

RE 46 e-FILING REPORT COVER SHEET

REPORT NAME:

PGE 2016 Spring Energy Lighting Sweepstakes

COMPANY NAME:

Portland General Electric

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION?

No

If known, please select designation:

RE (Electric)

Report is required by:

OAR 860-026-0015

Is this report associated with a specific docket/case?

No

Key words:

PGE 2016 Spring Energy Lighting Sweepstakes

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

Electric Rates and Planning



Portland General Electric Company
121 SW Salmon Street • Portland, Oregon 97204
PortlandGeneral.com

February 26, 2016

Public Utility Commission of Oregon
Attn: Filing Center
201 High Street, S.E.
P.O. Box 1088
Salem, OR 97308-1088

Re: PGE 2016 Spring Energy Lighting Sweepstakes

This letter represents notice of a promotion that Portland General Electric (PGE) will run between April 4, 2016 and May 31, 2016 to encourage energy efficient lighting choices by PGE's non-residential customers within PGE's service territory.

PGE believes this concession falls under the exemption found in OAR 860-026-0015(3)(f), as well as that PGE is not providing any consideration to a person to induce additional electricity use as specified under the rule. PGE provides the following details about the activity in case there are questions about the applicability of the exemption.

Description of Sweepstakes

On April 4, 2016, PGE will launch a Spring Lighting Sweepstakes directed to non-residential customers taking service under Schedules 32, 83 and 85 that use at least 1000 kWh per month, to encourage customers to continue investing in long-term conservation measures.

Customers that request an energy efficiency consultation during the Sweepstakes period will be automatically entered into the Sweepstakes. Other entrants may enter the Sweepstakes online or by mailing a postage paid card to Portland General Electric, Energy Efficiency Sweepstakes. Eligibility is limited to one entry per business, regardless of the number of locations.

Ten (10) winners will be selected through a random drawing and notified by email or phone of their awarded energy efficient upgrade by June 30, 2016. The approximate value of the prize is up to \$1,000 and is limited towards paying for a portion of materials and labor. The energy efficiency measure must meet or exceed the Energy Trust of Oregon (ETO) energy efficient guidelines.

A copy of the Sweepstakes Official Rules is attached.

The total estimated cost of administering this Sweepstakes, including the prize money, is \$30,000 and will be paid by funds collected through PGE's Schedule 110.

If you have any questions, please contact me at (503) 464-8854.

Please direct all formal correspondence and requests regarding this notice to the following email address: pge.opuc.filings@pge.com.

Sincerely,

A handwritten signature in blue ink that reads "Terri Bowman". The signature is fluid and cursive, with a large loop at the beginning.

Terri Bowman
Rates & Regulatory Affairs

Enclosure

cc: Onita R. King, NW Natural



Portland General Electric

Official Rules

Energy Efficiency Sweepstakes (the "Sweepstakes")

1. Sweepstakes Description / How to Enter: NO PURCHASE OR PARTICIPATION IN AN ENERGY EFFICIENCY CONSULTATION IS NECESSARY TO ENTER OR WIN. THE SWEEPSTAKES IS OPEN TO THE OWNERS OF ANY LEGAL BUSINESS LOCATED WITHIN PORTLAND GENERAL ELECTRIC'S SERVICE TERRITORY WITHIN THE STATE OF OREGON. THE INSTALLATION OF THE PRIZE MUST OCCUR AT A BUSINESS LOCATION IN PGE'S SERVICE TERRITORY. PARTICIPATION CONSTITUTES PARTICIPANT'S FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THESE OFFICIAL RULES. The Sweepstakes is sponsored by Portland General Electric Company, 121 SW Salmon, 1WTC0405, Portland, OR 97204 ("Sponsor").

How to Enter: You may enter the Sweepstakes online (see directions below) or by mailing in a postage paid card to Portland General Electric, Energy Efficiency Sweepstakes, 121 SW Salmon, 1WTC0405, Portland, OR 97204. Customers requesting an energy efficiency consultation from the Sponsor during the Sweepstakes Period (defined below) are automatically entered in the Sweepstakes.

Online: Access the "Energy Efficiency Sweepstakes" Web page through PGE's Web site; fill out all the required fields of the entry form, then click the "submit" button at the end of the page.

Online entries must be received by 11:59:59 p.m., May 31, 2016. Only one entry per business will be eligible, regardless of the number of locations. Incorrect, partial or late entries will not be accepted.

In the case of entries from government agencies or school districts, 'entity' refers to the larger organization, not individual departments within the government agency or individual schools within the school district. Sponsor reserve the right to disqualify any business or e-mail address that submits multiple entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. Any submission of robotic, automatic, or programmed entries, or any entries submitted by agencies, other third parties, or through other unapproved methods are void.

- 2. Sweepstakes Period:** The Sweepstakes runs from 8 A.M. PT on April 4, 2016, until 11:59 p.m. on May 31, 2016 ("Sweepstakes Period").
- 3. Winner Selection:** Ten (10) prize winners will be selected in a random drawing to be conducted within ten (10) business days following May 31, 2016, from all eligible entries received. **Odds of winning depend on the number of eligible entries received.** Winner will be notified by e-mail message or by phone by June 30, 2016.
- 4. Requirements of Winner:** Potential winner of prizes may be required to sign and return a release of liability, declaration of eligibility, and where lawful, a publicity consent agreement, within ten (10) days of acknowledged notification. **By accepting and/or using prizes, winner agrees to the use of his/her name, voice and/or likeness for the purpose of advertising, trade, or promotion without further compensation, unless prohibited by law.** If a selected potential winner cannot be contacted, is ineligible, fails to claim prizes, or fails to return the completed and executed declaration and releases as required within the time prescribed, prizes will be forfeited and Sponsor reserves the right, but is not obligated, to select an alternate winner. In the event of a dispute regarding who submitted an online entry, the entry will be deemed submitted by the authorized account holder of the e-mail account. Sponsor reserves the right to request proof that potential winner is the authorized account holder of the e-mail account.
- 5. Prize:** The prize to be awarded in the **Energy Efficiency Sweepstakes** is an energy efficiency upgrade for a value of up to \$1,000 and is limited towards paying for a portion of materials and labor. In no circumstance will the recipient will receive compensation beyond the cost of the energy efficiency upgrade. The energy-efficiency upgrade must meet or exceed incentive requirements for energy efficiency by the Energy Trust of Oregon. The winners may choose a contractor or vendor of their choice for delivery and installation of the prize. Should material and labor costs exceed \$1,000 **winner shall be responsible to pay any amount over \$1,000. Should material and labor costs be less than \$1,000 the prize will be limited to those costs only; no "change" will be issued.** The installation date will be as mutually agreed between the contractor/vendor and the winner. The installation of the prize must occur at a business location within PGE service territory by June 1, 2017. The energy efficiency upgrade must occur at a commercial or industrial business site and cannot be installed at a residence or home office. No alternative prize, cash, or other substitution is permitted. All federal, state, and local taxes, fees, and duties are the sole responsibility of the winner.

6. **Eligibility:** Sweepstakes is open only to business customers of Portland General Electric Company. Persons entering the Sweepstakes on behalf of their business must be 21 years of age or older and legal residents of the United States for the duration of the Sweepstakes Period. To be eligible to win the prize, businesses must currently operate a business located in Portland General Electric Company's service territory. Employees, officers, directors and agents of Sponsor, its parent companies, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, their immediate family members and persons living in their same household, are not eligible to participate in the Sweepstakes. Void where prohibited. All federal, state and local laws and regulations apply. The winner may choose to give the prize as a gift to another business; however, the recipient must also qualify to win under the terms of these Official Rules.
7. **General Conditions: NO PURCHASE NECESSARY TO ENTER OR WIN.** By entering, participant accepts and agrees to be bound by these rules and by the decision of the Sponsor, which shall be final and binding in all respects. Sponsor reserves the right to disqualify any person or e-mail address that Sponsor determines to be in violation of any term contained in these Official Rules. Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Sponsor reserves the right to cancel this Sweepstakes at any time without obligation or prior notice. By entering, each participant agrees to be bound by these Official Rules and the decisions of Sponsor, which shall be final.
8. **"Disclaimer of Warranties":** THE SPONSOR MAKES NO WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, WITH RESPECT TO THE EQUIPMENT CHOSEN FOR THE ENERGY-EFFICIENCY UPGRADE OR ITS INSTALLATION, INCLUDING BUT NOT LIMITED TO ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND ALL SUCH WARRANTIES ARE HEREBY DISCLAIMED AND EXCLUDED. ANY MAINTENANCE AND WARRANTIES SHALL BE LIMITED TO THOSE PROVIDED BY THE MANUFACTURER.
9. **Limitations of Liability:** Sponsor and its employees, officers, directors, shareholders, agents and representatives of Sponsor, its parent companies, affiliates, subsidiaries, advertising, promotion, and agencies, and legal advisors are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, stolen, incomplete, illegible, unintelligible or postage-due entries, notices, releases, forms, affidavits, or other correspondence; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, interruptions or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of the Sponsor that may cause the Sweepstakes to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Sweepstakes or arising from the participant's access to and use of the Web site www.PortlandGeneral.com to the extent permitted by law including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy; (vi) any printing or typographical errors in any materials associated with the Sweepstakes; (vii) maintenance or repair of the prizes; and (viii) installation or the contractor's acts or omissions related to it. By accepting the listed prizes, the winner or the winner's designee hereby releases Sponsor from all liability described herein.
10. **Disputes:** The Sweepstakes is governed by the laws of the United States and the State of Oregon. AS A CONDITION OF PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANT AGREES THAT ANY AND ALL DISPUTES WHICH CANNOT BE RESOLVED BETWEEN THE PARTIES AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND MUST BE BROUGHT IN THE STATE OR FEDERAL COURTS IN PORTLAND, OREGON.
11. **How to Be Notified of the Winner:** A copy of these rules and/or the name of the winner may be obtained by sending a self-addressed stamped #10 envelope to Energy Efficiency Sweepstakes, Portland General Electric, 121 SW Salmon, 1WTC0405, Portland, OR 97204. Requests must be received no later than May 31, 2016. Winners will be announced by PGE in summer Energize and Business Connection newsletters.