

Rocky Mountain Power Strategic Communications and Outreach Plan Utah Demand Side Management Program Year 1 Plan and Budget

Campaign Overview

Rocky Mountain Power offers a broad set of residential and business demand side management (DSM) programs, consisting of services and financial incentives, to assist customers in reducing and managing their energy use. Programs such as Rocky Mountain Power's Home Energy Savings, Cool Cash, Cool Keeper, *See ya later, refrigerator*, and ENERGY STAR® New Homes are examples of residential offerings producing solid results. Programs popular with business customers include Energy FinAnswer®, FinAnswer® Express, Re-commissioning, irrigation load control and Self-Direction Credit. Together, these programs, combined with Rocky Mountain Power's other DSM programs, provide a comprehensive portfolio of DSM program services, incentives and strategies which enable customers to tackle a wide array of energy efficiency projects and Rocky Mountain Power to better manage customer loads during peak usage periods.

Recently, Rocky Mountain Power has been engaged in developing a communications and outreach plan intended to increase participation in the company's DSM programs and grow customer's appreciation and understanding of the benefits associated with the efficient use of energy.

Strategy

The enhanced Utah demand side management communications and outreach plan will utilize a mix of traditional paid media, social media, community outreach, earned media outreach and digital (online) tools that will educate customers by:

1. Educating customers about Rocky Mountain Power's pricing structure¹
2. Building awareness of the energy efficiency and load management programs offered by Rocky Mountain Power
3. Identifying the personal and societal benefits associated with engaging in demand side management opportunities and participation in the company's programs
4. Motivating customers to change behaviors and act on opportunities which will increase energy efficiency and improve load balancing

Television, radio and print media will be used to reach the Hispanic population. Magazine ads and community outreach will be used to reach business customers. Utilizing multiple touch points to reach the target audience will keep Rocky Mountain Power's energy efficiency and load management messages top-of-mind, which is essential when attempting to change behavior.

¹ With emphasis placed on the summer tiered rate structure.

Objectives

The primary objectives of the communications, education and outreach program include:

1. Promote customer energy efficiency efforts (behavioral changes) and increase participation in and savings acquired through Rocky Mountain Power's DSM programs
2. Motivate customers to reduce energy consumption and/or management independently, or to do so by participating in at least one of Rocky Mountain Power's DSM programs
3. Educate customers on how DSM programs can help them reduce energy consumption, lead to improved system utilization, save money on their utility bills and mitigate cost increases for all Rocky Mountain Power customers in Utah
4. Encourage customers to reduce energy consumption during the peak summer months by educating customers about the tiered pricing structure and how decreasing usage can reduce their costs

Tactics/Campaign Components

1. Umbrella Advertising/Communications Campaign

The umbrella advertising campaign ("*WattSmart*") is designed to drive interest in all campaign activities, including generating residential and business commitments to reduce and better manage energy use, increase participation in Rocky Mountain Power's DSM programs and encouraging participation in promotional campaign activities.

Creative² concepts for this campaign – that is intended to become a rallying call to Utahns everywhere to save energy – are expected to be completed within 30 days of commission approval. This will include a campaign line that, at its core, is intended to encourage "smart" energy management, behavior, and buying practices and will be easy to remember. Energy efficiency and load management are two of Rocky Mountain Power's key "answers," and this new campaign theme will complement and leverage the "Let's turn the answers on" campaign. The campaign will also leverage opportunities presented through Rocky Mountain Power's partnership with the Utah Jazz "Green Team" effort.³

Creative developed specifically for the demand side management campaign will include:

Television

Two 30-second television commercials will be produced to introduce the energy efficiency theme. The commercials will incorporate powerful imagery to create a positive emotional connection to the value of saving energy and increase the desire among Utahns to participate and do their part in saving energy.

In addition, new 15-second "action/tip" spots will be used to supplement the customer energy efficiency awareness spots and highlight how simple changes in our lives can save energy. Also, a number of current customer awareness spots (Bathroom Lights,

² "Creative" refers to advertising material, whether it be in television, radio or print format.

³ More detail on the Utah Jazz "Green Team" campaign is provided on page 3.

Cutting Kilowatts, Light bulb, Popsicle and Light Switches) will be revised to include the new campaign theme. We will expand energy efficiency tips to go beyond the existing compact fluorescent bulbs (CFLs) and turning the thermostat down tips, and present customers with new ideas to reduce and save energy.

Radio, Print and Transit

The media plan will also employ support media using the formats of radio, print and transit throughout the state.

Creative concepts being developed for the campaign will be presented to the DSM Advisory Group at a meeting to be held in late October or early November 2009.

2. WattSmart DSM Program Packaging

Rocky Mountain Power will brand and package our load management and energy efficiency product portfolio *WattSmart*. *WattSmart* will be used when referring to the suite of energy demand side management products in customer communications and will ensure a consistent branding across all of Rocky Mountain Power's demand side management program outreach efforts. *WattSmart* advertising will encompass all of Rocky Mountain Power's demand side management programs and materials for Utah customers.

3. Utah Jazz "Green Team" Partnership – Developing a Social Movement

Rocky Mountain Power, along with Questar, will be a title sponsor of the Utah Jazz Green Team. This title sponsorship allows Rocky Mountain Power to partner with and leverage the messaging of other energy efficiency and load management awareness efforts. The Larry H. Miller companies are also pursuing Federal stimulus funds to partner with the State of Utah to increase the opportunity of leveraging funds and the reach of the Green Team campaign. Components of the Green Team campaign are detailed below.

Take the Green Team Pledge

Utah individuals, schools and businesses will be encouraged to visit the Green Team Website and electronically "sign" a pledge as a means to announce their commitment to reduce energy use by adopting energy efficient practices. As part of the pledge, individuals and businesses will commit to participation in the *WattSmart* programs and services. The pledge contains a similar commitment for participation in Questar's ThermWise program. Utahns will be asked to participate in at least one recommended program in order to be part of the Green Team and receive Green Team benefits.⁴

Green Team participants will receive items such as decals, coupon books, and opportunities to win prizes.

Contest

To maximize our partnership with the Green Team, and in an effort to create social movement, we are developing a customer contest (i.e. Home Energy Makeover) designed to generate excitement and momentum amongst customers regarding energy

⁴ Options will be available for customers who do not reside within Rocky Mountain Power's service area.

efficiency and load management. Details of the contest are still being developed at this time and are subject to further review by PacifiCorp legal. The contest details will be supplied to the DSM Advisory Group for review and comment prior to implementation.

Extended Media Presence

In addition to the umbrella communication plan outlined earlier, as part of the Utah Jazz Green Team partnership, Rocky Mountain Power's *WattSmart* program will receive media presence through television and radio (in-game, pre and post game), online and through a sponsorship of the halftime report. It will also include in-arena presence through LED signage, GameTime magazine, SuperScreen features and two dedicated Rocky Mountain Power *WattSmart* promotional nights.

In addition, the Green Team campaign extends to the Salt Lake Bees. As part of the Salt Lake Bees partnership, Rocky Mountain Power and *WattSmart* will sponsor a home game during the 2010 season (date to be determined). During this game, the Green Team will have field promotional elements, LED signage, product distribution at the event, public announcements during the game, honorary first pitch, and sponsored 7th inning rally event.

Throughout the spring and summer of 2010, the Green Team partnership and *WattSmart* programs will also be featured in "prefeature" ads in all Megaplex Theatres throughout Utah.

Rocky Mountain Power intends to leverage the promotional opportunities garnered through the Green Team sponsorship to increase participation in demand side management programs by driving visitors to the Green Team Website to sign the pledge and participate in campaign events, such as the Home Energy Makeover competition.

4. School Curriculum Program

The State of Utah is currently reviewing responses to its request for proposal from organizations and vendors for educational outreach programs. Rocky Mountain Power will seek to partner with the successful party. Absent a state funded effort, Rocky Mountain Power will partner with the National Energy Foundation (NEF) to implement an elementary school outreach program. The program will provide presentations targeted to fifth grade students and teachers across the state of Utah. Year 1 of the outreach and communications program will include 80 presentations – this represents nearly 20% of the elementary schools in Rocky Mountain Power's Utah service territory. In years 2 and 3 of the program, the number of presentations will increase to 100 and 120 per year, respectively.

Each presentation will include a custom-designed PowerPoint presentation integrated with hands-on and group learning activities, and an introduction to the programs take home component. Presentations will last approximately one hour.

Each student and teacher will receive a take-home publication called "Energy Action at Home". "Energy Action at Home" will contain a tear-out "Household Report Card" that students will be asked to complete and return to the teacher, in conjunction with a web-based activity.

The program will include a feedback/tracking mechanism to “close the loop”; ensuring that information going home is truly being used. The mechanism will include an incentive for both students and teachers.

We will also leverage the Utah Jazz Green Team sponsorship and bring the Green Team to the classroom through mascot or player visits. Students will be encouraged to join the Utah Jazz Green Team.

This program is partially dependent upon NEF receiving additional funds through other partners and a Utah State Energy Program grant.

5. Chamber of Commerce Outreach

Rocky Mountain Power will develop a Chamber of Commerce Energy Conservation Program, which will create an educational campaign for chamber members and their employees. The program will encourage chamber members to commit to creating energy efficiency programs within their organizations, consciously think about when they use energy and to join the Green Team. As part of the effort, Rocky Mountain Power will issue “*WattSmart* Energy Conservation Certificates” to participating companies. We anticipate that this program could be utilized throughout local Chamber of Commerce offices statewide. We will work with the Larry H. Miller companies to see how we might incorporate this concept into the Utah Jazz Green Team outreach.

Through our chamber outreach channels we will also utilize Website placements, directory ads, and chamber newsletters to promote the Green Team pledge and the *WattSmart* message.

6. Public Affairs Outreach

Public affairs activities will solicit and enlist support for the demand side management movement among key business, political and civic leaders – helping to establish a smart use mindset among key Utah community opinion leaders. Getting political and business leaders involved will help create momentum and give people additional motivation to change behavior and to participate in programs that benefit society.

Spokesperson Participation

Public affairs outreach will work to solicit and secure participation from key elected and appointed community leaders to serve as spokespersons for the effort. Spokespersons will serve as moderators in community forums or deliver educational messages to key business and civic audiences. The Utah Governor’s office has agreed in principle to involvement with delivering this message to Utah consumers, perhaps even including Gov. Gary Herbert in public service announcements and other outreach mediums.

In coordination with our Green Team sponsorship, we also intend to seek to promote any Jazz team member home audits to media outlets for editorial stories on reducing energy usage in homes—and promote the Home Energy Makeover program during these segments.

7. Multicultural Outreach

In addition to reaching the Hispanic community through advertising and public relations media channels we will also engage in community outreach.

- Events are a very important means of effectively reaching all segments of the Hispanic community. These events will range from musical and holiday festivals to events sponsored by community organizations that serve the Hispanic community. Also, many of these events are sponsored by Spanish-language media, particularly radio, and participation in the event can many times be secured through those channels.
- In addition, partnerships with business-network organizations, such as the Hispanic Chamber of Commerce, and community development organizations, such as the Utah Coalition of La Raza, can be used to connect with Hispanic businesses and communities throughout the state. Many of these organizations have email newsletters and other communications they send to their members regularly and Rocky Mountain Power may be able to provide load management and energy efficiency program information for inclusion in those member communications. Also, some of these organizations provide speaking opportunities at their membership meetings which would also be another important way to connect with Utah's Hispanic community.

8. Digital

The company's newly designed Website, along with a quick link and promotional URL (www.wattsmart.com) linking directly to the Utah energy efficiency landing page will fulfill the campaign's call-to-action to engage customers in our programs. Other interactive campaign elements, such as online media and email outreach will be coupled with traditional media to enhance the campaign by driving traffic to the landing page. New pages will be set up on the Utah energy efficiency section of the Rocky Mountain Power Website to include the newly developed *WattSmart* branding, Green Team partnership and any contests like the Home Energy Makeover. We will also link to the Green Team pledge form being developed for this program on the Utah energy efficiency landing page.

Education Page

We will work with the recipient of the state educational funding or NEF to develop or implement an educational Website - including resources for teachers, students and parents. The Website may also include a web-based activity that would consist of a virtual home, where students play an interactive game, taking a tour of the home to discover ways that energy is used, how it might be conserved and used more efficiently, and what the environmental and financial benefits will be of doing so. Data used in the program will be specific to Utah. Final Website design will be provided to the DSM Advisory Group for review and comment.

Email Outreach Program

Graphically designed e-mail that incorporates the look and feel of the campaign's strategic direction will be utilized to communicate with those who provide their e-mail

address when they join the Green Team. A detailed report on the results after each email is sent will be evaluated. Each email will promote a specific call-to-action.

Additional Website features being considered include:

Online energy audit/calculator

Utilizing a do-it-yourself online energy audit, show opportunities to lower consumption. Allow users to set goals, get reminders and track progress.

Blog

To stimulate conversation about energy topics and the demand side management programs. Blogs are becoming increasingly popular among early adopters. Blogs also provide an outlet for new ways for advertisers to communicate with a target audience.

Twitter and Texting

Utilize the existing Rocky Mountain Power Twitter account to deliver campaign messages and develop a specific Twitter account for the campaign.

9. Research and Evaluation

Annual program evaluation and monitoring will be built into the campaign to ensure and maintain the campaign's effectiveness. The research completed in 2007 will serve as a baseline. We will test messages with focus groups as needed.⁵

10. Year 1 Plan Flowchart: See Attachment 1.

Year 1 Timeline:

DSM Package name development	September 2009
Creative presentation to DSM Advisory Group	October 2009
Production of creative	October 2009 – January 2010
Detailed digital and PR plan presented	October 2009
Digital discovery phase begins	October 2009
Media plan and digital designs presentation	December 2009
Digital development	January – March 2009
Pre-campaign research	March 2009
Campaign launch	April 2009
Campaign research	June 2009

⁵ In addition, all reporting requirements will be filed with the DSM Advisory Group and the Commission as directed by the Commission in their June 11, 2009 order approving this program in Docket No. 09-035-36.

Overall Budget

Year 1 Program Budget (June 2009- June 2010)

Project	Details	Budget
90 Day Plan	Includes media and production for the 90 Day DSM plan	\$474,000
Partnership/Sponsorship	Go Green Jazz and Bees	\$250,000
Media	TV, Radio, Outdoor, Online, Print and TV Partnership are included in cost	\$450,000
Creative	Includes TV, Radio, Online, Print – English and Spanish. Also includes Concepting and Strategic Planning, and digital development	\$130,000
PR/Public Affairs	Public affairs coordination of general outreach, contest delivery, social media development	\$40,000
Multicultural	PR, Community Outreach and Event Coordination	\$6,000
NEF Curriculum		\$125,000*
Research and evaluation		\$25,000
TOTAL		\$1,500,000

* Dependent upon grant approval

Budget Outline – 2010 – 2012:

BUDGET	2010/2011	2011/2012
Total:	\$1,500,000	\$1,500,000
Media	\$800,000	\$750,000
Sponsorship	\$250,000	\$250,000
PR	\$80,000	\$50,000
Public Affairs	\$50,000	\$40,000
Creative/Production/Planning	\$100,000	\$80,000
Multicultural	\$20,000	\$17,000
Digital	\$50,000	\$50,000
NEF Curriculum	\$125,000**	\$238,000**
Research	\$25,000	\$25,000

** Dependent upon grant approval