# - BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

# ISSUED: December 1, 2011

By The Commission:

In its June 11, 2009, Order in this Docket, the Commission directed the Company to report annually on the effectiveness of the Strategic Communications and Outreach Program ("Program") for Demand Side Management ("DSM"). In compliance with this Order, on September 30, 2011 PacifiCorp ("Company"), d/b/a Rocky Mountain Power, filed the second annual Program report ("Report").

The Report includes customer survey results aimed at determining the Program's impact during its second year of operation which covers the period July 1, 2010, through June 30, 2011. The Report also summarizes Company DSM-related outreach efforts conducted by the Company during the Program's second year period.

On October 13, 2011, the Commission issued an Action Request to the Division of Public Utilities ("Division") to evaluate the Report. On November 14, 2011, the Division filed its response. The Office of Consumer Services ("Office") also filed comments on the Report on November 9, 2011.

Prior to filing their responses, both the Division and the Office met with the Company to discuss potential improvements to future reports. In this meeting, the Office recommended the Company file future Program reports on a calendar basis concurrent with the filing of the DSM Annual Report. The Office contends the concurrent filing of both the DSM

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Annual Report and the Program report will better align customer survey results with the year in which DSM results are measured and reported. Both the Division and the Company support this recommendation. We agree and direct the Company to file future Program reports concurrently with the Annual DSM Report.

Other than these recommendations, both the Division and the Office have no issues or concerns with the Report and recommend its acknowledgement by the Commission.

## <u>ORDER</u>

# NOW, THEREFORE, IT IS HEREBY ORDERED, that:

- The Company's Second Annual Report on the Strategic Communications and Outreach Program's Effectiveness is acknowledged as meeting the general requirements and guidelines of our June 11, 2009, Order in this Docket.
- The Company is directed to file future Program Reports concurrently with the Annual DSM Report.

DATED at Salt Lake City, Utah, this 1<sup>st</sup> day of December, 2011.

/s/ Ted Boyer, Chairman

/s/ Ric Campbell, Commissioner

/s/ Ron Allen, Commissioner

Attest:

/s/ Julie Orchard Commission Secretary D#211958