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RESPONSE TO ACTION REQUEST

To: Public Service Commission of Utah

From: Division of Public Utilities
Chris Parker, Director
Energy Section
Artie Powell, Energy Section Manager
Thomas Brill, Technical Consultant
Abdinasir Abdulle, Technical Consultant

Date: January 19, 2011

Re: Docket No. 09-035-36 – Annual Report on Rocky Mountain Power’s Demand-Side Management Outreach and Communications Campaign

RECOMMENDATION (ACKNOWLEDGMENT)

The Division recommends that the Public Service Commission (Commission) acknowledge Rocky Mountain Power’s (Company) first year Annual Report on Rocky Mountain Power’s Demand-Side Management Outreach and Communications Campaign as complying with the Commission Order of June 11, 2009 in Docket No. 09-035-36.

ISSUE

On October 14, 2010, the Company filed with the Commission its Annual Report on Rocky Mountain Power’s Demand-Side Management Outreach and Communications Campaign, which addresses program effectiveness. On November 23, 2011, the Commission issued an Action Request for the Division of Public Utilities (Division) to investigate and report back to the Commission by January 20, 2011. This memorandum is the Division’s response to the Commission’s Action Request.

DISCUSSION

In its June 11, 2009 Order approving the program in this Docket, the Commission directed the Company to submit an annual report on the effectiveness of the program on August 31 of each program calendar year, commencing in 2010. The main objectives of the program are to promote energy efficiency and conservation through education and increase customer awareness of and participation in the Company's DSM programs. The effectiveness of the program are measured based on the program's achievement of these objectives.

In compliance with the Commission Orders in the above referenced Docket dated June 11, 2009 and October 4, 2010, the Company filed its first year annual report. The report discusses the research methodology, findings, conclusions, recommendations and first year activities. Attached to the report are the four surveys questionnaires conducted by third-parties.

In order to determine the effectiveness of the communication campaign, four surveys were conducted at different time periods.

- Baseline survey regarding energy efficiency, conservation and demand response conducted prior to the launch of "Let's Turn the Answers On" and "*wattsmart*" – (December 2007).
- Customer awareness survey conducted five months after the launch of "Let's Turn the Answers On" – June 2009.
- Customer awareness survey conducted 18 months after the launch of "Let's Turn the Answer On" and 2 months after the launch of the "*wattsmart*" campaign – June 2010.
- Customer awareness survey was conducted one year after the initiation of the enhanced energy efficiency, conservation and demand response communication – August 2010.

Data from these surveys were compared to assess the impact of the program activities. The findings of the assessment indicate that

1. Over 90% of both DSM program participants and non-participants think that it is important that the Company offer DSM programs to its customers.

2. Though it is slightly lower in 2010 (73%) than in 2007 (80%), the communication campaign resulted in the majority of the customers taking some action, either change of behavior or purchase of energy efficiency items, to conserve energy during the past year.
3. About 71% of the residential customers are aware of the energy efficiency programs offered by either Rocky Mountain Power or Questar.
4. About 63% of the residential customers participated currently or in the past in one or more of the Company's energy efficiency programs. About 24% of the residential customers also indicated that they participate in *wattsmart*.
5. Saving money was the most frequently mentioned reason for participating in the DSM programs.
6. Approximately, two-thirds of the residential customers indicated that they were exposed to Company advertisements during the past six months.
7. Television was the most frequently mentioned source of information followed by bill inserts. The most frequently remembered messages involved using energy wisely, energy efficiency programs, renewable energy, and electrical safety.
8. Most of the customers indicated that the Company is a trustworthy source of energy information and is concerned about energy conservation.

Based on these findings, the Company concluded that the program has resulted in higher awareness of the Company's DSM programs and recommended the following:

1. Continue promoting the *wattsmart* campaign.
2. Continue promoting the DSM programs through TV, radio, and newspapers and coordinate those efforts with utility bill inserts.
3. Maintain the theme of advertisement.
4. Emphasize the money saving aspect of the communication.

The Division reviewed the methodology used in evaluating the program effectiveness and the findings and recommendations of the study and has no specific concerns. The Division also reviewed the Year One activities and concluded that they are in line with the Year One plan of action plan approved by the Commission in its November 9, 2009 Order in this Docket.

Therefore, the Division concludes that the Company's annual report complies with the Commission Orders of November 9, 2009 and June 11, 2011 in this Docket and recommends the Commission acknowledge it.