

Utah Demand Side Management Strategic Communications and Outreach Plan Quarterly Report - January 2011 through March 2011

Marketing Campaign Activity

During the period of January 2011 through March 2011, Rocky Mountain Power continued the Utah Jazz Green Team initiative in conjunction with the Utah Jazz, the National Energy Foundation Take action at home! Program, social media activities via Facebook *wattsmart* page and finalized the Act *wattsmart* Video Contest.

Green Team Sponsorship

Green Team initiative with the Utah Jazz ended its second season in March 2011. Below is a list of the marketing material developed or modified for use in the Green Team sponsorship and campaign activities:

- *wattsmart* television spots were aired during nine Utah Jazz game broadcasts
- Twenty two *wattsmart* radio spots were aired during nine Utah Jazz games.
- Green Team spots featuring the Jazz Bear ran as part of the sponsorship.
- “Bathroom lights” print ad ran in the Utah Jazz game program during home games.

The Company planned for the Green Game scheduled for April 13, 2011. Action items included pre-game activities, and in-arena promotions of the energy efficiency/conservation messages. Outreach representatives for Cool Keeper and Home Energy Savings were scheduled to be in attendance at the game.

National Energy Foundation - Take Action at Home

The National Energy Foundation Take Action at home! Program teachers throughout the Rocky Mountain Power service area were invited to attend one of two energy efficiency and renewable workshops. The workshops took place on March 24th and 25th, 2011 at the Hampton Inn in Sandy, Utah. Each workshop was eight hours in length and gave teachers an in-depth understanding of energy production as well as training for efficient and sustainable energy practices. The energy efficiency activities prepared 91 teachers to teach current and future students to use energy wisely and how to become more energy efficient. The estimated number of students that will receive instruction from the teachers participating in the workshops is 2,457.

Act *wattsmart* Video Contest

The Company completed the marketing plan for the act *wattsmart* video contest.

Rockin' Recess

The Company developed a bookmark, as a message reminder, for the kids who participated in the Rockin' Recess events. The bookmark encouraged kids to visit the *wattsmart.com* web page to identify 3 ways they are being *wattsmart*. In return they received a "Be *wattsmart*" T-Shirt.

Chamber of Commerce

The Company's *wattsmart* advertising campaign continued via the ad "We can all learn to be *wattsmart*" in, the Chamber of Commerce publication, Life in the Valley.

Customer Newsletter – *Voices*

The Company published two *Voices* newsletter articles which were inserts to residential customer bills in January and March, these articles are provided as Attachment A.

Facebook

The Company posted tips to the *wattsmart* Facebook page three times per week during the first quarter of 2011.

Budget vs. Actual

	Year 2 Budget	Actual Ending March 2011
Media	\$800,000	\$455,910
Green Team Sponsorship	\$250,000	\$175,617
Home Energy Makeover Video Contest	\$130,000	\$13,771
Creative/Production/Planning	\$100,000	\$31,005
Cool Keeper	\$0	\$5,281
Multicultural	\$20,000	\$6,310
Digital/Web	\$100,000	\$39,328
School Presentation Program	\$75,000	\$50,000
Research	\$25,000	\$1,129

(Continued)	Year 2 Budget	Actual Ending March 2011
Administrative	\$0	\$12,566
Total	\$1,500,000	\$790,917

April 2011 to June 2011 Program Activity

Campaign activity for the April to June 2011 time period will be focused on the following activities:

- Continued implementation of the *wattsmart* advertising campaign through a variety of high market penetration media sources.
- Continued implementation of the “Act *wattsmart*” video contest through the upload of eligible videos via the *wattsmart* website and YouTube.
- Development of cooling messages for year 3 implementation.

Regulatory Activity

- On February 22, 2011, the Public Service Commission of Utah issued an order acknowledging that the Company’s first annual report on the demand-side management communications and outreach campaign, which was filed with the Commission on October 14, 2011, met the general requirements and guidelines as established by the Commission.
- The year 3 plan for the demand-side management communications and outreach campaign was filed with the Public Service Commission of Utah on April 1, 2011.

Utah Jazz Game program ad



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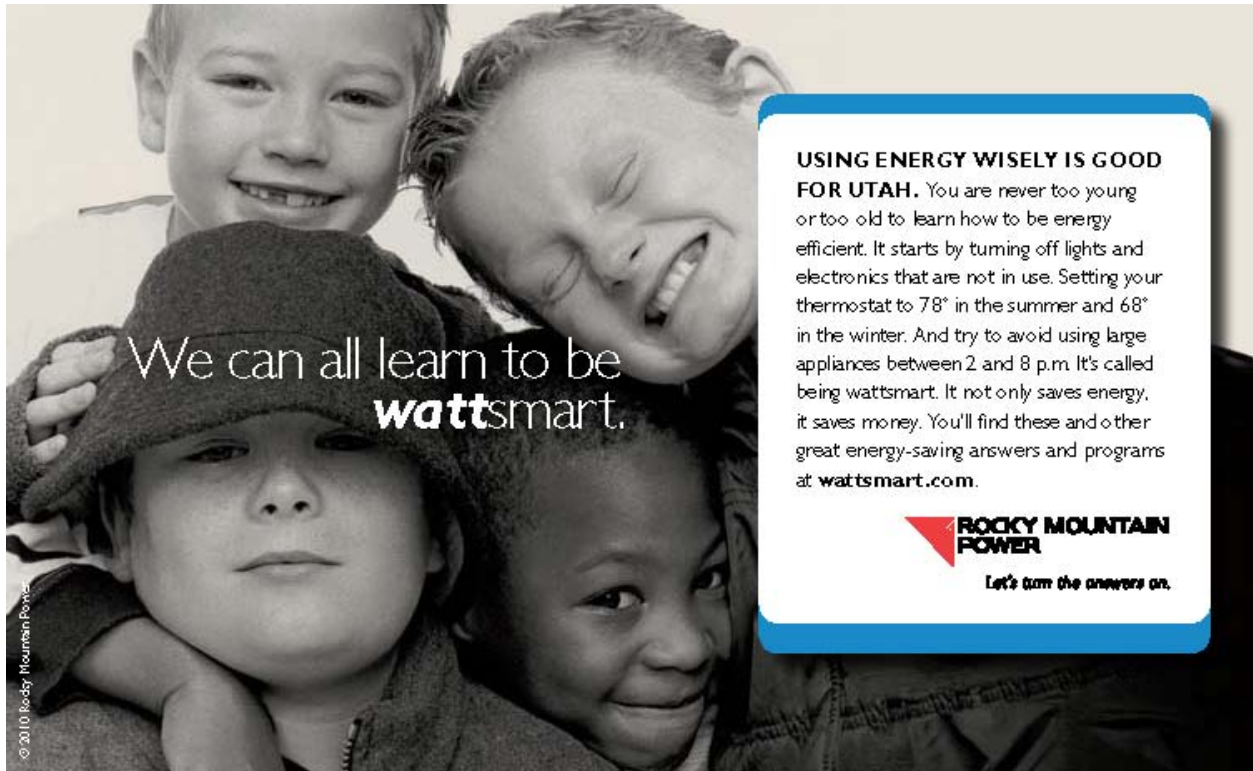
**You don't have to save the world.
Just turn the bathroom lights off.**

Rocky Mountain Power is proud to be a part of the Utah Jazz Green Team. It's a partnership dedicated to helping all of us save energy and money. Sign up for our wattsmart programs to get your home in top energy shape at wattsmart.com.

 **ROCKY MOUNTAIN
POWER**

Let's turn the answers on.

Life in the Valley ad



USING ENERGY WISELY IS GOOD FOR UTAH. You are never too young or too old to learn how to be energy efficient. It starts by turning off lights and electronics that are not in use. Setting your thermostat to 78° in the summer and 68° in the winter. And try to avoid using large appliances between 2 and 8 p.m. It's called being wattsmart. It not only saves energy, it saves money. You'll find these and other great energy-saving answers and programs at wattsmart.com.

ROCKY MOUNTAIN POWER
Let's turn the answers on.

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Voices customer newsletter January/February 2011



Rocky Mountain Power Utah customers
January/February 2011 Vol. 5, No. 1

Voices

Make 2011 a wattsmart year

Start the New Year right by making your home more energy efficient with our wattsmart programs and incentives.

Insulate now
Improve your comfort and save on heating and cooling bills when you insulate your home. Insulation helps keep heat from escaping during winter. Now get cash back when you install or upgrade your home's insulation. Plus, get another cash incentive when you insulate and seal your home's ductwork. Leaky ductwork can be costing you up to 30 percent in lost energy.

Lighting
Lighting in the average home accounts for up to 20 percent of electric bills. Get cash back on qualifying ENERGY STAR® rated lighting fixtures and start saving year after year. These fixtures come in several decorative styles including recessed and pendants. Also get special prices on compact fluorescent light bulbs at participating retail stores. Learn about other wattsmart incentives at rockymountainpower.net/wattsmart or call toll free 1-800-942-0266.

Or stop by and talk to wattsmart representatives at the Salt Lake Tribune Spring Home & Garden Festival March 10 through 13, 2011 at the South Towne Exposition Center in Sandy, Utah. Log on to www.saltlaketribunehomeandgardenfestival.com for more information.

Saving energy adds up
In 2009, thousands of our residential and business customers invested about \$100 million in our energy efficiency programs. Here are some of their accomplishments:

- Installed 56 million square feet of insulation
- Installed 65,000 square feet of energy-efficient windows
- Bought 1.7 million compact fluorescent light bulbs

That's being wattsmart!

BRIGHT IDEAS

Plug into savings

Stop your electronics from wasting electricity with a “smart” power strip. These handy devices look like a multi-plug outlet, but offer much more. They sense when one item, such as a computer, is off and automatically cut electricity to peripheral devices such as printers, speakers, and monitors. These power strips are also surge protectors, which protect sensitive electronics against random power anomalies. Smart power strips are readily available online or at electronics stores.

For other tips on saving energy, go to **rockymountainpower.net/tips** or call us toll free at 1-888-221-7070.

Score savings with the **Green Team**

Make saving energy a part of your playbook this year by joining the Utah Jazz Green Team.

As a Green Team member, you'll receive a coupon book of discounts to events and a chance to win great prizes, including the use of a natural gas powered car for one year.

But all team members are winners when it comes to saving energy. To join, just participate in one of Rocky Mountain Power's **wattsmart** energy efficiency programs, such as Cool Cash, *See ya later, refrigerator*[®], Home Energy Savings or Cool Keeper.

You'll also be asked to commit to two other "green" initiatives.

wattsmart programs help you save energy and money month



Jeff Hymas, Rocky Mountain Power employee, discusses the Green Team with Utah Jazz forward C.J. Miles.



after month. Several offer you cash back when you install energy-efficient appliances and products. Find out more at rockymountainpower.net/wattsmart. Or visit rockymountainpower.net/greenteamvideo to see an interview by Rocky Mountain Power's Jeff Hymas with Utah Jazz forward C.J. Miles, talking about energy efficiency. Join the Green Team at www.jazzgreenteam.com.

Cool deal on fridges offers cash back

Free up some space in your garage or basement, while fattening your wallet with our *See ya later, refrigerator*[®] program. We'll give you \$30 to let us pick up your old fridge or freezer and properly recycle it.

You'll save money and make money – all at the same time.

Refrigerators built before 1990 can use up to four times more energy than a high efficiency



model built today. By not using a second fridge you can save up to \$150 a year on your electric bill. Plus when you recycle the old unit, you'll help the environment.

See rockymountainpower.net/recycle to schedule a pick up or call toll free 1-866-899-5539.

Note: Refrigerators must be a minimum of 10 cubic feet and in working condition.

Book mark developed as a handout for the Rockin' Recess events which start in April



Web page for the Rockin' Recess t-shirt promotion

