



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
Abdinasir Abdulle, Technical Consultant
Brenda Salter, Technical Consultant
Sam Liu, Utility Analyst

Date: December 14, 2012

Re: Docket No. 09-035-36, Annual Report on Rocky Mountain Power's Year 3 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) Year 3 Demand-Side Management (DSM) Outreach and Communications Campaign Report (Outreach Report).

ISSUE

On October 31, 2012, the Company filed its Annual Report on the Company's Demand Side Management Outreach Report and Communications Campaign, which addresses program effectiveness. On November 7, 2012 the Commission issued an Action Request for the Division for a compliance review and to make any recommendations concerning the Company's Outreach Report. On November 26, 2012 the Division requested an extension to

the Commission's Action Request in order to gather information for its response. The Commission extended the Action Request due date to December 14, 2012. This memorandum represents the Division's response to the Commission's Action Request.

DISCUSSION

In approving the Campaign, the Commission's June 11, 2009 Order directed the Company to report each year on Campaign effectiveness. The main objectives are to promote energy efficiency and energy conservation through education as well as increased awareness of and participation in the Company's DSM programs.

For the current Outreach Report, the Company has conducted survey work to determine the impact of the outreach and communications campaign during its third year, which began July 1, 2011 and ended June 30, 2012. 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.

Two research studies were conducted during the third year of the program, a Utah DSM survey and a customer awareness survey. Key research findings showed that the majority (93%) of Rocky Mountain Power customers think it is very important or somewhat important for the Company to offer DSM programs. Although the numbers have declined from 2010 and 2011, the majority of customers surveyed in 2012 (60%) said they have taken some action to conserve energy in the past year. The Division agrees with the Company's assertion that this decline could be the result of economic conditions or the exhaustion of lower cost measures. The ability to save money (78%) was the primary motivation for customers to take steps to reduce home energy usage. The surveys also indicate that Rocky Mountain Power continues to be viewed favorably as a credible source of energy efficiency information.

The Division has reviewed the third year outreach and communications campaign report and believes that the demand-side management program along with the outreach program continues to have a positive impact on customers.

CONCLUSION

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

CC: Dave Taylor, RMP
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Service List