

1 **Q. Please describe what has been done thus far in connection with the implementation**
2 **of the Conservation Plan.**

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4 A. The implementation of the four customer energy conservation programs referred to in the
5 Conservation Plan commenced in June 2009.

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7 Advertising has been launched to support these programs and the joint Newfoundland
8 Power and Newfoundland and Labrador Hydro *takeCHARGE!* website has been updated
9 to include program details and participation instructions for customers. Further
10 advertising, including television advertising, is in development for the fall to coincide
11 with customer activity associated with upgrading homes.

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13 Newfoundland Power has re-aligned existing personnel and added new staff to support
14 implementation of the Conservation Plan. Training to handle customer inquiries and
15 provide the advice and support is ongoing. Development of the necessary business
16 systems to support implementation of the Conservation Plan is also ongoing.

17
18 Newfoundland Power continues work with its trade allies, such as builders and building
19 supply retailers and manufacturers, to ensure their familiarity with the programs and the
20 availability of the labour and materials necessary for customer participation.

21
22 Newfoundland Power considers the implementation of increased customer energy
23 conservation programming to be proceeding satisfactorily.