

Rocky Mountain Power Strategic Communications and Outreach Plan Utah Energy Efficiency and Peak Management 2016 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 carry out 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 its Demand Side Management (DSM) programs and to grow customer awareness 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 2016.

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
July 1, 2012 through December 31, 2013*	January 31, 2014
January 1, 2014 through December 31, 2014	DSM Annual Report**
January 1, 2015 through December 31, 2015	DSM Annual Report
<i>January 1, 2016 through December 31, 2016</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.

**After the 2014 calendar year, the Company began reporting Campaign effectiveness in the DSM Annual Report.

Customer Survey Results

Rocky Mountain Power has conducted customer research each year from 2010 to 2015 to determine the effectiveness of the outreach and communications campaign in increasing the awareness of and self-reported participation in Rocky Mountain Power’s DSM programs. The findings of this survey work, along with program recommendations for 2016, are included below. Rocky Mountain Power added results from the MSI National Benchmarking Database Study to support increasing the focus of our outreach and communications budget to small- and medium-sized business customers. This change is also intended to align with the Company’s Integrated Resource Plan goals.

2014 survey results can be found in the 2014 DSM Annual Report. Final 2015 results will be included in the 2015 annual report to be provided in 2016. We used preliminary numbers below to help shape the plan recommendations for 2016.

Research Methodology

Two research studies were conducted during the general timeframe of the Year 6 (2015) Campaign to assess the effectiveness of Company communications on customers' awareness of and self-reported participation in the Company's energy efficiency and demand response programs. Third-party, independent market research firms conducted residential customer surveys via telephone interviews. The research studies had an initial 2010 baseline, followed by annual surveys used to measure changes in customer opinions and behaviors.

- **Utah Demand Side Management Survey.** Telephone interviews were conducted July/August 2010, July/August 2011, September 2012, September 2013 and September 2014. Interviews were also conducted in September 2015. Full research findings will be included with the 2015 DSM Annual Report. The study evaluated the importance of utilities offering energy efficiency programs, actions taken to conserve energy, awareness of and participation in energy efficiency programs and preferred sources for energy efficiency information.
- **Customer Awareness Survey.** Telephone interviews were completed May/June 2010, May/June 2011, May 2012, May 2013, May 2014 and May 2015. This study evaluated advertising and communication awareness, message recall and message importance, call to action based on Company communications, and the impact of the communications campaign on customer perceptions of Rocky Mountain Power. This research evaluated the opinions of customers who had seen, heard or read Company advertisements and communications (ad aware) compared to those who did not recall the communications (ad non-aware).

In addition to the research studies above, results from the 2014/2015 MSI National Benchmarking Database Study helped guide our recommendations for increasing our focus on small- and medium-sized businesses.

- **MSI National Benchmarking Database Study** – Telephone interviews were completed June 2014 and June 2015. This study identifies the main ways residential and small- to medium-sized business customers' perceptions and evaluations of Rocky Mountain Power's performance impacts customer satisfaction. These responses are analyzed to understand perceptions of special topics related to Web interactions, billing, communication and energy efficiency.

Key Research Findings

Advertising and communications recall

Customer communications continue to be effective in creating awareness of energy efficiency and the concept of being *wattsmart*. In the 2015 Customer Awareness Survey, 70% of Rocky Mountain Power customers remembered seeing, hearing or reading "being *wattsmart*." This represents the highest recall of "being *wattsmart*" in this communications survey (2014=63%, 2013=60%; 2012=54%; 2011=57%). The company goal is to maintain this level of awareness in 2016 among residential customers. Similar to previous years, customers who remembered seeing, hearing or reading communications from the company had a higher recall of "being *wattsmart*" than customers who did not remember any Rocky Mountain Power advertising or communications.

Actions taken to conserve electricity

The percent of customers who reported taking actions to conserve energy has remained fairly constant over the past few years. Customers report they are likely to save energy by using energy-saving light bulbs and turning off the lights when leaving a room.

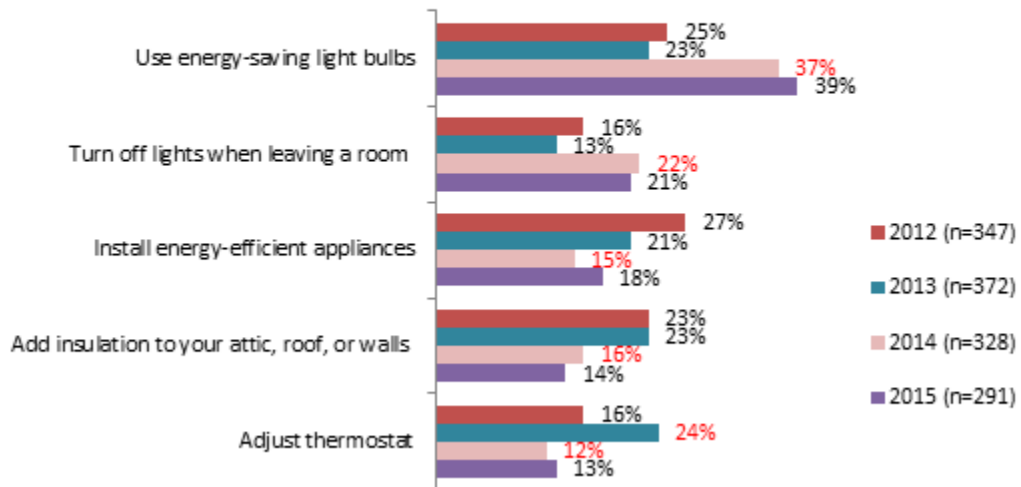
Took action based on advertising*

2012	2013	2014	2015
30%	32%	33%	33%

*2015 Customer Awareness Campaign research

The annual Customer Awareness Survey continues to show that Rocky Mountain Power’s advertising campaign has a positive impact on customers’ energy efficiency decisions. In the 2015 research, 33% of Rocky Mountain Power customers reported taking an action based on the Company’s advertisements or communications. This is consistent with 2014 numbers and similar to results for the past several years. Purchasing energy-efficient appliances/lights and turning off lights/appliances were named as the top two actions taken by customers.

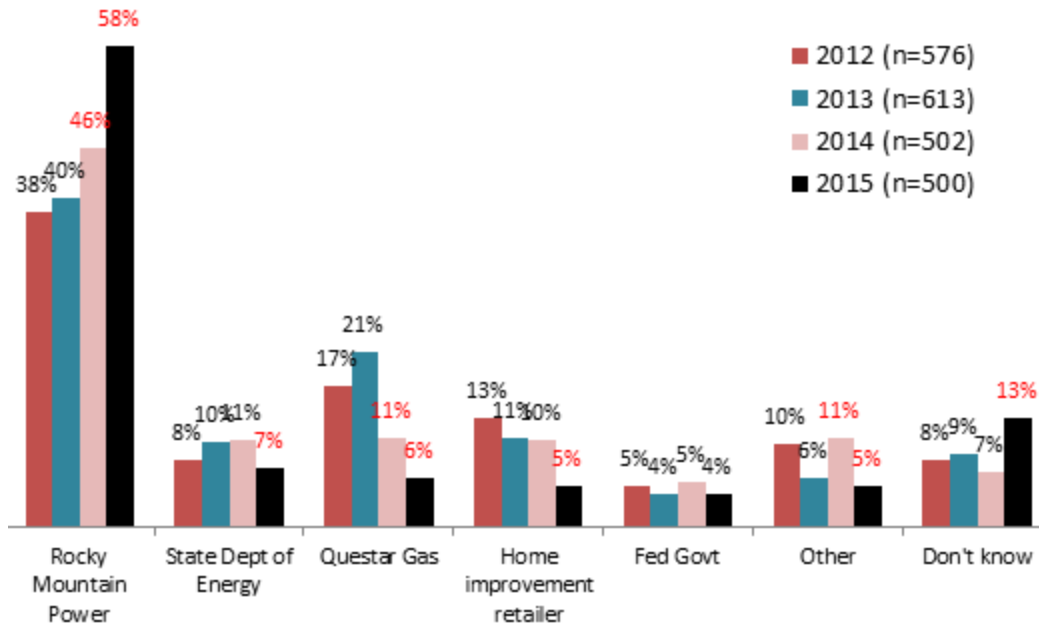
Top 5 Actions Taken to Save Energy



Current and preferred energy efficiency information sources

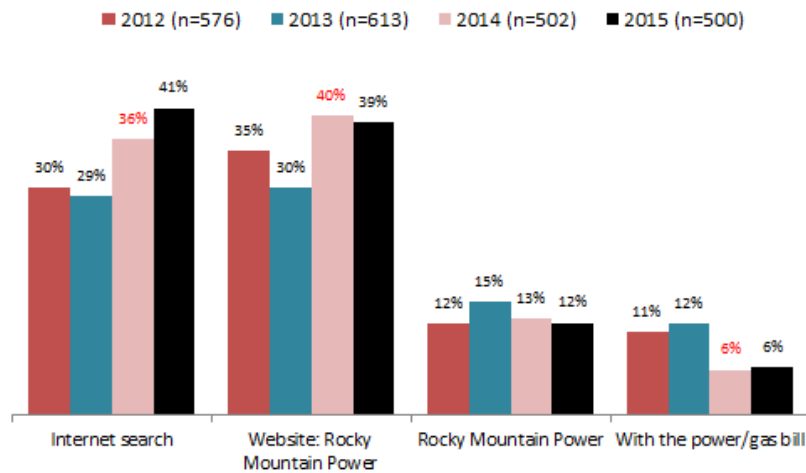
Despite a slight decrease in 2015, customers are still most likely to first see/hear about energy efficiency programs through TV ads and utility bill inserts. Significantly more customers first hear about programs through direct mail from the utility company in 2015 than they did in 2014, which is likely due to the Home Energy Reports.

Where Customers Turn to First for Information



Rocky Mountain Power’s website is viewed as a valuable information source for customers who want to know more about energy efficiency and home energy savings. In 2015, 39% said they would use the Company’s website to look for energy savings information. General searches over the Internet (e.g., Google, Yahoo), named by 41% of customers, also surfaced as an important information source.

Where would you look for more information regarding home energy savings, rebates, etc...?



Recall of advertising and communication messages

The Customer Awareness Survey measured customer recall of key messages in the Company's advertisements and communications. In 2015, as in previous years, the three key messages with the highest overall recall included being *wattsmart*, using energy wisely and energy efficiency programs. These key messages continue to be important to customers, with more than 90% stating it is very important or somewhat important for the Company to communicate messages about using energy wisely (95%), being *wattsmart* (91%), and energy efficiency programs (93%).

Credibility of Rocky Mountain Power as information source

Rocky Mountain Power customers continue to view the Company as a trustworthy source of energy efficiency information. When asked which one of five organizations customers would most likely contact first for energy efficiency information, Rocky Mountain Power topped the list, with 58% of respondents saying the Company is their first choice. This is a significant increase from previous years.

Conclusions and Recommendations

About one-third of customers said they took action based on seeing, hearing or reading Company advertising or communications. Key messages recalled from these communications focus on using energy wisely, being *wattsmart* and energy efficiency programs – all of which are important messages to customers. Rocky Mountain Power continues to be viewed favorably as a credible source of energy efficiency information. The vast majority of customers believe it is important for the Company to offer programs to help customers conserve electricity. This is true both for customers who have participated, and those who have not participated in Rocky Mountain Power's programs. The awareness level for being *wattsmart* has remained fairly consistent. Moving forward research indicates a need for the Company to increase awareness of available energy efficiency programs across customer segments, particularly small- to mid-size business customers.

2016 Strategy

In view of the measurable positive impact of the outreach and communications campaign, Rocky Mountain Power plans to continue to advertise and promote being *wattsmart*. However, the Company proposes a stronger focus on tying the *wattsmart* concept to messages about others who are being *wattsmart* and the benefits they received. The Company plans to emphasize efficient energy use for small- and mid-sized businesses customers, while maintaining broad reach through traditional paid media and social media, community outreach, earned media outreach and digital (online) tools to accomplish the following in 2016:

- Build and increase awareness of the energy efficiency opportunities and peak management programs offered by the Company for business customers; GOAL: move into second decile on the MSI National Benchmarking Database Study
- Continue to promote the *wattsmart* campaign to reinforce energy efficiency messages, raise demand-side management program awareness and increase program participation associated with summer cooling. GOAL: for the residential campaign – maintain or increase 2016 awareness of energy efficiency program results within 5 percentage points.
- Continue to develop social media as a channel to engage customers.
- Accentuate the money-saving aspect of participating in Rocky Mountain Power's energy efficiency programs and how that is helping businesses be more competitive.
- Optimize the Company's website to enhance customers' use as a key source of energy efficiency information, including program content and customer benefits.

- Continue to increase awareness and benefits of efficient energy use among the Company's Hispanic customers. Communicate the personal and societal benefits associated with energy efficiency opportunities and peak use management.

Tactics/Campaign Components

wattsmart Business

Over the last two years, Rocky Mountain Power developed an advocacy program to create more awareness of the benefits of being a *wattsmart* Business. The Company created partnerships with chamber of commerce outreach channels for our messages, sought editorial and ad placement in business and community publications, and created the *wattsmart Business Partner of the Year* awards and video case studies.

For 2016, Rocky Mountain Power proposes leveraging the success of the advocacy program by using the *wattsmart* campaign to create wider visibility among the business community of the benefits of improved energy efficiency. The plan is designed to:

- Generate awareness and participation in the *wattsmart* Business program.
- Reinforce an understanding within the business and government communities about the need for and benefits of embracing energy efficiency, and how the Company can help.
- Emphasize that energy efficiency is good for Utah's economy (less money spent on overhead frees revenue for jobs and growth) and helps to reduce emissions. It also demonstrates that the business is a good corporate citizen.
- Educate Chamber of Commerce members and trade show attendees about the benefits of being *wattsmart* and the programs available to them.
- Utilize multiple touch-points to reach the target audience and keep the Company's *wattsmart* messages top-of-mind.

The Company plans to continue the Chamber and community outreach as well as the *wattsmart Business Partner of the Year* awards and related media outreach. In addition, the Company proposes creating television and digital pre-roll ads to target business customers across the state. Rocky Mountain Power also attends several trade shows throughout the year and proposes developing a fresh booth display to generate more foot traffic to engage customers one-on-one.

wattsmart Business key message: *wattsmart* businesses save money and operate more efficiently.

Supporting message: Energy efficiency is good for Utah and the environment (reduces emissions and helps the economy) and it's good for your business' reputation (good corporate citizen, lower environmental footprint).

Medium	Timing	Planned impressions
TV/Cable and Digital Pre-roll	April – September	7,912,500
Radio	April – September	3,612,000
Traffic Radio	April – September	96,569
Facebook and LinkedIn	April - September	1,520,913
Biz Print (Newspaper)	April - September	1,833,138
Biz Print Magazines		928,517
Biz Digital	April - September	4,296,295
Bill inserts	Quarterly	
Eblasts	Quarterly	
Business energy reports	Under evaluation	

2016 Budget for wattsmart Business \$531,000

The Company will be developing a series of print and digital ads, new TV and radio.

2016 Budget for Creative/Production/Planning \$150,000

wattsmart Business events and sponsorships

The Company will market the *wattsmart* Business programs through local business events, energy efficiency conferences, local business conferences, military related events and other community events. This allows the Company to have direct contact with its customers and local leaders, distribute marketing collateral, answer questions, and provide useful and accurate information in regards to its energy efficiency programs. The following chart represents a list of marketing events that the Company anticipates participating in during 2016:

Event	Timing	Activities
Utah Governor’s Economic Summit	April	
Utah Governor’s Energy Development Summit	June	
Sandy Chamber Expo	August	
Salt Lake Chamber	Monthly	Utah Business Radio and social media
Utah Manufacturers Association	November	
Utah Sustainable Business Event	November	
AIA Utah Sustainability Conference	December	
RMP regional meetings	Summer/Fall	Present <i>wattsmart</i> Business Partner of Year Awards
Targeted Town events	Various throughout the year	
Trade Ally training and annual meetings	Spring	
Hill Air Force Base	Summer	Energy efficiency events
Intermountain Building Operators Association (IBOA)	Summer	Training/conference
SWEEP	Fall	Workshop/conference
MEP	Summer	Training/conference
BOMA	Summer	Training/conference

PR/Public Affairs

A comprehensive PR plan is being developed and sample ideas include:

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 2015.

Business Pitches

Timing	Pitch topic	Abstract
Feb/March/April	<i>Small to Mid-sized Business customer case study feature</i>	Communicate the benefits and energy savings realized by a well-known business customer through participation in the <i>wattsmart</i> Business program. Have the customer ready to interview so they can share how participation helped them reach their energy-saving goals and realize other benefits (reduced maintenance, reduced environmental footprint, greater comfort, brighter lighting, saving money, etc.).
Aug/Sept	<i>Wattsmart Business Partners of the Year</i>	Announce annual winner(s) of this award to elevate the profile of the <i>wattsmart</i> Business program and recognize the customer(s)' commitment to energy efficiency. Have the customer(s) ready to interview to share how participation helped them receive the award, reach their energy-saving goals and realize other benefits (reduced maintenance, greater comfort, brighter lighting, saving money, etc.).

Residential Pitches

Timing	Pitch Topic	Abstract
July/Aug./Sept	<i>Summer Cooling Tips/Evaporative Coolers</i>	Evaporative coolers are an energy efficient way to cool homes and businesses in Utah. However, many customers still feel that central air conditioners are more efficient and keep a house cooler. Rocky Mountain Power will help dispel the myth and help customers realize that evaporative cooling is the most energy efficient way to cool a home or business.
Seasonal Pitch/Timing TBD	<i>A Seasonal DSM Message</i>	Communicate the benefits of saving energy and link message to a current event or seasonal content for one residential pitch. Examples that may be pursued include: Memorial Day and preparing your home to save energy while you are away; First cold weather and Prep for Old Man Winter/Weatherization Tips; or Holidays are Merrier and Brighter with LEDs.

wattsmart Business Open Door Tour – working together with key *wattsmart* Business partners, the Company will host an “Open Door” tour in Salt Lake City and invite businesses considering *wattsmart* initiatives or not involved in *wattsmart* programs to come, learn and see what energy-efficient changes local businesses have made and the results they have seen. The Open Door tour would aim to have a large and small- to mid-sized *wattsmart* partner and take attendees behind the scenes bringing the case studies to life. In addition to local businesses and Chamber members, other influencers would be invited including University of Utah’s Sustainability educators, media and bloggers. The Tour also would provide social media opportunities that would be generated by both the Company and attendees.

wattsmart Business Letters to Editor – the Company will utilize Letters to the Editors for *wattsmart* business testimonials in the community. In addition, the letters would direct readers on where to go to learn *wattsmart* tips for their business.

- For smaller markets, create a template that current *wattsmart* companies can fill in the blanks with their information and send to their local newspapers. This would serve as a testimonial and it would encourage their business peers to follow their efforts in saving energy. Example: a *wattsmart* Business partner in Park City would submit the Letter to the *Park Record* in Park City.
- In the larger market of Salt Lake City, work with a key *wattsmart* Business partner and write an opinion piece about saving energy and how it is good for Utah. The Company would look to partner with a large business leader from the Wasatch Front community like L.H. Miller or a past *wattsmart* Business Partner of the Year winner to write a poignant piece to submit to the *Salt Lake Tribune* and/or *Deseret News*.

Multicultural outreach – the Company proposes to continue to maintain a presence at key Hispanic events in collaboration with media partners. The Hispanic population is one of the fastest growing in the United States.

- The Company intends to have a presence at Telemundo Utah's Cinco de Mayo festival, which includes music, folk dancing, fair-style games and booths, food and other activities.
- Smaller events are sponsored by Hispanic media, particularly radio and newspapers that reach the Hispanic community by working with churches, nonprofit organizations and businesses. These are held throughout the year and are typically planned 30 to 60 days in advance of the event.

2016 PR/Public Affairs Budget: \$135,000

wattsmart Summer Cooling Campaign

The *wattsmart* advertising campaign will continue to drive behavior change and awareness, including residential and business opportunities to reduce energy use and increase participation in the Company’s energy efficiency and peak management programs.

Key messages:

- Using energy wisely at home and in your business saves you money.
- Rocky Mountain Power is your energy partner
 - We want to help you keep your costs down.
 - We offer *wattsmart* programs and cash incentives to help you save money and energy in your home or business.

Supporting messages – Summer Cooling

- Participating in Cool Keeper helps ease the demand for electricity on select weekdays in the summer when electricity is the most expensive to produce or purchase.
- Use fans to help stay cool.
- Consider evaporative cooling for your home or business. Ideally suited for Utah’s climate, evaporative coolers use up to 75 percent less energy than central air conditioning to cool the same space. Earn cash incentives for qualifying upgrades.
- Set your thermostat set to 78 degrees in the summer.

Supporting messages

- Earn cash incentives for HVAC equipment, appliances and weatherization upgrades.
- Get special pricing on high-efficiency LED bulbs at participating Utah retailers.
- Turn off lights and unplug electronics when not in use.
- Recycle your old energy-wasting refrigerator or freezer and earn cash back.

Medium	Timing	Planned impressions
TV/Cable and Digital Pre-roll	April – September	5,275,000
Radio	April – September	3,612,000
Facebook	April – September	1,267,427
Print	January – December	119,000
Digital	April – September	3,194,634
Out of Home	April – September	18,443,292

2016 Television, Radio, Print, Transit and Online Media Budget: \$300,000

Sponsorships

University of Utah - This three-year sponsorship (year to year) covers activities highlighted below at all home football and basketball games and women’s gymnastics meets.

Medium	Details	# of Games	Average Daily audience	Effective impressions
Radio - Football	1 pre-game radio spot	12 broadcast		272,142
Radio - Football	1 post-game radio spot	12 broadcast		272,142
Radio - Basketball	1 pre-game radio spot	31 broadcast		703,034
Radio - Basketball	1 post-game radio spot	31 broadcast		703,034
All stadium broadcast	4 full screen :60 second spots during all TV sets in stadium	25	58,538	2,048,830
All stadium broadcast	18 side panel :30 second spots during all TV sets in stadium	25	58,538	2,048,830

Signage - Football	Light Pole Banners	three (3) 5' x 22.5' on east side of Rice-Eccles Stadium	46,437	877,659
Signage - Football	Team entry board video feature	7 home games	46,437	227,541
Signage - Football	South End LED Fascia Board	7 games (2 mins guaranteed)	46,437	520,094
Signage - Football	North End LED Ribbon Board	7 games (1 min guaranteed)	46,437	520,094
Signage - Football	Pro Ad LED Board	7 games (2 mins guaranteed)	46,437	877,659
Signage – Basketball	Team entry board video feature	18 home games	12,101	152,473
Signage - Basketball	LED boards	18 games (2 mins guaranteed)	12,101	348,509
Signage – Women’s Gymnastics	LED boards	7 meets (2 min guaranteed)	14,950	167,440
Signage - Football	Pro Ad LED Board	7 games (2 mins guaranteed)	46,437	877,659

Real Salt Lake

This two-year sponsorship covers the activities highlighted below. The focus for the messaging will be energy efficiency.

Medium	Details	# of Games	Average Daily audience	Effective impressions
Television	1 in-game spot	32 broadcast	15,000	1,022,400
	1 open and close billboard	32 broadcast	15,000	1,022,400
Radio	1 pre-game radio spot	33 broadcast	15,000	446,985
	1 in-game radio spot	33 broadcast	15,000	446,985
Digital	Rotating banner on RSL.com homepage	digital presence	620,000	558,000
Signage	Upper LED ribbon – 3 minutes	18 Home games	15,000	2,268,000

2016 Sponsorship Budget - \$111,000

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

In 2012, the Company began a partnership with the National Energy Foundation to develop the “Be *watt*smart, 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 *watt*smart, Begin at Home” presentations by the Company include hands-on, large group activities and humorous video vignettes featuring Company mascot, Slim the Lineman.

The Company renewed its contract with National Energy Foundation for a three-year term. NEF reached out to teachers and schools to schedule school assembly presentations beginning autumn 2015. An annual report will be prepared early in 2016 to communicate program results.

The assemblies are based on state education guidelines. In fall 2015, it is expected that nearly 13,000 students in Utah will participate in the curriculum, which includes 130 schools taught by 460 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.

2016 Budget for School Curriculum Program: \$141,000

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 (LED?), smart strips, faucet aerators and low-flow shower heads

2016 Budget Request for University of Utah Student Ambassador program \$7,000

Research and Evaluation

Annual program evaluation and monitoring will be built into the Campaign to measure and verify plan delivery. Research completed in previous years will serve as a baseline.

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

2016 Research Budget: \$25,000

2016 Budget (January 2016 – December 2016)

Tactic	Budget
<i>watt</i> smart Business media	\$531,000
Creative/Production/Planning	\$150,000
<i>watt</i> smart Business events and sponsorships	\$75,000
General PR and public affairs support	\$60,000
Residential media – summer cooling	\$300,000
Sponsorships U of U and Salt Lake Real	\$111,000

<i>watt</i> smart School Curriculum Program	\$141,000
Research	\$25,000
Ambassadors Energy	\$7,000
Total	\$1,400,000