



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
Abdinasir Abdulle, Technical Consultant

Date: April 21, 2011

Re: 10-035-T10 – Report on Blue Sky program promotional campaign

RECOMMENDATION (Acknowledge)

The Division of Public Utilities (Division) recommends that the Public Service Commission (Commission) acknowledge Rocky Mountain Power's (Company) Report on Blue Sky program promotional campaign as compliant with the Commission Order in this Docket of August 9, 2010.

ISSUE

In response to the Commission Order in this Docket of August 9, 2011, the Company filed with the Commission its Report on Blue Sky program promotional campaign on March 31, 2011. On April 4, 2011, the Commission issued an Action Request for the Division to review the filing for compliance and report its finding and recommendations to the Commission by April 21, 2011.

This memorandum represents the Division's response to the Action Request.

DISCUSSION

On July 8, 2010, Company filed for approval of a proposed modification to Schedule 70, which will allow the use of a promotional concession campaign in marketing the Blue Sky Block program to its Utah customers without Commission preapproval. The Company also filed a specific promotional concession campaign. On August 9, 2010, the Commission issued its Order on this matter approving the specific promotional concession campaign and rejected the proposed modifications to Schedule 70. In this Order, the Commission directed the Company, “within one month after the completion of the effort associated with this project, to provide a summary report of the total costs and the cost-per-participant associated with this effort as compared with other similar efforts and the final results of the survey.”

On March 31, 2011, in compliance with the above-mentioned Commission Order, the Company filed its Report on Blue Sky program promotional campaign. The report consists of the total cost and cost per participant for this and similar campaigns. It also includes the survey that was used and the results of the survey.

The Report indicates that the total cost of the campaign was \$6,916.96. It also indicates that the cost per participant for this campaign, \$51.62, was lower than similar campaigns conducted by the Company such as a targeted direct mailing campaign conducted in 2010 with a cost of \$72.52 per participant and all bangtail campaign conducted in 2010 with a cost per participant of \$73.21.

The results of the survey indicated that 88% of the respondents knew that the participant cost of the Blue Sky program is less than \$2. The majority of the respondents, 88%, knew that the program is Green-e certified, independently audited, and regulated by the Commission. Approximately 89% of the respondents knew that they can cancel their participation of the program at any time. A large number of the respondents, 80%, indicated that they understand that their Blue Sky money goes to fund local community-based projects, purchase renewable energy credits, and cover education and administration costs of the program. Finally, 65% of the

respondents indicated that they were not enrolled in the program but are now considering enrolling in the program.

The Division believes that the Report is in compliance with the Commission Order. Therefore, the Division recommends that the Commission acknowledge it.

CC: Dave Taylor, RMP
Michele Beck, OCS