

requested that parties be allowed a second round of comments following PacifiCorp's expected reply to the initial comments on its Application.

The Company filed responsive comments on April 7, 2011, generally disputing the applicability of the Office's comments, but also supplying further details of the Contest's administration. The Company also addressed some concerns with respect to the Contest's rules. The Company requested the Commission approve the program as filed and that it deny the Office's request for an additional comment period.

DISCUSSION AND FINDINGS

The Commission finds that the Contest as proposed is likely to both increase awareness of the importance of energy efficiency, and could reasonably be expected to solicit a fairly large number of interested contestants. Further, the Commission finds that like all other market transformation efforts included in the Company's current public awareness campaign, it is not possible to develop any reliable estimate of the incremental savings attributable to this proposed Contest. While we do not think such a Contest should necessarily be an on-going feature of the public awareness campaign we are convinced that it has value as a one-time attraction to garner interest and participation in the Company's other DSM programs. Therefore we approve the plan and direct the Company to work with the DSM Advisory group, the Division, and the Office on its implementation and administration.

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ORDER

NOW, THEREFORE, IT IS HEREBY ORDERED:

1. The Application of PacifiCorp (doing business in Utah as Rocky Mountain Power) for Approval of a Promotional Program Pursuant to R746-404, consisting of a video contest, is approved.
2. PacifiCorp will work with the DSM Advisory group, the Division, and the Office to ensure a fair and efficient implementation and administration of the promotion.

DATED at Salt Lake City, Utah, this 13th day of April, 2011.

/s/ Ted Boyer, Chairman

/s/ Ric Campbell, Commissioner

/s/ Ron Allen, Commissioner

Attest:

/s/ Julie Orchard
Commission Secretary
G#72068