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Department of Commerce  
Division of Public Utilities

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## ACTION REQUEST RESPONSE

To: Utah Public Service Commission

From: Division of Public Utilities  
Chris Parker, Director  
Artie Powell, Manager, Energy Section  
Brenda Salter, Technical Consultant  
Abdinasir Abdulle, Technical Consultant  
Sam Liu, Utility Analyst

Subject: **Docket No. 13-035-198**  
Rocky Mountain Power's Strategic Communications and Outreach Plan, Utah Energy Efficiency and Peak Management 2014 Plan and Budget, DPU's Review and Recommendation – Approve.

Date: January 24, 2014

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### RECOMMENDATION (Approve)

The Division of Public Utilities (Division) has reviewed this filing and verified its accuracy. The Division recommends that the Utah Public Service Commission (Commission) approve Rocky Mountain Power's (Company) Strategic Communications and Outreach Plan, Utah Energy Efficiency and Peak Management 2014 Plan and Budget.

### ISSUE

On December 27, 2013, the Company filed an action plan and a budget of \$1,609,554 for year five, January 1 through December 31, 2014, of the program. In this filing, the Company indicated that it is seeking additional funds to support new campaign opportunities at the University of Utah. The Company is also seeking approval to report results of the Year Five Campaign in the Annual Report to be filed with the Commission by May 1, 2015. On December

31, 2013, the Commission issued an Action Request to the Division requesting its review and recommendations regarding the Company's application. The Commission asked the Division to report back by January 24, 2014. This memorandum represents the Division's response to the Commission's Action Request.

## **DISCUSSION**

The Campaign's objective is to promote energy efficiency and energy conservation through education as well as increased awareness of and participation in the Company's DSM programs. On June 11, 2009, the Commission approved Rocky Mountain Power's application for Approval of a proposed Strategic Communications and Outreach Program for DSM. The Program funding was not to exceed \$1.5 million per year for an initial three-year period. This initial three-year Program ended June 30, 2012. On May 1, 2012, the Commission approved the Company's proposal to continue the Campaign with a budget of \$2.25 million for an 18-month period for year four to align the Campaign with the Company's annual planning effort and Energy Efficiency and Peak Reduction report. On December 27, 2013, the Company requested approval for its proposed budget of \$1,609,221 for year five for January 1, 2014 – December 31, 2014 of the program. The Company is seeking additional funds to support two new campaign opportunities at the University of Utah; Student Energy Ambassadors Program (\$9,221) and University of Utah Sports Sponsorship (\$100,000).

### **Student Energy Ambassadors Program**

Rocky Mountain Power received a request for funding from the University of Utah to help support its Student Energy Ambassadors Program. This student lead outreach program is designed to educate other students, property owners, and management about conservation and efficiency in rented or owned residences. The program will provide energy saving devices such as CFLs, weather stripping, low-flow shower heads and programmable thermostats. This Company proposal was discussed during the DSM Advisory Group Meeting on March 14, 2012. Additionally, the Student Energy Ambassadors funding was discussed and supported at the August 21, 2013 DSM Steering Group Meeting.

### **University of Utah Sports Sponsorship**

The proposed University of Utah Sports Sponsorship was presented to the DSM Steering Committee at the August 24, 2013 meeting. The Committee supported moving forward with this sponsorship with an additional budget request for 2014. This is potentially a three-year sponsorship of \$100,000 per year and covers activities at all home football and basketball games and women's gymnastics meets. Although the budget request is for \$100,000, the actual amount could be lower depending on corporate funding in the amount of \$25,000<sup>1</sup>. Also the light-pole banners from last year will be evaluated to see if they can be used again in 2014<sup>2</sup>.

### **Combining Reports**

The Company proposed in this filing to include the Strategic Communications Report for year five with the 2014 Energy Efficiency and Peak Reductions Report. On August 21, 2013, this issue was brought to the DSM Steering Committee. The DSM Steering Committee is supportive of this proposal and the Division has no objections.

### **CONCLUSION**

The Division reviewed the Company's filing and concluded that the Company's proposal is reasonable. Therefore, the Division recommends that the Commission approve the Company's continuation of Strategic Communications and Outreach for its Demand-side Management Program.

cc:

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

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<sup>1</sup> Utah DSM Steering Committee Meeting, April 24, 2013

<sup>2</sup> January 14, 2014 conversation with Lisa Romney, Regulatory Projects Manager, DSM