

Avista Corp.

1411 East Mission P.O. Box 3727
Spokane, Washington 99220-0500
Telephone 509-489-0500
Toll Free 800-727-9170



October 29, 2010

Public Utility Commission of Oregon
Attn: Filing Center
PO Box 2148
Salem, OR 97308-2148

**RE: UG-201 – In the Matter of the Application of AVISTA CORPORATION,
dba AVISTA UTILITIES, for a General Rate Revision**

In accordance with Oregon Administrative Rule 860-022-0017, Avista Corporation, dba Avista Utilities, respectfully submits the attached Affidavit of Deborah M. Simock Regarding Notice of General Rate Revision.

If you have any questions regarding this filing, please contact Paul Kimball at (509) 495-4584.

Sincerely,

A handwritten signature in cursive script that reads "Kelly Norwood".

Kelly Norwood
Vice President, State & Federal Regulation

Enclosure

c: See attached service list

BEFORE THE PUBLIC UTILITY COMMISSION
OF OREGON

UG-201

In the matter of the Application of)
AVISTA CORPORATION, DBA)
AVISTA UTILITIES for a General)
Rate Revision)

AFFIDAVIT OF
DEBORAH M. SIMOCK
REGARDING NOTICE OF
GENERAL RATE REVISION

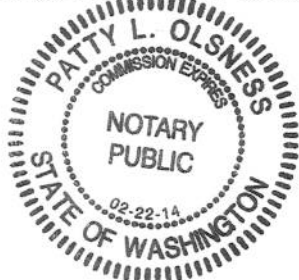
I, Deborah M. Simock, being first duly sworn on oath, depose and say:

1. My full name is Deborah M. Simock. I am a Communications Manager with Avista Corporation (Avista).
2. Avista filed with the Public Utility Commission of Oregon its Request for a General Rate Revision on September 29, 2010, Advice Letter 10-06-G.
3. Pursuant to OAR 860-022-0017, Avista caused to be published a display advertisement announcing the General Rate Revision on Friday, October 8, 2010, in the La Grande Observer, and on Saturday, October 9, 2010, in the, the Grants Pass Daily Courier, and the Ashland Daily Tidings, and on Sunday, October 10, 2010, in the Medford Mail Tribune, the Klamath Falls Herald and News, and the Roseburg News-Review. The ad size was 4 columns wide by 10 inches tall. A copy of that announcement is attached as Exhibit A.

Dated this 29th day of October, 2010.

Deborah M. Simock

SIGNED AND SWORN to before me this 29th day of October, 2010.



Patty L. Olsness
NOTARY PUBLIC in and for the State of
Washington, residing at Spokane.

BEFORE THE PUBLIC UTILITY COMMISSION
OF OREGON

UG-201

AFFIDAVIT OF DEBORAH M. SIMOCK
REGARDING NOTICE OF AVISTA CORPORATION'S
GENERAL RATE REVISION

EXHIBIT A



Why natural gas rates may be going up – and also going down.

Recently, Avista requested an increase in natural gas rates for our Oregon customers. We know that customers are concerned about energy costs, so we think it's important to explain why we requested this increase – and why your natural gas rates may also be going down.

Why some costs are rising

On September 30, we filed a request to increase natural gas rates by an average of 5.6 percent or \$5.45 million annually. If the request is approved by the Public Utility Commission of Oregon, a residential customer using an average of 46 therms per month would see a \$3.71 increase, or 6.2 percent, for a revised monthly bill of \$63.48.

We asked for this adjustment because of the increasing costs of delivering natural gas. The rate request will also recover costs for capital projects and additional underground natural gas capacity at the Jackson Prairie Storage Facility, both important in ensuring we continue to provide you with the safe, reliable service you expect.

Other costs are decreasing

If approved, the increase would likely take effect in the first half of 2011. But we also anticipate a rate decrease this fall. Here's why. Rates must cover the cost of delivering energy, which makes up 35 percent of your monthly bill. They also cover the wholesale cost of the natural gas itself, which is 65 percent of your monthly bill. And, the wholesale price of natural gas has continued to go down since last year.

So, in late August, we filed a request with the Public Utility Commission of Oregon to reduce your rates because of the decline in wholesale natural gas prices. If approved by the Commission, lower gas rates would go into effect on November 1st, in time for the winter months.

The bottom line

We expect the net result of these two requests will be about a 4 percent increase. With this increase, your natural gas rates will still be comparable to those in 2004.

Avista offers a wide range of options to help customers with energy costs, including energy assistance programs. For information on how we can help, call us at (800) 227-9187 or visit us at www.avistautilities.com/assistance.

For more information

Copies of our general rate filing are available at www.avistautilities.com/services/energypricing, or you can review the filing by visiting our headquarters at:

1411 E. Mission, Spokane, WA 99252-0001
(800) 227-9187

You can also view copies of the filing at one of our district offices located at:

580 Business Park Drive, Medford, OR 97504
456 Market Street, Klamath Falls, OR 97601
10201 S "F" Street, Island City, OR 97850
1404 Green Siding Road, Roseburg, OR 97471

This announcement is to provide you with general information about Avista's rate request and its effect on customers. The calculations and statements in this announcement are not binding on the PUC. For more information about the filings or for information about the time and place of any hearing, contact the PUC at:

Public Utility Commission of Oregon
550 Capital Street N.E. Suite 215, Salem, OR 97301-2551
(800) 522-2402, www.puc.state.or.us

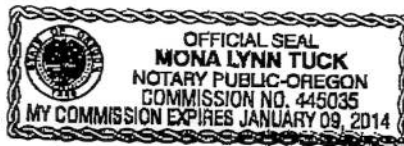
AFFIDAVIT OF PUBLICATION

STATE OF OREGON:
COUNTY OF UNION:

Ted Kramer, being first duly sworn,
depose and say that I am the
Editor/Publisher of **The Observer**, a
newspaper of general circulation as
defined by ORS 193.010 and ORS
1930020; printed and published at
La Grande, in the aforesaid county
and state; that the.....**Public Notice:**
Media Planner/Buyer- Avista Gas Rates.....
printed copy of which is hereto annexed was
inserted in the entire issue of said newspaper
for.....**2.....**successive and consecutive
weeks/days in the following issue.....**October**
8, 15, 2010.....subscribed and sworn to before
me this.....**26th.....**day of **October, 2010.**



Notary Public Of Oregon



Reference No. 1838

Grants Pass

Daily CourierP.O. Box 1468, 409 S.E. 7th St., Grants Pass, OR 97528**AFFIDAVIT OF PUBLICATION**

State of Oregon)
County of Josephine) ss.

I, William G. Parker, being first duly sworn, depose and say that I am the accounting manager of Courier Publishing Co., printer of the Grants Pass Daily Courier, a newspaper of general circulation, as defined by ORS 193.010 and 193.020; printed and published at Grants Pass, in the aforesaid county and state; and that a display advertisement identified as #00221859 was printed and distributed for Avista Utilities with the October 9, 2010 issue of said newspaper. Distribution was 17,015.

William G Parker

Subscribed and sworn to before me this
26th day of October, 2010



Lenora A Short
Notary Public of Oregon

My commission expires March 12, 2014

AFFIDAVIT OF DISTRIBUTION

STATE OF Oregon)

COUNTY OF Jackson)

CITY OF Ashland)

I, BECKI FABIAN, being duly sworn on oath now and during all times herein stated, have been the publisher and designated agent of the publication known as,

Ashland Daily Tidings ("Publication")

and have full knowledge of the facts herein stated as follows:

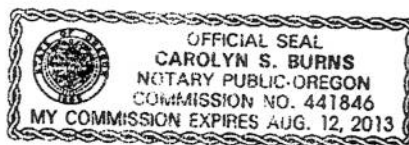
The insert for Avista Utilities ("Ad/Advertiser") with Insertion Order No. 1835 was distributed to the Publication's full circulation on the 9th day of October, 2010.
And 16th October 2010

By: Becki Fabian

Subscribed and sworn to before me
this 17th day of October, 2010

Carolyn S. Burns
Notary Public

Notary Seal:



AFFIDAVIT OF DISTRIBUTION

STATE OF Oregon)
COUNTY OF Jackson)
CITY OF Medford)

I, BECKI FABIAN, being duly sworn on oath now and during all times herein stated, have been the publisher and designated agent of the publication known as,

MAIL TRIBUNE ("Publication")

and have full knowledge of the facts herein stated as follows:

The insert for Avista Utilities ("Ad/Advertiser") with Insertion Order No. 1839 was distributed to the Publication's full circulation on the 10th day of October, 2009
AND 17th October 2010

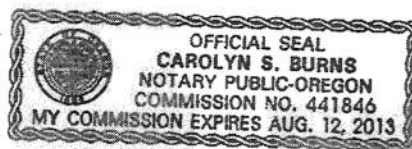
By:

Becki Fabian

Subscribed and sworn to before me
this 27th day of October, 2009.

Carolyn S. Burns
Notary Public

Notary Seal:



Affidavit of Publication

STATE OF OREGON, COUNTY OF KLAMATH

I, Jeanine P. Day, Business Manager,
being first duly sworn, depose and say
that I am the principal clerk of the
publisher of the Herald and News
a newspaper in general circulation, as
defined by Chapter 193 ORS, printed and
published at Klamath Falls in the
aforesaid county and state: that I know from my
Personal knowledge that the

40" Display

10 Oregon GRC Print

a printed copy of which is hereto annexed,
was published in the entire issue of said
newspaper for: (1)

One

Insertion(s) in the following issues:

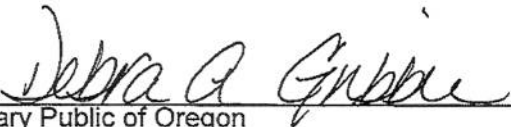
October 10, 2010



Total Cost:

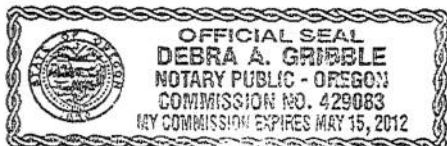
\$558.40

Subscribed and sworn by Jeanine P Day
before me on: October 27, 2010



Notary Public of Oregon

My commission expires May 15, 2012



Affidavit of Publication

The News-Review
OF DOUGLAS COUNTY

Roseburg, Oregon

ISSUED DAILY EXCEPT SATURDAY

STATE OF OREGON
COUNTY OF DOUGLAS } ss.

I, SAM HOLLENBECK, being first duly sworn, depose and say that I am the Business Manager, of The News-Review, a newspaper of general circulation, as defined by ORS 193.010 and 193.020; printed and published at Roseburg in the aforesaid county and state; that the _____

Ad#5671440 Gas Rate Advertisement

A printed copy of which is hereto annexed, was published in the entire issue of said newspaper for 1 successive and consecutive days in the following issue: _____

October 10, 2010

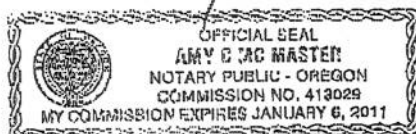
The fee actually charged by such newspaper for such publication is \$ 905.60.



Subscribed and sworn to before me this 25th day of October, 2010.



Notary Public of Oregon



Why natural gas rates and also going down

Recently, Avista requested an increase in natural gas rates. We know that customers are concerned about why we requested this increase – and why!

Why some costs are rising

On September 30, we filed a request to increase rates by \$5.45 million annually. If the request is approved, a residential customer using an average amount of gas would see a 6.2 percent increase, or 6.2 percent, for a revised monthly bill.

We asked for this adjustment because of the rate request will also recover costs for capital expenditures at the Jackson Prairie Storage Facility. We provide you with the safe, reliable service you

Other costs are decreasing

If approved, the increase would likely take the form of a rate decrease this fall. Here's why. Rates for natural gas makes up 35 percent of your monthly bill. The cost of gas itself, which is 65 percent of your monthly bill, continued to go down since last year.

So, in late August, we filed a request with the Public Utility Commission to lower your rates because of the decline in wholesale natural gas rates would go into effect on November 1st.

The bottom-line

We expect the net result of these two requests is that, if approved, your natural gas rates will still be lower than last year.

Avista offers a wide range of options to help customers manage their energy costs. For information on how to use these programs, visit us at www.avistautilities.com/assistance.

For more information

Copies of our general rate filing are available at www.avistautilities.com/services/energypricing, or you can review the filing by visiting our headquarters at:

1411 E. Mission, Spokane, WA 99252-0001
(800) 227-9187

You can also view copies of the filing at one of our district offices located at:

580 Business Park Drive, Medford, OR 97504
456 Market Street, Klamath Falls, OR 97601
10201 S "F" Street, Island City, OR 97850
1404 Green Siding Road, Roseburg, OR 97471

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CERTIFICATE OF SERVICE

I HEREBY CERTIFY that I have this day served Avista's Affidavit of Deborah M. Simock Regarding Notice of General Rate Revision, in Docket UG-201, upon the parties listed below by mailing a copy thereof, postage prepaid and/or by electronic mail.

W Chad Stokes

Tommy A. Brooks
Cable Huston Benedict
Haagensen & Lloyd, LLP
1001 SW 5th, Suite 2000
Portland, OR 97204-1136
cstokes@cablehuston.com
tbrooks@cablehuston.com

W G. Catriona McCracken

Citizens' Utilities Board
610 SW Broadway, Suite 400
Portland, OR 97205-3404
Bob@OregonCUB.org
dockets@oregoncub.org
gordon@OregonCUB.org
catriona@OregonCUB.org
ray@oregoncub.org
john@oregoncub.org

W Jess Kincaid

Energy Partnership Coordinator
PO Box 7964
Salem, OR 97301
jess@caporegon.org

Deborah Garcia
Public Utility Commission
PO Box 2148
550 Capitol St. NE, Suite 215
Salem, OR 97308-2148
deborah.garcia@state.or.us

W Paula Pyron

Executive Director
Northwest Industrial Gas Users
4113 Wolfberry Court
Lake Oswego, OR 97035
ppyron@nwigu.org

Jason W. Jones
Assistant Attorney General
1162 Court St. NE
Salem, OR 97301-4096
jason.w.jones@state.or.us

I declare under penalty of perjury that the foregoing is true and correct.

Dated at Spokane, Washington this 29th day of October 2010.



Paul Kimball
Senior Regulatory Analyst