

RE 120() e-FILING REPORT COVER SHEET

REPORT NAME:

PGE 2016 Spring 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 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 10, 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 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, 2016 and June 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 Spring Heat Pump Campaign

On May 1, 2016, 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 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 Daikin contractor, up to \$800 Energy Trust of Oregon (ETO) cash incentivesⁱ, and some installations qualifying for Oregon energy tax creditsⁱⁱ. Unique to this offer, is a free indoor Daikin wall unit with the purchase of a qualifying outdoor unit from a PGE-approved Daikin contractor. The maximum value of the indoor unit is \$1,300 and available on systems purchased between May 1, 2016 and June 30, 2016.

Ducted

Campaign incentives, discounts and tax credit offers include a \$200 instant discount, courtesy of a PGE-approved RUUD contractor, up to \$700 ETO cash incentivesⁱ, and some installations qualifying for Oregon energy tax creditsⁱⁱ. In addition, RUUD and PGE-approved RUUD contractors are offering a free furnace valued up to \$1,816 for qualifying purchases of Achiever Plus heat pump systems purchased between May 1, 2016 and June 30, 2016.

PGE estimates the cost in conducting this Spring Heat Pump Campaign is \$15,121, paid for by SB838 funds.

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
PGE Rates & Regulatory Affairs

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

i 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.

ii 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.