

December 10, 2020

***VIA ELECTRONIC FILING***

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 Administrator

**Re: Docket No. 20-035-46**

In the Matter of the Request of Rocky Mountain Power for Approval of its 2021 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 Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2021 – December 31, 2021 (“2021 Plan”). A budget of \$1.5 million is proposed for the 2021 Plan. The 2021 Plan was circulated to the DSM Steering Committee on December 2, 2020.

The expenses associated with the 2021 Plan were included in the Company’s forecast of expenses in the DSM Deferred Account & Forecast Report filed November 2, 2020 in Docket No. 20-035-31. It is respectfully requested that the Commission issue an order approving the 2021 Plan with an effective date of January 11, 2021.

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)

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

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

Sincerely,

A handwritten signature in blue ink, reading "Michael S. Snow". The signature is fluid and cursive, with the first name "Michael" and last name "Snow" clearly legible.

Michael S. Snow

Manager, Regulatory Affairs

cc: Division of Public Utilities  
Office of Consumer Services

Enclosure

## **Exhibit A**



## **Strategic Communications and Outreach Plan Utah Energy Efficiency and Peak Management 2021 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 2021 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.

<b>Campaign Year</b>	<b>Reporting</b>
July 1, 2009 through June 30, 2010	October 14, 2010
July 1, 2010 through June 30, 2011	September 30, 2011
July 1, 2011 through June 30, 2012	October 29, 2012
July 1, 2012 through December 31, 2013 <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
January 1, 2021 through December 31, 2021	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**

While we believe that Rocky Mountain Power's marketing and communication outreach efforts are still making a positive impact on both residential and business customers, it's also important to note the impact that the COVID-19 pandemic has had. This pandemic has particularly had a devastating impact on many of our small business customers this year, which can be seen in the commercial survey results. With competing priorities, a crowded media market with COVID-19 and the presidential election, energy efficiency has been less top of mind for our business customers in 2020. Our residential customers have also been significantly impacted by the pandemic. They have been spending more time at home, using more energy, and as a result, are looking for ways to save on their energy bills. The awareness level of "being Wattsmart" has continued to improve for residential customers, with about two-thirds of customers saying they have taken action to reduce energy use. Additionally, half of commercial customers said they have taken action to reduce energy use. What's more, customers across the board continue to look to Rocky Mountain Power as a credible source for energy efficiency information.

### **Key Takeaways**

- Familiarity with Wattsmart and importance of conservation remain strong among residential customers.
- The world has shifted in light of the COVID-19 pandemic with small business customers particularly struggling. Priorities and focus has shifted for our business customers, making energy efficiency less top of mind.
- Based on research findings, more direct email and mail will be added to the Company's outreach in addition to advertising through television, digital media, 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.
- Continue outreach to the next generation of energy savers with engaging energy efficiency education.
- Consider economic impact on our customers in light of COVID-19 pandemic.

Help customers who have been impacted by the COVID-19 pandemic.

- Offer business owners insights into their energy usage and solutions to help lower their bills through new monthly Small Business Energy Insights Reports. Reports will also work as an additional avenue of marketing and outreach to business customers.
- Expand Energy Insights Reports to add additional touchpoints to customers in rural communities.

### **Proposed Budget**

The Company proposes an overall communications and outreach budget of \$1.5 million.

## **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. Four-hundred twenty-eight Utah business customers completed online surveys in July and August 2020 and 1,033 Utah residential customers completed online surveys in September 2020.

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 2020, 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 2020 residential snapshot scores remained unchanged on both questions: for "Providing information on how to control energy costs" (84% compared to 84% in 2019) and for "Offering solutions to help customers use energy more efficiently" (83% compared to 83% in 2019). With business customers, scores increased slightly in 2020 for "Providing information on how to control energy costs" (74% compared to 72% in 2019), and for "Offering solutions to help customers use energy more efficiently" (75% compared to 73% in 2019).

## Research Findings

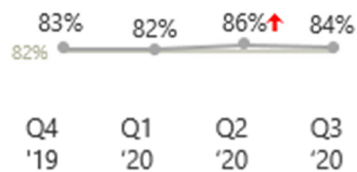
### Residential Customers

More than three-quarters of residential customers say Rocky Mountain Power does a “good job” of offering solutions that help customers use energy efficiently (84% compared to 84% in 2019) and providing information on how to control their electricity costs (83% compared to 83% in 2019). (*Escalent 2020 Research*)

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

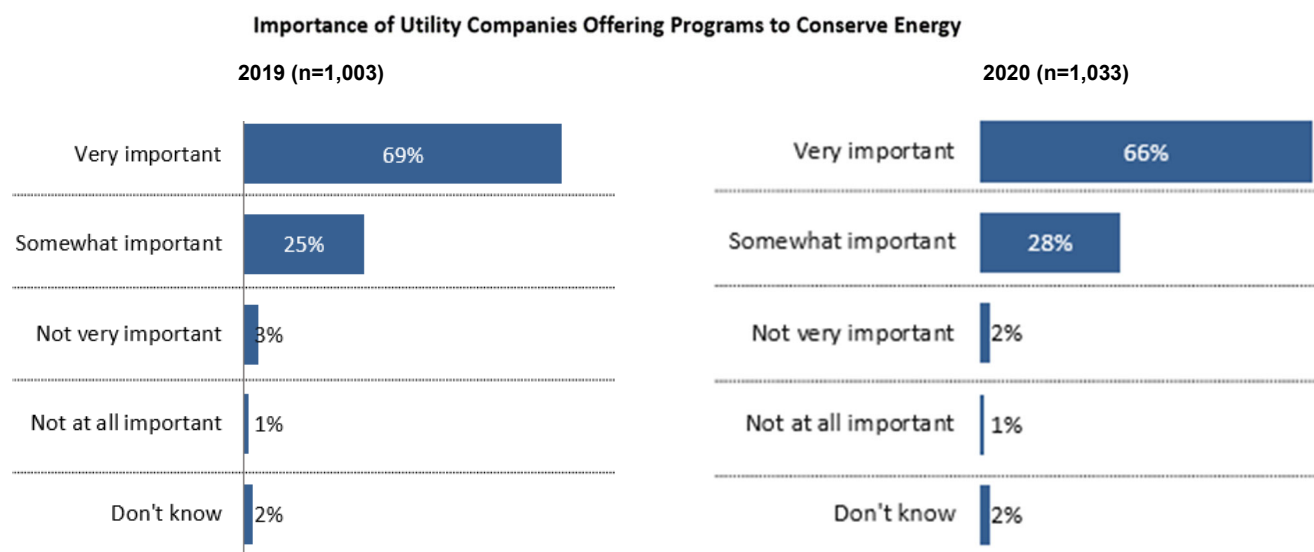


#### Providing information on how to control electricity costs



## 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 2020 are relatively similar to 2019 with nine in ten believing that it is “very” or “somewhat” important for utility companies to help customers conserve energy through program offerings. (MDC 2020 Residential Research)



## Familiarity with “being Wattsmart”

Three quarters (72%) are familiar with “being Wattsmart”. Of those familiar with “being Wattsmart,” 72% attribute the phrase to Rocky Mountain Power. (MDC 2020 Residential Research)

### Recall the phrase “Being Wattsmart”



### Companies associated with “Being Wattsmart” (among those who recall)

Rocky Mountain Power/ Pacific Power	72%
Other	6%
Don't know/None	18%

## Taking action

Over half (62% compared to 69% in 2019) 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” (39% down from 53% in 2019). Other top actions cited are installing energy efficient appliances (13% up from 8% in 2019), adjusting thermostat settings (13% down from 14% in 2019), and lowering use of or turning of air conditioning (12% up from 9% in 2019).

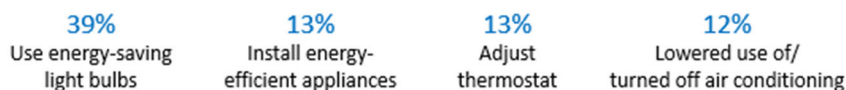
(MDC 2020 Residential Research)



#### % Have Taken Actions to Save Energy



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



#### 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 71% in 2019), to protect the environment (18% compared to 17% in 2019) and to conserve energy (16% compared to 16% in 2019).

Top Reasons for Conservation Action (Among Those Taking Action)	2019 UT (n=690)	Top Reasons for Conservation Action (Among Those Taking Action)	2020 UT (n=644)
To save money	71%	To save money	71%
Save energy	17%	To protect the environment	18%
To protect the environment	16%	Conserve energy (general)	16%
Needed to replace an old or broken appliance	5%	Needed to replace an old or broken appliance	7%
To make my home more comfortable	2%	To make my home more comfortable	4%
To reduce need for new energy infrastructure	2%	Right thing to do	3%
Right thing to do	1%		
Prefer LED lights	1%		

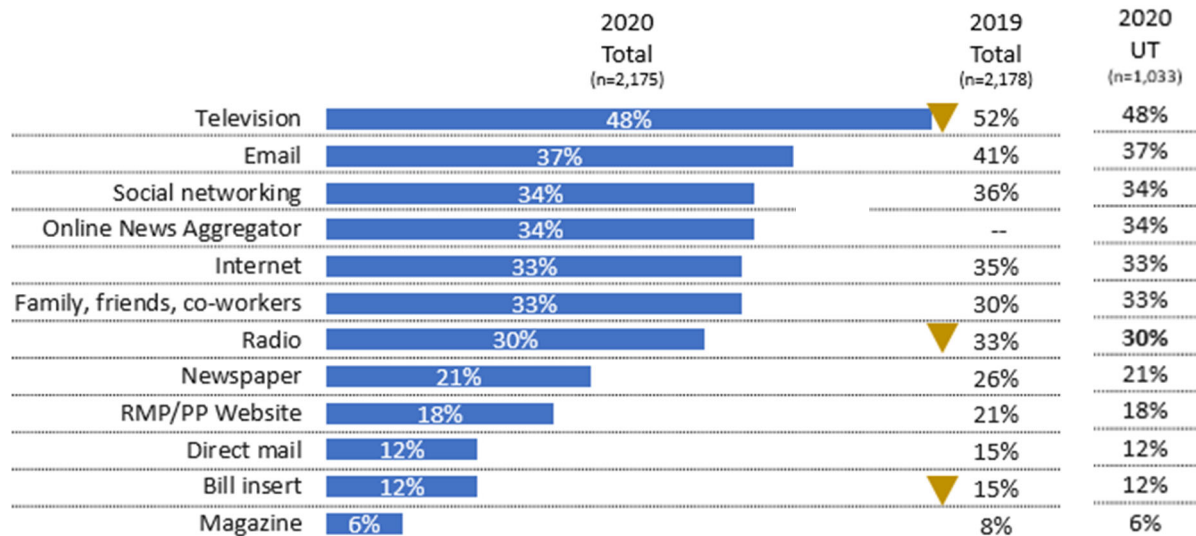
*MDC 2019 Residential Research*

*MDC 2020 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.” Renters are significantly more likely to rely on social networks for news and current events than homeowners.

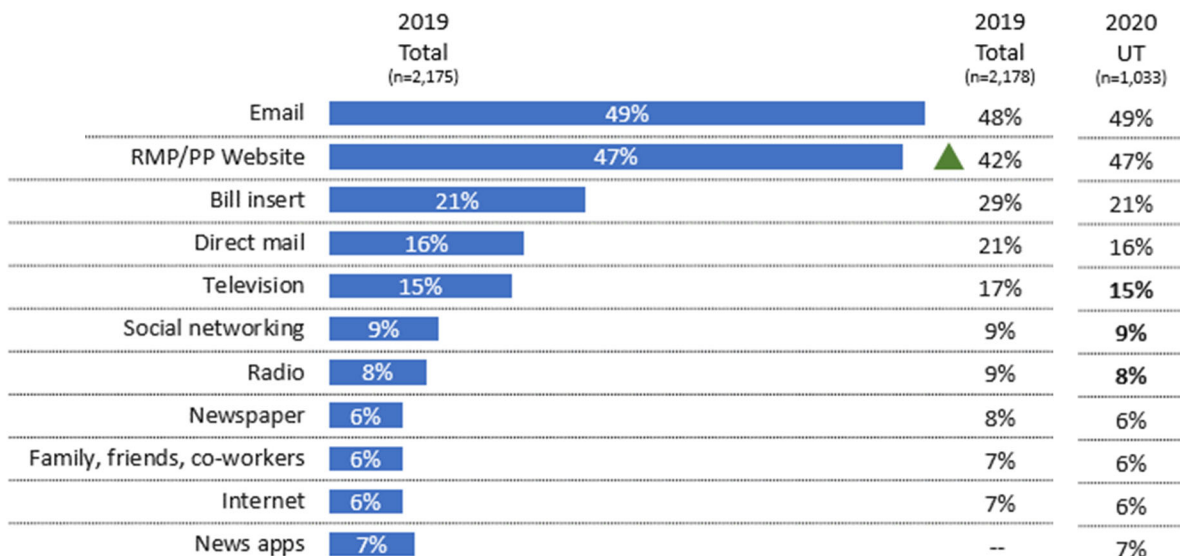
### Information Sources for News and Current Events



*MDC 2020 Residential Research*

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

### Information Sources about Rocky Mountain Power



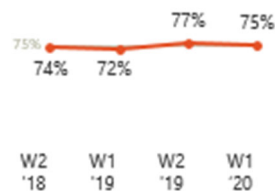
## Commercial Customers

In 2020, 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. Four-hundred twenty-eight Utah business customers completed online surveys with MDC Research in July and August 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.

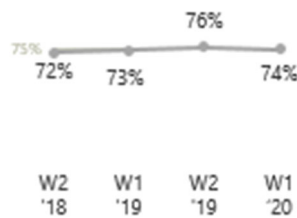
The 2020 Escalent mid-year business snapshot contained two data points relevant to energy efficiency in which Rocky Mountain Power scores increased slightly for "Providing information on how to control energy costs (74% compared to 72% in 2019), and for "Offering solutions to help customers use energy more efficiently" (75% compared to 73% in 2019).

### Offering solution to help customers use energy efficiently



*Escalent Commercial Study Wave 1 2020*

### Providing information on how to control electricity costs



*Escalent Commercial Study Wave 1 2020*

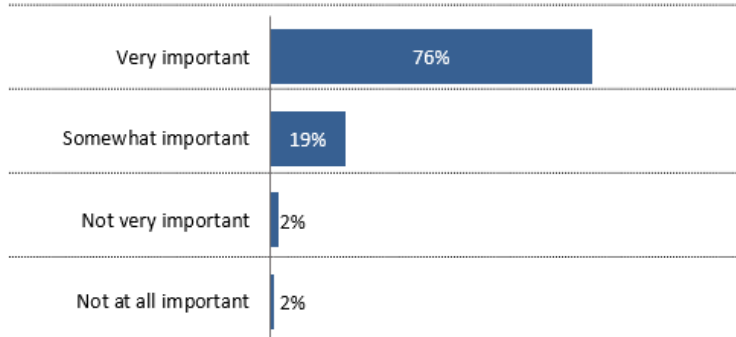
## Importance of Utility Companies Helping Customers Conserve Energy

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 2020 Business Research*)

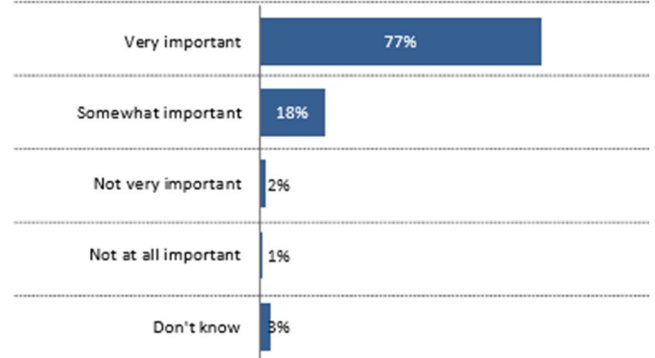
2019

2020

Importance of Utility Companies Offering Programs to Conserve Energy



Importance of Utility Companies Offering Programs to Conserve Energy



## Familiarity with “Being Wattsmart”

More than half (66%) of business customers are familiar with “being Wattsmart”. Of those familiar with “being Wattsmart,” 72% attribute the phrase to Rocky Mountain Power. (*MDC 2020 Business Research*)

Recall the phrase “Being Wattsmart”

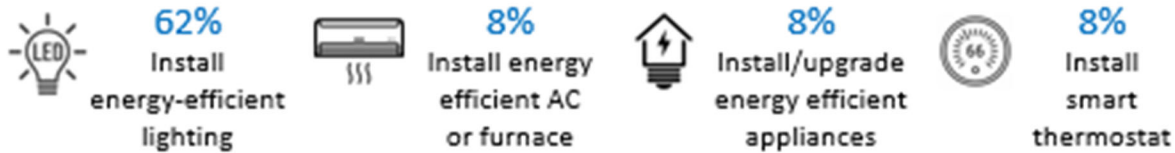


Companies associated with “Being Wattsmart”

Rocky Mountain Power	72%
Other	9%
Don't know	16%

## Taking action

Over half (53% compared to 58% in 2019) 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” (62% up from 59% in 2019) and “install/upgrade energy-efficiency appliances” (8% up from 5% in 2019), installing energy-efficient HVAC equipment (8% the same as 8% in 2019) or installing a smart thermostat (8% up from 7% in 2019). (*MDC 2020 Business Research*)



## Reason for taking action

Main reason for taking action to reduce energy use (among those who have taken action) is to save money (69% compared to 80% in 2019) to protect the environment (14% compared to 14% in 2019) and to save energy (14% compared to 10% in 2019). *MDC 2020 Business Research*.

Top Reasons for Conservation Action (Among Those Taking Action)	UT (n=223)	Top Reasons for Conservation Action (Among Those Taking Action)	2020 UT (n=225)
To save money	80%	To save money	69%
To protect the environment	14%	Save energy	14%
Save energy	10%	To protect the environment	14%
Needed to replace an old or broken appliance	3%	To make my business more comfortable	4%
To take advantage of a rebate or tax credit	4%	Needed to replace an old or broken appliance	4%
To make my business more comfortable	1%		

*MDC 2019 Commercial Research*

*MDC 2020 Commercial Research*

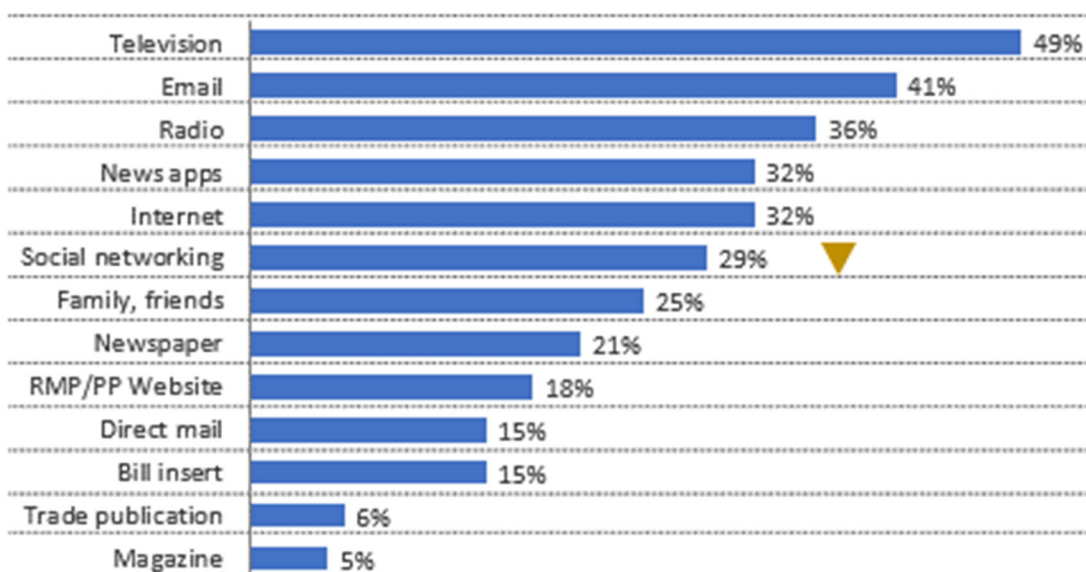
## Perceptions of Rocky Mountain Power

According to MDC Research, over two in five business customers agree that Rocky Mountain Power “Provides information on how to control energy costs” (40% compared to 41% in 2019) and “Offers solutions to help customers use energy efficiently” (39% compared to 41% in 2019). Perceptions are slightly lower for “Provides information about products and services that are of value to your organization” (34% compared to 36% in 2019) and “Helps your company/organization by providing incentives to save money on energy bills (25% compared to 32% in 2019).

## Top Sources for Current Events

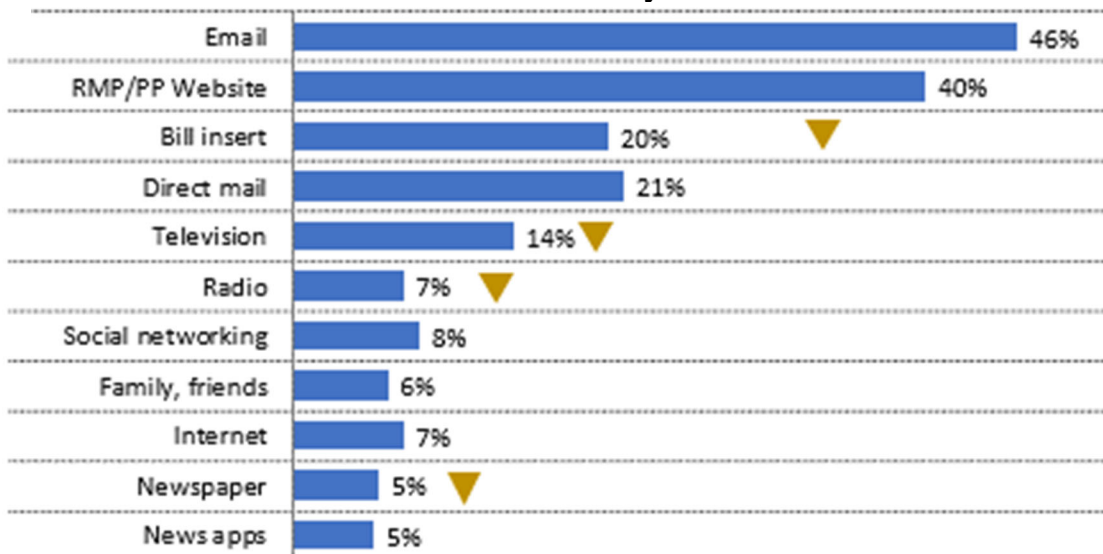
Television remains the main source of information about news and current events. Larger companies are significantly more likely to rely on trade publications for news and current events. *MDC 2020 Business Research*

### 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 half 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, save energy and to protect 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 has decreased 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.

### **2021 Target Audience**

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

### **2021 Strategy**

#### **Continue promoting “being Wattsmart”**

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 has developed new media creative with messaging that reflects our customers’ needs in this current economic climate 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.

Part of this marketing effort will also include continuing to target customers with ads in Spanish, and translating other promotional materials into Spanish where appropriate. In addition, since the launch of the Company’s redesigned website in 2019, energy efficiency information is now available in Spanish on the Rocky Mountain Power website. Energy savings and choices can be found at [www.rockymountainpower.net/es/opciones/conserva](http://www.rockymountainpower.net/es/opciones/conserva).

#### **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 including but not limited to TV, social networking (community building platforms), online, radio, and out-of-home/outdoor.

To align with research recommendations, the Company will also make adjustments to our media mix to allow for an increase in broadcast television and email advertising to customers in 2021. The email and television 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. In 2021, we plan to continue the program targeting Utah schools.

#### Assist customers impacted by COVID-19

The Company will utilize new monthly Small Business Energy Insights Reports as an outreach tool to reach business customers who are struggling due to COVID-19. Additionally, the Company will increase Energy Insights Report outreach to customers in rural communities by sending additional mailed reports for customers without email addresses. The energy reports for residential and business customers offer detailed insights into energy usage and offer information about low and no cost energy efficiency strategies, programs and incentives.

#### Engage with customers online

In 2021, the Company will continue directing customers to website content on rockymountainpower.net and Wattsmart.com. 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 for residential customers and increased familiarity with being Wattsmart for business customers.
- 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.

### **2021 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.

- Let customers know that Rocky Mountain Power understands their needs and priorities and that we offer options, information and support to help them manage their energy usage, costs and associated environmental impacts.
- With more people working from home and businesses struggling in light of COVID-19, Rocky Mountain Power is here with solutions to help all of our customers make good and smart energy efficient decisions.
- 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, share-able and relevant to all customers while aligning the tone with the Company's "Powering Your Greatness" brand essence.



- Highlight key points with fresh and relevant images to capture the attention of our customers.

### **Tactics/Campaign Components**

In 2020, 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 2021 by shining a light on successful outcomes and demonstrating positive impact on business customers and communities.

The plan is designed to:

- Generate awareness and participation in the Wattsmart Business program by sharing successful customers stories to show how offerings have helped lower energy costs and provide other operational benefits.
- Provide integrated, customer-centered insights, information and suggested actions, leveraging key life moments and optimizing the customer experience.
- 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.
- Attends several trade shows throughout the year to engage customers one on one.

### **Key Messages**

- Wattsmart Business: Being Wattsmart saves Utah businesses money 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 about meeting customers where they are and helping them get to where they want to go. Each customer is unique and on their own journey – but we have options to help them understand their usage and choices to help them achieve their energy goals.

### **Wattsmart Business events and sponsorships**

Due to the COVID-19 pandemic, many events were canceled, postponed or made virtual, removing the typical in-person tabling component. Depending on safety guidelines and COVID-19, 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 2021:

Event	Timing	Activities
Salt Lake Chamber	Monthly	Utah Business Radio and social media
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	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 development was started 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.

The Wattsmart campaign will use targeted television, print, radio and social media to drive behavior change and awareness on program options to meet their overall energy needs.

Rocky Mountain Power may also have a 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 45 percent of the Company's customers enrolled in paperless billing, these newsletters are also sent electronically.

Additionally, the Company plans to increase touchpoints to customers in hard to reach communities through Energy Insights Reports. This allows opportunities for customers to gain insight into their energy usage and receive information and suggestions for ways to reduce it.

#### Key Messages

Energy efficiency is about meeting customers where they are and helping them get to where they want to go. Each customer is unique and on their own journey – but we have options to help them understand their usage and choices to help them achieve their energy goals.

## 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 Wattsmart 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>Energy Insights and Options</i>
<b>July/Aug./Sept</b>	<i>Energy Insights and Options</i>
<b>October/November</b>	<i>Energy efficiency school program</i>

## School Curriculum Program

### Be Wattsmart, Begin at Home — National Energy Foundation (“NEF”)

Since 2012, the Company has partnered with National Energy Foundation to develop and deliver the “Be Wattsmart, 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. Typically the “Be Wattsmart, Begin at Home” presentations by the Company include hands-on, large group activities, and videos. This year, in response to COVID-19, presentations were conducted online with a digital presentation and interactive web components.

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 presentation and highlight energy-saving behaviors students can do at home. The videos are also posted on Wattsmart.com and Rocky Mountain Power’s YouTube channel, so students can access them at home via the Internet and “teach” their parents to be Wattsmart too.

The assemblies are based on state education guidelines. In fall 2020, approximately 15,140 students in Utah participated in the curriculum, which includes 202 schools taught by about 602 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 made the program available to 202 Utah schools, an increase of 27 schools over 2019.

**2021 Forecasted Budget (January 2021 – December 2021)**

Tactic	Budget
Media	\$650,000
Creative/Production/Planning	\$240,000
Wattsmart Business events and sponsorships	\$90,000
General PR and public affairs support	\$33,000
Wattsmart School Curriculum Program	\$259,000
Research	\$28,000
Energy Insights	\$200,000
<b>Total</b>	<b>\$1,500,000</b>

## **CERTIFICATE OF SERVICE**

Docket No. 20-035-46

I hereby certify that on December 10, 2020, a true and correct copy of the foregoing was served by electronic mail to the following:

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