3/25/2026

PACIFICFICORP COMMUNICATIONS, OUTREACH AND EDUCATION

UTAH 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 efficiently reach customers with information on easy energy-saving tips and tools along with additional ways to save money on equipment upgrades through rebates and incentives. For businesses, communications highlight technical assistance, specialized services and financial incentives for 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 with 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 Facebook, Instagram, X and LinkedIn, enables reach and engagement with customers through digital channels. These platforms allow PacifiCorp to provide content and videos with energy-saving tips and information on programs and incentives.

PROGRAM SPECIFIC COMMUNICATIONS

WATTSMART® BUSINESS

PacifiCorp has developed a communications strategy to encourage businesses to adopt energy-efficient practices and perform equipment upgrades in their facilities with help from Wattsmart Business. The approach uses customer and trade ally touchpoints to encourage engagement, highlight online resources and share the benefits of 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 and LinkedIn in both English and Spanish.
- **Direct mail**: Specific outreach efforts include seasonal mailings to agricultural customers in English and Spanish. These mailings highlight available incentives for irrigation systems 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 to participate. This information is at RockyMountainPower.net/Wattsmart and Wattsmart.com.

- **Collateral material**: Program managers, regional business managers and trade allies use collateral material 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 portal at WattsmartBusiness.com to serve as a central hub for information, tools and program details.
- **Emails**: Targeted email campaigns are sent to customers throughout the year to highlight available incentives and encourage them to participate.
- **Business Energy Reports:** Energy programs are featured as part of Business Energy Reports that are distributed to customers via email two times per month.

Table 1: Wattsmart Business Communication Impressions

Communication Channels	2025
Digital Paid Media	11,903,302
Irrigation/Agriculture Direct Mail	4,824
Emails	445,347
Total	12,353,473

Advertising samples:

- **Videos**: Videos showcasing successful projects at businesses in Utah played a part in our digital advertising efforts. By highlighting real-world examples, we aim to demonstrate the benefits of partnering with Wattsmart Business.
    - African Boutique
    - Intermountain Health
    - Lifetime Products
    - Salt Lake City School District

- **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 keeps business customers 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 Utah customers and Wattsmart Homes trade allies informed and engaged about program education and incentives for home upgrades.

Key communication channels:

- **Digital display and social media ads**: To efficiently reach customers, digital ads use videos and visual content to help engage viewers and raise awareness about energy efficiency opportunities. Channels included CTV, Pinterest, Meta, Google Demand Gen, Hulu/Netflix/Telemundo, YouTube, Native and Display ads in English and Spanish.
- **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**: Our company website provides comprehensive information about energy efficiency programs. Customers can visit RockyMountainPower.net/Wattsmart or WattsmartHomes.com microsite, managed by Evergreen Energy, to explore options and to participate.
- **Customer emails:** Seasonal emails to customers shared winter, spring and summer energy-saving tips; links to additional information and Wattsmart rebates; invitations to the Salt Lake Home + Garden Show; and tools to help customers save energy through self-guided home energy assessments.
- **Home Energy Reports:** Energy programs are featured as part of 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	26,517,053
Emails	16,275,558
Total	42,792,611

Advertising samples:

- **Videos:**
  - Winter heating campaign, available in English and Spanish, promoted rebates for heat pumps, insulation, and windows to help customers stay comfortable during the winter.
  - Summer cooling campaign, available in English and Spanish, promoted rebates on air source heat pumps, evaporative cooling, dual fuel heat pumps and smart thermostats to help customers stay cool in and comfortable in the summer.
  - Evergreen (any season) campaign, available in English and Spanish, promoted energy insights, saving tools, cash back and rebates for 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 informed about the benefits and opportunities of the Wattsmart Homes program.

BE WATTSMART®, BEGIN AT HOME

PacifiCorp partners 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 essential concepts of energy efficiency.
- Instructional materials: Teachers receive materials specifically created for classroom use to reinforce lessons from the presentation 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 English and Spanish, as well as online, ensuring accessibility for all families.

Impact in Utah schools:

- **17,786 fourth-grade students** received presentations
- **683 teachers** participated
- **200 schools** participated
- **27% Title 1 schools** participated

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

- 288 classrooms earned a $50 Amazon gift card
- 87 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.

FOX 13 PAID MEDIA PARTNERSHIP

To expand program visibility and reach a broader audience, Rocky Mountain Power established a paid media partnership with FOX 13. As part of this partnership, Rocky Mountain Power was featured on FOX 13's *The Place* in a segment titled "**Wattsmart Wednesday.**" This collaboration leveraged television, Facebook boosted posts, and a homepage takeover to increase awareness of energy efficiency programs and encourage customers to participate through bi-weekly on-air spots and sponsored content focused on energy education.

This partnership supports ongoing efforts to broaden awareness, reinforce key messaging through trusted media outlets and increase program participation.

Table 3: Social Media Campaign Performance Metrics

Metrics	2025
Views	731,539
Engagement	18,373
Link clicks	21,941
Reach	439,300
Total	1,211,153

Table 4: FOX 13 Homepage Takeover Performance Metrics

Metrics	2025
Impressions	4,102,254
Clicks	2,364
Total	4,104,618

LOW-INCOME & DISADVANTAGED COMMUNITY OUTREACH

PacifiCorp's objective is to increase awareness of and participation in Rocky Mountain Power's energy efficiency programs among low-income and historically disadvantaged communities, with a focus on improving accessibility and reducing participation barriers.

To support this goal, foundational efforts began with strengthening our Spanish-language digital presence. We updated Rocky Mountain Power's Spanish web landing page to provide a central location for program information, including downloadable brochures, eligibility details, and a dedicated call-to-action page designed to guide customers toward next steps. The website also houses a growing library of Spanish-language short informational videos designed to improve program understanding.

To expand reach, we partnered with Avisa Marketing, a multicultural agency, to implement a targeted outreach strategy. This included collaborations with local Spanish-language radio and television stations to deliver culturally relevant messaging through trusted community channels.

These efforts are continuing and are anticipated to improve over time to deepen program awareness and participation among customers in low-income and disadvantaged communities.

Table 5: Social Media Campaign Performance Metrics

Metrics	2025
Impressions	5,861
Reach	4,381