



1/28/2022

## PACIFICCORP COMMUNICATIONS, OUTREACH, AND EDUCATION CALIFORNIA Program Year 2021 Activities

### *Preface*

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.

### **CUSTOMER COMMUNICATIONS**

As part of the company's regular communications to its customers, newsletters are delivered to residential customers that promote energy efficiency tips, programs, and incentives. Outer bill 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 DSM offers and incentives.

### **PROGRAM SPECIFIC COMMUNICATIONS**

#### **WATTSMART BUSINESS**

Customer communications and outreach to support energy efficiency for businesses included digital display, paid social media ads, direct mail, and content on the company's website. This outreach included a spring direct mailing to agricultural customers to promote incentives for irrigation upgrades. In mid-2021, 42 co-branded postcards were also sent to business customers to encourage lighting upgrades through one of two local contractors.

Collateral material for Wattsmart Business was used for direct customer contact by the company's project managers, regional business managers, and its trade allies.

In 2021, the program garnered 1,423,848 media impressions. A breakdown of impressions by media type are shown in Table 1.

Table 1 Wattsmart Business Communication Impressions

Communications Channel	2021
Digital Display Ads	1,040,606
Paid Social Media Ads	382,526
Irrigation Direct Mail	674
Co-branded Lighting Postcards	42
<b>Total</b>	<b>1,423,848</b>

## Home Energy Savings

The Home Energy Savings program is communicated to customers and trade allies throughout the year. Customer outreach included newsletters, bill inserts, email, social media posts and content on the website.

Throughout 2021 Resource Innovations (formerly Nexant) built relationships with current trade allies, met with potential trade allies, and conducted inspections.

Customers received information about available Home Energy Savings program incentives through newsletters sent in February, May, and October bills. Emails were also distributed to encourage customers to consider upgrading to a heat pump water heater. These emails were sent in early June to 15,672 customers, resulting in 366 clicks to the website. A bill inserts in November directed customers to the program website to apply for incentives.

Customers also had the opportunity to learn energy savings tips by completing the Home Energy Advisor survey<sup>21</sup>, an online tool that asks customers about their home characteristics and provides recommended actions to make their home more energy efficient. In 2021 two California customers took the online Home Energy Advisor survey. Here are a few findings about their home characteristics:

- Both homes were single-family, one using electric heating and the other woodburning
- Both homes use a heat pump for cooling
- Both homes use efficient lighting
- One home was built in 1991, the other in 19