

December 14, 2017

VIA ELECTRONIC FILING

Public Service Commission of Utah
Heber M. Wells Building, 4th Floor
160 East 300 South
Salt Lake City, UT 84114

Attention: Gary Widerburg
Commission Secretary

Re: Docket No. 17-035-67—In the Matter of the Request of Rocky Mountain Power for Approval of its Ninth-Year Strategic Communications and Outreach Action Plan and Budget for Demand Side Management

On June 11, 2009, in Docket No. 09-035-36, the Public Service Commission of Utah (“Commission”) issued an order approving the implementation of an outreach and communications program in Utah for Rocky Mountain Power’s (“Company”) energy efficiency and peak management programs (“Campaign”) for a period of three years. The intent of the Campaign was to increase awareness and participation in the Company’s energy efficiency and peak reduction programs. Since then, the Company has sought and received approval for outreach and communications plans on an annual basis in separate dockets.

Attached hereto as Exhibit A is the Ninth-Year Strategic Communications and Outreach Action Plan and Budget for Demand Side Management (“DSM”), January 1, 2018 – December 31, 2018 (“2018 Plan”). A budget of \$1.4 million is proposed for the 2018 Plan. The 2018 Plan was circulated to the DSM Steering Committee on November 29, 2017.

The expenses associated with the 2018 Plan were included in the Company’s forecast of expenses in the DSM Deferred Account & Forecast Report filed November 1, 2017 in Docket No. 17-035-41, and also in the Company’s Advice No. 17-14 in Docket No. 17-035-T13 requesting approval for the reinstatement of Schedule 193 rates. It is respectfully requested that the Commission issue an order approving the 2018 Plan with an effective date of January 15, 2018.

In addition, all formal correspondence and staff requests regarding this filing should be addressed to:

By e-mail (preferred): datarequest@pacificorp.com
michael.snow@pacificorp.com

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By regular mail: Data Request Response Center
 PacifiCorp
 825 NE Multnomah, Suite 2000
 Portland, Oregon 97232

Informal inquiries may be directed to me at (801) 220-4214.

Sincerely,

A handwritten signature in blue ink that reads "Michael S. Snow". The signature is fluid and cursive, with the first name "Michael" being the most prominent part.

Michael S. Snow
Manager, DSM Regulatory Affairs

cc: Division of Public Utilities
 Office of Consumer Services

Enclosure



**Strategic Communications and Outreach Plan
Utah Energy Efficiency and Peak Management
2018 Plan and Budget**

PREFACE/BACKGROUND

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.

In Docket No. 09-035-36, the Commission approved the Company’s proposal to work with regulators and interested stakeholders to raise the awareness of the comprehensive portfolios of energy efficiency and peak reduction programs in Utah. Through these portfolios, the Company provides residential, commercial, industrial and agricultural customers with incentives and tools that enable them to employ energy savings in their homes or businesses.

Starting in 2009, the Commission approved the Company’s proposal to implement a communications and outreach plan 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 detailed information on proposed campaign activities in 2018 and why the proposed budget is critical to the continued success of the Company’s *wattsmart* program portfolio.

Summary to Date

Annual Reports for each campaign year were filed in Docket No. 09-035-36 until they started being provided with the Demand Side Management (“DSM”) Annual Report after 2014.

Campaign Year	Reporting
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 ¹	January 31, 2014
January 1, 2014 through December 31, 2014	DSM Annual Report ²
January 1, 2015 through December 31, 2015	DSM Annual Report
January 1, 2016 through December 31, 2016	DSM Annual Report
January 1, 2017 through December 31, 2017	DSM Annual Report
January 1, 2018 through December 31, 2018	DSM Annual Report

¹ 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, in its order issued May 1, 2012 in Docket No. 12-035-71.

²After the 2014 calendar year, the Company began reporting Campaign effectiveness in the DSM Annual Report.

Executive Summary

Research Findings

Survey results from both residential and business customers show that Rocky Mountain Power's marketing and communication outreach efforts are making a positive impact. With the awareness level of "being *wattsmart*" remaining fairly consistent, nearly two-thirds of residential customers and half of commercial customers said they have taken action to reduce energy use. What's more, customers across the board look to Rocky Mountain Power as a credible source for energy efficiency information.

Key Takeaways

- Familiarity with *wattsmart* and importance of conversation remain strong.
- Based on research findings, a larger percentage of the total budget will be shifted to increase the reach and frequency of advertising through television, social media, online, radio, and direct mail.
- Customers are responding to real life examples. A focus on case studies and highlighting customer achievements will continue to be a key focus.
- Customers feel it is important to help them conserve energy.
- Rocky Mountain Power is the first source for energy efficiency information.

Strategy

Use research to continually improve awareness efforts for energy efficiency to support *wattsmart* programs and energy conservation in general.

- Continue promoting "being *wattsmart*"
- Increase targeted media channels
- Engage more with customers online

Proposed Budget

The Company proposes to retain the overall communications and outreach budget of \$1.4 million and shift dollars that were previously directed to sports sponsorships to overall paid media. This change will result in higher reach and frequency for messages and aligns with the strategic strategy for measuring success.

Customer Surveys

Rocky Mountain Power contracted with third-party, independent market research firms to conduct studies with customers. MDC Research surveyed residential customers to determine the effectiveness of the outreach and communications campaign. The survey measured the awareness of and self-reported efforts toward conservation and participation in Rocky Mountain Power's DSM programs.

Also referenced are results from MSI National Benchmarking Database and Cogent Energy Reports to support increasing the focus of our outreach and communications budget to small- and medium-sized business customers; and provide insights into opportunities to improve awareness about the benefits of efficiency with this customer segment. This also aligns with the Company's Integrated Resource Plan goals.

Research Methodology

- **MDC Research** – 433 residential surveys (150 telephone interviews and 283 web survey) were completed October 2017. This study was conducted using a mixed telephone and online survey methodology in order to trend data with previous studies (conducted by phone) and serve as a benchmark for future customer research initiatives (conducted online).

The overall objective of this research was to measure awareness and affinity for Rocky Mountain Power's energy conservation programs, particularly "being *wattsmart*." Additional objectives include: measure awareness level of Rocky Mountain Power advertisements and communications; determine awareness of Rocky Mountain Power being a resource for energy efficiency; gauging association between *wattsmart* and Rocky Mountain Power; and discerning actions residential customers are taking to be *wattsmart*.

- **MSI National Benchmarking Database Study** – 1,989 web surveys for residential and 513 web surveys for business were completed June/July 2017. In past years, this study was only conducted by telephone. The Company changed to web surveys to gather a larger random sampling of data. With this methodology change, comparing the results to previous years still has value, but essentially 2017 sets a new baseline. For example, with the change to web-based methodology, more data was collected than in previous years from small businesses with single locations and fewer than 20 employees.

Having more data provides deeper insights into the primary ways residential and small- to medium-sized business customers' perceptions and evaluations of Rocky Mountain Power's performance impacts customer satisfaction. These responses are analyzed to understand perceptions of special topics related to outage communications, web interactions, billing, communication, solar/renewables and energy efficiency. For the purpose of this plan, we will look only at findings that pertain to energy efficiency.

- **Cogent Energy Reports 2017 Utility Trusted Brand and Customer Engagement** – a national web-based study comparing electric utilities, natural gas and combination utility customers in four regions (East, Midwest, South, West). Rocky Mountain Power is compared to other electric utilities in the West region to measure brand trust and customer engagement. For this document, we look at product experience opportunities for improvement in benefits awareness about programs to help customers lower their utility costs.

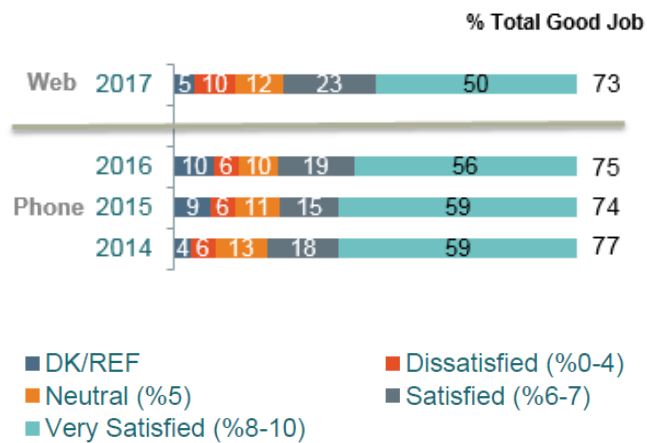
Research Findings

Residential Customers

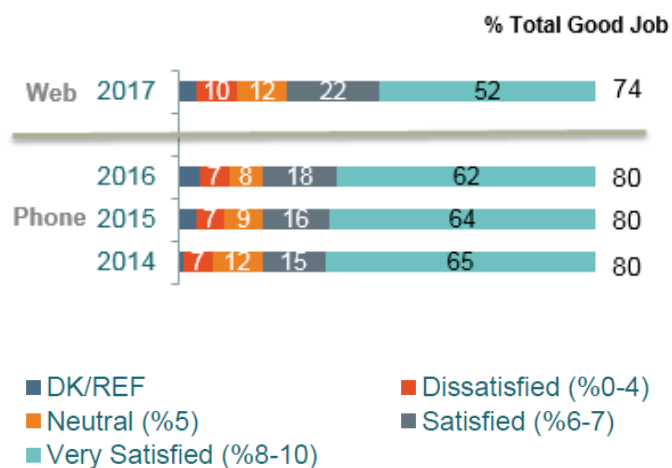
Generally three-quarters (73%) of residential customers say Rocky Mountain Power does a “good job” of offering solutions that help customers use energy efficiently and providing information on how to control their electricity costs. (MSI Research)

Note: “% Total Good Job” (73) combines percentage of “Satisfied” (23) and “Very Satisfied” (50) responses to survey questions. In the legend, DK/REF means a customer responded “Don’t Know” or “Refused to Answer,” and the 0-4, 5, 6-7, and 8-10 numbers represent the corresponding number range from the survey responses (i.e. if a customer rated Rocky Mountain Power anywhere from 8-10 in the survey, they were very satisfied).

Offering solutions to help customers use energy efficiently*

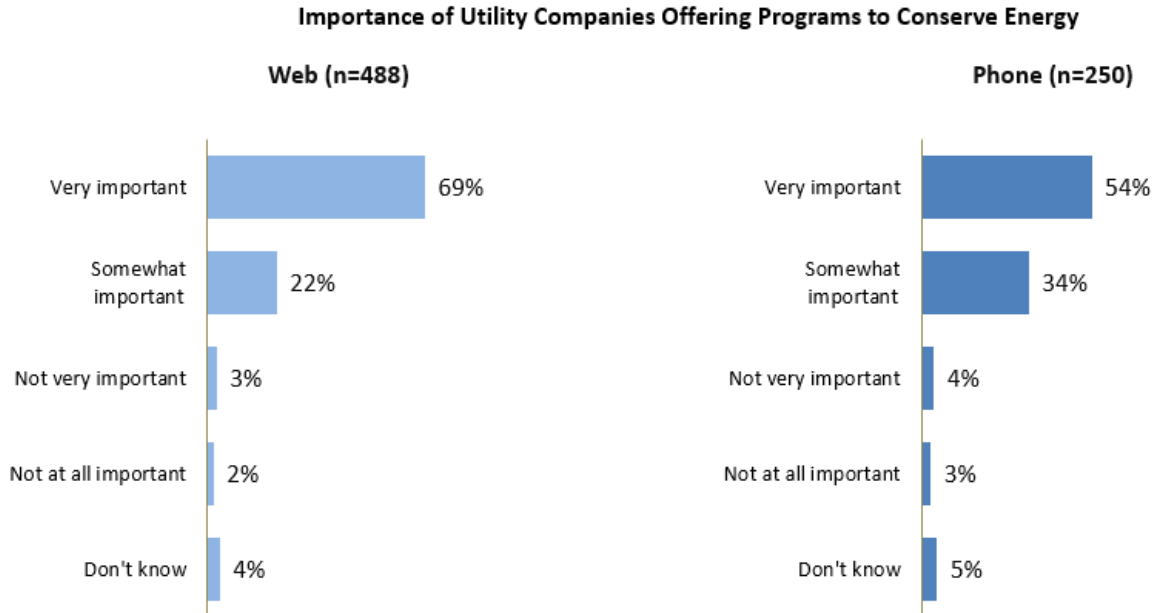


Providing information on how to control electricity costs



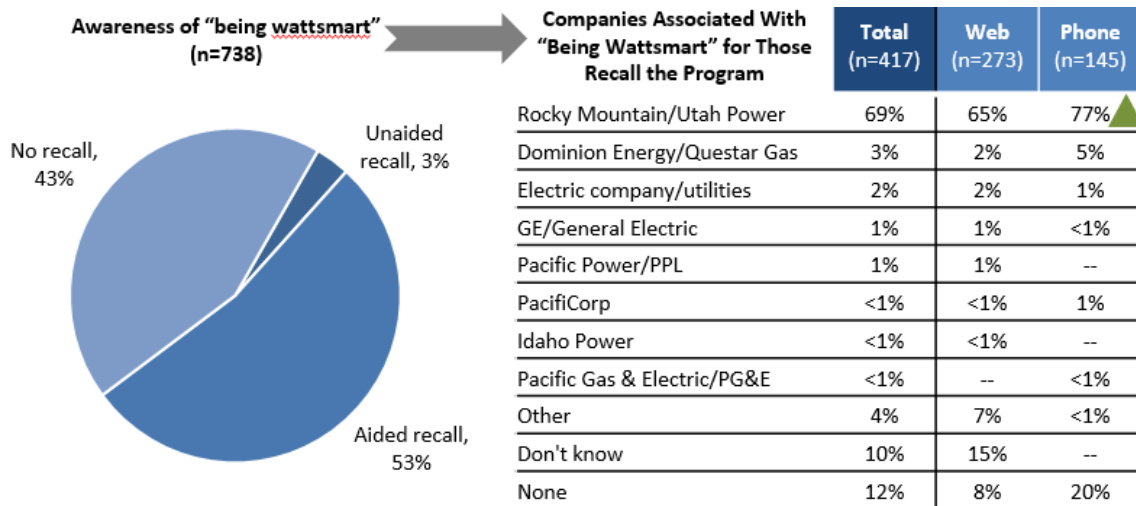
Importance of Utility Companies Helping Customers Conserve Energy

Customers feel it is highly important for utility companies to offer programs to help conserve energy. Nine in ten believe that it is “very” or “somewhat” important for utility companies to help customers conserve energy through program offerings. Phone respondents are more likely to state that it is “very important” for utility companies to help conserve energy through program offerings. (MDC Research)



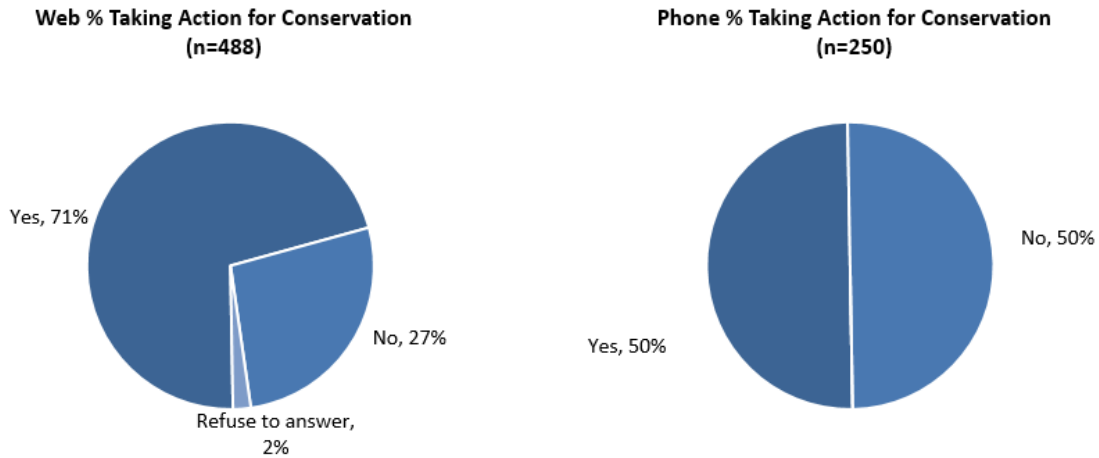
Familiarity with “being wattsmart”

Over half are familiar with “being *wattsmart*”. Of those familiar with “being *wattsmart*,” 69% attribute the phrase to Rocky Mountain Power. Phone respondents aware of “being *wattsmart*” are significantly more likely to associate Rocky Mountain Power with the phrase than web survey respondents (77% vs. 65%). (MDC Research)



Taking action

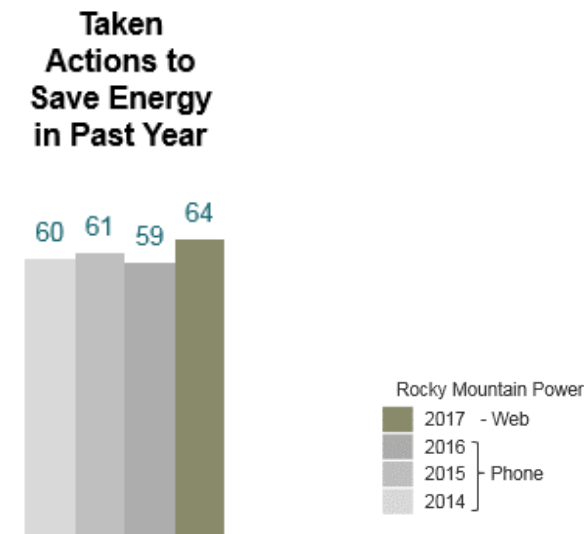
Two thirds of customers have taken some actions to conserve energy. Web respondents are significantly more likely than phone respondents to have taken action to save energy in the past year (71% Web vs. 50% phone). (MDC Research)



MSI research findings in 2017, also reveal nearly two-thirds of Rocky Mountain Power customers (64%) reported having taken action to reduce energy in the past year.

Residential

Have Taken Action to Reduce Energy Use in Past Year

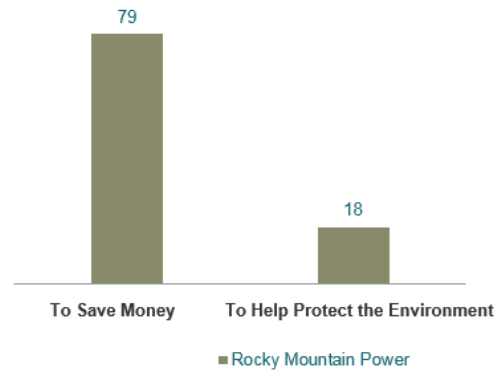


MSI Research

Reason for taking action

Main reason for taking action to reduce energy use (among those who have taken action) is to save money (79%) and to help protect the environment (18%). MDC Research reports nearly identical findings as MSI with the top reason for conservation action is “to save money” (80%). Protecting the environment is a secondary concern, mentioned by 18%.

Main Reason for Taking Action to Reduce Energy Use
Among Those Who Have Taken Action
2017 Web Results



MSI Research

Reasons for Conservation Action (Among Those Taking Action)	Total (n=471)	Web (n=488)	Phone (n=250)	Ad Aware (n=298)	Ad Non- Aware (n=173)
To save money	80%	80%	83%	79%	82%
To protect the environment	18%	16%	26%	23%	11%
Conserve energy (general)	6%	7%	3%	8%	3%
To make my home more comfortable	4%	3%	9%	4%	6%
Needed to replace an old or broken appliance	4%	3%	5%	2%	7%
To reduce need for new energy infrastructure	1%	--	2%	1%	<1%
To take advantage of a rebate or tax credit	1%	--	2%	--	2%
Heard ads encouraging energy conservation	<1%	<1%	--	<1%	1%
Other	10%	13%	1%	11%	8%
Don't know	<1%	--	2%	1%	--
No reason	<1%	1%	--	<1%	<1%

MDC Research

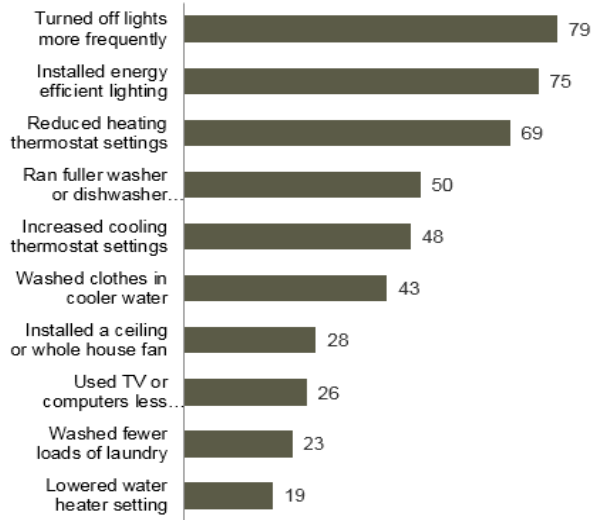
Actions Taken

Actions around lighting are the most common responses in both research studies. “Turning off lights more frequently” (79%) and “installing energy efficient lighting” (75%) remained the top responses among those who reported taking action; increasing thermostat settings and installing a ceiling or whole house fan also saw a slight increase in response in 2017. (MSI Research)

Residential

Energy Efficiency Actions Taken in Past Year

Among Those Who Reported Taking Action



MSI Research

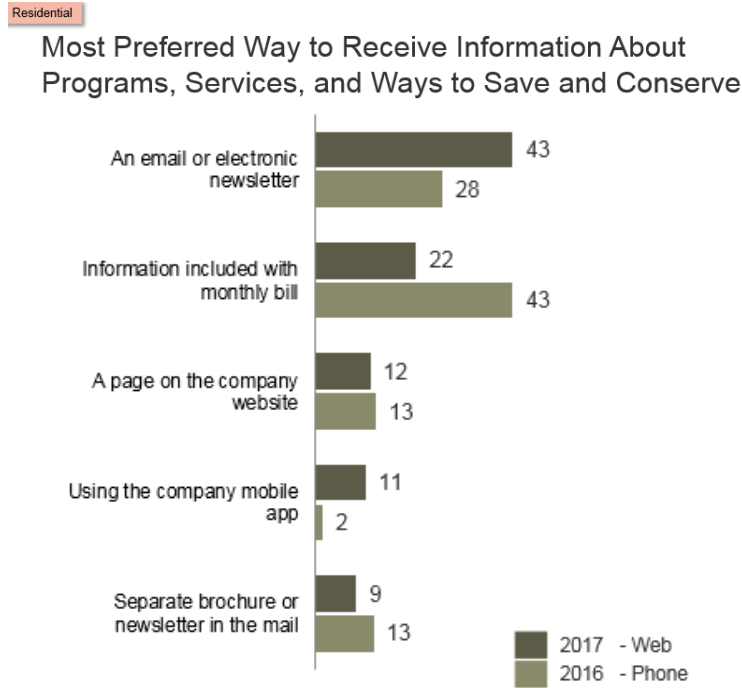
MDC Research shows using energy-saving light bulbs is the top actions taken, followed by turning off lights and adjusting the thermostat.

Conservation Actions Taken (Among Those Taking Action)	Total (n=471)	Web (n=488)	Phone (n=250)	Ad Aware (n=298)	Ad Non- Aware (n=173)
Use energy-saving light bulbs	51%	50%	53%	52%	49%
Turn off lights when leaving a room	18%	16%	21%	19%	16%
Adjust thermostat	16%	15%	19%	16%	17%
Generally conserve or use less energy	9%	7%	16% ▲	10%	7%
Unplug appliances when away from home	9%	11% ▲	4%	10%	6%
Install energy-efficient appliances	7%	5%	10%	8%	5%
Lowered use of/turned off air conditioning/use other cooling means	6%	8% ▲	2%	6%	7%
Insulate or caulk around windows or doors	6%	7%	4%	5%	7%
Install energy-efficient doors or windows	6%	4%	10%	4%	8%
Smart/programmable thermostat	5%	7%		6%	4%
Install an energy-efficient air conditioner or furnace	5%	4%	8%	5%	6%
Add insulation to your attic, roof, or walls	5%	5%	5%	5%	5%
Install solar	5%	3%	9% ▲	6%	3%
Upgrade drapes/blinds	2%	3%	--	3%	2%
New/energy efficient washer/dryer	2%	2%	--	1%	2%
Switched to fireplace/wood pellet stove/propane/natural gas	1%	2%	1%	1%	2%
New/energy efficient water heater	1%	2%	--	2%	1%
Insulate water heater, pipes, or air ducts	1%	--	5%	--	4%
Tune up your furnace or water heater	1%	<1%	2%	1%	<1%
Other	7%	8%	5%	6%	10%

MDC Research

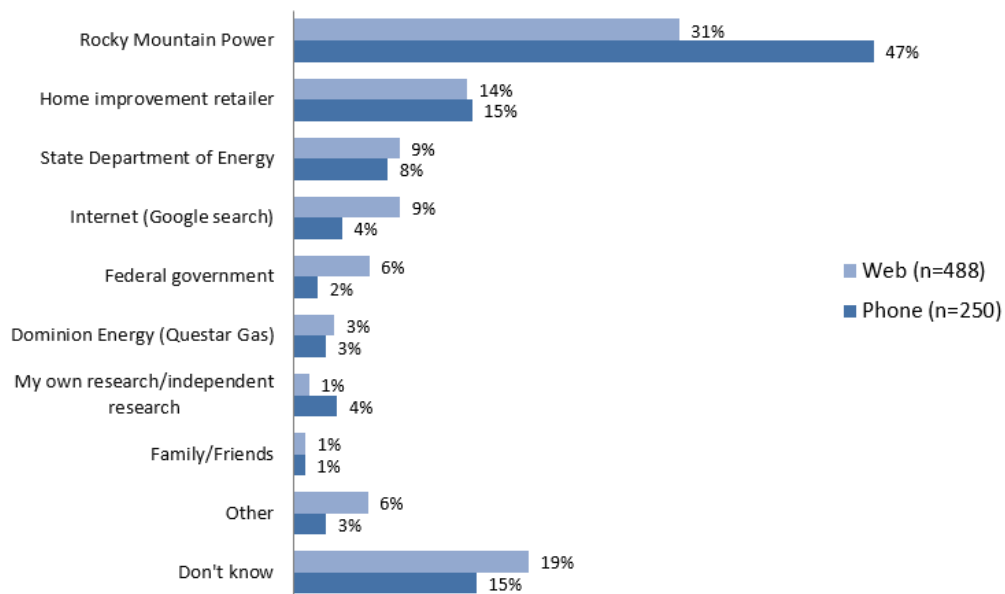
Preferred Energy Efficiency Information Sources

Emails or electronic newsletter have surpassed bill inserts as the preferred way customers receive energy conservation information. Preference for the mobile app increased significantly in 2017, while the web site remained stable. *(MSI Research)*



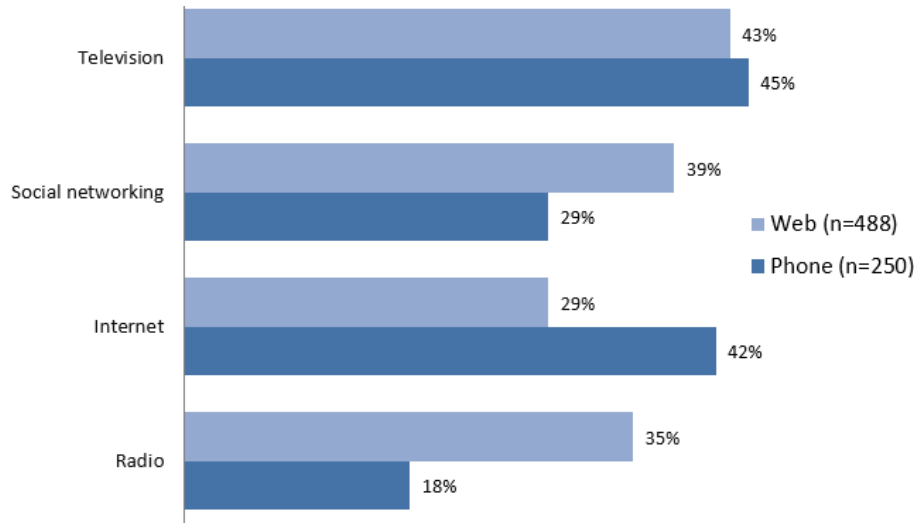
Energy Efficiency Information Sources

Rocky Mountain Power is the most commonly mentioned first source for customers to turn to for energy-efficiency information. This is especially true among phone survey respondents. *(MDC Research)*



Top Sources for Current Events

Television, social networking, the internet, and radio are the top sources for information on new and current events. Online respondents are more likely to seek information via social networking and the radio; phone respondents are more inclined to search for information on the internet. *(MDC Research)*



Cogent Energy Reports comparison of Rocky Mountain Power to other utilities in the West shows the Company having higher awareness among residential customers of the benefits of programs to help them lower utility costs and help the environment.



Benefits Awareness Analysis

Benefits Awareness Attribute Ratings	Electric			
	2017	2016	2017	Diff
Provides programs/offerings that improve customer service	7.07	6.94	7.22	+0.28
Programs/offerings make it easier to do business with them	7.22	7.07	7.25	+0.18
Programs/offerings can/did help me lower my utility costs	6.88	6.22	6.89	+0.67
Programs/offerings help the environment	6.91	6.79	6.90	+0.11
Programs/offerings make me a more conscious energy consumer	6.98	6.50	7.04	+0.54
Programs/offerings fit my needs	7.18	6.95	7.12	+0.17

Cogent Energy Reports

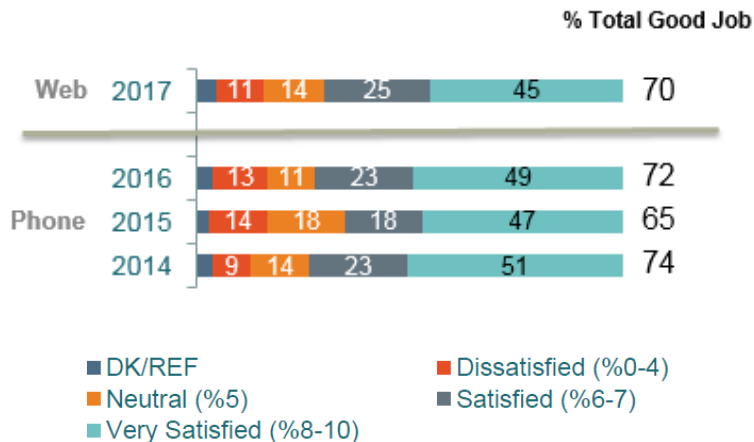
Commercial Customers

Findings for 2017 are very similar to what customers reported in 2016 with slight shifts that may be attributed to the change to online methodology and the larger sample size.

Seven in ten (70%) Rocky Mountain Power commercial customers are aware of solutions to help them use energy efficiently.

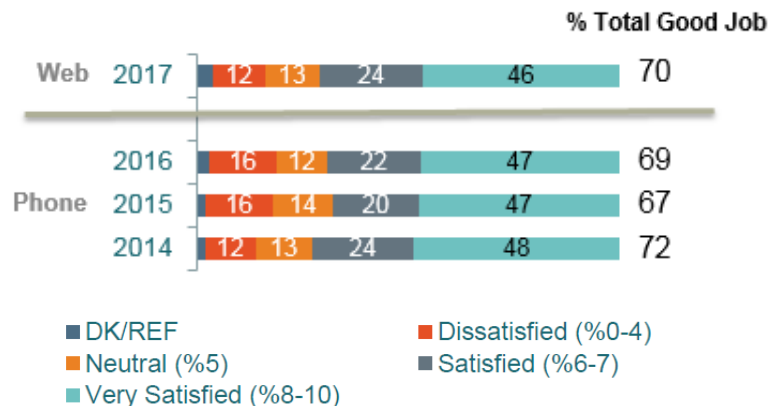
Note: “% Total Good Job” (70) combines percentage of “Satisfied” (25) and “Very Satisfied” (45) responses to survey questions. In the legend, DK/REF means a customer responded “Don’t Know” or “Refused to Answer,” and the 0-4, 5, 6-7, and 8-10 numbers represent the corresponding number range from the survey responses (i.e. if a customer rated Rocky Mountain Power anywhere from 8-10 in the survey, they were very satisfied).

Offering solutions to help customers use energy more efficiently



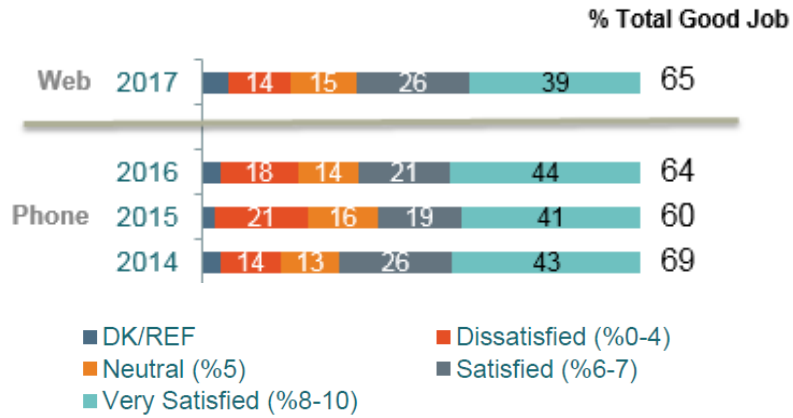
Seven in ten (70%) Rocky Mountain Power commercial customers believe their utility is doing a “good job” of providing information on how to control electricity costs.

Providing info on how to control energy costs



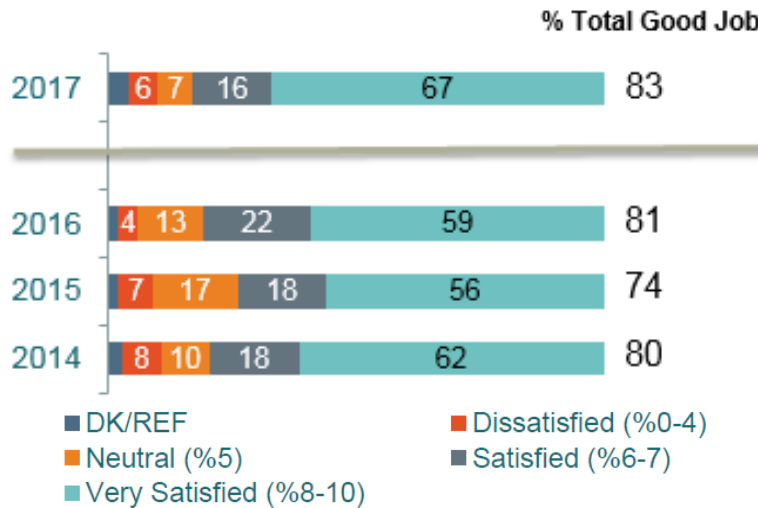
Sixty-five percent (65%) of commercial customers say their utility helps their company by providing incentives to save money on their energy bills.

Helping your company/organization by providing incentives to save money on energy bills



Approximately eight in ten (83%) customers feel Rocky Mountain Power does a “good job” of providing information about products and services that are of value to them and their organizations.

Providing information about products and services that are of value to you and your organization

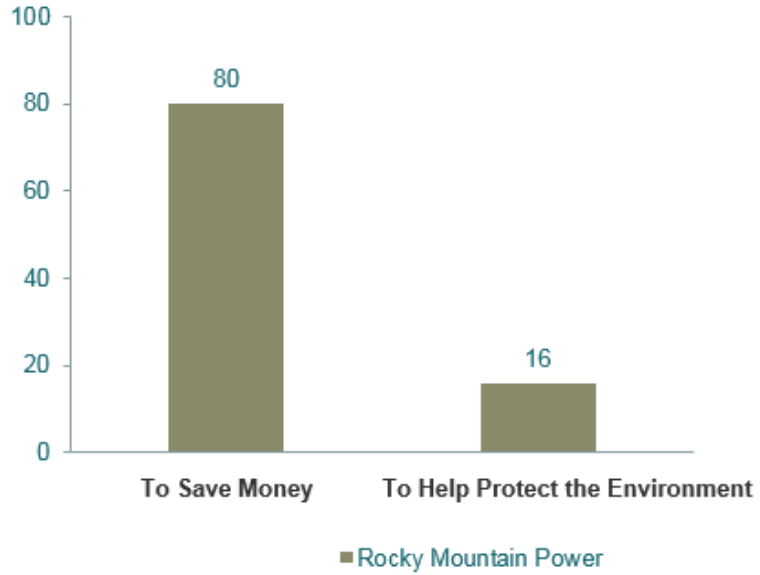


Nearly half (48%) have taken actions to save energy within the past year to reduce their usage. The main reason for taking action to reduce energy use (among those who have taken action) is to save money (80%) and to help protect the environment (16%).

**Taken
Actions to
Save Energy
in Past Year***



**Main Reason for Taking Action to Reduce Energy Use
Among Those Who Have Taken Action
2017 Web Results**

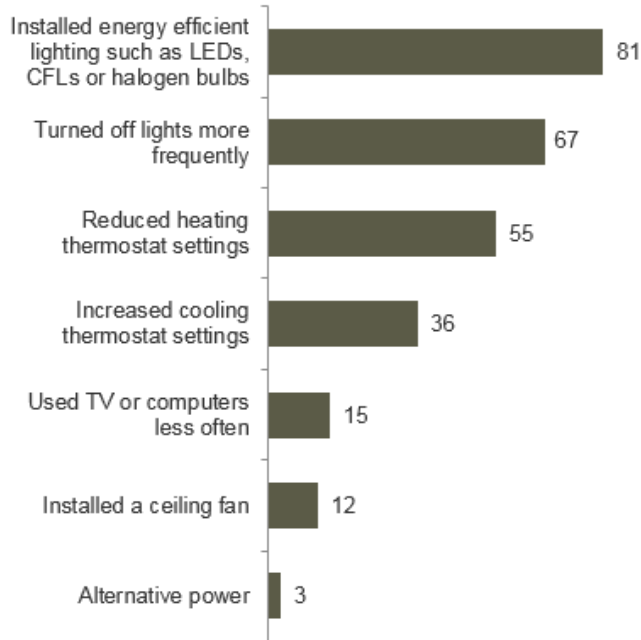


Energy saving actions most commonly reported include installing efficient lighting (81%) or turning off lights more frequently (67%).

Commercial

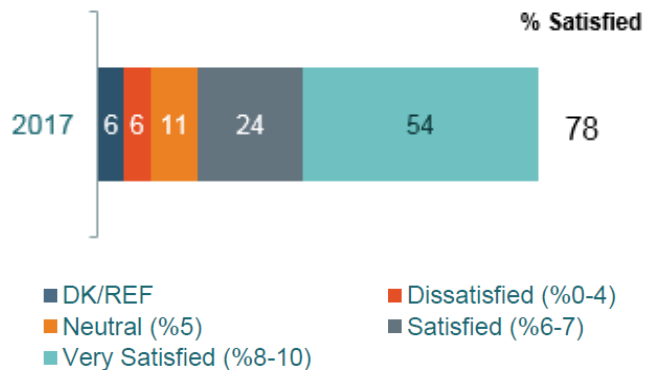
Energy Efficiency Actions Taken in Past Year

Among Those Who Report Taking Action



Nearly eight in ten customers (78%) are satisfied with the selection of energy-saving and renewable options available to them. *This was a new question asked in 2017.*

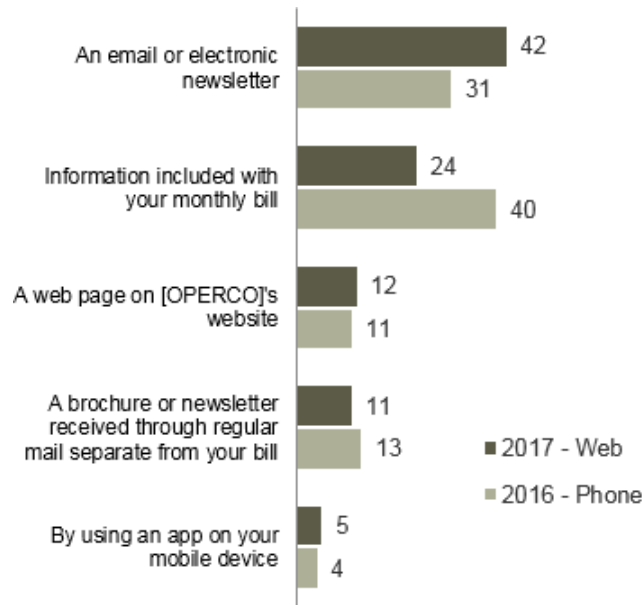
Satisfaction with programs that help customers manage usage/costs and increase use of renewable energy resources



With the web methodology, four in ten commercial customers (42%) would most prefer to receive program and service information in an email or electronic newsletter; another 24% would prefer information with the monthly bill.

Commercial

Most Preferred Way to Receive Information About Programs, Services, and Ways to Save and Conserve



Cogent Energy Reports comparison of Rocky Mountain Power to other utilities in the West reveals opportunities to improve awareness of the benefits of programs available to help business customers’ lower utility costs.



Benefits Awareness Analysis

Benefits Awareness Attribute Ratings	Industry			Diff
	H1 2017	H1 2016	H1 2017	
Provides programs/offerings that improve customer service	7.71	7.74	7.70	-0.04
Programs/offerings make it easier to do business with them	7.81	7.98	7.78	-0.20
Programs/offerings can/did help my business lower my utility costs	7.67	7.72	7.42	-0.30
Programs/offerings help the environment	7.59	7.55	7.53	-0.02
Programs/offerings make my business a more conscious energy consumer	7.68	7.93	7.61	-0.32
Programs/offerings fit my business’s needs	7.80	7.99	7.63	-0.36

Recommendations

Research Findings

- Nearly two-thirds of residential customers and half of commercial customers said they have taken action to reduce energy use. The key reasons they cited for taking action were to save money and to help the environment.
- Rocky Mountain Power continues to be viewed favorably as a credible source for energy efficiency information, and the vast majority of customers believe it is important for the Company to offer programs to help customers conserve electricity.
- The awareness level of “being *wattsmart*” has remained fairly consistent. In order to help customers continue to use energy more efficiently, research indicates a need to further increase awareness of *wattsmart* across all customer segments and particularly for small- to mid-size business customers.

2018 Target Audience

The Company will target residential customers as well as a diverse mix of small, medium, and large size business customers.

2018 Strategy

Continue promoting “being *wattsmart*”

In view of strong recall for the outreach and communications campaign, continue to advertise and promote being *wattsmart* to help customers save money. In 2017, the Company made the connection that energy efficiency is good for the bottom line (saves money) and the bigger picture (good for the environment). It localized the messaging to Utah and tied the *wattsmart* concept to stories about others who are being *wattsmart* and the benefits they received. The Company plans to continue this effort and emphasize efficient energy practices to reach residential and small, medium, and large size business customers with an emphasis on diverse industry mix of businesses.

Increase targeted media channels

In order to increase the number of “ad aware” customers, the Company will increase the reach and frequency of advertisements or communications for energy conservation and efficiency, using TV, social networking (community building platforms), online, radio, and direct email and shift a larger percentage of the 2018 budget to these vehicles than in 2017.

Engage with customers online

The Company will continue efforts to offer an engaging and valuable experience on rockymountainpower.net and *wattsmart.com* and continue to update and improve the *wattsmart* website.

Research, evaluation, and measuring success

Annual program evaluation and monitoring will be built into the Campaign to measure and verify plan delivery. Success will be measured by supporting overall awareness and participation in *wattsmart* energy efficiency offerings and positive survey results for next year, including:

- Continuation of strong familiarity with being *wattsmart*.
- A higher number of customers taking action for conservation.
- Strong engagement as measured by digital and social media interactions for paid and organic content focused on energy efficiency.

2018 Messaging Approach

Remind and empower customers to adopt energy-efficient behaviors and choose energy-efficient equipment to realize long-term financial savings as well as other operational and environmental benefits.

- Spotlight the value customers are receiving from their energy-efficient actions. Saving money continues to be the factor most likely to impact behavior change.
- Focus on long-term financial savings and other benefits like: easy to adopt; good for the environment and Utah; improved comfort; reduced maintenance; business differentiation as a leader in sustainable/cleaner energy practices; goodwill that comes from making Utah more livable now and into the future.
- Make storytelling engaging and share-able (video, digital infographics, audio clips).
- Punctuate key points with text in video executions to improve recall through digital platforms.

Tactics/Campaign Components

wattsmart Business and wattsmart Communities

For 2017, Rocky Mountain Power leveraged the success of the business advocacy program by using the *wattsmart* campaign to create wider visibility of the benefits energy efficiency provide businesses and communities in Utah. This effort will continue in 2018 by highlighting accomplishments and innovative practices through storytelling and by providing recognition to engaged business customers and communities.

The plan is designed to:

- Generate awareness and participation in the *wattsmart* Business program by sharing case studies from customers engaged in the program to show how offerings have helped lower energy costs.
- Promote awareness of the benefits of the *wattsmart* Small Business direct install program to help reinforce that when small businesses thrive it helps them save money and it benefits local communities.
- Engage Utah communities to develop Community Energy Plans to save energy and money and plan for a better future.
- Reinforce an understanding within the business and government communities about the need for and benefits of embracing energy efficiency options and show how the Company can help.
- Emphasize that energy efficiency is good for Utah's economy and environment. Educate Chamber of Commerce members and trade show attendees about the benefits of being *wattsmart* and the programs available to them.
- Utilize multiple touch points to reach the target audience and keep the Company's *wattsmart* messages top of mind.
- Continue the Chamber and community outreach as well as the *wattsmart Business Partner of the Year* awards and related media outreach. Rocky Mountain Power also attends several trade shows throughout the year to engage customers one on one.

Key Messages

- **wattsmart Business:** Being **wattsmart** saves Utah businesses money and to operate more efficiently. Rocky Mountain Power can help your business save too.
- **wattsmart Communities:** Create a customized energy plan for your community with help from Rocky Mountain Power. A plan will help to save energy, money and make your community a better place to live now and into the future.
- Supporting message: Energy efficiency is good for Utah and the environment (reduces emissions and helps the economy) and it’s good for your business’ and community’s reputation (good corporate citizen, lower environmental footprint).

wattsmart Communities outreach

The Company will market **wattsmart** Communities through direct engagement with community leadership and decision makers with field outreach personnel. **wattsmart** Communities applies a facilitated, flexible, data-driven methodology to help communities plan for and achieve energy goals. The program will be implemented by field teams engaging with communities.

wattsmart Business events and sponsorships

The Company will market the **wattsmart** Business program through local business events, energy efficiency conferences, local business conferences, military related events and other community events. This allows the Company to have direct contact with its customers and local leaders, distribute marketing collateral, answer questions, and provide useful and accurate information in regards to its energy efficiency programs.

Following is a sample of marketing events the Company plans to participate in during 2018:

Event	Timing	Activities
Salt Lake Chamber	Monthly	Utah Business Radio and social media
Small Business Direct Install	Monthly	Travel to smaller rural communities to assist with energy-efficient upgrades
wattsmart Business Vendor training and annual meetings	Spring	Training for trade allies
Utah Water Users Association Summit	March	Sponsor
Six County Association of Governments Leadership Summit	April	Sponsor
Utah Governor’s Economic Summit	April	Sponsor with tabling opportunity
Utah Governor’s Energy Development Summit	May	Booth, speaking opportunity with sponsorship
Utah Association of Energy Users	May	Sponsor
Utah Rural Summit	August	Sponsor
Utah Solutions Summit	Summer	Sponsor
BOMA	Summer	Training/conference
Award Presentations	Summer/Fall	Present wattsmart Business Partner of Year Awards
Targeted Town events	Summer/Fall	Focused Community Outreach
Utah Green Business Awards	October	Sponsor and presentation
Utah Energy and Environment Symposium	October	Sponsor
Utah Manufacturers Association	November	Annual event
Moab Regional Meeting	November	Sponsor

wattsmart Homes

To help residential customers manage costs, the Company plans to have a consistent multi-media paid and social media presence throughout the year. The typographical creative developed in 2017 will be refreshed, reprised and expanded for use in 2018.

Overall media frequency will include the cooling season to help customers understand tools are available to manage costs. The *wattsmart* campaign will use targeted print, radio and temperature-triggered social media to drive behavior change and awareness, and provide opportunities to reduce energy use.

Rocky Mountain Power will also have a strong presences at the Spring and Fall Home Shows serving the Salt Lake City metro area. These events draw large audiences and provide an opportunity to engage with customers one on one with energy efficiency messages and solutions.

The Company also delivers program information through the *Voices* residential customer newsletter and bill inserts. With more than 31 percent of the Company’s customers enrolled in paperless billing, these newsletters are also sent electronically.

Key Messages

- Being *wattsmart* helps you save money and it helps Utah’s environment.
- Using energy wisely at home is good for Utah and your wallet.
- Surprising as it sounds, Rocky Mountain Power wants to help you use less electricity.

Supporting Messages

Supporting messaging will demonstrate through customer spotlights how the Company is helping customers lower their energy use and save money.

PR/Public Affairs

Media Pitches and Social Media Focus

The Company will conduct proactive news media outreach to maximize existing content and create story pitches and news releases that are timely and relevant.

Business and/or Community Pitches

Focused on the benefits of participation in the *wattsmart* Business program by sharing customers’ success stories about how being *wattsmart* is helping them operate more efficiently and reach their sustainable energy goals. As communities complete Energy Plans, seek publicity for efforts with local media outlets.

Feb March April	<i>Business customer case study feature</i>	Communicate the benefits and energy savings realized by a well-known business customer through participation in <i>wattsmart</i> Business. Have the customer ready to interview and share how participation helped them reach their energy-saving goals and realize other benefits (saving money, reduced maintenance, reduced environmental footprint, greater comfort, brighter lighting, etc.).
Aug, Sept	<i>wattsmart Business Partners of the Year</i>	Announce winner(s) to elevate the profile of the <i>wattsmart</i> Business program and recognize the customer(s)’ commitment to energy efficiency. Have the customer(s) ready to interview to share how participation helped them earn the award, reach their goals and realize other benefits.
Q4	<i>wattsmart Communities</i>	Work with community leadership to announce completion of Community Energy Plan to communicate the benefits through local media outlets.

Residential Pitches

Timing	Pitch Topic	Abstract
April/May	<i>Spring into savings</i>	Use the seasonal shift and momentum from the Spring Home Show to generate awareness for home energy efficiency upgrades and available incentives with a secondary message about the benefits to the environment.
July/Aug./Sept	<i>Simple Steps to save on Summer Cooling /Evaporative coolers</i>	Explore home cooling options from evaporative cooling, to central air and ceiling fans from an energy efficiency standpoint. Rocky Mountain Power will help customers weigh their options and make informed choices.
Seasonal Pitch/Timing TBD	<i>A Seasonal DSM Message</i>	Communicate the benefits of saving energy and link message to a current event or seasonal content. Examples may include: Memorial Day and preparing your home to save energy while you are away; First cold weather and Prep for Old Man Winter/Weatherization; or Holidays are Merrier and Brighter with LEDs.

Multicultural Outreach

The Company intends to have a presence at Telemundo Utah's Cinco de Mayo festival, which includes music, folk dancing, fair-style games and booths, food and other activities.

Smaller events are sponsored by Hispanic media, particularly radio and newspapers that reach the Hispanic community by working with churches, nonprofit organizations and businesses. These are held throughout the year and are typically planned 30 to 60 days in advance of the event.

School Curriculum Program

Be *watt*smart, Begin at Home — National Energy Foundation (“NEF”)

Since 2012, the Company has partnered with National Energy Foundation to develop the “Be *watt*smart, Begin at Home” curriculum. One-hour, interactive assemblies help Utah fifth-grade students understand how electricity is generated and why they should be energy efficient. “Be *watt*smart, Begin at Home” presentations by the Company include hands-on, and large group activities.

The assemblies are based on state education guidelines. In fall 2017, approximately 12,000 students in Utah participated in the curriculum, which includes 128 schools taught by 460 teachers. Students were provided “Home Energy Checklists” and asked to audit their homes to receive LED night lights as incentives. Teachers can receive a \$50 Visa gift card for their classrooms.

The Company’s contract with National Energy Foundation (NEF) concludes with the fall 2017 school assembly presentations and the delivery of final reports in early 2018. In order to continue the education program for the 2018/2019 school year, the Company will issue a competitive RFP in early 2018. There are no plans at this time to change the fundamentals of the education program. The budget will be based on negotiated contract terms with the contractor within the scope of work.

2018 Forecasted Budget (January 2018 – December 2018)

Tactic	Budget
Media/Website	\$770,000
Creative/Production/Planning	\$200,000
<i>watt</i> smart Business events and sponsorships	\$100,000
General PR and public affairs support	\$130,000
<i>watt</i> smart School Curriculum Program	\$175,000
Research	\$25,000
Total	\$1,400,000

CERTIFICATE OF SERVICE

Docket No. 17-035-67

I hereby certify that on December 14, 2017, a true and correct copy of the foregoing was served by electronic mail to the following:

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