

1 Q. **Reference: CA-NLH-045**

2 Please provide a summary of what Hydro learned from the customer engagement with respect  
3 to the four bullet points listed in the response.

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6 A. Newfoundland and Labrador Hydro (“Hydro”) worked with an external public relations  
7 consulting firm and Corporate Research Associates to implement the digital engagement  
8 initiative in 2018, designed to gather opinions and insight from a cross-section of electricity  
9 consumers in Newfoundland and Labrador.

10 Participants were asked how they feel about the current reliability of their electricity supply.  
11 Overall, respondents indicated that they believe Newfoundland and Labrador’s electricity supply  
12 and system are reliable, with 82% indicating they believe it is “highly reliable.” At the same time,  
13 customers indicated they do not want an increased frequency of outages.

14 With respect to opinions on balancing reliability with the costs associated, responses confirmed  
15 that customers are cost-sensitive and prefer that investments in the system be made cautiously,  
16 with 71% of respondents indicating so. Overall, most respondents favoured an approach that  
17 involves good reliability with a lower impact on cost. Very few respondents were in favour of an  
18 approach that offered the best reliability with a higher impact on electricity costs.

19 Respondents in 2018 acknowledged that customers have a role to play in actively managing  
20 electricity consumption and expressed interest in learning more about their own electricity  
21 usage. Most respondents were in favour of Hydro exploring the possibility of new customer rate  
22 options and showed interest in time-of-use rates.

23 With respect to the level of interest in continued engagement with Hydro, while many  
24 respondents in 2018 were unsure of how Hydro could or should do a better job of this, the  
25 majority (57%) expressed interest in joining Hydro’s Electricity Feedback Panel.

- 1 More detail on the results of the digital engagement can be found in the Reliability and
- 2 Resource Adequacy Study.<sup>1</sup>

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<sup>1</sup> Reliability and Resource Adequacy Study," Newfoundland and Labrador Hydro, rev. September 6, 2019 (originally filed November 16, 2018), vol. III, sec. 2.2, pp. 6–9, and att. 3.