



**Portland General Electric Company**  
121 SW Salmon Street • Portland, Oregon 97204  
*PortlandGeneral.com*

April 4, 2012

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

Attn: Judy Johnson  
Program Manager, Electric Rates and Planning

RE: 2011 Promotional Activities and Concessions Expenditures

Enclosed is PGE's report showing 2011 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 black ink, appearing to read "Karla Wenzel", written in a cursive style.

Karla Wenzel  
Manager, Tariff Analysis and Administration

Enclosure

## PORTLAND GENERAL ELECTRIC

### 2011 PROMOTIONAL ACTIVITIES AND CONCESSIONS

#### EXPENDITURES: YEAR 2011 PROGRAMS

The Company offered two promotional concession(s) in 2011 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	\$80,319.00
<b>Marketing</b>	
Non-Labor portion	\$85,191.11
	=====
<b>Total Heat Pump Program for 2010</b>	<b>\$165,510.11</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>	1044
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RE ### e-FILING REPORT COVER SHEET

REPORT NAME: 2011 Promotional Activities and Concessions Expenditures  
Place "RE ### (#) when applicable

COMPANY NAME: Portland General Electric

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION?  No

If yes, please submit only the cover letter electronically.  
Submit confidential information as directed OAR 860-001-0070 or the terms of an applicable PROTECTIVE ORDER.

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: 2011 Promotional Activities and Concessions Expenditures

If known, please select the PUC Section to which the report should be directed:

Electric Rates and Planning