

e-FILING REPORT COVER SHEET

REPORT NAME: Notice of 2012 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:

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.

July 30, 2012

***VIA ELECTRONIC FILING***

Public Utility Commission of Oregon  
550 Capitol Street NE, Suite 215  
Salem, OR 97301-2551

Attn: Filing Center

**RE: Notice of 2012 Blue Sky Promotional Concession Campaign**

Pursuant to OAR 860-026-0025 and OAR 860-026-0030, this letter describes a promotional concession campaign that PacifiCorp, d.b.a. Pacific Power (or 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 programs across all market channels. No sooner than 30 days after the date of this notice, the Company intends to offer promotional concessions that align with the Blue Sky program's focus on sustainability and support businesses with connections to renewable energy and sustainability. These concessions, valued at \$25 or less, would be given to customers who enroll in the Blue Sky program through community events, door to door campaigns, and other marketing efforts. Examples of promotional concessions include, but are not limited to, branded water bottles, travel mugs, re-usable shopping bags and gift certificates to businesses participating in the Blue Sky program.

Additionally, the Company may employ promotional gift campaigns to increase the success of paper and electronic campaigns. Messaging may be accompanied by an image of the promotional item to attract the attention of customers. For example, the Company may include a de minimis gift offer with bangtail messaging which may read as follows:

“Enroll in Blue Sky Usage, Blue Sky Habitat or Blue Sky Block for 4 or more blocks<sup>1</sup> of the Blue Sky Block program by [date] and you'll receive a free re-usable Blue Sky shopping bag, made from 100% recycled material.”

Finally, the Company may offer promotional giveaways in the form of de minimis donations to regional nonprofit organizations that support renewable energy. Nonprofit organizations occasionally endorse the Blue Sky program to their constituents at events and/or through paper and electronic communication channels. When a constituent enrolls in the Blue Sky program as a part of these endorsements, the Company would provide a donation to the nonprofit organization. An example of messaging for such a nonprofit organizations endorsement may read as follows:

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<sup>1</sup> Each block supports 100 kWhs of Western wind energy. The average Oregon Pacific Power customer used 1,000 kWhs each month in 2011. Setting a minimum purchase of almost half the average customer's usage will aid in growing renewable energy use and efficient customer acquisition costs.

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“Sign up for [number] or more blocks of Blue Sky renewable energy by [date] and Pacific Power’s Blue Sky program will provide a \$10 gift to [name of nonprofit organization].”

Inquiries regarding this notification may be directed to Bryce Dalley, Director, Regulatory Affairs & Revenue Requirement at (503) 813-6389.

Sincerely,

A handwritten signature in black ink that reads "William R. Griffith" followed by a stylized monogram "WRG".

William R. Griffith

Vice President, Regulation

cc: Randy Dahlgren - Portland General Electric  
Jennifer Gross - NW Natural Gas  
Linda Gervais - Avista  
Mike Parvinen - Cascade Natural Gas