Energy Affordability in Rural Communities
PacifiCorp’s Two Business Units
Pacific Power & Rocky Mountain Power

- 141,000 square miles
- 1.9 million electric customers
- Pacific Power service area in California, Oregon and Washington
- Rocky Mountain Power service area in Idaho, Utah and Wyoming
Strategies for Reaching Rural Customers in Northern California

• Definition of Rural?
  • Wikipedia – A geographic area that is located outside towns and cities.
  • USDA’s Office of Rural Development – City or town with a population of 50,000 or less.

• Pacific Power’s California Service Area:
  • Beautiful service area in 4 counties (Del Norte, Siskiyou, Modoc, Shasta) with about 36,000 residential customers.
  • 11,292 square mile service area with 3.9 customers/square mile.
  • Most populated city is Yreka with 7,765 residents followed by Crescent City with 7,643.
  • Our most populated county is Siskiyou which is 45th most populated of 58 counties in CA.
  • Large % of customers are income eligible for low income programs.
  • There is no natural gas provider in this area. Many households heat with propane or wood.
  • Dwelling types include about 74% single family, 19% mobile homes and 7% multi-family.
  • Approximately 97% of residents are citizens & 7.5% speak Spanish (< than 3,000 households).
California Alternate Rates for Energy (CARE)

- CARE was authorized by the CA legislature in 1989. All electric and gas utilities regulated by the California Public Utilities Commission are required to offer this bill discount program to income eligible customers.
- Pacific Power’s CARE Program provides a 20% discount on monthly bills.
- Income eligibility is based on 200% of federal poverty guidelines, updated annually.
- It is estimated that 39% of Pacific Power customers are income eligible.
- Funding for the discount is provided through a monthly surcharge to non-CARE participants. It is currently 0.649 cents/kWh ($5.52 for monthly usage of 850 kWh).
Why Some Rural Residents May Not Participate?

• Don’t view themselves as income eligible for the program
• They think other people need assistance more than they do
• Undocumented residents may not want to apply
• They have a “we can take care of ourselves” attitude
• Income not documented
• Don’t want others in community to know they have limited income
• May look at it as a “government” program
• Limited word of mouth referrals because they have no close neighbors
• Less free time to look into resources
• A language barrier
• Unable to read or write
• Benefit may not be enough to entice enrollment
• Help me....what are other potential reasons?
• Are many reasons the same for households residing in urban areas?
A Mostly Easy Application Process

- Enrollment through a one page form (English and Spanish) and no income documentation is required.
- Application submitted directly to Pacific Power.
- Customer signs that they are income eligible based on the guidelines on the form.
- Form indicates a random sample of applicants will be required to provide income documentation.
- Participants selected in the random sample and high usage customers are contacted via mailings and are directed to send their income documentation to a partnering local non-profit agency.
- Enrollments accepted on our website or through a printed/mailed form.
- Recertification required every two years.
You may qualify for a 20% discount on your electric bills. It’s easy to enroll through a one-page application.

**INCOME QUALIFICATION LEVELS**

Households with incomes no greater than the amounts shown below may qualify for CARE.

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Monthly Gross Income at or below</th>
<th>Annual Income at or below</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>$2,707</td>
<td>$32,480</td>
</tr>
<tr>
<td>3</td>
<td>$2,403</td>
<td>$40,640</td>
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<tr>
<td>4</td>
<td>$4,100</td>
<td>$49,200</td>
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<tr>
<td>5</td>
<td>$4,797</td>
<td>$57,560</td>
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<tr>
<td>6</td>
<td>$5,483</td>
<td>$65,920</td>
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<tr>
<td>7</td>
<td>$6,180</td>
<td>$74,280</td>
</tr>
</tbody>
</table>

For each additional person added:

- $697
- $8,360

**Variety of Promotions**

- Direct Mail
- Bill Inserts
- Bill Messages
- Newspaper Ads
- Radio Ads
- Digital Ads
- Program Info to Local Agencies
- Social Media
- On-Hold Message
- Company Website
- Grocery Bags at Food Banks
- Church Mailing
- New Customer Mailings
- Pacific Power Newsletter
- Distribution in School Packets
Some Results in 2017

• Average annual benefit to participating household was about $340.
• 11,477 participants as of 12/31/2017 or about 85% of eligible customers.
• Increasing participation is increasingly difficult as we get closer to the 90% enrollment goal.
• 25% of applications received on-line.
• Lost participants through random sample (137) and high usage customer (177) processes.
• And, lost 928 participants through 2 year recertification process.
Thank you

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