

Application No. 24-08-\_\_\_\_  
Exhibit No. PAC/500  
Witness: Omar Granados

BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA

PACIFICORP

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Direct Testimony of Omar Granados  
Customer Outreach Costs

August 2024

Direct Testimony of Omar Granados

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**ATTACHED EXHIBITS**

Exhibit PAC/501 – 2013-2024 Recorded/Forecast Customer Outreach Costs

Exhibit PAC/502 – 2025 Customer Outreach Activities and Estimated Costs

Exhibit PAC/503 – 2025 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 Omar Granados. My business address is 825 NE Multnomah Street, Suite  
5       2000, Portland, Oregon 97232. I am a Senior 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 Film and Media Studies from the University of  
9       California, Irvine. I joined PacifiCorp in April 2024 as a Senior 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.**

1 A. My testimony reconciles PacifiCorp's forecasted and actual 2023 and 2024 customer  
2 outreach costs, compared to forecasted costs from PacifiCorp's 2023 ECAC  
3 Application.<sup>1</sup> My testimony also forecasts PacifiCorp's 2025 customer outreach costs  
4 associated with its participation in California's Cap and Trade Program.

5 **III. RECONCILIATION OF FORECASTED AND ACTUAL RECORDED 2023**  
6 **AND 2024 CUSTOMER OUTREACH COSTS**

7 **Q. How much did PacifiCorp spend on customer outreach in 2023?**

8 A. PacifiCorp recorded \$62,258.26 for outreach costs in 2023, which is \$17,741.74 less  
9 than the \$80,000 projected in PacifiCorp's 2024 Application. See PAC/501.

10 **Q. What is the 2024 customer outreach budget approved by the California Public**  
11 **Utilities Commission (Commission)?**

12 A. The Greenhouse Gas (GHG)-related costs and allowance proceeds portion of the  
13 2024 Application was approved by the Commission in Decision (D.) 22-03-014. The  
14 Commission approved PacifiCorp's proposed customer outreach budget of \$80,000  
15 for 2024.<sup>2</sup>

16 **Q. How much has PacifiCorp spent on customer outreach in 2023?**

17 A. From January 3, 2024, through May 24, 2024, the Company has spent \$8,285.12 on  
18 customer outreach. PacifiCorp's authorized budget for customer outreach in 2024 is  
19 \$80,000. Based on that projection, there is \$71,784.88 remaining in the budget for  
20 2024.<sup>3</sup> The Company plans to undertake additional outreach in October and  
21 November of 2024 to coincide with the California Climate Credit distribution. The

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<sup>1</sup> A.22-08-001 (2023 Application).

<sup>2</sup> D.22-03-014 at 9.

<sup>3</sup> See Exhibit PAC/501.

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

8 **IV. FORECASTED 2025 CUSTOMER OUTREACH COSTS**

9 **Q. What are PacifiCorp's 2025 forecasted customer outreach costs?**

10 A. Based on the customer outreach plan outlined in Exhibit PAC/502, PacifiCorp  
11 expects to incur \$80,000 in customer outreach costs for 2025, which is the same as  
12 2024. See Exhibits PAC/502 and PAC/503.

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

16 A. The Company believes this budget will allow for effective communication with  
17 customers about the Cap-and-Trade Program. For 2025, PacifiCorp will continue to  
18 actively engage with customers with an integrated, multi-channel campaign designed  
19 to build awareness of the GHG revenue returns and the semi-annual California  
20 Climate Credit. The outreach will also provide basic information about the value of  
21 the Cap-and-Trade Program and provide ongoing support to help customers learn  
22 more about how to adopt and sustain energy-efficient practices to reduce their GHG  
23 emissions.

1           As in prior years, PacifiCorp’s 2025 outreach plan will include onserts in  
2           customer bills to remind customers about the Cap-and-Trade Program and the  
3           California Climate Credit. To reach customers who receive paperless bills, PacifiCorp  
4           will send email communications. PacifiCorp will also place paid radio, digital, social,  
5           and newspaper advertising to encourage customers to use the California Climate  
6           Credit to achieve more savings by investing in energy-saving upgrades for their  
7           homes by referring to our Wattsmart program. PacifiCorp will use on-bill messages,  
8           web-based communication platforms, social media, the Company’s customer contact  
9           center, and customer-facing employees working in California to communicate with  
10          customers.

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

12   A.    Yes. Commission Template D-3<sup>4</sup> provides an overview of the customer outreach and  
13          program administrative costs, forecasted and actuals, from 2013 to 2024. Customer  
14          outreach costs are addressed in my testimony and administrative costs are addressed  
15          in the testimony of Company witness Andrew Lillie. Because these topics are  
16          addressed by different PacifiCorp witnesses, the template has been divided into two  
17          parts for this submission. Template D-3 – Detail of Outreach Costs is provided as  
18          Exhibit PAC/504. Much of this same data may also be found in Exhibits PAC/501,  
19          PAC/502, and PAC/503. For Template D-3 – Detail of Administrative Costs, refer to  
20          Mr. Lillie’s Exhibit PAC/603.

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

22   A.    Yes.

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<sup>4</sup> See D.14-10-033, D.14-10-055, and D.15-01-024.

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Exhibit No. PAC/501  
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2013-2024 Recorded/Forecast Customer Outreach Costs

August 2024

**Exhibit PAC/501**  
**PacifiCorp**  
**2013 - 2024 Recorded/Forecast Customer Outreach Costs**  
**August 1, 2024**

Line No.	Description	Recorded-to-Date (as of 5/31/2023)	Estimated 6/1/21 - 12/31/24	Total 12/31/24
1	Recorded/Forecast Expenses 2013 - 2024:			
2	GHG Outreach and Education Costs - 2013 <sup>(1)</sup>	\$ 1,403	\$ -	\$ 1,403
3	GHG Outreach and Education Costs - 2014 <sup>(2)</sup>	\$ 51,596	\$ -	\$ 51,596
4	GHG Outreach and Education Costs - 2015 <sup>(3)</sup>	\$ 59,748	\$ -	\$ 59,748
5	GHG Outreach and Education Costs - 2016 <sup>(4)</sup>	\$ 82,027	\$ -	\$ 82,027
6	GHG Outreach and Education Costs - 2017 <sup>(5)</sup>	\$ 56,663	\$ -	\$ 56,663
7	GHG Outreach and Education Costs - 2018 <sup>(6)</sup>	\$ 65,690	\$ -	\$ 65,690
8	GHG Outreach and Education Costs - 2019 <sup>(7)</sup>	\$ 66,980	\$ -	\$ 66,980
9	GHG Outreach and Education Costs - 2020 <sup>(8)</sup>	\$ 75,268	\$ -	\$ 75,268
10	GHG Outreach and Education Costs - 2021 <sup>(9)</sup>	\$ 68,308	\$ -	\$ 68,308
11	GHG Outreach and Education Costs - 2022 <sup>(10)</sup>	\$ 49,808	\$ -	\$ 49,808
12	GHG Outreach and Education Costs - 2023 <sup>(11)</sup>	\$ 62,258	\$ -	\$ 62,258
13	GHG Outreach and Education Costs - 2024 <sup>(12)</sup>	\$ 8,285	\$ 71,715	\$ 80,000
14	Total	\$ 648,034	\$ 71,715	\$ 719,749

<sup>(1)</sup>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.

<sup>(2)</sup>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.

<sup>(3)</sup>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.

<sup>(4)</sup>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.

<sup>(5)</sup>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.

<sup>(6)</sup>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.

<sup>(7)</sup>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.

<sup>(8)</sup>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.

<sup>(9)</sup>See A.22-08-001 Exhibit PAC/500 and Exhibit PAC/501 for a discussion about actual GHG outreach and education costs recorded in 2021.

<sup>(10)</sup>See A.23-09-015 Exhibit PAC/500 and Exhibit PAC/501 for a discussion about actual GHG outreach and education costs recorded in 2022.

<sup>(11)</sup>See 2025 ECAC, PAC/500, page 2.

<sup>(12)</sup>See 2025 ECAC, PAC/500, pages 2-3.

Application No. 24-08-\_\_\_\_  
Exhibit No. PAC/502  
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2025 Customer Outreach Activities and Estimated Costs

August 2024

**Exhibit PAC/502**  
**PacifiCorp**  
**2025 Customer Outreach Activities and Estimated Costs**  
**August 1, 2024**

<b>Outreach Activity</b>	<b>Description</b>	<b>Timing</b>	<b>Estimated Cost</b>
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 2024	\$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 2024	\$2,300
Talking Points for customer contact center	Update simple talking point to help agents answer customer questions	April, August and October 2024	\$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 2024	\$7,000
Email	Provide targeted email to our paperless billing residential and business customers about the Climate Credit	April and October 2024	\$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 2024	\$30,000
Newspaper	Use newspaper advertising to support messages in the radio and bill onsert timed around California Climate Credit distribution	April and October 2024	\$16,000
Digital	Use digital advertising to support messages in the radio and bill onsert timed around California Climate Credit distribution.	April and October 2024	\$16,000
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 2024 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 April &amp; October issues 2024</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 2024	\$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
<b>Total for 2025</b>			<b>\$80,000</b>

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2025 Forecast Customer Outreach Costs

August 2024

**Exhibit PAC/503**  
**PacifiCorp**  
**2025 Forecast Customer Outreach Costs**  
**August 1, 2024**

Line No.	Description	Forecast for 2025
1	Forecast Expenses 2025	
2	GHG Outreach and Education Costs - 2024 (See Exhibit PAC/502)	<u>\$ 80,000</u>
3	Total	<u><u>\$ 80,000</u></u>

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Commission Template D-3 – Detail of Outreach Expenses

August 2024

**Exhibit PAC/504**  
**PacifiCorp**  
**Commission Template D-3 (Note 1)**  
**Detail of Outreach Expenses**  
**August 1, 2024**

Line Description	2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023		2024 (Note 2)		2025		
	Forecast	Recorded	Forecast	Recorded	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																											
2 Detail of outreach activities	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	68,308	80,000	49,808	80,000	62,258	80,000	80,000	80,000	80,000	-
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	68,308	80,000	49,808	80,000	62,258	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/304 is the detail of outreach costs. Exhibit PAC/603 is detail of administrative costs, accompanying Mr. Andrew Lillie's testimony.

Note 2: Recorded amount includes forecast expenditures for the remainder of 2024.