

December 18, 2008

Public Service Commission of Utah  
Heber M. Wells Building, 4<sup>th</sup> Floor  
160 East 300 South  
Salt Lake City, UT 84111

Attention: Julie P. Orchard  
Commission Secretary

RE: Report on Blue Sky Program Focus Group Research

During April of this year, Rocky Mountain Power conducted 12 focus groups among business and residential customers in Utah, Oregon and Washington to learn more about our customers' awareness of the Blue Sky program. The focus groups were structured to gather information about customer's reasons for enrolling in the program or choosing not to, program design, program communications and program marketing approaches. Rocky Mountain Power agreed to provide a report to interested parties regarding the findings of the focus groups. The report is attached to this transmittal letter.

Please contact Dave Taylor, Utah regulatory affairs manager, at 801-220-2923 if you have any questions about this report.

Sincerely,

Jeffrey K. Larsen  
Vice President, Regulation

Enclosures  
cc: Service List