

1 **Q. What measures has Newfoundland Power taken or considered in order to encourage**
2 **customers to conserve, especially at peak demand times, in order to avoid having to**
3 **install more plant or retire higher cost generating facilities?**
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5 A. The programs and measures intended to encourage electricity conservation among
6 Newfoundland Power's customers are described in the Company's demand side
7 management (DSM) reports filed annually with the Board. Copies of these reports for
8 the years 1997 through 2001 are provided in the Company's response to Request for
9 Information CA-239.