

# Rocky Mountain Power Strategic Communications and Outreach Plan Utah Demand Side Management Program Year 2 Plan and Budget

## Executive Summary

Rocky Mountain Power (the Company) offers a broad set of residential and business demand side management (DSM) programs, consisting of services and financial incentives, to assist customers in reducing and managing their energy use. Programs such as Rocky Mountain Power's Home Energy Savings, Cool Cash, Cool Keeper, *See ya later, refrigerator*, and ENERGY STAR® New Homes are examples of residential offerings producing solid results. Programs popular with business customers include Energy FinAnswer®, FinAnswer® Express, Re-commissioning, irrigation load control and Self-Direction Credit. Together, these programs, combined with Rocky Mountain Power's other DSM programs, provide a comprehensive portfolio of DSM program services, incentives and strategies which enable customers to tackle a wide array of energy efficiency projects and Rocky Mountain Power to better manage customer loads during peak usage periods.

In Docket No. 09-035-36 the Public Service Commission of Utah approved Rocky Mountain Power's proposal to implement a communications and outreach plan intended to increase participation in the company's DSM programs and grow customer's appreciation and understanding of the benefits associated with the efficient use of energy. This document provides a brief summary of activities that occurred during year 1 of the program and provides detailed information on proposed activities for program year 2.

## Program Year 1 Summary

During the first year of the Utah Demand Side Management Strategic Communications and Outreach Plan, Rocky Mountain Power implemented the following:

- The 90-day action plan (summer 2009) to promote our demand side management programs<sup>1</sup>
- Developed and launched the **wattsmart** campaign – new creative materials developed include the following:
  - Two 30 second TV spots (“Front door” and “Street”)
  - Three 15 second TV spots “wattsdemanding”, “wattsfantasy”, “wattsrefreshing”
  - New radio spots
  - New print ads
  - Transit ads
  - Implemented the new Web content including wattsmart.com
  - Developed third-party usage guidelines for incorporation of programs under the **wattsmart** umbrella

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<sup>1</sup> Refer to the Company's June 25, 2009 filing in Docket No. 09-035-36.

- Participated in the Utah Jazz Green Team sponsorship, which included the following promotional activities and materials:
  - Green Team web site<sup>2</sup>
  - Green Games (December 4, 2009 and April 6, 2010)
    - Rocky Mountain Power executive interviews
    - “Concentration” game at half time
  - Game Programs Guide Ads throughout the season
  - Television ads throughout the season
  - Home Energy makeover contest was moved to year two
- Started evaluating an online residential energy analysis tool – implementation may occur early in year two depending on availability of solution, cost and possibility of competing initiatives

## **Strategy**

The second year of the Utah Demand Side Management Strategic Communications and Outreach Plan will leverage the traditional paid media and social media, community outreach, earned media outreach and digital (online) tools developed in year one to accomplish the following:

1. Build awareness of energy efficiency and demand side management programs offered by Rocky Mountain Power.
2. Identify the personal and social benefits associated with energy efficiency opportunities and demand side management
3. Motivate Utah residents to change their behavior and act on energy efficiency opportunities.

Television, radio and print will be used to reach the Hispanic population as well. Magazine ads and community outreach will be used to reach businesses. Utilizing multiple touch points to reach the target audience will keep Rocky Mountain Power’s message top-of-mind, which is essential when attempting to change behavior.

## **Objectives**

The primary objectives of the communication, education and outreach program for year two include:

1. Promote customer conservation (behavioral changes) and increase participation and savings through Rocky Mountain Power demand side management (DSM) programs
2. Motivate customers to reduce consumption independently or to do so by participating in at least one of Rocky Mountain Power’s DSM programs
3. Educate customers on how energy efficiency can help customers save money on their utility bills, reduce energy consumption and keep costs down for all Rocky Mountain Power customers in Utah
4. Encourage customers to reduce consumption during the peak summer months by educating customers about the tiered pricing structure and how decreasing usage can reduce their costs

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<sup>2</sup> <http://www.nba.com/jazz/greenteam.html>

## Tactics/Campaign Components

### 1. **wattsmart Advertising/Communications Campaign**

The **wattsmart** advertising campaign that officially begins in April 2010 will continue to drive interest in energy efficiency, including generating residential and business commitments to reduce energy use, increasing participation in Rocky Mountain Power DSM programs and encouraging participation in promotional DSM campaign activities.

Creative developed specifically for the DSM effort include:

#### **Television**

Two 30-second television commercials (front door and Street) introduced in year one will continue to deliver the **wattsmart** energy efficiency theme. The commercials incorporate imagery to create a positive emotional connection of the value of saving energy and increase the desire among Utahns to participate and do their part in saving energy.

Street 30 second spot



Home 30 second spot



Provided as Attachment A to this report is a DVD containing the marketing spots. The information may also be accessed at the following Web site. <https://www.bhtu.com/>

- Account: PacifiCorp
- username: utahdsm
- password: utahdsm

In addition, three 15-second “action/tip” spots created in year one (“*wattsdemanding*”, “*wattsfantasy*”, “*wattsrefreshing*”) will continue to supplement the customer awareness energy efficiency spots and highlight how simple changes in our lives can save energy. Also, existing customer awareness spots (Bathroom Lights, Cutting Kilowatts, Light bulb, Popsicle and Light Switches) also include the **wattsmart** theme.

Fifteen second spots



Two additional 15 second spots will be developed in 2010/2011. One of these will promote the Cool Keeper program.

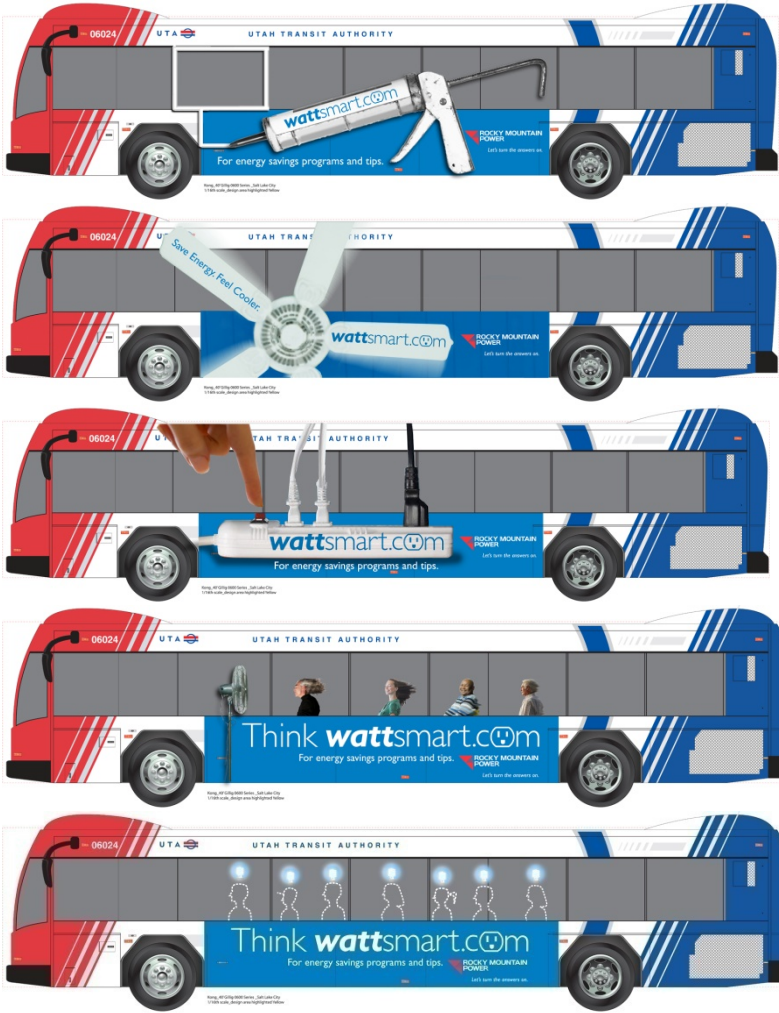
Radio, Print and Transit

Five new radio spots are being developed out of the 2009/2010 budget for use in 2009/2010 and 2010/2011 plans. These spots will highlight specific energy saving tips and **wattsmart** programs. Print ads were developed and finalized and include general DSM tip creative as well as “image” ads for more specific and business publications. Transit ads will complement the TV, print and radio material and will be seen on Utah Transit Authority buses. All print material and Web site screen shots shown in this report are provided in Attachment B at larger sizes.

Print



Transit



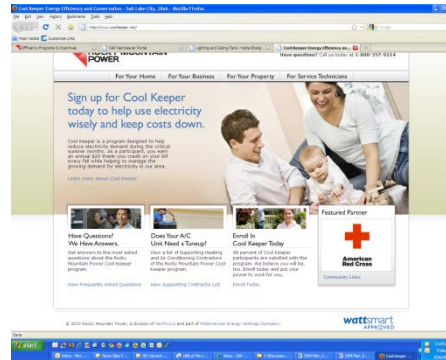
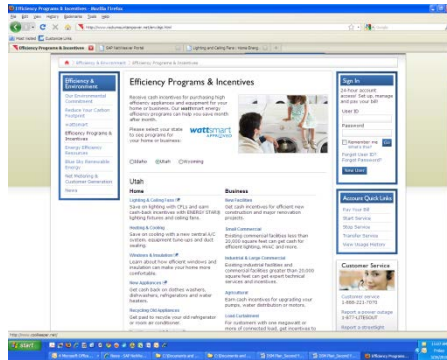
**wattsmart APPROVED Third Party marketing**

A **wattsmart APPROVED** word mark was developed in year one to be used in third party marketing materials to leverage the advertising campaign. We will work with third parties to ensure successful dissemination of the campaign.



Some examples of how the **wattsmart APPROVED** wordmark will be incorporated:

**wattsmart** programs and incentives landing page and Cool Keeper program page



Cool Keeper letter (partial) and Home Energy Savings sticker.

The Cool Keeper program is available to you at no cost. You'll earn an annual \$20 thank-you credit on your Rocky Mountain Power bill for participating.  
 The program only operates on a few selected weekdays from 2 p.m. to 8 p.m., June through August. It is not activated on holidays or weekends.  
 Join your fellow Salt Lake City residents today. You've got the power to make it work.  
**Sign up now and receive an additional \$25 bonus check per device!**  
 For more information or to enroll, please call 1-800-357-9214, complete and mail the enclosed postage-paid reply card, or visit [rockymountainpower.net/coolkeeper](http://rockymountainpower.net/coolkeeper).  
 Thank you,  
*Karen Gilmore*  
 Karen Gilmore  
 Vice President, Customer Services  
 wattsmart APPROVED  
 Please Circle #9928-001



See ya later refrigerator advertisement.



## 2. Utah Jazz “Green Team” Partnership

Rocky Mountain Power will continue to be a title sponsor of the Utah Jazz Green Team. This title sponsorship allows Rocky Mountain Power to partner and leverage the messaging of other energy efficiency awareness efforts:

- **Take The Green Team Pledge**

Utah individuals, schools and businesses will be encouraged to visit the Green Team Web site and electronically “sign” the Pledge as a means to announce their commitment to reduce energy use by adopting energy efficient practices. The Rocky Mountain Power part of the pledge will be to engage in the **wattsmart** programs and services.



Green Team participants will receive items such as decals, coupon books and chances to win prizes.

- **Extended Media presence**

As part of the Utah Jazz Green Team partnership, Rocky Mountain Power’s **wattsmart** programs will continue to receive media presence through television and radio (in-game, pre and post game), online and through a sponsorship of the halftime report. It will also include in-arena presence through LED signage, GameTime magazine, SuperScreen features and two shared promotional nights. Additional media will consist of 100 30 second KJZZ TV prime time spots, 100 30 second radio spots on Citadel stations (101FM, 98.7FM, 93.3FM, 1320AM, 101.9FM, 860AM, 107.5FM and 1230AM) and a six week pre-movie feature at all Megaplex theaters in May-June 2010.

The Salt Lake Bees sponsorship component will also entail a sponsored home game with promotional activities intended to raise awareness of the **wattsmart** programs. During this home game, the Green Team will have field promotional elements, LED signage, product distribution at the event, public announcements during the game, honorary first pitch, and sponsored 7<sup>th</sup> inning rally event. The team will also be wearing special “Green Team” hats or uniforms that night.

We will continue to leverage the promotional opportunities presented through the Utah Jazz’ “Green Team” sponsorship to increase awareness of energy efficiency and to drive visitors to the **wattsmart** Web site.

## 3. Home Makeover Contest

Originally Rocky Mountain Power had proposed introducing the Home Makeover contest in year one of the program, but timing and other factors prevented its implementation. However, the concept is being revisited as part of the year two action plan. To maximize the plan’s effort to create a social movement, Rocky Mountain Power is evaluating a contest to offer a free Home Energy Makeover (a large prize package that may include items such as energy efficient appliances, home weatherization services, etc.). In order to become eligible to win, participants

will need to submit entries via video, e-mail, postcards, etc. describing their energy usage and how a home energy makeover could help them reduce and manage their use.

#### 4. School Curriculum Program

The partnership with the National Energy Foundation (NEF) to implement the Think! Energy Utah elementary school outreach program will continue for year two. The year one program will be evaluated for improvement opportunities and incorporated into year two as necessary. Year two will continue to provide school presentations, targeted to fifth grade students and teachers across the state of Utah. The number of in-school presentations is estimated to be 100, representing 8,400 students or nearly 20 percent of the elementary schools in Rocky Mountain Power's Utah service territory.

#### 5. Chamber of Commerce Outreach

If feasible, Rocky Mountain Power intends to partner with the Salt Lake Chamber of Commerce to develop a chamber energy conservation program, which will include an educational component for chamber members and their employees encouraging Chamber members to commit to creating energy efficiency programs within their organizations. As part of the effort, Rocky Mountain Power may issue “**wattsmart** Energy Conservation Certificates” to participating companies – and the program could be replicated throughout local Chambers of Commerce offices statewide.



Through our Chamber outreach channels we will also utilize Web site placements, directory ads, and chamber newsletters to promote the pledge and energy efficiency message.

#### 6. Public Affairs Outreach

Public affairs activities will continue to solicit and enlist support for the energy efficiency movement among key business, political and civic leaders, helping to establish an energy efficiency mindset among key Utah community influencers. Getting political and business leaders involved will help create momentum and give people additional motivation to change behavior and to participate in programs that benefit society. The Green Team partnership is being leveraged for this outreach.

#### 7. Multicultural Outreach

In addition to reaching Hispanics through advertising and public relations media channels we will also engage in community outreach.

Events are a very important means of effectively reaching all segments of the Hispanic market. These events will range from musical and holiday festivals to events sponsored by community organizations that serve the Hispanic community. Also, many of these events are sponsored by



Spanish-language media, particularly radio, and participation in the event can many times be secured through them.

In addition, partnerships with business-network organizations, such as the Hispanic Chamber of Commerce, and community development organizations, such as the Utah Coalition of La Raza, may be used to connect with Hispanic businesses and communities throughout the state. Many of these organizations have email newsletters and other communications they send to their members regularly and Rocky Mountain Power may be able to provide DSM program information for inclusion in those member communications. Also, some of these organizations provide speaking opportunities at their membership meetings which would also be another important way to connect with Utah's Hispanic community.



## 8. Digital

Rocky Mountain Power's newly designed Web site ([rockymountainpower.net/wattsmart](http://rockymountainpower.net/wattsmart)) and promotional URL ([wattsmart.com](http://wattsmart.com)) link directly to the Utah energy efficiency landing page and fulfill the campaign's call-to-action to engage customers in our programs. Other interactive campaign elements like online media and email outreach will work with traditional media to enhance the campaign by driving traffic to the Web site.

### Rocky Mountain Power Homepage teaser



Wattsmart.com – options for the wattsmart.com landing page

<p>be <b>wattsmart</b></p> <p>Save energy and money with our wattsmart energy efficiency programs and incentives.</p>  <p><b>Energy Efficiency</b></p> <p><b>wattsmart programs &amp; incentives</b></p> <p>Get paid to cut your energy use and save on your bills month after month.</p> <p>Find energy efficiency programs for your state &gt;</p> <p><b>wattsmart APPROVED</b></p> <ul style="list-style-type: none"> <li>- Tips for your home</li> <li>- Tips for businesses</li> <li>- Energy efficiency resources</li> <li>- Energy efficiency calculator</li> </ul> <p><b>Efficiency For Kids</b></p> <p>Kids, learn more about energy, how it works and how to use it wisely.</p> <p>Learn more &gt;</p>	<p><b>wattsinefficient.</b> <b>wattsmart.</b></p>  <p>Making sure your house is properly insulated, helps keep you cool in summer and save energy and money. That's wattsmart.</p> <p><b>Energy Efficiency</b></p> <p><b>wattsmart programs &amp; incentives</b></p> <p>Get paid to cut your energy use and save on your bills month after month.</p> <p>Find energy efficiency programs for your state &gt;</p> <p><b>wattsmart APPROVED</b></p> <ul style="list-style-type: none"> <li>- Tips for your home</li> <li>- Tips for businesses</li> <li>- Energy efficiency resources</li> <li>- Energy efficiency calculator</li> </ul> <p><b>Efficiency For Kids</b></p> <p>Kids, learn more about energy, how it works and how to use it wisely.</p> <p>Learn more &gt;</p>
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Banner ads

 <p><b>wattsdemanding.</b></p>	 <p><b>wattsmart.</b></p> <p>Avoiding the use of electricity between 2 – 8 p.m. is wattsmart. Learn more at <a href="http://wattsmart.com">wattsmart.com</a></p> <p><b>ROCKY MOUNTAIN POWER</b></p> <p>Let's turn the answers on.</p>	 <p><b>wattsinefficient.</b></p>	 <p><b>wattsmart.</b></p> <p>Adding insulation can help keep your house cool in the summer, you'll save money and energy. That's wattsmart.</p> <p><b>ROCKY MOUNTAIN POWER</b></p> <p>Let's turn the answers on.</p>
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 <p><b>wattsfantasy</b></p>	 <p><b>wattsmart.</b></p> <p>Stay cool this summer by using a ceiling fan, you'll save money and energy. That's wattsmart.</p> <p><b>ROCKY MOUNTAIN POWER</b></p> <p>Let's turn the answers on.</p>
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## Email Outreach Program

Graphically designed e-mail messages that incorporate the look and feel of the campaign's strategic direction will be utilized to communicate with those who provide their e-mail address when they join the Green Team. A detailed report on the results after each email is sent will be evaluated. Each email will promote a specific call-to-action.

Additional Web site features being considered include:

- **Home Energy Analysis Online Tool** – Rocky Mountain Power is evaluating vendors to provide a comprehensive web based application that allows customers to access actual usage data to analyze their electricity consumption. The intent is to provide customers with the ability to monitor their energy usage and provide tools to help reduce energy consumption. Adoption is contingent upon cost and the ability of a vendor to meet requirements.
- **Social Media** – In program year 2, Rocky Mountain Power will put effort into driving fans to the **wattsmart** Facebook page to be developed in the spring of 2010. A messaging plan will be created to help develop a fan base, relay energy efficiency updates, and promotional activities, such as the Green Team and the Home Energy Makeover contest. In addition, the Company will continue to utilize the existing RMP Twitter account to deliver the campaign messages and develop a specific Twitter account for the campaign.



## 9. Research and Evaluation

Follow up research is scheduled to take place in the summer of 2010 with evaluation to follow.

Flowcharts displaying campaign activity for media outreach and the Utah Jazz Green Team initiative are provided as Attachments C and D, respectively.

## **Program Year 2 Budget**

### **Budget Outline – 2010 – 2011:**

<b>BUDGET</b>	<b>2010/2011</b>
<b>Total:</b>	<b>\$1,500,000</b>
Media	\$800,000
Green Team Sponsorship	\$250,000
Home Energy Makeover Contest	\$130,000
Creative/Production/Planning	\$100,000
Multicultural	\$20,000
Digital/Web	\$100,000
School Presentation Program	\$75,000
Research	\$25,000