

1 Q. List the customer conservation initiatives that were initiated in December 2013 and
2 January 2014 and describe whether these resulted in reductions in load, stating the
3 reduction achieved each day.

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6 A. On January 2, 2014 a public call for conservation was coordinated with
7 Newfoundland Power and released via traditional and social media at
8 approximately 1400. The news release (PUB-NLH-020 Attachment 1) defines a
9 series of short-term conservation measures customers were asked to make.
10 Subsequently a joint media campaign initiative sponsored by the Government of
11 Newfoundland and Labrador, Newfoundland and Labrador Hydro and
12 Newfoundland Power was initiated. The campaign included radio and print ads
13 (PUB-NLH-020 Attachment 2) and web based initiatives. An information sheet with
14 conservation tips for residential and commercial customers was also promoted
15 through social media and was posted on the Government's website (PUB-NLH-020
16 Attachment 3). Both utilities and government in media interviews also promoted
17 the same targeted conservation measures to customers. Due to the dynamics of
18 the power system, there is no measurable means to quantify the amount of
19 demand reductions achieved.

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21 There is a range of energy conservation programs currently being offered under the
22 takeCHARGE program to residential and commercial customers and they continue
23 to be offered.

Public Advisory – Island Interconnected Customers

January 22, 2014 – Due to unseasonably cold conditions and very high load forecasts for the next 24 hours, Newfoundland and Labrador Hydro (Hydro) is requesting that customers on the island take steps to conserve electricity where possible.

Given the extreme cold conditions, Hydro is forecasting a very high peak load this evening and tomorrow morning. “We are asking customers to assist us by reducing, where they can, their electricity usage during peak times,” said Dawn Dalley, Vice President Corporate Relations, Nalcor Energy.

To ensure we can meet the high customer demands, homes and businesses on the island are asked to avoid unnecessary electricity usage and reduce their consumption as much as possible from 4:00 p.m. to 8:00 p.m. Thursday, January 2, 2014 and from 7:00 a.m. to 10:00 a.m. Friday, January 3, 2014.

Customers can assist by doing the following:

1. Reducing electric heat by a few degrees
2. Conserving hot water by not running dishwashers, washers and showers
3. Avoid using clothes dryers
4. Turning off Christmas lights

Hydro thanks customers for their support and cooperation at this time.

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Attention all residents and business owners.

Our work continues to maintain power supply across the island. Conserving power is essential and your ongoing efforts can impact the power available in homes and communities.

- **Turn down thermostats a few degrees**
- **Reduce hot water usage**
- **Unplug unnecessary appliances**
- **Turn off lights when not needed**

Visit gov.nl.ca for more conservation tips.

Every effort to conserve power counts.



@NFPower | @NLHydro | @GovNL | #ConserveNL

Radio script for conservation request – January 2014

Attention all residents and business owners. Our work continues to maintain power supply across the island. Conserving power is essential and your efforts can impact the power available in homes and communities. Turn down thermostats a few degrees, turn off lights, reduce hot water usage and unplug unnecessary appliances.

Visit gov.nl.ca for more conservation tips. Every effort to conserve power counts.

A message from the Provincial Government, Newfoundland and Labrador Hydro, and Newfoundland Power.



ELECTRICITY CONSERVATION MEASURES

Residents and businesses are asked to take steps to conserve electricity where possible. Conserving power is essential and all efforts can affect the power available in homes and communities.

Your ongoing efforts are particularly important during times of increased demand, including 7:00-10:00 a.m. and 4:00-8:00 p.m. daily.

Every effort to conserve power counts!

CONSERVATION AT HOME

Heating

- Turn down thermostats to its minimum setting in rooms that are not being used
- Turn back the heat in your main rooms by a few degrees

Lighting

- Turn off lights in rooms that are not being used
- Use CFL bulbs and/or only turn on lights that have CFLs installed
- Replace incandescent bulbs with CFL or LED bulbs
- Use lower wattage lights for general lighting
- Reduce the number of lights used to light outside your home
- Use sensors or timers on your exterior lighting to reduce the amount of time your lights are on

Appliances

- Unplug electrical appliances and chargers when they are not in use (including computers, tablets, printers and televisions)
- Do not preheat the oven when cooking
- Use alternate cooking sources such as a pressure cooker, toaster oven or microwave oven. Smaller appliances generally use less energy
- Use a kettle with an automatic shut off
- Set the temperature inside your refrigerator to the mid-level setting, usually 4°C
- Avoid washing and drying clothes during the increased demand times of 7:00-10:00 a.m. and 4:00-8:00 p.m.
- Wash and rinse laundry in cold water
- Set the dishwasher to energy or water saver mode and air dry dishes instead of heat drying
- Set the timer to wash dishes overnight

Around the House

- If you have a fireplace, close the flue damper when it's not in use
- Keep shades and curtains open during the day so the sun can warm your home and close them in the evening to keep the heat in
- Use kitchen and bathroom fans sparingly. Ventilation fans can extract all of your home's heat in 2 to 3 hours
- Turn off your electric water heater at the electric panel if you will be away from home for more than one week

CONSERVATION AT WORK

Whether you own or work in a small, medium or large business, conservation at work really adds up. Here are a few things that can be done around the office to conserve energy.

Heating

- Only heat spaces where necessary
- Reduce heating spaces used only for short periods. If possible reduce temperatures or shut off heating in vestibules, stairwells, lobbies and unused spaces.
- Keep shades and curtains open during the day so the sun can warm your space and close them in the evening to keep the heat in
- Lower your thermostat to the lowest comfortable setting when your business is occupied. Set the temperature back further when the business is unoccupied.
- Review programmed schedules for heating and ventilation equipment for opportunities to better match the schedule to actual occupancy and reduce runtimes.
- Avoid using electric snowmelt loops for walkways whenever possible, when temperatures allow, rely on proper snow removal and salting procedures. If it is necessary to use a snow melt loop, ensure it is not left on unnecessarily after snowfall has ceased.

Equipment

- Unplug equipment and electronic items not in use, for example, commercial grade coffee makers which continually heat the water it stores.
- Turn off machinery, computers, printers, appliances and photocopiers whenever possible
- Shut down non-critical equipment during peak demand period
- Use large equipment during off-peak hours whenever possible
- Avoid leaving any equipment on 'stand by' mode. It will still use energy and should be switched off instead
- When the building is unoccupied, turn off exhaust fans in washrooms and kitchens if possible

Lighting

- Remember to turn off outside safety and security lighting at the start of each day
- Adjust lighting levels to match needs at different times of the day
- Use natural light whenever possible. Ensure windows are clean and encourage staff to open blinds before thinking of switching on lights.
- Turn off non-essential lights, signs and billboards inside and outside the building
- Scale back to half lighting or reduce lights on a dimmer where possible
- Turn off the lights when leaving the office/building for the day. Ensure after-hours security and cleaning staff are briefed on the importance of turning unnecessary lighting off.