

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

---

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

DOCKET NO. 16-035-49

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

ISSUED: December 28, 2016

**BACKGROUND**

In Docket No. 09-035-36, the Public Service Commission of Utah (PSC) 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.<sup>1</sup> The intent of the Campaign was and is to increase awareness and participation in PacifiCorp's energy efficiency and peak reduction programs. In Docket No. 12-035-71, PacifiCorp requested approval to continue the Campaign for an additional three years.<sup>2</sup> The PSC approved the fourth-year plan but did not approve budgets for years five and six due to the unknown costs of inflation.<sup>3</sup> The PSC approved the fifth-year, sixth-year, and seventh-year plans in Docket Nos. 13-035-198,<sup>4</sup> 14-035-141,<sup>5</sup> and 15-035-83,<sup>6</sup> respectively.

---

<sup>1</sup> 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* (Order Approving Program with Conditions, issued June 11, 2009; Docket No. 09-035-36).

<sup>2</sup> 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).

<sup>3</sup> See *id.* Order Approving Strategic Communications and Outreach Program for Demand-Side Management Program and Budget at 4, issued May 1, 2012.

<sup>4</sup> 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* (Order Approving Strategic

DOCKET NO. 16-035-49

- 2 -

On December 1, 2016, PacifiCorp filed an application for approval of its proposed plan and budget for year eight (2017 Plan) of the Campaign. In response to the PSC's Notice of Filing and Comment Period, the Division of Public Utilities (Division) and the Office of Consumer Services (Office) filed respective comments on PacifiCorp's 2017 Plan, on December 15, 2016. No other party commented, and the opportunity to do so has elapsed.

In the 2017 Plan, PacifiCorp provides a detailed action plan and proposes a budget of \$1.4 million. PacifiCorp represents the 2017 Plan was circulated to the DSM Steering Committee (Steering Committee) on November 18, 2016. PacifiCorp included the expenses associated with the 2017 Plan in its forecast of expenses in the Annual Demand Side Management Deferred Account & Forecast Report, filed in Docket No. 16-035-30,<sup>7</sup> and also in its Advice No. 16-14 in Docket No. 16-035-T15,<sup>8</sup> in which PacifiCorp requested approval of an adjustment to Schedule No. 193.

In its 2017 Plan, PacifiCorp provides a summary of Campaign activities to date and provides detailed information on proposed activities for continuing the Campaign through 2017. PacifiCorp proposes to continue advertising and promoting the *wattsmart* campaign with a

---

Communications and Outreach Plan for Demand Side Management Programs, issued February 12, 2014; Docket No. 13-035-198).

<sup>5</sup> 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* (Order Approving Strategic Communications and Outreach Plan for Demand Side Management Programs, issued January 16, 2015; Docket No. 14-035-141).

<sup>6</sup> See *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* (Order Approving Strategic Communications and Outreach Plan for Demand Side Management Programs, issued January 27, 2016; Docket No. 15-035-83).

<sup>7</sup> See *In the Matter Rocky Mountain Power's Semi-Annual Demand-Side Management (DSM) Forecast Reports* (Acknowledgement Letter, dated December 21, 2016).

<sup>8</sup> See *In the Matter of the Rocky Mountain Power's Proposed Revisions to Schedule No. 193, Rate Adjustment* (Order Approving Proposed Revisions to Schedule No. 193, issued December 22, 2016).

stronger focus on tying the *wattsmart* concept to messages about others who are being *wattsmart* and the benefits they receive. In 2017, PacifiCorp plans to emphasize efficient energy use for residential and small-to-medium-to-large business 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:

- Generate awareness and participation in the *wattsmart* programs.
- Reinforce an understanding within the business and government communities about the need for, and benefits of, embracing energy efficiency and renewable options and how PacifiCorp can help.
- Emphasize that energy efficiency is good for Utah's economy and helps to reduce emissions.
- Educate Chamber of Commerce members and trade show attendees about the benefits of being *wattsmart* and the programs available to them.
- Utilize multiple touch points to reach the target audience and keep *wattsmart* messages top-of-mind.

### PARTIES' POSITIONS

The Division reviewed the application, verified it complies with the Order in Docket No. 09-035-36, and recommends approval of the 2017 Plan. The Division notes PacifiCorp developed an action plan and budget for the program for 2017 and presented it to the Steering Committee on November 18, 2016, which outlines the various strategies and goals to be

accomplished during 2017 and provides a draft budget detailing the allocation of funds into each plan element.

The Office likewise recommends approval of the 2017 Plan. The Office states topics relating to PacifiCorp's DSM Outreach Plan are regularly discussed at DSM Steering Committee meetings throughout the year. For the 2017 Plan, the Office requested additional information on Joint Media Communications, Ragnar sponsorship, and the Wattsmart School Curriculum Program, which PacifiCorp provided. The Office supports the Outreach Plan generally and will continue to work with PacifiCorp and the DSM Steering Committee to develop effective marketing strategies that reflect a responsible stewardship over funds collected for the benefit of ratepayers.

**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 DSM 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 2017 Plan.

**ORDER**

We approve PacifiCorp's 2017 Strategic Communications and Outreach Plan for Demand Side Management Programs, effective January 1, 2017.

DOCKET NO. 16-035-49

- 5 -

DATED at Salt Lake City, Utah, December 28, 2016.

/s/ Thad LeVar, Chair

/s/ David R. Clark, Commissioner

/s/ Jordan A. White, Commissioner

Attest:

/s/ Gary L. Widerburg  
Commission Secretary  
DW#290961

CERTIFICATE OF SERVICE

I CERTIFY that on December 28, 2016, a true and correct copy of the foregoing was delivered upon the following as indicated below:

By Electronic Mail:

Data Request Response Center ([datarequest@pacificorp.com](mailto:datarequest@pacificorp.com))  
PacifiCorp

Robert C. Lively ([bob.lively@pacificorp.com](mailto:bob.lively@pacificorp.com))  
Michael Snow ([michael.snow@pacificorp.com](mailto:michael.snow@pacificorp.com))  
Rocky Mountain Power

Patricia Schmid ([pschmid@utah.gov](mailto:pschmid@utah.gov))  
Justin Jetter ([jjetter@utah.gov](mailto:jjetter@utah.gov))  
Rex Olsen ([rolsen@utah.gov](mailto:rolsen@utah.gov))  
Robert Moore ([rmoore@utah.gov](mailto:rmoore@utah.gov))  
Assistant Utah Attorneys General

Erika Tedder ([etedder@utah.gov](mailto:etedder@utah.gov))  
Division of Public Utilities

By Hand-Delivery:

Office of Consumer Services  
160 East 300 South, 2<sup>nd</sup> Floor  
Salt Lake City, Utah 84111

---

Administrative Assistant