

Strategic Communications and Outreach Plan
Utah Demand Side Management
Program Year 2 Plan and Budget – Attachment B

Print ad – **wattscool**

wattscool.

wattsmart.

© 2010 Rocky Mountain Power

"COOL KEEPER MANAGES ELECTRICITY DEMAND ON HOT DAYS."

It's a wireless device that connects to your AC unit and during hot afternoons it turns your AC off and on every 15 minutes. You stay cool and it helps us manage peak energy demand and energy costs. Installation is free and you get a \$20 thank you credit each year. It's wattsmart. To learn more, go to wattsmart.com.

ROCKY MOUNTAIN POWER

Let's turn the answers on.

Print ad - **wattsinefficient**

wattsinefficient.

wattsmart.

© 2010 Rocky Mountain Power

"STAY COOL THIS SUMMER WITH ADDED INSULATION."

Yes, it can actually help keep your home cooler during our hot summer months. Even new homes will benefit and the savings on your electric bill will more than pay for the extra insulation. Plus, we'll give you cash back. It's wattsmart. To learn more, go to wattsmart.com.

ROCKY MOUNTAIN POWER

Let's turn the answers on.

Print ad - **watts**fantasy

wattsfantasy

wattsmart.

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“STAY COOLER THIS SUMMER BY USING CEILING FANS.”

Feeling eight degrees cooler and reducing your AC bill up to 40% is not a dream. Simply install energy-efficient ceiling fans. Plus, when you purchase an ENERGY STAR® qualified ceiling fan, you'll receive \$20 cash back. It's wattsmart. To learn more, go to wattsmart.com.

ROCKY MOUNTAIN POWER

Let's turn the answers on.

Print ad - **watts**demanding

wattsdemanding.

wattsmart.

WILL RETURN

11 12 1 2 3 4 5 6 7 8 9 10

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"REDUCE YOUR ELECTRICITY USE BETWEEN 2 AND 8 P.M."

Give your washing machine, clothes dryer and oven a break during our hot summer afternoons. It will help us manage energy demand and keep costs down for everyone. It's wattsmart. To learn more, go to wattsmart.com.

**ROCKY MOUNTAIN
POWER**

Let's turn the answers on.

Print ad - Is your business **wattsmart**? For business publications.

Is your business **wattsmart**?

USING ENERGY WISELY IS SMART BUSINESS. You'll save money and improve your bottom line. With our energy-saving programs, your business can make high-efficiency upgrades to everything from HVAC systems and industrial processes to the lights above your head. Plus, we offer technical expertise and cash incentives to help you offset the costs. That's being wattsmart in business. To learn more, visit wattsmart.com.

ROCKY MOUNTAIN POWER

Let's turn the answers on.

Banner ad - wattsdemanding



Banner ad - wattsfantasy



wattsfantasy



wattsmart.

Stay cool this summer by using a ceiling fan, you'll save money and energy. That's **watt**smart.

 **ROCKY MOUNTAIN
POWER**

Let's turn the answers on.

Banner ad - wattsinefficient



wattsinefficient.



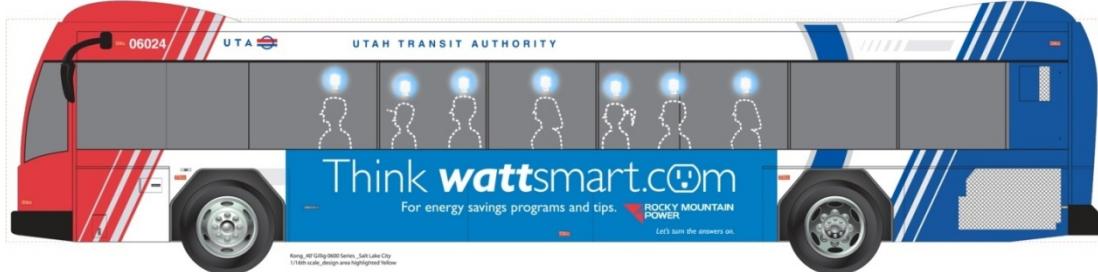
wattsmart.

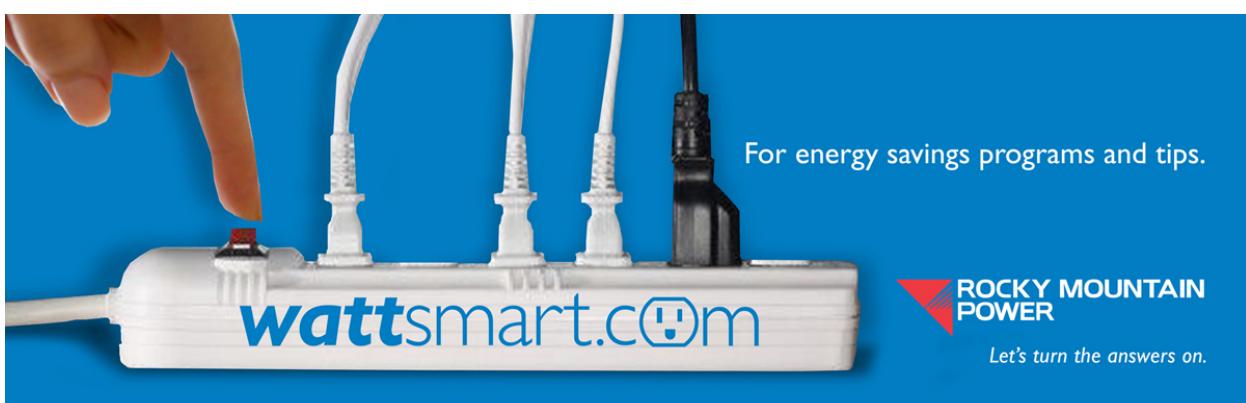
Adding insulation can help keep
your house cool in the summer;
you'll save money and energy.
That's **wattsmart**.



Let's turn the answers on.

Transit





Landing page April 2010 - rockymountainpower.net

ROCKY MOUNTAIN POWER

Your Account Residential Business Contractors Efficiency & Environment Education & Safety

search site Go Advanced Search

You're witty, intelligent and energy efficient. You must be wattsmart.

Save energy and money with wattsmart programs and cash incentives.

wattsmart programs and incentives. Become a member of the Utah Jazz green team

Residential Customers

Find information on efficiency and other services for your home.

- Energy efficiency programs & incentive forms
- Energy efficiency calculator
- Reduce your environmental footprint

More »

Bright Ideas

Earn cash back on ENERGY STAR® appliances and equipment.

Energy-saving programs & incentives

Small & Medium Businesses

Keep your costs down with help from Rocky Mountain Power.

- Energy efficiency programs & incentives
- Save energy with our free Business Solutions Toolkit
- Understanding electricity charges

More »

Large Businesses

Get your energy data to help better manage your expenses.

- Energy efficiency programs & incentives
- Rates & tariffs
- Energy Profiler Online meter data

More »

News

Electric meters in Smithfield, Utah to be replaced with new automated meter reading technology. The need for Rocky Mountain Power employees to regularly enter Smithfield customers' property to read electric meters is coming to an end. Automated electric meters will be installed on the homes and businesses of approximately 16,000 Rocky Mountain Power customers in

Sign In

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

User ID Password

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

Account Quick Links

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

Renewable Energy

Choose Blue SkySM and help create a more sustainable energy supply for today and tomorrow.

[Learn more](#) [Sign up today](#)

Customer Service

Landing page options - wattsmart.com (rockymountainpower.net/wattsmart)

ROCKY MOUNTAIN POWER

Your Account Residential Business Contractors **Efficiency & Environment** Education & Safety

Careers : About Us : News

[Advanced Search](#)

[Home](#) > Efficiency & Environment > wattsmart

Efficiency & Environment

- [Our Environmental Commitment](#)
- [Reduce Your Carbon Footprint](#)
- wattsmart**
- [Efficiency Programs & Incentives](#)
- [Energy Efficiency Resources](#)
- [Blue Sky Renewable Energy](#)
- [Net Metering & Customer Generation](#)
- [News](#)

Be wattsmart.



Save energy and money with our **wattsmart** energy efficiency programs and incentives.

Energy Efficiency

wattsmart programs & incentives

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

[Find energy efficiency programs for your state »](#)

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Bright Ideas

In today's tight economy, making your home or business more energy efficient is one way you can save money.

- [• Tips for your home](#)
- [• Tips for businesses](#)
- [• Energy efficiency resources](#)
- [• Energy efficiency calculator](#)

Jazz Green Team

Don't miss the Energy Tip Off with the Utah Jazz on April 6!

When you take advantage of our wattsmart energy efficiency programs and incentives, you are on your way to being a Utah Jazz Green Team member.



Find out more about becoming a part of the Utah Jazz Green Team »

Efficiency For Kids

Kids, learn more about energy, how it works and how to use it wisely.

[Learn more »](#)

Sign In

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

User ID

 Password

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

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

[New User](#)

Account Quick Links

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

Customer Service



Customer service
 1-888-221-7070

[Report a power outage](#)

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Save energy and money with our **wattsmart** energy efficiency programs and incentives.

Energy Efficiency

wattsmart programs & incentives

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

[Find energy efficiency programs for your state »](#)



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- [• Tips for businesses](#)
- [• Energy efficiency resources](#)
- [• Energy efficiency calculator](#)

Jazz Green Team

When you take advantage of our **wattsmart** energy efficiency programs and incentives, you are on your way to being a Utah Jazz Green Team member.



Find out more about becoming a part of the Utah Jazz Green Team »

wattsmart



wattinefficient.

Making sure your house is properly insulated, helps keep you cool in summer and save energy and money. That's **wattsmart**.

Energy Efficiency

wattsmart programs & incentives

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

[Find energy efficiency programs for your state »](#)



Efficiency For Kids

Kids, learn more about energy, how it works and how to use it wisely.

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Find out more about becoming a part of the Utah Jazz Green Team »

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marketing material examples

CoolKeeper.net landing page

ROCKY MOUNTAIN POWER

Have questions? Call us today at **1-800-357-9214**

For Your Home For Your Business For Your Property For Service Technicians

Sign up for Cool Keeper today to help use electricity wisely and keep costs down.

Cool Keeper is a program designed to help reduce electricity demand during the critical summer months. As a participant, you earn an annual \$20 thank-you credit on your bill every fall while helping to manage the growing demand for electricity in our area.

[Learn more about Cool Keeper](#)



Have Questions? We Have Answers.

Get answers to the most asked questions about the Rocky Mountain Power Cool Keeper program.

[View Frequently Asked Questions](#)

Does Your A/C Unit Need a Tuneup?

View a list of Supporting Heating and Air Conditioning Contractors of the Rocky Mountain Power Cool Keeper program.

[View Supporting Contractor List](#)

Enroll In Cool Keeper Today

98 percent of Cool Keeper participants are satisfied with the program. We believe you will be, too. Enroll today and put your power to work for you.

[Enroll Today](#)

Featured Partner

American Red Cross

[Community Links](#)

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[Done](#)

Home Energy Savings sticker



Cool Keeper letter (partial)

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.

Thank you,

A handwritten signature in black ink that reads "Karen Gilmore".

Karen Gilmore

Vice President, Customer Services

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Promo Code RMRD1002

No ratepayer dollars were used to produce or mail these materials. Cool Keeper is overseen by the Utah Public Service Commission.

* Residential customers who participate in the program will receive an annual \$20 thank-you credit on their Rocky Mountain Power bill each fall. A partial credit is applied for participation after the start of the cooling season (June 1). Small commercial customers with air conditioning systems between 65,000 Btu/hr and 90,000 Btu/hr may be eligible for a \$40 thank-you credit.

** \$25 sign-up check issued upon device installation.

See Ya Later Refrigerator print ad



Leftovers everyone likes.

YOUR OLD REFRIGERATOR USES UP TO FOUR TIMES THE ELECTRICITY OF A NEW ONE. So, why not recycle it? Save that much leftover energy, and you can save up to \$150 a year on your energy costs. We'll even haul it away free of charge and give you a \$30 incentive. Plus, recycling that fridge will keep 10 tons of carbon dioxide-equivalent greenhouse gases from entering the atmosphere, which means a lot of leftover clean air for our future. See ya later, refrigerator. **For a free pickup call \$30 BACK**

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*No age restrictions. Refrigerators and freezers must be in working condition and must be a minimum of 10 cubic feet in size, utilizing inside measurements. Rocky Mountain Power contracts with IACO Environmental, an appliance recycler, to pick up and recycle refrigerators and freezers. Rocky Mountain Power customers must own the unit(s) being recycled. Limit two units per residential address. A check will be mailed within 4-6 weeks after the appliance collection. Some restrictions apply.

ROCKY MOUNTAIN POWER
Let's turn the answers on.

wattsmart program pages



The screenshot shows the Rocky Mountain Power website with a focus on the wattsmart program. The top navigation bar includes links for Your Account, Residential, Business, Contractors, Efficiency & Environment, Education & Safety, Careers, About Us, and News. The search bar is at the top right. The main content area is titled "Efficiency Programs & Incentives". It features a sub-section for "Efficiency & Environment" with links to Our Environmental Commitment, Reduce Your Carbon Footprint, wattsmart, Efficiency Programs & Incentives, Energy Efficiency Resources, Blue Sky Renewable Energy, Net Metering & Customer Generation, and News. A central image shows a man and a young girl interacting with a washing machine. The "wattsmart APPROVED" logo is visible. A "Sign In" box on the right provides a 24-hour account access option. It includes fields for User ID and Password, a "Remember me" checkbox, and links for "Forgot User ID?" and "Forgot Password?". A "New User" link is also present. A "Account Quick Links" box at the bottom right offers "Pay Your Bill" and "Start Service" options.

Your Account Residential Business Contractors Efficiency & Environment Education & Safety

[Efficiency & Environment](#) > [Efficiency Programs & Incentives](#)

Efficiency & Environment

- [Our Environmental Commitment](#)
- [Reduce Your Carbon Footprint](#)
- [wattsmart](#)
- [Efficiency Programs & Incentives](#)
- [Energy Efficiency Resources](#)
- [Blue Sky Renewable Energy](#)
- [Net Metering & Customer Generation](#)
- [News](#)

Efficiency Programs & Incentives

Receive cash incentives for purchasing high efficiency appliances and equipment for your home or business. Our **wattsmart** energy efficiency programs can help you save month after month.

Please select your state **wattsmart APPROVED**

Idaho Utah Wyoming

Utah

Home	Business
Lighting & Ceiling Fans	New Facilities
Save on lighting with CFLs and earn cash-back incentives with ENERGY STAR® lighting fixtures and ceiling fans.	Get cash incentives for efficient new construction and major renovation projects.
Heating & Cooling	Small Commercial
Save on cooling with a new central A/C system, equipment tune-ups and duct sealing.	Existing commercial facilities less than 20,000 square feet can get cash for efficient lighting, HVAC and more.
Windows & Insulation	Industrial & Large Commercial
Learn about how efficient windows and insulation can make your home more comfortable.	Existing industrial facilities and commercial facilities greater than 20,000 square feet can get expert technical services and incentives.
New Appliances	Agricultural
Get cash back on clothes washers, dishwashers, refrigerators and water heaters.	Earn cash incentives for upgrading your pumps, water distribution or motors.
Recycling Old Appliances	Load Curtailment
Get paid to recycle your old refrigerator or room air conditioner.	For customers with one megawatt or more of connected load, get incentives to
Cool Keeper – A/C Device	

Sign In

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

User ID

Password

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

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Account Quick Links

- [Pay Your Bill](#)
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Customer Service



Customer service
1-888-221-7070

[Report a power outage](#)
1-877-LITESOUT

[Report a streetlight outage](#)

wattsmart Facebook fan page

facebook

Sign Up **Rocky Mountain Power's Wattsmart Program is on Facebook**
Sign up for Facebook to connect with Rocky Mountain Power's Wattsmart Program.

Rocky Mountain Power's Wattsmart Program 11

Wall Info Photos Discussions

Rocky Mountain Power's Wattsmart Program + Fans
Rocky Mountain Power's Wattsmart Program Just Fans

 wattsmart

Wattsmart is all about helping you save energy and money every day! Whether at home or in your business, being Wattsmart is simple and easy!

Fans 6 of 15 fans See All

Pat Jeff Jack

Jennifer Arii Trish

Photos 1 album See All

Being Wattsmart Created on Monday

No one has added fan photos.

Rocky Mountain Power's Wattsmart Program Energy Tip Off on April 6th with the Utah Jazz! Are you going? I hope so because you'll have a chance to participate and win!

Yesterday at 9:40am · Comment · Like

Jim likes this.

Rocky Mountain Power's Wattsmart Program We're excited to launch a new initiative to help everyone be Wattsmart! Save the date for April 6 with the Utah Jazz!

Mon at 4:30pm · Comment · Like

Jim likes this.

RECENT ACTIVITY

Rocky Mountain Power's Wattsmart Program changed their Website.

Rocky Mountain Power's Wattsmart Program changed their Website.

Rocky Mountain Power's Wattsmart Program changed their Website.

Rocky Mountain Power's Wattsmart Program joined Facebook.