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REPORT NAME: 2015 Customer Communication and Outreach Report to the Energy Trust

COMPANY NAME: PacifiCorp d/b/a Pacific Power

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION? No Yes

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If known, please select designation: RE (Electric) RG (Gas) RW (Water) RO (Other)

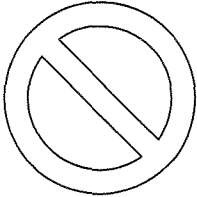
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Customer Communication and Outreach Report to the Energy Trust

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825 NE Multnomah, Suite 2000
Portland, Oregon 97232

May 15, 2015

VIA ELECTRONIC FILING

Public Utility Commission of Oregon
3930 Fairview Industrial Dr. S.E.
Salem, OR 97302-1166

Attn: Filing Center

RE: 2014 Customer Communication and Outreach Report to the Energy Trust

Enclosed for filing by PacifiCorp d/b/a Pacific Power (PacifiCorp or Company) is the 2014 Customer Communication and Outreach Report to the Energy Trust of Oregon (Energy Trust). This report is submitted to the Public Utility Commission of Oregon at the request of Commission staff.

Please direct any informal inquiries to Erin Apperson, Manager, Regulatory Affairs, at (503) 813-6642.

Sincerely,

R. Bryce Dalley
Vice President, Regulation

Enclosures

CC: Elaine Prause (Elaine.prause@state.or.us)

2015 Pacific Power Commercial and Residential SB 838 Efforts

Introduction

Through passage of Senate Bill 838 (2007), the legislature created a funding mechanism for additional cost-effective energy conservation measures beyond what is attainable through Oregon's existing public purpose funding. SB 838 allows the Public Utility Commission to authorize electric companies to "include in its rates the costs of funding or implementing cost-effective energy conservation measures." (ORS 757.689) Rather than developing distinct programs, Pacific Power recognized the value Energy Trust of Oregon had already established in the market and concluded that customer confusion would be minimized if SB 838 funds were used to enhance these established programs. Pacific Power executed an agreement with Energy Trust and beginning January 25, 2008, began providing a majority of SB 838 funds to Energy Trust. Remaining SB 838 funds were retained by Pacific Power to promote Energy Trust programs to customers. This document provides a summary of activities for 2015 and is the third annual report.

Communications and Outreach Approach

With more than 100 years of service, Pacific Power has strong top-of-mind awareness among our customers (91%), and they look to their electric utility to educate them on managing their energy use and providing them with energy efficiency resources¹. Pacific Power utilizes its portion of SB 838 funds to connect with our customers, engaging them on the value of energy efficiency, and directing them to Energy Trust programs. Through the use of SB 838 funds, the company is focused on having a consistent dialogue with our customers, so they know where to find these programs when they need them, and understand the context of how these programs benefit all customers receiving service from Pacific Power.

Pacific Power is focused primarily on educating customers outside of the Portland area on Energy Trust programs and incentives. The SB 838 funds allow Pacific Power to reach a broad geographic range of customers under a trusted and recognizable brand name to help ensure that all of our customers are aware of opportunities available from Energy Trust. In 2015, 76% of Pacific Power residential customers in Oregon are aware that Pacific Power partners with Energy Trust of Oregon to offer incentives and rebates for home energy efficiency improvements.

While the communications program is broad, the outreach component of Pacific Power's plan is direct and allows the utility to foster conversations with small and mid-size business customers about Energy Trust programs.

Collaborative Process and Planning

The communications plan is a collaborative effort between Pacific Power and Energy Trust, and considers additional communications and outreach efforts as they arise.

After final budget determination by Energy Trust, Pacific Power's team provides an annual communications and outreach plan to Energy Trust each fall outlining objectives, strategies, messages and media plan for the upcoming year.

After review and discussion, a calendar is set based on seasonally optimal periods for communications for both Pacific Power customers and Energy Trust. Pacific Power provides an SB 838 Communications &

¹ Pacific Power's 2015 annual Customer Awareness survey

Outreach Plan, as well as a media flowchart. Pacific Power also incorporates requests for program information by Energy Trust, outside of the SB 838 budget. These requests are primarily specific program offers and promotions, and are accommodated within the overall Pacific Power customer communications plan 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. Communications staffs meet as needed and confer by phone and email on work in progress and new developments between regular collaboration meetings.

Communication Objective

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

Communication Strategies

- Focus communications primarily in Southern Oregon and Bend area to reach concentrated and highly populated markets; continue to increase awareness in other parts of the state as budget allows.
- Use a variety of cost-efficient, high-impact media channels to reach customers, including TV, radio, print, outdoor, digital display and sponsorships.
- Create an advertising campaign to complement other customer communications efforts planned in Oregon (from separate Energy Trust or Pacific Power budgets) such as bill inserts, residential and business newsletter stories, direct mail, etc.
- Reach customers during seasonally-optimal periods, when they are thinking about energy efficiency measures the most.
- Tie in Energy Trust's programs with the company's general energy efficiency call to action to be **wattsmart**.
- Focus outreach to rural Oregon service area by calling on small- and mid-size commercial customers to help customers make the business case for identified retrofits and other energy saving measures.
- Utilize existing community and customer relationships through regional business managers (RBMs).

Key message

We can help you save energy and money through programs available through Energy Trust.

Summary of 838-funded communications and outreach activities

See Appendix A for activity details

Communication Tactic	Description	2015 Results / Impressions / Approximate Quantities
TV, radio, print and outdoor advertising	<ul style="list-style-type: none"> Starting in March ran TV, radio, print and outdoor. Continue to utilize the wattsmart, Oregon campaign developed in 2014. Will utilize Eco Posters in certain markets. Focus of the campaign is energy efficiency with specific references to Energy Trust incentives, Energy Saver Kits and efficient lighting as well as lighting options for business customers. Ads refer customers to bewattsmart.com (Pacific Power page with clear links to Energy Trust) and to Energy Trust's toll-free phone number. Television ads targeting business customers are co-branded with Energy Trust and Pacific Power and direct customers to energytrust.org/mybusiness. 	Impressions: TV 3,547,000 Cable 8,538,611 Radio 494,192 Print 989,494 Digital 5,164,989 Outdoor 1,315,084 <u>Sponsorship 20,827,250</u> TOTAL 40,876,621
Business print ads	Placement examples include: Cascade Business Book of lists, Cascade Business News and Bend Chamber Business Journal. Ads typically feature a customer that has upgraded equipment and refer customers to Energy Trust's phone number and bewattsmart.com .	
Trail Blazers radio sponsorship	Developed a business teamwork spot for 2015 to run along with the previous residential teamwork spot. Spots run during radio broadcasts of pre-game show, play-by-play per game and post-game show (90 games, plus playoffs).	
Digital advertising	Banner ads on local media sites, blogs, behavioral ad targeting and pay-per-click ad placements.	
Workshops and Events	<ul style="list-style-type: none"> Residential and commercial workshops, and sponsored events throughout the state. Promotional support for industrial lighting breakfast workshops in Medford and Portland. Letters and emails were sent to encourage attendance. Industrial energy efficiency workshop support for NEEA in Pendleton area and mid-Willamette Valley. Small commercial outreach support for SmartWatt small business direct install lighting. Workshop focused on irrigation in Klamath Falls. 	141,900 emails 5,800 mailings

Commercial and Residential Outreach

Pacific Power uses field energy consultants to provide updated information on Energy Trust incentives, tax credits, grants and other resources available for small to mid-size commercial and residential energy efficiency projects in Oregon. As directed by Pacific Power, the field energy consultants present and coordinate multiple events throughout Oregon. Additional follow-up is provided to all responsive attendees to ensure smooth flow of relevant energy efficiency information. All attendees receive assistance, if desired, reviewing possible energy-saving opportunities for their business, referrals to applicable Energy Trust programs and assistance with all other opportunities for project funding.

Energy Trust Liaison

Pacific Power has had a dedicated position in place since June 2008 to provide program support to Energy Trust and oversight to the retained SB 838 communications and outreach funds. Additionally, the liaison role oversees Pacific Power's field energy consultants, outreach activities, coordinates with Pacific Power's regional business managers, participates in Energy Trust communications and program collaboration meetings, coordinates on-bill repayment activities through EEAST 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 energy performance reporting and community generated activities.

Summary of Pacific Power-funded communications and outreach activities

See Appendix A for activity details

Communication Tactic	Description	2015 Results/ Approximate Quantities
<i>Voices</i> residential customer newsletter	Energy Trust incentives and services mentioned in all six Pacific Power newsletters per year; distributed through bills and through email. Newsletter content developed collaboratively with Energy Trust.	2.1 million inserts 766,000 emails
<i>Wattsup</i> residential customer inserts	Inserts dedicated to energy efficiency tips and Energy Trust programs/incentives in May and October each year. Newsletter content developed collaboratively with Energy Trust.	690,000 inserts
<i>Energy Insights</i> newsletter to industrial customers and community leaders	Quarterly stories featuring Pacific Power large commercial or industrial customers who have participated in Energy Trust programs to upgrade lighting, HVAC and other equipment; distributed through direct mail and email. Newsletter content developed collaboratively with Energy Trust.	4,000 newsletters
<i>Energy connections</i> newsletter to mid-size businesses	Quarterly stories featuring Pacific Power mid-size business customers who have participated in Energy Trust programs to upgrade lighting, HVAC and other equipment. Newsletter content developed collaboratively with Energy Trust.	70,000 newsletters
New customer mailings	Mailings to new customers mention Energy Trust services and incentives, as well as the data transfer.	45,000 mailings
Irrigation customer mailings	Mailed letter to Oregon irrigation customers about Energy Trust of Oregon incentives	4,498 mailings
Web	<ul style="list-style-type: none"> • pacificpower.net/wattsmart, and promotional URL bewattsmart.com link directly to Energy Trust's website. • Energy efficiency messages on the Pacific Power homepage throughout the year. 	60,051 page views 8,891 referrals/click-throughs to Energy Trust
Twitter @PacificPower_OR	Tweets several times per week, some promote energy efficiency and Energy Trust incentives/services.	2,189 followers
Facebook	Information and tips posted three times or more per week. Ongoing campaign to increase the number of individuals and businesses we communicate with via Facebook.	16,741 fans

Summary of Energy Trust-funded communications and outreach activities with Pacific Power

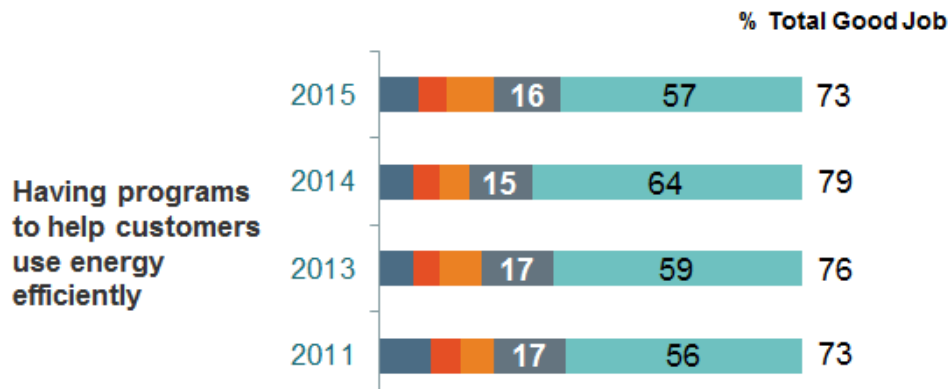
See Appendix A for activity details

Communication Tactic	Description	2015 Results/ Approximate Quantities
Bill inserts in Pacific Power bills	Four or five inserts per year to promote Energy Trust residential incentives/services, heat pumps, fridge recycling and customer workshops; inserts also posted online for customers who receive paperless billing.	1.6 million inserts

Outcomes: Overall awareness improvement

Pacific Power performs annual residential customer satisfaction and communications awareness studies. In 2015, results indicate customer satisfaction with Pacific Power having energy efficiency programs to help customers use energy efficiently remains high (73%), although slightly lower than the past two years. Over half (56%) of Pacific Power residential customers said they have taken action in the past year to save energy. In 2015, 76% of Pacific Power residential customers in Oregon are aware that Pacific Power partners with Energy Trust of Oregon to offer incentives and rebates for home energy efficiency improvements.

This finding was supported in the MSI residential customer satisfaction survey, which took place June 1-21, 2015. Telephone interviews were conducted among a random sample of 301 Pacific Power residential customers (230 in Oregon, 52 in Washington, and 19 in California). Participants were the primary decision-maker about how electricity is used in the home; 18 years of age and older; and neither respondent nor household member works in advertising, market research, or for a utility.



² The survey was not conducted in 2012.

Outcomes: Increased regional participation – unique sites served

Utilizing data received from Energy Trust through the improved data transfer process, results indicate that Pacific Power's primary communications and outreach target areas are seeing steady numbers in the amount of unique sites installing Energy Trust qualified measures, proportionate to customer density.

Pacific Power regions are identified in Appendix B

Unique Sites Served 2008 - 2015	Southern OR	Klamath	Central OR	Mid-Willamette	NW Oregon	Eastern OR	Portland
Customer Distribution	35.2%	7.0%	12.7%	22.2%	5.7%	4.10%	13.1%
2007 (pre SB 838)	33.0%	4.7%	12.8%	24.4%	4.0%	4.2%	17.0%
2008	32.2%	2.9%	17.5%	20.9%	11.0%	6.4%	9.1%
2009	34.6%	5.5%	13.1%	24.0%	4.3%	3.0%	15.5%
2010	30.1%	3.7%	8.4%	36.3%	8.1%	2.6%	10.8%
2011	35.5%	5.1%	12.0%	23.4%	4.6%	3.6%	15.9%
2012	37.3%	5.4%	13.8%	22.0%	3.9%	2.6%	15.1%
2013	38.3%	4.7%	13.8%	21.7%	4.1%	2.5%	15.0%
2014	35.6%	5.2%	12.6%	23.1%	4.7%	2.9%	15.9%
2015	34.1%	4.7%	15.7%	23.3%	3.9%	2.8%	15.4%

Outcomes: Increased regional participation – measures installed

Utilizing data received from Energy Trust through the improved data transfer process, results indicate that Pacific Power's primary communications and outreach target areas are seeing steady numbers in the quantity of Energy Trust qualified measures installed, proportionate to customer density.

Pacific Power regions are identified in Appendix B

Measures Installed 2008 - 2015	Southern OR	Klamath	Central OR	Mid-Willamette	NW Oregon	Eastern OR	Portland
Customer Distribution	35.2%	7.0%	12.7%	22.2%	5.7%	4.1%	13.1%
2007 (pre SB 838)	31.4%	3.6%	11.3%	24.0%	3.2%	6.9%	19.6%
2008	32.7%	2.6%	15.9%	23.4%	8.8%	5.3%	11.2%
2009	34.9%	4.8%	13.2%	24.0%	4.2%	3.2%	15.7%
2010	31.8%	3.9%	9.6%	31.9%	7.1%	3.0%	12.7%
2011	44.9%	6.4%	11.6%	17.9%	3.5%	3.3%	12.4%
2012	41.0%	5.7%	13.2%	21.1%	3.4%	2.5%	13.1%
2013	39.7%	5.1%	12.7%	21.6%	3.6%	2.7%	14.6%
2014	35.2%	5.1%	11.9%	24.3%	4.6%	3.3%	15.6%
2015	32.1%	4.5%	15.9%	25.1%	3.9%	3.2%	15.3%

Conclusion and Opportunities

General Awareness: In 2015, 73% of customers responded that Pacific Power is doing a good job of having programs to help customers use energy efficiently and 56% of customers responded that they have taken action in the past year to save energy. In 2015, 76% of Pacific Power residential customers in Oregon are aware that Pacific Power partners with Energy Trust of Oregon to offer incentives and rebates for home energy efficiency improvements.

Regional Participation: As determined from Energy Trust data, customer participation in Pacific Power's targeted regions has remained stable by focusing on southern, central and rural Oregon. While southern and central Oregon show strong and equitable performance compared to customer density, additional focus opportunities are present in areas of eastern and northwest Oregon and Klamath County.

Program Support: Pacific Power's main communications and outreach focus has been to increase awareness of and regional participation in Energy Trust incentive programs and services for residential and small/mid-size businesses. As Energy Trust continues to increase focus on attracting and serving new, small, remote and more diverse customers, Pacific Power will look at augmenting current communications mechanisms by providing more targeted program support, such as the community-based SmartWatt Energy small commercial lighting program.

APPENDIX A: 2015 Year End Activities Report for Energy Trust

Pacific Power / Energy Trust Q1 – Q4 Report - 2015

Pacific Power utilized several approaches to support and deliver energy efficiency communications, advertising and outreach to residential and small- and mid-size commercial customers.³

In the media

TV - Bend, Medford, Eugene and Albany/Corvallis DMAs, Portland Cable

- **Q1**
 - “RRRink #1” case study / Energy Trust
 - “RRRink #2” case study / Energy Trust
 - “Hanscam #1” case study / Energy Trust
 - “Hanscam #2” case study / Energy Trust
 - “Small Changes” – energy efficiency
 - “Ruch Country Store” case study/ Energy Trust – incentives for grocery lighting and refrigeration upgrades
 - “**Wattsmart**, Oregon – Apple Pie” / Energy Trust
 - “**Wattsmart**, Oregon – Dishes” / Energy Trust
 - “**Wattsmart**, Oregon – Puppies” / Energy Trust
- **Q2**
 - “**Wattsmart**, Oregon – Puppies” / Energy Trust
 - “**Wattsmart**, Oregon – Caulking Gun” / Energy Trust
 - “**Wattsmart**, Oregon – Dishes” / Energy Trust
 - “All Lit Up” / Energy Trust
- **Q3**
 - “All Lit Up” / Energy Trust
 - “**Wattsmart**, Oregon – Puppies” / Energy Trust
 - “**Wattsmart**, Oregon – Caulking Gun” / Energy Trust
 - “**Wattsmart**, Oregon – Dishes” / Energy Trust
- **Q4**
 - “**Wattsmart**, Oregon – Apple Pie” / Energy Trust
 - “**Wattsmart**, Oregon – Dishes” / Energy Trust
 - “Little hero”
 - “Small changes”
 - “Sweet savings”

Radio – Bend, Eugene and Medford DMAs

- **Q1**
 - “Teamwork” / Energy Trust
 - “Peter Answers” / Energy Trust
 - “Phil Answers” / Energy Trust
 - “**Wattsmart**, Oregon – Candelabras” / Energy Trust
 - “**Wattsmart**, Oregon – Dishes” / Energy Trust
 - “**Wattsmart**, Oregon – Good Place” / Energy Trust
- **Q2**
 - “**Wattsmart**, Oregon – The Festival” / Energy Trust

³ Some activities are funded outside of SB 838 funds.

- **“Wattsmart, Oregon – Good Place”** / Energy Trust
- **“Wattsmart, Oregon – Candelabras”** / Energy Trust
- **“Wattsmart, Oregon – Dishes”** / Energy Trust
- **Q3**
 - **“Wattsmart, Oregon – The Festival”** / Energy Trust
 - **“Wattsmart, Oregon – Good Place”** / Energy Trust
 - **“Wattsmart, Oregon – Candelabras”** / Energy Trust
 - **“Wattsmart, Oregon – Dishes”** / Energy Trust
- **Q4**
 - **“Wattsmart, Oregon – Good Place”** / Energy Trust
 - **“Wattsmart, Oregon – Candelabras”** / Energy Trust
 - **“Wattsmart, Oregon – Caulking Gun”** / Energy Trust
 - **“Teamwork”** / Energy Trust
 - **“Phil Answers – seal and secure”**

Print

- **Q1**
 - **“High Desert Museum” case study** / Energy Trust – Upgraded lighting to energy-efficient LEDs
 - SEDCOR Spring Edition *Enterprise* / Energy Trust
 - Cottage Grove Community Guidebook / Energy Trust
 - **“Wattsmart, Oregon – Lighting”** / Energy Trust
 - Klamath Irrigation Workshop / Energy Trust
 - Discover Lincoln City 50th Anniversary program
- **Q2**
 - **“Wattsmart, Oregon – Lighting”** / Energy Trust
 - **“High Desert Museum” case study** / Energy Trust – Upgraded lighting to energy-efficient LEDs
 - Upper Rogue Independent Destination
 - SEDCOR Spring Edition *Enterprise* / Energy Trust
 - Green Living Community Guidebook / Energy Trust
 - OMSI Gala
 - Rotary Club of Albany Wine Walk
 - Oregon Jamboree
 - Albany Chamber
- **Q3**
 - **“Be wattsmart” workshops** / Energy Trust
 - Lakeview, Madras, Prineville, Pendleton, Enterprise, Dallas, Seaside, Astoria, Cottage Grove, Lincoln City, Sweet Home, Hood River
 - Creswell Chronicle, 4th of July Edition / Energy Trust
 - Dayton Chamber directory
 - **“Wattsmart, Oregon – Caulking Gun”** / Energy Trust
 - **“High Desert Museum” case study** / Energy Trust – Upgraded lighting to energy-efficient LEDs
 - **“Snow Peak Coffee Company” case study** / Energy Trust – heat pump and insulation
 - Center for Women’s Leadership 9th annual power lunch
- **Q4**
 - **“Wattsmart, Oregon – Caulking Gun”** / Energy Trust
 - **“High Desert Museum” case study** / Energy Trust – Upgraded lighting to energy-efficient LEDs
 - **“Snow Peak Coffee Company” case study** / Energy Trust – heat pump and insulation

Outdoor

- **Q1**
 - “**Wattsmart**, Oregon - Lighting” / Energy Trust
- **Q2**
 - “**Wattsmart**, Oregon - Lighting” / Energy Trust
- **Q3**
 - “**Wattsmart**, Oregon - Lighting” / Energy Trust
- **Q4**
 - “**Wattsmart**, Oregon - Lighting” / Energy Trust
 - “LED Lights – holiday”

In customer bills**Voices residential newsletter**

- **Q1**
 - “Three ways to be warm and **wattsmart**” / Energy Trust
 - “**wattsmart** advice for your device”
 - “Powerful Services Always @ Your Fingertips” / Energy Trust
 - “Out with the old, in with the new” / Energy Trust
 - “Buying a home? Go down the list”
- **Q2**
 - “Switch your showerhead and save” / Energy Trust
 - “Let it go” (refrigerator recycling) / Energy Trust
 - “wattsup insert” / Energy Trust
 - “Find your kind of cool” / Energy Trust
 - “EPS spells savings” / Energy Trust
 - “Be **wattsmart**” workshops insert / Energy Trust
- **Q3**
 - “Weatherize for year-round savings” / Energy Trust
- **Q4**
 - “Light your home for less” / Energy Trust

Bill inserts

- **Q1**
 - “New year, new upgrades” / Energy Trust
 - “Get warm. Get \$700 in cash incentives.” / Energy Trust
- **Q2**
 - “Your old refrigerator just isn’t cool anymore” / Energy Trust
- **Q3**
 - “Be **wattsmart**” workshop inserts / Energy Trust
 - Klamath, Lake, Deschutes, Crook, Jefferson, Umatilla, Wallowa & Linn counties
 - Benton, Linn, Polk, Clatsop, Lincoln, Coos, Lane, Douglas, Multnomah, Hood River, Jackson and Josephine counties
- **Q4**
 - “**wattsup**” newsletter / Energy Trust

Outbound Envelope

- **Q1**
 - “Be **wattsmart** to jump start 2015”
 - “Be **wattsmart** – save energy and money”

- **Q3**
 - “Be **watt**smart and stay cool this summer”

In the mail

Direct mail

- **Q1**
 - “New Business Rights and Responsibilities Summary” / Energy Trust
 - “New Residential Welcome Consumer Information Summary” / Energy Trust
 - “New Residential Welcome Aboard Brochure”
 - Klamath Irrigation Workshop invitation / Energy Trust
- **Q2**
 - “New Business Rights and Responsibilities Summary” / Energy Trust
 - “New Residential Welcome Consumer Information Summary” / Energy Trust
 - “New Residential Welcome Aboard Brochure”
- **Q3**
 - “New Business Rights and Responsibilities Summary” / Energy Trust
 - “New Residential Welcome Consumer Information Summary” / Energy Trust
 - “New Residential Welcome Aboard Brochure”
 - “A big deal for lighting small businesses” / Energy Trust
 - Industrial lighting event and webcast invitations (Medford/Portland) / Energy Trust
- **Q4**
 - “New Business Rights and Responsibilities Summary” / Energy Trust
 - “New Residential Welcome Consumer Information Summary” / Energy Trust
 - “New Residential Welcome Aboard Brochure”

On the web

Energy Connections mid-size business e-newsletter

- **Q1**
 - Strategies to Reduce Demand Charges
 - **Watt**smart Businesses Save Big
 - Energy Savings and Beyond
 - Museum Put Energy Efficiency on Display
 - Clean Your Facility This Spring and Save
- **Q2**
 - Does Daylight Saving Time Really Save Energy?
 - It’s Time To Take Control
 - Serving Up Energy Savings
 - 5 Ways to Stay Cool and Save This Summer
 - LEDs: Shedding Light on the Facts
 - Small-Town Store, Big-Time Savings / Energy Trust
 - Rooftop Units: Keep Your Cool Up and Costs Down
 - Your Summer Energy Bill: Lowering Peak Demand
 - Take High-Bay Lighting to the Next Level
- **Q3**
 - Keep Your Air Conditioning System in Shape All Summer
 - Looking For Hidden Energy Losses
 - Make the Most of Your LED Lighting Upgrade
 - Efficiency Plays Key Role in Resource Plan
 - Get Your HVAC System in the Zone

- 5 Ways to Pull the Plug on Plug Loads
- Oregon Resort Hits Efficiency Jackpot / Energy Trust
- **Q4**
 - Efficiency Upgrades: Choosing the Right Contractor
 - Top Underused Technologies for Energy Efficiency
 - 4 Ways to Get Your Lighting Costs Under Control
 - The Right Light For Your Business
 - Coffee Shop Adds Energy Savings to the Menu / Energy Trust
 - New Tool for Energy Benchmarking
 - Ask an Expert: Workplace Temperature Settings
 - Making the Most of LED Lighting in Your Business

Energy Update managed accounts and opinion leaders e-newsletter

- **Q1**
 - Historical Preservation Can Be *wattsmart*
 - Intelligent LEDs
 - LEDs Strike Out Lighting Costs
 - Upgrading Your Facility For Energy Success
 - Five Simple Steps To Improving Motor Performance
 - Get Answers From The Energy Experts
 - Strategic energy management for long-term savings
 - Medical center saves \$94,000 in energy costs
- **Q2**
 - Compressed Air: Saving Energy At The Point of Use
 - A New Spin On Fan Systems
 - Spring Air Conditioning Maintenance Tips for Businesses
 - LEDs: The Diming Dilemma
 - Lowering Peak Demand
 - Energy Management Systems Put You in Control
 - Cooling Towers: Cost-Saving Maintenance Strategies
- **Q3**
 - Improving Chiller Performance: Frequently Asked Questions
 - Is an Energy Manager Right for Your Organization?
 - New Motor Efficiency Standards Designed for Savings
- **Q4**
 - Is Your Facility Ready for Winter?
 - LED Lighting: 10 Questions to Ask
 - Is Your Facility Operating Like it Should?
 - Intelligent Efficiency: A Brainy Blend

Energy Insights large C&I / communities newsletter

- **Q1**
 - Wastewater district cleans up energy costs/Energy Trust
- **Q2**
 - Food processors reap savings through efficiency/Energy Trust
- **Q3**
 - SierraPine refines energy use by 12 percent/Energy Trust
 - Keep HVAC in shape all summer
- **Q4**
 - Upgrades put savings in toolmaker's pocket/Energy Trust

- Thielemann champions energy efficiency/Energy Trust
- New tool for energy benchmarking

Email

- **Q2**
 - Klamath Irrigation Workshop eVite / Energy Trust
- **Q3**
 - Be **wattsmart** workshops for residential customers
 - Lakeview, Klamath Falls, Madras, Prineville, Bend, Redmond, Pendleton, Enterprise, Corvallis, Dallas, Albany, Sweet Home, Astoria, Seaside, Lincoln City, Cottage Grove, Coos Bay, Roseburg, Portland, Hood River
 - Industrial lighting event and webcast invitations letter
 - Small business direct install lighting letter and eBlast
- **Q4**
 - Energy Trust incentive for Irrigation letter and brochure mailing

Online Media

- **Q2**
 - “**wattsmart**, Oregon lighting” (static) / Energy Trust
 - “**wattsmart**, Oregon lighting” (animated) / Energy Trust
- **Q3**
 - “**wattsmart**, Oregon lighting (static) ” / Energy Trust
- **Q4**
 - “**wattsmart**, Oregon weatherization” (static) / Energy Trust
 - “Nice List” (holiday)

Websites / Social Media (continuous energy efficiency and Energy Trust content)

- pacificpower.net/wattsmart
- bewattsmart.com
- Pacific Power **wattsmart** Facebook page
- Twitter
- Energytrust.org/mybusiness

Support materials

Fact Sheets, Flyers, Brochures and More

- **Q1**
 - Winter **wattsmart** handout – Oregon / Energy Trust
 - **wattsmart** homebuyer checklist
 - Business Solutions Toolkit handout
 - **wattsmart** Tips for Business Customers / Energy Trust
 - Time of Use calendar
 - Energy Profiler Online brochure
 - Irrigation Hotline and Incentives brochure / Energy Trust
- **Q2**
 - **wattsmart** homebuyer checklist
 - Business Solutions Toolkit handout
 - **wattsmart** Tips for Business Customers / Energy Trust
 - Time of Use calendar
 - 2015 Conservation and Respect Report - Oregon

- Energy efficiency services/incentives for Oregon homeowners / Energy Trust
- **Q3**
 - Brochure featuring several Oregon **wattsmart** businesses / Energy Trust
 - Energy efficiency services/incentives for Oregon homeowners / Energy Trust
 - Business Solutions Toolkit handout
 - **wattsmart** Tips for Business Customers / Energy Trust
- **Q4**
 - **wattsmart** business handout: wastewater facilities / Energy Trust
 - Brochure featuring several Oregon **wattsmart** businesses / Energy Trust
 - Energy efficiency services/incentives for Oregon homeowners / Energy Trust
 - Business Solutions Toolkit handout
 - **wattsmart** Tips for Business Customers / Energy Trust
 - Winter **wattsmart** handout – Oregon / Energy Trust

Outreach

Be **wattsmart** Residential, Business and Community outreach: Q1 – Q4

Pacific Power hosted and participated in multiple energy efficiency focused meetings with residential, business and community leaders across the state utilizing existing relationships with local Chambers of Commerce and economic development groups. These presentations focused on residential and small- to mid-size commercial customers and how they can improve energy efficiency. Energy efficiency presentations and event participation occurred in Albany, Astoria (2), Bend (2), Cave Junction, Central Point, Coos Bay, Corvallis, Cottage Grove, Dallas, Enterprise, Grants Pass (2), Hood River, Klamath Falls (5), Lakeview, Lincoln City, Madras, Medford (2), Pendleton (2), Portland (17), Prineville, Redmond (2), Roseburg, Seaside, Sweet Home, and Talent, Oregon. The presentations highlighted Pacific Power's relationship with Energy Trust and available programs and incentives to save energy and money. Pacific Power also offered:

- An on-site walk through with Pacific Power to document information about the customer's building and how they use energy. We reviewed lighting, office equipment, HVAC and foodservice equipment. Pacific Power also provided practical no cost/low cost ideas for saving energy and a review of which improvements were eligible for Energy Trust cash incentives. (Utilizing Energy Trust's "Do it yourself" energy audit)
- Additional support for on-site assistance from Energy Trust of Oregon and local contractors.
- Regular checkups with Pacific Power on recommended energy saving improvements.

Workshops: Q1 – Q4

Pacific Power produced and delivered another successful round of Be **watt**smart Workshops. The workshops were targeted to residential and small- to mid-size commercial customers to educate them on how to manage energy use and improve energy efficiency.

Customer Participation

Locations	Chambers of Commerce, business / community groups / conferences (2015)	Be watt smart / other residential (2015)	TOTAL (Q1-Q4)
Albany		61	61
Astoria	175	52	227
Bend	400	83	483
Cave Junction		33	33
Central Point	55		55
Coos Bay		72	72
Corvallis		50	50
Cottage Grove		32	32
Dallas		75	75
Enterprise		32	32
Grants Pass	150	114	264
Hood River		42	42
Klamath Falls	450	38	488
Lakeview		13	13
Lincoln City		48	48
Madras		32	32
Medford	20	109	129
Pendleton	173	42	215
Portland		19,213	19,213
Prineville		31	31
Redmond	700	55	755
Roseburg		47	47
Seaside		19	19
Sweet Home		32	32
Talent	50		50
TOTAL	2,173	20,325	22,498

“Warm Leads” / Customer Response

	2015(Q1-Q4)
“Warm Leads” provided to Energy Trust	87
Small to Mid-Size Commercial Consultations	917

Other Energy Efficiency Coordination / Support

- Internal Pacific Power support for Energy Trust programs
- Weekly / Monthly / Quarterly Energy Trust coordination meetings
- Energy Trust Conservation and Renewables Advisory Councils
- Portland Energy Performance Reporting policy advisory meetings
- Klamath County irrigator energy efficiency
- On-Bill Financing support
- 1aMW / Self Direct reconciliation

APPENDIX B: Pacific Power Oregon Regions

Southern OR

Applegate	Coos Bay	Idleyld Park	Phoenix	Tiller
Arago	Coquille	Jacksonville	Powers	Trail
Ashland	Days Creek	Kerby	Prospect	Umpqua
Azalea	Diamond Lake	Medford	Riddle	White City
Bandon	Dillard	Merlin	Rouge River	Wilbur
Broadbent	Eagle Point	Myrtle Creek	Roseburg	Wilderville
Butte Falls	Gaylord	Myrtle Point	Selma	Williams
Canyonville	Glendale	North Bend	Shady Cove	Winchester
Cave Junction	Glide	Norway	Sunny Valley	Winston
Central Point	Gold Hill	O Brien	Sutherlin	Wolf Creek
Charleston	Grants Pass	Oakland	Talent	

Klamath

Beatty	Crater Lake	Klamath Falls	Midland
Bly	Dairy	Lakeview	New Pine Creek
Bonanza	Fort Klamath	Malin	Sprague River
Chiloquin	Keno	Merrill	Worden

Central OR

Bend	Culver	Metolius	Prineville	Terrebonne
Crooked River Ranch	Madras	Powell Butte	Redmond	Warm Springs

Mid-Willamette

Albany	Dallas	Harrisburg	Mill City	Salem
Aumsville	Eugene	Independence	Millersburg	Scio
Brownsville	Falls City	Jefferson	Monmouth	Shedd
Cascadia	Foster	Junction City	Monroe	Stayton
Coburg	Gates	Lebanon	Neotsu	Sublimity
Corvallis	Gleneden	Lincoln City	Otis	Sweet Home
Cottage Grove	Beach	Lyons	Philomath	Tangent
Crabtree	Grand Ronde	Marion	Rickreall	Turner
Creswell	Halsey	Mehama	Rose Lodge	Waterloo

NW Oregon

Arch Cape	Cannon Beach	Hammond	Mosier	The Dalles
Arlington	Clatskanie	Hood River	Parkdale	Tolovana Park
Astoria	Gearhart	Kent	Rufus	Warrenton
Boardman	Grass Valley	Moro	Seaside	Wasco

Eastern OR

Adams	Helix	Lostine	Pendleton	Umatilla
Athena	Hermiston	McNary	Pilot Rock	Wallowa
Echo	Imnaha	Milton	Rieth	Weston
Enterprise	Joseph	Freewater	Stanfield	

Portland

Maywood Park
Portland
Troutdale