

1 Q. Further to the response to PUB-NLH-020, which states that there is “*no measurable*  
2 *means to quantify the amount of demand reduction achieved*”, explain whether  
3 Hydro is of the opinion that the January 2014 request to customers for conservation  
4 initiatives was effective and to what extent was it effective.

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7 A. Hydro is of the opinion that the conservation measures had an impact and this was  
8 discerned from anecdotal feedback. Through monitoring of social and traditional  
9 media it was noted that people were conserving in their homes and businesses  
10 through observation and feedback from those conserving. In particular, following  
11 the beginning of the rotating outages, Hydro believes customers were taking steps  
12 to reduce their energy usage and again, this was demonstrated on both social and  
13 traditional media where people reported observing homes without their holiday  
14 lights on and people discussed taking measures inside their homes and businesses  
15 such as turning down their heat and turning off commercial lighting and heat. As  
16 well, through coordination with the Government of Newfoundland and Labrador,  
17 schools remained closed and Memorial University of Newfoundland and the College  
18 of the North Atlantic remained closed removing considerable load from the  
19 provincial system. Within Hydro offices, for example, adjustments were made to  
20 heating systems to enable demand savings within the peak periods. Changes in  
21 total system load pattern due to conservation, weather variables, and regular  
22 dynamic behaviour of load, however, make it difficult to discern the specific and  
23 measureable impact of conservation.