



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

March 7, 2011

***VIA ELECTRONIC FILING
AND HAND DELIVERY***

Public Service Commission of Utah
Heber M. Wells Building, 4th Floor
160 East 300 South
Salt Lake City, UT 84114

Attention: Julie P. Orchard
Commission Secretary

Re: In the Matter of the Application of Rocky Mountain Power for Approval of a
Promotional Program Pursuant to R746-404

Rocky Mountain Power (the "Company") hereby submits for filing with the Public Service Commission of Utah (the "Commission") an original and five (5) copies of its Application seeking authority to implement a promotional program intended to increase awareness of the Company's demand-side management programs in Utah. This Application is being submitted in accordance with Commission Rule R746-404. The Company respectfully requests the Commission issue an order regarding this Application by April 6, 2011 in order to allow the Company to implement the campaign consistent with the timing proposed in the Application.

Rocky Mountain Power respectfully requests that all formal correspondence and requests for additional information regarding this Application be addressed to the following:

By E-mail (preferred): datarequest@pacificorp.com

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

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

Sincerely,

Jeffrey K. Larsen
Vice President, Regulation
Enclosure

cc: Division of Public Utilities
Office of Consumer Services
Utah Demand-Side Management Advisory Group