

Application No. 22-08-____
Exhibit No. PAC/500
Witness: Selyna Bermudez

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

PACIFICORP

Direct Testimony of Selyna Bermudez
Customer Outreach Activities and Costs Associated with California's
Cap and Trade Program

August 2022

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ATTACHED EXHIBITS

Exhibit PAC/501 – 2013-2022 Recorded/Forecast Customer Outreach Costs

Exhibit PAC/502 – 2023 Customer Outreach Activities and Estimated Costs

Exhibit PAC/503 – 2023 Forecast Customer Outreach Costs

Exhibit PAC/504 – Commission Template D-3 – Detail of Outreach Costs

1 **I. INTRODUCTION AND QUALIFICATIONS**

2 **Q. Please state your name, business address, and present position with PacifiCorp**
3 **d/b/a Pacific Power (PacifiCorp or Company).**

4 A. My name is Selyna Bermudez. My business address is 825 NE Multnomah Street,
5 Suite 2000, Portland, Oregon 97232. I am a Communications Representative in the
6 Customer and Corporate Communications department of the Company.

7 **Q. Briefly describe your education and business experience.**

8 A. I hold a Bachelor of Arts in Journalism and Media Studies from the University of
9 Nevada, Las Vegas. I joined PacifiCorp in July 2021 as a Communications
10 Representative, where I lead the communications for PacifiCorp’s energy assistance
11 and regulatory outreach, including bill inserts and onserts, mailings and media
12 campaigns.

13 **Q. Please explain your responsibilities as PacifiCorp’s Communications**
14 **Representative.**

15 A. I primarily oversee PacifiCorp’s communications for our energy assistance and
16 regulatory programs to ensure our content is integrated and aligned with the
17 Company’s brand and goals. I work closely with a variety of program managers
18 across these areas to coordinate our regulatory processes, program changes, external
19 communications, social media, traditional media, and other outreach and support that
20 may be needed.

21 **II. PURPOSE AND SUMMARY OF TESTIMONY**

22 **Q. Please summarize your direct testimony.**

23 A. My testimony reconciles PacifiCorp’s forecasted and actual 2021 and 2022 customer

1 outreach costs, compared to forecasted costs from PacifiCorp's last application filed
2 August 2, 2021.¹ My testimony also forecasts PacifiCorp's 2023 customer outreach
3 costs associated with its participation in California's Cap and Trade Program.

4 **III. RECONCILIATION OF FORECASTED AND ACTUAL RECORDED 2021**
5 **AND 2022 CUSTOMER OUTREACH COSTS**

6 **Q. How much did PacifiCorp spend on customer outreach in 2021?**

7 A. PacifiCorp recorded \$68,307.66 for outreach costs in 2021, which is \$11,692.34 less
8 than the \$80,000 projected in PacifiCorp's 2022 ECAC. See PAC/501.

9 **Q. What is the 2022 customer outreach budget approved by the California Public**
10 **Utilities Commission (Commission)?**

11 A. The Greenhouse Gas (GHG)-related costs and allowance proceeds portion of the
12 2022 ECAC was approved by the Commission in Decision (D.) 22-03-014. The
13 Commission approved PacifiCorp's proposed customer outreach budget of \$80,000
14 for 2022.²

15 **Q. How much has PacifiCorp spent on customer outreach in 2022?**

16 A. From January 1, 2022, through May 31, 2022, the Company has spent \$3,850.19 on
17 customer outreach. PacifiCorp's authorized budget for customer outreach in 2022 is
18 \$80,000. Based on that projection, there is \$76,149.81 remaining in the budget for
19 2022.³ The Company plans to undertake additional outreach in October and
20 November of 2022 to coincide with the California Climate Credit distribution. The
21 outreach will include a bill onsert, bill message, email, as well as paid radio, digital,

¹ Application (A.) 21-08-004 (2022 ECAC).

² D.22-03-014 at 9.

³ See Exhibit PAC/501.

1 social media, and newspaper advertising. The outreach will remind customers to look
2 for the California Climate Credit from the state of California's Cap and Trade
3 Program on their October and November bills. Outreach will encourage them to use
4 the California Climate Credit to achieve more savings by investing in energy-saving
5 upgrades for their homes—for example, new energy-efficient lights, appliances, and
6 weatherization to highlight PacifiCorp's Wattsmart program.

7 **IV. FORECASTED 2023 CUSTOMER OUTREACH COSTS**

8 **Q. What are PacifiCorp's 2023 forecasted customer outreach costs?**

9 A. Based on the customer outreach plan outlined in Exhibit PAC/502, PacifiCorp
10 expects to incur \$80,000 in customer outreach costs for 2023, which is the same as
11 2022. See PAC/502 and PAC/503.

12 **Q. What is the basis for the forecast customer outreach costs, including the**
13 **accounting and explanation of activities expected to be undertaken and costs**
14 **expected to be incurred?**

15 A. The Company believes this budget will allow for effective communication with
16 customers about the Cap and Trade Program. For 2023, PacifiCorp will continue to
17 actively engage with customers with an integrated, multi-channel campaign designed
18 to build awareness of the GHG revenue returns and the semi-annual California
19 Climate Credit. The outreach will also provide basic information about the value of
20 the Cap and Trade Program and provide ongoing support to help customers learn
21 more about how to adopt and sustain energy-efficient practices to reduce their GHG
22 emissions.

23 As in prior years, PacifiCorp's 2023 outreach plan will include onserts in

1 customer bills to remind customers about the Cap and Trade Program and the
2 California Climate Credit. To reach customers who receive paperless bills,
3 PacifiCorp will send email communications. PacifiCorp will also place paid radio,
4 digital, social, and newspaper advertising to encourage customers to use the
5 California Climate Credit to achieve more savings by investing in energy-saving
6 upgrades for their homes by referring to its Wattsmart program. PacifiCorp will use
7 on-bill messages, web-based communication platforms, social media, the Company's
8 customer contact center, and customer-facing employees working in California to
9 communicate with customers.

10 **Q. Has the Company included Commission Template D-3 with this application?**

11 A. Yes. Commission Template D-3⁴ provides an overview of the customer outreach and
12 program administrative costs, forecasted and actuals, from 2013 to 2022. Customer
13 outreach costs are addressed in my testimony and administrative costs are addressed
14 in the testimony of Company witness Anthony B. Worthington. Because these topics
15 are addressed by different PacifiCorp witnesses, the template has been divided into
16 two parts for this submission. Template D-3 – Detail of Outreach Costs is provided
17 as Exhibit PAC/504. Much of this same data may also be found in Exhibits
18 PAC/501, PAC/502, and PAC/503. For Template D-3 – Detail of Administrative
19 Costs, refer to Mr. Worthington's Exhibit PAC/603.

20 **Q. Does this conclude your direct testimony?**

21 A. Yes.

⁴ See D.14-10-033, D.14-10-055, and D.15-01-024.

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BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

PACIFICORP

Exhibit Accompanying Direct Testimony of
Selyna Bermudez
2013 – 2022 Recorded/Forecast Customer Outreach Costs

August 2022

Exhibit PAC/501
PacifiCorp
2013 - 2022 Recorded/Forecast Customer Outreach Costs
August 1, 2022

Line No.	Description	Recorded-to- Date (as of 5/31/2022)	Estimated 6/1/21 - 12/31/22	Total 12/31/22
1	Recorded/Forecast Expenses 2013 - 2021:			
2	GHG Outreach and Education Costs - 2013 ⁽¹⁾	\$ 1,403	\$ -	\$ 1,403
3	GHG Outreach and Education Costs - 2014 ⁽²⁾	\$ 51,596	\$ -	\$ 51,596
4	GHG Outreach and Education Costs - 2015 ⁽³⁾	\$ 59,748	\$ -	\$ 59,748
5	GHG Outreach and Education Costs - 2016 ⁽⁴⁾	\$ 82,027	\$ -	\$ 82,027
6	GHG Outreach and Education Costs - 2017 ⁽⁵⁾	\$ 56,663	\$ -	\$ 56,663
7	GHG Outreach and Education Costs - 2018 ⁽⁶⁾	\$ 65,690	\$ -	\$ 65,690
8	GHG Outreach and Education Costs - 2019 ⁽⁷⁾	\$ 66,980	\$ -	\$ 66,980
9	GHG Outreach and Education Costs - 2020 ⁽⁸⁾	\$ 75,268	\$ -	\$ 75,268
10	GHG Outreach and Education Costs - 2021 ⁽⁹⁾	\$ 68,308	\$ -	\$ 68,308
11	GHG Outreach and Education Costs - 2022 ⁽¹⁰⁾	\$ 3,850	\$ 76,150	\$ 80,000
12	Total	\$ 531,533	\$ 76,150	\$ 607,683

⁽¹⁾See A.14-08-003 Exhibit PAC/200 and Exhibit PAC/202 for a discussion about actual GHG outreach and education costs recorded in 2013.

⁽²⁾See A.15-08-004 Exhibit PAC/300 and Exhibit PAC 301 for a discussion about actual GHG outreach and education costs recorded in 2014.

⁽³⁾See A.16-08-001 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2015.

⁽⁴⁾See A.17-08-005 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2016.

⁽⁵⁾See A.18-08-001 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2017.

⁽⁶⁾See A.19-08-002 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2018.

⁽⁷⁾See A.20-08-002 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2019.

⁽⁸⁾See A.21-08-004 Exhibit PAC/300 and Exhibit PAC/301 for a discussion about actual GHG outreach and education costs recorded in 2020.

⁽⁹⁾See Exhibit PAC/300, page 2

⁽¹⁰⁾See PAC/300, page 2-3.

Application No. 22-08-____
Exhibit No. PAC/502
Witness: Selyna Bermudez

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

PACIFICORP

Exhibit Accompanying Direct Testimony of
Selyna Bermudez
2023 Customer Outreach Activities and Estimated Costs

August 2022

Exhibit PAC/502
PacifiCorp
2023 Customer Outreach Activities and Estimated Costs
August 1, 2022

Outreach Activity	Description	Timing	Estimated Cost
Bill onsert	Create regulatory-style bill onsert explaining the program and impact on customer rates and encourage customers to use their credit for energy efficiency upgrades. (combined and costs split with ECAC)	August 2023	\$3,500
Print Ads Mailing to government officials	Place regulatory-style print ads in northern California newspapers and mail letter to city/county officials. (combined and costs split with ECAC)	August 2023	\$2,300
Talking Points for customer contact center	Update simple talking point to help agents answer customer questions	April, August and October 2023	\$0
Bill onsert	Print CPUC letter and provide as a bill onsert for residential and business customers about the California Climate Credit	April and October 2023	\$7,000
Email	Provide targeted email to our paperless billing residential and business customers about the Climate Credit	April and October 2023	\$0
Radio	Use English radio spots and targeted Spanish digital radio commercials and media buy to inform customers about California's Climate Credit	April and October 2023	\$30,000
Newspaper	Use newspaper advertising to support messages in the radio and bill onsert timed around California Climate Credit distribution	April and October 2023	\$16,000
Digital	Use digital advertising to support messages in the radio and bill onsert timed around California Climate Credit distribution.	April and October 2023	\$16,000

Outreach Activity	Description	Timing	Estimated Cost
Bill message	Include Cap-and-Trade messaging on residential and small business customers' electric bills. On-bill messages are limited to 235 characters & spaces.	April and October 2023 for residential and business customers.	\$0
Newsletter articles	Include relevant stories in the California editions of existing customer newsletters reaching residential customers.	<i>Connect newsletter</i> <i>April & October issues</i> <i>2023</i>	\$0
Direct Mail	Mailing to master-metered customers to inform them of their obligation to pass the California Climate Credit on to tenants in mobile-homes served by a master meter.	Q1 & Q3	\$200
Creative Costs	Funding for the print, digital, social and radio ads that the Company's design agency will assist in creating.	April and October 2023	\$5,000
Social Media	Leverage PacifiCorp's Facebook and Twitter feeds to remind customers about the Climate Credit and provide key facts and sources of additional Cap-and-Trade program information.	Q2 & Q3	\$0
Total for 2023			\$80,000

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Exhibit Accompanying Direct Testimony of

Selyna Bermudez

2023 Forecast Customer Outreach Costs

August 2022

Exhibit PAC/503
PacifiCorp
2023 Forecast Customer Outreach Costs
August 1, 2022

Line No.	Description	Forecast for 2023
1	Forecast Expenses 2023	
2	GHG Outreach and Education Costs - 2023 (See Exhibit PAC/302)	<u>\$ 80,000</u>
3	Total	<u><u>\$ 80,000</u></u>

Application No. 22-08-____
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BEFORE THE PUBLIC UTILITIES COMMISSION
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Exhibit Accompanying Direct Testimony of
Selyna Bermudez
Commission Template D-3 – Detail of Outreach Costs

August 2022

Exhibit PAC/504
PacificCorp
Commission Template D-3 (Note 1)
Detail of Outreach Expenses
August 1, 2022

Line Description	2013		2014		2015		2016		2017		2018		2019		2020		2021		2022 (Note 2)		2023			
	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded	Forecast	Recorded		
1 Utility Outreach	59,748	1,403	110,000	51,596	110,000	59,748	80,000	82,027	85,000	56,663	85,000	65,690	75,000	66,980	75,000	75,000	75,268	80,000	80,000	68,308	80,000	80,000	-	
2 Detail of outreach activities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3 Additional (Non-Utility) Statewide Outreach	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4 Total Outreach	59,748	1,403	110,000	51,596	110,000	59,748	80,000	82,027	85,000	56,663	85,000	65,690	75,000	66,980	75,000	75,268	80,000	80,000	68,308	80,000	80,000	80,000	-	-

Note 1: This is Commission Template D-3. The template provided by the Commission included outreach and administrative costs in the same table. The template has been split into two tables, one for outreach costs and one for administrative costs, so that each table may be included as an exhibit for the appropriate Company witness. Exhibit PAC/3104 is the detail of outreach costs. Exhibit PAC/403 is detail of administrative costs, accompanying Mr. Tony Worthington's testimony.

Note 2: Recorded amount includes forecast expenditures for the remainder of 2022.