

1 Q. **Re: IN-NLH-040**

2 “The Insulation, Windows and Thermostat programs are promoted and delivered as
3 a residential bundle of energy efficiency programs. The increase in costs from
4 budgeted amounts in 2011 and 2012 was a result of heightened promotional
5 activities aimed at increasing customer participation in these programs. These
6 include increased promotion of the technologies and benefits at local retail locations
7 and an increase in program marketing costs. These activities resulted in increased
8 program participation compared to budget and in turn an increased number of
9 rebate incentives to the homeowners and builders who participated.”

10 Has this increased program participation resulted in adjustments to Hydro’s
11 understanding of the potential for cost-effective conservation activities in the future,
12 and to future budgets for these activities? If so, please describe the adjustments.
13 Please indicate what proportion of these increased activities took place among
14 customers of Labrador diesel systems.

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17 A. Hydro reviews the expectations for program participation on an annual basis
18 considering factors such as planned promotional activities and previous year’s
19 activity. These adjustments are reflected in the updated budgets. Actual program
20 participation will fluctuate based on individual decisions of customers.

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22 As noted in Hydro's response to NP-NLH-104, costs for programs offered
23 provincially through the joint utility partnership are not tracked separately for the
24 Labrador Isolated System.