Q. **CDM Re: IN-NLH-165, Att. 1**

Please provide copies of the 2013 and 2014 CDM Reports.

A. Please refer to IN-NLH-165 (Revision 1) Attachment 2 for a copy of Hydro's 2013 CDM Report that was filed in April 2014. Please see IN-NLH-241 Attachment 1 for the 2014 CDM Report.

A REPORT TO
THE BOARD OF COMMISSIONERS OF PUBLIC UTILITIES

2014 Conservation and Demand Management Report

NEWFOUNDLAND AND LABRADOR HYDRO

newfoundland labrador hydro
a nalcor energy company

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1 Introduction

This report provides an overview of Conservation and Demand Management (CDM) activities undertaken by Newfoundland and Labrador Hydro (Hydro) in 2014. The report also provides information on major activities planned for 2015 and provides an estimate of the value of CDM from a utility perspective.

The programming described in this report includes the joint utility programs offered through *takeCHARGE* but focuses on the costs and initiatives for Hydro's portion of program implementation. Hydro also offers programs under the *takeCHARGE* banner targeting only Hydro customers.

The initial *takeCHARGE* programs were launched in 2009 and while those original programs remain in market, a wide range of new programs have been added in subsequent years and were available through 2014. Various program components have seen changes in offerings and eligibility requirements over time. Hydro is currently completing evaluations and program reviews for future CDM programming.

2 Coordination and Context

2.1 Utility Planning

Energy conservation initiative was a topic of interest during Hydro's 2006 General Rate Application (GRA), and subsequently a CDM Potential study was completed in 2008. Following the potential study, a five-year strategic plan[1] was completed which outlined proposed energy conservation initiatives to be implemented jointly by Newfoundland Power and Hydro (the Utilities). The Utilities have since designed and implemented a joint utility portfolio of programs for electricity customers in Newfoundland and Labrador. Current programs offered through the joint utility model are available for residential and commercial customer classes and provide rebate options to address energy savings for the larger energy consumers for each class.

The updated strategic plan[2] continued the focus on joint utility programs but also outlined additional programs identified and implemented by Hydro to address opportunities in higher avoided cost isolated diesel systems, in addition to a program for block heater timers in the Labrador Interconnected System. Hydro launched the Isolated Systems Business Efficiency Program (ISBEP) in the Isolated Diesel and L'Anse au Loup Systems in 2012, and an expansion of this program model was launched for business customers served from the Interconnected Systems through the joint utility partnership late in 2013. ISBEP is the predecessor of the Business Efficiency Program (BEP) that was launched provincially in 2013 for commercial

[1] Five Year Energy Conservation Plan: 2008-2012
[2] Five Year Energy Conservation Plan: 2012-2016

customers. Hydro has been developing programs outside the joint utility process to engage customers with additional ways to conserve and to provide learnings for expanded offerings of joint utility programs. Hydro's retailer coupon program offered in 2010-2011 created the impetus for the Small Technology program launched provincially in 2014, that provides point-of-purchase and mail-in coupons for a range of technologies including lighting and appliances.

In 2012 Hydro launched a program to promote the use of block heater timers. This program was unique to the Labrador Interconnected System because of its extremely cold climate which presents a significant conservation opportunity. The program launch event included a giveaway of block heater timers to provide awareness of the technology to the market, and was followed up with a coupon for in-store purchase discount. The program was set to run two winter seasons (2012-2013 and 2013-2014) but due to lack of participation this program will not be continued beyond 2014 in its present format. It will however be included in the CDM potential study to determine if there are other alternatives for this technology.

To-date, the focus of both joint utility CDM plans was on energy savings through the longer-term goal of the development of a culture of conservation and has not included a demand management component. Hydro is currently working to complete an updated marginal cost study and a CDM potential study to guide future initiatives around both energy conservation and demand management.

The activities in the CDM plan include rebate programs for each sector – residential, commercial, and industrial – and supporting activities for awareness, education, and community engagement to stimulate attitude change. An overview of the programs offered during 2014 is included in Appendix A: CDM Program Descriptions and includes current programs offered both through a joint utility partnership and those directly targeting Hydro's customers.

The Utilities have had third party formal program evaluations completed. In 2013 work began with DNV GL-Energy[3] to complete a market and process evaluation of the residential joint utility programs. This work was completed in 2014 and the Utilities will use the results for the development of future CDM planning. The Utilities will be working to conduct joint utility program reviews and evaluation in the future on an annual basis. The Isolated Systems Community program and the Isolated Systems Business Efficiency program were outlined as three-year programs in the current Five-Year CDM plan. The outcome of these programs has been positive and Hydro will seek to continue with these in future program planning.

2.2 Government Engagement

Hydro continues to have a positive working relationship with the Provincial Department of Environment and Conservation Office of Climate Change Energy Efficiency (OCCEE), and

[3] DNV-GL Energy is recognized within the energy efficiency sector, providing program evaluation and assessments.

remains engaged in dialogue on potential programming, policy, and partnership opportunities. In 2014, Hydro partnered with OCCEE to implement its Residential Energy Conservation Pilot Project involving real-time energy monitoring and energy conservation information to 750 residential participants. Hydro also partnered with the OCCEE and the Department of Education and Early Childhood Development on the Provincial Government's *HotShots* pilot project to improve students' awareness of energy and conservation.

3 CDM Programs

3.1 Portfolio Level Program Costs and Energy Savings

Table 1 and 2 describe Hydro's total CDM expenses and energy savings from 2009 to 2014 across all of Hydro's systems including the Labrador Interconnected System. This report will provide further detail and breakdown of those costs that will be recovered through the CDM Deferral Account[4] and the associated energy reductions in section 6 Regulated Program Energy Savings and Program Costs.

Table 1: Hydro's CDM Portfolio Spending ($000s)

	2009	2010	2011	2012	2013	2014
Windows	44	48	80	117	169	38
Insulation	40	60	140	126	157	92
Thermostats	13	19	31	47	51	35
Coupon Program	-	140	135	-	-	-
Commercial Lighting	13	12	59	20	29	15
Industrial	57	221	103	173	89	1,244
Block Heater Timer	-	-	-	31	8	8
Isolated Systems Community	-	-	-	858	871	615
ISBEP	-	-	-	93	115	96
Heat Recovery Ventilator	-	-	-	-	11	7
Business Efficiency Program	-	-	-	-	45	101
Small Technologies	-	-	-	-	1	252
Total	**167**	**500**	**548**	**1,465**	**1,546**	**2,503**

[4]The CDM Cost Deferral Account is meant to defer the program costs for regulated Hydro (excludes program costs for the Labrador Interconnected System). The Board approved the deferral of Hydro's 2014 program costs in Board Order No. P.U. 43(2014).

Table 2: Hydro's CDM Portfolio Annual Energy Savings (MWh)						
	2009	**2010**	**2011**	**2012**	**2013**	**2014**
Windows	13	37	61	136	99	85
Insulation	35	126	404	382	794	142
Thermostats	9	35	30	53	24	38
Coupon Program	-	64	256	-	-	-
Commercial Lighting	3	10	227	95	99	79
Industrial	-	-	165	3,172	-	22,258
Block Heater Timer	-	-	-	-	288	-
Isolated Systems Community	-	-	-	1,676	1,096	1,357
ISBEP	-	-	-	3	27	111
Heat Recovery Ventilator	-	-	-	-	1	6
Business Efficiency Program	-	-	-	-	-	107
Small Technologies	-	-	-	-	-	148
Total	**60**	**272**	**1,143**	**5,517**	**2,428**	**24,331**

3.2 Residential Programs

Hydro's residential portfolio included four programs offered jointly by the Utilities and two solely by Hydro. The joint utility programs launched in 2009 of ENERGY STAR® windows, Insulation and Thermostats continued to be offered through 2014. The ENERGY STAR windows program will not be offered beyond 2014 as this technology is now commonplace in the market.

During 2014, Hydro had an increased presence in local retailer flyers to promote these technologies. Local advertising and building strong partnerships with retailers will continue to be a focus moving forward as part of the promotion of customer rebate programs.

As of January 1, 2014 both insulation and ENERGY STAR windows were no longer eligible for new builds. This is due to updated building codes for the Province that requires insulated basements and windows with specifications in line with current ENERGY STAR standard. The thermostat program will remain unaffected. With these changes in eligibility, the focus will be to reach the existing home retrofit market.

2014 was the first full year for the High Efficiency Heat Recovery Ventilation (HRV) program that was launched in the fall of 2013, providing a $175 rebate for HRVs with a Sensible Recovery Efficiency (SRE) of 70% or greater that is installed by an HRAI[5]certified installer. This rebate is eligible for new and existing homes, regardless of heating source as the savings come primarily from savings in the equipment's operation. Hydro has been working with installers to ensure

[5] Heating Refrigeration and Air Conditioning Institute

they are aware of the specifications for eligible models and are promoting high efficiency products.

The Isolated Systems Community Energy Efficiency Program is a program engaging residential and commercial customers in the Isolated Diesel and L'Anse au Loup systems. It is administered by Summerhill Group[6], and involves a number of interventions. In 2014, the program consisted of the following three components:

- 1,181 customers (1,082 residential and 99 commercial) received a direct install of items including lighting and water conservation tools and education and information on other ways to conserve. This represented a 68% installation rate for the target geography in 2014;
- A Home Energy Audit and Draft Proofing Pilot was undertaken in the community of Port Hope Simpson. Energy assessments were performed on 24 residences and draft proofing on 11 houses;
- An Energy Efficient Products Consumer Survey was administered to 104 participants to determine the best method to incent and offer energy efficient products to residents in isolated communities;

The Block Heater Timer program continued to be offered to residential customers of the Interconnected Labrador System in 2014, but due to lack of participation it will not be continued beyond 2014, in its present format. The block heater timer technology will be included in the CDM potential study to determine if there are other alternatives for this technology, such as for example opportunities within the commercial customer sector.

3.3 Commercial Programs

The uptake of high performance T-8 lighting continued to be challenging through 2014. Much of Hydro's customer base for commercial lighting consists of government facilities and we continue to work with various government departments to identify lighting improvement opportunities when facility renovations and construction are planned. Hydro also continues to work with lighting product distributors to promote the sale and installation of high performance lighting products.

More than 40 walkthrough audits have been conducted for Hydro's business customers on the Island and Labrador Isolated Systems since 2012. The aim is assist customers with the ISBEP by facilitating opportunity identification, technical analysis, and project completion. Four projects were completed in 2014 that involved upgrades and improvements to lighting systems, refrigeration, motor controls, and cold storage areas. These projects resulted in 111 MWh of annual energy savings.

[6] Summerhill Group is an energy efficiency services company specializing in consumer engagement program delivery with offices in Toronto and Halifax.

Facility audits are also available to business customers served from Hydro's Interconnected Systems under the Business Efficiency Program (BEP). BEP is designed with the same model as the ISBEP, providing walkthrough audits, technical support, and financial support for feasibility studies and capital retrofits. Four lighting upgrade projects were completed in 2014 that will achieve 107 MWh of annual energy savings.

3.4 Industrial Program

The Industrial Energy Efficiency Program (IEEP) was launched in 2010 as a three-year pilot and was closed to new applicants in the fall of 2013. This program provides financial support for engineering feasibility studies of efficiency opportunities and capital projects. While positive discussions took place with all Industrial Customers, only Corner Brook Pulp and Paper fully participated from the initial facility end use profile through to completed capital projects. In 2014, CLEAResult conduct a review of the pilot and assessed opportunities for moving forward with the IEEP. Findings indicate there continues to be a strong interest among Industrial Customers in participating but challenges with competing business priorities have hampered uptake of the program. CLEAResult's recommendations are being used to ensure relevant programming is available to the industrial sector.

Although the IEEP was closed to new applicants in 2013, three significant projects were approved prior its closure and were carried into 2014. The three projects were undertaken and completed by Corner Brook Pulp and Paper in 2014 will achieve 22,258 MWh in annual energy savings.

4 Planning and Evaluation

As the CDM portfolio continues to expand in programs and complexity, the evaluation processes for programs have also progressed. In 2014, on behalf of the Utilities, DNV-GL Energy completed a market and process evaluation of the ENERGY STAR windows, insulation, and thermostat programs. The evaluation explored changes in the market place, impacts of the programs on consumers, and provided recommendations on next step program improvements. The research was conducted by means of extensive surveys and analysis of retailers, participants and non-participants. Results showed that participants were very satisfied with the programs[7]. Hydro also continues to complete home visits for at least 5% of all residential participants to confirm installation of the technology, and to promote energy efficiency and other rebate program opportunities.

[7] 76% to 93% indicated a very satisfied rating of participants surveyed.

A survey of commercial buildings was completed by CBCL Limited[8] for the Utilities in 2014. The survey profiles energy use across a number of sectors to provide information on the local commercial market and which can be used to support the Utilities CDM Potential Study in 2015.

Hydro has also conducted reviews and evaluations of programs offered directly to its industrial customers. In 2014, CLEAResult completed a process review of the three-year IEEP pilot and provided recommendations for improvements in approach. The review indicated that customer interest in energy efficiency programs is high, and the program has provided value to those who participated. In the short-term Hydro will focus on developing a marketing and communications strategy; developing a customer project tracking and reporting process; and, prepare a future program evaluation plan and schedule that has been coordinated with the customer. In the medium term (18-24 months) Hydro will investigate and pilot alternative designs for industrial energy efficiency programs that assess the potential for increasing the capacity of industrial customer staff through energy management training, and Hydro energy efficiency staff working with industrial customers to help identify and prioritize potential projects that support energy use improvement.

5 Outreach and Support

During 2014, Hydro continued to partner with Newfoundland Power to deliver the *takeCHARGE* program which offers customer education and conservation awareness activities, primarily through promotion of its *takeCHARGE* rebate programs and outreach activities. Residential and Business programs are promoted through activities including mass media marketing, targeted promotions, community outreach, school programming, trade ally development, partnerships, and events.

The advertising campaign includes newspaper, radio, online and social media advertisements. Campaigns run throughout the year for insulation, thermostats, HRV's, instant rebates and appliances, and the Business Efficiency Program. The media chosen is based on time of year the programs are in market, and consumer purchasing behaviours.

takeCHARGE is also active in social media through a joint utility Facebook fan page, YouTube channel and Twitter account. To date, approximately 12,250 Facebook users have "liked" the *takeCHARGE* Facebook fan page, and YouTube views are continuing to increase. *takeCHARGE* currently has over 1,500 Twitter followers and gaining since the launch of the profile in September 2013.

Hydro engages with retailers, suppliers and other groups through presentations, and interactive booth displays to promote programs, answer questions and promote energy conservation. takeCHARGE partnered with the Government of Newfoundland and Labrador's Hotshots

[8] CBCL Limited is a multi-disciplinary consulting engineering firm that provides expertise in energy modeling, end use profiling and energy efficiency auditing.

Project to double the number of presentations offered throughout the province in the 2014/15 school year to total 100 schools. There was also a K-I-C Start contest launched in 2014 where students had to explain why saving energy is important and how they can save energy. Individual classes were asked to design an entry that was creative, informative and fun. Prizes are awarded in 2015.

In 2014, *takeCHARGE* held the 6th annual Energy Efficiency Week from October 4 to 10, 2014 with a theme of "Save energy every day of the week". Energy Efficiency Week is a way to promote general energy efficiency, help customers save energy and money with everyday tips and rebates for lighting, heating, weatherproofing, appliances, electronics, and much more. During the week, takeCHARGE teams were out in the province at special events, promoting takeCHARGE and 2 minute segments aired on NTV during the news hour with the energy savings tips of the day. Customers also had a chance to win a $1,000 Extreme Lighting Makeover at Instant Rebate events throughout October and November. The "takeCHARGE of Your Town" initiative was launched in 2014 and ending in January 2015. It was aimed at encouraging residents and municipalities to reduce their energy use. Municipalities were invited to submit proposals that will support their efforts to develop or improve energy conservation or energy efficiency projects. Projects had to demonstrate a positive effort to conserve energy that benefits the entire community. Winners were to be announced in 2015.

Table 3 provides Hydro's costs to provide education, outreach, support, and planning for its CDM programs.

Table 3: Hydro's CDM Support Costs ($000s)

	2009	2010	2011	2012	2013	2014
Education &Outreach	262	106	212	204	157	217
Support	53	48	43	47	31	43
Planning	176	180	304	93	126	173
Total	**491**	**334**	**559**	**344**	**314**	**433**

6 Regulated Program Energy Savings and Program Costs

Table 4 below illustrates the energy savings from Hydro customers in relation to programming associated with the annual regulated deferral request. The strong success in the IEEP in 2014 reflects three projects that were completed by Corner Brook Pulp and Paper, and indicates the magnitude of energy savings potential within the industrial sector. The three-year Isolated System Community direct installation pilot program has also shown consistent energy savings, and is a program that Hydro will pursue going forward.

Table 4: Energy Savings from Deferral Account Activity (MWh)						
	2009	**2010**	**2011**	**2012**	**2013**	**2014**
Windows	8	14	38	50	43	40
Insulation	29	63	229	126	123	100
Thermostats	2	16	16	28	14	16
Coupon Program	-	47	166	-	-	-
Commercial Lighting	3	-	92	25	19	22
Industrial	-	-	165	3,172	-	22,258
Block Heater Timer	-	-	-	-	-	-
Isolated Systems Community	-	-	-	1,676	1,096	1,357
ISBEP	-	-	-	3	27	111
Heat Recovery Ventilator	-	-	-	-	1	1
Business Efficiency Program		-	-	-	-	73
Small technologies	-	-	-	-	-	80
Total	**42**	**140**	**706**	**5,080**	**1,322**	**24,058**

The costs associated with the delivery of the CDM program portfolio include direct costs for advertising, salaries, rebates and other expenses directly associated with a specific rebate program. These costs vary depending on the uptake of the program and the number of programs offered.

Table 5: Program Costs from Deferral Account Activity provides a program level breakdown.

Table 5: Program Costs from Deferral Account Activity ($000s)						
	2009	**2010**	**2011**	**2012**	**2013**	**2014**
Windows	44	41	69	102	150	31
Insulation	40	53	116	108	112	87
Thermostats	13	18	25	43	47	32
Coupon Program	-	113	123	-	-	-
Commercial Lighting	13	-	43	10	17	10
Industrial	57	190	98	170	88	1,244
Block Heater Timer	-	-	-	-	-	-
Isolated Systems Community	-	-	-	858	871	615
ISBEP	-	-	-	93	115	96
Heat Recovery Ventilator	-	-	-	-	8	3
Business Efficiency Program	-	-	-	-	40	92
Small Technologies	-	-	-	-	1	219
Total	**167**	**415**	**474**	**1,384**	**1,449**	**2,429**

7 Program Participation and Savings

Table 6 provides the breakdown of rebate transactions for each of the programs in the Five-Year Plan and the Coupon Pilot Program. The transaction units are specific to each program. The Residential Energy Star Window, Insulation, Thermostat and HRV programs reflect approved rebates. The Coupon Program reflects numbers of coupons redeemed. The Commercial Lighting and Small Technology Programs each reflect the number of products rebated through the programs. The Block Heater Timer Program reflects the number of timers determined to be installed through post-giveaway surveys or coupon redemption. The ISBEP, BEP, and Industrial Efficiency Programs reflect the number of completed retrofit projects. Finally, the Isolated Systems Program denotes the number of direct installs completed for both residential and commercial customers.

Table 6: Life to Date Program Participation

Program	2009	2010	2011	2012	2013	2014	Life to Date
Windows	11	19	41	61	48	24	204
Insulation	14	24	104	50	53	22	267
Thermostat	4	28	32	45	23	20	152
Coupon Program	-	3,178	5,832	-	-	-	9,010
Commercial Lighting	221	556	12,973	5,403	3,086	2,593	24,832
Industrial	-	-	1	1	-	3	5
Block Heater Timers	-	-	-	-	629	-	629
Isolated Systems Community	-	-	-	1,355	1,153	1,181	3,689
ISBEP	-	-	-	1	1	4	6
Heat Recovery Ventilator	-	-	-	-	1	11	12
Small Technology Program						6,920	6,920
Business Efficiency Program	-	-	-	-	-	4	4

8 2014 Summary

The portfolio of programs continued to expand for Hydro with the launch of the Small Technologies program in June 2014. This program provided redeemable coupons for small technologies and additional ways for customers to save energy. Work concluded with DNV-GL Energy on residential program evaluation, and with CLEAResult on the Industrial Program.

With the initiation of the conservation and demand potential study in late 2014 Hydro was also engaged in planning work for the next iteration of CDM programs through the joint utility process.

9 Life to Date Value of Program Energy Savings

The value of energy and demand savings has been estimated from a utility perspective based on overall cost reductions associated with the programs recorded in the Deferral Account. It includes Holyrood fuel savings and impacts on transmission and distribution costs including losses. No losses are included for the Industrial Energy Efficiency Program as they are transmission level customers. Estimated energy and demand savings are based on when the customer completed installation of energy saving measures during the year, and take into consideration reductions due to free ridership. This estimate is less than that based on savings accrued to participants on an annual basis, as presented elsewhere in this report. The value of energy savings changes each year primarily due to the change in avoided fuel prices.

Table 7: Life to Date Value of Deferral Energy Savings (2014 $s)

Program	2009	2010	2011	2012	2013	2014	2014 Life to Date
Windows	237	982	2,942	6,518	5,974	8,967	25,620
Insulation	1,098	5,053	19,803	32,815	19,044	32,748	110,561
Thermostat	62	847	2,025	3,830	2,945	4,184	13,892
Coupon Program	-	2,403	14,147	34,362	-	-	50,912
Commercial Lighting	-	-	8,118	13,880	5,083	10,263	37,345
Industrial	-	-	980	296,302	302,654	1,800,951	2,400,887
Isolated Systems Community	-	-	-	175,232	387,034	473,279	1,035,544
ISBEP	-	-	-	336	1,863	25,004	27,204
Heat Recovery Ventilator	-	-	-	-	-	379	379
Business Efficiency Program	-	-	-	-	-	6,371	6,371
Small Technology Program						6,982	6,982
Total	**1,397**	**9,286**	**48,016**	**563,275**	**724,598**	**2,369,128**	**3,715,698**

Appendix A

CDM Program Descriptions

Residential *takeCHARGE* Rebate Programs

Program applications are processed primarily through customer applications. The programs are promoted in partnership with trade allies in the retail, home building and renovation industries.

Insulation Rebate Program

The objective of this program is to provide incentives to increase the insulation R-value in residential basements, crawl spaces and attics, thereby increasing the efficiency of the home's building envelope. Eligibility for the programs is limited to electrically heated homes, determined on the basis of annual energy usage. Home retrofit projects are eligible. Customers can receive an incentive of one cent per R-value per square foot of insulation added to their attics and two cents per R-value per square foot of insulation added to basement walls or ceilings.

Thermostat Rebate Program

This program encourages installation of programmable and electronic thermostats to allow customers better control of the temperature in their home and to save energy. These high performance thermostats allow customers to set back the temperature during the night or when they are away. Eligibility for the programs is limited to electrically heated homes, determined on the basis of annual energy usage. Home retrofit projects and new home developments are eligible. Incentives of $10 for each programmable thermostat and $5 for each electronic high performance thermostat are offered.

ENERGY STAR Window Rebate Program

This program encourages customers to purchase ENERGY STAR rated windows over standard windows to improve the efficiency of their home's building envelope and reduce space heating energy. Eligibility for the programs is limited to electrically heated homes, determined on the basis of annual energy usage. Home retrofit projects are eligible. Customers who purchase ENERGY STAR windows can receive a rebate of $2 per square foot of window installed. This program ended December 31, 2014.

HRV Rebate Program

This program encourages customers to purchase a high efficiency HRV to improve the efficiency of their home. Eligible measures in this program include all HRV models that have a Sensible Recovery Efficiency of 70% or more. Customers who purchase a high efficiency HRV can receive a rebate of $175. All customers are eligible for this program regardless of age of home or heat source.

Isolated System Community Energy Efficiency Program – Hydro Program

This program provided both residential and commercial components targeting customers in Isolated Diesel and L'Anse au Loup Systems. The focus is on residential customers through the direct install of a kit of technologies, at-cash

coupons on small technologies and mail-in rebates on energy efficient appliances. Commercial customers also receive a direct install of a kit of technologies. The kit includes items for water savings, draft proofing, lighting and other measures.

Homeowners received education on energy efficiency and information on the existing takeCHARGE rebate programs. There were community events, social media promotions and exchanges held to promote the program and energy efficiency awareness.

Through this program Hydro has piloted a number of approaches and technologies to assess their validity for the rural market including pop up retail shops, drain water heat recovery, and in 2014, explored residential air sealing and online sales opportunities for energy efficient products.

Block Heater Timer Program – Hydro Program

Targeting customers in the Labrador Interconnected System this program encouraged the purchase of energy saving Block Heater Timers through in-store discounts offered at partnering retailers. The program launched with a giveaway of the technology to create awareness of the product as there was little or no use of the technology before the program. The incentive was offered over two winter seasons (2012-2013 and 2013-2014) and ended in spring 2014.

Small Technologies Program

Instant Rebates

This program promotes a variety of smaller technologies, such as CFLs and LED lighting, and smart power bars through instant rebates available at the cash register of participating retailers. All customers are eligible for this program regardless of age of home or heat source.

Appliances and Electronics

This program encourages customers to purchase high efficiency appliances. Participants will receive $100 off select energy efficient washers, freezers, refrigerators, and $30 off eligible TVs. All customers are eligible for this program regardless of age of home or heat source.

Commercial *takeCHARGE* Rebate Programs

Commercial Lighting Incentive Program

The Commercial Lighting Program targets energy reductions through more efficient lighting technologies in commercial buildings. The Commercial Lighting Program offers incentives for lamps and ballasts to commercial customers in an effort to reduce the cost differential for upgrading to the higher efficiency lighting systems and provide a sales incentive for the lighting distributor.

The Commercial Lighting Program also includes incentives for LED exit signs for retrofit applications. High bay fluorescent lighting, including T8 and T5 fluorescent fixtures used in areas with high ceilings, such as warehouses, gymnasiums, arenas and garages are also eligible for incentives.

These lighting technologies offer energy savings of 25% to 90% compared to standard lighting systems. The program is primarily promoted through local lighting distributors. It is a requirement of the program that the lighting distributors provide the Company with sales and customer data for program tracking.

Business Efficiency Program
Launched in 2013, the objective of this program is to improve electrical energy efficiency in a variety of commercial facilities and equipment types. The program components include financial incentives based on energy savings, and other financial and educational supports to enable commercial facility owners to identify and implement energy efficiency projects.

This program is available for existing commercial facilities that can save energy by installing more efficient equipment and systems. The program includes custom projects and rebates for specific measures on a per unit basis.

Isolated Systems Business Efficiency Program (ISBEP) – Hydro Program
The ISBEP was launched in 2012 and targets commercial customers in the Isolated and L'Anse au Loup Systems. The program provides a custom approach to finding energy efficiency solutions and provides free energy walkthroughs as well as financial assistance for feasibility studies and for retrofit projects. It has the same program design and offerings as the joint utility Business Efficiency Program, but has higher incentive levels for retrofit work because of the higher avoided cost of generation in these systems.

Industrial Energy Efficiency Program (IEEP)

The objective of this program is to improve electrical energy efficiency in a variety of industrial processes. The program components include financial incentives based on energy savings, and other supports to enable industrial facilities to identify and implement efficiency and conservation opportunities. This program is a custom program to respond to the unique needs of the industrial market, rather than a prescriptive technology approach. It was launched as a three-year pilot program in 2010 and was closed to new projects in 2013. Hydro will re-launch the IEEP in 2015.