

RE 120() e-FILING REPORT COVER SHEET

REPORT NAME:

PGE 2016 Fall Heat Pump Campaign

COMPANY NAME:

Portland General Electric

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION?

No

If known, please select designation:

RE 120()

Report is required by:

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

Is this report associated with a specific docket/case?

No

Key words:

PGE 2016 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 30, 2016

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

Re: PGE 2016 Fall Heat Pump Campaign

This letter serves to advise you of Portland General Electric's (PGE) Fall Heat Pump Campaign that will run between October 1, 2016 and November 30, 2016 to support energy efficient ductless and ducted 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 Fall Heat Pump Campaign

On October 1, 2016, 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 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 Carrier contractor, up to \$800 Energy Trust of Oregon (ETO) cash incentives¹, and some installations qualifying for Oregon energy tax credits². In addition, Carrier and a PGE-approved Carrier contractor is offering an instant rebate of up to \$600 on qualifying systems installed between October 1, 2016 and November 30, 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 a tax advisor as well as your PGE-approved contractor for details. Federal tax credit may be less if you made energy-efficiency improvements in past years.

Ducted

Campaign incentives, discounts and tax credit offers include a \$200 instant discount, courtesy of a PGE-approved Carrier contractor, up to \$700 ETO cash incentives¹, and some installations qualifying for Oregon energy tax credits². In addition, Carrier and PGE-approved Carrier contractors are offering an instant rebate of up to \$1,750 on qualifying systems installed between October 1, 2016 and November 30, 2016.

PGE's estimates the cost in conducting this Fall Heat Pump Campaign is \$17,925, paid for by SB 838 funds.

If you have any questions, please contact Mary Widman at (503) 464-8223.

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

Sincerely,



Karla Wenzel
PGE Rates & Regulatory Affairs

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

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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.