

September 30, 2011

***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 second year of operation (from July 1, 2010 to June 30, 2011). The attached report, provided in compliance with the Commission's direction, and its corresponding exhibits reflect the results of the survey work and summarize campaign activity which occurred during the second year of the program. Note that exhibits 1, 2, 3, and 4 are voluminous and exhibit 7 is meaningful only in electronic format; therefore these exhibits are provided in electronic format on the enclosed compact disc.

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

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

Sincerely,

Carol L. Hunter

Vice President, Services

Enclosures

cc: Division of Public Utilities
Office of Consumer Services