



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

April 1, 2015

Public Utility Commission of Oregon
3930 Fairview Industrial Drive SE
P.O. Box 1088
Salem, OR 97308-1008

Attn: Filing Center
Paul Rossow

Re: PGE's 2015 Spring Heat Pump Campaign

This letter serves to advise you of Portland General Electric's (PGE) Spring Heat Pump Campaign that will run between May 1, 2015 and June 30, 2015 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 Spring Heat Pump Campaign

On May 1, 2015, PGE will launch a Spring 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 Daikin contractor, an \$800 Energy Trust of Oregon (ETO) cash incentive¹, up to \$1,300 in Oregon energy tax credits².

This heat pump offer is available on systems installed by June 30, 2015. In addition, Daikin and PGE approved Daikin contractors are offering a free indoor unit on qualifying systems installed by June 30, 2015.

PGE's estimated cost in conducting this Spring Heat Pump Campaign is \$12,000 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

/s/: Terri Bowman
PGE Rates & Regulatory Affairs

cc: Onita R. King, NW Natural