

June 15, 2010

***VIA ELECTRONIC FILING  
AND OVERNIGHT 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

On May 20, 2010, the Public Service Commission of Utah (“Commission”) issued its order in Docket No. 09-035-36 conditionally approving Rocky Mountain Power’s (“Company”) 2<sup>nd</sup> Year Plan and Budget for the Strategic Communications and Outreach Plan for Utah Demand-side Management (“2<sup>nd</sup> Year Plan”). In the order, the Commission directed the Company to submit a supplemental filing containing: 1) information regarding the Company’s plan to educate customers about the tiered summer rate structure during the second year of the program and 2) a more granular explanation of program year 2 planned expenditures on a program level basis. The Company partially addressed these issues in a correspondence letter to the Commission dated May 20, 2010 submitted in this docket. In further response to the Commission’s order, the Company provides the following information regarding these matters. Through this filing, the Company also requests an extension of the filing date for the annual program effectiveness report for the outreach and communications program.

Tiered Rate Structure

Rocky Mountain Power has developed a mix of television, radio and print media to educate Utah customers about the summer tiered rate structure during the 2010 summer cooling season. The advertisements, which are scheduled to run through September 2010, encourage customers to use less electricity, thereby reducing their monthly bill. Provided as Attachments A, B, C and D, respectively are the television, English radio, Spanish radio and print tiered rate structure advertisements that will be run through September 2010. The Company notes that the print advertisement provided as Attachment D reflects the residential rates recently ordered by the Commission in Docket No. 09-035-23.

Budget Detail

The Company does not budget for the Utah DSM Outreach and Communications Program (“Campaign”) on a DSM program level basis. The majority of the advertisements used to deliver the message of the Campaign are general in nature and are designed to direct customers to the Company’s energy efficiency Web site at [www.wattsmart.com](http://www.wattsmart.com). For advertisements that are

specifically designed to market one program, such as the Cool Keeper program or summer tired rates, budgeting for media time on a program level basis is problematic due to how media time is purchased. Media time is generally purchased on a weekly basis with Campaign advertisements rotating throughout the week. For the outreach and communications Campaign, the Company plans to run several advertisements during a purchased block of media time. Because advertisements circulate through the purchased block of time, the Company does not know beforehand how many times each advertisement will run, making it difficult to budget media purchases on a program level basis.

In an effort to provide information on what advertisements will be run and when they are scheduled to run during the 2010 cooling season, the Company provides the Campaign's rotation chart as Attachment E. Where content is available, clicking on the name of a specific advertisement will generate an electronic copy of that advertisement.

#### Annual Program Effectiveness Report

In the June 11, 2009 order initially approving the Campaign, the Commission directed the Company to report on program effectiveness in a report to be provided to the Commission on an annual basis by August 31 of each program year. To assess program effectiveness, the Company must conduct surveys with customers to determine to what extent Campaign activities have increased awareness of and participation in the Company's DSM programs. At this time, the Company does not expect its evaluation survey activities to be completed in a timeframe which will allow the Company to complete the annual effectiveness report for Program Year 1 (ending June 30, 2010) by August 31, 2010. In order to allow sufficient time for completion of the customer survey which will inform the Program Year 1 annual effectiveness report, Rocky Mountain Power respectfully requests an extension in the filing date of this report from August 31, 2010 to September 30, 2010.

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)  
[aaron.lively@pacificorp.com](mailto:aaron.lively@pacificorp.com)  
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By regular mail: Data Request Response Center  
PacifiCorp  
825 NE Multnomah Blvd., Suite 2000  
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Rocky Mountain Power  
201 South Main Street, Suite 2300  
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Informal inquiries may be directed to Aaron Lively, manager of regulatory projects, at (801) 220-4501.

Sincerely,

Jeffrey K. Larsen  
Vice President, Regulation

Enclosures

Attachment A, B, C, and E – provided on compact disk

cc: Dennis Miller/DPU  
Cheryl Murray/CCS