

Utah Demand Side Management Strategic Communications and Outreach Plan

Quarterly Report – July 2010 through September 2010

Marketing Campaign Activity

During the period of July 2010 through September 2010, Rocky Mountain Power continued the **wattsmart** advertising campaign; finalized the development of the Cool Keeper testimonial creative; promoted the Green Team initiative with the Salt Lake Bees at the July 30, 2010 Green Game; conducted three Studio 5 interviews with KSL; and held three Rockin' Recess events at area elementary schools in conjunction with Radio Disney.

wattsmart Advertising Campaign

The **wattsmart** advertising campaign, which was officially launched on April 12, 2010, is comprised of a multi-media mix designed to reach as many customers as possible with the greatest frequency. Provided below is a summary of the media channels that were used to deliver the **wattsmart** campaign during the third quarter of 2010. Attachment A provides a schedule by week of when specific ads were run. Ads that were run during this period can be viewed by clicking on the link provided for each ad in Attachment A.

1. **Television:** A selection of ads were rotated, both 30-second and 15-second TV spots, with an average of 137 TV placements each week from July through September 2010.

TV Stations on which campaign spots were aired include: KJZZ-TV, KSL-TV, KSTU-TV, KTVX-TV, KUCW-TV, KUTH-TV, KUTV-TV.

2. **Radio:** An average of 189 radio spots were run per week.

Radio stations on which campaign spots were aired include: KBMG-FM, KDUT-FM, KEGA-FM, KJMY-FM, KSFI-FM, KSL-AM, KSOP-FM, KUBL-FM, KUER-FM, KZHT-FM, KKEX-FM

3. **Print:** Newspaper ads and business publication ads continued to run through September.

Newspapers in which campaign ads were shown include: Salt Lake Tribune, Deseret News, The Standard Examiner, The Daily Herald, The Spectrum, Logan Herald Journal, Ahora Utah, Beaver Press, Blue Mountain Panorama, Emery County Progress Combo, Gunnison Valley Gazette, Millard County Chronicle Progress, Moab Times, Park City Record, Price Sun-Advocate, Richfield Reaper, Sanpete Messenger, Tooele Transcript, Vernal Express, Wasatch Wave

Business publications in which campaign ads were shown include: The Enterprise, Utah County Business Journal, Wasatch North Business Journal and Utah Business magazine.

4. **Transit:** Advertising on UTA mass-transit vehicles in the Salt Lake metro area continued through mid October. These included graphic covers of the entire side of UTA busses, including some graphics on windows (known as "King Kongs") and graphic rectangular posters on the side of the bus (known as "Queens").

5. **Online:** Advertisements ran through September. The sites on which campaign ads ran included: KSTU (www.fox13now.com/), SLTrib.com, HeraldExtra.com and Facebook. Google Adwords for keyword searches in Utah were also utilized. AdWords offers pay-per-click advertising, and site-targeted advertising for text, banner, and rich-media ads.

wattsmart Campaign Creative Development

During the third quarter, the Company developed and finalized the creative for the Cool Keeper testimonials. These were rotated into the schedule in July 2010 and will be used in 2011 as well.

1. **Television:** Finalized and trafficked Cool Keeper spots which utilize testimonials from influential Utahns including Salt Lake City Mayor Ralph Becker; Sarah Wright, executive director of Utah Clean Energy; Paul Pugmire, president of the South Jordan Chamber of Commerce; Randy Rigby, president of the Utah Jazz; and Lane Beattie, president of the Salt Lake Chamber of Commerce.
2. **Print:** Finalized and trafficked the Cool Keeper testimonial ads.



All **wattsmart** advertising pointed to the wattsmart.com website as the call-to-action.

Visitors to the wattsmart.com url during this timeframe:

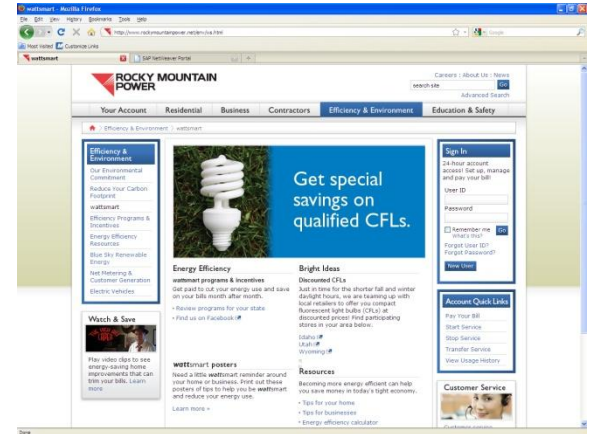
July	2,268
August	2,033
September	880*
Total	5,181

**advertising campaign stopped in the third week of September.*

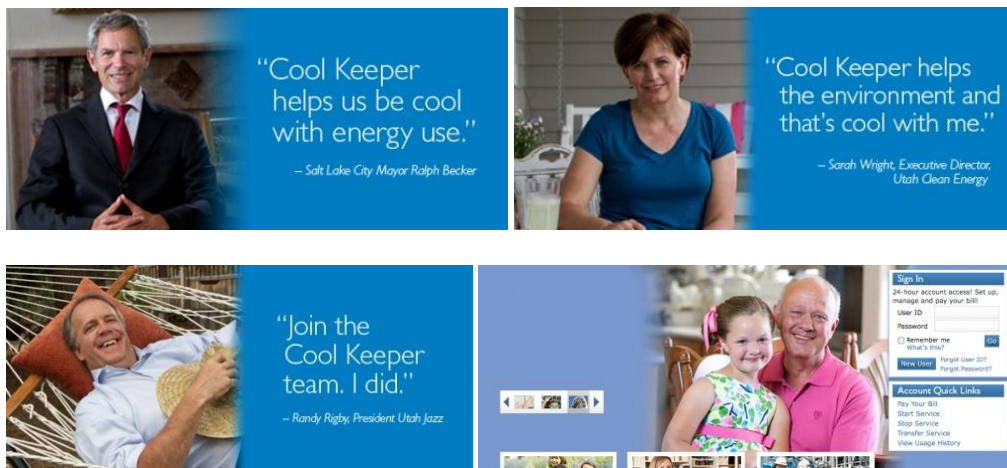
Online Development

The wattsmart.com micro site url was utilized for the **wattsmart** campaign. The wattsmart.com page (which is also rockymountainpower.net/wattsmart) includes the following information:

- Details on the Company's energy efficiency programs and efficiency tips
- A section where kids can learn how to use energy efficiently through links to online curriculum, quizzes, and games.
- A *Bright Ideas* section, which provides energy efficiency quick tips for homes and businesses, an additional energy efficiency resource and a link to an energy efficiency calculator.
- A link to learn more about the Jazz Green Team initiative.



From July through August, testimonial messages were used on the wattsmart.com landing page to promote the Cool Keeper program.

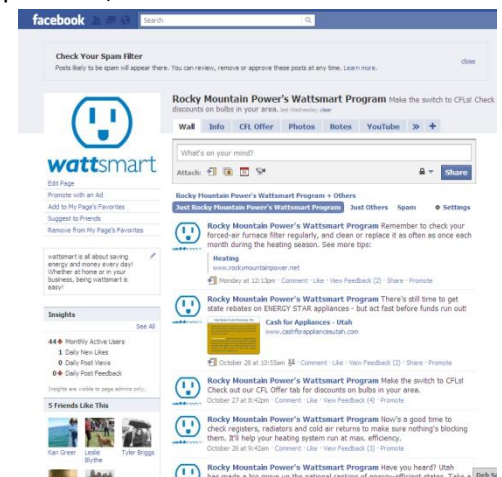


A testimonial video on the Cool Keeper program was also made available for viewing on the program web page (<http://www.rockymountainpower.net/coolkeeper>):

Social Media

Rocky Mountain Power's Utah Twitter account (@RMP_Utah) is used to promote, recruit and inform customers about **wattsmart** tips and programs.

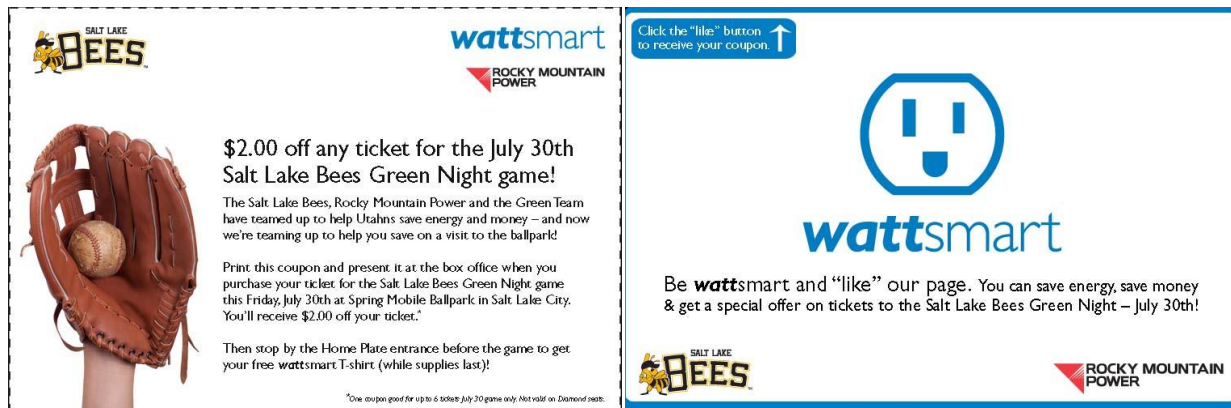
Additionally, Rocky Mountain Power created a Facebook community page (www.facebook.com/rockymountainpower.wattsmart) to help promote the **wattsmart** programs and conservation ideas. To date, the **wattsmart** Facebook page has 257 "fans". **wattsmart** tips posted on the Facebook page three times per week and tweets about **wattsmart** are posted to @RMP_Utah on a weekly basis.



Salt Lake Bees

The Utah Jazz Green Team sponsorship also included two “green games” for the Salt Lake Bees and on-field promotions during 24 home games throughout the Salt Lake Bees season. The sponsorship also included messaging on the LED signage at Spring Mobile Ballpark.

The July 30, 2010 game was one of the “green games” and was promoted via the **wattsmart** Facebook page with a coupon for \$2.00 off admission. The coupon offer was also promoted on several local bargain blogs.¹ The coupon promotion achieved a redemption rate of 8.5 percent.



SALT LAKE BEES

wattsmart
ROCKY MOUNTAIN POWER

\$2.00 off any ticket for the July 30th Salt Lake Bees Green Night game!

The Salt Lake Bees, Rocky Mountain Power and the Green Team have teamed up to help Utahns save energy and money – and now we’re teaming up to help you save on a visit to the ballpark!

Print this coupon and present it at the box office when you purchase your ticket for the Salt Lake Bees Green Night game this Friday, July 30th at Spring Mobile Ballpark in Salt Lake City. You’ll receive \$2.00 off your ticket.*

Then stop by the Home Plate entrance before the game to get your free wattsmart T-shirt (while supplies last)!

*One coupon good for up to 6 seats. July 30 game only. Not valid on Diamond seats.

Click the “like” button to receive your coupon. ↑

wattsmart

Be **wattsmart** and “like” our page. You can save energy, save money & get a special offer on tickets to the Salt Lake Bees Green Night – July 30th!

SALT LAKE BEES

ROCKY MOUNTAIN POWER

Below is a summary of the activities that occurred during the July 30, 2010 “green game”.

- The Green Team provided a “be **wattsmart**” fan as a giveaway - see graphic to the right.
- A “street team” of **wattsmart** ambassadors was deployed outside the Spring Mobile Ballpark prior to the game. The team, consisting of Rocky Mountain Power customer service representatives, greeted game attendees as they arrived for the game. Armed with free **wattsmart** T-shirts, street team members engaged visitors in a quiz regarding energy efficiency. Participants were awarded a free **wattsmart** T-shirt.



¹ <http://www.tightwadnutah.com/2010/07/2-off-salt-lake-bees-game-this-friday.html>
<http://savvysistershops.blogspot.com/2010/07/free-t-shirt-save-on-bees-tickets.html>
<http://www.myslcmommy.com/2010/07/bees-discount-tickets-free-t-shirt.html>
<http://ourthriftyideasbecomeone.blogspot.com/2010/07/2-off-slc-bees.html>

- Governor Gary Herbert and Rocky Mountain Power President Rich Walje “threw out the first pitch” prior to the start of the game.
- Game attendees were engaged by providing messaging throughout the game to educate audience members on the importance of incorporating energy efficiency practices into their lives. Visuals throughout the ballpark, a text message quiz on the large video screen, and an on-field competition occurred during the game. Details of each follow:



- **Ballpark visuals** Placed 10, 7-foot tall cutouts with visuals representing simple energy efficiency tips throughout the ballpark during the game to generate increased awareness of **wattsmart** to fans attending the game.
- **Text message quiz:** During the early innings of the game, a “**wattsmart** Challenge” question engaged the crowd by presenting audience members with a multiple-choice question regarding an energy efficiency issue (e.g., “What is the ideal temperature to set your home’s thermostat during the summer to provide optimum energy efficiency”). The question included three possible answers each with their own corresponding text message number. Audience members were asked to text the number of the answer they believed to be the correct answer. The answer was revealed later in the game.
- **On-field competition:** During the seventh-inning stretch, two fans were randomly selected from the audience to participate in the “**wattsmart** Challenge,” which challenged participants in a fast-paced obstacle course with **wattsmart** messaging. The proposed event had two obstacle courses, one down the first base line and one down the third base line to provide maximum visibility to the audience.



- The Cool Keeper program was tabled at the game and signed up 118 new participants.

“KSL Studio 5” Monthly Segments

A monthly segment was secured on "Studio 5," KSL's weekday "infotainment" show that airs at 11 a.m. each morning. A different topic regarding energy efficiency and the company’s programs was featured during each broadcast.

Tues., July 27 – Rocky Mountain Power’s **wattsmart** program - the segment can be viewed at the following link: <http://studio5.ksl.com/index.php?nid=55&sid=11744563>

- Basic information about the **wattsmart** campaign and why reducing energy use is good for customers, good for Rocky Mountain Power and good for the long-term economic development forecast of Utah
- Five easy-to-do tips that every viewer can do NOW to help reduce their energy use and lower their energy costs
- Promote the Salt Lake Bees' "Green Game" on July 30; provide free tickets for giveaways
- Direct people to **wattsmart.com** and the **wattsmart** Facebook page



Fri., August 6 – Rocky Mountain Power's Cool Keeper program - the segment can be viewed at the following link: <http://studio5.ksl.com/index.php?nid=59&sid=11872596>

- Explanation of the Cool Keeper program, how it works and how it helps Rocky Mountain Power ensure a reliable energy supply throughout the summer
- Details on how customers can enroll in the Cool Keeper program and what occurs when they choose to participate
- Directed viewers to **wattsmart.com** and the **wattsmart** Facebook page



Mon., August 16 – Reduce your energy use and be **wattsmart** - the segment can be viewed at the following link: <http://studio5.ksl.com/index.php?nid=59&sid=11983215>

- Details on the many Home Energy Savings program and incentives available through Rocky Mountain Power
- Explanation of each program/incentive and how it helps customers and RMP reduce energy consumption and lower energy costs
- Direct people to **wattsmart.com** and the **wattsmart** Facebook page

Radio Disney Rockin Recess

The Company hosted three Radio Disney “Rockin Recess” in-school events to reach out to children during school with an energy conservation theme. The 45-minute events included interactive opportunities to involve the children at school. This recess segment was coupled with an on-air energy conservation spot, as well as links to the Rocky Mountain Power website from the Disney website. Schools selected were based on their participation in the Think!Energy curriculum and availability of the school. The three Rockin Recess events were held on:



- August 28, 2010 – Arcadia Elementary, Taylorsville. Approximately 600 students attended.
- September 17, 2010 - Hillsdale Elementary, West Valley City. Approximately 500 students attended.
- September 27, 2010 - Cottonwood Elementary, Holladay. Approximately 450 Students attended.

Sponsorship elements included:

- 45 minute “Rockin Recess” Segment
- 5 main teaching tips/tools on energy efficiency for the kids
- 2 contests per segment, based on an energy efficiency theme
- Rocky Mountain Power spokesman delivered an energy efficiency message to students
- 3 energy-saving demonstrations
- 1 energy focused leave behind
- 30x (thirty) :30 radio spots on Radio Disney AM 910 the week of the recess promotion
- Link from Radio Disney AM 910 website to the wattsmart.com website

The Rockin Recess events proved to be an effective tool for delivering **wattsmart** energy efficiency messaging to school-aged children. The participants of the Rockin Recess events were engaged and the messaging seemed to resonate. The events ended with Radio Disney leading the children in a “Be-Watt-Smart” chant. Rocky Mountain Power intends to sponsor more of these events in the coming year and hopes to incorporate an online activity that can be done at home to close the loop on the messaging.

Budget vs. Actual

During the July through September 2010 timeframe, \$401,106 was spent on the **wattsmart** campaign. The expenditures are broken out by category below

	2010/2011 Budget	Actual through September 2010 ²
Media	\$800,000	\$354,749
Green Team Sponsorship	\$250,000	\$7,833
Home Energy Makeover Contest	\$130,000	\$6,167
Creative/Production/Planning	\$100,000	\$11,521
Cool Keeper		\$2,952
Multicultural	\$20,000	\$1,695
Digital/Web	\$100,000	\$8,450
School Presentation Program	\$75,000	
Research	\$25,000	
Administrative		\$7,739
Total	\$1,500,000	\$401,106

Upcoming Program Activity

Campaign activity for the October to December 2010 time period will be focused on the following activities:

- Utah Jazz Green game sponsorship activities (November 17, 2010)
- Develop customer video contest (Home Energy Makeover contest)
- Continue multicultural outreach
- Chamber of Commerce outreach initiative development as described in the first year campaign plan

Regulatory Activity

Regulatory Filings and Commission Orders

On October 14, 2010, Rocky Mountain Power filed with the Public Service Commission of Utah its report on program year 1 (July 2009 - June 2010) activities. The report summarized program year 1 activities and presented the results of survey work designed to determine the impact of the outreach and communications campaign during its first year of operation.

² The program year began on July 1, 2010.

Notes:		6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27	10/4
Television																
Salt Lake City DMA		v														
Spanish																
PCDSM-1508-10 Ceiling Fan SP (wattsfantasia)		:15	x		x		x		x		x		x		x	
PCDSM-1509-10 Pool Home Improvements SP (wattsrefrescante)		:15	x		x		x		x		x		x		x	
PCDSM-1510-10 Laundry SP (wattsemandante)		:15	x		x		x		x		x		x		x	
English																
PCRMP-3001-10 Front Door		:30										x				
PCRMP-3002-10 Street		:30												x		
PCRMP-1503-10 Ceiling Fan (Wattsfantasy)		:15	x			x				x					x	
PCRMP-1504-10 Pool Home Improvements (Wattsrefreshing)		:15			x							x				
PCRMP-1505-10 Laundry (Wattsdemanding)		:15	x		x		x		x		x			x		
PCRMP-1506-10Home Sweet Home/ Wattscomfy		:15				x									x	
PCRMP-1507-10 Popsicle/wattsweet		:15						x		x						
PCRMP-1508-10 Lightbulb/wattsout		:15										x			x	
PCRMP-1509-10 kilowatts/wattsup and down		:15													x	
PCRMP-1510-10 bathroom/wattsimple		:15										x			x	
Hands - Summer rates			x		x			x				x				
Dog - Vampire										x		x			x	
Cool Keeper - I'm Cool					x			x								
Cool Keeper - Committed						x				x						
Radio																
Salt Lake City DMA		v														
Spanish																
10-pcrm-3005 Cool Keeper SP		:30	x		x		x		x		x		x		x	
10-pcrm-3006 Raise Your Thermostat SP		:30	x		x							x			x	
10-pcrm-3007 Tiered Rates SP		:30	x		x			x		x		x				
10-pcrm-3008 Avoid Peak Energy Demand SP		:30	x		x		x		x		x				x	
10-pcrm-3009 Save Energy SP		:30	x									x			x	
English																
10-PCRMP-3003 Cool Keeper		:30	x									x				
Cool Keeper - on the set					x			x				x				
Cool Keeper - Becker Beattie						x				x						
10-PCRMP-3004 Raise Your Thermostat		:30	x		x							x			x	
10-PCRMP-3001 Tiered Rates		:30	x		x			x		x		x				
10-PCRMP-3002 Avoid Peak Energy Demand		:30	x		x		x		x		x				x	
10-PCRMP-3005 Save Energy		:30	x									x			x	
Newspaper																
		v														
Spanish																
Demanding (peak load demand)				x			x			x						
Fantasy (fan)												x				
Inefficient (insulation)			x					x					x			
English																
Demanding (peak load demand)				x			x			x						
wattsfantasy (fan)												x				
wattsinefficient (insulation)													x			
Cool Keeper				x		x				x		x				
Tiered Rates					x			x			x					
Kids Image (also in SP) - APPROVED															x	
Business Mags																
		v														
Wasatch North Business Journal							x									
Utah County Business Journal							x									
The Enterprise		x										x				
Utah Business Magazine - Venture Capital Issue							x									

		Notes:		6/28		7/5		7/12		7/19		7/26		8/2		8/9		8/16		8/23		8/30		9/6		9/13		9/20		9/27		10/4	
Utah Business Magazine						x																x											
Outdoor																																	
Transit - Salt Lake Metro - Salt Lake, Weber/Davis, Utah County						✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓	
Fans																																	
Caulk																																	
Lightbulb																																	
Blowing Hair																																	
Online																																	
						✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓	
KSTU																																	
SLTrib.com																																	
HeraldExtra.com																																	
Caulk, Fan, Inefficient, Powerstrip, Demanding, Fantasy																																	
Demanding 1																																Demanding 2	
Fantasy 1																																Fantasy 2	
Inefficient1																																Inefficient 2	
Fan																																	
Power Strip																																	
Thermostat																																	
Green Team																																	
Television (Remaining Spots)																																	
Salt Lake City DMA						✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓	
English																																	
PCRMP-3001-10 Front Door				:30															x		x		x										
PCRMP-3002-10 Street				:30																x		x		x									
PCRMP-1503-10 Ceiling Fan (Wattsfantasy)				:15	x		x		x		x		x		x		x		x		x		x		x								
PCRMP-1504-10 Pool Home Improvements (Wattsrefreshing)				:15	x		x		x		x		x		x		x		x		x		x		x								
PCRMP-1505-10 Laundry (Wattsdemanding)				:15	x		x		x		x		x		x		x		x		x		x		x								
PCRMP-1506-10Home Sweet Home/ Wattscomfy				:15	x		x		x		x		x		x		x		x		x		x		x								
PCRMP-1507-10 Popsicle/wattsweet				:15	x		x		x		x		x		x		x		x		x		x		x								
PCRMP-1508-10 Lightbulb/wattsout				:15	x		x		x		x		x		x		x		x		x		x		x								
PCRMP-1509-10 kilowatts/wattsup and down				:15	x		x		x		x		x		x		x		x		x		x		x								
PCRMP-1510-10 bathroom/wattsimple				:15	x		x		x		x		x		x		x		x		x		x		x								
Hands - Summer rates					x		x		x		x		x		x		x		x		x		x		x								
Dog - Vampire					x		x		x		x		x		x		x		x		x		x		x								
Cool Keeper - I'm Cool								x								x																	
Cool Keeper - Committed											x								x														
Cool Keeper					x		x		x		x		x		x		x		x		x		x		x								
Radio (Remaining Spots)																																	
Salt Lake City DMA						✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓		✓	
English																																	
10-PCRMP-3003 Cool Keeper				:30	x																												
Cool Keeper - on the set								x							x		x						x		x								
Cool Keeper - Becker Beattie							x												x				x										
10-PCRMP-3002 Avoid Peak Energy Demand				:30	x		x		x		x		x		x		x		x		x		x		x								
10-PCRMP-3005 Save Energy				:30	x		x		x		x		x		x		x		x		x		x		x								
Megaplex Theater																																	
						✓		✓		✓																							
English																																	
PCRMP-3001-10 Front Door				:30	x		x		x																								
PCRMP-3002-10 Street				:30	x		x		x																								
PCRMP-1503-10 Ceiling Fan (Wattsfantasy)				:15	x		x		x																								
PCRMP-1504-10 Pool Home Improvements (Wattsrefreshing)				:15	x		x		x																								
PCRMP-1505-10 Laundry (Wattsdemanding)				:15	x		x		x																								
PCRMP-1506-10Home Sweet Home/ Wattscomfy				:15	x		x		x																								
PCRMP-1507-10 Popsicle/wattsweet				:15	x		x		x																								
PCRMP-1508-10 Lightbulb/wattsout				:15	x		x		x																								

Notes:		6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27	10/4
PCRMP-1509-10 kilowatts/wattsup and down	:15	x	x	x												
PCRMP-1510-10 bathroom/wattsimple	:15	x	x	x												
Hands - Summer rates		x	x	x												
Dog - Vampire		x	x	x												
Bee's LED																
		√	√	√	√	√	√	√	√	√	√	√				
High Energy Fan																