



e-FILING REPORT COVER SHEET

COMPANY NAME: PORTLAND GENERAL ELECTRIC COMPANY

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION?  No  Yes If yes, submit a redacted public version (or a cover letter) by email. Submit the confidential information as directed in OAR 860-001-0070 or the terms of an applicable protective order.

Select report type:  RE (Electric)  RG (Gas)  RW (Water)  RT (Telecommunications)  RO (Other, for example, industry safety information)

Did you previously file a similar report?  No  Yes, report docket number: RE 46

Report is required by:  OAR 860-026-0015 and 860-026-0025

Statute

Order

Note: A one-time submission required by an order is a compliance filing and not a report (file compliance in the applicable docket)

Other

(For example, federal regulations, or requested by Staff)

Is this report associated with a specific docket/case?  No  Yes, docket number:

List Key Words for this report. We use these to improve search results.

PGE 2023 Notice of Green Future Promotional Concession

Send the completed Cover Sheet and the Report in an email addressed to [PUC.FilingCenter@state.or.us](mailto:PUC.FilingCenter@state.or.us)

Send confidential information, voluminous reports, or energy utility Results of Operations Reports to PUC Filing Center, PO Box 1088, Salem, OR 97308-1088 or by delivery service to 201 High Street SE Suite 100, Salem, OR 97301.



**Portland General Electric**  
121 SW Salmon Street • Portland, OR 97204  
portlandgeneral.com

July 14, 2023

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

**Re: RE 46 PGE 2023 Notice of Green Future Promotional Concession**

This letter serves to advise of Portland General Electric Company's (PGE) planned Promotional Concession to increase enrollment in the Green Future Choice and/or Green Future Block (Renewable Fixed and Renewable Usage options described in Schedules 7 and 32) pursuant to Oregon Administrative Rules (OARs) 860-026-0015 and 860-026-0025.

PGE intends to offer promotional concessions that align with the Green Future's focus on sustainability, valued at \$25 or less, to customers who enroll in Green Future Choice or Green Future Block through community events, phone, web/microsite, and other marketing efforts. Examples of promotional concessions include, but are not limited to, branded water bottles, reusable bags, stickers, gift cards, and tree planting.

When offered through a paper or digital channel, 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 an email message which may read as follows:

"Enroll in Green Future by [date] and you'll receive a free reusable Green Future shopping bag, made from 100% recycled material."

Finally, the Company may offer promotional giveaways in the form of de minimis donations to a mission-aligned local nonprofit. This promotion may come directly through a PGE market channel or from the nonprofit organization who may endorse Green Future to their constituents at events and/or through paper and digital communication channels. When a customer enrolls in Green Future as a part of these endorsements or campaigns, PGE would provide a donation to the nonprofit organization. An example of messaging for such a campaign or endorsement may read as follows:

"Sign up for Green Future by [date] and PGE's Green Future program will provide a \$10 gift to [name of nonprofit organization]."

All Green Future costs are covered by program participants. PGE has a competitive RFP for marketing and outreach services and the additional costs of offering these enrollment incentives are included in the costs already paid to PGE's selected marketing and outreach partner through 2024.

Please direct any questions regarding this filing to Casey Manley at [casey.manley@pqn.com](mailto:casey.manley@pqn.com). Please direct all formal correspondence and requests to the following email address [pge.opuc.filings@pqn.com](mailto:pge.opuc.filings@pqn.com)

Sincerely,

*\s\ Robert Macfarlane*

Robert Macfarlane  
Manager, Pricing and Tariffs

cc: Heide Caswell, OPUC  
Bret Stevens, OPUC  
Michelle Scala, OPUC  
Rebecca Trujillo, NW Natural  
Matthew McVee, Pacific Power