



State of Utah  
Department of Commerce  
Division of Public Utilities

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## 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

Lane Mecham, Utility Analyst

Date: January 4, 2018

Re: Rocky Mountain Power Strategic Communications and Outreach Plan, Utah Energy Efficiency and Peak Management 2018 Plan and Budget.  
Docket No. 17-035-67

## 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 Commission approve Rocky Mountain Power's (Company or RMP) Strategic Communications and Outreach Plan, Utah Energy Efficiency and Peak Management 2018 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, 16-035-49 the Company received approval for the five, six, seven and eight year plans, respectively.

On December 14, 2017, the Company provided its proposed year nine plan and budget for January 1, 2018 – December 31, 2018. The Company is proposing a budget of \$1.4 million for year nine with a January 15, 2018 effective date. On December 14, 2017, the Commission issued an Action Request for the Division to review and make recommendations concerning the Company's 2018 DSM Strategic Communications and Outreach Plan and Budget by January 13, 2018. Subsequently, the Commission issued a Notice of Filing and Comment Period for interested parties to submit comments by January 5, 2018, with reply comments due on January 10, 2018. This memorandum represents the Division's response to the Commission's Action Request.

## **DISCUSSION**

The Company's report includes customer survey results aimed at determining the outreach and communication program's impact and summarizes DSM related outreach efforts conducted by the Company in 2017. The results of the surveys are included in this filing and in the DSM Annual report filed with the Commission in May of each year. The 2017 survey results include the following:

- Saving money continues to be the driving force behind program participation
- RMP continues to be a trusted source for energy efficiency information.
- RMP customers are generally familiar with the *wattsmart* program
- RMP customers (64% residential, 48% commercial) have taken some action to reduce their energy use in 2017

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

The Campaign's objective is to promote energy efficiency and energy conservation through education as well as increased awareness of the benefits associated with the efficient use of

energy. The Campaign's focus for the 2018 year is on efficient energy use for all customers with an emphasis on "being *wattsmart*", increasing targeted media channels, and engaging more with customers online. The 2018 messaging approach will remind and empower customers that being energy efficient will help them to realize long-term financial savings as well as help the environment. The Division agrees with the Company's decision to move away from sports sponsorships in future Campaigns and agrees that the media focus of the Campaign should continue with TV, radio, digital media and social media.

The proposed budget for 2018 of \$1,400,000 is comparable to the 2016 and 2017 Campaign budgets. Included in the draft budget is a detailed allocation of funds for each plan.

On November 29, 2017, the Company's 2017 survey results along with the 2018 action plan and budget were provided to the DSM Steering Committee for review and comment. The Division discussed various aspects of the proposed filing with the Company and received timely and well informed responses.

## **CONCLUSION**

The Division understands that energy efficiency improvements and market transformation require informed customers. The Company's Campaign appears to support this endeavor. The Division recommends that the Commission approve the Company's 2018 Strategic Communications and Outreach plan and budget for its Demand-side Management Program.

CC Bill Comeau, Rocky Mountain Power  
Michael Snow, Rocky Mountain Power  
Michele Beck, Office of Consumer Services  
Service List