- BEFORE THE PUBLIC SER	VICE C	OMMISSION 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. 13-035-13</u> <u>ORDER</u>

ISSUED: February 28, 2013

By The Commission:

On February 4, 2013, PacifiCorp, dba Rocky Mountain Power ("Company"), filed an application requesting authority to conduct a promotional program ("Program") consisting of a video contest in connection with the Company's "wattsmart" demand side management ("DSM") communications and outreach campaign. The Program, according to the Company, is filed pursuant to Utah Administrative Code ("UAC") R746-404 and creates ratepayer benefits by increasing awareness of electricity conservation efforts and by demonstrating simple, cost-effective actions customers can take to conserve electricity. The Program is also intended to increase customer awareness of and participation in current DSM programs. The Company requests permission to initiate the Program's video contest on or about March 6, 2013.

Program costs are included in the annual DSM communications and outreach campaign budget approved by the Commission in Docket No.12-035-71.¹ The Company notes a similar promotional program was approved by the Commission in Docket No. 11-035-44.²

On February 4, 2013, the Commission issued an action request to the Utah Division of Public Utilities ("Division") for a review of the proposed Program. On February 25,

¹ See In the Matter of the Application of Rocky Mountain Power for Approval of a Promotional Program Pursuant to R746-404, Docket No. 12-035-71, Order Approving Strategic Communications and Outreach Program for Demand Side Management Program and Budget, issued May 1, 2012.

² See In the Matter of the Application of Rocky Mountain Power for Approval of a Strategic Communications and Outreach Program for Demand-Side Management, Docket No. 11-035-44, Report and Order issued April 13, 2011.

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2013, both the Division and the Utah Office of Consumer Services ("Office") submitted responsive comments recommending the Commission approve the Company's application for the proposed Program as filed. Based on the Company's application and the recommendations provided by both the Division and the Office, the Commission finds the Program is in accordance with UAC R746-404 and approves it as filed.

ORDER

NOW, THEREFORE, IT IS HEREBY ORDERED, that:

The Company's application to conduct a promotional program pursuant to UAC R746-404 is approved.

DATED at Salt Lake City, Utah, this 28th day of February, 2013.

/s/ Ron Allen, Chairman

/s/ David R. Clark, Commissioner

/s/ Thad LeVar, Commissioner

Attest:

/s/ Gary L. Widerburg Commission Secretary

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Notice of Opportunity for Agency Review or Rehearing

Pursuant to §§ 63G-4-301 and 54-7-15 of the Utah Code, an aggrieved party may request agency review or rehearing of this Order by filing a written request with the Commission within 30 days after the issuance of this Order. Responses to a request for agency review or rehearing must be filed within 15 days of the filing of the request for review or rehearing. If the Commission does not grant a request for review or rehearing within 20 days after the filing of the request, it is deemed denied. Judicial review of the Commission's final agency action may be obtained by filing a petition for review with the Utah Supreme Court within 30 days after final agency action. Any petition for review must comply with the requirements of §§ 63G-4-401 and 63G-4-403 of the Utah Code and Utah Rules of Appellate Procedure.

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CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on the 28th day of February, 2013, a true and correct copy of the foregoing Order was served upon the following as indicated below:

By Electronic-Mail:

Data Request Response Center (<u>datarequest@pacificorp.com</u>) PacifiCorp

Dave Taylor (dave.taylor@pacificorp.com)
Lisa Romney (lisa.romney@pacificorp.com)
Aaron Lively (aaron.lively@pacificorp.com)
Daniel E. Solander (daniel.solander@pacificorp.com)
Rocky Mountain Power

By Hand-Delivery:

Division of Public Utilities 160 East 300 South, 4th Floor Salt Lake City, Utah 84111

Office of Consumer Services 160 East 300 South, 2nd Floor Salt Lake City, Utah 84111

Administrative Assistant	