

1 **Q. Re: Response to PUB-NLH-089.**

2 Since NL Hydro has indicated that it is not in a position to phase-in the proposed
3 rate increases for the Labrador Interconnected System customers, has it considered
4 concentrating its CDM expenditures in the first year of the price increase, or even
5 prior to then, in order to ease the rate shock? Has NL Hydro considered offering
6 more generous rebates on thermostats, energy-saving replacement windows,
7 insulation etc. to give ratepayers the incentive and ability to adjust to the proposed
8 rate shock?

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11 **A.** Hydro has offered increased incentive promotions on both thermostats and
12 insulation for Labrador Interconnected Customers. Hydro has also made additional
13 programs available that target Labrador Interconnected Customers, including
14 coupons for ten residential technologies including Energy Star light fixtures, hot
15 water tank wraps and CFLs offered in 2010 and 2011 and block heater timers
16 launched in 2012, which is currently active. Hydro works with retailers,
17 Newfoundland Power and other partners to implement creative and innovative
18 marketing and promotions to encourage increased participation in the takeCHARGE
19 rebate programs.

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21 In 2012 and 2013 Hydro partnered with local retailers throughout the province to
22 provide double rebates through takeCHARGE and coordinate timing with retailer
23 promotional discounts to provide significant cost reductions for the purchase of
24 programmable thermostats. Hydro also worked with retailers to promote their
25 insulation sale offers in conjunction with takeCHARGE rebates for customers to
26 again increase uptake in the insulation program. A pilot project was also
27 implemented that provided assistance to customers who purchased Energy Star

1 windows. This engaged staff at select window retailers to help customers complete
2 their rebate applications at the time of sale.

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4 With the launch of the Block Heater Timer (BHT) program in 2012, 500 BHTs were
5 distributed free of charge to Labrador Interconnected customers to encourage
6 people to use the technology. In 2013, Hydro in partnership with the Community
7 Food Sharing Association (CFSA) and local retailers made BHTs available to Labrador
8 Interconnected customers at 75% discount when a charitable donation was made
9 to the CFSA with each purchase. In 2014, Hydro partnered with five major retailers
10 in the Labrador Interconnected area to promote the Small Technologies program
11 that provides at-cash coupons and mail-in rebates for small energy savings
12 technologies, electronics, and appliances.