

# PGE Proposed Bill Assistance Program

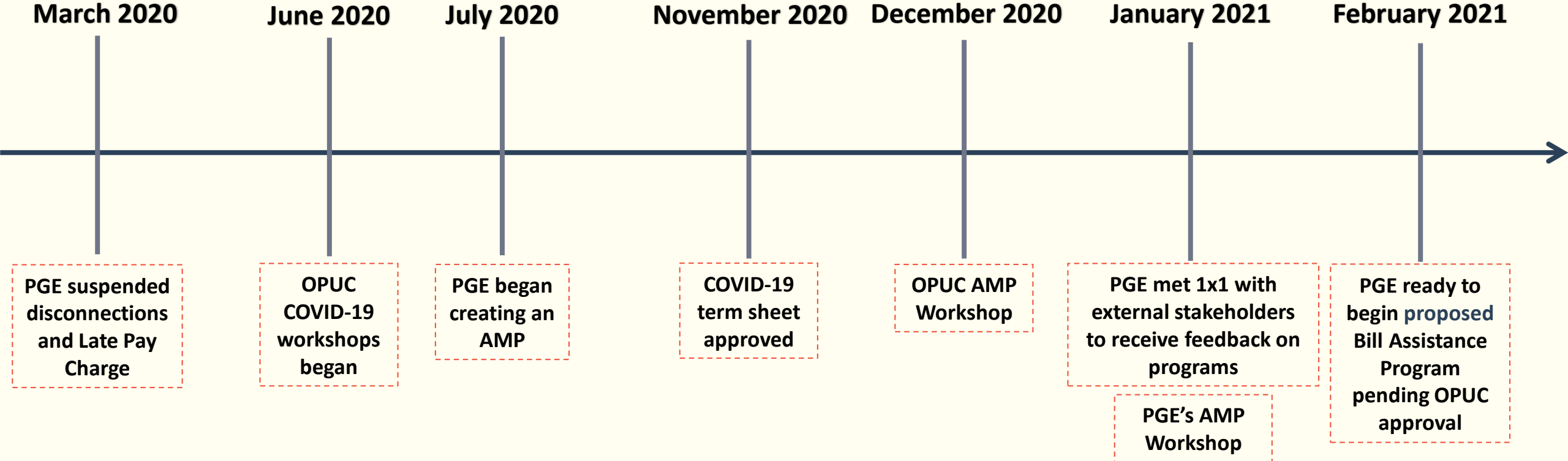
January 2020



# Agenda

- Goals of workshop
  - Review PGE's Proposed Bill Assistance Program
  - Feedback and questions
  - Next steps
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# PGE Bill Assistance Timeline



March 2020

June 2020

July 2020

November 2020

December 2020

January 2021

February 2021

PGE suspended disconnections and Late Pay Charge

OPUC COVID-19 workshops began

PGE began creating an AMP

COVID-19 term sheet approved

OPUC AMP Workshop

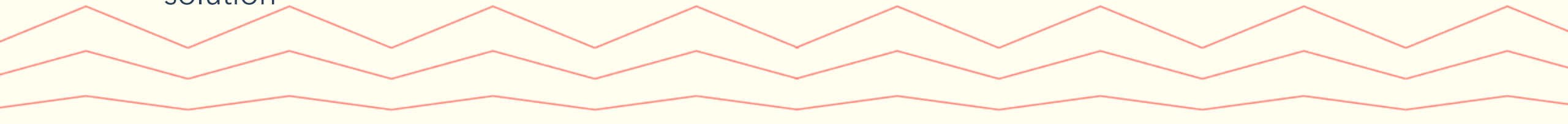
PGE met 1x1 with external stakeholders to receive feedback on programs

PGE's AMP Workshop

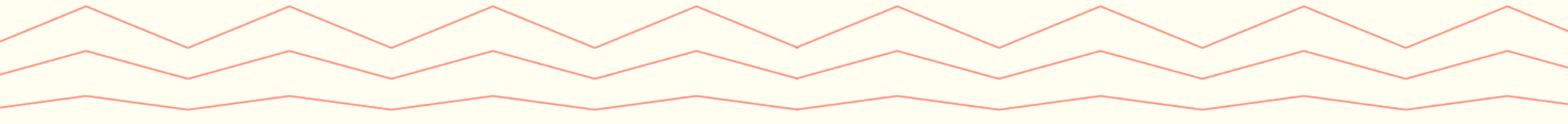
PGE ready to begin proposed Bill Assistance Program pending OPUC approval

# PGE's Approach to Bill Assistance

## Guiding Principles

- Keep our customers' power on by providing additional flexible payment options
  - Limit the number of service interruptions by utilizing disconnection only as a last resort
  - Offer incentives to encourage customer payments
  - Utilize equity lens to ensure options are provided to each customer based on unique needs
  - Help with impact of arrears as a result of COVID-19
  - Easy for customers to understand and simple for PGE to administer
  - Collaborate with internal and external stakeholders to deliver a meaningful and effective solution
- 

# Overview of programs proposed

- Each eligible residential customer will receive up to \$1,000 in payment matching funds
  - Customer must be 31+ days past due
  - Payment match will stop once customer's account balance reaches \$0
  - Each customer will receive up to three direct communications
    - Initial email/letter depending on communication preference
    - Follow-up email/letter depending on communication preference
    - Reminder postcard via mail
  - For two of the programs, the email will have a link for customers to enroll
    - If customer receives letter, they will need to call to enroll
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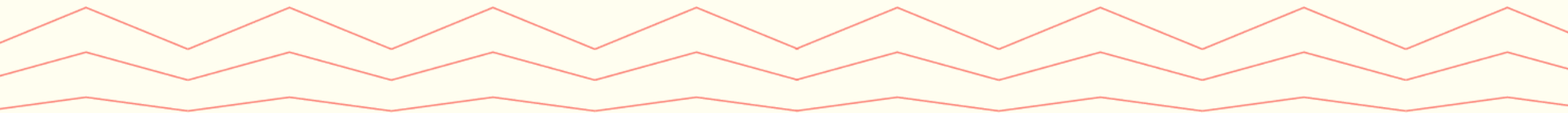
# 50/50 Plan

## Overview:

- If a customer pays half their account balance, PGE will make a one-time payment to match the other half

## Goal:

- Get past due customers who have means to pay current with minimal customer effort



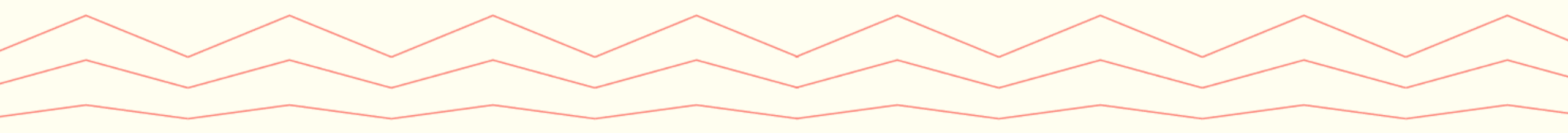
# 3-Month Payment Match Program

## Overview:

- PGE will match eligible customer payments for a 3-month period

## Goal:

- Assist customers that are past due but can get caught up over a few months





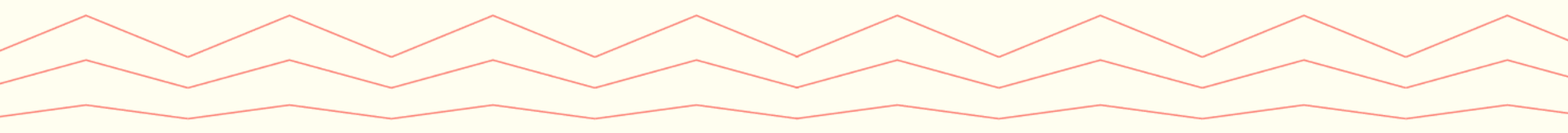
# Extended Payment Match Program

## Overview:

- If customer sets up a new TPA, up to 24-months, PGE will match any payment the customer makes during first 12-months of TPA

## Goal:

- Get customers that are further past due caught up and setting them up for success to pay their monthly bills





# Prospective Communications

In addition to the three direct communications customers will receive, we will use the following tools to get customers enrolled in the Bill Assistance Program:

- Outbound calls to customers to enroll them in a program
- Digital ads personalized by address
- Door hangers left by field representatives that offer payment match
- Partnering with CBO's to increase awareness of programs
- Program overview available on [portlandgeneral.com](http://portlandgeneral.com)
- All customers to receive annual bill assistance brochure
- All communications available at a minimum in English and Spanish



# Additional Options Proposed



# Customer Assistance Funds

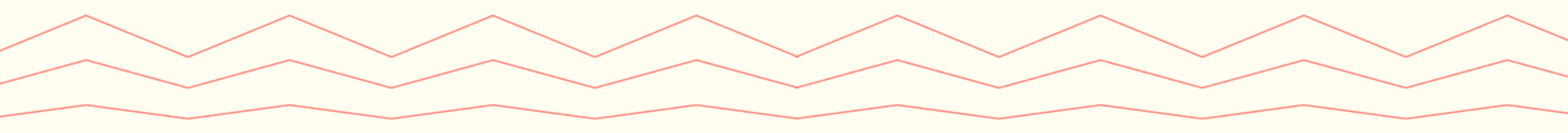
Each Customer Service Advisor will have funds available to provide one-time assistance based on information provided in the call

## Goal:

- Provide one-time assistance to customers in need

## Possible Scenarios:

- Provide assistance to customers that aren't past due or have a small balance but need one-time assistance
  - If I pay my amount due of \$84.02, that will leave me without food, can you please help me?
  - I can't afford to turn my heat on, I'll just use extra blankets
- Receive agency referrals for customers who are slightly over income and need one-time assistance
- Referrals from representatives in the field



# Reconnect Service Assistance

## Overview:

- PGE will provide one-time payment match assistance to reconnect service for customers
- The remaining balance will be set up on TPA, if applicable

## Goal:

- Make customer balances more manageable in order to get service restored



# Draft Communication Examples: 3-Month Payment Match



# 1<sup>st</sup> Round of Draft Communication



Reduce your balance  
to zero – over time

Many PGE customers are feeling the stress of overdue energy bills. That's why we've created a new bill assistance program to help you get back on track. You're already qualified, so you don't need to meet any income requirements.



### You pay half. We pay half.

PGE will match your payments up to \$500 to help bring your past-due balance down to zero in just a few months.



### Pay your balance over time.

You don't have to pay your outstanding bill all at once. Make catch-up payments between Feb. 1 and April 30, 2021, and PGE will match them dollar for dollar.



### It's important that you enroll.

- Enroll in a bill assistance program by Jan. 30, 2021.
- Get PGE matching funds.
- Bring your balance down to zero before you're at risk for disconnection.

Enroll today



Month DD, YYYY  
[Postal Sequence ID – Line 1]  
[Postal Barcode – Line 2]  
Customer Name [Line 3]  
Co-Customer Name [Line 4]  
Address line 1 [Line 5]  
Address line 2 [Line 6]  
City, State Zip [Line 7]  
Account number: <NUMBER>  
For service at: <Address 1, City, State Zip >

Hello,

Many PGE customers are feeling the stress of overdue energy bills. That's why we've created a new bill assistance program to help you get back on track. You're already qualified, so you don't need to meet any income requirements.



### You pay half. We pay half.

PGE will match your payments up to \$500 to help bring your past-due balance down to zero in just a few months.



### Pay your balance over time.

You don't have to pay your outstanding bill all at once. Make catch-up payments between Feb. 1 and April 30, 2021, and PGE will match them dollar for dollar.



### It's important that you call us.

- Enroll in a bill assistance program by Jan. 30, 2021.
- Get PGE matching funds.
- Bring your balance down to zero before you're at risk for disconnection.

Enrolling is easy. Just visit [portlandgeneral.com/paymentmatch](http://portlandgeneral.com/paymentmatch) or give us a call Monday through Friday, 7 a.m. to 7 p.m. at 503-228-6322 or 800-542-8818. We're here to help.

Thank you,  
PGE Customer Service team

# Draft Postcard

## Let's make a plan to start fresh this year

Our new bill assistance program can help you get caught up on your past-due bill. You're already qualified, so you don't need to meet any income requirements.



### You pay half. We pay half.

PGE will match your payments on your past-due balance up to \$500.



### Pay your balance over time.

Make catch-up payments between Feb. 1 and April 30.



### It's important that you call us.

- Enroll by Jan. 30.
- Get PGE matching funds.
- Bring your balance down to zero before you're at risk for disconnection.

Call **503-228-6322** or **800-542-8818**,  
Monday through Friday, 7 a.m. to 7 p.m. or visit  
[portlandgeneral.com/paymentmatch](http://portlandgeneral.com/paymentmatch).

PRSR1 STD  
U.S. POSTAGE  
**PAID**  
PORTLAND, OR  
PERMIT NO. 164

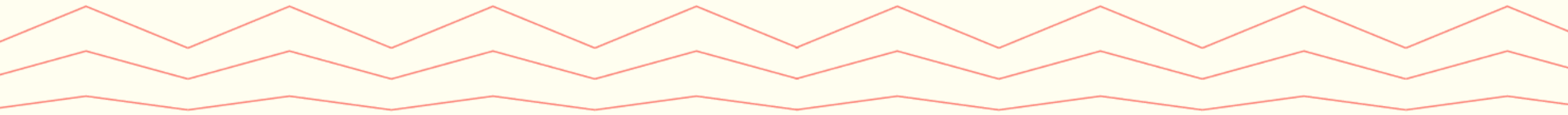
## Let's meet halfway

Sign up by Jan. 30 and we'll match your payments for three months.

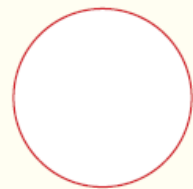




# Draft Digital Ad



# Draft Door Hanger



## Get back on track with matching payments

It's been a tough year, but our new bill assistance programs can help, regardless of your income.



### You pay half. We pay half.

We'll double your efforts by matching the payments you make to bring your bill down to zero.



### Pay your balance over time.

You don't have to pay your outstanding bill all at once.



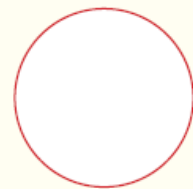
### It's important that you call us.

- Enroll in a bill assistance program.
- Get PGE matching funds.
- Bring your past-due balance down to zero before you're at risk for disconnection.

### Enroll today

Matching funds are available for a limited time. It only takes a few minutes to enroll. Please call PGE Customer Service, Monday through Friday, 7 a.m. to 7 p.m. at 503-228-6322 or 800-542-8818.

Learn more at [portlandgeneral.com/matchmybill](http://portlandgeneral.com/matchmybill).



## Póngase al día con los pagos de contrapartida

Fue un año difícil, pero nuestros nuevos programas de asistencia pueden ayudar, independientemente de sus ingresos.



### Usted paga una mitad, y nosotros, la otra.

Redoblabemos sus esfuerzos igualando los pagos que haga para cancelar la deuda de su factura.



### Pague el saldo con el tiempo.

No es necesario que pague todo el saldo pendiente de su factura de una sola vez.



### Es importante que nos llame.

- Inscríbese en un programa de asistencia para pagar las facturas.
- Obtenga fondos de contrapartida de PGE.
- Cancele los saldos vencidos para no correr el riesgo de que se le desconecte el servicio.

### Inscríbese hoy mismo.

Los fondos de contrapartida están disponibles durante un tiempo limitado. Inscribirse solo le llevará algunos minutos. Comuníquese con el Servicio al Cliente de PGE, de lunes a viernes, de 7 a.m. a 7 p.m., al 503-228-6322 o al 800-542-8818.

Para obtener más información, visite [portlandgeneral.com/matchmybill](http://portlandgeneral.com/matchmybill).



**Let's  
meet the  
future  
together.**

