



State of Utah
Department of Commerce
Division of Public Utilities

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ACTION REQUEST RESPONSE

To: Utah Public Service Commission

From: Division of Public Utilities
Chris Parker, Director
Energy Section
Artie Powell, Manager
Thomas Brill, Technical Consultant

Date: November 14, 2011

Re: Docket No. 09-035-36, Annual Report on Rocky Mountain Power's Demand-Side Management Outreach and Communications Campaign

RECOMMENDATION (Acknowledgement)

The Division of Public Utilities (Division) recommends that the Public Service Commission (Commission) acknowledge Rocky Mountain Power's (Company) Demand-Side Management (DSM) Outreach and Communications Campaign Report (Outreach Report).

ISSUE

On September 30, 2011 the Company filed its most recent Outreach Report. October 13, 2011 the Commission directed an Action Request to the Division for a review and recommendation concerning the Company's Outreach Report. This memorandum represents the Division's response to the Commission's Action Request.

DISCUSSION

In approving the Campaign, the Commission's June 29, 2009 Order Approving Program with Conditions directed the Company to report each year to the Commission on Campaign effectiveness. The Campaign's objective is to promote energy efficiency and energy

conservation through education as well as increased awareness of and participation in the Company's DSM programs. The Company filed an Outreach Report on the Campaign's first year on October 14, 2010. For the current Outreach Report, the Company's filing included extensive survey results on the effectiveness of the Campaign's second year, which began July 1, 2010 and ended June 30, 2011. The survey results covered the recognition/importance of the Company's DSM programs, actions taken to conserve electricity, DSM program awareness, DSM program participation, advertising recall, energy efficiency information sources, and Company credibility as an information source.

In addition, the Company met with the Division and the Office of Consumer Services (Office) on September 8, 2011 on how to improve the Second Year's Outreach Report. The Office identified two useful items in particular: 1) that future Outreach Reports should be filed on a calendar basis with the DSM Annual Report; and 2) that filing both annual DSM and Outreach Reports would keep customer surveys consistent with the year in which the results are measured and reported. The Division and the Company supported these recommendations.

CONCLUSION

The Division recommends that the Commission acknowledge the Company's Second Year Outreach Report.

CC: Michele Beck, CCS
Dave Taylor, RMP