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

DOCKET NO. 18-035-45

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

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ISSUED: December 20, 2018

**BACKGROUND**

In Docket No. 09-035-36, the Public Service Commission of Utah (PSC) issued an order authorizing 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>

On November 28, 2018, PacifiCorp filed an application for approval of its proposed plan and budget for year ten (2019 Plan) of the Campaign, with an effective date of January 1, 2019. In response to the PSC's Notice of Filing and Comment Period, the Division of Public Utilities (DPU) and the Office of Consumer Services (OCS) both filed comments on December 12, 2018. No other party commented, and the opportunity to do so has elapsed.

In the 2019 Plan, PacifiCorp provides a detailed action plan and proposes a budget of \$1.5 million. PacifiCorp represents the 2019 Plan was circulated to the DSM Steering Committee (Steering Committee) on November 15, 2018. PacifiCorp states it included the expenses

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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). Since then, the Company has sought and received approval for outreach and communications plans on an annual basis in separate dockets.

<sup>2</sup> See *id.* at 1.

associated with the 2019 Plan in its forecast of expenses in the Annual Demand Side Management Deferred Account & Forecast Report, filed in Docket No. 18-035-27.<sup>3</sup> PacifiCorp also included these expenses in its Advice No. 18-06 in Docket No. 18-035-T05, requesting approval for a reduction to Electric Service Schedule No. 193 rates and to implement a one-time refund to customers through Electric Service Schedule No. 194.<sup>4</sup>

In its 2019 Plan, PacifiCorp provides a summary of Campaign activities to date and detailed information on proposed activities for continuing the Campaign through 2019. The 2019 Plan also includes the 2018 customer survey results and summarizes PacifiCorp's 2018 DSM-related outreach efforts. The Campaign's focus for 2019 is to use research to continually improve awareness efforts for energy efficiency to support *wattsmart* programs and energy conservation in general. Specifically, the 2019 Plan will:

- Promote “being *wattsmart*” to support Rocky Mountain Power’s “Powering Your Greatness” brand essence that empowers customers with options to save energy and money.
- Maintain targeted media channels with adjustments for trends, cost, and impact.
- Engage customers online and through direct email.
- Reach the next generation of energy savers with engaging energy efficiency education.

Among other things, PacifiCorp plans to increase the number of schools served under the School Curriculum Program. According to PacifiCorp, this change will address schools on a waiting list

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<sup>3</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, 2018; Docket No. 18-035-27).

<sup>4</sup> See *Rocky Mountain Power's Proposed Tariff Revisions to Electric Service Schedule No. 193 (Demand Side Management Cost Adjustment) and Proposed Electric Service Schedule No. 194 (Demand Side Management Credit)* (Advice No. 18-06, filed November 9, 2018; Docket No. 18-035-T05).

for presentations, and aligns with the 2019 Plan's strategy for measuring success. In addition, PacifiCorp commits to including program evaluation and monitoring in the Campaign to measure and verify plan delivery.

### **PARTIES' POSITIONS**

The DPU reviewed the 2019 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 support this objective. In addition, the DPU states the 2019 Plan budget is consistent with recent past Plan budgets and that, based on past performance, PacifiCorp is conscientious of and strives to stay within the Plan budget.

The OCS provides a review of the 2019 Plan's research efforts, bench marking database study, proposed marketing plan, overall strategy, and proposed evaluation methods. The OCS recommends the PSC approve the 2019 Plan as filed. The OCS supports PacifiCorp's plan to target all customer segments, particularly small business customers, as the OCS believes this segment of customers has previously been underserved. The OCS also supports the expansion of in-classroom energy-efficiency education presentations as an effective way to introduce children and their parents to concepts of energy management and conservation as well as useful actions that can be taken.

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

We acknowledge PacifiCorp's continuing efforts to address DSM issues with the Steering Committee. We find the 2019 Plan reasonably supports the Campaign's goal of increasing awareness and participation in PacifiCorp's energy efficiency and peak reduction

programs. Based on PacifiCorp's application, the DPU's and the OCS's comments and recommendations, and the lack of opposition filed, we conclude the 2019 Plan was filed in compliance with PSC requirements; thus, we approve the 2019 Plan as filed.

**ORDER**

We approve PacifiCorp's 2019 Strategic Communications and Outreach Plan for Demand Side Management Programs, effective January 1, 2019.

DATED at Salt Lake City, Utah, December 20, 2018.

/s/ Thad LeVar, Chair

/s/ David R. Clark, Commissioner

/s/ Jordan A. White, Commissioner

Attest:

/s/ Gary L. Widerburg  
PSC Secretary  
DW#305947

**Notice of Opportunity for Agency Review or Rehearing**

Pursuant to Utah Code Ann. §§ 63G-4-301 and 54-7-15, a party may seek agency review or rehearing of this written order by filing a request for review or rehearing with the PSC within 30 days after the issuance of the order. Responses to a request for agency review or rehearing must be filed within 15 days of the filing of the request for review or rehearing. If the PSC fails to grant a request for review or rehearing within 20 days after the filing of a request for review or rehearing, it is deemed denied. Judicial review of the PSC's final agency action may be obtained by filing a Petition for Review with the Utah Supreme Court within 30 days after final agency action. Any Petition for Review must comply with the requirements of Utah Code Ann. §§ 63G-4-401, 63G-4-403, and the Utah Rules of Appellate Procedure.

CERTIFICATE OF SERVICE

I CERTIFY that on December 20, 2018, 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))  
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Administrative Assistant