



**ELECTRICITY FEEDBACK NL**

# WHAT WE HEARD.



# CUSTOMER & STAKEHOLDER ENGAGEMENT

## METHODOLOGY & SCOPE

The intent of the engagement was to start a dialogue regarding electricity in the province with our customers and stakeholders—and the conversation is far from over. We used practices consistent with engagement activities used by other utilities across Canada.

Our approach used public engagement principles and an opt-in approach, allowing all residents in the province to join the conversation and, therefore, quotas for data collection were not put in place. However, it should be noted, the actual breakdown of respondents closely aligns with the true population distribution in the province.

A two-pronged approach for customer engagement was implemented—digital engagement with residential and small commercial customers along with one-on-one consultation with key stakeholders including: the Consumer Advocate, Industrial Customers, and Newfoundland Power.

## CUSTOMER ENGAGEMENT

Our customer engagement offered two participation opportunities—a digital engagement along with an option to join a longer-term customer panel. Input was gathered from 2,070 provincial electricity customers in August and September of 2018.

Through our customer engagement initiative, expectations for reliability, cost, customer options, and rate design were gathered and will be used to inform our recommendations.

We value the importance of seeking customer input for consideration and decision making purposes. Customer input, along with analysis and evidence, help us make informed decisions about the future of electricity in our province.

ENGAGEMENT TYPE	ONLINE
DATES	AUG 28 – SEPT 20, 2018
NUMBER OF COMPLETES	2,070
AVERAGE ENGAGEMENT LENGTH	16 MINUTES

## WHAT WE HEARD

### Reliability:

We asked customers how they feel about the current reliability of their power supply as analysis is happening now to determine the amount and type of investments we make for the future of energy in our province.

While the engagement results showed differences among regions and customer type, overall respondents indicated they believe NL's power system to be reliable. However, they do not want an increased frequency of outages.

Any proposed plan for future investment will meet reliability standards, good utility practice, and Hydro's commitment to continue to meet customer's expectations.



### Balance between reliability and cost:

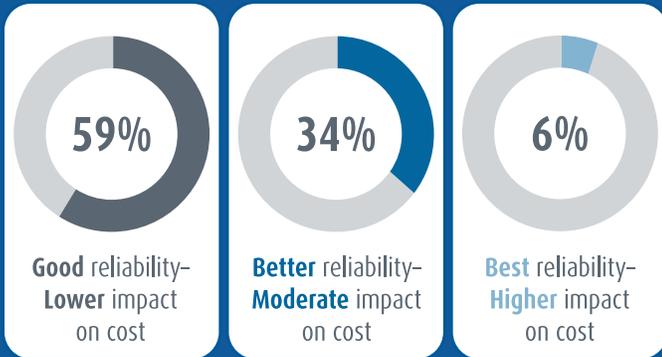
Electricity rates are a concern for Newfoundlanders and Labradorians, which is why we asked for input to determine the right balance between reliability and the cost of those investments for customers.

Customers demonstrated they are cost-sensitive and would prefer investments in the system be made cautiously. Overall, most respondents favour an approach that involves good reliability with a lower impact on cost.

Very few respondents were in favour of an investment strategy that, while offering the best reliability, would mean a higher impact on electricity costs.

With the majority of customers noting a preference for cautious investment, it's our responsibility to ensure that any recommended resource plan ultimately balances cost with reliability.

## PREFERRED BALANCE: RELIABILITY VS. IMPACT ON COST



### OPINIONS REGARDING CURRENT SYSTEM AND FUTURE INVESTMENT

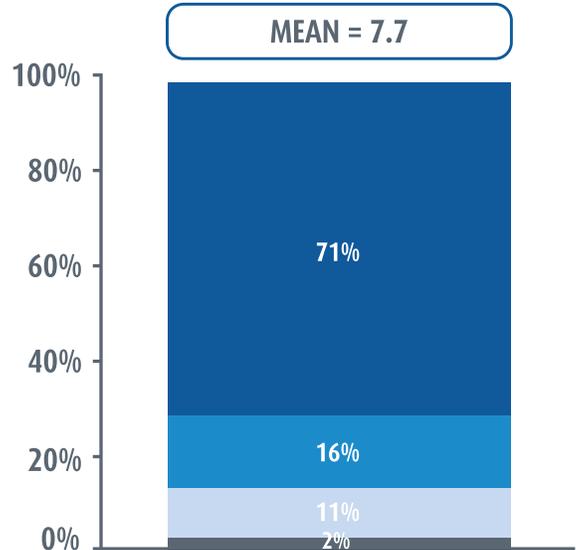
(% offering high levels of agreement: scores 7-10; 10-pt. scale)

My power reliability has improved since DarkNL.	57%
NL needs a more reliable system than it has right now.	47%
I am comfortable with our power system's current level of reliability and prefer additional investment be made cautiously.	71%
Hydro should invest in more generation to further reduce the impact of power supply interruptions during extreme events.	31%

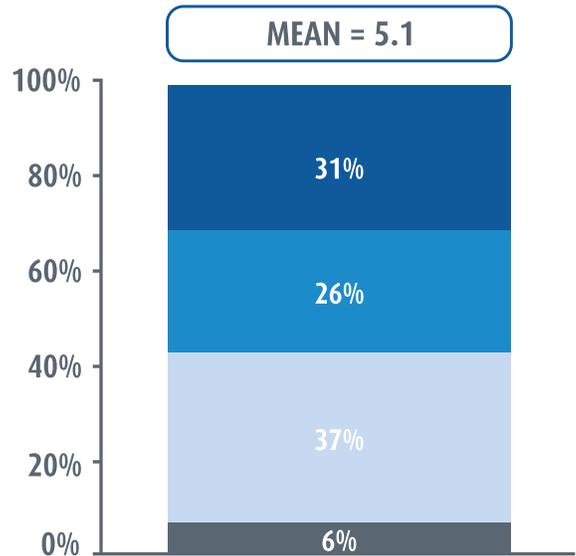


## OPINION OF STATEMENTS ABOUT INVESTMENT

Rating on 10-pt Scale: 1=Completely Disagree, 10=Completely Agree



I am comfortable with our power system's current level of reliability, so I would prefer that additional investments be made cautiously.



Hydro should invest in more generation to further reduce the impact of power supply interruptions during extreme events.

- Top 4 (7-10)
- Middle 2 (5-6)
- Bottom (1-4)
- Don't know/Not sure

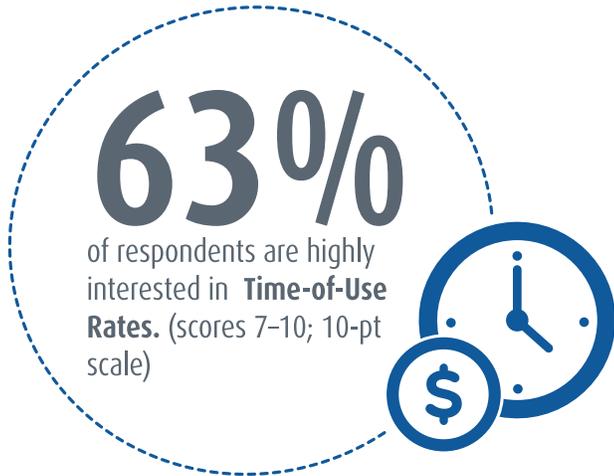
Q. 8a-b: Please indicate to what extent you agree or disagree with each other of the following statements. (n=2070)

**Responses of 'Don't know/Not sure' have been excluded from the calculation of the mean.**

### CUSTOMER OPTIONS

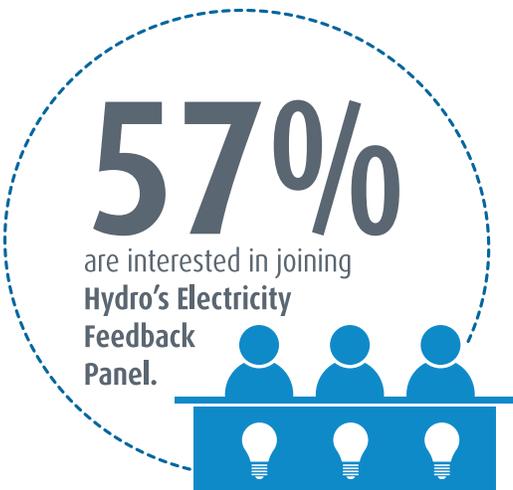
Respondents readily acknowledge that customers have a role to play in actively managing electricity consumption and are keenly interested in learning more about their own electricity usage.

Moreover, the vast majority of respondents would like Hydro to explore more customer rate options and demonstrate a high level of interest in Time-of-Use Rates.



### CONTINUED ENGAGEMENT

There is clear interest in continued engagement with Hydro. Although many respondents were unsure of how Hydro could do a better job of this, the majority of respondents did express interest in joining Hydro’s Electricity Feedback Panel. To date, we have approximately 630 electricity customers registered to the panel.



### NEWFOUNDLAND POWER

Hydro met with Newfoundland Power executive and engaged staff throughout the course of its study to provide opportunities for input and questions. Various departments also provided assistance in the development of modelling assumptions and study components.

### INDUSTRIAL CUSTOMERS

Hydro met with each of its industrial customers to give an overview of the study and provide an opportunity for input, questions, and feedback. Overall, industrial customers generally agreed with the proposed approach for study execution, with many commenting on the comprehensiveness of the presented project scope.

### CONSUMER ADVOCATE

The Consumer Advocate remarked on the inclusion of Customer Demand Management as a resource option as a positive step forward, noting that customers continue to be concerned about future electricity costs and would likely benefit from additional flexibility and options.

