

RE 45 e-FILING REPORT COVER SHEET

REPORT NAME:

PGE 2014 Reporting of Promotional Activities and Concessions Expenditures

COMPANY NAME:

Portland General Electric

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION?

No

If known, please select designation:

RE (Electric)

Report is required by:

OAR 860-026-0035 and 860-026-0020

Is this report associated with a specific docket/case?

No

Key words:

PGE 2014 Reporting of Promotional Activities and Concessions Expenditures

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

April 24, 2015

Public Utility Commission of Oregon
Attn: Filing Center
3930 Fairview Industrial Drive SE
P.O. Box 1088
Salem, OR 97308-1088

RE: PGE 2014 Reporting of Promotional Activities and Concessions Expenditures

Enclosed is PGE's report showing the 2014 expenditures for Heat Pump promotional activities and concessions in accordance with OAR 860-026-0035. The activities discussed are offered in compliance with OAR 860-026-0020

Should you have any questions regarding this filing, please contact Terri Bowman at (503) 464-8854 or Mary Widman at (503) 464-8223.

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

Sincerely,

A handwritten signature in blue ink that reads "Karla Wenzel". The signature is written in a cursive, flowing style.

Karla Wenzel
Manager, Pricing and Tariffs

Enclosure
cc: Paul Rossow

PORTLAND GENERAL ELECTRIC

2014 PROMOTIONAL ACTIVITIES AND CONCESSIONS

EXPENDITURES: YEAR 2014 PROGRAMS

The Company offered three promotional concession(s) in 2014 for Heat Pumps under Schedule 402. Total expenditures for the Heat Pump Program were as follows:

Heat Pump Program (Excluding Marketing)	
Labor support	\$198,108.00
Marketing	
Non-Labor portion	\$58,889.00
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Total Heat Pump Program for 2014	\$256,997.00

The Heat Pump Program supports the installation of high efficiency electric heat pumps to qualifying residential dwellings.

Number of Heat Pump Inquiries received	2,497
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