

# **Attachment G**

Autopay and Fee-Free Payment Pilot Monitoring and Reporting Plan

## **Monitoring and Reporting Plan**

### **Automatic Payment Credit and Fee-Free Card and Pay Station Payments**

#### **Background**

Pacific Power will pilot offering a \$1 per month credit for customers who enroll in automatic payments from a checking account in concert with offering card and pay station payments fee-free. This pilot will become effective on or around May 2021 and will be studied for a three-year period with the option of extending an additional two years.

#### **Pilot Goal**

The goal of the pilot is to answer the question of whether card and pay station payments should be made fee-free in concert with a \$1 per month automatic payment credit permanently, by measuring the value of this pilot program for all customers. The pilot's success or failure will be judged on several measures listed below:

#### **Pilot Outcomes to Measure Value**

- **Customer Satisfaction**
  - Does making card and pay station payments fee-free and offering a \$1 automatic payment credit increase customer satisfaction?
  - Does the Company receive less payment-related customer care calls?
  - Does removing the fee change the use of pay stations?
- **Economic Efficiency**
  - Does offering the \$1 automatic payment credit affect the adoption rate of card payments?
  - Does the \$1 credit increase adoption of the automatic payment option?
- **Equity**
  - Do low-income customers/vulnerable populations benefit from fee-free payments?
  - Do low-income customers/vulnerable populations benefit from the \$1 automatic payment credit?

#### **Pilot Design and Implementation**

- The pilot will be available to qualified customers with metered service.
- The \$1 automatic payment credit will be awarded to participating customers for each metered service they have with the Company.
- The Company will promote enrollment in the automatic payment credit.

## Measures

- **Customer Satisfaction**
  - Improvement in customer satisfaction will be measured by an examination of Washington residential survey results related to “Billing and Payment” before and after implementation.
  - Calls related to payments will be measured by an examination of call volume from Washington service territory area codes under the billing and payment call menu options before and after implementation.
- **Economic Efficiency**
  - Adoption of automatic payments from checking/savings will be monitored to see if customer adoption increases.
  - Adoption of card and pay station payments before and after implementation will be tracked.
  - If adoption of \$1 credit results in complaints about bank overdraft fees or return payment charge is triggered on the company end.
- **Equity**
  - Participation in the automatic payment credit will be cross-referenced with income, demographic, and census tract information from the residential survey to determine if low income and/or customers from vulnerable populations benefit from this credit.
  - Card and pay station volume will be cross-referenced with income and demographic information from the residential survey to determine if low income and/or customers from vulnerable populations benefit from avoiding card and pay station fees.
- The data collected and analysis performed will be used to determine if the pilot should be terminated, modified, or made permanent.

## Reporting

- A preliminary check-in report will be prepared on the results of the first 18 months of the pilot. This report will be filed with the Commission six months after the initial 18-month period. It will include all of the information available from the different measures, except for those pertaining to operational savings since those will need at least a couple of years to measure and census tract information, since the Company will need time to develop this capability.
- A final report will be filed with the Commission within six months of the end of the pilot’s three-year period that will include a full review of the program metrics, conclusions on the successfulness of the program as well as recommendations for the continuation or cancellation of the program.
  - At this time, the Company may recommend a two-year extension of the pilot if more information or tariff changes are necessary. If such an option is exercised, an additional final report will be required within six months of the end of the five-year extended pilot term.

- Fee-free payments and the automatic payment credit will not have an automatic termination date.
- Any changes made to the pilot design will need to be addressed in the reports and efforts made to create accurate comparisons between pre- and post- change versions of the program.