3/25/2026

PACIFICORP'S COMMUNICATIONS, OUTREACH AND EDUCATION

WYOMING 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 efficiently reach customers with information on 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 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 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 designed 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 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 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	5,535,169
Irrigation/Agriculture Direct Mail	1,264
Emails	152,093
Total	5,688,526

Advertising examples:

- **Video**: A video showcasing the successful upgrades at Central Wyoming College in Riverton, Wyoming, played a part in our digital advertising efforts. By highlighting a real-world example, we aim to demonstrate the benefits of partnering with Wattsmart Business.
  - Wattsmart Business Success Story: Central Wyoming College
- **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 Wyoming 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**: To efficiently reach customers, digital ads use videos and visual content to help engage viewers and raise awareness about energy-saving opportunities for homes. Channels include CTV, Pinterest, Meta and Google Demand Gen ads.
- **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 and resources at RockyMountainPower.net/Wattsmart or directly at WattsmartHomes.com.
- **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	4,379,282
Emails	1,606,578
Total	5,985,860

Advertising samples:

- **Videos:**
  - Winter heating campaign promoted rebates for heat pumps, insulation and windows to help customers stay cozy in the winter.
  - Summer cooling campaign promoted rebates for 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 keeps customers and trade allies 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 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 both English and Spanish, as well as online, ensuring accessibility for families.

Impact in Wyoming schools:

- **1,179 fourth-grade students** received presentations
- **61 teachers** participated
- **20 schools** participated

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

- 28 classrooms earned a $50 Amazon gift card

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