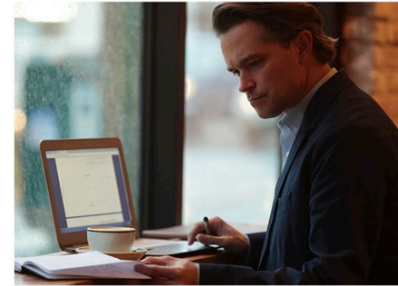


Clean Energy Transformation Act

Public Survey Results

Benefits Rankings & Demographics Cross-Tab Analysis



August 2021

What's Included in this Report

1. Introduction and survey approach

- Lays out the CEIP process, the goals of the survey, and the modes by which the survey was carried out

2. Overall residential results

- Walks through the unweighted results of the primary customer benefits questions
- Highlights the relative representation of various demographic characteristics among respondents

3. Residential demographics cross-tab analysis results

- Shows a deep-dive into responses by subgroups of respondents and results from survey weighting

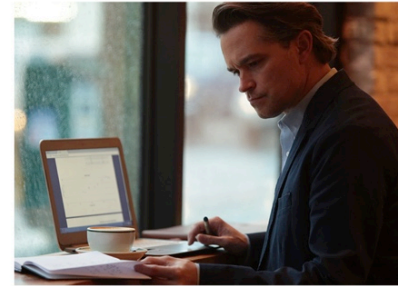
4. Additional survey results

- Covers responses from non-residential customers
- Presents results from questions about concerns and challenges

5. Conclusions and takeaways

- Summarizes the core findings from the surveys

Introduction & Survey Approach



What are CETA and the CEIP?

In May 2019, Washington state Governor Jay Inslee signed into law the Clean Energy Transformation Act (CETA) that applies to all electric utilities serving retail customers in Washington and sets specific milestones to reach the required 100% clean electricity supply. Pacific Power (PacifiCorp) is committed to an open, transparent, and accessible process to ensure that the transition to renewable and non-carbon-emitting electricity milestones in Washington are achieved equitably among its Washington customers and communities.

To help us plan for the transition, PacifiCorp is developing its first Clean Energy Implementation Plan (CEIP), a document that will guide our clean electricity programs, actions, and investments for the years 2022-2025. The CEIP will help us achieve the shared goals of Washington's 2019 CETA.

Why did PacifiCorp conduct a public survey?

As part of the public participation plan of the CEIP, PacifiCorp conducted a series of surveys from July 1, 2021 through August 10, 2021.

The overarching objective of the survey effort was to gather public feedback on PacifiCorp's approach to CETA, soliciting customers' thoughts, preferences, and input, in order to better inform our planning efforts.

Specifically, the primary research goals of the survey included:

- Understand customers' preferences and priorities of CETA's energy benefit categories
- Determine the main concerns and challenges faced by customers in the clean energy transition

Additionally, PacifiCorp asked respondents their demographic/firmographic characteristics to determine the degree to which the survey sample was representative of the full population of Washington service territory customers.

How did PacifiCorp conduct the public survey?

PacifiCorp distributed surveys to residential and non-residential customers by:

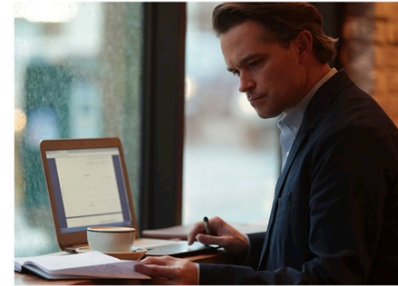
- Publicly posting the survey links to PacifiCorp CEIP web page.
- Emailing the survey link to all customers with an email address (48,124 residential and 2,861 non-residential customers).
- Providing the survey in both Spanish and English.
- Distributing bill inserts to approximately 132,380 customers directing them to the CEIP web page to take survey.

Some Equity Advisory Group (EAG) members kindly distributed paper copies for hard-to-reach customers.

Surveys were also distributed to Demand-Side Management (DSM) Advisory Group, Low-Income Advisory Group, and Washington Integrated Resource Planning (IRP) stakeholders.

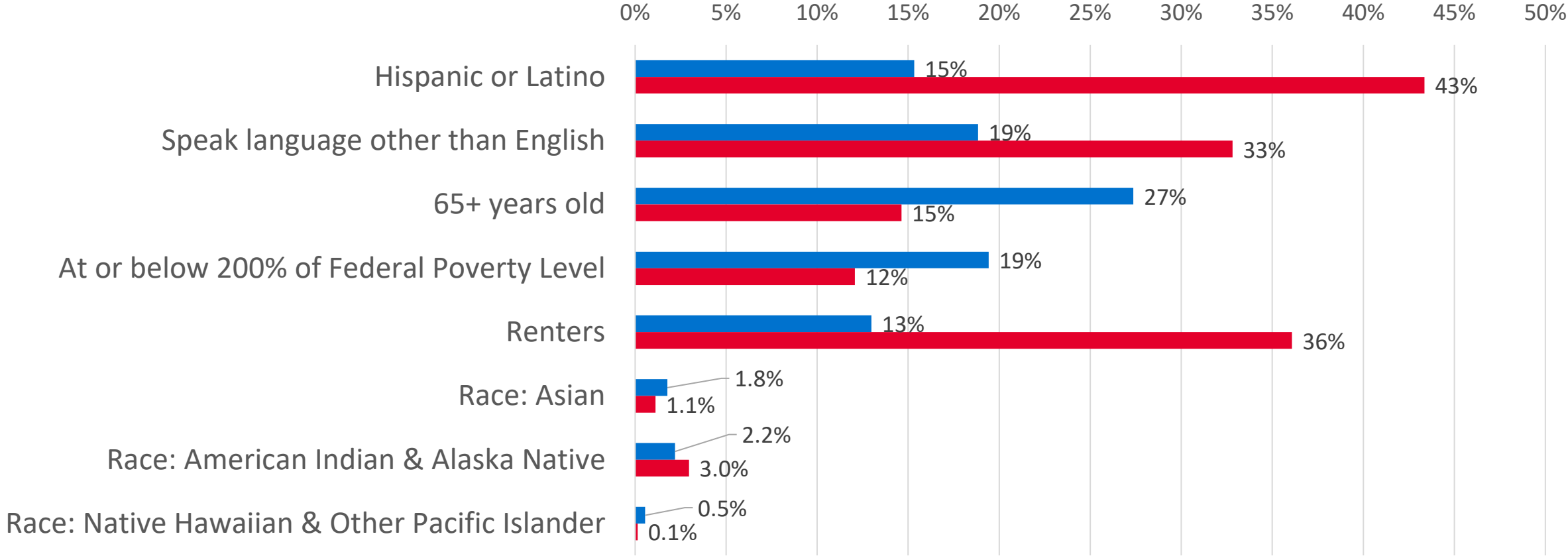
PacifiCorp sent reminder emails to all groups.

Overall Residential Results



Residential Survey Respondent Demographics

Survey Participation by Various Customer Characteristics



893 respondents

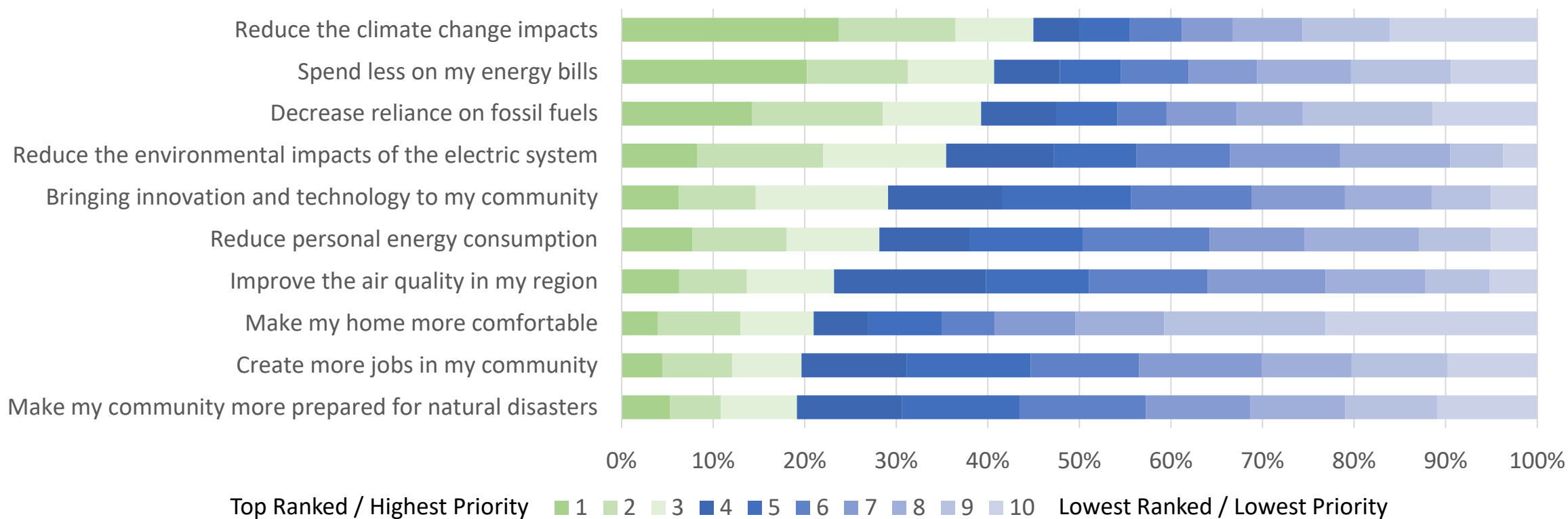
■ Survey Respondents ■ Service Territory Average

893 respondents

Overall Residential Results (Unweighted)

Survey Question 2: Thinking about our transition to cleaner electricity, what potential benefits do you think are most important?

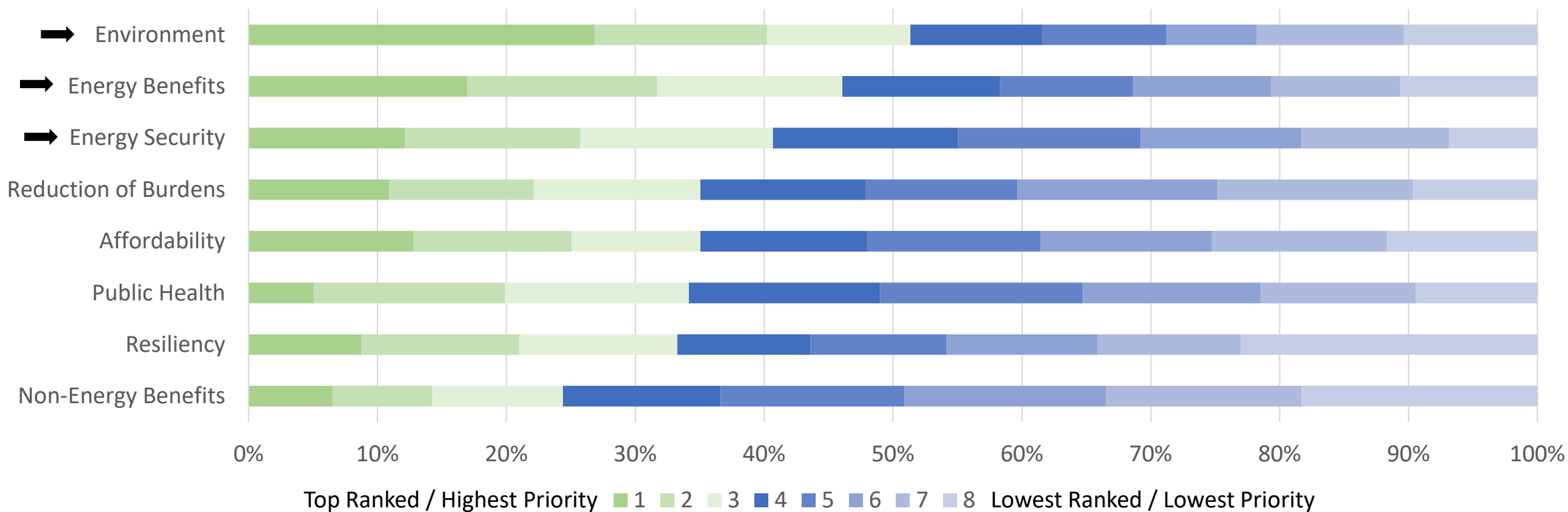
When answering Q2 of the survey, residential respondents ranked benefits relating to environmental, cost, and resiliency impacts among their top priorities.



Overall Residential Results (Unweighted)

Survey Question 12: When you think about the clean electricity future, which values and benefits are most important to help your community thrive?

When answering Q12 of the survey, residential respondents ranked Environment, Energy Benefits, and Energy Security in their top 3 most important benefits.



Residential – Benefit Results Crosswalk

To compare results from Question 2 and Question 12, we color-coordinated each benefit based on its general theme or category. For example, all benefits assign a dark red color relate to environment, and so on.

Comparing benefit prioritizations across the two questions indicated consistent rankings:

- Environmental benefits ranked highest
- Energy benefits, energy security, reduction of burdens and affordability also ranked high

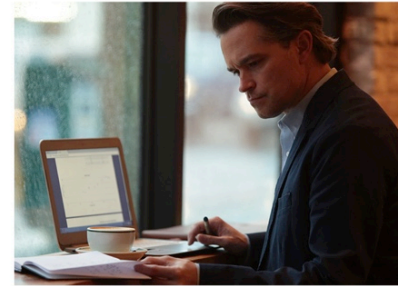
Ranked Results – Question 2

1. Reduce climate change impacts
2. Spend less on my energy bill
3. Decrease reliance on fossil fuels
4. Reduce the environmental impacts of the electric system
5. Bring innovation and technology to my community
6. Reduce personal energy consumption
7. Improve air quality in my region
8. Make my home more comfortable
9. Create more jobs in my community
10. Make my community more prepared for natural disasters

Ranked Results – Question 12

1. Environment
2. Energy Benefits
3. Energy Security
4. Reduction of Burdens
5. Affordability
6. Public Health
7. Resiliency
8. Non-energy Benefit

Residential Demographics Cross-Tab Analysis Results

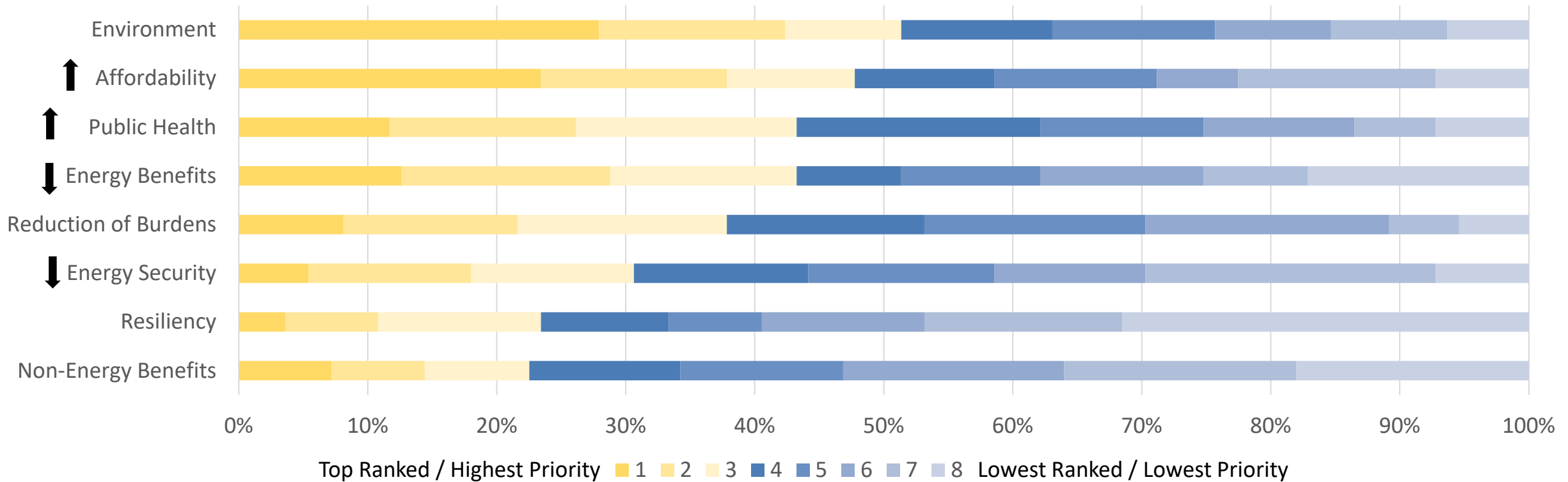




Hispanic/Latino

n=111 (15% of survey sample)
Under-represented by 28%

Compared to overall results, Hispanic/Latino respondents ranked Affordability and Public Health in the top three displacing Energy Benefits and Energy Security. Environment remained top rank.

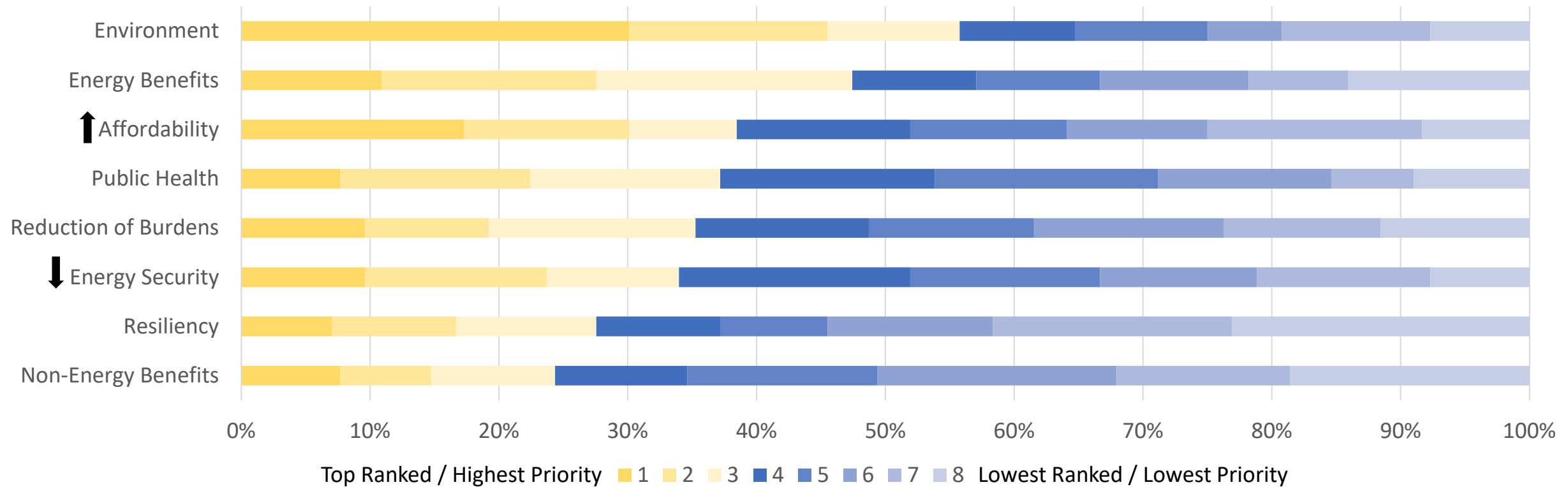


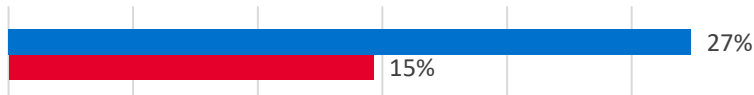


Speak Language Other than English

n=156 (19% of survey sample)
Under-represented by 14%

Compared to overall results, respondents who speak a language other than English ranked Affordability in the top three displacing Energy Security. Environment and Energy Benefits remained top two rankings.

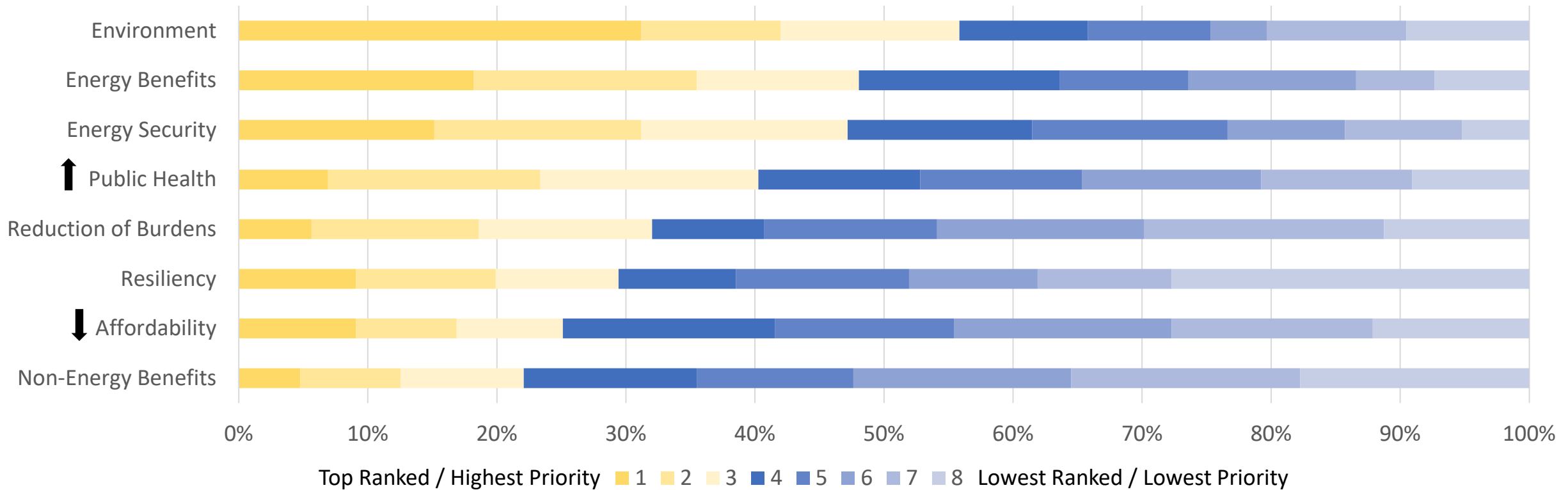


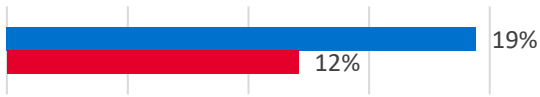


n=231 (27% of survey sample)
Over-represented by 13%

65+ Years Old

Compared to overall results, respondents who are 65+ years old had the same top 3 rankings. They rated Public Health as position 4 from position 6, displacing Affordability in that slot.

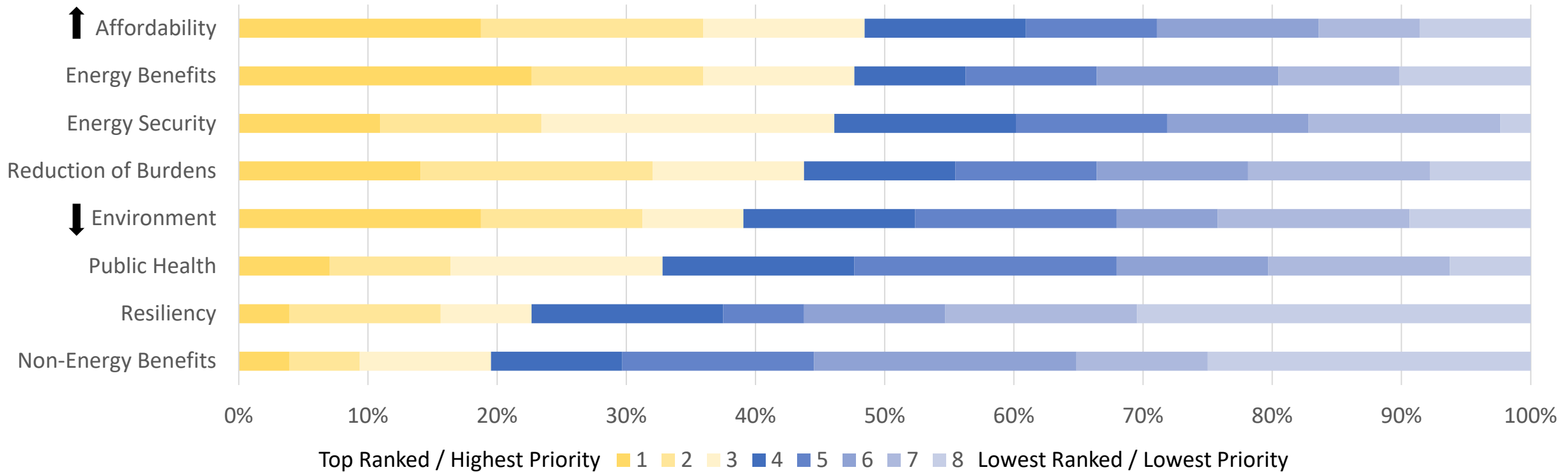




n=128 (19% of survey sample)
Over-represented by 7%

At or Below 200% of Federal Poverty Level

Compared to overall results, respondents who are at or below 200% of federal poverty level ranked Affordability in the top three displacing Environment. Energy Benefits and Energy Security remained 2nd and 3rd in rankings.

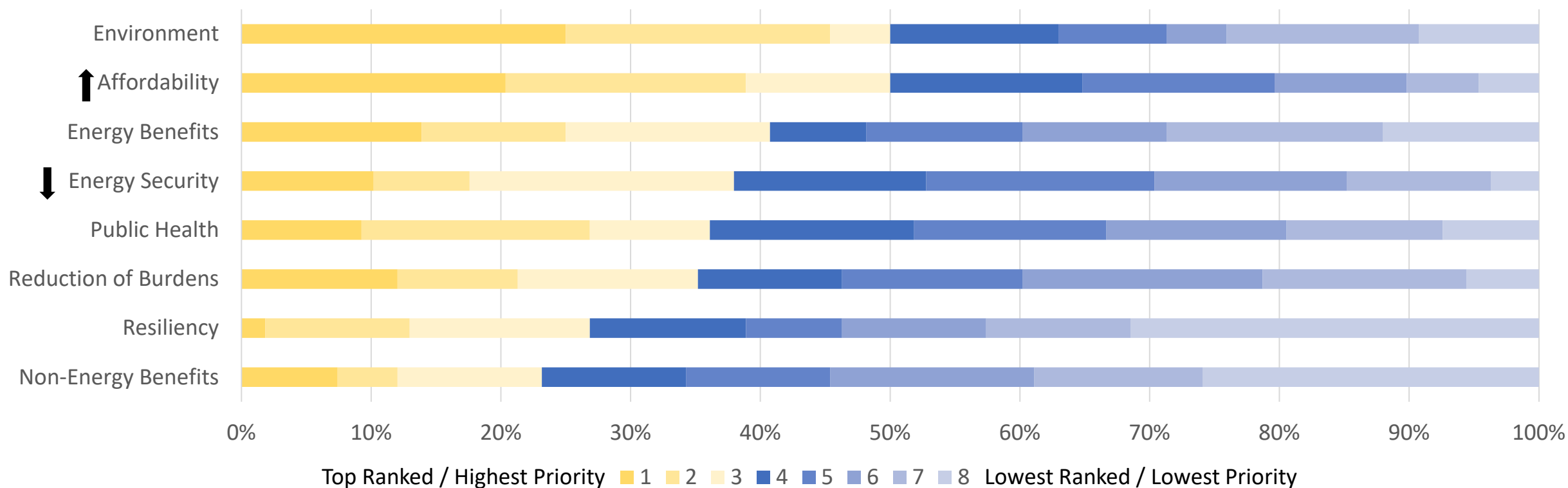


Renters



n=108 (13% of survey sample)
Under-represented by 23%

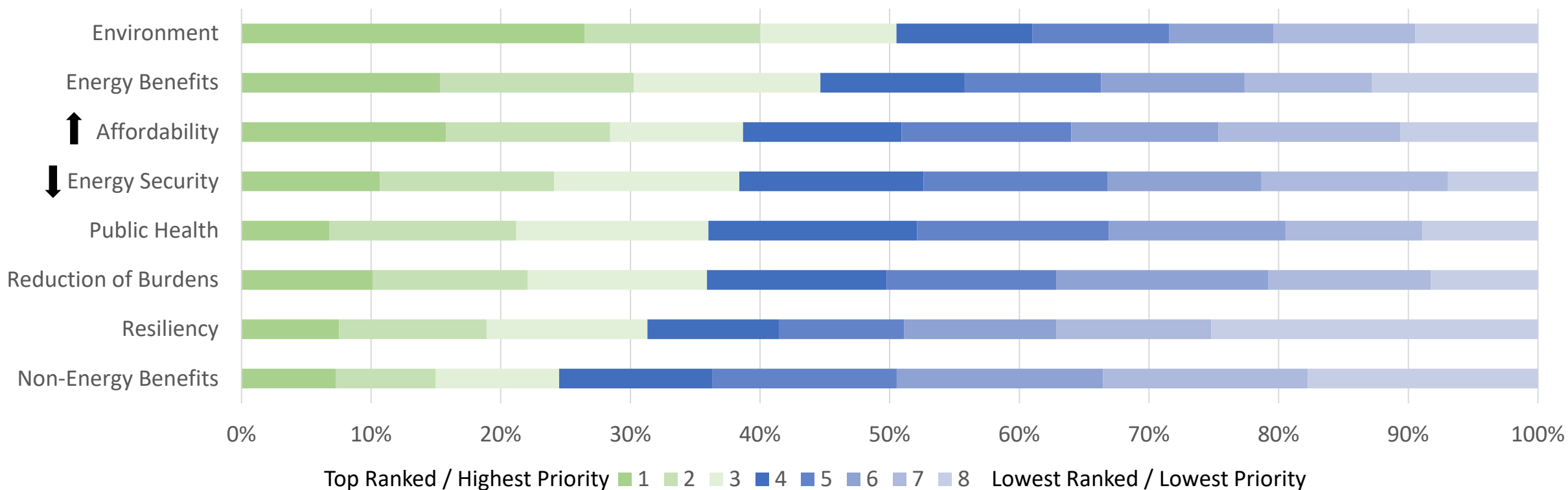
Compared to overall results, renters ranked Affordability in the top three displacing Energy Security. Environment and Energy Benefits remained in the top 3 rankings.



893 respondents

Overall Results – Weighted by *Demographics*

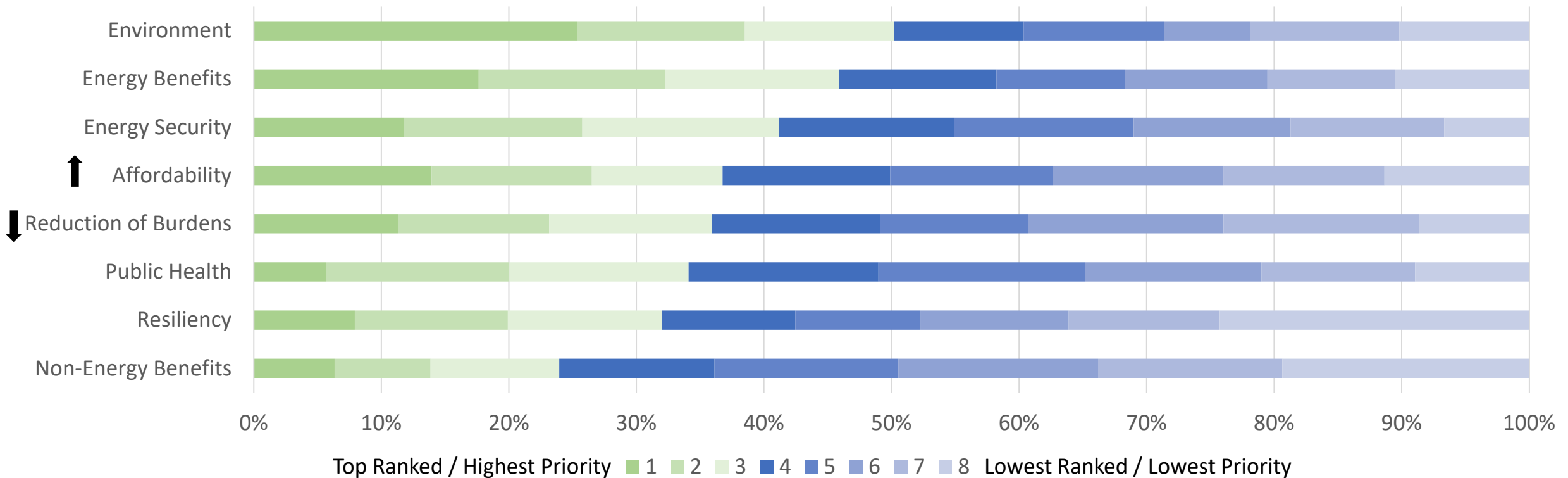
PacifiCorp weighted responses based on demographics and re-ran the ranking summary. This means that the responses of under-sampled populations were “weighted” more, or counted more times, and the responses of over-sampled populations were weighted less. Compared to unweighted overall results, the top two ranked benefits stayed the same. Affordability replaced Energy Security for the 3rd rank. Public Health moved to 5th place, displacing Reduction of Burdens.



893 respondents

Overall Results – Weighted by *Income*

Weighting by income had generally the same net result as weight by demographics: compared to unweighted overall results, the top three ranked benefits stayed the same. Affordability replaced Reduction of Burdens for the 4th rank.



Residential – Benefit Results Crosswalk

Weighting responses by demographics / income helped results be more representative while indicating general consistency of the final take-away rankings

Original Unweighted Rankings

1. Environment
2. Energy Benefits
3. Energy Security
4. Reduction of Burdens
5. Affordability
6. Public Health
7. Resiliency
8. Non-energy Benefit

Weighted by Demographics

1. Environment
2. Energy Benefits
3. Affordability
4. Energy Security
5. Public Health
6. Reduction of Burdens
7. Resiliency
8. Non-energy Benefit

Weighted by Income

1. Environment
2. Energy Benefits
3. Energy Security
4. Affordability
5. Reduction of Burdens
6. Public Health
7. Resiliency
8. Non-energy Benefit

Summary of Demographic Cross-Tabs

Under-Sampled Populations

- These included Hispanic/Latino, speakers of languages other than English, and renters
- These populations ranked Affordability in their top 3, to displace Energy Security
- Environment & Energy Benefits consistently ranked highest, unchanged even among these under-sampled populations
- Other racial/ethnic minorities included among respondents were all within 0.8% or less of PacifiCorp's Washington service territory averages and were as such not statistically meaningfully under- or over-sampled in the survey

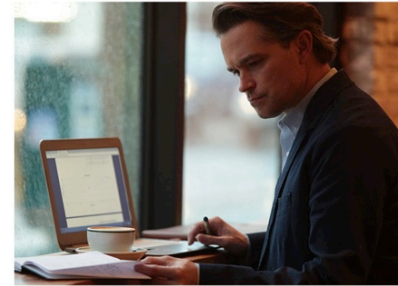
Over-Sampled Populations

- These included respondents who were 65+ years old and those who were at or below the federal poverty level
- 65+ year old respondents had the same top 3 rankings as the overall results
- Those below the poverty level chose Affordability as their top rank benefit, displacing Environment

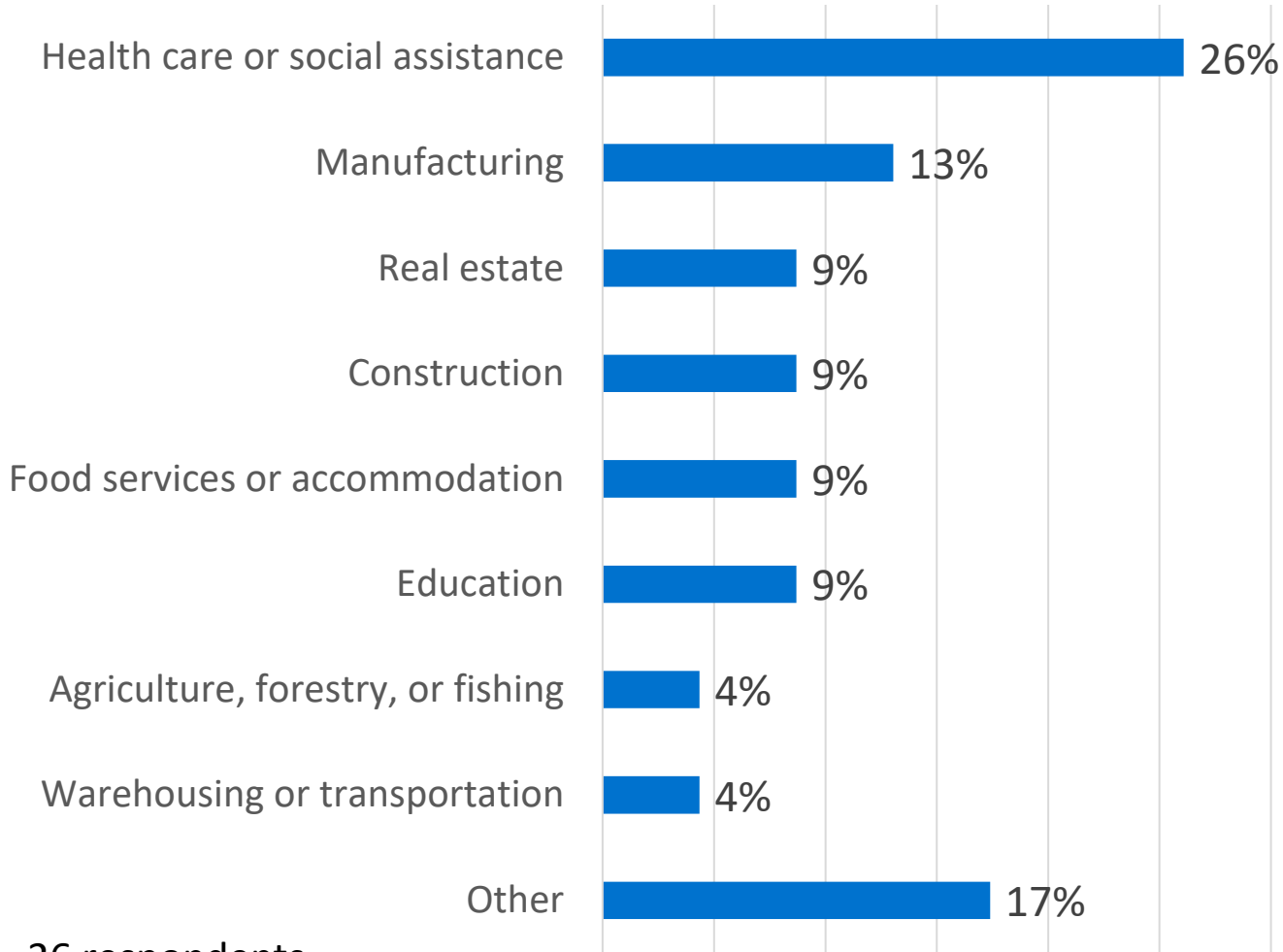
Weighting Adjustments

- When PacifiCorp weighted responses by demographics and by income, manually forcing response rates to reflect service territory averages, we saw consistency in the top two and bottom two rankings
- Affordability moved up in priority rankings under both weightings, to 3rd and 4th place, respectively

Additional Survey Results



Business Type

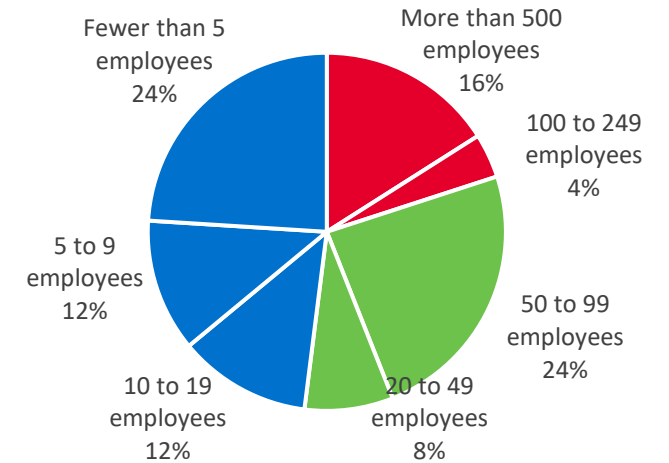


26 respondents

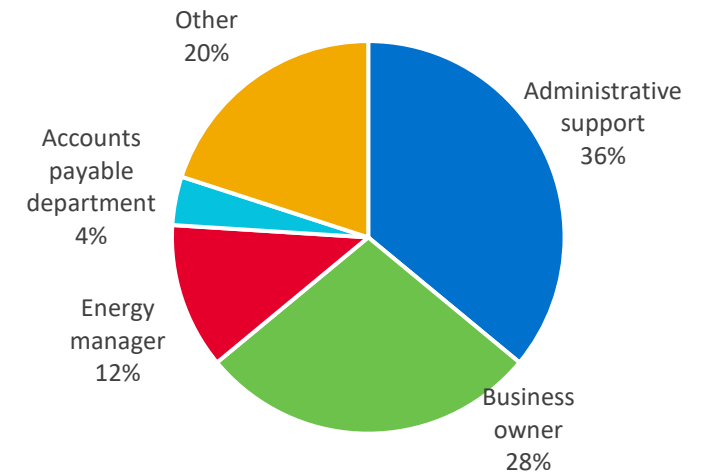
23.8% self-described as minority-owned (now referred to as a diverse supplier)

Non-Residential Survey Respondent Firmographics

Business Size



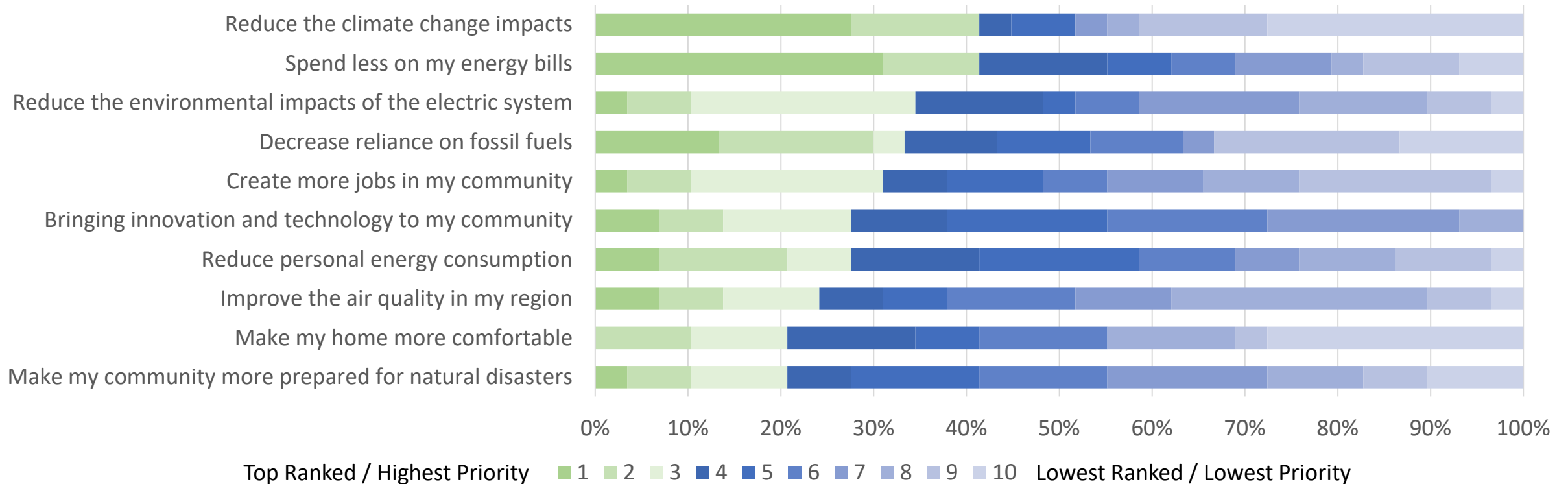
Respondent Job Title



Non-Residential – Benefit Results

Survey Question 2: Thinking about our transition to cleaner electricity, what potential benefits do you think are most important?

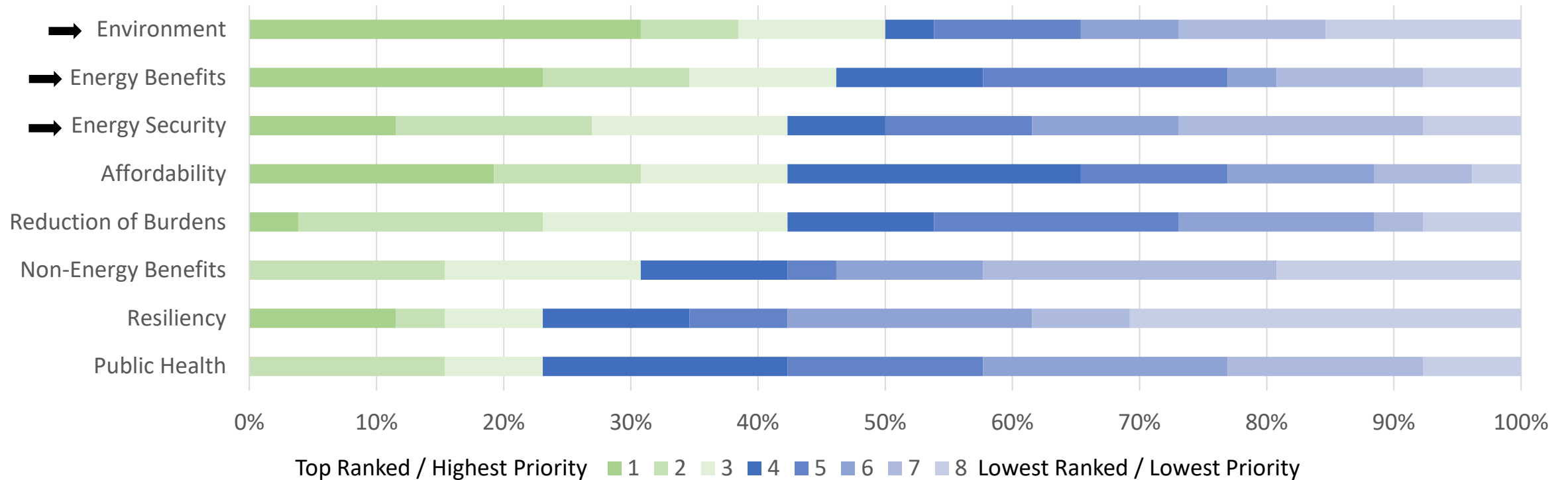
When answering Q2 of the survey, non-residential respondents ranked benefits relating to environmental, cost, and resiliency impacts among their top priorities. They also prioritized job creation.



Non-Residential – Benefit Results

Survey Question 12: When you think about the clean electricity future, which values and benefits are most important to help your community thrive?

When answering Q12 of the survey, non-residential respondents ranked Environment, Energy Benefits, and Energy Security in their top 3 most important benefits, the same priority ranking as residential respondents.



Non-Residential – Benefits Results

To compare results from Question 2 and Question 12, we color-coordinated each benefit based on its general theme or category. For example, all benefits assign a dark red color relate to environment, and so on.

Like for residential results, comparing benefit prioritizations across the two questions answered by non-residential customers indicated consistent rankings:

- Environmental benefits ranked highest
- Energy benefits, energy security, and affordability also ranked high
- Compared to residential responses, jobs and innovation ranked higher in importance among non-residential respondents

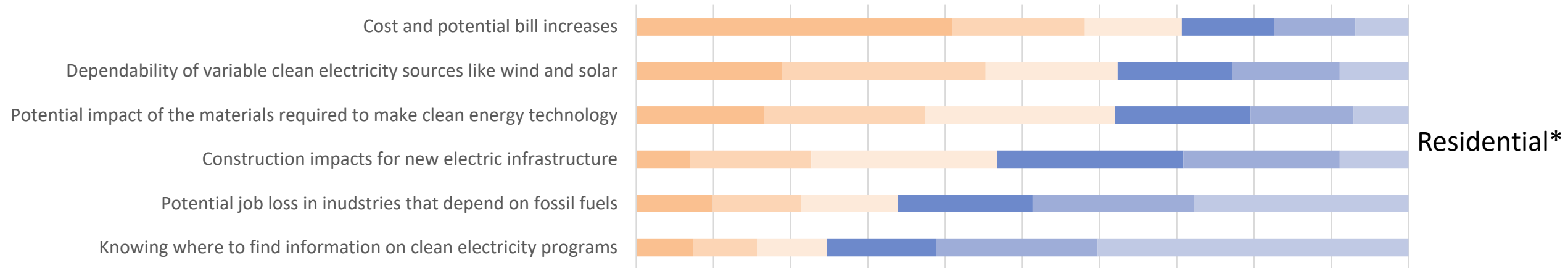
Ranked Results – Question 2

1. Reduce climate change impacts
2. Spend less on my energy bill
3. Reduce the environmental impacts of the electric system
4. Decrease reliance on fossil fuels
5. Create more jobs in my community
6. Bring innovation and technology to my community
7. Reduce personal energy consumption
8. Improve air quality in my region
9. Make my home more comfortable
10. Make my community more prepared for natural disasters

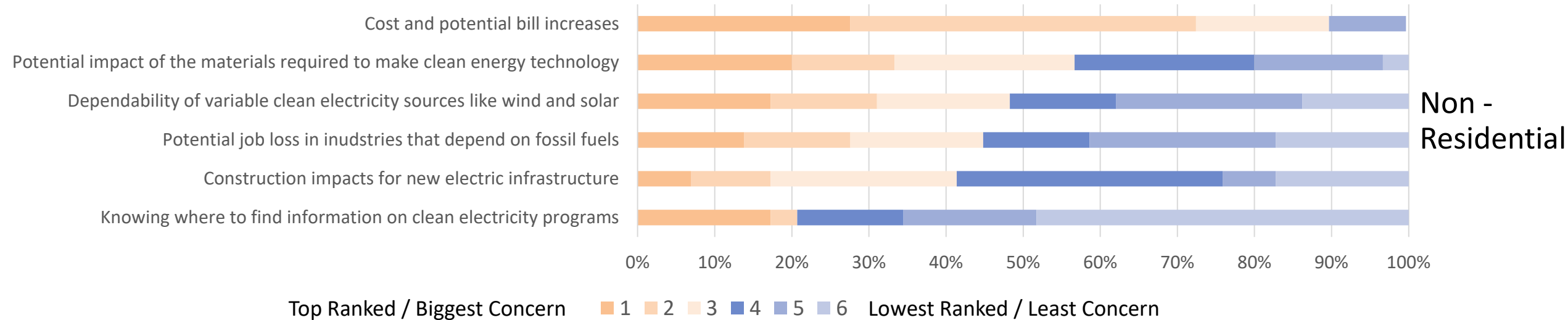
Ranked Results – Question 12

1. Environment
2. Energy Benefits
3. Energy Security
4. Affordability
5. Reduction of Burdens
6. Non-Energy Benefits
7. Resiliency
8. Public Health

Concerns for Clean Energy Transition

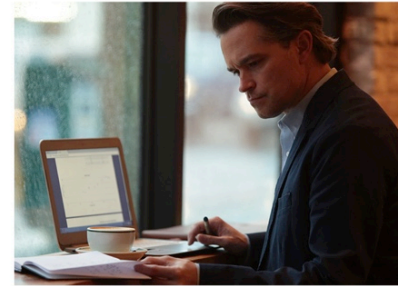


*Note: weighted and unweighted responses ranked these concerns in the same order.



Top Ranked / Biggest Concern 1 2 3 4 5 6 Lowest Ranked / Least Concern

Conclusions & Takeaways



Summary Survey Results

Major Takeaways

- Residential and non-residential respondents were generally aligned on priorities
- Environmental benefits ranked highest
- Energy benefits, energy security, affordability, and reduction of burdens also ranked high

Major Concerns to Customers

- Cost and bill increase concerns ranked highest
- Dependability of variable clean energy resources also ranked high

Survey Representation of Population

- Need for increased effort to ensure survey responses are representative of PacifiCorp's broader customer base
- Under-sampled populations tended to rank Affordability higher, to displace Energy Security in the top 3
- When weighting survey results by demographics and income PacifiCorp observed consistency in the main takeaways and overall top 2 rankings: Environment, Energy Benefits