



## e-FILING REPORT COVER SHEET

COMPANY NAME:

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION? No Yes If yes, submit a redacted public version (or a cover letter) by email. Submit the confidential information as directed in OAR 860-001-0070 or the terms of an applicable protective order.

Select report type: RE (Electric) RG (Gas) RW (Water) RT (Telecommunications)  
RO (Other, for example, industry safety information)

Did you previously file a similar report? No Yes, report docket number:

Report is required by: OAR

Statute

Order

Note: A one-time submission required by an order is a compliance filing and not a report (file compliance in the applicable docket)

Other

(For example, federal regulations, or requested by Staff)

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

List Key Words for this report. We use these to improve search results.

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

Send confidential information, voluminous reports, or energy utility Results of Operations Reports to PUC Filing Center, PO Box 1088, Salem, OR 97308-1088 or by delivery service to 201 High Street SE Suite 100, Salem, OR 97301.



**VIA ELECTRONIC FILING**

November 23, 2020

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 Report of 2021 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 2021 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 \$849,272.
- **HVAC Campaigns**
  - The program budget is up to \$1,577,219.
- **Residential Builder Program and Campaigns**
  - This campaign includes residential new construction and multifamily programs.
  - The program budget is up to \$1,104,119.
- **Dealer Relations Campaigns**
  - The program budget is up to \$230,499.
- **Cooperative Advertising Program**
  - The program budget is up to \$20,000.

- **Retail Program Campaign**

- Incentives for qualifying fireplace or stove inserts (\$45,000). Energy Trust matching dealer contribution \$200 each.
- Ongoing event promoting tankless water heaters (\$2,000). Additional Energy Trust dealer contribution – instant rebate offered on all Sensei models.
- Spring and Summer free delivery of grills and BBQs (\$5,000).
- The total program budget is up to \$52,000.

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 2021 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/ Rebecca T. Brown*

Rebecca T. Brown  
Regulatory Compliance

cc: Mary Widman, Portland General Electric  
Etta Lockey, PacifiCorp