

October 14, 2010

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

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

Attention: Julie P. Orchard
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 first year of operation (from July 1, 2009 to June 30, 2010). The attached report, provided in compliance with the Commission's direction, and its corresponding attachments reflect the results of the survey work and summarize campaign activity which occurred during the first year of the program.

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

By E-mail (preferred): datarequest@pacificorp.com
aaron.lively@pacificorp.com
daniel.solander@pacificorp.com

By regular mail: Data Request Response Center
PacifiCorp
825 NE Multnomah Blvd., Suite 2000
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Informal inquiries may be directed to Aaron Lively, regulatory manager, at (801) 220-4501.

Sincerely,

Jeffrey K. Larsen
Vice President, Regulation

Enclosures

cc: Division of Public Utilities
Office of Consumer Services