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Division of Public Utilities

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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: April 14, 2014

Re: **Annual Report on Rocky Mountain Power's Year 4 Demand-Side Management Outreach and Communications Campaign.**

Docket No. 09-035-36

RECOMMENDATION

The Division of Public Utilities (Division) recommends that the Public Service Commission (Commission) acknowledge Rocky Mountain Power's (Company) Year 4 Demand-Side Management (DSM) Outreach and Communications Campaign Report (Outreach Report) as it is consistent with the requirements in the June 2009 order in this Docket.

ISSUE

On March 13, 2014, the Company filed its Annual Report on the Company's Demand Side Management Outreach Report and Communications Campaign, which addresses program effectiveness. This report encompasses the 18 month period of July 2012 through December 2103 as approved by the Commission in Docket 12-035-71. On March 19, 2014, the Commission issued an Action Request to the Division to review and make any recommendations concerning the Company's Outreach Report by April 14, 2014. The Commission's Notice of Filing and Comment Period gives a due date of April 25, 2014 for reply comments. This memorandum represents the Division's response to the Commission's Action Request.

DISCUSSION

In approving the Campaign, the Commission's June 11, 2009 Order directed the Company to report each year on Campaign effectiveness. The objectives of program are to promote energy efficiency and energy conservation through education as well as increased awareness of and participation in the Company's DSM programs.

For the current Outreach Report, the Company has conducted survey work to determine the impact of the outreach and communications campaign during its fourth year, which includes July 1, 2012 through December 31, 2013. The survey results covered the recognition/importance of the Company's DSM programs, actions taken to conserve electricity, DSM program awareness, DSM program participation, advertising recall, energy efficiency information sources, and Company credibility as an information source.

The Company has modified its marketing of the program and moved away from mass communications to focus on targeted and point-of-sale outreach. This appears to have been beneficial to the overall *wattsmart* brand recognition as can be seen in Table 1.

Table 1 - Total Program Awareness 2010 - 2013

Demand-Side Management Program	2010 Total Awareness	2011 Total Awareness	2012 Total Awareness	2013 Total Awareness
See ya later, refrigerator	85%	83%	86%	84%
Home Energy Savings	65%	62%	58%	55%
Cool Keeper	69%	67%	57%	54%
<i>wattsmart</i>	28%	41%	47%	49%
<i>wattsmart</i> New Homes	44%	48%	34%	40%
Time of Day	28%	31%	24%	22%

2013 margin of error of $\pm 4.0\%$ with a 95% confidence level

From the inception of the Outreach Program *wattsmart* shows a consistent upward trend. The program recognition of *See ya later, refrigerator* remained relatively constant. The Home Energy Savings Program and Cool Keeper Program recognition continue the fourth program year with a downward trend. Participation in Rocky Mountain Power's DSM program has continued

to be relatively constant into the fourth year. The majority of Rocky Mountain Power customers think it is very important or somewhat important for the Company to offer DSM programs. Again there is a downward trend in the number of customers that have taken some action to conserve energy although, there is still a majority of those surveyed (54%) that have taken action to conserve.

Table 2 – Action Taken to conserve electricity

2010 Action Taken	2011 Action Taken	2012 Action Taken	2013 Action Taken
73%	65%	60%	54%

The ability to save money (73%) was the primary motivation for customers to take steps to reduce home energy usage. Cost savings may have had an impact on the actions taken by customers to conserve energy in that the low cost alternatives may have been exhausted. The surveys also indicate that Rocky Mountain Power continues to be viewed favorably as a credible source of energy efficiency information.

CONCLUSION

The Division has reviewed the fourth year outreach and communications campaign report and believes that the demand-side management program along with the outreach program continues to have a positive impact on customers. The Division recommends that the Commission acknowledge the Company's Fourth Year Outreach Report.

CC Kathryn Hymas, Rocky Mountain Power
 Dave Taylor, Rocky Mountain Power
 Michele Beck, Office of Consumer Services
 Service List