



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

September 1, 2015

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

Re: PGE's 2015 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, 2015 and November 30, 2015 to support energy efficient ducted and ductless heat pumps. PGE believes this concession is 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, 2015, 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 incentive and up to \$1200 in Oregon energy tax credits¹.

This heat pump offer is available on systems installed by November 30, 2015. In addition, Carrier/Distributor and PGE approved Carrier contractors are offering up to \$600 in instant rebates for systems installed by November 30, 2015.

Ducted

Campaign incentives, discounts and tax credit offers include a \$200 instant discount, courtesy of a PGE-approved Carrier contractor, up to \$850 Energy Trust of Oregon (ETO) cash incentives, up to \$925 in Oregon energy tax credit.²

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.

This heat pump offer is available on systems installed by November 30, 2015. In addition, Carrier/Distributor and PGE approved Carrier contractors are offering an instant incentives of up to \$1,750 for systems installed by November 30, 2015.

PGE's estimated cost in conducting this Fall Heat Pump Campaign is \$18,169 and paid for by SB838 funds.

If you have any questions regarding this promotional activity, 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,



/s/: Terri Bowman
PGE Rates & Regulatory Affairs

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