

RE 106(1) e-FILING REPORT COVER SHEET

REPORT NAME:

PGE's 2014 Spring 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

Is this report associated with a specific docket/case?

No

Key words:

PGE's 2014 Spring 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

March 26, 2014

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

Attn: Paul Rossow

Re: PGE's 2014 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, 2014 and June 30, 2014 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 ductless 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 PGE's Spring Heat Pump Campaign

On May 1, 2014, 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 credits include a \$200 instant discount courtesy of a PGE-approved Daikin contractor, an \$800 Energy Trust of Oregon (ETO) cash incentive¹, and up to \$1,390 in Oregon energy tax credits².

This heat pump offer is available on systems installed by June 30, 2014. In addition, Daikin and PGE approved Daikin contractors are offering a free indoor unit on qualifying systems installed by June 30, 2014.

PGE's estimated cost in conducting this Spring Heat Pump Campaign is \$23,700 and paid for by SB838 funds. The cost descriptions are as follows:

| | |
|-----------|----------|
| Printing: | \$ 6,000 |
| Postage: | \$12,000 |
| Design: | \$ 1,700 |
| Labor | \$ 4,000 |

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

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

Attached is the Spring Heat Pump Campaign brochure that describes the terms, target audience, campaign schedule, and the qualifying incentives.

If you have any questions regarding this Spring Heat Pump Campaign, 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
Pricing and Tariffs

/s/: Terri Bowman

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

Save up to 50 percent. How will you use the savings?

Ductless heating and cooling offers year-round comfort while using up to 50 percent less electricity to heat your home.¹ It's the smart choice for replacing costly electric baseboard, ceiling and zonal heaters.

Daikin offer copy for green box

Don't miss this special offer
from Daikin!

Purchase a Daikin ductless system by
June 30, 2014 and receive one interior unit
(zone) free!⁵

- Final cost could be as low as \$3,000 after discount, incentive and tax credit⁵
- Many contractors offer no-interest financing

Request this offer at
PortlandGeneral.com/Offer
or call the PGE Energy Experts at 1-800-722-9287

Back panel fine print

¹ Compared to electric heating, such as electric baseboards. Individual circumstances may vary. Ask the PGE Energy Experts or your contractor for more information.

² Must replace electric resistance heat (baseboard, ceiling and wall heat or electric forced-air furnace) as the primary heat source. Contact Energy Trust about other requirements at 866-368-7878 or EnergyTrust.org/Ductless.

³ Consult your PGE-approved contractor for details as well as a tax advisor.

⁴ Not all installations will qualify for cash incentive and maximum tax credit. Incentive and tax credit are subject to change.

⁵ Additional details and conditions of ductless heat pump offer by Daikin:

- Customer must install a one- or two-zone ductless, mini-split heat pump system by Daikin. Customer pays for outdoor unit and receives one indoor unit (zone) at no charge. Install a single-zone system and receive your interior unit free. Install a two-zone system and receive one interior unit free. Labor for installation of free zone may be additional.
- Value of offer will depend on the unit you select. Maximum value is \$1,300

Portland General Electric 2014 Spring Heat Pump Campaign Brochure

- Final out-of-pocket cost of \$3,000 assumes basic installation of a Daikin single-zone system (model FTXS18LVJU/RXS18LVJU), with discount, cash incentive and tax credit already deducted. Includes indoor and outdoor heat pump equipment, pad, mounting brackets, 15 feet of lineset and 15 feet of linehide, basic electrical (new electrical circuit or repurposing an existing circuit) and basic installation labor. Excludes permits; condensate pump; and non-basic installations, such as structural, electrical or cosmetic repairs or modifications. Actual costs for electrical, permits and installation may vary by location. Initial cost will be higher, with cash incentive and tax credit received later.