

**Rocky Mountain Power
Strategic Communications and Outreach Plan
Utah Energy Efficiency and Peak Management
Program Year 4 Plan and Budget**

Preface

Rocky Mountain Power (“Company”) working with the Public Service Commission of Utah (“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 (“Campaign”) intended to increase participation in the these programs and to grow customer’s appreciation and understanding of the benefits associated with the efficient use of energy. This document provides a brief summary of Campaign activities to date and provides detailed information on proposed activities for continuing the Campaign beyond year 3 of the Campaign.

Rocky Mountain Power proposes continuing the Campaign for an additional three and a half years at the current funding level adjusted for inflation. The Company further proposes moving to a January 1 to December 31 implementation period to better align the annual report on its outreach and communications campaign with the Company’s annual Energy Efficiency and Peak Reduction report. The Company also recommends a discontinuance of the quarterly files in an effort to reduce program administrative costs.

Summary of Campaign Effectiveness to Date

Detailed information on Campaign effectiveness occurring in the first (July 1, 2009 through June 30, 2010) and second (July 1, 2010 through June 30, 2011) years were submitted by the Company to the Commission on October 14, 2010 and September 30, 2011 respectively, in Docket No. 09-035-36. The effectiveness results for year 3 will not be available until September 30, 2012.

Year 4 Strategy

Rocky Mountain Power proposes to continue leveraging the traditional paid media and social media, community outreach, earned media outreach and digital (online) tools developed in the first three years of the Campaign to accomplish the following in Year 4:

- 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;

- Identify the personal and societal benefits associated with energy efficiency opportunities and energy efficiency and peak use management;
- Motivate customers to change behaviors and act on energy efficiency opportunities;
- Promote energy efficiency steps customers can take to reduce energy consumption associated with summer cooling; and
- Refresh existing campaign materials, develop new materials for messages that have been used since year one of the Campaign and augment the Campaign by promoting the *wattsmart* new homes program.

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, essential to changing behavior.

More specifically the messages will focus on:

- Promoting customer conservation (behavioral changes) and increasing participation and savings through Rocky Mountain Power's energy efficiency and peak management programs;
- Motivating customers to reduce consumption independently or by participating in one of Rocky Mountain Power's energy efficiency and peak management programs;
- Educating customers on how these programs can help save money on their utility bills, reduce energy consumption and keep energy costs down for all Rocky Mountain Power customers in Utah; and
- Encouraging customers to reduce consumption during the peak summer months by educating customers about the tiered pricing structure and how decreasing usage can reduce their energy 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 residential and business commitments to reduce energy use and increase participation in Rocky Mountain Power's energy efficiency and peak management programs. When Rocky Mountain Power first developed the *wattsmart* advertising campaign, the Company needed to introduce *wattsmart* to customers in Utah. Now the *wattsmart* campaign has been established, the Company needs to develop new *wattsmart* creative promoting behavioral change and increasing participation in programs. Some of the TV spots already accomplish this but the year 4 plan is for the new *wattsmart* campaign to compliment some of the existing spots and retire some older spots. As part of the new *wattsmart* campaign, the Company recommends all new radio, print and digital advertising. Finally, transit ads are old and need to be refreshed. For a list of the creative that we will be utilizing and the creative that we will be retiring, please refer to Attachment A.xls.

wattsmart New Homes – A New Area of Focus

Rocky Mountain Power proposes increasing the *wattsmart* new homes campaign messaging in the summer of 2012. The Company is developing creative concepts to be used in delivering these messages and will share those concepts with the DSM advisory group. After receiving input from the advisory group, and incorporating modifications as appropriate, the Company will develop final creative messaging. Final creative content will be shared with the DSM Advisory Group prior to its inclusion in the *wattsmart* campaign media rotation in June 2012. The budget for this new messaging focus is included in the year 4 budget below.

*wattsmart Media Budget: \$900,000 – \$1,000,000** *wattsmart*

Creative/Production Budget: \$365,000 (part of the creative will include messaging thanking customers for being *wattsmart*.)

2. PR/Public Affairs

- a) **Media Pitches** - Rocky Mountain Power will conduct proactive news media outreach on a quarterly basis maximizing existing content and creating story pitches and news releases that are timely and relevant. The following pitches are a sampling of story angle ideas to be more fully developed in Year 4:

July/Aug./Sept.(2012):

- *Get Your Home Ready for Vacation:* Everyone should have two checklists going as they get ready for vacation, one for packing and the other for things they need to do around the house like turning off the air conditioning or turning up the thermostat before leaving. Pitching an easy home vacation checklist.

Target: Newspapers, TV stations, and magazines.

- *Surviving the Summer Heat:* Mother Nature may not be letting up on Utah as temperatures continue to stay in the 90's and 100's, which means that air conditioners are running at max capacity. But there are simple things that you can do around your house to lower your usage like change your light bulbs to Compact Florescent Lights (CFL). CFL light bulbs use one quarter of the energy and last up to 10 times longer than regular light bulbs. Set your air conditioner to 78 degrees and enroll in Rocky Mountain Power's "Cool Keeper" program. Also, if you are at home during the day, try to wait until evening or night hours to run major appliances like the dishwasher or washing machine.

Target: Newspapers, TV stations, and radio

* The K-12 education program will be rebid in 2012 potentially impacting the media budget

- *Back to School energy savings:* As the kids go back to school, make sure they practice being *wattsmart*. Use a smartstrip for the computer, unplug game consoles, chargers and turn off the TV when you leave for school.

Target: TV stations, newspapers and radio

Nov/Dec 2012

- *Gifts that keep on giving:* As we approach black Friday and the holiday shopping season discuss how flat screen tv's, computers and gaming consoles are large consumers of energy in the home. Challenge kids to live off the grid and show the impact they can have on energy and cost savings by unplugging these items when possible.

Target: Newspapers, TV Stations, kids shows

April/May/June (2013)

- *Act wattsmart Video Contest:* It's time to fire up the video camera and show Utah how to "Act *wattsmart*." Rocky Mountain Power will launch the 2013 contest at the 2013 Salt Lake Home Festival. During the entry period, Rocky Mountain Power will pitch the previous winners to local media for interviews about what they have done over the past couple of years to improve their homes. Rocky Mountain Power will also work to get monthly placements on news shows to remind customers to enter the contest.

Target: Newspapers, TV Stations, Radio and local blogs

- *Cool Keeper Feature:* Pitch the benefits of joining the Cool Keeper program and have real customers ready to interview so they can share how it works, and whether or not there is a noticeable difference in their home's air temperature and comfort level. Also, schedule interviews at homes where the Cool Keepers are being installed to demonstrate how it has little impact on the homeowner.

Target: Newspapers, TV Stations, and local magazines

July/August/September (2013)

- *Act wattsmart Video Contest Winner:* Rocky Mountain Power will announce the winner to all media and work to schedule interviews with the grand prize-winners and runners-up. Interviews will immediately follow the announcement, and interviewees can talk about the improvements they they plan to make to their home. After the winners start their renovations and upgrades, Rocky Mountain Power will pitch to media for follow-up stories.

Target: Newspapers, TV Stations, Radio and local blogs

- *Out of Town Guests Energy Savings Tips:* If out of town guests are expected this summer, Rocky Mountain Power has five tips to help keep energy consumption down. 1. Make sure to get out of the house during the day and enjoy cool places like Big Cottonwood Canyon or take a trip to Bryce. 2. Ask guests to unplug their chargers during the day. 3. Keep your blinds closed before leaving the house. 4. Make sure to use major appliances like a dishwasher in the evening to prevent creating extra heat. 5. Enjoy the long summer nights, with the late sunsets get outside and enjoy cooking on the grill instead of running appliances.

Target: Newspapers, TV stations, Radio, and Travel magazines

- *Evaporative Coolers – Debunking the Myth:* Evaporative coolers are an energy efficient way to cool homes in Utah. However, many customers still feel that central air conditioners are more efficient and keep a house cooler. Rocky Mountain Power will help dispel the myth and help customers realize that evaporative cooling is the most energy efficient way to cool a home.

Target: Newspapers, TV stations, and Radio

- *New Parents Energy Makeover:* New parents are loaded with electronics to keep track of their little one, from computers to video monitors. They also use more energy to keep the house cool for their newest member in the summer. Pitch giving a new family an energy home makeover, and tell the story of how new technologies can have an impact on energy use.

Target: Newspaper, TV stations, regional parenting magazines

b) *wattsmart* **Habitat for Humanity Home**

Rocky Mountain Power proposes partnering with Salt Lake Valley Habitat for Humanity to build a *wattsmart* home. Rocky Mountain Power proposes building the home with volunteers, have *wattsmart* appliances, the Cool Keeper control feature on the air conditioner (or an energy efficient evaporative cooler – with signage promoting the advantages) and light fixtures fitted with CFLs. The lineman mascot (“Mascot”) would be on hand to kick off the groundbreaking and at various stages of the homes completion to promote the project.

Rocky Mountain Power proposes creating a website to show the progress of the home, give *wattsmart* tips for new homes and have a countdown to move-in for the family.

Rocky Mountain Power will work to gain media coverage of this Habitat for Humanity home by promoting the unique features of the home that make it *wattsmart*, and promoting key days the Mascot will be in attendance during the home’s construction.

- Earned media opportunities:
 - Announce new home build

- Invite media to profile key *wattsmart* features that are being put in the home
- Invite the media to Welcome Home Ceremony and talk about how all the *wattsmart* features will benefit the homeowners for years to come
- Social media opportunities:
 - Promote the new home build on the *wattsmart* page
 - Real-time updates of the progress
 - Photo gallery of employees working on the home

c) Salt Lake Home Show Video Contest Launch

Rocky Mountain Power proposes leveraging the home show as the launch for the 2013 video contest. The Company will have a booth designed as an interior of a home, showing consumers how little changes can make a difference in their energy consumption. The Company would also make sure each vendor has a staged area to promote their energy savings program.

A living room area would be staged to show winning videos, and to educate customers about how they can enter the 2013 contest. Rocky Mountain Power also suggests giving away compact florescent light bulbs and power strips to help customers get started on making small changes.

The home show audience is expected to be at least 35,000 and are engaged and motivated to find ideas to improve their home.

- Earned media opportunities:
 - Invite media to the kickoff of the 2013 Video Contest
 - Invite media to walk through the *wattsmart* model home to show small ways to make your home *wattsmart*
- Social media opportunities
 - Tease *the* launch of the video contest and home show by posting *photos* of the construction of the model home
 - Highlight the Mascot at the event by posting photos in real time of him around the home show
 - Encourage customers to photograph what they are doing to be *wattsmart* and post to the *wattsmart* Facebook page during the home show

d) Rockin' Recess

With the success of the Radio Disney Rockin' Recess over the past few years, Rocky Mountain Power proposes continuing the partnership in 2013.

In 2013, Rockin' Recess will consist of a contest for the "Ultimate *wattsmart* School". Schools from around the Rocky Mountain Power region will submit their best idea for energy savings at their schools. The winner of the contest would get the "Ultimate

Rockin' Recess" event for their school, which includes promotional items from Radio Disney.

- Earned media opportunities:
 - Pitch the Rockin' Recess giveaway to all media
 - Work with media during the entry period to talk about how all businesses can work to be *wattsmart*
- Social media opportunities:
 - Highlight the schools that have submitted what they are doing
 - Highlight the winning school and the Rockin' Recess event
 - Encourage staff, teachers, parents and students to promote what their school is doing to be *wattsmart*

Public Affairs Budget: \$200,000 (includes Time for PR initiatives, Rockin' Recess materials, pitches and Habitat for Humanity promotional hard costs and *wattsmart* business implementation)

3. Act *wattsmart* Video Contest

With the success of the first ever Act *wattsmart* Video Contest in Utah, Rocky Mountain Power proposes holding a second contest in 2013. The Company will utilize the previous winning videos to promote the contest as well as taking lessons learned from the first contest and simplifying and streamlining the entry process.

The proposed timeline for the contest is as follows:

- March 2013 Kickoff at the Home Show
- March-April 2013: Enable the website to accept entries
- May 2013: Open voting
- June 2013: Announce the contest winner

The Company proposes using the *wattsmart.com* page as the primary location for contest participation but also create a Facebook tab that allows for customer participation. This will boost interaction on Facebook pages and expand the reach of the contest to a younger, web-savvy demographic. Also, entries can be shared on Facebook as they are submitted.

- Earned media opportunities:
 - Invite media to kickoff event
 - Pitch interviews with previous winners showcasing their *wattsmart* improvements and discussing the benefits they have seen
 - Pitch winner and runners-up to all media outlets showcasing *wattsmart*
- Social media opportunities:
 - Promote the video contest on Facebook and Twitter
 - Encourage social media communication between participants
 - Share follow-up photos on all social media sites

Act wattsmart Video Contest Budget: \$100,000

4. Habitat for Humanity Sponsorship (see description above) **Budget \$50,000**

5. Utah Jazz “Green Team” Partnership

Rocky Mountain Power will revisit this sponsorship. While the Company will continue to leverage the Green Team, we may do so at a lesser level, to focus funds on other outreach tactics.

Utah Jazz “Green Team” Sponsorship: \$75,000

6. Real Salt Lake (“RSL”)

Rocky Mountain Power proposes an in-game and out-of-home sponsorship with Real Salt Lake for the 2012 season, March 17, 2012 through the end of October, 2012. If RSL makes it to the playoffs the sponsorship would continue at no additional cost.

Sponsorship Overview: RSL is an American professional soccer club based in the Salt Lake City suburb of Sandy. The team competes in Major League Soccer (“MLS”), the highest professional soccer league in the United States and Canada. They currently play their home games at Rio Tinto Stadium. This sponsorship package includes a combination of media and in-stadium elements.

I-15 marquee: Digital 23'x10' board will run *wattsmart* messaging in rotation with 6 other advertisers. Digital runs 12 times per hour in 15-second long postings. In addition, we will also have a permanent 9'x9' ad panel on the signage.

In-stadium LED: One-minute LED board in-stadium signage at all Real Salt Lake home games (message and branding can be rotated on a game by game basis), reaching-up to 20,000 in attendance with *wattsmart* messaging.

Main Video Board Feature: Rocky Mountain Power will present the *wattsmart* “Man of the Match”, wrapping up each home match. The “Man of the Match” will showcase that game’s best player and give fans the opportunity to relive the “Man of the Match” spectacular performance. This in-game promotion will reach a captive audience of up to 20,000 each game.

Television: 30 of the 34 RSL in-season games air live and in high-definition (HD) (10 games will be aired on ABC4 and 20 will be aired on CW30) for the first time during the 2012 season. Broadcasts will be aired in a 2 ½ hour window, with either a pre- or post-game show.

- One pre- post-game spot
- One in-game spot
- One opening or closing billboard

Radio: All games (MLS league, CONCACAF and any additional) will be broadcast on ESPN700.

- One pre-game spot
- One in-game spot

Digital:

- Logo on both RealSaltLake.com and RioTintoStadium.com partner pages
- Rocky Mountain Power web banner on the schedule page drop down box, which is one of the most high traffic pages on RealSaltLake.com.

Media Cost for 2012 Season: \$35,000

Signage – In stadium Cost for 2012 Season: \$100,000 (\$10,000 covered in Year 3 plan)

7. School Curriculum Program - National Energy Foundation (“NEF”)

Rocky Mountain Power will be rebidding its contract for the education outreach program.

The Think! Energy Utah – Energy Efficiency Education Program has met and exceeded its outreach objectives in both the 2009-2010 and 2010-2011 school years.

During this period of time, 154 student presentations and two teacher workshops have reached a total of 579 Utah Teachers and 13,412 Utah Students and their families.

18-month Budget for School Curriculum Program: \$225,000 - \$325,000

8. Chamber of Commerce Outreach

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

wattsmart Business: Rocky Mountain Power proposes using the *wattsmart* campaign to encourage local businesses to take pride in and advertise their energy saving activities. The Company will establish a set of criteria that will qualify a business for *wattsmart* certification. *wattsmart* businesses will be featured on the Company website advertising how small changes can make a business *wattsmart*.

Included in the PR/Public Affairs Budget.

9. Multicultural outreach

The Hispanic population is one of the fastest growing in the United States. The advertising 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 population. Rocky Mountain Power proposes to have presence at key events in collaboration with media partners.

These events can range from music and holiday festivals to events sponsored by community organizations that serve the Hispanic community.

Goals for year 4 include:

- Maximize investment in materials
- Identify additional high-traffic opportunities in collaboration with media partners
- Create a measurement element
- Pledge element

The following are multicultural events the Company intends to have a presence at:

- September:
 - Independence Day – weekend closest to Sept 16th – 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 customers.
 - Festival Latinoamericano – 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 Hispanic media, particularly radio and newspapers that reach the Hispanic community by working with churches, non-profit organizations and businesses. These are held throughout the year and are typically planned 30 to 60 days in advance of the event.

Multicultural Event Sponsorship Opportunities Budget: \$35,000

10. Digital

The Company's *wattsmart* website, <http://www.rockymountainpower.net/wattsmart>, and promotional URL *wattsmart.com* link 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 *wattsmart* Facebook messaging plan will continue to develop a fan base, relay year-round energy efficiency updates, and promotional

activities, such as the Green Team, the act *watt*smart video contest and Rockin' Recess events. The Company will also utilize its existing Twitter account to deliver Campaign messages.

Digital Budget: \$50,000 (includes digital creative time, Facebook page calendar maintenance, Habitat project and Ragnar website development)

Research and Evaluation

Annual program evaluation and monitoring will be built into the Campaign to measure and verify plan delivery. Research completed in 2010 and 2011 will serve as a baseline. Year 3 messaging will be tested with focus groups at the end of the summer (2012) to determine the Campaign effectiveness and any adjustments will be made to the year 4 Campaign as necessary; changes will be presented to the DSM advisory group prior to implementation.

Measurement:

- **News Media Impressions:** Utilize Google Alert lists, Factiva and Video Monitoring Services to capture stories placed on behalf of Rocky Mountain Power. These outlets guarantee that any story that runs in mainstream media including: online outlets, newspapers, magazines, and television will be tracked and given a public relations editorial value.
- **In-market Engagement:** Track participation at events, through attendance numbers, materials distribution and 'guest sign in' at information booths.
- **Survey:** The Company will once again survey customers to determine the impact of the overall outreach and communication program.
- **Social Networking:** Monitor conversations by target media outlets related to the specific topics on platforms such as Twitter and Facebook.

Research Budget: \$25,000

Program Year 4 Budget (July 2012 – December 2013)

Proposed Budget - Year 4 (18 month budget July 2012 - December 2013)	
Media	<i>\$900,000 - 1,000,000</i>
Creative/Production/Planning	\$365,000
PR/Public Affairs	\$200,000
Video Contest	\$100,000
Sponsorships (Jazz, Real, Habitat)	\$250,000
NEF Curriculum	<i>\$225,000- 325,000</i>
Multicultural	\$35,000
Digital	\$50,000
Research	\$25,000
Total:	\$2,250,000