

1 **Q. Re: Increasing interest in energy conservation, page 2-13, lines 8-11**

2
3 **Please provide a table showing the number of takeCHARGE website visits and**
4 **annual percentage increases in the number of visits correlated with the number of**
5 **customers participating in conservation programs. Include an explanation of any**
6 **significant differences between the number of visits as measure of interest and the**
7 **level of participation.**

8
9 A. Table 1 provides detail on the number of takeCHARGE website visits and participants, as
10 well as the annual percentage increase for each.

11
12
13
14
15
16
17
18
19
20
21
22
23
24

Table 1
takeCHARGE Website Visits and Participants
with Annual Percent Increases
2011 – 2015YTD

	2011	2012	% Increase	2013	% Increase	2014	% Increase	2015YTD ¹	% Increase
Website									
Visits	72,996	49,202	-33%	76,278	55%	186,003	144%	346,370	86%
Participants	6,530	4,983	-24%	5,246	5%	27,635 ²	427%	27,186 ²	-2%

The number of takeCHARGE website visits provides an indication of customer interest and engagement in energy conservation. While there is some correlation, the number of website visits is not strongly correlated with the number of customer energy conservation program participants in each year. This difference occurs for a number of reasons.

The takeCHARGE website is the primary customer resource for program information but it is also an important resource for customers to receive general energy efficiency tips and energy usage information which are not program related. It also includes information for program partners, the Kids-In-Charge School Program, ongoing contests, videos, and takeCHARGE news and events.

¹ The number of participants and website visits year to date as of December 1, 2015. Newfoundland Power forecasts approximately 2,300 additional visits program participants by the end of the year. This would result in total annual participation of 29,486, or an increase of 7% over 2014.

² The total program participants for 2014 and 2015 include bill credit rebates as well as an assumption that 10% of all residents in Newfoundland Power's service area received at-the-cash rebates through the Instant Rebates program. The number of product units rebated at-the-cash through the Instant Rebate program is 251,791 and 408,062 for 2014 and 2015YTD, respectively. No customer information is collected through the Instant Rebate program therefore it is only possible to quantify the number of participants through evaluation methods. This was quantified in the *Instant Rebates Program Process Evaluation*. For more details please refer to the response to Request for Information CA-NP-185, Attachment H, page 23.

1 Multiple visits to the takeCHARGE website would be considered normal practice when a
2 customer is considering an energy efficiency upgrade for their home or business. For
3 example, a customer who is planning an insulation project or shopping for a new
4 appliance would typically visit the website numerous times to check the program
5 eligibility requirements and tips. They may visit the website again once their project is
6 complete to submit their rebate application online.

7
8 Customer energy conservation programs are also recognized to have potential for a
9 non-participant spillover effect. This spillover effect occurs when customers are aware of
10 a program and adopt the energy efficiency measures that the program supports, but do not
11 participate in the program. This can arise from exposure to the takeCHARGE website
12 and could explain a portion of the difference between website views and participant
13 numbers. In 2013, an external review of the takeCHARGE residential conservation
14 programs was completed by DNV GL- Energy.³ This review quantified the effect of
15 non-participant spillover to be 50%, 49%, and 40% for the Energy Star Windows,
16 Insulation, and Thermostat programs, respectively.

³ DNV GL- Energy, located in Burlington, Massachusetts, specializes in evaluating programs that promote energy efficiency, demand response, and distributed generation. See the response to Request for Information CA-NP-185, Attachment G.