

RE XXXX e-FILING REPORT COVER SHEET

REPORT NAME:

PGE's 2015 Residential Fee Free Bank Card Program Report

COMPANY NAME:

Portland General Electric

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION?

No

If known, please select designation:

N/A

Report is required by:

Commission Order No. 14-422, Appendix A (Page 4 of 12, Issue S-15)

Is this report associated with a specific docket/case?

Yes. UE 283

Key words:

PGE Fee Free Bank Card (FFBC) Program Report, 2015

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

Consumer Services, Phil Boyle



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

March 2, 2015

Public Utility Commission of Oregon
3930 Fairview Industrial Drive SE
P.O. Box 1088
Salem, Oregon 97308-1088

Attn: Filing Center
Phil Boyle

RE: PGE's 2015 Residential Fee Free Bank Card (FFBC) Program Report

Portland General Electric (PGE) hereby submits its 2015 Fee Free Bank Card program report for the 2014 reporting year in accordance to the requirements stated in Commission Order No. 14-422, Appendix A (page 4 of 12, Issue S-15) that PGE will report to the Commission and Stipulating Parties by March 1, 2015 for the preceding program year on adoption rate, relative use of debit cards to credit cards, and the characteristics of customers using this program.

This report is based on the 2014 data collected on PGE's FFBC program beginning with the program's implementation date of September 30, 2014 through December 31, 2014. Reporting details are enclosed and contain the following highlights:

- Adoption reaches 4.82% in December 2014
- Card users appear to prefer Credit versus Debit cards
- FFBC customers tend to be:
 - Renters, with electric heat
 - Have poor credit, received multiple overdue bill notices
 - Newer accounts (less than two years)
 - Lower income and education

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

Please direct all formal correspondence and requests to the following email address pge.opuc.filings@pgn.com

Sincerely,

A handwritten signature in black ink, appearing to read "Karla Wenzel". The signature is fluid and cursive, with the first name "Karla" being more prominent than the last name "Wenzel".

Karla Wenzel
Manager, Pricing and Tariffs

Enclosure

FFBC Adoption Rate 2014	
Data represents users as of December 31, 2014	
<u>Year/Month</u>	<u>Adoption Rate</u>
201409	0.10%
201410	4.44%
201411	3.66%
201412	4.82%

The adoption rate is calculated by dividing the actual number of transactions as reported by our third party processing vendor by the total customer counts

FFBC Bill Matrix Transactions Processed				
Transaction data of FFBC users as of December 31, 2014				
Month Year	Total Residential Transactions	Credit Card Transactions	Debit Card Transactions	Percentage of Bank Card Payments
9/30/2014 Launch	29,803	614	114	
Oct-14	733,110	27,068	5,640	
Nov-14	590,035	22,240	4,758	
Dec-14	734,621	29,753	5,855	
Total	2,087,569	79,675	16,367	4.6%

This data is derived directly from our third party processing vendor

Significant Attributes of Fee-Free Bank Card Use		
Profile is for data of FFBC users as of December 31, 2014		
Attribute	Profile %¹	Reference %²
Renter	71%	43%
Education (Acxiom ³): High School-VoTech	62%	51%
15-Day Notice(s) Past 12 Mo. (CIS) ⁴	35%	24%
PGE Segment (Acxiom): Continually Connected ⁵	49%	14%
Account Years: Under two years	47%	26%
PGE Credit: Not Excellent (CIS)	27%	15%
5-Day Notice(s) Past 12 Mo. (CIS)	25%	14%
Low-Income (Acxiom): Under \$40,000	38%	26%
Occupation (Acxiom): Blue Collar	21%	14%
Time-Payment Agreement (TPA)	7%	2%
Agency Assistance Past 12 Mo. (CIS)	4%	3%

Uncommon Attributes of Free-Free Bank Card Users		
Attribute	Profile %	Reference %
Affordability Level (Acxiom): High	30%	53%
Education (Acxiom): College	29%	34%
High-Income (Acxiom): \$75,000 plus	30%	42%
Homeowner	29%	57%
Account Years (CIS): 6+ years	27%	52%
Education (Acxiom): Graduate School	9%	15%

¹Percentage of profile segment (in this case, customers that use Fee-Free Bank Card) that exhibit an attribute

²Percentage of all PGE Residential customers that exhibit an attribute

³Acxiom is an enterprise data, analytics and software as a service company with 7,000+ global clients that PGE purchases

⁴PGE's Customer Information System

⁵PGE's Continually Connected customer segment show many of the following characteristics: younger, high eligibility for energy assistance, highest web one-time

FFBC customers tend to be:

- Renters, with electric heat
- Have poor credit and have received multiple overdue bill notices in the past year

- Newer accounts (less than two years)
- Lower income & education

; consumer data from