



# Distribution System Planning Public Workshop #7 January 13, 2021





# Workshop #4 Information

## Teams Meeting Information

- Microsoft Teams meeting

**Join on your computer or mobile app**

[Click here to join the meeting](#)

**Or call in (audio only)**

[+1 563-275-5003](tel:+15632755003),,247073307# United States, Davenport

Phone Conference ID: 247 073 307#

- **Please place your phone on “Mute” when not speaking**
- **Please do not use the “Hold” function on your phone**
  
- Please use the chat function in TEAMS to provide any questions or comments during this presentation. We will do our best to address those as they come up, if we are unable to get to them, we will follow-up directly or at an upcoming workshop.



# Today's Goals

- Introductions
- Community Engagement Plan
  - Review Concepts in our Plan
  - Survey to Support Community Engagement
  - Discussion on CIG
- Upcoming Workshop
  - *TBD*



# Introductions

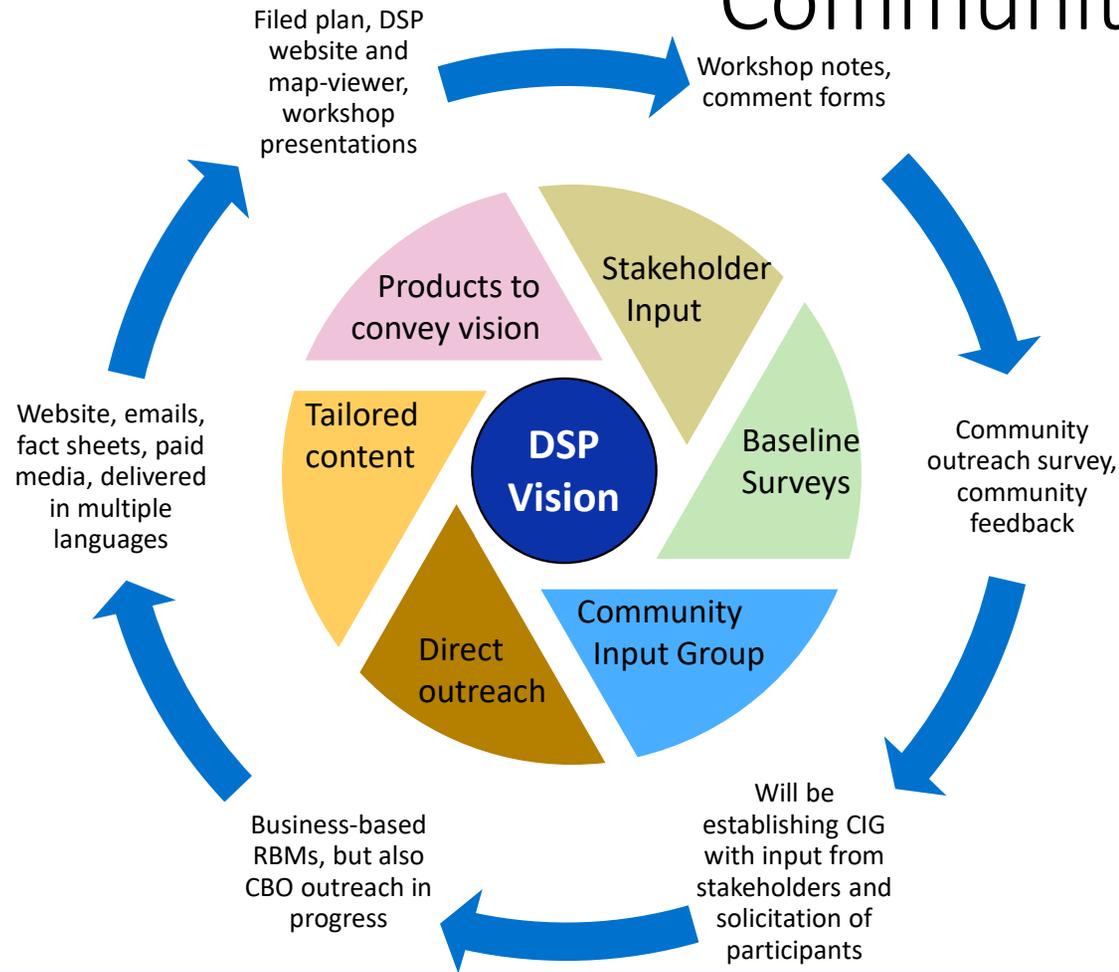
- Who are you?
- What organization(s) do you represent?
- What is your interest in DSP?
- Which groups of stakeholders do you represent?
- How often do you communicate with them and what content could we provide that would put you in a better position for that?
- Any other thoughts you would like to share with us on our DSP?



# Community Engagement



# Community Outreach





# Shaping Expectations

## Creating spaces and opportunities for deeper, meaningful engagement through DSP

- energy equity,
- pace of development,
- commitment to conservation and technology development,
- Inclusive of multiple voices and perspectives, and
- Effective means to engage DSP stakeholders.

## Kicking off community engagement plan with a survey

- Your input will help shape the survey.

## We heard and read feedback and observed:

- Community Energy Project: PacifiCorp should engage new audiences in DSP,
- Provide Regional Business Managers with training to engage in inclusive, equitable dialogue that is less business-centric,
- Support for Community Input Group (CIG).



# Community Input Group

## CIG Objectives

- Ensure the health, safety, and interests of frontline communities are incorporated in DSP development process in an equitable and inclusive manner.
- Eliminate barriers for participation in the DSP process.

## Representation

- A state-wide coalition of community-based organizations, businesses, individuals, social justice groups.
  - Environmental justice groups
  - Public health experts
  - Tribal Authorities
  - Asian Pacific Islander communities
  - Hispanic communities
  - Veterans
  - Coastal Communities
  - Low-income populations
  - Agricultural workers
  - Local social service leaders
  - Local business owners

# Community Input Group (cont.)

## Suggested Actions

- Build an inclusive and accessible process of consultation and collaboration.
- Review outreach and communication materials to ensure the content is mindful in tone and content.
- Input on educational material on DSP.
- Review program development for EV, DER, Energy Efficiency Programs, and other proposed pilots.
- Act as a conduit to exchange information and ideas between the company and the communities.
- Assist with outreach into the communities.
- Increase participation of marginalized communities traditionally excluded from DSP planning.



# Soliciting Input on CIG

The CIG is in partnership with Pacific Power.

## Initial Idea on Development

- Members will be reimbursed for their time and effort.
- One state-wide group representing various communities.
- Focus is equity and access to the process.
- Initial meetings focus on developing a charter, understanding DSP and how it impacts the community, and developing a framework for program/project evaluation.
- Public Participation component.
- Size of group 10-18.
- One year commitment from members.
- May include a technical subcommittees.
- Gather input from this workgroup.



# DSP Public Participation Survey



# Overview and Agenda

- Introduction to MDC
- Objectives
- Audience
- Methodology and approach
- Survey topics
- Examples of research output
- Q & A



# Introduction to MDC



**1978** Year founded; based in Portland

**40+** Years working with utilities throughout the West

**25+** Years supporting PacifiCorp

**20K+** Research projects completed

## **Utility Experience:**

Voice of customer/CSAT, message efficacy, DSM/efficiency programs, outage response, renewable energy, smart technology

## **Methodologies:**

Online surveys, phone surveys, focus groups, in-depth interviews, diaries

## **All Services Conducted In-House:**

Research design, project management, analysis, and reporting

Programming surveys and crosstabs

Call center

## **Multi-lingual:**

English and Spanish-speaking call center staff

Routinely conduct online surveys globally in 28+ languages



## Research Objectives

- Identify the perceived challenges associated with transitioning to the future electricity grid
- Understand the perceived benefits from the transition to cleaner energy
- Explore current concerns about the transition to cleaner energy
- Determine the importance of specific benefits of a clean energy future
- Measure the awareness and efficacy of communications from Pacific Power, including messaging related to transitioning to a clean energy future
- Gauge satisfaction with Pacific Power's outreach and engagement about topics related to planning, resources, energy savings, and transitioning to a clean energy future

# Research Audience

- Random sample of residential and business customers in Oregon
- Vulnerable customers
- Community-based organizations
- Managed key customers
- Jurisdictions and tribal agencies
- Social service organizations
- Stakeholders involved in DSP workshops



# Methodology

Research will be conducted using a mix of methodologies in order to be broadly accessible and provide the appropriate feedback mechanism for each audience.

 <b>Online Surveys</b>	 <b>Phone Surveys</b>	 <b>In-Depth Interviews</b>
<ul style="list-style-type: none"> <li>• n=2,000 surveys</li> <li>• Invitations and reminders sent to all residential and business customers with email address on file</li> <li>• Fast and cost-effective data collection, and convenient for customers</li> <li>• Survey offered in English and Spanish</li> </ul>	<ul style="list-style-type: none"> <li>• n=100 random surveys</li> <li>• n=30 Vulnerable Customer surveys</li> <li>• Customers contacted at random from lists provided by Pacific Power</li> <li>• Most effective at reaching vulnerable audiences and those speaking Spanish</li> <li>• Surveys conducted during evenings and weekends for residential, during business hours for businesses</li> <li>• Survey offered in English and Spanish</li> </ul>	<ul style="list-style-type: none"> <li>• n=20 30-minute in-depth interviews conducted remotely</li> <li>• Pacific Power will provide a “warm hand-off” of participants</li> <li>• In-depth interview provides opportunity for deep dive into needs for each specific participant; ability to tailor discussion to each individual</li> <li>• Interviews scheduled in advance and may be attended by Pacific Power representatives</li> </ul>



# Approach by Audience

	Online Surveys	Phone Surveys	In-Depth Interviews
Random sample of residential and business customers in Oregon			
Vulnerable customers			
Managed key customers			
Jurisdictions and tribal agencies			
Social service organizations/CBO			
Stakeholders involved in DSP workshops			

# Examples of Research Output

## Key Findings

**61% are aware of wildfire safety communications, which is in line with the prior year.** Pacific Power remains the primary sources for wildfire preparedness information, and **personal preparedness and vegetation management** remain the most common messages recalled. Communication Recallers are more likely to be age 65 and older than Non-Recallers.

**TV News, social networking, and email** are the most commonly recalled channels for wildfire preparedness communication.

The Pacific Power website remains rated as the most useful and has now been cited as the clearest source of wildfire information.

**73% have taken action to prevent wildfires or to prepare their home or business** for the event of a wildfire, consistent with previous years of the study. **Timing vegetation around properties** remains the most common actions taken. Recallers remain more likely than Non-Recallers to say they have taken actions (78% vs 64%).

**61% are aware of Pacific Power's efforts to prune vegetation** around power lines in higher risk areas, slightly up from August 2021 (56%). Recallers remain more likely than Non-Recallers to be aware of Pacific Power's efforts to reduce the risk of wildfire.

**64% recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS,"** which is up slightly from August 2021 (60%). **TV News** remains the main source of PSPS communication. Recallers are significantly more likely than Non-Recallers to mention TV News (45% vs 33%), Pacific Power Website (23% vs 12%) and Other Website (21% vs 12%).

**78% understand the following statement about PSPS:** "For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather."

**16% experienced PSPS event this year.** On average, customers have received 0.7 PSPS notifications and experienced 0.2 PSPS events. The majority agree that **notifications should be sent if there is any possibility of a PSPS.**

Among those who experienced PSPS, over three quarters (81%) say they received adequate notification and information to prepare for an event, timely and better communication are the main suggestions for improvement, followed by more channels of communication.

**Satisfaction with outreach and engagement** remains mostly consistent with previous results, with all outreach and engagement methods demonstrating slight increases in customer satisfaction.

Among those who experienced PSPS, over three quarters (81%) say they received adequate notification and information to prepare for an event, timely and better communication are the main suggestions for improvement, followed by more channels of communication.

One quarter knows **whether their address is in a PSPS area**, consistent with August 2021. Nearly one in five are aware of a map on Pacific Power's website; awareness remains higher among Recallers than Non-Recallers (24% vs 11%).

Of those relying on electricity for medical needs nearly one quarter (26%) are aware Pacific Power provides additional notices. Non-Recallers are significantly less likely to be aware of this (16% vs 29%).

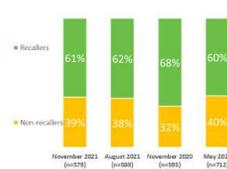
**Out of all respondents, 7 (1%) say it would be helpful for them or anybody else in their household to receive communication in another language, and Spanish would be preferred by 4 of them.**

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## Wildfire Safety Communications Awareness

- Just over three in five say they have seen or heard communications about wildfire safety in the past year, in line with August 2021 (61% vs 62%)
- Communication Recallers are significantly more likely than non-recallers to be age 65 and older while non-recallers are significantly more likely to be 18-54 years of age

### Communication Awareness

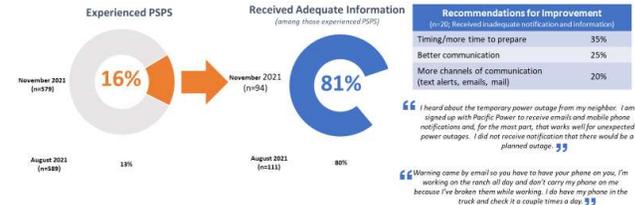


	Recallers (n=352)	Non-Recallers (n=227)
Gender	Male – 43% Female – 53%	Male – 35% Female – 57%
Age	18-54 – 19% 55-64 – 22% 65+ – 58%	18-54 – 29% 55-64 – 22% 65+ – 43%
Median Income	\$55K	\$51K
Home Ownership	Rent – 20% Own – 75%	Rent – 20% Own – 73%
Primary Language is not English	31%	31%
Responded They Rely on Electricity for Medical Needs	26%	28%

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## PSPS Experience

- A PSPS event was experienced by 16% of all respondents, in line with August 2021 (13%)
- Among those who experienced PSPS, over three quarters (81%) say they received adequate notification and information to prepare for an event; timely and better communication are the main suggestions for improvement, followed by more channels of communication



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## Information Channels for Wildfire Communications

- TV News and Social Networking are tied for the leading sources of communication (38%), followed by email (36%) and a website other than Pacific Power (24%)
- Customers whose primary language is other than English are more likely than those with English as a primary language to mention Radio (21% vs 12%)
- Those 65 years of age or older are more likely to mention newspaper than those 45-64 years of age and customers 18-45 years of age (26% vs 12% & 26% vs 7%, respectively)

### Information Channels for Wildfire Preparedness Communications

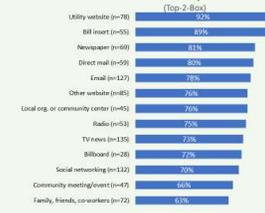
Channel	Aug 2021 (n=578)	Nov 2021 (n=494)	May 2020 (n=424)
TV News	38%	41%	39%
Social networking	38%	37%	36%
Email	36%	35%	40%
Other website	24%	26%	25%
Pacific Power website	22%	21%	25%
Family, friends, co-workers	20%	18%	26%
Newspaper	20%	18%	24%
Direct mail	17%	17%	25%
Bill insert	16%	16%	21%
Radio	15%	14%	17%
Local organization or community center	13%	12%	13%
Community meeting or event	13%	9%	7%
Billboard	5%	4%	5%

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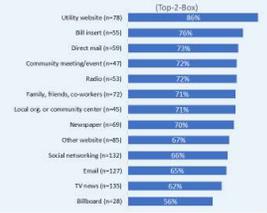
## Information Usefulness and Clarity

- The Pacific Power website was rated the highest in terms of clarity (92%), followed by bill insert (89%) and newspaper (81%)
- With respect to usefulness, customers rated the Pacific Power website the highest (86%) followed by Bill insert (76%) and direct mail (73%)

### Clarity (Top 2-Box)



### Usefulness (Top 2-Box)



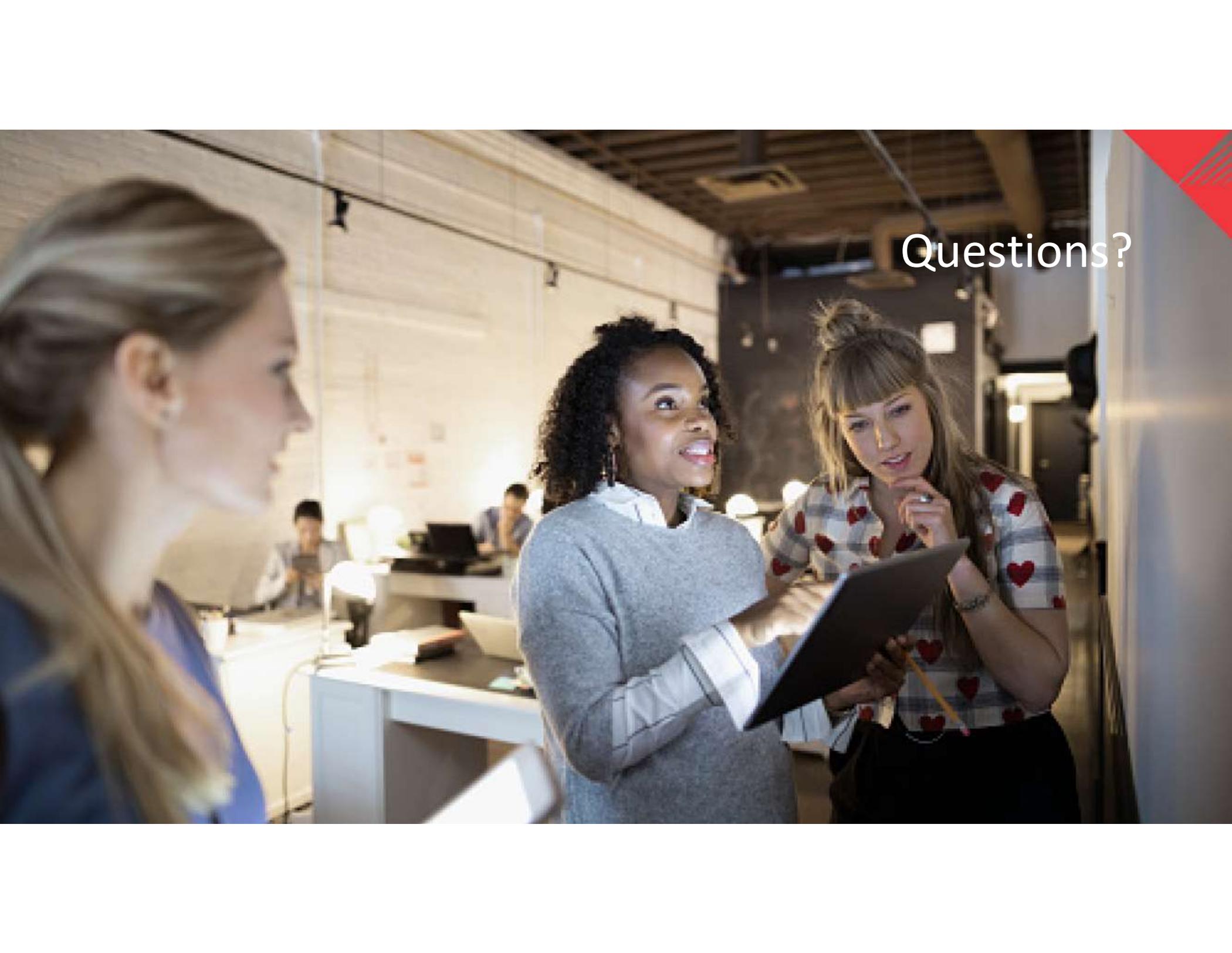
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## PSPS Awareness

- Two thirds recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," which is slightly increased from August 2021 (64% vs 60%); Recallers are significantly more likely than Non-Recallers to be aware of PSPS (75% vs 47%)
- TV News remains the main source of PSPS communication. Recallers are significantly more likely than Non-Recallers to mention TV News (45% vs 33%), Pacific Power website (23% vs 12%) and other websites (21% vs 12%)



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Questions?



# Next Steps

- **Schedule**

- PacifiCorp Community Outreach Survey: January-February 2022
- OPUC DSP Workgroup Meetings – Jan 24, Feb 3, Mar 24, Apr 14, May 19, Jun 16
- OPUC Special Public Meeting – Feb 24
- Distribution System Plan (Part 2) to be filed on August 15, 2022

- **Pacific Power Public Workshops – Future Topics**

- Pilot project brainstorming
- Energy equity metrics and inclusion in pilot evaluation
- Construct of a DSP-area plan
- Load Forecast, Adoption for DER and EV
- Other suggestions?



# Additional Information

- DSP Email / Distribution List Contact Information
  - [DSP@pacificcorp.com](mailto:DSP@pacificcorp.com)
- DSP Presentations
  - [Pacific Power Oregon DSP Website](#)
- Additional Resources
  - [Pacific Power's DSP Part 1 Report](#)
  - [Pacific Power's DSP Pilot Project Form](#)
  - [Pacific Power's 2019 Oregon Smart Grid Report](#)
  - [Pacific Power's Oregon Transportation Electrification Plan](#)
  - [PacifiCorp's Integrated Resource Plan](#)



# Thank You!

