



4/26/2023

PACIFICORP COMMUNICATIONS, OUTREACH, AND EDUCATION

IDAHO Program Year 2022 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: rockymountainpower.net/wattsmart and promotional URL Wattsmart.com 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: facebook.com/rockymountainpower	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

The Wattsmart advertising campaign is designed 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.

Communication Channels

Table 2 outlines each communication channel and the overall impressions achieved in 2022.

**Table 2
Communication Channels**

Communication Channel	Description	2022 Media Impressions
Radio	Radio is used to extend reach and amplify other communications channels.	375 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.	1,006,254 impressions
Digital Display	Banner ads on local news sites or other websites.	3,234,834 impressions
Social Media Ads	Paid ads on Facebook and Instagram.	2,977,523 impressions
Search Engine Marketing	Internet search ads focused on key words related to energy efficiency and incentives.	18,793 impressions
Twitter (@RMP_Idaho)	Tweets a few times per month.	1,472 Twitter followers
Facebook www.facebook.com/rockymountainpower and Instagram (@rockymountainpower)	Awareness regarding energy efficiency solutions.	34,599 Facebook followers 1,800 Instagram followers

Creative

Summer cooling -

Rocky Mountain Power Sponsored

¡Llegó el verano! Disfrútelo mientras ahorra con elecciones inteligentes gracias a nuestros consejos y descuentos.

[See Translation](#)

ROCKYMOUNTAINPOWER.NET

Con opciones inteligentes ahorre este verano

[Learn more](#)

Winter heating -

Rocky Mountain Power Sponsored

Take advantage of cash-back offers on energy-saving options like heaters and thermostats through Wattsmart®.

WATTSMART.COM

Stay warm and save. Wattsmart can help.

[Learn More](#)

[Like](#) [Comment](#) [Share](#)

FACEBOOK

Instagram

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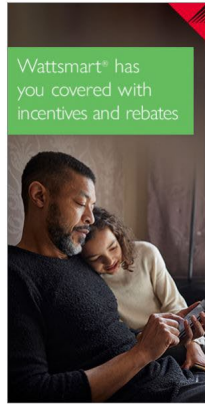
[Like](#) [Comment](#) [Share](#)

rocky_mountain_power Take advantage of cash-back offers on energy-saving options like heaters and thermostats through Wattsmart®.

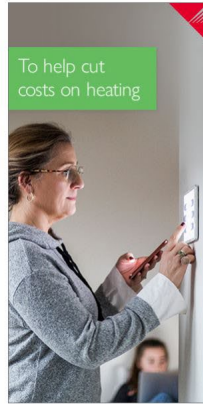
INSTAGRAM



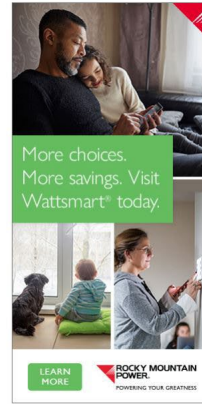
FRAME 1



FRAME 2

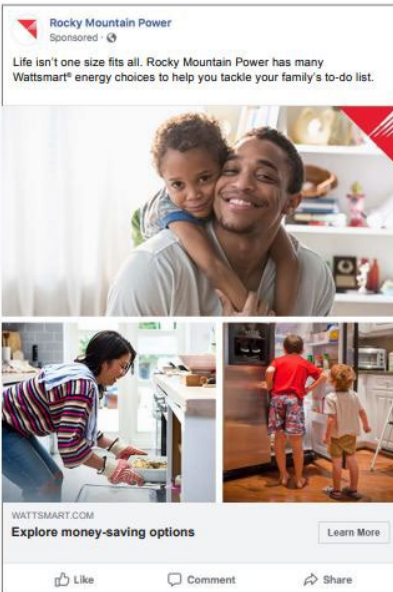


FRAME 3

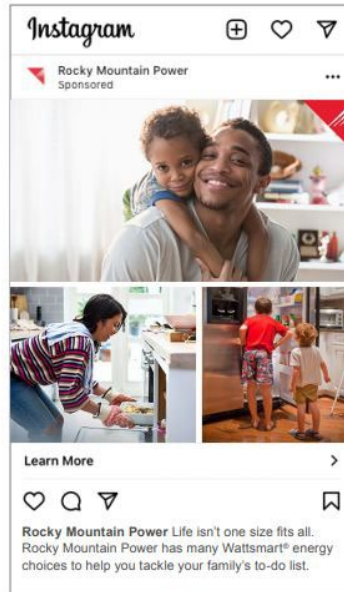


FRAME 4

Run anytime -



FACEBOOK



INSTAGRAM

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 2022:

- 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 2022, 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 and ductless heat pumps. Messaging highlighted how they work, energy and cost-saving benefits of the equipment and ultimately sent customers to content-rich landing pages for more information.

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
Connect Newsletter	120,000
Total	325,854

Energy Insights Reports

Thousands of print and email Energy Insights Reports were delivered to residential and small business customers in Idaho in 2022, 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 2022, the Wattsmart Business program used advertising, collateral, direct mail, email and its website to communicate with customers, trade allies and communities.

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 1,751 customers in the spring and fall targeted irrigation customers and encouraged energy-saving equipment upgrades.

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 4th grade students. Teachers are provided instructional materials for use in their classrooms, and students are sent home with a Household Report Worksheet to explore energy use in their homes and to encourage efficient behaviors. This Home Energy Worksheet is provided in both English and Spanish and is also available online.

This year, NEF visited twenty-four schools in Idaho, and a total of seventy-three teachers participated. In all, NEF presented to 1,695 Idaho fourth graders.

“This is an excellent program to introduce electricity, and the importance of conserving energy.”

“This is a great program that was very informative for our students and fits nicely with what we are learning in class about energy.”

“Thank you for making the program possible. The kids really enjoy the demonstration and they do a good job presenting.”

“The presentation was interactive and a nice visual for the students. They were very engaged.”

“Definitely worth it. So fun and informative!”

2022 Idaho Teacher Participants

To incentivize students to return their Home Energy Worksheets, teachers are given a \$50 Amazon gift card if 80% of their students return their Home Energy Worksheets and a \$25 gift card if 50-79% return the Home Energy Worksheet. In 2022, 51 classrooms received the full \$50 gift card; 6 classrooms received the \$25 gift card.