

December 3, 2021

***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 Secretary

**Re: Docket No. 21-035-65**

In the Matter of the Request of Rocky Mountain Power for Approval of its 2022 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 is the Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2022 – December 31, 2022 (“2022 Plan”). A budget of \$1.5 million is proposed for the 2022 Plan.

The expenses associated with the 2022 Plan were included in the Company’s forecast of expenses in the DSM Forecast Report filed November 1, 2021 in Docket No. 21-035-45. It is respectfully requested that the Commission issue an order approving the 2022 Plan with an effective date of January 3, 2022.

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" written in a larger, more prominent script than the last name "Snow".

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 2022 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 2022 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
January 1, 2022 through December 31, 2022	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 lasting impact that the COVID-19 pandemic has had. This pandemic has had a devastating impact on many of our customers and energy efficiency has been less top of mind. The awareness level of energy efficiency communication has remained consistent for business customers, with more than half of customers saying they have taken action to reduce energy use. Additionally, two-thirds of residential 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 energy efficiency communications and importance of conservation remain strong among residential and business customers.
- The world has shifted in light of the COVID-19 pandemic, and focus has shifted for many customers, making energy efficiency less top of mind.
- Based on research findings, more direct email will be added to the Company's outreach in addition to advertising through television, digital media, social media, online, radio, and print.
- 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 Wattsmart choices to support Rocky Mountain Power's "Powering Your Greatness" brand essence that empowers customers with options to save energy and money.
- Continue to use messaging in market that reflects where our customers are at in light of COVID-19. This includes recognizing that energy efficiency may be less top of mind, and that saving money has increasingly become a relevant concern.
- 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.
- Refresh business creative to continue to inform customers about their energy usage and solutions to help lower their bills.
- Utilize new data/research tools through Qualtrics in 2022 that will deepen our customers insights and give us actionable information to help us more effectively reach customers.
- Take advantage of new communications tools through Oracle to enable us to communicate on a quick and increasingly personal level with customers, helping us support unique customer needs.
- 

### **Proposed Budget**

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

**2022 Forecasted Budget (January 2022 – December 2022)**

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
Customer Energy Insights Reports	\$200,000
<b>Total</b>	<b>\$1,500,000</b>

## **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. Two-hundred eighty-eight Utah business customers completed online surveys in July and August 2021 and 1,093 Utah residential customers completed online surveys in September 2021.

The overall objective of this research was to measure awareness and affinity for Rocky Mountain Power's energy conservation programs, particularly "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 2021, 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?"

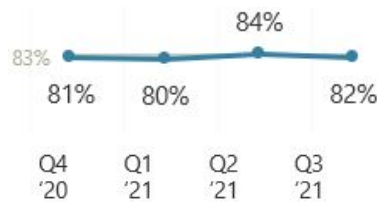
The third-quarter 2021 residential snapshot scores remained consistent on both questions: for "Providing information on how to control energy costs" (83% compared to 83% in 2020) and for "Offering solutions to help customers use energy more efficiently" (82% compared to 83% in 2020). With business customers, scores increased slightly in 2021 for "Providing information on how to control energy costs" (78% compared to 74% in 2020), and for "Offering solutions to help customers use energy more efficiently" (77% compared to 75% in 2020).

## **Research Findings**

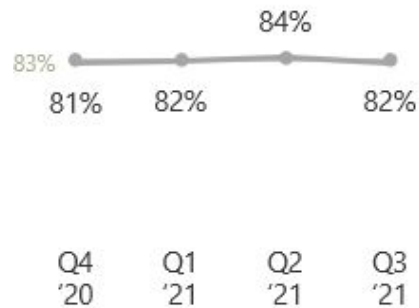
### **Residential Customers**

More than three-quarters of residential customers say Rocky Mountain Power does a “good job” of offering solutions that help customers use energy efficiently (82% compared to 84% in 2020) and providing information on how to control their electricity costs (83% compared to 83% in 2020). (*Escalent 2021 Research*)

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

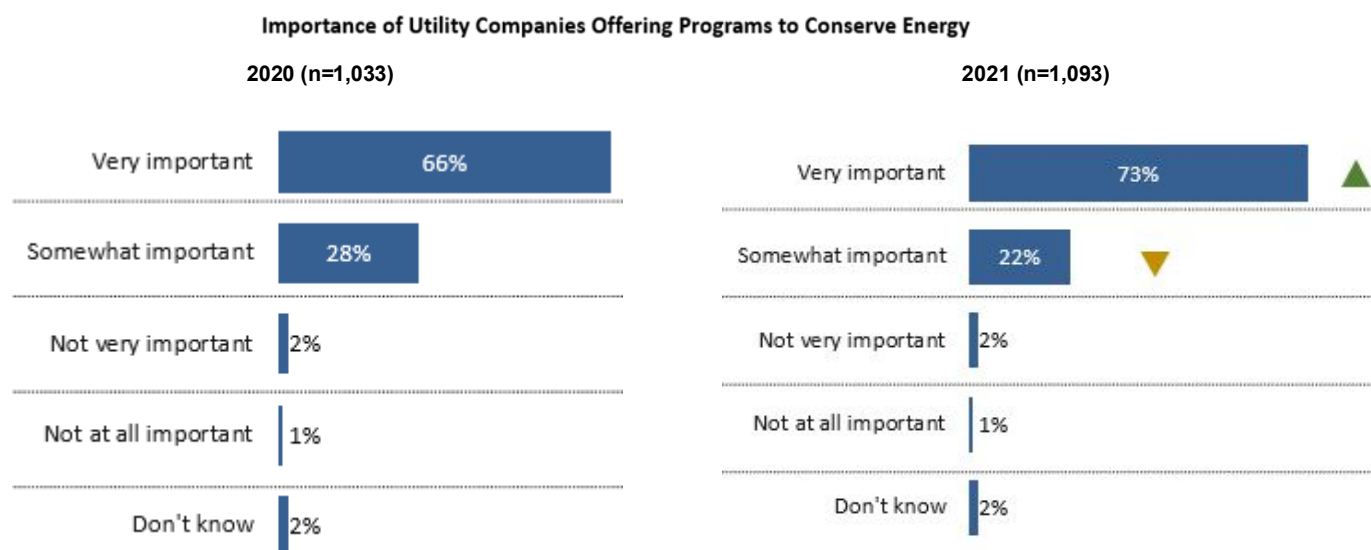


#### **Providing information on how to control electricity costs**



## 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 2021 are slightly higher than 2020 with nine in ten believing that it is “very” or “somewhat” important for utility companies to help customers conserve energy through program offerings. *(MDC 2021 Residential Research)*



## Familiarity with “Wattsmart choices”

Half (47%) are familiar with “Wattsmart Choices”. Of those familiar with “Wattsmart Choices,” 63% attribute the phrase to Rocky Mountain Power. *(MDC 2021 Residential Research)*

### Recall the phrase “Wattsmart Choices”



### Companies associated with “Wattsmart Choices”

	Utah (n=513)
Rocky Mountain Power/ Pacific Power	63%
Don't know/None	28%



## Awareness of energy efficiency communication

New this year, respondents were asked if they recall energy efficiency communication, and among those who did recall, did they visit the utility website. Half (45%) recall energy efficiency communication. Among those who recall energy efficiency communication, 74% then visited the Rocky Mountain Power website. (*MDC 2021 Residential Research*)

Recall energy efficiency communication



Visited website



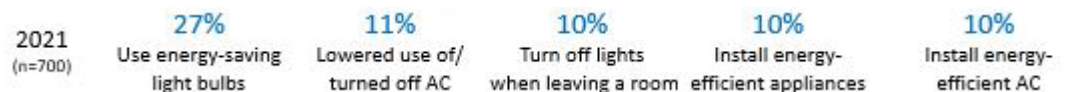
## Taking action

Over half (64% compared to 62% in 2020) 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” (27% down from 39% in 2020). Other top actions cited are installing energy efficient appliances (10% down from 13% in 2020), installing energy efficient AC (10% the same as 10% in 2020), and lowering use of or turning of air conditioning (11% down from 12% in 2020). (*MDC 2021 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 (69% compared to 71% in 2020), to protect the environment (20% compared to 18% in 2020) and to conserve energy (18% compared to 16% in 2020).

<b>Top Reasons for Conservation Action</b> (Among Those Taking Action)	2020 UT (n=644)	<b>Top Reasons for Conservation Action</b> (Among Those Taking Action)	2021 UT (n=700)
To save money	71%	To save money	69%
To protect the environment	18%	Conserve energy (general)	18%
Conserve energy (general)	16%	To protect the environment	20%
Needed to replace an old or broken appliance	7%	Needed to replace an old or broken appliance	4%
To make my home more comfortable	4%	To make my home more comfortable	3%
Right thing to do	3%	Right thing to do	2%

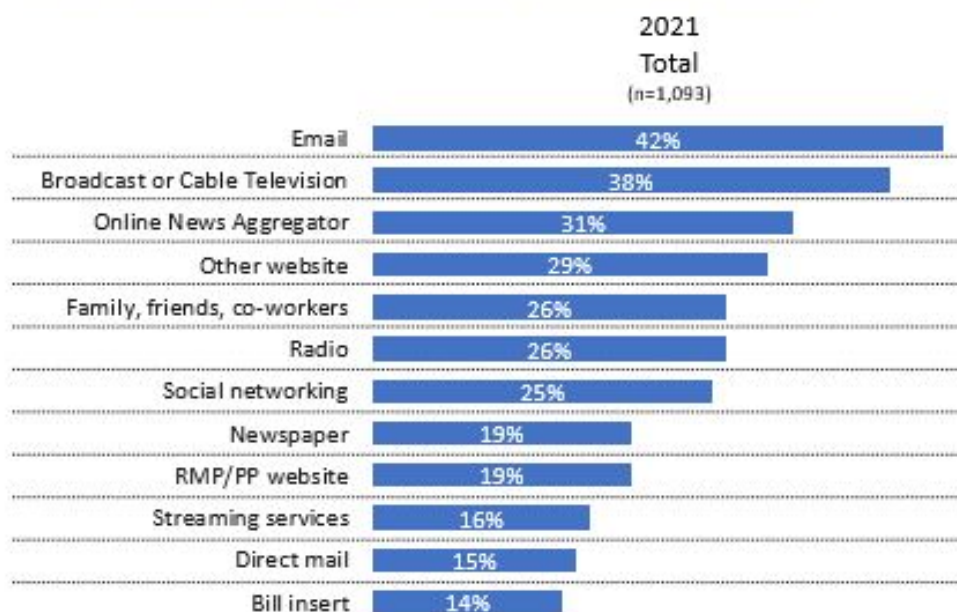
*MDC 2020 Residential Research*

*MDC 2021 Residential Research*

## Top Sources for Current Events

Email is the main source of information about news and current events. Customers who recall “Wattsmart” are significantly more likely to mention the Rocky Mountain Power website than those that do not recall “Wattsmart.”

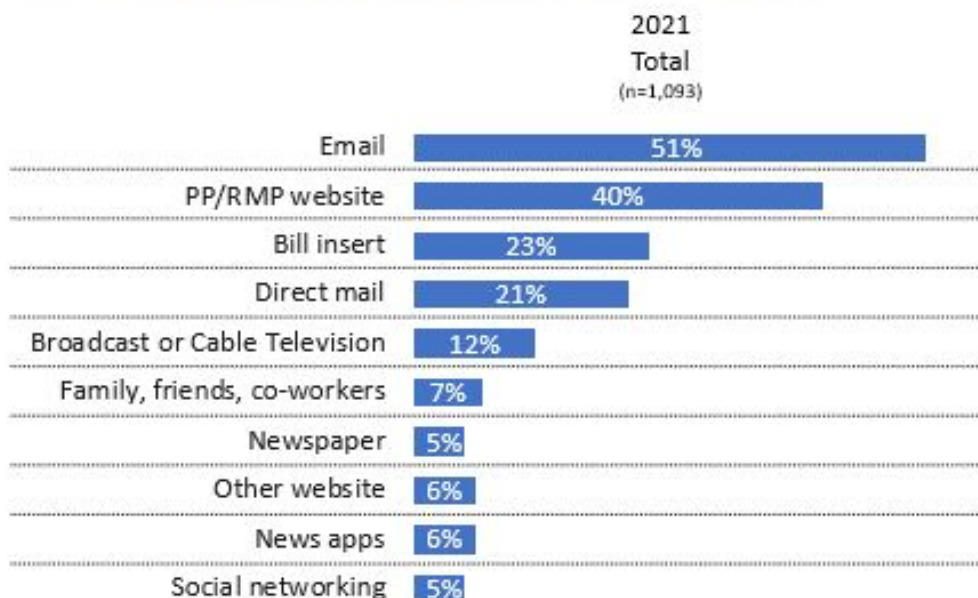
### Information Sources for News and Current Events



*MDC 2021 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 2021, 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. Two-hundred eighty-eight Utah business customers completed online surveys with MDC Research in July and August 2021.

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.

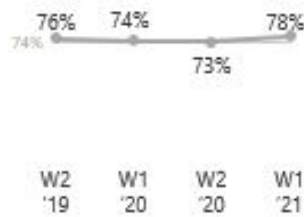
The 2021 Escalent mid-year business snapshot contained two data points relevant to energy efficiency in which Rocky Mountain Power scores increased slightly for "Providing information on how to control energy costs (78% compared to 74% in 2020), and for "Offering solutions to help customers use energy more efficiently" (77% compared to 75% in 2020).

### Offering solution to help customers use energy efficiently



Escalent Commercial Study Wave 1 2021

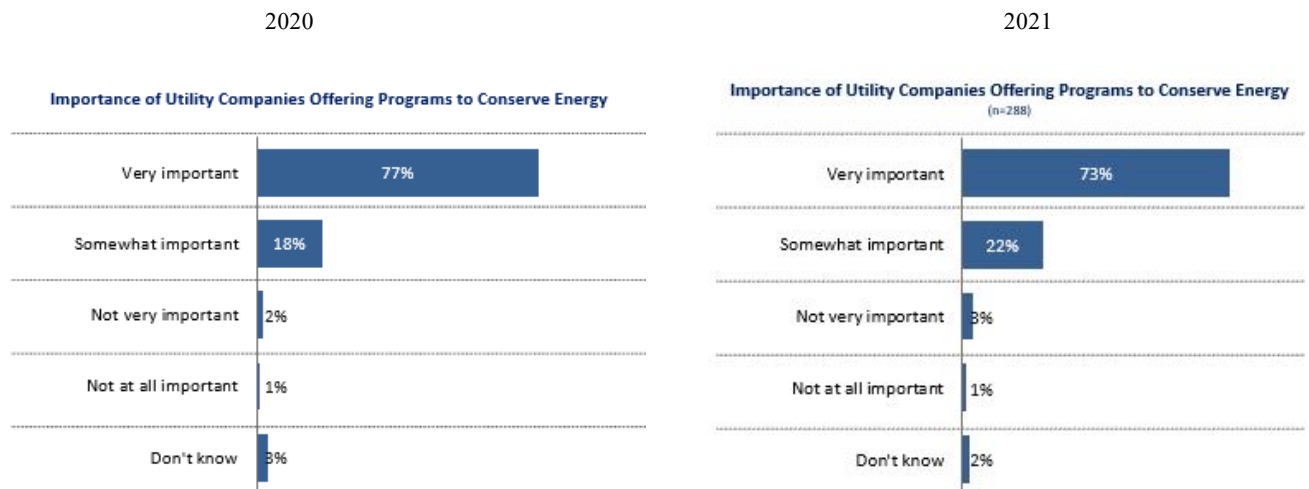
## Providing information on how to control electricity costs



Escalent Commercial Study Wave 1 2021

## 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 2021 Business Research*)



## Total communication awareness

More than half (64%) of business customers are aware of Rocky Mountain Power advertisements/communications. (*MDC 2021 Business Research*)



## Taking action

Over half (53% the same as 53% in 2020) 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” (53% down from 62% in 2020) and “install smart thermostat and/or adjust thermostat setting” (15% up from 12% in 2020) or installing solar panels (8% up from 5% in 2020). (*MDC 2021 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 (74% compared to 69% in 2020) to protect the environment (17% compared to 14% in 2020) and to save energy (8% compared to 14% in 2020). *MDC 2021 Business Research*.

Top Reasons for Conservation Action (Among Those Taking Action)		2020 UT (n=225)	Top Reasons for Conservation Actions (Among Those Taking Actions)		2021 UT (n=153)
To save money		69%	To save money		74%
Save energy		14%	To protect the environment		17%
To protect the environment		14%	Save energy		8%
To make my business more comfortable		4%	Needed to replace an old or broken appliance		5%
Needed to replace an old or broken appliance		4%			

*MDC 2020 Commercial Research*

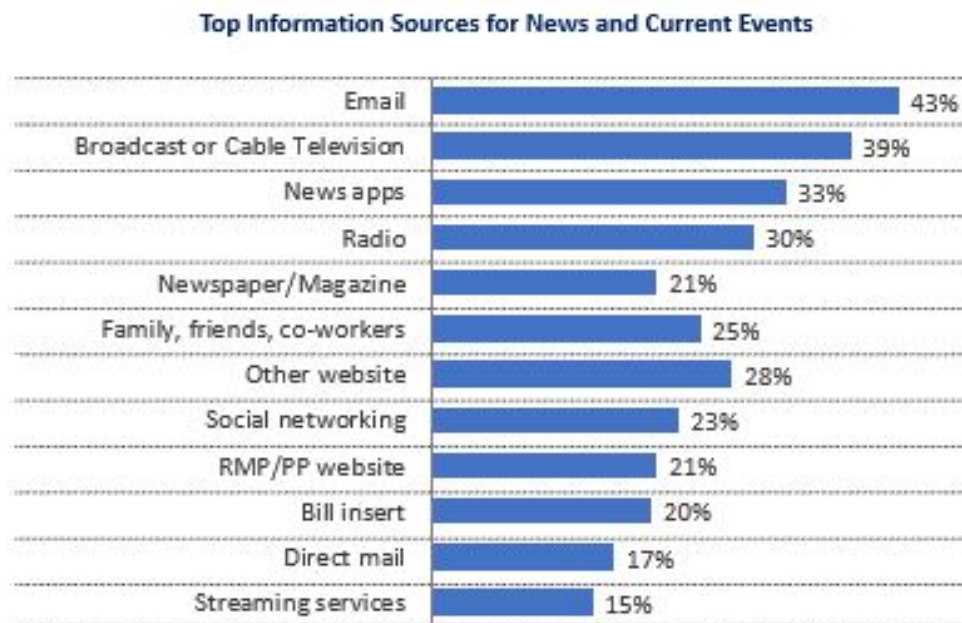
*MDC 2021 Commercial Research*

## Perceptions of Rocky Mountain Power

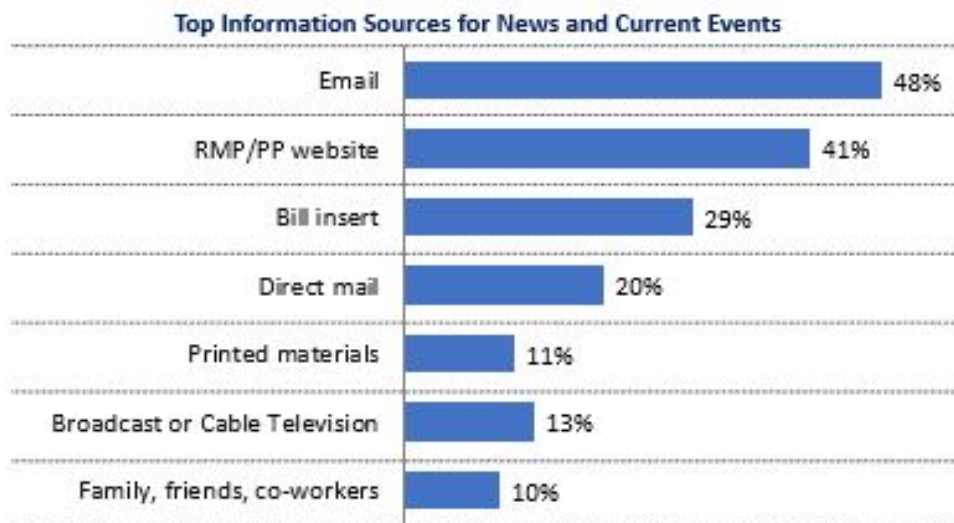
According to MDC Research, over two in five business customers agree that Rocky Mountain Power “Provides information on how to control energy costs” (40% compared to 40% in 2020) and “Offers solutions to help customers use energy efficiently” (36% compared to 39% in 2020). Perceptions are slightly lower for “Provides information about products and services that are of value to your organization” (36% compared to 36% in 2020) and “Helps your company/organization by providing incentives to save money on energy bills (29% compared to 25% in 2020).

## Top Sources for Current Events

Email is the main source of information about news and current events. *MDC 2021 Business Research*



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



## **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.
- Three-fourths of residential customers visited the Rocky Mountain Power website after seeing energy efficiency advertising/communications. In order to encourage customers to continue to visit the website for energy efficiency information, updates will continue to keep content compelling and seasonal.

### **2022 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.

### **2022 Strategy**

#### **Continue promoting Wattsmart choices**

Continue to advertise and promote Wattsmart choices as an expression of Rocky Mountain Power's "Powering Your Greatness" brand essence to empower customers with options to save energy and money.

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. In Q2 of 2020 the Company launched a new creative campaign that has made the connection that customers have a variety of energy efficient choices to meet their unique needs and goals. 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 and web content into Spanish where appropriate.

#### **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 print.

To align with research recommendations, the Company will also make adjustments to our media mix to allow for an increase in email advertising to customers in 2022. The email 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 2022, we plan to continue the program targeting Utah schools.

#### Giving customers the tools to manage their energy usage

The Company will continue to utilize energy insight reports for residential and business customers to 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 2022, the Company will continue directing customers to website content on rockymountainpower.net and Wattsmart.com. Seasonal webpages on the rockymountainpower.net website will be updated based on available rebates. 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 awareness of energy efficiency-focused advertising/communication for residential and 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.

### **2022 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 choices, information and support to help them manage their energy usage, costs and associated environmental impacts.
- 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 2021, 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 2022 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 customer 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 Business energy analyzer.
- Reach our unique customers through series' of targeted communications, utilizing customer data and feedback to shape messaging.
- 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: Wattsmart offers support and choices for your business. Wattsmart Business helps you reduce costs, save energy and turn your to-do list into another job well done.
- 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: We have Wattsmart tools that can help you save money, insights to help you manage your budget, rebates on energy-efficient upgrades – and choices that meet you where you are and power the greatness in all that you do.

#### Wattsmart Business events and sponsorships

Due to the COVID-19 pandemic, several events were canceled or made virtual, removing many of 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

Event	Timing	Activities
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 was developed in 2021 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 television, print, radio and 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 55 percent of the Company's customers enrolled in paperless billing, these newsletters are also sent electronically.

Rocky Mountain Power has choices to help you save. With plenty of cost-saving tools and incentives to choose from, Wattsmart powers the greatness in all that you do.

## **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>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 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 fourth-grade students understand how electricity is generated and why they should be energy efficient. The “Be Wattsmart, Begin at Home” presentations typically include hands-on, large group activities, and videos. In response to COVID-19, presentations are available both online and in-person with COVID-19 precautions in place.

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 2021, approximately 15,618 students in Utah participated in the curriculum, which includes 201 schools taught by over 600 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 2021, the Company made the program available to 200 Utah schools.

## **CERTIFICATE OF SERVICE**

Docket No. 21-035-65

I hereby certify that on December 3, 2021, a true and correct copy of the foregoing was served by electronic mail to the following:

### **Utah Office of Consumer Services**

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

### **Division of Public Utilities**

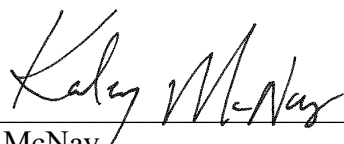
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