

April 1, 2011

***VIA ELECTRONIC FILING
AND HAND DELIVERY***

Public Service Commission of Utah
Heber M. Wells Building, 4th Floor
160 East 300 South
Salt Lake City, UT 84114

Attention: Julie P. Orchard
Commission Secretary

Re: Docket No. 09-035-36
Strategic Communications and Outreach Plan for Demand-side Management
Program Year 3 Plan and Budget

On June 11, 2009, in the above reference docket, the Public Service Commission of Utah issued an order approving the implementation of an outreach and communications program in Utah for Rocky Mountain Power's energy efficiency and peak management programs. The intent of the campaign is to increase awareness of and participation in the company's programs.

In their order approving the campaign, the Commission directed the company to develop jointly with the Utah DSM Advisory Group program year action plans and budgets and to file this information with the Commission for approval by April 1st of the relevant program year. Rocky Mountain Power has developed an action plan and budget for year 3 of the program and presented this information to the DSM Advisory Group in a meeting held on February 7, 2011. Provided herein is the year 3 action plan and budget.

It is respectfully requested that all formal correspondence and staff requests regarding this matter be addressed to:

By E-mail (preferred): datarequest@pacificorp.com
aaron.lively@pacificorp.com

By regular mail: Data Request Response Center
PacifiCorp
825 NE Multnomah Blvd., Suite 2000
Portland, OR 97232

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Informal inquiries may be directed to Aaron Lively, regulatory manager, at (801) 220-4501.

Sincerely,

Jeffrey K. Larsen

Vice President, Regulation

cc: Division of Public Utilities
Office of Consumer Services

Enclosures