

Rocky Mountain Power
Attachment B
Docket No. 09-035-36 - June 22, 2011
Responses to OCS Questions Received on June 8, 2011

1. *Why was there a \$50,000 decrease in Media between program year two and year three?*

Budget items are allocated differently from year to year based on plans and needs. In year 3, the Company has allocated more funds to production of the summer cooling creative messaging, thus creating a shift in media dollars.

2. *What was the rationale for reintroducing the PR/Public Affairs line item when it wasn't in the previous budget?*

The PR/Public affairs budget for year 2 was allocated to the Home Energy Makeover contest. For year 3, these funds will be used to for the green team initiative, Rockin Recess events, social media, other events and promotional opportunities, such as KSL Studio 5 interviews and Good Earth interviews.

3. *Why is there an increase of 80% in the year three Creative/Production/Planning line item when only 23% of the budget has been used halfway through year two? The Company indicates it will use the existing creative developed for the Wattsmart effort.*

As mentioned in our response to question 1, we are producing new cooling creative which affects the production budget allocation. We have shifted funds from media time purchases to production to cover the new creative content being developed in year 3.

4. *Will there be a Cool Keeper program promotion in year three or is this built into another part of the budget?*

We will continue to run previously developed Cool Keeper messaging as part of our media schedule in year 3. This is covered in the media allocation of budget.

5. *The digital budget dropped in half. Did online and other digital media move to other parts of the budget or does the \$50,000 represent maintenance on created web material?*

The \$50,000 represents maintenance of existing materials. These have already been produced, so we do not need to allocate funds for production this year.

6. *Although the Company does specify costs for certain year three programs, e.g. Green Team Sponsorship, Multicultural and NEF Curriculum, it does not provide any cost breakdown for the programs. For example, does the media line item include media for these programs or are media expenses included within the program line item? What other costs are associated with these programs?*

The Green Team Sponsorship cost of \$250,000 includes broadcast media time during game broadcasts, Game Time program print media space, in-arena LED display presence, 1 Utah Jazz Green Game and 1 Salt Lake Bess Green Game, presence on the Green Team website (www.jazzgreenteam.com) and media time at the Megaplex movie theaters. Other costs associated with the Green Team, including creative production, are included in the other budget line items as appropriate.

The table below presents a line item breakdown for the multicultural initiative. Spanish language media placement is included in the media cost budget line item.

Multicultural Outreach

| | |
|--|------------------|
| Media Relations (includes translation) | \$ 4,000 |
| Consumer/Community/Business Outreach | \$ 29,000 |
| Advertising translation | \$ 7,000 |
| Total | \$ 40,000 |

- The NEF budget line item reflects the contracted program costs; no other costs associated with this program are included in the Year 3 budget.
7. *There are no line items for Summer Cooling or the Radio Disney – Rockin’ Recess which are specifically called out in the third year strategy. The Office is interested in the specific budgets for both programs as well as the amount the Company intends to spend on educating customers regarding summer rates.*

The tables below present budget detail on the summer cooling and Rockin’ Recess initiatives.

Summer Cooling (includes Spanish versions)

| | |
|----------------------------|------------------|
| TV creative development | \$ 59,000 |
| Radio creative development | \$ 11,000 |
| Print creative development | \$ 12,000 |
| PR/public affairs | \$ 8,000 |
| Total | \$ 90,000 |

Rockin Recess

| | |
|--------------|-----------------|
| PR | \$ 3,500 |
| Bookmarks | \$ 3,500 |
| T-Shirts | \$ 2,500 |
| Total | \$ 9,500 |

Costs for the summer tiered rates messaging (using existing creative) is included in the year 3 media budget. As described previously, budgeting for media time at a program level basis is problematic due to how media time is purchased.