



Steven L. Beshear
Governor

Leonard K. Peters
Secretary
Energy and Environment Cabinet

Commonwealth of Kentucky
Public Service Commission
211 Sower Blvd.
P.O. Box 615
Frankfort, Kentucky 40602-0615
Telephone: (502) 564-3940
Fax: (502) 564-3460
psc.ky.gov

David L. Armstrong
Chairman

James W. Gardner
Vice Chairman

Charles R. Borders
Commissioner

November 29, 2011

Albert Yockey
Vice President, Governmental Relations
Big Rivers Electric Corporation
201 Third Street
Henderson, KY 42419-0024

Dear Mr. Yockey:

In a filing received September 2, 2011, Jackson Energy Electric Cooperative Corporation ("Jackson Energy") submitted tariffs for five marketing or Demand-Side Management ("DSM") programs. Following Commission Staff review, an order was issued establishing the tariff filing as a formal case and suspending the proposed tariffs for a period of up to five months to allow the Commission to fully review the reasonableness of these tariffs.

After the Commission issued its suspension order, Jackson Energy requested an informal conference ("IC") to discuss several issues related to the suspension of the tariffs. A telephonic IC was held on October 31, 2011.

During the IC, Jackson Energy explained that, although untariffed, the programs in question had been in effect for a number of years (some for over 20 years). Jackson Energy further explained that its representatives attended an IC on July 19, 2011 in Case No. 2011-00148,¹ East Kentucky Power Cooperative, Inc.'s ("EKPC") recent DSM case in which a Commission Staff attorney generally stated, in response to the discussions at the IC, that "anytime money changed hands" as part of a DSM program, a tariff for the program should be on file. Jackson Energy stated that it submitted the subject tariffs as a result of the attorney's statement.

Now that it has been made aware that Jackson Energy's untariffed DSM programs have been in existence for a number of years, the Commission recognizes the possibility that other jurisdictional gas or electric utilities may have existing DSM programs that are not set out in filed tariffs.

¹ Case No. 2011-00148, Filing of New Demand-Side Management Tariffs by East Kentucky Power Cooperative, Inc. and Eleven of its Member Distribution Cooperatives (Ky. PSC Sept. 30, 2011).

KRS 278.160 provides the foundation for the Commission's conclusion that any program that includes a charge to the customer, provides for any rebate or incentive payment to the customer or a third party, or allows for reduced or discounted rates must be supported by a tariff that sets forth the eligibility, charges, payments, and terms and conditions of the program. Therefore, the lack of tariffs for these DSM programs needs to be addressed.

Although there are several ways to address the situation, the Commission has taken into consideration the fact that many of the programs have been offered for a number of years and the likelihood that a number of customers participate in the existing programs. The Commission believes that the three-step approach set forth below is the most practical and equitable approach to take regarding the untariffed DSM programs and should provide for the uninterrupted continuation of such programs, subject to the review process discussed below.

The Commission will address the situation in the following manner:

1. Each jurisdictional electric utility and major gas utility is required to file a response within 60 days of the date of this letter stating whether it does or does not currently offer any DSM programs that are not set out in its filed tariffs. Each utility that does offer untariffed DSM programs shall include in its response the name of each program and a description of the program. At this time, there is no need to interrupt or suspend any current DSM program.

2. Upon submission of each utility's response disclosing untariffed DSM programs, each such program will be considered accepted until stated otherwise by the Commission. However, each affected utility is required to submit tariffs that set forth the eligibility, charges, payments, and terms and conditions for each untariffed DSM program within four months of the date of this letter.²

3. Upon filing, the tariffs will be reviewed, solely to ensure that they comply with Commission statutes and regulations. Tariffs that are in compliance will be accepted as filed. A review of the reasonableness of each such tariff, if required, will be performed in the utility's next base rate case or other appropriate proceeding. Since some of the programs have already been reviewed and approved, the Commission will provide reasonable notice of its intent to consider the reasonableness of any program.³

² The cover letter submitted when filing the subject tariffs should reference this DSM letter dated November 29, 2011.

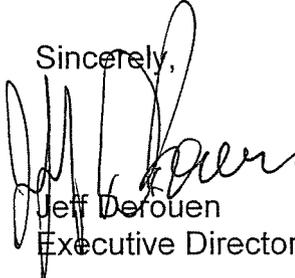
³ Because of the requirements of KRS 278.285, the Demand-Side Management Surcharge Statute, the DSM programs offered by the electric Investor-Owned Utilities are reviewed and approved by the Commission at fairly regular intervals. It is, therefore, not anticipated that any later review of the reasonableness of the untariffed DSM programs will be required for those programs.

For some time now, the Commission, through various media, has consistently encouraged jurisdictional electric utilities to pursue greater implementation of DSM programs. On occasion, the Commission has expressed its concern about the apparent lack of effort in this area by some utilities. When the public or the Commission seeks information about the existence of DSM programs, the primary source for that information is the tariffs that each utility has on file here. The absence of filed tariffs reflecting current DSM programs may have created the perception that some jurisdictional utilities were not pursuing such programs as aggressively as other utilities.

The Commission reiterates its position that any program that includes a charge to the customer, provides for any rebate or incentive payment to the customer or a third party, or allows for reduced or discounted rates should be supported by a tariff that sets forth the eligibility, charges, payments, and terms and conditions. Although the Commission believes that the steps it has outlined are the most practical and equitable, it will consider appropriate modifications, if necessary.

Feel free to contact me or Aaron Greenwell of my Staff at 502-564-3940 if you have any questions or concerns.

Sincerely,



Jeff Derouen
Executive Director

JD/pa



201 Third Street
P.O. Box 24
Henderson, KY 42419-0024
270-827-2561
www.bigrivers.com

Via FedEx Overnight Delivery

January 27, 2012

RECEIVED

JAN 30 2012

PUBLIC SERVICE
COMMISSION

Mr. Jeff Derouen
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
Frankfort, KY 40601

RE: Big Rivers Electric Corporation’s response to Commission’s November 29, 2011, Letter on Untariffed DSM Programs

Dear Mr. Derouen:

Big Rivers Electric Corporation (“Big Rivers”) hereby confirms that it has Demand-Side Management/Energy Efficiency (“DSM/EE”) Programs which are not in Big Rivers’ current tariff on file with the Commission. These DSM/EE Programs have been previously documented in the record of Big Rivers’ general rate case (Case No. 2011-00036).

These DSM/EE Programs also are described in the document accompanying this letter. Each of Big Rivers’ Member Cooperatives may make any of these programs available to a retail member, whether residential, commercial, or industrial, who is served through Big Rivers’ Rate Schedule RDS. Big Rivers is providing an original and three (3) copies.

Please confirm the Commission’s receipt of this information by placing the file stamp of your office on the additional enclosed copy and returning it to Big Rivers in the postage-paid, pre-addressed envelope provided.

Should you have any questions about this information, please do not hesitate to contact me as outlined below.

Sincerely yours,

Albert M. Yockey
Vice President, Governmental Relations and Enterprise Risk Management
Phone: 270-844-6180
E-mail: albert.yockey@bigrivers.com

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: Residential High Efficiency Lighting Replacement Program

Overview

This program promotes an increased use of ENERGY STAR® rated Compact Fluorescent Light ("CFL") lamps among the retail members of Big Rivers' member cooperatives by providing reimbursement to member cooperatives for CFL lamps distributed to their retail members.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the retail members of the member cooperatives taking service under the Big Rivers Rural Delivery Service ("RDS").

Member Incentives

Big Rivers will reimburse the member cooperatives for the purchase of CFL lamps that the member cooperative buys and distributes to its retail members for use in the member cooperative's service area. Member cooperatives must submit invoices to Big Rivers and must include proper documentation of the purchase from the CFL supplier and of the distribution to retail members. Big Rivers will also reimburse a Member's reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

Annual Budget

The 2012 budget for this program is \$100,000. Budget levels for future years may vary based upon the experience gained after program implementation.

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: ENERGY STAR® Clothes Washer Replacement Incentive Program

Overview

This program promotes an increased use of ENERGY STAR® rated clothes washing machines.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the retail members of the member cooperatives taking service under the Big Rivers Rural Delivery Service ("RDS").

Member Incentives

Big Rivers will provide an incentive payment of \$100 for each ENERGY STAR® rated clothes washer that is purchased and installed in the member cooperative's system. Member cooperatives must submit invoices to Big Rivers and must include proper documentation of the purchase and installation from a legitimate retail appliance supplier. Big Rivers will also reimburse a Member's reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

Annual Budget

The 2012 budget for this program is \$40,000. Budget levels for future years may vary based upon the experience gained after program implementation.

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: ENERGY STAR® Refrigerator Replacement Incentive Program

Overview

This program promotes an increased use of ENERGY STAR® rated refrigerators and the removal from operation of existing older, low-efficiency refrigerators.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the retail members of the member cooperatives taking service under the Big Rivers Rural Delivery Service ("RDS").

Member Incentives

Big Rivers will provide an incentive payment of \$100 for each ENERGY STAR® rated refrigerator that is purchased and installed in the member cooperative's system. Member cooperatives must submit invoices to Big Rivers and must include proper documentation of the purchase and installation of the new appliance, and the removal of the old appliance from legitimate retail appliance suppliers. Big Rivers will also reimburse a Member's reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

Annual Budget

The 2012 budget for this program is \$40,000. Budget levels for future years may vary based upon the experience gained after program implementation.

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: Residential High Efficiency Heating, Ventilation and Air Conditioning ("HVAC") Program

Overview

This program promotes an increased use of high efficiency HVAC systems among the retail members of the member cooperatives by providing reimbursement to member cooperative members for upgrading their HVAC systems beyond contractor grade minimums to one of three ENERGY STAR® rated HVAC systems.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the retail members of the member cooperatives taking service under the Big Rivers Rural Delivery Service ("RDS").

Member Incentives

Big Rivers will reimburse the member cooperatives for the HVAC efficiency upgrades by a retail member on the member cooperative's system. Member cooperatives must submit invoices to Big Rivers and must include proper documentation. Big Rivers will also reimburse a Member's reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

The following is the program administrative process:

1. The retail consumer will provide a receipt of installation and purchase of equipment from a licensed contractor dated within the eligibility timeframe of the program selected by the member cooperative.
2. The member cooperative will be responsible for verification of installation.
3. The initial incentives shall be the following per replacement unit installed:
 - Geothermal \$750
 - Dual Fuel \$500
 - Air Source \$200

Annual Budget

The 2012 budget for this program is \$50,000. Budget levels for future years may vary based upon the experience gained after program implementation.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: Residential Weatherization Program

Overview

This program promotes the implementation of weatherization measures among the retail members of the member cooperatives by providing reimbursement to member cooperatives for undertaking weatherization improvements at their homes.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the retail members of the member cooperatives. This program is available to any retail residential member of the member cooperative taking service under the Big Rivers Rural Delivery Service (“RDS”), with an all-electric home to maximize the benefit of the program.

Member Incentives

Sherlock Homes is a weatherization contractor headquartered in Bloomington Indiana, which has been performing weatherization projects for Hoosier Energy for the last two years with tremendous success. To date Sherlock Homes has weatherized nearly 2,000 site-built and manufactured homes.

Kentucky Home Performance is a weatherization subsidy through the Kentucky Housing Corporation. The program offers a low-interest loan up to \$20,000 for ten years or a 20% grant for weatherization measures. This program combines the capability of Sherlock Homes and funding from the Kentucky Home Performance to provide comprehensive weatherization for retail member-owners of site-built and manufactured homes. The initial assessment is provided at a cost of \$125 to the retail member, which may be eligible for reimbursement by Kentucky Home Performance.

Big Rivers will provide 50% of the cost of the weatherization in 2012, up to a maximum of the program annual budget. Kentucky Home Performance currently provides 20% of the cost, and the retail member will be responsible for the remainder of the cost. Big Rivers will also reimburse a Member’s reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

Annual Budget

The 2012 budget for this program is \$200,000. Budget levels for future years may vary based upon the experience gained after program implementation.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: Touchstone Energy® New Home Program

Overview

This program provides incentives to home owners and builders to use energy efficient building standards as outlined in the Touchstone Energy® certification program, which requires a Home Energy Rating System (“HERS”) rating of 85 or lower.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the retail members of the member cooperatives taking service under the Big Rivers Rural Delivery Service (“RDS”).

Member Incentives

The incentive is based on the HVAC system installed in the retail member’s Touchstone Energy® Certified Home. The following incentives apply:

1. Geothermal Heat Pump (ground coupled heat pump)	\$2,000
2. Air Source Heat Pump	\$1,000
3. Dual Fuel Heat Pump (ASHP w/ Gas back-up)	\$1,200
4. Gas Heat	\$750

The member cooperative will provide a copy of the original certification document and the analysis form used to determine the HERS score and a copy of the receipt from a licensed HVAC contractor specifying the HVAC system installed in the home of the retail member. Big Rivers will also reimburse a Member’s reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

Annual Budget

The 2012 budget for this program is \$100,000. Budget levels for future years may vary based upon the experience gained after program implementation.

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: Residential and Commercial HVAC & Refrigeration Tune-Up Program

Overview

This program promotes the initiation of annual maintenance on heating and air conditioning equipment among the retail members of the member cooperatives by providing reimbursement to member cooperative retail members that have their heating and cooling systems professionally cleaned and serviced.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the residential and commercial retail members of the member cooperatives taking service under the Big Rivers Rural Delivery Service ("RDS").

Member Incentives

Big Rivers will offer incentives to member cooperatives for retail member homeowners and commercial businesses that have their heating and cooling systems professionally cleaned and serviced.

Member cooperatives will receive a \$25 incentive for each residential unit and \$50 for each commercial unit that is cleaned and serviced.

For retail members with multiple units, each incentive paid will require an individual receipt from a licensed HVAC contractor.

Member cooperatives must submit invoices to Big Rivers and must include proper documentation. Big Rivers will also reimburse a Member's reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

Annual Budget

The 2012 budget for this program is \$50,000. Budget levels for future years may vary based upon the experience gained after program implementation.

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: Commercial / Industrial High Efficiency Lighting Replacement Incentive Program

Overview

This program provides an incentive to commercial and industrial retail member consumers for whom service is taken under Big Rivers' RDS tariff to upgrade poorly designed and low efficiency lighting systems.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the commercial and industrial retail members of the member cooperatives taking service under the Big Rivers Rural Delivery Service ("RDS") tariff.

Member Incentives

The following are the project steps:

1. The lighting contractor, supplier, electrical contractor or electrician will provide to the retail member the documented changes made to the facility lighting system. The retail member will also be required to provide an invoice for materials and installation services associated with the project.
2. The member cooperative will verify the installation of the new lighting system and collect a copy of the specification of the lighting system conversion impact, signed by the retail member, with the following information:
 - Lamp and ballast (or fixture) specifications prior to conversion including total wattage
 - New fixture specifications including total wattage
 - Estimated hours of operation
 - Estimated kWh saved per year
 - Total kW demand reduction
3. The member cooperative shall submit an invoice to Big Rivers with copies of individual lighting project specification documents with the following information:
 - Member Name
 - Account Number
 - Service Address
 - kW Reduction Total
 - Annual Hours of Operation Incentive Amount

Big Rivers Electric Corporation
Demand Side Management Plan
January 2012

4. The initial incentive shall be set at \$350 per kW reduction with a maximum incentive of \$10,000 per project unless approved by Big Rivers on an individual basis. This amount will be evaluated continuously and adjusted depending on reaction by retail members qualifying under this program.

Each of the incentive payments will require the fixture/lamp change be verified by the member cooperative personnel or third party. A worksheet is provided to determine the change in demand of the lighting system. The retail member will also be required to provide the project costs for planning purposes. Big Rivers will also reimburse a Member's reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

Annual Budget

The 2012 budget for this program is \$190,000. Budget levels for future years may vary based upon the experience gained after program implementation.

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.

**Big Rivers Electric Corporation
Demand Side Management Plan
January 2012**

Program: Commercial / Industrial General Energy Efficiency Program

Overview

This program provides an incentive to retail commercial and industrial retail member-consumers served under the Big Rivers RDS tariff to upgrade all aspects of cost effective energy efficiency achievable in individual facilities.

Target Participants

Target participants of this program for Big Rivers include its three member cooperatives. The target end users are the commercial and industrial retail members of the member cooperatives taking service under the Big Rivers Rural Delivery Service (“RDS”).

Member Incentives

The requirements of the program are:

1. The retail member, contractor, supplier, electrical contractor or electrician will provide to the retail member the documented changes made to the facility equipment resulting in the demand reduction. The retail member will also be required to provide an invoice for materials and installation services associated with the project.
2. The member cooperative will verify the installation of the new equipment and collect a copy of the specification of the equipment conversion impact, signed by the retail member, with the following information:
 - Equipment specifications of existing equipment, including total wattage
 - Replacement equipment specifications, including total wattage
 - Estimated hours of operation
 - Estimated kWh saved per year
 - Total kW demand reduction
3. The member cooperative shall submit an invoice to Big Rivers with copies of individual project specification documents and a printed summary excel spreadsheet with the following information:
 - Member Name
 - Account Number
 - Service Address
 - kW Reduction Total
 - Annual Hours of Operation Incentive Amount

Big Rivers Electric Corporation
Demand Side Management Plan
January 2012

4. The initial incentive shall be set at \$350 per kW reduction with a maximum incentive of \$10,000 per project unless approved by Big Rivers on an individual basis. This amount will be assessed continuously and adjusted depending on reaction by retail commercial members qualifying under this program.

Each of the incentive payments will require that equipment changes be verified by cooperative personnel or third party. A worksheet is provided to determine the change in demand resulting in equipment upgrades. The retail member will also be required to provide the project costs for planning purposes. Big Rivers will also reimburse a Member's reasonable costs of promoting this program, if the promotional program and its costs are pre-approved by Big Rivers.

Annual Budget

The 2012 budget for this program is \$30,000. Budget levels for future years may vary based upon the experience gained after program implementation.

Evaluation, Measurement and Verification ("EM&V")

Big Rivers will initiate a process of Evaluation, Measurement and Verification for the program. The EM&V process will ensure the quality and effectiveness of the program and optimal use of resources.



Steven L. Beshear
Governor

Leonard K. Peters
Secretary
Energy and Environment Cabinet

Commonwealth of Kentucky
Public Service Commission
211 Sower Blvd.
P.O. Box 615
Frankfort, Kentucky 40602-0615
Telephone: (502) 564-3940
Fax: (502) 564-3460
psc.ky.gov

David L. Armstrong
Chairman

James W. Gardner
Vice Chairman

March 14, 2012

Albert Yockey
Big Rivers Electric Corporation
201 Third Street
Henderson, KY 42419-0024

Re: Untariffed DSM Programs

Dear Mr. Yockey:

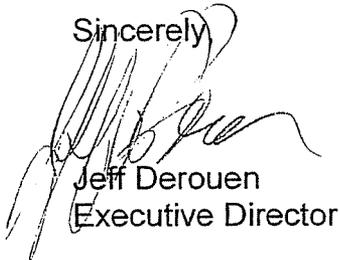
Each electric and gas utility was notified by Commission letter dated November 29, 2011 that any Demand-Side Management ("DSM") program that is offered but not set forth in a tariff must be filed in a tariff within four months of the date of the letter (March 29, 2012). The tariff must set forth the eligibility, charges, payments, and terms and conditions for each DSM program.

On March 9, 2012, representatives of the affected utilities and the Attorney General's Office participated in a conference with Commission Staff to discuss the tariff requirement. Staff indicated that each DSM program offered to customers must be in a tariff if the program includes any of the following: 1) a charge to the customer; 2) a rebate or incentive payment to the customer or a third party; or 3) reduced or discounted rates. At the end of the conference, Staff agreed to a 30 day extension of time for utilities to file the required DSM tariffs.

This letter is being sent to each electric and gas utility to serve as notice that the due date for filing tariffs covering untariffed DSM programs has been extended to Monday, April 30, 2012.

As Staff noted at the conference, any utility that wants to discuss any particular DSM program relative to the tariff requirement should contact Jim Wood to schedule a meeting. Otherwise, feel free to contact me or Aaron Greenwell of my Staff at 502-564-3940 if you have any questions or concerns.

Sincerely,



Jeff Derouen
Executive Director

JD/ag

cc: Hon. Jennifer Hans
Office of Attorney General
Commonwealth of Kentucky

SULLIVAN, MOUNTJOY, STAINBACK & MILLER PSC

ATTORNEYS AT LAW

Ronald M. Sullivan

Jesse T. Mountjoy

Frank Stainback

James M. Miller

Michael A. Fiorella

Allen W. Holbrook

R. Michael Sullivan

Bryan R. Reynolds

Tyson A. Kamuf

Mark W. Starnes

C. Ellsworth Mountjoy

Mary L. Moorhouse

April 6, 2012

RECEIVED

APR 09 2012

PUBLIC SERVICE
COMMISSION

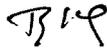
Mr. Jeff DeRouen
Executive Director
Public Service Commission
211 Sower Boulevard, P.O. Box 615
Frankfort, Kentucky 40602-0615

Re: *Big Rivers Electric Corporation's Filing of Tariff
Additions for Demand-Side Management and
Energy Efficiency Programs*

Dear Mr. DeRouen:

On March 16, 2012, Big Rivers Electric Corporation ("Big Rivers") filed new tariff sheets PSC No. 24, Sheets 2.01 through 2.15 and a revised tariff table of contents. On that same date, Big Rivers provided notice to its members of the filing of the new and revised tariff sheets. Enclosed please find a certificate that notice was provided as required by 807 KAR 5:011. Please call if you have any questions.

Sincerely,



Tyson Kamuf

TAK/ej
Enclosure

cc: Albert Yockey

Telephone (270) 926-4000

Telecopier (270) 683-6694

100 St. Ann Building

PO Box 727

Owensboro, Kentucky

42302-0727

1 COMMONWEALTH OF KENTUCKY
2 BEFORE THE PUBLIC SERVICE COMMISSION
3

4 In the Matter of:

5
6 FILING OF BIG RIVERS ELECTRIC)
7 CORPORATION OF TARIFF ADDITIONS FOR) Case No. 2012-_____
8 DEMAND-SIDE MANAGEMENT AND)
9 ENERGY EFFICIENCY PROGRAMS)

10
11 **CERTIFICATE OF NOTICE TO THE PUBLIC**
12

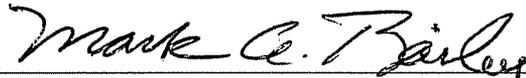
13 To the Public Service Commission, Frankfort, Ky.
14

15 Pursuant to the Rules Governing Tariffs (effective August 4, 1984), I hereby certify that I,
16 Mark A. Bailey, am President and Chief Executive Officer of Big Rivers Electric Corporation (the
17 "Company"), a utility furnishing wholesale electric service within the Commonwealth of
18 Kentucky, which on the 16th day of March, 2012, issued Tariff P.S.C. No. 24, Original Sheet
19 Numbers 2.01 through 2.15, to become effective April 16, 2012, and that notice to the public of the
20 issuing of the same is being given in all respects as required by Section 8 of 807 KAR 5:011, as
21 follows:

22 On the 16th day of March, 2012, the new tariff sheets were exhibited for public inspection
23 at the office and place of business of the Company in the territory affected thereby, to wit, at 201
24 Third Street, Henderson, Kentucky 42420, and that the same will be kept open to public inspection
25 at said office and place of business in conformity with the requirements of Section 8 of 807 KAR
26 5:011.

27 On the 16th day of March, 2012, typewritten notice of the proposed rates or administrative
28 regulations was mailed to each of the three customers of the Company whose rates or charges will
29 be affected thereby, a copy of said notice being attached thereto.

30 Given under my hand this 26th day of March, 2012.

31
32 
33 _____

34 Mark A. Bailey
35 President and Chief Executive Officer
36 Big Rivers Electric Corporation
37 201 Third Street
38 Henderson, Kentucky 42420

39 COMMONWEALTH OF KENTUCKY)
40 COUNTY OF HENDERSON)

41 SUBSCRIBED AND SWORN to before me by Mark A. Bailey, President and Chief
42 Executive Officer of Big Rivers Electric Corporation, on this the 26th day of March, 2012.

43
44 
45 _____
46 Notary Public, Ky., State at Large
My commission expires: 1-12-13



201 Third Street
P.O. Box 24
Henderson, KY 42419-0024
270-827-2561
www.bigrivers.com

March 16, 2012

Kelly Nuckols
President and CEO
Jackson Purchase Energy Corp.
2900 Irvin Cobb Drive
Paducah, KY 42002

Sanford Novick
President and CEO
Kenergy Corp.
6402 Corydon Road
P.O. Box 18
Henderson, KY 42419-0018

Burns E. Mercer
President and CEO
Meade County Rural Electric Cooperative Corporation
1351 Hwy. 79
Brandenburg, KY 40108

**RE: *NOTICE BY BIG RIVERS ELECTRIC CORPORATION OF
FILING OF TARIFF ADDITIONS***

Gentlemen:

Big Rivers Electric Corporation ("*Big Rivers*") today filed with the Kentucky Public Service Commission ("*Commission*") pursuant to KRS 278.160, KRS 278.190 and 807 KAR 5:011, new tariff sheets to implement certain demand-side management and energy efficiency programs. Copies of the new tariff sheets, PSC 24, Original Sheet Nos. 2.01 through 2.15, are attached to this letter. These new tariff sheets do not change any existing rates or tariff language. Big Rivers is also filing a new tariff table of contents that includes appropriate references to the new tariff sheets.

The demand-side management and energy efficiency programs contained in the new tariff sheets are elective, of course. While they do not change any existing rates or tariff language, they do state certain charges, credits, rebates and other value available under the demand-side management and energy efficiency programs they establish.

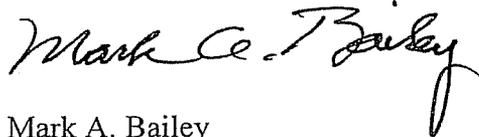
Kelly Nuckols
Sanford Novick
Burns E. Mercer
March 16, 2012
Page 2

The programs, charges, credits, rebates and other value available under the demand-side management and energy efficiency programs rates contained in the new tariffs represent the programs, charges, credits, rebates and other value proposed by Big Rivers; however, the Commission may order programs, charges, credits, rebates or other value that differs from Big Rivers' proposed tariffs. Such action may result in programs, charges, credits, rebates and other value for members other than those proposed by Big Rivers and contained in this letter.

Any corporation, association, or person with a substantial interest in this matter may request to intervene, by written request or motion, within thirty (30) days after the date of mailing of this notice of the proposed tariff additions, although the Public Service Commission may grant intervention beyond the thirty (30) day period for good cause shown. The request to intervene shall be submitted to the Kentucky Public Service Commission, 211 Sower Boulevard, P.O. Box 615, Frankfort, Kentucky 40602, and shall set forth the grounds for the request including the status and interest of the party.

Any person who has been granted intervention by the Commission may obtain copies of the new tariff additions and any other filings made by Big Rivers by contacting Big Rivers at the address and telephone number shown above. Any person may examine the new tariff additions, and any other filings made by Big Rivers at the main offices of Big Rivers, located at the address shown above, or at the offices of the Commission, located at 211 Sower Boulevard, Frankfort, Kentucky, telephone number (502) 564-3490.

Sincerely yours,



Mark A. Bailey
President and CEO