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State of Utah
DEPARTMENT OF COMMERCE
Office of Consumer Services

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To: The Public Service Commission of Utah

From: The Office of Consumer Services
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The Division of Public Utilities
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Date: August 10, 2011

Subject: Annual Report on Rocky Mountain Power's DSM Outreach & Communications Campaign, Docket No. 09-035-36

Background

On June 11, 2009 the Public Service Commission (the "Commission") approved Rocky Mountain Power's (the "Company") application for Approval of a Proposed Strategic Communications and Outreach Program for Demand Side Management ("DSM"). The Public Service Commission of Utah (the "Commission") ordered the Company to report on the DSM Outreach & Communications Campaign (the "Campaign") annually for the next three years. The due date for the Campaign report is August 31 each year. The Company is requesting an extension of a month. This extension would make the due date September 30, 2011 for the year 2 report and September 30, 2012 for the year 3 report.

Discussion

The Campaign runs on a fiscal year of July 1 through June 30. The Company's request allows sufficient time for including third party market research. Compiling this data within two months would be difficult and would leave out important information about the Campaign. As the annual report is the sole means of evaluating the Campaign, the report should be as comprehensive as possible. Allowing the extra month will give the Company the chance to include data and conclusions for the Campaign which otherwise would not be reported.

August 10, 2011

Recommendations

The Office recommends that the Commission extend the due date for the annual reports for the Campaign to September 30.