

Appendix C. Tariff Alignment Customer Research Results

PGE conducted survey research to better understand customer sentiment toward tariff changes pilot/program seasons (see [Section 2.2.1](#) for detail). PGE conducts regular surveys among customers who enroll in certain flexible load programs and added the following questions to the Peak Time Rebates and Smart Thermostat re-contact surveys:

Before going further, we'd like to ask you a couple questions about some potential adjustments to the [Peak Time Rebates / Smart Thermostat] program. Please read the description and answer the questions that follows. Thank you!

Currently, in the [Peak Time Rebates / Smart Thermostat] program, Peak Time Events are called within the designated months of the winter and summer seasons. Events are not called during the months of October, [November for Smart Thermostat], March, April, nor May, and are never called on major holidays. These rules were set by PGE and the Oregon Public Utility Commission (OPUC). In the past, there have been days in which conditions called for a Peak Time Event, however, the date restrictions prevented PGE from doing so. PGE would like to amend the program allowing for events to be called on currently-restricted dates, but only under extreme weather conditions where the reliability or stability of the regional grid may be threatened. As always, participation in Peak Time Events in the [Peak Time Rebates / Smart Thermostat] program is never mandatory. You always have the option not to participate in Peak Time Events.

How would you feel about PGE expanding the ability to call events during holidays and/or days outside the current Peak Time Event seasons under extreme weather conditions?

- I'm OK with it
- It depends (please specify)
- I'm not OK with it
- No opinion

If you'd like to leave additional comments about the potential changes to the [Peak Time Rebates / Smart Thermostat] program, please feel free.

PGE fielded the survey in February 2024, and as of the beginning of March, 347 customers responded for Peak Time Rebates and 391 responded for Smart Thermostat. Results were largely favorable, with more than seven in ten customers for both programs saying they were okay with the proposed change. More Peak Time Rebates customers favored the proposed change than Smart Thermostat customers. One in ten Peak Time Rebates customers and just over one in ten Smart Thermostat customers stated they are not okay with the adjustments.

In the Smart Thermostat open-end responses most of the positive sentiments reflect an understanding of PGE's flexible load efforts and familiarity with the program. Most negative sentiments were related to PGE's rates or general comments with the program's functionality, rather than the proposal to dispatch the thermostats under emergency situations. Only one negative response was about the proposed seasonal and holiday alignment.

Similar to Smart Thermostat positive customer sentiments, Peak Time Rebates participants are eager to help the grid in the event of extreme circumstances. Among participants with negative Peak Time Rebates sentiments, more were relevant to the proposed change than was seen in the Smart

Thermostat customer survey. These comments reinforce the need for continued transparency about customer choice and control during Peak Time Events, the lack of penalties for non-participation, and the collective impact that small actions can have.

PGE will continue monitoring customer satisfaction after implementing these changes and plans to provide communications, so customers understand the narrow scope of the proposal.