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Smart Meter Project Customer Education Plan Implementation

ANNUAL REPORT 2024

About Smart Meters

- A smart meter is a digital meter that remotely tracks energy use in near real time and sends the data to El Paso Electric (EPE) through a secure communication network - this technology is not available with current meters.
- Residential customers will be able to see their energy use in 15-minute increments
- Smart meters provide:
 - Access to energy consumption data in near real time
 - Better control of energy costs
 - Faster outage notification and restoration
 - Enhanced customer service

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Customer Education Plan Goals

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Demonstrate
transparency and
responsibility
throughout the
project.

Educate internal
and external
audiences about
the benefits of
smart meters.

Keep internal and
external
audiences
informed about the
process, progress
and next steps.

Customer Education Plan Strategy

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Phase	Goal
Pre-Deployment/Phase 1 2023	Raise consumer awareness about upcoming technology transformation and proactively address concerns around safety, security and cost.
Deployment/Phase 2 2023-2025	Help customers understand the installation process and general timeline.
Post-Deployment/Phase 3 2025-2026	Educate customers about EPE's smart energy tools and announce project completion.

2024 Key Takeaways

- El Paso Electric (EPE) completed 84% of smart meter installations in 2024.
- As of the end of 2024, only 0.06% of EPE's customers have opted out of receiving a smart meter.
- Advertising campaigns resulted in 56.9 million impressions in Texas and New Mexico.
 - Over-delivered targeted impressions by 285%, primarily due to the addition of billboards.

- Marketing tools:
 - Smart meter website with new *My Smart Meter* section
 - Explainer video
 - Printed brochure
 - Social media
 - Email
 - Customer e-newsletter
 - Local media

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Deployment Phase: *The Installers Campaign*

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- Targets customers who are about to receive smart meters, to educate them on the installation process.
- Ads were displayed on Facebook, Instagram, Connected TV and billboards.
- Resulted in more than 36,000 customers using the ZIP code search tool on the smart meter website.
- Reached optimization areas 1, 2, 3, 4, 5, 6 & 7, representing 68% of total meters being installed.

Texas	New Mexico
<ul style="list-style-type: none">• 3.8 million digital impressions	<ul style="list-style-type: none">• 1.77 million digital impressions
<ul style="list-style-type: none">• 19,074 ad clicks	<ul style="list-style-type: none">• 19,336 ad clicks
<ul style="list-style-type: none">• 460,769 video ad views	<ul style="list-style-type: none">• 50,221 video ad views
<ul style="list-style-type: none">• 24.79 million traditional impressions	<ul style="list-style-type: none">• 7.38 million traditional impressions

Post-Deployment Phase: *Next Steps* Campaign

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- Targets customers who recently received a smart meter.
- Encourages customers to download the EPE mobile app, create an online account and use EPE's smart energy tools.
- Ads were displayed on Facebook, Instagram and billboards.
- Reached optimization areas 1, 2, 3 and 6, representing 58% of total meters being installed.

Texas	New Mexico
<ul style="list-style-type: none">• 2.43 million digital impressions	<ul style="list-style-type: none">• 677.4K digital impressions
<ul style="list-style-type: none">• 17,343 ad clicks	<ul style="list-style-type: none">• 4,317 ad clicks
<ul style="list-style-type: none">• 72,410 video ad views	<ul style="list-style-type: none">• 17,089 video ad views
<ul style="list-style-type: none">• 10.94 million traditional impressions	<ul style="list-style-type: none">• 5.06 million traditional impressions

The Installers



Next Steps



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Sample Marketing Materials

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Save money with smart meters

Use EPE's smart energy tools

Customers can take advantage of savings and benefits by downloading the EPE app and creating an online account.

Go to myaccount.epelectric.com or download the EPE app from [The Apple Store](#) or [Google Play](#) to get started.

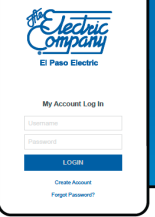

An online account gives customers access to several smart energy tools, including a free home energy analysis.

Other smart energy tools include:

- Energy saving tips
- Bill comparisons year over year
- Bill forecasting
- Energy use comparisons with neighbors

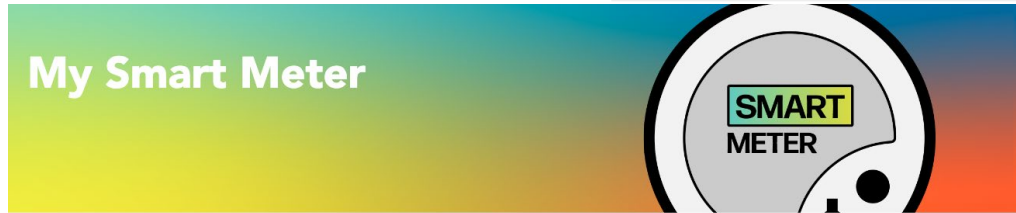
Ahorra dinero con los medidores inteligentes

Utilice las herramientas de energía inteligente de EPE



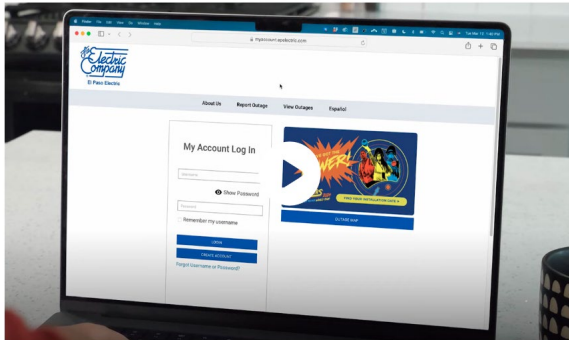
You've got the power with smart meters

Tienes el poder con los medidores inteligentes



Building a Smart Community

Congrats on your new smart meter! At EPE, we are committed to providing reliable, affordable, and sustainable energy. Smart meters are part of a long-term effort to give you more control over your power and help us become carbon-free by 2045.



I Have My Smart Meter, What's Next?

Watch the video to learn how to create an account and use EPE's Smart Energy tools.

Customer Portal Update

As of the end of 2024, 55% of EPE customers have accessed the online customer portal. Customers can use the Smart Energy Tools in the portal to conduct a free home energy analysis, sign up for high bill alerts, receive customized energy saving tips and view energy use comparisons.

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Customer Portal Users by Customer Type

Customer Type	Registered Portal Users
Residential	235,318
Small Business/Commercial	18,832
Large Commercial/Industrial	49
Other	1,922

*The “Other” category refers to government and other municipal users.

Customer Portal Users by Optimization Areas

Optimization Area	Portal Users	Number of Meters	Ratio of Portal Users to Meters
OA1-TX	41,149	93,132	44%
OA2-TX	43,833	78,270	56%
OA3-TX	25,996	58,836	44%
OA4-TX	50,612	93,824	54%
OA5-TX	38,085	74,045	51%
OA6-NM	32,051	71,936	45%
OA7-NM	26,045	58,172	45%
Total	257,771	528,215	49%

Energy Savings

- EPE analyzed 1,291 customer accounts across all customer types to calculate energy savings between 2023 and 2024.
- 311 or 24% of the accounts experienced energy savings totaling more than 22 million kWh.
- EPE anticipates energy savings will increase as more customers use their smart energy tools and enroll in new rate plans that reward customers for using energy during off-peak hours.

Customer Type	Energy Savings in kWh
Large Commercial/Industrial	22,269,383
Residential	138,283
Small Business/Commercial	442,039
Other	239

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Next Steps

Continue to educate customers about EPE's smart energy tools and announce project completion.

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