

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

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Request of Rocky Mountain Power for Approval of its 2021 Strategic Communications and Outreach Action Plan and Budget for Demand Side Management	<u>DOCKET NO. 20-035-46</u>  <u>ORDER APPROVING</u> <u>STRATEGIC COMMUNICATIONS AND</u> <u>OUTREACH PLAN FOR DEMAND SIDE</u> <u>MANAGEMENT PROGRAMS</u>
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ISSUED: January 6, 2021

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 (“2009 Order”).<sup>1</sup> The intent of the Campaign was and is to increase awareness of and participation in RMP’s energy efficiency and peak reduction programs.<sup>2</sup>

On December 10, 2020, RMP filed a request for approval of its 2021 Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2021 – December 31, 2021 (“2021 Plan”), with a requested effective date of January 11, 2021. The Division of Public Utilities (DPU) filed comments on December 17, 2020.

In the 2021 Plan, RMP provides a detailed action plan and proposes a budget of \$1.5 million. RMP represents the 2021 Plan was circulated to the DSM Steering Committee (“Steering Committee”) on December 2, 2020. RMP states it included the expenses associated

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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, RMP has sought and received approval for outreach and communications plans on an annual basis in separate dockets.

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

with the 2021 Plan in its forecast of expenses in the Annual Demand Side Management Deferred Account and Forecast Report, filed November 2, 2020 in Docket No. 20-035-31.<sup>3</sup>

In its 2021 Plan, RMP provides a summary of the 2020 survey results and detailed information on proposed activities for continuing the Campaign through 2021. The Campaign's focus for 2021 is to continue using RMP's "being *wattsmart*" marketing campaign to generate residential and business awareness of RMP's energy conservation programs and to promote energy efficiency and energy conservation in general. RMP's stated strategies for the 2021 campaign include:

- promoting RMP's "being *wattsmart*" and "Powering Your Greatness" brands that include energy saving programs for customers;
- increasing advertising through targeted media channels, with a greater proportion of RMP's ad mix delivered through email and broadcast television;
- continuing to emphasize RMP's in-classroom energy efficiency education program in Utah schools;
- engaging with customers through content on RMP's [rockymountainpower.net](http://rockymountainpower.net) and [wattsmart.com](http://wattsmart.com) websites and driving traffic to those sites through digital, social, and email content; and
- assisting customers impacted by COVID-19 by utilizing new monthly Small Business Energy Insights Reports as an outreach tool that will provide detailed information including low- and no-cost energy efficiency strategies, programs, and incentives.

In addition, RMP commits to including program evaluation and monitoring in the 2021 Plan to measure success and verify Campaign delivery.

DPU reviewed the 2021 Plan and recommended that the PSC approve the 2021 Plan as compliant with the 2009 Order. In making its recommendation, DPU comments that RMP's proposed budget for the 2021 plan is consistent with past plan budgets and complies with the

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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 2, 2020; Docket No. 20-035-31).

\$1.5 million budget requirement set in the 2009 Order. DPU further comments that the 2021 Plan is similar to DSM strategic communications and outreach plans in previous years and effectively accomplishes the program's goals. Finally, DPU comments that it recognizes the importance of creating informed customers to transform the energy market and enhance energy efficiency and that the 2021 Plan and ongoing Campaign support that effort.

**DISCUSSION, FINDINGS, AND CONCLUSIONS**

We acknowledge RMP's continuing efforts to address DSM issues with the Steering Committee and find the 2021 Plan reasonably furthers the Campaign's goal of increasing awareness and participation in RMP's energy efficiency and peak reduction programs. Based on RMP's application and DPU's comments and recommendation, we conclude the 2021 Plan was filed in compliance with PSC requirements and we approve the 2021 Plan as filed.

**ORDER**

We approve RMP's 2021 Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2021 – December 31, 2021 as filed.

DATED at Salt Lake City, Utah, January 6, 2021.

/s/ Thad LeVar, Chair

/s/ David R. Clark, Commissioner

/s/ Ron Allen, Commissioner

Attest:

/s/ Gary L. Widerburg  
PSC Secretary  
DW#316927

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 30 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 6, 2021, a true and correct copy of the foregoing was delivered upon the following as indicated below:

By Email:

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Administrative Assistant