



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD



TO: Commissioners Brown, Carlson, Barofsky, McRae and Schlossberg
FROM: Julie McGaughey, Chief Customer Officer; Anna Wade, Business Line Manager; Juan Serpa Muñoz, Business Line Manager
DATE: January 3, 2023
SUBJECT: Green Options - Environmental Product Lines
OBJECTIVE: Information Only

Issue

In April 2022, the utility expanded product options to assist customers with achieving GHG emission reduction goals as directed by Board Policy SD15. In the ensuing months, staff has carried out a communication plan to promote new programs and inform customers of available options. This memo is provided as an update on program participation and staff efforts to encourage customer engagement. Year-End information will be included in the 2022 EWEB Quarterly/Annual Operational Report.

Background

EWEB has long recognized that energy efficiency programs deliver co-benefits to the utility and to customers. The Green Options product line seeks to highlight the carbon emissions benefits of those investments and to offer additional options for customers to reduce their carbon footprint. Green Options include sub-categories of Live Green (residential energy efficiency), Work Green (general service energy efficiency), Move Green (electric mobility), and Lead Green (advanced options for climate innovators).

The utility continues to meet conservation targets relating to the Live Green and Work Green product lines. These programs are well established and benefit from high customer awareness. Through Q3 of this year, staff reported energy efficiency savings at 107% of annual MWh targets, with only 70% of budget allocated due to strong commercial participation which is less expensive than residential (particularly for limited income incentives).

EWEB's Communications and Marketing Team led the effort to promote all Green Options product lines. In addition to significant updates to existing webpages, new content was developed to highlight Move Green and Lead Green product offerings. The communication plan also delivered social media content throughout the second and third quarter; email marketing; tabling at 15 community events; bill inserts; and, earned media coverage.

Discussion

Each product line within Green Options has inherent opportunities and challenges relating to customer participation and engagement. A recent study by the Smart Energy Consumer Collaborative (SECC) found that all customer segments identified energy efficiency and lower energy costs as the most important issue relating to utility bills¹. The survey asked customers which rate plan attributes were important to them. Notably, green power rate plans (those

characterized by zero emission, renewable resources) were ranked last by all customer segments, including “Green Pioneers” – customers that are the least price sensitive and the most environmentally engaged. Bill stability and predictability rank highest. These findings conform to Green Options product participation thus far, with high demand for e-bikes and efficiency incentives (cost savings) and low adoption of programs that increase monthly bills.

In collaboration with the Communications and Marketing Team, staff will continue to advance customer understanding of product line benefits in the coming year. Among others, engagement strategies may include:

- Durable collateral
- Product selection tools
- Agency partnerships
- New customer welcome email
- Direct solicitation
- Public displays and radio

As reported in the Q3 strategic and operational report, Lead Green is below. Move Green participation is as November 30, 2023.



| Programs | Accounts | Quarterly Change | Avg. Mthly Revenue | Monthly Commodities |
|---------------------|----------|------------------|--------------------|---------------------|
| Greenpower | 1,597 | -0.3% | \$16,000 | 1,539 RECs |
| Cleanpower | 9 | 33.3% | \$715 | 150 RECs |
| Carbon Offsets | 10 | 20.0% | \$50 | 3.3 MT CO2e |
| Carbon Forestry Lab | 20 | 75.0% | \$150 | 2 Acres |

| Program (ytd summary) | Projects | Incentives | Installed Capacity |
|-----------------------|----------|------------|--------------------|
| Solar Electric | 180 | \$223,000 | 1,520 KW |



| Programs | Participation |
|--|------------------------------|
| Residential EV Charging | 207 Rebates |
| Comercial EV Charging | 3 Rebates |
| Comercial EV Charging - Affordable Housing | 1 Rebate |
| GoForth EV CarShare | 2 EV, 186 Trips, 4,696 Miles |
| E-Bike Program | 878 Rebates |
| E-Mobility Community Grants | 6 Projects Awarded |
| EV Test Drive Events | 231 Test Drive Participants |

TBL Assessment

EWEB’s new product lines and their emissions impacts will be incorporated in the forthcoming Climate Guidebook. Staff are refining content and methodologies for carbon calculations prior to

publication.

Recommendation

None at this time.

Requested Board Action

None at this time.

¹ Smart Energy Consumer Collaborative. "*Electric Bills and Rate Plans: Consumer Awareness and Understanding.*" December, 2022.