

*Requests for Information*

1 **Q. In Newfoundland Power's opinion should customer conservation initiatives, in**  
 2 **addition to its regular conservation program, be continued throughout the 2014**  
 3 **winter period? If yes, explain what initiatives should be implemented. If no, why**  
 4 **not?**

6 A. Customer conservation initiatives requested of customers during the January 2-8, 2014  
 7 period do not have to be continued throughout the 2014 winter period, based on  
 8 Newfoundland and Labrador Hydro's projection that its generation will meet the forecast  
 9 demand throughout the remainder of the 2014 winter period.<sup>1</sup>

11 However, Newfoundland Power will continue to promote customer energy conservation.<sup>2</sup>  
 12 The Company's takeCHARGE programs have a long-term impact of reducing electrical  
 13 system demand. By contrast, the conservation initiatives requested during the January 2-  
 14 8, 2014 period focused on reducing short-term electrical system demand in response to an  
 15 immediate electricity supply shortage.

17 Newfoundland Power's takeCHARGE activities respond to customers' interest in  
 18 conserving energy on a regular and consistent basis in order to lower their electricity  
 19 bills.<sup>3</sup> While Newfoundland Power's regular conservation programming should reduce  
 20 electrical system demand over the long term, it is not suited for short-term demand  
 21 reductions in response to electrical system distress.

<sup>1</sup> See the response to Request for Information PUB-NP-014 for information regarding the customer conservation initiatives requested of customers.

<sup>2</sup> Through the Company'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.

<sup>3</sup> In a survey conducted in the second quarter of 2013, 61% of provincial electricity consumers stated that they make an effort to conserve on a regular and consistent basis, and 94% indicated their primary motivation for trying to cut back on electricity use is to save money or lower their bills.