

## e-FILING REPORT COVER SHEET

COMPANY NAME: PacifiCorp d/b/a Pacific Power

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2024 Customer Communication and Outreach Report to the Energy Trust

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825 NE Multnomah Street, Suite 2000  
Portland, Oregon 97232

May 13, 2025

***VIA ELECTRONIC FILING***

Public Utility Commission of Oregon  
Attn: Filing Center  
201 High Street SE, Suite 100  
Salem, OR 97301-3398

**Re: RE 138—PacifiCorp's 2024 Customer Communication and Outreach Report to the Energy Trust of Oregon**

Enclosed for filing by PacifiCorp d/b/a Pacific Power is the 2024 Customer Communication and Outreach Report to the Energy Trust of Oregon. This report is submitted at the request of the Public Utility Commission of Oregon Staff.

If you have any questions about this filing, please contact Amira Streeter, State Regulatory Affairs Manager, at (503) 260-4420.

Sincerely,

Robert Meredith  
Director, Regulation

Enclosure

## 2024 Pacific Power company energy efficiency programs and administration

### Introduction

Effective January 1, 2022, Pacific Power collects funds through Schedule 291, the System Benefits Charge. This charge collects funds from all customers for energy efficiency, demand response and transportation electrification programs. In January 2023, funding was added to Schedule 291 to cover utility stakeholder engagement through the Community Benefits and Impacts Advisory Group. This consolidation into a single tariff allows for specific funding to each program while keeping a single line item on customer bills for all system-beneficial program funding.

Once collected, System Benefit Charge funds are provided to Energy Trust of Oregon for managing and delivering energy efficiency programs. Certain System Benefit Charge funds are retained by Pacific Power for community outreach and engagement, company-administered home energy reports and program administration.

For more than 100 years, Pacific Power has helped communities thrive and be resilient. The company strives to deliver clean, safe, reliable, affordable power now and for years to come. To that end, the retained System Benefit Charge funds are used to engage customers on the value of energy efficiency, empower them to make meaningful choices, and direct them to Energy Trust and Pacific Power programs that help them use energy more efficiently in their homes, businesses and communities. This document summarizes how Pacific Power used the retained funds in 2024.

### Legislative History

Adopted in 2021, Oregon House Bill 3141 created significant changes related to public purpose and energy efficiency rates for customers of investor-owned electric utilities. Energy efficiency funds collected through a Public Purpose Charge were removed and new language was created to require electric companies to directly collect funds necessary to plan for and pursue cost-effective energy efficiency resources in rates through charges paid by all retail electricity customers. (ORS 757.054)

In November 2021, the company proposed to cancel Schedule 297, Energy Conservation Charge, a charge to certain retail electricity customers to provide additional funds for energy efficiency and conservation not fully funded under Public Purpose Charge. A new Schedule 291, System Benefits Charge, was created.

### Communications and Outreach Approach

Pacific Power maintains a keen focus, year after year, on connecting residential and business customers to energy efficiency options that can lower their costs, improve their comfort and help them reduce their environmental impact. The company educates customers about Energy Trust programs and services across the company's diverse Oregon service area, devoting special attention to rural and underserved areas outside of the Portland metro area.

In 2024, 74% of Pacific Power residential customers were aware that Pacific Power offers solutions to help customers use energy more efficiently. The retained System Benefit Charge funds allow Pacific Power to leverage the company's trusted and recognizable brand name to reach a broad geographic range of customers and help ensure that all customers are aware of opportunities available from Energy Trust.

Pacific Power enhanced these efforts in 2024 with an updated customer engagement strategy, deployed at more than two dozen established community events in every region of the state. Using interactive booths to showcase energy efficiency programs and tools from Energy Trust and Pacific Power, this comprehensive community engagement strategy was designed to increase overall customer interactions; make meaningful connections with residential and business customers; empower customers to make energy choices that work for them; and demonstrate Pacific Power's investment in its communities. The new approach resulted in more than 11,770 one-on-one engagements across 29 events in 2024 (see pg. 5 for details).

### **Collaborative Process and Planning**

The communications plan is a collaborative effort between Pacific Power and Energy Trust. The teams collaboratively manage a tactical calendar that is flexible to evolve with program needs. Pacific Power also incorporates requests for energy efficiency program promotional support from Energy Trust, outside of the System Benefit Charge budget, to help build a larger conversation on energy efficiency programs with Oregon customers.

Pacific Power and Energy Trust communications teams meet regularly throughout the year to review upcoming activities and make any necessary adjustments. This includes ongoing collaboration on seasonal messaging for Home Energy Reports and Business Energy Reports that are delivered to customers via monthly emails.

### *Communication Objective*

- Increase overall awareness of and regional participation in Energy Trust incentive programs and services among Pacific Power residential and small- to mid-size business customers.

### *Communication Strategies*

- Focus communications throughout Pacific Power's service area in Oregon using a variety of cost-efficient, high-impact media channels to reach customers, including cable TV, digital advertising, social media, email and direct mail.
- Leverage existing community and customer relationships through Pacific Power regional business managers.
- Engage residential and business customers through an interactive booth experience at community events throughout Oregon.
- Evolve the co-branded advertising campaign to connect to Oregon customers by showcasing the ways Pacific Power and Energy Trust can help customers understand and take action to reduce energy use and save on bills.
- Increase and enhance communications and outreach in Spanish.
- Reach customers during seasonally optimal periods when they are thinking about energy efficiency measures the most.
- Continue messaging to Oregon small- and mid-size commercial customers through Business Energy Reports that provide energy-saving recommendations and incentives to help customers make the business case for retrofits and upgrades.

### *Key message*

*Pacific Power teams up with Energy Trust of Oregon to connect you to energy efficiency options that lower your costs, improve your comfort and reduce your environmental impact.*

**Communications and Community Outreach Activities (See Appendix A for activity details)**

Activities		
Communication Tactic	Description	2024 Results / Impressions / Approximate Quantities
<b>System Benefit Charge-funded communications and outreach activities</b>		
<ul style="list-style-type: none"> <li>Advertising included cable TV, digital display, search engine marketing, pre-roll video (short ad that plays before the content of an online video), and social media ads.</li> <li>Focus of the campaign is energy rebates, incentives and tools available from Pacific Power and Energy Trust.</li> <li>Ads refer customers to BeWattsmart.com (Pacific Power page with clear links to Energy Trust)</li> </ul>		
Cable TV	Targeted cable TV ads	Roseburg/Coos Bay 1,800 spots East Portland 1,800 spots Medford 1,800 spots
Digital advertising	Digital display advertising, social media advertising and search engine marketing (SEM) in English and Spanish	Pre-roll video 1,151,686 impressions Display 3,058,285 impressions Social 3,448,140 impressions SEM 60,993 impressions
Total advertising spots and impressions: 7,724,504		
Home Energy Report emails	Home Energy Report emails provide personalized energy usage insights. Two emails are sent per month with a monthly usage summary and a similar homes comparison.	Approximately 2.4 million emails
Business Energy Report emails	Business Energy Report emails provide personalized energy usage insights and recommendations for small business customers.	Approximately 300,000 emails
Irrigation mailing	Mailings to Oregon irrigation customers highlighting irrigation incentives and offerings.	8,748 mailings
Community outreach events	Interactive booth experience and one-on-one engagements with residential and business customers at community events throughout Pacific Power's Oregon service area (see chart on pg. 4 for audience details)	Participated in 29 events; engaged one-on-one with 11,770 customers
<b>Pacific Power-funded communications and outreach activities</b>		
Connect residential customer newsletter	Energy efficiency and Energy Trust programs mentioned in Pacific Power newsletter sent in bills and through email. Newsletter content developed collaboratively with Energy Trust.	751,000 newsletters
New customer mailings	Mailings to new customers mention Energy Trust services and incentives.	Approximately 90,000 mailings

Activities		
Emails	Pacific Power emails sent in collaboration with Energy Trust offer discounted smart thermostats aligned with manufacturer promotions for the Fourth of July and Black Friday.	271,462 emails
X (formerly Twitter) @PacificPower_OR	Posts a few times per month with information on energy efficiency.	6,506 followers
Facebook and Instagram	Information and tips posted three times or more per month.	34,338 Facebook followers 1,857 Instagram followers
<b>Energy Trust funded communications and outreach activities with Pacific Power</b>		
Bill inserts in Pacific Power bills	Occasional bill inserts promote Energy Trust residential incentives and services.	237,000 inserts

Audiences for Community Outreach Events				
Region	1:1 Residential Customer Interactions	1:1 Business Customer Interactions	Total 1:1 Interactions	Total Event Audience
Central Oregon	1,190	140	1,330	7,150
Columbia Gorge	394	136	530	1,350
Eastern Oregon	398	195	593	2,300
Klamath Basin	217	105	322	5,120
North Coast	533	95	628	7,150
Portland – N/NE	703	380	1,083	9,000
Rogue Valley	2,130	175	2,305	15,650
South Coast	2,525	195	2,720	8,660
Umpqua Valley	320	152	472	5,180
Willamette Valley	1,453	55	1,508	11,025
Regionwide Events	N/A	287	287	800
<b>Totals</b>	<b>9,863</b>	<b>1,915</b>	<b>11,778</b>	<b>73,385</b>

*Energy Burdened, Lower Income and Rural Communities*

In 2024, customer engagement continued through traditional marketing approaches. However, based on past collaborative success between Pacific Power and Energy Trust, the company continued to investigate new ways to target customers in energy burdened, lower income and rural communities. These target communities were prioritized in the new customer engagement strategy detailed below.

Additionally, Pacific Power continued to pursue new arenas for community and customer engagement made possible by several legislative actions completed in 2021. The company and Energy Trust are improving efforts to engage stakeholders, communities and customers, building on existing collaborations and through new work around Public Purpose Charge, Distribution System Planning, Clean Energy Plan, expanded Spanish language materials and direct Tribal engagement.

*Redesigned and Expanded Residential and Small- to Mid-Size Business Outreach*

In 2024, Pacific Power redesigned and expanded its outreach and engagement program to increase the number, frequency and quality of customer interactions across the company's Oregon service area, especially in rural and energy burdened communities. Building on feedback from regional business managers and Energy Trust, as well as community feedback to customer forums held in Central Oregon in 2023, Pacific Power sought to integrate the company into established community events and leverage their built-in large audiences, rather than hold company-hosted events.

In all, Pacific Power participated in 29 events in 2024, including the Sasquatch Festival in Glide (Douglas County), the Illinois Valley Community Connections Expo (Josephine County), the Woodlands and Watersheds Festival (Wallowa County) and the Bay Area Chamber of Commerce Economic Outlook Forum (Coos County). Regional and statewide events included the Northwest Native Economic Summit and Oregon Main Street's Oregon Heritage Conference.

At these events, customers connected with Pacific Power through an engaging, interactive booth experience. Inside the booth, customers played educational games, had the opportunity to ask questions, and received valuable, personalized energy efficiency information about Energy Trust and Pacific Power offerings relevant to their needs and goals.

This booth experience enabled the company to connect in-person with more than 11,770 customers at 29 events across Oregon through three key elements:

1. Customer engagement – Creating interactive opportunities that build relationships and trust
2. Learning – Sharing valuable, relevant information on energy efficiency and energy programs
3. Community connection – Building community pride and demonstrating partnership

*Residential Focus*

For residential outreach, the company sought out booth opportunities at prominent local events that serve as community gathering places. Events were selected based on input from regional business managers and local research. More than 68,700 people attended 15 residential-focused events, which included Earth Day celebrations, fairs, rodeos and festivals in downtown streets.

Inside the residential booth experience, activities highlighted Energy Trust and Pacific Power programs. Activities and results included:

- Energy action checklist – Customers visited the “Ask Us for Ideas” counter to receive personalized recommendations, including free and low-cost ideas as well as larger improvements with costs that can be offset with cash back from Energy Trust. 363 checklists distributed
- Matching game – Customers learned on the spot through a make-a-match memory game that helped them explore and recall program offerings like EVs, solar and rebates. 3,100 games played
- Conversation wall – Customers evaluated energy use in their own lives and shared a note on the wall, while notes left by others inspired new ideas. 1,250 notes shared
- Community sticker – Every community was celebrated through a collectible sticker created by Sisters, Ore. artists Katie Daisy and Karen Eland. Each sticker included a message inviting the customer to visit Pacific Power's program website that highlights energy efficiency options available to them ([PacificPower.net/Choices](http://PacificPower.net/Choices)). 5,013 stickers distributed
- Swag that teaches – A custom energy ideas bandana was given to game participants that reinforced energy icons used in the games, such as smart thermostats and EVs. 3,100 bandanas distributed.

#### *Business Focus*

For business customer outreach, Pacific Power explored speaking and tabling opportunities with local chambers and economic development groups. In addition to events selected based on input from regional business managers and local research, the company also participated in events that targeted regional stakeholders, economic development categories and Tribal communities. More than 4,685 people attended 14 business events.

For business events, the interactive booth was customized to the local community with a panel that features scenic imagery from the region, while sharing key local investments Pacific Power is making through its programming. Similar to the residential events, activities inside the booth highlighted energy efficiency opportunities for businesses through Energy Trust and Pacific Power programs. At the “Ask Us for Ideas” counter, customers received energy efficiency recommendations based on their business goals. Each customer was encouraged to take a customized business energy action checklist with them, and 278 business customers did.

Pacific Power heard positive feedback from community members at the residential and business events and plans to continue this outreach strategy.

#### *Improving How Regional Business Managers Communicate Energy Efficiency Options*

In addition to the enhanced events strategy, Pacific Power expanded outreach to residential and business customers by developing a new portfolio of program information sheets to help regional business managers convey the range of programs and tools available to the communities they serve. Designed to help these managers communicate quickly and easily with customers, these one- to two-page internal briefing documents provide essential, high-level information about Pacific Power programs and services, as well as incentives and other offerings available through Energy Trust.

Specifically, Pacific Power worked with Energy Trust to create program sheets that detail Energy Trust programs and tools for residential customers and for business customers. In early 2024, managers began using these materials in conversations with customers and community members throughout Pacific Power's Oregon service area.

*Energy Trust Liaison*

Pacific Power has had a dedicated position since June 2008 to provide program support to Energy Trust and oversight to the retained communications and outreach funds. Additionally, the liaison oversees Pacific Power's field energy consultants and outreach activities, coordinates with Pacific Power' regional business managers, participates in Energy Trust communications and program collaboration meetings, coordinates on-bill repayment activities and other programs, coordinates utility data transfers, develops regular and ad hoc data, activity and financial reporting, and supports other projects as they arise, such as community generated activities.

**APPENDIX A: 2024 Year-End Activities Report for Energy Trust**

Pacific Power used several approaches to support and deliver energy efficiency communications, advertising and outreach to residential and small- and mid-size commercial customers.<sup>1</sup>

**In the media** (Below are specific Pacific Power advertising campaign titles)**TV & video**

- Consumer Choices TV & Pre-roll video (English & Spanish)
- Winter Heating Solutions TV & Pre-roll video (English & Spanish)
- Summer Cooling Solutions TV & Pre-roll video (English & Spanish)
- Insights, Savings & Upgrades TV & Pre-roll (English & Spanish)

**In customer bills****Connect residential newsletter**

- Savings & comfort made easy (smart thermostats)
- Summertime savings, cool ways to save (incentives for cooling equipment)
- Save time and money (smart thermostats)
- Comfort and savings all season long (insulation upgrades)

**Bill inserts**

- Stay comfortable with Wattsmart incentives (residential customers)

**Outbound envelope**

- Stay cool and save

**In the mail**

- New Business Letter
- New Business Brochure
- New Business Rights and Responsibilities Summary / Energy Trust
- New Residential Welcome Consumer Information Summary / Energy Trust
- New Residential Welcome Aboard Brochure
- New Residential Letter
- Irrigation Direct Mail – letter and brochure

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<sup>1</sup> Some activities are funded outside of System Benefit Charge funds.

**Digital communication****Email**

- Home Energy Reports
  - Monthly summary email
  - Similar homes comparison
- Business Energy Reports
- Smart thermostat 4<sup>th</sup> of July promotion
- Smart thermostat Black Friday promotions

**Websites / Social Media**

- BeWattsmart.com (and PacificPower.net/Choices)
- Pacific Power Facebook page
- Pacific Power Instagram
- Pacific Power LinkedIn
- Pacific Power Oregon X (Twitter)