



e-FILING REPORT COVER SHEET

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REPORT NAME: Notice of 2015 Blue Sky Promotional Concession Campaign

COMPANY NAME: PacifiCorp

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION? No Yes

If yes, please submit only the cover letter electronically. Submit confidential information as directed in OAR 860-001-0070 or the terms of an applicable protective order.

If known, please select designation: RE (Electric) RG (Gas) RW (Water) RO (Other)

Report is required by: OAR 860-026-0025 and 860-026-0030

Statute

Order

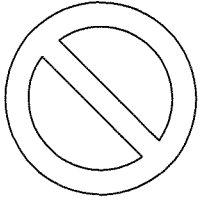
Other

Is this report associated with a specific docket/case? No Yes

If yes, enter docket number: RE 86

List applicable Key Words for this report to facilitate electronic search:
Blue Sky Promotional Concession Campaign

DO NOT electronically file with the PUC Filing Center:



- Annual Fee Statement form and payment remittance or
- OUS or RSPF Surcharge form or surcharge remittance or
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- Any daily safety or safety incident reports or
- Accident reports required by ORS 654.715

Please file the above reports according to their individual instructions.

June 30, 2015

VIA ELECTRONIC FILING

Public Utility Commission of Oregon
201 High St. SE
Salem, Oregon 97301-1166

Attn: Filing Center

RE: Notice of 2015 Blue Sky Promotional Concession Campaign

In accordance with OAR 860-026-0025 and OAR 860-026-0030, this letter describes a promotional concession campaign that PacifiCorp d/b/a Pacific Power (Company) intends to offer to increase visibility of the Blue Sky Program and to increase enrollment in the Portfolio Blue Sky Usage (Schedule 211), Portfolio Blue Sky Block (Schedule 212) and Portfolio Blue Sky Habitat (Schedule 213) programs. No sooner than 30 days after the date of this notice, the Company plans to run a promotional campaign that will offer homeowners the chance to win a solar installation.

Campaign Description

This new campaign will consist of a Blue Sky solar sweepstakes that will provide customers with a chance to win a home solar installation valued at \$10,000. The Company plans to initiate a single three to four month campaign in 2015 and review its success to determine whether this approach should be duplicated in the future.

From August 1, 2015, through November 30, 2015, the Company will offer residential customers the opportunity to enter a drawing to win a home solar installation valued at \$10,000. The sweepstake will be open to participants that meet the following requirements:

- Legal residents of the United States of America 18 years of age or older at the time of entry;
- Pacific Power residential electric account holders residing in the Pacific Power service area within Josephine, Douglas, Klamath, or Jackson county; and
- Homeowners as of August 1, 2015.

Current eligible Blue Sky participants will be automatically entered into the drawing. Eligible customers who enroll in the Blue Sky Program during the promotional period will automatically be entered into the drawing. Eligible customers may also enter the drawing without enrolling in the Blue Sky Program by mailing an entry.

A drawing will be held by December 31, 2015, to select the winner of the home solar installation. The winner will be contacted by January 31, 2016. The Company expects that the campaign will increase individual customer contact opportunities and enrollments in the Blue Sky program.

Campaign Information

The Company's proposed campaign is mirrored after a successful and award-winning solar sweepstakes campaign held numerous times by Puget Sound Energy (PSE) in its Washington service area. PSE found that the solar sweepstakes gave PSE's traditional marketing tactics a strong boost and reduced the cost-per-customer enrollment through direct mail by about \$10 per customer. In addition, PSE's campaign created increased exposure for PSE's green power program through increased media coverage, including publication of press releases in nine online publications and winning an Environmental Protection Agency Green Power Leadership award for the campaign in 2012. The Company believes that the proposed solar sweepstakes campaign will similarly increase visibility and program participation in Pacific Power's Blue Sky program.

The Company identified its southern Oregon service territory (Josephine, Douglas, Klamath, and Jackson county) as the target geographic area for the sweepstakes. Although the southern Oregon communities make up a large portion of the Company's Oregon service territory, average participation rates in these counties lag behind other counties within Pacific Power's Oregon service territory. Focusing a solar sweepstakes campaign in these areas will help increase awareness and participation of the Blue Sky program in the areas with strong growth potential and historically lower participation levels.

The Company anticipates that the cost for the new campaign initiative will include the expense of (1) the solar array; and (2) Blue Sky marketing costs such as direct mail, banners, door-to-door campaigns, radio and print advertising, and customer newsletters. The campaign costs will be funded with Blue Sky program marketing, education, and outreach dollars.

Inquiries regarding this notification may be directed to Erin Apperson, State Regulatory Affairs Manager, at (503) 813-6642.

Sincerely,



R. Bryce Dalley
Vice President, Regulation

cc: Jay Tinker - Portland General Electric
Mark Thompson - NW Natural Gas
Linda Gervais - Avista
Mike Parvinen - Cascade Natural Gas