



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

December 27, 2013

***VIA ELECTRONIC FILING
AND OVERNIGHT DELIVERY***

Public Service Commission of Utah
Heber M. Wells Building, 4th 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’s (“Company”) energy efficiency and peak management programs (“Campaign”) for a period of three years. The intent of the Campaign was to increase awareness and participation in the Company’s energy efficiency and peak reduction programs.

In Docket 12-035-71, the Company asked for approval for an additional three years of the Campaign. The Commission approved the year four plan but did not approve budgets for years five and six due to the unknown costs of inflation. Provided herein, the Company has developed an action plan and budget for year five of the program, January 1, 2014 – December 31, 2014. The Company is proposing a budget of \$1,609,221 for year five. The Company has effectively managed contracts against inflation but is seeking additional funds to support new campaign opportunities at the University of Utah.

The Steering Committee discussed the opportunities at the University of Utah on two separate occasions. The University of Utah Sports sponsorship was discussed and supported at the April 24, 2013 meeting. The Student Energy Ambassadors funding was discussed and supported at the August 21, 2013 meeting. Also on August 21st, the Company proposed including the year five results in the 2014 Energy Efficiency and Peak Reductions Report (Annual Report). The committee agreed that consolidating the two reports would result in efficiencies in both Company preparation and agency review. Therefore, the Company is also seeking approval to report results of the year five Campaign in the Annual Report to be filed with the Commission by May 1, 2015.

The year five plan and budget was circulated to the Steering Committee on December 6, 2013. The Company received written comments from the Southwest Energy Efficiency Project and

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Utah Clean Energy. The Company committed to a meeting with interested Steering Committee members to discuss future outreach mechanism, including but not limited to interactive social media campaigns.

The expenses associated with the Campaign were included in the Company's forecast of expenses in Docket No. 13-035-138; consequently the Company is not proposing an adjustment to the Schedule 193 surcharge as part of this filing.

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
 lisa.romney@pacificorp.com
 dave.taylor@pacificorp.com

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

Informal inquiries may be directed to Lisa Romney, DSM regulatory manager, at (801) 220-4425.

Sincerely,

Kathryn Hymas
Vice President, Finance and Demand-Side Management

cc: Division of Public Utilities
 Office of Consumer Services

Enclosures