

December 20, 2019

***VIA ELECTRONIC FILING  
AND OVERNIGHT DELIVERY***

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

Attention: Gary Widerburg  
Commission Secretary

**Re: Docket No. 19-035-44**

In the Matter of the Request of Rocky Mountain Power for Approval of its Eleventh-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 Eleventh-Year Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2020 – December 31, 2020 (“2020 Plan”). A budget of \$1.5 million is proposed for the 2020 Plan. The 2020 Plan was circulated to the DSM Steering Committee on December 2, 2019.

The expenses associated with the 2020 Plan were included in the Company’s forecast of expenses in the DSM Deferred Account & Forecast Report filed November 1, 2019 in Docket No. 19-035-28. It is respectfully requested that the Commission issue an order approving the 2020 Plan with an effective date of January 20, 2019.

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

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

Public Service Commission of Utah

December 20, 2019

Page 2

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 written in a cursive style with a long, sweeping tail on the "w".

Michael S. Snow  
Manager, Regulatory Affairs

cc:     Division of Public Utilities  
          Office of Consumer Services

Enclosure



**Strategic Communications and Outreach Plan  
Utah Energy Efficiency and Peak Management  
2020 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 2020 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 <sup>1</sup>	January 31, 2014
January 1, 2014 through December 31, 2014	DSM Annual Report <sup>2</sup>
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
January 1, 2019 through December 31, 2019	DSM Annual Report
January 1, 2020 through December 31, 2020	DSM Annual Report

<sup>1</sup> 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.

<sup>2</sup> After 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*” continuing to improve, more than two-thirds of residential customers and over 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.
- Customers are responding to real life examples. A focus on case studies and highlighting customer achievements will continue to be a key focus.
- Based on research findings, more direct email and digital advertising that points to the newly redesigned responsive website will be added to the Company’s outreach in addition to advertising through television, social media, online, radio, and out-of-home.
- Customers feel it is important for Rocky Mountain Power 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 to promote “being *wattsmart*” to support Rocky Mountain Power’s “Powering Your Greatness” brand essence that empowers customers with options to save energy and money.
- Maintain targeted media channels with adjustments for trends, cost and impact.
- Engage customers online and through direct email.
- Increase outreach to the next generation of energy savers with engaging energy efficiency education.

### **Proposed Budget**

The Company proposes an overall communications and outreach budget of \$1.5 million and plans to increase the number of schools we are able to reach with in-classroom energy education presentations. This will address schools on a waiting list for presentations, and aligns with the 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 and non-residential customers in two separate studies 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 Escalent National Benchmarking Studies to support continued outreach and communications to residential and business customers; and provide insights into opportunities to improve awareness about the benefits of efficiency.

### Research Methodology

- **MDC Research** – Customers were randomly invited to participate in online surveys via emails issued by MDC Research. Three-hundred eighty-two Utah business customers completed online surveys in July 2019 and 1,003 Utah residential customers completed online surveys in September 2019.

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 and business customers are taking to be *wattsmart*.

- **Escalent National Benchmarking Study** – In 2019, the Company engaged Escalent (formerly MSI) to conduct quarterly online snapshot surveys with residential customers and semi-annual online surveys with business customers. These studies provide 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 topics related to outage communications, web interactions, billing, communication, pricing and energy efficiency. For the purpose of this plan, we will look only at findings that pertain to energy efficiency.

Both the residential and business Escalent surveys asked two questions related to energy efficiency: Does Rocky Mountain Power do a "good job" of "Providing information on how to control your energy costs?" and "Does the Company do a "good job" of "Offering solutions to help customers use energy more efficiently?"

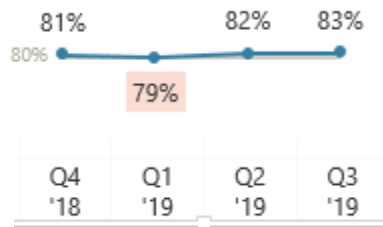
The third-quarter 2019 residential snapshot scores increased on both questions: for "Providing information on how to control energy costs" (84% compared to 81% in 2018) and for "Offering solutions to help customers use energy more efficiently" (83% compared to 81% in 2018). With business customers, scores remained relatively unchanged in 2019 for "Providing information on how to control energy costs (72% compared to 73% in 2018), and for "Offering solutions to help customers use energy more efficiently" (73% compared to 74% in 2018).

## Research Findings

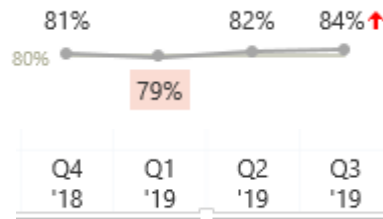
### Residential Customers

More than three-quarters of residential customers say Rocky Mountain Power does a “good job” of offering solutions that help customers use energy efficiently (83% compared to 81% in 2018 and providing information on how to control their electricity costs (84% compared to 81% in 2018. (*Escalet 2019 Research*)

#### Offering solutions to help customers use energy efficiently

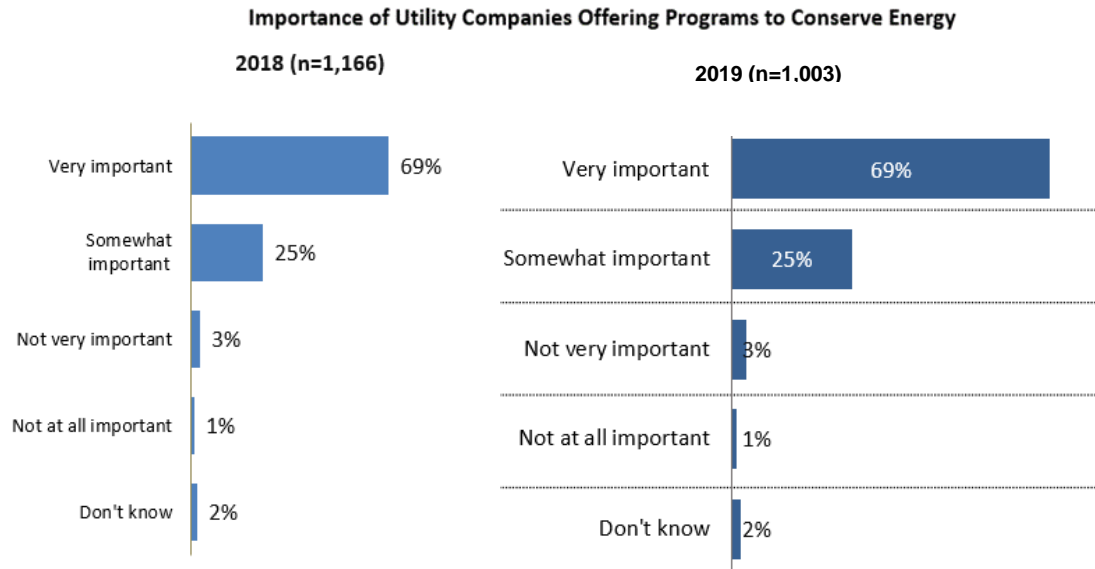


#### Providing information on how to control electricity costs



## Importance of Utility Companies Helping Customers Conserve Energy

Residential customers feel it is highly important for utility companies to offer programs to help conserve energy. Results for 2019 are identical to 2018 with nine in ten believing that it is “very” or “somewhat” important for utility companies to help customers conserve energy through program offerings. (*MDC 2019 Residential Research*)



## Familiarity with “being wattsmart”

Three quarters (73%) are familiar with “being *watt*smart”. Of those familiar with “being *watt*smart,” 75% attribute the phrase to Rocky Mountain Power. (*MDC 2019 Residential Research*)

### Recall the phrase “being *watt*smart”



### Companies associated with “being *watt*smart” (among those who recall)

Rocky Mountain Power	75%
Other	11%
Don't know	14%
None	2%

## Taking action

Over two-thirds (69% compared to 67% in 2018) of residential customers have taken some actions or changed something in their household in the past year to save energy. The top actions (among those taking action), continue to be around lighting. “Installing energy efficient lighting” (53% up from 50% in 2018) and “Turning off lights more frequently” (12% down from 15% in 2018); adjusting thermostat settings and installing energy-efficient appliances or solar panels are also top actions cited.

(MDC 2019 Residential Research)

### % Have Taken Actions to Save Energy



**53%** Install energy-efficient lighting



**9%** Lowered use of/turned off air conditioning/use other cooling means



**8%** Install solar panels

### Top Actions Taken (among those taking action)



**12%** Turn off lights more frequently



**8%** Install energy-efficient appliances

## Reason for taking action

Main reason for taking action to reduce energy use (among those who have taken action) is to save money (71% compared to 75% in 2018) and to save energy (17% compared to 14% in 2018) and to protect the environment (16% compared to 15% in 2018).

Reasons for Conservation Action (Among Those Taking Action)	Total 2018 (n=769)
To save money	75%
To protect the environment	15%
Conserve energy (general)	14%
Needed to replace an old or broken appliance	6%
To make my home more comfortable	2%
To reduce need for new energy infrastructure	1%
Heard ads encouraging energy conservation	<1%
Other	11%

MDC 2018 Residential Research

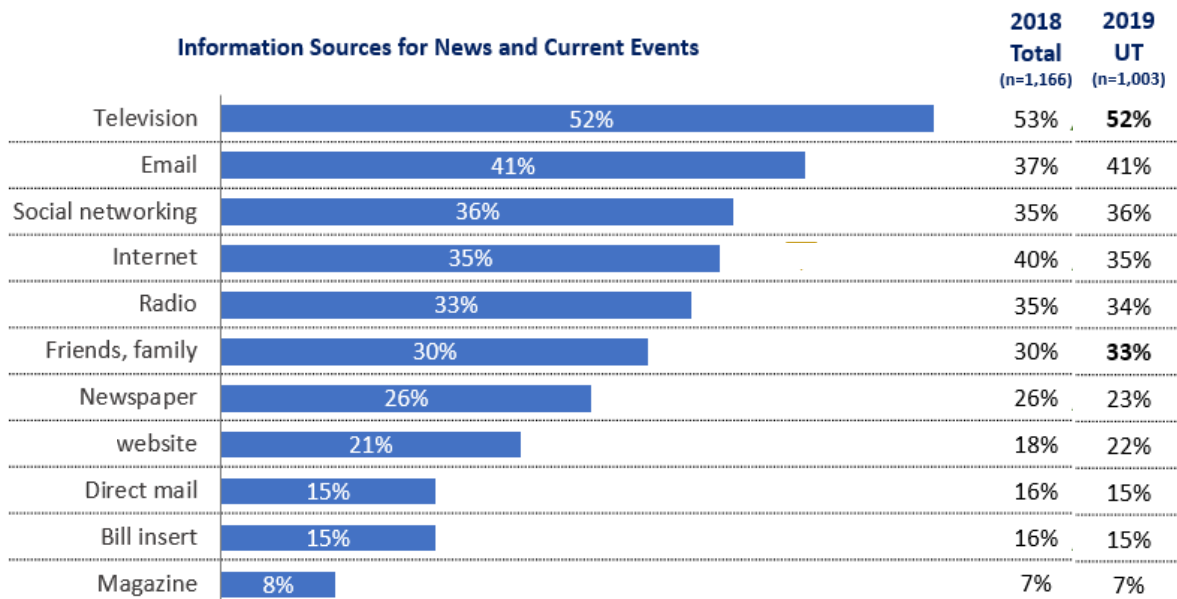
Top Reasons for Conservation Action (Among Those Taking Action)	2019 UT (n=690)
To save money	71%
Save energy	17%
To protect the environment	<b>16%</b>
Needed to replace an old or broken appliance	5%
To make my home more comfortable	2%
To reduce need for new energy infrastructure	<b>2%</b>
Right thing to do	1%
Prefer LED lights	1%

MDC 2019 Residential Research



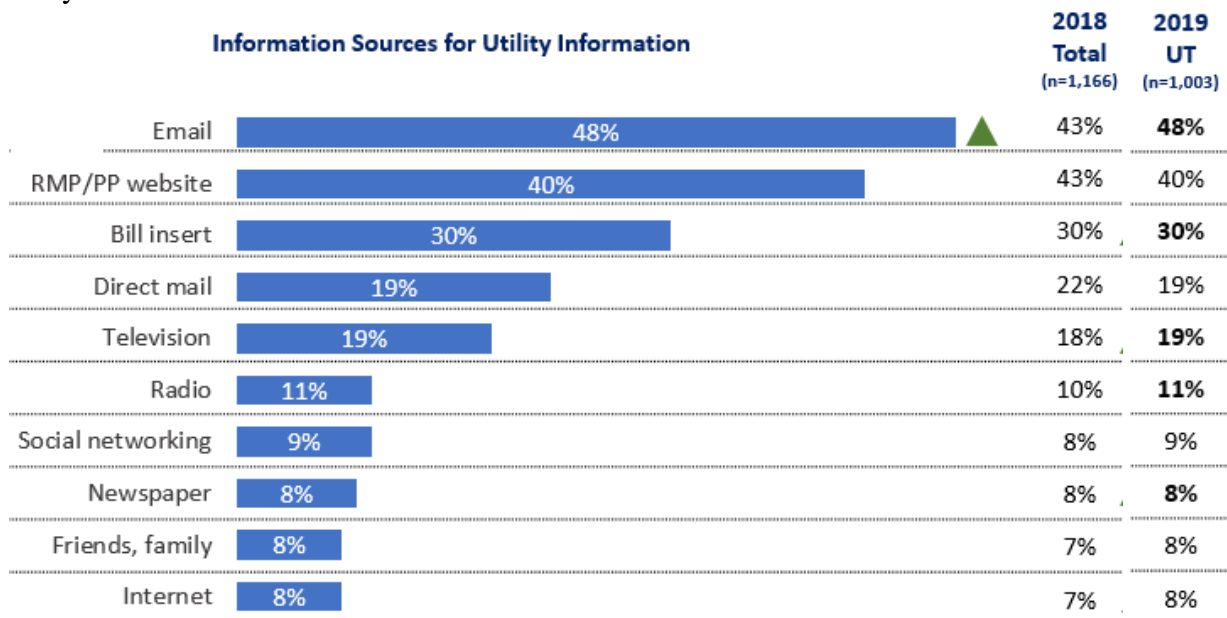
## Top Sources for Current Events

Television remains the main source of information about news and current events. Customers who recall “wattsmart” are significantly more likely to mention television than those that do not recall “wattsmart.” Homeowners are significantly more likely to rely on television and newspaper for news and current events than renters.



*MDC 2019 Residential Research*

Email remains the main source of information about Rocky Mountain Power followed by the utility website.



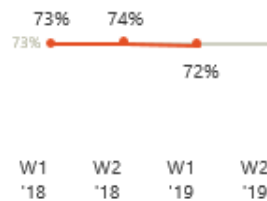
## Commercial Customers

In 2019, the Company engaged MDC Research to study the effectiveness of the outreach and communications campaign with business customers. The survey measured the awareness of and self-reported efforts toward conservation and participation in Rocky Mountain Power’s DSM programs. Three-hundred eighty-two Utah business customers completed online surveys with MDC Research in July 2019. Since this was the first year of the study, it will serve as a benchmark to compare against in 2020.

The Company also hired Escalent (formerly MSI) to conduct semi-annual online snapshot surveys with business customers and provide insights into opportunities to improve awareness about the benefits of efficiency.

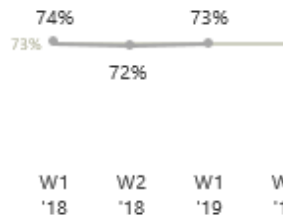
The 2019 Escalent mid-year business snapshot contained two data points relevant to energy efficiency in which Rocky Mountain Power scores remained relatively unchanged for “Providing information on how to control energy costs (72% compared to 73% in 2018), and for “Offering solutions to help customers use energy more efficiently” (73% compared to 74% in 2018).

### Offering solution to help customers use energy efficiently



Escalent Commercial Study Wave 1 2019

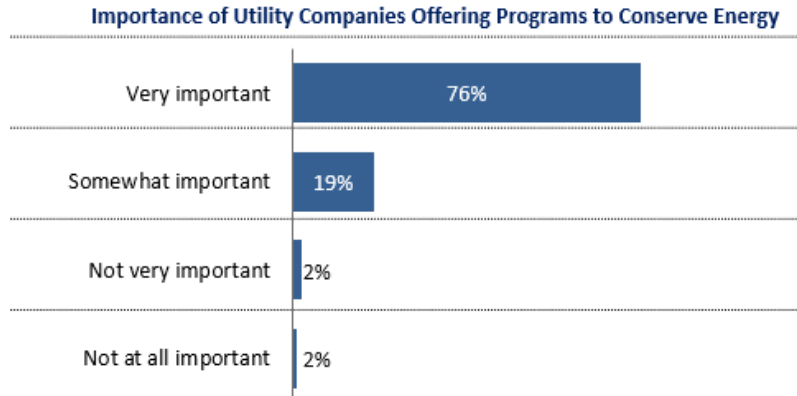
### Providing information on how to control electricity costs



Escalent Commercial Study Wave 1 2019

## Importance of Utility Companies Helping Customers Conserve Energy

Nine in ten business customers believe that it is “very” or “somewhat” important for utility companies to help customers conserve energy through program offerings. (*MDC 2019 Business Research*)



## Familiarity with “being wattsmart”

Three quarters (77%) of business customers are familiar with “being *wattsmart*”. Of those familiar with “being *wattsmart*,” 77% attribute the phrase to Rocky Mountain Power. (*MDC 2019 Business Research*)

Recall the phrase “being *wattsmart*”

Companies associated with “being *wattsmart*” (among those who recall)



Rocky Mountain Power	77%
Other	12%
Don't know	10%

## Taking action

Over half (58%) of business customers have taken actions in the past year to save energy. The top actions among those taking action, continue to be around lighting. “Installing energy efficient lighting” (59%) and “Turning off lights more frequently” (7%) or installing energy-efficient HVAC equipment (8%). Smaller companies are more likely to cite installing smart thermostats and companies with more than 20 employees are significantly more likely to mention installing solar panels. (*MDC 2019 Business Research*)



**59%** Install energy-efficient lighting



**8%** Install energy-efficient air conditioner or furnace



**7%** Install solar panels



**7%** Turn off lights more frequently



**6%** Install smart thermostat

## Reason for taking action

Main reason for taking action to reduce energy use (among those who have taken action) is to save money (80%) to protect the environment (14%) and to save energy (10%). *MDC 2019 Business Research*.

Top Reasons for Conservation Action (Among Those Taking Action)		UT (n=223)
To save money		80%
To protect the environment		14%
Save energy		10%
Needed to replace an old or broken appliance		3%
To take advantage of a rebate or tax credit		4%
To make my business more comfortable		1%

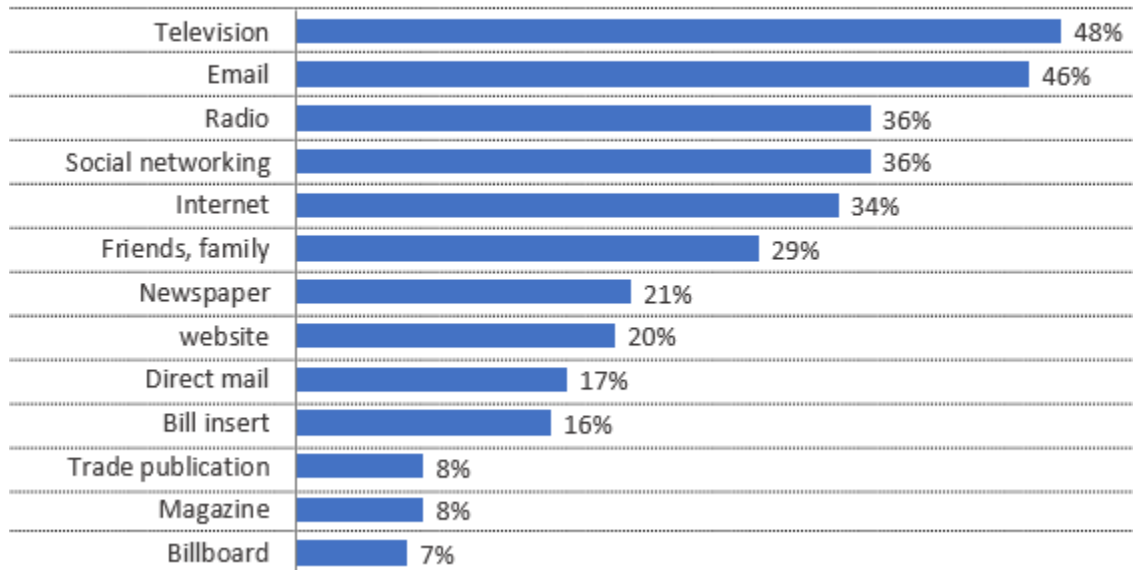
## Perceptions of Rocky Mountain Power

According to MDC Research, over two in five business customers agree that Rocky Mountain Power “Provides information on how to control energy costs” (41%) and “Offers solutions to help customers use energy efficiently” (41%). Perceptions are slightly lower for “Provides information about products and services that are of value to your organization” (36%) and “Helps your company/organization by providing incentives to save money on energy bills (32%). Small companies (less than 10 employees) are more likely than large companies (more than 20 employees) to disagree with all four statements. This finding reveals an opportunity for the Company to continue to create more engagement with smaller business customers.

## Top Sources for Current Events

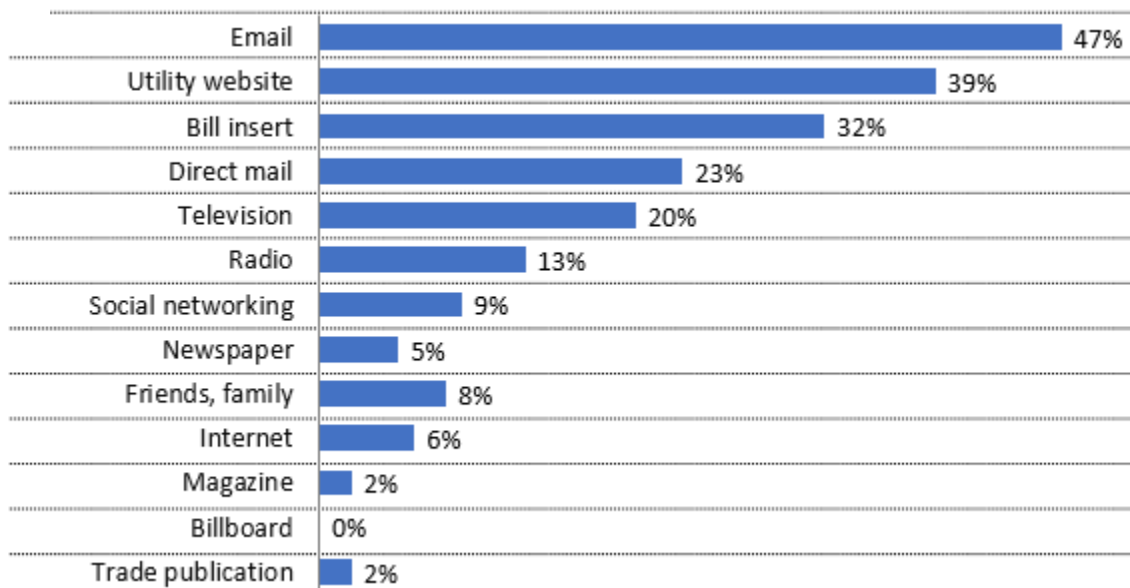
Television remains the main source of information about news and current events. Customers who recall “wattsmart” are significantly more likely to mention television than those that do not recall “wattsmart” (51% vs 32%). Larger companies are significantly more likely to rely on the internet for news and current events. *MDC 2019 Business Research*

**Information Sources for News and Current Events**



Email remains the main source of information about Rocky Mountain Power followed by the utility website.

**Information Sources about Rocky Mountain Power**



## **Recommendations**

### **Research Findings**

- Over two-thirds of residential customers and more than 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 improved year-over-year with residential customers and remained consistent with business customers. In order to help customers continue to use energy more efficiently, research indicates a need to maintain or increase awareness of *wattsmart* across all customer segments and particularly for small- to mid-size business customers.

### **2020 Target Audience**

The Company will target residential customers as well as a diverse mix of business customers. In addition, the Company plans to inspire the next generation of energy-savers by expanding the number schools earmarked for in-classroom energy efficiency education presentations.

### **2020 Strategy**

#### **Continue promoting “being *wattsmart*”**

In view of strong recall for the outreach and communications campaign, continue to advertise and promote “being *wattsmart*” as an expression of Rocky Mountain Power’s “Powering Your Greatness” brand essence to empower customers with options to save energy and money.

Since 2017, the Company has 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 freshen this messaging while maintaining alignment with the research and its “Powering Your Greatness” brand, and maintaining focus on efficient energy practices and benefits. The messages will reach residential and small, medium, and large-size business customers with an emphasis on diverse industry mix of businesses.

#### **Increase targeted media channels**

To maintain the number of “ad aware” customers, the Company evaluates media channels based on trends, impact, cost-effectiveness, and reach and frequency. We plan to advertise energy conservation and efficiency using including but not limited to TV, social networking (community building platforms), online, radio, and out-of-home.

To align with research recommendations, the Company will also increase direct email and digital advertising to customers in 2020. The email and digital advertising will help to reinforce effectiveness of other media outreach.

### Inspire the next generation of energy-savers

Since 2012, the Company has been offering in-classroom energy efficiency education. Teachers value this program and it fills up quickly, creating a waiting list. In 2020, we plan to make the program available to 200 Utah schools, an increase of 25 schools over 2019.

### Engage with customers online

In 2019, the Company updated and simplified website content and design to offer an improved experience on rockymountainpower.net and *wattsmart.com*. Additionally, the websites are now mobile optimized. Digital, social and email will provide links to drive traffic to online web engagement.

### 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*.
- Continued increase by customers surveyed to take action for conservation.
- Strong engagement as measured by digital and social media interactions for paid and organic content focused on energy efficiency.

### 2020 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; 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) while aligning the tone with the Company's "Powering Your Greatness" brand essence.
- Punctuate key points with text in video executions to improve recall through digital platforms.

### Tactics/Campaign Components

In 2019, 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 provides businesses and communities in Utah. This effort will continue in 2020 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 and provide other operational benefits.
- 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 *watt*smart and the programs available to them.
- Utilize multiple touch points to reach the target audience and keep the Company’s *watt*smart messages top of mind.
- Attends several trade shows throughout the year to engage customers one on one.

Key Messages

- *watt*smart Business: Being *watt*smart saves Utah businesses money to operate more efficiently. Rocky Mountain Power can help your business save too.
- *watt*smart 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) it’s good for the bottom line, and it’s good for your business’ and community’s reputation (good corporate citizen, lower environmental footprint).

*watt*smart Business events and sponsorships

The Company will market the *watt*smart 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 2020:

Event	Timing	Activities
Salt Lake Chamber	Monthly	Utah Business Radio and social media
Small Business Direct Install	Monthly	Travel to rural and urban communities to assist with energy-efficient upgrades
<i>watt</i> smart 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	May	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
USHE Annual Conference	September	Sponsor
Utah Green Business Awards	October	Sponsor and presentation
Utah Manufacturers Association	November	Annual event



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. New creative will be developed in 2020 to align efficient-energy practices and benefits (saving money, improving comfort, etc.) with Rocky Mountain Power’s customer-centric brand language and imagery.

Overall media frequency will include the heating and 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 presence 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 *Connect* residential customer newsletter and bill inserts. With more than 41 percent of the Company’s customers enrolled in paperless billing, these newsletters are also sent electronically.

Key Messages

- You have the power to save energy and money. Rocky Mountain Power can help.
- You have the power to be *wattsmart*.
- Using energy wisely at home is good for Utah and your wallet.

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.

<b>Q2 and Q4 and</b>	<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.).
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## Residential Pitches

These pitches will be aimed to communicate the benefits of saving energy and link the message to a current event or seasonal content.

Timing	Pitch Topic
<b>April/May</b>	<i>Heating and Cooling</i>
<b>July/Aug./Sept</b>	<i>Heating and Cooling</i>
<b>October/November</b>	<i>Energy efficiency school program</i>
<b>Seasonal Pitch/Timing TBD</b>	<i>A Seasonal DSM Message</i>

## 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 and deliver the “Be *watt*smart, Begin at Home” curriculum. Through a competitive bid process, National Energy Foundation (NEF) retained the contract to deliver the program for a new three-year contract that began fall 2018.

The 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, large group activities, and videos.

Young people are heavily engaged with online videos for entertainment and information. In 2018 and 2019, Rocky Mountain Power created a series of energetic videos to reach students in a format they love. The videos are included in the classroom presentation and highlight energy-saving behaviors students can do at home. The videos are also posted on *watt*smart.com and Rocky Mountain Power’s YouTube channel, so students can access them at home via the Internet and “teach” their parents to be *watt*smart too.

The assemblies are based on state education guidelines. In fall 2019, approximately 16,136 students in Utah participated in the curriculum, which includes 175 schools taught by about 623 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.

Utah teachers value this program and it fills up quickly, creating a wait list. In 2020, the Company plans to make the program available to 200 Utah schools, an increase of 25 schools over 2019.

**2020 Forecasted Budget (January 2020 – December 2020)**

Tactic	Budget
Media	\$763,000
Creative/Production/Planning	\$295,000
<i>watt</i> smart Business events and sponsorships	\$100,000
General PR and public affairs support	\$55,000
<i>watt</i> smart School Curriculum Program	\$259,000
Research	\$28,000
<b>Total</b>	<b>\$1,500,000</b>

**CERTIFICATE OF SERVICE**

Docket No. 19-035-44

I hereby certify that on December 20, 2019, a true and correct copy of the foregoing was served by electronic mail to the following:

**Utah Office of Consumer Services**

Cheryl Murray [cmurray@utah.gov](mailto:cmurray@utah.gov)

Michele Beck [mbeck@utah.gov](mailto:mbeck@utah.gov)

**Division of Public Utilities**

[dpudatarequest@utah.gov](mailto:dpudatarequest@utah.gov)

**Assistant Attorney General**

Patricia Schmid [pschmid@agutah.gov](mailto:pschmid@agutah.gov)

Justin Jetter [jjetter@agutah.gov](mailto:jjetter@agutah.gov)

Robert Moore [rmoore@agutah.gov](mailto:rmoore@agutah.gov)

Steven Snarr [stevensnarr@agutah.gov](mailto:stevensnarr@agutah.gov)

**Rocky Mountain Power**

Data Request Response [datarequest@pacificorp.com](mailto:datarequest@pacificorp.com)

Center

Jana Saba [jana.saba@pacificorp.com](mailto:jana.saba@pacificorp.com);  
[utahdockets@pacificorp.com](mailto:utahdockets@pacificorp.com)

Michael Snow [michael.snow@pacificorp.com](mailto:michael.snow@pacificorp.com)



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Mary Penfield  
Adviser, Regulatory Operations