

**Rocky Mountain Power
Strategic Communications and Outreach Plan
Utah Energy Efficiency and Peak Management
2014 Plan and Budget**

Preface

Rocky Mountain Power (“Company”) working with the Public Service Commission of Utah (“Commission”) and interested stakeholders, has implemented a comprehensive portfolio of energy efficiency and peak reduction programs in Utah. Through this portfolio, the Company provides residential, commercial and industrial customers with incentives and tools that enable them to tackle a wide array of energy efficiency projects. Programs within the portfolio also allow the Company to better manage customer loads during peak usage periods.

In Docket No. 09-035-36, the Commission approved the Company’s proposal to implement a communications and outreach plan (“Campaign”) intended to increase participation in these programs and to grow customer appreciation and understanding of the benefits associated with the efficient use of energy. This document provides a brief summary of Campaign activities to date and provides detailed information on proposed activities for continuing the Campaign through 2014.

Summary of Campaign Effectiveness to Date

Detailed information on Campaign effectiveness was filed in Docket No. 09-035-36:

Campaign year	Reporting
July 1, 2009 through June 30, 2010	October 14, 2010
July 1, 2010 through June 30, 2011	September 30, 2011
July 1, 2011 through June 30, 2012	October 29, 2012
<i>July 1, 2012 through December 31, 2013*</i>	<i>January 31, 2014</i>
<i>January 1, 2014 through December 31, 2014</i>	<i>DSM Annual report**</i>

*In order to align the communications campaign with the calendar year, the Commission approved an 18 month timeframe from July 1, 2012 through December 31, 2013. Order No. 12-035-71.

**Starting after the 2014 calendar year the Company will report effectiveness in the DSM annual report.

2014 Strategy

The Company proposes to continue leveraging the traditional paid media and social media, community outreach, earned media outreach and digital (online) tools developed in the first four years of the Campaign to accomplish the following in 2014:

- Build awareness of the energy efficiency opportunities and peak management programs offered by the Company;

- Identify the personal and societal benefits associated with energy efficiency opportunities and peak use management;
- Motivate customers to change behaviors and act on energy efficiency opportunities;
- Promote energy efficiency steps customers can take to reduce energy consumption associated with summer cooling;
- Educate customers about the Company's summer tiered pricing structure;
- Refresh existing campaign materials developed in 2012 and develop new materials for cooling messages in 2014;
- Utilize multiple touch-points to reach the target audience and keep the Company's wattsmart message top-of-mind;
- Utilize television, radio and print media to reach ourHispanic customers; and
- Utilize magazine ads and strategic partnerships to reach our business customers.

Tactics/Campaign Components

wattsmart Advertising/Communications Campaign

The wattsmart advertising campaign that began in 2010 will continue to drive interest in all Campaign activities, including residential and business opportunities to reduce energy use and increase participation in the Company's energy efficiency and peak management programs. The customer survey shows a seventy percent awareness rate among ad aware customers in Utah. Sixty percent of customers reported that they were somewhat or very familiar with the wattsmart programs.

2014 Television, Radio, Print, Transit and Online Media Budget: \$717,000

2014 Creative/Production Budget: \$223,000

PR/Public Affairs

Media pitches and social media focus- the Company will conduct proactive news media outreach on a quarterly basis maximizing existing content and creating story pitches and news releases that are timely and relevant. The following pitches are a sampling of story angle ideas to be more fully developed in 2014.

March/April

- Enroll in Cool Keeper
- Where are they now? We visit past winners of the video contest to see the upgrades they've made

May/June

- Summer cooling tips
- Summer tiered rates

- Evaporative coolers

July/Aug./Sept

- Get Your Home Ready for Vacation
- Surviving the Summer Heat
- Tips for staying cool
- Hot summer? Ready for the next one? Commercial/Industrial cooling loads

Nov/Dec

- Efficient holiday lighting
- Gifts that keep on giving

2014 PR/Public Affairs Budget: \$71,000

wattsmartRecess 2.0/Educational outreach events with Slim

We've reached more than 20,000 students with our Radio Disney Rockin' Recess assemblies over the past four years. Many students (and families) were introduced to the wattsmart message through presentations, music and games, and nearly 500 of these families requested wattsmart t-shirts by submitting a request online and answering how their family is being wattsmart.

The Radio Disney station in Utah closed in mid-2013 and this particular sponsorship is no longer available. The Company will pursue options to recreate this opportunity to reach kids and communities and supplement the educational component of the campaign.

2014 Budget (included in PR budget below) –\$20,000

Sponsorships

- Utah Jazz “Green Team” Partnership

The Company's wattsmart program negotiated a revised sponsorship rate with the Utah Jazz for 2014. The new sponsorship level improves the media value of the partnership. The sponsorship includes:

- 30 pre-game, in-game and post-game TV spots
- 120 radio spots, pre, post, in-game
- 364 spots on AM 1280 “the Zone”
- 11,830 pre-movie advertising spots at Megaplex theaters
- In concourse/arena signage
- 41 Super Screen messages featuring Jazz player or personnel

- Green Game Night (shared sponsorship) – Company identification and a couple of PA announcements, handout promotional items and do an on-court promotion, tabling at the event.

In 2013, we developed a spot with Gordon Hayward (Jazz player). We will continue to utilize this existing material.

2014 Utah Jazz Budget: \$100,000

- **Real Salt Lake (“RSL”)**

This sponsorship aligns well with our summer cooling messages.

- Preseason - February
- Regular season - March - October
- **Television (Pertains to all local Team-controlled broadcasts)**
 - In-game television broadcast :30 spot
 - In-game television open and close billboard
- **Radio**
 - :30 pre-game spot
 - :30 in-game spot
- **Online** - Rotating banner ad on RealSaltLake.com
- **Signage**
 - One (1) minute of LED Ribbon Board per home game
 - Videoboard feature for Man of the Match

2014 Salt Lake Real Budget: \$61,000

- **Ragnar Wasatch Back Relay**

The company is sponsoring a team in 2014, but at a lower level than in previous years. ***2014 Ragnar Budget: \$5,000***

- **KUED – Children’s programming**

The company is interested in maintaining this sponsorship. The sponsorship includes Children's On-Air program rotation of KUED - PBS station.

2014 KUED Budget: \$7,000

- **University of Utah**

The value of this sponsorship was presented to the DSM Steering Committee on August 24, 2013. The Committee supported moving forward with this sponsorship as an additional budget request in 2014. This is potentially a three-

year sponsorship of \$100,000 per year and covers activities highlighted below at all home football and basketball games and women's gymnastics meets. Of the \$100,000 requested below, \$50,000 is committed for the 2013-2014 University sports season. The additional \$50,000 is in anticipation of ongoing support for the 2014-2015 Season. At the end of the 2013-2014 Season the Company will review the value and determine whether or not to continue the partnership.

Football:

- Video Board Feature - :30 TV spot
- CGN Network - :30 TV spot ran on all TVs located in the suites; 4 full screen spots and 18 panel advertisements (logo graphics).
- South, North and Pro-ad LED Boards: "Save your energy for the game" LED display
- Radio - :30 spot ran once during each broadcast of the official pre-game show and one spot during the official post-game show (approx. 12 spots). :10 live reads during broadcast.

Basketball:

- Video Board Feature - :30 TV spot
- CGN Network - :30 TV spot ran on all TVs located in the suites; 4 full screen spots and 18 panel advertisements (logo graphics).
- Baseline LED Boards - "Save your energy for the game" LED display
- Radio - :30 spot ran once during each broadcast of the official pre-game show and one spot during the official post-game show (approx. 30 spots). : 10 live reads during broadcast.

Gymnastics:

- Baseline LED Boards - "Save your energy for the game" LED display

Additional 2014 Budget Request for University of Utah- \$100,000

Be wattsmart, Begin at Home - School Curriculum Program – National Energy Foundation (“NEF”)

Last fall the Company partnered with the National Energy Foundation to develop the “Be wattsmart, Begin at Home” curriculum. One-hour, interactive assemblies help Utah elementary school students; understand how electricity is generated and why they should be energy efficient. “Be wattsmart, Begin at Home” presentations by the Company include hands-on, large group activities and humorous video vignettes featuring company mascot, Slim the Lineman.

The assemblies are based on state education guidelines. 12,626 students in Utah will participate in the curriculum during the 2013/2014 school year which includes 130

schools taught by 461 teachers. Students will be provided “Home Energy Checklists” and asked to audit their homes to receive LED night lights as incentives. Teachers can receive \$50 mini-grants for their classrooms.

2014 Budget for School Curriculum Program: \$112,000

wattsmart Business

The Company proposes using the wattsmart campaign to encourage local businesses to take pride in and promote their energy-saving activities.

Through established Chamber of Commerce outreach channels, the Company will continue to place directory ads and chamber newsletter articles to promote the wattsmart energy efficiency message. The Company will also take advantage of presentation opportunities at Chamber and professional association events. Many of the Company’s business customers have utilized the energy efficiency programs in Utah, but there is still a bigger impact to be made. In 2013, program changes were made to simplify the Company’s wattsmart Business offerings and expand the efficiency measure options.

The Company is currently developing a wattsmart Business advocacy program for 2014, to create more awareness of the benefits of being a wattsmart Business. The plan includes the development of video and print case studies to feature on the Company website, digital advertising and traditional advertising. In the past, we have found sharing customer energy efficiency experiences has proven to be an effective tool to encourage participation. By adding a video component, the case studies will become more dynamic for use in presentations and on social media. We also will develop media partnerships with key business communication sources to promote the program, seek opportunities for outreach and recognize wattsmart leaders in the community.

The program is designed to:

- Generate awareness and participation in the wattsmart Business program. Support the Company’s goal of **105,956,000** gross kilowatt-hours of energy savings in 2014
- Develop a deep understanding within the business and government communities about the need for and benefits of embracing energy efficiency, and how the Company can help.
- Develop a collaborative outreach effort to educate Chamber members on the benefits of being wattsmart and the programs available to them.

2014 Budget for wattsmart Business \$134,000

University of Utah Student Ambassador– Outreach by student ambassadors at the University of Utah to educate other students, property owners, and management about conservation and efficiency in rented or owned residences. The educational outreach is accompanied by direct installs of conservation measures such as CFLs, smart strips, faucet aerators and low-flow shower heads. This will be the second year of the program and the DSM Steering Committee asked on August 21, 2013, if the Company should continue to

support the activity. The Committee believed reaching students is important and asked that in the second year the Company include this item in the wattsmart media budget, in addition to the amount previously approved for the Campaign.

Additional 2014 Budget Request for University of Utah Student Ambassador program \$9,221

Multicultural outreach

The Hispanic population is one of the fastest growing in the United States. Community events are an important means of effectively reaching this audience. The Company proposes to continue to maintain a presence at key events in collaboration with media partners.

The Company intends to have a presence at the following are multicultural events:

- May
 - Telemundo Utah's Cinco de Mayo festival includes music, folk dancing, fair-style games and booths, food and a lot more.
- September:
 - Independence Day– weekend closest to September 16 – this is an annual event held in Salt Lake City that is put on by Fiesta Mexicana. It is now held in conjunction with the state fair, which draws approximately 60,000 attendees.
 - Festival LatinoAmericano – Labor Day Weekend – This event is held in Provo and draws approximately 20,000 people. The event is the largest Hispanic event outside of Salt Lake City and is put on by Centro Hispano. It draws people from many parts of the state.

Smaller events are sponsored by Hispanic media, particularly radio and newspapers that reach the Hispanic community by working with churches, non-profit organizations and businesses. These are held throughout the year and are typically planned 30 to 60 days in advance of the event.

2014 Budget for Multicultural Outreach \$25,000

Research and Evaluation

Annual program evaluation and monitoring will be built into the Campaign to measure and verify plan delivery. Research completed in 2010, 2011, 2012 and 2013 will serve as a baseline.

Survey: The Company will once again survey customers to determine the impact of the overall outreach and communication program.

Research Budget: \$25,000

2014 Budget (January 2014 – December 2014)

2014 Proposed Budget - January 2014 - December 2014	
Media (includes multicultural and online advertising)	\$717,000
Creative/Production/Planning	\$223,000
Media pitches/ Event Support PR/Public Affairs/wattsmart recess	\$91,000
Wattsmart Business program	\$134,000
Sponsorships (KUED, Jazz, Real, andRagnar)	\$173,000
University of Utah sports sponsorship	\$100,000*
NEF Curriculum	\$112,000
Student Energy Ambassador	\$9,221*
Multicultural outreach	\$25,000
Research	\$25,000
Total:	\$1,609,221

*Request is in addition to budget approved by the Commission in Docket 12-035-71