

## **Implementation**

If approved by the Commission, the Company anticipates an expansion launch date of September 2014. Leading up to the reports in homes, the Company and its program administrator will:

- Identify participating customers
- Complete randomization of the data to select participants
- Finalize the analysis of historic data
- Configure marketing content

The costs associated with the Home Energy Reports Program expansion are provided in Exhibit B-Table 2. If approved, the costs and savings for this program will be included in the Company's November 2014 forecast.

In addition, the Commission's May 15, 2012 Order in Docket No. 12-035-77 established a \$3.2 million budget cap ("Cap") for the total 41 month HER pilot program term to account for the various costs that would be incurred. If the Commission approves the Company's request to expand and extend the program, the Cap will be exceeded as the program runs through December 2017. Accordingly, the Company requests that the Commission remove the Cap if program expansion and extension is approved.

## **Stakeholder Involvement**

The Company has worked closely with the DSM Steering Committee over the past year regarding the performance of the initial pilot, the evaluation results, and the proposed program expansion. Program results were reviewed and the proposal to extend and expand the program was discussed at the following meetings:

- April 24, 2013 meeting of the Utah DSM Steering Committee
- December 10, 2013 meeting of the Utah DSM Steering Committee
- February 12, 2014 meeting of the Utah DSM Steering Committee
- June 6, 2014 meeting of the Utah DSM Steering Committee and Utah DSM Advisory Group.
- July 30, 2014 meeting of the Utah DSM Steering Committee

Through these meetings, discussions and the analysis provided with this filing, the Company gained consensus among DSM Steering Committee members in support of the requested extension of the initial pilot program and expansion of Home Energy Reports program to an additional 200,000 households.

The expansion is forecasted to contribute an additional 3,511 MWH (3,212 MWH at site) to the 2014 Utah IRP target of 224,220 MWH provided in the November 1, 2013 filing. When the expansion forecast is combined with the pilot program forecast of 29,244 MWH (26,751 MWH at

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site), this represents an increase of 5,560 MWH (at gen) when compared to the 27,196 MWH forecast for this Program provided in the November 1, 2013 filing.

The Company respectfully requests that: 1) the proposed extension and expansion of the HER pilot program become effective September 15, 2014, in order to expand the availability of this program as soon as possible, and 2) the Commission remove the Cap if program expansion and extension of the HER pilot program is approved.

It is respectfully requested that all formal correspondence and staff requests regarding this matter be addressed to:

By E-mail (preferred): [datarequest@pacificorp.com](mailto:datarequest@pacificorp.com)

By regular mail: Data Request Response Center  
PacifiCorp  
825 NE Multnomah Blvd., Suite 2000  
Portland, OR 97232

By fax: (503) 813-6060

Informal inquiries regarding this matter may be directed to Dave Taylor, Manager of Regulatory Affairs, at (801) 220-2923.

Sincerely,

Kathryn Hymas  
Vice President, Finance and Demand Side Management

Enclosures

cc: Division of Public Utilities  
Office of Consumer Services