

# PGE Bill Assistance Program

PGE Bill Assistance Workshop  
May 2021



# Agenda

- Program Recap
- Enrollment Data
- Arrears
- Outbound Calls
- Recommendation

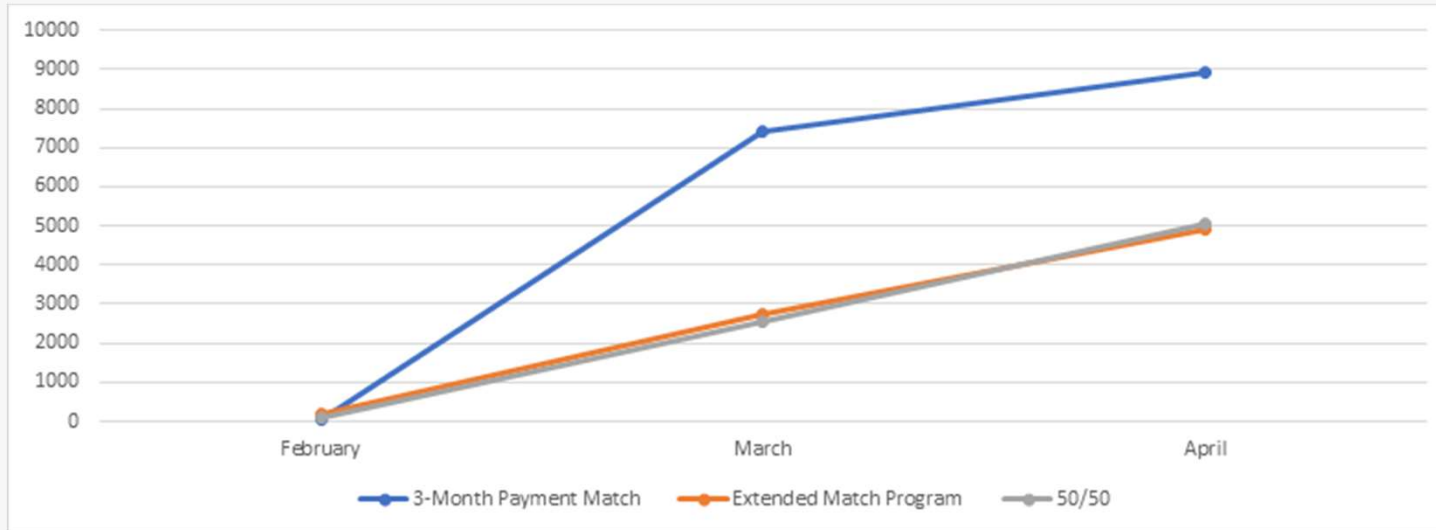
# PGE – Program Overview

<b>50/50 Match</b> Customer pays half the balance, program covers the other half	<ul style="list-style-type: none"><li>• Customers with a past due balance</li><li>• Ability to pay one time to get the account caught up</li></ul>
<b>3-Month Payment Match</b> Match customer payments for 3 months	<ul style="list-style-type: none"><li>• Customers with balances between \$100-\$500</li><li>• For customers who may need a few months to get caught up</li></ul>
<b>Extended Payment Match</b> Customers are enrolled in a TPA, up to 24-months, and the program matches payments up to 12 months	<ul style="list-style-type: none"><li>• Customers with larger balances over \$500</li><li>• Need additional time to make payments and receive the match</li></ul>
<b>Customer Assistance</b> <ul style="list-style-type: none"><li>• One-time assistance, up to \$500, available to customers who cannot make any payments and don't qualify for energy assistance or those customers who receive energy assistance and have a remaining balance</li></ul>	
<b>Reconnection Assistance - Launch date TBD</b> <ul style="list-style-type: none"><li>• Assistance to help match customer payments to reduce barriers for reconnection</li></ul>	

# PGE Bill Assistance Summary

PGE Bill Assistance Totals					
	Total Customers Enrolled	Total Matches	Average PGE Match	Total Program Completions	% of Completion
50/50 Match	5,073	4,564	\$358	4,564	90%
3-Month Payment Match	8,904	4,241	\$149	2,663	30%
Extended Match Program	4,894	4,312	\$207	233	5%
Customer Assistance	978	N/A	\$272	N/A	N/A

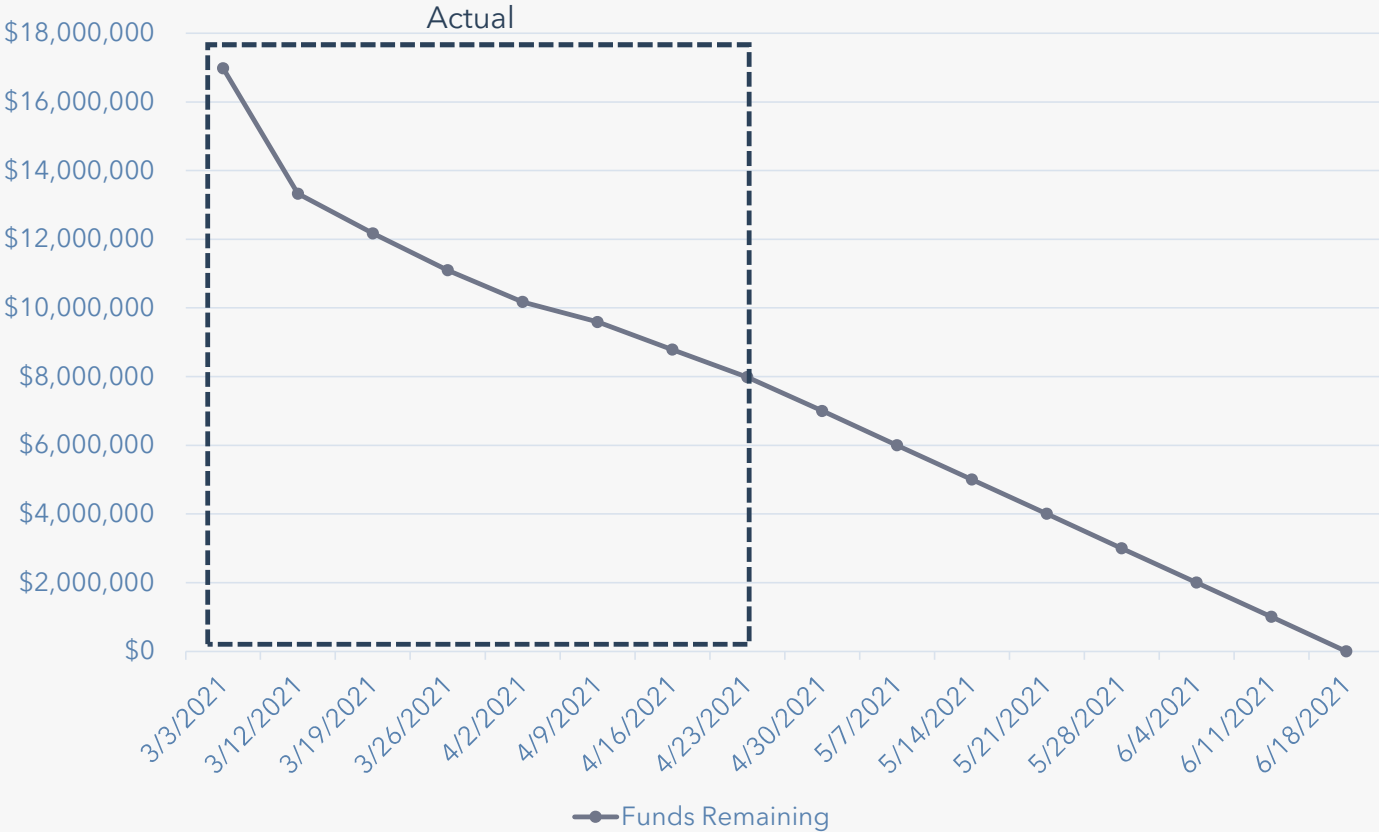
# Customer Enrollments



Customer Enrollments				
	February 2021	March 2021	*April 2021	Total
50/50 Program	77	2,484	2,512	5,073
3-Month Payment Match	54	7,366	1,484	8,904
Extended Match Program	191	2,542	2,161	4,894

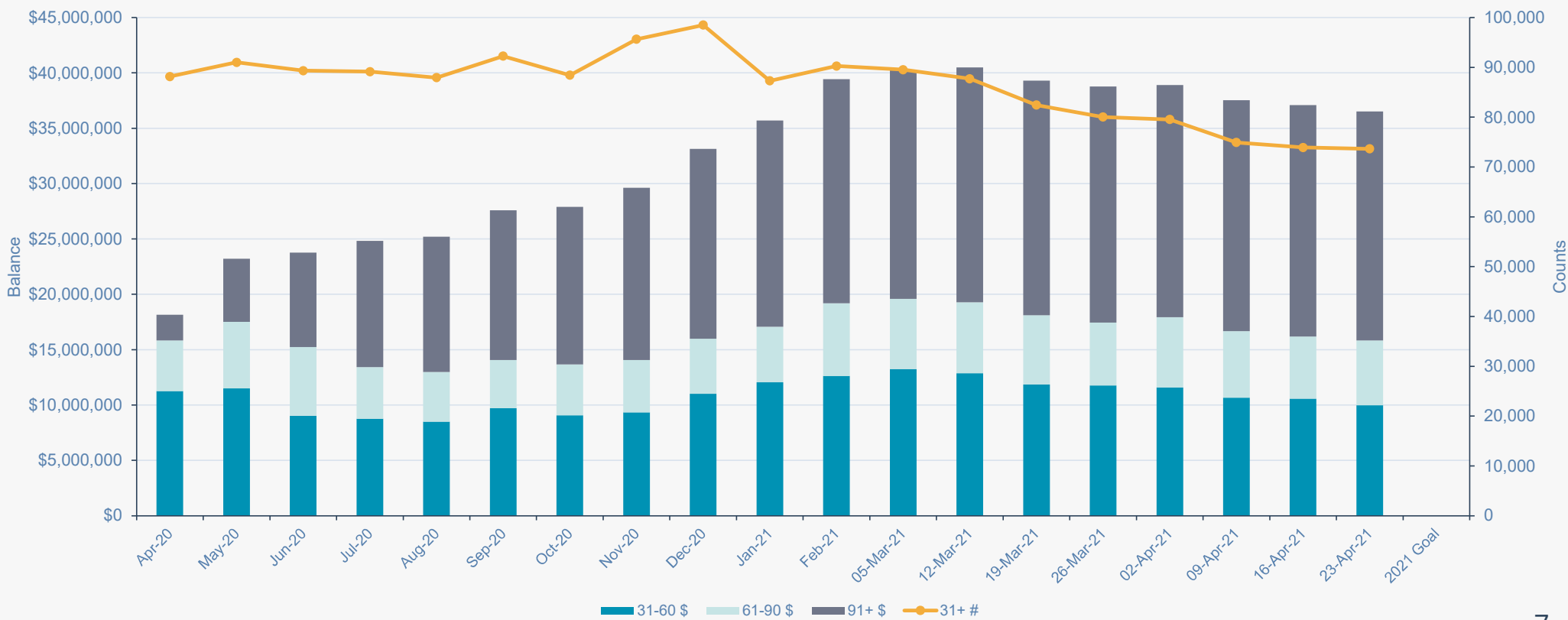
\*as of 4/26/2021

# Bill Assistance Spending



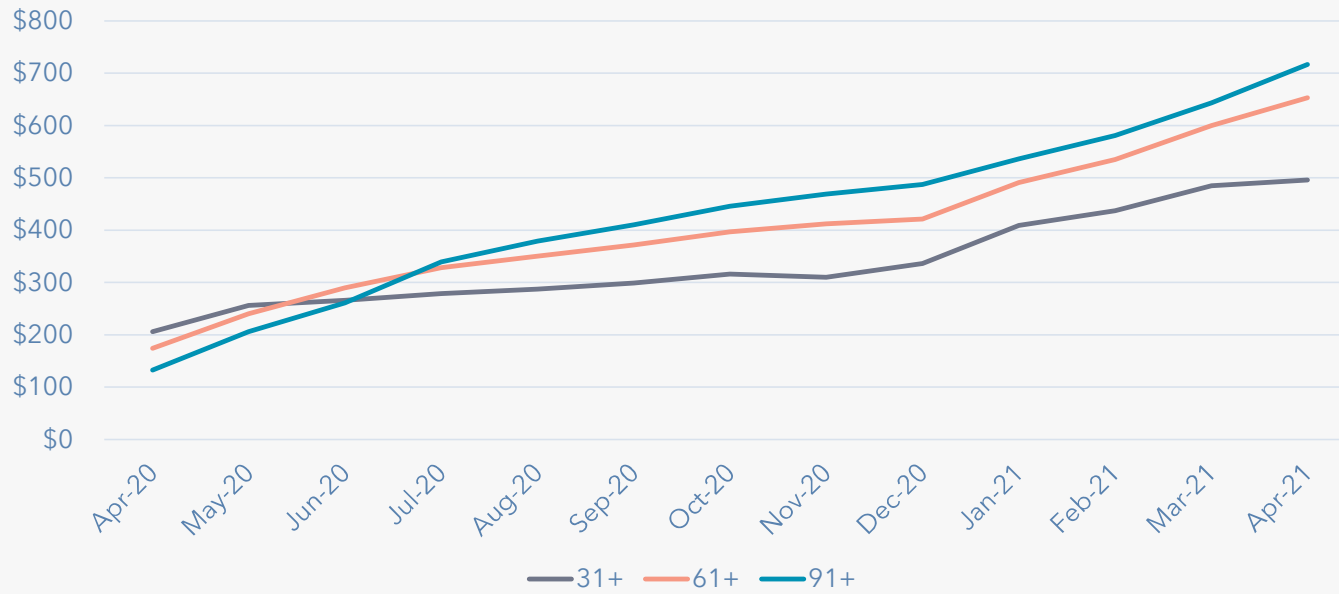
## Residential Active Arrears by Age Bucket

April 2020 - April 23, 2021





## Residential Average Arrears Balance



Residential Customers In Arrears	March 2020	April 2021	% Change
# of customers 31+ days in arrears	91,311	81,952	-10%
31+ avg. balance	\$185	\$495	167%
61+ avg. balance	\$134	\$617	360%
91+ avg. balance	\$135	\$671	397%

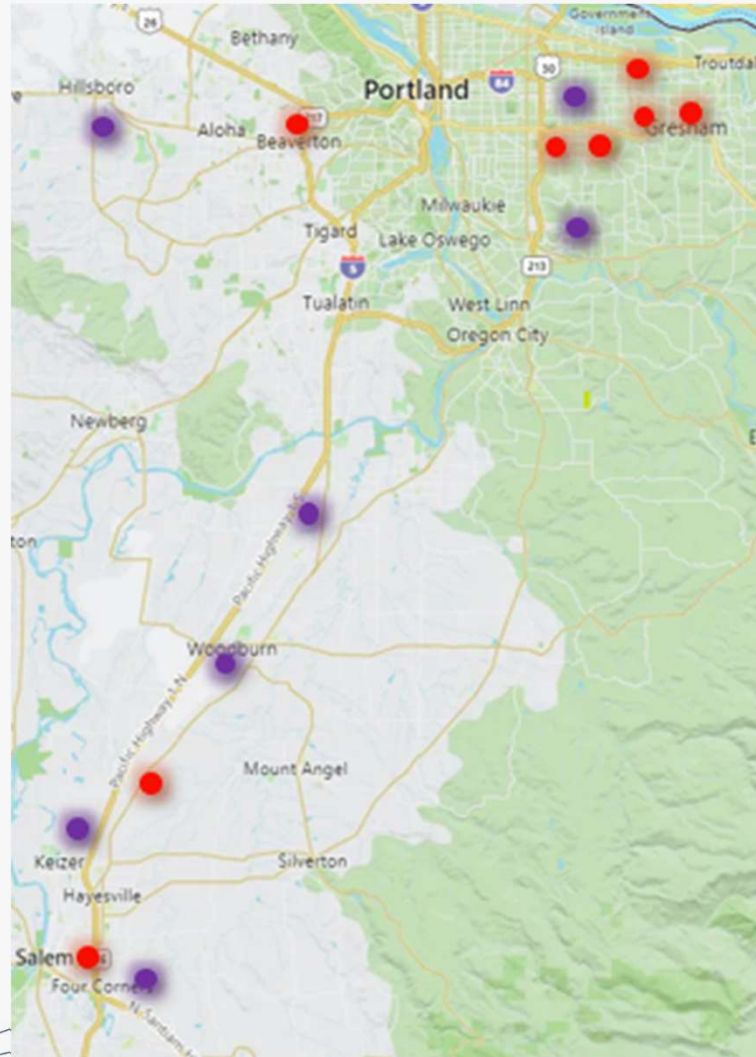
The number of residential customers that are past due is 10% less than it is was in March of 2020, but the size of the balance is 167% higher.



# Outbound Calls

## Finding Impacted Zip Codes

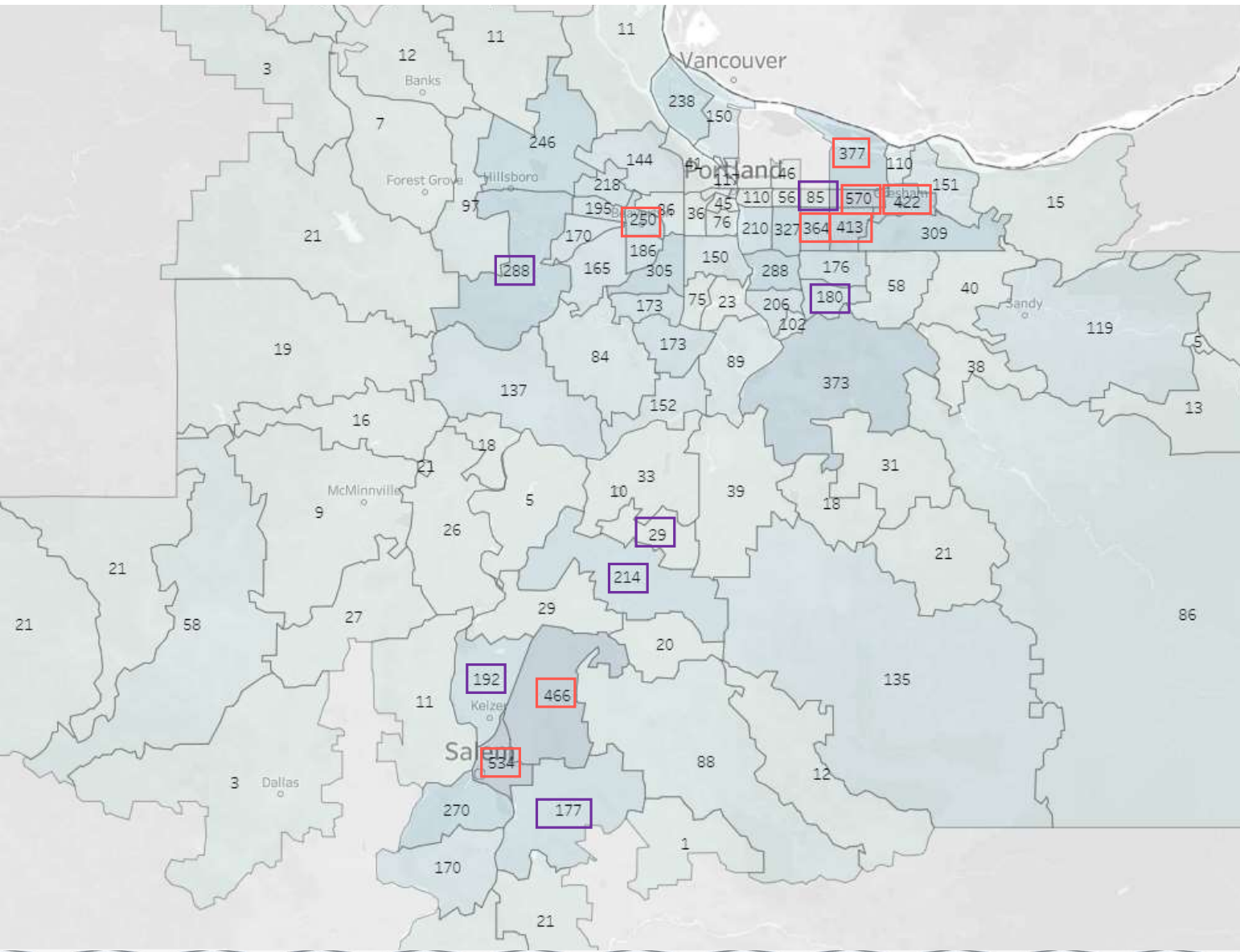
1. OHCS Energy Burden/Energy Use Intensity GIS Tool
2. Oregon Health Authority COVID-19 Cases
3. PGE Arrears- Amount Outstanding
4. PGE Arrears- # of customers



- Primary Zip Codes (8)
  - Identified on all four lists
  - 97005, 97030, 97230, 97233, 97236, 97266, 97301, 97305

- Secondary Zip Codes (7)
  - Two or more, prioritized by Race/Ethnicity and COVID-19 cases
  - 97015, 97032, 97071, 97123, 97216, 97303, 97317

\*Remaining calls will be prioritized based on days past due



- Primary Zip Codes**
- Secondary Zip Codes**

- 4,300 outbound calls made
- 77% we made contact (voicemail or direct conversation)
  - Of those we were able to speak with, 49% enrolled in a program
  - 12% were working on or were connected with energy assistance
  - 39% said it was not a good time, or wanted to think and follow-up
- Targeted zip codes represent 32% of customers eligible for assistance
  - Same zip codes represent 37% of those who have received PGE Bill Assistance

# Customer Sentiments

- John was laid off from his job of 10+ years and was absolutely beside himself that PGE would offer such a program. He stated that his pride had kept him from reaching out to energy assistance or to PGE for options and fell into a deep depression due to his situation. He was brought to tears after setting him up for TPA Relief and wanted to thank us for offering such a generous program. John from Salem, 97236
- Kem called in due to being past due. He has been laid off due to COVID, he recently got called and told her will be going back to work on 4/25. The Customer Service Advisor asked some probing questions and offered Kem the TPA Relief program. Kem shared he was nervous about making this phone call. He was so surprised and thankful that PGE has these programs to help him get caught up. Kem from Portland, 97302
- Survey response: I am just amazed at how helpful PGE is considering the problems we currently have. I opted for you to match the payments that I made between April and May and June and that's going to help me tremendously because I don't have a job right now so that's going to help me very much. Keep up what you're doing you are super. I've always thought you're helpful, so I thank you very much.

# Conclusion

- PGE is proposing to maintain our current program design.
- PGE will continue outreach to customers through letters, emails, phone calls, community outreach, social media, etc.
  - We've partnered with over 200 organizations and groups to help spread awareness of the PGE Bill Assistance Program. A full list can be seen at the end of the slides and will be provided to the OPUC to post on their website.
  - We will also continue new ways to reach out to customers in their preferred language.
- PGE continues to meet regularly with Community Action agencies to explore and expand referrals and ways to connect customers with the low-income assistance available.
- We are working to pass several bills this session that secure a temporary expansion of OEAP funding, a permanent increase in weatherization funding, and enable the OPUC and utilities to address energy burden through differential rates or bill credits.

**Let's  
meet the  
future  
together.**



# Appendix





# Portland Chinese Times Ad

## 讓我們一起將您的 PGE 能源帳單歸零。

今年是艱難的一年。因此，我們制定了新計劃來幫助您補交逾期未付的 PGE 帳單。

### 您付一半。我們付一半。

我們可能能夠以一元對一元的方式提供資金，來幫助您支付您的逾期餘額（有一定的額度上限）。

### 我們能說您的語言。

我們的客戶服務顧問可使用 200 多種語言，為使用不同語言的客戶提供幫助，並解釋所有帳單支付方式。

### 請一定要儘快致電我們。

此計劃僅可在短期內使用。請儘快聯絡我們，以便從此機會中受益。

請於週一至週五上午 7 點至下午 7 點，撥打  
**503-228-6322** 或 **800-542-8818** 致電諮詢顧問，讓我們幫您制定最適合您的計劃。





# Community Outreach

## Community Outreach

Below are organizations and individuals that PGE has reached out to and shared information regarding the new programs available to customers. At a minimum, each recipient received the PGE Bill Assistance Toolkit which includes social media posts as well as newsletter or web content that can be shared. PGE has also been doing more in-depth presentation to those agencies and groups included at the bottom of the list.

### Community-Based Organizations

- Adelante Mujeres
- Affiliated Tribes of the Northwest Indians
- African American Alliance for Home Ownership
- Albertina Kerr Centers
- APANO
- Austin Energy
- Beaverton Education Foundation
- Bienestar
- Birch Community Services
- Black United Fund of Oregon, Inc.
- Boys & Girls Club of Salem
- Boys & Girls Clubs of Portland Metro
- Bradley Angle
- Camp Fire Columbia
- CARES Northwest
- Cascade Behavioral Health
- Causa
- Central City Concern
- Centro Cultural de Washington County
- Chehalem Youth & Family Services
- Clackamas Women's Services
- Coalition for Communities of Color
- Community Services Network
- Community Energy Project
- David Douglas Educational Foundation
- Dayton Education Foundation
- DePaul Treatment Centers
- Estacada Area Food Bank
- Farmworker Housing Development Corporation

## Community-Based Organizations (cont.)

- Gresham-Barlow Education Foundation
- Hillsboro Schools Foundation
- Hispanic Metropolitan Chamber of Commerce
- Home Forward
- Human Solutions
- Impact NW
- Incight
- JOIN
- Kinship House
- Latino Network
- Liberty House
- LifeWorks NW
- Mano a Mano
- Marion-Polk Food Share Inc.
- Meals on Wheels
- Metropolitan Family Services
- NAYA
- Neighborhood House
- New Avenues for Youth
- Newberg FISH Emergency Services
- Northwest Housing Alternatives
- Northwest Pilot Project, Inc.
- Oregon Building Congress
- Oregon Native American Chamber
- Our House of Portland
- Outside In
- Partners for a Hunger Free Oregon
- Portland African American Leadership Forum
- Portland Homeless Family Solutions
- Portland Housing Center
- Proud Ground
- Raphael House of Portland
- Ride Connection, Inc.
- Rose Haven
- Rose Initiative
- SAGE
- Salem Harvest
- Salem Multicultural Institute
- Salem Schools Foundation
- Self Enhancement, Inc.
- Sisters Of The Road
- St. Vincent dePaul
- The Salvation Army
- Transition Projects
- Trillium Family Services
- Unite Oregon
- United Way of the Columbia-Willamette
- Verde
- Virginia Garcia Memorial Foundation
- Wallace Medical Concern
- William Temple House
- YWCA of Greater Portland

## Community Agencies

- 211
- Clackamas County
- Community Action Partnership of Oregon (CAPO)
- Community Action (Washington County)
- Mid-Willamette Valley Community Action
- Multnomah County
- Oregon Energy Fund
- SnowCap
- Yamhill Community Action Partnership

## Business Associations

- East Metro Economic Alliance
- Greater Portland Inc
- Oregon Business & Industry
- Oregon City Business Alliance
- Portland Business Alliance
- SEDCOR
- Westside Economic Alliance

## Chambers of Commerce

- Beaverton Area Chamber of Commerce
- Chehalem Valley Chamber of Commerce
- Estacada/Clackamas River Area Chamber of Commerce
- Forest Grove-Cornelius Chamber of Commerce
- Gresham Area Chamber of Commerce
- Hillsboro Chamber of Commerce
- Keizer Chamber of Commerce
- Lake Oswego Chamber of Commerce
- Molalla Chamber of Commerce
- Mt. Angel Chamber of Commerce
- Mt. Hood Chamber of Commerce
- North Clackamas County Chamber of Commerce
- Oregon City Chamber of Commerce
- Salem Area Chamber of Commerce
- Sandy Area Chamber of Commerce
- Sherwood Chamber of Commerce
- Silverton Chamber of Commerce
- Tigard Area Chamber of Commerce
- Tualatin Chamber of Commerce
- West Linn Chamber of Commerce
- Wilsonville Chamber of Commerce
- Woodburn Chamber of Commerce

## Mayors and City Managers

- Banks
- Beaverton
- Cornelius
- Durham
- King City
- North Plains
- Sherwood
- Tigard
- Tualatin
- Amity
- Aurora
- Carlton
- Dayton
- Donald
- Dundee
- Gervais
- Hubbard
- Keizer
- Lafayette
- Mt. Angel
- Newberg
- Salem
- Scotts Mills
- Sheridan
- Silverton
- St. Paul
- Turner
- Willamina
- Woodburn
- Yamhill
- Fairview
- Gresham
- Portland
- Troutdale
- Wood Village
- Barlow
- Estacada
- Gladstone
- Happy Valley
- Johnson City
- Lake Oswego
- Milwaukie
- Molalla
- Oregon City
- Rivergrove
- Sandy
- West Linn
- Wilsonville

## County

### Commissioners/Administrators

- Washington county
- Marion
- Polk
- Yamhill counties
- Multnomah county
- Clackamas county

### Federal Elected Officials

- Senator Merkley
- Senator Wyden
- Representative Bonamici
- Representative Blumenauer
- Representative Shrader

### Other

- Oregon Food Bank
- Various School districts and schools in PGE service area
- Tri-Met
- Portland Public Schools

## Virtual Presentations Provided to the Following Agencies

- Tigard High School Parents Group (Spanish)
- League of Oregon Cities
- Easterseals Town Hall
- Community Services Network
- Mana a Mano (pending)
- ACHIEVE Coalition
- (Action Communities for Health, Innovation and Environmental Change)
  - African Family Holistic Health Organization
  - Albina Vision
  - Beyond Black
  - Black Parent Initiative
  - Cascadia Behavioral Health
  - City of Gresham
  - City of Portland
  - DCHS: SUN Food Pantry Youth & Family Services Division
  - Ecotrust
  - Ethiopian & Eritrea Community Resource Center
- Highland Haven
- IRCO
- Miracles Club
- Mudbone Grown LLC
- Multnomah County Environmental Health
- Multnomah County: Healthy Birth Initiatives
- Multnomah County: ICS Northeast Health Center
- Multnomah County: Women, Infant, Children (WIC)
- Muslim Community Center of Portland
- North by Northeast Community Health Center
- Oregon Walks
- Portland African-American Leadership Forum
- Portland Bureau of Transportation
- Play, Grow, Learn
- Racial and Ethnic Approaches to Community Health (REACH)
- Urban League of Portland
- Build/Shift Group
  - APANO
  - City of Portland
  - Coalition of Communities of Color
  - Multnomah County
  - NAYA
  - Rosewood Initiative
  - Unite Oregon
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