



State of Utah
Department of Commerce
Division of Public Utilities

FRANCINE GIANI
Executive Director

THOMAS BRADY
Deputy Director

CHRIS PARKER
Director, Division of Public Utilities

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Governor

SPENCER J. COX
Lieutenant Governor

ACTION REQUEST RESPONSE

To: Utah Public Service Commission

From: Utah Division of Public Utilities

Chris Parker, Director

Artie Powell, Energy Section Manager

Brenda Salter, Technical Consultant

Date: January 4, 2016

Re: Rocky Mountain Power Strategic Communications and Outreach Plan, Utah Energy Efficiency and Peak Management 2016 Plan and Budget.
Docket No. 15-035-83

RECOMMENDATION

The Division of Public Utilities (Division) has reviewed the filing and verified that it complies with Public Service Commission's (Commission) order in Docket No. 09-035-36. The Division recommends that the Utah Public Service Commission (Commission) approve Rocky Mountain Power's (Company) Strategic Communications and Outreach Plan, Utah Energy Efficiency and Peak Management 2016 Plan and Budget.

ISSUE

On June 11, 2009, in Docket No. 09-035-36, the Commission issued an order approving the implementation of an outreach and communications program in Utah for the Company's energy efficiency and peak management programs ("Campaign") for a period of three years ending June 30, 2012. The Company proposed continuing the Campaign and requested an 18-month implementation period for year four to align the Campaign with the Company's annual planning

effort and Energy Efficiency and Peak Reduction report. In Docket Nos. 13-035-198 and 14-035-141, the Company received approval for the five and six year plans, respectively.

On December 3, 2015, the Company provided its proposed year seven plan and budget for January 1, 2016 – December 31, 2016. The Company is proposing a budget of \$1.4 million for year seven. On December 3, 2015 the Commission issued an Action Request for the Division to review and make recommendations concerning the Company's 2016 DSM Strategic Communications and Outreach Plan and Budget by January 4, 2016. Also on December 3, 2015, the Commission issued a Notice of Filing and Comment Period for interested parties to submit comments by January 4, 2016 with reply comments due on January 19, 2016. This memorandum represents the Division's response to the Commission's Action Request and the Notice of Filing and Comment Period.

DISCUSSION

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 developed an action plan and budget for the program for 2016 and presented this information on November 19, 2015 to the DSM Steering Committee. This action plan outlines the various strategies and goals to be accomplished during 2016. The Company also included a draft budget detailing the allocation of funds into each plan element as well as a project timeline illustrating when various program components are scheduled to be implemented.

The Campaign's focus for the 2016 year is on efficient energy use for all customers with an emphasis on increasing energy efficiency awareness for small and mid-sized businesses customers. The Company listed the following strategies for 2016:

- Build and increase awareness of the energy efficiency opportunities and peak management programs offered by the Company for business customers; GOAL: move into second decile on the MSI National Benchmarking Database Study
- Continue to promote the *wattsmart* campaign to reinforce energy efficiency messages, raise demand-side management program awareness and increase program participation associated with summer cooling. GOAL: for the residential campaign – maintain or increase 2016 awareness of energy efficiency program results within 5 percentage points.

- Continue to develop social media as a channel to engage customers.
- Accentuate the money-saving aspect of participating in Rocky Mountain Power's energy efficiency programs and how that is helping businesses be more competitive.
- Optimize the Company's website to enhance customers' use as a key source of energy efficiency information, including program content and customer benefits.
- Continue to increase awareness and benefits of efficient energy use among the Company's Hispanic customers. Communicate the personal and societal benefits associated with energy efficiency opportunities and peak use management.

The Company's proposed budget of \$1,400,000 for the 2016 Campaign is a decrease of approximately 14% from the previous year's budget¹ and a decrease of approximately 9% from the 2010/2011 proposed budget².

The Company continues to conduct customer research to determine the effectiveness of the outreach and communications campaign. The result of the surveys are included in this filing and in the DSM Annual report filed with the Commission in May of each year. Based on customer research, the Campaign appears to continue to be an effective means of providing awareness of the *wattsmart* program.

CONCLUSION

The Division recommends that the Commission approve the Company's 2016 Strategic Communications and Outreach plan and budget for its Demand-side Management Program.

CC Bill Comeau, Rocky Mountain Power
Bob Lively, Rocky Mountain Power
Michele Beck, Office of Consumer Services
Service List

¹ Docket No. 14-035-141 RMP Strategic Communications and Outreach Plan for Utah Energy Efficiency and Peak Management 2015 Plan and Budget, October 29, 2014.

² Docket No. 09-035-36, RMP Strategic Communications and Outreach Plan for Utah Demand-Side Management Program year 2 Plan and Budget. April 1, 2010.