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REPORT NAME: 2014 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)

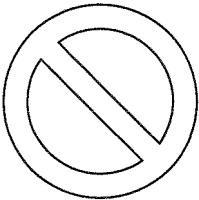
Report is required by: OAR
Statute
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Is this report associated with a specific docket/case? No Yes

If yes, enter docket number: RE-138

List applicable Key Words for this report to facilitate electronic search:
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,

A handwritten signature in black ink that reads "R. Bryce Dalley" with a stylized flourish at the end.

R. Bryce Dalley
Vice President, Regulation

Enclosures

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

2014 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 2014 and is the second annual report. Prior summaries of activities were provided as addendums to Energy Trust quarterly and annual reports.

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 resources.¹ 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 has focused primarily on educating customers outside of the Portland area on Energy Trust programs and incentives. Before the establishment of the SB 838 funding, much of the communications and outreach dollars associated with the Energy Trust was focused on the Portland designated marketing area (DMA). The SB 838 funds now allow Pacific Power to reach a broader 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 2014, 73% of Pacific Power's Oregon customers report having heard of Energy Trust of Oregon.² Of customers who have heard of Energy Trust, 61% are aware that Pacific Power and Energy Trust work together on energy efficiency programs for Oregon utility customers.³

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

¹ Pacific Power's 2014 annual Customer Awareness survey

² Pacific Power's 2014 MSI (Market Strategies Inc.) Customer Satisfaction Survey

³ Pacific Power's 2014 annual Customer Awareness survey

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 (before the start of the new year) outlining objectives, strategies, messages and media plan.

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 & 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 quarterly to review the upcoming plans for the quarter and make any necessary adjustments. Communications staffs meet as needed and confer by phone and email on work in progress and new developments between quarterly collaboration meetings. An Energy Trust staff representative was invited to attend Pacific Power's internal weekly communications meetings to touch base and receive updates on project activities for the week.

Communication Objective

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

Communication Strategies

- Focus communications primarily in southern, central and mid-Willamette Valley Oregon 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, social media and email.
- 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 community relations managers (RCMs) and corporate account managers (CAMs).

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	2014 Results / Impressions / Approximate Quantities
TV, radio, print and outdoor advertising	<ul style="list-style-type: none"> TV, radio, print advertising in southern Oregon, central Oregon and mid-Willamette Valley, outdoor advertising placements in NE Portland. Focus of the campaign is energy efficiency with specific references to Energy Trust incentives, Energy Saver Kits and efficient lighting. Ads refer customers to bewattsmart.com (Pacific Power page with clear links to Energy Trust) and to Energy Trust’s toll-free phone number. 	Impressions ⁴ : TV 3,593,160 Radio 2,222,708 Print 604,750 Digital 7,603,443 Outdoor 7,499,339 <u>Sponsorship 744,800</u> TOTAL 22,268,200
Business print ads	<ul style="list-style-type: none"> Cascade Business Book of Lists, Bend Chamber Business Journal, Coast River Business Journal, Oregon Business Magazine, Oregon Facilities and Oregon Business Power Book. Ads typically feature a customer that has upgraded equipment and refer customers to Energy Trust. 	
Trailblazers radio sponsorship	<ul style="list-style-type: none"> Pre-game show, play-by-play per game, post-game show radio only (82 games). 	
Digital advertising	Banner ads on local media sites, blogs, behavioral ad targeting and pay-per-click ad placements.	
Public Relations	Capitalize on existing assets and tools to deploy news media outreach and consumer engagement efforts that are aligned with communications and outreach objectives. Example press releases issued in 2014: <ul style="list-style-type: none"> Plug in Energy Efficiency With New Electronic Gadgets - December 29, 2014. Five Ways to Beat the Heat - July 11, 2014. Holiday Gift Electronics Will Increase Energy Use, But You Can Still Manage Bill With Simple Tips - January 21, 2014. 	
Workshops and Events	<ul style="list-style-type: none"> Commercial workshops and sponsored events throughout the state. Promotional support for industrial lighting breakfast workshops in Medford and Salem. Letters and emails were sent to encourage attendance. Promotion support for events promoting energy efficiency in historic buildings in Oregon. Industrial energy efficiency workshop support for NEEA in Medford, Portland, and Roseburg. 	<ul style="list-style-type: none"> 43,886 mailings 7,170 emails 8,660 attendees

⁴ The 2013 annual report incorrectly reported 42,261,580 impressions. Portland cable was pulled and reported with Portland population. However, it should have been reported as Portland cable, since that is the purchased zone. The correct 2013 impressions for TV – including Portland cable for 2013 were 4,338,701 for total impressions of 22,854,768 – just slightly higher than 2014.

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 RCMs and CAMs, participates in Energy Trust communications and program collaboration meetings, coordinates on-bill repayment activities through EEAST and other programs, coordinated 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, "Cool Schools," Lloyd EcoDistrict, and community generated activities.

Summary of Pacific Power-funded communications and outreach activities

See Appendix A for activity details

Communication Tactic	Description	2014 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 million inserts 730,000 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.	660,000 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.	3,000 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.	19,000 newsletters
New customer mailings	Mailings to new customers mention Energy Trust services and incentives, as well as the data transfer.	40,000 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. 	<p>50,682 page views (April-Dec 2014)⁵</p> <p>2,609 referrals/click-thrus to Energy Trust (Sept-Dec 2014)⁶</p>
Twitter @PacificPower_OR	Tweets several times per week, some promote energy efficiency and Energy Trust incentives/services.	1,841 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.	12,317 fans

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

See Appendix A for activity details

Communication Tactic	Description	2014 Results/ Approximate Quantities
Bill inserts in Pacific Power bills	Four inserts per year to promote Energy Trust residential incentives/services, heat pumps, and fridge recycling; inserts also posted online for customers who receive paperless billing.	1.4 million inserts
Personal Energy Reports to Pacific Power customers	Personal Energy Reports provide energy usage insights and tips mailed to targeted customers every other month. An additional report with a door hanger was sent in October 2014 to keep the focus on energy savings.	98,000 reports mailed

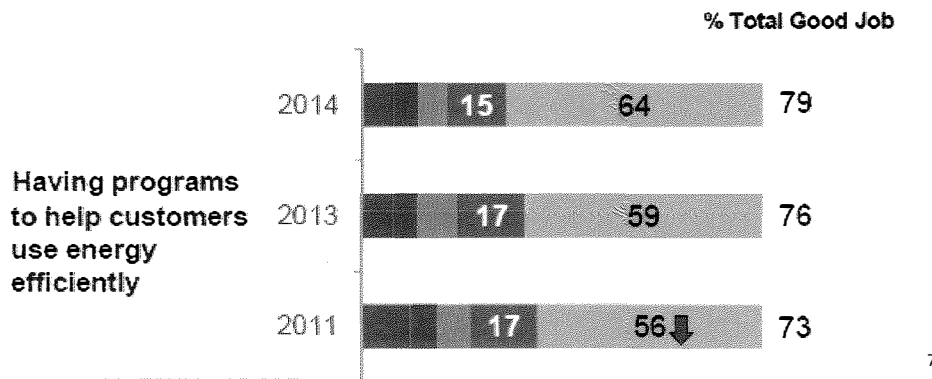
⁵ Web Trends analytics were discontinued by the Company in late 2013. In April 2014 Pacific Power deployed Google analytics.

⁶ Energy Trust identified a technical glitch that was rectified in September. This did not change the customer experience and this is a 6% increase over the same timeframe in 2013.

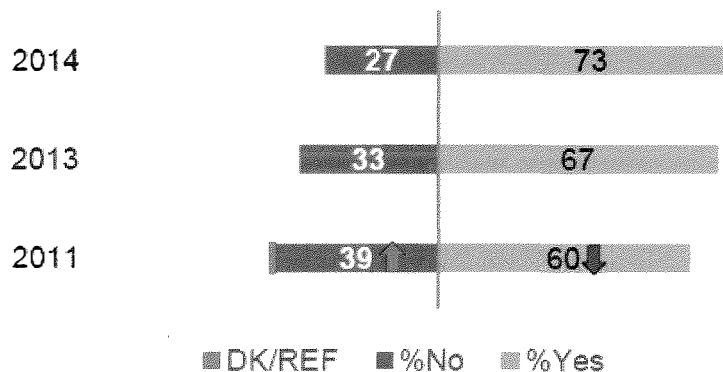
Outcomes: Overall awareness improvement

Pacific Power performs annual residential customer satisfaction and communications awareness studies. In 2014, results indicate customer awareness of energy efficiency programs and Energy Trust is increasing. In 2014, 79% of customers responded that Pacific Power is doing a good job of having programs to help customers use energy efficiently and 61% of customers responded that they have taken action in the past year to save energy. Also in 2014, 73% of customers responded that they are aware of Energy Trust and 61% of responders are aware that Pacific Power and Energy Trust of Oregon work together as partners on energy efficiency programs.

This finding was supported in the MSI residential customer satisfaction survey, which took place June 2-22, 2014. Telephone interviews were conducted among a random sample of 300 Pacific Power residential customers (229 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. Familiarity with energy efficiency programs and Energy Trust increased.



Heard of Energy Trust of Oregon



⁷ An arrow indicates a significant difference between 2014 and previous years. The survey was not conducted in 2012.

⁸ Ibid.

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 - 2013	Southern OR	Klamath	Central OR	Mid-Willamette	NW Oregon	Eastern OR	Portland
PAC 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%

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 - 2013	Southern OR	Klamath	Central OR	Mid-Willamette	NW Oregon	Eastern OR	Portland
PAC 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%

Conclusion and Opportunities

General Awareness: In 2014, 79% of customers responded that Pacific Power is doing a good job of having programs to help customers use energy efficiently and 61% of customers responded that they have taken action in the past year to save energy. Also in 2014, 73% of customers responded that they are aware of Energy Trust and 61% of responders are aware that Pacific Power and Energy Trust of Oregon work together as partners on energy efficiency programs.

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 residential and small and mid-size business customer overall awareness of and regional participation in Energy Trust incentive programs and services. 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 specific support, such as the community-based SmartWatt Energy small commercial lighting program.

APPENDIX A: 2014 Year End Activities Report for Energy Trust

Pacific Power / Energy Trust Q1 – Q4 Report - 2014

Pacific Power utilized several approaches to support and deliver energy efficiency communications, advertising and outreach to residential and small- and mid-size commercial customers.⁹

In the media

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

- **Q1**
 - "Motel" – energy efficiency
 - "Little Hero" – turn the lights off
 - "Cookies" – energy saving ideas and incentives
 - "Sweet Savings" – energy saving improvements
 - "Porch Light" – energy efficiency – CFL and auto timers
 - "Small Changes" – energy efficiency
 - "Bike Shop" – energy efficiency
 - "Remodel your energy bill" / Energy Trust
 - Hollywood Theater screen ad – "And they lived energy-efficiently ever after"
- **Q2**
 - "Apple pie" – insulation" / Energy Trust
 - "Caulking gun" – weatherization" / Energy Trust
 - "Dishes" – incentives" / Energy Trust
 - "Puppies" –lighting" / Energy Trust
- **Q3**
 - "Caulking gun – insulation" / Energy Trust
 - "Dishes – appliances" / Energy Trust
 - "Puppies – lighting" / Energy Trust
- **Q4**
 - "Apple pie" – insulation/ Energy Trust
 - "Caulking gun" – weatherization" / Energy Trust
 - "Puppies" – lighting" / Energy Trust
 - "Holiday" – always the season to save - LED lights
 - "Small Changes" – energy efficiency- save energy and money
 - "Sweet Savings" – energy saving tips and cash incentives
 - "RRRink #1"
 - "RRRink #2"
 - "Hanscam #1" / Energy Trust
 - "Hanscam #2" / Energy Trust

Radio – Bend, Eugene and Medford DMAs

- **Q1**
 - "Teamwork" / Energy Trust
 - "Trailblazer" / Energy Trust
 - "Warm and cozy" Spanish language
 - "Power strip" Spanish language
 - "Jess Answers" – conserve energy

⁹ Some activities are funded outside of SB 838 funds.

- “Marty Answers” – home improvement
- “Peter Answers” --Energy Trust”
- **Q2**
 - “Candelabras”– lighting / Energy Trust
 - “Caulking gun” – weatherization/Energy Trust
 - “Good place” – energy efficiency / Energy Trust
 - “The Festival” – energy efficiency / Energy Trust
- **Q3**
 - “Candelabras” –lighting / Energy Trust
 - “Caulking Gun” –weatherization / Energy Trust
 - “Good place” – energy efficiency / Energy Trust
- **Q4**
 - “Candelabras” – lighting / Energy Trust
 - “Caulking Gun” – weatherization / Energy Trust
 - “Good place” – energy efficiency / Energy Trust
 - “Teamwork” / Energy Trust
 - “Trailblazer” / Energy Trust
 - “Phil Answers – energy efficiency”
 - “Bob Answers – energy efficiency”
 - “Jess Answers – conserve energy”
 - “Lori Answers – lighting efficiency”
 - “Peter Answers – Energy Trust” / Energy Trust

Print

- **Q1**
 - “City of Bend” case study / Energy Trust - A new solar array and efficient lighting are now parked in Bend.
 - Make saving energy and money your company’s policy –Pendleton Chamber Economic Outlook Luncheon
- **Q2**
 - “Welcome to Wattsmart, Oregon” – energy efficiency / Energy Trust
 - “City of Bend” case study / Energy Trust - A new solar array and efficient lighting are now parked in Bend.
 - “Sky Lakes Medical Center” case study / Energy Trust – Sky Lakes Medical Center saves lives. We help them save energy.
 - Lighting/ Energy Trust
 - Insulation / Energy Trust
 - “Be a wattsmart family” –Sublimity Harvest Festival
- **Q3**
 - “Welcome to Wattsmart, Oregon” ad – energy efficiency / Energy Trust
 - Lighting / Energy Trust
- **Q4**
 - Insulation / Energy Trust
 - Learn how to be wattsmart –Lebanon Chamber Directory
 - Make saving energy and money your company’s policy – Lincoln City Chamber Directory
 - Insulation” –Newport News-Times, Weatherization edition / Energy Trust
 - Insulation” –Senior Fair Lincoln City/ Energy Trust
 - Resolve to be watt smart in 2015” – Cottage Grove Sentinel Holiday Greetings

Outdoor

- Q2
 - “Welcome to wattsmart, Oregon” energy efficiency / Energy Trust
- Q4
 - “Weatherization/snowman”
 - “LED lights”

In customer bills**Voices residential newsletter**

- Q1
 - “Be *wattsmart* to Jump Start 2014” / Energy Trust
 - “Be *wattsmart* – Tech tips to save” / Energy Trust
 - “Cash back for home upgrades” / Energy Trust
 - “Refresh your home and save” / Energy Trust
 - “Be *wattsmart* – Open the door to savings” / Energy Trust
- Q2
 - “A world of respect – Energy efficiency is an energy resource” / Energy Trust
 - “Be *wattsmart* – Shower your savings” / Energy Trust
- Q3
 - “Save on cooling off” / Energy Trust
 - “Be *wattsmart* – New energy-efficient homes” / Energy Trust
 - “Be *wattsmart* – Cut your water heating costs” / Energy Trust
- Q4
 - “Energy-saving bulbs light up your home” / Energy Trust
 - “Be *wattsmart* – *wattsmart* all the way” / Energy Trust

Bill inserts

- Q1
 - “Take the *brrr* out of winter” / Energy Trust
 - “Cozy up to cash incentives this winter” / Energy Trust
- Q2
 - “Your old refrigerator just isn’t cool anymore” / Energy Trust
 - *wattsup* newsletter / Energy Trust
- Q3
 - “Cozy up to cash incentives this fall” / Energy Trust
- Q4
 - *wattsup* newsletter / Energy Trust

Outbound Envelope

- Q1
 - *Be wattsmart – save energy and money*
- Q4
 - Save energy and improve comfort throughout the year

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”
 - “Personal Energy Report” / Energy Trust
 - Clean Energy Works
 - Central Oregon, Multnomah, Marion and Polk Counties
- **Q2**
 - “New Business Rights and Responsibilities Summary” / Energy Trust
 - “New Residential Welcome Consumer Information Summary” / Energy Trust
 - “New Residential Welcome Aboard Brochure”
 - “Personal Energy Report” / Energy Trust
 - Clean Energy Works
 - Linn County
 - Clean Energy Works
 - Central Oregon, Multnomah, Marion and Polk Counties
 - Clean Energy Works Follow Up Postcard
- **Q3**
 - “New Business Rights and Responsibilities Summary” / Energy Trust
 - “New Residential Welcome Consumer Information Summary” / Energy Trust
 - “New Residential Welcome Aboard Brochure”
 - “Personal Energy Report” / Energy Trust
 - Historic Preservation and Energy Efficiency for Commercial Buildings / Energy Trust
 - Enterprise, Pendleton, Redmond, Klamath Falls, Medford, Roseburg, Coos Bay, Cottage Grove, Albany, Corvallis
- **Q4**
 - “New Business Rights and Responsibilities Summary” / Energy Trust
 - “New Residential Welcome Consumer Information Summary” / Energy Trust
 - “New Residential Welcome Aboard Brochure”
 - “Personal Energy Report” / Energy Trust
 - Heating door hanger included

On the web***Energy Connections* mid-size business e-newsletter**

- **Q1**
 - Historical Preservation Can Be wattsmart
 - Intelligent LEDs
 - Tips To Reduce Demand Charges
 - LEDs Strike Out Lighting Costs
 - Upgrading Your Facility For Energy Success
 - Five Simple Steps To Improving Motor Performance
 - Get Answers From The Energy Experts
- **Q2**
 - Spring Cleaning Your Facility for Energy Savings
 - New Spin on Fan Systems
 - Is Your Cooling System Ready for Summer?

- LEDs: The Dimming Dilemma
- Retailer Rings Up Lighting Savings / Energy Trust
- Lowering Peak Demand
- Ask an Expert: Efficiency Ratings for Air Conditioners
- Are You Wasting Energy and Money in Your Office?
- **Q3**
 - Cooling Systems: A Mid-Summer Checkup
 - HP Upgrades HVAC System with Help from... / Energy Trust
 - Five Energy-Saving Ideas You May Have Missed
 - Five Steps to Saving on Cooling
 - Lighting Upgrades: Comparing T8s and LEDs
 - Lithia Motors Powers Future with Energy Efficiency / Energy Trust
- **Q4**
 - Seven Steps to Lower Heating Bills
 - Efficiency Upgrades: Choosing the Right Contractor
 - LED Lighting: 10 Questions to Ask
 - Are Your Motors Running on Overdrive?
 - An Ounce of Prevention... Keeps Costs Down
 - The RRRinks Puts Lighting Costs in a Deep Freeze / Energy Trust

***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
 - Medical center saves a healthy \$94,000 in energy costs / Energy Trust
- Q2
 - HP upgrades HVAC system with help from... / Energy Trust
 - A world of respect – Energy efficiency is an energy resource
- Q3
 - Bend data center bundles energy and cost savings / Energy Trust
 - Resource plan guides the way / Energy Trust
 - Improving chiller performance / Energy Trust

Direct email

- Q2
 - Industrial lighting breakfast / Energy Trust
 - Salem, Medford
- Q3
 - Be wattsmart workshops for business customers
 - Albany/Corvallis, Bend, Coos Bay, Klamath Falls, Medford, Roseburg
 - Historic Preservation and Energy Efficiency presentation
 - Albany/Corvallis, Coos Bay, Cottage Grove, Enterprise/Pendleton, Klamath Falls, Medford, Redmond, Roseburg

Online Media

- Q2
 - **wattsmart**, Oregon lighting (static) / Energy Trust
 - **wattsmart**, Oregon lighting (animated) / Energy Trust
 - **wattsmart**, Oregon weatherization (static) / Energy Trust
 - **wattsmart**, Oregon weatherization (animated) / Energy Trust
- Q3
 - **wattsmart**, Oregon lighting (static) / Energy Trust
 - **wattsmart**, Oregon lighting (animated) / Energy Trust
- Q4
 - **wattsmart**, Oregon lighting (static) / Energy Trust
 - **wattsmart**, Oregon lighting (animated) / Energy Trust
 - **wattsmart**, Oregon weatherization (static) / Energy Trust
 - **wattsmart**, Oregon weatherization (animated) / Energy Trust

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

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

Support materials

Fact Sheets, Flyers, Brochures and More

- **Q1**
 - Winter **wattsmart** handout – Oregon / Energy Trust
 - **wattsmart** homebuyer checklist
- **Q2**
 - Oregon Conservation and Respect Report 2014
 - Summer **wattsmart** handout – Oregon / Energy Trust
- **Q3**
 - Winter **wattsmart** handout – Oregon / Energy Trust
 - Energy Profiler Online brochure
 - Energy Profiler Online / real time pulse data metering
- **Q4**
 - Winter **wattsmart** handout – Oregon / Energy Trust
 - Energy Profiler Online brochure
 - Energy Profiler Online / real time pulse data metering
 - Business Solutions Toolkit handout
 - Business Solutions Toolkit tip sheet

Outreach

Chambers of Commerce, Business and Community outreach: Q1 – Q4

Pacific Power hosted and participated in multiple energy efficiency focused meetings with business and community leaders across the state utilizing existing relationships with local Chambers of Commerce and economic development groups. These presentations focused on small- to mid-size commercial customers and how they can improve energy efficiency. Energy efficiency presentations and event participation occurred in Albany, Astoria, Coquille, Hermiston, Hood River, Lincoln City, Medford (5), Pendleton, Portland (6) and Redmond, 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.

Be **wattsmart** Workshops: Q1 – Q4

Pacific Power produced and delivered another successful round of Be **wattsmart** Workshops. The workshops were targeted to small- to mid-size commercial customers and historic building owners to educate them on how to manage energy use and improve energy efficiency. Locations included Albany (2), Bend, Coos Bay (2), Corvallis, Cottage Grove, Enterprise, Klamath Falls (2), Medford (2), Pendleton, Redmond, and Roseburg, Oregon. Sessions were presented by Pacific Power, Energy Trust of Oregon, and Clatsop Community College.

Customer Participation

Locations	Chambers of Commerce, business / community groups / conferences (2014)	Be <i>wattsmart</i> / other residential (2014)	TOTAL (Q1-Q4)
Albany	156		156
Astoria	175		175
Bend	102		102
Coos Bay	140		140
Coquille	25		25
Corvallis	35		35
Cottage Grove	15		15
Enterprise	20		20
Hermiston	2		2
Hood River	70		70
Klamath Falls	150		150
Lincoln City		1,700	1,700
Medford	584	463	1,047
Pendleton	136		136
Portland	6	4,040	4,046
Redmond	28	700	728
Roseburg	113		113
TOTAL	1,757	6,903	8,660

“Warm Leads” / Customer Response

	2014 (Q1-Q4)
“Warm Leads” provided to Energy Trust	121
Small to Mid-Size Commercial Consultations	612

Other Energy Efficiency Coordination / Support

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

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