

UE-161204 / Pacific Power & Light Company  
February 10, 2017  
WUTC Data Request 3

### **WUTC Data Request 3**

With regard to Exhibit No. RBD-1T, please provide any specific examples of solicitation materials utilized by Columbia Rural Electric Association (CREA) as part of the “customer-acquisition practices” described on pages 4 through 6.

### **Response to WUTC Data Request 3**

As stated in Exhibit No. RBD-1T, the Company is aware of Columbia REA’s efforts to solicit Pacific Power’s customers by in-person visits, media ads, and direct electronic mail. Attachment WUTC Data Request 3 includes examples of a radio station commercial and a few emails.

In-person visit anecdotes have been relayed to the Company by customers. The following are a few specific examples.

In the fall of 2013, the Company was notified of a visit from Columbia REA representatives to a Pacific Power customer in a strip mall in Walla Walla. The line Columbia REA built to serve the Walla Walla Country Club went through the alley behind this strip mall. As that line was being installed, the Pacific Power customer stated that two people wearing Columbia REA shirts came in to inform business owners that they were putting a new line in the alley and to inquire whether customers were interested in saving money by switching electric suppliers. The Pacific Power customer declined the offer, but let the Company know that it seemed that the Columbia REA representatives were contacting all the businesses in the strip mall.

In the spring of 2010, the executive director of the Fort Walla Walla Museum notified the Company that Columbia REA contacted him when the museum was planning an addition to their existing facility. The Columbia REA representative indicated that Columbia REA was interested in serving the new addition, and also inquired whether the museum would be interested in switching the existing services as well.

In the spring of 2009, the Walla Walla Fair manager notified the Company that a few of her neighbors came over to her residence. The neighbors explained that Columbia REA had told them they could save money if they could convince enough residents in the neighborhood to switch electric providers.

In the summer of 2012, a local farmer notified the Company that he was visited by a Columbia REA representative to request a right of way across his property. The farmer did not want to grant the easement. Even though the Columbia REA representative informed the farmer that Columbia REA would pay for the

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easement, the farmer remained reluctant in granting the easement. The Columbia REA representative then offered to switch his accounts with Pacific Power over to Columbia REA to save him money if the farmer would grant the easement. When the farmer mentioned his understanding that there were disconnection costs associated with customers switching electric providers, the Columbia REA representative responded that Columbia REA would pay those disconnection costs.

PREPARER: R. Bryce Dalley

SPONSOR: R. Bryce Dalley

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**Patrick Reay**

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**From:** Scott Peters [speters@columbiarea.coop]  
**Sent:** Friday, October 01, 2010 10:27 AM  
**To:** [REDACTED] mewby@ci.college-place.wa.us  
**Subject:** Columbia REA

Pat and Rick,

I hope life is treating you both well. I just wanted to let you know that the City of Walla Walla has decided to switch power service providers from Pacific Power to Columbia REA for the City's waste water treatment plant. Per their request, we are also investigating serving the water treatment plant east of town. The primary factor for the WW City Council was lower rates. Under today's rates we will save the City of Walla Walla over \$24,000 annually and, as I am sure you are aware, Pacific Power has requested a 21% rate increase for 2011.

We value our relationship with College Place and appreciate having you as a member/owner of the Cooperative. In that spirit, Columbia REA can easily serve both the water and waste water treatment plants in College Place and save the City significant money. If you'd like to discuss switching power providers and have us quantify your saving potential please let me know.

It's probably time to get together for lunch in the near future anyway just to make sure things are running smoothly. I'll follow-up in a week or so and see if we can find a good date.

Best regards,

Scott

Scott Peters  
Manager of Marketing & Member Services  
Columbia REA  
(509) 526-4041  
(509) 629-1216 cell

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**Clemens, Bill**

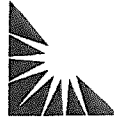
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**From:** Fred Smith [frederick.smith@comcast.net]  
**Sent:** Sunday, January 08, 2012 9:44 PM  
**To:** Clemens, Bill  
**Subject:** rates

Bill-On Friday afternoon Blaine Bickelhaupt got a visit from the CEO of the REA. He told Blaine that the REA rates are cheaper than the PP&L rates and the REA will lock in the rates for 4 or 5 years. Plus there could be other incentives. We need to address these claims to be sure our decision to go with PP&L is in the best interest of the owner.

Thanks,

Fred Smith

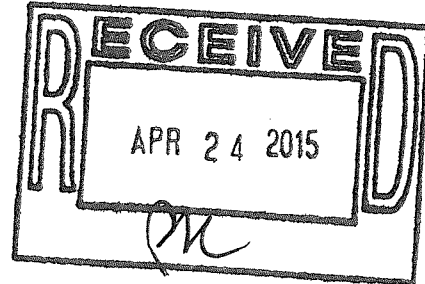


# Columbia REA

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April 21, 2015

[REDACTED]  
[REDACTED]  
City of College Place  
625 S. College Ave.  
College Place, WA 99324



Dear Pat,


Congratulations on success with moving forward on the CARS project. Columbia REA is looking forward to working with you and your staff to make this project as smooth as possible.

In that spirit, we would like to make you an offer. Columbia REA would be happy to install service for the new lights at Whitman & College Ave. and at 12<sup>th</sup> St. & College Ave. at no charge. Additionally, we already serve the street lights at the Lamperti Ln, Mojonnier Rd. & College Ave. intersection and will relocate facilities as necessary to serve the additional signal lighting there with no installation costs to the City.

Please let me know how you would like to proceed.

Regards,

Scott Peters

A Touchstone Energy® Cooperative 

115 E. Main Street P.O. Box 46 Dayton, WA 99328 Phone: 509.382.2578 Fax: 509.382.2736  
2929 Melrose Street Walla Walla, WA 99362 Phone: 509.526.4041 Fax: 509.526.3666

[www.columbiarea.coop](http://www.columbiarea.coop)

**Clemens, Bill**

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**From:** Peter Harvey <harvey@whitman.edu>  
**Sent:** Thursday, February 19, 2015 4:42 PM  
**To:** Clemens, Bill  
**Subject:** Borleske Stadium

Bill,

This is to confirm our earlier conversation. Columbia REA has been a sponsor of the Walla Walla Sweets baseball team and has asked Borleske Stadium Board if we would consider switching to them as our electricity provider. The Board is willing to consider the request but is not looking to making a change. Per your advice we will be contacting your team to get a quote for what it would cost to disconnect from Pacific Power. Thanks for your help on this.

Peter