

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

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

DOCKET NO. 17-035-67

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

ISSUED: January 11, 2018

**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.<sup>2</sup>

Subsequently, in Docket No. 12-035-71, PacifiCorp requested approval to continue the Campaign for an additional three years.<sup>3</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 and, in so doing, noted: "[T]he filing does not contain detailed information on this issue and it is difficult to clearly assess impacts beyond . . . year four. We[,] therefore[,] decline to approve the Program's budget for years five and six until more accurate estimates become available."<sup>4</sup> Then, in Docket

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<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 *id.* at 1.

<sup>3</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* (Strategic Communications and Outreach Plan for Demand-Side Management, filed March 22, 2012; Docket No. 12-035-71).

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

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Nos. 13-035-198,<sup>5</sup> 14-035-141,<sup>6</sup> 15-035-83,<sup>7</sup> and 16-035-49,<sup>8</sup> respectively, the PSC approved years five, six, seven, and eight.

On December 14, 2017, PacifiCorp filed an application in this docket for approval of its proposed plan and budget for year nine (2018 Plan) of the Campaign, with an effective date of January 15, 2018. In response to the PSC's Notice of Filing and Comment Period, on January 4, 2018, the Division of Public Utilities (DPU) filed comments on PacifiCorp's 2018 Plan. No other party commented, and the opportunity to do so has elapsed.

In the 2018 Plan, PacifiCorp provides a detailed action plan and proposes a budget of \$1.4 million. PacifiCorp represents the 2018 Plan was circulated to the DSM Steering Committee (Steering Committee) on November 29, 2017. PacifiCorp included the expenses associated with the 2018 Plan in its forecast of expenses in the Annual Demand Side Management Deferred Account & Forecast Report, filed in Docket No. 17-035-41,<sup>9</sup> and also in its Advice No. 17-14 in

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<sup>5</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 Communications and Outreach Plan for Demand Side Management Programs, issued February 12, 2014; Docket No. 13-035-198).

<sup>6</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>7</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>8</sup> See *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* (Order Approving Strategic Communications and Outreach Plan for Demand Side Management Programs, issued December 28, 2016; Docket No. 16-035-49).

<sup>9</sup> See *Rocky Mountain Power's Semi-Annual Demand-Side Management (DSM) Forecast Reports* (Rocky Mountain Power's Annual DSM Forecast Report, filed November 1, 2017; Docket No. 17-035-41).

Docket No. 17-035-T13,<sup>10</sup> in which PacifiCorp requested approval of an adjustment to Schedule No. 193.

In its 2018 Plan, PacifiCorp provides a summary of Campaign activities to date and detailed information on proposed activities for continuing the Campaign through 2018. The 2018 Plan also includes the 2017 customer survey results and summarizes PacifiCorp's 2017 DSM related outreach efforts. The Campaign's focus for 2018 is on efficient energy use for all customers with an emphasis on "being *watt*smart," 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 2018 Plan includes program evaluation and monitoring activities to measure and verify plan delivery.

### **PARTIES' POSITIONS**

The DPU reviewed the 2018 Plan, verified it complies with the Order in Docket No. 09-035-36, and recommends its approval. According to the DPU, energy efficiency improvement and market transformation require informed customers and the Campaign appears to continue to be an effective means of providing awareness of PacifiCorp's *watt*smart program. In addition, the DPU states the 2018 Plan budget is comparable to other recent Plan budgets.

### **DISCUSSION, FINDINGS, AND CONCLUSIONS**

We acknowledge PacifiCorp's continuing efforts to address DSM issues with the Steering Committee. Based on PacifiCorp's application, the DPU's comments and statement that

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<sup>10</sup> See *Rocky Mountain Power's Proposed Tariff Revisions to Electric Service Schedule No. 193, Demand Side Management (DSM) Cost Adjustment* (Advice No. 17-14, filed November 15, 2017; Docket No. 17-035-T13).

the Campaign appears to continue to be an effective means of providing awareness of the *watt*smart program, and lack of opposition filed, we approve the 2018 Plan as filed.

**ORDER**

We approve PacifiCorp's 2018 Strategic Communications and Outreach Plan for Demand Side Management Programs, effective January 15, 2018.

DATED at Salt Lake City, Utah, January 11, 2018.

/s/ Thad LeVar, Chair

/s/ David R. Clark, Commissioner

/s/ Jordan A. White, Commissioner

Attest:

/s/ Gary L. Widerburg  
PSC Secretary  
DW#299092

CERTIFICATE OF SERVICE

I CERTIFY that on January 11, 2018, a true and correct copy of the foregoing was delivered upon the following as indicated below:

By Electronic Mail:

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