

1 **Q. Please provide any studies or analysis conducted following the January 2014 event**
 2 **to better understand how companies received conservation information during the**
 3 **outages (i.e. whether through the takeCHARGE website, social media, or other**
 4 **media) and what actions customers took to conserve energy. Include any analysis**
 5 **that examines the level of conservation achieved (MWh saved...).**

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 7 A. The residential and commercial energy conservation initiatives undertaken by
 8 Newfoundland Power during the January 2-8, 2014 electrical system events are described
 9 in the response to Request for Information PUB-NP-014.

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 11 In February 2014, Newfoundland Power commissioned a survey of *residential* customers
 12 in areas most affected by the January 2-8, 2014 electrical system events.¹ The Company
 13 has not undertaken any studies or analysis to better understand how *companies* received
 14 conservation information during the January outages.

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 16 The customer survey commissioned by Newfoundland Power did not specifically ask
 17 how customers received information related to conservation. However the survey did ask
 18 what information sources customers relied upon most for information during the outages.

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 20 Table 1 summarizes customer responses relating to the information sources relied upon
 21 for information during the outages.

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Table 1
Responses to Customer Survey Question:

*“What information source(s) did you rely on most for information during
 the outages?”²*

Information Source	Customer Response
Radio	74%
Newfoundland Power Website	25%
Facebook	23%
Word of Mouth	20%
Television	19%
Other Sources	14%
Twitter	10%
Other Social Media	7%
Newfoundland Power Call Centre	4%

¹ See the response to Request for Information PUB-NP-118 for the results of this Newfoundland Power customer survey, which was conducted between February 6-10, 2014.

² This information is also presented on page 9 of 21 of Attachment A to the response to Request for Information PUB-NP-118.

1 The survey conducted by Newfoundland Power also inquired into the actions customers
2 took to conserve energy during the January 2-8, 2014 period. Of the customers surveyed,
3 87% indicated that they had practiced energy conservation measures during the January
4 2-8, 2014 period that they would not normally have done.

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6 Table 2 summarizes customer responses relating to the measures taken to conserve
7 energy during the January 2-8, 2014 period.

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Table 2
Responses to Customer Survey Question:
“What measures did you and your family take?”³

Conservation Measure	Customer Response
Turned off the lights	74%
Turned down the heat	47%
Clothes/dishes off peak	47%
Unplugged appliances/electronics	27%

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12 The results of the Company’s February 6-10, 2014 customer survey indicate that a level
13 of customer energy conservation was achieved. However, these survey results do not
14 provide sufficient basis to estimate the level of conservation that actually occurred.
15 Newfoundland Power has not conducted studies or analysis that would enable an estimate
16 of customer energy conservation that was achieved during the January 2-8, 2014 period.⁴

³ This information is also presented on page 10 of 21 of Attachment A to the response to Request for Information PUB-NP-118.

⁴ Details that would be required for such an estimate include but are not limited to: (i) the number of lights that were turned off compared to the typical number of lights that are turned on; (ii) the degree to which electric heater temperatures were set back, as well as the size of the space being heated; (iii) the timing and extent to which clothes washers, clothes dryers, and dish washers were being used compared to the typical use; and (iv) the typical power consumption of appliances or electronics that were unplugged.