

ASSISTANCE PLUS PROGRAM INTERIM PROGRAM REVIEW JUNE 2, 2021



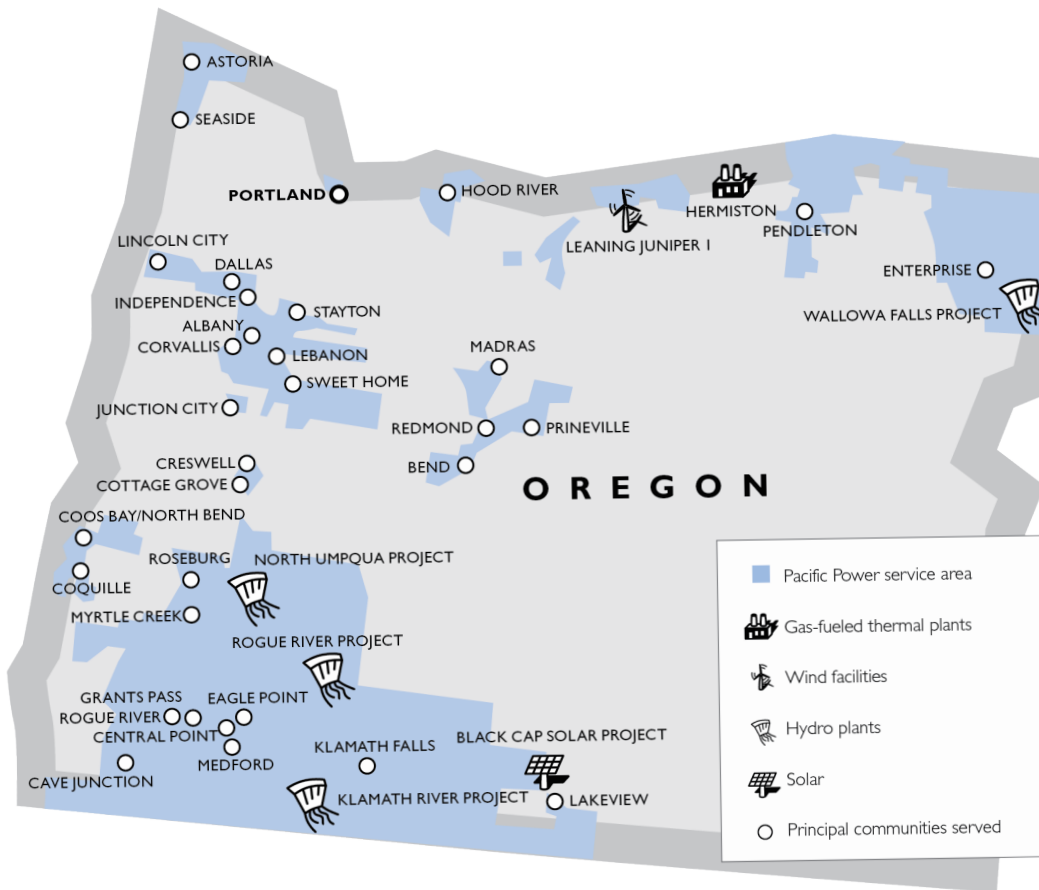


AGENDA

- ❖ Overview of Program
- ❖ Interim Program Results
- ❖ Moving Forward

PROGRAM OVERVIEW

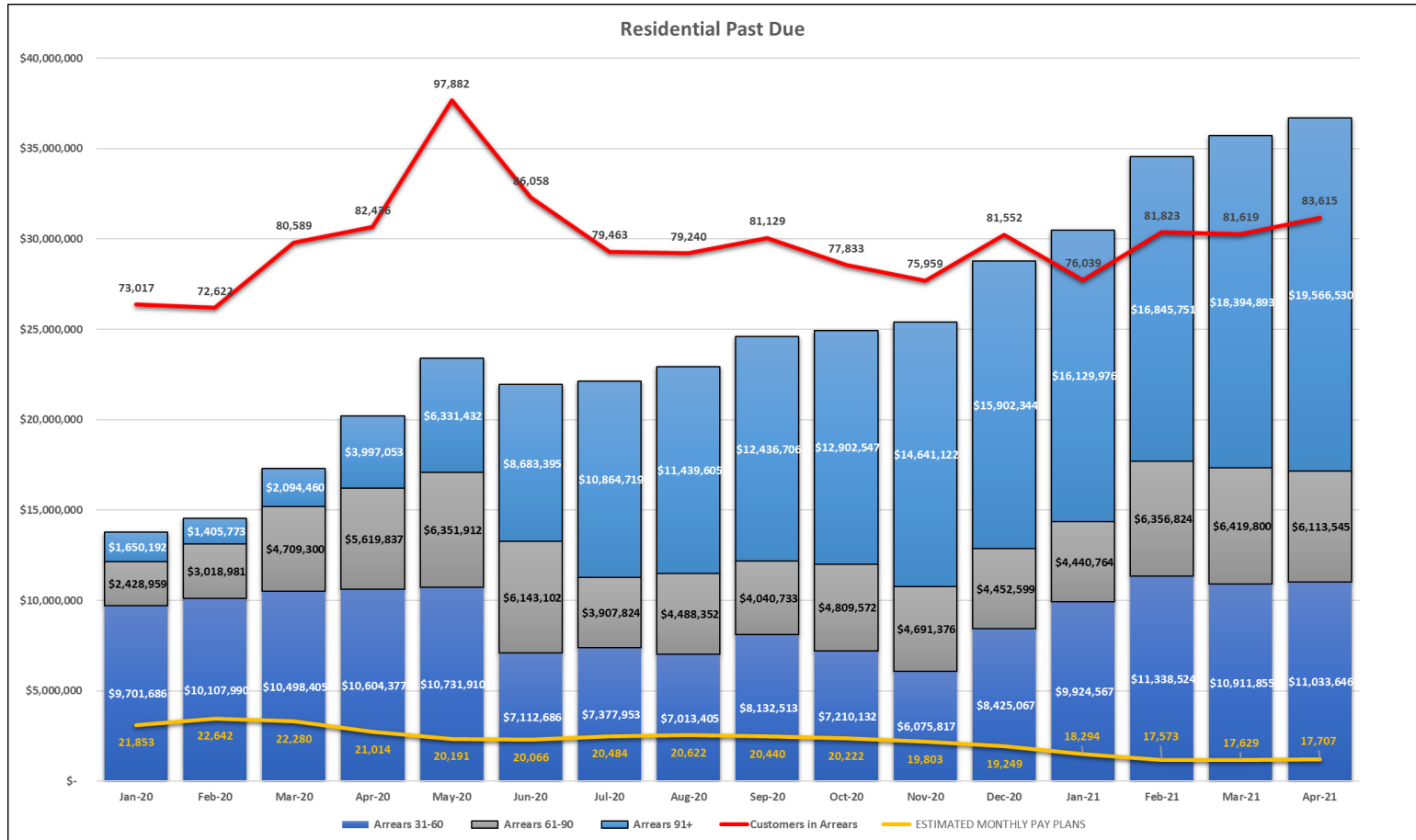
Pacific Power Customers in Oregon



Residential Customer Update

- 604,000 Total customers
 - 535,968 residential customers
- Residential Customers Past Due:
 - A total of 87,241 customers
 - \$36,711,900
 - 38,646 past due greater than 31 days
 - \$3,613,350
 - 17,888 past due greater than 61 days
 - \$4,287,953
 - 30,707 past due greater than 91 days
 - \$28,810,597

Current State of Customers



Residential Bill Assistance Programs

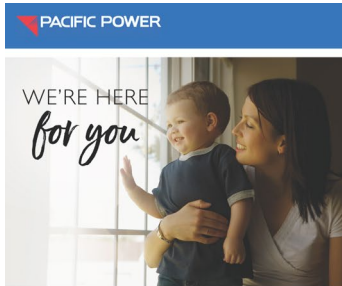
- Two residential bill assistance programs are offered to provide immediate and extended assistance:

| | |
|-------------------------------|---|
| 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.

INTERIM PROGRAM RESULTS

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 facture por única vez, hasta por \$500.
- **Ampliación del pago de contrapartida:** Inscríbase 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

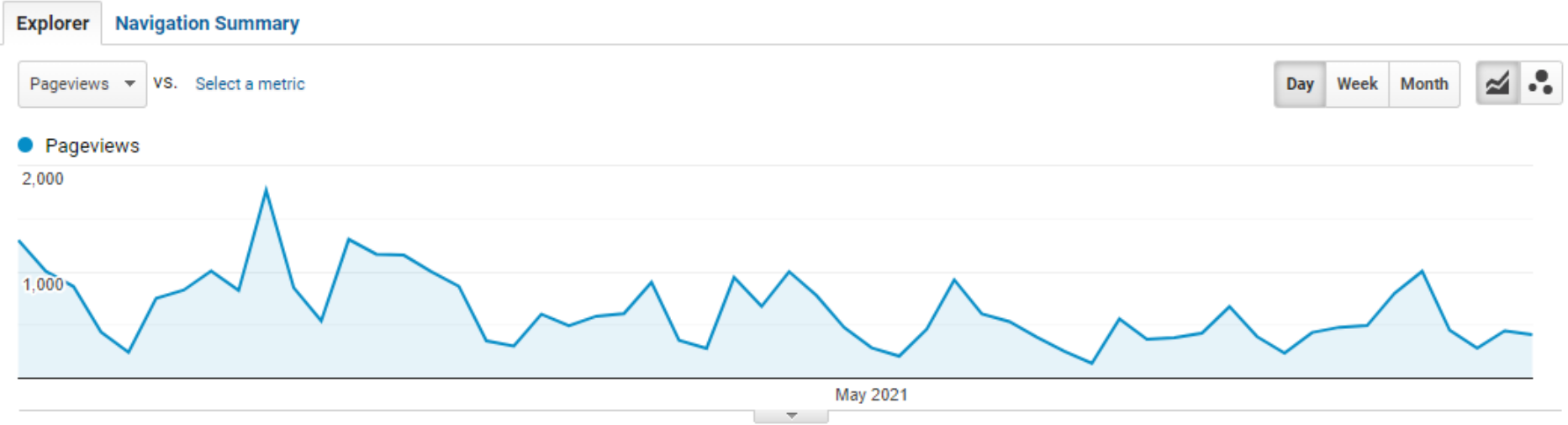
© 2021 Pacific Power. [Actualización del perfil](#)

- Nearly 60,000 emails in English and Spanish have gone out about the program between April 9 and May 25.
- 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 **24%** is 10 times higher than industry averages of 2.5%

Website Traffic

Assistance and Assistance Plus pages, March 31 – May 25

| Pageviews | Unique Pageviews | Avg. Time on Page |
|-----------|------------------|-------------------|
| 24,464 | 15,813 | 3:39 |



Web Form Application

pacificpower.net/assistanceplus

Oregon COVID-19 Assistance Plus Program

Pacific Power has funding available through our Assistance Plus Program to assist Oregon residential customers impacted by COVID-19 to get back on track. Funding options may be paired with flexible payment arrangements and **energy assistance** to help even further. Funding is limited and will be provided on a first-come, first-served basis. When you submit this form, it will be reviewed for eligibility and we may call you if we have questions. Eligible credits will be applied to your Pacific Power bill within 30 days.

Please call us at 1-888-221-7070 if you have questions and one of our customer care specialists will be happy to help you.

By checking this box, you acknowledge you are the account holder and your household has been financially impacted by COVID-19.

OR

Assistance Plus Programs

Eligible customers may receive assistance from one of the Assistance Plus Programs for their primary residence, not to exceed the past due balance on the account. Program bill credits are subject to funding availability. Choose an option:

- Instant Grant:** Receive a one-time bill credit, up to \$500.
- Extended Payment Match:** Receive monthly bill credits to match your monthly installment payments, up to \$1,000.
 - Enroll in a payment arrangement by checking the box and filling out the information below.
 - The plan and available Payment Match are based on your balance as of today. Pacific Power will not match new charges.
 - Pacific Power will match your monthly installment payments toward your past due until your account is current, 12-months have elapsed, the maximum is met, or if the service is disconnected for non-payment, whichever occurs first.

Please tell us how you heard about this program?

Payment Arrangement Options

We have a variety of arrangements to help you get current on your bill. All payment arrangements are subject to account eligibility. If you have an existing payment plan, we may reset it. We may contact you to discuss options.

I certify I'm the account holder and confirm I'm requesting a Time Payment Plan for my past due balance. I understand the amount due will be different each month based on my new regular bill plus the monthly installment, up to 24 months.

Program Update Communications

How are customers finding the program?

| Assistance Plus Outreach | Customer |
|--------------------------|----------|
| News | 253 |
| Agent | 2523 |
| Community Agency | 330 |
| Email | 798 |
| Flyer | 72 |
| Post Card/Letter | 2254 |
| Website | 73 |
| Social Media | 150 |
| Other | 1118 |
| Outbound Calls | 265 |
| Monthly Bill | 669 |
| Total | 8505 |

Ongoing Communications:

- Bill Messages
- Customer Service Agents
- Modified Past Due Notices (Pending)
- Emergency Rental Assistance Program (ERAP) outreach for renters (June)
- American Rescue Plan (ARP) (Pending)
- Additional Advertising
 - The Skanner
- Shared Social Media

Program Update

Targeted Communication Plan

| PARTICIPATION Rates - Through May 19, 2021 | | | | | | |
|--|-----------|---------------|--------------|--------------|--------------|--------------|
| RANK | COUNTY | COUNT | IG | PM | TOT BAP | % |
| 1 | JEFFERSON | 647 | 86 | 29 | 115 | 17.8% |
| 2 | KLAMATH | 1,950 | 345 | 116 | 461 | 23.6% |
| 3 | UMATILLA | 995 | 127 | 51 | 178 | 17.9% |
| 4 | JOSEPHINE | 2,370 | 291 | 162 | 453 | 19.1% |
| 5 | JACKSON | 4,961 | 640 | 303 | 943 | 19.0% |
| 6 | MULTNOMAH | 4,566 | 724 | 151 | 875 | 19.2% |
| 7 | MARION | 663 | 92 | 29 | 121 | 18.3% |
| 8 | COOS | 1,286 | 166 | 56 | 222 | 17.3% |
| 9 | LAKE | 142 | 11 | 12 | 23 | 16.2% |
| 10 | LINN | 2,695 | 353 | 133 | 486 | 18.0% |
| 11 | BENTON | 1,042 | 125 | 31 | 156 | 15.0% |
| 12 | DESCHUTES | 2,207 | 247 | 89 | 336 | 15.2% |
| 13 | CROOK | 392 | 49 | 21 | 70 | 17.9% |
| 14 | MORROW | 1 | - | - | - | 0.0% |
| 15 | POLK | 696 | 88 | 35 | 123 | 17.7% |
| 16 | DOUGLAS | 2,570 | 334 | 138 | 472 | 18.4% |
| 17 | HOODRIVER | 196 | 27 | 12 | 39 | 19.9% |
| 18 | LANE | 410 | 51 | 16 | 67 | 16.3% |
| 19 | WASCO | 33 | 6 | 3 | 9 | 27.3% |
| 20 | LINCOLN | 452 | 43 | 19 | 62 | 13.7% |
| 21 | CLATSOP | 875 | 90 | 31 | 121 | 13.8% |
| 22 | WALLOWA | 102 | 4 | 3 | 7 | 6.9% |
| 23 | SHERMAN | 67 | 7 | 2 | 9 | 13.4% |
| 25 | TILLAMOOK | 2 | 1 | - | 1 | 50.0% |
| Grand Total | | 29,320 | 3,907 | 1,442 | 5,349 | 18.2% |

Initial Communication Targeted at High- Risk Customers:

- Total Customers 5%
- Account Balance 25%
- Energy Burden 20%
- Poverty Rate 20%
- BIPOC Population 20%
- Covid Cases 10%

- Customers received 3 points of contact.
- Current response rate is 18% for high-risk areas.
- Response rate is overall is 11%.

| Zip Code | Arrears Rank | High Risk Ranking | Area |
|----------|--------------|-------------------|-----------|
| 97501 | 1 | 5 | Jackson |
| 97504 | 2 | 5 | Jackson |
| 97220 | 3 | 6 | Multnomah |
| 97527 | 4 | 5 | Jackson |
| 97527 | | 4 | Josephine |
| 92526 | 5 | 5 | Jackson |
| 97526 | | 4 | Josephine |
| 97322 | 6 | 10 | Linn |
| 97322 | | 11 | Benton |

Program Update Participation

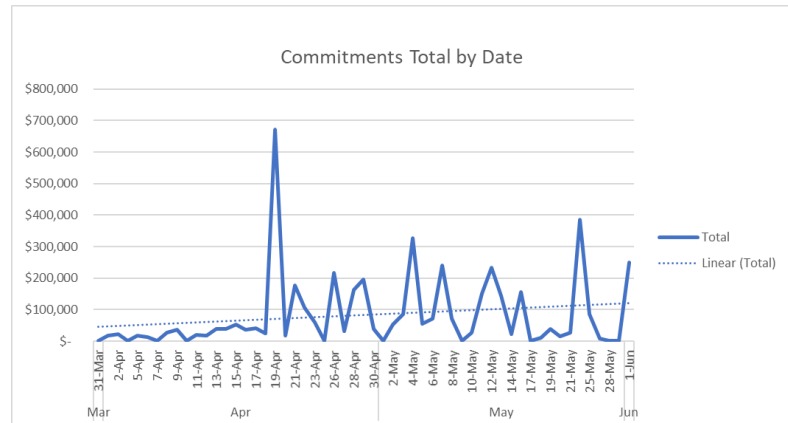
| OVERVIEW | | | |
|------------------------|-------------|------------------------|-----------------------|
| CATEGORY | COUNTS | ARREARS | COMMITMENTS |
| Extended Payment Grant | 1636 | \$3,541,106.96 | \$1,345,395.48 |
| Instant Grant | 7689 | \$5,414,837.95 | \$3,213,750.20 |
| Grand Total | 9325 | \$8,955,944.91 | \$4,559,145.68 |
| | | APRIL 2021 RES ARREARS | \$35,726,584.00 |
| | | % TOTAL | 12.76% |

| Payment Plans | Count |
|---------------|-------------|
| DPP | 548 |
| ETP | 418 |
| TPP | 2787 |
| Total | 3753 |

| EXTENDED PAYMENT PLANS | |
|------------------------|-------------------------|
| Avg Down Payment | Down Payment Over \$500 |
| \$262.14 | 212 |

| Instant Grant Impacts | |
|-----------------------|----------|
| Zero Balance | <= \$100 |
| 3325 | 765 |

Arrears for customers receiving prior energy assistance payments \$1,355,248
Grants paid to these customers \$897,035



Program Update Moving Forward

- No Changes Proposed.
- Applications for program are still increasing.
- Evaluate the results of the ERAP communication in July.
- Ensure assistance is available when moratorium ends.

| Forecast at Current Spend Rate | |
|--------------------------------|-----------------|
| Start Date | 4/1/2021 |
| Current Date | 6/1/2021 |
| Days | 61 |
| Program Budget | \$12,681,000.00 |
| Payment Match per diem | \$22,055.66 |
| Instant Grant per diem | \$52,684.43 |
| Program per diem | \$74,740.09 |
| Projection Days | 170 |
| Depletion Date | 9/18/2021 |



Thank you