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PACIFICORP COMMUNICATIONS, OUTREACH AND EDUCATION

WASHINGTON 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 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 Facebook, Instagram, X and LinkedIn, enables reach and engagement with customers through digital channels. These channels 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 at their facilities to save money. 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**: These channels reach a variety of business types. These targeted messages are crafted to engage viewers and raise awareness about energy efficiency opportunities. Tactics included Google Demand Gen, Display and LinkedIn ads in 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**: 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 to participate. This information is at PacificPower.net/Wattsmart and BeWattsmart.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 online resource at WattsmartBusiness.com to serve as a central hub for information, tools and program details.
- **Emails**: Targeted email campaigns are sent to customers at various times 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	1,355,912
Irrigation/Agriculture Direct Mail	5,352
Emails	109,199
Total	1,470,463

Advertising samples:

- **Videos**: A video showcasing the successful lighting upgrade at Tammy's Mexican Restaurant in Yakima, Washington, played a part in our digital advertising efforts. By highlighting a real-world example, we aimed to demonstrate the benefits of partnering with Wattsmart Business.
    - Tammy's Mexican Restaurant
- **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 Washington 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, YouTube and display ads.
- **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**: Our website provides comprehensive information about energy efficiency programs. Customers can visit PacificPower.net/Wattsmart or WattsmartSavings.net to explore options and participate.
- **Customer emails:** Customers receive emails throughout the year with limited-time offers for smart thermostats, air purifiers, heat pump water heaters, tree-planting initiatives and direct-install duct sealing.
- **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	185,010
Emails	1,200,851
Total	1,385,861

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 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 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 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 Washington schools:

- **3,642 fourth-grade students** received presentations
- **151 teachers** participated
- **47 schools** participated
- **91% Title 1 schools** participated

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

- 56 classrooms earned a $50 Amazon gift card
- 24 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.

MULTICULTURAL CAMPAIGN

PacifiCorp's objective is to increase awareness of and participation in Pacific Power's energy efficiency programs among Spanish-speaking communities, with a focus on improving accessibility, enhancing program awareness and reducing participation barriers.

Efforts prioritize culturally relevant messaging, in-language resources and outreach through trusted community and media channels to ensure equitable access to program benefits.

Table 3: Social Media Campaign Performance Metrics

Metrics	2025
Impressions	31,670
Reach	18,211
Total	49,881

Outreach samples:

PacifiCorp representatives participated in Spanish-language television and radio interviews with local media outlets in Yakima and Walla Walla areas to broaden program reach. Messaging highlighted business success stories and simple tips to help customers save energy at home.

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