



State of Utah
Department of Commerce
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: December 1, 2014

Re: Rocky Mountain Power's Strategic Communications and Outreach Plan, Utah Energy Efficiency and Peak Management 2014 Plan and Budget.
Docket No. 14-035-141

RECOMMENDATION

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 2015 Plan and Budget.

ISSUE

On June 11, 2009, in Docket No. 09-035-36, the Commission issued an order approving the implementation of an outreach and communications program in Utah for the Company's energy efficiency and peak management programs ("Campaign") for a period of three years ending June 30, 2012. The Company proposed continuing the Campaign and requested an 18-month implementation period for year four to align the Campaign with the Company's annual planning effort and Energy Efficiency and Peak Reduction report. The Company has developed the year five plan and budget for January 1, 2015 – December 31, 2015. The Company is proposing a

budget of \$1,620,081 for year six. On October 29, 2014 the Commission issued an Action Request for the Division to review and make recommendations concerning the Company's 2015 DSM Strategic Communications and Outreach Plan and Budget by November 28, 2014. On November 7, 2014, the Commission issued a Notice of Filing and Comment Period for interested parties to submit comments by December 1, 2014 with reply comments due on December 12, 2014. This memorandum represents the Division's response to the Commission's Action Request and the Notice of Filing and Comment Period.

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. The Company provides a brief summary of Campaign activities to date and an outline of the proposed activities planned for continuing the Campaign through 2015.

The Company has provided the proposed budget for the 2015 Strategic Communications and Outreach Plan along with the activities it has planned for the 2015 year. The Campaign mimics the 2014 year for the most part with a few changes. The proposed additions to the 2015 Campaign include the bi-annual Act *wattsmart* Video Contest, an Energy Efficiency mobile game, and the Rockin' *wattsmart* assemblies. The Act *wattsmart* Video Contest has been held twice before in 2011 and 2013 and has shown to be a success. The Campaign is introducing an Energy Efficiency mobile game that will also be available on *wattsmart.com*. Radio Disney Rockin' Recess closed its doors in 2013. Because Rockin' Recess proved to be an effective tool for delivering energy efficiency to schools, the Campaign will continue the assemblies internally under Rockin' *wattsmart*. The 2015 Campaign is no longer partnering with the Utah Jazz "GreenTeam."

The Division noted that on page 2 of the filing the customer survey responses for 2014 were the same as the 2013 customer survey responses. The Company provided the following clarification:

The 2014 customer awareness survey shows a sixty-five percent awareness rate among customers in Utah. Overall, "using energy wisely" and "energy efficiency

programs” are the most widely recalled messages. Sixty-three percent of Rocky Mountain Power customers reported that they were aware of “being *wattsmart*”.

The Campaign appears to continue to be an effective means of providing awareness of the *wattsmart* program.

On October 14, 2014, the Campaign plan and budget was presented to the DSM Steering Committee. The DSM Steering Committee is supportive of this proposal and the Division has no objections.

CONCLUSION

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
Service List