


PGE Bill Assistance Outreach



Agenda

- Program Recap
 - Enrollment Data
 - PGE Communications
 - Community Outreach
 - Feedback/Questions
- 

PGE - Program Overview

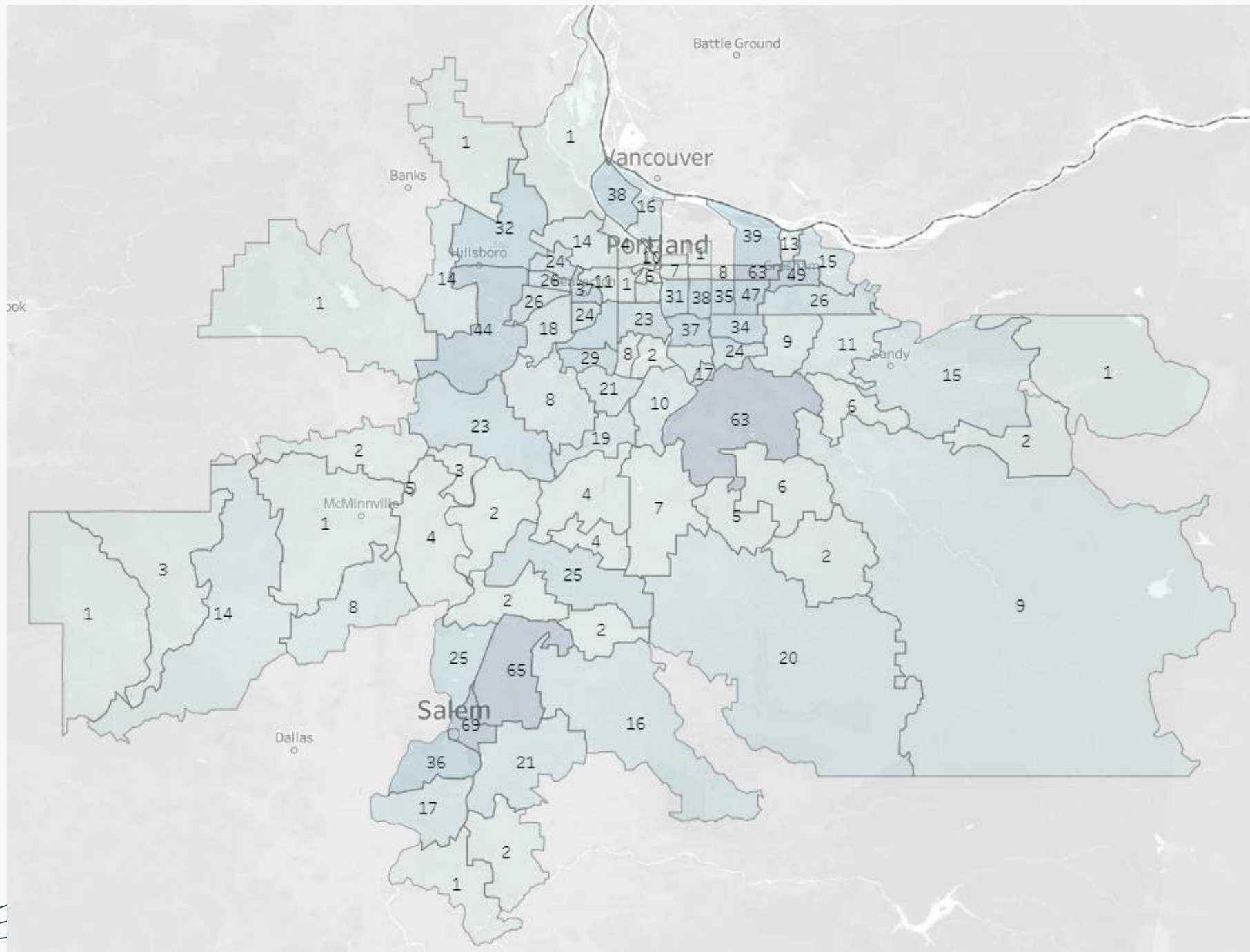
50/50 Match Customer pays half the balance, program covers the other half	<ul style="list-style-type: none">• Customers with a past due balance• Ability to pay one time to get the account caught up
3 Month Payment Match Match customer payments for 3 months	<ul style="list-style-type: none">• Customers with balances between \$100-\$500• For customers who may need a few months to get caught up
Extended Payment Match 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">• Customers with larger balances over \$500• Need additional time to make payments and receive the match
Customer Assistance <ul style="list-style-type: none">• 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	
Reconnection Assistance - Launch date TBD <ul style="list-style-type: none">• Assistance to help match customer payments to reduce barriers for reconnection	

PGE Bill Assistance Enrollments

Customer Enrollments			
	2/24/21-3/8/21	3/9/21-3/12/21	Total Enrollments
50/50 Program	307	352	659
3-Month Payment Match	278	5,448	5,726
Extended Match Program	679	369	1,048

*Outbound communications began 3/9/21





Program-specific communications (English and Spanish)

3-month payment match

12-month TPA

One-time 50/50 match

Direct mailers (2 total)

[DATE]

[Postal sequence ID - Line 1]
[Postal barcode - Line 2]
[Customer name - Line 3]
[Co-customer name - Line 4]
[Address line 1 - Line 5]
[Address line 2 - Line 6]
[City, state zip - Line 7]

Número de cuenta: [Account number]
Dirección de servicio: [Service address]

Hola:

Ha sido un año difícil, pero no está solo para encargarse de su factura vencida. Tenemos asistencia disponible para ayudarlo a ponerse al día. Usted ya califica; no es necesario que cumpla con ningún requisito de ingresos.

Esto es lo que tiene que hacer para sumarse a esta iniciativa:

Usted pag
Si paga la m hasta \$1,00

Es import
Este prograr trabajamos j que se le de

Solo toma unos min tenemos otras opcia nosotros, de lunes i o visite **portlandge**

Gracias.
Equipo de Servicio

[DATE]

[Postal sequence ID - Line 1]
[Postal barcode - Line 2]
[Customer name - Line 3]
[Co-customer name - Line 4]
[Address line 1 - Line 5]
[Address line 2 - Line 6]
[City, state zip - Line 7]

Account number: [Account number]
For service at: [Service address]

Hello,

It's been a tough year, but you're not alone in dealing with your past-due bill. We have assistance available to help you get back on track. You're already qualified, so you don't need to meet any income requirements.

Here's how it works:


You pay half, we pay half.
Pay half of your account balance with a one-time payment, and PGE will match it, up to \$1,000.

It's important that you call us right away.
This program is available for a short time. Let us know that you want to work together to bring your balance down to zero before you're at risk for disconnection.

It takes only a few minutes to get set up. If this plan isn't right for you, we have other options that may work better. Call us Monday through Friday, 7 a.m. to 7 p.m., at **503-228-6322** or **800-542-8818** or visit **portlandgeneral.com/matchmypayment**. We're here to help.

Thank you,
PGE Customer Service team

Emails (2 total)

 Sign in to your account

Trabajemos juntos


Account number: %accb_acct_id%
Service address: %service_address%

Ha sido un año difícil, pero no está solo para encargarse de su factura vencida. Tenemos asistencia disponible para ayudarlo a ponerse al día. Usted ya califica; no es necesario que cumpla con ningún requisito de ingresos.

Usted paga una mitad, nosotros, la otra. Si paga la mitad del saldo de su cuenta, PGE lo igualará su pago, hasta \$1,000.


Es importante que se inscriba inmediatamente. Este programa está disponible durante un tiempo limitado. Informémosle si desea que trabajemos juntos para traer su saldo a cero y, de esta forma, no correr el riesgo de que se le desconecte el servicio. Haga clic en el enlace a continuación para que igualemos sus pagos.

[COMENZEMOS](#)



View as a message
Privacy Policy Manage Subscriptions

This email was sent by: %Member_Business%
%Member_America% %Member_City% %Member_State% %Member_Phase% %Member_Country%

 Sign in to your account

Let's meet halfway to pay your bill


Account number: %accb_acct_id%
Service address: %service_address%

It's been a tough year, but you're not alone in dealing with your past-due bill. We have assistance available to help you get back on track. You're already qualified, so you don't need to meet any income requirements.

You pay half, we pay half.
Pay half of your account balance with a one-time payment, and PGE will match it, up to \$1,000.

It's important that you sign up right away.
This program is available for a short time. Let us know that you want to work together to bring your balance down to zero before you're at risk for disconnection. Click the link below to get your payment matched!


[LET'S GET STARTED](#)



View as a message
Privacy Policy Manage Subscriptions

This email was sent by: %Member_Business%
%Member_America% %Member_City% %Member_State% %Member_Phase% %Member_Country%

Enrollment form



Let's meet halfway with PGE bill assistance

Account: %accb_acct_id%
Service address: %service_address%


Hi

Our special bill assistance program can help you get some relief on your bill. When you pay half of your account balance, PGE will match the other half in order to bring your account current. Please read these program details, and then click the button below:

- PGE will match your one-time payment
- Total PGE contribution will not exceed \$500
- This program cannot result in a credit on your account
- If you cancel a payment, the PGE matching payment will be cancelled
- The PGE payment can take up to five business days to appear on your account
- Please call us if the program does not work out for you and you need other arrangements

Ready to get your payments matched?

[Enroll in the bill assistance program](#)



General communications (English and Spanish)

Digital ads

¿Se preocupa por facturas altas y vencidas? PGE puede ayudar.

Tenemos la posibilidad de igualar sus pagos.

Infórmese cómo podemos trabajar juntos para ayudarle.

Worried about a large past-due bill? PGE can help.

We may be able to match your payments.

Learn how we can meet you halfway.

Postcard

Estamos aquí para ayudar
 Fue un año difícil. Podemos ayudarlo a ponerse al día con su factura vencida. Usted ya califica; no es necesario que cumpla con ningún requisito de ingresos.

¡Trabajemos juntos!
 ¡No se pierda la última oportunidad de recibir pagos de igualación!

Solo toma unos minutos para inscribirse. Llame al 503-228-6322 o 800-542-8818 de lunes a viernes, de 7 a. m. a 7 p. m. o visite portlandgeneral.com/igualame

We're here to help
 It's been a tough year. Let us help you get caught up on your past-due bill. You're already qualified, so you don't need to meet any income requirements.

Let's meet halfway
 Don't miss your last chance to get your payments matched!

It takes only a few minutes to set up. Call 503-228-6322 or 800-542-8818 Monday through Friday, 7 a.m. to 7 p.m. or visit portlandgeneral.com/matchmypayment

Door hanger

Trabajemos juntos
 Fue un año difícil. Si tiene una factura de PGE vencida, es posible que podamos igualar sus pagos para que se ponga al día. Podemos ayudarlo a cancelar el saldo pendiente de su factura de PGE independientemente de su ingreso.

¡Trabajemos juntos!
 Fue un año difícil. Si tiene una factura de PGE vencida, es posible que podamos igualar sus pagos para que se ponga al día. Podemos ayudarlo a cancelar el saldo pendiente de su factura de PGE independientemente de su ingreso.

Let's meet halfway
 It's been a tough year. If you have a past-due PGE bill, we may be able to match the payments you make to catch up. We can help you get back on track, regardless of your income.

Enroll today
 Assistance is available for a limited time. It only takes a few minutes to sign up. Please call PGE Customer Service, Monday through Friday, 7 a.m. to 7 p.m. at 503-228-6322 or 800-542-8818.

portlandgeneral.com/matchmypayment

Web page

Pagos de Igualación de PGE

Llámenos hoy y obtenga ayuda con su factura de energía: 503-228-6322 o 800-542-8818

English

Llámenos hoy y obtenga ayuda con su factura de energía

Fue un año difícil para todos. Lo sabemos porque, en este momento, muchos de nuestros clientes residenciales están teniendo dificultades para pagar su factura de energía. Si tiene un saldo vencido, nuestros nuevos programas de asistencia pueden ayudarlo a ponerse al día, independientemente de sus ingresos.

- Establezca un plan que se adapte a su presupuesto. No es necesario que pague todo el saldo pendiente de su factura de una sola vez. Podemos establecer un plan de pagos razonable con plazos realistas.
- Obtenga pagos de igualación de PGE. Redoblemos sus esfuerzos igualando cada dólar en las cuentas elegibles.
- Tome medidas ahora para no correr el riesgo de que se le desconecte el servicio. Trabajemos juntos ahora para evitar un estrés mayor antes de que corra el riesgo de desconexión.

Es importante que nos llame

Sin importar su situación, tenemos los recursos para ayudarlo. No se pierda esta oportunidad limitada de obtener ayuda para poner su...

PGE Payment Matching

Call today and get help paying your energy bill: 503-228-6322 or 800-542-8818

En Español

Call today and get help paying your energy bill

It's been a tough year for everyone. We know because many of our residential customers are now struggling to pay their energy bill. Let's get you back on track.

- Make a plan that works for you. You don't have to pay your outstanding bill all at once. Let's set up a manageable payment schedule with a realistic timeline.
- You pay half. We pay half. We'll double your efforts by matching your dollar for dollar on eligible accounts.
- Take steps now so you're not at risk for disconnection. Let's work together now to avoid further stress later.

It's important that you call us

No matter your situation, we have resources to help. Don't miss out on this limited opportunity to get help with your bill.

General communications (Additional Languages)

Web page

PGE payment matching - Additional Languages

مضاهاه مدفوعات PGE

اتصل اليوم واحصل على مساعدة في دفع فاتورة الطاقة

PGE 付款翻倍

今日致电，获得帮助来支付能源账单

PGE 付款配对

立即致电以获取援助，助您支付能源费

PGE تطبيق پرداخت های

همین امروز تماس بگیرید و برای پرداخت قبضه های انرژی خود کمک بگیرید

PGE支払い折半負担

今すぐ電話して電気料金の支払い支援を受けましょう

PGE 납부 매칭

오늘 전화하셔서 에너지 요금 고지서의 납부 지원을 받으세요

PGE thiañdiya mīlaní

Aiija kól do ar enargi billi dito modót lo

Сопоставление платежей PGE

Позвоните сегодня, и мы поможем вам оплатить ваш счет за электроэнергию

Iswaafajinta lacag bixinta ee PGE

Maanta wac oo hel caawimaad lagaa siiyo bixinta qarashka korontada

Ulinganishaji wa malipo ya PGE

Piga simu leo na upate useidizi wa kulipa billi yako ya nishati

Thanh toán tương xứng của PGE

Hãy gọi điện ngay hôm nay và nhận trợ giúp thanh toán hóa đơn năng lượng của quý vị

Social Media Campaign

Facebook Results:

Language	# of customers who saw content
Arabic	3,356
Traditional Chinese	332
Vietnamese	5,093
Simplified Chinese	1,565
Russian	3,027
Swahili	2,211
Spanish	24,742

Portland General Electric ORIGINAL POST 29d

Hebu tuzungumze! Washauri wetu wa huduma kwa wateja wanaweza kukusaidia kwa lugha zaidi ya 200 tofauti. Tupigie simu kwa 800-542-8818.

Tunaelewa lugha yako

8 Likes - 8 Comments

Winfred Jenkins Sawa nitapige simu 25d 0 Likes

Charles Mk Sawa sawa watoaji wa huduma ya stima pge tunawapenda sana. Kuwa na siku jema 24d 0 Likes

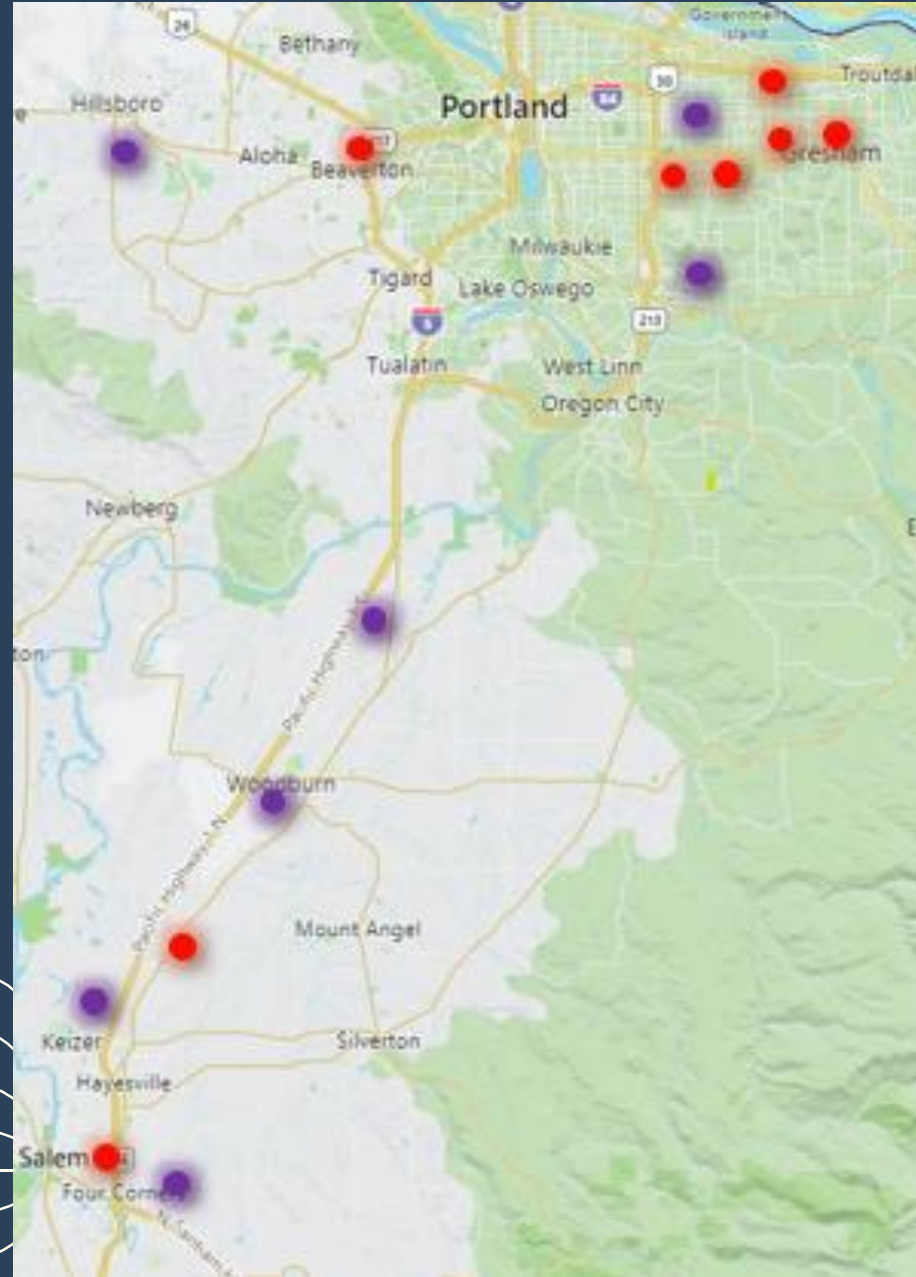
Grace Nduta Sawa sawa tutapiga 16d 0 Likes

Mbama Shabani Asante tunawapenda ila muwewaminifu kwakazi yenu siku 16d

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

*Remining calls will be prioritized based on days past due

Community Outreach

- We've already partnered with the following organizations to provide content that can be added to their newsletters, social media, website, etc.
 - Coalition for Communities of Color
 - Asian Pacific American Network of Oregon (APANO)
 - Latino Network
 - Meals on Wheels
 - Native American Youth and Family Center (NAYA)
 - Portland Public Schools
 - Tri-Met
 - Unite Oregon
 - Urban League
- Stakeholder Toolkit to be sent to more than 100 CBOs, plus elected officials, business associations, schools



Call today and get help paying your energy bill

If you have a past-due balance, our new bill assistance programs can help you get back on track, regardless of your income. We'll double your efforts by matching you dollar for dollar on eligible accounts. Don't miss out on this limited opportunity to get help with your bill.



Call us at **800-542-8818**, Monday through Friday, 7 a.m. to 7 p.m. Our Customer Service team can assist you in 200+ languages.

Visit portlandgeneral.com/matchmypayment for more information in these languages:

اڤيڤرعا
汉语普通话
漢語廣東話
English

اڤيڤرعا
日本語
한국어
Ruáinga
русский

Af Soomaali
Español
Kiswahili
Tiếng Việt

Llámenos hoy y obtenga ayuda con su factura de energía

Si tiene un saldo vencido, nuestros nuevos programas de asistencia pueden ayudarlo a ponerse al día, independientemente de sus ingresos. Redoblabemos sus esfuerzos igualando cada dólar en las cuentas elegibles. No se pierda esta oportunidad limitada de obtener ayuda para pagar su factura.



Comuníquese con el Servicio al Cliente de PGE, de lunes a viernes, de 8 a.m. a 5 p.m., al **503-228-6322** o al **800-542-8818**.

Позвоните сегодня, и мы поможем вам оплатить ваш счет за электроэнергию

Если вы просрочили оплату, наши новые программы поддержки в оплате счетов помогут вам вновь войти в колею, независимо от вашего дохода. Мы удвоим ваши усилия, сопоставив каждый доллар на соответствующих счетах. Не пропустите эту возможность получить помощь с оплатой счета, которая действует ограниченное количество времени.



Позвоните в службу поддержки клиентов PGE. Она доступна в будние дни (с понедельника по пятницу) с 8 утра до 5 вечера по номеру **503-228-6322** или **800-542-8818**. Наши специалисты по обслуживанию клиентов говорят на более чем 200 языках и всегда рады вам помочь

Hãy gọi điện ngay hôm nay và nhận trợ giúp thanh toán hóa đơn năng lượng của quý vị

Nếu quý vị có một khoản dư nợ quá hạn, chương trình hỗ trợ hóa đơn mới của chúng tôi có thể giúp quý vị khắc phục khó khăn này, bất kể thu nhập của quý vị. Đối với các tài khoản hợp lệ, chúng tôi sẽ thanh toán tương xứng với số tiền quý vị thanh toán nhằm nhân đôi nỗ lực của quý vị. Đừng bỏ lỡ cơ hội có giới hạn này để được hỗ trợ cho các hóa đơn của quý vị.



Hãy gọi điện cho PGE Customer Service (Dịch Vụ Khách Hàng PGE), từ Thứ Hai đến Thứ Sáu, 8 giờ sáng đến 5 giờ chiều theo số **503-228-6322** hoặc **800-542-8818**. Đội ngũ dịch vụ khách hàng của chúng tôi có thể hỗ trợ quý vị bằng hơn 200 ngôn ngữ khác nhau.

Community Outreach (social media samples)

English	Worried about a large past-due bill? PGE may be able to match your payments. Learn how at portlandgeneral.com/matchmypayment . Beware of scammers. PGE will never call and ask for personal information or demand payments with prepaid cards.
Arabic	هل يساورك القلق لتأخرك في دفع فاتورة ضخمة؟ قد تتمكن شركة PGE من معادلة مدفوعاتك. تعرّف على الطريقة من خلال الرابط portlandgeneral.com/matchmypayment واحذر المحتالين؛ فلن تتصل بك شركة PGE أبدًا لتطلب منك معلومات شخصية أو تطالبك بدفع أموال باستخدام بطاقات مسبقة الدفع.
Chinese (simplified)	担心一大笔逾期账单？PGE 也许能够为您提供付款配对。请登录 portlandgeneral.com/matchmypayment 了解操作方法。谨防诈骗。PGE 绝不会致电并询问个人信息或要求使用预付卡付款。
Chinese (traditional)	擔心一大筆逾期未付的帳單？PGE 可能能夠為您的付款配對。請造訪 portlandgeneral.com/matchmypayment ，瞭解操作方法。謹防詐騙。PGE 絕不會致電詢問個人資訊或要求使用預付卡付款。
Farsi	آیا بدهی قبلی قابل توجهی دارید که نگران آن هستید؟ PGE ممکن است بتواند پرداخت‌های شما را تطبیق دهد. برای کسب اطلاعات درباره روش تطبیق پرداخت‌ها، به portlandgeneral.com/matchmypayment مراجعه کنید. مراقب کلاهبرداران باشید. PGE هرگز برای پرسیدن اطلاعات شخصی‌تان با شما تماس نمی‌گیرد و از شما نمی‌خواهد که هزینه خدمات را با کارت‌های اعتباری پرداخت کنید.
Japanese	期限を過ぎてしまった高額の請求書の心配はありませんか？PGEがその支払いを拠出できる場合があります。方法の詳細は portlandgeneral.com/matchmypayment をご覧ください。詐欺にご注意ください。PGEが電話で個人情報を探ねたり、プリペイドカードでの支払いを求めたりすることは決してありません。
Korean	연체 미납금이 많아서 걱정되시나요? PGE가 요금 납부를 지원해 드릴 수 있습니다. 자세한 정보는 portlandgeneral.com/matchmypayment 에서 제공됩니다. 사기꾼들을 조심하세요. PGE는 절대 전화로 개인 정보를 요청하거나 선불 카드로 결제를 요구하지 않습니다.
Rohingya	Agor beci baki bil loi ferecan oiyo neki? PGE oñnor tiñya milai di faribo. Eçe aro beci zano: portlandgeneral.com/matchmypayment . Dukabaz ókkolottu huñciar takiyó. PGE honótte kol diyóre endhoilla hom comoír nutic no díbo, zati maalamat fuñs no góribo yáto pripeidh kádhót tiñya no saibo.
Russian	Обеспокоены большой задолженностью по счету? PGE может погасить за вас часть задолженности в соответствии с вашими платежами. Узнайте подробности на странице portlandgeneral.com/matchmypayment . Остерегайтесь мошенников. Сотрудники компании PGE никогда не будут звонить, выспрашивая личную информацию, и требовать оплаты предоплаченной картой.

Customer Sentiments

- I just got to use the 50/50 Payment Match. The customer was so appreciative he started crying, now I'm crying. This is a huge relief after the tough outage calls.
- I spoke with a customer that was so shocked at the Payment Match Program. She was in tears. She is so thankful and cannot believe we have this program.
- I just did the 50/50 Match with a customer who just couldn't believe it. She's been taking care of her 3 grandchildren because her daughter got COVID and hasn't been doing well for the last 4 months, on top of she's a waitress so she hasn't been working either. She broke down and started crying on the phone saying it was a miracle.
- I called out to a customer to let her know we paid what was remaining after she got energy assistance and her account was down to zero. She started crying and said I didn't know what this meant to her, she's been struggling hard to get by, she just had a baby and she didn't know how she was going to eat/pay other bills and take care of the rest of her bill with us. She could barely speak from the happy tears and wanted to thank us for what we are doing, it really made a difference and was incredibly helpful.



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

