

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

In the Matter of the Application of Rocky Mountain Power for Approval of a Strategic Communications and Outreach Program for Demand Side Management)
DOCKET NO. 09-035-36)
ORDER)

ISSUED: February 22, 2011

By The Commission:

On October 14, 2010, PacifiCorp (“Company”), d/b/a Rocky Mountain Power, filed the first annual report on the Strategic Communications and Outreach Program (“Program”) for Demand Side Management (“DSM”). On November 23, 2010 the Commission issued an Action Request to the Division of Public Utilities (“Division”) to evaluate the report. On January 19, 2011, the Division filed its response, and on January 20, 2011, the Office of Consumer Services (“Office”) filed comments in the Docket.

The Division concluded the report as filed met the requirements of our June 9, 2009 Order requiring the report, and recommended the Commission acknowledge the report. The Office’s comments were generally supportive of the program and report, but included the following recommendations:

1. Studies should be referenced with titles other than the year of the study to alleviate confusion.
2. “Key Research Findings” should include research relevant to the time frame and scope of the Report. Other survey information should be included in other sections of the Report or in an appendix.

3. Mid-year program plan adjustments and lagged information outside of the reporting year should be included in an appendix to the Report.
4. Explanations should be included for significant budget variances

We find that in general the Office's suggestions have merit and would contribute to a more usable report in the future. We direct the Company to work with the Office and Division to incorporate these, or similar, ideas in future reports.

ORDER

NOW, THEREFORE, IT IS HEREBY ORDERED, that:

1. PacifiCorp's First Annual Report on the Strategic Communications and Outreach Program's Effectiveness is acknowledged as meeting the general requirements and guidelines.
2. PacifiCorp is directed to work with the Office of Consumer Services and Division of Public Utilities to determine future improvements to the Report's format, content, and organization.

DATED at Salt Lake City, Utah, this 22nd day of February, 2011.

/s/ Ted Boyer, Chairman

/s/ Ric Campbell, Commissioner

/s/ Ron Allen, Commissioner

Attest:

/s/ Julie Orchard
Commission Secretary
G#71241