

RE ### e-FILING REPORT COVER SHEET

REPORT NAME: PGE 2013 Fall 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 860-026-0025 & 860-026-0015

Is this report associated with a specific docket/case? No

Key words: 2013 PGE Fall 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

August 29, 2013

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

Re: PGE's 2013 Fall Heat Pump Campaign

This serves to inform you of the Fall Heat Pump Campaign that Portland General Electric (PGE) will launch October 1, 2013 and run through November 30, 2013 in support of energy efficient ductless heat pumps. PGE believes this concession falls within 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 a description of the campaign surrounding this activity in case there are questions about the applicability of the exclusion.

Description of Fall Heat Pump Campaign

On October 1, 2013, PGE will launch a Fall Heat Pump Campaign with outreach to homeowners of electrically heated homes within PGE's service territory about high efficiency ductless mini-split heat pumps for heating and cooling solutions. Campaign incentives, discounts and tax credit offers include a \$200 instant discount, courtesy of a PGE-approved and Airefco qualified contractor, an \$800 Energy Trust of Oregon (ETO) cash incentive¹, up to \$1,390 in Oregon energy tax credits², and up to \$520 in federal energy tax credits²

Airefco and PGE approved Airefco contractors are offering \$300 Carrier Cash on qualifying systems purchased by November 30, 2013.

PGE's estimated cost in conducting this Fall Heat Pump Campaign is \$11,000 and paid for by SB838 funds.

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.

If you have any questions, 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
Rates & Regulatory Affairs

/s/: Terri Bowman

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