

Blue Sky Promotional Campaign Report

During the fall of 2010, Rocky Mountain Power implemented a Blue Sky program promotional campaign as described in its July 8, 2010 filing seeking Commission approval of the campaign in Docket No. 10-035-T10. During the month of October 2010, a promotional message was included with customer bills. The message invited customers to participate in a survey about the Blue Sky program and in return be entered into a drawing to win one of ten \$100 gift cards to the restaurant of their choice. Provided as Attachment A is a copy of the promotional bangtail¹ message customers received in their monthly billing statements. A drawing was held on December 1, 2010 and the winners were contacted via phone on December 3, 2010. Winners of the drawing were located in the following communities: American Fork, Cottonwood Heights, Elwood, Layton, Orem, North Ogden, Richmond, Salt Lake City and Tooele (2).

The total cost of the campaign was \$6,916.96 and 134 program enrollments were linked to the campaign. The table below provides a summary of the costs of the campaign and the cost per enrollment linked to the campaign.

Fall 2010 Blue Sky Promotional Campaign Costs

Gift cards (\$100/each)	1,004.36
Creative and design costs	1,202.42
Printing costs	4,710.18
Total campaign costs	<u>6,916.96</u>
Enrollments linked to campaign	134
Cost per enrollment	<u>51.62</u>

As shown in the table above, the cost per enrollment for this campaign was \$51.62. By way of comparison, targeted direct mailing campaigns conducted in 2010 had a cost per enrollment figure of \$72.52; all bangtail campaigns in 2010 yielded a cost per enrollment figure of \$73.21; and one specific bangtail campaign conducted in March 2010 (campaign bangtail is provided as Attachment B) generated program enrollments at a cost of \$82.76 per.

Approximately 1,000 Utah customers participated in the survey. The survey assessed customers' awareness of the cost to participate in the Blue Sky program, the reasons why the Company offers a voluntary renewable energy program, what Green-e certification means and where funds collected through the program are directed. The survey questions are provided in Attachment C. Below are some key learnings from the respondents' answers to the survey:

- The vast majority of respondents understand that the cost to participate in the Blue Sky program is less than \$2 per month (88% of respondents).

¹ A bangtail is an envelope that serves a promotional purpose via an extra flap that holds product information and/or an order form. From time to time, the Company often uses bangtail envelopes in marketing the Blue Sky program.

- Nearly three quarters (72%) of respondents believe that the Company offers the Blue Sky Program to, among other reasons, help meet its own renewable energy goals and requirements.² Approximately one quarter of respondents (24%) did not believe this was a motivator for the Company in offering the program.
- The majority of respondents (87%) know that there are three reasons they can be confident in what they get when they sign up for the program: the Blue Sky program is Green-e Energy certified; the program subject to an independent audit each year; and the program is regulated by the Public Service Commission of Utah.
- Respondents seem to understand that there is little risk in enrolling in the program because they can cancel their participation in the program at any time (89% of respondents).
- More than 80% of respondents realize their money goes to fund local community-based projects, purchase renewable energy credits, and cover education and administration costs of the program. Only 6% believe funds are only directed to community-based projects and towards company profits.
- 65% of respondents indicated they were not enrolled in the program, but indicated they would now consider it; 20% said they were already enrolled; 15% indicated they were not enrolled and would not consider enrolling.

Complete survey results are provided in Attachment D. The response to the survey questions have been helpful to the Company in assessing what our customers understand about the Blue Sky program. The company intends to use the information acquired through this campaign in better educating our customers about the program in future program communications. For this reason and the competitive cost per enrollment of the campaign, the Company believes the campaign was successful.

² 72% of respondents selected the “All of the above” response to question 2 in the survey – refer to Attachment D.