
Request of Rocky Mountain Power for Approval of its 2023 Strategic Communications and Outreach Action Plan and Budget for Demand Side Management	<u>DOCKET NO. 22-035-53</u> <u>ORDER APPROVING STRATEGIC COMMUNICATIONS AND OUTREACH PLAN FOR DEMAND SIDE MANAGEMENT PROGRAMS</u>
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ISSUED: January 11, 2023

PROCEDURAL HISTORY

In 2009, the Public Service Commission (PSC) authorized Rocky Mountain Power (RMP) to implement an outreach and communications program for its energy efficiency and peak management programs (the “Campaign”) for a three-year period (“2009 Order”).¹ Since the initial three-year period, RMP has annually filed and requested approval of strategic communications and outreach plans for demand side management (DSM) programs.

On December 1, 2022, RMP filed a request for approval of its 2023 Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2023 – December 31, 2023 (“2023 Plan”), effective January 3, 2023. The Division of Public Utilities (DPU) filed comments on December 13, 2022, and no other comments were received.

THE APPLICATION

In the 2023 Plan, RMP provides a detailed action plan and proposes a budget of \$1.5 million. RMP states it included the expenses associated with the 2023 Plan in its forecast of

¹ *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, Docket No. 09-035-36, Order Approving Program with Conditions, issued June 11, 2009.*

expenses in the Annual Demand Side Management Deferred Account and Forecast Report, filed November 1, 2022 in Docket No. 22-035-37.²

The 2023 Plan includes a summary of the 2022 survey results and detailed information on proposed activities for continuing the Campaign through 2023. The plan states the Campaign's focus for 2023 is to continue using RMP's "WattSmart" marketing campaign to generate residential and business awareness of RMP's energy conservation programs and promote energy efficiency and energy conservation, in general. RMP's stated strategies for the 2023 campaign include:

- Continue to promote Wattsmart choices to support RMP's "Powering Your Greatness" brand that empowers customers with options to save energy and money;
- Maintain targeted media channels with adjustments for trends, costs, and impacts;
- Engage customers online, through direct email, and with in-person events;
- Continue outreach to the next generation of energy savers with engaging energy efficiency education;
- Address current economic impacts on customers;
- Refresh "business creative" to continue to inform customers about their energy usage and solutions to help lower their bills;
- Use new data/research tools through Qualtrics in 2023 that will deepen customer insights to provide actionable information to help RMP reach customers;
- Implement and optimize Responsys, the new communication tool from Oracle, to enable RMP to communicate on a quick and personalized level with customers.

In addition, RMP commits to including program evaluation and monitoring in the 2023 Plan to measure success and verify Campaign delivery.

² See *Rocky Mountain Power's Semi-Annual Demand-Side Management Forecast Reports*, Docket No. 22-035-37.

DPU COMMENTS AND RECOMMENDATION

DPU comments RMP's proposed budget for the 2023 Plan is consistent with past plan budgets and complies with the \$1.5 million budget requirement set in the 2009 Order, and it recommends the PSC approve the 2023 Plan. DPU states the 2023 Plan is similar to DSM strategic communications and outreach plans in previous years, with a slight increase to the Wattsmart School Curriculum program and a slight decrease to Creative/Production/Planning programs. DPU also asserts the budget forecasts seem to be effectively accomplishing program goals.

DISCUSSION, FINDINGS, AND CONCLUSIONS

Based on the PSC's review of the 2023 Plan and DPU's comments and recommendations, and there being no opposition to RMP's request, we approve the 2023 Plan as filed. We find the 2023 Plan meets the \$1.5 million budget cap set forth in our 2009 Order and it will reasonably further the goal of increasing awareness and participation in RMP's energy efficiency and peak reduction programs. We also find and conclude the 2023 Plan complies with the requirements described in our 2009 Order.

ORDER

We approve RMP's 2023 Strategic Communications and Outreach Action Plan and Budget for Demand Side Management, January 1, 2023 – December 31, 2023 as filed.

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DATED at Salt Lake City, Utah, January 11, 2023.

/s/ Thad LeVar, Chair

/s/ David R. Clark, Commissioner

/s/ Ron Allen, Commissioner

Attest:

/s/ Gary L. Widerburg
PSC Secretary
DW#326602

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 11, 2023, a true and correct copy of the foregoing was delivered upon the following as indicated below:

By Email:

Data Request Response Center (datareq@pacificorp.com), (utahdockets@pacificorp.com)
PacifiCorp

Michael S. Snow (michael.snow@pacificorp.com)
Jana Saba (jana.saba@pacificorp.com)
Rocky Mountain Power

Patricia Schmid (pschmid@agutah.gov)
Patrick Grecu (pgrecu@agutah.gov)
Robert Moore (rmoore@agutah.gov)
Utah Assistant Attorneys General

Madison Galt (mgalt@utah.gov)
Division of Public Utilities

Alyson Anderson (akanderson@utah.gov)
Bela Vastag (bvastag@utah.gov)
Alex Ware (aware@utah.gov)
(ocs@utah.gov)
Office of Consumer Services

Administrative Assistant