
Request of Rocky Mountain Power for Approval of its 2026 Strategic Communications and Outreach Action Plan and Budget for Demand Side Management

DOCKET NO. 25-035-63

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

ISSUED: March 18, 2026

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 requested approval of strategic communications and outreach plans for demand-side management (DSM) programs.

On November 25, 2025, RMP filed a request for approval of its 2026 Strategic Communications and Outreach Action Plan for Demand Side Management, January 1, 2026 – December 31, 2026 (“2026 Plan”), effective January 1, 2026. The Division of Public Utilities (DPU), Utah Clean Energy (UCE), and the Office of Consumer Services (OCS) filed comments in support of the 2026 Plan on December 17, 19, and 23, 2025, respectively. No other comments were received.

¹ *In the Matter of the Application of RMP for Approval of a Strategic Communications and Outreach Program for Demand Side Management*, Docket No. 09-035-36, Order Approving Program with Conditions issued June 11, 2009.

THE 2026 PLAN

The 2026 Plan provides a detailed action plan and proposes a budget of \$1.63 million. RMP states it included the expenses associated with the 2026 Plan in its forecast of expenses in the Semi-Annual DSM Forecast Report, filed October 31, 2025, in Docket No. 25-035-41.²

The 2026 Plan includes a summary of the 2025 customer survey results and detailed information on proposed activities for continuing the Campaign through 2026. The key strategies include:

- Targeted Outreach: Focusing on residential and business customers, with emphasis on lower-income and disadvantaged communities (“LIDAC”).
- Education Programs: Continuing the “Be Wattsmart, Begin at Home” program in 200 Utah schools.
- Time of Use (TOU) Education: Educating customers on shifting energy use to off-peak hours to support grid reliability.
- Digital Engagement: Leveraging data tools to drive traffic to Wattsmart.com.

Additionally, RMP states its 2026 messaging approach is intended to “empower customers to adopt energy-efficient behaviors and choose energy-efficient equipment to realize both the immediate impact and the long-term financial savings as well as

² *Rocky Mountain Power’s Semi-Annual Demand-Side Management Forecast Reports*, Docket No. 25-035-41.

other operational and environmental benefits.”³ RMP also discusses its continuing efforts to create wider visibility for its programs. RMP commits to including program evaluation and monitoring in the 2026 Plan to measure success and verify Campaign delivery. RMP will measure success by assessing overall awareness of, and participation in, Wattsmart energy efficiency offerings and positive survey results.

PARTY COMMENTS AND RECOMMENDATIONS

DPU states the proposed \$1.63 million budget for the 2026 Plan is slightly higher than the \$1.6 million from previous Campaign budgets with the increase due to the addition of the TOU program. Additionally, DPU states that the surveys reflect 0.02 percent of RMP’s Utah customers and measure customer satisfaction, not program efficacy.⁴ The DPU concluded that the 2026 Plan generally adheres to requirements but recommended the PSC direct the DSM Steering Committee to review the continued use of Escalent satisfaction surveys and provide a comprehensive presentation regarding the TOU program design.

OCS notes that the new TOU program resulted from stakeholder input but expressed concern regarding RMP’s lack of strategy on how to measure the success of the TOU program. Additionally, OCS states that the 2026 Plan did not include a report on the efficacy of the newly implemented LIDAC program. OCS recommends

³ 2026 Plan at 6.

⁴ DPU Comments at 3.

approval and requests that RMP provide additional information for TOU and LIDAC outreach and justifications for budget changes.

UCE generally supports the 2026 Plan and recommends further building community partnerships by including residential and LIDAC-focused events and aligning LIDAC efforts across individual Wattsmart programs.

DISCUSSION, FINDINGS, AND CONCLUSIONS

Based on our review of the 2026 Plan and the parties' comments, and there being no opposition, we approve the 2026 Plan as filed. While the \$1.63 million budget request slightly exceeds the \$1.5 million budget cap set forth in our 2009 Order,⁵ we find RMP's requested budget cap to be just, reasonable, and in the public interest. We further find RMP's specific allocations for LIDAC (\$100,000) and TOU (\$30,000) are reasonable to further outreach goals and increase community participation. However, the PSC is mindful of the budget cap and requests the DSM Steering Committee to review the appropriateness of the current level of the budget cap. Finally, we find the 2026 Plan otherwise complies with the requirements of our 2009 Order.

The PSC appreciates the recommendations from DPU, OCS, and UCE. We encourage further discussion of these recommendations during the next scheduled DSM Steering Committee meeting.

⁵ See 2009 Order at 1.

ORDER

We approve RMP's 2026 Plan as filed, effective January 1, 2026.

DATED at Salt Lake City, Utah, March 18, 2026.

/s/ Jerry D. Fenn, Chair

/s/ David R. Clark, Commissioner

/s/ John S. Harvey, Ph.D., Commissioner

Attest:

/s/ Gary L. Widerburg
PSC Secretary
DW#344410

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 March 18, 2026, a true and correct copy of the foregoing was delivered upon the following as indicated below:

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