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State of Utah
DEPARTMENT OF COMMERCE
Office of Consumer Services

MICHELE BECK
Director

To: Public Service Commission

From: Office of Consumer Services
Michele Beck, Director
Gavin Mangelson, Utility Analyst

Date: November 25, 2014

Subject: Reply Comments Docket 14-057-25

In the Matter of: the Application for Approval of the 2015 Year Budget for Energy Efficiency Programs and Market Transformation Initiative

On October 14, 2014 Questar Gas Company (Company) filed with the Public Service Commission (Commission) an application with supporting exhibits for the 2015 budget of the Company's Demand Side Management (DSM) programs.

On November 14, 2014 the Office of Consumer Services (Office) submitted Comments and a recommendation that the Commission reject the Market Transformation Initiative (MTI) portion of the DSM budget and require it to be filed separately. The Office also recommended that the Commission take action regarding the Company's "fall prep" campaign and the use of the character "Therm"; particularly in relation to the Company's relationship with the Rocky Mountain Gas Association (RMGA).

The Company and the Office have subsequently met and discussed the positions outlined in the Office's Comments. As a result of our discussions the Company has agreed to redirect domain name fallprep.com so that it no longer directs to the RMGA website, and remove the images of Therm and Thermwise from the RMGA website as they currently appear promoting the RMGA contractor referral tool. The Company will also work with the DSM Advisory Group to:

1. Develop written policy regarding the use of Therm by third parties.
2. Develop a more detailed marketing strategy based on close analysis of survey results.

The Office accepts the Company's proposed actions in lieu of its initial recommendations for this filing. However, the Office remains concerned about MTI spending levels and whether the specific uses of the MTI budget are the best use of those ratepayer funds. The Office will continue to analyze the MTI budget and may make additional recommendations regarding the spending levels in future dockets.

Copies To: Questar Gas Company
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