



# Messaging for Utilities

*Come and Knock on My Door:  
Strategies for Effective and  
Welcomed Canvassing  
Outreach*

Joanna Colby  
10/22/2010





- A collaborative approach between Green Mountain Energy Company and Portland General Electric provides integrated “Multi-Touch” marketing
- Sales/Marketing channels include Direct Sales at Events & Storefronts, Courtesy Knock, Bill Inserts, Bangtails, Web & Phone
- Cooperative marketing opportunities with business renewable customers proving successful.

# Direct Sales at the Grassroots



- Provides local jobs
- Opportunity to make a connection with customer
- Customer opportunity to talk through objections with “expert”, fellow customer/ community member
- Storefront and Event tables, small B2B outreach, and **Courtesy Knock** foster a green power community



## Overcoming Barriers

- Utilities typically reluctant to go door-to-door
- Several quality assurance methods used in early stages
  - Carbon copy receipts with enrollment verification message
  - Third-party verification phone calls at every sale
  - Ongoing random check phone calls
- Rigorous new hire training and ongoing refresher trainings
- Naming the channel “Courtesy Knock”





# Utilities and Courtesy Knock

## Benefits of D2D Outreach

- Methodical coverage of territory
- Campaign directed at eligible prospects
  - Quotes based on customer usage info (if available)
  - Remove ASU and ineligible
- Low-pressure informed approach, ability to “call back”
- Low cost rep kit/ set-up
- Build annual knocking strategy
  - Coordinate with other groups

Name:		Turf #: 1		13 Total Accounts		84 Doors on Turf				
Date:		Zip: 97210		23.62 Highest GS ASU		15% Penetration				
Customer Name	Number	DIR	Street	APT	Kwh	GS	Acct. Opened	CB	Result	Comments
JOHN SMITH	621	NW	23RD AVE	101	609	7.30	1/25/2010			
FRED BROWN	621	NW	23RD AVE	103	566	6.79	6/24/2008			
SARAH JENSEN	621	NW	23RD AVE	104	782	9.39	11/30/2006			
INGRID SNESS	621	NW	23RD AVE	201	596	7.15	4/29/2009			
ALEX CHANG	621	NW	23RD AVE	205	587	7.05	7/2/2009			
ALFRED EGGERT	621	NW	23RD AVE	206	854	10.25	2/19/2008			
JASPER SHERMAN	621	NW	23RD AVE	207	638	7.65	9/10/2007			
BUD GRACEY	621	NW	23RD AVE	304	509	6.11	4/15/2010			
AMBER GREEN	621	NW	23RD AVE	BSMT	236	2.83	6/16/2003			
SHELLY BURDEN	601	NW	24TH AVE		487	5.84	10/2/2007			
EDWARD UMBATA	611	NW	24TH AVE		284	3.41	5/22/2007			
MARNEE FRANK	623	NW	24TH AVE		520	6.23	4/21/2010			
LAUREN STOLLY	629	NW	24TH AVE		383	4.60	10/9/2002			

NS - No soliciting  
 VAC - Vacant House  
 ASU - Already signed up  
 LF - left form  
 NI - not interested  
 X - irate/angry customer - unsafe situation - do not return  
 GS - Green Source Sale  
 HH - Healthy Habitat Sale  
 CW - Clean Wind sale  
 NOB - Customer's name is not on the electricity bill  
 NSE - No speak english  
 BLANK - nobody home



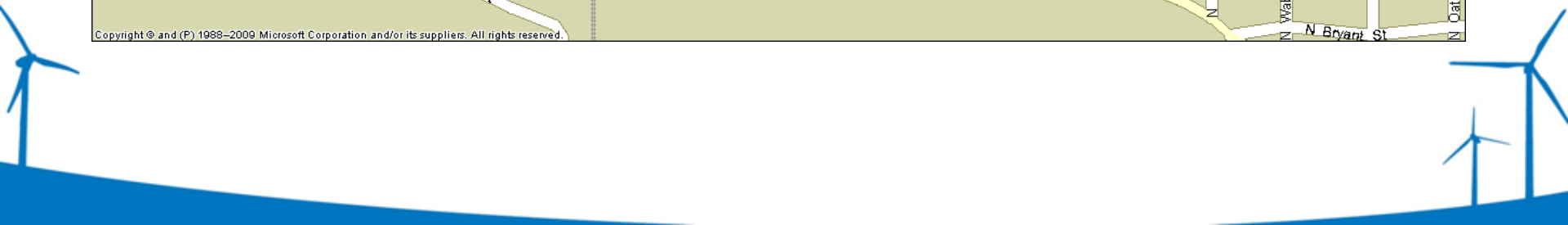
# Building Rapport at the Door

## The Basics of Canvassing

- Observe your turf—turf efficiency
- Note address on tick sheet before knocking
- Greeting- give this all the time it deserves
- Make a connection- use humor and your humanity
- Introduction and name recognition
- Suggest a need
- Suggest a solution/ product description
- Closing/ objection handling
- Share appreciation



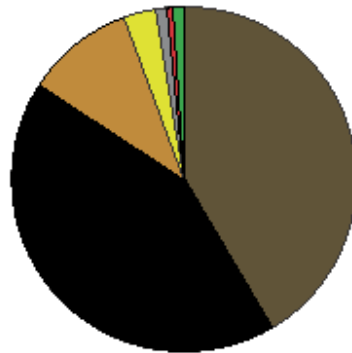
# Mapping Turf



# Pie Chart

## You Have the Power to Build a Renewable Future

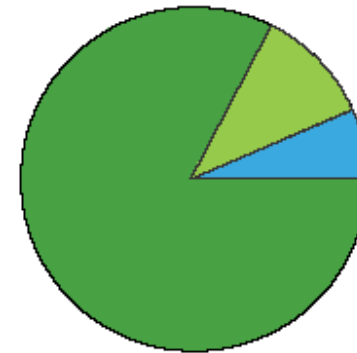
### Oregon Electricity Mix\*



● Coal 41% ● Hydro 42% ● Natural Gas 10% ● Nuclear 3%  
 ● Other 1% ● Waste 0.6% ● Wind & Geothermal 1%

vs.

### PGE Green Source\*



● New Wind 82% ● New Biomass 11% ● New Geothermal 7%

Choosing *Green Source* electricity is like™:

- ▶ Taking 320 cars off the road for a week
- ▶ Recycling a stack of newspapers almost 100 feet high
- ▶ Over 2,800 homes turning off their lights for a week



\*An Oregon household with an average monthly usage of 900 kWh can prevent almost 10,000 lbs of carbon dioxide (CO<sub>2</sub>) emissions each year

\*Source: State of Oregon Energy Plan 2007-2009, data from 2005. "New" refers to power generated from facilities that became operational after July 1999.

## Overcoming Skepticism

- How can I trust you?
- How do I know the utility isn't just pocketing my money?
- Who's checking up on these programs?
- How do I know the money is being used for the indicated purpose?



## Oregon

Theodore R. Kulungoski, Governor

### Public Utility Commission

550 Capitol St NE, Suite 215

Mailing Address: PO Box 2148

Salem, OR 97308-2148

Consumer Services

1-800-522-2404

Local: (503) 378-6600

Administrative Services

(503) 373-7394

### Portland General Electric Renewable Power Options

Since 2002, customers of Portland General Electric (PGE)\* have had three options for buying power from renewable resources such as new wind and new biomass generation:

Customers who choose one of the options can have confidence the utility is acquiring renewable resources from qualifying "green" sources, and in the right amounts.

Each electric company files an annual report with the Oregon Public Utility Commission known as a reconciliation report. The purpose of the report is to substantiate the company's product claims for the renewable resource options.

- ❖ The report shows contractual purchases of Tradable Renewable Certificates that match sales to renewable power customers.
- ❖ Green Mountain Energy, which acquires the renewable resources on PGE's behalf, provides attestations of purchases from specific generating units.
- ❖ PGE submits those attestations to the Commission each year with the reconciliation report.
- ❖ Commission staff reviews the reports and also conducts program audits.

In the near future, a new computerized system will kick in that will track transfers of renewable energy through the Western power grid, which extends from western Canada south to Mexico. The Commission will consider utility requirements related to the system before it is operational.

In addition to reports and audits, an advisory committee monitors the renewable power options and makes recommendations to the Commission. The Committee includes representatives from:

*Renewable Northwest Project  
Citizens' Utility Board  
Oregon Public Utility Commission Staff  
Oregon HEAT  
Fair and Clean Energy Coalition  
Oregon Department of Energy  
Local governments  
Small businesses  
Portland General Electric and PacifiCorp*

Monthly reports on the number of residential and small business customers choosing renewable power options are available on the Commission's website at: [www.puc.state.or.us/PUC/electric\\_restruc/indices/statrpt.shtml](http://www.puc.state.or.us/PUC/electric_restruc/indices/statrpt.shtml)

\* PacifiCorp offers similar options.



# Legitimacy



**Portland General Electric**  
One World Trade Center  
121 SW Salmon Street  
Portland, Oregon 97204

## News Release

FOR IMMEDIATE RELEASE  
June XX, 2005

For more information please contact:  
Mark Fryburg, PGE, 503-464-8444

*Editors please note: This alert does not refer to PGE's green power canvassers who go door to door. See text below.*

### Beware of utility company imposters *PGE says don't put yourself or your money at risk*

Portland General Electric (PGE) is alerting its customers to beware of imposters going door-to-door, identifying themselves as PGE employees and seeking entrance to homes.

"These folks are likely trying to steal something, or case your home for a later break-in," said Joe Goodale, PGE's security director. "PGE staff will never ask to come in your home unless you have already authorized them to make an inspection to read an indoor electric meter." Even then, Goodale says you should insist on seeing a PGE photo identification card.

**He added that the only PGE representatives who solicit door-to-door are selling the company's popular renewable energy products and they will not come inside. "These are legitimate representatives of PGE," Goodale said.**

Recent incidents individuals wearing bright yellow jackets with "Power Savers" printed on them claiming they needed access to a home for weatherizing, such as checking seals around windows and doors. Police report similar incidents where the suspects identified them as water utility employees. In one such case a room was ransacked by one suspect while his accomplice distracted the resident.

Goodale offers this advice:

- Always insist on photo identification from anyone offering services door-to-door.
- When in doubt, call the organization the person claims to represent via the number in the phone book, not a phone number provided by the visitor.
- Never let a stranger inside your home unless it is through an appointment made directly with the vendor.

There are other scams where the perpetrator may pose as a utility worker, asking you for money, a credit card number or other personal identification. In one common fraud, the suspect claims he or she will cut off the power unless the resident immediately pays cash.

- Never provide bank account or credit card information over the phone to a utility company unless you have initiated the call.
- You can take the employee's name down and then call back through PGE's main customer service phone number, (503) 228-6322 in the Portland calling area, or (800) 542-8818 elsewhere.

Officials say that if you're suspicious of a caller or visitor, obtain as much identification information as you can without letting them in your home and then immediately call the police and PGE.

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## Since 2004:

- 350,000 doors knocked
- 150,000 customers contacted (conversations)
- Over 18,500 signups (40% of those in the last two years alone)
- Relatively low 10.7% attrition rate

## 2010 YTD:

- Already our best year ever (3829 signups)
- Highest team SPH ever (1.10)
- 3 reps already over 500 signups for the year (compared with at most 1 in previous years)
- Highest individual SPH on the team 3.33



# We Have the **Power** to Make a Difference



Joanna Colby  
[joanna.colby@greenmountain.com](mailto:joanna.colby@greenmountain.com)

