

Requests for Information

1 **Q. List the customer conservation initiatives that were initiated by Newfoundland**
2 **Power in December 2013 and January 2014 and describe whether these resulted in**
3 **reductions in load, stating the reduction achieved each day.**
4

5 A. Newfoundland Power undertook a number of customer energy conservation initiatives in
6 December 2013 and January 2014.¹ These conservation initiatives targeted both
7 residential and commercial customers.
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9 Beginning on January 2nd, 2014, residential and commercial customers were asked to
10 conserve. The primary conservation initiatives requested of customers were the
11 following:
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- 13 • Turn down thermostats a few degrees
- 14 • Reduce hot water usage
- 15 • Unplug unnecessary appliances
- 16 • Turn off lights when not needed
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18 These conservation initiatives were requested through a range of mass media channels,
19 including radio and print advertising.² Conservation was also requested each day from
20 January 2-8, 2014 through media interviews and news conferences, and through social
21 media. Further, Newfoundland Power provided conservation information on its website
22 and to customers who contacted the Customer Contact Centre.³
23

24 Newfoundland Power also undertook specific conservation initiatives focused on its
25 commercial customers and has a Curtailable Service Option (“CSO”) available to its
26 large general service customers to support peak load management.⁴ Customers
27 participating in the CSO were requested to curtail their usage on 5 occasions in December
28 2013 and on 4 occasions in January 2014. This resulted in estimated load reduction each
29 day of between 7.0 and 8.5 MW.
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31 In addition to the customers participating in the CSO, Newfoundland Power also directly
32 contacted some of its largest general service customers to request that they conserve.
33 These included businesses, government departments, schools and municipalities.

¹ These conservation initiatives were in addition to the Company’s ongoing takeCHARGE customer energy conservation activities, education and financial incentive programs.

² A broad mass media campaign was launched on Monday, January 6th, 2014 and continued until January 11th, 2014. This media campaign was made jointly by Newfoundland Power, Hydro and the Government of Newfoundland and Labrador.

³ Customers were also directed to a Government of Newfoundland and Labrador website which was created to provide more information on appropriate conservation measures for homes and businesses during the January 2-8, 2014 electrical system events.

⁴ Customers participating in the CSO are provided 1 hour notice to curtail their load requirements, and equipped to allow monitoring of results. The CSO customers include public sector customers, such as health care and municipal water supply facilities, and private sector customers from tourism and manufacturing.

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- 1 It is not possible to estimate with reasonable accuracy the reductions achieved through
- 2 customer conservation initiatives, with the exception of the CSO participation results.