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State of Utah
DEPARTMENT OF COMMERCE
Office of Consumer Services

MICHELE BECK
Director

To: Public Service Commission

From: Office of Consumer Services
Michele Beck, Director
Gavin Mangelson, Utility Analyst

Date: December 1, 2014

Subject: Docket 14-035-141

In the Matter of: the Request of Rocky Mountain Power for Approval of its Sixth-Year Action Plan and Budget for the Strategic Communications and Outreach Plan for Demand Side Management

On October 29, 2014 Rocky Mountain Power Company (Company) filed with the Public Service Commission (Commission) a budget and description of its Utah Demand-Side Management (DSM) Marketing Plan; referred to by the Company as Strategic Communications and Outreach. The Commission subsequently posted a Notice of Filing and Comment Period.

The Office of Consumer Services (Office) is a member of the Company's DSM Steering Committee that meets to discuss the Company's plans and strategies relating to its DSM programs. Elements of the DSM marketing plan have been presented to and discussed by the Steering Committee. After this budget request was filed the Office requested some clarification regarding a few points in the action plan and budget. The Company hosted a discussion in order to answer subsequent questions; the discussions were successful in clarifying any points of confusion.

The Office asserts that coordination with the DSM Steering Committee is a successful way to develop effective policies and compromises. The Office recommends that future Steering Committee meetings and discussions regarding DSM Communications and Outreach involve greater detail in developing a specific marketing strategy. These discussions should include explanations of how survey results have been incorporated into the Communications Plan. Furthermore, expenditures should be justified by specific desired outcomes in program participation and not just general awareness.

The Office recommends that the Commission approve the Company's plan and budget for its sixth year DSM Strategic Communications and Outreach.

Copies To: Rocky Mountain Power
Kathryn Hymas, Vice President, Services

Division of Public Utilities
Chris Parker, Director
Artie Powell, Energy Section Manager