



201 South Main, Suite 2300  
Salt Lake City, Utah 84111

March 22, 2012

***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: Gary Widerburg  
Commission Secretary

Re: Strategic Communications and Outreach Plan for Demand-side Management

On June 11, 2009, in Docket No. 09-035-36, the Public Service Commission of Utah (“Commission”) issued an order approving the implementation of an outreach and communications program in Utah for Rocky Mountain Power (“Company”) energy efficiency and peak management programs (“Campaign”) for a period of three years. The intent of the Campaign was to increase awareness of and participation in the Company’s energy efficiency and peak reduction programs.

The Company respectfully requests approval to continue the Campaign for an additional three and a half years at the current funding level of \$1.5 million over a 12-month period, increased for inflation. The Company further requests an 18-month implementation period for year four to align the Campaign with the Company’s annual planning effort and Energy Efficiency and Peak Reduction report. The Company proposes a budget of \$2.25 million for this 18-months timeframe, which is in-line with historic Campaign annual, 12-month, funding of \$1.5 million.

The Company also requests the Commission eliminate the requirement that the Company submit quarterly reports regarding Campaign activities to the DSM Advisory Group. In Docket No. 09-035-36, the Commission ordered the Company, to report quarterly Campaign progress to the Utah DSM Advisory Committee, as recommended by the Division of Public Utilities. In comments provided on May 4, 2010 regarding the Company’s year two plan, in the above mentioned docket, the Office of Consumer Services was critical of the quarterly reports as being redundant to material provided in other reports such as Campaign activities provided in the annual report. Further, Campaign activities are not uniform through-out the year, Campaign activity October through March is light, resulting in quarterly reports sparse with activity. Elimination of the requirement to file these reports will reduce the overall administrative costs of the Campaign.

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 1<sup>st</sup> of the relevant program year. In the event the Commission approves the Company's request to continue the Campaign, Rocky Mountain Power has developed an action plan and budget for year four of the program (July 1, 2012 – December 31, 2013). Provided herein is the year four action plan and budget.

The proposed continuation of this program and year four strategic communication and outreach plan were discussed with the DSM Advisory Group during meetings on January 24, 2012 and March 14, 2012, and a draft filing was provided to the DSM Advisory Group on March 13, 2012 for consideration.

The expenses associated with the Campaign were included in the Company's forecast of expenses in Docket No. 11-035-T14; consequently the Company is not proposing an adjustment to the Schedule 193 surcharge as part of this filing.

The Company respectfully requests an effective date for the changes to the Schedules of May 1, 2012, to ensure sufficient time to implement the year four Campaign strategy.

In addition, Rocky Mountain Power respectfully requests that all formal correspondence and staff requests regarding this filing be addressed to:

By e-mail (preferred):        [datarequest@pacificorp.com](mailto:datarequest@pacificorp.com)  
   [dave.taylor@pacificorp.com](mailto:dave.taylor@pacificorp.com)  
   [beau.brown@pacificorp.com](mailto:beau.brown@pacificorp.com)

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

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

Sincerely,

Carol L. Hunter  
Vice President, Services

cc:     Division of Public Utilities  
         Office of Consumer Services

Enclosures