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UTILITIES COMMISSION

Rocky Mountain Power  
Case No. PAC-E-10-03

BEFORE THE IDAHO PUBLIC UTILITIES COMMISSION

ATTACHMENT 1

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Press Release and Customer Bill Insert Notice

February 25, 2010

Contact: Media Hotline 800-775-7950

**February 25, 2010**

**Rocky Mountain Power proposes increased investment in energy efficiency programs**

In planning to supply the future electricity needs of customers, Rocky Mountain Power uses energy efficiency programs called demand-side management in much the same way as it uses generating plants. Demand-side management include programs that promote energy efficiency and programs that coordinate when electricity is used—called load management. The company needs several kinds of cost-effective resources to serve customers well. In fact, energy efficiency and load management during peak usage periods is less expensive per kilowatt-hour than electricity from a new power plant.

Participation in these programs by Idaho customers has grown. In response, the company is proposing to increase its investment in this resource. The company proposes to increase the Customer Efficiency Services surcharge to all customer classes except tariff contracts. If approved by the Idaho Public Utilities Commission, the utility will increase the annual revenue collected in the surcharge from \$5.2 million to \$8.3 million.

“Customers benefit two ways from these programs,” said Carol Hunter, vice president of Rocky Mountain Power. “First, participating customers benefit from lower bills as they take advantage of these programs and use electricity more efficiently. Second, all customers benefit whether they participate in the programs or not because the cost of electricity saved through these programs is about half the cost of electricity generated by a new power plant. It’s part of our balanced approach to use a variety of cost-effective methods to provide electricity to our customers.”

The charge to support these programs appears on customer bills as “Customer Efficiency Services.” If the proposal is approved as requested, the charge will increase 2.13 percent. For an average residential customer using 827 kilowatt-hours, the proposed increase is about \$1.62 per month. The charge for commercial, industrial and irrigation customers would also increase 2.13 percent.

Programs currently provided for residential customers include cash incentives for energy efficient appliances, improved insulation, energy efficient windows, low income weatherization and the “See ya later, refrigerator” recycling program. For business customers, Energy FinAnswer, FinAnswer Express and Irrigation Energy Services programs provide services and incentives to customers who complete energy efficiency projects. The Irrigation Load Control program focuses on operational coordination of summer irrigation pumping systems. Specific details of these programs are available on the company’s Web site, [www.rockymountainpower.net](http://www.rockymountainpower.net).

Rocky Mountain Power’s proposal is subject to public review and approval by the Idaho Public Utilities Commission. Copies of the filing will be available on the company’s Web site. The filing is also available for review during regular business hours at the Idaho Public Utilities Commission office in Boise and at the company’s offices in Rexburg, Preston, Shelley and Montpelier.

For more information about Rocky Mountain Power’s energy efficiency and load management programs, see the company’s website at [www.rockymountainpower.net](http://www.rockymountainpower.net).

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**About Rocky Mountain Power**

Rocky Mountain Power is one of the lowest-cost electric utilities in the United States, providing safe and reliable service to more than 69,000 customers in Idaho, as well as customers in Utah and Wyoming. As part of PacifiCorp, the company has more than 10,000 megawatts of generation from coal, hydro, gas-fueled combustion turbines and renewable wind and geothermal power. The company is one of the largest owners of wind powered generation in the U.S.

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# Keeping you **informed**

## **Notice of proposed customer efficiency services rate adjustment**

Rocky Mountain Power is committed to delivering safe, reliable power at a fair price. To ensure sufficient capacity is available to meet our customers' growing need for electricity, the Company acquires new generation resources and works with our customers to improve efficiency and manage energy usage.

While providing energy efficiency programs come at a cost, as a customer you benefit in at least one of two ways: 1) program participants enjoy bill savings associated with the efficiency projects they complete; and 2) all customers benefit from Rocky Mountain Power using the energy saved to meet future demand. The energy saved through energy efficiency programs helps to reduce future price increases.

Due to increased customer participation in the Company's energy efficiency programs, Rocky Mountain Power has filed for approval to adjust the customer efficiency service rates.

The filing proposes to increase the annual revenue collection from \$5.2 million to \$8.3 million.\* Program costs will continue to be collected by Rocky Mountain Power as a line item called "Customer Efficiency Services" on customers' bills. If the proposal is approved as filed, the residential price increase will be 2.13 percent. For an average

*\*Based on rates in effect after April 18, 2009 (continued)*

residential customer using 827 kilowatt-hours, the proposed increase would be about \$1.62 per month. Revenues collected from commercial, industrial (excluding tariff contracts) and irrigation customers would also increase 2.13 percent.

The company filed the application with the Idaho Public Utilities Commission (Commission) on February 25, 2010. The application is subject to Commission approval before it can take effect. If approved the customer efficiency services rate adjustment would become effective May 1, 2010, or when the Commission approves the application, whichever is later.

Copies of the filing will be available online at [rockymountainpower.net/regulation](http://rockymountainpower.net/regulation), and select "Idaho."

Or you can review a copy during regular business hours at the Commission offices in Boise and in these Rocky Mountain Power offices:

- Rexburg – 25 East Main
- Preston – 509 S. 2nd E
- Shelley – 852 E 1400 N
- Montpelier – 24852 US Hwy 89