

**Q. Reference: Table 2-8 Conservation Costs at footnote 53 of page 2-17:
Please reproduce the table and provide a description of what costs fell or fall under the “General” category referred to therein in respect of each of the years 2007 to 2010 F as well as a description of what costs fell under the “Customer Program” category in 2007 and 2008.**

A. Table 1 shows the estimated conservation operating costs from 2007 through 2008 together with forecast 2009 and 2010 costs, as per Table 2-8 at footnote 53 of page 2-17.¹

**Table 1
Conservation Operating Costs
2007 to 2010F
(\$000s)**

	2007	2008	2009F	2010F
General	469	581	915	1,108
Customer Programs	175	170	1,536	1,869
Total	644	751	2,451	2,977

Table 2 shows a breakdown of the “General” category of conservation costs from 2007 through 2010F.

**Table 2
General Conservation Operating Costs
2007 to 2010F
(\$000s)**

	2007	2008	2009F	2010F
Education and Outreach	226	269	428	446
Supporting	93	104	241	257
Planning	150	208	246	405
Total	469	581	915	1,108

The “General” category of conservation costs relates to the *general* costs of increasing customer awareness, supporting ongoing customer interaction, and conservation planning, and are not associated with specific customer conservation programs.

¹ Prior to 2009, conservation costs were not classified separately by function and were principally reflected in the customer services functional class.

1 *Education and outreach* costs include costs associated with providing energy awareness
2 and include advertising, outreach events (such as trade shows or community events) and
3 initiatives with others (such as the *Holiday Light Switch LED Campaign*).
4

5 *Support* costs are the costs of customer interaction via call agents or staff visits to
6 customers' premises on energy conservation matters that are not related to a specific
7 program.
8

9 *Planning* costs include the costs of program planning, research and management, such as
10 those associated with the Potential Study and Five-Year Conservation Plan.
11

12 The costs which fell under the "Customer Programs" category in 2007 and 2008 were
13 related to Newfoundland Power's customer energy conservation programs to promote
14 high efficiency thermostats and insulation for Domestic customers.