

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

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)
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DOCKET NO. 14-035-141

ORDER APPROVING
STRATEGIC COMMUNICATIONS AND
OUTREACH PLAN FOR DEMAND SIDE
MANAGEMENT PROGRAMS

ISSUED: January 16, 2015

On June 11, 2009, in Docket No. 09-035-36,¹ the Public Service Commission of Utah (“Commission”) issued an order authorizing PacifiCorp, dba Rocky Mountain Power (“PacifiCorp”), to implement a Strategic Communications and Outreach Plan for Demand Side Management (“DSM”) programs in Utah (“Campaign”), for a period of three years. The intent of the Campaign is to increase awareness and participation in PacifiCorp’s energy efficiency and peak reduction programs. In Docket No. 12-035-71,² PacifiCorp requested approval to continue the Campaign for an additional three years. The Commission approved the fourth-year plan but did not approve budgets for years five and six due to the unknown costs of inflation. In Docket No. 13-035-198,³ the Commission approved the fifth-year plan.

On October 29, 2014, PacifiCorp filed an application for approval of a proposed plan and budget for year six (“2015 Plan”) of the Campaign. On October 29, 2014, the

¹ See *In the Matter of the Application of PacifiCorp d/b/a Rocky Mountain Power filing for Approval of a Proposed Strategic Communications and Outreach Program for Demand Side Management*, Docket No. 09-035-36 (Order Approving Program with Conditions; June 11, 2009).

² See *In the Matter of the Application of Rocky Mountain Power for Approval of a Strategic Communications and Outreach Program for Demand-Side Management*, Docket No. 12-035-71 (Order Approving Strategic Communications and Outreach Program for Demand-Side Management Program and Budget; May 1, 2012).

³ See *In the Matter of the Request of Rocky Mountain Power for Approval of its Fifth-Year Action Plan and Budget for the Strategic Communications and Outreach Plan for Demand Side Management*, Docket No. 13-035-198 (Order Approving Strategic Communications and Outreach Plan for Demand Side Management Programs; February 12, 2014).

Commission issued an action request to the Division of Public Utilities (“Division”) to review PacifiCorp’s application. On November 7, 2014, the Commission issued a Notice of Filing and Comment Period. On December 1, 2014, the Division and the Office of Consumer Services (“Office”) filed comments on PacifiCorp’s proposed 2015 Plan. On December 12, 2014, PacifiCorp filed reply comments. No other parties filed comments.

In the application, PacifiCorp provides a detailed action plan and proposes a budget of \$1,620,081 for the 2015 Plan, for the period January 1, 2015, to December 31, 2015. PacifiCorp represents the 2015 Plan was circulated to the DSM Steering Committee on October 20, 2014, and also was discussed at the October 14, 2014, DSM Steering Committee meeting. PacifiCorp states it received no major concerns or opposition to the 2015 Plan. PacifiCorp explains the expenses associated with the Campaign will be included in PacifiCorp’s forecast of expenses in the Annual Demand Side Management Deferred Account & Forecast Reporting filing due November 1, 2014.⁴ Consequently, PacifiCorp is not proposing an adjustment to the Schedule 193 surcharge as part of this filing.

In its 2015 Plan, PacifiCorp provides a summary of Campaign activities to date and provides detailed information on proposed activities for continuing the Campaign through 2015. PacifiCorp proposes to continue leveraging the traditional paid media and social media, and other tools developed in the first five years of the Campaign. PacifiCorp proposes to accomplish the following in the 2015 Plan: Build awareness of the energy efficiency opportunities and peak management programs offered by PacifiCorp; identify the personal and societal benefits associated with energy efficiency opportunities and peak use management;

⁴ See *In the Matter of Rocky Mountain Power’s Annual Demand Side Management Nov. 1st Deferred Account and Forecast Reporting*, Docket No. 14-035-142.

motivate customers to change behaviors and act on energy efficiency opportunities; promote energy efficiency steps customers can take to reduce energy consumption associated with summer cooling, educate customers about PacifiCorp's summer tiered pricing structure; develop new creative messaging in 2015; utilize multiple touch-points to reach the target audience and keep PacifiCorp's *wattsmart* message "top-of-mind"; utilize television, radio and print media to reach Hispanic customers; and utilize magazine ads and strategic partnerships to reach business customers.

PARTIES' COMMENTS

The Division states it reviewed the application, verified its accuracy, and recommends the Commission approve the 2015 plan and budget. The Division notes the Campaign's objective is to promote energy efficiency and energy conservation through education as well as increased awareness of, and participation in, PacifiCorp's DSM programs. The Division notes the Campaign mimics the 2014 Plan with a few changes including a bi-annual Act *wattsmart* Video Contest, an Energy Efficiency mobile game, and the Rockin' *wattsmart* assemblies. Further, the 2015 Campaign is no longer partnering with the Utah Jazz "GreenTeam." The Division states the Campaign continues to be an effective means of providing awareness of the *wattsmart* program. The Division notes the DSM Steering Committee is supportive of, and the Division has no objections to, the 2015 Plan. The Division recommends the Commission approve PacifiCorp's continuation of the Strategic Communications and Outreach for its Demand Side Management Program.

The Office recommends the Commission approve PacifiCorp's 2015 Plan. The Office notes it is a member of the DSM Steering Committee that meets to discuss PacifiCorp's

plans and strategies relating to its DSM programs. After PacifiCorp filed its application, the Office requested and received from PacifiCorp, clarification of the action plan and budget. The Office notes that PacifiCorp's coordination with the DSM Steering Committee is a successful means for developing effective policies and compromises. The Office recommends future DSM Steering Committee meetings and discussions regarding DSM Communications and Outreach involve greater detail in developing a specific marketing strategy. According to the Office, these discussions should include explanations of how survey results are incorporated into the communications plan. Further, the Office states expenditures should be justified by specific desired outcomes in program participation and not just general awareness.

PacifiCorp responds to the Office's concern regarding program specific outcomes in its reply comments. PacifiCorp states communications objectives are not tied to specific programs. PacifiCorp explains the Strategic Communications and Outreach Plan is focused on promoting behavior change and building awareness of how to be *watt*smart and take advantage of *watt*smart programs and incentives. PacifiCorp argues the current plan and budget does not allow PacifiCorp to track program participation. PacifiCorp asserts that developing a plan that can track specific programs requires a much heavier program schedule, specific focused offers, and a very different approach. PacifiCorp states it can present a program that meets this criteria for the 2016 plan at the request of the DSM Steering Committee. PacifiCorp notes it will discuss this change in direction in 2015 Steering Committee meetings and, if agreed upon, it will file the proposed changes for Commission approval before the 2016 Plan is filed in November 2015.

DISCUSSION, FINDINGS, AND CONCLUSIONS

The Commission supports effective public outreach as an essential element in achieving greater customer participation in DSM programs and we appreciate PacifiCorp's efforts to address these issues through the DSM Steering Committee. Based on PacifiCorp's application, and the comments of the Division and the Office, we find the current proposal is an effective way to increase awareness and participation in the DSM programs, and conclude it is in the public interest to approve the 2015 plan and budget.

ORDER

We approve the 2015 plan and budget for PacifiCorp's Strategic Communications and Outreach Plan for Demand Side Management Programs.

DATED at Salt Lake City, Utah, this 16th day of January, 2015.

/s/ Ron Allen, Chairman

/s/ David R. Clark, Commissioner

/s/ Thad LeVar, Commissioner

Attest:

/s/ Gary L. Widerburg
Commission Secretary

DW#263082

CERTIFICATE OF SERVICE

I CERTIFY that on the 16th day of January, 2015, a true and correct copy of the foregoing was delivered upon the following as indicated below:

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