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

DOCKET NO. 19-035-44

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

ISSUED: January 16, 2020

BACKGROUND

In Docket No. 09-035-36, the Public Service Commission (PSC) issued an order authorizing Rocky Mountain Power (RMP) to implement a Strategic Communications and Outreach Plan for Demand Side Management (DSM) programs in Utah (“Campaign”) for a three-year period.¹ The intent of the Campaign was and is to increase awareness and participation in the company’s energy efficiency and peak reduction programs.²

On December 20, 2019, RMP filed a request for approval of its Eleventh-Year Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2020 – December 31, 2020 (“2020 Plan”), with an effective date of January 20, 2020. The Division of Public Utilities (DPU) and the Office of Consumer Services (OCS) filed comments on January 13, 2020.

In the 2020 Plan, RMP provides a detailed action plan and proposes a budget of \$1.5 million. RMP represents the 2020 Plan was circulated to the DSM Steering Committee (“Steering Committee”) on December 2, 2019. RMP states it included the expenses associated

¹ 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.

² See *id.* at 1.

with the 2020 Plan in its forecast of expenses in the Annual Demand Side Management Deferred Account and Forecast Report, filed in Docket No. 19-035-28.³

In its 2020 Plan, RMP provides a summary of the 2019 survey results and detailed information on proposed activities for continuing the Campaign through 2020. The Campaign's focus for 2020 is to use market research to continually improve awareness efforts for energy efficiency to support *wattsmart* programs and energy conservation in general. Specifically, the 2020 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.
- Increase outreach to the next generation of energy savers with engaging energy efficiency education.

Among other things, RMP plans to increase the number of schools served under the School Curriculum Program from 175 to 200. According to RMP, this change will address schools on a waiting list for presentations. In addition, RMP commits to including program evaluation and monitoring in the Campaign to measure and verify plan delivery.

PARTIES' COMMENTS

The DPU reviewed the 2020 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 2020 Campaign appears to support this objective. In addition, the DPU states the 2020 Plan budget is consistent with recent

³ See *Rocky Mountain Power's Semi-Annual Demand-Side Management (DSM) Forecast Reports* (Rocky Mountain Power's Annual DSM Forecast Report, filed November 1, 2019; Docket No. 19-035-28).

past budgets and is in compliance with the budget amount of \$1.5 million set in Docket No. 09-035-36.

The OCS provides a review of the 2020 Plan's research results, proposed budget, and approach and campaign components. The OCS encourages RMP to consider possible modifications to the small business direct install program if participation does not increase as well as adding programs directed to small businesses. The OCS recommends the PSC approve the 2020 Plan.

DISCUSSION, FINDINGS, AND CONCLUSIONS

We acknowledge RMP's continuing efforts to address DSM issues with the Steering Committee. We find the 2020 Plan reasonably supports the Campaign's goal of increasing awareness and participation in RMP's energy efficiency and peak reduction programs. Based on RMP's application, the DPU's and the OCS's comments and recommendations, we conclude the 2020 Plan was filed in compliance with PSC requirements; thus, we approve the 2020 Plan as filed.

ORDER

We approve RMP's Eleventh-Year Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2020 – December 31, 2020 as filed.

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DATED at Salt Lake City, Utah, January 16, 2020.

/s/ Thad LeVar, Chair

/s/ David R. Clark, Commissioner

/s/ Jordan A. White, Commissioner

Attest:

/s/ Gary L. Widerburg
PSC Secretary
DW#311783

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 January 16, 2020, a true and correct copy of the foregoing was delivered upon the following as indicated below:

By Email:

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