

1 Q. **Reference: Evidence on Rate Stabilization Plan – Surplus Refund Plan**
2 How does Hydro’s Surplus Refund Plan propose to communicate the option of
3 receiving a cheque to its Island Interconnected Rural customers and Rural
4 customers on Isolated Systems? As part of this response, please provide a copy of
5 any proposed draft customer communication that has been prepared as part of
6 Hydro’s preparation of its plan. (Surplus Refund Plan, Page 16, Line 28 to Page 16,
7 Line 28 to Page 17, Line 33)

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10 A. In an effort to communicate to Island Interconnected Rural Customers and Rural
11 Customers on Isolated Systems, Hydro would carry out the tactics as outlined in the
12 communications plan included as SR-NP-NLH-024, Attachment 1. Any
13 communications activities will be coordinated with Newfoundland Power to ensure
14 consistent approach.

DRAFT Communication Plan
Surplus RSP Refund Plan

Objective:

Inform Newfoundland and Labrador Hydro customers of their potential eligibility for an RSP Rebate.

Audiences:

- Hydro Customers, whose rates are based on Newfoundland Power rates:
 - Island Interconnected Rural Customers
 - Isolated Systems Rural Customers

Key Messages:

- As part of the RSP, a refund will be applied to customers.
- The refund will be applied as account credit, no later than April 30, 2014.
- For any remaining balance, customers may choose to receive a cheque rather than leave the balance in the account to apply to future billings

Tactics:

Media Advertising	Details/Assumptions
Direct Mail	
Billing Insert	Information on details of RSP refund
Online	
Hydro Website	Information on details of RSP refund
Internal	
Customer Service Q&A Sheet	Prepare potential customer question and answers for Customer Service Representatives