

# Utah Demand-Side Management Outreach and Communications Campaign Year 1 Report

## Preface

On June 11, 2009, the Public Service Commission of Utah (Commission) approved Rocky Mountain Power's (Company) proposal to implement an outreach and communications campaign in Utah. The overarching objective of the program is to promote energy efficiency and conservation through education and increase customer awareness of and participation in the Company's demand-side management (DSM) programs. In approving the campaign, 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 year 1 (July 2009 - June 2010) of the demand-side management outreach and communications campaign, including an evaluation of the program in meeting its objectives and a summary of year 1 program activities.

## Customer Survey Results

To determine the effectiveness of the outreach and communications campaign in increasing the awareness of and participation in Rocky Mountain Power's Utah demand-side management programs, the Company conducted pre and post campaign customer research. The findings of this survey work, along with program recommendations follow.

## Research Methodology

Four research studies were conducted during different timeframes to assess the effectiveness of Company communications on customers' awareness and participation in Rocky Mountain Power's energy efficiency and demand response programs. Third-party, independent market research firms conducted telephone interviews for these residential customer surveys.

- Baseline survey regarding energy efficiency, conservation and demand response conducted prior to the launch of "Let's Turn the Answers On" and "*wattsmart*" – December 2007 (Attachment 1)
- Customer awareness survey conducted five months after the launch of "Let's Turn the Answers On" – June 2009 (Attachment 2)
- Customer awareness survey conducted 18 months after the launch of "Let's Turn the Answers On" and 2 months after the launch of the "*wattsmart*" campaign – June 2010 (Attachment 3)
- Customer awareness survey was conducted one year after the initiation of the enhanced energy efficiency, conservation and demand response communication – August 2010 (Attachment 4)

The 2007 and 2010 surveys evaluated the importance of utilities offering energy efficiency programs, actions taken to conserve energy, awareness and participation in energy efficiency programs, and preferred sources for energy efficiency information. In 2007, a stratified sample

was utilized with four segments of demand-side management program participants and one group of non-participants. The 2010 study consisted of a random sample of Utah Rocky Mountain Power customers, regardless of their participation in demand-side management programs. As a result of these different sampling designs, some comparisons cannot be made across the studies.

The June 2009 and June 2010 customer awareness surveys evaluated advertising and communication awareness, message recall and message importance, call to action based on Company communications, and the impact of the communications campaigns 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 demand-side management programs

The majority (over 90%) of Rocky Mountain Power customers believe it is very important or somewhat important for the Company to offer programs to help customers conserve electricity. Interestingly, the 2007 demand-side management survey participants were more likely than those interviewed in 2010 to view these programs as very important. However, nearly equal percentages in both studies provided very important or somewhat important responses. Demand-side management program participants and non-participants have similar views on the importance of these programs being offered to customers.

### Actions taken to conserve electricity

Most customers said they have taken some action to conserve energy during the past year. The overall percentage was slightly higher in the 2007 demand-side management study (80%) compared to 2010 (73%). In terms of reasons for making an energy efficient change in their home, saving money surfaced as the primary reason (75%), while protecting the environment was a secondary motivator (11%).

Specific actions to conserve electricity include both behavioral changes as well as the purchase of energy efficiency items. Adjusting the thermostat and turning off lights stand out as the two most frequently mentioned behavioral changes. Energy saving light bulbs, energy efficient appliances, energy efficient doors/windows and additional insulation comprise the most common purchases. Company communications appear to have resulted in a stronger propensity for customers to install insulation,<sup>1</sup> purchase energy efficient appliances and adjust their thermostat in 2010 compared to 2007.

The 2009 and 2010 communications research also suggests that Rocky Mountain Power's advertising campaign has had a direct positive impact on energy efficiency changes. In this research, one-third of ad aware customers say they took action based on exposure to the

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<sup>1</sup> The Company notes that contractor marketing has also contributed to the increase in insulation measure customer participation.

Company’s advertisements or communications. The most frequently mentioned actions include purchasing energy efficient appliances/lights, turning off appliances/lights when not in use, generally being more aware of energy usage, and enlisting in utility incentive/rebate programs.

Awareness of demand-side management programs

The 2010 demand-side management survey revealed that, overall, 71% of residential customers are aware of energy efficiency programs offered by either Rocky Mountain Power or Questar. A direct comparison to the 2007 overall program awareness cannot be made since the early study focused only on Rocky Mountain Power programs. However, both studies examined unaided and aided awareness of four specific Rocky Mountain Power demand-side management programs: See Ya Later, Refrigerator; Cool Keeper; Home Energy Savings; and Cool Cash Incentive. As shown in the table below, customer awareness increased for all four programs from 2007 to 2010.

DEMAND-SIDE MANAGEMENT Program	2007 Total Awareness	2010 Total Awareness
See Ya Later, Refrigerator	76%	85%
Cool Keeper	54%	69%
Home Energy Savings	42%	64%
Cool Cash Incentive	32%	41%

Participation in demand-side management programs

The 2010 demand-side management research indicates that nearly two-thirds (63%) of Rocky Mountain Power residential customers are current or past participants in at least one of the Company’s energy efficiency programs. See Ya Later, Refrigerator has the largest percentage of current and past participants (29%) followed by Home Energy Savings (24%), Cool Keeper (12%), Cool Cash Incentive (11%) and PowerForward (11%). In addition, 24% of respondents indicated they were a *wattsmart* participant, which was defined to respondents as “Rocky Mountain Power’s effort to promote energy-efficiency and conservation and to educate customers on saving money on their utility bills.” These participation numbers are based on customer perceptions which take into account the accuracy of customer recall and their understanding of the programs.

In terms of current activity, one-quarter of customers reported participating in some aspect of *wattsmart*. This is notable when considering the *wattsmart* campaign was just launched to the public in April 2010. Slightly fewer than 10% mentioned they currently participate in Cool Keeper, PowerForward and Home Energy Savings. The 2007 and 2010 demand-side management program participation rates cannot be directly compared because of the different sampling methodologies.

Advertising and communications recall

Two thirds of residential customers recall seeing, hearing or reading some form of Rocky Mountain Power advertisements or communications during the past six months. This result is

consistent in both the 2009 and 2010 communication surveys. Most recall comes in the form of unaided awareness, which represents stronger recognition than aided advertising and communications recall.

#### Current and preferred energy efficiency information sources

Television stands out as the most frequently mentioned channel for customers becoming aware of Rocky Mountain Power's advertisements and communications. On average, the 2010 ad aware customers indicated being exposed to 14 advertisements within the last six months (not measured in 2009). Significantly more customers mentioned television in 2010 compared to 2009. Bill inserts also emerged as a key information source for demand-side management programs, mentioned by one-third of survey participants. Radio advertisements, family/friends, home improvement retailers and newspapers received mention by about one-in-ten customers.

Customers were asked to name the most effective ways for Rocky Mountain Power to communicate how to lower energy usage and help them save money. Bill inserts emerged as the clear frontrunner while television, newspaper or radio advertisements outpaced other sources. This finding holds true in both the 2007 and 2010 demand-side management studies. In 2010, however, advertisements were mentioned more often and bill inserts less often compared to 2009. This change may be due to customers' favorable reviews of the Company's advertising content. By more than a three-to-one margin of strongly agree versus strongly disagree, customers think the communications are useful, informative and believable.

#### Recall of advertising and communication messages

Based on overall message recall, the top four most frequently cited communication messages relate to using energy wisely, energy efficiency programs, renewable or alternative energy, and electrical safety. Unaided message recall was strongest for energy efficiency programs. Messages with the highest recall fall in line with what Rocky Mountain Power customers think are the most important messages for the Company to deliver. These messages include using energy wisely, electrical safety and energy efficiency programs.

#### Credibility of Rocky Mountain Power as information source

Most customers believe Rocky Mountain Power is a trustworthy source of energy efficiency information. In 2007, customers rated several organizations on their trustworthiness to provide honest and accurate information on how to conserve energy. Rocky Mountain Power received favorable positive ratings when grouped with a pool of organizations that included Questar, the State of Utah Energy Office, home improvement retailers, home builder associations and home appliance dealers.

Trust in the Company as a credible source of energy efficiency information held up in 2010. When asked which one of five organizations customers would most likely contact first for energy efficiency information, Rocky Mountain Power topped the list with 41% of mentions. Questar followed at 19%, followed by home improvement retailers (17%), the State Department of Energy (7%) and the federal government (6%).

The majority of customers (78%) believe Rocky Mountain Power shows concern about conserving energy, with 43% stating the Company is very concerned. In terms of electric rates, customers are more skeptical as only 20% rated the Company as very concerned with keeping rates as low as possible.

### Impact of communications on perceptions of Company

The enhanced customer awareness campaign has been successful based on several key measures of advertising effectiveness. Customers who saw, heard or read advertisements and communications have a more positive image of the Company (a key driver of customer satisfaction) compared to those not aware of the campaigns. Ad-aware customers have significantly higher overall satisfaction with the Company. Compared to ad non-aware customers, those who recall advertisements and communications are more likely to believe Rocky Mountain Power has programs to help customers save money and use energy more efficiently.

### **Conclusions and Recommendations**

Residential customers value Rocky Mountain Power's efforts to provide customers with demand-side management programs to help them save money. The outreach and communications campaign has resulted in higher awareness of the Company's energy efficiency programs. Key energy efficiency messages have been recognized by ad aware customers, and these messages are considered very important for the Company to deliver. Since its launch to the public in April 2010, one-quarter of customers have taken an energy efficiency measure or action that they link to the *wattsmart* campaign. Customer research suggests the advertising and communications campaign has helped shape positive images and perceptions of Rocky Mountain Power.

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, raise demand-side management program awareness and increase program participation. During the campaign's first year, one-quarter of customers consider themselves to be a *wattsmart* participant.
- Customers identify television ads, public service announcements and utility bill inserts as the top sources for having heard about Rocky Mountain Powers energy-savings programs. Likewise, customers believe bill inserts and newspaper, radio and television ads are the most effective ways to communicate energy savings information. 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.

- Three-quarters of customers said saving money is the biggest motivator for participating in energy-saving programs. One-quarter or less feel that Rocky Mountain Power is very concerned about keeping rates as low as possible or helping customers save money through saving energy. Communications should emphasize the money saving aspects of participating in demand-side management programs.

Rocky Mountain Power is named by more people than any other source as where they would turn to first for energy-efficiency information. Continue to capitalize on Rocky Mountain Power's reputation in energy-savings programs.

### **Cost Effectiveness**

The increased awareness of and participation in the Company's demand-side management programs achieved through the outreach and communications program benefits all customers; however savings achieved as a result of the program are not quantified and directly attributed to the communications program due to the difficulty and costs of such a measurement and allocation. As such, the program's effectiveness in increasing awareness and participation has been assessed through pre and post campaign research and surveys, the results of which have been discussed above. The cost effectiveness of the outreach and communications program is evaluated in terms of its effect on the cost-effectiveness of the Company's overall Utah demand-side management portfolio. To measure cost effectiveness, the program's costs are included with all other demand-side management program costs at the portfolio or summary level in assessing the program's impact on the cost effectiveness of the portfolio as a whole. For calendar year 2009, including the costs of the outreach and communications campaign did not negatively impact the Utah demand-side management portfolio's cost effectiveness results. As reported in the 2009 Utah Demand-Side Management Annual Report,<sup>2</sup> the 2009 portfolio generated a utility cost test result of 1.949, including the costs of the outreach and communications campaign.

### **Year 1 Campaign Activity**

#### **Objective**

The Company's goal for year one of the Utah demand-side management communication program was to comprehensively reach Rocky Mountain Power's Utah residential and business customers with targeted messaging relating to energy conservation, energy efficiency, demand management and the tiered rate structure. This messaging was delivered using a multi-media channel approach.

#### **Target Audiences**

- *PRIMARY*: Households in Rocky Mountain Power's Utah service area
- *SECONDARY*: Early adopters and public decision makers
- *TERTIARY*: Small and large businesses

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<sup>2</sup> The 2009 Utah Demand-Side Management Annual Report was filed with the Commission on March 31, 2010 in Docket No. 10-035-27.

## Marketing Campaign Activity

- Television – Television is the primary reach medium for this campaign. Due to the strength and reach of the Salt Lake City designated market area, it works as the most effective media vehicle to reach Rocky Mountain Power customers.
- Radio – Radio provides frequency of message.
- Newspaper – Newspaper works as a support medium to our broadcast message and guarantees coverage of all counties in the Rocky Mountain Power service area in Utah.
- Online – Online media supports the broadcast and print media as well, while also increasing awareness for early adopters who are online and are likely to be receptive to energy saving messaging. Online media is comprised of banner ads on local sites, Facebook, Twitter, blogs, behavioral Google ad targeting and Pay-Per-Click search engine placements.
- Magazine – Magazine is used to reach the business target as well as consumers, focusing on the Salt Lake City metro area.
- Hispanic media – A percentage of the overall budget is allocated to Spanish language media.
- Public relations/outreach – Activities solicit and enlist support for the energy efficiency movement among our customers through earned media and events.
- Sponsorship – Utilize our Utah Jazz and Salt Lake Bees sponsorships to promote the *wattsmart* message through the Utah Jazz Green Team.
- Education – partner with National Energy Foundation to implement Think! Energy elementary school outreach program.

## Timing

The initial 90-day advertising campaign ran during the months of June, July, August and September 2009. This was followed-up with the Utah Jazz Green Team initiative which launched at the December 4, 2009 Green Team game and ran throughout the Utah Jazz season and continued through the summer at the Salt Lake Bees games. The official *wattsmart* campaign launched at our second Utah Jazz green game on April 6, 2010 – this also marked the launch of the *wattsmart* advertising campaign for the 2010 spring and summer.

## First Quarter – July 2009 through September 2009

This 90-day plan utilized existing creative with some slight modifications and call-to-actions to direct customers to specific programs, where possible. Messaging for this campaign included Summer Tiered Rates. The messages that were used for the 90-day advertising plan are listed below:

### Energy efficiency 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)
- Home sweet energy efficient home (Home Energy Savings)
- Remodel your energy bill (weatherize)
- Hands (summer tiered rates )
- Spanish "Popsicle" TV spot
- Spanish "Hands" TV spot

**Energy efficiency radio spots**

- Laundry Room (energy efficient appliances)
- Power strip (energy use)
- Front door (summer energy efficiency)
- Un-volume Discount (summer tiered rates)
- Cool Keeper
- Cool Cash incentives
- Spanish summer energy efficiency radio spot (Front Door)
- Spanish Cool Cash incentives radio spot

**Energy efficiency print ads**

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

**Rocky Mountain Power Utah DSM 2009 Communications Flowchart**

	JULY				AUGUST					SEPTEMBER			
	29	6	13	20	27	3	10	17	24	31	7	14	21
<b>TV</b>													
DSM Outreach - Salt Lake City DMA	█	█	█	█	█	█		█	█	█	█	█	
<b>Radio</b>													
DSM Outreach - Salt Lake City DMA	█	█	█	█	█	█	█	█	█	█	█	█	█
<b>Newspaper</b>													
DSM Outreach - Salt Lake City DMA*	█	█	█	█	█		█		█			█	
<b>Magazines</b>													
The Enterprise			█				█					█	
<b>Online</b>													
DSM Outreach	█	█	█	█	█	█	█	█	█				

During this time period Rocky Mountain Power developed the plan and creative for the 2010 campaign. The draft plan was presented to the advisory group on September 21, 2009. A revised plan was filed with the Utah Public Service Commission on October 9, 2009. “*wattsmart*” creative concepts were presented to the advisory group on October 28, 2009.

## **Second Quarter – October 2009 through December 2009**

During the second quarter, Rocky Mountain Power launched the **rockymountainpower.net/wattsmart** Web page and the Utah Jazz Green Team initiative in conjunction with the Utah Jazz and began production of the creative material for the *wattsmart* campaign – which launched in spring 2010.

The **rockymountainpower.net/wattsmart** website includes:

- Information on the Company’s energy efficiency programs.
- A section where kids can learn how to use energy efficiently.
- A “Bright Ideas” section, which provides energy efficiency quick tips for homes and businesses, an energy efficiency resource section and an energy efficiency calculator.
- Customers can also link to the Utah Jazz Green Team, to sign up and learn more about this initiative.

Rocky Mountain Power also acquired the URL **wattsmart.com**, which we began using in campaign marketing materials January 31, 2010.

During the October to December 2009 timeframe, the Company also researched different options for an online home energy analysis tool utilizing actual customer usage data.

### **Wattsmart Campaign Creative Development**

Rocky Mountain Power began developing creative to be used as part of the *wattsmart* campaign and initial concepts for these spots were shared with the demand-side management advisory group on October 28, 2009.

### **Green Team Sponsorship**

The Green Team initiative with the Utah Jazz kicked off on December 4, 2009 at the Utah Jazz vs. Indiana Pacers game. Activities included:

- Green Team website with pledge component created. The Green Team website can be viewed at [www.nba.com/jazz/greenteam](http://www.nba.com/jazz/greenteam)
- Interviews of Rocky Mountain Power executives during the game broadcast, half time stats sponsored by Questar gas and Rocky Mountain Power with the message of “reminding you to save energy” incorporated.
- Concentration game featured Cool Keeper and energy/money saving ideas. During the game the participants had to match visuals – once they had a match a tip was read about the item.

- Advertising including radio during Jazz game broadcasts, as well as program advertising and in-game energy-saving promotional mentions

### Third Quarter – January 2010 through March 2010

During the period of January 2010 through March 2010, Rocky Mountain Power produced the creative material for the *wattsmart* campaign which launched April 2010; developed the “*wattsmart* approved” creative mechanism for our third party program partners; signed onto the NEF Think Energy! Energy efficiency education program; registered the wattsmart.com URL and continued the implementation of the Utah Jazz Green Team initiative in conjunction with the Utah Jazz.

#### wattsmart Campaign Creative Development

Rocky Mountain Power continued development of the creative that was used for the *wattsmart* campaign which launched on April 6, 2010. The following work was completed during this timeframe:

#### 1. Television

Two 30-second television commercials (front door and Street) which deliver the *wattsmart* energy efficiency theme were developed. The commercials incorporate imagery to create a positive emotional connection of the value of saving energy and increase the desire among Utahns to participate and do their part in saving energy.

#### “Street” 30-second spot



#### “Home” 30-second spot



In addition, three 15-second “action/tip” spots were developed (“wattsdemanding”, “wattsfantasy”, “wattsrefreshing”) and will supplement the customer awareness energy

efficiency spots and highlight how simple changes in our lives can save energy. Also, existing customer awareness spots (“Bathroom Lights”, “Cutting Kilowatts”, “This Old Light bulb”, “Popsicle” and “Light Switches”) were revised to include the *wattsmart* theme.



## 2. Radio

Five new radio spots were developed. These spots highlight specific energy saving tips and *wattsmart* programs.

- Save energy
- Cool Keeper
- Electric demand
- Raise your thermostat 78 degrees
- Tiered Summer Rates

## 3. Print

Newspaper and magazine print ads were developed.

We can all learn to be **wattsmart.**

**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 degrees this summer. 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](http://wattsmart.com).

**ROCKY MOUNTAIN POWER**  
Let's turn the answers on.

Is your business **wattsmart?**

**USING ENERGY WISELY IS SMART BUSINESS.** You'll save money and improve your bottom line. With our energy-saving programs, your business can make high-efficiency upgrades to everything from HVAC systems and industrial processes to the lights above your head. Plus, we offer technical expertise and cash incentives to help you offset the costs. That's being wattsmart in business. To learn more, visit [wattsmart.com](http://wattsmart.com).

**ROCKY MOUNTAIN POWER**  
Let's turn the answers on.

**wattsfantasy**  
**wattsmart.**

**"STAY COOLER THIS SUMMER WITH USING CEILING FAN."**  
Having high degrees (literally) sticking your AC bill up to \$100? It's time to get wattsmart. Ceiling fans are energy-efficient cooling fans. Plus, when you purchase an ENERGY STAR® ceiling fan, you receive a \$20 rebate from the state. To learn more, go to [wattsmart.com](http://wattsmart.com).

**ROCKY MOUNTAIN POWER**  
Let's turn the answers on.

**watts efficient.**  
**wattsmart.**

**"STAY COOL THIS SUMMER WITH ADDED INSULATION."**  
It's time to take the heat out of your home. Adding insulation to your attic can help you save money on your energy bills. Even new homes will benefit, and the savings on your electric bill will more than pay for the extra insulation. This, too, will give you wattsmart. To learn more, go to [wattsmart.com](http://wattsmart.com).

**ROCKY MOUNTAIN POWER**  
Let's turn the answers on.

**watts demanding.**  
**wattsmart.**

**"REDUCE YOUR ELECTRICITY USE BETWEEN 2 AND 8 P.M."**  
Close your washing machine, clothes dryer and oven shortly during our hot summer afternoon. It will help us manage energy demand and keep costs down for everyone. It's wattsmart. To learn more, go to [wattsmart.com](http://wattsmart.com).

**ROCKY MOUNTAIN POWER**  
Let's turn the answers on.

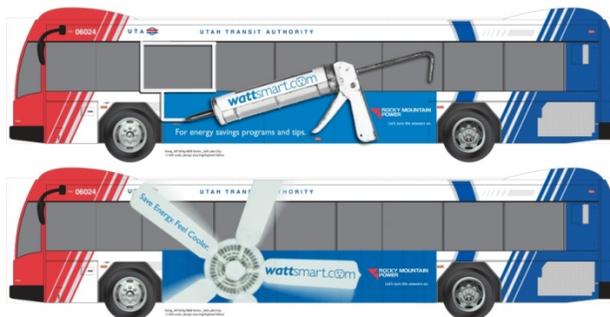
**watts cool.**  
**wattsmart.**

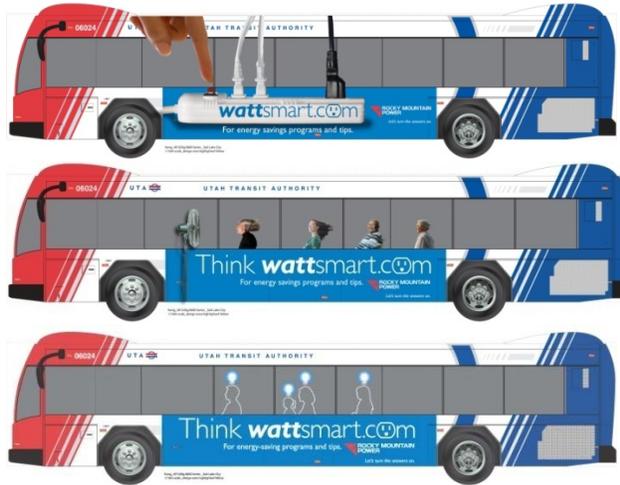
**"COOL KEEPER MANAGES ELECTRICITY DEMAND ON HOT DAYS."**  
It's a wireless device that connects to your AC, set and during its abnormal 15 min. cycle, off and on every 15 minutes. You stay cool and it helps us manage peak energy demand and energy costs. Installation free and only \$20. Breaks you credit each year. It's wattsmart. To learn more, go to [wattsmart.com](http://wattsmart.com).

**ROCKY MOUNTAIN POWER**  
Let's turn the answers on.

4. Transit

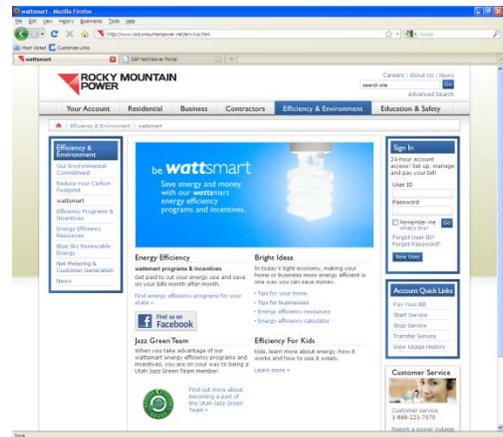
Transit ads complement the TV, print and radio material and were placed on Utah Transit Authority buses.





5. Online Development

The wattsmart.com page (which is also rockymountainpower.net/wattsmart) includes tips and resources for customers to take actions to use energy wisely.



## Banner ads



## 6. Utah Jazz Green Team Sponsorship

The Green Team initiative with the Utah Jazz and Questar was promoted during the January through March 2010 timeframe. For the sponsorship the Company:

- Utilized existing energy efficiency radio spots and television spots on Jazz game broadcasts.
- Developed and ran two *Voices* newsletter articles (January and March) in residential customer bills.



- Continued print ad placement in Utah Jazz game program guide

During this timeframe we also prepared for the April 6, 2010 Green Game which include pre-game activities, and well as in-arena promotion of our energy efficiency/conservation messages.

## Fourth quarter – April 2010 through June 2010

During the period of April 2010 through June 2010, Rocky Mountain Power launched the *wattsmart* campaign at the April 6 Utah Jazz Green Game; began the *wattsmart* media campaign

on April 12, 2010; began NEF Think Energy! Energy efficiency education program in 52 Utah schools; and continued the implementation of the Utah Jazz Green Team initiative in conjunction with the Utah Jazz.

### *wattsmart Advertising Campaign*

The *wattsmart* advertising campaign launched on April 6, 2010 and consisted of a multi-media mix to reach as many customers with the greatest frequency.

1. Television: We rotated a selection of ads, both 30-second and 15-second TV spots and average of 137 TV placements each week from April through June 2010. See attached creative rotation (Attachment 5) showing weeks that specific creative messages ran.

*TV Stations on which campaign spots were aired include: KJZZ-TV, KSL-TV, KSTU-TV, KTVX-TV, KUCW-TV, KUTH-TV, KUTV-TV.*

2. Radio: Radio spots began airing during the week of April 25. We ran an average of 189 radio spots per week. See attached creative rotation (Attachment 5) for weeks that specific creative aired.

*Radio stations on which campaign spots were aired include: KBMG-FM, KDUT-FM, KEGA-FM, KJMY-FM, KSFI-FM, KSL-AM, KSOP-FM, KUBL-FM, KUER-FM, KZHT-FM, KKEX-FM*

3. Print: Newspaper ads began running during the week of April 19. Business publication ads started in early April. See attached creative rotation (Attachment 5) for weeks that specific creative ran.

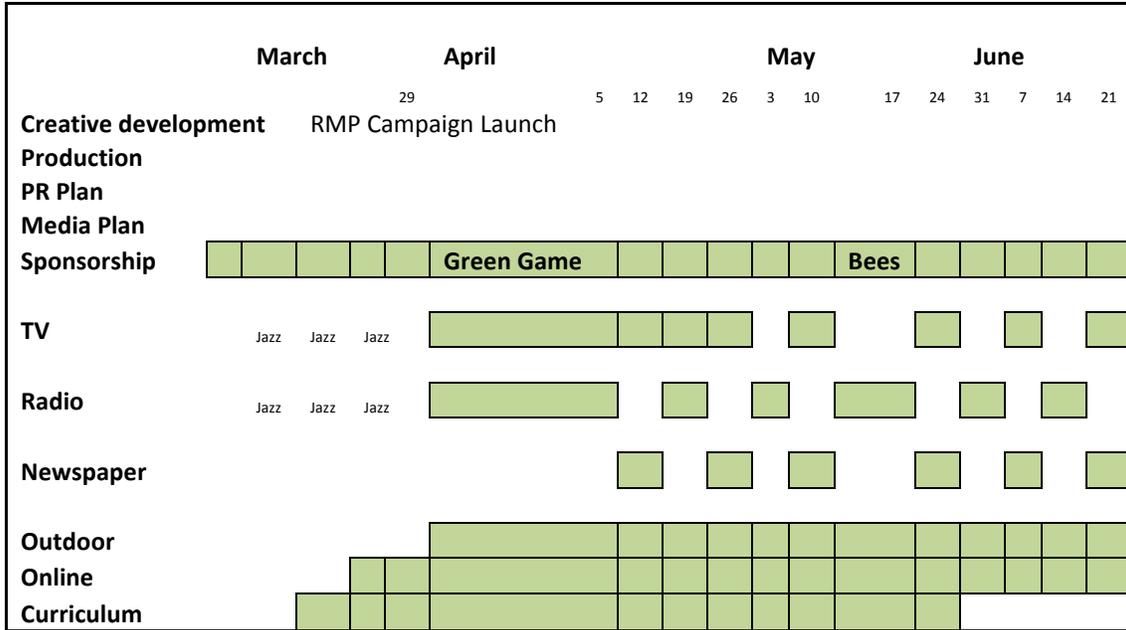
*Newspapers in which campaign ads were shown include: Salt Lake Tribune, Deseret News, The Standard Examiner, The Daily Herald, The Spectrum, Logan Herald Journal, Ahora Utah, Beaver Press, Blue Mountain Panorama, Emery County Progress Combo, Gunnison Valley Gazette, Millard County Chronicle Progress, Moab Times, Park City Record, Price Sun-Advocate, Richfield Reaper, Sanpete Messenger, Tooele Transcript, Vernal Express, Wasatch Wave*

*Business publications in which campaign ads were shown include: The Enterprise, Utah County Business Journal, Wasatch North Business Journal and Utah Business magazine.*

4. Transit: Advertising on UTA started in the Salt Lake metro area the week of May 3 and will continue through mid October. These included graphic covers of the entire side of UTA busses, including some graphics on windows (known as “King Kongs”) and graphic rectangular posters on the side of the bus (known as “Queens”).
5. Online: Advertisements started in early April and ran through September. The sites on which campaign ads ran included: KSTU (www.fox13now.com/), SLTrib.com, HeraldExtra.com and Facebook. We also utilized Google AdWords for keyword searches

in Utah. AdWords offers pay-per-click advertising, and site-targeted advertising for text, banner, and rich-media ads.

**wattsmart Timeline Spring/Summer 2010**



wattsmart Campaign Creative Development

During the April to June 2010 timeframe, the Company developed additional creative to support summer rates, vampire electric use and Cool Keeper outreach.

1. Television:

- Revised two 15-second television commercials (“Hand” and “Dog”) which deliver the summer rates and vampire electric use messages, respectively.
- Initiated production of two Cool Keeper spots which utilize testimonials from influential Utahns including Salt Lake City Mayor Ralph Becker; Sarah Wright, Utah Clean Energy; Paul Pugmire, President of the South Jordan Chamber of Commerce; Randy Rigby, President of the Utah Jazz and Lane Beattie, President of the Salt Lake City Chamber of Commerce.





2. Radio: Translated Cool Keeper, thermostat, summer rates, peak demand, save energy ads to Spanish and revised the Cool Keeper radio spot.
3. Print: Developed creative for a summer rates print ad and began production of the Cool Keeper testimonial ads.



All **wattsmart** advertising pointed to the [wattsmart.com](http://wattsmart.com) website as the call-to-action.

Visitors to the [wattsmart.com](http://wattsmart.com) URL during summer 2010:

April	921
May	1,745
June	1,703
July	2,268
August	2,033
Total	8,670

### Utah Jazz Green Game – and **wattsmart** campaign launch

The Green Team initiative with the Utah Jazz continued to be promoted during the April through June 2010 timeframe. At the April 6, 2010 Green Game we officially launched our **wattsmart** campaign. This included pre-game activities, as well as in-arena promotion of our energy efficiency/conservation messages.

The Company worked on a media pitch to generate media attention to the **wattsmart** launch and drive interest in the event on the night of the April 6 Utah Jazz game. See the **wattsmart**

Facebook page for photos from the event at <http://www.facebook.com/#!/album.php?aid=14147&id=109946532356492>.

- A “street team” of *wattsmart* ambassadors converged outside the Energy Solutions Arena prior to the game. Armed with free *wattsmart* T-shirts, street team members engaged visitors in a quiz consisting of one multiple choice question about an energy efficiency issue.
- A Rocky Mountain Power utility “bucket” truck was positioned outside the arena at the northeast corner of the building near the main marquee. A Rocky Mountain Power lineman was positioned beside the truck’s bucket and used a megaphone to deliver energy-efficient messaging and directed fans to the street team members surrounding the arena.
- During the first quarter of the April 6 game, an “Energy Tip Off” engaged the crowd by presenting audience members with a multiple-choice question regarding an energy efficiency issue (“What is the ideal temperature to set your home’s thermostat during the summer to provide optimum energy efficiency”). The question included three possible answers each with their own corresponding text message number. Audience members were asked to text the number of the answer they believed to be the correct answer. Two audience members delivering the winning answer were randomly selected and invited to participate in the “*wattsmart* / Thermwise Challenge” at center court during the first quarter timeout.
- Quarter timeout competition: At the quarter timeout, the two winning contestants from the qualifying question were invited to the court to participate in the “*wattsmart* / Thermwise Challenge,” which challenged participants in a fast-paced obstacle course that incorporated energy efficiency messaging. The event had two obstacle courses. And the winner received an energy efficiency kit.

### Salt Lake Bees

The Utah Jazz Green Team sponsorship also included two “green games” for the Salt Lake Bees and on- field promotions during 24 home games throughout the season. The sponsorship also includes messaging on the LED signage at Spring Mobile Ballpark.

The first Bees Green Game was June 16.

- Rocky Mountain Power ran a promotion featuring a text question “What is the ideal temperature to set your home’s thermostat during the summer to provide optimum energy efficiency.” The question included three possible answers each with their own corresponding text message number. Audience members were asked to text the number of the answer they believed to be the correct answer.
- At the inning break, two fans (from the pool of respondents who answered the text message correctly) were invited onto the field to participate in the “*wattsmart* Challenge,” which challenged participants in a fast-paced obstacle course that incorporated energy efficiency messaging. The event had two obstacle courses. And the winner received a *wattsmart* water bottle.



## “Unplug the Thug”

As part of a science fair competition (unrelated to our outreach), students at Olympus Junior High School developed an “Unplug the Thug” sticker to put on cell phone chargers to encourage people to unplug their charger from the electrical outlet at the same time they disconnect their cell phone from the charger. The students distributed stickers throughout their school and Rocky Mountain Power utilized their message for outreach and education. A story appeared in our *Voices* newsletter for residential customers in April and the Unplug the Thug sticker was incorporated into Rocky Mountain Power’s support materials.

## wattsmart Posters:

*wattsmart* posters were developed as part of our outreach to promote energy efficiency tips at places of business in Rocky Mountain Power’s Utah service territory. These posters are available for download at [wattsmart.com](http://wattsmart.com) and through our Business Solutions Toolkit (<http://www.rockymountainpower.net/toolkit>).

## School Curriculum Program – NEF Think! Energy

A total of 52 schools in Utah received the curriculum in spring 2010. A team of seasoned, professional presenters delivered program presentations. A presenter training session was held on April 21, 2010 to familiarize presenters with specific program needs and requirements, educate presenters on program sponsors and delivery, and give presenters student and teacher materials to be delivered to recipients at each presentation site. Due to funding and timing restrictions, we were unable to develop an online component to the school curriculum activity as originally planned. Provided as Attachment 6 is a listing of schools at which the program was presented. A report on the NEF program for the 2009 - 2010 school year prepared by NEF is provided as Attachment 7.

## Social Media

Utilizing the existing Rocky Mountain Power Utah Twitter account ([twitter.com/RMP\\_Utah](http://twitter.com/RMP_Utah)), the Company developed a messaging plan to promote, recruit and inform customers about the *wattsmart* launch at the Utah Jazz Green Game as well as encouraging participation among fans to become part of the Utah Jazz Green Team.

Additionally, Rocky Mountain Power created a Facebook community page [www.facebook.com/rockymountainpower.wattsmart](http://www.facebook.com/rockymountainpower.wattsmart) to help promote the *wattsmart* programs and conservation ideas. To date we have 247 “fans” and we send daily *wattsmart* tips to these customers and we tweet about the program to our Utah customers on a weekly basis. We ran a Facebook ad in May 2010 to generate additional *wattsmart* fans and doubled our participation.



## Home Energy Analysis Tool

Rocky Mountain Power received bids from three vendors and reviewed the information to determine if the products met the needs of customers within the budget available. Acquisition of the tool was delayed pending a re-evaluation based on ARRA funding and potential acquisition of a home reporting system by the state. Acquisition of a home energy analysis tool will be revisited in the 2010 – 2011 period. We are also reviewing the efforts of the Utah State Energy Program with respect to their Utah Home Performance program (<http://www.utahhomeperformance.com/>). We will link to their new web effort and determine if we are duplicating efforts if we create our own.

### **Budget vs. Actual – 2009/2010**

The following table presents a budget variance analysis for program year 1 activities through June 2010.<sup>3</sup>

<b>DSM Budget item</b>	<b>Plan Budget</b>	<b>Revised Budget<sup>4</sup></b>	<b>Actual</b>	<b>Variance</b>
90 Day Plan	\$474,000	\$474,000	\$474,110	\$110
Partnership KJZZ	\$250,000	\$250,000	\$248,643	-\$1,357
Media	\$450,000	\$350,000	\$347,667	-\$2,333
Creative/Production	\$130,000	\$231,000	\$224,407	-\$6,593
PR/Public Affairs	\$40,000	\$45,000	\$42,264	-\$2,736
Multi-cultural	\$6,000	\$0	\$0	\$0
NEF Curriculum	\$125,000	\$125,000	\$100,000	-\$25,000
Research	\$25,000	\$25,000	\$0	-\$25,000
Cool Keeper <sup>5</sup>	\$0	\$0	\$93,018	\$93,018
<b>TOTAL</b>	<b>\$1,500,000</b>	<b>\$1,500,000</b>	<b>\$1,530,109</b>	<b>\$30,109</b>

<sup>3</sup> Note that program year 1 runs from July 1, 2009 through June 30, 2010.

<sup>4</sup> Budget revised based on creative scope presented at the February 2010 DSM AG meeting.

<sup>5</sup> Includes creative and production for two unplanned Cool Keeper TV spots for print and radio. Variance overage was due to timing of Cool Keeper and media bills for July 2010.