



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 2024 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

May 14, 2024

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 2024 Notice of Green Future Promotional Concession**

This letter serves to advise of Portland General Electric Company's (PGE) planned Promotional Concession to increase participant engagement and retention 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 Green Future's focus on sustainability to encourage residential participants in Green Future to support businesses enrolled in Green Future, in celebration of Green Future's 25<sup>th</sup> anniversary. Residential participants who visit at least two Green Future businesses between July 1 and August 31 will be entered into a drawing to win one of five gift packages valued at \$100 or less. Examples of the promotional concessions included in the gift package include, but are not limited to, gift cards to a Green Future business and 25<sup>th</sup> anniversary-branded beverage containers. To be eligible to win, a customer will need to: 1) be an existing PGE residential customer, 2) visit at least two Green Future businesses between July 1 and August 31, and 3) submit an online form attesting the visits to PGE or enter via mail by August 31. Customers will not be required to make purchases at the Green Future businesses they visit to be eligible to win. Limit one entry per person.

This 25<sup>th</sup> anniversary business support challenge will be publicized to Green Future participants via a bill insert for paper bill customers and via two separate emails for paperless customers. When offered through a paper or digital channel, messaging may be accompanied by an image of the promotional items to attract the attention of customers. For example, the Company may include a promotional message with an email message which may read as follows:

"Visit any two Green Future businesses between July 1 and August 31 and be eligible to win a free gift package, featuring a gift card to a Green Future business and an exclusive 25<sup>th</sup> Anniversary Green Future HydroFlask."

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 the promotional concessions described here 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 Mary Widman at [mary.widman@pgn.com](mailto:mary.widman@pgn.com). Please direct all formal correspondence and requests to the following email address [pge.opuc.filings@pgn.com](mailto:pge.opuc.filings@pgn.com)

Sincerely,

*\s\ Robert Macfarlane*

Robert Macfarlane  
Manager, Pricing & Tariffs

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