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September 24, 2015

***VIA ELECTRONIC FILING
AND OVERNIGHT DELIVERY***

Utah Public Service Commission
Heber M. Wells Building, 4th Floor
160 East 300 South
Salt Lake City UT 84111

Attention: Gary Widerburg
Commission Secretary

Re: Docket No. 14-035-80
In the Matter of Rocky Mountain Power's 2014 Smart Grid Monitoring Report"

In its acknowledgement letter dated October 30, 2014 of the Company's 2014 Smart Grid Report the Commission directed the company to provide notice when the Smart Grid Report had been presented to the DSM Advisory Group.

As directed by the Commission on November 6, 2014 the 2014 Smart Grid Report was presented to the DSM advisory Group. For reference, attached is the agenda/presentation used for November 6, 2016 meeting of the DSM Advisory Group. The Smart Grid section of the presentation begins on slide 28.


It is respectfully requested that all formal correspondence regarding this filing be addressed to:

By e-mail (preferred): datarequest@pacificorp.com
bob.lively@pacificorp.com

By regular mail: Data Request Response Center
PacifiCorp
825 NE Multnomah, Suite 2000
Portland, Oregon, 97232

Informal questions should be directed to Bob Lively at (801)-220-4052.

Sincerely,


Jeffrey K. Larsen
Vice President, Regulation

cc: Division of Public Utilities
Office of Consumer Services

DSM Advisory Group

November 6, 2014



Let's turn the answers on.

Today's Agenda

- EPA 111(d) and energy efficiency update
- IRP Action Plan update
- **wattsmart** Business update
- Skyline Project Update
- Summit County and Salt Lake County GUEP Update
- Smart Grid and Voltage Control
- Conservation Voltage Control
- Cool Keeper and Irrigation Load Control Update
- 2014 MWh Forecast
- 2015 Budget and Plan
- Emerging Technologies
- Utah 2015 Communication and Outreach Plan



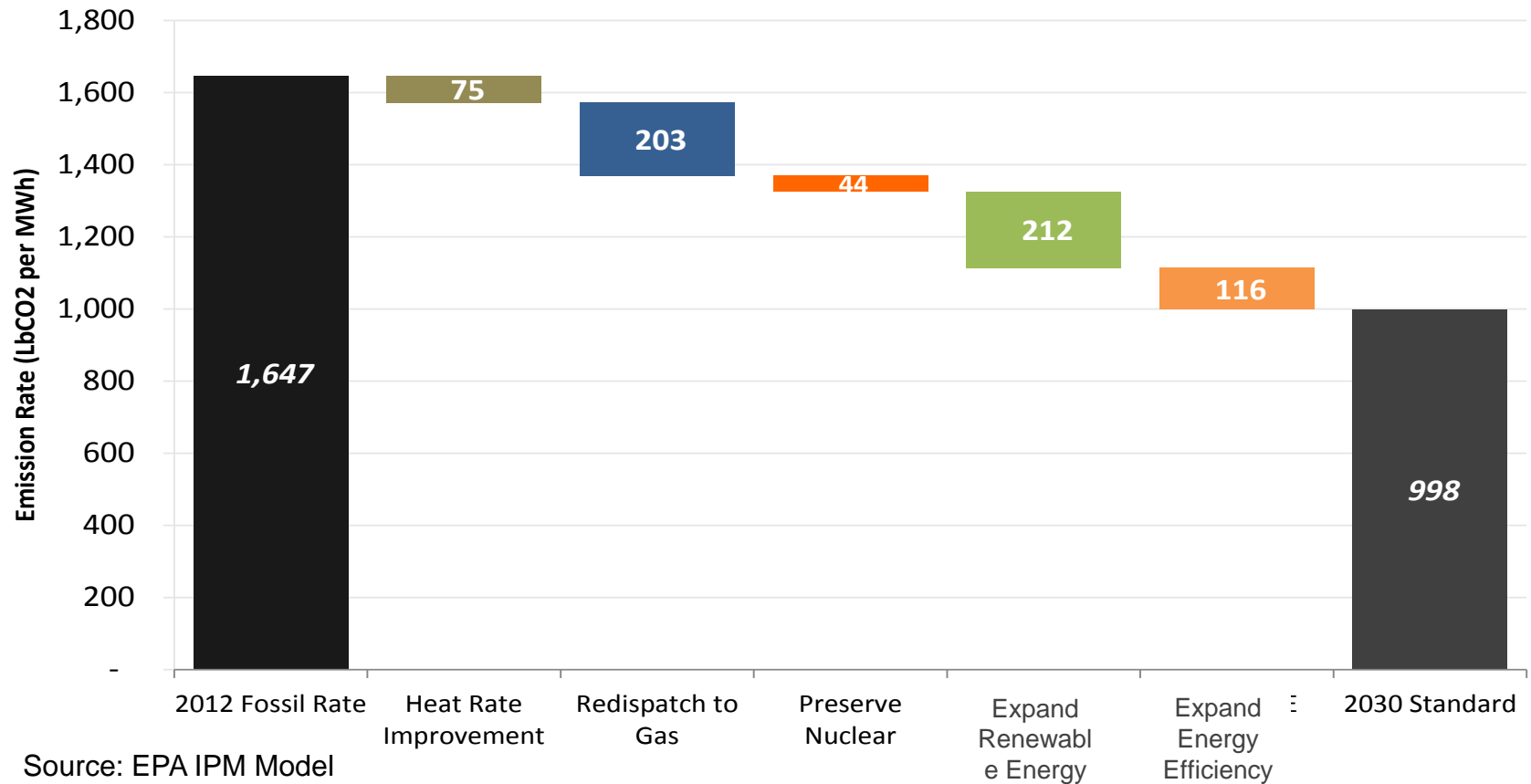
EPA 111(D) AND ENERGY EFFICIENCY UPDATE



Clean Air Act 111(d) – Overview

- EPA proposed rule issued June 2, 2014
- Comments to EPA due December 1, 2014
- Final EPA rule expected June 2015
- State plans to implement the final rule are due June 2016, or with extension granted, June 2017 (individual plans) or June 2018 (multi-state plans)

Best System of Emissions Reductions – U.S. Overview



Source: EPA IPM Model

- Each state emission target is rate-based (lbs CO₂/MWh). States have option to convert to a mass-based (tons CO₂) cap
- Emission rate target must be met by 2030 via a 2020-2029 glide path with interim goals and biennial plans to show reasonable progress

PacifiCorp's 111(d) Compliance Considerations

- Least-cost PacifiCorp solution
 - Achieved by application of state targets to PacifiCorp's system; *independent* of compliance obligations of other affected operators within each state
 - Relies on flexibility in allocating 111(d) compliance attributes, including renewable energy and energy efficiency, across PacifiCorp's system
- Compliance approach is similar to PacifiCorp's existing optimized dispatch of system resources for the benefit of customers across all six states

PacifiCorp's 111(d) Key Comments to EPA

- Include sufficient flexibility to implement creative fleet-wide/cross-state, least-cost compliance solutions for customers; not necessarily comprehensive multi-state environmental attribute trading programs
- 2030 target should be primary compliance driver - allow states to develop their own glide paths rather than adhering to proposed interim goal constraints
- Allow state compliance plans to be periodically updated to accommodate changes in market conditions or approach to building block implementation, without submittal to EPA for approval

111(d) Policy Considerations

- PacifiCorp is coordinating closely with state agencies and others during comment development period
- Maintain compliance plan flexibility; particularly renewable energy and energy efficiency credits for the benefit of the state
- Timely definition of state agency responsibilities for 111(d) compliance plan development, implementation, and oversight will identify potential policy/jurisdiction gaps
- Assignment of state-wide compliance obligations should protect customers

IRP ACTION PLAN UPDATE

2013 IRP Action Plan

- Hypothetical acceleration of DSM tested in sensitivity cases C14, C15, C18
 - Accelerated runs were in response to stakeholders requests for a 2% DSM case
 - Limited data was available on costs and achievability to inform
 - Company constrained model to what it could select to force DSM selections
 - Results were interesting and peaked interest in additional analysis to inform the 2015 IRP for additional modeling
 - Also drove near-term desire to test achievability assumption through the development/implementation of an aggressive DSM action plan and delivery schedule
- 2013 IRP Action Plan identified 13 specific DSM related action items
 - Due to the multi-state application and cross program implications the 13 action items equate to approximately 32 distinct actions
 - Most have/had target completion dates no later than Q1 2015

2013 IRP Action Items

1. Acquire 1,425-1,876 GWh of cost effective energy efficiency resources by the end of 2015 and 2,034-3,180 GWh by the end of 2017
2. Collaborate with ETO on a home energy report program for Pacific Power customers in Oregon
3. Implement an enhanced and consolidate business program platform – *wattsmart* business
4. Complete an evaluation of waste heat to power – investigate how to pursue opportunities
5. Expand our “Trade Ally” networks
6. Expand contracts with 3rd party administrators to facilitate greater acquisitions by increasing marketing, outreach and management of comprehensive custom projects
7. Increase qualifying express/typical measures for business programs, realign/review incentive levels, implement direct install type offerings, and expand residential equipment recycling to qualifying commercial appliances
8. Expand and extend residential behavioral programs i.e. home and business energy reports
9. Direct install/distribution of residential measures, increase qualifying measures and realign/review incentive levels
10. Extend residential recycling to incorporate retailer pickups
11. Take into consideration accelerated DSM opportunities in development of ETO funding agreement
12. Complete a decrement value analysis based upon the accelerated acquisition of DSM
13. Include in the 2014 CPA an analysis testing assumptions in support of accelerating DSM acquisitions



Outstanding Action Items

Of the 32 sub-actions that comprise the 13 action items, 6 are outstanding

1. *wattsmart* business filing in CA
2. Extension of the home energy report program to CA and WY
3. Small business energy report pilot
4. Small business lighting program introduction in CA and WY
5. Direct install/distribution of residential measures, increase qualifying measures and realign/review incentive levels/residential program update filing in WY
6. Extend residential recycling to incorporate retailer pickups in WA

WATTSMART BUSINESS UPDATE



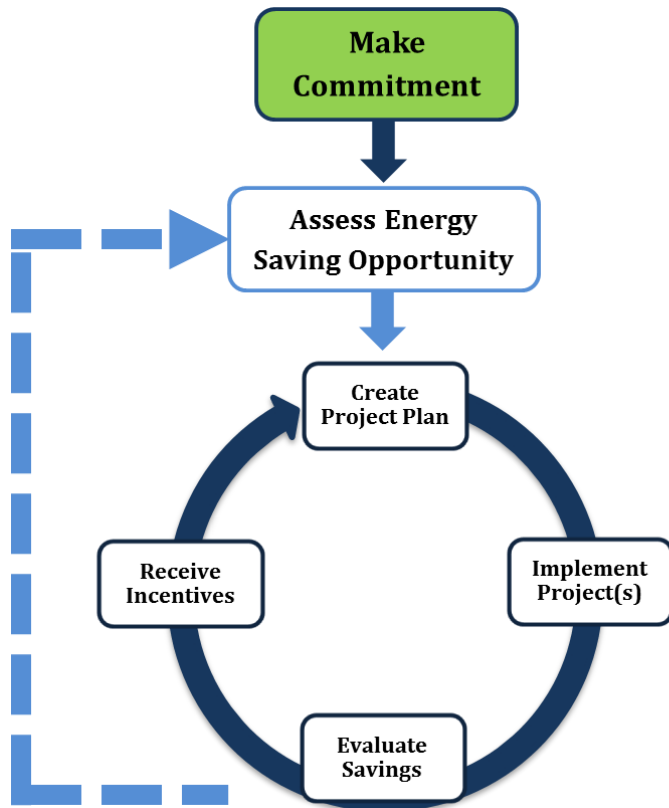
Agenda

- Update on program consolidation – *wattsmart* Business
- Energy Management
- Delivery Channels
- Accomplishments

“Since we have been involved in the *wattsmart* program we have received energy incentives of \$1.6 million dollars and we save about a million dollars a year on our energy costs... every business should be a *wattsmart* business, it’s the right thing to do.” Robert Adams – Lifetime Products



Be *wattsmart* – Simplified Process



Resources for all Businesses

- Streamlined Incentives
- Custom Analysis Incentives
- Trade Ally Network
- Small Business Lighting
- Energy Management
- wattSmart.com
 - Case studies (video and print)
 - Seminars
 - Business solutions toolkit
 - Benchmarking

Goal is to Create an Energy Efficiency Culture

wattsmart - Energy Management

- Behavioral examples–
 - Davis School District – 2% savings estimate, ~1.2 million kwh
 - Hospital (large network) – 3% savings estimate, ~2.3 million kwh
 - Large manufacturer – 6% savings estimate, ~5 million kwh
 - Scoping Weber State University opportunities
 - Cohort – similar industries working together
 - North Salt Lake, Park City, Mountain Regional Water District working together with a single engineering firm to implement best practices. Estimate 3 million kwh in savings. Mainly from behavioral activities, such as reducing pumping activity when not needed.
 - Lessons learned - Competing companies not willing to work together
- Tune-Ups to operate efficiently (re-commissioning)
 - 2015 pipeline indicates 50% increase from 2014
- Energy Project Manager – energy efficiency “champion”
 - Five participants with more coming. Customer interest growing rapidly.

“With Rocky Mountain Power, we have a partner in energy conservation,”
Jamie Galileo – Larry H. Miller Group



wattsmart Business Delivery Channels

Internal Project Manager Delivery

- Large customer management – single point of contact
- 6-18 month lifecycle of projects
- Custom and prescriptive projects
- Energy Management
- Energy Project Manager
- 2014 Forecast
 - 150 completed projects
- Avg project size = 346,000 kwh



Outsourced Delivery

- Outreach to Small and mid-sized customers
- Custom and prescriptive projects
- Trade Allies – Participating vendors work with all size customers
- Small business lighting - July 1
 - 229 projects completed
 - 1.8 million kwh
 - Avg project size = 7,825 kwh
- 2014 forecast
 - 2,445 completed projects
- Avg project size = 22,000 kwh

wattsmart Business Delivery is a Large Team Effort

Discussion



SKYLINE PROJECT UPDATE

Salt Lake City Project Skyline

Project Skyline is a cornerstone initiative of Sustainable Salt Lake – Plan 2015, the Mayor’s blueprint to improve air quality, boost economic development and improve livability in Salt Lake City.

The initiative is designed to dramatically cut energy waste in Salt Lake City’s buildings — saving money for businesses and the city.

Project Skyline will accelerate investment in energy efficiency and raise public awareness of building energy performance, while creating jobs and fostering a stronger Salt Lake City economy.

Beginning with the Mayor’s Skyline Challenge, building owners across the city will be encouraged to proactively meet – and exceed – the air quality and energy-saving targets of Sustainable Salt Lake – Plan 2015 by evaluating their building’s energy use, setting energy savings goals, and conducting energy-saving improvement projects.



Project Skyline
SLCgreen



SUMMIT COUNTY AND SALT LAKE
COUNTY GEORGETOWN UNIVERSITY
ENERGY PRIZE (GUEP)

Georgetown University Energy Prize

The Georgetown University Energy Prize has selected communities to participate in the Quarterfinals round of the competition. These communities will be developing and refining their plans, and preparing for the competition Semifinals in 2015.

In total, over the two years of the GUEP competition, these communities have the potential to save more than \$1 billion in energy costs and cut millions of tons of CO2 emissions.



What is GUEP?

- Georgetown University Energy Prize - GUEP
- A \$5 million dollar prize for the community that leads the way in energy efficiency.
- The challenge was created by Francis Slakey, a physics professor at Georgetown, who recognizes that the greatest potential source of energy is energy efficiency.
- The competition runs Jan. 1, 2015 – Dec. 31, 2016.
- 52 communities with populations between 5,000-250,000 are in the quarter finals. Semi finalists to be announced January 2015.
- Communities will be judged on reductions of residential and municipal energy consumption of natural gas and electricity at the meter, and whether their programs are replicable, scalable, innovative and create continual reductions.

All eyes on the prize

“Renewable doesn’t mean free or unlimited. GUEP is focused on a single goal – energy efficiency – and does not attempt to value one source of energy over another. We deliberately avoid issues that arguably make one energy source “better” than another, because such arguments depend on one’s viewpoint (e.g., environmental vs. national security).” *Francis Slakey*

Summit County Initiative

- Summit Community Power Works - SCPW
- A non-profit, community initiative to vie for the \$5 million GUEP prize
- “We believe in the power of Summit County Communities to lead a movement by embracing energy efficiency and self-reliance, creating a brighter environmental and economic legacy for future generations.”
- SCPW facilitates, educates and incentivizes three key stakeholder groups (residents, municipalities, and K-12 schools) to adopt energy efficiency and renewable technology, thereby creating lasting change.
- SCPW’s 4 key initiatives are: lighting, smart controls such as programmable thermostats, weatherization, and retrofits of existing infrastructure and adoption of renewables.

Salt Lake County Initiative

- Lead agency is Salt Lake County Housing Division
- Target low and medium income homes in Kearns and public buildings, such as Kearns Library, senior center, fitness center, etc.
- Began with Idea House retrofit 6 years ago, which led to a dozen homes; later retrofitted 80 homes using CDBG funds
- Build on past record to improve energy efficiency and incorporate Green and Healthy Homes initiative (grants and low-interest loans)
- Specific proposal still taking shape. Plan to create partnership with Community Development Corporation, Habitat for Humanity, utilities, others.
- Key plan element is community outreach and education

RMP Support

- Provide kWh usage by month for residential and municipal accounts.
- Tax ID code will be used to identify residential usage. Meter or account #'s will be used to identify the municipal kWh consumption. This will begin January 2015.
- Provide DSM support where appropriate.
- Provide energy and energy efficiency expertise in a broader sense.
- For Summit County, potentially work with SCPW to market and brand this initiative with our *wattsmart* program. The local newspaper and NPR radio station offer a unique opportunity to publicize the *wattsmart* brand.

SMART GRID AND VOLTAGE CONTROL

Smart Grid Action Summary

- Researched smart grid technologies for many years
- Continual industry monitoring
- State commission reports
 - Plans, activities, financial analyses
 - Filing schedule
 - Utah, Wyoming, Oregon - yearly
 - Washington - every even year
- Hurdles to implementation have been
 - Low Energy Prices
 - Large Financial Investment to recover

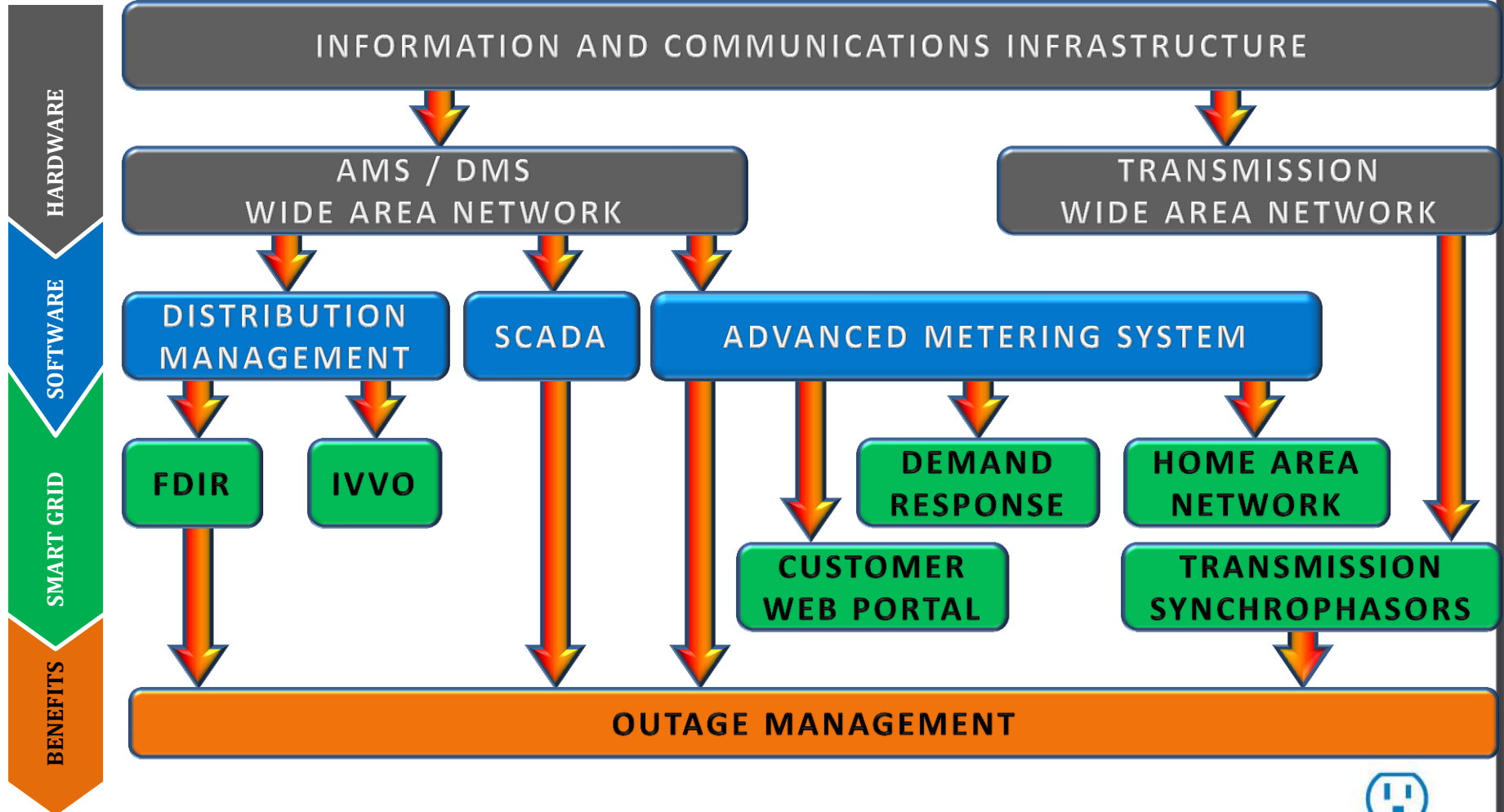
Component Focus for Smart Grid

- Advanced Metering System
- Demand Response
- Distribution Management System
- Outage Management System
- Transmission Synchrophasors

- *Distributed Generation*
- *Direct Load Control*
- *Substation Automation*
- *Asset Utilization*
- *Workforce Automation Tools*



Technology Dependencies



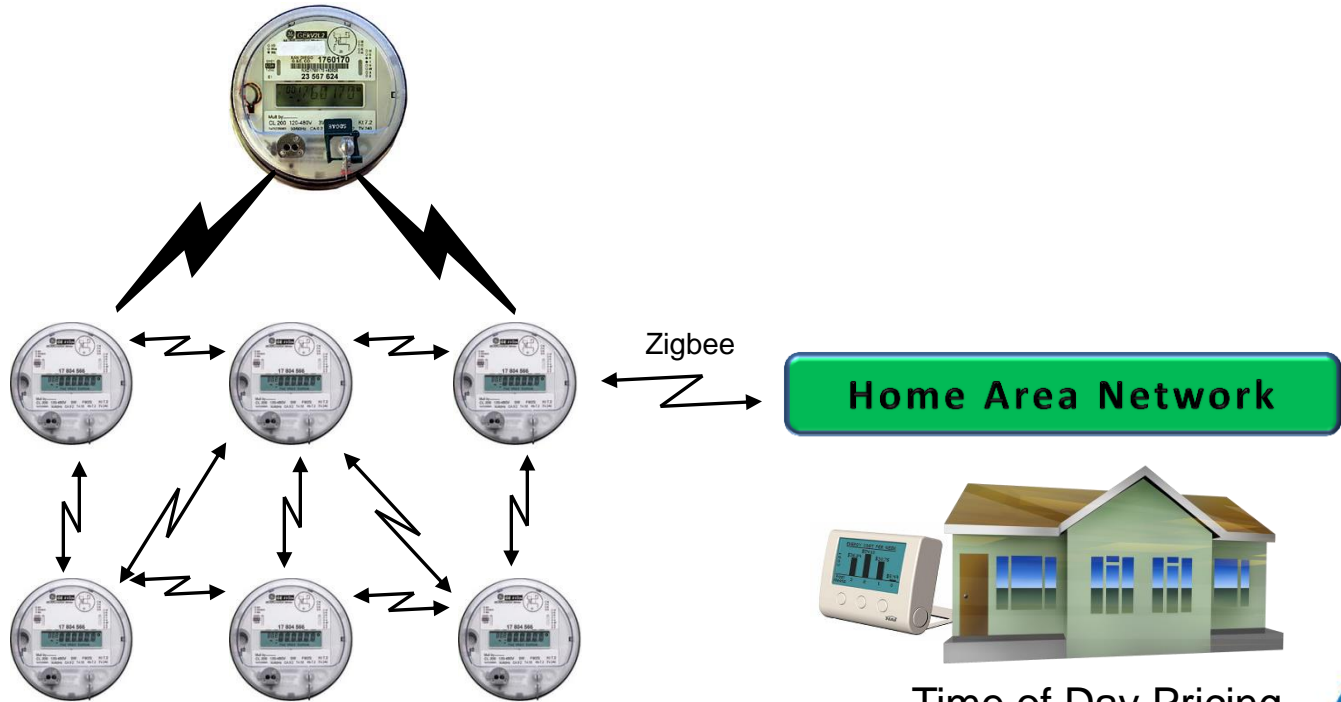
IT and Communications Infrastructure

- Robust two-way communication networks
 - High-speed, secure, extremely reliable
- Available for critical applications
- Prioritize, react to system data
- Manage and archive massive amounts of data
 - 45 million meter reads per day
 - 5 million “IVVO reads” per day
 - Continuous SCADA and PMU reads

Advanced Metering and Demand Response

Must Support Pricing Options

ADVANCED METERING SYSTEM



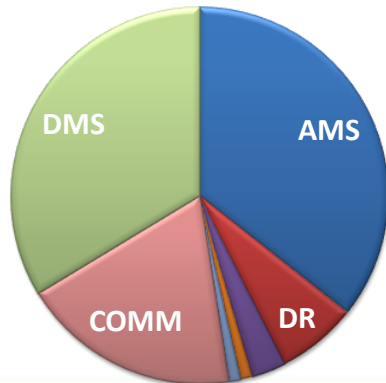
Time of Day Pricing Required



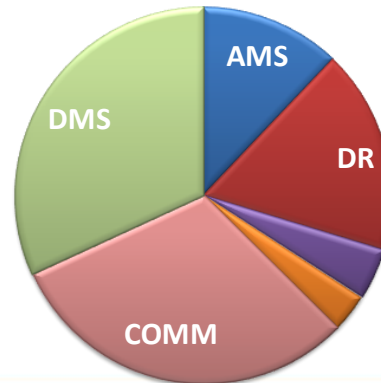
Smart Grid Business Cases

Case	AMS	DR	DMS	FDIR	IVVO	CES	TSP
1	X						
2	X	X					
3			X	X			
4			X		X		
5			X	X	X	X	
6	X	X	X	X	X	X	X

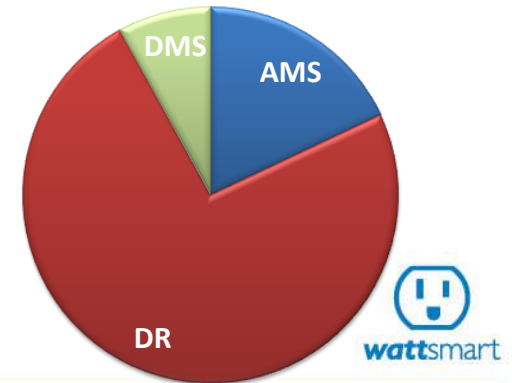
CapEx



OpEx



Benefits



PacifiCorp Projects Deployed

Dynamic Line Rating	<ul style="list-style-type: none"> • Determine real-time loading limits • 230 kV Miners Platte line (completed) • 345 kV West of Populus line (in progress)
Transmission Synchrophasor (WECC)	<ul style="list-style-type: none"> • Install phasor measurement devices, 8 substations
Low cost SCADA (OR)	<ul style="list-style-type: none"> • Cellular communication installed at Cannon Beach
Cool Keeper (SLC, UT)	<ul style="list-style-type: none"> • Direct load control (air conditioner), curtailment events • Recently upgraded to two-way communications (confirmation)
Communicating Faulted Circuit Indicators (UT)	<ul style="list-style-type: none"> • Installation of 48 cFCIs on 5 distribution circuits • Ongoing sensor validation and cost/benefit analysis
Conservation Voltage Reduction (WA)	<ul style="list-style-type: none"> • Four circuit pilot to reduce voltage, measure savings • No measureable savings were achieved
Advanced Metering Strategy (OR)	<ul style="list-style-type: none"> • Investigated technologies for AMI, AMR, hybrid solutions • RFP issued; ongoing cost analysis • Management to review business case for next steps



Challenges

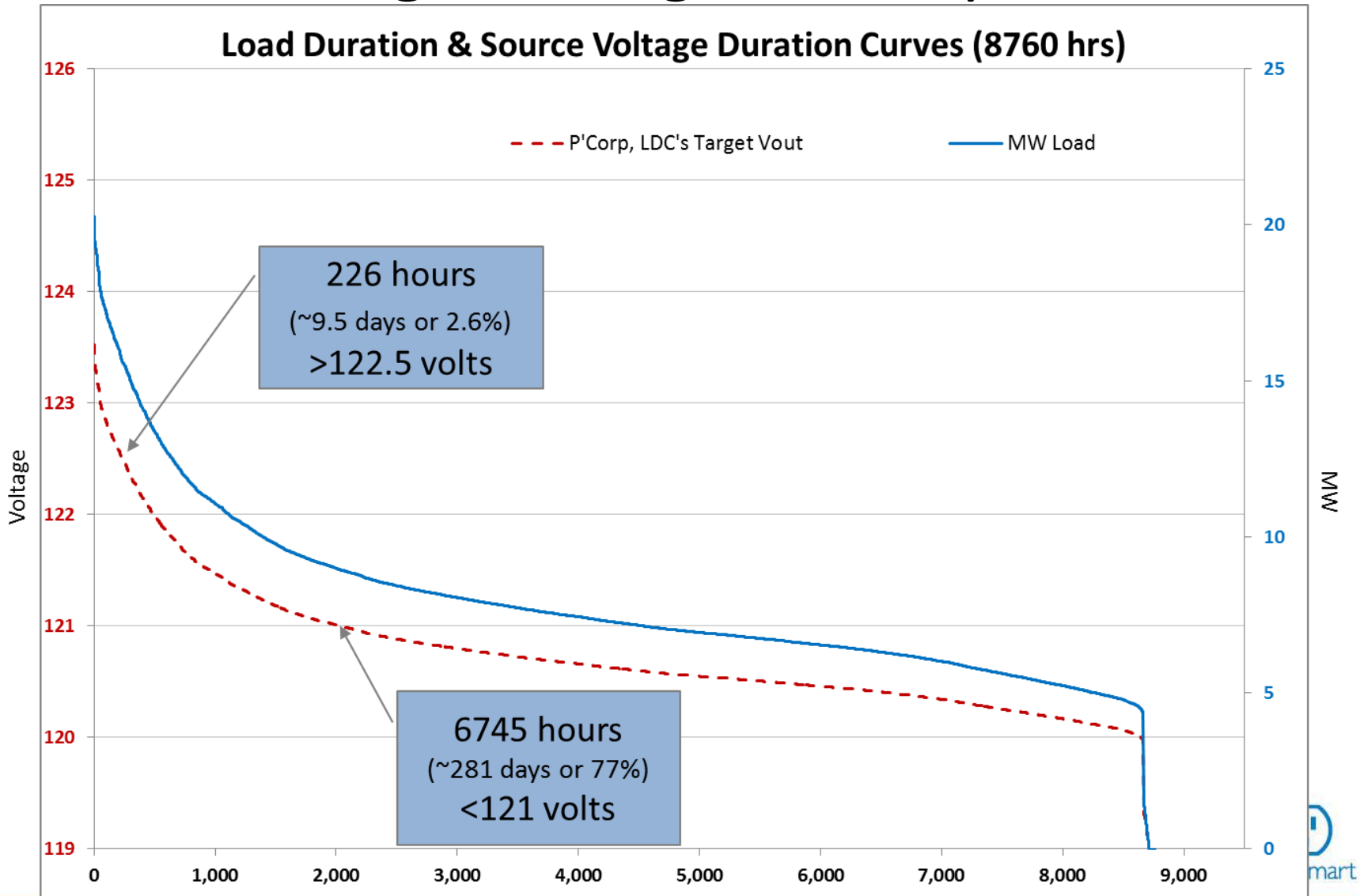
- Standards and Interoperability
- Data Security (Customer and Company)
- Distributed Generation
 - Protection Schemes
 - Electric Vehicles
- Customer Communication
- Customer Participation

CONSERVATION VOLTAGE REDUCTION

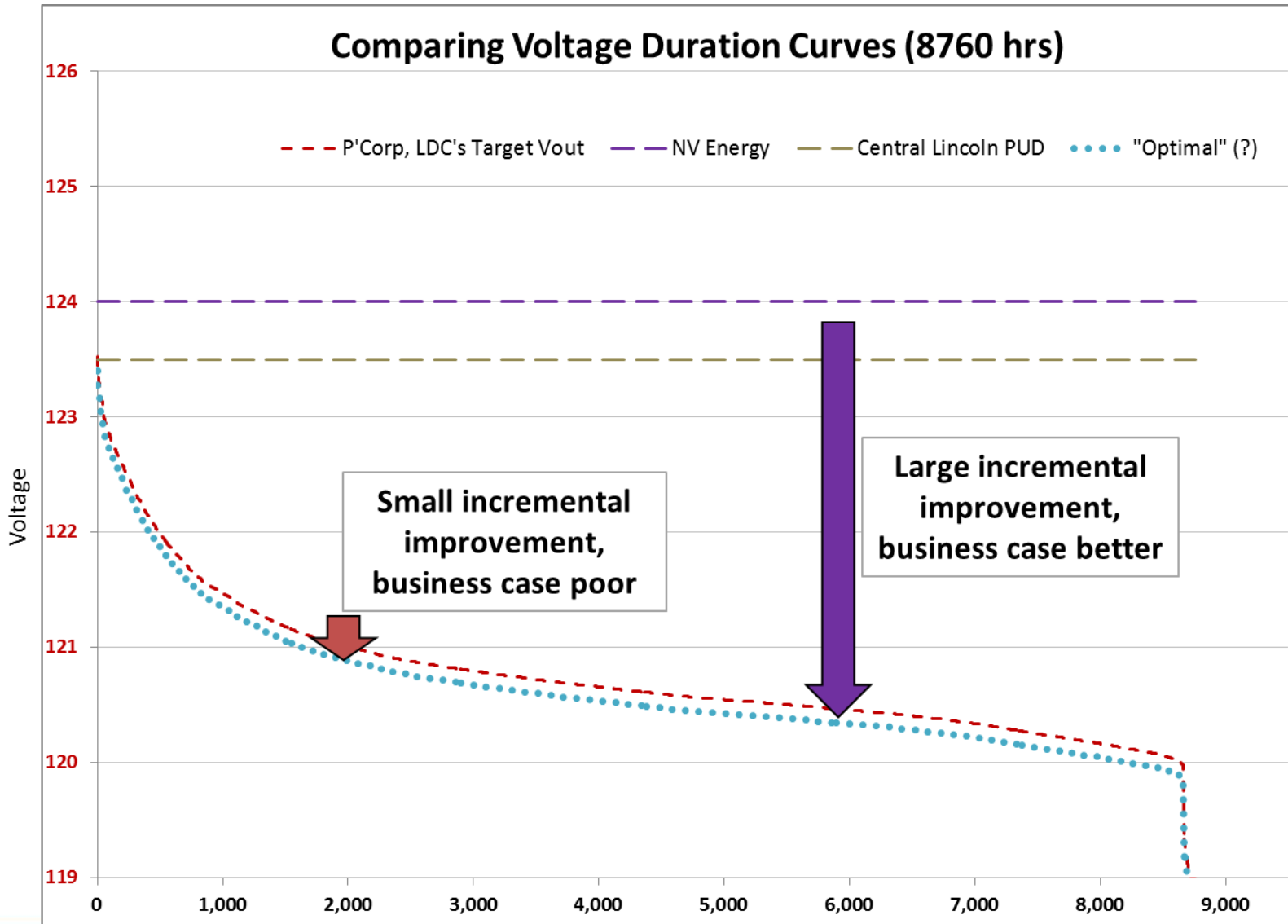
Recent Developments

- NEETRAC's research shows significant decline in CVR factor over eight hours
- Persistence and savings measurement accuracy answers can be elusive
- Researching AMI business case, other utilities' efforts
- Northwest Council's Regional Technical Forum is evaluating its CVR protocols and may change scope
- Moving to new power flow application 2014-15
- Continuing the discussion within Smart Grid

Voltage Management Options



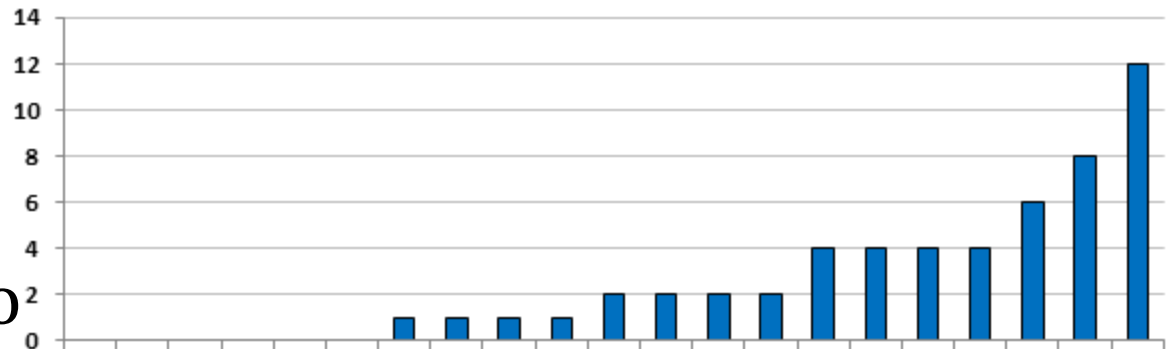
Voltage Management Options



PacifiCorp Practices

- Stocky, energy dense circuits can be seen as good CVR candidates, but...
- Primary metered accounts require at least 97.5% (not 95%) nominal voltage, per ANSI C84
- PacifiCorp has many primary metered customers
- Generators also constrain options

Primary Metered Accounts by Substation
Salt Lake Area



COOL KEEPER AND IRRIGATION LOAD CONTROL UPDATE

Cool Keeper – By the Numbers*

- 99,920 devices installed. Majority of them within 6 months.
- 162 Gateway devices installed (wireless mesh network)
- Over 100 megawatt potential (weather dependent)
- 3 dispatches this year
- 8,476 participants dropped out
 - 181 from the letters, 5,373 when tech arrived
 - ~2,900 multi-family drop-outs/small complex's

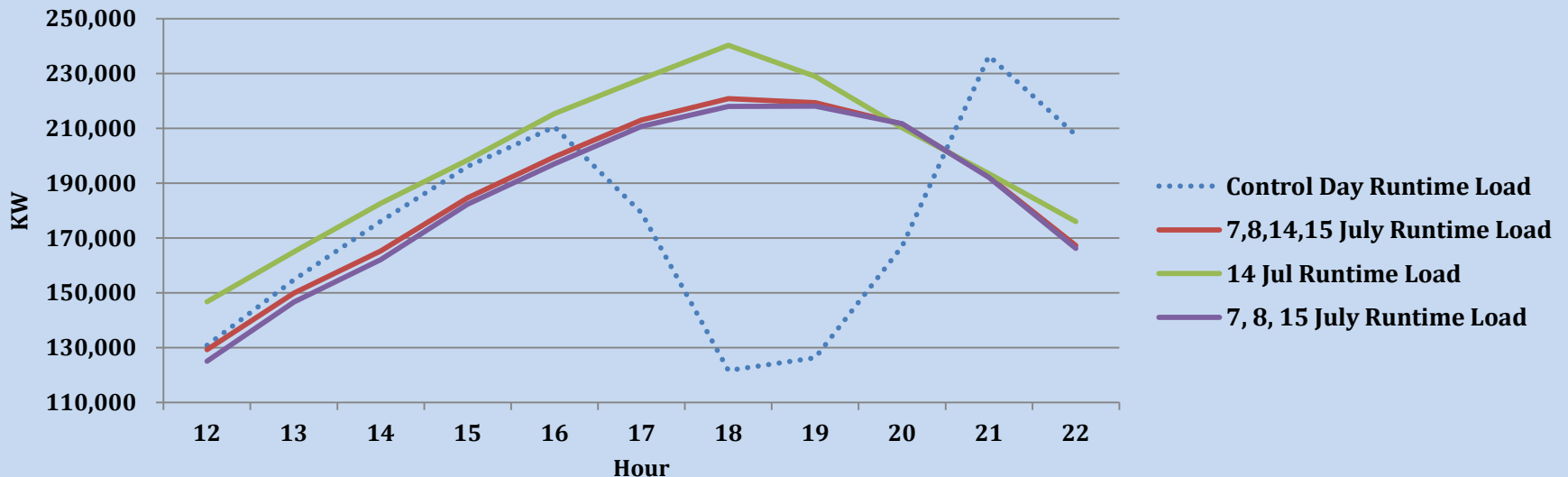


*Numbers are preliminary

Cool Keeper – Performance

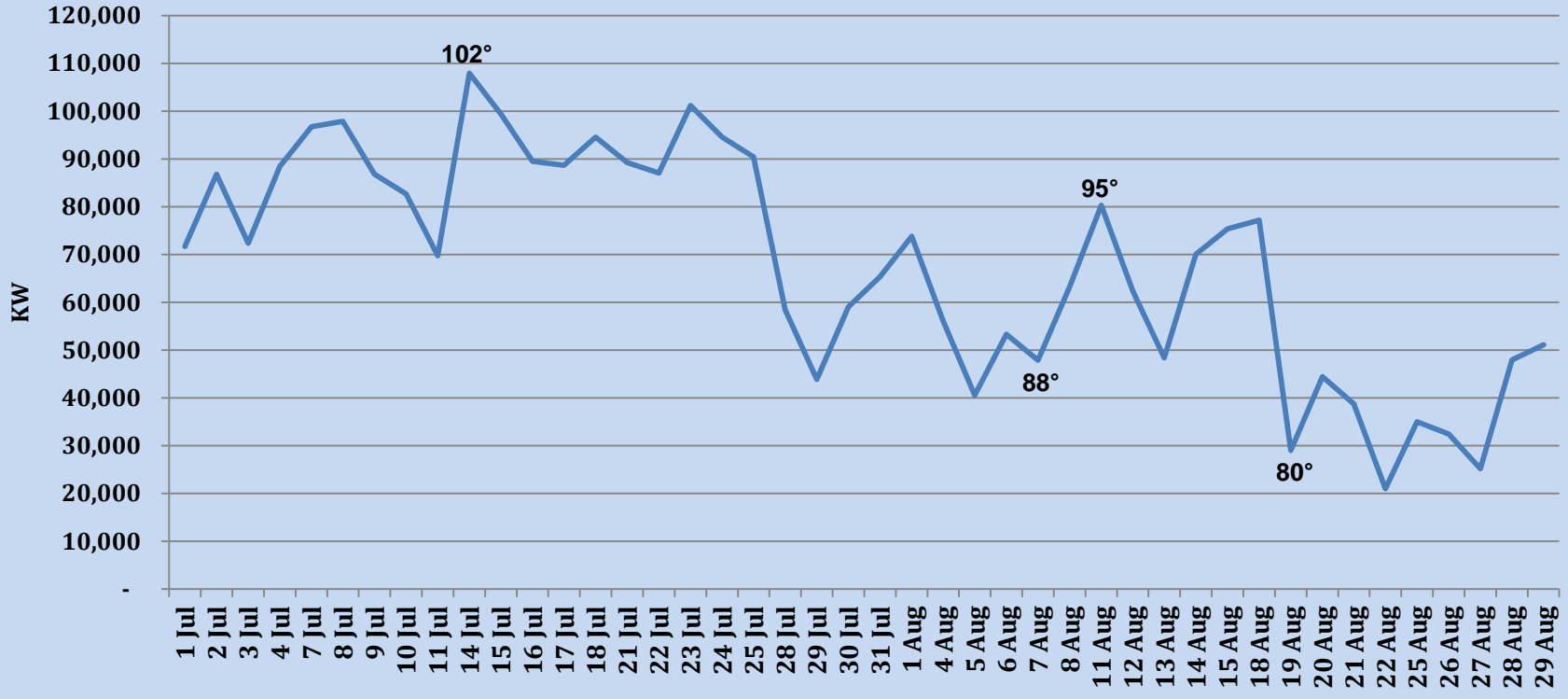
Date	Time	kW Reductions	Temperature
7/22/14	4:30-5:30	88,000	98°
7/23/14	4:30-7:30	101,000	103°
8/18/14	2:00-6:00	77,000	94°

7/23/14 Actual Runtime Load Analysis - Event Day to Baseline



Cool Keeper – Actual Potential

Actual Runtime KW Potential at 6PM



Two Way Technology Takes Much of the Guesswork out of M&V



Cool Keeper – Successes/Challenges

Challenges

- Device manufacturer delivery issues – two month delay
- Keeping techs around in late spring
- Installation quality – Some installers were let go due to quality of work
- Vendor data management issues – still in process of cleaning up data
- Managing attrition rates while replacing devices

Successes

- System operational in June
- Two-way technology provided insight into the system
 - Ability to know which devices were not working after installed
 - Initially over 2,500 non-responding units (installation issues, bad device, power off at site, device missing)
 - Ability to understand free-ridership with certainty (2,652 customers with A/C off for the majority of the summer)
- Achieved similar performance to last year with ~10% less participants

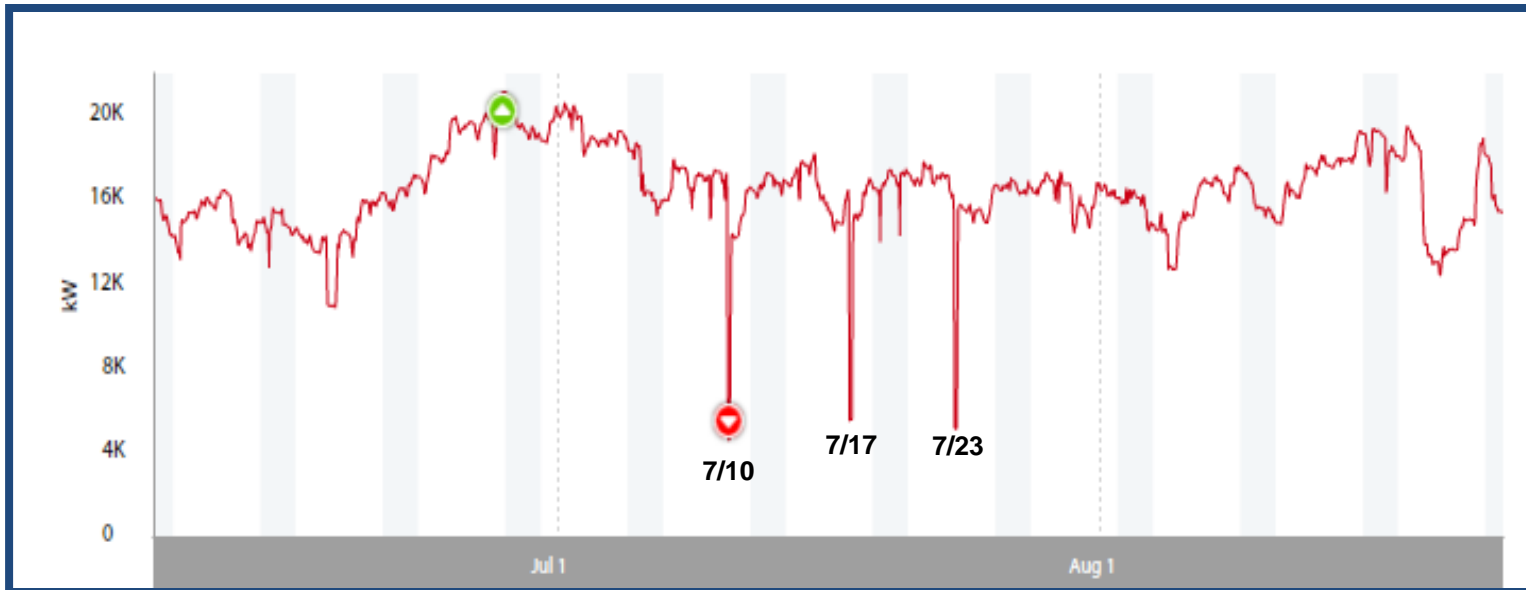


Discussion and Next Steps

- Continue to look at data to optimize the system and program
- End of season report



Irrigation Load Control Performance



- 3 events
- 31,100 kw signed up, an increase of 7,000 kw from 2013
- 235 participating sites as compared to 207 participating sites in 2013

Irrigation Load Control Challenges/Successes

Challenges

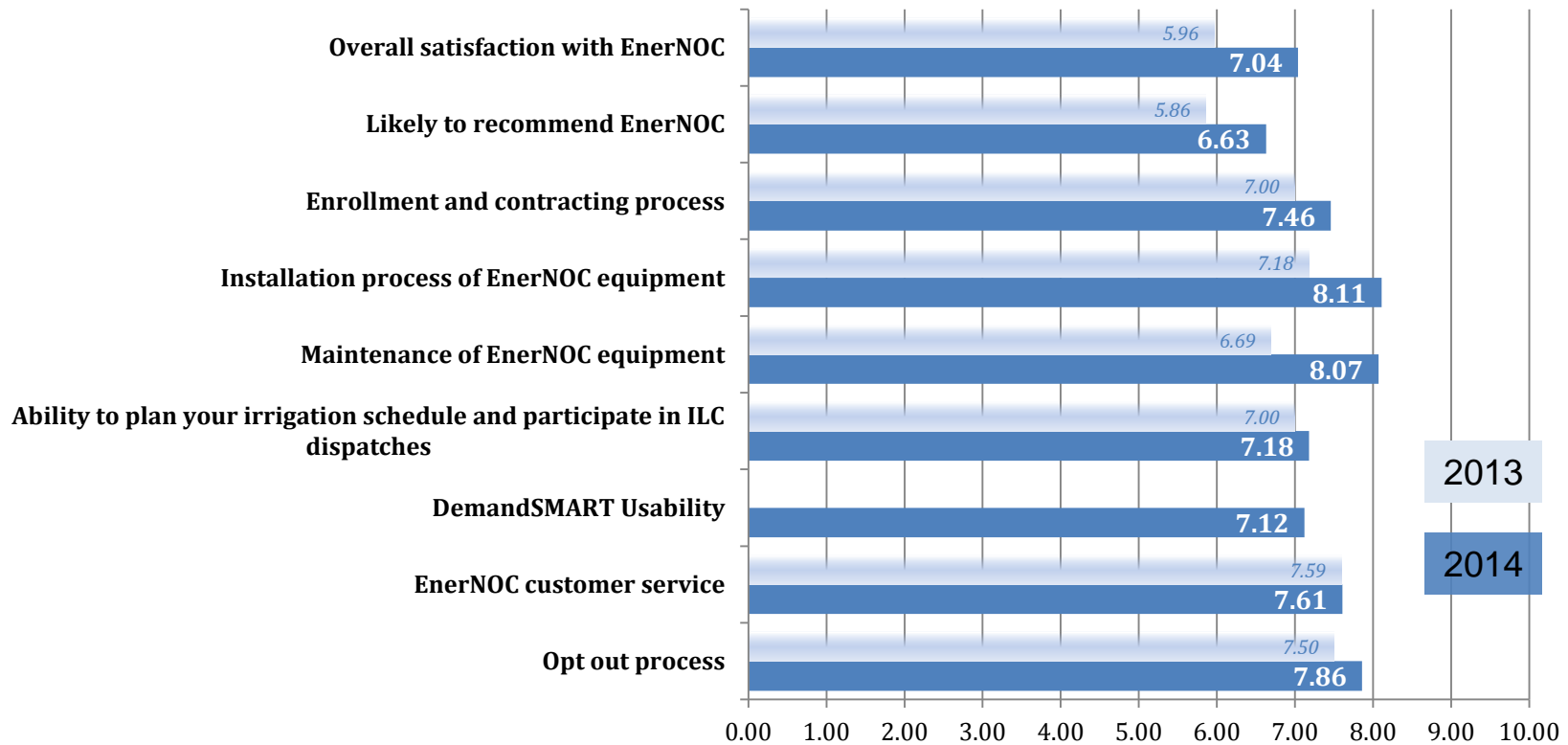
- Some irrigators will not participate with the current incentive level at ~\$25/kw. Some were very vocal about this.
- Saw an increase in opt-outs. Up to 20% did not shut-down during dispatches compared to 10% last year.

Successes

- Increased participation levels from 2013
- Free ridership no longer is an issue
- Customer satisfaction scores increased from last year – still have room for improvement. Will be contacting all customer that gave a low score.

Survey Results

2014 Irrigation Load Control Season-End Survey Results



Discussion and Next Steps

- Working with EnerNoc on a marketing plan to try and increase participation



2014 MWH FORECAST

MWh Forecast 2014

Program	Goal	YTD Achieved*	Year-end Forecast*	Update
wattsmart Business	105,956	90,330	121,265	Volumes up with new measures and delivery channels
SYLR	13,819	9,560	12,004	Declining volumes, program changes being implemented
Home Energy Savings	77,643	66,740	102,165	Strong lighting achievement in 2014
Low Income	492	311	405	
wattsmart New Homes	2,441	1,600	2,322	
Home Energy Reporting	27,196	16,005	34,465	Actuals through June 30 only, forecast is updated for 200k expansion
Total	227,547	184,546	272,626	

* Reflects actuals and forecast as of 10/15/2014



2015 BUDGET AND PLAN

2015 Forecast Savings

	MWh	MW
<u>Residential Energy Efficiency:</u>		
wattsmart New Homes (110)	2,886	
Home Energy Savings (111)	108,090	
See 'ya Later Refrigerator (117)	19,568	
Low Income (118)	400	
Home Energy Reports (n/a)	62,092	
<u>Business Energy Efficiency:</u>		
wattsmart Business (140)	118,821	
<u>Load Control:</u>		
Air Conditioning / Cool Keeper (114)		115
Irrigation (n/a)		20
Total	311,857	135
2013 IRP Target for 2015	201,510	158

2015 Forecast Program Expenditures

	2014 Forecast	2015 Forecast
<u>Residential Energy Efficiency:</u>		
wattsmart New Homes (110)	\$1.4m	\$1.6m
Home Energy Savings (111)	\$25.0m	\$20.3m
See 'ya Later Refrigerator (117)	\$1.8m	\$2.1m
Low Income (118)	\$0.2m	\$0.2m
Home Energy Reports (n/a)	\$1.6m	\$2.7m
<u>Business Energy Efficiency:</u>		
wattsmart Business (140)	\$24.9m	\$24.8m
<u>Load Control:</u>		
Air Conditioning / Cool Keeper (114)	\$24.9m	\$5.0m
Irrigation (n/a)	\$0.6m	\$1.4m
<u>Other:</u>		
Outreach & Communications	\$1.4m	\$1.6m
Portfolio Level & Program Evaluations	<u>\$0.3m</u>	<u>\$1.3m</u>
Total	\$82.1m	\$61.0m



2015 DSM Program Plans

Residential:

- Communication and Customer Outreach: Mobile game to drive participation; *wattsmart* video contest
- *wattsmart* New Homes: Measure updates to provide builder flexibility and improve cost effectiveness; coordination with Questar programs
- Home Energy Savings: Annual measures and incentives review
- Planning: Two year action plan to achieve 2015 IRP energy efficiency selections

Commercial & Industrial:

- *wattsmart* Business: Midstream commercial lighting program
- *wattsmart* Business: Analyze benefits of small business energy reports
- *wattsmart* Business: Annual measures and incentives review
- Planning: Two year action plan to achieve 2015 IRP energy efficiency selections

EMERGING TECHNOLOGIES

Emerging Technologies

- *Change is the only constant in life* (Heraclitus ~ 500 BC)
- Especially true for efficiency technologies – lots of things can change over the twenty year planning horizon
- Emerging technology reviews are standard practice during preparation of conservation potential assessment (CPA)
- Emerging technology source data includes (DOE, ACEEE, E Source, BPA E3T, NEEA, TRMs, other CPAs)
- 2014 CPA includes new technologies relative to 2013 CPA based on updated review.
- Emerging technology in a CPA needs to strike a balance between what industry thinks may be coming down the pike and what can be reliably quantified and priced for use in integrated resource planning.

Some Emerging Technologies in 2014 CPA

- Geothermal heat pumps
- Heat pump clothes dryers
- Refrigerator – above 2015 federal standards
- Load sensing power strips
- LEDs – expanded applicability, lumens/watt improvements
- Solar pre-heater for ventilation air
- Space Heating - heat recovery ventilator
- Data center – direct server cabinet cooling
- Behavioral/energy management
- Construction practices

Emerging Technologies – Watch List

- List is not exhaustive. Just some we know about.
 - Heat pump technology – additional efficiency improvements and expanded applications
 - “R” improvements in windows, window coverings, building shell
 - Construction practices
 - Lighting – additional efficiency improvements and controls
 - Appliances – incremental advances beyond new standards and market efficiency levels
- Plus.... promising work by others

UTAH 2015 COMMUNICATION AND OUTREACH PLAN

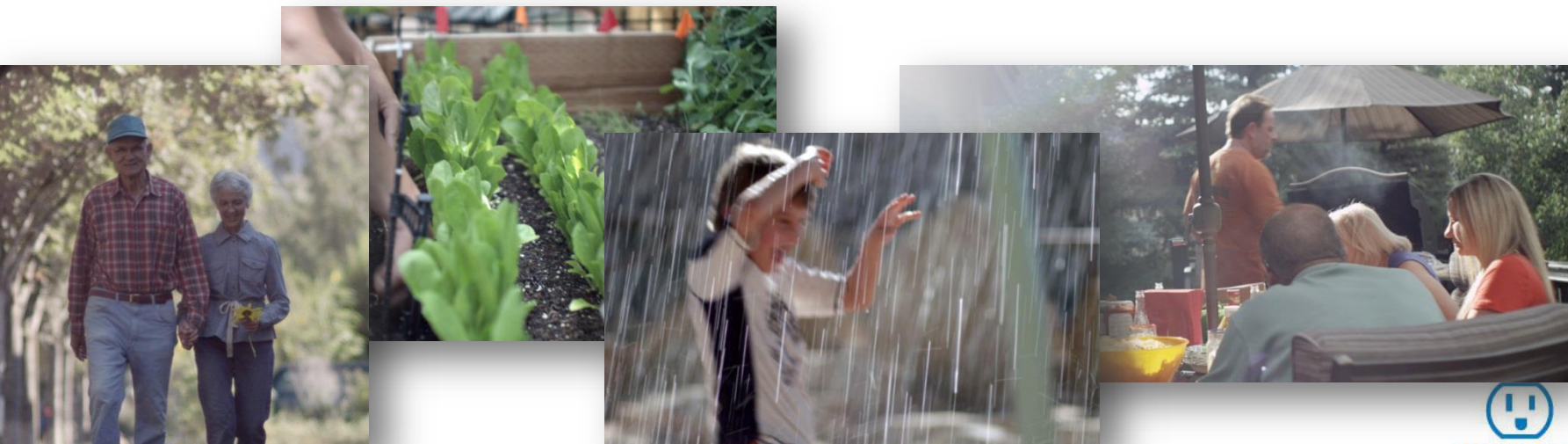
wattsmart Campaign 2015

- Advertising
 - New creative for 2015 – Wattsmart, UT
- Media Pitches
- Act *wattsmart* video contest
- Energy Efficiency Mobile Game
- Sponsorships
- Education - RFP
- *wattsmart* business – advocacy
- Multicultural



Welcome to Wattsmart, UT

Saving energy is a way of life here in Wattsmart, Utah. Folks turn off lights and electronics when not in use. They use highly efficient appliances and make sure their homes are well insulated. The people here know saving energy saves them money and helps the environment. You may not live in Wattsmart, but you can learn to live wattsmart®. More tips and cash incentives at wattsmart.com.



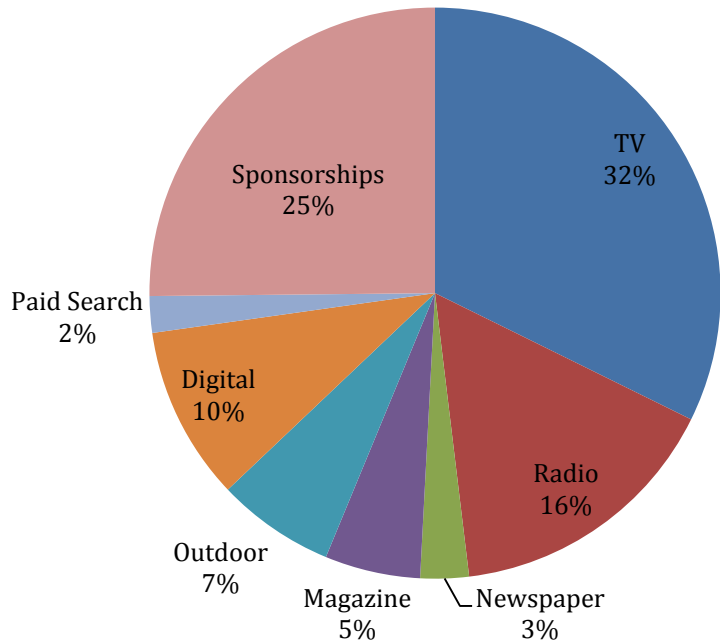
New Creative 2015

:30 TV Welcome to Wattsmart, Utah – generic EE	:30 TV Cooling	:30 TV Summer tiered rates	:30 TV Don't use appliances during peak hours	:30 TV Incentives	
:60 Radio Welcome to Wattsmart, Utah	:30 Radio wattsmart programs and incentives	:30 Radio Summer tiered rates	:30 Radio Cooling/ Evaporative Cooler	:30 Radio Don't use appliances during peak hours	:30 Radio Act wattsmart Video Contest
Print Welcome to Wattsmart, Utah	Print wattsmart programs and incentives	Print wattsmart New Homes	Print Act wattsmart Video Contest	Print Cooling	
Out of home Welcome to Wattsmart, Utah	Out of home wattsmart programs and incentives	Out of home Don't use appliances during peak hours	Out of home Cooling/ Thermostat		
Digital Welcome to Wattsmart, Utah	Digital wattsmart programs and incentives	Digital Don't use appliances during peak hours	Digital Act wattsmart Video Contest	Digital Energy Efficiency Mobile Game	

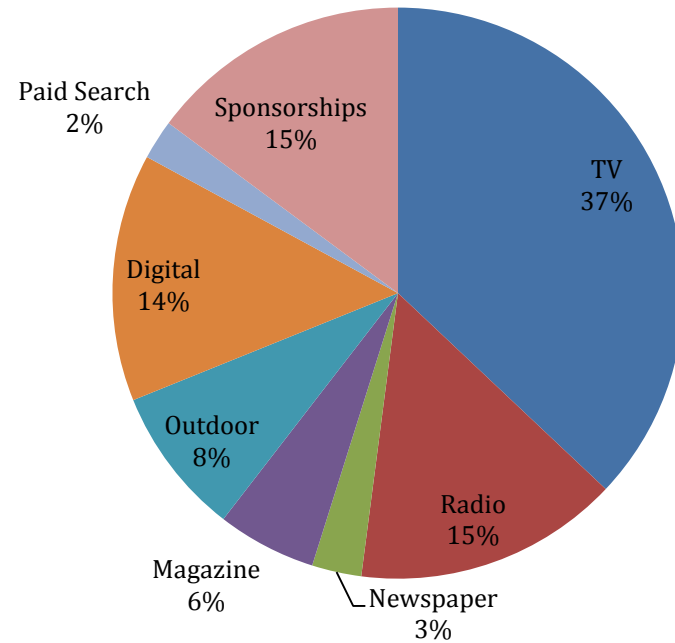


Media Mix

2014 Media Mix



2015 Media Mix



2015 Video Contest

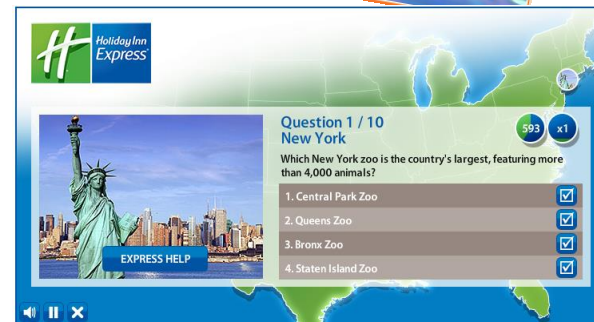
- Launch at the Spring Home Show (March 2015)
- Customers can submit videos between March 2015 and May 31, 2015
- People's choice voting will run May 31 through June 30, 2015
- Winners announced on August 1, 2015
- Looking at prize options for 2015



Mobile Game

Develop a custom wattsmart energy efficiency mobile game promoted via banner ads and social media

- Cross platform
- Trivia or other



Sponsorships



wattsmart Business/Advocacy

- In 2014, the wattsmart Business advocacy program partnered with the Salt Lake Chamber to create awareness about the benefits of being a wattsmart Business.
- Case study videos were developed to showcase successful wattsmart Businesses.
- The advocacy program will continue in 2015, to generate awareness, participation, and lasting partnerships in the wattsmart Business program.



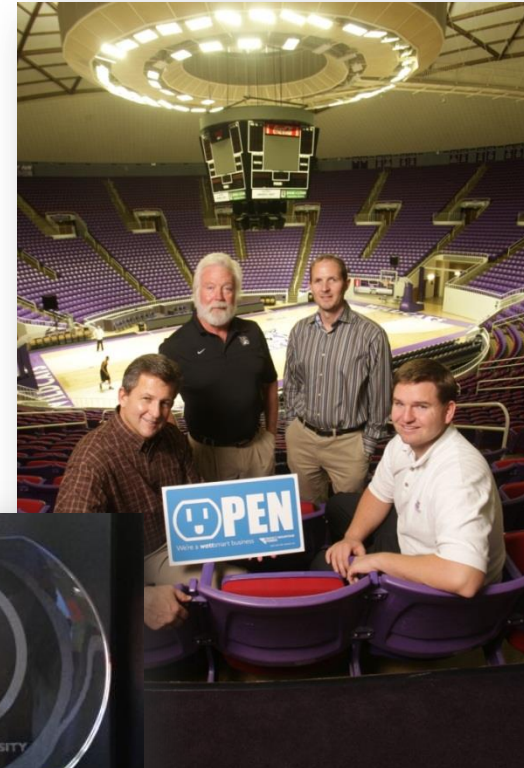
wattsmart Business/Advocacy

- Six wattsmart Business customers were featured in case study videos
- The videos are posted on Rocky Mountain Power's website and promoted on social media.
- The videos will be used in 2015 at trade shows and in presentations to encourage customers to participate.



wattsmart Business/Advocacy

- Weber State University was selected to receive Rocky Mountain Power's **wattsmart Business Partner of the Year Award for 2014**
- We plan to continue and possibly expand the number of awards presented to wattsmart Businesses in 2015



<https://www.rockymountainpower.net/utsave>

Education - NEF

- The Company's contract with National Energy Foundation concludes with the Fall 2014.
- The Company will issue a competitive RFP for a partner to administer the program and award a contract in time to prepare the program for Fall 2015.
- In Fall 2014, nearly 13,000 5th grade students in Utah will participate in the curriculum 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.



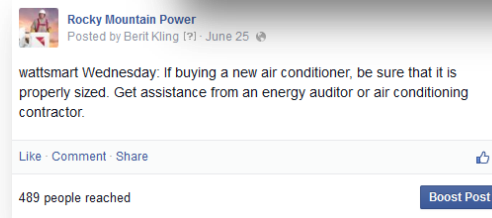
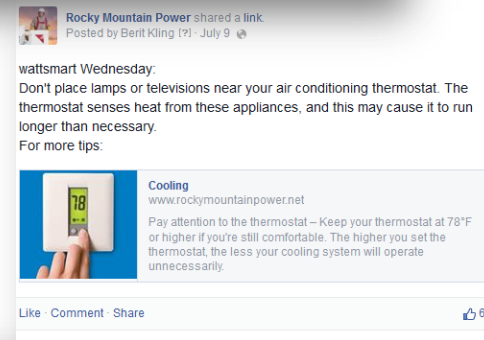
Rockin' wattsmart assemblies

- Target entire school
- 45-minute (or two 30-minute) assemblies:
 - five main teaching tips/tools on energy efficiency for the kids
 - two contests per segment, based on an energy efficiency theme
 - Rocky Mountain Power spokesperson delivers energy efficiency message to students
 - Slim the lineman
- Goal - five assemblies in 2015 – top form-returned from NEF curriculum schools
 - One scheduled for Daybreak Elementary on March 2, 2015



Social Media

- Merged wattsmart Facebook page with company page in early 2014 to build larger audience for wattsmart posts.
- Began fan acquisition campaign as part of broader customer awareness efforts – nearly 10,000 page fans added to date.
- Content strategy – Engage fans while presenting low-cost tips, incentive/program information and links to resources.
 - Utilize polls, games and recurring themes
 - wattsmart Wednesday tips
 - watts that? Monday
 - Spooky savings Saturday



1. Advisory Group Feedback
2. Agenda Items for Next Meeting

OTHER STATUS UPDATES