



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:

Lisa Romney  
Demand-Side Management 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](mailto:aaron.lively@pacificorp.com)

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201 South Main, Suite 2300  
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E-mail: [daniel.solander@pacificorp.com](mailto:daniel.solander@pacificorp.com)

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

By e-mail (preferred): [datarequest@pacificorp.com](mailto: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 Lisa Romney at (801) 220-4425.

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

authority to conduct a promotional program consisting of a video contest “Act *wattsmart*” (“the “Contest”). In 2011, the Contest was approved by the Commission in Docket No. 11.036.44. For 2013, the Contest is included in the Year 4 Strategic Communications and Outreach Plan that was approved by the Commission in Docket No. 12.035.71. The Company believes that the Contest is an effective way to inform and educate customers on both our programs and on energy efficiency opportunities in their homes.. Interest generated in the 2011 contest justify renewing the activity in 2013. Rocky Mountain Power presented and requested input on the Contest to the demand-side management advisory group via email on January 17, 2013.

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 March 6, 2013, and May 30, 2013. 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”

runners-up (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 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. The results of the 2011 Act wattsmart Contest are included in the attached Act wattsmart Contest plan.

8. The Company anticipates the Contest will generate significant participation interest in the communities that 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. As in the previous Contest, the greater value will be derived through increased awareness of the company's demand-side management programs and interest in conservation that is generated by the Contest and Contest related marketing. In addition, the Company intends to once again 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 *watt*smart campaign communications.

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

<b>Budget Item</b>	<b>Amount</b>
Branding (including development of print media)	\$10,000
Media	\$25,000
Contest outreach and promotion	\$30,000
Web development (contest form, landing page, ads)	\$20,000
Prizes	\$17,500
<b>Total Contest Budget</b>	<b>\$102,500</b>

The cost of the Contest was included in the \$2,250,000 annual budget of the demand-side management communications and outreach campaign approved by the Commission in Docket No.12.035.71. 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 2013.<sup>1</sup> Inclusion of these costs in the 2013 economic tests are not expected to negatively impact the test results.

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<sup>1</sup> All costs of the \$2.25 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.

10. Rocky Mountain Power requests that it be permitted to begin the Contest on or about March 6, 2013, 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 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 *watt*smart" video contest promotional program, as described in this Application.

DATED: February 4, 2013.

Respectfully submitted,

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Daniel E. Solander  
Attorney for Rocky Mountain Power