

Parties' Comments

The Division offers several comments and observations in its review of the Report. The Division acknowledges that the objectives of the Outreach Program are to promote energy efficiency and energy conservation through education as well as increased awareness of, and participation in, PacifiCorp's DSM programs. The Survey addresses the recognition and importance of PacifiCorp's DSM programs, actions taken to conserve electricity, awareness of and participation in DSM programs, advertising recall, energy efficiency information sources, and PacifiCorp's credibility as an information source.

The Division notes PacifiCorp modified its marketing of DSM programs and moved away from mass communications to focus on targeted and point-of-sale outreach and this appears to be beneficial to the overall *wattsmart* brand recognition. From the inception of the Outreach Program, *wattsmart* recognition shows a consistent upward trend. Recognition of the other DSM programs vary; *See ya later, refrigerator* remains relatively constant, Home Energy Savings and Cool Keeper programs continue to decline. Participation in PacifiCorp's DSM programs continues to be relatively constant into the fourth year and the majority of PacifiCorp's customers think it is very important, or somewhat important, for the Company to offer DSM programs. The Division observes a majority of those surveyed (54 percent) have taken action to conserve; however, there is a downward trend in the number of customers who have taken some action to conserve energy. The Survey indicates PacifiCorp continues to be viewed favorably as a credible source of energy efficiency information.

The Division believes PacifiCorp's DSM programs and the Outreach Program continue to have positive impacts on customers. The Division recommends the Commission

acknowledge PacifiCorp's Report as consistent with the requirements in the June 2009 order in this Docket.

The Office reviewed the Report and generally supports the Outreach Program. The Office raises four issues with respect to the Report and submits a recommendation.

First, the Office questions the lack of demographic information from the Survey respondents, particularly, whether the person rents or owns, and the person's age and income level. This demographic information is not included in the exhibits and is not factored into the analysis of the Survey. The Office believes this information is critical in determining the effectiveness of DSM outreach. Each demographic group may have different habits relating to energy use and conservation actions, as well as the type of media they are likely to be exposed to. The Office recommends actions be taken to avoid over representation of any one group in the Survey results and that demographics be considered when determining effective communication strategies. The Office recommends the Commission require PacifiCorp to include demographic information, as well as the actions taken to account for demographics, in future Outreach Program reports.

Second, the Office states that to provide continuity in the study results year to year, telephone surveys have utilized the same questions every year. However, the timing of the surveys has changed. For 2010 and 2011, the surveys were conducted during the July/August timeframe. The surveys were moved to September for years 2012 and 2013. PacifiCorp now proposes moving the survey date back to the July/August timeframe. PacifiCorp indicates this move will allow them "to take advantage of the advertising in the marketplace and to be able to utilize learning to make changes to the plan as necessary." The Office asserts changing the

survey date will sacrifice the continuity developed from the previous surveys. The Office is concerned that by changing the timeframe of the next survey, parties will not know whether any changes in survey results are a result of the change in timing or as a result of the effectiveness of the Outreach Program.

Third, the Office notes the Survey indicates a downward trend in respondents reporting energy conservation action and that this may be due to customers having exhausted the lower cost actions. The Office will continue to monitor this trend to identify any correlation to lower energy savings.

Fourth, the Office notes the decline in awareness of the Cool Keeper program. This was expected by PacifiCorp due to reduced marketing activities for Cool Keeper in coordination with the decision to replace all of the original Cool Keeper devices with more modern devices. The Office agrees with PacifiCorp's allocation of marketing resources away from Cool Keeper in order to complete the new device installation and anticipates once the new Cool Keeper devices have been installed, PacifiCorp will again focus its efforts on raising awareness and participation in Cool Keeper.

Discussion

The Commission recognizes the importance of DSM programs and PacifiCorp's increasing reliance on them to meet future demand. We find the Report illustrates current trends that may affect potential customer acceptance and utilization. We 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.

We acknowledge the Office's concerns regarding the lack of demographic information in the Survey and the change in timing of the survey. We share the Office's concern that the lack of demographic information may not give a complete picture of the effectiveness of DSM outreach. We are also concerned the change in the timing of the survey may affect the continuity of the survey results and make year to year comparisons difficult. For future reports, we encourage PacifiCorp to discuss these issues with the DSM Advisory Group and the DSM Steering Committee and implement any appropriate changes.

ORDER

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

DATED at Salt Lake City, Utah, this 5th day of May, 2014.

/s/ Ron Allen, Chairman

/s/ David R. Clark, Commissioner

/s/ Thad LeVar, Commissioner

Attest:

/s/ Gary L. Widerburg
Commission Secretary
DW#254050

CERTIFICATE OF SERVICE

I CERTIFY that on the 5th day of May, 2014, a true and correct copy of the foregoing was served upon the following as indicated below:

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