

March 31, 2011

***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: Julie P. Orchard  
Commission Secretary

Re: Docket No. 10-035-T10 - Report on Blue Sky program promotional campaign

On July 8, 2010, Rocky Mountain Power (the “Company”) filed an application with the Public Service Commission of Utah (the “Commission”) seeking approval of modifications to Schedule 70 through which the Blue Sky Block program is administered. The proposed modifications were intended to enable the Company to promote the Blue Sky program through the use of promotional concession campaigns without seeking Commission preapproval of each promotional campaign prior to its implementation.<sup>1</sup> In the event the Commission elected to not approve Rocky Mountain Power’s proposed tariff modifications, the Company sought approval of a specific Blue Sky program promotional campaign described in the application, which was scheduled for implementation in the fall of 2010.

In its order dated August 9, 2010 in the above referenced docket, the Commission declined to approve the Company’s proposed tariff modifications to Schedule 70, but did grant approval of the proposed Blue Sky program promotional campaign described in the application. In the order, the Commission directed the Company to submit a summary report on the campaign subsequent to its completion. The report provided herein and its associated attachments are provided in compliance with the Commission’s direction.

It is respectfully requested that all formal correspondence and staff requests regarding this report be addressed to:

By E-mail (preferred): [datarequest@pacificorp.com](mailto:datarequest@pacificorp.com)  
[aaron.lively@pacificorp.com](mailto:aaron.lively@pacificorp.com)

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

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<sup>1</sup> Utah Administrative Code R746-404-1 requires Commission approval of promotional programs offered by electric and gas public utilities 30 days before the program is implemented.

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Informal inquiries regarding this filing may be directed to Aaron Lively, regulatory manager, at (801) 220-4501.

Sincerely,

Jeffrey K. Larsen  
Vice President, Regulation

Enclosures

cc: Division of Public Utilities  
Office of Consumer Services