

**Rocky Mountain Power  
Strategic Communications and Outreach Plan  
Utah Energy Efficiency and Peak Management  
2015 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 the Company to better manage customer loads during peak usage periods.

In Docket No. 09-035-36, the Commission approved the Company’s proposal to implement a communications and outreach plan (“Campaign”) intended to increase participation in these programs and to grow customer 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 through 2015.

**Summary of Campaign Effectiveness to Date**

Detailed information on Campaign effectiveness was filed in Docket No. 09-035-36:

<b>Campaign year</b>	<b>Reporting</b>
July 1, 2009 through June 30, 2010	October 14, 2010
July 1, 2010 through June 30, 2011	September 30, 2011
July 1, 2011 through June 30, 2012	October 29, 2012
July 1, 2012 through December 31, 2013*	January 31, 2014
January 1, 2014 through December 31, 2014	DSM Annual report**
<i>January 1, 2015 through December 31, 2015</i>	<i>DSM Annual report</i>

\*In order to align the communications campaign with the calendar year, the Commission approved an 18 month timeframe from July 1, 2012 through December 31, 2013. Order No. 12-035-71.

\*\*Starting after the 2014 calendar year the Company will report effectiveness in the DSM annual report.

**2015 Strategy**

The Company proposes to continue leveraging the traditional paid media and social media, community outreach, earned media outreach and digital (online) tools developed in the first five years of the Campaign to accomplish the following in 2015:

- Build awareness of the energy efficiency opportunities and peak management programs offered by the Company;

- Identify the personal and societal benefits associated with energy efficiency opportunities 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;
- Educate customers about the Company's summer tiered pricing structure;
- Develop new creative for all messages in 2015;
- Utilize multiple touch-points to reach the target audience and keep the Company's *wattsmart* message top-of-mind;
- Utilize television, radio and print media to reach our Hispanic customers; and
- Utilize magazine ads and strategic partnerships to reach our business customers.

### **Tactics/Campaign Components**

#### ***wattsmart* Advertising/Communications Campaign**

The *wattsmart* advertising campaign will continue to drive interest in all Campaign activities, including residential and business opportunities to reduce energy use and increase participation in the Company's energy efficiency and peak management programs. The customer survey shows a seventy percent awareness rate among ad aware customers in Utah. Sixty percent of customers reported that they were somewhat or very familiar with the *wattsmart* programs.

#### ***2015 Television, Radio, Print, Transit and Online Media Budget: \$725,000***

New creative will be developed for 2015. Messages and concept will be reviewed with the DSM Advisory Group.

#### ***2015 Creative/Production Budget: \$250,000***

#### **PR/Public Affairs**

**Media pitches and social media focus** - the Company 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 2015.

March/April

- *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

- *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 2015 contest at the 2015 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. All video contest pitches should incorporate some **wattsmart** tip and program messaging.

Target: Newspapers, TV Stations, Radio and local blogs

May/June

- Summer tiered rates
- *Summer cooling tips/Evaporative Coolers* –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

July/Aug./Sept

- Tips for staying cool
- *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 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

Nov/Dec

- Efficient holiday lighting
- Black Friday sales

***2015 PR/Public Affairs Budget: \$41,000***

## Act *wattsmart* Video Contest

With the continued success of the Act *wattsmart* Video Contest, take two, Rocky Mountain Power proposes holding the contest again in 2015.

The Company will utilize the previous winning videos to promote the contest as well as taking lessons learned from the previous contests and simplifying and streamlining the entry process.

The proposed timeline for the contest is as follows:

- March 2015 Kickoff at the Salt Lake Home Show
- March-May 2015: Enable the website to accept entries
- End of May 2015: Open People's choice voting
- July 2015: Announce the contest winner

The Company proposes using *Votigo* or similar app 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

## Salt Lake Home Show Video Contest Launch

Rocky Mountain Power proposes leveraging the home show as the launch for the 2015 video contest. 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 2015 Video Contest
- Social media opportunities
  - Highlight Slim 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

***Act wattsmart Video Contest Budget: \$100,000***

## **Energy Efficiency mobile game (gamification)**

The Company will contract with 3<sup>rd</sup> party game developer to develop an energy efficiency game. The game could also run on the *wattsmart.com* site and we would share it on Facebook. The game portion is estimated to cost \$12,500 for a custom game and the rest of the funds will go towards advertising the game.

*2015 budget is \$55,555.*

## **Rockin wattsmart assemblies**

For the past four years, through the Company's sponsorship with the local Utah Radio Disney AM station, the Company was able to host Rocky Mountain Power *wattsmart* "Rockin' Recess" in-school events to reach out to children during school with an energy conservation theme. Radio Disney closed its doors in Salt Lake in September 2013. In 2014 we developed our own presentation and events. We plan to do 5 events in 2015. The Rockin Recess events proved to be an effective tool for delivering energy efficiency messaging to school-aged children. The participants of the Rockin Recess events were engaged and the messaging seemed to resonate.

*2015 budget \$20,000*

## **Sponsorships**

- **Real Salt Lake ("RSL")**

This sponsorship aligns well with our summer cooling messages and we have committed to a two year sponsorship. We will not continue this sponsorship into 2016.

- Preseason - February
- Regular season - March – October
- **Television (Pertains to all local Team-controlled broadcasts)**
  - In-game television broadcast :30 spot
  - In-game television open and close billboard
- **Radio**
  - :30 pre-game spot
  - :30 in-game spot
- **Online** - Rotating banner ad on RealSaltLake.com
- **Signage**
  - One (1) minute of LED Ribbon Board per home game
  - Video board feature for Man of the Match

*2015 Salt Lake Real Budget: \$64,750*

- **Ragnar Wasatch Back Relay**

The Company has already committed to sponsoring a team in 2015.

***2015 Ragnar Budget: \$5,000***

- **KUED – Children’s programming**

The company is interested in maintaining this sponsorship. The sponsorship includes Children's On-Air program rotation of KUED - PBS station.

***2015 KUED Budget: \$7,000***

- **University of Utah**

The value of this sponsorship was presented to the DSM Steering Committee on August 24, 2013. The Committee supported moving forward with this sponsorship as an additional budget request in 2014/2015. This is a three-year sponsorship of \$100,000 per year and covers activities highlighted below at all home football and basketball games and women’s gymnastics meets.

**Football:**

- Video Board Feature - :30 TV spot
- CGN Network - :30 TV spot ran on all TVs located in the suites; 4 full screen spots and 18 panel advertisements (logo graphics).
- South, North and Pro-ad LED Boards: "Save your energy for the game" LED display
- Radio - :30 spot ran once during each broadcast of the official pre-game show and one spot during the official post-game show (approx. 12 spots). :10 live reads during broadcast.

**Basketball:**

- Video Board Feature - :30 TV spot
- CGN Network - :30 TV spot ran on all TVs located in the suites; 4 full screen spots and 18 panel advertisements (logo graphics).
- Baseline LED Boards - "Save your energy for the game" LED display
- Radio - :30 spot ran once during each broadcast of the official pre-game show and one spot during the official post-game show (approx. 30 spots). : 10 live reads during broadcast.

**Gymnastics:**

- Baseline LED Boards - "Save your energy for the game" LED display

***2015 Budget for University of Utah - \$55,555***

## **Be *wattsmart*, Begin at Home - School Curriculum Program – National Energy Foundation (“NEF”)**

In 2012, the Company began a partnership with the National Energy Foundation to develop the “Be *wattsmart*, Begin at Home” curriculum. One-hour, interactive assemblies help Utah elementary school students; understand how electricity is generated and why they should be energy efficient. “Be *wattsmart*, Begin at Home” presentations by the Company include hands-on, large group activities and humorous video vignettes featuring company mascot, Slim the Lineman.

The Company’s contract with National Energy Foundation concludes with the Fall 2014 school assembly presentations and the delivery of final reports in early 2015. In order to continue the education program for the 2015/2016 school year, the Company will issue a competitive RFP for a partner to administer the program and award a contract in time to prepare the program for Fall 2015.

The current assemblies are based on state education guidelines. In the Fall 2014 school year, nearly 13,000 students in Utah will participate in the curriculum which includes 130 schools taught by 461 teachers. Students will be provided “Home Energy Checklists” and asked to audit their homes to receive LED night lights as incentives. Teachers can receive \$50 mini-grants for their classrooms.

***2015 Budget for School Curriculum Program: \$150,000***

### ***wattsmart* Business**

The Company proposes using the *wattsmart* campaign to encourage local businesses to take pride in and promote their energy-saving activities.

Through established Chamber of Commerce outreach channels, the Company will continue to place directory ads and chamber newsletter articles to promote the *wattsmart* energy efficiency message. The Company will also take advantage of presentation opportunities at Chamber and professional association events. Many of the Company’s business customers have utilized the energy efficiency programs in Utah, but there is still a bigger impact to be made.

The Company developed a *wattsmart* Business advocacy program in 2014, to create more awareness of the benefits of being a *wattsmart* Business. The goal is to continue to develop this program in 2015.

The program is designed to:

- Generate awareness and participation in the *wattsmart* Business program.
- Develop a deep understanding within the business and government communities about the need for and benefits of embracing energy efficiency, and how the Company can help.

- Develop a collaborative outreach effort to educate Chamber members on the benefits of being *wattsmart* and the programs available to them.

***2015 Budget for wattsmart Business \$100,000***

**University of Utah Student Ambassador** – Outreach by student ambassadors at the University of Utah to educate other students, property owners, and management about conservation and efficiency in rented or owned residences. The educational outreach is accompanied by direct installs of conservation measures such as CFLs and smart strips. This will be the second year of the program. The DSM Steering Committee approved the 2 year program on August 21, 2013. The Committee believed reaching students is important and asked that in the second year the Company include this item in the *wattsmart* media budget, in addition to the amount previously approved for the Campaign.

***Additional 2015 Budget Request for University of Utah Student Ambassador program \$9,221***

**Multicultural outreach**

The Hispanic population is one of the fastest growing in the United States. Community events are an important means of effectively reaching this audience. The Company proposes to continue to maintain a presence at key events in collaboration with media partners.

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

- May
  - Telemundo Utah's Cinco de Mayo festival includes music, folk dancing, fair-style games and booths, food and a lot more.
- September:
  - 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 are 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.

***2015 Budget for Multicultural Outreach \$15,000***



## **Research and Evaluation**

Annual program evaluation and monitoring will be built into the Campaign to measure and verify plan delivery. Research completed in previous years will serve as a baseline.

**Survey:** The Company will once again survey customers to determine the impact of the overall outreach and communication program.

*Research Budget: \$22,000*

## **2015 Budget (January 2015 – December 2015)**

<b>2015 Proposed Budget - January 2015 - December 2015</b>	
Media (includes multicultural and online advertising)	\$725,000
Creative/Production/Planning	\$250,000
Media pitches/ Event Support PR/Public Affairs	\$41,000
Energy Efficiency Mobile Game	\$55,555
<i>wattsmart</i> assemblies	\$20,000
<i>wattsmart</i> Business advocacy program	\$100,000
2015 Video Contest	\$100,000
Sponsorships (KUED, Real, and Ragnar)	\$76,750
University of Utah sports sponsorship*	\$55,555
School Curriculum Program (NEF)	\$150,000
U of U Student Energy Ambassador*	\$9,221
Multicultural outreach	\$15,000
Research	\$22,000
<b>Total:</b>	<b>\$1,620,081</b>

*\*Request is in addition to budget approved by the Commission in Docket Nos. 12-035-71 and 13-035-198.*