

PowerForward

- I. *PowerForward* was a collaborative, statewide energy conservation information campaign sponsored by the State of Utah, the media and Utah's public and investor owned utilities. The campaign was designed to provide real-time information alerting consumers to those days during the summer (and times during the day) when conservation was necessary to maintain affordable and reliable supplies of electricity. The foundation of the campaign is the *PowerForward Alert Network*. State energy conservation experts created an alert system to notify consumers of times when power demand and prices were high. The alert system is keyed to three familiar colors, green, yellow and red. Each color is indicative of the level of energy conservation needed on a given day or peak demand period during a day. Television, radio and cable companies agreed to broadcast the alerts, giving the public real-time updates when the need for conservation is high. The public was also encouraged to sign up to receive personal email alerts using the state's *PowerForward* website: www.PowerForward.utah.gov.

PowerForward Website. In addition to notifying consumers during key energy-usage times, the *PowerForward* initiative was designed to help educate Utahns about the need and value of conservation. Through the website consumers had access to information about practical, voluntary low-cost and no-cost actions individuals and businesses could take to reduce non-essential electricity use during peak hours of the summer.
- II. During the summer *PowerForward* campaign, four "yellow" alerts were issued. There were no declared "red" alerts. PacifiCorp estimates that on weekdays in which "Yellow" alerts were issued, Utah consumer's conservation efforts resulted in an average demand reduction of 88 megawatts of electric power. Municipal power estimated their demand was reduced by approximately 10 megawatts.
- III. Not applicable. Program costs were \$95,000.
- IV. No meters are required, though you need to receive a newspaper, listen to the radio or watch TV.