

RE 45(1) e-FILING REPORT COVER SHEET

REPORT NAME: 2012 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: 2012 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 29, 2013

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

Attn: Brittney Andrus, OPUC

RE: 2012 Promotional Activities and Concessions Expenditures

Enclosed is PGE's report showing 2012 expenditures for promotional activities and concessions in accordance with OAR 860-026-0035. The activities discussed are offered in compliance with OAR 860-026-0020.

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Karla Wenzel", is written over a light blue horizontal line.

Karla Wenzel  
Manager, Tariff Analysis and Administration

Enclosure

## PORTLAND GENERAL ELECTRIC

### 2012 PROMOTIONAL ACTIVITIES AND CONCESSIONS

#### EXPENDITURES: YEAR 2012 PROGRAMS

The Company offered five promotional concession(s) in 2012 for Heat Pumps under Schedule 402. Total expenditures for the Heat Pump Program were as follows:

<b>Heat Pump Program (Excluding Marketing)</b>	
Labor support	\$111,236.16
<b>Marketing</b>	
Non-Labor portion	\$79,087.18
	=====
<b>Total Heat Pump Program for 2012</b>	<b>\$190,323.34</b>

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

<b>Number of Heat Pump Inquiries received</b>	890
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