

RE 120 e-FILING REPORT COVER SHEET

REPORT NAME:

PGE 2016 Winter Heat Pump Campaign

COMPANY NAME:

Portland General Electric

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION?

No

If known, please select designation:

RE (Electric)

Report is required by:

OAR 860-026-0015(3)(f)

Is this report associated with a specific docket/case?

No

Key words:

PGE 2016 Winter Heat Pump Campaign

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

December 30, 2015

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

Re: PGE 2016 Winter Heat Pump Campaign

This letter serves to advise you of Portland General Electric's (PGE) Winter Heat Pump Campaign that will run between February 1, 2016 and March 31, 2016 to support energy efficient 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 Winter Heat Pump Campaign

On February 1, 2016, PGE will launch a Winter Heat Pump Campaign with outreach to approximately 10,000 homeowners of electrically heated homes within PGE's service territory about high efficiency ductless mini-split heat pumps for heating and cooling solutions. This is the first of several heat pump campaigns slotted for 2016. This winter campaign is the first campaign PGE has offered at the beginning of the year. Typically, sales of products and services tend to be low at this time of the year, therefore, the target audience, marketing and collateral efforts are scaled down to direct mail/direct email only and will not include the typical newsletter and web content changes which occurs for most campaigns. Additionally, as part of this campaign effort, PGE will test customer interest in using PGE's on-bill financing service when upgrading their system.

Campaign incentives, discounts and tax credit offers include a \$200 instant discount, courtesy of a PGE-approved Daikin contractor, up to \$800 Energy Trust of Oregon (ETO) cash incentives¹, and up to \$1,300 in Oregon energy tax credits². Unique to this offer, is an additional \$300 PGE-approved Daikin contractor instant discount. This heat pump offer is available on systems purchased between February 1, 2016 and March 31, 2016.

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 Winter Heat Pump Campaign is \$4,609 paid for by SB838 funds.

If you have any questions regarding this activity, 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

/s/: Terri Bowman
PGE Rates & Regulatory Affairs

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