

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

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In the Matter of the Request of Rocky Mountain Power for Approval of its Fifth-Year Action Plan and Budget for the Strategic Communications and Outreach Plan for Demand Side Management )  
) DOCKET NO. 13-035-198  
) ORDER APPROVING  
) STRATEGIC COMMUNICATIONS AND  
) OUTREACH PLAN FOR DEMAND SIDE  
) MANAGEMENT PROGRAMS  
)  
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ISSUED: February 12, 2014

On June 11, 2009, in Docket No. 09-035-36, the Utah Public Service Commission (“Commission”) issued an order approving PacifiCorp’s (d/b/a/ Rocky Mountain Power) implementation of a Strategic Communications and Outreach Plan for Demand Side Management programs (“DSM Program”), in Utah (“Campaign”). The approval was for a period of three years. The intent of the Campaign was to increase awareness and participation in PacifiCorp’s energy efficiency and peak reduction programs. In Docket No. 12-035-71, PacifiCorp asked for approval for an additional three years of the Campaign. The Commission approved the year four plan but did not approve budgets for years five and six due to the unknown costs of inflation.

On December 27, 2013, PacifiCorp filed an application for approval of a proposed plan and budget for year five (“2014 Plan”) of the Campaign. In the application, PacifiCorp is also seeking approval to consolidate two reports by reporting year five results of the Campaign in the 2014 Energy Efficiency and Peak Reductions Report, to be filed with the Commission by May 1, 2015.

On December 31, 2013, the Commission issued an action request to the Division of Public Utilities (“Division”) for a review of PacifiCorp’s application. On January 2, 2014, a

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Notice of Filing and Comment Period was issued by the Commission, followed by an Erratum Notice on January 6, 2014. On January 24, 2014, the Division and the Office of Consumer Services (“Office”) filed comments on PacifiCorp’s proposed 2014 Plan. No other parties filed comments and no parties filed reply comments.

In the application, PacifiCorp provides a detailed action plan and proposes a budget of \$1,609,221 for year five of the Campaign, for the period January 1, 2014 – December 31, 2014. PacifiCorp notes it has effectively managed contracts against inflation but is seeking additional funds to support new campaign opportunities at the University of Utah. PacifiCorp states the DSM Steering Committee discussed the opportunities at the University of Utah on two separate occasions and the 2014 Plan was circulated to the DSM Steering Committee on December 6, 2013. PacifiCorp received written comments on the 2014 Plan from the Southwest Energy Efficiency Project and Utah Clean Energy. Also, the additional expenses included in the 2014 Plan were included in PacifiCorp’s forecast of expenses in Docket No. 13-035-183;<sup>1</sup> consequently PacifiCorp is not proposing an adjustment to the Schedule 193 surcharge in its application.

In its 2014 Plan, PacifiCorp provides a summary of Campaign activities to date and provides detailed information on proposed activities for continuing the Campaign through 2014. PacifiCorp proposes to continue leveraging the traditional paid media and social media, community outreach, earned media outreach, and digital (online) tools developed in the first four years of the Campaign. PacifiCorp proposes to accomplish the following in the 2014 Plan: build

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<sup>1</sup> *See In the Matter of Rocky Mountain Power’s Annual Demand Side Management Deferred Account and Forecast Reporting, Docket No. 13-035-183.*

awareness of the energy efficiency opportunities and peak management programs offered by PacifiCorp; identify the personal and societal benefits associated with energy efficiency opportunities and peak use management; motivate customers to change behaviors and act on energy efficiency opportunities; promote energy efficiency steps customers can take to reduce energy consumption associated with summer cooling; educate customers about PacifiCorp's summer tiered pricing structure; refresh existing campaign materials developed in 2012 and develop new materials for cooling messages in 2014; utilize multiple touch-points to reach the target audience and keep PacifiCorp's Wattsmart message "top-of-mind"; utilize television, radio and print media to reach Hispanic customers; and utilize magazine ads and strategic partnerships to reach business customers.

PARTY COMMENTS

The Division reviewed the application and verified its accuracy. The Division recommends the Commission approve PacifiCorp's 2014 Plan for the DSM Program. The Division acknowledges the additional funding requested for the Student Energy Ambassadors in 2014 was discussed and supported at the August 21, 2013, DSM Steering Committee meeting. The proposed University of Utah Sports Sponsorship was presented at the DSM Steering Committee meeting and the Committee supported moving forward with this sponsorship including the additional budget request for 2014. In its application, PacifiCorp requested approval to consolidate reports by including the Strategic Communications Report, showing year five results, with the 2014 Energy Efficiency and Peak Reductions Report. On August 21, 2013, this issue was brought to the DSM Steering Committee. The DSM Steering Committee is supportive of this proposal and the Division has no objections.

The Office has reviewed all aspects of the 2014 Plan of the DSM Program and agrees the proposal is an effective way to increase awareness and participation. The Office recommends the Commission approve PacifiCorp's 2014 Plan. Prior to filing with the Commission, PacifiCorp sent copies of the 2014 Plan to the DSM Steering Committee including the Office and requested suggestions. The Office did not submit written comments or provide suggestions to this solicitation. However, the Office discussed the filing with PacifiCorp and addressed certain areas to be given further consideration in future DSM Steering Committee meetings and discussions.

DISCUSSION

The Commission supports effective public outreach as an essential element in achieving greater customer participation in DSM programs and we appreciate PacifiCorp's efforts to address these issues through the DSM Steering Committee. Based on PacifiCorp's application, and the comments of the Division and the Office, we find the current proposal is an effective way to increase awareness and participation in the DSM programs, and conclude it is in the public interest to approve the 2014 Plan. We also find consolidating the results of year five of the Campaign with the 2014 Energy Efficiency and Peak Reductions Report will result in efficiencies in both Company preparation and regulatory review, and approve this request.

ORDER

1. The 2014 Plan for PacifiCorp's Strategic Communications and Outreach Plan for Demand Side Management Programs is approved.

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2. PacifiCorp may consolidate reporting and file the results of year five of the Campaign with the 2014 Energy Efficiency and Peak Reductions Report by May 1, 2015.

DATED at Salt Lake City, Utah, this 12<sup>th</sup> day of February, 2014.

/s/ Ron Allen, Chairman

/s/ David R. Clark, Commissioner

/s/ Thad LeVar, Commissioner

Attest:

/s/ Gary L. Widerburg  
Commission Secretary

DW#250943

CERTIFICATE OF SERVICE

I CERTIFY that on the 12<sup>th</sup> day of February, 2014, a true and correct copy of the foregoing was delivered upon the following as indicated below:

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