

October 31, 2012

***VIA ELECTRONIC FILING  
AND HAND DELIVERY***

Public Service Commission of Utah  
Heber M. Wells Building, 4<sup>th</sup> Floor  
160 East 300 South  
Salt Lake City, UT 84114

Attention: Gary Widerburg  
Commission Secretary

**Re: Docket No. 09-035-36, Annual Report on Rocky Mountain Power's Demand-Side Management Outreach and Communications Campaign**

In the June 11, 2009 order initially approving Rocky Mountain Power's (Company) demand-side management outreach and communications campaign, the Commission directed the Company to report on campaign effectiveness to the Commission on an annual basis. The Company has conducted survey work to determine the impact of the outreach and communications campaign during its third year of operation (from July 1, 2011 to June 30, 2012). The attached report, provided in compliance with the Commission's direction, and its corresponding attachments reflect the results of the survey work and summarized campaign activities which occurred during the third year of the program. Also enclosed is a CD that contains Exhibits 2 to 10, and a Confidential CD that contains Confidential Exhibit 1.

It is respectfully requested that all formal correspondence and staff requests regarding this matter be addressed to:

By E-mail (preferred):      [datarequest@pacificorp.com](mailto:datarequest@pacificorp.com)  
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Informal inquiries may be directed to Dave Taylor, Regulatory Manager, at (801) 220-2923.

Sincerely,

Jeffrey K. Larsen  
Vice President, Regulation

Enclosures

cc: Division of Public Utilities  
Office of Consumer Services