



State of Utah
Department of Commerce
Division of Public Utilities

FRANCINE GIANI
Executive Director

THOMAS BRADY
Deputy Director

CHRIS PARKER
Director, Division of Public Utilities

GARY HEBERT
Governor

SPENCER J. COX
Lieutenant Governor

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 15, 2016

Re: Rocky Mountain Power Strategic Communications and Outreach Plan, Utah Energy Efficiency and Peak Management 2017 Plan and Budget.
Docket No. 16-035-49

RECOMMENDATION

The Division of Public Utilities (Division) has reviewed the filing and verified that it complies with Public Service Commission's (Commission) order in Docket No. 09-035-36. 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 2017 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. In Docket Nos. 13-035-198, 14-035-

141, and 15-035-83 the Company received approval for the five, six and seven year plans, respectively.

On December 1, 2016, the Company provided its proposed year eight plan and budget for January 1, 2017 – December 31, 2017. The Company is proposing a budget of \$1.4 million for year eight with a January 1, 2017 effective date. On December 1, 2016 the Commission issued an Action Request for the Division to review and make recommendations concerning the Company's 2017 DSM Strategic Communications and Outreach Plan and Budget by December 30, 2016. Subsequently the Commission issued a Notice of Filing and Comment Period for interested parties to submit comments by December 15, 2016 with reply comments due on December 22, 2016. 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 developed an action plan and budget for the program for 2017 and presented this information on November 18, 2016 to the DSM Steering Committee. This action plan outlines the various strategies and goals to be accomplished during 2017. The Company also included a draft budget detailing the allocation of funds into each plan.

As with the 2016 year, the Campaign's focus for the 2017 year is on efficient energy use for all customers with an emphasis on increasing energy efficiency awareness for small, mid-sized and large businesses customers. The Company will use TV, radio, digital media and social media to continue the engagement of residential and commercial customers. The proposed budget for 2017 of \$1,400,000 is comparable to the 2016 Campaign budget.

The Company continues to conduct customer research to determine the effectiveness of the outreach and communications campaign. The result of the surveys are included in this filing and in the DSM Annual report filed with the Commission in May of each year. Based on customer

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

CONCLUSION

The Division recommends that the Commission approve the Company's 2017 Strategic Communications and Outreach plan and budget for its Demand-side Management Program.

CC Bill Comeau, Rocky Mountain Power
Bob Lively, Rocky Mountain Power
Michele Beck, Office of Consumer Services
Service List