



e-FILING REPORT COVER SHEET

Send completed Cover Sheet and the Report in an email addressed to: PUC.FilingCenter@state.or.us

REPORT NAME: RG-31, Report of 2017 Promotional Concession Campaign

COMPANY NAME: NW Natural

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION? No Yes

If yes, please submit only the cover letter electronically. Submit confidential information as directed in OAR 860-001-0070 or the terms of an applicable protective order.

If known, please select designation: RE (Electric) RG (Gas) RW (Water) RO (Other)

Report is required by: OAR 860-026-0030

Statute

Order

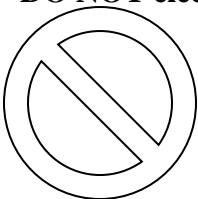
Other

Is this report associated with a specific docket/case? No Yes

If yes, enter docket number: RG-31

List applicable Key Words for this report to facilitate electronic search:
NW Natural, 2017, Promotional Concession, Promotional Campaigns

DO NOT electronically file with the PUC Filing Center:



- Annual Fee Statement form and payment remittance or
- OUS or RSPF Surcharge form or surcharge remittance or
- Any other Telecommunications Reporting or
- Any daily safety or safety incident reports or
- Accident reports required by ORS 654.715

Please file the above reports according to their individual instructions.

GAIL HAMMER
Tariffs and Regulatory Compliance
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December 9, 2016

VIA ELECTRONIC FILING

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

Re: Docket RG-31
NW Natural's Report of 2017 Promotional Concession Campaigns

In accordance with OAR 860-026-0030, NW Natural submits this letter as notice of the promotional concessions that NW Natural plans to offer during the 2017 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
- 200-7 Equipment Financing Program
- 200-8 Promotions for Company-Offered Products and Services

The campaign category and associated budget is as follows:

- **Hearth Campaigns**
 - The program budget is up to \$230,000
- **HVAC Campaigns**
 - The program budget is up to \$ 480,000
- **Residential Builder Program and Campaigns**
 - This campaign includes residential new construction and multifamily programs.
 - The program budget is up to \$130,000

- **Dealer Relations Campaigns**
 - The program budget is \$200,000
- **Cooperative Advertising Program**
 - The program budget is up to \$30,000
- **Retail Program Campaigns**
 - This campaign is a clearance sales event for customer returns, slow moving, damaged, and obsolete inventory.
 - The program budget is up to \$33,000

For most campaigns, participating dealers or trade allies will offer customer incentives for installing the promoted, natural-gas fired appliances. The Company pays participating dealers or trade allies an incentive for the sale of promoted, natural-gas fired products.

All campaign costs will be accounted for below-the-line, in FERC accounts 912 or 913, in accordance with OAR 860-026-0010.

This notice contains a comprehensive list of the Company's 2017 planned promotional concessions. If additional campaigns are added during the year, the Company will separately notice the Commission in accordance with OAR 860-026-0030.

Please feel free to call should you have questions.

Sincerely,

/s/ Gail Hammer

Gail Hammer
Rates & Regulatory Affairs

cc: Mary Widman, Portland General Electric
R. Bryce Dalley, PacifiCorp