



VIA ELECTRONIC FILING

November 30, 2021

Public Utility Commission of Oregon
Attention: Filing Center
201 High Street SE, Suite 100
Post Office Box 1088
Salem, Oregon 97308-1088

Re: RG-31—NW Natural’s Notice of 2022 Promotional Concession Campaigns

In accordance with OAR 860-026-0025 and -0030, NW Natural submits this letter as notice of the promotional concessions that NW Natural plans to offer during the 2022 calendar year.

Each campaign may include one or more offers as set forth in the Company’s Tariff P.U.C. Or. 25, at Schedule 200 “Promotional Concessions,” and more specifically within one or more of these promotional areas:

- 200-2 General Merchandise Sales Program
- 200-3 Equipment Sales Promotions
- 200-4 Cooperative Advertising Program
- 200-5 Showcase Developments
- 200-8 Promotions for Company-Offered Products and Services

The campaign description and associated budget is as follows:

- **Hearth/Water Heat Campaigns**
 - The program budget is up to \$574,875.
- **HVAC Campaigns**
 - The program budget is up to \$1,067,625.
- **Residential Builder Program and Campaigns**
 - This campaign includes residential new construction and multifamily programs.
 - The program budget is up to \$1,214,747.
- **Dealer Relations Campaigns**
 - The program budget is up to \$298,000.
- **Cooperative Advertising Program**
 - The program budget is up to \$20,000.

- **Retail Program Campaign**
 - Incentives for qualifying fireplaces, stoves, or inserts - \$48,000. Energy Trust matching dealer contribution \$200 each.
 - Energy Trust instant rebate on tankless water heaters - \$2,000
 - Spring and Summer free delivery offer on grills - \$5,000
 - The total program budget is up to \$55,000.

- **Vision 2050: Destination Zero Customer Promotion**
 - Program budget for online game \$7,500.
 - Program budget for prizes up to \$10,150.

This notice contains a comprehensive list of the Company's 2022 planned promotional concessions. If additional campaigns are added during the year, the Company will separately notice the Commission in accordance with OAR 860-026-0025 and -0030.

Please feel free to call should you have questions.

Sincerely,

/s/ Rebecca T. Brown

Rebecca T. Brown
Regulatory Compliance

cc: Mary Widman, Portland General Electric
Matthew McVee, PacifiCorp