PacifiCorp

- PacifiCorp
  - Rocky Mountain Power (retail operations)
  - Pacific Power (retail operations)
  - PacifiCorp Energy (energy supply)
- 1.73 m Customers in six states
  - Residential customers 30% of sales
  - Commercial customers 31% of sales
  - Industrial customers 39% of sales
Planning for the future

Energy efficiency and peak management is fully integrated in the resource plan

2011 Resource Acquisition Cost ~ 3 cents
Progress to Date – Total Company

- Over 30 years of experience
- Market based approach
- Services provided directly in five states
- Indirectly in Oregon through the Energy Trust
- 35 operating tariffs
- 9 cost recovery tariffs

2011 First year savings 180 - 200 MW of wind generation
What does the future look like?

• **2012 – 2013 Activities**
  – Evaluated 12,500 opportunities
  – Consolidate existing commercial and industrial programs – reduce customer confusion
  – Consider Strategic Energy Management Options
  – Re-bid and potential redesign peak management programs

• **Near term challenge**
  – Low natural gas prices
  – Reduction in the growth in the demand for electricity