



e-FILING REPORT COVER SHEET

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REPORT NAME: RG-31, Report of 2016 Promotional Concession Campaigns

COMPANY NAME: NW Natural

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION? [X]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) [X]RG (Gas) []RW (Water) []RO (Other)

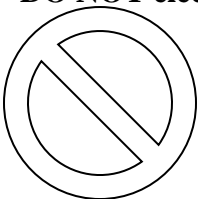
Report is required by: [X]OAR 860-026-0030
[]Statute
[]Order
[]Other

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

If yes, enter docket number: RG-31

List applicable Key Words for this report to facilitate electronic search:
NW Natural, 2016, 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.

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December 18, 2015

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 2016 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 2016 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:

- 200-3 Equipment Sales Promotions
- 200-4 Cooperative Advertising Program
- 200-5 Showcase Developments
- 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 \$60,000
- **Retail Program Campaigns**
 - The program budget is up to \$25,000
- **Residential Builder Program and Campaigns**
 - This campaign includes residential new construction and multifamily programs.
 - The program budget is up to \$660,000
- **Dealer Relations Campaigns**
 - The program budget is \$200,000

- **HVAC Campaigns**
 - The program budget is up to \$ 500,000
- **Event Promotions Campaigns**
 - The program budget is up to \$25,000
- **Customer Promotions**
 - The program budget is up to \$40,000

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 2016 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/ Onita King

Onita King
Tariff and Regulatory Consultant
Rates & Regulatory Affairs

cc: Terri Bowman, Portland General Electric
R. Bryce Dalley, PacifiCorp