

## Utah Demand Side Management Strategic Communications and Outreach Plan Quarterly Report - October 2010 through December 2010

### Marketing Campaign Activity

During the period of October 2010 through December 2010, Rocky Mountain Power continued the Utah Jazz Green Team initiative in conjunction with the Utah Jazz, the National Education Foundation Take action at home! Program, had a community event presence at the High Road Cooler World Music Festival and began development of the Act *watt*smart Video Contest.

### **Green Team Sponsorship**

The Green Team initiative with the Utah Jazz started its second season on November 17, 2010 at the Utah Jazz game. Below is a listing of the marketing material that was developed or modified for use in the Green Team sponsorship and the campaign activities through the end of December 2010.

- Sponsors were featured on a Green Team poster, which is provided as Attachment A.
- Utah Jazz Green Team Web site was revised. The Green Team Web site can be viewed at <http://www.nba.com/jazz/greenteam.html>.
- Revised the “bathroom lights” print ad for inclusion in the Utah Jazz game program. This as is provided as Attachment B.
- Energy efficiency was featured at the November 17, 2010 game. During the game, participants were selected from the audience and asked to participate in a concentration game consisting of energy efficiency related visuals. Participants had to match visuals; when a match was made, an energy efficiency tip regarding the energy efficiency related visual was read over the public address system. Energy efficiency topics featured included:
  - Image of happy outlet - tip: Visit [rockymountainpower.net/wattsmart](http://rockymountainpower.net/wattsmart) to find out more about energy efficiency rebates and saving money on your electric bill.
  - Image of CFL - tip: use up to 75 percent less energy with compact fluorescent light bulbs. And enjoy even more savings with new special pricing at select retailers. Find out more at [rockymountainpower.net/wattsmart](http://rockymountainpower.net/wattsmart).
  - Image of money savings - Get cash back on energy efficient appliances with rebates and incentives, plus save every month on your electric bill – find out more at [rockymountainpower.net/wattsmart](http://rockymountainpower.net/wattsmart).

In addition to Jazz game arena activities, existing television spots were aired during the game broadcasts. These were bonus spots, given our contracted spots run in March and April of each year. A *watt*smart public service announcement (“PSA”) video with Utah Jazz forward C.J. Miles promoting energy efficiency was recorded and placed on the Rocky Mountain Power blog. This video can be viewed on Rocky Mountain Power’s website at the following link: <http://www.rockymountainpower.net/about/nr/rmpol/archive/rmpol31111.html>

**High Road Cooler World Music Festival**

Utilized an existing sponsorship by Rocky Mountain Power to highlight the *wattsmart* messages at the music festival which was held on October 9, 2010.

- The following PSAs showcased *wattsmart* during the festival:
  1. Creating a sustainable energy future is about being *wattsmart*. We can all learn to be more energy efficient. Go to wattsmart.com to find out how you can save energy, save money, and lighten your energy footprint. Let’s turn the answers on.
  2. You don’t have to save the world, just turn the bathroom lights off. We can all do simple things to save energy, save money and lighten our energy footprint. Go to wattsmart.com to learn more. Let’s turn the answers on.
- A *wattsmart* street team was available at a booth to answer questions.

**National Education Foundation – Take Action at Home**

The National Education Foundation Take Action at Home Program for fall of 2010 involved 96 fifth grade energy presentations. These presentations involved the following participants:

- 319 teachers
- 8,572 students
- 8,891 total participants
- Families of participants

Presentations were divided into three tiers:

- Tier one covered portions of Salt Lake, Utah, Davis and Weber counties:
- Tier Two covered portions of Box Elder and Cache counties: and
- Tier Three covered Cedar City in Iron County, as well as portions of Millard and Uintah Counties. Schools in all three tiers that received an energy presentation were located in Rocky Mountain Power’s service territory.

**Chamber of Commerce Communications**

**Life in the Valley** – revised the “we can all learn to be wattsmart” ad for the Life in the Valley publication, which will run throughout the year. This ad is provided as Attachment C.

**Budget vs. Actual**

	Year 2 Budget	Actual through December 2010
Media	\$800,000	\$455,910
Green Team Sponsorship	\$250,000	\$50,614
Home Energy Makeover Video Contest	\$130,000	\$6,167
Creative/Production/Planning	\$100,000	\$22,727

	Year 2 Budget	Actual through December 2010
Cool Keeper		\$5,281
Multicultural	\$20,000	\$6,310
Digital/Web	\$100,000	\$39,112
School Presentation Program	\$75,000	\$25,000
Research	\$25,000	
Administrative		\$12,566
<b>Total</b>	<b>\$1,500,000</b>	<b>\$623,686</b>

### **January 2011 to March 2011 Program Activity**

Campaign activity for the January to March 2011 time period will be focused on the following activities:

- Development of the *watt*smart video contest.
- Finalize year 3 plan scheduled to be filed with the Public Service Commission of Utah on April 1, 2011.

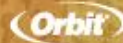
### **Regulatory Activity**

#### **Regulatory Filings and Commission Orders**

On December 1, 2010, the *watt*smart campaign quarterly activity report covering the period from July 1, 2010 to September 30, 2010 was distributed to the demand-side management advisory group.

# REDUCE YOUR CARBON FOOTPRINT FOLLOW DERON'S TIPS AND CONSERVE

1. Opt-out of receiving junk mail.
2. Minimize idle-time when driving.
3. Change to fluorescent light bulbs.
4. Choose reusable water containers over disposable bottles.
5. Replace furnace and AC filters regularly.
6. Heat your home naturally by letting in sunlight.
7. Wash clothing in cold water.
8. Unplug chargers and unused appliances.



State  
Energy  
Program  
UTAH'S ENERGY EFFICIENCY PROGRAM

TRAVELWise  
Think for you. Think for Utah.

*John Deere*  
Dealerships  
Power To Do.



ROCKY MOUNTAIN  
POWER  
wattsmart.com

QUESTAR  
Gas  
themix.com

For more on how you can reduce your carbon footprint, please visit

[WWW.JAZZGREENTEAM.COM](http://WWW.JAZZGREENTEAM.COM)



# You don't have to save the world. Just turn the bathroom lights off.

Rocky Mountain Power is proud to be a part of the Utah Jazz Green Team. It's a partnership dedicated to helping all of us save energy and money. Sign up for our wattsmart programs to get your home in top energy shape at [wattsmart.com](http://wattsmart.com).



*Let's turn the answers on.*





We can all learn to be  
**watt**smart.

**USING ENERGY WISELY IS GOOD FOR UTAH.**

You are never too young or too old to learn how to be energy efficient. It starts by turning off lights and electronics that are not in use. Setting your thermostat to 78° in the summer and 68° in the winter. And try to avoid using large appliances between 2 and 8 p.m. It's called being wattsmart. It not only saves energy, it saves money. You'll find these and other great energy-saving answers and programs at [wattsmart.com](http://wattsmart.com).



*Let's turn the answers on.*