



5/28/2021

PACIFICORP’S COMMUNICATIONS, OUTREACH AND EDUCATION

WYOMING Program Year 2020 Activities

The Company uses earned media, customer communications, paid media, and program specific media to communicate the value of energy efficiency and provide information regarding low-cost, no-cost energy efficiency measures. The Company endeavors to educate customers on the availability of technical assistance, services, and incentives with the overall goal to engage customers in reducing their energy usage. 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 promote energy efficiency tips, programs, and initiatives. 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 energy efficiency offers and incentives.

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.	Messages rotate each month based on the season.
Twitter	Weekly tweets
Facebook	Information and tips posted 3-4 times per month. Promoted posts and mobile ads are also used where appropriate.

Communication Source	Frequency of Message
Connect residential newsletter	Newsletters are sent via bill insert and email 4 times per year with energy efficiency information.

Wattsmart Campaign

In 2020, the Company continued the Wattsmart advertising campaign to inform and educate residential customers about the benefits energy efficiency contributes to the greater good in addition to saving money. “Being Wattsmart saves me money, and it’s good for Wyoming.” 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:

Key strategies include:

- Implementing an advertising campaign that features Wattsmart energy efficiency messaging and connects it to benefits for Wyoming.
- Promoting customer conservation (behavioral changes) and increasing participation and savings through the Company’s Wattsmart DSM programs.
- Motivating Wyoming customers to reduce consumption independently or to do so by participating in the Company’s Wattsmart DSM programs.
- Educating customers on how these programs can help them save money on their utility bills, reduce energy consumption, and help Wyoming thrive.
- Demonstrate by example how business customers are saving energy and enjoying the benefits of being Wattsmart.

To reach residential customers, the Company used TV, radio, social and digital media. Large-scale typography along with beautiful scenic images of Wyoming was combined with footage of people taking small steps (changing lighting to LED lamps, adjusting smart thermostat setting) to save energy and money and to make a big difference for Wyoming, now and into the future.

Creative to target business customers included TV, radio, print, social and digital. An overlay of typography to punctuate key points was included in TV. This was done so messages resonate better when played on hand-held devices when the sound is muted. Ads were case study focused, highlighting business customers saving energy and money by partnering with Rocky Mountain Power.

Table 2
Communication Channels

Communication Channel	Value to Communication Portfolio	Impressions to date
Television	Television has the broadest reach and works as the most effective media channel	183,872 impressions
Radio	Given the cost relative to television, radio builds on communications delivered via television while providing for increased frequency of messages	417,139 impressions
Newspaper/Magazine	Supports broadcast messages and guarantees coverage in areas harder to reach with broadcast	399,558 impressions
Digital Display	Online advertising – banner ads	1,577,479 impressions
Social	Promoted posts on social support broadcast and digital media to increase overall awareness	1,299,718 impressions
Twitter (@RMP_Wyoming)	Awareness regarding energy efficiency tips; Tweets posted on a weekly basis	1,449 followers
Facebook www.facebook.com/rockymountainpower.wattsmart	Awareness regarding energy efficiency tips and a location to share information.	30,441 total fans

The total number impressions for the Wattsmart campaign was 3,909,656.

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 newsletters, emails, direct mail, website and social media.

The program communications team supported these key initiatives in 2020:

- 1) Smart thermostat promotions.
- 2) Evaporative cooler promotion.
- 3) Energy-saving products distributed via food banks.

Several promotions ran throughout the year to encourage customers to purchase a new smart thermostat to get both Wattsmart and manufacturer incentives. The messages were delivered via in-store point of purchase collateral, email and through social media. A few different emails were sent to customers during key selling seasons.

In the summer, Wyoming customers received an offer for a \$200 instant discount on evaporative coolers. This offer went out via email and direct mail postcards.

To meet lighting goals and assist low-income families with free, energy efficient solutions, the program team partnered with local food banks in Wyoming to provide shipments of LED light bulbs along with aerators and showerheads. Handouts were placed in patron food boxes ahead of when the food bank plans to distribute the energy efficiency items.

Table 3
Wattsmart Homes Communications

Communications Channel	Impressions
Direct mail pieces	1,200
Emails	215,000

Home Energy Reports

Thousands of print and email Home Energy Reports were delivered to Wyoming customers in 2020. The company also started sending reports to small and medium sized businesses in November/December 2020 to provide energy usage insights and recommendations to the business community.

Customer satisfaction and engagement with the Bidgely program demonstrated positive results. Residential email open rates averaged 32%, and email recipients also gave the email

communications they received 87% “likes” via thumbs up and thumbs down voting buttons in the message. - Business email open rates averaged 24% for one reporting month.

Wattsmart Business Program

During 2020, communications reminded customers to inquire about incentives for LED lighting, HVAC, irrigation, and other energy efficiency measures. Radio and print ads featured case study examples from program participants. Digital display and search ads directed viewers to the Company’s website.¹ This was in addition to customer direct contact by Company project managers and regional business managers, trade ally partners, and content on the Company website and on Facebook.

Direct mail was also used in the spring and fall to target irrigation customers and to encourage energy-saving retrofits and introduce new low-elevation technology.

The program’s breakdown of impressions by media type is shown in Table 4.

Table 4
Impressions by Media Type

Communications Channel	2020
Radio	655,721
Newspaper	944,556
Digital Display	2,086,209
Social	1,899,444
Irrigation Direct Mail	1,067

Quarterly, the Company files its education and promotional materials used during that timeframe. To review all Company materials, see Docket No. 20000-264-EA-06.

¹ Wattsmart.com