE ARRANGEMENTS
Sign up for a flexible **Time Payment Plan**. Your payment amount will be different each month based on your new charges plus the monthly plan installment (up to 24 months). We can also reset your existing payment plan over a longer period.

PLEASE CONTACT US. WE'RE HERE TO HELP.
Enrolling is easy. Please visit pacificpower.net/assistanceplus, or call us anytime at 1-888-221-7070. We have highly knowledgeable, trained people who want to help.

Thank you,
Pacific Power

MORE WAYS TO MANAGE COSTS

- Find out about limited-time funding for Emergency Rental Assistance at pacificpower.net/assistance.
- Extend your due date or choose a date that is more convenient for you.
- Analyze your energy use and pinpoint opportunities for savings at pacificpower.net/insights.
- Find state and local assistance resources by calling 2-1-1 or online at www.211.org.

Ver Español al reverso. ↵

Estimado/a cliente,

Todo el mundo necesita un poco de ayuda de vez en cuando. Por eso hemos creado nuestro programa **Assistance Plus** para ayudar a los clientes que han sido afectados por COVID-19. Cuando esto se combina con acuerdos flexibles y otros recursos de la cuenta, podemos trabajar juntos para que su cuenta vuelva a estar en orden.

OBTENGA AYUDA CON LAS FACTURAS
Los clientes residenciales elegibles pueden escoger una de las siguientes opciones de Assistance Plus para su vivienda principal. Los fondos están sujetos al grado de disponibilidad.

 **Subvención instantánea:**
Reciba un crédito para su factura por única vez, hasta por \$500.

 **Ampliación Extensión del pago de contrapartida:**
Inscríbese en acuerdos flexibles (vea los detalles más abajo), e igualaremos sus pagos de cuotas mensuales hasta que se presente cualquiera de las siguientes situaciones: el saldo vencido se pague en su totalidad, hayan transcurrido 12 meses, se alcance el máximo de 1,000 dólares o se desconecte el servicio por falta de pago.

ACUERDOS FLEXIBLES
Suscríbase a un **Plan de pago a plazos flexible**. El importe de su pago será diferente cada mes en función de sus nuevos cargos más la cuota mensual del plan (hasta 24 meses). También podemos reajustar su plan de pagos actual para un periodo más largo.

COMUNÍQUESE CON NOSOTROS. ESTAMOS AQUÍ PARA AYUDAR.
Inscríbese es sencillo. Visite pacificpower.net/assistanceplus, o llámenos a cualquier hora al 1-888-225-2611. Contamos con personas altamente preparadas y capacitadas que desean ayudar.

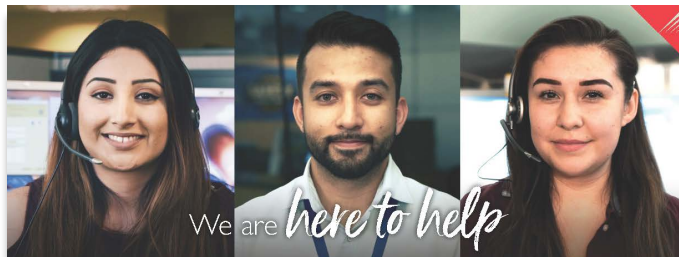
Gracias,
Pacific Power

MÁS FORMAS DE MANEJAR LOS COSTOS

- Infórmese sobre la financiación por tiempo limitado de la Ayuda de emergencia para el alquiler en pacificpower.net/asistencia.
- Extienda la fecha de vencimiento o elija una fecha que le resulte más conveniente.
- Analice su uso de energía y descubra oportunidades de ahorro en pacificpower.net/insights.
- Para localizar recursos de asistencia estatales y locales, llame al 2-1-1 o busque en línea en www.211.org.

Assistance Plus Handouts

English and Spanish handouts focused on Assistance Plus and flexible payment options were distributed through CBOs, Meals on Wheels, select school districts and by Pacific Power Regional Business Managers



We've created our **Assistance Plus Program** to help pay past-due balances for Oregon customers who have been impacted by COVID-19. When combined with flexible arrangements and other account resources, we can work together to get your account back on track.

GET HELP WITH BILLS

Eligible residential customers may choose from one of the following Assistance Plus options for their primary residence. Funds are limited and available on a first-come, first-served basis.



Instant grant: Receive a one-time bill credit, up to \$500.



Extended payment match: Enroll in a payment arrangement (see details below), and we will match your monthly installment payments until one of the following occurs: the past due balance is paid in full, 12 months have elapsed, the \$1,000 maximum is met, or if the service is disconnected for non-payment.

FLEXIBLE ARRANGEMENTS

Sign up for a payment plan or reset your plan using our flexible payment arrangements. We can extend your installments over a longer period of time, give you time before the installments start or establish equal payment options.

PLEASE CONTACT US TODAY

Enrolling is easy. Please visit pacificpower.net/assistanceplus or call us anytime at **1-888-221-7070**. We have highly knowledgeable, trained people who want to help.



MORE RESOURCES

- Set a billing threshold and we'll notify you by text or email when you get close to it.
- Extend your due date or choose a date that is more convenient for you.
- Find out about Emergency Rental Assistance funds, available for a limited time, at pacificpower.net/assistance.
- Find state and local assistance resources by calling **2-1-1** or online at www.211.org
- Connect with assistance resources from our neighboring utilities:

PGE visit portlandgeneral.com or call 1-800-542-8818 from 7 a.m. to 7 p.m., Monday through Friday.

NW Natural visit ewnatural.com/paymentassistance or call 1-800-422-4012, 7 a.m. to 6 p.m., Monday through Friday.



Nuestro nuevo **Programa Assistance Plus** ofrece asistencia para ayudar a pagar saldos vencidos de clientes que atraviesan dificultades financieras debido al COVID-19. Cuando esto se combina con acuerdos flexibles y otros recursos de la cuenta, podemos trabajar juntos para que su cuenta vuelva a estar en orden.

OBTENGA AYUDA CON LAS FACTURAS

Los clientes residenciales elegibles pueden escoger una de las siguientes opciones de Assistance Plus para su vivienda principal. Los fondos son limitados y están disponibles por orden de llegada.



Subvención instantánea: Reciba un crédito para su factura por única vez, hasta por \$500.



Ampliación del pago de contrapartida: Inscríbese en un acuerdo de pago (vea los detalles más abajo), e igualaremos sus pagos de cuotas mensuales hasta que se presente cualquiera de las siguientes situaciones: el saldo vencido se pague en su totalidad, hayan transcurrido 12 meses, se alcance el máximo de \$1,000 o se desconecte el servicio por falta de pago.

ACUERDOS FLEXIBLES

Regístrese en un plan de pago o restablezca su plan previo utilizando nuestros arreglos flexibles. Podemos extender sus cuotas durante un período de tiempo más largo, darle tiempo antes de que comiencen las cuotas o establecer opciones de pagos fijos.

LLÁMENOS HOY MISMO

Inscríbese es sencillo. Visite la página pacificpower.net/assistanceplus o llámenos al **1-888-225-2611**. Contamos con personal experto y altamente calificado que está dispuesto a ayudarle.



MÁS RECURSOS

- Especifique un límite de facturación y nosotros le avisaremos por mensaje de texto o por correo electrónico cuando se acerque a ese límite.
- Extienda su fecha de vencimiento o elija una fecha que le resulte más conveniente.
- Entérese sobre los fondos de Ayuda de emergencia para el pago de alquiler, disponibles por un tiempo limitado, en pacificpower.net/asistencia.

• Para localizar recursos de asistencia estatales y locales, llame al **2-1-1** o busque en línea en www.211.org

• Conéctese otras empresas de servicios públicos locales:

NW Natural en ewnatural.com/paymentassistance o llame al 1-800-422-4012.

PGE en portlandgeneral.com o llame al 1-800-542-8818.



Newsletter & Social Media

- The May edition of *Connect* residential newsletter features Assistance Plus and billing assistance resources.
- Social media posts in English and Spanish will continue for several weeks.
 - Facebook posts had an average organic engagement rate of **2.86%**, which is higher than our benchmark of 2%. Twitter messages had an organic engagement rate of **.96%**, which is nearly twice our benchmark of .5%.



OPTIONS THAT *can help*

Sometimes we can all use a helping hand, especially after persevering through a challenging year. That's why we offer a range of options to help you accomplish your goals.

ASSISTANCE PLUS

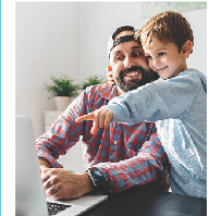
Need help with bills? Our new Assistance Plus program is here for you. You may be eligible for either an **instant grant** (up to \$500) or an **extended payment match** (up to \$1,000) to pay **past-due bills**. Funds are limited and available on a first-come, first-served basis.



FLEXIBLE ARRANGEMENTS
Sign up for a **payment plan** or reset your plan using our **flexible payment arrangements**. We can extend your installments over a longer period of time, give you time before the installments start or establish equal payment options.

RENT ASSISTANCE

Federal resources are available for a limited time to assist households that are unable to pay rent and utilities due to the COVID-19 pandemic.



We're here for you

Please visit [pacificpower.net/assistance](https://www.pacificpower.net/assistance), or call us anytime at **1-888-221-7070**.

You can also connect with state and local assistance resources by calling **2-1-1** or online at www.211.org.



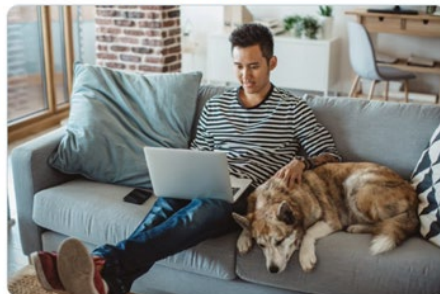
Need help with your bill? Our new Assistance Plus Program can be combined with flexible arrangements and other resources to get your account back on track. Learn more at pacificpower.net/assistanceplus



11:30 AM · Apr 15, 2021 · Hootsuite Inc.



We're here for you. Our new Assistance Plus Program offers between \$500 and \$1,000 for customers who are experiencing financial hardships due to COVID-19. Learn more: ow.ly/E9Ih50EdVPR



4:49 PM · Mar 31, 2021 · Hootsuite Inc.



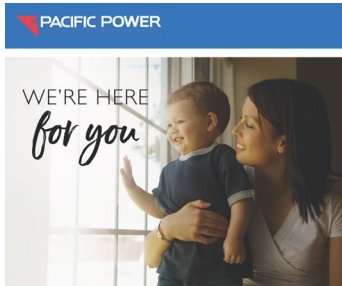
¿Necesita ayuda con su factura? Nuestro nuevo programa Assistance Plus puede combinarse con arreglos de pago y otros recursos para que su cuenta vuelva a la normalidad. Aprende más en pacificpower.net/assistanceplus.

Translate Tweet



11:30 AM · Apr 15, 2021 · Hootsuite Inc.

Email Communications



We're here for you. Our new **Assistance Plus Program** can help pay past-due balances for customers who are experiencing financial hardships due to COVID-19.

GET HELP WITH BILLS

Eligible residential customers may choose from one of the following Assistance Plus options for their primary residence. Funds are limited and available on a first-come, first-served basis.

- **Instant grant:** Receive a one-time bill credit, up to \$500.
- **Extended payment match:** Enroll in a payment arrangement (see details below), and we will match your monthly installment payments until one of the following occurs: the past due balance is paid in full, 12 months have elapsed, the \$1,000 maximum is met, or if the service is disconnected for non-payment.

FLEXIBLE ARRANGEMENTS

Sign up for a payment plan or reset your plan using our flexible payment arrangements to help get your account back on track. We can extend your installments over a longer period of time, give you time before the installments start or establish equal payment options.

PLEASE CONTACT US TODAY

Applying for our Assistance Plus program is easy.

[APPLY NOW](#)

You can also call us anytime at **1-888-221-7070**. We're here to help.

Have Questions? Call 1-888-221-7070 or use our [contact form](#)



If you'd rather not receive this email, you may [unsubscribe](#)

This email was sent by Pacific Power, a division of PacifiCorp
825 NE Multnomah Street, Portland, OR 97232

© 2021 Pacific Power. [Update Profile](#)



Nuestro nuevo programa **Assistance Plus** ofrece asistencia para ayudar a pagar saldos vencidos de clientes que atraviesan dificultades financieras debido al COVID-19.

OBTENGA AYUDA CON LAS FACTURAS

Los clientes residenciales elegibles pueden escoger una de las siguientes opciones de Assistance Plus para su vivienda principal. Los fondos son limitados y están disponibles por orden de llegada.

- **Subvención instantánea:** Reciba un crédito para su factura por única vez, hasta por \$500.
- **Ampliación del pago de contrapartida:** Inscríbese en un acuerdo de pago (vea los detalles más abajo), e igualaremos sus pagos de cuotas mensuales hasta que se presente cualquiera de las siguientes situaciones: el saldo vencido se pague en su totalidad, hayan transcurrido 12 meses, se alcance el máximo de \$1,000 o se desconecte el servicio por falta de pago.

ACUERDOS FLEXIBLES

Regístrese en un plan de pago o restablezca su plan previo utilizando nuestros arreglos flexibles. Podemos extender sus cuotas durante un periodo de tiempo más largo, darle tiempo antes de que comiencen las cuotas o establecer opciones de pagos fijos.

LLÁMENOS HOY MISMO

Solicitar el programa Assistance Plus es fácil.

[APLICA YA](#)

Para ayuda en español, llame al **1-888-225-2611**. Estamos aquí para ayudar.

¿Tiene preguntas? Utilice nuestro [formulario de contacto](#) o llame al 1-888-225-2611



Si prefiere no recibir este correo electrónico, puede [cancelar su suscripción](#).

Este correo electrónico fue enviado por Pacific Power una división de PacifiCorp
825 NE Multnomah Street, Portland, OR 97232

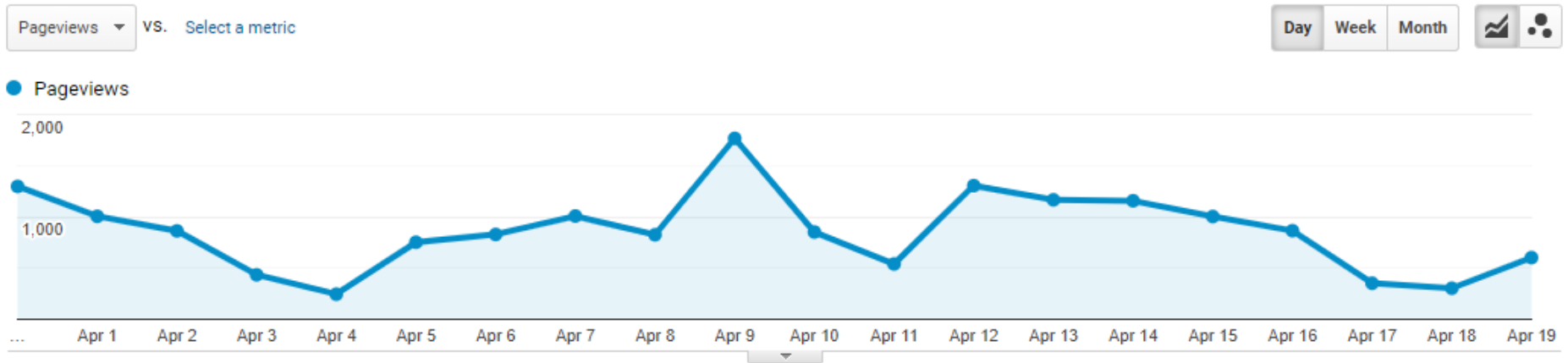
© 2021 Pacific Power. [Actualización del perfil](#)

- Emails in English and Spanish went to approximately 24,500 customers from April 9-16.
- Emails were well received with high engagement and click throughs:
 - Average open rate was **35%**, which is higher than the industry benchmark of 22%.
 - Average click-through rate of **25%** is 10 times higher than industry averages of 2.5%

Website Traffic

Assistance and Assistance Plus pages, March 31 – April 19

Pageviews	Unique Pageviews	Avg. Time on Page
15,293	10,603	1:47



Voice of Customer

General sentiment has been very positive and appreciative from customers for the assistance being offered.

Duressa: (instant grant):

- “I am not working cause of Covid and thank you so much for taking care of my entire balance please” (customer owed around \$200 after deducting out energy assistance)

Thomas (instant grant):

- “Oh cool I did not realize there was something like that. We have to survive right now and this helps”

Charles: (payment match)

- “I have been unemployed for awhile and will be receiving social security next month but don’t have funds today.” “Thank you very much and I am so happy you have a program. Not having to pay for the past several months has allowed me to live on my limited funds. and I will do my part as well”

Residential Customer Communication and Outreach

Regional Business Managers

Provided flyers, posted to social media platforms, and included in community newsletters.

The following partners were able to disperse information to a variety of other organizations and/or large groups of customers:

- Oregon Energy Fund
- League of Utilities & Social Services Agencies (LUSSA)
- Achieve Coalition (Portland)
- Meals on Wheels
- Portland Public School District
- Talent Public School District
- Warm Spring Tribal Council
- City Councils
- County Governments
- Chambers of Commerce



Residential Customer Communication and Outreach

Groups received flyers or Social Media Posts:

Access	Angels Anonymous
Bay Area Senior Center	Bethlehem Inn
Big Brothers Big Sisters	Boys and Girls Club
Clatsop County Food Bank	Consumer Credit Counseling
Coos Health and Wellness - Meals on Wheels	Council on Aging
Dallas Food Bank	Dallas Public Library
Dawns House	Economic Development in Central Oregon
Ella Curran Food Bank	Environmental Center
Southern Oregon Family	First Story
Illinois Valley Family Coalition	Independence YMCA
Jackson County Emergency Managment	Jericho Road and Habitat
Josephine County Food Bank	Kids Center
Kids Unlimited	Klamath Falls Downtown Association
Klamath Falls Mission	Klamath Lake County Action Services
Klamath Lake County Food Bank	La Clinica
Lincoln City Food Bank/Food Pantry	Neighborhood Impact
North Bend Senior Center	Northwest Seasonal Workers Assoc.
Oregon Coast Community Action	Partners in Care
Prineville Ecomonic Development	Pendleton First Assembly Church of God
Phoenix/Talent School District	Polk County Fairgrounds
Polk County Warming Shelter	Redmond Econmic Development
Rogue Action Center	Rogue Retreat
Roseburg Senior Center	St. Mary's Outreach
The Friendly Kitchen/Meals on Wheels	Unete
United Community Action Network (UCAN)	United Way Jackson County
United Way of Clatsop County	Warm Springs Commodities
Warm Springs Presbyterian Church	Winston Senior Center
YMCA	

Program Participation

Instant Grant Impact:

- Customers with \$0 Past Due: 647
- Customers with Less than \$100: 174

Extended Payment Plan

Impact:

- Average Down Payment: \$300
- Down Payments Above \$500: 73

Payment Plans:

- Time Payment Plans: 379
- Equal Time Payments: 65
- Deferred Payment Plan: 64

Customer Referrals:

Call Center Agent
Community Agency
Email
Letter or Post Card
Local food bank
Monthly Bill
News
Other
Outbound Calls
Searching Pacific Power
Social Media

Program	Customers	Arrears	Commitments
Extended Payment Grant	402	\$890,110	\$313,610
Instant Grant	2138	\$1,452,734	\$836,138
Totals	2540	\$2,342,844	\$1,149,748

Thank you