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Annual Report on Support for Energy Trust of Oregon Energy Efficiency Goals

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2021 PGE Residential and Commercial Senate Bill 838

Introduction

PGE collaborates with the Energy Trust of Oregon (Energy Trust) to increase our customers' awareness of and participation in Energy Trust residential and small-to-mid-sized business energy efficiency (EE) programs through marketing and outreach activities. In addition, PGE uses Senate Bill (SB) 838 funding to enhance trade-ally awareness of the Energy Trust Heat Pump program and Heat Pump installation standards. As a utility with existing customer relationships and communication channels, PGE can enhance SB 838-funded activity through newsletters and additional communications channels.

Summary of Marketing Activities

Collaboration Process

PGE marketing and outreach action plans are created based on market conditions, Energy Trust program goals and projected results. PGE focuses on promoting Energy Trust programs to customers likely to participate in the programs, those most in need of upgrades, and when PGE is the appropriate and effective communication channel.

Senior utility and Energy Trust managers meet annually to discuss goals and plan for the upcoming calendar year. Marketing program and management-level staff then meet regularly to coordinate marketing activities. Throughout the year, collaboration meetings guide the direction of ongoing marketing activity to meet changing market conditions and adjust to changes in program offerings.

PGE-funded SB 838 communications are reviewed by Energy Trust staff for approval. PGE collaborates with the Energy Trust to ensure timing of specific communications is aligned with program participation goals.

Expectations, Goals and Impacts

PGE utilizes many communication channels and approaches. Activities directly drive customer participation in Energy Trust programs. All SB 838 activity is designed to increase general awareness of Energy Trust programs. Specific promotions are developed based on lessons learned from previous outcomes.



Promotions are evaluated based on metrics appropriate for the specific campaign. Other activities relate to elevating awareness of specific Energy Trust programs and these efforts are tracked via impressions. High-level goals included 1,700 heat pump installations and 300 qualified commercial and industrial/agricultural leads to Energy Trust or trade allies.

RESIDENTIAL SUMMARY

PGE newsletters, called Home Connections, are leveraged to enhance SB 838 activity. PGE’s print customer newsletter is sent six times a year to approximately 370,000 households along with their PGE bills. PGE’s digital newsletter is also sent six times a year to roughly 380,000 customers with email addresses on file. Direct mail and email are utilized for more targeted marketing based on customer data that helps us identify and promote the right technological solutions to a more specific group of customers. Newsletters, social media ads, and digital ads are also utilized for general awareness and education.

Marketing Activity

- January - Energy Trust 2021 incentives covered in bill insert
- May - Ductless and ducted heat pumps in newsletters
- September - Ductless heat pumps in newsletters

Expectations, Goals, and Impact (Based on the agreed upon plans between PGE/Energy Trust)

Table 1: Residential Program Activity Impressions*

Impressions	Q1	Q2	Q3	Q4	Total
Measured through newsletters, bill inserts, email, social media ads, employee news	370k	1.6m	1.6m	0	3.57 mil

* Awareness is a key metric for SB 838 activity and is measured by impressions.

Table 2: Energy Trust residential program participation¹

Program	Q1	Q2	Q3	Q4	Total
PGE customers who received Energy Saver Kits	156				156
PGE customers who received an instant ETO discount at retail for heat pump water heaters	78	432	255	130	895
PGE customers who received a Midstream Distributor heat pump water heater	539	607	1,083	1,256	3,485
PGE customers who participated in Savings Within Reach (for electric measures including HPWH) ²	265	353	348	375	1,341
SWR in Elec Heated Homes	33	44	57	106	240
SWR in Gas Heated Homes	232	309	291	267	1,099
PGE customers who received ETO smart thermostat incentive (any eligible heating system)	3,833	3,149	3,703	2,219	12,904
PGE customers who received ETO smart thermostat incentive (electric heating system)	726	880	843	564	3,013
PGE customers who received ETO DHP incentive	129	128	272	502	1,031
PGE customers who received ETO ducted heat pump incentive	108	132	166	243	649
PGE customers who received ETO heat pump advanced controls incentive	118	72	91	121	402
Total	6,217	6,106	7,109	5,783	25,215

¹ Instant discount numbers are counts of units; all other numbers are counts of customers served at verified sites.

² Two sites are identified as "Other" heating type and included in the total but not in the fuel specific break down.

Heat Pump Program Support

There are two dedicated PGE positions supporting the heat pump program. The positions include a Heat Pump Specialist and a Data Management Specialist.

PGE promotes residential high efficiency heat pumps and advanced control technology to customers as well as to PGE-approved heat pump contractors, connecting them to the Energy Trust incentive programs within PGE's service territory.

PGE manages the relationship with 27 PGE-approved contractors in addition to three distributors. Contractors are required to be Energy Trust Trade Allies and must meet certain criteria to retain PGE-approved status, including, but not limited to, quality adherence and elevated customer satisfaction levels.

To ensure that heat pumps are installed to specifications, PGE performs quality assurance (QA) inspections on a percentage of heat pumps that are presumed eligible for Energy Trust incentives both for PGE-approved and non PGE-approved contractors. These inspections verify that the installations produce the highest efficiency results and system performance, and that the customer receives the greatest benefit long-term.

Each on-site inspection confirms equipment and system compliance are to specifications. Inspections receive either a pass or fail grade. Depending on the severity of the failure, PGE may make simple corrections in the field.

A failure that is larger in scale is referred to the installing contractor who works with the customer to take corrective actions. PGE also uses these opportunities to work with the contractor to instill future installation quality practices.

Ongoing data sharing between PGE, the heat pump contractors, and the Energy Trust program delivery contractor occurs monthly and weekly, respectively, throughout the year. We track goals, status, customer receipt of incentives, inspection results, market trends, and more.

Table 3: Key Activity

Activity	Q1	Q2	Q3	Q4	Total	Goal
Inspections of Heat Pump Installations	18	41	54	53	166	200
Failed Installations	4	1	9	13	27	N/A
Simple Field Corrections	2	6	16	11	35	N/A

Residential Conclusion

1. Progress to Goals and Key Learnings:
 - a. PGE reduced residential marketing in 2021 compared to typical years. The need for increased awareness was not needed by Energy Trust to meet savings goals and budget targets.
 - b. PGE and Energy Trust Existing Homes Program project management met every two weeks to analyze QA findings and trade ally performance. Areas of focus included coordination of QA field inspections, new and progressive techniques including incorporating remote ductless heat pump inspections using Microsoft Teams, Facetime and other means and results/trend sharing to meet goals.
 - c. Heat Pump communications included one promotion in 2021 and a slight reduction in marketing leads sent to participating Energy Trust Trade allies from 1,495 in 2020 to

906 in 2021. PGE typically conducts three heat pump promotions per year. Supply chain issues resulted in several distributors that declined partnering in promotions due to the inability to provide enough heat pumps to meet expected demand for a PGE offer. PGE understands that supply chain constraints are expected to decrease in 2023.

- d. Customer demand for heat pumps was strong and appears to be greater than supply. The continuation of working from home and interest in home improvements appear to be the driver of demand. Extreme shortages of components and raw materials to American heat pump manufacturers and Japanese heat pump manufacturer importers are the main reason behind supply issues.
- e. The pandemic prevented in-person heat pump inspections until late Q2. In 2020 PGE established effective processes to conduct ductless heat pump inspections. Virtual ductless heat pump inspections continued even after field work resumed. Customers valued the convenience of a virtual inspection and remote inspections reduce inspection time and costs.
- f. Ducted heat pump inspections must be conducted in person due to the technical nature of the inspections. When in-person ducted heat pump inspections resumed in 2021, PGE discovered the quality of installations had declined. PGE focused on increased ducted systems inspections and installations including units installed in 2020. PGE also focused on contractor engagement to ensure installation practices improve moving forward.

2. Areas of Success:

- a. Throughout the year, PGE provided contractors with monthly report cards that give performance feedback, including the quality of installations and level of customer service. Ranking contractors has increased their performance and addressed areas of concern. The metric showing the duration between when a heat pump is installed and when the Energy Trust incentive was received and helped contractors see if and where incentives were “stuck” in the process. In 2021, a few contractors still had outstanding incentive receivables from Energy Trust in the \$10s of thousands for instant incentives. Fortunately, prior to year-end, Energy Trust reported that they caught up on incentive processing, and turnaround times reduced to normal.

PGE’s gap analysis identified Energy Trust incentive eligible projects, the length of time between when Energy Trust received an incentive application, and when the incentive was paid. The analysis helped contractors identify process issues including administrative problems and improve cash flow.

The goal of the reports is to increase the number of Energy Trust qualifying heat pump installations and for contractors to better assist the submission of customer incentive applications as quickly as possible. These efforts resulted in more customers receiving Energy Trust incentives and receiving incentives more quickly and, in many instances, instantaneously. In turn, it helped contractors get more quickly reimbursed by Energy Trust for incentives the contractor gave customers up front. By year end, almost every PGE Approved Contractor consistently offered instant incentives.

- b. PGE provided training at a heat pump technology related event: ORACCA (Oregon Chapter of Air Conditioning Contractors of America) utility roundup meeting. We also worked directly with a few Approved Contractors’ staff to increase heat pump awareness and proper application. These activities help increase the number of Energy Trust qualifying heat pump installations.

3. Opportunities and Areas for Improvement:

- a. PGE engaged with Energy Trust to understand if the utility could support their efforts building relationships with community-based organizations serving low-income and energy burdened customers. PGE also reached out to several CBOs, but a clear opportunity to support their efforts was not identified. Energy Trust is still building these relationships and future support from PGE may be beneficial. As these partnerships with CBOs grow, PGE would like to understand how to provide additional value while supporting Energy Trust participation utilizing supplementary funding.

COMMERCIAL AND INDUSTRIAL/AGRICULTURE SUMMARY

PGE has two dedicated Outreach Specialists whose focus is on enhancing customer awareness and facilitating their participation in Energy Trust programs. The results of these efforts are screened, and qualified leads handed over to the Energy Trust. The team utilizes a variety of tactics to engage customers in Energy Trust programs.

Outreach activities include, but not limited to:

- On-site and phone consultations
- Targeted outbound customer calls
- Cold calls and door-to-door canvassing
- Response to business marketing
- Response to customer email inquiries (energy.consultation@pgn.com) Point of origin: PGE's web site and contact center
- Business partnerships (i.e., City of Portland Sustainability at Work program, Partners for a Sustainable Washington County Community, Clackamas County Resource Conservation and Solid Waste, Gresham Resource Efficiency Assistance to Businesses (GREAT), cities, etc.)
- Chamber, Business and Trade Association presentations
- Leveraging internal networks (i.e., Key Customer Managers, Governmental Affairs representatives, Economic Development, etc.)
- Assisting customers with Energy Trust application paperwork

Outreach Activities

These activities elevate Energy Trust program awareness and engage customers in identifying potential energy saving opportunities. The following events were held in each quarter demonstrating PGE's engagement and commitment in providing customers EE opportunities and learnings. Approximately 2,497 business customers attended these events. Engagement in these events results in customer requests for onsite energy efficiency consultations to identify energy efficiency upgrades PGE attended multiple events at the same chambers each quarter.

Q1	Q2	Q3	Q4
Gresham Chamber	Beaverton Chamber of Commerce	Beaverton Chamber of Commerce	Beaverton Chamber
Hillsboro Chamber of Commerce	Gresham Chamber	Gresham Chamber	Beaverton Chamber
Keizer Chamber	Hillsboro Chamber of Commerce	Hillsboro Chamber of Commerce	Gresham Chamber
Lake Oswego Chamber of Commerce	Hillsboro/Beaverton Chambers of Commerce	Hillsboro Chamber of Commerce	North Clackamas Chamber
North Clackamas Chamber	North Clackamas Chamber	North Clackamas Chamber	Tigard Chamber
Salem Chamber	Tigard Chamber of Commerce	Washington County Chamber of Commerce	
Tigard Chamber of Commerce	Tualatin Chamber of Commerce		

Commercial Energy Efficiency Marketing

PGE utilizes its business newsletter, *Business Connection*, (available both in print and via email) and direct marketing (email, direct mail, and digital advertising) to promote Energy Trust programs to business customers. The newsletter is sent to customers quarterly.

Marketing Activity

Newsletters

- February 2021 - Focus was on COVID relief options for local businesses with one direct call-to-action to sign up for an energy-efficiency consultation with the outreach team.
- May 2021 - Story on how EE consultations can help businesses as they re-opened.
- July 2021 - Feature story highlighting local restaurants who had endured challenges with a call-to-action to find energy-saving opportunities through the outreach team.
- November 2021 - Story on helping customers navigate energy efficiency and sustainability initiatives through consultation with outreach team.

Marketing campaign (s)

In 2021, we focused on relationship building and navigating the ongoing pandemic with businesses. Our goal was to provide the right level of support and still help customers get connected to ETO incentives and rewards. We did this by:

- Partnership with Oregon Restaurant & Lodging Association
- Sponsored quarterly articles Portland Business Journal
- \$50 for 15 minutes campaign running from October - December 2021

Expectations, Goals and Impact (based on the agreed upon plans between PGE/ Energy Trust)

Table 4: Outreach Team Results

Key Objectives	Q1	Q2	Q3	Q4	Total	Goal
Increased participation-qualified leads delivered to Energy Trust	84	54	96	164	401	300
Increased awareness of Energy Trust programs - outreach presentations and networking	38	20	12	9	79	60

Table 5: Commercial Energy Efficiency Impressions

Impressions	Q1	Q2	Q3	Q4	Total	Goal
Measured through newsletters, direct mail, and email	91,500	8,352	121,222	97,500	318,574	N/A

Table 6: Commercial Energy Efficiency Requests for Consultation

Consultations	Q1	Q2	Q3	Q4	Total	Goal
Request through direct mail, email, PGE call center and outreach	113	91	146	258	608	600

Commercial Conclusion

1. Progress to Goals and Key Learnings:
 - a. The pandemic had continued impacts on program participation. Unexpected increased Energy Trust program participation in 2020 was followed by a decline in much of 2021 due to program pauses in Q1 and program redesigns impacting the remainder of the year to manage budget. PGE observed significantly decreased customer interest in EE programs with reduced incentives. With less customer demand, PGE decreased outreach staffing levels from four to two employees by mid-year.

- b. PGE continued to drive leads to the ETO by executing on marketing tactics that were more general and allowing for the outreach team to personalize the opportunities for PGE business customers to access savings. PGE focused on connecting customers to Energy Trust programs that met their needs and economic requirements.
 - c. There was a decrease in the total requests for consultations from 1,165 in 2020 to 608 in 2021 (over 48% decrease). Total lead generation decreased 55% compared to 2020. The decrease was a result of minimal marketing and decreased customer interest in pursuing projects with significantly decreased incentives.
 - d. The pandemic continued to have the greatest impact on restaurants, lodging and retail businesses.
 - e. PGE Outreach Specialists transitioned from remote consultations in March to performing onsite consultations the remainder of the year. Onsite consultations are much more effective in engaging customers and result in an increased likelihood of a project completion.
 - f. PGE and Energy Trust met more frequently to discuss our collaboration due to significant program changes. This enhanced coordination was effective and required to align during an unusual year from a program perspective.
2. Areas of Success:
- a. Strengthened relationships with local associations including ORLA and Hispanic Metro Chamber to reach business customers where they are already connecting for information.
 - b. Created a landing page on portlandgeneral.com making it easier for business customers to get information on ways to engage in EE and sustainability at their business and sign up for a consultation.
 - c. PGE worked closely with Energy Trust as it launched its Brighter Business program in Q3. The program offers free lighting upgrades to small businesses with a focus on women and minority owned customers. PGE was the primary channel for participation with 113 program leads generated.
 - d. PGE continued to focus on enrolling customers in its Energy Partner thermostat program in which customers receive a free smart thermostat and ongoing demand response incentives. Customers also benefited from energy savings via partnership and installation cost sharing with Energy Trust. Energy Trust will evaluate the measure savings in 2022. PGE will support these efforts and the opportunity to continue partnering on this joint effort in the future.
3. Opportunities and Areas of Improvement:
- a. The Outreach Team has leveraged Spanish speaking PGE employees for phone conversations with customers and translators were used on a limited basis for in-person interactions in 2021. PGE plans to expand in-person support in 2022 with a translator joining the team one day a week to increase engagement with Spanish speaking customers.
 - b. PGE looks forward to coordinating its business customer DEI efforts with Energy Trust's focus in this area. PGE plans to engage with the Latinx community and launch a campaign to support increased energy efficiency program participation. We plan to work with PGE's business resources groups to connect to with minority chambers of

commerce and association groups. Lastly, PGE will make business customer content available in Spanish on the PGE website.



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May 12, 2022

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RE: PGE 2021 Annual Report on Support for Energy Trust of Oregon Energy Efficiency Goals

This report submitted under RE 139 highlights PGE's outreach and marketing efforts, under Schedule 110, to support Energy Trust of Oregon's 2021 goals. PGE is pleased with the solid partnership it has with the Energy Trust and appreciates the positive impacts these programs offer to customers.

Should you have any questions or comments regarding this filing, please contact Mary Widman at mary.widman@pgn.com

Please direct all formal correspondence and requests to the following email address pge.opuc.filings@pgn.com

Sincerely,

\s\ Robert Macfarlane

Robert Macfarlane
Manager, Pricing & Tariffs

Enclosure

cc: JP Batmale
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