

Utah Demand Side Management Strategic Communications and Outreach Plan Quarterly Report – October 2011 through December 2011

Marketing Campaign Activity

During the period of October 2011 through December 2011, Rocky Mountain Power worked with the Utah Jazz Green Team initiative, continued the National Education Foundation Take action at home! program, continued the development of the action plans for the third year of *wattsmart* advertising campaign and continued web and social media activities.

Green Team Sponsorship

Rocky Mountain Power worked with the Utah Jazz to make contractual changes to the sponsorship agreement due to the recent NBA lockout shortening the length of the season. The Green Team initiative with the Utah Jazz commenced its third season featuring energy efficiency at the December 30, 2011 at the Utah Jazz green game. Below is a list of the marketing material developed or modified for use in the Green Team sponsorship and campaign activities:

- The Utah Jazz Green Team website was revised and can be viewed at: <http://www.nba.com/jazz/greenteam.html>.
- The Company developed the “*watts*goofy” print ad, which will be included in the Utah Jazz game program throughout the 2012 season. The ad is provided in Attachment A.
- In addition to Jazz game arena activities, Jazz Green Team television spots were aired during the game broadcasts.

National Education Foundation – Take Action at Home

The National Education Foundation Take Action at Home Program for the fall of 2011 involved 120 fifth grade energy presentations. More than 10,000 students and families were involved in these presentations, which also included 368 Utah teacher participants.

The Think! Energy Utah - Energy Efficiency Education Program quarterly report is provided as Attachment B.

Webpage Features

The rotating flash banners at <http://www.rockymountainpower.net>, provided in addition to the “*watts*goofy” print ad in Attachment A, included a new *wattsmart* energy efficiency message for October, November and December 2011.

Social Media

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

Rocky Mountain Power's *wattsmart* Facebook community page (www.facebook.com/rockymountainpower.wattsmart) promoted *wattsmart* programs and conservation ideas, a calendar of postings is provided as Attachment C.

To date, the *wattsmart* Facebook page has 506 "fans". *wattsmart* tips are posted on the Facebook page three times per week and Tweets about *wattsmart* are posted to @RMP_Utah weekly.

Budget vs. Actual

	Year 3 Budget	Actual Ending December 2011	Variance
Media	\$750,000	\$401,477	\$348,523
Green Team Sponsorship*	\$235,909	\$0	\$235,909
PR/Public Affairs*	\$104,091	\$26,480	\$77,611
Creative/Production/Planning	\$180,000	\$124,171	\$55,829
Multicultural	\$40,000	\$14,305	\$25,695
Digital	\$50,000	\$25,808	\$24,192
NEF Curriculum	\$125,000	\$100,000	\$25,000
Research	\$25,000	\$15,500	\$9,500
Totals	\$1,500,000	\$540,338	\$792,259

= *Revised budget due to NBA lockout.

January 2012 to March 2012 Program Activity

Campaign activity for the January to March 2012 time period will be focused on the following activities:

- Utah Jazz Green Team sponsorship activities. The amendment to the contract (due to the lockout) was discussed at the January 24, 2012 DSM Advisory Group meeting.
- Planning and execution of outreach opportunities in 2012.
- Continuation of the National Energy Foundation, Think! Energy campaign.
- Resumption of the *watt*smart advertising campaign in March 2012.

Regulatory Activity

On December 1, 2011, the Public Service Commission of Utah issued an order acknowledging that the Company's second annual report on the demand-side management communications and outreach campaign, which was filed with the Commission on September 30, 2011, met the general requirements and guidelines as established by the Commission.



NATIONAL ENERGY FOUNDATION
Cultivating and Promoting an Energy Literate Society

Think! Energy Utah – Energy Efficiency Education Program

Quarterly Report
October 1 - December 31, 2011

Prepared for:

Bill Comeau
Rocky Mountain Power

Prepared by:

Janet Hatch
National Energy Foundation

January 10, 2012



THINK! ENERGY UTAH – Energy Efficiency Education Program

Program Administration

The National Energy Foundation (NEF) is pleased to report on activities of the **THINK! ENERGY UTAH – Energy Efficiency Education Program** conducted October 1 through December 31 of 2011. Our mission remains constant, to continue to cultivate and promote an energy literate society. The objective is to provide Utah teachers and students with the very finest training and educational materials to support them in teaching and learning this valuable message. NEF acknowledges that through the support of Rocky Mountain Power and the Office of Energy Development, the Foundation has been able to move the mission forward. Thank you for your commitment to this very important task.

The **THINK! ENERGY UTAH – Energy Efficiency Education Program** is administered by the National Energy Foundation, a non-profit organization (established in 1976) dedicated to the development, dissemination, and implementation of supplementary educational materials, programs and courses relating primarily to energy, water, the environment, and natural resources. Sunny Dent, Vice President – Program Operations, oversees contract accounting and program organization. Janet Hatch, Program Director, oversees program reporting and is responsible for the implementation of the scope of work that is carried out by a team of well-trained and professional presenters.

Program Summary

The **THINK! ENERGY UTAH - Take Action at Home** program for fall of 2011 involved 120 fifth grade presentations. Two promotional flyers and a postcard invited teachers to register for presentations online at www.thinkenergy.org/utah. 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. Tier Three covered portions of Iron, Millard and Uintah Counties (See attachment). Schools in all three tiers that received an energy presentation were located in Rocky Mountain Power’s service territory. Each tier was assigned a National Energy Foundation “Scheduler” to determine optimum presentation dates and times and to act as the liaison between schools and presenters.

Also in the last quarter of 2011, two **Utah Renewables and Energy Efficiency Teacher Workshops** were initiated. The first took place on October 12th at Three Peaks Elementary School in Enoch, Utah. It served 26 educators in the Southern Rocky Mountain Power Service Territory. The second Solar for Schools Workshop took place on November 11th at Utah’s Hogle Zoo in Salt Lake City. This workshop was eight hours in length and had 50 Utah registrants from across the state. The workshops gave elementary, junior high and senior high teachers the opportunity to understand Utah’s energy resources, electrical generation and the importance of energy efficiency. In addition, the workshops provided the **Utah Renewables and Energy Efficiency Kit** to each school in attendance, enabling educators to take materials and over 50 lessons back to the classroom for the implementation of hands-on activities with their students.





THINK! ENERGY UTAH – Energy Efficiency Education Program

Through the outstanding work of committed National Energy Foundation coordinators, Rocky Mountain Power, The Office of Energy Development, The Utah Jazz Green Team and Utah Teachers, this phase of **THINK! ENERGY UTAH – Energy Efficiency Education Program** has been successfully provided to the education community.

Fifth Grade Think! Energy Utah – Take Action at Home Presentations

A quality school-to-home energy awareness and efficiency education program was conducted by a team of professional National Energy Foundation Presenters in October and November of 2012. The program consisted of a 60 minute assembly given to groups of fifth grade students and their teachers. Two presenters were involved in the implementation of each presentation.

Presentations began with an updated, custom Keynote presentation addressing the need for energy efficiency. The presentation focused on important concepts, such as electrical generation, the energy mix used by Rocky Mountain Power to generate electricity, and student tips for saving energy in their homes. The students participated in making a “Human Electrical Circuit” during which they learned key core curriculum concepts such as insulators and conductors of electricity and electrical generation. Students then reviewed material learned with an “Energy Lingo” game where they won **THINK! ENERGY** reminder magnets. At several of the 120 presentations, the Utah Jazz Bear joined the game, adding Green Team promotional materials to the student prizes and assisting in delivering the efficiency message. All presentations included the highly successful Utah Jazz Bear efficiency video vignettes which involved students in determining whether or not the Jazz Bear was making wise energy choices. The presentation ended by communicating the importance of the informative student booklet and the *Household Report Card* survey that students took home to share with parents or guardians. Students were told that they would receive a special reward for the return of the survey, an Energy Star rated nightlight featuring the Rocky Mountain Power Logo. A set of nightlights was provided to each teacher at the time of the presentation for each student in their class.



In addition to the *Think! Energy Student Booklet*, *Household Report Card*, and nightlight incentive that students received, teachers were given helpful energy educational materials. They were provided with program implementation handouts, a program evaluation, and a set NEF instructional posters, including “*Energy Efficiency in Action*”, “*Natural Gas*”, and “*Electrical Generation*”. Participating teachers were also given information concerning the \$50 mini-grant that they could receive for an 80% return of the student surveys by the December 12, 2011 deadline. Teachers were provided with a postage paid, addressed envelope for the return of their surveys and evaluation. As of January 10, 2012 nearly 80% of participating teachers had returned *Household Report Cards*. A second deadline of



THINK! ENERGY UTAH – Energy Efficiency Education Program

January 15, 2012 was established for a \$25 mini-grant to encourage a still higher percentage of return.

The **THINK! ENERGY UTAH - Take Action at Home** program exceeded its contractual obligations for fall of 2011, by four presentations. In addition, it exceeded its anticipated student participant numbers (9,396) by a tentative 662 students.

Program Implementation Accomplishments

Program Implementation Accomplishments – October through December, 2011

- 120 **THINK! ENERGY UTAH – Take Action at Home** Presentations Completed
- 10,058 Students and Families Reached (*Tentative*)
- 368 Utah Teachers Reached
- Delivery of Improved Student Incentive (Energy Star Rated Night Light)
- 77.99% of Participating Teachers Returned *Household Report Card* Survey (Possible Higher Percentage with Deadline Extension)
- 5,632 *Household Report Card* Survey Returned as of January 1, 2012
- Registration of 76 Teachers for the **Utah Renewables and Energy Efficiency** Teacher Workshops (Waiting List of 25)

Summary and Attachments

National Energy is pleased to be participating with Rocky Mountain Power to bring this informative program to Utah teachers, students and families. We look forward to working together to improve upon program deliverables. **THINK! ENERGY UTAH – Energy Efficiency Education Program** is a resource for bringing energy literacy to the forefront of student's education. Thank you for your continued commitment to Utah Schools.

- Program Timetable
- Elementary Schools Participating in Fall 2011 Presentations
- Student Presentation Promotional Flyers





THINK! ENERGY UTAH –
Energy Efficiency Education Program

Report Attachments



THINK! ENERGY UTAH – Energy Efficiency Education Program

Think! Energy Utah – Energy Efficiency Education Program Project Timetable

School Year 2009 – 2010

Tasks	Completed	In Process	Number of Workshops	Number of Presentations	Number of Teachers	Number of Students	Number of Students Indirectly Impacted
Renewable Posters Development Project	X						
Energy Efficiency Poster Development Project	X						
Energy Action at Home Development Project	X						
Utah Geothermal Instruction Development Project	X						
School Presentations	X			58	169	4521	
Home Audit/Household Report Card	X						

School Year 2010 – 2011

Tasks	Completed	In Process	Number of Workshops	Number of Presentations	Number of Teachers	Number of Students	Number of Students Indirectly Impacted
School Presentations	X			96	319	8572	
Home Audit/Household Report Card	X						
One-Day Renewables and Energy Efficiency Professional Development Workshops	X		2		91		2457

School Year 2011 – 2012

Tasks	Completed	In Process	Number of Workshops	Number of Presentations	Number of Teachers	Number of Students	Number of Students Indirectly Impacted
School Presentations	X			120	368	10,058 (to date)	
Home Audit/Household Report Card		X					
One-Day Renewables and Energy Efficiency Professional Development Workshops	X		2		75		2280

Sponsoring Organizations: Rocky Mountain Power – Red, Office of Energy Development – Blue, Dual Sponsorship - Black



THINK! ENERGY UTAH – Energy Efficiency Education Program

THINK! ENERGY UTAH - Take Action at Home Presentations October and November 2011

School Name	County
Altara Elementary	Salt Lake
Ashley Elementary	Uintah
Beacon Heights Elementary	Salt lake
Bluffdale Elementary - #1	Salt Lake
Bluffdale Elementary - #2	Salt Lake
Buffalo Point Elementary	Davis
Canyon Rim Academy	Salt Lake
Cedar Ridge Elementary	Utah
Centerville Elementary	Davis
Channing Hall	Salt Lake
Cook Elementary	Davis
Copper Canyon Elementary	Salt Lake
Copper Hills Elementary	Salt Lake
Cottonwood Elementary	Salt Lake
Crestview Elementary	Salt Lake
David Gourley Elementary	Salt Lake
Daybreak Elementary - #1	Salt Lake
Daybreak Elementary School - #2	Salt Lake
Deerfield Elementary	Utah
Diamond Ridge	Salt Lake
Douglas T. Orchard Elementary	Salt Lake
Dual Immersion Academy	Salt lake County
Eagle Bay Elementary	Davis
Early Light Academy	Salt Lake County
East Sandy Elementary	Salt Lake
Eastlake Elementary - #1	Salt Lake
Eastlake Elementary - #2	Salt Lake
Eastwood Elementary	Salt Lake
Edison Elementary	Salt Lake City
Ellison Park Elementary	Davis
Enoch Elementary	Iron
Falcon Ridge - #1	Salt Lake
Falcon Ridge - #2	Salt Lake
Farmington Elementary	Davis
Farnsworth Elementary	Salt Lake
Fielding Elementary	box elder
Foothills Elementary - #1	Salt Lake
Foothills Elementary- #2	Salt Lake
Fox Hills Elementary	Salt Lake
Goshen Elementary	Utah
Granger Elementary	Salt Lake
Heartland Elementary	Salt Lake



THINK! ENERGY UTAH – Energy Efficiency Education Program

Heritage Elementary	Weber
Highland Elementary	Utah
Hill Field Elementary	Davis
Hillsdale Elementary	Salt Lake
Hillside Elementary	Salt Lake
Howard R. Driggs Elementary	Salt Lake
Jackson Elementary	Salt Lake
JE Cosgriff Memorial Catholic School	Salt Lake
Jim Bridger Elementary- #1	Salt Lake
Jim Bridger Elementary - #2	Salt Lake
Lakeside Elementary	Davis
Lakeview Elementary	Weber
Legacy Elementary	Utah
Legacy Preparatory Academy	Davis
Lincoln Elementary	Salt Lake
Lone Peak Elementary	Salt Lake
Mapleton Elementary	Utah
Midas Creek Elementary	Salt Lake
Midland Elementary	Weber
Midvalley Elementary	Salt Lake
Monte Vista Elementary	Salt Lake
Mountain Shadows Elementary	Salt Lake
Mountainville Academy - #1	Utah
Mountainville Academy - #2	Utah
Municipal Elementary	Weber
Naples Elementary	Uintah
Newman Elementary	Salt Lake
North Davis Preparatory Academy - #1	Davis
North Davis Preparatory Academy - #2	Davis
North Park Elementary	Box Elder
North Elementary	Iron
Oak Hollow Elementary	Salt Lake
Oakwood Elementary	Salt Lake
Oquirrh Hills Elementary	Salt Lake
Park Lane Elementary	Salt Lake
Pleasant Green Elementary	Salt Lake
Plymouth Elementary	Salt Lake
Quail Hollow Elementary	Salt Lake
Redwood Elementary	Salt Lake
Riverside Elementary	Salt Lake
Riverton Elementary - #1	Salt Lake
Riverton Elementary - #2	Salt Lake
Rocky Mountain Elementary	Utah
Rolling Meadows Elementary	Salt Lake
Rose Creek Elementary	Salt Lake
Sand Springs Elementary	Davis
Sandy Elementary	Salt Lake
Silver Crest Elementary - #1	Salt Lake



THINK! ENERGY UTAH – Energy Efficiency Education Program

Silver Crest Elementary - #2	Salt Lake
Silver Hills Elementary	Salt Lake
South Elementary	Iron
South Kearns Elementary	Salt Lake
St. Francis Xavier Regional School	Salt Lake
Stansbry Park Elementary	Tooele
Summit Academy	Salt Lake
Sunrise Elementary	Salt Lake
Syracuse Elementary - #1	Davis
Syracuse Elementary - #2	Davis
Three Mile Creek Elementary	Box Elder
Three Peaks Elementary	Iron
Twin Peaks Elementary	Salt Lake
Upland Terrace Elementary	Salt Lake
Valley Crest Elementary - #1	Salt Lake
Valley Crest Elementary - #2	Salt Lake
Wasatch Elementary	Salt Lake
Wellsville Elementary	Cache
West Clinton Elementary	Davis
West Point Elementary - #1	Davis
West Point Elementary- #2	Davis
Westbrook Elementary	Salt Lake
Western Hills Elementary	Salt Lake
Westfield Elementary	Utah
Westland Elementary	Salt Lake
Whitesides Elementary	Davis
Willow Canyon Elementary	Salt Lake
(Woodrow) Wilson Elementary	Salt Lake
Woods Cross Elementary	Davis
Woodstock Elementary	Salt Lake

INVITATION TO PARTICIPATE



think!

ENERGY

Take Action At Home

April 15, 2011

Dear Utah Fifth Grade Educator:

The **THINK! ENERGY Utah – Take Action at Home** energy efficiency education program returns in October. Through an initiative of Rocky Mountain Power and in collaboration with the Utah State Energy Program, National Energy Foundation (NEF) will be providing schools in your area with this outstanding educational opportunity.

The **THINK! ENERGY Utah – Take Action at Home** program assists teachers and their students to “think” about energy, “talk” about energy and “take action” now. Sign up now for the Take Action school-to-home assembly and materials. The assembly addresses Utah energy basics and assists students in learning to be more efficient with energy usage. Free teacher and student educational materials are included. Both the assembly and materials are correlated to the Utah Core Curriculum Standards. We are confident this program will support teaching and learning in your school.

We are enrolling teachers now for the **Take Action at Home** program in October and November, 2011. Please review the enclosed flyer and register as soon as possible. Enrollment is limited, so plan for fall and register now! Please contact Janet Hatch at janet@nef1.org or 800-616-8326 with questions.

Sincerely,

Sunny Dent
V.P. Program Operations
National Energy Foundation

A. Richard Walje
President
Rocky Mountain Power

Chris Tallackson
Utah State Energy Program

Enclosure



wattsmart.com



ATTENTION UTAH FIFTH GRADE TEACHERS!

Think! Energy Utah – Take Action At Home is an energy efficiency educational program sponsored by Rocky Mountain Power and the Utah State Energy Program that is returning for the Fall of 2011. This program allows students to “think,” “talk” and “take action” about their energy usage. Students and teachers learn how wise energy actions make a difference. Hear what former participants have to say:

“This program was very engaging for students. They loved the ‘Energy Ball’ and learning how electricity is conducted.”

“Kids enjoyed the discussion of energy and sharing what they learned at home. The program was a good lead-in to our electricity and magnetism unit.”

Join us in supporting this important educational effort. In addition, teachers may qualify to receive a \$50 mini-grant. Plan for fall now and reserve your spot to participate in:



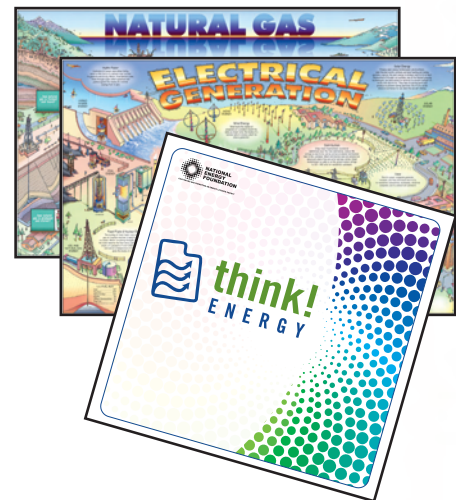
What:

- Introductory assembly presentation 45 – 60 minutes
- FREE energy education posters and student materials

When: October 3-November 4, 2011

Where: At your school!

How: Enroll at www.thinkenergy.org/utah
or call Janet Hatch at NEF at 800-616-8326



Space is limited so TAKE ACTION now!!!



wattsmart.com



Utah Jazz program guide ad



watts^goofy.

wattsmart.



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“ADD INSULATION AND WEATHERIZE. KEEP THE COLD AIR OUT.”

Make your home more energy efficient this winter with added insulation and weatherization. You'll save every month on the electric bill. Not only that, Rocky Mountain Power even offers cash incentives to help you pay for it. That's wattsmart. To learn more, go to wattsmart.com.



Let's turn the answers on.

Web page features

October 2011

Turn your home into a wattsmart home.

Weatherize your home before temperatures fall. Use our energy advice and cash incentives for improvements that can save you money – and keep you cozy all winter.

[Programs & cash incentives](#)
[Energy savings calculator](#)

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

User ID
Password

Remember me [Go](#)
What's this?

[New User](#) [Forgot User ID?](#) [Forgot Password?](#)

Account Quick Links

- [Pay Your Bill](#)
- [Start Service](#)
- [Stop Service](#)
- [Transfer Service](#)
- [View Usage History](#)

November 2011

Stay warm and wattsmart this winter.

Use a programmable thermostat and set it to 68° F. Lower the temperature at night or when you're away.

[10 winter wattsmart tips](#)

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

User ID
Password

Remember me [Go](#)
What's this?

[New User](#) [Forgot User ID?](#) [Forgot Password?](#)

Account Quick Links

- [Pay Your Bill](#)
- [Start Service](#)
- [Stop Service](#)
- [Transfer Service](#)
- [View Usage History](#)

December 2011

Have a wattsmart holiday.

LED lights use significantly less electricity than traditional holiday bulbs and can last for decades.

[More holiday tips](#)

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

User ID
Password

Remember me [Go](#)
What's this?

[New User](#) [Forgot User ID?](#) [Forgot Password?](#)

Account Quick Links

- [Pay Your Bill](#)
- [Banking Information](#)
- [Start Service](#)
- [Stop Service](#)
- [View Usage History](#)

Facebook

Rocky Mountain Power's Wattsmart Program - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/rockymountainpower.wattsmart

Most Visited https://webmail.pacific... Customize Links

Rocky Mountain Power's Wa... SAP NetWeaver Portal

facebook Search



wattsmart

Rocky Mountain Power's Wattsmart Program

Energy/Utility · Edit Info

Wall Rocky Mountain Power's Wa... · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?

Rocky Mountain Power's Wattsmart Program
Many ENERGY STAR appliances have cash incentives tied to them. Make sure you aren't missing out on cash back savings.

New Appliances
homeenergysavings.net
Earn cash back from the Rocky Mountain Power Home Energy Savings Program.

Like · Comment · Share · Yesterday at 9:54am

Rocky Mountain Power's Wattsmart Program
Many ENERGY STAR appliances have cash incentives tied to them. Make sure you aren't missing out on cash back savings.

New Appliances
www.homeenergysavings.net
Earn cash back from the Rocky Mountain Power Home Energy Savings Program.

Like · Comment · Share · Yesterday at 9:53am

Rocky Mountain Power's Wattsmart Program
Many ENERGY STAR appliances have cash incentives tied to them. Make sure you aren't missing out on cash back savings.

New Appliances
homeenergysavings.net
Earn cash back from the Rocky Mountain Power Home Energy Savings Program.

Like · Comment · Share · Yesterday at 9:50am

Done

**Rocky Mountain Power Wattsmart Facebook Calendar
October 2011 – December 2011**

EXTERNAL PAGE LINK UNPOSTED TEXT

Mon., 10.3	Tues., 10.4	Wed., 10.5	Thurs., 10.6	Fri., 10.7
<p>Have you ever changed the direction of your ceiling fan? With the direction reversed, it will distribute heat throughout the room.</p> <p>http://www.energystar.gov/index.cfm?c=ceiling_fans.pr_ceiling_fans_usage</p>		<p>Proper ventilation is an important part of saving energy. Here's why:</p> <p>http://www.rockymountainpower.net/res/sem/het/wi.html</p>	<p>Stop by to see us this weekend at the 2011 Deseret News Home Show at South Towne Expo Center. Don't forget to use the coupon code wattsmart for \$5 off admission when you order online at saltlakehomeshow.com or print the coupon at the link below and get \$3 off at the door.</p> <p>http://www.rockymountainpower.net/content/dam/rocky_mountain_power/doc/Efficiency_Environment/wattsmart/Fall_2011_UT_Home_Show_Coupon.pdf</p>	<p>It's time to say see ya later to that extra refrigerator! Let us recycle your old fridge or freezer - you'll get cash back, plus save money on your bill.</p> <p>UT</p> <p>http://www.youtube.com/watch?v=jwVKnT_OvKE</p>

Mon., 10.10	Tues., 10.11	Wed., 10.12	Thurs., 10.13	Fri., 10.14
<p>DVRs, game systems, and phone chargers are energy guzzlers. So unplug the thug when they aren't in use.</p> <p>http://www.rockymountainpower.net/ya/yb/hbh/cilh.html</p>		<p>Want to add a little heat to your home for free? Keep shades and curtains open during the day on the south side of your home to allow solar heating. Close them at night to retain heat.</p>		

Mon., 10.17	Tues., 10.18	Wed., 10.19	Thurs., 10.20	Fri., 10.21
<p>As the temperatures drop you may be tempted to turn the heat on. Use these tips to set your programmable thermostat correctly.</p> <p>http://www.energystar.gov/index.cfm?fuseaction=find_a_product.showProductGroup&pgw_code=TH</p>		<p>Are your vents covered up by furniture or drapes? If they are this could drastically cut the efficiency of your heating system.</p>		<p>Expanding foam sealant can be a simple energy-saving tool. Find out how on our Top 10 Weatherization and Insulation Tips page.</p> <p>http://www.rockymountainpower.net/res/sem/het/wi.html</p>

Mon., 10.24	Tues., 10.25	Wed., 10.26	Thurs., 10.27	Friday, 10.28
<p>Do you know what temp. your water heater is set to? Keep it at 120 degrees to save energy & money.</p>			<p>According to @ENERGYSTAR, washing your clothes in cold water could save you about \$40 a year with an electric water heater? You can also get cash back incentives for new appliances.</p> <p>UT</p> <p>http://homeenergysavings.net/Utah/newappliances.html</p>	

Monday 10.31	Tues., 11.1	Wed., 11.2	Thurs., 11.3	Fri., 11.4
<p>Happy Halloween! Give your kids a treat and teach them about saving energy with a family energy action plan.</p> <p>http://www.loseyourexercise.gov/docs/10_simple_ways_energy_plan.pdf</p>	<p>A little TLC for your heating system goes a long way. Don't forget to schedule your yearly system maintenance. And clean or replace your furnace filters regularly.</p> <p>http://www.rockymountainpower.net/res/sem/het/heating.html</p>	<p>Need help figuring out what you need to do at home to lower your energy bill? Fill out & mail in our Home Energy Analysis. Our energy experts will give you personalized recommendations to make your home more energy efficient.</p> <p>http://www.rockymountainpower.net/res/sem/eeti/mha.html</p>		<p>Daylight Savings Time ends on Sunday. (Aw, already?!) Check your programmable thermostat's instruction book to see if its clock is going to adjust automatically.</p>


Mon., 11.7	Tues., 11.8	Wed., 11.9	Thurs., 11.10	Fri., 11.11
	<p>Setting your thermostat to 68 degrees or lower can make a big difference in your energy use.</p> <p>http://www.rockymountainpower.net/res/sem/het/twest.html</p>	<p>Our wattsmart Home Energy Savings program offers cash back for heat pump tune-ups and duct sealing/insulation. You'll save energy & money on your bill.</p> <p>http://www.rockymountainpower.net/res/sem/epi.html</p>		<p>Here's a little-known wattsmart tip: Most LCD TVs ship from the factory at maximum brightness & contrast. You'll save energy, plus wear & tear on your screen, by turning down these settings. Check your TV's manual for instructions.</p> <p>[JPG of TV]</p>



Mon., 11.14	Tues., 11.15	Wed., 11.16	Thurs., 11.17	Fri., 11.18
<p>Most households use more hot water in the winter. So skip the bath and take a 5 minute shower to save.</p> <p>http://www.rockymountainpower.net/res/sem/het/wh.html</p>		<p>If you rent your home or apt, here's some advice to help you save on your energy bills:</p> <p>http://www.energystar.gov/index.cfm?c=products.es_at_home_tips_renters10</p>		<p>Keep the heat inside your home this winter. These weatherization tips are good for all levels of handiness:</p> <p>http://www.rockymountainpower.net/res/sem/het/wi.html</p>

Mon., 11.21	Tues., 11.22	Wed., 11.23	Thurs., 11.24	Friday, 11.25
<p>With Thanksgiving almost here, your fridge may be getting awfully crowded. For best efficiency, try to keep food slightly apart & don't block the vents.</p> <p>http://www.rockymountainpower.net/res/sem/het/ka.html</p>		<p>Heading out of town for the holiday? Remember to get your home ready as well by setting the thermostat to be cooler and turning your water heater down if you're going to be gone for a while.</p>	<p><i>Thanksgiving</i></p>	<p>Energy-saving gift ideas for your shopping list: 1) a smart power strip that turns off appliances when they aren't in use. 2) solar-powered battery charger 3) rechargeable LED flashlight. Share your finds here!</p> <p>Postphoto of dog with sweater from wattsmart print ad</p>


Mon., 11.28	Tues., 11.29	Wed., 11.30			
<p>Expose your home's energy thieves! If your home is using too much energy, it's most likely an inside job. To uncover these energy wasters, check out our online video series, High Bill Caper!</p> <p>http://www.rockymountainpower.net/caper</p>		<p>CFLs have come a long way from their startling white light beginnings. Newer energy-efficient bulbs give you color choices:</p> <p>http://ase.org/efficiencynews/coloring-your-room-energy-efficient-lighting</p>			

Theme				Thurs., Dec. 1	Fri., Dec. 2
<i>Winter and holiday tips</i>					<p>Is your furnace's filter clean? Keeping it clean or replacing it is an easy step to save energy.</p> <p>http://www.familyhandyman.com/DIY-Projects/Heating---Cooling/Furnace-Repair/how-to-change-a-furnace-filter</p>

Theme	Mon., Dec.5	Tues., Dec. 6	Wed., Dec. 7	Thurs., Dec.8	Fri., Dec. 9
<i>Seasonal tips</i>	Great idea for multi-story homes: If you have an open stairway, placing a ceiling fan at the top of the stairwell will move warm air back downstairs (since heat rises). The warm & cold air in your house will mix more evenly. For the low cost of running a ceiling fan, you will cut down on the work your furnace needs to do!		<p>What are you doing this winter to be wattsmart?</p> <p>LINK TO HOLIDAY SAVINGS SPOT ON YOUTUBE</p> <p>http://youtu.be/OukBO7vvhk</p>		<p>Being wattsmart . . . LEDs use as much as 80 % less electricity than conventional incandescent mini lights & last up to 10 times longer?</p> <p>Image of holiday tree with LED bulbs.</p> 

Theme	Mon., Dec. 12	Tues., Dec. 13	Wed., Dec. 14	Thurs., Dec. 15	Fri., Dec. 16
<p><i>Seasonal tips</i></p>	<p>Will new appliances be on your holiday gift list? Upgrade to ENERGY STAR qualified appliances & save money on energy costs. Check for our cash back incentives before you buy:</p> <p>http://www.rockymountainpower.net/res/seam/epi.html</p>		<p>wattsmart tip: Unplug the thug! Your device chargers use energy whenever they're plugged in. Keep them on a power strip—and turn it off when not in use; or simply unplug chargers so they are not being powered unless needed.</p> 		<p>Be wattsmart when you're baking! Use one oven instead of two and keep the cookie sheets going in one after the other as you make those yummy treats.</p> 

Theme	Mon., Dec. 19	Tues., Dec. 20	Wed., Dec. 21	Thurs., Dec. 22	Fri., Dec. 23
<i>Seasonal tips</i>	<p>Let's learn from our neighbors! Watch this clever video from the wattsmart video contest:</p> <p>Watt Bot:</p> <p>http://youtu.be/w9At6P-Qiws</p>		<p>Heading out of town? Turn the heat down to 50°F, turn off the water heater and shut off the lights. Here are more tips to keep your energy use down while you're away:</p> <p>http://www.rockymountainpower.net/res/sem/het/waov.html</p>		<p>Enjoy the holidays & be wattsmart! The simple things make a big difference: Turn off lights when not needed, turn down the thermostat, be sure your home is insulated, take steps to reduce draftiness of windows and doors...</p> <p>http://www.rockymountainpower.net/res/sem/het/twest.html</p>

Theme	Mon., Dec. 26	Tues., Dec. 27	Wed., Dec. 28	Thurs., Dec. 29	Fri., Dec. 30
<p data-bbox="92 212 268 240"><i>Seasonal tips</i></p>	<p data-bbox="296 212 562 630">Switch to compact fluorescent light bulbs. CFLs provide high quality light, use much less energy and last longer than incandescent bulbs. For light closest to that of an incandescent bulb, choose CFLs marked "warm white."</p> 		<p data-bbox="930 212 1220 415">Not sure how to get the most out of your programmable thermostat? Check out @energysavers video instructions:</p> <p data-bbox="930 461 1230 591">http://www.energystar.gov/index.cfm?fuseaction=vid_gallery.showGenYTVideo</p>		<p data-bbox="1560 212 1864 342">Wishing you a wattsmart New Year from all of us at Rocky Mountain Power!</p>