

1 **Q. Please confirm that although NL electricity consumers were surveyed about their**
2 **concerns about EVs that they were not surveyed about their opinions on: 1)**
3 **Newfoundland Power’s involvement in electrification, and 2) that Newfoundland**
4 **Power’s involvement will lead to increased electricity rates over the next several years**
5 **before providing rate mitigation benefits around 2030 and beyond.**

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7 A. *This Request for Information relates to the Electrification, Conservation and Demand*
8 *Management Plan: 2021-2025 (the “2021 Plan”) developed in partnership by*
9 *Newfoundland Power Inc. (“Newfoundland Power”) and Newfoundland and Labrador*
10 *Hydro (“Hydro”) (collectively, the “Utilities”) and the related Technical Conference*
11 *presented by the Utilities on February 1, 2022. Accordingly, the response reflects*
12 *collaboration between the Utilities.*

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14 Newfoundland Power confirms that the 2019 takeCHARGE Marketing Survey did not
15 specifically survey customers regarding the Company’s involvement in electrification or
16 the associated rate impacts. The takeCHARGE Marketing Survey is an annual survey
17 that assesses home energy use and energy saving practices, as well as awareness of and
18 participation in the takeCHARGE program.¹

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20 The survey was updated in 2018 to collect information regarding customers’ attitudes
21 towards EVs. Customers were asked about their interest in buying an EV and reasons for
22 being unlikely to consider an EV.² This information is essential to developing customer
23 programs that effectively address barriers to EV adoption in Newfoundland and
24 Labrador.

25
26 From 2018 to 2021, more than half of customers surveyed during the takeCHARGE
27 Marketing Survey indicated that the responsibility for delivering programs such as
28 incentives, rebates or financing plans to improve the energy efficiency of households,
29 should rest with the utility company.³

¹ See Attachment A to response to Request for Information TC-PUB-NP-002.

² See response to Request for Information TC-CA-NP-036.

³ For example, 63% of respondents in 2019 indicated that the responsibility for delivering programs should rest with the utility company. See response to Request for Information TC-PUB-NP-002, Attachment A, page 30 of 113.