

**Rocky Mountain Power  
Strategic Communications and Outreach Plan  
Utah Energy Efficiency and Peak Management  
Program Year 3 Plan and Budget**

**Preface**

Rocky Mountain Power (the Company), working with the Public Service Commission of Utah (the Commission) and interested stakeholders, has implemented a comprehensive portfolio of energy efficiency and peak reduction programs in Utah. Through this portfolio, the Company provides residential, commercial and industrial customers with incentives and tools that enable them to tackle a wide array of energy efficiency projects. Programs within the portfolio also allow Rocky Mountain Power to better manage customer loads during peak usage periods.

In Docket No. 09-035-36, the Commission approved Rocky Mountain Power's proposal to implement a communications and outreach plan intended to increase participation in these programs and to grow customer's appreciation and understanding of the benefits associated with the efficient use of energy. This document provides a summary of campaign activities to date and provides detailed information on proposed activities for year 3 of the campaign.

**Summary of Campaign Activity to Date**

Detailed information on campaign activities occurring during its first year (July 1, 2009 through June 30, 2010) can be found in the first year annual report on the campaign submitted by the Company to the Commission on October 14, 2010 in Docket No. 09-035-36. A summary of program activities during year 2 of the campaign through March 2011 is provided below.

**Year 2 Activities (through March 2011)**

- Continued to deliver the *watt*smart campaign – new creative materials developed include the following:
  - **Television:**
    - Cool Keeper spots which utilize testimonials from influential Utahns including Salt Lake City Mayor Ralph Becker; Sarah Wright, executive director of 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 Chamber of Commerce.
      - I'm Cool
      - I'm Committed
    - Updated existing energy efficiency spots with the *watt*smart branding
      - turn off lights - wattsimple
      - cutting kilowatts - watts up and down
      - energy efficient home - wattscmfy
      - light bulb - wattout
      - cooling - wattsweet
    - Developed *watt*smart Spanish spots

- ceiling fans - wattsfantasia
  - home improvements - wattsrefrescante
  - peak times - wattsdemandate
  - summer rates - wattssaves
- **Radio:** Developed Cool Keeper testimonial spots.
- **Print:** Finalized and trafficked the Cool Keeper testimonial ads.
- Participated in the Green Team sponsorship which included activities and materials:
  - Utah Jazz Green Team website (<http://www.nba.com/jazz/greenteam.html>)
  - Green Games
    - Utah Jazz (November 17, 2010 and April 13, 2011)
    - Salt Lake Bees (July 30, 2010 and June 20-24 is green week in 2011)
  - Game program ads throughout the season
  - Television ads throughout the season
- Participated in the National Education Foundation Take Action at Home program for fall 2010. Ninety-six presentations on energy efficiency were given to fifth grade classes in Utah as part of this effort.
- Participated in three KSL Studio 5 monthly segments
  - July 27, 2011 – intro to *wattsmart*
  - August 6, 2011 – Cool Keeper
  - August 16, 2011 – Home Energy Savings
- Participated in three Radio Disney’s Rockin’ Recess programs (12 more are planned for Spring/Summer 2011)
  - August 28, 2010 – Arcadia Elementary, Taylorsville (600 students attended)
  - September 17, 2010 – Hillside Elementary, West Valley City (500 students attended)
  - September 27, 2010 – Cottonwood Elementary, Holladay (450 students attended)
- Developed the act *wattsmart* video contest and filed for Commission approval<sup>1</sup>

### **Third Year Strategy**

The third year of the strategic communications and outreach plan will leverage the traditional paid media and social media, community outreach, earned media outreach and digital (online) tools developed in years 1 and 2 of the campaign to accomplish the following:

- Educate customers about Rocky Mountain Power’s summer tiered pricing structure;
- Build awareness of the energy efficiency opportunities and energy efficiency and peak management programs offered by Rocky Mountain Power;

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<sup>1</sup> Since the act *wattsmart* video contest is a promotional program as defined as defined in Commission Rule R746-404, the Company filed an application on March 7, 2011 seeking approval of this specific campaign. This matter has been assigned to Docket No. 11-035-44.

- Identify the personal and societal benefits associated with energy efficiency opportunities and energy efficiency and peak use management and;
- Motivate customers to change their behavior and act on energy efficiency opportunities.

In addition, the Company will augment the campaign by promoting energy efficiency steps customers can take to reduce energy consumption associated with cooling during the summer season. Messages will be aimed at educating customers on (1) the value and savings associated with high efficiency evaporative cooling equipment, (2) the difference between central air conditioning units based on SEER<sup>2</sup> ratings and (3) how to maintain and operate cooling equipment to minimize operating costs while maintaining comfort.

Television, radio and print media will be used to reach the Hispanic population as well. 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 *wattsmart* message top-of-mind, which is essential when attempting to change behavior.

### **Objectives**

The primary objectives of the communication, education and outreach program for year 3 include:

- Promote customer conservation (behavioral changes) and increase participation and savings through Rocky Mountain Power's energy efficiency and peak management programs;
- Motivate customers to reduce consumption independently or to do so by participating in at least one of Rocky Mountain Power's energy efficiency and peak management programs;
- Educate customers on how these programs can help save money on their utility bills, reduce energy consumption and keep costs down for all Rocky Mountain Power customers in Utah and;
- Encourage customers to reduce 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. *wattsmart* Advertising/Communications Campaign**

The *wattsmart* advertising campaign that began in April 2010 will continue to drive interest in all campaign activities, including generating residential and business commitments to reduce energy use and increasing participation in Rocky Mountain Power's energy efficiency and peak management programs. Existing creative developed specifically for the *wattsmart* effort will be used during the program's third year.

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<sup>2</sup> Seasonal Energy Efficiency Rating.

## 2. Summer Cooling - New Area of Focus

Rocky Mountain Power proposes to increase campaign messaging regarding summer cooling during the summer of 2011. The Company is developing creative concepts to be used in delivering summer cooling messages and will share those concepts with the demand-side management advisory group upon completion. Input received from the advisory group will be incorporated as appropriate into the final design of the creative messaging. After receiving approval from the Commission of the year 3 plan, and specifically the summer cooling messaging proposal, the Company will develop the final creative messaging. Final creative content will be submitted to the Commission prior to its inclusion in the *wattsmart* campaign media rotation.

To realize maximum benefit from this component of the campaign, Rocky Mountain Power proposes that the newly developed cooling creative content be included in the media rotation beginning in June 2011. In order to begin media circulation of the cooling creative content in June, the Company will need to incur expenditures during the latter part of the 2<sup>nd</sup> year of the campaign, which ends on June 30, 2011; these costs were not included in the Company's 2<sup>nd</sup> year campaign filing which was submitted on April 1, 2010 and approved by the Commission on May 20, 2011. Rocky Mountain Power believes this diversion from the approved 2<sup>nd</sup> year plan is warranted and will enable the Company to deliver important cooling messaging to our customers when it is most likely to be heeded. Public relations and earned media will be a strong component of the cooling messaging effort as well.

This proposal will not result in additional campaign expenditures. Any overage of expenditures against the \$1.5 million budget approved in the 2<sup>nd</sup> year plan to create the cooling messaging and to purchase media time prior to June 30, 2011, will be deducted from expenditures in the 3<sup>rd</sup> year of the campaign. Over the 3 years of the campaign, total expenditures will not exceed the total \$4.5 million (\$1.5 million X 3 years) campaign budget approved by the Commission.

## 3. Wattsmart Approved Third Party Marketing

Third party marketers are utilizing the *wattsmart* approved symbol and will continue to build on the momentum of the campaign.



## 4. Utah Jazz "Green Team" Partnership

Rocky Mountain Power will continue to be a title sponsor of the Utah Jazz Green Team. This title sponsorship allows Rocky Mountain Power to partner and leverage the messaging of other energy efficiency awareness efforts. The Green Team partnership is being updated for year 3 of the campaign. The Company will continue to receive many of the opportunities that we received in the previous two years, including dedicated green games at



the Jazz and Bees games, advertising presence in the home program guides and the LED displays in the Energy Solutions Arena during Jazz games and Spring Mobile Ball Park during Bees games. The Larry H. Miller organization will also provide seasonal, tip based communications to its social media followers and green team members specific to partner messages; (this calendar is currently being developed) which will coincide with our advertising messages.

The Green Team website is being revised to increase branding opportunities and simplify the Green Team pledge process. The company is also looking into additional outreach opportunities with other Green Team partners.

#### **5. School Curriculum Program - National Energy Foundation**

The partnership with the National Energy Foundation (NEF) to implement the Think! Energy Utah elementary school outreach program will continue as planned for year 3. The program to date has provided energy efficiency education to over 13,400 fifth grade students along with one-day energy efficiency professional development workshops to 91 teachers. Year 3 is anticipated to increase the total number to over 23,000 participating students and 175 teachers participating in the one-day workshops.

#### **6. Radio Disney – Rockin’ Recess**

Through Rocky Mountain Power’s sponsorship with the local Utah Radio Disney AM station, the Company is able to host Rocky Mountain Power *wattsmart* “Rockin’ Recess” in-school events to reach out to children during school with an energy conservation theme. A 45-minute recess includes interactive opportunities to involve the children at school. Recess segments will be coupled with an on-air energy conservation spot, as well as links to the Rocky Mountain Power website from the Disney website.



Schools will be selected for the Rockin’ Recess events based on their participation in the Think!Energy curriculum and availability of the school.

Sponsorship elements include:

- 45 Minute “Rockin’ Recess” Segment
- 5 Main teaching tips/tools on energy efficiency for the kids
- 2 contests per segment, based on an energy efficiency theme
- Rocky Mountain Power spokesman energy efficiency message to students
- 3 energy-saving demonstrations
- 1 energy focused leave behind 30x (thirty) :30 Radio spots on Radio Disney AM 910 the week of the recess promotion
- Link from Radio Disney AM 910 website to the Rocky Mountain Power website

The Rockin' Recess events are an effective tool for delivering energy efficiency messaging to school-aged children.

In year 3, Rocky Mountain Power will test an incentive to have school-aged children and their families go online and demonstrate how they are being *wattsmart*. They will receive a t-shirt in return for their effort. This concept is being tested to see if the *wattsmart* messaging can be brought "home".

#### **7. Chamber of Commerce Outreach**

Through our Chamber outreach channels, Rocky Mountain Power will continue to place directory ads and chamber newsletters to promote the *wattsmart* energy efficiency message. We will also look for outreach and speaking opportunities.

#### **8. Multicultural outreach**

The campaign will reach the Hispanic community through advertising, public relations media channels and community outreach. Community events are a very important means of effectively reaching all segments of the Hispanic market. These events can range from musical and holiday festivals to events sponsored by community organizations that serve the Hispanic community. The following are events the Company intends to have a presence at:

- **Independence Day** – September – Weekend closest to Sept 16 – This is an annual event held in Salt Lake that is put on by Fiesta Mexicana. It is now held in conjunction with the state fair which draws approximately 60,000 people.
- **Festival Latinoamericano** – September – Labor Day Weekend – This event is held in Provo and draws approximately 20,000 people. The event is the largest Hispanic event outside of Salt Lake City and is put on by Centro Hispano. It draws people from many parts of the state.
- **Smaller events** sponsored by media, particularly radio and newspapers that reach out to the Hispanic community by working with churches, non-profit organizations and major businesses. These are held throughout the year and are typically planned 30 to 60 days out from the event.

#### **9. Digital**

Rocky Mountain Power's *wattsmart* website, **rockymountainpower.net/wattsmart**, and promotional URL **wattsmart.com** link directly to the Utah energy efficiency landing page and fulfill the campaign's call-to-action to engage customers in the Company's energy efficiency and peak management programs. Other interactive campaign elements like online media and social media will work with traditional media to enhance the campaign by driving traffic to the website. A Facebook messaging plan will continue to develop a fan base, relay energy efficiency updates, and promotional activities, such as the Green Team, the act *wattsmart* video contest (if approved by the Commission) and Rockin' Recess events. Rocky Mountain Power will also utilize its existing Twitter account to deliver the campaign messages.

## **Research and Evaluation**

Annual program evaluation and monitoring will be built into the campaign to ensure that we are delivering to the plan. The research completed in 2007 and 2010 will serve as a baseline. We will test messages with focus groups at the end of the summer to determine the effectiveness of the year 2 campaign and make adjustments as necessary.

### **Program Year 2 Budget vs. Actual (through December 2010)**

	2010/2011 Budget	Actual through December 2010
Media	\$800,000	\$455,910
Green Team Sponsorship	\$250,000	\$50,614
Home Energy Makeover Video Contest	\$130,000	\$6,167
Creative/Production/Planning	\$100,000	\$22,727
Cool Keeper		\$5,281
Multicultural	\$20,000	\$6,310
Digital/Web	\$100,000	\$39,112
School Presentation Program	\$75,000	\$25,000
Research	\$25,000	
Administrative		\$12,566
<b>Total</b>	<b>\$1,500,000</b>	<b>\$623,686</b>

### **Program Year 3 Budget (July 2011 – June 2012)**

	Year 3 Budget
Media	\$750,000
Green Team Sponsorship	\$250,000
PR/Public Affairs	\$80,000
Creative/Production/Planning	\$180,000
Multicultural	\$40,000
Digital	\$50,000
NEF Curriculum	\$125,000
Research	\$25,000
<b>Total Year 3 Budget</b>	<b>\$1,500,000</b>