

**Rocky Mountain Power
Strategic Communications and Outreach Plan
Utah Energy Efficiency and Peak Management
2017 Plan and Budget**

Preface/Background

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. In Docket No. 09-035-36, the Commission approved the Company’s proposal to work with regulators and interested stakeholders to raise the awareness of the comprehensive portfolios of energy efficiency and peak reduction programs in Utah. Through these portfolios, the Company provides residential, commercial, industrial and agricultural customers with incentives and tools that enable them to employ energy savings in their homes or businesses.

Starting in 2009, the Commission approved the Company’s proposal to implement a communications and outreach plan 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 detailed information on proposed campaign activities in 2017 and why the proposed budget is critical to the continued success of the *wattsmart* portfolio of programs.

Summary of Campaign Effectiveness to Date

Information on Campaign effectiveness was filed in the following Dockets:

Campaign year	Report Submitted	Docket No.
July 1, 2009 through June 30, 2010	October 14, 2010	09-035-36
July 1, 2010 through June 30, 2011	September 30, 2011	09-035-36
July 1, 2011 through June 30, 2012	October 31, 2012	09-035-36
July 1, 2012 through December 31, 2013*	March 13, 2014	09-035-36
January 1, 2014 through December 31, 2014	April 30, 2015	15-035-50**
January 1, 2015 through December 31, 2015	May 23, 2016	16-035-17**
January 1, 2016 through December 31, 2016	<i>Mid-2017</i>	<i>TBD</i>
January 1, 2017 through December 31, 2017	<i>Mid-2018</i>	<i>TBD</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 in its order issued May 1, 2012 in Docket No. 12-035-71.

**After the 2014 calendar year, the Company began reporting Campaign effectiveness in the Demand Side Management (“DSM”) Annual Report and Appendices.

Market Characterization

The *wattsmart* campaign has been in the marketplace for seven years. In 2016 the Company shifted the majority of the communications and outreach budget to focus on businesses to align with Integrated Resource Plan needs.

The Company continues to utilize sponsorships and other events to increase awareness of *wattsmart* energy efficiency options.

The Company also delivers program information through the *Voices* customer newsletter and bill inserts. With more than 31 percent of the Company's customers enrolled in paperless billing, these newsletters are also sent electronically

Customer Survey Results

The Company has conducted customer research each year to determine the effectiveness of the outreach and communications campaign in increasing the awareness of and self-reported participation in the Company's DSM programs. The findings of this survey work, along with program recommendations for 2017, are included below.

Research Methodology

A research study was conducted during the 2016 Campaign that is being used to assess the effectiveness of Company communications on customers' awareness and perception of the Company's energy efficiency and demand response programs. Third-party, independent market research firms conduct the study with customers via telephone interviews and online surveys.

- **MSI National Benchmarking Database Study** – 300 telephone interviews (for each residential and business) were completed June 2016. 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.

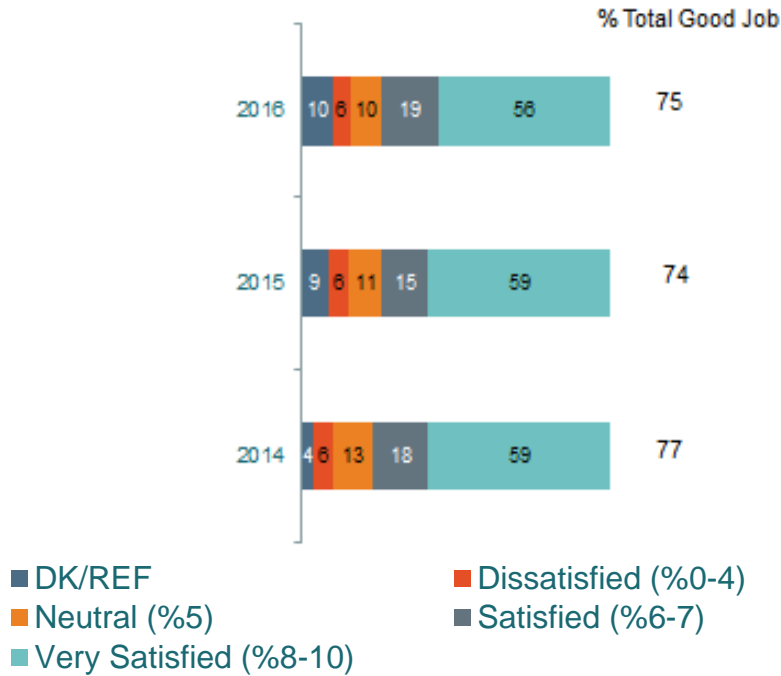
Research Findings – Residential Customers

Generally three-quarters of residential customers say the Company does a "good job" of having programs that help customers use energy efficiently and providing information on how to control their electricity costs. Positive ratings are similar to 2015 findings. The Company remains a top quartile performer among 90 utilities in the 2016 MSI National benchmarking for providing information on how to control your electricity costs.

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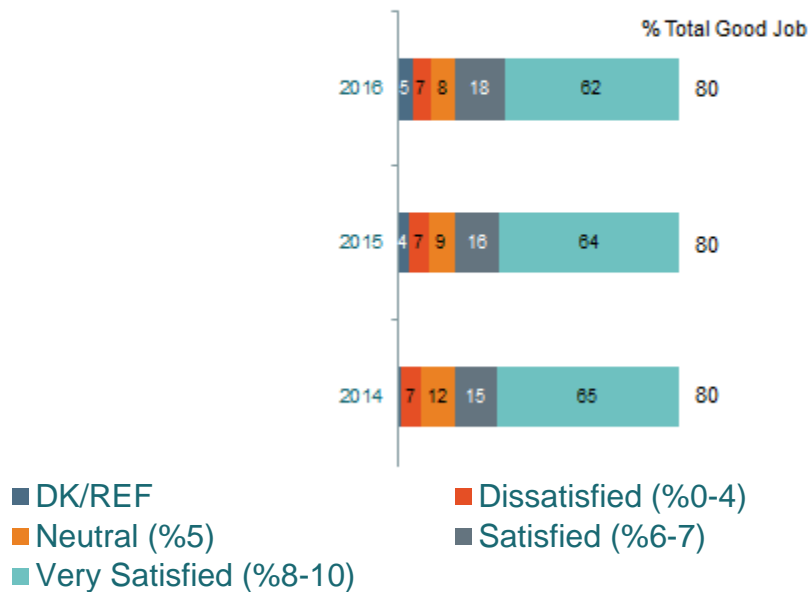
Residential

Having Programs To Help Customers Use Energy More Efficiently



Residential

Providing Information on How to Control Your Electricity Costs

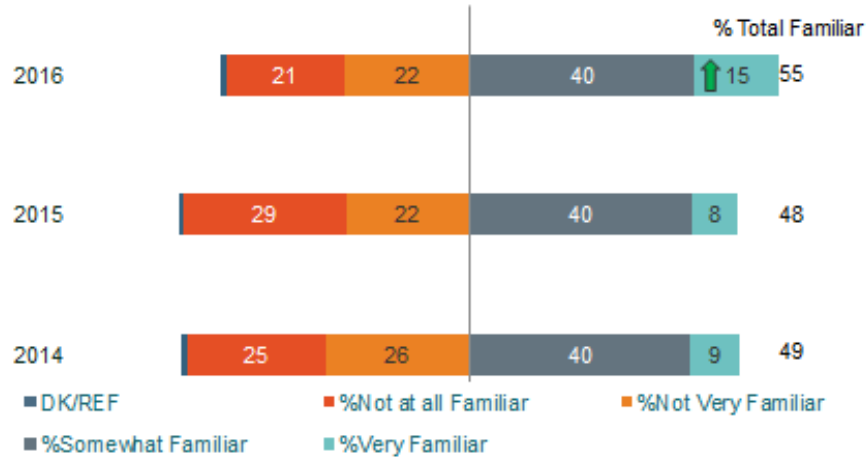


Familiarity with wattsmart programs

More than half of Rocky Mountain Power customers are somewhat or very familiar with the *wattsmart* programs, and familiarity has increased from the 2015 level.

Residential

Familiarity with wattsmart Program

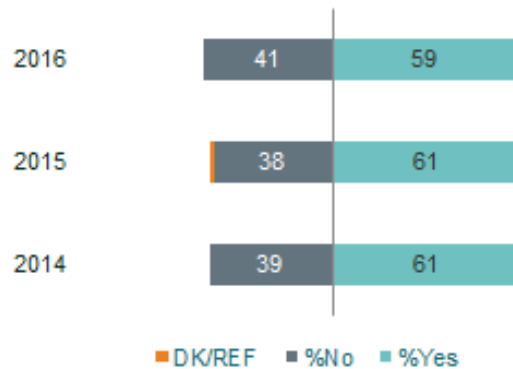


Taking action

Six-in-ten Rocky Mountain Power customers (59%) say they have taken action to reduce energy in the past year.

Residential

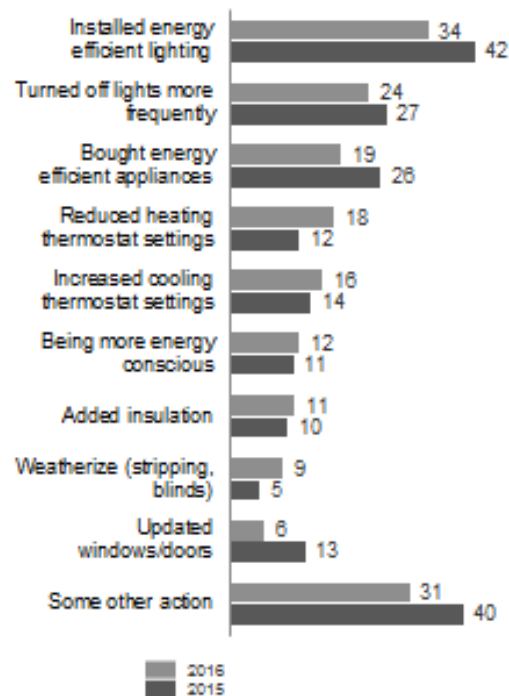
Have Taken Action to Save Energy in Past Year



“Installing energy efficient lights” and “turning off lights more frequently” remained the top responses among those who reported taking action; thermostat settings (both increasing and decreasing) saw a slight increase in response in 2016.

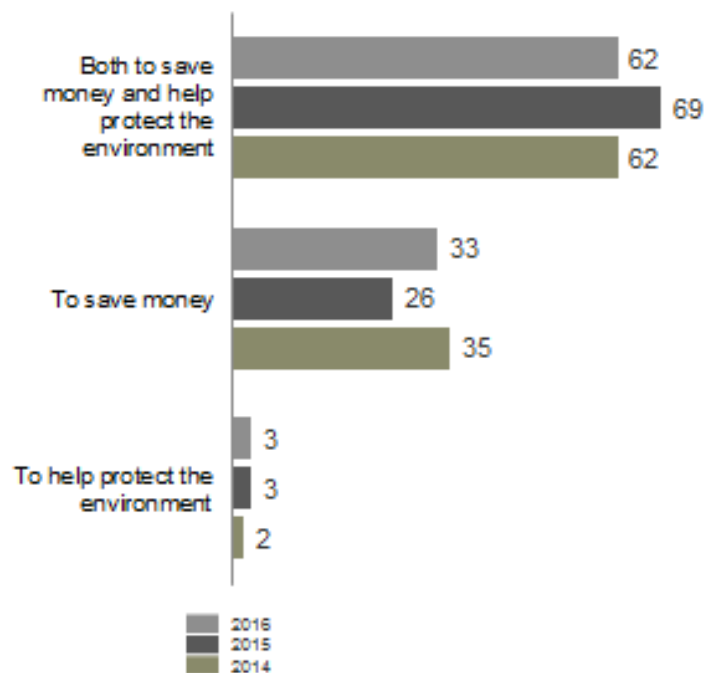
Energy Efficiency Actions Taken in Past Year

Among Those Who Reported Taking Action



The reason cited most often for reducing home energy use is both to save money and help protect the environment (55-62%). The second most cited reason is to just save money (33-37%). The most often mentioned action taken to save energy is installing energy-efficient lighting (34-48%).

Main Reason Took Action to Reduce Energy Use



Key Findings – Commercial Customers

- Approximately seven-in-ten (72%) Rocky Mountain Power customers are aware of utility programs to help them use energy efficiently. About half (49%) give Rocky Mountain Power very high marks here, giving the Company a score between 8-10 on the 10-point satisfaction scale.
- Nearly seven-in-ten (69%) of Rocky Mountain Power customers believe their utility is doing a good job of providing information on how to control electricity costs.
- More than six-in-ten (64%) customers say their utility helps their company by providing incentives to save money on their energy bills.

Commercial

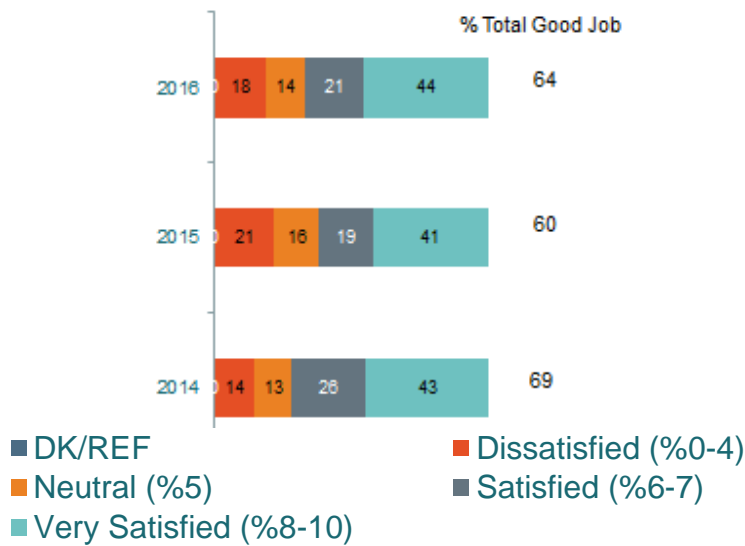
Having Programs To Help Customers Use Energy More Efficiently



Providing information on how to control your electricity costs

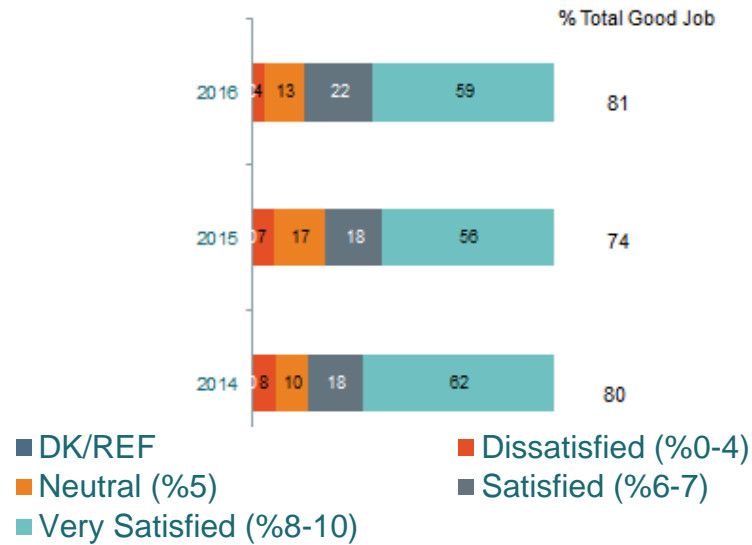


Helping your company/organization by providing incentives to save money on your energy bills



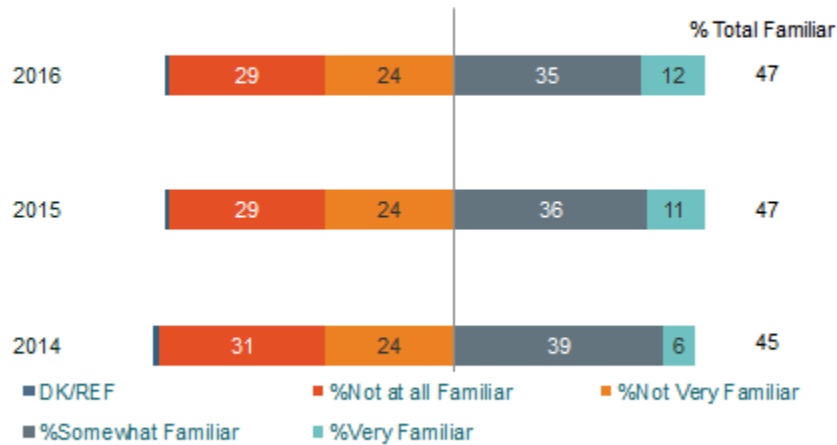
Approximately eight-in-ten (81%) Rocky Mountain Power customers feel their utility company does a “good job” of providing information about products and services that are of value to them and their organizations. This represents a significant improvement among Rocky Mountain Power customers compared to last year (81% versus 74%).

Providing information about products and services that are of value to your organization



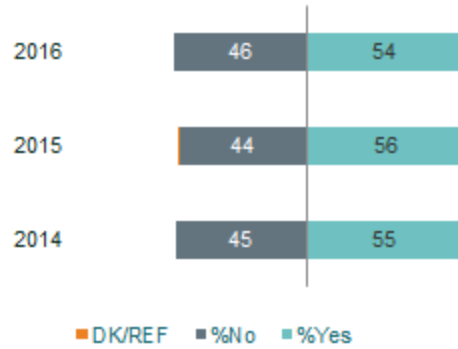
Nearly half (47%) of Rocky Mountain Power customers are familiar with the *wattsmart* programs.

Familiarity with wattsmart Program



The majority of customers (54%) have taken actions to save energy within the past year to reduce their usage.

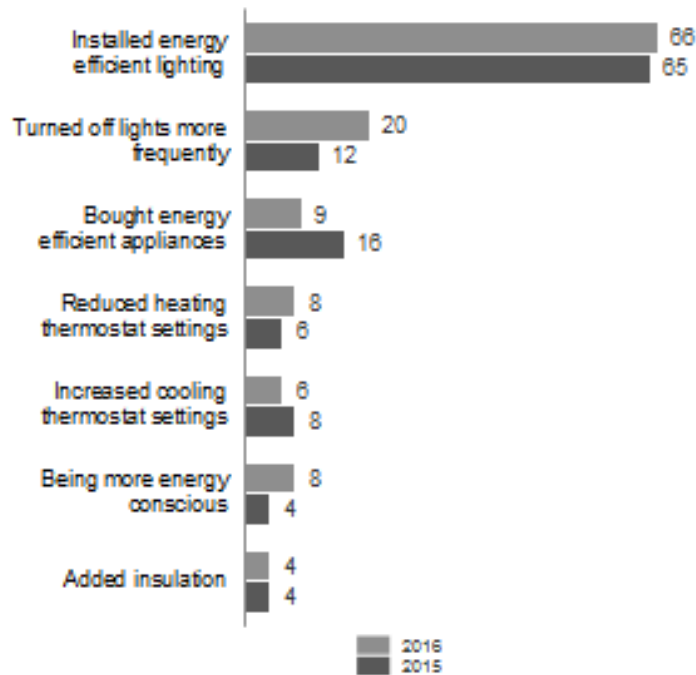
Have Taken Action to Save Energy in Past Year



Energy saving actions most commonly include installing efficient lighting (68%) or turning off lights more frequently.

Energy Efficiency Actions Taken in Past Year

Among Those Who Reported Taking Action



2017 Recommendations

To increase marketplace momentum for our DSM programs, we recommend strategic shifts in our 2017 communications approach and execution, as follows:

2017 Target Audience

Target residential and small-to-medium-to-large business customers, with an emphasis on a diverse industry mix of businesses.

2017 Strategy

In view of the continued measurable positive impact of the outreach and communications campaign, Rocky Mountain Power plans to continue to advertise and promote being *wattsmart*. In 2016, the Company proposed 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 continue this effort and emphasize efficient energy targeted to residential and small-to-medium-to-large business customers, with an emphasis on diverse industry mix of businesses presence.

Utilize TV, radio, digital media, paid search and social media (community building platforms) to deepen reach and drive engagement with residential and commercial customer. Leverage customers' tendency to turn to the Internet, and more specifically Rocky Mountain Power, for information about energy conservation. Continue efforts to offer an engaging and valuable experience on rockymountainpower.net and *wattsmart.com*. Consider a video contest in 2017 as a way to engage customers.

2017 Messaging Approach

Show customers the long-term financial savings opportunities of investments made in energy conservation programs. Cost savings are the factor most likely to impact behavior change.

- Spotlight the value customers are receiving from their energy-efficient actions.
- Focus on long-term savings and other benefits like: easy to adopt; business differentiation as a leader in sustainable/cleaner energy practices; goodwill that comes from making region more livable and viable for economic growth
- Make storytelling engaging and share-able (video, digital infographics, audio clips)

Tactics/Campaign Components

***wattsmart* Business**

For 2016, Rocky Mountain Power proposed 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 and leverage dollars spent with other marketing activities. We plan to continue this effort for 2017 by adding additional customers to highlight into the campaign. The plan is designed to:

- Generate awareness and participation in the *wattsmart* programs.
- Reinforce an understanding within the business and government communities about the need for and benefits of embracing energy efficiency and renewable options 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.
- 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. Rocky Mountain Power also attends several trade shows throughout the year to engage customers one-on-one.

wattsmart Business key message: Being *wattsmart* saves businesses money to operate more efficiently. You can, too.

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).

wattsmart Business events and sponsorships

The Company intends to 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 the known marketing events that the Company anticipates participating in during 2017:

Event	Timing	Activities
Rural Water Association of Utah	January	Presentation/speaking opportunity
Utah State Chamber Annual conference	February	Presentation/speaking opportunity
Salt Lake Chamber	Monthly	Utah Business Radio and social media
Trade Ally training and annual meetings	Spring	
Sandy Chamber Expo	April	
Utah Governor’s Economic Summit	April	
Utah Governor’s Energy Development Summit	May	
Utah Rural Summit	August	
Hill Air Force Base	Summer	Energy efficiency events
Intermountain Building Operators Association (IBOA)	Summer	Training/conference
MEP	Summer	Training/conference
BOMA	Summer	Training/conference
RMP regional meetings	Summer/Fall	Present <i>wattsmart</i> Business Partner of Year Awards
Targeted Town events	Summer/Fall	
SWEEP	Fall	Workshop/conference
Utah Sustainable Business Event	October	
Utah Air and Energy Symposium	October	
Utah Manufacturers Association	November	
Illuminating Engineering Society (IES)	November	Presentation/speaking opportunity

Event	Timing	Activities
AIA Utah Sustainability Conference	December	

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.

Business Pitches focused on the benefits of participation in the *wattsmart* Business program by sharing customers’ success stories about how being *wattsmart* is helping them operate more efficiently and reach their sustainable energy goals.

Act *wattsmart* Video Contest

Given the past success of the Act *wattsmart* Video Contest, Rocky Mountain Power proposes using the contest again in 2017 to further engage customers.

The Company will utilize the previous winning videos to promote the contest as well as take lessons learned from previous contests to simplify and streamline the entry process. The Company also intends to shorten the video length to 30-seconds so we will be able to utilize the winning videos and highlight customer successes in a residential “testimonial” campaign.

The proposed timeline for the contest is as follows:

- March 2017 Kickoff (possibly at the Salt Lake Tribune Home and Garden Show)
- March-May 2017: Enable the website to accept entries
- End of May 2017: Open People’s choice voting
- July 2017: Announce the contest winner

The Company proposes using *Votigo* or similar app as the primary location for contest participation but also create a Facebook tab that allows for customer participation. This will boost interaction on Facebook pages and expand the reach of the contest to a younger, web-savvy demographic. Also, entries can be shared on Facebook as they are submitted.

- Earned media opportunities:
 - Invite media to kickoff event
 - Pitch interviews with previous winners showcasing their *wattsmart* improvements and discussing the benefits they have seen
 - Pitch winner and runners-up to all media outlets showcasing *wattsmart*
- Social media opportunities:
 - Promote the video contest on Facebook and Twitter
 - Encourage social media communication between participants
 - Share follow-up photos on all social media sites

Sponsorships

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

Real Salt Lake - This two-year sponsorship covers the activities during games. The focus for the messaging will be *watt*smart energy options.

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

Since 2012, the Company has partnered with the National Energy Foundation to develop the “Be *watt*smart, Begin at Home” curriculum. One-hour, interactive assemblies help Utah fifth-grade 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 assemblies are based on state education guidelines. In fall 2016, more than 11,000 students in Utah participated in the curriculum, which includes 125 schools taught by 450 teachers. Students were 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.

2017 Budget (January 2017 – December 2017)

Tactic	Budget
Media	\$650,000
Creative/Production/Planning	\$200,000
<i>watt</i> smart Business events and sponsorships	\$100,000
General PR and public affairs support	\$30,000
Act <i>watt</i> smart video contest	\$100,000
Sponsorships U of U and Salt Lake Real	\$120,000
<i>watt</i> smart School Curriculum Program (NEF)	\$175,000
Research	\$25,000
Total	\$1,400,000