



State of Utah
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Division of Public Utilities

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MEMORANDUM

To: Utah Public Service Commission

From: Utah Division of Public Utilities
Philip Powlick, Director
Artie Powell, Manager, Energy Section Manager
Abdinasir Abdulle, Technical Consultant
Jamie Dalton, Utility Analyst II

Date: November 4, 2009

Ref: Docket No. 09-035-36. Strategic Communications and Outreach Plan for Demand-Side Management (DSM) Program Year 1 Plan and Budget.

RECOMMENDATION (approval)

The Division of Public Utilities (Division) recommends that the Commission approve Rocky Mountain Power's (Company) proposed DSM Strategic Communications and Outreach first year Action Plan and Budget, as filed. This plan has been vetted through the DSM Advisory Group, and appears to have general support from group members. The Division believes that the proposed action plan is reasonable and meets the Commission's conditions for development of a first year action plan and budget, as listed in the June 11, 2009 order under this docket.

DISCUSSION

On June 8, 2009, the Division filed a memo under this Docket recommending that the Commission approve the Company's Strategic Communications and Outreach Plan for DSM, as referenced above. On June 11, 2009 The Commission issued an order approving this plan. In this order, the Commission directed the Company to work with the DSM Advisory Group to develop an action plan and budget for the first year of the program and to file this information with the

Commission. On September 21, the Company presented a draft action plan, budget, and program timeline to the DSM Advisory Group. This plan outlines the various strategies and goals to be accomplished within the first year of program implementation. The Company also included a draft budget detailing the allocation of funds into each plan element as well as a project timeline illustrating when various program components are scheduled to be implemented.

The Company received comments and feedback from participants on this plan at this meeting. The Company appears to have included the relevant changes put forward by DSM Advisory Group members in this filing. The Division recommends that the Company include a variance report to evaluate how well actual program expenditures compare to the budgeted items listed in this filing, and report to the DSM Advisory Group at the conclusion of the first year of program implementation. The Division believes that with this filing, the Company is in compliance with the Commission's requirement for a first year action plan and budget, as listed in the June 11, 2009 order. As a result, the Division recommends that the Commission approve the plan and budget as filed.

CC: Rea Petersen, DPU
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