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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

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) DOCKET NO. 11-035-__
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) **Application**
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**APPLICATION OF ROCKY MOUNTAIN POWER
FOR APPROVAL OF A PROMOTIONAL PROGRAM**

Rocky Mountain Power, a division of PacifiCorp, (“Rocky Mountain Power” or the “Company”), hereby requests an Order from the Public Service Commission of Utah (“Commission”) authorizing the Company to implement a promotional program pursuant to R746-404. In support of this Application, Rocky Mountain Power states as follows:

1. Rocky Mountain Power is a division of PacifiCorp. PacifiCorp is an Oregon corporation that provides electric service to retail customers through its Rocky Mountain Power division in the states of Utah, Wyoming, and Idaho, and through its Pacific Power division in the states of Oregon, California, and Washington. Rocky Mountain Power is a public utility in the state of Utah and is subject to the Commission's jurisdiction with respect to its prices and terms of electric service to retail customers in Utah. The Company serves approximately 824,000 customers in Utah. Rocky Mountain

Power's principal place of business in Utah is 201 South Main Street, Suite 2300, Salt Lake City, Utah 84111.

2. Rocky Mountain Power files this Application pursuant to Rule R746-404 of the Public Service Commission of Utah, under which the Company is required to file an application for approval of promotional programs 30 days before they are to be put into effect.

3. Communications regarding this Application should be addressed to:

Aaron R. Lively
Regulatory Manager
Rocky Mountain Power
201 South Main Street, Suite 2300
Salt Lake City, UT 84111
Telephone: (801) 220-4501
E-mail: aaron.lively@pacificorp.com

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In addition, PacifiCorp respectfully requests that all data requests regarding this matter be addressed to:

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 may be directed to Aaron Lively at (801) 220-4501.

4. As part of Rocky Mountain Power's existing *watt*smart demand-side management communications and outreach campaign, Rocky Mountain Power requests

authority to implement a promotional program consisting of a video contest “Act *wattsmart*” (“the “Contest”) that the Company believes will generate significant interest in the *wattsmart* energy efficiency campaign. The Company has made mention of this Contest in the program year 1 and 2 plan and budget filings submitted to the Commission in Docket No. 09-035-36.¹ Rocky Mountain Power also discussed the Contest with the demand-side management advisory group during an advisory group meeting held on February 7, 2011.

5. The Contest will be open to all Rocky Mountain Power Utah residential customers. Contestants must submit a short video which demonstrates how they are being or can be *wattsmart* by using electricity efficiently in their homes. Entries will be accepted online between April 13, 2011, and June 15, 2011. Entries will be evaluated based on the following criteria: demonstration of efficient uses of electricity and actions that can be taken to conserve electricity within the home, i.e. demonstrations of how the entrant is living *wattsmart*; effectiveness of the entry video in delivering the *wattsmart* efficiency and conservation message; and the level of creativity used in presenting the *wattsmart* message on video.

6. Rocky Mountain Power will, if the Contest is approved, appoint a panel of judges that will select the winning entrants for prizes (a) and (b) described below. Prizes to be awarded to the winning entrants are as follows: (a) One (1) “Best Video” grand prize (up to \$10,000 for the installation of energy efficient improvements in the winner’s residence or the purchase of energy efficient appliances); (b) Two (2) “Best Video” runner ups (up to \$2,500 for the installation of energy efficient improvements in the winner’s residence or the purchase of energy efficient appliances); (c) One (1) “People’s

¹ The program year 1 and 2 plans were filed on October 8, 2009 and April 1, 2010, respectively.

Choice” award (up to \$2,000 for the installation of energy efficient improvements in the winner’s residence or the purchase of energy efficient appliances). The entrant that receives the highest number of votes from the public will be awarded this prize; and (d) One (1) “Voter’s” award (up to \$500 for the installation of energy efficient improvements in the winner’s residence or the purchase of energy efficient appliances). Customers that do not submit a video entry but vote on the submitted videos will be entered into a drawing for the “Voter’s” award.

7. Rocky Mountain Power expects that the Contest will create a net ratepayer benefit as required by R746-404-3(d). The Contest is expected to: (1) increase awareness of electricity conservation efforts and the associated benefits; (2) demonstrate simple and cost-effective actions that customers can take to conserve electricity; (3) demonstrate that many conservation measures are cost effective and easy to do and can reduce energy costs; and (4) increase awareness of and participation in Rocky Mountain Power’s demand-side management programs, thereby increasing the electric savings acquired through these programs.

8. The Company anticipates the Contest will generate significant interest in the communities Rocky Mountain Power serves, caused in large part by the value of the proposed prizes. While it is expected this interest level will promote participation in the Contest through video submissions, the number of entrant videos ultimately submitted is expected to have little influence on the overall benefits acquired through offering the Contest. Larger value will be derived through increased awareness of the company’s demand-side management programs and interest in conservation efforts in general generated through community interest in the Contest and Contest related marketing. In

addition, the Company intends to leverage entrant videos and the experiences of the Contest prize winners (before and after impacts of the energy efficiency improvements, i.e. impacts on monthly energy costs, home comfort levels, etc.) in future *wattsmart* campaign communications.

9. The proposed budget for the Contest is presented in the following table:

Item	Amount
Naming and branding (including development of print media)	\$ 10,000
Contest outreach and promotion	\$ 30,000
Web development (contest form, landing page, ads)	\$ 20,000
Prizes	\$ 17,500
Total Contest budget	\$ 77,500

Rocky Mountain Power proposes to include the costs of the Contest in the \$1.5 million annual budget of the demand-side management communications and outreach campaign approved by the Commission in Docket No. 09-035-36. Costs of the outreach and communications campaign are recovered through the demand-side management tariff rider (Tariff Schedule No. 193). The costs of this Contest will be reflected in the standard economic tests performed on the Utah demand-side management program portfolio results for 2011.² Inclusion of these costs in the 2011 economic tests are not expected to negatively impact the test results.

10. Rocky Mountain Power requests that it be permitted to begin the Contest on or about April 13, 2011, which is more than 30 days after the date of this Application. As required by R746-404-3, the Contest will not vary the rates, charges, rules and regulations of the tariff pursuant to which the Company's residential customers take service. The Contest is uniformly open to all of Rocky Mountain Power's residential

² All costs of the \$1.5 million demand-side management communications and outreach campaign are reflected in the portfolio economic tests. Results of the economic tests are reported in the Company's demand-side management annual reports.

customers, and the Company believes the program will promote the interests of the Company and its customers.

WHEREFORE, PacifiCorp respectfully requests an order approving its “Act *wattsmart*” video contest promotional program, as described in this Application.

DATED: March 7, 2011.

Respectfully submitted,

Daniel E. Solander
Attorney for Rocky Mountain Power