



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

June 30, 2015

Public Utility Commission of Oregon
Attn: Filing Center
201 High Street S.E.
P.O. Box 1088
Salem, OR 97308-1008

Re: PGE's 2015 Summer Heat Pump Campaign

This letter serves to advise you of Portland General Electric's (PGE) Summer Heat Pump Campaign that will run between August 1, 2015 and September 30, 2015 to support energy efficient ducted and ductless heat pumps. PGE believes this concession falls under the exclusion found in OAR 860-026-0015(3)(f), as well as that PGE is not providing any consideration to a person to induce that person to use electricity or to install a heat pump, as specified under the rule. PGE provides the following description of the campaign surrounding this activity in case there are questions about the applicability of the exclusion.

Description of Summer Heat Pump Campaign

PGE will launch its Summer Heat Pump Campaign on August 1, 2015 with outreach to homeowners of electrically heated homes within PGE's service territory about high efficiency ductless and ducted heat pumps for heating and cooling solutions.

Ductless

Campaign incentives, discounts and tax credit offers include a \$200 instant discount, courtesy of a PGE-approved Mitsubishi contractor, up to \$800 in Energy Trust of Oregon (ETO) cash incentive¹, and up to \$1,200 in Oregon energy tax credits². This heat pump offer is available on systems purchased by September 30, 2015. In addition, Mitsubishi and PGE-approved Mitsubishi contractors are offering a free indoor unit up to a \$1,000 value on qualifying systems installed by September 30, 2015.

Ducted

Campaign incentives, discounts and tax credit offers include a \$200 instant discount, courtesy of a PGE-approved Trane contractor, up to \$850 in Energy Trust of Oregon (ETO) cash incentives, and up to \$850 in Oregon energy tax credits². This heat pump offer is available on systems purchased by September 30, 2015. In addition, Trane/Distributor and PGE-approved Trane contractors are offering an instant rebate of \$600 (Trane XV18) or \$1,000 (XV20) on systems purchased by September 30, 2015.

1. System must replace electric resistance heat (baseboards, ceiling and wall heat or electric forced-air furnaces) as the primary heat source. Ask Energy Trust about other requirements. Get details at EnergyTrust.org or call 866-368-7878.

2. Consult your PGE-approved contractor for details as well as a tax advisor. Federal tax credit may be less if you made energy-efficiency improvements in past years.

PGE's estimated cost in conducting this Summer Heat Pump Campaign is \$18,842 and paid for by SB 838 funds.

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

Please direct all formal correspondence and requests regarding this notice to the following email address: pge.opuc.filings@pgn.com.

Sincerely,



Terri Bowman,
PGE Rates & Regulatory Affairs

cc: Paul Rossow, OPUC
Onita R. King, NW Natural