

**Utah Demand Side Management Strategic Communications and Outreach Plan  
Quarterly Report - April 2012 through June 2012**

**Marketing Campaign Activity**

During the period of April 2012 through June 2012, Rocky Mountain Power (the Company):

- Executed a third year of the *wattsmart* advertising campaign (see Attachment A).
- Continued the Utah Jazz Green Team initiative in conjunction with the Utah Jazz and Salt Lake Bees
- Continued Rockin Recess events
- Continued participation in the National Energy Foundation (NEF) Take Action at Home Program
- Continued social media activities via the Facebook *wattsmart* page.
- Pitched media and received good coverage.
- Developed behavior change creative for Year 4 – which starts running July 16, 2012.

***wattsmart* Advertising Campaign**

The third year of the *wattsmart* advertising campaign began during the week of April 9, 2012 and consisted of a multi-media mix to optimize customer reach.

**Television:** The Company ran an average of 321 television spots per week with an estimated reach of 97 percent. See attached creative rotation (Attachment B) summarizing weeks that specific creative ran.

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

**Radio:** The Company ran an average of 267 radio spots per week with an estimated reach 94 percent. See attached creative rotation (Attachment B) summarizing weeks that specific creative aired.

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.

**Print:** See attached creative rotation (Attachment B) for weeks that specific creative ran.

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.

**Outdoor:** Transit advertising started in the Salt Lake metro area the week of April 2 and will continue through the quarter.

**Online:**

- Flash banners: [sltrib.com](http://sltrib.com), [ksl.com](http://ksl.com), [standard.net](http://standard.net), HJNews.com, HearldExtra.com, TheSpectrum.com, Yahoo.com - To date, the display campaign has garnered 13,168,206 impressions, 16,354 clicks, and a clickthrough rate (CTR) of .124 percent.
- Pre-roll video: ABC4.com, Greystripe
- Paid search: Google Search - The search campaign has produced 457,305 impressions, 28,656 clicks, and a CTR of 6.27 percent.
- The entire campaign has a total of 13,625,511 impressions, 45,010 clicks, and a CTR of .33 percent.

**Green Team Sponsorship**

Green Team sponsorship activities through the end of June 2012 included:

- *wattsmart* television spots aired during 6 Utah Jazz game broadcasts and 2 playoff games
- 35 *wattsmart* radio spots aired during Utah Jazz games.
- *wattsmart* family print ad ran in the Utah Jazz game program during home games.
- Sponsored Salt Lake Bees Green Game on June 23, 2011 (Attachment A has additional details).
  - Rocky Mountain Power's *wattsmart* street team engaged fans with *wattsmart* trivia questions and handed out approximately 2,000 *wattsmart* branded hand fans to spectators as they entered the ballpark. These fans include 10 *wattsmart* ways to keep cool.
  - Paul Radakovich, Rocky Mountain Power vice president of operations and Slim, the *wattsmart* lineman mascot, threw out the first pitch of the baseball game.
  - Utilized several *wattsmart* commercials on the super screen throughout the game.
  - Slim rotating between four on-the-field appearances and sitting with members of the public at a photo booth operated by Yellowpix. Slim also spent time entertaining the crowd in the stands.
  - Yellowpix gave away photos of people posing with Slim. The images were branded with *wattsmart* energy efficiency tips and "*wattsmart.com*". Yellowpix also emailed digital versions of the images, which people could then share with their friends using social media such as Facebook.
  - Slim's field appearances included first pitch and on-the-field games. On the field activities included:

- **wattsmart** Base Race – Slim and the Salt Lake Bee mascot, the Bee, race down the baseline.
- Are you **wattsmart**? A random fan had the opportunity to answer a **wattsmart** question on the Super Screen. If they guess correctly they win a chance to throw a baseball through the happy outlet for a prize.
  - What time of the day should you try not to run major appliances?
    - A. 2-4pm
    - B. 3-6pm
    - C. 5-8pm
    - D. All of the above

Correct answer D! – “Try not to run major appliances, like your dryer during the hottest time of the day. It helps keep energy costs down and its **wattsmart**. Learn more at [wattsmart.com](http://wattsmart.com)”

- What is the ideal temperature to set your thermostat in the summer
  - A. 70-degrees
  - B. 78-degrees
  - C. 65-degrees

Correct answer - B “Maintain 78-degrees or higher if you are still comfortable. The higher you set your thermostat, the less it will operate unnecessarily. Learn more at [wattsmart.com](http://wattsmart.com)”

- What’s the easiest way to be **wattsmart**?
  - A. Unplug the Thug
  - B. Keep your blinds closed during the day
  - C. Say “See ya later” to the extra refrigerator
  - D. All of the above

Correct answer – D “All of the answers are correct. Unplugging the thug, closing your blinds and recycling that extra refrigerator will help you score a **wattsmart** homerun. Learn more at [wattsmart.com](http://wattsmart.com)”

- The following public announcements were broadcast during various points throughout the game:
  - Baseball fans know there’s nothing like extra innings. Speaking of extras, you can earn up to \$1,000 in cash incentives for purchasing a high-efficiency evaporative cooler. That’s **wattsmart**. Learn more at [wattsmart.com](http://wattsmart.com).

- Good ballplayers are always tuning up their game. You can earn \$75 cash back for getting your AC system tuned up by a program-qualifying contractor. That's *wattsmart*. Learn more at *wattsmart.com*.
  - Bees fans: Remember to raise your thermostat's average this summer. Set it to a comfortable 78-degrees when you're home and 85-degrees when you're away. That's *wattsmart*. Learn more at *wattsmart.com*.
  - Rocky Mountain Power is using this break in the action to remind you to take a break from using large appliances – like your clothes dryer – from 2-8 p.m. It helps keep energy costs down and its *wattsmart*. Learn more at *wattsmart.com*.
  - The Salt Lake Bees encourage you to become fans of ceiling fans. That's because you can earn \$20 cash back for purchasing a qualified Energy Star ceiling fan. Plus you'll save on air conditioning costs. Learn more at *wattsmart.com*.
  - We've all seen a batter stretch a single into a double. Now you can stretch your energy dollars farther with Rocky Mountain Power's summer rates. We encourage you to use less kilowatt hours and pay less. Find simple ways to save energy at *wattsmart.com*.
  - Get your home ready for summer with *wattsmart* spring training. That means adding insulation, caulking windows, weather-stripping doors and saving on your home cooling costs. That's *wattsmart*. Learn more at *wattsmart.com*.
- *wattsmart* on field activity, PSAs and LED at 24 home Salt Lake Bees games May through June 2012.
  - *wattsmart* radio spots ran on 20 Bees radio broadcasts.

## Rockin Recess

Through a sponsorship with the local Utah Radio Disney AM station, Rocky Mountain Power attended eight Rocky Mountain Power "Rockin Recess" in-school events reaching out to children during school with an energy conservation theme.

A 45-minute recess includes interactive games and activities. Recess segments coupled with an on-air energy conservation spot, as well as links to the Rocky Mountain Power website from the Disney website increase awareness of the *wattsmart* energy efficiency messages. Schools were selected based on their participation in the Think!Energy curriculum and availability. Rockin Recess events were held on:

- April 20, 2012 – Maria Montessori Academy - North Ogden – 440 students
- April 23, 2012 – Lakeside Elementary School - West Point – 835 students
- April 26, 2012 – Syracuse Elementary - Syracuse – 800 students
- April 27, 2012 – Dual Immersion Academy - Salt Lake City – 440 students
- May 4, 2012 – Ellison Park Elementary - Layton – 800 students
- May 11, 2012 – Mountain Shadows Elementary - West Jordan – 550 students

- May 21, 2012 – Copper Hills Elementary - South Magna – 570 students
- May 29, 2012 – Hill Field Elementary - Clearfield – 570 students

The Company distributed take- home bookmarks at the Rockin’ Recess events to help bring the *wattsmart* message home and help identify how many students are taking some action based on the program. If students logon to *wattsmart.com* and explain how they are being *wattsmart*, the Company mails a “be *wattsmart*” t-shirt to their home; the Company mailed nearly 200 shirts during this timeframe.

### **Multicultural Outreach**

Rocky Mountain Power provided outreach support at the Cinco de Mayo festival in West Valley City. The Company had a booth positioned beside the McDonald's Stage providing an opportunity to get the *wattsmart* message out to nearly 20,000 attendees. Company representatives spoke to attendees about being *wattsmart* and energy efficient. The sponsorship also included 120 30-second spots on Telemundo and inclusion in minimum 100 promotional announcements.

### **Ragnar Relay Sponsorship**

Rocky Mountain Power’s *wattsmart* program sponsored the Ragnar Relay event. Twelve *wattsmart* runners (from Rocky Mountain Power) completed the 192 mile Ragnar Relay from Logan to Park City in 28-hours, 3-minutes and 56-seconds. The team spread the word about energy efficiency with messages on their shirts, vans and banners at the exchange points. The team finished second in the corporate division and 40th overall (out of 1,092 teams). The sponsorship included banners at the start, runner exchanges and the finish and an opportunity to share the *wattsmart* message with nearly 40,000 runners at the Company’s *wattsmart* booth at the finishers fair.

### **Customer Newsletter – *wattsup***

The June customer newsletter *wattsup* was focused completely on being *wattsmart* and saving energy and money this summer (see Attachment A). This insert was paid for under a separate budget.

### **Facebook**

Tips were posted to the Company’s *wattsmart* Facebook page three times per week during the second quarter of 2012 (see Attachment C).

### **Budget vs. Actual**

	Year 3 Budget	Actual June 2012	Variance
Media	\$750,000	\$750,000	\$-
Green Team Sponsorship	\$235,909	\$239,417	\$ (3,508)
PR/Public Affairs	\$104,091	\$104,000	\$91
Creative/Production	\$170,000	\$170,639	\$(639)
Multicultural	\$40,000	\$39,228	\$772
Digital	\$50,000	\$49,986	\$14
NEF Curriculum	\$125,000	\$125,000	\$-
Research	\$25,000	\$24,031	\$969
Totals	\$1,500,000	\$1,502,301	\$(2,301)

### **July 2012 to September 2012 Program Activity**

Campaign activity for the July through September 2012 time period will focus on the following activities:

- Implementation of the new Year 4 behavior change creative *watt*smart advertising campaign through a variety of high market penetration media sources.

## Wattsup insert – June 2012 customer bills

### There's an app for that

There are a number of smartphone apps that can help you measure success as you crack down on your energy use. Here are a few we recommend:

- Light Bulb Finder
- iGo Vampire Calculator
- Energy Hub

### Kids' corner

#### Kids, be **wattsmart** this summer.

- If you leave a room and aren't coming back, remember to turn off the lights, TV or computer.
- Always turn off your video games when you're done playing.
- Don't forget to unplug cell phone chargers when you aren't charging your phone.
- Send in your own "be wattsmart" tip to [wattsmart@rockymountainpower.net](mailto:wattsmart@rockymountainpower.net) and we'll send you some fun wattsmart stuff!

## Summertime and the saving is easy.

Cool ways to save energy and money as summer heats up.

**ROCKY MOUNTAIN POWER**  
Let's turn the answers on.

### Keep cool and save

Cool Keeper is a wireless device that connects to your air conditioning unit. On selected weekdays in the summer, it automatically coordinates your air conditioner with participating customers in your neighborhood to ease the demand for electricity. Installation is free and you receive a \$20 bill credit for taking part. Enroll at [rockymountainpower.net/coolkeeper](http://rockymountainpower.net/coolkeeper) or call toll free 1-800-357-9214.

### Other cool resources

Visit [wattsmart.com](http://wattsmart.com) or call 1-888-221-7070 for more information on energy efficiency and available incentives for energy-saving home improvements.

Let your friends know you're wattsmart and receive energy expertise throughout the year by liking our wattsmart Facebook page (Facebook.com/rockymountainpower.wattsmart).

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### Energy-saving tips for summer efficiency

The temperature is rising and the sun is climbing high. That means big changes for your home's energy use. Of course, if you're wattsmart, there are plenty of ways you can keep cool and comfortable without your energy bill soaring.

### Cooling

**Simple changes:**

- Set your thermostat to 78°F or higher.
- Use ceiling fans to circulate air in your home. Purchase an ENERGY STAR® ceiling fan and get \$20 cash back.
- Replace central AC and furnace filters monthly. Receive \$20 cash back when you tune up your existing central AC unit.
- Keep blinds and windows closed during the day.

**Bigger changes:**

Consider evaporative cooling. It uses considerably less energy than central air conditioning to cool the same amount of space. Earn up to \$500 cash back when you install a qualifying unit.

Already committed to central air conditioning? Cut your cooling costs by 30 percent when you replace your old unit with a qualified model and earn up to \$250 cash back.

*Did you know?* Utah's hot dry climate during the summer makes it an ideal location for evaporative cooling.

### Appliances

**Simple changes:**

- Run your dryer and dishwasher at night during the summer. As a rule of thumb, you don't want to run these heavy energy users between 2 p.m. and 8 p.m. on hot summer days.
- Wash clothes in cold water and clean your dryer's lint filter after every use.
- Turn off and unplug small appliances when not in use.

**Bigger changes:**

- Earn up to \$50 cash back when you buy a qualified ENERGY STAR® refrigerator and recycle your old unit through our See ya later, refrigerator® program.
- Switch to a laptop instead of a desktop computer.
- A smart power strip can make saving energy easy by sensing and cutting off power flow when your electronics are idle.

*Did you know?* Video game consoles use large amounts of energy when left in idle mode. Make sure these are turned off when not in use.

### Lighting

**Simple changes:**

- Switch to CFLs and reduce lighting usage by about 75 percent. They also last more than six times longer than incandescent bulbs.
- Use low wattage bulbs in areas that don't need bright lights.

**Bigger changes:**

- Install motion sensors in areas like workshops and laundry rooms.
- Purchase an ENERGY STAR® qualified light fixture and receive \$20 cash back.

*Did you know?* Sometimes natural light is all you need during daytime hours. Turn on the lights only when necessary.

### Looking for a new home?

You'll find better performance, greater comfort and lower energy bills with a wattsmart New Home. Find a list of builders in your area at [rockymountainpower.net/newhomes](http://rockymountainpower.net/newhomes) or call 1-855-269-8386.

### Summer rates – use less, save more

From May 1 through September 30, your bill is calculated based on a tiered pricing structure called a "summer electric rate." The less energy you use, the lower your rate. Learn more at [rockymountainpower.net/summerrates](http://rockymountainpower.net/summerrates).

### Choose your own temperature

A programmable thermostat is perfect for people who are away from home during set periods of time throughout the week. These systems allow you to automatically reduce heating and cooling in your home based on need. You can save about \$180 every year in energy costs, and some systems even allow you to control the settings remotely from your smartphone.



## Be a wattsmart family.

It's easy to save energy and money when we all work together. Make a goal to do a few simple things every day, such as turning off lights, powering down computers and washing your clothes with cold water. You'll be surprised how much you can save when everyone does their part. To learn more, visit [wattsmart.com](http://wattsmart.com).





Web pages

April 2012

**Use less. Save more.**

There are simple steps you can take to save energy, money and natural resources. Turn up the thermostat, use CFLs and take advantage of our wattsmart programs.

[wattsmart programs & cash incentives](#)

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

User ID   
Password

Remember me  
What's this? **Go**

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

**Account Quick Links**

- Pay Your Bill
- Start Service
- Stop Service
- Transfer Service
- View Usage History

May 2012

**Spring cleaning just got more rewarding!**

Get a cash incentive for recycling your old extra fridge or freezer. Plus, you'll save up to \$150 per year in energy costs and keep harmful materials out of landfills. It's wattsmart.

[Say "See ya later, refrigerator!"](#)

**Sign In**  
24-hour account services work best with Internet Explorer® 7 or 8, Firefox or Google Chrome.

User ID   
Password

Remember me  
What's this? **Go**

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

**Account Quick Links**

- Pay Your Bill
- Banking Information
- Start Service
- Stop Service
- View Usage History

June 2012

**Help yourself to cool summer savings.**

This summer, beat the heat and earn cash back for energy-efficient home cooling upgrades.

[wattsmart incentives](#)

**Sign In**  
24-hour account services work best with Internet Explorer® 7 or 8, Firefox or Google Chrome.

User ID   
Password

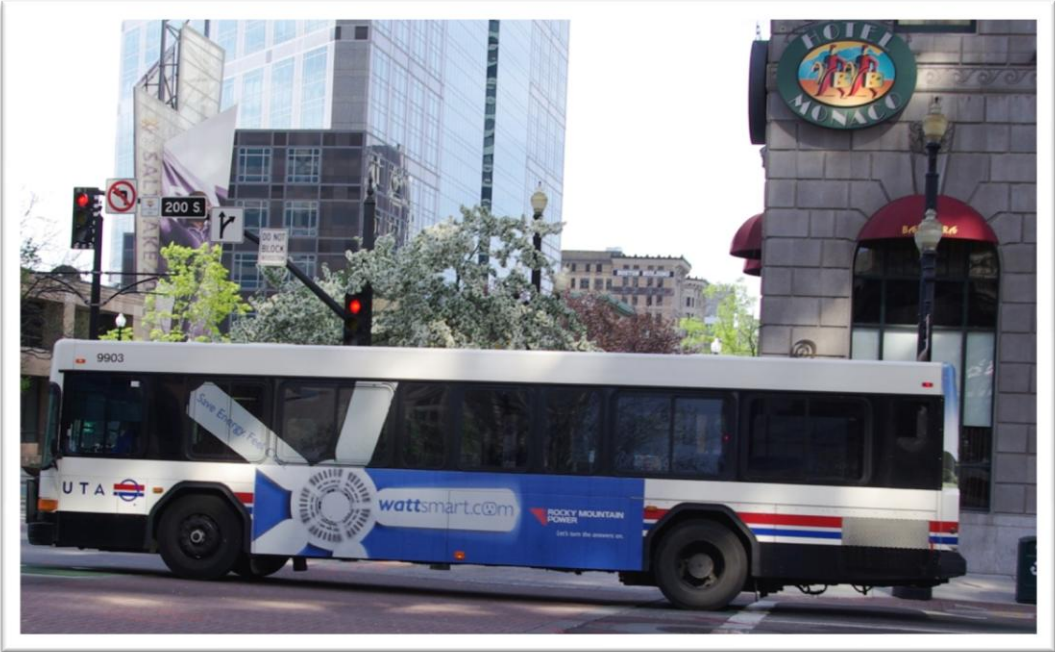
Remember me  
What's this? **Go**

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

**Account Quick Links**

- Pay Your Bill
- Banking Information
- Start Service
- Stop Service
- View Usage History

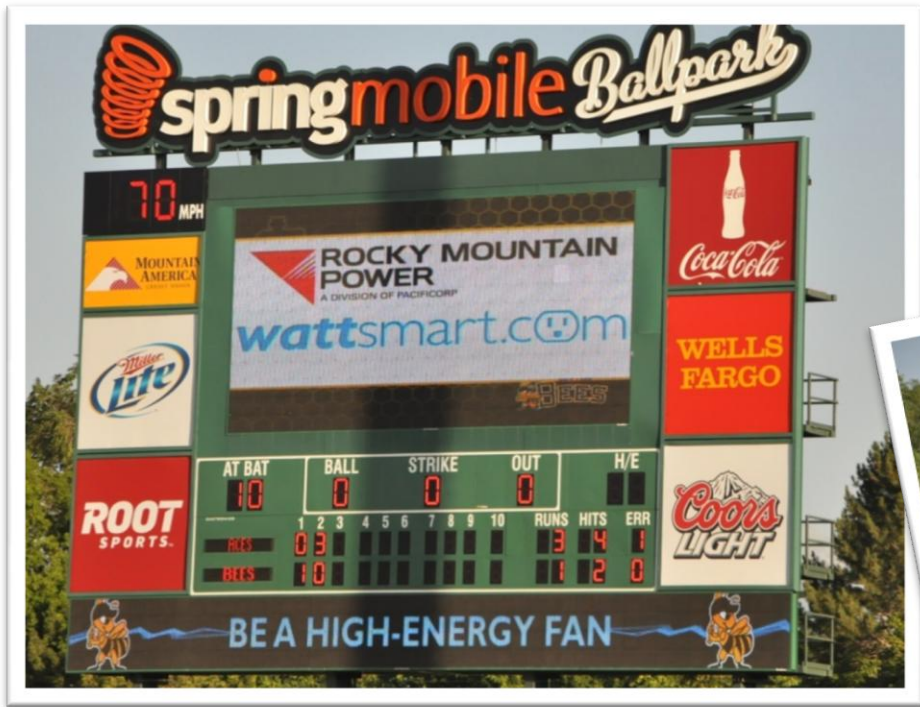
Transit advertising April – June 2012





## Ten **wattsmart** ways to keep cool.

1. Remember that summer rates are in effect – use less kilowatts to save energy and money.
2. Don't use major appliances like the dryer and dishwasher, from 2 p.m. - 8 p.m. on hot summer days.
3. If you have central AC, set your thermostat to 78° F or higher.
4. Window, ceiling and whole-house fans are low-cost ways to make your home feel a little cooler.
5. Clean or replace your air filter every month to keep your cooling system running efficiently.
6. Don't block AC vents.
7. Shut your blinds before leaving in the morning so the sun won't heat your home.
8. **"See ya later, refrigerator."** Recycle or unplug extra freezers or refrigerators, especially if they are outdoors or in the garage.
9. **"Unplug the Thug"** by unplugging electronic gadgets when not in use.
10. Wasatch Front customers, consider adding a Cool Keeper device to your AC.



SALT LAKE BEES BE A HIGH-ENERGY FAN SALT LAKE BEES

BE A HIGH-ENERGY FAN

AND A LOW-ENERGY USER

To save energy and money

sign up for our wattsmart programs

at wattsmart.com

ROCKY MOUNTAIN POWER Let's turn the ans

wattsmart.com

ROCKY MOUNTAIN POWER Let's turn the answers on.

Slim says be wattsmart  
Unplug your cell phone charger after use.

yellowpix.com

Ragnar Relay sponsorship



On your mark, get set,  
run wattsmart.

wattsmart.com

ROCKY MOUNTAIN  
POWER  
Let's turn the answers on.




This way to super high efficiency.

wattsmart.com

ROCKY MOUNTAIN  
POWER  
Let's turn the answers on.




Light the CFL within.



wattsmart.com

ROCKY MOUNTAIN  
POWER  
Let's turn the answers on.



Remember to  
save your energy.

wattsmart.com

ROCKY MOUNTAIN  
POWER  
Let's turn the answers on.



Set a personal best  
for energy efficiency.

wattsmart.com

ROCKY MOUNTAIN  
POWER  
Let's turn the answers on.





WHITE, REFLECTIVE INK

10" WIDE



WHITE, REFLECTIVE INK

12" WIDE



WHITE, RED 185

3.5" WIDE



WHITE, BLUE 285



BLUE 285, WHITE



BLACK, RED 185



Set a personal best  
for energy efficiency.

wattsmart.com

ROCKY MOUNTAIN  
POWER  
Let's turn the answers on.

1912-2012  
100  
Years

Media coverage for energy efficiency and summer cooling tips pitches.



Fox 13 (pitched in June – ran July 3, 2012)

"Rocky Mountain Power: Energy saving tips"

<http://fox13now.com/2012/07/03/rocky-mountain-power-energy-saving-tips/>

ABC4 (pitched in June – ran July 9, 2012)

"Tips to keep your power bill down"

[http://www.abc4.com/content/news/top\\_stories/story/Tips-to-keep-your-power-bills-down/Az7dp3KuTUuWxqz-0-C\\_AQ.csp](http://www.abc4.com/content/news/top_stories/story/Tips-to-keep-your-power-bills-down/Az7dp3KuTUuWxqz-0-C_AQ.csp)

KSL (pitched in June – ran July 9, 2012)

"Utahns search for ways to keep cool in triple digits"

<http://www.ksl.com/?nid=148&sid=21185254>

Deseret News

"Try to beat or just tolerate the heat"

<http://www.deseretnews.com/article/865558758/Try-to-beat-or-just-tolerate--the-heat.html?pg=all>

ABC4 (ran May 18, 2012)

"Summarize Your Home/Rocky Mountain Power"

<http://www.youtube.com/watch?v=uzbocoOUTLY>



Energy saving messages included in the weathercast.

<http://mediacenter.tveyes.com/downloadgateway.aspx?UserID=126253&MDID=1104559&MDSed=7991&Type=Media>



Rockin Recess



Cinco de May – West Valley City



## Demand Side Management (DSM) April

### Utah

Salt Lake City

	2-Apr	9-Apr	16-Apr	23-Apr	30-Apr
<b>TV-English</b>	<b>OFF</b>	<b>ON</b>	<b>ON</b>	<b>OFF</b>	<b>OFF</b>

#### :30's

Front Door

x

Street

x

I'm Cool

Cool Committed

Lineman in Yard

#### :15's

Ceiling Fan

Pool Home Improvements

Laundry

Remodel

Home Sweet Home/WattsComfy

Popsicle/Wattsweet

Lightbulb/Wattsout

x

x

Kilowatts/Wattsup

x

x

Bathroom/Wattsimple

x

x

Hands

Ice Couch (wattsabsurd)

Ice Bath (wattsextreme)

Dog

x

x

<b>Print-Engl</b>	<b>OFF</b>	<b>ON</b>	<b>OFF</b>	<b>ON</b>	<b>OFF</b>
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Cool (Cook Keeper)

Demanding (Peak overload)

Fantasy (Fan)

Inefficient

Tierd Rates

Kids Image

x

x

Cool Thermostat (climbing)

Cool Utah Climate (cracked earth)

Cool Blazing (Sun)

<b>Radio-Eng</b>	<b>OFF</b>	<b>ON</b>	<b>ON</b>	<b>OFF</b>	<b>OFF</b>
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Cool Keeper :30

Raise Your Thermostat

Tiered Rates

Avoid Peak Energy Demand

Cool Keeper Becker/Beatie

Save Energy

x

x

Cool Keeper On Set :60

Better Insulation

x

x

Evap Mats

**Outdoor: ON ON ON ON ON**

Fans Even Rotation

Lightbulb

Caulk

Blowing Hair

## Demand Side Management (DSM) May

\*Please note these will run depending on the weather. I will send over revised spreadsheet if weather s

### Utah

Salt Lake City

	7-May	14-May	21-May	28-May
<b>TV-English</b>	<b>OFF</b>	<b>ON</b>	<b>ON</b>	<b>OFF</b>

#### :30's

Front Door			X	
Street		X		
I'm Cool				
Cool Committed				
Lineman in Yard				

#### :15's

Ceiling Fan				
Pool Home Improvements			X*	
Laundry			X*	
Remodel				
Home Sweet Home/Watt	X*			
Popsicle/Wattsweet	X*			
Lightbulb/Wattsout				
Kilowatts/Wattsup				
Bathroom/Wattsimple				
Hands				
Ice Couch (wattsabsurd)	X*		X*	
Ice Bath (wattsextreme)	X*		X*	
Dog				

<b>Print-Engl</b>	<b>ON</b>	<b>OFF</b>	<b>ON</b>	<b>OFF</b>
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Cool (Cook Keeper)				
Demanding (Peak overload)				
Fantasy (Fan)				
Inefficient				
Tierd Rates				
Kids Image				
Cool Thermc	X*			
Cool Utah Climate (cracked earth)			X*	
Cool Blazing (Sun)				

<b>Radio-Eng</b>	<b>OFF</b>	<b>ON</b>	<b>ON</b>	<b>OFF</b>
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Cool Keeper :30				
Raise Your Thermostat		X*		
Tiered Rates				
Avoid Peak Energy Demand				
Cool Keeper Becker/Beatie				
Save Energy				
Cool Keeper On Set :60				
Better Insulation		X*	X*	

Evap Mats

x\*

**Outdoor: ON ON ON ON ON**

Fans

Even Rotation

Lightbulb

Caulk

Blowing Hair

## Demand Side Management (DSM) June

\*Please note these will run depending on the weather. I will send over revised spreadsheet if weather start

### Utah

Salt Lake City

	4-Jun	11-Jun	18-Jun	25-Jun
<b>TV-English</b>	<b>ON</b>	<b>ON</b>	<b>ON</b>	<b>OFF</b>
<b>:30's</b>				
Front Door				
Street				
I'm Cool				
Cool Committed				
Lineman in Yard	X	X	X	
<b>:15's</b>				
Ceiling Fan	X			
Pool Home Improvements	X			
Laundry				
Remodel				
Home Sweet Home/WattsComfy			X	
Popsicle/Wattsweet			X	
Lightbulb/Wattsout				
Kilowatts/Wattsup				
Bathroom/Wattsimple				
Hands				
Ice Couch (wattsabsurd)	X	X		
Ice Bath (wattsextreme)	X	X		
I'm Cool		X	X	
Cool Committed		X	X	
Dog				
<b>Print-English</b>	<b>ON</b>	<b>ON</b>	<b>ON</b>	<b>OFF</b>
Cool (Cook Keeper)				
Demanding (Peak overload)				
Fantasy (Fan)				
Inefficient				
Tierd Rates				
Kids Image				
Cool Thermostat (climbing)	X			
Cool Utah Climate (cracked earth)		X		
Cool Blazing (Sun)			X	
<b>Radio-English</b>	<b>ON</b>	<b>ON</b>	<b>ON</b>	<b>OFF</b>
Cool Keeper :30				
Raise Your Thermostat	X			
Tiered Rates				
Avoid Peak Energy Demand				
Cool Keeper Becker/Beatie				
Save Energy		X		

Cool Keeper On Set :60

Better Insulation

AC Snow

x

x

Evap Mats

x

x

**Outdoor:**

**ON**

**ON**

**ON**

**ON**

Fans

Even Rotation

Lightbulb

Caulk

Blowing Hair



## Rocky Mountain Power Wattsmart Facebook Calendar, April 2012

EXTERNAL PAGE LINK

UNPOSTED TEXT

WEATHER PERMITTING

Monday April 2	Tuesday April 3	Wednesday April 4	Thurs., April 5	Fri., April 6
<p>According to the ACEE A typical household could save about \$10,000 between 2010-2025 through appliance standards!  <a href="http://bit.ly/zAcjIW">http://bit.ly/zAcjIW</a></p>		<p>Is your home ready for the summer heat? Fill out our Home Energy Analysis &amp; find out!</p> <p>RMP  <a href="http://www.rockymountainainpower.net/res/sem/eti/mha.html">http://www.rockymountainainpower.net/res/sem/eti/mha.html</a></p>		<p>Save time and energy by using one oven to prepare the entire meal. A pie or cake can go into the oven as a main dish is removed.</p> <p>Find more <i>wattsmart</i> cooking tips online:</p> <p>RMP</p> <p><a href="http://www.rockymountainainpower.net/res/sem/het/ka.html">http://www.rockymountainainpower.net/res/sem/het/ka.html</a></p>

Mon., April 9	Tues., April 10	Wed., April 11	Thurs., April 12	Fri., April 13
	<p>Be wattsmart before you leave work or go to bed - turn off your computer, monitors and printer.</p> <p>Find out how much it costs you to run them while you are away.</p> <p><a href="http://www.rockymountainpower.net/res/sem/het/ho.html">http://www.rockymountainpower.net/res/sem/het/ho.html</a></p>		<p>Home lighting can account for up to 20 percent of your energy bill. You can start saving by switching to CFLs!</p> <p><a href="http://homeenergysavings.net/Utah/lighting/cfls.html">http://homeenergysavings.net/Utah/lighting/cfls.html</a></p>	

Mon., April 16	Tues., April 17	Wed., April 18	Thurs., April 19	Fri., April 20
	<p>Energy-efficient appliances use up to 20% less energy than your older models. Many high-efficiency appliances have wattsmart cash-back incentives, too!</p> <p><a href="http://homeenergysavings.net/Utah/newappliance.html">http://homeenergysavings.net/Utah/newappliance.html</a></p>			<p>Gardening this weekend? Adding trees &amp; shrubs around your home can provide cooling shade in the summer.</p> <p><a href="http://www.rockymountainpower.net/ed/tpp.html">http://www.rockymountainpower.net/ed/tpp.html</a></p>

Mon., April 23	Tues., April 24	Wed., April 25	Thurs., April 26	Fri., April 27
<p>While you are spring cleaning don't forget to dust off your lightbulbs, dirt can reduce light by as much as 10%!</p> <p>Photo of dust lightbulb.</p>		<p>The weather is perfect for opening the windows &amp; allowing in the cool air.</p> <p>Ceiling fans are a great way to keep you feeling cool &amp; save energy. You can purchase @energystar qualified models and get cash back.</p> <p><a href="http://homeenergysavings.net/Utah/lighting/fans.html">http://homeenergysavings.net/Utah/lighting/fans.html</a></p>		<p>That '80s fridge is not only an eyesore - it's an energy guzzler! See how you can earn cash back for recycling that old refrigerator. We'll even pick it up for you!</p> <p><b>UT</b></p> <p><a href="http://www.rockymountainpower.net/res/sem/epi/utah/roa.html">http://www.rockymountainpower.net/res/sem/epi/utah/roa.html</a></p>

Mon., April 23	Tues., April 24	Wed., April 25	Thurs., April 26	Fri., April 27	Monday, April 30
	<p data-bbox="394 272 699 375">With the warmer days skip the dryer and line-dry your clothes.</p> <p data-bbox="394 415 699 518"><a href="http://www.rockymountainpower.net/res/sem/het/laundry.html">http://www.rockymountainpower.net/res/sem/het/laundry.html</a></p>	<p data-bbox="728 272 1033 518">Did you know you should cover all liquids stored in the fridge? When you don't, moisture can be drawn into the air, making your fridge work harder to cool.</p> <p data-bbox="728 558 947 586">Picture of a fridge</p>			<p data-bbox="1694 272 1999 553">Wattsmart wisdom from Mom when we were growing up: "Please close the door. I am not paying to air condition the outside." What energy-saving advice did you get?</p>

Monday, April 30	Tuesday May 1	Wednesday May 2	Thurs., May 3	Fri., May 4
		<p>Do you know how much it really costs to run your TV</p>		<p>What have you done today to be wattsmart? I made</p>
		<p>and a video game console every month?</p> <p><a href="http://www.rockymountainpower.net/res/sem/eeti/hei.html">http://www.rockymountainpower.net/res/sem/eeti/hei.html</a></p> <p>+ post image of TV or gamers</p>		<p>sure to turn my lights off in my office before leaving to grab lunch.</p> <p>+ Finger on switch image</p>

Mon., May 7	Tues., May 8	Wed., May 9	Thurs., May 10	Fri., May 11
<p>Photo: Up close picture of a dirty filter"</p> <p>Post: Guess what this is?</p> <p>Answer: "That's right it's a dirty air filter. As we start up the air conditioners for the summer make sure to change out your air filter to keep you system running at peak performance."</p>			<p>Summer electric rates are in effect which means that your bill is based on a tiered pricing structure. Find out how being wattsmart could save you money.</p> <p><a href="http://www.rockymountainpower.net/res/sem/epi/utah/str.html">http://www.rockymountainpower.net/res/sem/epi/utah/str.html</a></p>	<p>Are you washing your dishes by hand? Washing and rinsing dishes by hand three times a day actually uses more hot water and energy than one load a day in an automatic dishwasher.</p> <p><a href="http://www.rockymountainpower.net/res/sem/het/ka.html">http://www.rockymountainpower.net/res/sem/het/ka.html</a></p>

Mon., May 14	Tues., May 15	Wed., May 16	Thurs., May 17	Fri., May 18
	<p>Your air conditioner is going to start working really hard soon. Make sure that you have a programmable thermostat so that you can make sure your AC isn't running while you aren't home.</p> <p><a href="http://www.rockymountainpower.net/res/sem/het/cooling.html">http://www.rockymountainpower.net/res/sem/het/cooling.html</a></p>		<p>Pull out the clothes line!! Be wattsmart by not using your dryer. Dry clothes outside for a fresher smell and huge energy savings.</p> <p><b>Photo: line dry clothes</b></p>	




Mon., May 21	Tues., May 22	Wed., May 23	Thurs., May 24	Fri., May 25
	<p data-bbox="558 277 873 431">During your spring cleaning vacuum the refrigerator's coils. Dust builds up, causing the fridge to run less efficiently.</p> <p data-bbox="558 467 789 529">Photo of dirty coils if possible</p>		<p data-bbox="1230 277 1503 496">Heading out of town for Memorial Day? Make sure to turn off appliances and turn up your air conditioner so that you don't waste electricity.</p> <p data-bbox="1230 500 1503 594"><a href="http://www.rockymountainpower.net/res/sem/het/waov.html">http://www.rockymountainpower.net/res/sem/het/waov.html</a></p>	<p data-bbox="1524 277 1839 529">Happy Memorial Day weekend! Start putting your grill to good use this summer because reducing appliances that use heat in your home reduces the impact on your air conditioner.</p> <p data-bbox="1524 597 1671 626">Photo of BBQ</p>

Mon., May 28	Tues., May 29	Wed., May 30	Thurs., May 31	Fri., June 1
	Fill in the blank: "You know you're wattsmart when _____."		Do you have a west facing apartment or home? Make sure to close your blinds during the day to keep the cool air in your home and keep the heat out.  Photo of drapes.. or sun beaming in window	

Monday June 4	Tuesday June 5	Wednesday June 6	Thurs., June 7	Fri., June 8
<p>Ceiling fans are a great way to help you feel cool! Get cash back when you purchase a qualified model:</p> <p>Cool Kid photo</p> <p><a href="http://homeenergysavings.net/Utah/lighting/fans.html">http://homeenergysavings.net/Utah/lighting/fans.html</a></p>		<p>There are certain things that should stay in the '90s, like grunge music &amp; your old refrigerator. Recycling your old energy hog could have you cashing in year after year!</p> <p>UT</p> <p><a href="http://www.rockymountainpower.net/res/sem/epi/utah/roa.html">http://www.rockymountainpower.net/res/sem/epi/utah/roa.html</a></p>	<p>Are you using programmable thermostat? You really only need your air conditioner to run when you're home. Program your thermostat so your AC comes on 30 minutes before you get in.</p>	

Mon., June 11	Tues., June 12	Wed., June 13	Thurs., June 14	Fri., June 15
<p>Do you or someone you know run a business? Be sure to check out our new &amp; improved wattsmart incentives for businesses. We added efficiency measures &amp; increased some incentives to help you save energy!</p> <p><a href="http://www.rockymountainpower.net/bus/se/epi.html">http://www.rockymountainpower.net/bus/se/epi.html</a></p>	<p>Freezers are starting to be jammed packed with cool treats. To make sure your freezer is running efficiently keep it full, but not overloaded. Overloading causes the compressor to run longer.</p> <p><a href="http://www.rockymountainpower.net/res/sem/het/ka.html">http://www.rockymountainpower.net/res/sem/het/ka.html</a></p>		<p>Help manage energy use during peak times by signing up for Cool Keeper &amp; earn \$20 thank you credit!</p> <p><a href="http://www.coolkeeper.net/">http://www.coolkeeper.net/</a></p> <p>Also share spot from YouTube:</p> <p><a href="http://youtu.be/DLDPXwZzShc">http://youtu.be/DLDPXwZzShc</a></p>	

Mon., June 18	Tues., June 19	Wed., June 20	Thurs., June 21	Fri., June 22
<p>NO-COST TIP: Closing your blinds during the hottest part of the day can help you keep your home cooler.</p> <p><b>Photo of blinds.</b></p>		<p>Do you know how much it costs to run your TV? Find out by using our energy usage calculator.</p> <p><a href="http://www.rockymountainpower.net/content/dam/rocky_mountain_power/media/Efficiency_Environment/energyUsageCalculator.swf">http://www.rockymountainpower.net/content/dam/rocky_mountain_power/media/Efficiency_Environment/energyUsageCalculator.swf</a></p> <p><a href="http://www.rockymountainpower.net/energycalculator">www.rockymountainpower.net/energycalculator</a></p>	<p>Are you ready to make a wattsmart home run? Come to the @SaltLakeBees Green game on Saturday &amp; get tips on being wattsmart. Plus have your photo taken with our newest employee, Slim the Lineman!</p> <p>SLIM PHOTO Link to game tickets</p>	<p>Want to be part of the wattsmart Green Team? Come to the @SaltLakeBees tonight for awesome giveaways and fun games. You can also get your picture taken with Slim the Lineman!</p> <p>SLIM PHOTO Link to game tickets</p>

Mon., June 25	Tues., June 26	Wed., June 27	Thurs., June 28	Fri., June 29
<p>The last thing you need during the summer is a hot and sticky home. Run exhaust fans when you shower or cook to vent warm, moist air.</p>	<p>To help your air conditioner be most efficient; don't block window units or vents. Make sure no objects are leaning on the unit or directly in the path of the air flowing in or out.</p> 		<p>Any guesses what this is?</p> <p><b>-Long exposure of a spinning ceiling fan</b></p>	<p>There are a number of smartphone apps that can help you measure success as you crack down on your energy use. Here are a few:</p> <ul style="list-style-type: none"> <li>○ Light Bulb Finder</li> <li>○ iGo Vampire Calculator</li> <li>○ Energy Hub</li> </ul>