2/21/2026

PACIFICORP COMMUNICATIONS, OUTREACH, AND EDUCATION

IDAHO Program Year 2025 Activities

Preface

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

This strategy is designed to inform customers about low-cost and no-cost energy-saving tips and tools along with the benefits of upgrading equipment through program cash rebates and incentives. 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 newsletters delivered through bills, PacifiCorp provides energy efficiency education and highlights program benefits to residential 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**: Wattsmart® Business digital ads are targeted at businesses and aim to engage viewers and raise awareness about energy efficiency opportunities. Channels include CTV, Google Demand Gen, display ads and LinkedIn ads.
- **Direct mail**: Specific outreach efforts include seasonal mailings to agricultural customers two times per

year. These mailings highlight available incentives for irrigation system and farm equipment upgrades.

- **Website content**: Rocky Mountain 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. Energy efficiency programs and resources can be accessed at RockyMountainPower.net/Wattsmart or Wattsmart.com.
- **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.
- **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. Trade allies have access to a dedicated online resource at WattsmartBusiness.com to serve as a central hub for information, tools and program details.
- **Emails**: Targeted emails are sent to business customers to highlight available programs and incentives encouraging them to participate.

Table 1: Wattsmart Business Communication Impressions

Communication Channels	2025
Digital Paid Media	5,618,405
Irrigation/Agriculture Direct Mail	4,100
Emails	779,158
Total	6,401,663

Advertising examples:

- **Video**: A video showcasing the successful lighting upgrade at Watkins Distributing in Idaho Falls, Idaho, played a significant role in our digital advertising efforts. By highlighting a real-world example, we aimed to demonstrate the benefits of partnering with Wattsmart Business.
  - Wattsmart Business Success Story: Watkins Distributing
- **Images**: Digital advertising encourages businesses to click to learn more about how our Wattsmart® Business program can help customers cut costs and benefit from energy-efficient upgrades.

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 visibility and encourages participation in energy-saving programs.

WATTSMART® HOMES & RESIDENTIAL CUSTOMER OUTREACH

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

Key communication channels:

- **Digital display and social media ads**: These channels help reach a wide residential audience. These targeted messages are designed to engage viewers and raise awareness about energy-saving opportunities for homes. Channels include CTV, Pinterest, Meta and Google Demand Gen.
- **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.
- **Website content**: Company website provides comprehensive information about energy efficiency programs and resources. Customers can visit RockyMountainPower.net/Wattsmart or WattsmartHomes.com to explore options and learn how to participate.
- **Customer emails:** Seasonal emails are sent to customers to highlight winter, spring and summer energy-saving tips with links to additional information and Wattsmart rebates.
- **Home Energy Reports:** Energy programs are communicated as part of the Home Energy Reports that are distributed to customers via email two times per month.

Table 2: Wattsmart Homes Communication Impressions

Communication Channels	2025
Digital Paid Media	5,500,978
Emails	197,782
Total	5,698,760

Advertising samples:

- **Videos:**
  - Winter heating campaign promoted rebates on heat pumps, insulation and windows to help customers stay cozy in the winter.
  - Summer cooling campaign promoted rebates on air source heat pumps, evaporative cooling, dual fuel heat pumps and smart thermostats to help customers stay cool and comfortable during the summer.
  - Evergreen (run anytime) campaign promoted energy insights, saving tools and cash-back rebates for home upgrades.
- **Images**: Digital display advertising encourages customers to click to learn more about ways we can help them save money on energy costs with Wattsmart® tools and home upgrades.

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

BE WATTSMART®, BEGIN AT HOME

PacifiCorp has partnered with National Energy Foundation (NEF) to promote energy efficiency in schools. This collaboration is designed to cultivate a culture of energy awareness and adopt energy-saving habits among teachers, students and their families.

Key program components:

- One-hour presentations: Fourth-grade students participate in engaging, hands-on activities that introduce concepts and benefits of energy efficiency.
- Instructional materials: Teachers receive materials specifically created for classroom use to reinforce the lessons and encourage continued learning.
- Household report worksheet: Students take home worksheets to explore their family's energy use and promote efficient behaviors. These worksheets are available in both English and Spanish, as well as online, ensuring accessibility for families.

Impact in Idaho schools:

- **1,638 fourth-grade students** received presentations
- **69 teachers** participated
- **24 schools** visited
- **58% Title 1 schools** participated

Incentives for participation: To encourage completion of the Home Energy Worksheets, participating classrooms were eligible for incentives:

- 49 classrooms earned a $50 Amazon gift card
- 2 classrooms earned a $25 Amazon gift card

These incentives help motivate students and teachers to engage more deeply with the program, reinforcing energy-efficient behaviors at home.