

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

Print ad – *watts*cool



wattscool.

wattsmart.



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“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.



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 - wattsfantasy



wattsfantasy
wattsmart.

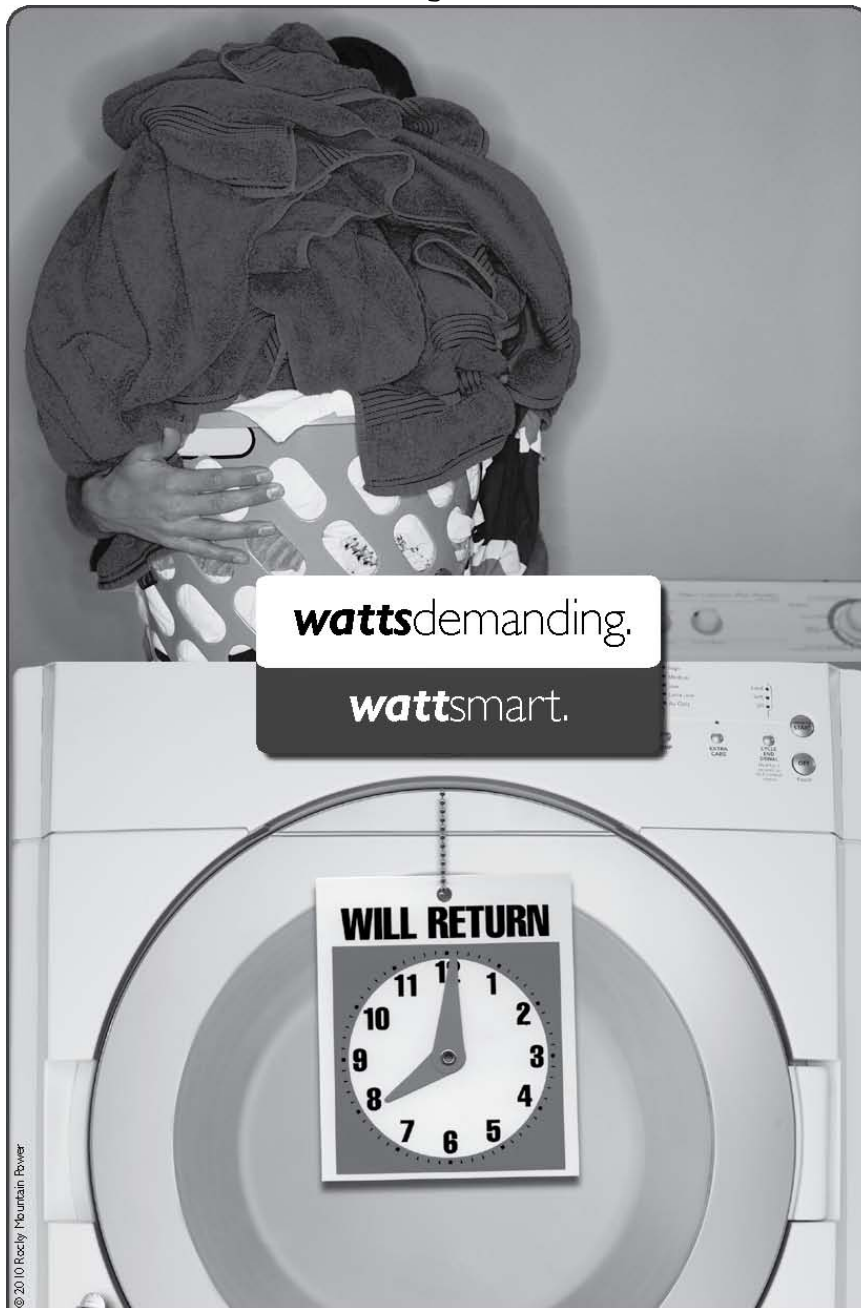


© 2010 Rocky Mountain Power

"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.



wattsdemanding.
wattsmart.

WILL RETURN

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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 - **watts**demanding



The banner ad is split into two vertical panels. The left panel shows a person from the chest down, wearing a blue and white polka-dot shirt, holding a large, overflowing basket of red laundry. The right panel shows a front-loading washing machine with a clock face superimposed on its door. The clock has a red needle pointing to 12 and the text "WILL RETURN" above it. Below the clock is a blue button with the text "wattsmart.". At the bottom of the banner is a blue bar containing the text "wattsdemanding." on the left, the "wattsmart." button on the right, and the Rocky Mountain Power logo and slogan "Let's turn the answers on." on the far right.

wattsdemanding.

wattsmart.

Avoiding the use of electricity between 2 – 8 p.m. is **wattsmart**.
Learn more at wattsmart.com

ROCKY MOUNTAIN POWER
Let's turn the answers on.

Banner ad - **watts**fantasy



Banner ad - **watts**inefficient



wattsinefficient.



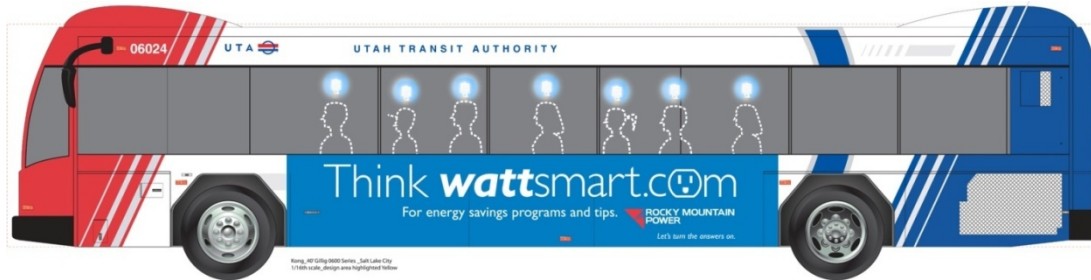
wattsmart.

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



Let's turn the answers on.

Transit





Landing page April 2010 - rockymountainpower.net



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

[Careers](#) : [About Us](#) : [News](#)

[Advanced Search](#)

[Your Account](#)
[Residential](#)
[Business](#)
[Contractors](#)
[Efficiency & Environment](#)
[Education & Safety](#)

[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 »](#)

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 »](#)

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](#)

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](#)
[Transfer Service](#)
[View Usage History](#)

[Customer Service](#)

 Customer service
 1-888-221-7070
[Report a power outage](#)

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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- [Energy efficiency calculator](#)

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Kids, learn more about energy, how it works and how to use it wisely.
[Learn more »](#)

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[Find out more about becoming a part of the Utah Jazz Green Team »](#)

wattsinefficient. wattsmart.

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 »](#)

Bright Ideas

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

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[Learn more »](#)


Jazz Green Team

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[Find out more about becoming a part of the Utah Jazz Green Team »](#)

marketing material examples

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CoolKeeper.net landing page




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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wattsmart
APPROVED

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,

Karen Gilmore

Karen Gilmore

Vice President, Customer Services

wattsmart
APPROVED

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** 1-866-899-5539 or visit rockymountainpower.net/recycle.

wattsmart
APPR@VED

*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 JACO 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.

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wattsmart program pages



Careers : About Us : News

search site

Advanced Search

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 to see programs for your home or business:

☐ Idaho ☐ Utah ☐ Wyoming



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?](#)

Account Quick Links

[Pay Your Bill](#)

[Start Service](#)

Your Account

Residential

Business

Contractors

Efficiency & Environment

Education & Safety

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 to see programs for your home or business:

Idaho

Utah

Wyoming

Utah

Home

Lighting & Ceiling Fans

Save on lighting with CFLs and earn cash-back incentives with ENERGY STAR® lighting fixtures and ceiling fans.

Heating & Cooling

Save on cooling with a new central A/C system, equipment tune-ups and duct sealing.

Windows & Insulation

Learn about how efficient windows and insulation can make your home more comfortable.

New Appliances

Get cash back on clothes washers, dishwashers, refrigerators and water heaters.

Recycling Old Appliances

Get paid to recycle your old refrigerator or room air conditioner.

Cool Keeper – A/C Device

Business

New Facilities

Get cash incentives for efficient new construction and major renovation projects.

Small Commercial

Existing commercial facilities less than 20,000 square feet can get cash for efficient lighting, HVAC and more.

Industrial & Large Commercial

Existing industrial facilities and commercial facilities greater than 20,000 square feet can get expert technical services and incentives.

Agricultural

Earn cash incentives for upgrading your pumps, water distribution or motors.

Load Curtailment

For customers with one megawatt or more of connected load, get incentives to

Sign In

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

User ID

Password

Remember me

What's this?

Go

Forgot User ID?

Forgot Password?

New User

Account Quick Links

Pay Your Bill

Start Service

Stop Service

Transfer Service

View Usage History

Customer Service

Customer service

1-888-221-7070

Report a power outage

1-877-LITESOUT

Report a streetlight outage

wattsmart Facebook fan page

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facebook

Keep me logged in

Forgot your password?

Email

Password

Login

Sign Up

Rocky Mountain Power's Wattsmart Program is on Facebook

Sign up for Facebook to connect with Rocky Mountain Power's Wattsmart Program.



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



Aric



Trish

Photos

1 album

See All



Being Wattsmart
Created on Monday

No one has added fan photos.

Rocky Mountain Power's Wattsmart Program

Wall

Info

Photos

Discussions

Rocky Mountain Power's Wattsmart Program + Fans

Rocky Mountain Power's Wattsmart Program

Just Fans



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

3m 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

3m 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.

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