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November 7, 2023

VIA ELECTRONIC FILING

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

Attention: Gary Widerburg
Commission Secretary

Re: Docket No. 23-035-49

In the Matter of the Request of Rocky Mountain Power for Approval of its 2024 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, 2024 – December 31, 2024 (“2024 Plan”). A budget of \$1.5 million is proposed for the 2024 Plan.

The expenses associated with the 2024 Plan were included in the Company’s forecast of expenses in the DSM Forecast Report filed November 1, 2023, in Docket No. 23-035-31. It is respectfully requested that the Commission issue an order approving the 2024 Plan with an effective date of January 1, 2024.

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

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

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 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 2024 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 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 2024 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. Like previous years, more than half of residential customers recall communications from Rocky Mountain Power and recall of the phrase “Wattsmart.” Business customers report similar findings, over 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 will continue in the Company’s outreach plan 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 empowering customers with options to save energy and money.
- Create cohesive, targeted campaigns using specific 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.
- Utilize new data/research tools through Qualtrics in 2024 that will deepen our customers insights and give us actionable information to help us more effectively reach customers.
- Optimize digital communications on a nimble and personalized level with customers.

Proposed Budget

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

2024 Forecasted Budget (January 2024 – December 2024)

Tactic	Budget
Media	\$650,000
Creative/Production/Planning	\$215,946
Wattsmart Business events and sponsorships	\$90,000
General PR and public affairs support	\$32,000
Wattsmart School Curriculum Program	\$283,054
Research	\$29,000
Customer Energy Insights Reports	\$200,000
Total	\$1,500,000

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 2023, 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 1,967 residential surveys were completed between August 28 and September 25, 2023. A total of 336 business surveys were completed between June 28 and August 1, 2023. 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 2023, 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 October 2023, 765 survey responses were collected using Qualtrics survey product.

The Home Energy Savings program continues to receive high marks from residential customers, maintaining an 8.6/10 satisfaction rating. The rating was largely consistent throughout 2023.

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, 62% of customers recall seeing communications in the past six months from Rocky Mountain Power. (Figure 1.1) Asked the question about the association of “Wattsmart”, most customers connected it to Rocky Mountain Power. The second most common response was “I don’t know/I don’t recall.”

Importance of Conserving Energy

Energy conservation programs offered by the Company continue to be a customer priority. Ninety percent cite the conservation programs as somewhat or very important. (Figure 1.2) Nearly 30% of survey respondents cited Rocky Mountain Power as their most likely source for energy efficiency information. Nearly the same percentage of poll respondents also said, “Don’t know.” (Figure 1.3)

Taking action

More than half (58%) reported changes in their actions or something in their household in the past year to reduce their energy consumption. (Figure 1.4) Behavior changes around heating and cooling led the responses this year. Most customers responded with adjusting temperature (without much mention of a smart thermostat,) followed by turning off lights and unplugging unused devices.

Reason for acting

Similar to previous findings, the main reason to reduce energy use is to save money, followed by environmental conservation, and energy conservation. (Figure 1.5)

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 8.8/10 satisfaction rating.

From one Wattsmart Business customer: “The process was quick and simple. I would recommend to anyone to take advantage of this program.” (October 2023)

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, 89% of business customers believe it is somewhat or very important for utilities to offer demand response programs. (Figure 2.0)

Total communication awareness

In the last six months, 64% of business customers recall seeing communications from Rocky Mountain Power. This is increased from 59% in 2021. (Figure 2.1) Email continues to be the primary source of program information, followed by the website, and bill inserts are the third highest. (Figure 2.2)

Thirty-seven percent (39%) visited the utility website after viewing a digital communication. (Figure 2.3)

Taking action

In the past year, 39% have made changes to save energy. (Figure 2.4) Thirty-one percent (31%) are very likely or somewhat likely to apply for an incentive after completing a project in the next six months.

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.

2024 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.

2024 Strategy

Continue promoting Wattsmart choices

In 2024, the Company will continue to advertise and promote Wattsmart choices empower customers with options to save energy and money. New content created in 2023 focused on customer success was completed and will be introduced in 2024. Customer stories will continue to be identified and developed in the coming year. This foundational messaging will continue to 2024.

To build on the previous year's success, messaging will maintain a focus on efficient energy practices 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. Additional opportunities to engage underserved communities will be sought out and developed with appropriate community partners.

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 2023, the frequency of email communications increased, increasing customer touchpoints and Wattsmart offerings. The digital outreach program will continue in 2024, focusing on localization and personalization.

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 2024, 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 2024, 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 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.

2024 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.
- Demonstrate the impact on the community and overall well-being of our energy resources.
- Make storytelling engaging, share-able and relevant to all customers.
- Highlight key points with fresh and relevant images to capture the attention of our customers.

Tactics/Campaign Components

In 2023, 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 2024 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 a 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

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 2024:

Event	Timing	Activities
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
Hill Air Force Base Air Show	Summer	Sponsor, Booth
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 need, 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 an 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 educate 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.

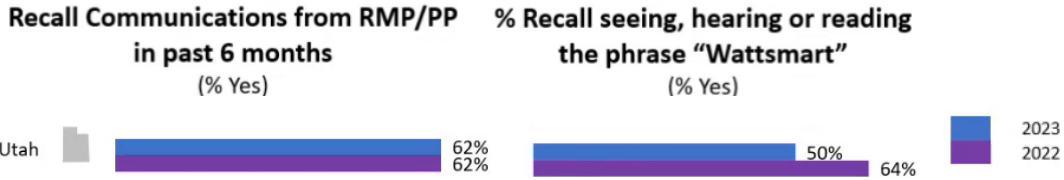
The assemblies are based on state education guidelines. In fall 2023, fourth grade students from 200 elementary Utah participated in the curriculum. Students were provided “Home Energy Checklists” and asked to audit their homes to receive LED night lights as incentives. Teachers can receive a \$50 Visa gift card for their classrooms. Utah teachers value this program, and it fills up quickly, creating a wait list.

Appendix A

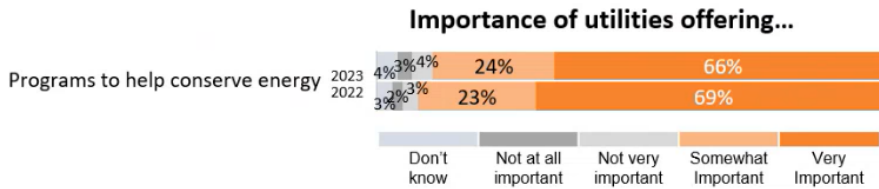
Survey Results Graphs

1.0 (Residential)

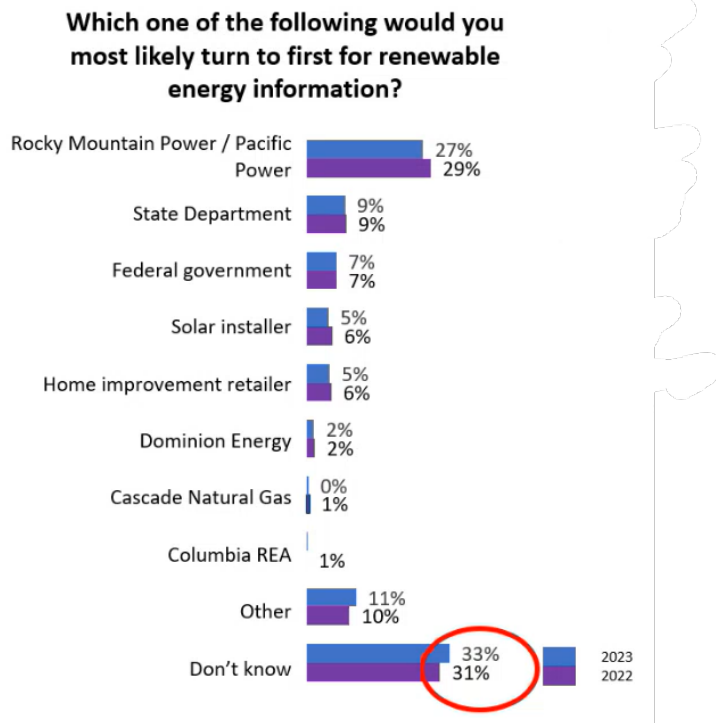
1.1 (Residential)



1.2 (Residential)



1.3 (Residential)



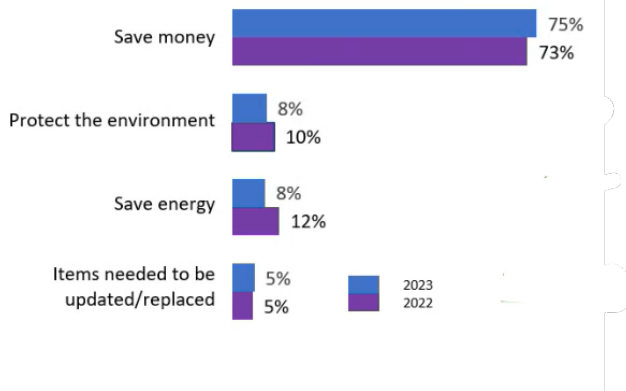
1.4 (Residential)

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



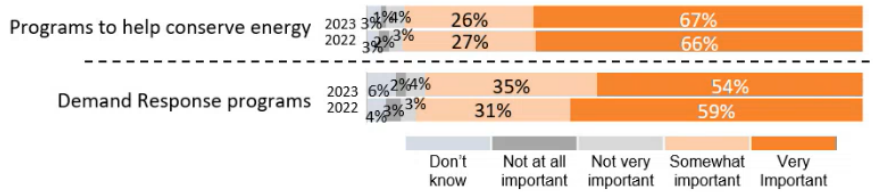
1.5 (Residential)

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...

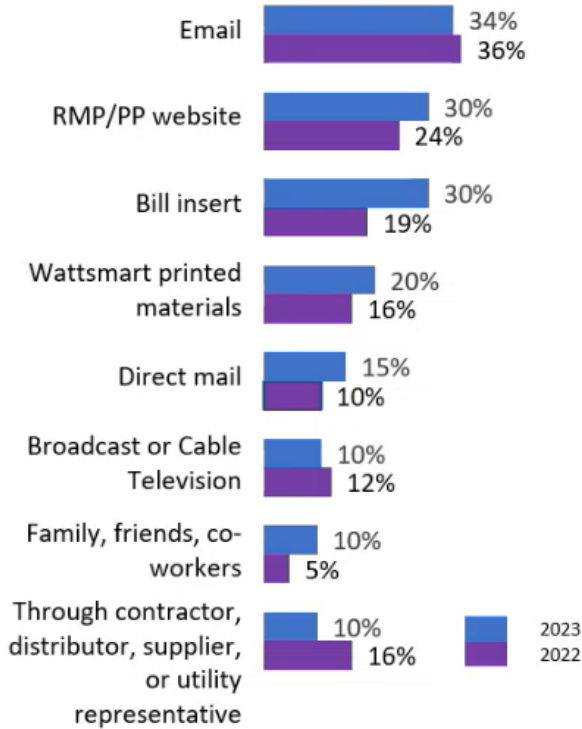


2.1 (Business)



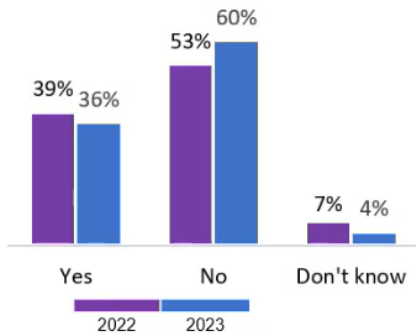
2.2 (Business)

Source of business-focused EE program information about RMP/PP
(Top Sources, Multi-select)



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)



CERTIFICATE OF SERVICE

Docket No. 23-035-49

I hereby certify that on November 7, 2023, 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
ocs@utah.gov

Division of Public Utilities

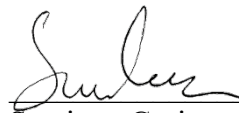
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