

1 Q. With regard to the Haynes/Henderson/Cater evidence (page 18, lines 23 to
2 26, and page 19, lines 1 to 2), and Mr. Martin's evidence (page 2, lines 13 to
3 15 and pages 15/16), please provide complete details of Hydro's \$600,000
4 (including Hydrowise) conservation initiative including programs, program
5 costs, expected program benefits including demand/energy/cost savings, and
6 verification of the savings.

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9 A. The \$600,000 budgeted for conservation initiatives is split two ways:
10 \$100,000 for Hydrowise, which is an ongoing program aimed strictly at
11 Hydro's rural distribution customers; and \$500,000 for a broader-based
12 program aimed at all electricity customers in Newfoundland and Labrador.
13 The \$500,000 is first budgeted in 2007 and the direction and initiatives to be
14 addressed under this funding are currently being developed.

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16 The initiatives covered by the \$100,000 for the Hydrowise program focus
17 mainly on customer education and awareness. Initiatives that have been
18 undertaken to date through this program include:

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20 • Brochures and Media Ads
21 • Hydrowise website
22 • School Pilot Program
23 • Displays at major functions (i.e. Municipalities Conference)
24 • Diesel System compact fluorescent lightbulb program (CA 5 NLH
25 Attachment 1 provides a report on the program).