

e-FILING REPORT COVER SHEET

REPORT NAME: Notice of 2015 Blue Sky Promotional Concession Campaign

COMPANY NAME: Pacific Power

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION? No Yes

If yes, please submit only the cover letter electronically. Submit confidential information as directed 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

Key words: Blue Sky Promotional Concession Campaign

If known, please select the PUC Section to which the report should be directed:

- Corporate Analysis and Water Regulation
- Economic and Policy Analysis
- Electric and Natural Gas Revenue Requirements
- Electric Rates and Planning
- Natural Gas Rates and Planning
- Utility Safety, Reliability & Security
- Administrative Hearings Division
- Consumer Services Section

PLEASE NOTE: Do NOT use this form or e-filing with the PUC Filing Center for:

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

February 16, 2015

VIA ELECTRONIC FILING

Public Utility Commission of Oregon
3930 Fairview Industrial Dr. S.E.
Salem, OR 97302-1166

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 enrollment in the Blue Sky Block (Schedule 270), Portfolio Blue Sky Block (Schedule 212), Portfolio Blue Sky Usage (Schedule 211) 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 leverage certain outreach efforts throughout Oregon to raise awareness and potentially increase customer engagement to surpass the 100,000 participants milestone as the Company celebrates Blue Sky's 15th anniversary.

From April 1, 2015, through July 30, 2015, the Company will offer customers the opportunity to be entered into a drawing to win one of fifteen \$100 gift certificates to a Blue Sky business partner of their choice. Booth signage and printed cards would be visible at outreach tables at key events such as earth day celebrations, neighborhood street festivals, and community fairs to communicate the chance to win. All customers who visit a Blue Sky booth during the campaign will have the opportunity to enter to win.

All Oregon customers will also be presented the opportunity to enter the drawing through a dedicated web address that would be communicated through a bill message in May 2015. The cost of the campaign is estimated to be \$3,000.

A drawing will be held on August 15, 2015 to select winners of the gift certificates. Winners will be contacted via phone by August 30, 2015. The Company expects that the campaign will increase individual customer contact opportunities and enrollments at events.

Inquiries regarding this notification may be directed to Natasha Siores, Director, Regulatory Affairs & Revenue Requirement at (503) 813-6583.

Sincerely,



R. Bryce Dalley
Vice President, Regulation

cc: Brittany Andrus - Oregon Public Utility Commission
Randy Dahlgren - Portland General Electric
Jennifer Gross - NW Natural Gas
Linda Gervais - Avista
Mike Parvinen - Cascade Natural Gas