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*Governor*

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*Lieutenant Governor*

State of Utah  
DEPARTMENT OF COMMERCE  
Office of Consumer Services

MICHELE BECK  
*Director*

To: The Public Service Commission of Utah

From: The Office of Consumer Services  
Michele Beck  
Cheryl Murray

Copies To: Rocky Mountain Power  
Dave Taylor, Manager, Utah Regulatory Affairs

The Division of Public Utilities  
Philip Powlick, Director  
Artie Powell, Energy Section Manager

Date: November 4, 2009

Subject: Office of Consumer Services' Comments on Rocky Mountain Power's  
Strategic Communications and Outreach Plan for Demand Side  
Management Program Year 1 Plan and Budget. Docket No. 09-035-36

In response to the Public Service Commission's (Commission) June 11, 2009 Order approving the implementation of an outreach and communications program for its demand-side management (DSM) programs, on October 8, 2009 Rocky Mountain Power (Company) submitted its Strategic Communications and Outreach Plan for Demand Side Management Program Year 1 Plan and Budget (Plan). The Plan includes the Company's strategy, objectives, tactics/campaign components, Year 1 timeline and budget.

The Company requests approval of the Year 1 Plan and budget by November 9, 2009.

The Office of Consumer Services (Office) has reviewed the Company's Plan and has no specific concerns at this time. We will closely review next years' budget when it is submitted prior to April 1, 2010, as well as reports that the Company will be submitting in compliance with the Commission's June 11, 2009 Order. We may make additional recommendations on next year's budget after observing this first year in operation and reviewing the reports submitted by the Company.