

Utah Demand Side Management Strategic Communications and Outreach Plan Quarterly Report - April 2011 through June 2011

Marketing Campaign Activity

During the period of April 2011 through June 2011, Rocky Mountain Power executed the *wattsmart* advertising campaign (examples are provided in Attachment A), implemented the Act *wattsmart* Video Contest, continued the Utah Jazz Green Team initiative in conjunction with the Utah Jazz and continued social media activities via Facebook *wattsmart* page.

***wattsmart* Advertising Campaign**

The second year of the *wattsmart* advertising campaign began during the week of April 4, 2011 and consisted of a multi-media mix to reach many customers with the most frequency.

1. **Television:** The Company ran an average of 165 television spots per week. Estimated reach 97%.

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:** The Company ran an average of 193 radio spots per week. Estimated reach 82%.

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:** 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. **Outdoor:** Transit advertising started in the Salt Lake metro area the week of April 4 and continued through the end of September.
5. **Online:** Ran Flashbanners on HyperXMedia and MSN from April 1 through June 30, 2011. Ran Google ads from April 1 through June 30, 2011.

Green Team Sponsorship

Green Team sponsorship activities through the end of March 2011 included:

- **wattsmart** television spots were aired during nine Utah Jazz game broadcasts.
- **wattsmart** radio spots were aired during Utah Jazz games.
- Green team spots featuring the Jazz Bear ran as part of the sponsorship.
- “Bathroom lights” print ad ran in the Utah Jazz game program during home games.
- Sponsored Utah Jazz Green Game on April 13, 2011.
- **wattsmart** PSAs ad Salt Lake Bees games.
- Sponsored Slat Lake Bees Green Game on June 25, 2011.

Act *wattsmart* Video Contest

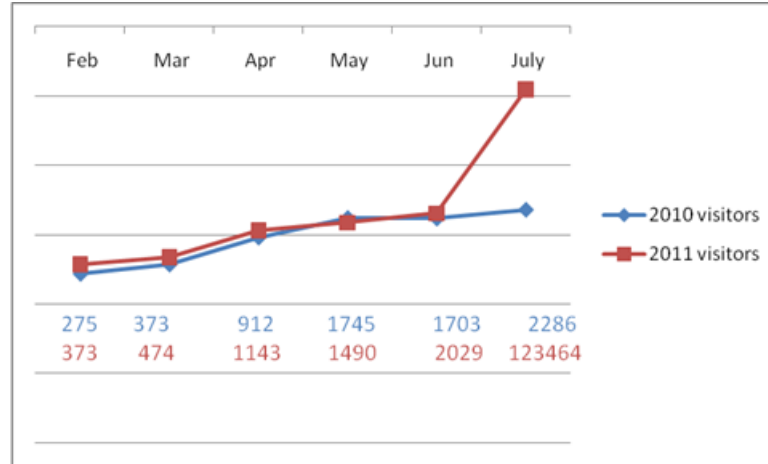
On April 25, 2011, Rocky Mountain launched the statewide “act **wattsmart**” video contest. Designed to educate Utah citizens on energy efficient practices and encourage participation in the Company’s **wattsmart** programs, the contest was open to all Utah residential customers. To enter, participants submitted a two-minute video of how they are being/can be more **wattsmart** - by using less energy and saving more (see Attachment A for additional details).

Results: (The contest ended on June 30, 2011; however, results reported are from July and August which falls into the first quarter year 3 report timeframe)

The contest yielded the following statistics:

- 32 customers entered videos in the contest.
- 860 people voted in the people’s choice voting.
- When entrants posted their videos to “you tube” all the videos combined received nearly 2,000 views.
- After the videos were posted the Company website received nearly 8,000 views.
- The act **wattsmart** video contest and media push helped boost activity on the Rocky Mountain Power YouTube channel as well.
- Web traffic on **wattsmart.com** increased more than fifty fold year-over-year to the **wattsmart.com** site in July, this is demonstrated graphically in table 2.

Table 2 – Web Traffic on wattsmart.com (2010 and 2011)



- The media coverage generated with the video contest has a perceived PR value of more than \$88,000. This perceived value takes into account the advertising cost of the space received. The Company was able to talk about the contest and also *wattsmart* tips and programs.

Table 3 – Fourth Quarter Media Activity

| Station | Date | Newscast | Viewers / Listeners |
|--|-------------|--|---------------------|
| TELEVISION / RADIO | | | |
| Studio 5 KSL-TV (NBC) | 5/23/2011 | 11:00 AM | 17,407 |
| KUTV (CBS) | 6/14/2011 | 12:40 PM | 41,778 |
| Good Morning Utah KTVX (ABC4) | 6/16/2011 | 8:15 AM | 17,407 |
| KSL-TV (NBC) | 6/22/2011 | 7:15 AM | 45,259 |
| KPCW-FM Radio (Park City NPR-This Green Earth) | 6/14/2011 | 9:10 AM | 882 |
| KEGA 101.5 FM The Eagle (morning drive time) | 6/15/2011 | 8:40 AM | 5,289 |
| KUER 90.1 FM (NPR Utah) | 6/15/2011 | afternoon newscast (story repeated multiple times) | 5,289 |
| Fox 13 | 6/22/2011 | 7:40 AM | 24,370 |
| TV/RADIO Subtotal | | | 211,063 |
| PRINT | | | |
| Publication | Date | Headline | Circulation |

| Station | Date | Newscast | Viewers / Listeners |
|-----------------------|-----------|---|---------------------|
| Salt Lake Tribune | 4/19/2011 | Save energy in Utah, make video, win \$10,000 prize | 131,711 |
| Davis County Clipper | 4/25/2011 | 'Act <i>Wattsmart</i> ' focus of RMP video contest | 15,000 |
| PRINT Subtotal | | | 263,422 |
| ONLINE | | | |
| Website | Date | Headline | Unique visitors |
| SLTrib.com | 4/19/2011 | Save energy in Utah, make video, win \$10,000 prize | 680,000 |
| Davis County Clipper | 4/25/2011 | 'Act <i>wattsmart</i> ' focus of RMP video contest | 4,500 |
| Fox 13 | 6/22/2011 | Rocky Mountain Power <i>wattsmart</i> Video Contest | 320,000 |

Rockin' Recess

The Company developed a game to be used during the Rockin' Recess events and continued to use the bookmarks as a message reminder, for the kids who participated in the Rockin' Recess events. The bookmark encouraged kids to visit the *wattsmart.com* web page to identify 3 ways they are being *wattsmart*. In return they received a "Be *wattsmart*" T-Shirt. During the video contest, the bookmark also promoted the video contest.

Customer Newsletter – *Voices*

Published *wattsmart* articles in *Voices* newsletter (which insert into to residential customer bills) in April and May/June. The May/June also featured the video contest (see Attachment A).

Facebook

Posted tips to the *wattsmart* Facebook page three times per week during the fourth quarter timeframe.

Budget vs. Actual – 2010/2011

Table 4 summarizes a budget variance analysis for program year 2 activities through June 2011.¹

Table 4 – Budget to Actual Analysis

| | 2010/2011 Budget | Actual through June 2011 | Variance |
|--|--------------------|--------------------------|----------|
| Media | \$800,000 | \$790,814 | \$9,186 |
| Green Team Sponsorship ⁱ | \$250,000 | \$250,000 | \$0 |
| Home Energy Makeover/Video Contest ⁱⁱ | \$130,000 | \$130,206 | (\$206) |
| Creative/Production/Planning | \$100,000 | \$90,630 | \$9,370 |
| Multicultural ⁱⁱⁱ | \$20,000 | \$20,535 | (\$535) |
| Digital/Web | \$100,000 | \$68,329 | \$31,671 |
| School Presentation Program ^{iv} | \$75,000 | \$75,000 | \$0 |
| Research | \$25,000 | \$16,749 | \$8,251 |
| Total | \$1,500,000 | \$1,442,263 | |

ⁱ Includes contracted sponsorship costs. Costs related to support the sponsorship (i.e. green games and creative are included in other line items.

ⁱⁱ Includes planning and implementation for the video contest and green game activities.

ⁱⁱⁱ Includes multicultural sponsorship, translations and development of new creative for multicultural outreach.

^{iv} Includes NEF contracted program costs. Any costs related to support the NEF program are included in other line items.

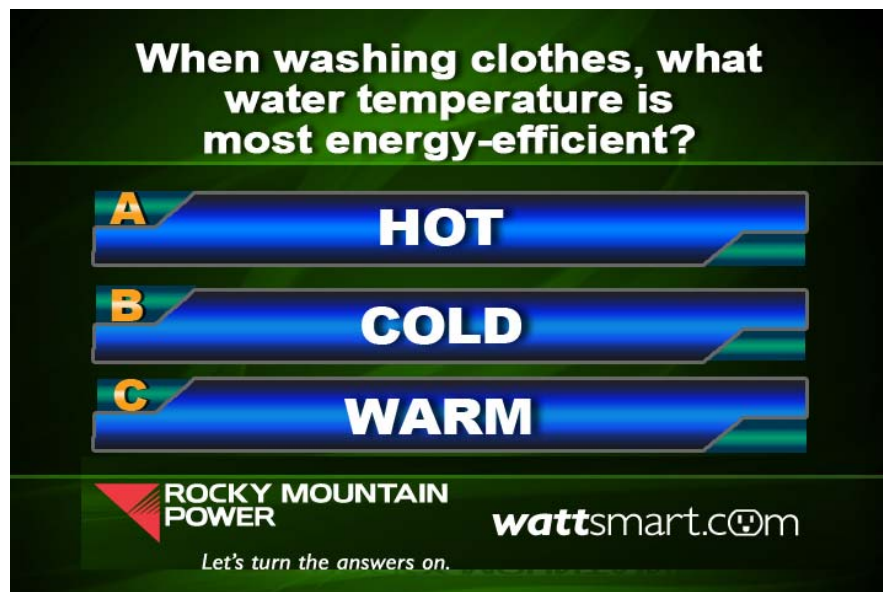
¹ Note that program year 2 runs from July 1, 2010 through June 30, 2011.

| | April | | | | May | | | | | June | | | |
|---|-------|----|----|----|-----|---|----|----|----|------|----|----|----|
| | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 |
| Consumer | | | | | | | | | | | | | |
| TV | | | | | | | | | | | | | |
| Radio | | | | | | | | | | | | | |
| Newspaper | | | | | | | | | | | | | |
| Ahorah 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 | | | | | | | | | | | | | |
| Outdoor | | | | | | | | | | | | | |
| Business | | | | | | | | | | | | | |
| Newspaper | | | | | | | | | | | | | |
| Salt Lake Tribune/Deseret News | | | | | | | | | | | | | |
| The Standard-Examiner | | | | | | | | | | | | | |
| The Daily Herald | | | | | | | | | | | | | |
| The Spectrum | | | | | | | | | | | | | |
| Logan Herald Journal | | | | | | | | | | | | | |
| Magazines | | | | | | | | | | | | | |
| The Enterprise | | | | | | | | | | | | | |
| Utah Business | | | | | | | | | | | | | |
| Utah County Business Journal | | | | | | | | | | | | | |
| Wasatch North Business Journal | | | | | | | | | | | | | |
| Online (Consumer & Business) | | | | | | | | | | | | | |

Utah Jazz Green Game Activity:



- Jazz/**watt**smart fan giveaway – messages included:
 - Be a **watt**smart fan.
 - Efficiency is cool.
 - **watt**smart.com
 - Do **watt**smart.
 - Go Jazz
- A “street team” of **watt**smart ambassadors converged outside the Energy Solutions Arena prior to the April 13, 2011 Utah Jazz game. Armed with free **watt**smart t-shirts, street team members engaged visitors in a quiz consisting of one multiple choice question about an energy efficiency issue.
- Ushers at the game wore “Be **watt**smart” branded t-shirts.
- Inside the arena additional street team members gave away t-shirts.
- Cool Keeper and HES outreach representatives tabled the event.
- A Rocky Mountain Power utility “bucket” truck was positioned outside the arena at the northeast corner of the building near the main marquee. A Rocky Mountain Power lineman was positioned beside the truck’s bucket and delivered energy-efficient messaging and drove arrivals to the street team members surrounding the arena.
- The **watt**smart energy efficiency video – featuring the Jazz Bear– played on the JumboTron for approximately 60-seconds. Then the Jazz bear, the Jazz Dancers and the **watt**smart street team tossed t-shirts to the crowd.
- During half time, one contestant had an opportunity to answer 5 energy efficiency related questions. The questions included multiple choice answers. For every correct answer the contestant had an opportunity to shoot a basket from the 3-point line. If the contestant had made a basket, they would have won an Energy Star washing machine. During the competition the question and answers appeared on the Jumbotron and **watt**smart banners and cutouts with energy efficiency tips appeared on the court. The contestant got all the questions correct, but failed to make any of the shots.



Questions Asked During the Half Time Contest:

- Question: True or false, most home electronics continue to use electricity when they are turned off? Answer: True
- Question: When washing clothes, what water temperature is most energy-efficient? A. Hot, B. Cold, C. Warm Answer: B. Cold
- Question: If your central air system is using a 30 day air filter, how often should you change the filter to keep the system running most efficiently? A. Every Month, B. Every 3 months, C. Every 6 months Answer: A. Every month
- Question: During the summer time, while you are home and awake, what temperature should you set your thermostat at to remain comfortable and be most energy efficient? A. 72° B. 75° C. 78° Answer: C. 78°
- Question: On average, how much longer do compact fluorescent light bulbs last than traditional incandescent light bulbs? A. The same, B. 2 times as long, C. 7-10 times as long? Answer: C. 7-10 times as long

Salt Lake Bees Game:

- **wattsmart** fan giveaway – messages included:
 - Be a **wattsmart** fan.
 - Efficiency is cool.
 - **wattsmart.com**
 - Do **wattsmart**.
- A street team asked attendees simple questions about how to save energy and shared tips about how to be **wattsmart**. When attendees answered a question correctly, they received a green **wattsmart** /Bees t-shirt to wear during the evening's Bees Green Game.
- Cool Keeper, HES and Nexant (Cool Cash) tabled at the event.
- Lane Beattie threw out the first pitch and the Cool Keeper testimonial spot ran on the jumbotron.
- The **wattsmart** banners will be up along the fence in the outfield facing the ballpark so that attendees can easily see and read the banners.
- PA announcements were made throughout the game. During these announcements, quick **wattsmart** facts and tips were shared. These same tips were displayed on the LED screen.
 - *And now, it's time for a Rocky Mountain Power **wattsmart** Quick Tip: Did you know it is more energy-efficient to take a 5 minute shower than a bath? It's true. Saving water saves on your bills and that's being **wattsmart**.*
 - *Attention fans: Looking for a way to cut your energy bill? How about unplugging electronics and turning off lights when not in use? Rocky Mountain Power calls that being **wattsmart**.*
 - *To lower your electric bill, Rocky Mountain Power suggests changing out your old lights and using energy-efficient CFL bulbs. Now that's **wattsmart**!*
 - *Looking for an easy way to cut that energy bill this summer? Enroll in Cool Keeper and set that thermostat to 78 degrees. For other helpful tips, visit wattsmart.com.*
- During the top of the 7th inning Rocky Mountain Power invited a pre-selected attendee down to the field for an opportunity to answer three **wattsmart** questions for a chance to win a grand prize. For each correct answer, the individual had a chance to throw a baseball through the 9" x 9" outlet cutout of the **wattsmart** banner that was set up on the home plate of the field. The participant threw from the pitcher's mound, a roughly 60' distance. (This same promotion was used during 24 home games as well). The individual was not able to hit the mark. The contest questions and answers were displayed on the LED board during the on-field challenge. During this on-field challenge, the **wattsmart** street team and Bees mascot tossed t-shirts to the crowd
 - 1) Question: True or false, most home electronics continue to use electricity when they are turned off? Answer: True
 - 2) Question: If your central air system is using a 30 day air filter, how often should you change the filter to keep the system running most efficiently? A. Every Month, B. Every 3 months, C. Every 6 months Answer. A. Every month
 - 3) Question: During the summer time, while you are home and awake, what temperature should you set your thermostat at to remain comfortable and be most energy efficient? A. 72° B. 75° C. 78°
Answer: C. 78°





Act wattsmart Video Contest Promotions:

- Utilized Jazz Bear video as a PSA. <http://www.youtube.com/watch?v=UB-ojpnrOOk&feature=youtu.be>
- We ran an article in the May Voices newsletter and bill message for May and June bills.
- We have promoted the contest on the Rocky Mountain Power home page feature and on the wattsmart.com landing page.
- Video Contest Ad running in Utah papers from April 20 to June 13
- Rockin' Recess Bookmarks handed out at three of the Rockin' Recess events (two in May and one in June) to 1,600 students
- Video Contest Radio Spot ran in Utah through June 20
- Video Contest Business Card Handout - 500 handed out at Earth Day events in April
- Video Contest Poster - 6 posted in Lowe's around Salt Lake; additional posters hung up around town
 - **Colleges and Universities:** University of Utah, Salt Lake Community College, Westminster College, Eagle Gate College, Stevens-Henager College
 - **Libraries:** Salt Lake City Library, Anderson-Foothill Library, Columbus Library, Marriott Library
 - **Bars/Nightclubs:** 7 total in the downtown Salt Lake City area
 - **Cafes/Coffee Shops/Sandwich Shops:** 5 total in the downtown Salt Lake City area
 - **Apartment Complexes:** University Student Apartments, Caledonian Apartments, YSA Apartments
 - **Theatre:** Tower Theatre
- Video Contest Facebook Tab and weekly Facebook posts throughout the contest.
- Video Contest Facebook Ads ran May 9 to June 17
- Video Contest Eblast sent to 29,380 RMP customers on June 7
- Video Contest Radio Reads sent to stations - read opportunities through June (based on availability)
- PSA - run by stations through June
- Conducted PR interviews at 3 television stations and 5 radio stations
- The community managers have gotten the word out to contacts at:
 - Southern Utah University
 - Salt Lake Community
 - Summit County
 - Herriman/Riverton
 - Utah Valley University
 - Weber State University
 - Utah State University
 - Chamber West
 - University of Utah

- Ogden/Weber Chamber of Commerce, the Davis Chamber of Commerce, Weber State University, the Ogden/Weber Applied Technology College, and the Davis Applied Technology College received the information and were able to share it via email blasts and newsletters.
- The Ogden Breakfast Exchange Club and the Ogden Nature Center advertised the video contest.

Act wattsmart Video Contest Print Ad



Poster for use at Lowe's Earth Day Event:



Rocky Mountain Power spokesperson at KUTV in Salt Lake City.



KUTV's Ron Bird interviewed Rocky Mountain Power spokesperson live on the air about the video contest and *watt*smart energy efficiency.



Good Morning Utah's Don Hudson, Angie Larsen and Rocky Mountain Power spokesperson.



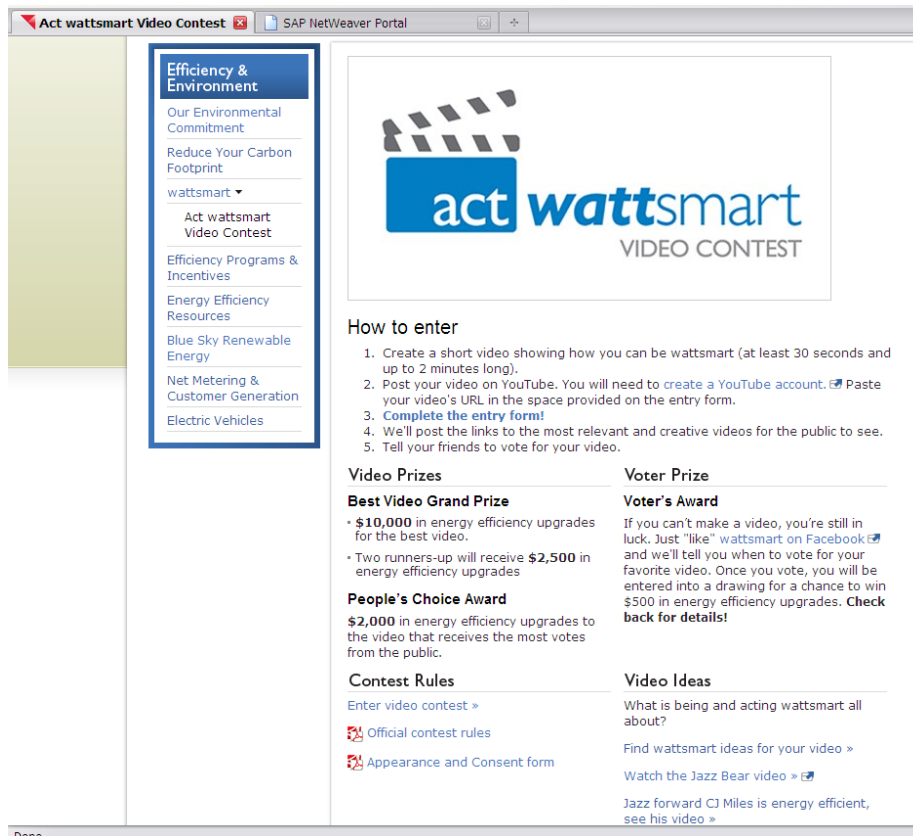
As seen through the monitor on the TV camera: Rocky Mountain Power spokesperson and Tonya Papanikolas.



Video footage of Rocky Mountain Power spokesperson at Fox 13:

<http://www.fox13now.com/videobeta/d5b9aa45-fe5d-442a-abbf-d13c7200b4fe/News/Rocky-Mountain-Power-Watt-Smart-Video-Contest>

Rockymountainpower.net/videocontest Landing Page During the Contest:



People's Choice Voting Web:



Rockin' Recess Events:



April

- April 14 – Truman Elementary School. 4639 S 3200 W, West Valley City, UT. – 550 students
- April 15 – Our Lady of Lourdes Catholic School 1065 East 700 South Salt Lake City, UT 84102. 175 students
- April 19 – Riverside Elementary 8737 S. 1220 West, West Jordan, UT 84088. 650 students

May

- May 25 – Jim Bridger Elementary West Jordan 5368 Cyclamen Way, West Jordan – 630 students
- May 31 – Majestic Elementary 7430 s Redwood Rd – 350 students

June

- June 17th – Granger Elementary 3702 s 1950 west – 620 students


Rockin' Recess Bookmark:



Rockin Recess T-shirt Offer:

ess – "be wattsmar..."

SAP NetWeaver Portal



Careers : About Us : News

search site

Advanced Search

Your Account

Residential

Business

Contractors

Efficiency & Environment

Education & Safety

Efficiency & Environment

Our Environmental Commitment

Reduce Your Carbon Footprint

wattsmart

Rockin' Recess – "be wattsmart" T-shirt offer

Efficiency Programs & Incentives

Energy Efficiency Resources

Blue Sky Renewable Energy

Net Metering & Customer Generation

Electric Vehicles

Rockin' Recess – "be wattsmart" T-shirt offer

We're glad you are using less energy and being wattsmart.


Special Offer

As a thank you for letting us know how your family is being more energy efficient (by being wattmart), we'll send you one of these REALLY cool "be wattsmart" t-shirts.

Just send us an e-mail and tell us:

- Your name
- Your school's name
- 3 ways you and your family are "being wattsmart"
- Your shirt size
- Where you'd like the shirt sent!

Energy Efficiency



It's all about using less and saving more!

Energy-saving tips

Unplug the thug - unplug those cell phone and game chargers when not in use.




- More tips for your home

wattsmart programs & cash incentives

Get paid to cut your energy use and save on your bills month after month.

Useful Links

Kids, we'd like to point you to some information on energy, how it works and how to use it wisely.

- Kids Dr. E Energy Lab  - Learn more about energy efficiency through games and quizzes. You can also find our more about solar, wind and geothermal energy.
- Electric Universe  - Play games and learn how to use energy wisely.
- Kids Zone Fun Energy Education  - See the U.S. Department of Energy's Kids Zone for games, quizzes, contests, teacher lesson plans and more.

Sign In

24-hour account access! Set up, manage and pay your bill!

User ID

Password

☐ Remember me

Forgot User ID?

Forgot Password?

Account Quick Links

[Pay Your Bill](#)


[Start Service](#)

[Stop Service](#)

[Transfer Service](#)

[View Usage History](#)

Customer Service



Voices Newsletter:



Rocky Mountain Power

Utah customers
April 2011 Vol. 15, No. 3

voices

THE RIGHT ANSWER WINS

Through May 10, all customers with the right answer to this month's question will be entered into a drawing for a chance to win an ENERGY STAR® qualified cordless rechargeable vacuum.

Q: How far from a power line should you plant a tree that will grow to 35 feet or more?

Choose from one of two ways to enter: log on to rockymountainpower.net/rightanswer or mail to:

Rocky Mountain Power
Right Answer
201 S. Main, Suite 2400
Salt Lake City, UT 84111

Winners will be notified by mail. Limit one entry per household.

Make it a **wattsmart** Earth Day

Cutting your home's energy use means lower energy bills. But did you know you also help the environment when you use less energy?

Saving is simple

Saving energy is easy with our **wattsmart** energy-saving programs that offer cash-back incentives on high efficiency products and home improvements. You'll save on your purchase and then each month on your electricity bill.

How you can benefit

Our **wattsmart** programs offer something for every household.



If you're looking for new appliances or want to upgrade your home's insulation, get help from our Home Energy Savings program. Getting rid of an extra refrigerator? Get \$30 back when we haul it away and recycle it through our *See ya later, refrigerator®* program.

We can help

wattsmart is about using electricity wisely, saving money and helping you reduce your impact on the environment. Check out wattsmart.com for programs designed to help you be **wattsmart** year round.



Rocky Mountain Power  Utah customers
May/June 2011 Vol. 15, No. 4

Voices

THE RIGHT ANSWER WINS

Through June 10, all customers with the right answer to this month's question will be entered into a drawing for a chance to win a 16-inch remote control standing fan.

Q: What should you do if you see a power line on the ground?

Choose from one of two ways to enter: log on to rockymountainpower.net/rightanswer or mail to:

Rocky Mountain Power
Right Answer
201 S. Main, Suite 2400
Salt Lake City, UT 84111

Winners will be notified by mail. Limit one entry per household.

THE LATEST WORD

Pay online

Help the environment and save paper and stamps by paying your bill online. Either pay online after receiving a monthly email that your bill is ready, or make it even easier and sign up for an automatic online payment to have your

Be **wattsmart** – have a cool summer

Staying cool this summer is easy with our **wattsmart** energy-saving programs and tips. Here are four steps to take to boost your savings:

1 Install an ENERGY STAR® qualified central air conditioner or evaporative cooling system and get cash back from our Cool Cash Incentive. See rockymountainpower.net/coolcash or call toll free 1-866-428-2665 for more information.

2 Increase your home's insulation and keep summer heat out. You'll be more comfortable and your cooling system will use less energy. Your work may qualify for a cash incentive from our Home Energy Savings program. Visit rockymountainpower.net/hes or call toll free 1-800-942-0266 for details.



3 Run only full loads in the dishwasher in the late evening on hot days. Reduce your use of the oven – cook outdoors or use the microwave.

4 Use less electricity with an

ENERGY STAR® qualified ceiling fan. These fans are 50 percent more efficient than other models and offer cooling breezes. Plus get cash back on qualifying models.

For more **wattsmart** tips on staying cool this summer, go to wattsmart.com or call us toll free at 1-888-221-7070.

Enter the act **wattsmart** video contest



Lights, camera, action. Show us on video how you're being energy efficient. Be creative while being **wattsmart**. You could win up to \$10,000 in energy efficiency upgrades for your home if your video wins. Go to wattsmart.com for entry rules and instructions on how to submit your video.