

RE 45(2) e-FILING REPORT COVER SHEET

REPORT NAME: 2013 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: 2014 Reporting of 2013 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

May 1, 2014

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

Attn: Paul Rossow

RE: 2014 Reporting of 2013 Promotional Activities and Concessions
Expenditures

Enclosed is PGE's report showing 2013 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.

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

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

PORTLAND GENERAL ELECTRIC
2014 REPORTING ON
2013 PROMOTIONAL ACTIVITIES AND CONCESSIONS

EXPENDITURES: YEAR 2013 PROGRAMS

The Company offered three promotional concession(s) in 2013 for Heat Pumps under Schedule 402. Total expenditures for the Heat Pump Program were as follows:

Heat Pump Program (Excluding Marketing)	
Labor support	\$188,027.00
Marketing	
Non-Labor portion	\$57,734.00
	=====
Total Heat Pump Program for 2013	\$245,761.00

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

Heat Pumps installed by PGE Certified Contractor in 2013: 2004