



2/22/2022

## PACIFICORP COMMUNICATIONS, OUTREACH, AND EDUCATION

### IDAHO Program Year 2021 Activities

The Company uses earned media, customer communications, paid media, and program-specific media to communicate the value of energy efficiency, provide information regarding low-cost, no-cost energy efficiency measures and to educate customers on the availability of technical assistance, services and incentives. The overall goal is to engage customers to reduce their energy usage through behavioral changes as well as changes in equipment, appliances, and structures. The Company calls this multi-faceted campaign “Wattsmart” and shares a common theme: Rocky Mountain Power wants to help you save money and energy.

#### CUSTOMER COMMUNICATIONS

As part of the Company’s regular communications to its customers, newsletters are delivered to residential customers to provide energy efficiency tips, programs, and incentives. Bill inserts and outer envelopes that feature energy efficiency messages are consistently used. The Company also uses its website and social media, such as Twitter and Facebook, to communicate and engage customers on Wattsmart offers and rebates. Table 1 shows the communication source and the frequency of the message.

#### *Communication Source and Frequency*

**Table 1**  
**Communication Source and Frequency**

Communication Source	Frequency of Message
Web: <a href="http://rockymountainpower.net/wattsmart">rockymountainpower.net/wattsmart</a> and promotional URL <a href="http://Wattsmart.com">Wattsmart.com</a> link directly to the energy efficiency landing page. Once there customers can self-select their state for specific programs and incentives.	Ongoing
Twitter: @RMP_Idaho	Tweets about energy efficiency a few times per month
Facebook: <a href="https://facebook.com/rockymountainpower">facebook.com/rockymountainpower</a>	Information and tips posted a few times per month

Communication Source	Frequency of Message
<i>Connect</i> residential newsletter	Newsletters with energy efficiency information are delivered 2-3 times per year

### *Wattsmart Campaign*

In 2021, the Company introduced a new Wattsmart advertising campaign to inform and educate customers about the benefits energy efficiency. The campaign encourages customers to take meaningful actions to reduce energy use and lower their bills. The overall paid media plan objective is to effectively reach our customers through a multi-media mix that extends both reach and frequency. Tapping into all resources with consistent messaging has been the Company's approach and will continue to be refined.

Key strategies include:

- Develop and optimize an integrated advertising campaign that features Wattsmart energy efficiency messaging and benefits.
- Increase awareness of energy efficiency and encourage participation in the Company's Wattsmart programs.
- Educate customers on how Wattsmart rebates and savings tools can help them turn a to-do item into a job well done.
- Demonstrate by example how business customers are saving energy and enjoying the benefits of being Wattsmart.

The audiences for these messages were prioritized as follows:

- Residential customers
- Low-income customers
- Small/mid-size business customers
- Large commercial/industrial customers
- Retailers, contractors, and trade allies

General Key Messages:

- Using energy wisely at home and in your business saves you money so you can achieve your goals.
- Rocky Mountain Power empowers customers with meaningful energy choices.
  - We want to help you keep your costs down.
  - We offer Wattsmart programs, rebates and expertise to help you save money in your home or business.

To reach customers, the Company used a combination of TV, radio, print, digital video, social media and search engine advertising. The campaign features images of customers taking small

steps around their homes or businesses to save energy. The messages help establish Rocky Mountain Power as a partner with a portfolio of programs and services built around customer needs.

For businesses, some ads also feature case studies of customers that saved energy and money by being Wattsmart.

### *Communication Channels*

Table 2 outlines each communication channel and the overall impressions achieved in 2021.

**Table 2  
Communication Channels**

Communication Channel	Description	2021 Media Impressions
TV	Local TV advertising in the Idaho Falls area is an effective way to reach customers with this visual medium.	720 spots
OTT	OTT refers to “Over The Top” and includes advertising on digital streaming services (Netflix, Hulu, Amazon Prime Video, etc).	186,831 impressions
Radio	Radio is used to extend reach and amplify other communications channels.	360 spots
Print	Newspaper provides additional outreach in local papers.	192,456 impressions
Digital Video	Short video ads that play before feature videos on YouTube, social media or other digital platforms.	588,122 impressions
Digital Display	Banner ads on local news sites or other websites.	7,258,062 impressions
Social Media Ads	Paid ads on Facebook and Instagram.	4,045,759 impressions
Search Engine Marketing	Internet search ads focused on key words related to energy efficiency and incentives.	20,731 impressions
Twitter (@RMP_Idaho)	Tweets a few times per month.	1,493 Twitter followers
Facebook <a href="http://www.facebook.com/rockymountainpower">www.facebook.com/rockymountainpower</a> and Instagram (@rockymountainpower)	Awareness regarding energy efficiency solutions.	30,593 Facebook followers 1,516 Instagram followers

The total number impressions for the Wattsmart campaign were 12,292,321 impressions.

## *Creative*

### Residential Creative Links

#### Digital Video

- [Wattsmart](#)

[https://www.rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/RMP\\_Consumer\\_Choices\\_Evergreen\\_15.mp4](https://www.rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/RMP_Consumer_Choices_Evergreen_15.mp4)

- [Summer Cooling](#)

[https://www.rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/RMP\\_Summer\\_Cooling\\_20210713\\_15web.mp4](https://www.rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/RMP_Summer_Cooling_20210713_15web.mp4)

- [Winter Heating](#)

[https://www.rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/RMP\\_WinterHeating\\_15\\_v3A.mp4](https://www.rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/RMP_WinterHeating_15_v3A.mp4)

#### Print

- [Wattsmart is good for Idaho](#)

[https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/PAC-21051\\_RMP\\_DSM\\_Winter\\_Newspaper\\_Ads\\_2020\\_5.81x10\\_ID.pdf](https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/PAC-21051_RMP_DSM_Winter_Newspaper_Ads_2020_5.81x10_ID.pdf)

#### Social Media

- [Wattsmart](#)

<https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/Choices-Evergreen-Consumer-RMP-1-Social.png>

- [Savings](#)

<https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/Choices-Evergreen-Consumer-RMP-2-Social.png>

- [Winter Heating](#)

<https://rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/savings-energy-choices/wattsmart-homes/choices/RMP-Choices-Winter-Heating-Social.png>

- [Summer Cooling](#)

<https://rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Summer-Cooling-social.png>

- [Home Energy Report](#)

<https://rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Home-Energy-Report-Social.png>

#### Digital Display

- [Wattsmart](#)

[https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Display-Evergreen-Consumer\\_300x600.jpg](https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Display-Evergreen-Consumer_300x600.jpg)

- [Savings](#)

<https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Display-CostSaving-Consumer-300x600.jpg>

- [Winter Heating](#)

<http://rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-WinterHeating-Display.pdf>

- [Summer Cooling](#)

<https://rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-SummerCooling-Display.pdf>

- [Home Energy Report](#)

<https://rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-HER-Display.pdf>

#### Business Creative Links

##### Digital Video

- [Intermountain Healthcare case study TV](#)

[http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/tv/TV-IHC\\_2020.mp4](http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/tv/TV-IHC_2020.mp4)

##### Radio

- [Intermountain Healthcare case study radio](#)

[http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/radio/Radio\\_RMP\\_IntermountainHealthcare\\_2020.mp3](http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/radio/Radio_RMP_IntermountainHealthcare_2020.mp3)

## Social Media

- [Wattsmart](https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Bus-Evergreen-Social.png)  
<https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Bus-Evergreen-Social.png>
- [Savings](https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Bus-Evergreen2-social.png)  
<https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Bus-Evergreen2-social.png>
- [Intermountain Healthcare case study](http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/social/IHC_social.png)  
[http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/social/IHC\\_social.png](http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/social/IHC_social.png)

## Digital Display

- [Wattsmart](https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Bus-Evergreen-Display.jpg)  
<https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/communications-samples/choices/RMP-Choices-Bus-Evergreen-Display.jpg>

## PROGRAM SPECIFIC COMMUNICATIONS

All energy efficiency program marketing and communications are under the Wattsmart umbrella to ensure a seamless transition from changing customer behavior to the actions they could take by participating in specific programs. Separate marketing activities administered by and specific to the programs ran in conjunction with the Wattsmart campaign.

### *Wattsmart Homes Program*

Information on the Wattsmart Homes program is communicated to customers, retailers and trade allies through a variety of channels including social media, direct mail, email, newsletters and website.

The program communications team supported four main initiatives in 2021:

- 1) Cooling campaign promoting rebates for target cooling measures such as ductless heat pumps and evaporative coolers.
- 2) Heating campaign promoting rebates for target heating measures such as dual fuel heat pumps, ductless heat pumps and supplemental ductless heat pumps.
- 3) Engine block heater controllers.
- 4) Smart thermostat instant rebates during the holidays and other calendar events.

In 2021, the heating and cooling campaigns utilized past customer participation, modeling, and mosaic data, to put in motion a highly targeted email and direct mail campaign promoting dual

fuel heat pumps, ductless heat pumps and evaporative coolers. Messaging highlighted the energy and cost-saving benefits of the equipment and ultimately sent customers to content-rich landing pages for more information.

Engine block heater controllers were a new Wattsmart Homes program measure in 2021 which offered an exciting opportunity to reach audience segments who might not normally participate in energy-efficient programs. Specific Mosaic customer segments within Idaho were identified and approximately 20,000 customers were reached through social and digital advertising as well as email driving them to a Wattsmart Homes landing page where they can learn more about engine block heater controllers and how to purchase. In addition to the segmentation analysis, advertising was also finely targeted to customers who own diesel trucks or have similarly aligned interests, jobs, or demographic associated with diesel trucks.

Over a few specific holidays and Earth Day, the program team encouraged customers to purchase a new smart thermostat to take advantage of Wattsmart incentives and manufacturer discounts. With each promotion, past participation data was layered with customer mosaics to pinpoint the right customers with the highest propensity to purchase a smart thermostat. These are eligible customers who had not received an incentive or redeemed a Wattsmart instant rebate for a smart thermostat.

A summary of outreach is displayed in Table 3.

**Table 3**  
**Wattsmart Homes Communications**

Communications Channel	Customers
Email	205,854
<i>Connect</i> Newsletter	120,000
<b>Total</b>	<b>325,854</b>

### *Energy Insights Reports*

Thousands of print and email Energy Insights Reports were delivered to residential and small business customers in Idaho in 2021, allowing customers to easily access their usage data, see their appliance breakdown and link to additional recommendations on the Bidgely platform.

Customer satisfaction and engagement with the Bidgely program demonstrated positive results. Email open rates were strong, averaging 31% for residential and 25% for small business. Email recipients also gave the email communications they received 79% (residential) and 44% (small business) “likes” via thumbs up and thumbs down voting buttons included with every message.

### *Wattsmart Business Program*

During 2021, the Wattsmart Business program used advertising, collateral, direct mail, email and its website to communicate with customers, trade allies and communities. The radio and digital video ads (covered in the earlier *Wattsmart* section) featured success story examples from Intermountain Healthcare.

Collateral material with program benefits and incentive lists were used for direct customer contact by company managers, trade allies and posted on the company website. Direct mail to 1,787 customers in the spring targeted irrigation customers and encouraged energy-saving equipment upgrades.

A new feature in 2021 included online applications so business customers can more easily apply for rebates through the program.

### ENERGY EDUCATION IN SCHOOLS

The Company offers a Wattsmart Schools education program through the National Energy Foundation (“NEF”). The program is designed to develop a culture of energy efficiency among teachers, students, and families. The centerpiece is a series of one-hour presentations with hands-on, large group activities for 4<sup>th</sup> grade students. Teachers are provided instructional materials for use in their classrooms, and students are sent home with a Household Report Card to explore energy use in their homes and to encourage efficient behaviors.

The Idaho NEF report is available as [Appendix 7](#).