

To: Public Service Commission
From: Utah Clean Energy – Kevin Emerson
Date: December 12, 2013
Subject: **Reply comments in Docket No. 13-057-14** – In the matter of the application of Questar Gas Company for approval of the 2014 year budget for energy efficiency programs and market transformation initiative

Utah Clean Energy submits these brief comments in response to initial comments filed by the Office of Consumer Services (Office) on November 27, 2013 in Docket No. 13-057-14 regarding Questar Gas Company's (the Company) *Market Transformation Initiative*.

Utah Clean Energy supports the Office's recommendation that "the Commission order the Company to work more closely with the DSM Advisory Group regarding the details of the expenditures within the Market Transformation budget, including specific costs and associated benefits."

In addition, we encourage the Commission to direct the Company to consider and utilize innovate, community-based social marketing approaches (including commitments, social diffusion and social norms) into its market transformation activities in order to magnify the impact of its marketing and encourage new behaviors and increased participation in the ThermWise incentive programs.

According to leading environmental psychologist, Dr. Doug McKenzie-Mohr, community-based social marketing (CBSM) strategies recognize and leverage the influence social psychology has on an individual's behavior. Specifically, in *Fostering Sustainable Behavior*,¹ Dr. McKenzie-Mohr finds that "voluntary commitments" can be an effective tool to encourage individuals to follow through on a desired activity (pp .45-59); people are influenced more strongly by "social diffusion" from their family, friends, and colleagues than by less-personal information, such as advertisements and brochures (pp. 73-77); and, whether individuals realize it or not, "keeping up with the Joneses" is a real and demonstrated social principal that plays a major role in determining individual behavior (pp. 61-71). We believe these CBSM strategies could encourage greater energy savings through increased participation in ThermWise programs and increase the adoption of energy-efficient behaviors by Questar Gas customers. We encourage the Company to utilize these type of CBSM strategies into its market transformation activities.

Utah Clean Energy also supports continued membership in energy efficiency industry associations, energy codes training and sponsorship of SLCC program as a part of the Company's market transformation budget.

¹ Doug McKenzie-Mohr, *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing* (Gabriola, Canada: New Society Publishers, rev'd ed. 2011).