



Appendix 7

Utah DSM Outreach and Communications Year 6 Report

January – December 2015

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Preface

On June 11, 2009, the Commission approved the Company's proposal to implement an outreach and communications campaign. The objective of the program is to promote energy efficiency and conservation through education and increase customer awareness of and participation in the Company's 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 6 (calendar year 2015) of the DSM outreach and communications campaign, including an evaluation of the program in meeting its objectives and a summary of year 6 program activities.

Customer Survey Results

The Company has conducted customer research each year from 2010 to 2015 to determine the effectiveness of the outreach and communications campaign in increasing the awareness of and self-reported participation in DSM programs. The findings of this survey work, along with program recommendations for 2016, are included below. Results from the MSI National Benchmarking Database Study are also included and support increasing the focus of our outreach and communications budget to small-and medium-sized business customers. The change is also intended to align with the Company's IRP goals.

Research Methodology

Two research studies were conducted during the general timeframe of the Year 6 (2015) Campaign to assess the effectiveness of Company communications on customers' awareness of and self-reported participation in the Company's energy efficiency and demand response programs. Third-party, independent market research firms conducted residential customer surveys via telephone interviews. The research studies had an initial 2010 baseline, followed by annual surveys used to measure changes in customer opinions and behaviors.

- **Utah Demand Side Management Survey.** Telephone interviews were conducted July/August 2010, July/August 2011, September 2012, September 2013, September 2014, and September 2015. The study evaluated the importance of utilities offering energy efficiency programs, actions taken to conserve energy, awareness of and participation in energy efficiency programs and preferred sources for energy efficiency information.
- **Customer Awareness Survey.** Telephone interviews were completed May/June 2010, May/June 2011, May 2012, May 2013, May 2014 and May 2015. This study evaluated advertising and communication awareness, message recall and message importance, call to action based on Company communications, and the impact of the communications campaign 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).

In addition to the research studies above, results from the 2014/2015 MSI National Benchmarking Database Study helped guide our recommendations for increasing our focus on small-and medium-sized businesses.

- **MSI National Benchmarking Database Study** – Telephone interviews were completed in June 2014 and June 2015. The study identifies the main ways residential and small to medium-sized business customers’ perceptions of Company performance impacts customer satisfaction. These responses are analyzed to understand perceptions of special topics related to Web interactions, billing, communication, and energy efficiency.

Key Research Findings

Advertising and communications recall

Customer communications continue to be effective in creating awareness of energy efficiency and the concept of being *wattsmart*. In the 2015 Customer Awareness Survey, 70% of Rocky Mountain Power customers remembered seeing, hearing or reading “being *wattsmart*.” This represents the highest recall of “being *wattsmart*” in this communications survey (2014=63%, 2013=60%; 2012=54%; 2011=57%). The goal is to maintain this level of awareness in 2016 among residential customers. Similar to previous years, customers who remembered seeing, hearing or reading communications from the Company had a higher recall of “being *wattsmart*” than customers who did not remember any advertising or communications.

Actions taken to conserve electricity

The percent of customers who reported taking actions to conserve energy has remained fairly constant over the past few years. Customers report they are likely to save energy by using energy-saving light bulbs and turning off the lights when leaving a room.

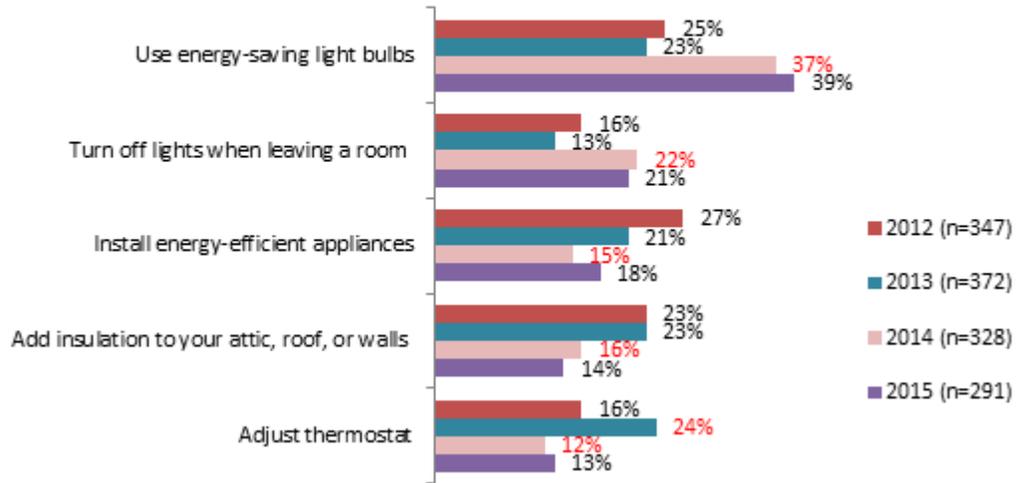
Table 1 – Customers who took action based on advertising*

2012	2013	2014	2015
30%	32%	33%	33%

*2015 Customer Awareness Campaign research

The annual Customer Awareness Survey continues to show the advertising campaign has a positive impact on customers’ energy efficiency decisions. In the 2015 research, 33% of customers reported taking an action based on the Company’s advertisements or communications. This is consistent with 2014 numbers and similar to results for the past several years. Purchasing energy-efficient appliances/lights and turning off lights/appliances were named as the top two actions taken by customers.

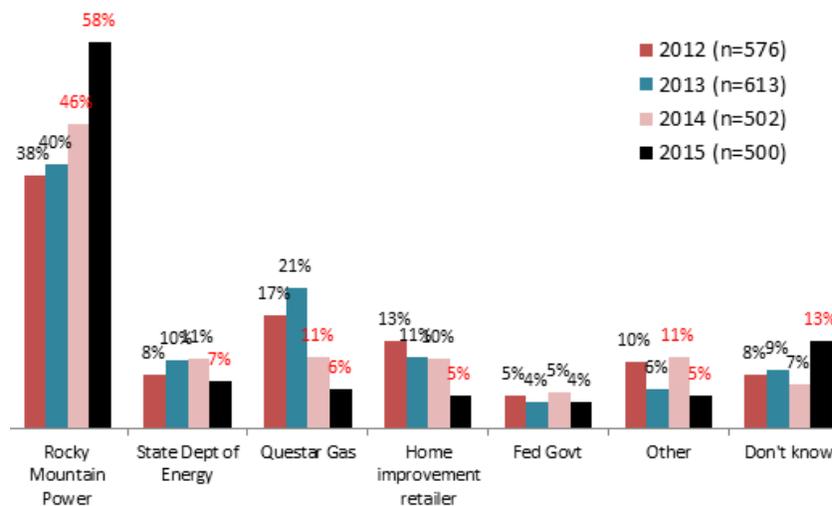
Top 5 Actions Taken to Save Energy



Current and preferred energy efficiency information sources

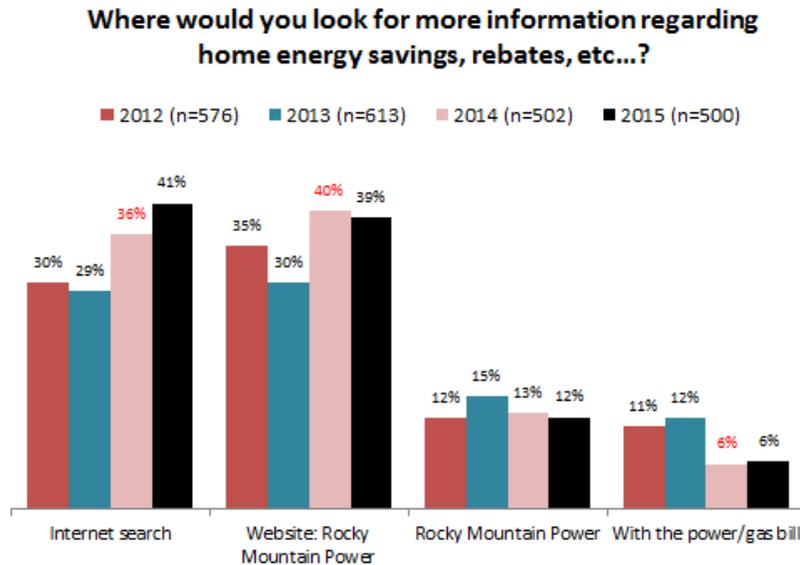
Despite a slight decrease in 2015, customers are still most likely to first see/hear about energy efficiency programs through TV ads and utility bill inserts. Significantly more customers first hear about programs through direct mail from the Company in 2015 than they did in 2014, which is likely due to the *Home Energy Reports* program.

Where Customers Turn to First for Information



The website is viewed as a valuable information source for customers who want to know more about energy efficiency and home energy savings. In 2015, 39% said they would use the

Company’s website to look for energy savings information. General searches over the Internet (e.g., Google, Yahoo), named by 41% of customers, also surfaced as an important information source.



Recall of advertising and communication messages

The Customer Awareness Survey measured customer recall of key messages in the Company’s advertisements and communications. In 2015, as in previous years, the three key messages with the highest overall recall included being wattsmart, using energy wisely and energy efficiency programs. These key messages continue to be important to customers. More than 90% stated it is very important or somewhat important for the Company to communicate messages about using energy wisely (95%), being *wattsmart* (91%), and energy efficiency programs (93%).

Credibility of Rocky Mountain Power as information source

Customers continue to view the Company as a trustworthy source of energy efficiency information. When asked which one of five organizations customers would most likely contact first for energy efficiency information, Rocky Mountain Power topped the list, with 58% of respondents saying the Company is their first choice. This is a significant increase from previous years.

Conclusions

As shown in past years, customers are driven to conserve energy primarily by the desire to save money. No other reason to conserve compares to this motivation. In 2015, customers were more likely to conserve energy by using energy saving light bulbs than any other method. Customers have increased the number of energy saving activities they already do over the past year. In the coming year, fewer people plan to engage in new energy saving efforts. General program awareness has decreased significantly since last year, continuing a trend of declining awareness

since 2012. Utility bill inserts and emails are typically how customers learn about energy conservation programs. To find more information about the programs, respondents overwhelmingly turn to the Internet as the number one source for information.

About one-third of customers said they took action based on seeing, hearing or reading Company advertising or communications. Key messages recalled from these communications focus on using energy wisely, being *wattsmart* and energy efficiency programs – all of which are important messages to customers. Rocky Mountain Power continues to be viewed favorably as a credible source of energy efficiency information. The vast majority of customers believe it is important for the Company to offer programs to help customers conserve electricity. This is true both for customers who have participated, and those who have not participated in DSM programs. The awareness level for being *wattsmart* has remained fairly consistent.

Campaign Activities

Communications, Outreach and Education

wattsmart is an overarching energy efficiency campaign with the overall goal to engage customers in reducing their energy usage through behavioral changes, and pointing them to the programs and information to help them do it. “Rocky Mountain Power wants to help you save energy and money” is the key message, and the Company utilizes earned media, customer communications, education and outreach, advertising, and program specific marketing to communicate the value of energy efficiency, provide information regarding low-cost, no-cost energy efficiency measures and to educate customers on the availability of programs, services and incentives.

New in 2015

- New creative – *wattsmart*, Utah
- 2015 Act *wattsmart* video contest - The act *wattsmart* video contest is our way of creating excitement about energy efficiency as we head into our peak use summer months.
- Energy Efficiency mobile game – A "Spot the Difference" game was produced through Game Show Network. The main idea is to direct Game Show Network players to our game where they will play 3 rounds of "spot the difference". When they play, they have to find the eight differences between the two images. We have tried to integrate at least 2-5 energy-efficient differences in each of 25 the different images.

Earned media is managed by the Company’s external communications department in cooperation with the customer and community managers located in Utah. “Earned media” generally refers to favorable television, radio, newspaper or internet news coverage gained through press releases, media events, opinion pieces, story pitches or other communication with news editors and reporters. A list of the new creative and new stories is included in Exhibit E.

Customer Communications

Beyond paid media, the Company also utilized statement communications, email, website, social media, and news coverage. Tapping into all resources with consistent messaging has been our approach and will continue to be refined. As part of the Company's regular communications to our customers, support materials and newsletters across all customer classes, and the Company's website, promote energy efficiency initiatives and case studies on a regular basis. In May and October 2015, the Company included the *wattsup* newsletter for all residential customers. This bill insert provided information about wattsmart energy efficiency programs and incentives prior to seasonal changes. Inserts describing specific energy efficiency programs and incentives and outer envelopes featuring energy efficiency messages and programs have also been used on a consistent basis.

Website:

- rockymountainpower.net/wattsmart (wattsmart.com)
- URLs link directly to the energy efficiency landing page. Once there customers can self-select their state for specific programs and incentives.
- Home page messages promote seasonal wattsmart/energy efficiency each month.

Social Media:

- Twitter feed promotes energy efficiency tips and wattsmart programs multiple times per week.
- Facebook posts wattsmart messages three to five times per week.

Newsletters

- *Voices* residential newsletter is sent via bill insert (and email to paperless billing customers) six times a year; each issue includes energy efficiency tips and incentive program information.
- *wattsup* insert is a seasonal change insert dedicated to energy efficiency, distributed to customers in May and October.
- *Energy Connections* and *Energy Insights* newsletters target businesses and community leaders and contain articles on commercial and industrial energy efficiency as well as represented case studies on a monthly and quarterly basis.

wattsmart Campaign

Paid Media

The overall paid media plan objective is to effectively reach our customers through a multi-media mix that extends both reach and frequency. The audiences for communications were prioritized as follows:

- *PRIMARY*: Residential households in the Company’s service area
- *SECONDARY*: Small and large businesses

Table 2 outlines the value provided by each communication channel.

Table 2 – Communication Channels

Communication Channel	Value to Communication Portfolio	Placement
Television Media demo: Adults 25-54, Primary: residential (English and Spanish) Secondary: Small/Mid-sized businesses.	Due to the strength and reach of the Salt Lake City designated market area, television is the most effective media channel.	April – September 2015: 9,983,185 impressions.
Radio	Given the cost relative to television, radio builds on communications delivered via television while providing for increased frequency of messages	April – September 2015: 13,878,000 impressions.
Newspaper	Supports broadcast messages and guarantees coverage of the Utah service territory.	April – September 2015: 2,742,541 impressions.
Facebook	Awareness for early adopters regarding energy efficiency tips and provides a centralized location to share information on how to be <i>wattsmart</i> ; feature incentive programs and other seasonal information Information posted at least three times a week	In 2015, Facebook ads delivered 1,208,278 impressions, 25,190 clicks, and a click through rate of 2.08%. We gained 178 new likes. The campaign delivered 104 times above the national average of 0.02%.
Twitter (@RMP_Utah)	Awareness for early adopters regarding energy efficiency tips. Tweets posted on a weekly basis.	As of December 2015 there were 3,058 Twitter followers in Utah.
Digital Display	Supports the broadcast and print media while also increasing awareness for early adopters who are online and are likely to be receptive to energy saving messaging.	<ul style="list-style-type: none"> • Display advertising delivered 19.9M impressions, 145,752 clicks, and a CTR (click through rate) of .74% - which is 7.4 times above the

Communication Channel	Value to Communication Portfolio	Placement
	The campaign ran through Ad Network on Deseret News, KSL, GSN (custom game), and Hulu (streaming television).	National average of 0.1% <ul style="list-style-type: none"> • The search campaign delivered 51,021 impressions, 1,846 clicks, and a CTR of 3.62% - which is 3.62 times above the national average of 1%. Average position was 1.7 (goal is to be top 3). • The two year comparison shows 2015 with a higher CTR than 2014. • 2014 had a CTR of 0.63% and 2015 resulted in a CTR of 0.74% - this is 16.56% increase.
Magazine	Content targeting business and metro area customers.	844,200 impressions
Out of Home/Transit	Supports the broadcast and print media while increasing awareness.	36,144,583 impressions
Event Sponsorships	Reaches consumers at popular events and ties the <i>wattsmart</i> messaging to positive activities.	12,695,382 impressions

The total number of 2015 impressions for the *wattsmart* campaign was 97,471,153.

Web links to the current portfolio of advertisements are included in Exhibit E of this report.

Public Outreach

The Company leveraged the messages initially developed in the communications campaign through various public outreach initiatives in 2015. Table 3 summarizes the Company's efforts to educate the public on the importance of implementing energy efficiency practices.

Table 3 – Outreach Initiatives

Initiative	Description
Act <i>wattsmart</i> Video Contest	<p>On March 6, 2015, the Company launched the statewide Act <i>wattsmart</i> video contest at the Home and Garden Festival. Customers could submit videos between March 6 and May 17, 2015. People’s Choice voting was held from May 18 through May 31, 2015, with winners announced on June 17, 2015.</p> <p>A summary of the results:</p> <ul style="list-style-type: none"> • 220 registrations • 53 customers entered videos into the contest • The videos received 5,232 votes • The videos received more than 20,000 views • Web traffic on <i>wattsmart.com</i> increased by 525 percent during the contest period. • The contest delivered more than 13 million media impressions. Launch coverage included all market TV stations and 3 radio interviews. Winner announcement coverage included 5 TV interviews, 5 radio interviews and all major newspapers. Resulted in positive coverage using <i>wattsmart</i> messages/tips in all earned media opportunities.
Salt Lake Real	<p>This sponsorship aligns well with the Company’s summer cooling messages. Ads occurred:</p> <ul style="list-style-type: none"> • Preseason – February • Regular season - March – October • Playoffs <p>Included in sponsorship – about 19, 000 fans per game</p> <ul style="list-style-type: none"> • Television (for all local Team-controlled broadcasts) <ul style="list-style-type: none"> ○ In-game television broadcast :30 spot ○ In-game television open and close billboard • Radio <ul style="list-style-type: none"> ○ :30 pre-game spot ○ :30 in-game spot • Online - rotating banner ad on RealSaltLake.com • Signage <ul style="list-style-type: none"> ○ One minute LED Ribbon Board per home game ○ Video board feature for Man of the Match <p>The Real made the playoffs in 2015, resulting in additional promotional opportunities during this time.</p>
University of Utah	<p>The Company continued to utilize the “save your energy for the game” video to play at all home football and men’s basketball games when the team is announced.</p>

Initiative	Description
	<p>The sponsorship also includes LED signage at all Home Football, men’s basketball and women’s gymnastics meets.</p> <p>Football (7 home games – about 45,000 fans per game):</p> <ul style="list-style-type: none"> • 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). Additionally, :10 live reads during broadcast. <p>Basketball (17 home games – about 10,000+ fans per game):</p> <ul style="list-style-type: none"> • 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). Additionally, : 10 live reads during broadcast. <p>Gymnastics (6 home meets – about 14,000 fans per meet):</p> <ul style="list-style-type: none"> • Baseline LED Boards - "Save your energy for the game" LED display. <p>Football and basketball made the playoffs in 2015, resulting in additional promotional opportunities during these events.</p>
<p>Rockin’ <i>wattsmart</i> School Assemblies</p>	<p>Six assemblies were conducted at 3 schools:</p> <ul style="list-style-type: none"> • Daybreak Elementary, South Jordan • Copper Hills Elementary, Magna • Marlon Hills Elementary, Ogden <p>Overall, each of the assemblies helped to spread the <i>wattsmart</i> message and received positive feedback from the school principal. The presenters saw that there was a significant improvement in gaining the attention of the students with modified presentations for each grade group. These modifications helped keep the students focused on the topic.</p>

Initiative	Description
	<p>The following were modifications that were made to each of the grade presentations:</p> <ul style="list-style-type: none"> • Modifications made for first through third graders: <ol style="list-style-type: none"> 1. Simplified the vocabulary and concepts used for energy, electricity, energy-efficiency. 2. Added more animated and hands-on activities (60 dance moves in 60 seconds, Slim video quiz, etc.). • Modifications made for fourth through sixth graders: <ul style="list-style-type: none"> • Created age appropriate activities to coincide with the curriculum (<i>wattsmart</i> or Not Smart game instead of Slim Video quiz, allowing it to be more student focused during question and answering). • Changed the music to reflect the interest of this particular age group. • Slim participated with the students in a more age appropriate way (Example, Six Dance Moves in 60 Seconds with students introducing their own age appropriate dance moves, having the students (instead of the teachers) participate in the freeze dance).
KUED	Weekly sponsorship of children’s programming. These included quick tips from Slim the Lineman on how to be <i>wattsmart</i> .
Ragnar Relay	The Company’s <i>wattsmart</i> program sponsored a team in the Ragnar Relay event. Twelve Company employees completed the 192 mile Ragnar Relay from Logan to Park City. The team spread the word about energy efficiency with messages on their shirts, vans and <i>wattsmart</i> giveaways including sunscreen and buffs. This allowed them to engage other runners during the 192 mile event.
Game Show Network	<p>Custom Game Hub Sponsorship</p> <ul style="list-style-type: none"> • Geo Targeted to Select Utah service area • Desktop, tablet & mobile • Companion banner ads direct to watt smart.com • Custom Rocky Mountain Power Game Hub which included <ul style="list-style-type: none"> • RMP - Utah custom <i>Spot the Difference</i> • link to Facebook site • Video pre-roll unit • "Tips to Save"

Initiative	Description
	<p>Campaign over-delivered and had only positive feedback. Players loved the custom <i>Spot the Difference</i> Game, they also enjoyed the games that were in the hub and surrounded by Company imagery. Players continually return to the game to try and beat their scores and learned many energy saving tips.</p>
Education	<p>The Company offers a “Be <i>wattsmart</i>, Begin at Home” school education program through the National Energy Foundation (“NEF”). The program is designed to develop a culture of energy efficiency among teachers, students and families. The centerpiece is a series of one hour presentations with hands-on, large group activities for 5th grade students. Teachers are provided instructional materials for use in their classrooms, and students are sent home with a Home Energy Worksheet to explore energy use in their homes and encourage efficient behaviors.</p> <p>Presentations are based on state education guidelines. In fall 2015, nearly 12,000 Utah students participated in the curriculum, which includes 130 schools taught by 447 teachers. Students received “Home Energy Worksheets” and were asked to audit their homes to receive LED night lights as incentives. Teachers were eligible to receive \$50 mini-grants for their classrooms depending on how many students completed their worksheet.</p>
Multicultural Outreach	<p>The Company provided outreach support at the Cinco de Mayo festival in West Valley City on May 10, 2015. The Company had a booth positioned beside the McDonald's Stage providing the <i>wattsmart</i> message to nearly 20,000 attendees. Company representatives spoke to attendees about being <i>wattsmart</i>. The sponsorship also included 120, 30-second spots on Telemundo and inclusion of a minimum of 100 promotional announcements.</p>

wattsmart Business advocacy

The *wattsmart* Business advocacy program is designed to create more awareness of the benefits of being a *wattsmart* Business. The advocacy program is intended to generate awareness, participation, and lasting partnerships in the *wattsmart* Business program.

The Company partnered with the Salt Lake Chamber to provide energy efficiency and *wattsmart* Business content for twice-monthly Utah Business Report radio segments presented weekdays on KSL. Content was created for social media posts about *wattsmart* Business and relevant posts made by the Chamber were shared to Rocky Mountain Power followers.

Additional business advocacy outreach was conducted through the Company's involvement with the Utah Manufacturers' Association, at the Governor's Economic Development Summit, the Governor's Energy Development Summit and the Utah Sustainability event.

Program Specific Marketing

All energy efficiency program marketing and communications are under the *wattsmart* umbrella to insure a seamless transition from changing customer behavior to the actions they could take by participating in specific programs. Separate marketing activities administered by and specific to the programs ran in conjunction with the *wattsmart* campaign.

Home Energy Savings

Information on the *Home Energy Savings* program is communicated to customers, retailers and trade allies through a variety of channels. Using a strategic approach, the Company communicates select program measures during key selling seasons and promotes *wattsmart* Starter Kits to targeted customers throughout the year to achieve savings goals. In 2015, the Company launched the *wattsmart* Starter Kit offering for Utah customers with a news release, newsletter article, direct mail, website, and social media content.

Home Energy Savings program staff attended the Salt Lake Tribune's Home and Garden Festival March 6-8, 2015, at the South Towne Expo Center in Sandy, Utah. To help drive festival attendance, a news release was distributed to local media and admission coupons were inserted in customer bills leading up to the show. More than 750 customers used the coupon or the online coupon code. Program representatives gave away 300 *wattsmart* Starter Kits to customers at the show. Festival attendees were interested in LED lighting, air conditioning systems and insulation. Some customers inquired with program staff about *Home Energy Reports*.

In April 2015, the Company promoted specially priced LED bulbs and *wattsmart* Starter Kits. The offer was communicated through email, the website and social media.

Messaging shifted to cooling as summer approached. The Company began the season by providing educational content about evaporative coolers, how they work and the benefits of this highly efficient technology via the website and social media.

Program staff also attended the Deseret News Home Show October 9-11, 2015, to help educate customers on energy efficiency and *wattsmart* program incentives. Total attendance at the fall home show was 24,079, an increase of 8 percent from 2014. Program representatives estimated 159 online admission coupon redemptions.

In 2015, program communications delivered approximately 1,587,000 impressions. A breakdown of estimated impressions by channel is shown in Table 4 below. These estimates do not reflect all of the customer, retailer and trade ally touchpoints.

Table 4 – Impressions by Channel

Communications Channel	2015 Estimated Impressions
Bill inserts	1,565,000
Direct mail	22,200

Refrigerator Recycling (“See ya later, refrigerator®”)

In 2015, *See ya later, refrigerator* communications consisted of TV, print and digital advertising, bill inserts and social media.

On November 23, 2015, the Company received notice that program vendor, JACO Environmental, was going out of business. The Company posted a notice on the website to let customers know the program was unavailable. Affected customers also received a direct mail letter and an email to let them know about the situation and that the Company would have replacement incentive checks issued, if necessary.

Home Energy Reports

Home Energy Reports were mailed to the about 275,000 customers several times throughout 2015. Many of these customers also receive email reports with customized energy-saving tips. In addition, customers can access the program Web portal with additional tools, insights and ways to save energy.

In May 2015, reports included a promotion on Cool Keeper and the benefits of participation.

In September 2015, a random group of *Home Energy Reports* customers were asked to provide feedback about the program through a telephone survey conducted by Opower. Research findings indicate the majority of report recipients are happy with the program. High level results are provided below:

- 74 percent of recipients “like” the Home Energy Reports.
- 46 percent of recipients discuss the reports with people in their household.
- Of the 85 percent of customers who are familiar with the reports, 80 percent find the tips included on the reports helpful.

New Homes

The *New Homes* program encourages home builders to incorporate energy efficient measures in the homes they build primarily through training, outreach and support.

The program leverages partnerships with the following types of organizations:

- Local Home Builder Association offices,
- Utah Building Energy Efficiency Strategies,

- Other organizations, such as Utah Clean Energy, US Green Building Council and American Institute of Architects.

Cool Keeper

Cool Keeper outreach was primarily completed by trained program representatives who visited homes to educate prospective customers about the program and encourage enrollment. Rocky Mountain Power call center agents also provided brief information about the program to Utah customers when they called in for service requests and other inquiries.

wattsmart Business

During 2015, *wattsmart* Business communications encouraged customers to inquire about incentives for lighting, HVAC, compressed air, irrigation and other energy efficiency measures.

The program was marketed with radio, newspaper, magazine, eblasts, digital display and digital paid search advertising throughout the reporting period. Radio communications encouraged business customers to make energy efficiency upgrades and print ads featured case study examples from program participants which were repurposed in social media. Quarterly eblasts directed viewers to the company’s website, wattsmart.com. This was in addition to direct customer contact by Company project managers and regional business managers, trade ally partners, articles in Company newsletters, Chamber newsletter outreach and content on the Company website, on Facebook and Twitter.

In June, a bill insert focused on energy savings and incentives for cooling systems targeted business customers (excluding irrigation). During the same period, an email was sent providing information on incentives and tips for cooling.

Three businesses were award the “*wattsmart* Business Partner of the Year” at regional events. This award recognizes businesses that excel in achieving load reduction through energy efficiency. News releases and photos were released for each award presented.

The Company continued to use a *wattsmart* “open sign” for businesses and approved vendors to display. Customers were photographed with the open sign and the photos were used in the videos, print advertising, case studies, newsletter articles, trade shows, and Facebook.

Irrigation mailings occurred in Utah during April and November 2015, with approximately 1,800 customers in each mailing. The letter included irrigation incentive information and an application.

During 2015, the program garnered 19,905,327 impressions. Breakdown of impressions by media type is shown in Table 5 below.

Table 5 – Impressions by Media Type

Communications Channel	Impressions
Radio	12,515,600
Newspaper	4,993,002
Magazine	497,700
Digital display	1,748,576
Search	39,519
Bill insert	54,279
Eblast	53,054
Irrigation direct mail	3,600
Total Impressions	19,905,327

Outreach Campaign Budget Results

The 2015 budget for outreach activities was \$1,620,081, as presented in Table 6 below. Expense activities are summarized by the channel of communication.

Table 6 – 2015 Budget, Actuals, and Variance

	January - December 2015 Budget	Actuals	Variance
TV	\$ 275,747	\$ 275,903	\$ (156)
Radio	\$ 134,846	\$ 134,034	\$ 812
Print	\$ 92,664	\$ 93,078	\$ (414)
Outdoor/Transit	\$ 67,238	\$ 67,302	\$ (64)
Digital/Online	\$ 154,556	\$ 154,325	\$ 231
Creative/Production/Planning	\$ 250,000	\$ 249,300	\$ 700
Media pitches/ Event Support PR/Public Affairs	\$ 41,000	\$ 40,969	\$ 31
Energy Efficiency Mobile Game	\$ 55,555	\$ 65,000	\$ (9,445)
wattsmart assemblies ¹	\$ 20,000	\$ 19,513	\$ 487
wattsmart Business advocacy program	\$ 100,000	\$ 100,235	\$ (235)
2015 Video Contest	\$ 100,000	\$ 100,078	\$ (78)
Sponsorships (KUED, Real, and Ragnar)	\$ 76,750	\$ 57,498	\$ 19,252
University of Utah sports sponsorship ²	\$ 55,555	\$ 65,222	\$ (9,667)

Be wattsmart, Begin at Home school education program (NEF)	\$ 150,000	\$ 152,607	\$ (2,607)
U of U Student Energy Ambassador	\$ 9,221	\$ -	\$ 9,221
Multicultural outreach	\$ 15,000	\$ 14,111	\$ 889
Research	\$ 22,000	\$ 21,700	\$ 300
Total	\$ 1,620,081	\$ 1,610,874	\$ 9,207
1. The original vendor went out of business. We switched vendors and the new vendor was more expensive.			
2. Football and basketball made it into the playoffs. We incurred \$8,888.88 and \$777.77 in additional charges for playoffs.			

Table 7 – Exhibits

Exhibit A	2015 Energy Efficiency Questionnaire
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