



Portland General Electric Company
Legal Department
121 SW Salmon Street • Portland, Oregon 97204
(503) 464-8926 • Facsimile (503) 464-2200

Douglas C. Tingey
Assistant General Counsel

March 11, 2010

Via Electronic Filing and U.S. Mail

Oregon Public Utility Commission
Attention: Filing Center
550 Capitol Street NE, #215
PO Box 2148
Salem OR 97308-2148

Re: UE 215 – PGE Request for General Rate Revision

Attention Filing Center:

Enclosed for filing in the captioned docket are an original and one copy of:

- **AFFIDAVIT OF STAN SITTSER REGARDING NOTICE OF GENERAL RATE REVISION**

This being filed by electronic mail with the Filing Center.

An extra copy of the cover letter is enclosed. Please date stamp the extra copy and return to me in the envelope provided.

Thank you in advance for your assistance.

Sincerely,

DOUGLAS C. TINGEY
Assistant General Counsel

DCT:cbm
Enclosures

BEFORE THE PUBLIC UTILITY COMMISSION

OF THE STATE OF OREGON

UE 215

In the Matter of)	AFFIDAVIT OF
)	STAN SITTSER
PORTLAND GENERAL ELECTRIC COMPANY)	REGARDING NOTICE OF
)	GENERAL RATE REVISION
Request for a General Rate Revision)	
<hr/>)

I, Stan Sittser, being first duly sworn on oath, depose and say:

1. My full name is Stanton K. Sittser. I am a Customer Communications Supervisor with Portland General Electric ("PGE").

2. PGE filed with the Public Utility Commission of Oregon its Request for a General Rate Revision on February 16, 2010.

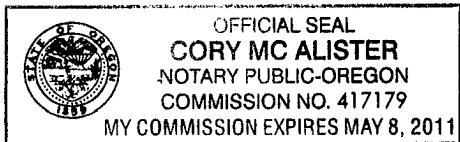
3. Pursuant to OAR 860-022-0017, PGE caused to be published a display advertisement announcing the General Rate Revision on Monday, February 22, 2010, in *The Oregonian* and *The Salem Statesman Journal*. Affidavits of Publications from the aforementioned newspapers are attached as Exhibits A & B respectively. The ad size was four columns wide by twelve inches tall. A copy of the announcement is attached as Exhibit C.

DATED this 11th day of March, 2010.

Stanton K. Sittser

STATE OF OREGON)
) ss.
 County of Multnomah)

SUBSCRIBED AND SWORN to before me this 11th day of March, 2010.



NOTARY PUBLIC in and for the State of Oregon
 My Commission Expires: 5-8-2011

The Oregonian

ESTABLISHED 1850

1320 S.W. BROADWAY PORTLAND, OREGON 97201-3499

Affidavit of Publication

I, Theresa Watzig duly sworn depose and say that I am the Principal Clerk of The Publisher of The Oregonian, a newspaper of general circulation, as defined by ORS 193.010 and 193.020, published in the City of Portland, in Multnomah County, Oregon; that the advertisement was published without interruption in the entire and regular issue of The Oregonian on the following date(s):

PGE / ONAC

0002929711

February 22, 2010

Theresa Watzig
Principal Clerk of The Publisher

Subscribed and Sworn to before me on March 3, 2010

Christine D. Casel
Notary Public for Oregon

My Commission expires 5-27-12



EXHIBIT A

PAGE 1

Statesman Journal

PO Box 13009, Salem OR 97309-1015 503.399.6676

AFFIDAVIT OF PUBLICATION

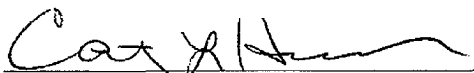
I, Cathy Hendrick, do hereby certify that all advertisements billed to ONAC for PGE for the period 02/01/10 through 02/28/10 were in fact printed in the Statesman Journal

Published on:

February 22, 2010

Certified this 3rd day of March, 2010.

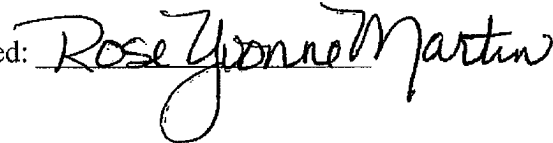
Statesman Journal

By: 
Cathy Hendrick

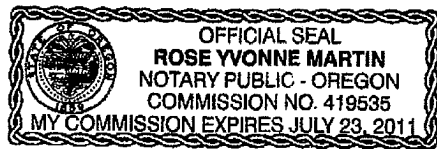
STATE OF Oregon)

COUNTY OF Marion)

On this 3rd day of March, 2010, before me personally came Cathy Hendrick to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

Signed: 

Commission Expires: 7-23-11



Information about a proposed electricity price change, and how PGE is investing in the power grid.

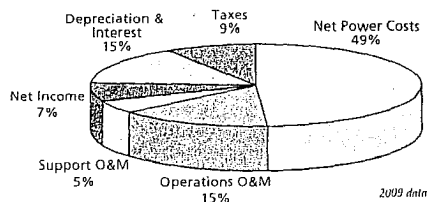
On February 16, 2010 Portland General Electric filed a request with the Oregon Public Utility Commission (OPUC) for a future price increase of 7.4 percent or \$125.2 million annually. This is the first step in a ten-month review process with several opportunities for public input. The proposed change would take effect in January 2011. The actual amount may vary from the request based on the outcome of the public process.

To meet Oregonians' growing demand for electricity, PGE is investing in the power grid

Our region is growing, and energy demand is expected to increase 45 percent in the next 20 years. We are meeting this challenge by building new renewable power generation, making our existing generation facilities more efficient, exploring new technologies and helping our customers use energy more efficiently.

The proposed price increase includes:

- Building more renewable energy generation at our Biglow Canyon Wind Farm.
- Increased costs for operations, maintenance and new regulatory compliance requirements.
- Costs for relicensing existing hydroelectric facilities on the Clackamas River, improving fish passage and ensuring these low-cost hydro resources are available for decades to come.



Where the money goes

The cost of electricity is the single largest expense for PGE. For more information on where your money goes, what's pushing energy costs up and how PGE works to help customers, visit PortlandGeneral.com/Pricing to watch a short video.

What's the bottom line for PGE customers?

If approved, the average price change for Schedule 7 residential customers would be 8.8 percent, and the average PGE residential customer using 900 kilowatt-hours per month would see an increase of about \$6.70 in their monthly bill.

You can have a say in the process

Prices are set for Oregon's investor-owned utilities in an open, transparent process called a rate case. It's conducted by the OPUC and includes involvement from customers, local governments and others.

Copies of the rate case filing UE215, testimony and exhibits can be viewed at www.PortlandGeneral.com/Pricing.

Printed copies are available for inspection at any PGE Community Office. For locations or additional information call PGE Customer Service at 1-800-542-8818. You may also write the OPUC at 550 Capitol Street N.E., Suite 215, Salem, OR 97301-2551, go to www.oregon.gov/PUC or call the OPUC toll-free at 1-800-522-2404. You may request notice of hearings and the opportunity to participate in the process.

Please note that the purpose of this announcement is to provide PGE customers with general information about this proposal and its effect on customers. Calculations and statements contained in this announcement are not binding on the OPUC.

We're doing all we can to help our customers through this tough economy

We understand the economic downturn has been tough for our customers, so we're doing everything we can to help. On PortlandGeneral.com, we have dozens of energy-saving ideas. We're connecting customers with Energy Trust of Oregon incentives and state and federal tax credits for efficiency improvements. We offer payment plans to make budgeting easier. And PGE is connecting customers with energy assistance programs - like Oregon HEAT - that can help those in need.



Portland General Electric

Trust, which tracks credit card issues.

But there was a catch. Card companies had nine months to prepare while certain rules were clarified by the Federal Reserve. They used that time to take actions that ended up hurting the same customers who were supposed to be helped.

Consumer advocates say the law still offers important protections for the users of about 1.4 billion credit cards.

"We expected some rate increases; we expected some annual fees," said Ed Mierzwinski of the U.S. Public Interest Research Group, an advocacy organization that lobbied for the law.

To be sure, the law takes effect while credit card companies are still reeling from the recession. In 2008, amid the financial meltdown, profits for the top 12 card issuers fell more than 65 percent, from \$19 billion to \$6.32 billion. Banks wrote off about \$35 billion in credit card debt in 2009, as the unemployment rate topped 10 percent.

At the same time, the law is expected to cut into future profits. FICO Inc., best known for its credit scores, projects the average card will generate less than \$100 per month in revenue within three years, down from \$200 per month before the law.

That helps explain why the industry reacted so aggressively to the legislation. Among the moves it made:

Resurrected annual fees: Annual fees have made a comeback. During the final three months of 2009, 43 percent of new offers for credit cards contained annual fees, versus 25 percent in the same period a year earlier, according to Mintel International, which tracks marketing data. Several banks also added these fees to existing accounts. One example: Many Citigroup customers will start paying a \$60 annual fee on April 1.

Created new fees and raised old ones: These include a \$1 processing fee for paper statements for cards issued by stores such as Victoria's Secret. Another example is inactivity fee seldomly used cards. Other banks increased existing fees, such as for balance transfers.

Raised interest rates: The average rate offered for a new card climbed to 13.6 percent last week,

from 10.7 percent during the same week a year ago — meaning cardholders had to pay almost 30 percent more in interest, according to Bankrate.com.

Besides making credit more expensive, banks also made it harder to get and keep credit cards. One big reason: Since the financial meltdown, many credit card issuers have been trying to reduce risk.

The number of Visa, MasterCard and American Express cards in circulation dropped 15 percent in 2009, for example. Card companies also slashed credit limits for millions of accounts that remain open. Companies are making fewer solicitations.

Because the law makes credit cards less profitable, some subprime borrowers may not be able to get cards at all, at least for the next few years. Generally, subprime borrowers have a FICO score below 660.

In the meantime, there is one group of consumers that banks will chase after — those who carry a balance from month to month for at least part of the year, and pay their bills on time. They're the most profitable and least risky group for banks.

Also a target customer: anyone willing to do more business with the bank that issues their card, say opening a checking or savings account or taking out a mortgage.



Cathy - Receptionist

**Affordable,
Natural,
Comfortable!**

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DENTURE
CENTER**

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• NEW PARTIALS • RELINES

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a FREE consultation!

503-364-8265

758 Hawthorne NE
(in the Center St. Plaza)

2118

Serving Salem Area Since 1976
Experience makes the difference!

Information about a proposed electricity price change, and how PGE is investing in the power grid.

On February 16, 2010 Portland General Electric filed a request with the Oregon Public Utility Commission (OPUC) for a future price increase of 74 percent or \$125.2 million annually. This is the first step in a ten-month review process with several opportunities for public input. The proposed change would take effect in January 2011. The actual amount may vary from the request based on the outcome of the public process.

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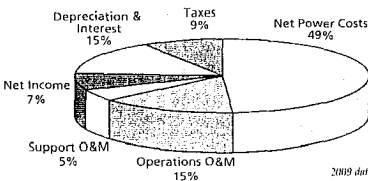
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Portland General Electric

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CERTIFICATE OF SERVICE

I hereby certify that I have this day caused **AFFIDAVIT OF STAN SITTSER REGARDING NOTICE OF GENERAL RATE REVISION** to be served by electronic mail to those parties whose email addresses appear on the attached service list and by method specified, postage prepaid and properly addressed, to those parties on the attached service list who have not waived paper service from OPUC Docket No. UE 215.

Dated at Portland, Oregon, this 11th day of March, 2010.



DOUGLAS C. TINGEY, OSB # 044366
Assistant General Counsel
Portland General Electric Company
121 SW Salmon St., 1WTC1301
Portland, OR 97204
(503) 464-8926 (telephone)
(503) 464-2200 (fax)
doug.tingey@pgn.com

SERVICE LIST - OPUC DOCKET # UE 215

Joseph MacDonald 15723 SE La Bonita Way Oakgrove, OR 97267	Kurt J. Boehm BOEHM, KURTZ & LOWRY kboehm@bkllawfirm.com (*Waived Paper Service)
Kevin Elliott Parks CITIZENS' UTILITY BOARD OF OREGON kevin@oregoncub.org (*Waived Paper Service)	G. Catriona McCracken CITIZENS' UTILITY BOARD OF OREGON catriona@oregoncub.org (*Waived Paper Service)
Robert Jenks CITIZENS' UTILITY BOARD OF OREGON bob@oregoncub.org (*Waived Paper Service)	Gordon Feighner CITIZENS' UTILITY BOARD OF OREGON gordon@oregoncub.org (*Waived Paper Service)
Raymond Myers CITIZENS' UTILITY BOARD OF OREGON ray@oregoncub.org (*Waived Paper Service)	S. Bradley Van Cleve DAVISON VAN CLEVE 333 SW Taylor, Suite 400 Portland, OR 97204 mail@dvclaw.com
Stephanie S. Andrus, Assistant AG Department of Justice 1162 Court Street, NE Salem, OR 97301-4096 stephanie.andrus@state.or.us	Kevin Higgins, Principle ENERGY STRATEGIES, LLC khiggins@energystrat.com (*Waived Paper Service)
Nona Soltero, Corporate Law Dept #23C FRED MEYER STORES/KROGER Nona.soltero@fredmeyer.com (*Waived Paper Service)	Jordan A. White PACIFIC POWER & LIGHT Jordan.white@pacificorp.com (*Waived Paper Service)
Oregon Dockets PACIFIC POWER & LIGHT oregondockets@pacificorp.com (*Waived Paper Service)	Judy Johnson Oregon Public Utility Commission 550 Capitol Street NE, #215 Salem, OR 97308-2148 judy.johnson@state.or.us
Randall J. Falkenberg RFI CONSULTING, INC. PMB 362 8343 Roswell Road Sandy Springs, GA 30350 consultrfi@aol.com	James Benya THE INTERNATIONAL DARK SKY ASSOCIATION jbenya@benyalighting.com (*Waived Paper Service)
Leo Smith THE INTERNATIONAL DARK SKY ASSOCIATION leo@smith.net (*Waived Paper Service)	