



1407 W. North Temple, Suite 330  
Salt Lake City, Utah 84116

December 1, 2022

***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. 22-035-53**

In the Matter of the Request of Rocky Mountain Power for Approval of its 2023 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, 2023 – December 31, 2023 (“2023 Plan”). A budget of \$1.5 million is proposed for the 2023 Plan.

The expenses associated with the 2023 Plan were included in the Company’s forecast of expenses in the DSM Forecast Report filed November 1, 2022 in Docket No. 22-035-37. It is respectfully requested that the Commission issue an order approving the 2023 Plan with an effective date of January 3, 2023.

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

Public Service Commission of Utah

December 1, 2022

Page 2

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 horizontal flourish at the end.

Michael S. Snow

Manager, Regulatory Affairs

cc: Division of Public Utilities  
Office of Consumer Services

Enclosures



**Strategic Communications and Outreach Plan  
Utah Energy Efficiency and Peak Management 2023 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. Annual reports for campaign years 2009-2013 were filed in Docket No. 09-035-36. Reports for campaign years 2014-Present are provided with the Demand Side Management (“DSM”) Annual Reports.

This document provides detailed information on proposed campaign activities in 2023 and why the proposed budget is critical to the continued success of the Company’s Wattsmart program portfolio.

## **Executive Summary**

### **Research Findings**

Rocky Mountain Power’s marketing and communication outreach efforts are still making a positive impact on both residential and business customers. More than half of residential customers recall communications from Rocky Mountain Power, with similar findings in the recall of the phrase “Wattsmart.” Business customers report similar findings, nearly 60% recalling communication from Rocky Mountain Power. Interest in energy efficiency remains high, customers first citing financial savings. Additionally, 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.
- Directed email campaigns using Responsys 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.
- Maintain targeted media channels with adjustments for trends, cost and impact.
- Engage customers online, through direct email, and with in-person events.
- Continue outreach to the next generation of energy savers with engaging energy efficiency education.
- Address current economic impacts on our customers.
- 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 2023 that will deepen our customers insights and give us actionable information to help us more effectively reach customers.
- Implement and optimize Responsys, the new communication tool from Oracle, to enable the Company to communicate on a quick and personalized level with customers.

### **Proposed Budget**

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

#### **2023 Forecasted Budget (January 2023 – December 2023)**

<b>Tactic</b>	<b>Budget</b>
Media	\$650,000
Creative/Production/Planning	\$222,850
Wattsmart Business events and sponsorships	\$90,000
General PR and public affairs support	\$32,000
Wattsmart School Curriculum Program	\$276,150
Research	\$29,000
Customer Energy Insights Reports	\$200,000
<b>Total</b>	<b>\$1,500,000</b>

## Customer Surveys

Rocky Mountain Power contracted with Escalent, a third-party, independent market research firm to conduct studies with customers. The survey used the Qualtrics survey product to measure the awareness of and self-reported efforts toward conservation and participation in Rocky Mountain Power’s DSM programs.

### Research Methodology

**Customer Surveys** – In 2022, the Company engaged Escalent to conduct online surveys using the Qualtrics survey platform. The Wattsmart Energy Efficiency Awareness survey campaign was conducted through the use of the Qualtrics survey platform. A total of 2,310 residential surveys were completed between September 7 and September 28, 2022. A total of 473 business surveys were completed between July 5 and August 3, 2022. Surveys were delivered to the Business/Household decision-maker by email.

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 Wattsmart programs, measuring awareness of Rocky Mountain Power and Wattsmart, gauging association between Rocky Mountain Power and Wattsmart, determining awareness of Rocky Mountain Power as a resource for energy efficiency and renewable energy, understanding the actions customers take to conserve energy and the overall satisfaction with Rocky Mountain Power.

## Research Findings

### **Residential Customers**

In 2022, Escalent conducted on-going surveys to measure residential customer satisfaction. These surveys are sent to residential customers by email after they receive a Wattsmart incentive payment. As of November 2022, 576 survey responses were collected using Qualtrics survey product.

The Home Energy Savings program continues to receive high marks from residential customers, maintaining an 8.4/10 satisfaction rating. The rating was largely consistent throughout 2022, with one notable jump in March 2022.



## **Importance of Utility Companies Helping Customers Conserve Energy**

Nearly all residential customers (92%) feel it is somewhat or highly important for utility companies to offer programs to help conserve energy. Over half of customers (54%) are interested in having their utility help them save money. (See figure 1.0)

### **Awareness of energy efficiency communication**

Customers were asked questions regarding recall on both communications from Rocky Mountain Power and seeing, hearing, or reading the phrase “Wattsmart.” Overall, 61% of customers recall seeing communications in the past six months from Rocky Mountain Power. Sixty-four percent (64%) of respondents recall seeing, hearing, or reading the phrase “Wattsmart.” This is an increase from 2021 when 45% reported recall of communication about energy efficiency from Rocky Mountain Power. (See figure 1.1)

Rocky Mountain Power continues to be the trusted source for energy efficiency information. Almost one-third of respondents reported a likeliness to turn to Rocky Mountain power first for information. Communications continues to drive website traffic. One-quarter of survey respondents visited the utility website after viewing a communication from the Company.

### **Taking action**

More than half (59%) reported changes in their actions or changed something in their household in the past year to reduce their energy consumption. (See Figure 1.2) For the third year in a row, energy efficient lighting remains the top reported behavior change. Adjusting the temperature increased in reporting this year, but surprisingly not correlated to switching to a smart thermostat (the lowest reported behavior.) (See figure 1.3)

### **Reason for taking action**

Similar to previous findings, the main reason to reduce energy use is to save money (72% among those who have taken action), followed by environmental conservation (10% in 2022 compared to 20% in 2021), energy conservation (9% in 2022, down from 18%). (See figure 1.4)

The increase in monetary savings is consistent with 2022 economic changes. Inflation affected every aspect of consumer spending in 2022. Energy (gas) prices reached record levels in Utah and remain higher than national averages. Access to consumer credit became more restrictive as the Federal Reserve raised interest rates and there are more demands on individual financial resources.

## **Commercial Customers**

Escalent conducted on-going surveys to measure Wattsmart Business customer satisfaction. These surveys are sent to business customers by email after they receive a Wattsmart incentive payment using the Qualtrics survey software.

The Wattsmart Business program continues to receive high marks from business customers, maintaining an 8.7/10 satisfaction rating.

From one Wattsmart Business customer: We have been working with the Wattsmart Program for years and years. It is a superb program with no downside. If we are working on a new design, we get them involved,

not only for incentives but to get the best and most efficient design possible. We consult with them for remodels or when we are ready to update equipment and once again can receive not only incentives to update but often find even more efficient designs that in the end provide savings that dwarf even the most generous incentives. Everyone loves to get an incentive check but the smarts available with the Wattsmart program are even more valuable (Oct. 2022.)

## **Importance of Utility Companies Helping Customers Conserve Energy**

Ninety-three percent (93%) of business customers believe it is somewhat to very important for utility companies to offer energy conservation programs. Similarly, 90% of business customers believe it is somewhat or very important for utilities to offer demand response programs. (See figure 2.0)

### **Total communication awareness**

In the last six months, 59% of business customers recall seeing communications from Rocky Mountain Power. This is down from 64% in 2021. (See figure 2.1)

Email continues to be the primary source of program information, followed by the Company website, communications included with bill information. (See figure 2.2)

Thirty-nine percent (39%) visited the utility website after viewing a digital communication. (See figure 2.3)

### **Taking action**

In the past year, 48% have made changes to save energy. (See figure 2.4) This is down 5% from 2021. Similar to residential customers, business customers experienced a significant shift in economic stability. The Federal Reserve raised rates six times in 2022 to combat the 8.2% year-over-year inflation.

## **Recommendations**

### **Research Findings**

- Customers – both residential and business – are actively making changes to save energy. It is important to create targeted campaigns to remain at the forefront of this conversation.
- Customers from both audiences agree that Rocky Mountain Power does offer energy efficiency solutions and information but are less likely to agree that the Company offers incentives or can provide product information.
- Moderate recall of the Wattsmart brand was consistent across residential and business respondents.

### **2023 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 fourth-grade classrooms.

## **2023 Strategy**

### **Continue promoting Wattsmart choices**

In 2023, the Company will 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. New media creative was developed in 2022 with messaging that reflects the current economic climate. This foundational messaging will continue to 2023.

To build on the previous year's success, messaging will maintain a focus on efficient energy practices in addition to educating audiences about Wattsmart programs and incentive opportunities. Growing awareness of the energy efficiency programs will include elevating the Wattsmart brand, creating connection between it and the Rocky Mountain Power brand. 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 increase its email communication, working in conjunction with Company messaging to create targeted email campaigns. In 2021, the Company began its infrastructure migration to Oracle products, among that Responsys. Responsys is a powerful, automated email campaign manager, designed to optimize email communications with customers. In 2023, the Wattsmart programs will use Responsys to market Wattsmart programs.

### **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 2023, we plan to continue the program targeting 200 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 2023, 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.



## **2023 Messaging Approach**

The goal is to remind and empower customers to adopt energy-efficient behaviors and choose energy-efficient equipment to realize both the immediate impact and the 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.
- Demonstrate both the immediate financial impact and the long-term financial savings, as well as other benefits like: ease of adoption; 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 2022, 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 2023 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.

### 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 Events and Sponsorships

In 2023, the Company will resume its pre-pandemic event sponsorship and attendance. The Wattsmart program will be marketed at local business events, energy efficiency conferences, residential focused conferences, local business conferences, community and professional arts organizations, and other community events. This direct contact with the customer allows for the Rocky Mountain Power staff to drive customers to the Rocky Mountain Power website, answer questions, and create awareness of the Wattsmart programs.

Following is a sample of marketing events the Company plans to participate in during 2023:

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
Intermountain Electric Association	Spring	Sponsor
UCAIR Annual Summit	Spring	Sponsor with tabling opportunity
One Utah Summit	Spring	Sponsor with tabling opportunity
Uintah Basin Energy Summit	Summer	Booth, speaking opportunity with sponsorship
Utah Manufacturer's Association Annual Banquet	Fall	Sponsor
Utah Rural Summit	Fall	Sponsor
Utah Solutions Summit	Summer	Sponsor
BOMA	Summer	Training/conference
USHE Annual Conference	Fall	Sponsor
Utah Green Business Awards	Fall	Sponsor and presentation
Utah Manufacturers Association	November	Annual event
Utah Business Economic Summit	Fall	Sponsor and tabling opportunity

### Wattsmart Homes

With a wide demographic and unique customer needs, the Company will work to raise program awareness and engage with untapped audiences. The Wattsmart brand will be incorporated throughout the campaigns and marketing campaigns.

Raising awareness requires omni channel approach that utilizes social media, vendor coordination, retailer/distributor coordination, and customer facing events, community activities, cross promotional campaigns. Both email and direct mail will be utilized to facilitate this campaign.

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.

In addition to awareness, the Wattsmart Homes program will work to education its patrons to help them understand the benefits and impacts of the incentive programs.

Once customers have completed an incentive application process and received their rebate, they are more likely to apply for additional incentive programs. To introduce these customers back into the programs, the Company will leverage the positive customer experience and introduce additional opportunities to reduce energy consumption.

## **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. These media pitches are generally seasonal – heating and cooling topics are discussed during high energy usage times (i.e. warm summer temperatures.)

### Business and/or Community Pitches

PR outreach will be 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.

## **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, NEF retained the contract for continued delivery of the program.

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.

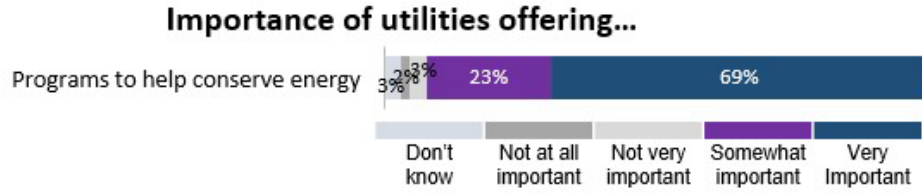
Young people are heavily engaged with online videos for entertainment and information. In 2018 and 2019, Rocky Mountain Power created a series of energetic videos to reach students in a format they love. The videos are included in the presentation and highlight energy-saving behaviors students can do 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 2022, fourth grade students from 200 elementary Utah participated in the curriculum. 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.

**Appendix A**

**Survey Results Graphs**

**1.0 (Residential)**



**1.1 (Residential)**

**% Recall Communications from RMP/PP  
in past 6 months**



**1.2 (Residential)**

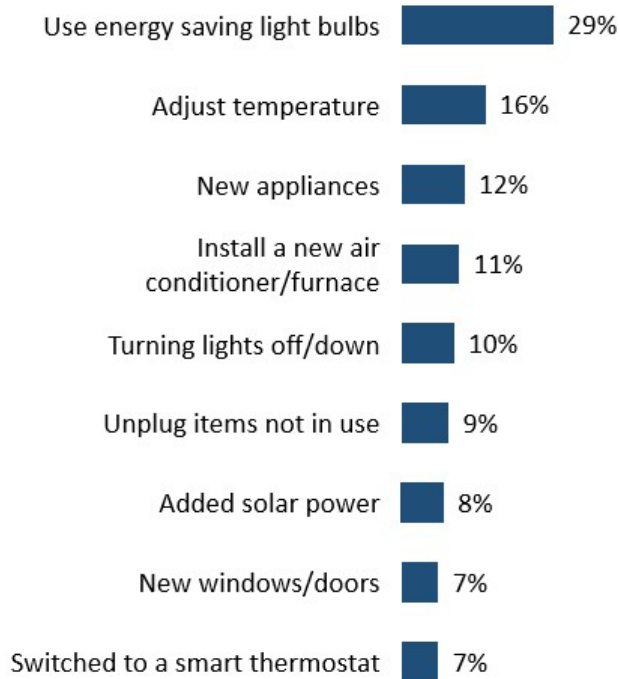
**In the last year, have you...  
(% Yes)**



### 1.3 (Residential)

#### What actions have you taken in your home to save energy?

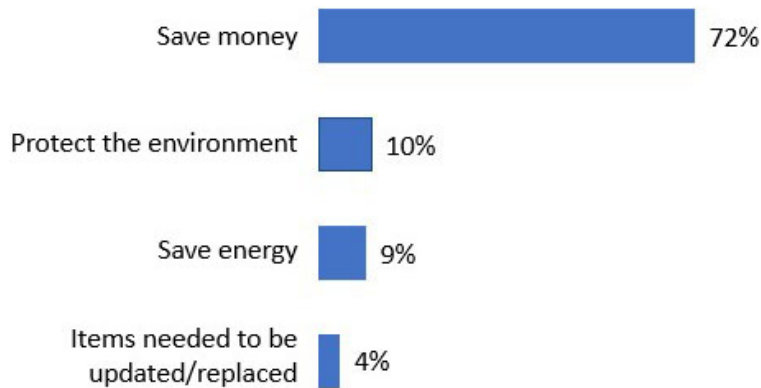
(coded verbatim comments – top mentions)



### 1.4 (Residential)

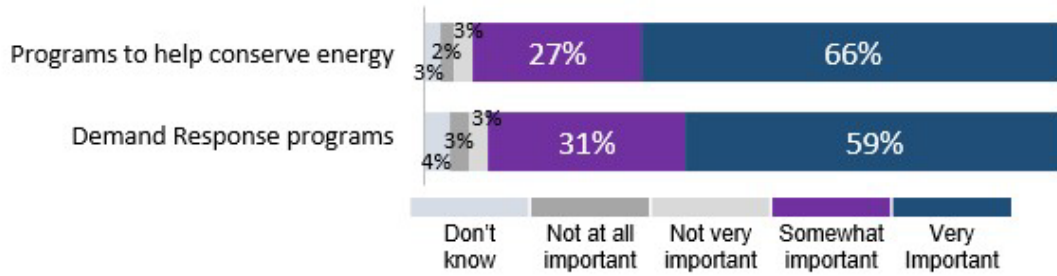
#### What are the main reasons you took steps to conserve energy in your home?

(coded verbatim comments – top mentions)



## 2.0 (Business)

### Importance of utilities offering...



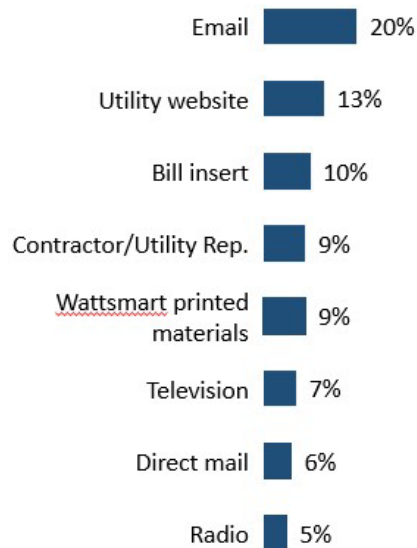
## 2.1 (Business)

### % Recall Communications from RMP/PP in past 6 months



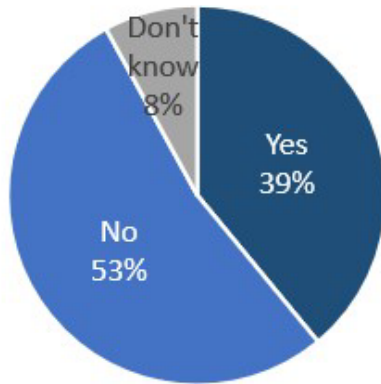
## 2.2 (Business)

### Source of business-focused EE program information about RMP (Top Sources)



### 2.3 (Business)

**Did you visit the utility's website or seek additional information?**



### 2.4 (Business)

**In the last year, has your business or organization...**  
(% Yes)

