

IN THE MATTER of the PUBLIC UTILITIES ACT RSNS.c380 as amended.

IN THE MATTER of AN APPLICATION to Approve Efficiency Nova Scotia Corporation's Electricity Demand Side Management (DSM) Plans for 2012.

Closing Submission by QUETTA INC. May 13.2011.

Education and Communication expense was the subject of discussion during the Hearing.

Interim CEO Allan Crandlemire has made two eloquent statements on the purpose and role of ENSC. One the opening statement at the Hearing and his earlier oped. piece recently published in a Halifax paper. Now they must learn to publicize this material..

The Board might consider asking ENSE to make or have made for them a formal Communication Plan. Such a Plan would include :

---a list of the publics they want to reach.

----the message to be relayed to each public in that list.

---a strategy to deliver this message.

---a time-line for the project.

---a system of feed –back for evaluation of the plan and strategies.

---finally a line item in their operating budget for continuing communication efforts.

Madam Commissioner M Sheals ,at the DSM Hearing some twelve months ago, asked NSPI panel lead Allan Richardson how he intended to explain to their customers the benefits from DSM expenditures. A similar comment was included in the Commission Ruling. That same message is just as relevant today.

In the course of his testimony at the Hearing Dr.H G Peach mused about the need for A Management Audit or something similar to satisfy the validity of the checks that are performed in the evaluation process.

I respectfully suggest that the Board consider a request to ENSC that they engage the Services of an ISO 9000 specialist and at a minimum, get a detailed TERMS of Reference to cover the ISO 9000 certification of the processes and protocols used in Collecting data for the evaluation. This will formally confirm a consistency in the year to year evaluations even if different firms are engaged to do the work.

All of which is respectfully submitted.

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