



UTAH RENEWABLE COMMUNITIES

100% Committed to Clean Energy

URC Communications Workshop

Meeting Outline

- Welcome and Introductions
- URC Background and Status
- Communications Assets
- What You Can Do
- What You Can't Do (Sadly)
- New Website Preview



Why have this meeting?

- Utah Public Service Commission approved the program on March 4th! And the clock is ticking
- Upcoming decision points:
 - Municipal councils must vote to finalize participation
 - Our constituents must decide whether to stay in the program, or opt-out
- Distribute and workshop assets to support *your* communications**

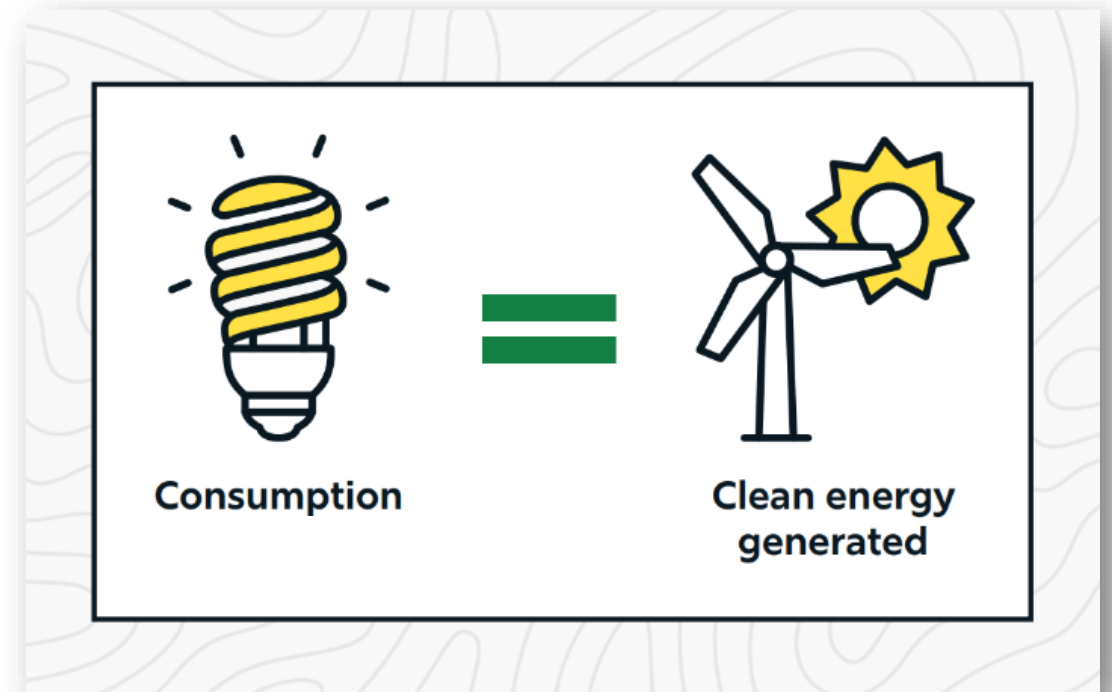


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What is URC?

- URC is a **coalition of 19 cities and counties** pioneering a new option for clean energy for homes and businesses in our communities
- Development of the URC program is possible thanks to the Utah **Community Renewable Energy Act** passed in 2019 (since changed to Community "Clean" Energy Act)
- The primary goal is to **drive the development of new clean energy** at scale
- This goal will be accomplished by **acquiring clean energy to match energy consumed** on an annual basis



What are we actually called?!?

Community Clean Energy Program:

Program authorized by Utah Legislature to allow our communities to develop our own clean energy resources

Utah Renewable Communities:

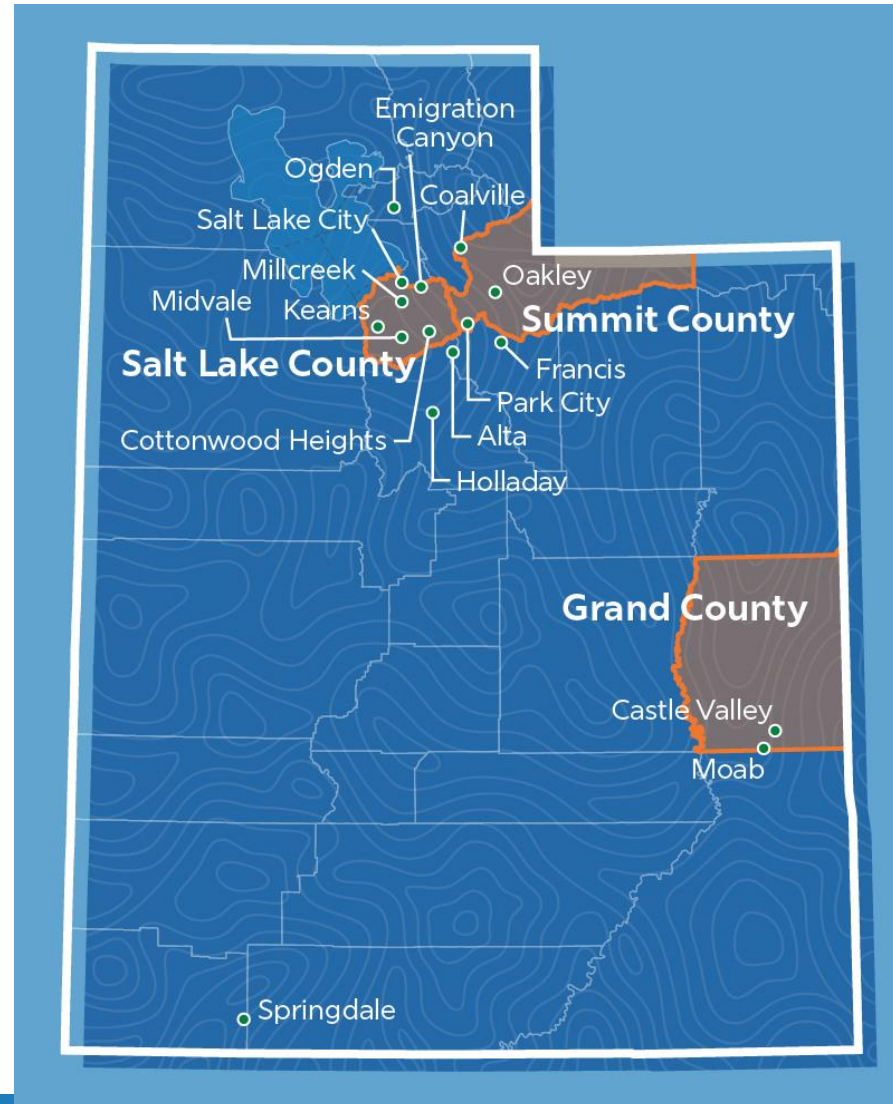
Coalition of 19 communities developing the Program

Who is involved?



19 communities:

- Ogden
- Summit County
- Coalville
- Emigration Canyon
- Salt Lake County
- Salt Lake City
- Oakley
- Millcreek
- Holladay
- Park City
- Kearns
- Cottonwood Heights
- Francis
- Alta
- Midvale
- Castle Valley
- Grand County
- Moab
- Springdale



Key stakeholders:

Utility and regulatory stakeholders:

- RMP / PacifiCorp
- Utah State Legislature
- Utah Public Service Commission
- Office of Consumer Services
- Division of Public Utilities

Additional input from:

- Utility assistance program implementers
- Clean energy advocates
- Community members
- And more!

URC Under the Hood

URC does not have dedicated staff, but we do have:

- Board of Directors
 - Elected officials and staff from participating communities
- Committees of the Board
 - Program Design, Low Income Plan, Communications
- Support Staff
 - Staff from participating communities manage Program development
 - Millcreek City provides meeting anchor location, manages finances
- Contractors
 - Legal, technical, communications
- Program development funded by contributions by our municipal governments

Why develop this new clean energy option?

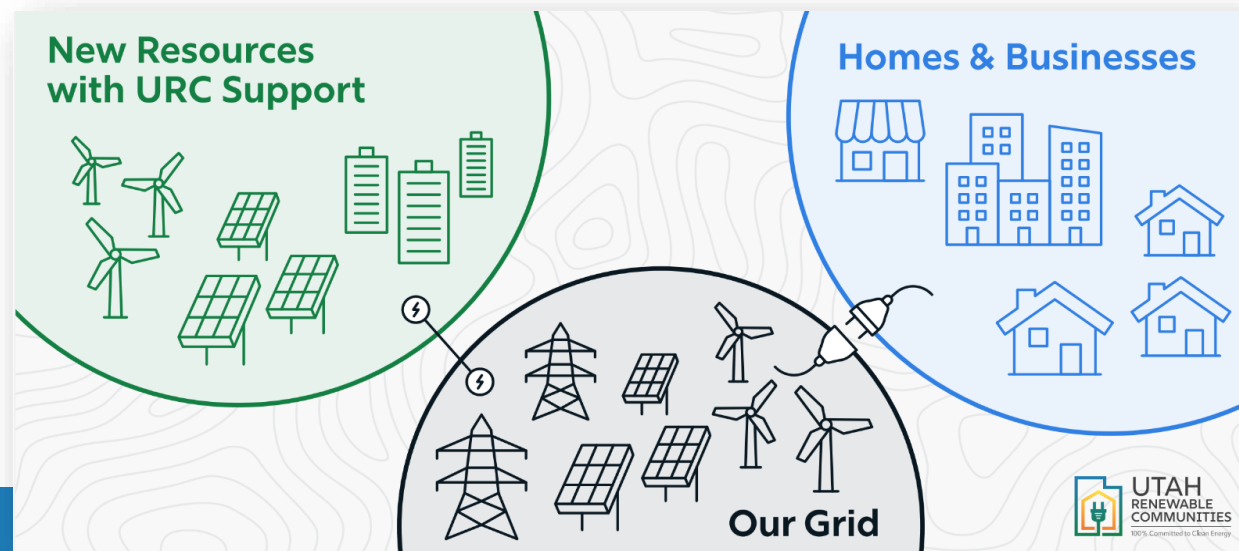


- **Scale:** we have a unique opportunity to drive investment in new clean energy at scale since URC communities represent about **25% of RMP's electricity sales** in Utah
- **Choice:** the URC program offers homes and businesses in our communities a **new option** for where their electricity comes from through RMP
- **Investment:** clean energy investment **supports jobs and economies**, often in rural areas
- **Health and environment:** clean energy helps to **avoid pollution** from other energy sources



How would this work?

- The clean energy counting towards the URC program is proposed to come from both **existing clean energy** on the grid plus **new clean energy projects** built to serve URC customers
- These resources are and will be **part of the PacifiCorp grid**
- The URC program is in collaboration with RMP, and all **URC participants remain RMP customers**



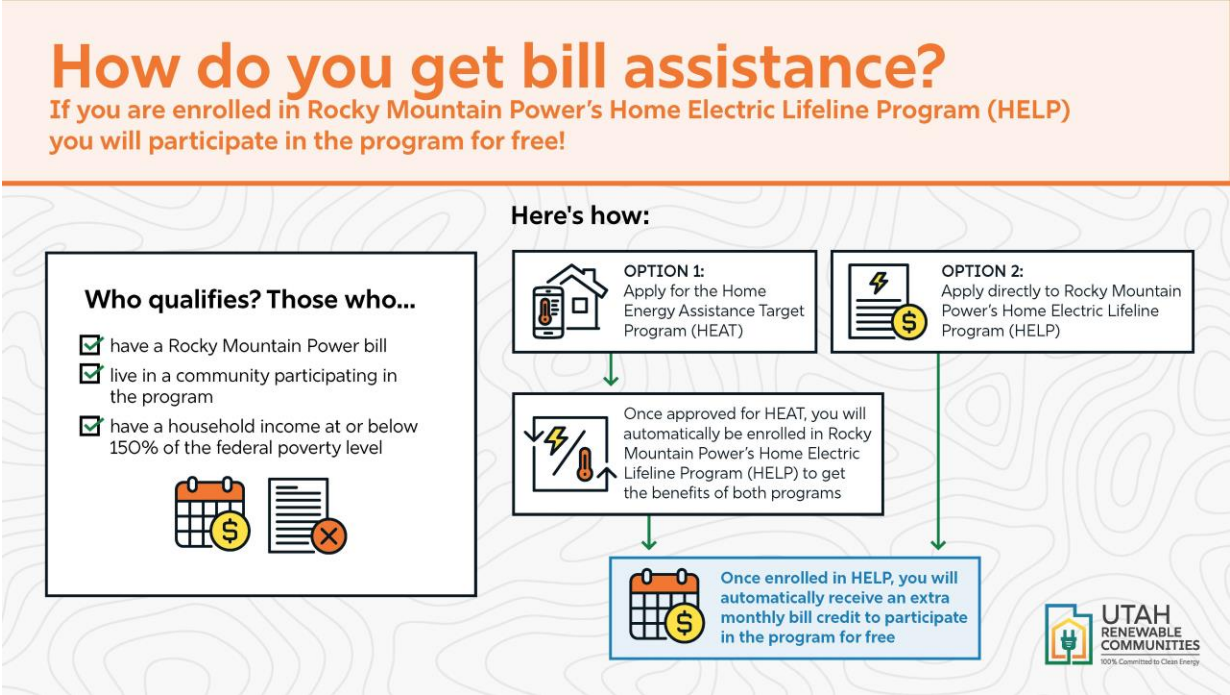
PSC Decision: Key takeaways

- **The Program is approved!**
- Initial Rate:
 - Residential Rate **\$4/month**
 - Commercial rates: based on usage
- The program directly supports the addition of new, utility-scale clean energy development to the Rocky Mountain Power grid, and is distinct from other clean energy offerings.



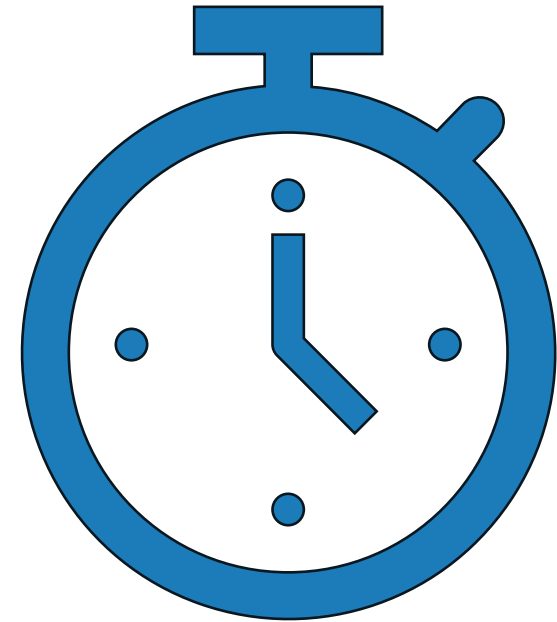
PSC Decision: Key takeaways

- Income-eligible customers can receive a bill credit to participate for free.
- All customers can opt out at any time once the program kicks off.
- The program is still several months from kicking off. Customers won't see notices until late 2026 or the new line item on their bill until early 2027.

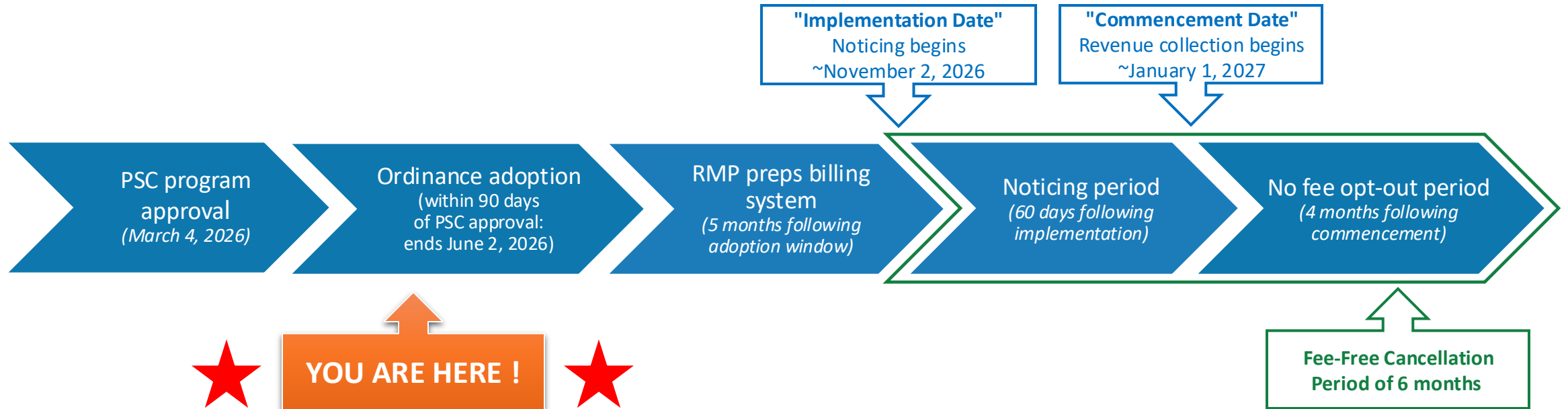


PSC Decision: Clock is Ticking

- Ordinance Adoption Phase begins w/ March 4th decision
- Communities must adopt participation ordinance by June 2nd
- RMP Customers will automatically support investment in clean energy via "Schedule 100" line-item on electricity bills – *if your community adopts the Ordinance*



Estimated 2026 URC Timeline



Pause:

**Questions about the
Program, PSC Decision, or
Timeline?**

Communications Program

- Committee meets 2x/month - Alta, Moab, Holladay, Salt Lake City, Midvale, Cottonwood Heights
- Collaborates to produce/review social media content: [Instagram](#) and [Facebook](#)
- Website: www.utahrenewablecommunities.org
- Newsletter: sign up via website, delivered to our elected officials, staff, community members, interested parties
- Hired Penna Powers to develop website, brand/style guide, social media toolkit; draft press releases

Key Messages

The Community Clean Energy Program gives Utahns the power to **choose clean, reliable, affordable electricity**, supporting **healthier families, communities, and the environment**.

By investing in local clean energy, the Community Clean Energy Program **meets Utah's growing energy** needs while **keeping power reliable and air cleaner for generations**.





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UTAH RENEWABLE COMMUNITIES (URC) COMMUNICATIONS PLAN OUTLINE

Duration: 8-12 Months

DRAFT

Executive Summary:

This communications plan outlines future tactics and strategies to increase awareness of the Utah Renewable Communities program. This plan provides an in-depth strategic analysis of the program and current communications efforts, identification of audiences and major milestones to consider, and a list of tactics. This plan is meant to be flexible, as the timeline and launch of the program may shift and evolve. Recommendations are provided in phases to align with the current expected timeline.

This plan provides general recommendations that can be leveraged by all 19 communities within the URC program. It will also have specific recommendations for Salt Lake City and its dedicated Sustainability/SLC Green team.

Communications Plan

- SWOT Analysis
- Program phase-specific goals, objectives, tactics
- Social media, website, PR recommendations
- Intended for use by participating communities

Infographics

What is Utah Renewable Communities?



How do you get URC assistance?

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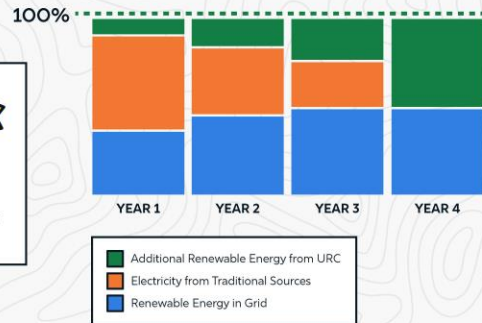
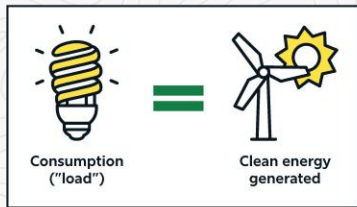
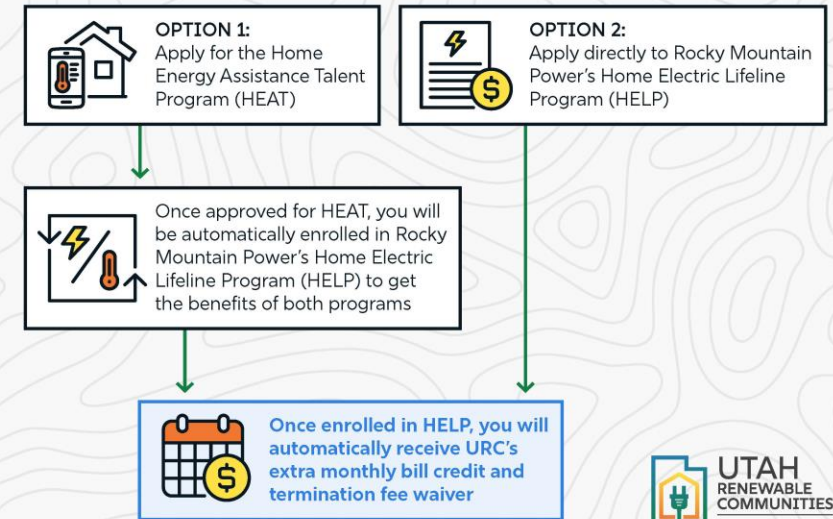
If you...

- ✓ have a Rocky Mountain Power bill
- ✓ live in a community participating in URC
- ✓ have a household income at or below 150% of the federal poverty level

...then you are eligible for the URC extra monthly bill credit and termination fee waiver.



Here's how you can start receiving these benefits:



Social Media Toolkit

- FAQ document
- Style Guide
- Content Calendar
- "Stock" social media Posts



utahrenewablecommunities

utahrenewablecommunities We are thrilled to share that Utah Renewable Communities has released our solicitation to market! What this means is URC is inviting clean energy developers to submit bids for new renewable energy projects to be added to the Rocky Mountain Power grid as a part of the URC Program.

Through this solicitation, the URC Program could add up to 600,000 Megawatt-hours of new clean energy to the Rocky Mountain Power grid. We are on our way!

Learn more at utahrenewablecommunities.org/news – or link in bio!

42w

11 likes
May 28, 2025

Add a comment... Post

Additional Assets

We have developed, or are working on:

- **Press release and website blog post—to be released**
- Comms plan
- Social media toolkit
- Infographics
- PPT, memos, etc for internal use
- Key talking points
- Flier, stickers, and more
- New Website!

But:

Constraints

- Utility Agreement

- Signed by all 19 participating communities, the Agency, and RMP

13.6 News releases and publicity. Before any party issues any news release or publicly distributed promotional material that mentions the program or any aspect of program administration, including but not limited to the procurement of clean energy resources for purposes of serving participating customers, such party will first provide a copy thereof to all other parties (or in the case of promotional materials prepared by the company, to the agency) for review and approval, which approval shall not be unreasonably withheld, conditioned or delayed, and shall be deemed provided if the reviewing party does not provide response within five (5) business days. Any use of Berkshire Hathaway's name requires company's prior written consent. For the avoidance of doubt, this section 13.6 does not affect the ability of any party from discussing the program or any aspect of program administration during open meetings or in response to inquiries by constituents, customers, or the media, and does not restrict any party's statements (whether written or oral) before the Utah Public Service Commission.

What does this mean?

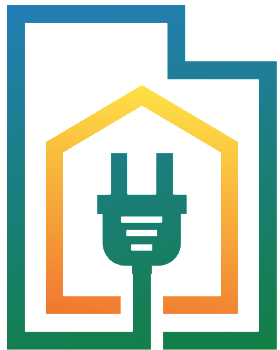
- URC, and our participating communities, are required to review communications content with Rocky Mountain Power
- We are learning how to navigate this relationship right now!
- Until we have established an understanding with RMP for reviewing press releases, social media, other outward-facing material, please don't write and issue your own press releases etc. ***THIS IS IN PROGRESS!***

What you can do

- ***Utility Agreement does not prevent URC or communities from discussing the program***
- Share press releases issued by URC to your contacts**
- Present on URC to your city councils etc.
- Promote URC newsletter sign ups
- Ask your comms teams to repost and share URC content (for now)
- Network with advocacy groups including UT Chapter Sierra Club, Stewardship Utah to promote good information in your communities
- Anticipate availability of URC assets in the next ~4-6 weeks

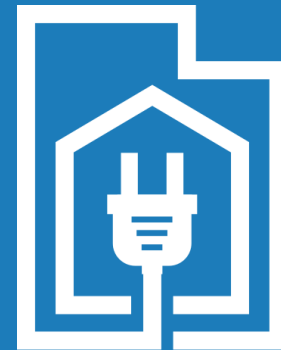


Questions and Website Preview



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