

Rocky Mountain Power
Utah Demand Side Management Outreach and Communications Campaign
Year 4 Report
July 2012 – December 2013

Preface

On June 11, 2009, the Public Service Commission of Utah (“Commission”) approved the Rocky Mountain Power (“Company”) proposal to implement an outreach and communications campaign for demand side management (DSM) programs. The overarching objectives of the program are to promote energy efficiency and conservation through education, and increase customer awareness of and participation in the Company’s DSM programs. The Commission directed the Company to monitor program effectiveness on an annual basis and to report on such assessments to the Commission. This report presents an assessment of the fourth year of the DSM outreach and communications campaign, including an evaluation of the program in meeting its objectives and a summary of year four program activities. With approval from the Commission, the fourth year was realigned from a fiscal year (July-June) to the calendar year. This report covers campaign activity from July 2012 through December 2013 and research findings from January 2013 through December 2013. Results for July 2012- December 2012 research were included in the Utah Energy Efficiency and Peak Reduction Annual Report as Exhibit 7.

Market Characterization

The wattsmart campaign has been in the marketplace for four years. Due in part to the effectiveness of the campaign in generating interest in and raising awareness of energy efficiency, third party program administrators have been able to shift funds away from mass communications and focus on targeted and point-of-sale outreach. This is a beneficial shift for individual programs such as *See ya later, refrigerator* and Home Energy Savings. The Company introduced the wattsmart brand with the intention of diminishing the individual brands and unifying the DSM message. While overall impressions in the marketplace for individual programs have been diminished, recognition of wattsmart has increased.

Considerations:

- In 2013, the *See ya later, refrigerator* program shifted from primarily TV and digital advertising to retailer outreach and coordination with the Home Energy Savings program administrator. As a result, there was less frequent mass communications supporting the program last year.
- After many years of consistent communications (primarily direct mail) on the Cool Keeper program, it was largely out of the marketplace in 2013. The program has been in a maintenance period for the last couple of years. In 2013, at the end of the 2002 to 2013 contract, the Company transitioned to a new Cool Keeper program delivery contractor.
- Home Energy Savings does not promote the program name – but focuses on promoting incentives at the measure level.
- The Energy Star New Homes program was reintroduced as wattsmart New Homes in 2011.

- The Company has moved the outreach campaign messages from branded program messages to *behavior modification messages* that encourage action. This started with the cooling spots developed in the summer of 2011 and has continued through the “habit” ads developed for the year four campaign.

The Company continues to utilize sponsorships and other promotional activities such as the act wattsmart Video Contest to increase awareness and encourage participation in the programs. Sponsorships and promotions are high-value for customer and community engagement, but reduce the funds available for advertising. The Company will continue to evaluate the balance of sponsorship vs. media mix in future campaigns.

The Company also delivers program information through the *Voices* bill insert and *wattsup* customer newsletter. With more than 25 percent of the Company’s customers enrolled in paperless billing, more than 25 percent of this communication is done in electronic format (email version of the newsletter and web links to electronic versions of the inserts). While it is unclear what the impact of the move toward paperless billings will have on customer engagement in our communications, it is a shift that the Company monitors and will consider going forward.

For the past two years, the Utah DSM survey has been conducted in late September. In the first two years of the campaign, the same survey was conducted in July/August at the end of the height of the communications placement. When surveying customers in September, the campaign is largely out of the market and that may impact awareness results.

Customer Survey Results

In an effort to determine the effectiveness of the outreach and communications campaign in increasing the awareness of and participation in Rocky Mountain Power’s DSM programs, the Company conducted pre and post campaign customer research. The findings and recommendations of this survey follow.

Research Methodology

Two research studies were conducted during the timeframe of the Year 4 report to assess the effectiveness of Company communications on customers’ awareness of and 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 established a 2010 awareness baseline and followed with surveys in 2011, 2012, and 2013 to measure changes in customer opinions and behaviors. In each study, the research companies used an identical questionnaire to allow for valid comparisons.

- **Utah energy efficiency study.** Telephone interviews were conducted July/August 2010, July/August 2011, September 2012 and September 2013 (Survey results and questionnaire can be found in Exhibits 1 and 2 to this report). This joint study with Questar 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 and May 2013 (survey results and questionnaire can be found in Exhibits 3 and 4 to this report). 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).

Key Research Findings

Importance of Rocky Mountain Power's DSM programs

Similar to previous years, the 2013 energy efficiency study shows the majority (93 percent) of Rocky Mountain Power customers think it is very important or somewhat important for the Company to offer programs to help customers conserve electricity. The overall importance levels are similar for DSM program participants and non-participants. The results also indicate that Rocky Mountain Power is an important source for energy efficiency information – 40 percent of customers indicate they would turn to Rocky Mountain Power first for this information.

Actions taken to conserve electricity

During the past year, the majority of customers said they have taken some action to conserve energy in their home. However, a downward trend has occurred during the past several years, with 54 percent of 2013 survey respondents reporting an energy conservation action compared to 60 percent in 2012, 65 percent in 2011, and 73 percent in 2010. This declining trend may be because more customers have exhausted the lower cost actions to improve energy efficiency in their homes.

The ability to save money surfaced as the key motivator for customers taking steps to reduce energy usage in their home. In the 2013 energy efficiency study, 73 percent of customers who took an action mentioned “saving money” as the main reason – just slightly lower than the 78 percent reported in 2012 and 75 percent in 2011. Similar to previous years, protecting the environment received the second most mentions (15 percent) followed by the need to replace an old or broken appliance (10 percent) and the desire to make the home more comfortable (8 percent).

Specific energy efficiency actions taken by customers remained fairly consistent in 2013 compared to previous years. The two major categories of action focus on consumers' behavioral changes and the purchase of energy efficient products. Among those who took an action during the past year, adjusting the thermostat significantly increased over 2012 and was the most common behavioral action mentioned (24 percent). Turning off lights placed second in behaviors to achieve energy savings. The most common purchases included using energy-saving light bulbs (23 percent), adding home insulation (23 percent), purchasing energy

efficient appliances (21 percent), and installing an energy efficient air conditioner or furnace (19 percent).

The customer awareness surveys indicate Rocky Mountain Power's advertising campaign has positively impacted customers' energy efficiency decisions. In the 2013 research, 32 percent of Rocky Mountain Power customers reported taking an action based on the Company's advertisements or communications (2012=30 percent; 2011=39 percent). The most common actions are related directly to energy conservation measures including: purchasing energy efficient appliances/lights; turning off lights/appliances when not in use; and enrolling in the Company's incentive/rebate programs. These categories also surfaced among the most frequently mentioned actions observed in the 2012 and 2011 studies.

Awareness of DSM programs

Overall customer awareness of specific energy efficiency programs continued its decline in 2013. Just over half (53 percent) stated they are aware of programs offered by Rocky Mountain Power or Questar Gas that help customers save energy or lower their utility bill. This represents a significant decline compared to 2012 (59 percent) and the all-time study high of 71 percent observed in 2010. The Company believes this decline may be the result of a reduction in program advertising by the program delivery contractors. The wattsmart advertising has focused more on behavior modification and a push towards programs.

In terms of 2013 unaided program awareness, Cool Keeper (10 percent) and *See ya later, refrigerator* (4 percent) were the most frequently named energy efficiency programs. The unaided awareness level for *See ya later, refrigerator* declined significantly since 2012 (9 percent). Nearly every customer mentioned Rocky Mountain Power as sponsor of these two programs.

Table 1 on the following page provides results that show three DSM programs resonate most strongly on total customer awareness in combined responses for unaided and aided awareness. As in 2011 and 2012, the 2013 energy efficiency study revealed that more than half of Rocky Mountain Power customers are aware of *See ya later, refrigerator*, Home Energy Savings and Cool Keeper.

Trend wise, overall awareness of *See ya later, refrigerator* has remained stable since 2010 while awareness of Home Energy Savings and Cool Keeper have trended lower the past three years. Customer awareness of wattsmart showed a third consecutive annual increase, although the 2013 improvement was not significantly higher than 2012. Awareness of wattsmart New Homes improved significantly in 2013 after a substantial 2012 decline.

Table 1 – Total Program Awareness 2010 – 2013

Demand side Management Program	2010 Total Awareness	2011 Total Awareness	2012 Total Awareness	2013 Total Awareness
<i>See ya later, refrigerator</i> ®	85%	83%	86%	84%
Home Energy Savings	65%	62%	58%	55%
Cool Keeper	69%	67%	57%*	54%
wattsmart	28%	41%*	47%*	49%
wattsmartNew Homes**	44%	49%	34%*	40%*

* Significantly different than previous year’s results.

**Prior to 2013, the question asked about Energy Star New Homes.

Participation in DSM programs

Overall customer participation in Rocky Mountain Power’s DSM programs has remained fairly consistent from 2011-2013. In 2013, programs with the highest customer participation (past and current) include *See ya later, refrigerator* (32 percent), Home Energy Savings (23 percent) and Cool Keeper (16 percent). These three programs also accounted for the highest program participation in 2011 and 2012.

Table 2 – Program Participation 2011 – 2013

DSM Program	2011 Total Participation	2012 Total Participation	2013 Total Participation
<i>See ya later, refrigerator</i> ®	29%	34%	32%
Home Energy Savings	25%	22%	23%
Cool Keeper	17%	16%	16%
wattsmart	N.A.	8%	8%
wattsmartNew Homes*	5%	4%	4%

*Prior to 2013, the question asked about Energy Star New Homes.

Advertising and communications recall

The 2013 customer awareness survey indicates just over six in ten (61 percent) customers recalled seeing, hearing or reading advertisements or communications from the Company. This is a slight, but not statistically significant, increase over 2012 (57 percent) and 2011 (58 percent) but remains lower than the 65 percent observed in 2010. The majority of recall in these studies stems from unaided awareness, which represents a more stringent measure than aided awareness. The unaided awareness levels have been fairly consistent during the past four years at about 40 percent compared to slightly less than 20 percent aided awareness.

Customer communications continue to be effective in creating awareness of wattsmart. In the 2013 customer awareness survey, 60 percent of Rocky Mountain Power customers remembered seeing, hearing or reading “being wattsmart.” This represents an increase compared to the 54 percent observed in 2012 and 57 percent in 2011. In both studies, ad aware customers were much

more likely to remember “being wattsmart” than customers who did not recall any Rocky Mountain Power advertising or communications.

Current and preferred energy efficiency information sources

Similar to findings reported from 2010-2012, customers are most likely to first see or hear about Rocky Mountain Power’s energy savings programs via television advertisements or public service announcements (47 percent). Utility bill inserts again stood out as the second most frequently mentioned source (38 percent). About 10 percent mentioned two other channels: newspaper (10 percent) and family/friends/neighbors (8 percent).

In terms of what customers think are the most effective ways for Rocky Mountain Power to communicate how to lower energy usage and help customers save money, utility bill inserts again stood out as the clear frontrunner (2013=48 percent; 2012=41 percent; 2011=38 percent, 2010=40 percent). Direct mail (16 percent), newspaper/radio/television (15 percent), and email from the Company (7 percent) also were named as effective communication methods.

Utility websites are another valuable source of information about energy efficiency programs and rebates. Overall, about one-third (30 percent) of customers said they would look for information about energy efficiency and home energy savings, rebates and/or products at the Rocky Mountain Power or Questar Gas website. While these websites serve as a valuable information source for many customers, both utility websites were mentioned less often than in previous years.

Recall of advertising and communication messages

The customer awareness survey measured customer recall of key messages in the Company’s advertisements and communications. In 2013, as well as previous years, messages with the highest recall focused on using energy wisely, wattsmart and energy efficiency programs. Messages with the highest recall also reflect messages that Rocky Mountain Power customers think are most important for the Company to communicate. Overall, about 90 percent of customers believe it is very important or somewhat important for the Company to communicate messages about using energy wisely, being wattsmart and energy efficiency programs.

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 a 40 percent response rate (2012=38 percent; 2011=37 percent; 2010=41 percent). Questar Gas again placed second (21 percent) followed by a home improvement retailer (11 percent) and the State Department of Energy (10 percent).

The majority of Rocky Mountain Power customers (58 percent) continue to believe the Company demonstrates concern about helping them save money through lower energy use. In addition, 71

percent think the Company is concerned about conserving energy. These percentages are similar to those reported in previous years.

Conclusions and Recommendations

Rocky Mountain Power's communications and outreach program for DSM continues to have a positive impact on residential customers. The vast majority of customers continue to believe it is important for the Company to offer programs to help customers conserve electricity. Customers aware of the Company's DSM programs are more likely to have taken an action to make their home more energy efficient. Awareness of wattsmart increased for the third consecutive year and more than half the customers are aware of *See ya later, refrigerator*®, Home Energy Savings and Cool Keeper.

The outreach and communications campaign delivers key messages about energy conservation and opportunities for customers to save money. Research shows many customers recall messages on these specific topics and place value on the importance of these messages. Importantly, Rocky Mountain Power continues to be viewed favorably as a credible source of energy efficiency information.

In view of the measurable positive impact of the outreach and communications campaign, Rocky Mountain Power should sustain at least the current level of advertising and communications, and continue delivering key energy efficiency messages across a variety of channels. The following tactics are recommended to solidify and strengthen the campaign.

- Continue promoting the wattsmart campaign to reinforce energy efficiency messages, enhance the call-to-action and increase participation in the wattsmart programs.
- Evaluate sponsorships/media mix to ensure that the campaign maintains a strong and effective presence in the marketplace.
- Customers identify television ads, public service announcements and utility bill inserts as the top sources for having heard about Rocky Mountain Power's energy-savings programs. Likewise, customers believe bill inserts and newspaper, radio and television ads are the most effective ways to communicate energy savings information. Based on these responses, the Company should continue to promote Rocky Mountain Power's energy savings programs through the media (TV, radio and newspapers) and coordinate those efforts with utility bill inserts.
- Maintain the themes of advertisements; the most important messages have the highest recall among ad aware customers.
- Assure that communications accentuate the money-saving aspect of participating in Rocky Mountain Power's energy efficiency programs.
- Capitalize on Rocky Mountain Power's status as the number one source for energy efficiency information.
- Given the importance of the Company's website as a source of energy efficiency information, make sure customers can easily locate key program content and customer benefits.
- Capture customer attention when they are on the internet and direct them to our website.

- The Company recommends moving the energy efficiency study up to late July/early August to take advantage of the advertising in the marketplace and to be able to utilize learning to make changes to the plan as necessary.
- Although social media has not been captured in the survey, the Company will continue to utilize and develop social media as an effective communication avenue.

Campaign Activities

Communication

Communication efforts for July 2012– December 2013 were developed to provide residential and business customers with low-cost, no-cost approaches to reducing electric consumption; comprehensive information related to the Company’s energy efficiency and peak reduction programs; and to provide residential customers information on the Company’s summer tiered rate structure.

The audiences for communications were prioritized as follows:

- **PRIMARY:** Residential households in Rocky Mountain Power’s service area
- **SECONDARY:** Early adopters and public decision makers
- **TERTIARY:** Small and large businesses

Various communications channels were utilized to optimize effectiveness, frequency and coverage; and to build on the messages. Table 3 outlines the value provided by each communication channel.

As reported in the 2012 Energy Efficiency and Peak Reduction Report (Exhibit 5), new creative content was developed in July 2012 to continue to deliver a behavior modification campaign.

Table 3 - Communication Channels

Communication Channel	Value to Communication Portfolio	Placement
Television <i>(the attached quarterly reports outline the stations where advertisement were placed)</i>	Due to the strength and reach of the Salt Lake City designated market area, television works as the most effective media channel	July – September 2012 and April – September 2013 Averaged 153 spots per week. 22,763,700 impressions
Radio <i>(the attached quarterly reports outline the stations where advertisement were placed)</i>	Given the cost relative to television, radio builds on communications delivered via the television while providing for increased frequency of messages	July – September 2012 and April – September averaged 256 spots per week 15,997,450 impressions
Newspaper	Supports broadcast messages and guarantees coverage of the Utah service territory	July – September 2012 and April – September 2,196,493 impressions
Website www.rockymountainpower.net	Supports all other forms of communications by serving as a	July 2012 – December 2013 web views 399,060 overall

	source for detailed information regarding the company's program and other energy efficiency opportunities	energy efficiency (includes wattsmart) web views
Twitter (@RMP_Utah)	Awareness for early adopters regarding energy efficiency tips Tweets posted on a weekly basis	As of December 2013 there were 2,100 Twitter followers in Utah
Facebook www.facebook.com/rockymountainpower.wattsmart	Awareness for early adopters regarding energy efficiency tips and a location to share information Information posted three times a week	As of December 2013 there were 905 wattsmart Facebook fans for Rocky Mountain Power 321 were a direct result of the video contest
Other Online (<i>i.e. banner ads on local sites, blogs, behavioral ad targeting, and pay-per-click ad placements</i>)	Supports the broadcast and print media while also increasing awareness for early adopters who are online and are likely to be receptive to energy saving messaging.	18,210,522 impressions and 31,414 click-throughs for all flash banners and paid searches during the campaign months.
Magazine	Content targeting business and metro area customers	<i>The Enterprise, Utah Business magazine and UMA the Voice.</i> 275,000 impressions
Spanish language media	Broadens communications to include Spanish-speaking customers	295,877 TV impressions (averaged 12 spots per week TV) 1,804,887 radio impressions (averaged 20 spots per week radio) 60,661 print impressions
Transit	Supports the broadcast and print media while increasing awareness	61,263,790 impressions

Total impressions for Year 4 of the wattsmart campaign are 123,324,141 impressions. This does not include impressions from the sponsorships and also does not include the 45,841,342 earned media impressions from the video contest.

Web links to the current portfolio of advertisements are included in Exhibit 6 of this report.

Outreach

The Company leveraged the messages initially developed in the communications campaign through various public outreach initiatives in 2013. Table 4 on the following page summarizes the Company's efforts to educate the public on the importance of incorporating energy efficiency practices.

Table 4 –Outreach Initiatives

Initiative	Description
Act wattsmart Video Contest	<p>On March 6, 2013, the Company launched the statewide Act wattsmart video contest Take two! at the Home and Garden Festival. Rocky Mountain Power customers could submit videos between March 6 and May 31, 2013. People’s Choice voting ran from when the first video was submitted on April 25, 2013 through June 30, 2013 Winners were announced on August 1, 2013.</p> <p>Results:</p> <ul style="list-style-type: none"> • 67 customers entered videos into the contest • The videos received 2,662 votes • The videos received 19,446 views • 321 Facebook fans were added to the wattsmart Facebook page as a direct result of the video contest • Web traffic on wattsmart.com increased by 525 percent during the contest period. • The media coverage generated by the video contest has an advertising value equivalency of more than \$140,000. This takes into account the advertising cost of the space the effort received. The Company was able to talk about the contest and also wattsmart tips and programs. <p>See DSM Advisory group presentation Exhibit 7 See winning videos - https://www.rockymountainpower.net/videocontest</p>
Jazz Partnership – Basketball	<p>As part of the 2012/2013 partnership with the Utah Jazz Green Team, the wattsmart programs received a significant media presence through 40 television and 120 radio (in-game, pre and post-game), on the web and shared in-arena sponsorship at the green game in April 2013. It also included an arena presence through LED signage. Additional media included 364 :30 second KJZZ TV prime time spots and a twelve week pre-movie feature at all Megaplex theaters in May and June. Utilized Gordon Hayward to develop an energy efficiency spot – which ran online and in the Megaplex run.</p>

Initiative	Description
	<p>For the 2013/2014 season which runs from November 2013 through March 2014 - the company lowered their sponsorship level with the Jazz. The new sponsorship level included:</p> <ul style="list-style-type: none"> • 30 TV spots pre, post, in-game • 120 radio spots, pre, post, in-game • 364 spots on 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
Salt Lake Real	<p>Real Salt Lake sponsorship includes one opening billboard, one: 30 in game commercial spot, 10 ABC4 games and 21 CW30 games. Features on ESPN 700 one: 60 pregame and one :60 in-game spot during game broadcasts. A rotating banner on RealSaltLake.com. One minute of in-stadium LED messaging – reaching 19,000 fans per game.” Man of the Match” highlight at the end of each home match. SL Real made it into the playoffs and had two home playoff matches in 2013.</p>
University of Utah	<p>This is a new sponsorship for 2013. The Company developed the “save your energy for the game” video to play at all home football and men’s basketball games when the team is announced. The sponsorship also includes LED signage at all Home Football, Men’s basketball and Women’s gymnastics meets.</p>
Radio Disney Rockin’ Recess	<p>Through The Company’s sponsorship with the local Utah Radio Disney AM station, the Company was able to host Rocky Mountain Power wattsmart “Rockin’ Recess” in-school events to reach out to children during school. Early in 2013 the Company was able to participate in Rockin’ Recess events in 8 schools delivering the wattsmart energy efficiency message to more than 4,435 children and school staff. 2013 Events included:</p> <ul style="list-style-type: none"> • Spectrum Academy – 200 – March 11 • Municipal Academy – 450 – March 12 • Pleasant Green – 700 – March 20 • Legacy Prep – 525 – April 10 • West Jordan Elementary – 550 – May 15 • Providence – 750 – May 17 • Geneva – 550 – May 21

Initiative	Description
	<ul style="list-style-type: none"> • Falcon Ridge – 710 – May 28 <p>The Company also participated in the Party for the Planet and Disney Days at the Gallivan center. Radio Disney closed its doors in Salt Lake in September 2013. The Company is planning to continue to do these events on our own in 2014.</p>
KUED	Weekly sponsorship of children’s programming. These include quick tips from Slim the Lineman on how to be wattsmart.
Habitat for Humanity of Summit & Wasatch Counties	<p>The Company is proud to have partnered with Habitat for Humanity of Summit & Wasatch Counties to support the construction of a home for a deserving family in Park City and to make the project wattsmart. The sponsorship provided \$25,000 toward the construction of the 1,500-square-foot home to ensure it met high standards for energy efficiency. As a result, the new homeowners will experience improved comfort and lower energy bills for years to come. Habitat for Humanity worked to involve many local organizations and volunteers to help build its second “green home” in Park City. The sponsorship included signage at the house and publicity at several events throughout the year. On November 22, 2013, Rocky Mountain Power employees helped with the landscaping and other finishing touches to get the home ready for the partner family to move in before the holidays. On March 2, 2013, Company employees pitched in at the home to seal joints and cracks and crevices against air infiltration.</p>
Ragnar Relay	<p>Rocky Mountain Power’s wattsmart program sponsored the Ragnar Relay event for the second year. Twelve wattsmart Rocky Mountain Power employees completed the 192 mile Ragnar Relay from Logan to Park City. The team spread the word about energy efficiency with messages on their shirts, vans, and banners at the van exchange points. The sponsorship included banners at the start, runner exchanges, the finish line, and a booth at the “finishers fair.” Rocky Mountain Power was able to share the wattsmart message with nearly 40,000 Ragnar attendees. Team members also distributed wattsmart branded sunscreen and lip balm on the course. This allowed them to engage other runners during the event.</p>
Education	<p>In the fall of 2012, 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</p>

Initiative	Description
	<p>include hands-on, large group activities and humorous video vignettes featuring company mascot, Slim the Lineman.</p> <p>The program was completely booked by the beginning of the 2013/2014 school year. 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.</p> <p>Students were provided “Home Energy Checklists” and asked to audit their homes to receive LED night lights as incentives. Teachers received \$50 mini-grants for their classrooms.</p> <p>Educators are also provided energy education materials. Each teacher participant receives a custom teacher guide containing supplemental classroom activities and posters. Teachers who return 80 percent of the student surveys receive a \$50 mini-grant for classroom use. Those returning 50-79 percent of the surveys earn a \$25 mini-grant.</p> <ul style="list-style-type: none"> • See Exhibit 8 for the 2012/2013 Be wattsmart, Begin at Home Report.
Multicultural Outreach	<p>The Company provided outreach support at the Cinco de Mayo festival in West Valley City. The Company had a booth positioned beside the McDonald's Stage providing an opportunity to get the wattsmart message out to nearly 20,000 attendees. Company representatives spoke to attendees about being wattsmart and energy efficient. The sponsorship also included 120, 30-second spots on Telemundo and inclusion in minimum 100 promotional announcements.</p> <p>The Company also participated in the Telemundo Kids Soccer Cup (July through September) by displaying the watt smart message banners on the indoor and outdoor soccer fields throughout the season.</p> <p>The Company also provided outreach at the Fiesta Mexicana held at the Utah State Fair Grounds during the closing weekend of the Utah State Fair. The Company hosted a booth and educated customers at the fair about wattsmart energy efficiency programs and incentives.</p>

Outreach Campaign Budget Results

The Year Four budget for outreach activities was \$2,250,000 as presented in Table 5 on the following page. Expense activities are summarized by the channel of communication. This includes costs for the entire 18 month period.

Table 5 – Year Four (July 2012 – December 2013) Expense Activities

Communications Channel		Plan Budget	Budget revised*	Total Year 4 Expenses	Variance	Reason for variance (more than \$5000)
Media	Television	\$ 402,000	\$ 399,000	\$ 398,787	\$ 213	
	Radio	\$ 225,000	\$ 224,000	\$ 223,451	\$ 549	
	Newspaper	\$ 56,000	\$ 55,000	\$ 54,813	\$ 187	
	Magazine	\$ 57,000	\$ 57,000	\$ 56,620	\$ 380	
	Transit	\$ 90,000	\$ 85,000	\$ 84,402	\$ 598	
	Multicultural media	\$ 60,000	\$ 60,000	\$ 60,075	\$ (75)	
	Digital Display	\$ 60,000	\$ 60,000	\$ 59,738	\$ 262	
Digital/Web	Online	\$ 50,000	\$ 50,000	\$ 49,950	\$ 50	
Public relations/ outreach	Pitches, Green games, Rocking Recess, Ragnar planning and development	\$ 200,000	\$ 193,000	\$ 181,580	\$ 11,420	Lowered the spend to cover the costs for research cycles through a reduction in the media pitches after the Video Contest and Rockin' Recess contract cancellation in the second half of 2013.
	Multicultural Outreach	\$ 35,000	\$ 35,000	\$ 35,828	\$ (828)	
Video Contest		\$ 100,000	\$ 102,000	\$ 101,653	\$ 347	
Sponsorship	Utah Jazz Green Team	\$ 75,000	\$ 130,000	\$ 130,000	\$ -	
	Real Salt Lake	\$ 125,000	\$ 111,000	\$ 122,666	\$ (11,666)	Incremental cost for playoffs was \$5,833 per game.
	Ragnar Relay Sponsorship	\$ 15,000	\$ 15,000	\$ 12,500	\$ 2,500	
	Habitat for Humanity	\$ 50,000	\$ 25,000	\$ 25,000	\$ -	
	University of Utah*		\$ 25,000	\$ 25,000	\$ -	
Education	NEF	\$ 260,000	\$ 240,000	\$ 239,084	\$ 916	
Creative		\$ 365,000	\$ 359,000	\$ 354,151	\$ 4,849	

Research		\$ 25,000	\$ 25,000	\$ 35,000	\$ (10,000)	Estimated for one research cycle. Two cycles of research were conducted during Year 4 – in September 2012 and 2013.
TOTAL		\$ 2,250,000	\$ 2,250,000	\$ 2,250,298	\$ (298)	

Table of Report Exhibits

Exhibit 1	2013 Utah Energy Efficiency Study, Results
Exhibit 2	2013 Utah Energy Efficiency Study, Questionnaire
Exhibit 3	2013 Customer Awareness Survey, Results
Exhibit 4	2013 Customer Awareness Survey, Questionnaire
Exhibit 5	Utah Energy Efficiency and Peak Reduction Annual Report (2012) – pages 48 - 51
Exhibit 6	Links to current advertising content
Exhibit 7	DSM Advisory Group act! wattsmart contest presentation
Exhibit 8	Be wattsmart, Begin at Home Report