

October 8, 2009

***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 84111

Attention: Julie P. Orchard  
Commission Secretary

Re: Docket No. 09-035-36  
Strategic Communications and Outreach Plan for Demand-side Management  
Program Year 1 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 demand-side management programs. The intent of the program is to increase awareness of and participation in the company's demand-side management programs. The program also contains elements intended to educate Utah customers regarding the company's tiered rate structure that takes effect in the summer months.

In their order approving the program, the Commission directed the company to develop jointly with the Utah DSM Advisory Group an action plan and budget for year 1 of the program and to file this information with the Commission for approval. Rocky Mountain Power has developed an action plan and budget for year 1 of the program and presented this information to the DSM Advisory Group in a meeting held on September 21, 2009. Feedback received from the DSM Advisory Group at this meeting has been implemented into the plan. Provided herewith as Attachment A is the year 1 action plan and budget, which reflects the input received from the DSM Advisory Group. The plan outlines the strategy and objectives for year 1 of the campaign and details the tactics which will be employed to achieve the first year objectives of the plan. Additionally, Attachment A contains a budget which illustrates how funds have been allocated to each element of the plan. Provided as Attachment B is a program timeline which presents a graphical illustration of when certain elements of the program are scheduled to be developed and launched to the public.

Rocky Mountain Power respectfully requests that the Commission approve the attached year 1 plan and budget for the outreach and communications plan by November 9, 2009. Approval by this date will enable the company to go forward with the plan as illustrated in the timeline provided as Exhibit B.

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

By E-mail (preferred):            [datarequest@pacificorp.com](mailto:datarequest@pacificorp.com)

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

Informal inquiries may be directed to Dave Taylor, manager of Utah regulatory affairs, at (801) 220-2923.

Sincerely,

Jeffrey K. Larsen  
Vice President, Regulation

Enclosures