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PACIFICORP COMMUNICATIONS, OUTREACH AND EDUCATION

CALIFORNIA Program Year 2025 Activities

Preface

PacifiCorp employs an integrated communication strategy to promote energy efficiency education and programs to its customers through earned media, website, emails, social media and paid media.

This strategy is designed to provide a low-cost and no-cost energy-saving tips along with more advanced measures with program rebates and incentives for equipment upgrades. In addition, it highlights the availability of technical assistance, specialized services, and various incentives that support energy efficiency improvements.

The objective of these efforts is to motivate customers to adopt energy-efficient behaviors and implement changes to equipment in their homes and businesses. Through these actions, customers can reduce their overall energy consumption, keeping costs down and creating a healthier environment.

CUSTOMER COMMUNICATIONS

Through regular newsletters delivered through bills, PacifiCorp provides energy efficiency education and highlights program benefits to customers. Distributed in March, July and October, these newsletters help customers stay informed about available opportunities.

Additionally, leveraging the company's website and social media platforms, such as X, Facebook, Instagram and LinkedIn, enables broader reach and engagement. These channels allow PacifiCorp to connect with customers, share real-time updates, and make it easier for customers to stay informed and take advantage of available programs, offers and incentives.

PROGRAM SPECIFIC COMMUNICATIONS

WATTSMART® BUSINESS

PacifiCorp has developed a comprehensive communication strategy designed to promote energy efficiency initiatives among business customers. The approach incorporates multiple channels to ensure broad outreach and effective engagement, enabling businesses to access information, incentives and resources that support energy efficiency improvements.

Key communication channels:

- **Digital display and social media ads**: These channels help reach a wide business audience. These targeted messages are crafted to engage viewers and raise awareness about energy efficiency opportunities.
- **Direct mail**: Specific outreach efforts include seasonal mailings to agricultural customers in English and Spanish. These mailings highlight available incentives for irrigation system and farm equipment upgrades.
- **Website content**: Pacific Power's website provides in-depth information on energy efficiency programs and services. Businesses can access resources to learn about technical expertise and cash incentives, and they can apply online to participate.
- **Trade ally engagement & email newsletters**: Evergreen Energy plays a proactive role in building and

maintaining relationships with trade allies. This includes meeting with potential partners and conducting inspections, fostering collaboration and ensuring that trade allies remain active participants in the program.

- **Collateral material**: Program managers, regional business managers, and trade allies use collateral materials for direct customer engagement. These resources support conversations and presentations, ensuring businesses receive clear and relevant information about energy efficiency programs.
- **Customer emails**: Targeted emails were sent to business customers to highlight available incentives and encourage them to take action.
- **Media impressions**: In 2025, the program generated a total of 945,336 media impressions, demonstrating visibility and outreach to the business community.

Table 1: Wattsmart Business Communication Impressions

Communication Channels	2025
Digital Paid Media	945,336
Irrigation Direct Mail	1,510
Emails	3,758
Total	950,604

Through this communication strategy, PacifiCorp ensures that business customers are well-informed about the benefits and opportunities associated with energy efficiency. The combination of digital, print, and direct engagement channels provides substantial visibility and encourages participation in energy-saving programs.

WATTSMART® HOMES & RESIDENTIAL CUSTOMER OUTREACH

PacifiCorp aims to keep California customers and Wattsmart Homes trade allies informed and engaged about program education and incentives for home upgrades.

Key communication channels:

- **Customer outreach**: To reach a wide audience, the program uses newsletters, bill inserts, social media posts and website content to keep customers informed of energy-saving rebates and incentives.
- **Trade ally engagement & email newsletters**: Resource Innovations plays a proactive role in building and maintaining relationships with trade allies. This includes meeting with potential partners and conducting inspections, fostering collaboration and ensuring that trade allies remain active participants in the program.
- **Website content**: The web landing page serves as a resource to provide information and help customers apply for energy efficiency programs and offerings.
- **Customer emails:** Seasonal emails to customers included winter savings tips and summer savings advice with links to more information and Wattsmart rebates.
- **Home Energy Reports:** Energy programs are communicated to 6,000 customers as part of the Home Energy Reports. Reports are distributed via email and U.S. mail to customers enrolled in the California Alternate Rates for Energy (CARE) program and those who reside on tribal lands.

Table 2: Wattsmart Outreach Impressions

Communication Channels	2025
Emails	92,000
Direct mail	18,000

This comprehensive strategy ensures that both customers and trade allies are well-informed about the benefits and opportunities of the Wattsmart Homes program.