

- BEFORE THE PUBLIC SERVICE COMMISSION OF UTAH -

In the Matter of the Application of Rocky Mountain Power for Approval of a Promotional Program Pursuant to R746-404)))))	<u>DOCKET NO. 11-035-44</u> <u>REPORT AND ORDER</u>
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ISSUED: April 13, 2011

By The Commission:

This matter is before the Commission on the March 7, 2011, application of PacifiCorp (Company), doing business in Utah as Rocky Mountain Power, seeking approval of a promotional campaign (Contest) intended to increase awareness of, and participation in, the Company’s Utah demand-side management (DSM) programs. The Contest consists of a promotion which encourages current Utah residential customers of the Company to create videos which demonstrate energy efficient practices within the home. Entrants’ videos will be reviewed by a Company-appointed panel of judges who will select the Best Video Grand Prize (\$10,000) and Best Video Runner Up (\$2,500) winners. A People’s Choice prize (\$2,000) will be awarded to the entrant whose video receives the most votes from the public, and for customers who participate only through voting (no video submission) there will be a drawing for a \$500 prize (the Voter’s prize).

The Division of Public Utilities (Division) and the Office of Consumer Services (Office) submitted comments on the Application on March 31, 2011. The Division recommended approval of the Application while the Office recommended denial. The Office raised several points related to the completeness of the filing, whether the proposed Contest satisfied the requirements of Rule R746-404, and the administration of the program. Further, the

Office requested that parties be allowed a second round of comments following PacifiCorp's expected reply to the initial comments on its Application.

The Company filed responsive comments on April 7, 2011, generally disputing the applicability of the Office's comments, but also supplying further details of the Contest's administration. The Company also addressed some concerns with respect to the Contest's rules. The Company requested the Commission approve the program as filed and that it deny the Office's request for an additional comment period.

DISCUSSION AND FINDINGS

The Commission finds that the Contest as proposed is likely to both increase awareness of the importance of energy efficiency, and could reasonably be expected to solicit a fairly large number of interested contestants. Further, the Commission finds that like all other market transformation efforts included in the Company's current public awareness campaign, it is not possible to develop any reliable estimate of the incremental savings attributable to this proposed Contest. While we do not think such a Contest should necessarily be an on-going feature of the public awareness campaign we are convinced that it has value as a one-time attraction to garner interest and participation in the Company's other DSM programs. Therefore we approve the plan and direct the Company to work with the DSM Advisory group, the Division, and the Office on its implementation and administration.

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ORDER

NOW, THEREFORE, IT IS HEREBY ORDERED:

1. The Application of PacifiCorp (doing business in Utah as Rocky Mountain Power) for Approval of a Promotional Program Pursuant to R746-404, consisting of a video contest, is approved.
2. PacifiCorp will work with the DSM Advisory group, the Division, and the Office to ensure a fair and efficient implementation and administration of the promotion.

DATED at Salt Lake City, Utah, this 13th day of April, 2011.

/s/ Ted Boyer, Chairman

/s/ Ric Campbell, Commissioner

/s/ Ron Allen, Commissioner

Attest:

/s/ Julie Orchard
Commission Secretary
G#72068