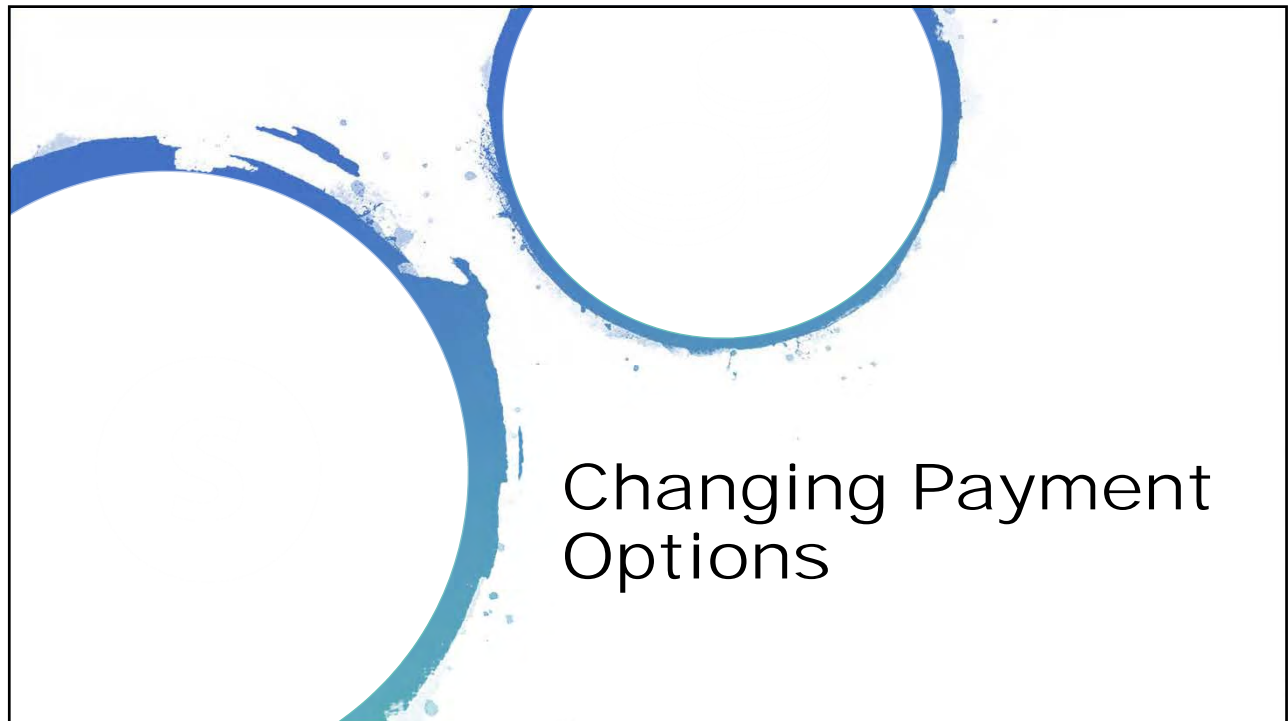




# Housing & Supportive Network Update


Portland General Electric  
February 2020



## Changing Payment Options

# Context

## Community Offices



**Current State:**

- Five community office locations: Salem, Woodburn, Hillsboro, Gresham and East Portland
- 93% of all office traffic are payments, 63% of those payments are cash, the rest are check or MasterCard
- 38% of payments in the past 12 months are reoccurring customers while the other 62% pay in different ways (customers who paid 6 times or more)



**Case for Change**

- Customer Feedback:
  - Inconvenient, limited locations, limited hours and days (office hours M-F 9am – 5pm)
- Increasing Expectations:
  - More options, more ways to pay, faster and more efficient
- Decreasing volume:
  - 48% decline in payments from 2009 to 2019

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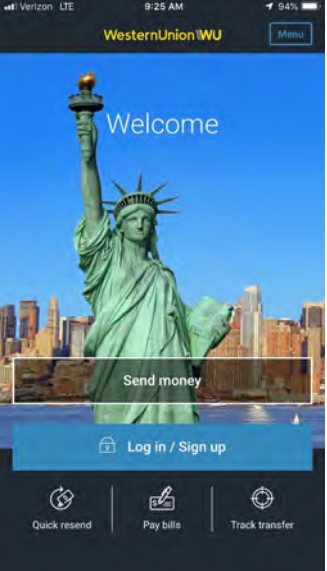

# Path Forward

## Community Offices

<https://www.westernunion.com/paylocal/>

- Increase our existing relationship with WU/Check Free Pay
- Customers can now pay their bill for free while grocery shopping at locations like: Safeway, Wal-Mart, WinCo, Fred Meyers, Rite Aide, Walgreens, Mega Foods etc.
- Customers already utilize these services to pay their other bills
- All customers need is their PGE account number and amount they want to pay

# Communications Plan

## Community Offices

### 3 months prior

- Postcards handed out
- 1<sup>st</sup> version of posters in the office

### 2 months prior

- Mail letters and handout content
- Wallet card (mailed with letter)
- Email to customers w/email

### 1 month prior

- Social media and ad runs

### Office Closure

- 2<sup>nd</sup> version of posters in the office
- Continue social media/ads weeks after closure

### **Planned Outreach**

- Direct mail and email
- Through signage and handouts in each community office
- On social media
- Through other organizations that work with our more vulnerable customers

[www.westernunion.com](http://www.westernunion.com)

[www.checkfreepay.com](http://www.checkfreepay.com)



# Context

## Payments at the Door



- Safety and risk
- One of the few utilities that still collects in the field
- More efficient field visits and consistent customer experience
- Encouraging customers not to wait
- Reduced risk for customer scams
- Eliminates the most expensive payment method

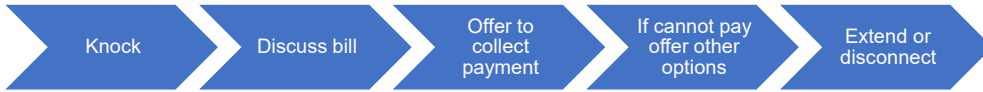


# Experience

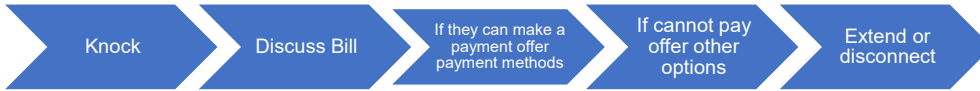
## Payments at the Door



### Current Experience:



### Future Experience:



Questions?

