

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

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

DOCKET NO. 15-035-83

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

ISSUED: January 27, 2016

On June 11, 2009, in Docket No. 09-035-36,¹ the Public Service Commission of Utah (Commission) issued an order authorizing PacifiCorp, doing business as Rocky Mountain Power (PacifiCorp), to implement a Strategic Communications and Outreach Plan for Demand Side Management (DSM) programs in Utah (Campaign), for a three-year period. 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. The Commission approved the fifth-year and sixth-year plans in Docket Nos. 13-035-198³ and 14-035-141⁴, respectively.

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.

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.

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, issued February 12, 2014).

⁴ See *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*, Docket No. 14-035-141 (Order Approving Strategic Communications and Outreach Plan for Demand Side Management Programs, issued January 16, 2015).

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On December 3, 2015, PacifiCorp filed an application for approval of a proposed plan and budget for year seven (2016 Plan) of the Campaign. Pursuant to the Commission's December 3, 2015 Notice of Filing and Comment Period, the Division of Public Utilities (Division) and the Office of Consumer Services (Office) filed comments on the 2016 Plan on January 4, 2016. No other party filed comments or reply comments.

In the application, PacifiCorp provides a detailed action plan and proposes a budget of \$1.4 million for the 2016 Plan. PacifiCorp represents the 2016 Plan was circulated to the DSM Steering Committee (Steering Committee) on November 19, 2015. The expenses associated with the Campaign were included in PacifiCorp's forecast of expenses in the Annual Demand Side Management Deferred Account & Forecast Report filed November 2, 2015 in Docket No. 15-035-48, and also in PacifiCorp's Advice No. 15-14 in Docket No. 15-035-T15 requesting approval for an adjustment to Schedule 193.

In its 2016 Plan, PacifiCorp provides a summary of Campaign activities to date and provides detailed information on proposed activities for continuing the Campaign through 2016. PacifiCorp proposes to continue advertising and promoting the *wattsmart* campaign with a stronger focus on tying the *wattsmart* concept to messages about others who are being *wattsmart* and the benefits they receive. In 2016, PacifiCorp plans to emphasize efficient energy use for small- and mid-sized businesses customers, while maintaining broad reach through traditional paid media and social media, community outreach, earned media outreach and digital (online) tools. PacifiCorp also plans to:

- build and increase awareness of the energy efficiency opportunities and peak management programs offered by PacifiCorp for business customers;

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- continue to promote the *watt*smart campaign to reinforce energy efficiency messages, raise demand-side management program awareness, and increase program participation associated with summer cooling;
- continue to develop social media as a channel to engage customers;
- highlight the money-saving aspect of participating in PacifiCorp's energy efficiency programs and how that helps businesses be more competitive;
- optimize PacifiCorp's website to enhance customers' use as a key source of energy efficiency information, including program content and customer benefits; and
- continue to increase awareness and benefits of efficient energy use among PacifiCorp's Hispanic customers.

PARTIES' COMMENTS

The Division states it reviewed the application, verified it complies with the Commission Order in Docket No. 09-035-36, and recommends the Commission approve the 2016 Plan. 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 DSM programs. The Division acknowledges PacifiCorp developed an action plan and budget for the program for 2016 and presented it to the Steering Committee on November 19, 2015. The Division notes the action plan outlines the various strategies and goals to be accomplished during 2016, the budget details, the allocation of funds into each plan element, and a project timeline illustrating when various program components are scheduled to be implemented.

The Office recommends the Commission approve the 2016 Plan. The Office states it is a member of the Steering Committee and that a draft of the 2016 Plan was provided to members of the Steering Committee for review prior to the filing in this docket. The Office requested additional information on the Market Strategies International benchmarking study, the proposed initiative to “optimize the website,” and the digital pre-roll ads, which PacifiCorp provided. The Office also voiced concern regarding Commission approval of “Business Open Door Tour” which has not yet been fully developed. The Office supports the concept of the proposed business tour but requests PacifiCorp provide additional information to the Steering Committee for review and input prior to implementation.

DISCUSSION, FINDINGS, AND CONCLUSIONS

We find that cost-effective public outreach is an appropriate element in DSM programs, and we continue to encourage PacifiCorp’s efforts to address these issues through the Steering Committee. Based on PacifiCorp’s application, the comments of the Division and the Office, and lack of opposition filed, we find the current proposal is a cost-effective way to increase awareness and participation in the DSM programs, and conclude it is in the public interest to approve the 2016 Plan. We also request PacifiCorp to provide additional information on the “Business Open Door Tour” to the Steering Committee as recommended by the Office.

ORDER

We approve PacifiCorp’s 2016 Strategic Communications and Outreach Plan for Demand Side Management Programs.

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DATED at Salt Lake City, Utah, January 27, 2016.

/s/ Thad LeVar, Chair

/s/ David R. Clark, Commissioner

/s/ Jordan A. White, Commissioner

Attest:

/s/ Gary L. Widerburg
Commission Secretary
DW#271485

CERTIFICATE OF SERVICE

I CERTIFY that on January 27, 2016, a true and correct copy of the foregoing was delivered upon the following as indicated below:

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