

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

In the Matter of the Application of Rocky Mountain Power for Approval of a Strategic Communications and Outreach Program for Demand Side Management)))))))	<u>DOCKET NO. 09-035-36</u> <u>ORDER</u>
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ISSUED: December 19, 2012

By The Commission:

In its June 11, 2009, Order ("June 2009 Order") in this Docket, the Commission directed the Company to report annually on the effectiveness of the Strategic Communications and Outreach Program ("Program") for Demand Side Management ("DSM"). In compliance with this Order, on October 31, 2012, PacifiCorp ("Company"), d/b/a Rocky Mountain Power, filed the third annual Program report ("Report").

The Report includes customer survey results aimed at determining the Program's impact during its third year of operation which covers the period July 1, 2011, through June 30, 2012. The Report also summarizes Company DSM-related outreach efforts conducted by the Company.

On November 7, 2012, the Commission issued an Action Request to the Division of Public Utilities ("Division") to evaluate the Report. On November 26, 2012, the Division requested an extension to the Commission's Action Request comment due date, which the Commission subsequently granted, thereby extending the comment deadline to December 14, 2012. On December 14, 2012, the Division filed its responsive comments. The Office of Consumer Services ("Office") also filed comments on December 14, 2012.

The Division contends the Report continues to have a positive impact on customers and recommends the Commission acknowledge the Report as meeting the general requirements and guidelines of the June 2009, Order. The Office expresses concern over the Report's findings of declining trends in customer awareness and message recall regarding the Company's outreach efforts to heighten participation in approved DSM programs. The Division likewise acknowledges declines in survey participant awareness and agrees with the Company's assessment that such declines could be the result of economic conditions or the exhaustion of lower cost measures.

The Office's comments include a summary of Report results highlighting the level of survey participant awareness of approved DSM programs over the period 2010 through 2012. The Office compares the level of customer awareness by calculating the percent change in survey participant awareness rates from 2010 to 2012. Based on the Office's representation of these survey results, rates of individual DSM program awareness declined for five of the eight listed DSM programs, increased for two, and remained unchanged for one of the programs between 2010 and 2012.

The Office similarly summarizes Report results showing rates of customer recall regarding program media messaging over the period 2010 through 2012. According to the Office, the results show consistent declines in survey participant recall of Company DSM media messages over the period.

While the Report describes such findings, the Office contends the Report does not explain why the declines occurred. The Office recommends the Commission direct the Company to provide analytical conclusions based on the findings in future Reports. The Office also

recommends the Commission direct the DSM Steering Committee to identify ways to improve program awareness and message recall in areas showing decline. Specifically, the Office recommends the DSM Steering Committee focus on the following DSM programs: Home Energy Savings, Cool Keeper, and Energy Star New Homes.

The Commission recognizes the importance of DSM programs and the Company's increasing reliance on them to meet future demand. Both the Division and the Office indicate the Report findings contain valuable information and data. We find the Report indeed illustrates current trends which may affect potential customer acceptance and uptake of approved DSM programs and note no party identifies the Report as being inconsistent with the requirements of our June 2009 Order. We therefore adopt the Division's recommendation to acknowledge the Report as meeting the general requirements and guidelines of the June 2009, Order.

While we acknowledge the Office's concerns regarding analytical conclusions, we decline to direct the Company to further modify the Report's format. Rather, we find analyses regarding Report findings should be undertaken by the Company with input from the DSM Steering Committee, as that body has the necessary expertise to effectively evaluate report findings and to comprehensively identify solutions to improve program awareness and message recall in areas showing decline.

ORDER

NOW, THEREFORE, IT IS HEREBY ORDERED, that:

1. The Company's Third Annual Report on the Strategic Communications and Outreach Program's Effectiveness is acknowledged as meeting the general requirements and guidelines of our June 11, 2009, Order in this Docket.

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DATED at Salt Lake City, Utah, this 19th day of December, 2012.

/s/ Ric Campbell, Commissioner

/s/ Ron Allen, Commissioner

Attest:

/s/ Gary L. Widerburg
Commission Secretary
D#240402

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on the 19th day of December, 2012, a true and correct copy of the foregoing ORDER, was delivered upon the following as indicated below:

By Electronic Mail:

Data Request Response Center (datarequest@pacificorp.com)
PacifiCorp

Aaron Lively (aaron.lively@pacificorp.com)
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By Hand-Delivery:

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