

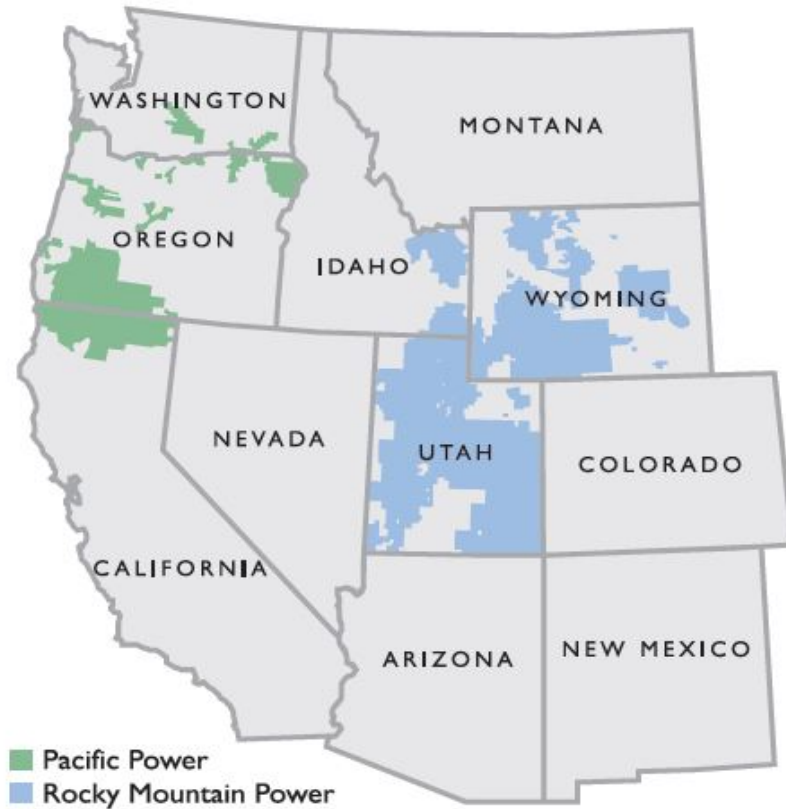
Energy Affordability in Rural Communities



PacifiCorp's Two Business Units

Pacific Power & Rocky Mountain Power

Service area



- 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.

Pacific Power CARE Program Application

Mail completed forms to: CARE Program Manager
Pacific Power
825 NE Multnomah, Suite 2000
Portland, OR 97232

For questions call toll-free: 1-888-221-7070

Pacific Power Customer Information: (All information is required. Please print clearly.)

Account Number: You can find this in the upper right hand corner of your Pacific Power bill.

Name (as it appears on your Pacific Power bill) _____

Home address (no PO boxes, please) _____ City/State _____ Zip _____

Mailing address (if different than your home address) _____ City/State _____ Zip _____

Daytime telephone number including the area code _____ Number of people in your household: Adults + Children = Total

How did you hear about the CARE program? TV Radio Newspaper website Game app ad Friend/colleague other _____

CARE Program Guidelines

The chart below illustrates monthly gross income levels that qualify for the CARE program. Look at the income allowable for the number of people in your household.

- The Pacific Power bill must be in your name.
- You must live at the address where the discount will be received.
- You may not be claimed as a dependent on another person's income tax return other than your spouse.
- Your household must meet the program income guidelines described on this application.
- Applicants must add all sources of the household's combined income to determine eligibility. These sources include wages and salaries, interest and dividends from savings accounts/stocks/bonds/retirement accounts, unemployment benefits, rental and royalty income, school grants and scholarships, profit from self-employment, disability payments, workers compensation, Social Security (SSI, SSP), pensions, insurance and legal settlements, Temporary Aid for Needy Families (TANF), Aid to Families with Dependent Children (AFDC), food stamps, child support, spousal support, cash and other income.

INCOME QUALIFICATION LEVELS

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


Household size	Monthly gross income at or below:	Annual income at or below:
1-2	\$2,707	\$32,480
3	\$3,403	\$40,840
4	\$4,100	\$49,200
5	\$4,797	\$57,560
6	\$5,493	\$65,920
7	\$6,190	\$74,280
For each additional person add:	\$697	\$8,360

Please read carefully and sign below.


I state that my total combined household income is no greater than the amount shown above for the number of members in my household I agree to provide proof of income if asked. I agree to inform Pacific Power if my income no longer qualifies and I may be required to pay back CARE benefits received. I understand that Pacific Power can share my information with other utilities or agencies to enroll me in their assistance programs.*

X _____
Pacific Power Customer Signature

Date



*A random sample of CARE participants will be required to provide proof of income.



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:

Household size	Monthly gross income at or below:	Annual income at or below:
1-2	\$2,707	\$32,480
3	\$3,403	\$40,840
4	\$4,100	\$49,200
5	\$4,797	\$57,560
6	\$5,493	\$65,920
7	\$6,190	\$74,280
For each additional person add:	\$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

Becky Eberle
Low Income Program Manager
503-813-5154
becky.eberle@pacificorp.com

