



OREGON  
DEPARTMENT OF  
ENERGY

# The Oregon Heat Pump Report

Introductory Webinar

October 9, 2024



# OREGON DEPARTMENT OF ENERGY

Leading Oregon to a safe, equitable, clean, and sustainable energy future.

## Our Mission

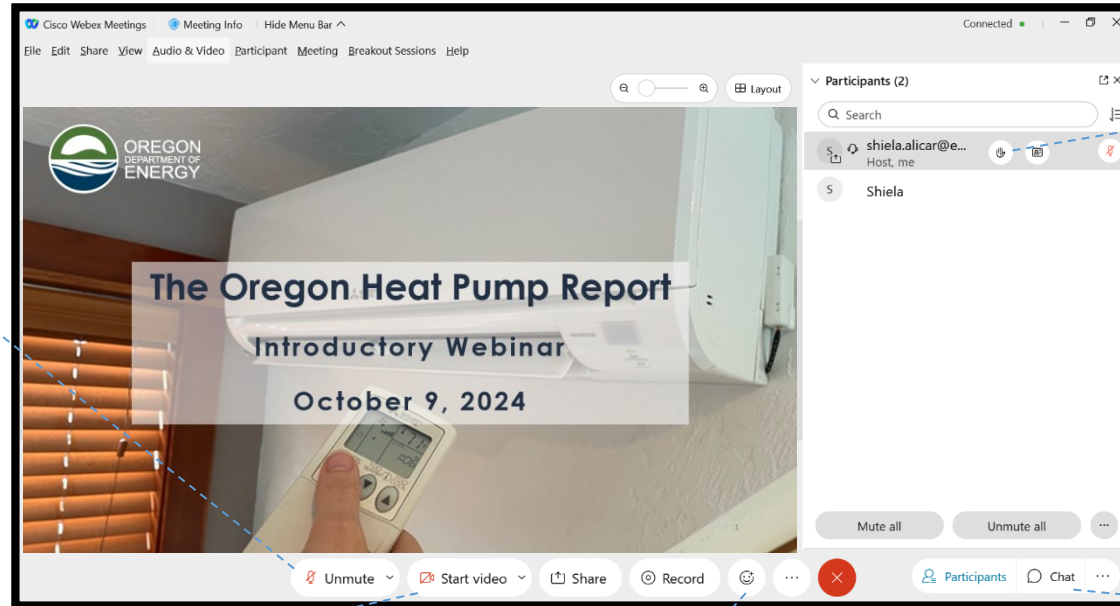
The Oregon Department of Energy helps Oregonians make informed decisions and maintain a resilient and affordable energy system. We advance solutions to shape an equitable clean energy transition, protect the environment and public health, and responsibly balance energy needs and impacts for current and future generations.

## What We Do

On behalf of Oregonians across the state, the Oregon Department of Energy achieves its mission by providing:

- A Central Repository of Energy Data, Information, and Analysis
- A Venue for Problem-Solving Oregon's Energy Challenges
- Energy Education and Technical Assistance
- Regulation and Oversight
- Energy Programs and Activities

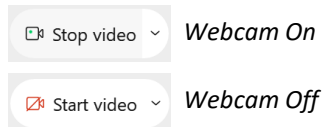
# USING WEBEX



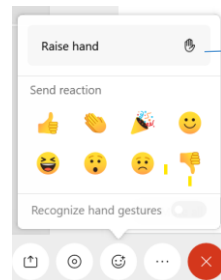
## Audio Options



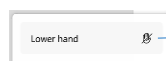
## Video Options



## Reactions



Click to Raise your hand.



Click on Lower hand when you are done.

## Second Raise Hand Option

You can also click on the hand next to your name in the Participant list to raise your hand.

Click on Lower hand when you are done.

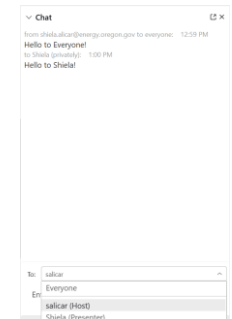


## Chat

You can chat to Everyone in the meeting.



You can send a private message to the Host or Presenter (or all Panelists when there is a Panel).



# AGENDA

<b>1:00 p.m.</b>	Introduction	Christy Splitt, Government Relations Coordinator
<b>1:05 p.m.</b>	The Scope of the Heat Pump Report	David Hutchinson, Heat Pump Policy Analyst
<b>1:15 p.m.</b>	How the Heat Pump Report will be Compiled	David Hutchinson, Heat Pump Policy Analyst
<b>1:30 p.m.</b>	Engaging Oregonians	David Hutchinson, Heat Pump Policy Analyst
<b>1:40 p.m.</b>	Addressing Challenges	David Hutchinson, Heat Pump Policy Analyst
<b>1:45 p.m.</b>	Questions and Comments	Christy Splitt, Government Relations Coordinator



# Purposes of Today's Webinar

- ▶ Share the scope of work and methods ODOE plans to use to complete the Oregon Heat Pump Report
- ▶ Answer your questions about the Report and the work leading up to it
- ▶ Gather ideas for addressing challenges and engaging across the state



# LEGISLATIVE DIRECTION

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HB 3409 (2023) directs ODOE to produce a legislative report that evaluates the adoption of heat pump technologies among residents of the state and provides a timeline of the State's progress in achieving its greenhouse gas emissions reduction goals, including a goal for heat pump installations.

The Oregon Heat Pump Report seeks to satisfy the requirements of HB 3409 and provide centralized heat pump data for the state.



# INTRODUCTION

## What is the Oregon Heat Pump Report?

- Heat pump initiatives vary significantly across the State in what they offer, including who qualifies for support.
- ODOE seeks to gain a stronger understanding of the heat pump industry in Oregon.
- Many programs are available to both private and commercial customers, promoting heat pump adoption.
- This report will give Oregonians and the Legislature a snapshot of heat pump adoption throughout the state.



More than 60 Heat Pump Initiatives and growing



More than 31 Program Sponsors



5 Sectors Served





## Funding Streams

Federal  
State  
Donations  
Private  
Investment



## Delivery Methods

Grants  
Rebates  
Bill Cover  
Direct Pay  
Discounts



## Sectors Served

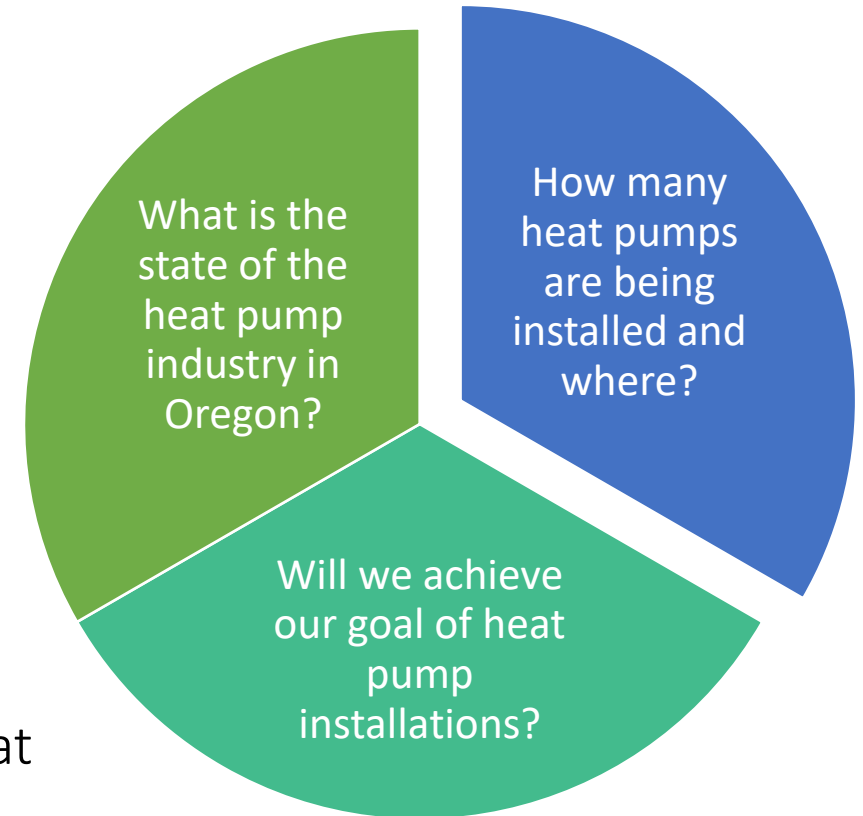
Residential  
Agricultural  
Commercial  
Industrial  
Government





# CORE QUESTIONS

- ? What is the rate of adoption of heat pump technologies among Oregonians?
- ? What is the state of the heat pump industry?
  - Dollar value of the market
  - Available technologies
  - Next technologies
- ? What are the barriers to heat pump adoption?
  - Financial and non-financial
- ? How is the state progressing in achieving its goal of 500,000 heat pumps by 2030?



# PROJECT METHOD

## Quantitative data collection

Statistical heat pump installation data collection

- Efficiency data (type, model, SEER rating etc.)
- Demographic data (location of installation, program used, etc.)

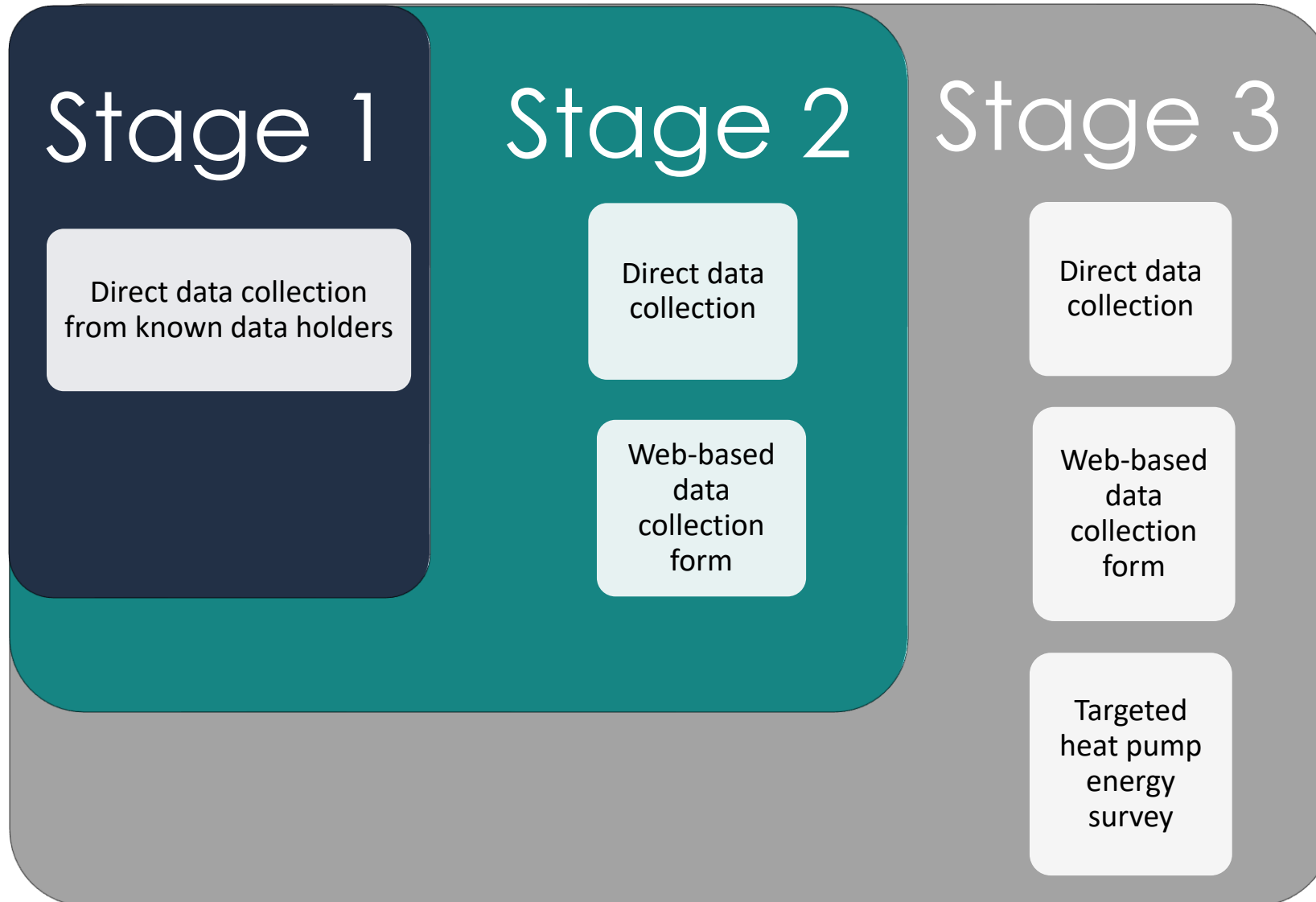
## Qualitative data collection

- Consultation with those working in various roles within the heat pump industry
- Testimonies from heat pump recipients

## Strong narrative

Holistic view of the heat pump industry in Oregon combining both statistical and experiential data.

# DATA COLLECTION METHOD

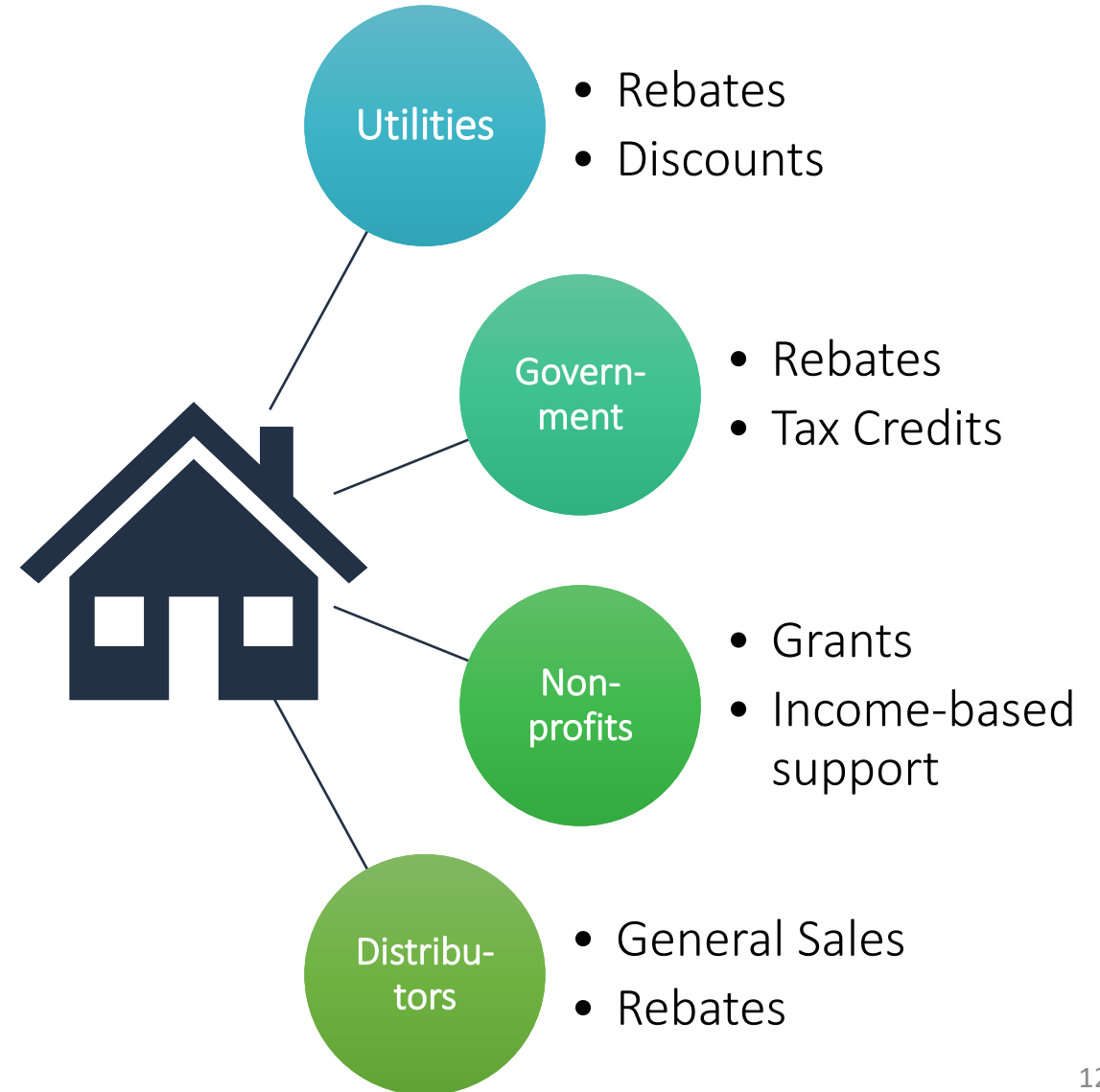


# TARGETED ENGAGEMENT

It is unlikely that we will be able to capture all the available heat pump data in the state.

To better provide the biggest “slice of the pie,” we can start with programs and initiatives that have an impact on the greatest number of residents.

The more data we can collect, the more accurate we can be.





# CHALLENGES FOR THIS REPORT

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## And how can we overcome these challenges?

- There is no centralized quantitative data source.
  - At least 60 programs, housed at around 30 organizations, may hold data
  - Unknown buy-in from data holders
  - Data overlap is possible
- There may be some required content for the report without adequate data to answer.
- The data, collected experiences, and barriers should reflect the entire state and all sectors

# DISCUSSION

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- What questions do you have for us?
- How should we encourage engagement in this work over the course of the next year?
- What are the best ways to ask for your input as we develop the report?
- What other challenges should we be anticipating that we have not already discussed?
- Who should we be sure to contact about this work?

**Other Questions or Comments?**  
**[David.Hutchinson@energy.oregon.gov](mailto:David.Hutchinson@energy.oregon.gov)**

# NEXT STEPS

The Heat Pump Report is due September 15, 2025

Q1  
2025

- Collecting data from as many data sources as possible
- Meeting one-on-one or in small groups with anyone interested in informing the report

Q2  
2025

- Data analysis
- Report development

Q3  
2025

- Vetting report findings with interested parties







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Thank you!



Questions or Comments:  
[David.HUTCHINSON@energy.oregon.gov](mailto:David.HUTCHINSON@energy.oregon.gov)  
503-510-8133