



*Let's turn the answers on.*

## **Short term action plan and budget for the Strategic Communications and Outreach Program for Demand Side Management**

The overarching objectives of the communications and outreach program for DSM are to 1) promote customer conservation through energy efficiency education and 2) to increase customer awareness of and participation in the company's DSM programs. To achieve these objectives the company will deploy a cohesive, consistent and integrated communications program. The communications and outreach program for DSM provides the company with a vehicle to accomplish these objectives through traditional marketing tools including media advertisements (television, radio and print), public outreach and public affairs communications with online and interactive portals, community involvement and social networking. In this report, the company will outline its plan and associated budget to meet the program's objectives through September 2009.

While the short-term action plan and budget provided in this report is not intended to address all the objectives of the communications and outreach program as described in the company's filing in Docket No. 09-035-36, it is intended to sustain and intensify energy efficiency and demand side management customer messaging through the 2009 summer period. The short-term action plan will maintain and increase focus on the importance of energy efficiency and load management in customer's minds while at the same time helping to further promote participation in the company's programs. Also included in the short term plan is messaging intended to increase customers' awareness of the company's summer tiered rate structure.

The short term plan utilizes current energy efficiency messaging in addition to new messaging that will be developed to complete the energy efficiency messages. Messaging intended to educate customers about the company's summer tiered rate structure will also be delivered as part of the short term action plan. The existing television and radio spots that will be used for the short term action plan are listed below and are provided on DVD as Attachment A. Existing print messaging is also listed below and provided in Attachment B. The company plans to create at least two Spanish language radio spots and two more English language radio spots to compliment the company's existing messaging and reach the intended audiences.

### **Existing Television Spots:**

- Bathroom Lights (turn off lights)
- This Old Light Bulb (switch to CFLs)
- Cutting Kilowatts (cut energy use)
- Popsicle (thermostat settings)
- ENERGY STAR Washer (energy efficient appliances/Home Energy Savings program)
- Home Sweet Energy Efficient Home (Home Energy Savings program)
- Remodel Your Energy Bill (weatherize)
- Hands (summer tiered rate structure )



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**Existing Radio Spots:**

- Laundry Room (energy efficient appliances)
- Power Strip (cut energy use)
- Front Door (summer energy efficiency)
- Un-volume Discount (summer tiered rate structure)

**Existing Print Advertisements:**

- Kilowatts (cut energy use)
- Outlet (home energy checkup)
- Light Bulb (switch to CFLs)
- Light Switch (cut energy use)
- Power (summer tiered rates)
- Home Sweet Home (Home Energy Savings program)

The budget for the media and new messaging to be delivered through the short term action plan is approximately \$525,000, which includes production costs to create Spanish language versions, new radio spots and to modify print copy where necessary. Messaging to Spanish speaking customers represents 12 percent of the plan. Attachment C shows the program cost by media channel as well as the weeks the messaging will be run through September 2009.

Messaging will direct customers to the Rocky Mountain Power website home page (<http://www.rockymountainpower.net>) which prominently displays a link to the company's energy efficiency website for Utah. By following this link, customers will be directed to the company's Utah energy efficiency programs web page where customers can learn more about the company's DSM programs and the summer tiered rate structure, download rebate forms, enroll in programs online and more.

Pursuant to the Commission's order approving this program, the company will develop a more complete and detailed first-year action plan (which will incorporate this short-term action plan along with a plan for the remainder of the first program year) and budget in concert with the Utah DSM Advisory Group. The detailed first year action plan will be filed with the Commission for approval as soon as is practicable. Additionally, the company will jointly develop second and third year program action plans and budgets with the Utah DSM Advisory Group and file those plans with the Commission for approval prior to April 1st of the relevant program year.