



2/20/2024

PACIFICORP COMMUNICATIONS, OUTREACH, AND EDUCATION

CALIFORNIA Program Year 2023 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. The company also uses its website and social media, such as Twitter and Facebook, to communicate and engage customers on energy efficiency 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.

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

Emails were delivered to 1,182 customers about Wattsmart small business lighting incentives in fall 2023. The emails received 37 clicks from customers to find a vendor or learn more.

In 2023, the program garnered 968,529 media impressions. A breakdown of impressions by media type are shown in Table 1.



Table 1 Wattsmart Business Communication Impressions

Communications Channel	2023
Paid Social Media Ads	966,011
Irrigation Direct Mail	1,336
Emails	1,182
Total	968,529

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 2023 Resource Innovations 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 March, July, and November bills.

Emails were delivered to 24,000 customers in summer 2023 about the enhanced Wattsmart incentives. The emails had a 21% open rate and a 2% clickthrough rate.