

August 8, 2011

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

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

Attention: Julie P. Orchard  
Commission Secretary

Re: Docket No. 09-035-36 - Annual Report on Rocky Mountain Power's Demand-Side Management Outreach and Communications Campaign

In the June 11, 2009, order in the above referenced docket, the Public Service Commission of Utah (Commission) initially approved Rocky Mountain Power's (Company) demand-side management outreach and communications campaign (Campaign). As part of the order, the Commission directed the Company to report on Campaign effectiveness on an annual basis, with such reports due on August 31 of each year. Rocky Mountain Power has recently concluded the second year of the Campaign (running from July 1, 2010, through June 30, 2011) and is in the process of conducting market research and customer surveys through Dan Jones & Associates to assess its effectiveness. The results of market research and customer surveys are an essential factor in assessing Campaign effectiveness.

Rocky Mountain Power has found that reporting by August 31 on a given Campaign year which ends on June 30 is problematic. The two month window between the end of Campaign year and the reporting due date is insufficient to assess campaign activities, conduct market research and customer surveys and compile the information into a meaningful and informative report. To allow the Company sufficient time to prepare Campaign reports for years 2 and 3, Rocky Mountain Power respectfully requests the Commission extend the filing date of the Campaign annual report from August 31 to September 30, with the year 2 report being filed on September 30, 2011 and the year 3 Campaign report being filed on September 30, 2012.

Please direct any inquires concerning this matter to Aaron Lively, regulatory manager, at (801) 220-4501.

Sincerely,

Carol L. Hunter  
Vice President, Services

cc: Division of Public Utilities  
Office of Consumer Services