

Requests for Information

- 1 **Q. Has Newfoundland Power reviewed its customer conservation program efforts of**
2 **December 2013/early January 2014 and have any areas for improvements been**
3 **identified? If yes, describe the review and improvements identified. If no review has**
4 **been initiated, why not?**
5
- 6 A. Newfoundland Power routinely reviews its customer energy conservation activities to
7 ensure that the information and programs are relevant and accessible to customers and
8 achieve economic benefits.¹ The Company will review its customer energy conservation
9 activities in light of the electrical system events and customer response to conservation
10 initiatives requested in January 2014.²

¹ Through Newfoundland Power's takeCHARGE activities, its customers are provided information on how to conserve energy. Examples include: setting back thermostats by 5°C at night or when the customer is away from home; reducing hot water usage by washing and rinsing laundry in cold water; and using more efficient lighting technologies and ENERGY STAR appliances. takeCHARGE programs also provide financial incentives, such as for installation of basement and attic insulation, programmable thermostats, high efficiency heat recovery ventilators, lighting and commercial equipment retrofits. Programs are evaluated throughout their lifecycle from the perspective of: (i) delivery process effectiveness (ii) market transformation impacts; and, (iii) economic and energy savings impacts. The results of these evaluations support continuous improvement of the delivery and effectiveness of the customer energy conservation programs and identification of future opportunities.

² The Company anticipates this review will assess how customers received information during the outages (i.e., whether through the takeCHARGE website, social media or other media) and what actions customers took to conserve energy.