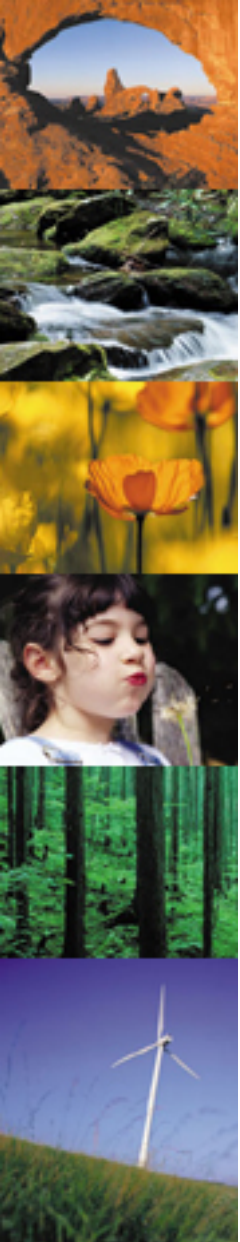


# POC Portfolio Marketing Report 3rd Qtr 2005

Prepared by Pacific Power





# Top Marketing Mechanism by enrollment amounts since 1/1/05 (all three renewable options)

- Bangtails – 1,910 Enrollments
- Education Mailing – 1,529 Enrollments
- Bill Insert – 545 Enrollments
- Direct Mail – 497 Enrollments
- Event & Outreach – 321 Enrollments





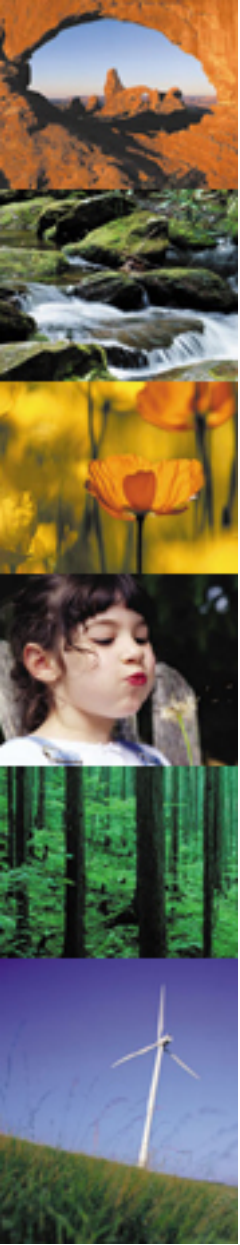
# Renewable Participation Percentage of Select Large Communities (9/30/05)

- Portland – 9.7%
- Corvallis – 9.3%
- Hood River – 7.8%
- Bend – 6.1%
- Astoria – 3.7%
- Medford – 2.9%
- Roseburg – 2.0%
- Oregon Total – 3.9%



# General Enrollment Findings

- Participation percentage continues to rise in most cities and by 17% statewide since 1/1/05.
- Participation in all larger Oregon communities is above the national renewable participation average.



# 4<sup>th</sup> qtr update

- Corvallis Renewable Energy Challenge has commenced on 11/25/05
- Pacific Power is greening holiday lighting displays in 19 Oregon communities equaling 391,747 kWh's.
- Direct mailing in progress to 33,500 Oregon customers.
- PacifiCorp expects to continue their top five ranking in NREL's 2005 survey.

