



4/9/2021

PACIFICORP COMMUNICATIONS, OUTREACH, AND EDUCATION

IDAHO Program Year 2020 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 DSM offers and incentives. 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	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 with energy efficiency information are delivered 3-4 times per year
Wattsmart Homes program inserts	1 per year

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. 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:

- Implement an advertising campaign that features Wattsmart energy efficiency messaging and connect it to benefits for Idaho.
- Promote efficient use of energy through behavioral changes and actions that drive increased program participation and savings through the Company’s Wattsmart DSM programs.
- Motivate customers in Idaho to reduce consumption independently or to do so by participating in the Company’s Wattsmart DSM programs.
- Educate customers on how these programs can help them save money on their utility bills, reduce energy consumption and to help Idaho thrive.
- 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, and it’s good for Idaho.
- Surprising as it sounds, Rocky Mountain Power wants to help you use less energy.
- Rocky Mountain Power is your energy partner
 - We want to help you keep your costs down.

- We offer Wattsmart programs and cash incentives to help you save money and energy in your home or business.
- Being Wattsmart is good for your wallet, and for Idaho, now and into the future.

To reach residential customers, the Company used TV, radio, print, social media, and digital. Large-scale typography along with beautiful scenic images of Idaho 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 Idaho and the environment, now and into the future.

To target business customers, the used TV, radio, print, social media, and digital. An overlay of typography to punctuate key points was included in TV ads so messages resonate better when played on hand-held devices when the sound is muted. Ads focused on case studies and highlighted business customers that saved energy and money by being Wattsmart.

Communication Channels

Table 2 outlines each communication channel and the overall impressions achieved in 2020.

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.	Idaho Falls: <ul style="list-style-type: none"> • 308,900 residential and business impressions
Radio	Given the cost relative to television, radio builds on communications delivered via television while providing for increased frequency of messages.	Idaho Falls: <ul style="list-style-type: none"> • 438,700 residential and business impressions
Newspaper	Supports broadcast messages and guarantees coverage in areas harder to reach with broadcast.	Ads targeting residential and business customers were provided to: <ul style="list-style-type: none"> • Jefferson Star/Shelley Pioneer • Idaho State Journal • Idaho Falls Post Register • News-Examiner • Preston Citizen • Rexburg Standard Journal 267,264 total impressions

Communication Channel	Value to Communication Portfolio	Impressions to date
Digital	Include banner ads on local sites, video-pre-roll, blogs, behavioral ad targeting, and pay-per-click ad placements.	1,945,835 residential and business impressions
Internet Search (i.e. Google)	Internet search ads focused on key words related to energy efficiency and incentives.	19,096 total impressions
Twitter (@RMP_Idaho)	Tweets energy efficiency tips, Tweets posted on a weekly basis	1,449 Twitter followers
Facebook www.facebook.com/rockymountainpower and Instagram (@rockymountainpower)	Awareness regarding energy efficiency tips and a location to share information.	30,441 Facebook followers 1,331 Instagram followers Facebook/Instagram advertising – 1,953,966 residential and business impressions

The total number impressions for the Wattsmart campaign were 4,966,982 impressions.

Creative

Residential Creative Links

TV

- [Being Wattsmart is good, Idaho](#)

https://www.rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/residential/2020/idaho/tv-ott/Idaho_Good_TV_2020.mp4

Radio

- [Being Wattsmart is good, Idaho](#)

http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/residential/2020/idaho/radio/Idaho_Thrive_Radio_2020.mp3

Social

- [Being Wattsmart is good, Idaho/Wattsmart upgrades](#)

http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/residential/2020/idaho/social/ID_DSM_Social_2020.pdf

Online

- [Being Wattsmart is Good, Helps, Better, Idaho](#)

http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/residential/2020/idaho/digital/ID_DSM_Digital_2020.pdf

Business Creative Links

TV

- [Intermountain Healthcare case study TV](#)
http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/tv/TV-IHC_2020.mp4

Radio

- [Intermountain Healthcare case study radio](#)
http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/radio/Radio_RMP_IntermountainHealthcare_2020.mp3

Print

- [Intermountain Healthcare case study print](#)
<http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/print/IHC-print-2020.pdf>
- [Idaho Thank You print ad](#)
http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/print/ID_WSB_ThankYou_2020.pdf

Social Media

- [Intermountain Healthcare case study](#)
http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/social/IHC_social.png

Online

- [Intermountain Healthcare case study digital](#)
<http://rockymountainpower.net/content/dam/pcorp/media/en/rocky-mountain-power/savings-energy-choices/business/idaho/digital/IHC-digital-2020.pdf>

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 two main initiatives in 2020:

- 1) A spring and fall food bank initiative providing free energy-saving items to low-income families.
- 2) Promoting smart thermostat instant incentives during the holidays and other calendar events.

In 2020, there were two food bank promotions held in Idaho: one in the late spring and the other in the fall. The program worked with several interested food banks providing them with energy-saving items to distribute to their community. Idaho food banks distributed approximately 800 kits which included a low-flow showerhead and two advanced power strips. The number of kits were acquired based on how many households a facility served each month with the limit of one kit per family. A brochure explaining the contents accompanied the kit as well as other energy-saving tips (in both English and Spanish).

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.

A summary of outreach is displayed in Table 3.

Table 3
Wattsmart Homes Communications

Communications Channel	Impressions
Email	125,683
Door knocks	26
Bill insert	31,925
Total	157,634

Energy Insights Reports

Thousands of print and email Energy Insights Reports were delivered to residential Idaho customers in 2020, allowing customers to easily access their usage data, appliance breakdown and recommendations on the Bidgely platform. In 2020, the reports were newly expanded to include small business customers, offering businesses who have been impacted by the COVID-19 pandemic insights into their energy usage and solutions to help lower their bills.

Customer satisfaction and engagement with the Bidgely program demonstrated early and consistently positive results. Email open rates averaged 32% for residential and 25% for small business – nearly double the utility industry norm. Email recipients also gave the email communications they received 87% (residential) and 62% (small business) “likes” via thumbs up and thumbs down voting buttons included with every message.

Wattsmart Business Program

During 2020, communications were sensitive to the impact that the pandemic had on business customers, including promoting low-cost efficiency strategies. Communications reminded customers to inquire about incentives for lighting and lighting controls, HVAC upgrades, irrigation upgrades and other energy efficiency measures. Radio and print ads featured case study examples from program participants. Email directed recipients to the Company’s website. Collateral material for Wattsmart Business was used for direct customer contact by the Company’s project managers, regional business managers, and its trade allies.

Direct mail and email were also used in the spring to target irrigation customers and to encourage energy saving retrofits.

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

Table 4
Impressions by Media Type

Communications Channel	2020
Radio	208,000
Print	100,224
Display	394,543
Social	522,111
Eblasts	1,120
Direct Mail	1,776
Bill Insert	11,134

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 Card to explore energy use in their homes and to encourage efficient behaviors.

In 2020, in response to COVID-19, presentations were conducted by NEF online with a digital presentation and interactive web components. Presentations were made available to Idaho schools from September 15 to December 1, 2020. The program met its outreach goals by completing presentations at 24 schools to reach 1,598 students and 71 teachers with 79% of “Household Report Cards” completed and returned, which are used as part of a home energy audit activity.

The Idaho NEF report is available as [Appendix 7](#).