

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-01:**

**Page 1 of the Evidence of EfficiencyOne (“the Evidence”) states, “2023 and 2024 together saw energy savings of 304.3 GWh and demand savings of 58.3 GWh.”**

**(a) Should the demand savings be GW?**

**(b) Does the demand savings include the demand savings from energy efficiency measures and the available capacity from demand response measures?**

**Response IR-01:**

**(a) The demand savings metric should be ‘MW’.**

**(b) The 58.3 MW of demand savings achieved in 2023 and 2024 together, include the demand savings from energy efficiency measures only.**

## M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-02:**

**Please refer to Table 1: 2023-2026 DSM Extension Insights on page 3 of 25 of the Evidence.**  
**Please provide a new version of this table with the following columns: 1) Insights, 2) 2023 Actuals, 3) 2024 Actuals, 4) 2025 Forecast, 5) 2026 Plan Extension, and 6) 2023-2026 Total (summing the prior four columns).**

**Response IR-02:**

A new version of Table 1: 2023-2026 DSM Extension Insights has been provided below inclusive of Insights, 2023 Actuals, 2024 Actuals, 2025 Forecast, 2026 DSM Extension and 2023-2026.

| Insights                                                                       | 2023 Actuals | 2024 Actuals | 2025 Forecast | 2026 DSM Extension | 2023-2026 |
|--------------------------------------------------------------------------------|--------------|--------------|---------------|--------------------|-----------|
| Carbon Emissions Avoided                                                       |              |              |               |                    |           |
| First-Year CO <sub>2</sub> e Savings (kt)                                      | 73           | 82           | 38            | 26                 | 218       |
| Lifetime CO <sub>2</sub> e Savings (kt) <sup>a</sup>                           | 339          | 350          | 207           | 134                | 1,030     |
| Portfolio Summary                                                              |              |              |               |                    |           |
| First-Year Energy Savings (GWh)                                                | 131.6        | 172.8        | 128.7         | 116.0              | 549.1     |
| Peak Demand Savings (MW)                                                       | 27.6         | 30.7         | 17.2          | 18.9               | 94.4      |
| Available Capacity (MW)                                                        | 2.4          | 8.1          | 10.0          | 16.3               | 16.3      |
| First-Year Energy Savings (GWh) applicable to Low-income & Equity <sup>b</sup> | 3.5          | 5.3          | 5.4           | 4.0                | 18.2      |
| Investment (\$ million)                                                        | 45.3         | 65.7         | 62.0          | 63.75              | 236.8     |
| % of Investment in Low-Income & Equity <sup>c</sup>                            | 18.5%        | 19.6%        | 20.9%         | 20.2%              | 19.8%     |
| Energy & Demand Savings                                                        |              |              |               |                    |           |
| Lifetime Energy Savings (GWh)                                                  | 1,913        | 2,430.6      | 1,503         | 1,322              | 7,168     |
| Weighted Average Measure Life (yrs)                                            | 14.5         | 14.1         | 11.7          | 11.4               | 12.9      |
| Energy Savings as % of NS Power Load                                           | 1.2%         | 1.5%         | 1.1%          | 1.03%              | 1.2%      |
| Energy Savings (EE) Split (RES/BNI)                                            | 46/54        | 45/55        | 38/62         | 35/65              | 41/59     |
| Demand Savings (EE) Split (RES/BNI)                                            | 61/39        | 55/45        | 32/68         | 26/74              | 47/53     |
| Available Capacity (DR) Split (RES/BNI)                                        | 2/98         | 1/99         | 10/90         | 29/71              | 29/71     |

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

| Insights                                    | 2023 Actuals | 2024 Actuals | 2025 Forecast | 2026 DSM Extension | 2023-2026 |
|---------------------------------------------|--------------|--------------|---------------|--------------------|-----------|
| <b>Energy Efficiency (EE) Investment</b>    |              |              |               |                    |           |
| EE Investment Split (RES/BNI) <sup>d</sup>  | 52/48        | 56/44        | 52/48         | 51/49              | 53/47     |
| First-Year Unit Cost (\$/kWh) <sup>e</sup>  | 0.33         | 0.36         | 0.48          | 0.49               | 0.43      |
| Lifetime Unit Cost (\$/kWh) <sup>e</sup>    | 0.02         | 0.03         | 0.04          | 0.04               | 0.03      |
| Lifetime Benefits (\$ million) <sup>f</sup> | 211          | 243          | 168           | 135                | -         |
| Net Benefits (\$ million) <sup>g</sup>      | 167.8        | 180.6        | 111.4         | 77                 | -         |
| <b>Demand Response (DR) Investment</b>      |              |              |               |                    |           |
| Lifetime Benefits (\$ million) <sup>h</sup> | 0.17         | 0.70         | 1.01          | 3                  | -         |
| Net Benefits (\$ million) <sup>i</sup>      | -1.71        | -2.62        | -4.34         | -3                 | -         |
| DR Investment Split (RES/BNI)               | 39/61        | 44/56        | 43/57         | 60/40              | 49/51     |

<sup>a</sup> Lifetime CO<sub>2</sub>e savings have been calculated using emissions intensity values for 2023 and 2024 as reported by NS Power and emissions intensity projections from the 2022 Evergreen IRP for 2025 and beyond.

<sup>b</sup> Savings are applicable to dedicated low-income and equity program components (Affordable Multi-Family Homes, Affordable Single-Family Homes, Mi'kmaw Home Energy Efficiency Project)

<sup>c</sup> Investment includes EE and DR program investment and Enabling Strategies investment.

<sup>d</sup> Excluding Enabling Strategies investment.

<sup>e</sup> Including Enabling Strategies investment. First-Year Unit Cost for EE is the quotient of first-year energy savings and investment (EE program + Enabling Strategies). Lifetime unit cost is the quotient of lifetime energy savings and investment (EE program + Enabling Strategies)

<sup>f</sup> Lifetime ratepayer benefits for 2023, 2024 and 2025 are expressed as the net present value of the avoided costs, including energy, capacity, transmission, distribution, and carbon over the life of the program measures using the avoided costs from the 2023-2025 DSM Plan. A weighted average measure life for the portfolio is used as opposed to individual measure lives. the approach taken when lifetime benefits are calculated as part of the DSM Plan modelling.

<sup>g</sup> Net benefits are calculated as the difference between lifetime benefits and annual DSM investment (e.g., 2023 lifetime benefits - 2023 investment = 2023 net benefits).

<sup>h</sup> DR lifetime benefits for 2023, 2024, and 2025 assume a one-year measure life (one year of benefits) and are expressed as the net present value of the avoided costs, including capacity, transmission, and distribution, over the life of the program measures using the avoided costs from the 2023-2025 DSM Plan.

<sup>i</sup> Net Benefits of demand response are calculated as the difference between lifetime benefits and annual DSM investment.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-03:**

**Pages 6 and 7 of the Evidence states, “To implement this commitment, commencing with the 2025 forecast as reported in the 2024 Annual Progress Report, E1 will provide current year forecast by rate class in quarterly reports and Plan-period forecast by rate class in the Annual Progress Report, and enhanced discussion on variances to the approved Plan and rate class spending to date in both quarterly and annual reports.”**

**(a) Please provide the 2024 Annual Progress Report.**

**(b) Please also provide the 2023 Annual Progress Report.**

**Response IR-03:**

**(a) EfficiencyOne’s (E1) 2024 DSM Annual Progress Report was filed with the Nova Scotia Utility and Review Board on March 31, 2025 as Exhibit 1 of matter number M12186.**

**(b) E1’s 2023 Annual Progress Report was filed with the Nova Scotia Utility and Review Board on April 1, 2024 as Exhibit 1 of matter number M11630.**

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-04:**

**Page 8 of the Evidence has a section titled DSMAG ENGAGEMENT which states, "The DSMAG consultation timeline in relation to the 2026 DSM Extension has been condensed as a result of the legislation being first introduced in February 2025 and brought into force March 26, 2025. Despite this shortened consultation period, E1 has engaged with the DSMAG in advance of filing in the following ways:**

- **In March and April 2025, E1 engaged in two rounds of one-on-one meetings to discuss the 2026 DSM Extension (first with key DSMAG members, and then key DSMAG members joined by their consultants); and**
- **On April 22, 2025, E1 hosted a DSMAG Technical Briefing for the 2026 DSM Extension."**

**(a) Please provide the dates of the one-on-one meetings and a list of the stakeholders who participated each meeting.**

**(b) Please provide the agenda, presentation, and any other materials referenced during the Technical Briefing.**

**Response IR-04:**

**(a) The table below provides the dates of the one-on-one meetings and a list of the Demand Side Management Advisory Group (DSMAG) members who participated in each meeting. Additionally, EfficiencyOne (E1) notes that it extended an offer of one-on-one meetings with both the Industrial Group and the Kwilmu'kw Maw-klusuaqn (KMK)/Mi'kmaq Rights Initiative. Due to scheduling conflicts E1 and the Kwilmu'kw Maw-klusuaq(KMK)/Mi'kmaq Rights Initiative met on May 8, 2025 after the 2026 DSM Extension was filed.**

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

| Date           | DSMAG Members                                       |
|----------------|-----------------------------------------------------|
| March 25, 2025 | NS Power                                            |
| April 7, 2025  | Consumer Advocate                                   |
| April 7, 2025  | Small Business Advocate                             |
| April 8, 2025  | Ecology Action Centre & Affordable Energy Coalition |
| April 14, 2025 | Small Business Advocate                             |
| April 15, 2025 | Consumer Advocate                                   |
| April 16, 2025 | Nova Scotia Department of Energy                    |
| April 16, 2025 | NS Power                                            |

- 1
- 2 (b) The 2026 DSM Extension PowerPoint presentation from the Demand Side Management
- 3 Advisory Group meeting held on April 22, 2025, has been included as Attachment 1 to this
- 4 IR response.



# 2026 DSM Extension Application

DSMAG Session

22 April 2025

# Context



- The provincial government introduced legislation in mid-February 2025. The legislation:
  - extends the 2023–2025 DSM plan to include the 2026 calendar year;
  - prescribes an investment amount of \$63.75 million for 2026; and
  - requires E1 to submit its 2026 targets to the Energy Board for approval
- The 2026 extension year is advantageous to stakeholders because the newly formed Energy Board will be established, and it provides time for a Decision on a new BCA in advance of the 2027–2031 DSM Plan Application
- E1 is preparing to file the 2026 Application with the new Energy Board and expecting to file at end of April 2025.

# 2026 DSM Extension Application to the Energy Board



- E1 approach for 2026 Application
  - Developed as a continuation year of the 2023–2025 DSM Plan per the legislation and not a stand-alone DSM Plan for 1 year
  - Aligned with the 2023–2025 DSM Plan, no new resources will be introduced (i.e., solar-PV, strategic electrification)
  - 2026 has been modelled using updated assumptions (e.g., avoided costs, measure characterization)
  - Existing NSUARB approved screening cost effectiveness test will be applied (i.e., TRC)
  - Application is intended to provide the rationale for the 2026 DSM Targets and highlight what has changed from 2023–2025
  - Performance Targets for 2023–2025 will be adjusted to include approved 2026 targets.
  - E1 is proposing a streamlined regulatory process (paper process) and look for support

# 2026 DSM Extension Application to the Energy Board



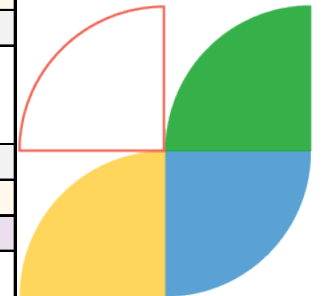
- In E1's 2026 Extension Application we plan to request Energy Board approval of 2026 targets. These targets are consistent with what the UARB approved for 2023–2025. E1 is not recommending any additional performance targets. These will include:
  - Incremental annual net energy savings of 116.0 GWh;
  - Incremental annual net demand savings of 18.9 MW;
  - Total available capacity from demand response of 16.3 MW; and
  - Incremental annual net energy savings from dedicated low-income and equity programs of 4.0 GWh (Affordable Multi-family Housing, Affordable Single-family Homes, and Mi'kmaw Home Energy Efficiency Project).

# 2026 DSM Extension Results



| Carbon Emissions Avoided REDACTED                                    |         |
|----------------------------------------------------------------------|---------|
| First-Year CO <sub>2</sub> e Savings (kt)                            | 26.1    |
| Lifetime CO <sub>2</sub> e Savings (kt)                              | 134.3   |
| Portfolio Summary (2026)                                             |         |
| First-Year Energy Savings (GWh)                                      | 116.0   |
| Peak Demand Savings (MW)                                             | 18.9    |
| Available Capacity (MW)                                              | 16.3    |
| Dedicated Low-income and Underserved First-Year Energy Savings (GWh) | 4.0     |
| Investment (\$ million)                                              | 63.8    |
| Energy & Demand Savings                                              |         |
| Lifetime Energy Savings (GWh)                                        | 1,321.8 |
| Weighted Average Measure Life (yrs)                                  | 11.4    |
| Energy Savings as % of NS Power Load                                 | 1.03    |
| Energy Savings (EE) % Split (RES/BNI)                                | 35/65   |
| Demand Savings (EE) % Split (RES/BNI)                                | 26/74   |
| Available Capacity (DR) % Split (RES/BNI)                            | 29/71   |
| Energy Efficiency (EE) Investment                                    |         |
| EE Investment % Split (RES/BNI) <sup>b</sup>                         | 51/49   |
| First-Year Unit Cost (\$/kWh)                                        | 0.49    |
| Lifetime Unit Cost (\$/kWh)                                          | 0.04    |
| Lifetime Benefits (\$ million) <sup>c</sup>                          | 134.7   |
| Net Benefits (\$ million) <sup>d</sup>                               | 77.5    |
| Demand Response (DR) Investment                                      |         |
| Lifetime Benefits (\$ million) <sup>c</sup>                          | 3.2     |
| Net Benefits (\$ million) <sup>d</sup>                               | -2.6    |
| DR Investment % Split (RES/BNI) <sup>b</sup>                         | 60/40   |

| 2026                                                                                  | Investment <sup>a</sup><br>(\$ million) | Lifetime<br>Benefits <sup>b</sup><br>(\$ million) | First Year<br>Energy<br>Savings<br>(GWh) | Lifetime<br>Energy<br>Savings<br>(GWh) | Peak EE<br>Demand<br>Savings<br>(MW) | Available DR<br>Capacity<br>(MW) | Total<br>Resource<br>Cost Test<br>(TRC) <sup>c</sup> | Program<br>Administrator<br>Cost Test<br>(PAC) <sup>d</sup> |
|---------------------------------------------------------------------------------------|-----------------------------------------|---------------------------------------------------|------------------------------------------|----------------------------------------|--------------------------------------|----------------------------------|------------------------------------------------------|-------------------------------------------------------------|
| <b>Residential Energy Efficiency (EE) Programs</b>                                    |                                         |                                                   |                                          |                                        |                                      |                                  |                                                      |                                                             |
| Efficient Product Rebates                                                             | 2.5                                     | 5.1                                               | 4.8                                      | 47                                     | 0.5                                  | -                                | 1.0                                                  | 2.0                                                         |
| Instant Savings                                                                       | 2.5                                     | 5.1                                               | 4.8                                      | 47                                     | 0.5                                  |                                  | 1.0                                                  | 2.0                                                         |
| Existing Residential                                                                  | 23.0                                    | 30.6                                              | 35.2                                     | 277                                    | 4.3                                  | -                                | 0.9                                                  | 1.3                                                         |
| Affordable Multi-Family Housing                                                       | 1.8                                     | 2.0                                               | 1.0                                      | 17                                     | 0.5                                  |                                  | 0.6                                                  | 1.1                                                         |
| Affordable Single-Family Homes                                                        | 7.7                                     | 5.9                                               | 2.7                                      | 48                                     | 1.4                                  |                                  | 0.8                                                  | 0.8                                                         |
| Efficient Product Installation                                                        | 5.3                                     | 10.8                                              | 10.5                                     | 110                                    | 0.6                                  |                                  | 2.0                                                  | 2.0                                                         |
| Green Heat                                                                            | 0.0                                     | 0.0                                               | 0.0                                      | 0                                      | 0.0                                  |                                  | n/a                                                  | n/a                                                         |
| Home Energy Assessment                                                                | 5.0                                     | 8.7                                               | 3.8                                      | 78                                     | 1.7                                  |                                  | 0.6                                                  | 1.7                                                         |
| Mi'kmaw Home Energy Efficiency Project                                                | 1.1                                     | 0.9                                               | 0.4                                      | 7                                      | 0.2                                  |                                  | 0.8                                                  | 0.8                                                         |
| Residential Behaviour                                                                 | 2.1                                     | 2.3                                               | 17.0                                     | 17                                     | 0.0                                  |                                  | 1.1                                                  | 1.1                                                         |
| <i>Residential Low-Income &amp; Equity<sup>e</sup></i>                                | 12.8                                    | 13.1                                              | 10.3                                     | 115                                    | 2.3                                  |                                  | 0.9                                                  | 1.0                                                         |
| Residential EE Programs Subtotal                                                      | 25.5                                    | 35.7                                              | 40.0                                     | 324                                    | 4.9                                  | -                                | 0.9                                                  | 1.4                                                         |
| <b>Business, Non-Profit &amp; Institutional (BNI) Energy Efficiency (EE) Programs</b> |                                         |                                                   |                                          |                                        |                                      |                                  |                                                      |                                                             |
| Efficient Product Rebates                                                             | 8.1                                     | 44.9                                              | 31.9                                     | 486                                    | 5.2                                  | -                                | 3.4                                                  | 5.5                                                         |
| Business Energy Rebates                                                               | 8.1                                     | 44.9                                              | 31.9                                     | 486                                    | 5.2                                  |                                  | 3.4                                                  | 5.5                                                         |
| Custom Incentives                                                                     | 10.8                                    | 44.5                                              | 38.0                                     | 417                                    | 7.4                                  | -                                | 2.8                                                  | 4.1                                                         |
| Custom                                                                                | 9.8                                     | 41.7                                              | 34.0                                     | 395                                    | 7.0                                  |                                  | 2.7                                                  | 4.2                                                         |
| Strategic Energy Management                                                           | 0.9                                     | 2.8                                               | 4.0                                      | 22                                     | 0.4                                  |                                  | 5.4                                                  | 3.0                                                         |
| Direct Installation                                                                   | 5.8                                     | 9.6                                               | 6.1                                      | 95                                     | 1.5                                  | -                                | 1.3                                                  | 1.7                                                         |
| Small Business Energy Solutions                                                       | 5.8                                     | 9.6                                               | 6.1                                      | 95                                     | 1.5                                  |                                  | 1.3                                                  | 1.7                                                         |
| <i>BNI Low-Income &amp; Equity<sup>e</sup></i>                                        | 0.1                                     | 0.4                                               | 0.2                                      | 4                                      | 0.0                                  |                                  | 2.4                                                  | 3.5                                                         |
| BNI EE Programs Subtotal                                                              | 24.7                                    | 99.0                                              | 76.0                                     | 997                                    | 14.0                                 | -                                | 2.7                                                  | 4.0                                                         |
| Total EE Programs                                                                     | 50.2                                    | 134.7                                             | 116.0                                    | 1,322                                  | 18.9                                 | -                                | 1.8                                                  | 2.7                                                         |
| <b>Enabling Strategies (ES)</b>                                                       |                                         |                                                   |                                          |                                        |                                      |                                  |                                                      |                                                             |
| Education and Outreach                                                                | 1.6                                     |                                                   |                                          |                                        |                                      |                                  |                                                      |                                                             |
| Development and Research                                                              | 2.4                                     |                                                   |                                          |                                        |                                      |                                  |                                                      |                                                             |
| Other Enabling Strategies                                                             | 3.0                                     |                                                   |                                          |                                        |                                      |                                  |                                                      |                                                             |
| Enabling Strategies Subtotal (ES)                                                     | 7.0                                     |                                                   |                                          |                                        |                                      |                                  |                                                      |                                                             |
| EE Portfolio Total (EE + ES)                                                          | 57.2                                    | 134.7                                             | 116.0                                    | 1,322                                  | 18.9                                 | -                                | 1.6                                                  | 2.4                                                         |
| <b>Demand Response (DR) Program</b>                                                   |                                         |                                                   |                                          |                                        |                                      |                                  |                                                      |                                                             |
| Residential Demand Response                                                           | 4.0                                     |                                                   |                                          |                                        |                                      | 4.7                              | 0.3                                                  | 0.3                                                         |
| BNI Demand Response                                                                   | 2.6                                     |                                                   |                                          |                                        |                                      | 11.6                             | 1.7                                                  | 0.9                                                         |
| DR Program Total                                                                      | 6.5                                     | 3.18                                              |                                          |                                        |                                      | 16.3                             | 0.7                                                  | 0.5                                                         |
| DSM Portfolio Total (EE + ES + DR)                                                    | 63.75                                   | 137.9                                             | 116.0                                    | 1,322                                  | 18.9                                 | 16.3                             | 1.6                                                  | 2.2                                                         |



# Support for Residential Customers – Efficient Products Rebates



## Appliance Retirement

- E1 ended Appliance Retirement on January 8, 2025. This was influenced by several considerations. Delivery costs were rising, and savings were declining as eligible units being retired were newer and more efficient. There were also very few service providers in this space in Canada.

## Instant Savings

- Starting in 2025, the program component transitioned to year-round set rebates on all qualifying products in place of seasonal campaign due to the adoption of a LED baseline in early 2025. E1 discontinued point-of sale rebates on LED lamps and most LED lighting fixtures at the end of 2024 due to the change in baseline.

In 2026, a program investment of \$2.5 million will support the installation of approximately 40,000 products.

# Support for Residential Customers – Existing Residential



## Efficient Product Installation

- Added new electrician-installed measures in late 2024, with an emphasis on auto-enrolling eligible devices in the Eco Shift demand response program component.
- Discontinued the direct installation of LED lamps in mid-2025 due to the shift in the LED baseline and increased measure saturation.

In 2026, a program investment of \$5.3 million will support the installation of over 49,000 products.

## Home Energy Assessment

- Continued support for existing program.
- The Green Heat program component will be incorporated into HEA with expanded customer support through a streamlined remote audit path

In 2026, a program investment of \$5.0 million will support 1,900 homeowners.

# Support for Residential Customers – Existing Residential (con't)



## Residential Behaviour

- For the 2026 DSM Extension, Residential Behaviour will follow the same approach as outlined in the approved 2023–2025 Plan.

In 2026, a program investment of \$2.1 million will support 205,000 homeowners.

## Mikmaw Home Energy Efficiency Project

- Mi'kmaw Home Energy Efficiency Project will largely follow the same approach for the 2026 DSM Extension as outlined in the approved 2023–2025 Plan.
- Appliance replacements will no longer be offered, due to wind up of the Appliance Retirement program component. All other measures remain the same.

In 2026, a program investment of \$1.1 million will support 180 Mi'kmaw homes including band owned.

# Support for Residential Customers – Existing Residential (con't)



## Affordable Single-Family Homes

- Affordable Single-family Housing will largely follow the same approach for the 2026 DSM Extension as outlined in the approved 2023-2025 Plan.
- Appliance replacements will no longer be offered, due to wind up of the Appliance Retirement program component. All other measures remain the same.

In 2026, a program investment of \$7.7 million will provide support to 800 homes.

## Affordable Multi-Family Homes

- Affordable Multi-Family Housing will follow the same approach for the 2026 DSM Extension as outlined in the approved 2023-2025 Plan.

In 2026, a program investment of \$1.8 million will support 88 customer projects.

# Support for Business Customers – Direct Installation Program



Direct Installation, marketed as Small Business Energy Solutions provides small business customers with access to technical assistance and financial incentives for the installation of energy efficient equipment.

- Changes were introduced in 2024 that increased the eligibility cap for business from 350,000 kWh of electrical energy consumption annually to 600,000 kWh annually and extended the preapproval window from 120 days to 180 days.
- 2026 will include the following enhancements:
  - Ongoing improvements to the partner portal to allow contractors real-time visibility on project status; and
  - Growth of the commercial direct installation service which offers free installation of select products

A decorative graphic in the bottom left corner consisting of a green quarter-circle and a larger purple semi-circle.

In 2026, a program investment of \$5.8 million will support the installation of over 42,000 products.

# Support for Business Customers – Business Energy Rebates



The Business Energy Rebates program component offers two pathways: Instant Rebates and Application Rebates.

- For Instant Rebates, customers have access to prescriptive rebates on a limited suite of energy efficiency equipment through point-of-purchase discounts delivered through a network of participating distributors across the province.
- For Application Rebates, customers have access to prescriptive rebates on a larger suite of energy efficiency equipment through a project application to E1 (available on the ENS website).

In 2026, a program investment of \$8.1 million will support the installation of over 160,000 products.

# Support for Business Customers – Custom & Strategic Energy Management



- Custom provides large business, non-profit and institutional participants with technical assistance and financial incentives to help reduce electricity consumption and demand and includes four services: Retrofit, Building Optimization, Pay-for-Performance, and New Construction.
- Strategic Energy Management (SEM) focuses on operational and procedural changes companies can make to reduce their energy usage. The goal of Strategic Energy Management is to help develop an energy management plan within organizations that focuses on business practice changes that enhance long-term energy performance and help participants achieve continuous energy savings. Participants work with a service provider to identify energy saving opportunities and execute an action plan using a 12-month, staged approach.
- E1 will continue the industrial management program which provides onsite and roving energy management support to medium and large industrial customers.



In 2026, a program investment of \$9.8 million in Custom will support over 170 projects and an investment of \$0.9 million in SEM supporting over 10 customers.

# Support for Residential Customers– Demand Response



- Residential Demand Response will follow the same approach for the 2026 DSM Extension as outlined in the approved 2023–2025 Plan with an expansion from the number of customers from 2025.
- EI will focus on the Eco Shift DR pathways in 2026 for residential customers including:
  - DLC smart thermostats: utility control of smart thermostats (mini-split heat pumps, central heat pumps, and electric baseboards). EI has included a bring-your-own-device option and may include a direct install option delivered Efficient Product Installation. Customers receive an annual payment to participate in DR events.
  - DLC controllers for electric water heaters: utility control of electric water heaters. EI may include a direct install option, delivered through Efficient Product Installation. Customers receive an annual payment to participate in DR events.

In 2026, a program investment of \$4.0 million to support over 10,000 customers.

# Support for Business Customers – Demand Response



- The BNI DR program component offers financial incentives to BNI customers for the DR capacity made available during peak events called by NS Power, aiming to reduce their electric load during these peak times.
- BNI Demand Response will follow the same approach for the 2026 DSM Extension as outlined in the approved 2023–2025 Plan with focus on the following DR Pathways:
- **BNI Curtailment:** Enrolled customers make a capacity reduction commitment and receive an annual \$/kW payment based on their performance reducing load during DR events.
- **Commercial Batteries:** Enrollments will begin in 2025/2026. Enrolled customers will receive an annual \$/kW payment based on their performance discharging their battery during DR events.

# Support for Business Customers – Demand Response (con't)



- Eco Shift pilot, including:
  - DLC smart thermostats: utility control of smart thermostats (mini-split heat pumps, central heat pumps, and electric baseboards). E1 has included a bring-your-own-device option and may include a direct install option delivered through the Business Energy Rebates and Small Business Energy Solutions program components. Customers receive an annual payment to participate in DR events.
  - DLC controllers for electric water heaters: utility control of electric water heaters. E1 may include a direct install option, delivered through Small Business Energy Solutions. Customers receive an annual payment to participate in DR events.
  - DLC Electric Vehicle Managed Charging: managed charging of electric vehicles (EV) either through EV supply equipment (EVSE) or on-board charging control (telematics). Customers receive an upfront and annual incentive payment for participating.
  - DLC Battery Control: utility control of behind-the-meter batteries for load shifting and dispatching to the grid. Customers receive an upfront recruitment incentive to install batteries as well as an annual performance-based incentive (\$/kW) to participate in DR events.

In 2026, a program investment of \$2.6 million to support over 400 customers.

# Enabling Strategies



There are three Enabling Strategies programs: Education & Outreach; Development & Research; and Other Enabling Strategies. In 2026, investment in these programs at \$7.0 million is aligned with the 2025 Forecast.

Education & Outreach – Investment of \$1.6 million. Areas of focus includes:

- Community Outreach and Education
- Diverse and Underserved Communities
- Partnership Development
- Green Schools and Post Secondary Education

Development & Research – Investment of \$2.4 million. Areas of focus includes:

- Innovation and Emerging Technologies
- Market Research
- Market Transformation: Continuation of the heat pump water heater market transformation pilot
- Data & Analytics

# Enabling Strategies (con't)



Other Enabling Strategies – includes DSM Plan Development & Reporting, Stakeholder Engagement & Other Regulatory Initiatives – Investment of \$3.0 million. Areas of focus includes:

- Development of the 2027-2031 DSM Resource Plan
- Engagement with the DSMAG on development of the 2027-2031 DSM Resource Plan
- Participate and contribute to the integrated resource planning process under the new Independent Energy System Operator as under Bill 404, including an updated Potential Study
- 2026 DSM Extension reporting activities including Quarterly Reports, Evaluation Reports, Annual Progress Report, Audited Financial Statements
- Respond to directives from the 2026 DSM Extension regulatory process.

# Summary and Next Steps



- DSMAG session is scheduled for April 22<sup>nd</sup> prior to the April 30<sup>th</sup> filing date.
- Work continues on the new BCA, tentatively scheduled to be filed mid-May.
- EI's intention is to file the 2027-2031 DSM Plan in the first quarter of 2026.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-05:**

**Page 15 of the Evidence states, “In its decision approving the 2023-2025 DSM Plan, the NSUARB (as it then was) made note of the fact that updates to NS Power Integrated Resource Planning process will have an impact on the avoided cost calculations used by E1 in relation to its DSM planning. In their decision, they directed that E1 update its avoided cost calculation to reflect the most updated Integrated Resource Plan (IRP) information:**

**The Board understands that recently legislated climate change reduction goals are not addressed in IRP Reference Plan 2.0C, nor are they fully addressed in Reference Plan 3.1C. The Board agrees that these factors need to be incorporated in updated avoided costs; however, there is no immediate urgency and directs that this issue be tasked to the DSMAG to be resolved in time for use during preparation of the 2026-2028 DSM Plan.**

**In keeping with this directive, E1 has incorporated the latest IRP results from the 2022 IRP evergreen process into its avoided cost calculation for the 2026 DSM Extension. Specifically, E1 has used the avoided costs provided by NS Power from the 2022 Evergreen IRP process (provided to the DSMAG in August 2024). One notable difference between the avoided costs used for the 2023-2025 DSM Plan and the calculation used for the 2026 DSM Extension is that the avoided costs of carbon are now embedded in the avoided costs of energy for the 2026 DSM year. The avoided cost of carbon has not been provided by NS Power as a separate input.”**

**(a) Please provide the avoided cost values from the 2022 Evergreen IRP.**

**(b) Please provide a comparison of the avoided costs used in the 2023-2025 Plan with the avoided costs used in the 2026 Plan Extension. Please ensure that the comparison**

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 includes the avoided cost of carbon applied in the 2023-2025 Plan. Please show the  
2 breakout of the avoided cost of carbon and the other avoided energy and capacity costs  
3 for 2023-2025.

4  
5 (c) Please confirm that the source of the avoided costs used to calculate Lifetime Benefits  
6 (TRC and PAC), TRC ratios, and PAC ratios provided for 2023, 2024, and 2025 in the 2026  
7 Plan Extension is not the avoided costs from the 2022 Evergreen IRP and is the avoided  
8 costs from the prior IRP.

9  
10 (d) Did the 2022 Evergreen IRP provide an avoided transmission and distribution capacity  
11 value for constrained parts of the grid, as provided in previous years? If not, why not?

12  
13 Response IR-05:

14  
15 (a) The avoided costs developed by NS Power from the 2022 Evergreen Integrated Resource  
16 Plan (IRP) have been provided in Attachment 1 of this IR response, filed electronically.

17  
18 (b) The avoided costs used for the 2023-2025 DSM Plan<sup>1</sup> and the 2026 DSM Extension<sup>2</sup> have  
19 been provided in Attachment 2 of this IR response, filed electronically. E1 is unable to  
20 provide a breakdown of the avoided costs of energy and carbon used in the 2026 DSM  
21 Extension as NS Power did not provide this information. Rather, NS Power embedded the  
22 avoided costs of carbon into the avoided costs of energy data, without setting out the  
23 component parts. E1 has utilized these inputs provided from NS Power in its 2026 DSM  
24 modelling.

---

<sup>1</sup> M10473, E1 2023-2025 DSM Plan, Appendix A, Attachment 2, Avoided Costs Brief, March 11, 2022.

<sup>2</sup> M12249, E1 2026 DSM Extension, Appendix A, Attachment 1, DSMAG Electricity System Avoided Costs Summary Document, April 30, 2025.

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

(c) The avoided costs used to calculate the Lifetime Benefits (TRC and PAC), TRC ratios and PAC ratios for 2026 in the 2026 DSM Extension were developed by NS Power and provided to the Demand Side Management Advisory Group (DSMAG) on August 23, 2024<sup>3</sup>. They were developed using the 2022 Evergreen IRP Update.

Lifetime Benefits (TRC and PAC), TRC ratios and PAC ratios for the 2023-2025 DSM Plan as shown in the 2026 DSM Extension Application were taken from the 2023-2025 DSM Plan and were calculated using the avoided costs developed by NS Power and provided to the DSMAG on August 20, 2021<sup>4</sup>. They were developed using the 2020 IRP.

(d) NS Power provided updated system wide and constrained system transmission and distribution avoided costs to the DSMAG on August 23, 2024. EfficiencyOne understands that the transmission and distribution avoided costs were developed outside of the 2022 Evergreen IRP modelling.

---

<sup>3</sup> M12249, E1 2026 DSM Extension, Appendix A, Attachment 1, DSMAG Electricity System Avoided Costs Summary Document, April 30, 2025.

<sup>4</sup> M10473, E1 2023-2025 DSM Plan, Appendix A, Attachment 2, Avoided Costs Brief, March 11, 2022.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-06:**

Page 17 of the Evidence states, “Starting in 2025, the program component transitioned to year-round set rebates on all qualifying products in place of seasonal campaign due to the adoption of a LED baseline in early 2025. E1 discontinued point-of sale rebates on LED lamps and most LED lighting fixtures at the end of 2024 due to the change in baseline.” Please also see Table 4: Program Component Comparison of 2025 Forecast and 2026 DSM Extension Year on page 20 of the Evidence which states, “Further reduction in energy savings and increase in unit cost is expected as a result of the removal of LED lighting from the program component. Due to the timing of data submission from retailers there remains LED lighting savings from the 2024 fall campaign that will be claimed in 2025. This has been factored into the 2025 forecast and will not occur in 2026.”

(a) Please provide the Investment, Lifetime Benefits (TRC), Lifetime Benefits (PAC), First Year Energy Savings, Lifetime Energy Savings, Peak EE Demand Savings, Total Resource Cost Test (TRC), and Program Administrator Cost Test (PAC) for lighting measures in the Instant Savings program component over time. Please include 2023 Actuals, 2024 Actuals, 2025 Forecast, and 2026 Plan Extension.

(b) Please provide the Investment, Lifetime Benefits (TRC), Lifetime Benefits (PAC), First Year Energy Savings, Lifetime Energy Savings, Peak EE Demand Savings, Total Resource Cost Test (TRC), and Program Administrator Cost Test (PAC) for lighting measures in the Efficiency Product Installation program component over time. Please include 2023 Actuals, 2024 Actuals, 2025 Forecast, and 2026 Plan Extension.

(c) Please identify other program components affected by the phase out of lighting measures and provide the Investment, Lifetime Benefits (TRC), Lifetime Benefits (PAC), First Year

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

**Energy Savings, Lifetime Energy Savings, Peak EE Demand Savings, Total Resource Cost Test (TRC), and Program Administrator Cost Test (PAC) for lighting measures in each affected program component. Please include 2023 Actuals, 2024 Actuals, 2025 Forecast, and 2026 Plan Extension.**

Response IR-06:

(a)

*Table 1: Instant Savings Lighting*

| Instant Savings - Lighting                         |              |              |               |                |
|----------------------------------------------------|--------------|--------------|---------------|----------------|
|                                                    | 2023 Actuals | 2024 Actuals | 2025 Forecast | 2026 Extension |
| Investment (\$M)                                   | \$1.0        | \$3.10       | \$0.20        | N/A            |
| Lifetime Benefits (\$M) <sup>a</sup>               | \$ 1.23      | \$ 2.12      | \$ 0.16       | N/A            |
| First Year Energy Savings (GWh)                    | 4.3          | 13.9         | 1.1           | N/A            |
| Lifetime Energy Savings (GWh)                      | 8.8          | 13.9         | 1.1           | N/A            |
| Demand Savings (MW)                                | 0.6          | 1.6          | 0.1           | N/A            |
| Total Resource Cost (TRC) <sup>b</sup>             | N/A          | N/A          | N/A           | N/A            |
| Program Administrator Cost Test (PAC) <sup>b</sup> | N/A          | N/A          | N/A           | N/A            |
| Lighting Weighted Average Measure Life             | 2.0          | 1.0          | 1.0           | N/A            |

<sup>a</sup> Lifetime ratepayer benefits for 2023, 2024 and 2025 are expressed as the net present value of the avoided costs, including energy, capacity, transmission, distribution, and carbon over the life of the program measures using the avoided costs from the 2023-2025 DSM Plan. Lifetime benefits are the same under both the Total Resource Cost (TRC) test and Program Administrator Cost (PAC) test.

<sup>b</sup> EfficiencyOne (E1) is not able to retroactively perform cost-effectiveness testing. E1 does not have verified customer costs or verified utility avoided costs, both of which are required to retroactively perform cost-effectiveness screening with actual results.

(b)

*Table 2: Efficient Products Installation – Lighting*

| Efficient Product Installation - Lighting |              |              |               |                |
|-------------------------------------------|--------------|--------------|---------------|----------------|
|                                           | 2023 Actuals | 2024 Actuals | 2025 Forecast | 2026 Extension |
| Investment (\$M)                          | \$0.9        | \$0.9        | \$0.7         | N/A            |
| Lifetime Benefits (\$M) <sup>a</sup>      | \$ 1.85      | \$ 0.67      | \$ 0.27       | N/A            |
| Lighting Energy Savings (GWh)             | 4.0          | 4.4          | 1.9           | N/A            |
| Lighting Lifetime Energy Savings (GWh)    | 13.9         | 4.4          | 1.9           | N/A            |
| Lighting Demand Savings (MW)              | 0.4          | 0.5          | 0.1           | N/A            |
| Total Resource Cost (TRC) <sup>b</sup>    | N/A          | N/A          | N/A           | N/A            |

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

| Efficient Product Installation - Lighting          |              |              |               |                |
|----------------------------------------------------|--------------|--------------|---------------|----------------|
|                                                    | 2023 Actuals | 2024 Actuals | 2025 Forecast | 2026 Extension |
| Program Administrator Cost Test (PAC) <sup>b</sup> | N/A          | N/A          | N/A           | N/A            |
| Lighting Weighted Average Measure Life             | 3.5          | 1.0          | 1.0           | N/A            |

<sup>a</sup> Lifetime ratepayer benefits for 2023, 2024 and 2025 are expressed as the net present value of the avoided costs, including energy, capacity, transmission, distribution, and carbon over the life of the program measures using the avoided costs from the 2023-2025 DSM Plan.

<sup>b</sup> EfficiencyOne (E1) is not able to retroactively perform cost-effectiveness testing. E1 does not have verified customer costs or verified utility avoided costs, both of which are required to retroactively perform cost-effectiveness screening with actual results.

- (c) The phase out of LED lighting in the residential sector due to the LED baseline shift in 2025 only impacts Instant Savings and Efficient Product installation program components.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-07:**

**Page 21 of the Evidence states, “Additionally, the commercial direct install offer is anticipated to grow in 2026 which has a higher unit cost compared to the main SBES stream.”**

**(a) What is the “commercial direct install offer”?**

**(b) What is the “main SBES stream”?**

**(c) Why does the commercial direct install offer have a higher unit cost as compared to the main SBES stream?**

**Response IR-07:**

(a) The Commercial Direct Install (CDI) offer provides free-of-charge direct installations of efficient measures (e.g., LED light bulbs, showerheads, faucet aerators, pipe wrap and tank wrap for electric water tanks) to customers under the Small Business Energy Solutions (SBES) program.

(b) In referring to the main SBES stream, E1 was referring to the two paths historically offered for participation in SBES: Audit and Do-it-yourself. Eligible participants choose an audit path (with no-charge energy audit by a Small Business Energy Auditor) or a do-it-yourself path.

(c) The CDI offer has a higher unit cost as compared to the audit and do-it-yourself paths due to the types of measures and services offered. The 2026 DSM Extension expected the commercial direct install offer to grow in 2026. This included direct installations of HVAC (packaged terminal heat pumps and ductless mini-split heat pumps), smart thermostats for

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**

**NON-CONFIDENTIAL**

---

- 1 mini-split heat pumps, in-floor heating, electric baseboards, central heat pumps, free-of-
- 2 charge to eligible customers.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-08:**

**Please refer to Table 5: Program Savings & Investments on page 23 of the Evidence. Please provide an Excel workbook that reproduces Table 5 in five separate worksheets, with one worksheet for each of the following:**

**(a) 2023 Actuals**

**(b) 2024 Actuals**

**(c) 2025 Forecast**

**(d) 2026 Plan Extension**

**(e) 2023-2026 Total (sum of the previous four tables)**

**In each of the five worksheets, please keep all the row headings and column headings the same and in the same order as in Table 5. For example, if a program component was active in 2023 and is discontinued in 2026, please keep the row for the program component in both tables and include values of zero for the year(s) in which it is not active.**

**Response IR-08:**

**(a) Please refer to the worksheet “2023 Actuals” in Attachment 1 of this IR response, filed electronically.**

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- 1 (b) Please refer to the worksheet “2024 Actuals” in Attachment 1 of this IR response, filed  
2 electronically.  
3
- 4 (c) Please refer to the worksheet “2025 Forecast” in Attachment 1 of this IR response, filed  
5 electronically.  
6
- 7 (d) Please refer to the worksheet “2026 Extension” in Attachment 1 of this IR response, filed  
8 electronically.  
9
- 10 (e) Please refer to the worksheet “2023-2026 Total” in Attachment 1 of this IR response, filed  
11 electronically.  
12

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

**Request IR-09:**

**Please refer to Table 5: 2026 Program Savings and Investment on page 23 of the Evidence. Footnote f states, “Reflects planned participation by low-income & equity customers. Numbers are a subset of Existing Residential, BNI Efficient Product Rebates, Custom Incentives, and Direct Installation.”**

**(a) Please provide a table showing the breakout of the Residential Low-Income & Equity subtotal by program component.**

**(b) Please provide a table showing the breakout of the BNI Low-Income & Equity subtotal by program component.**

**Response IR-09:**

(a) The breakout for the Residential Low-income and Equity subtotal from Table 5 of EfficiencyOne’s (E1) Evidence (page 23) is provided in Table 1, below, by program component.

*Table 1: Breakout of 2026 Residential Low-income and Equity Subtotal*

| 2026                                                | Investment<br>(\$ million) | Lifetime<br>Benefits<br>(\$<br>million) | First<br>Year<br>Energy<br>Savings<br>(GWh) | Lifetime<br>Energy<br>Savings<br>(GWh) | Peak EE<br>Demand<br>Savings<br>(MW) | Available<br>Capacity<br>(MW) | Total<br>Resource<br>Cost Test<br>(TRC) | Program<br>Administrator<br>Cost Test<br>(PAC) |
|-----------------------------------------------------|----------------------------|-----------------------------------------|---------------------------------------------|----------------------------------------|--------------------------------------|-------------------------------|-----------------------------------------|------------------------------------------------|
| <b>Residential Energy Efficiency (EE) Programs</b>  |                            |                                         |                                             |                                        |                                      |                               |                                         |                                                |
| Affordable Multi-Family Housing <sup>1</sup>        | 1.8                        | 2.0                                     | 1.0                                         | 17                                     | 0.5                                  | -                             | 0.6                                     | 1.1                                            |
| Affordable Single-Family Homes <sup>1</sup>         | 7.7                        | 5.9                                     | 2.7                                         | 48                                     | 1.4                                  | -                             | 0.8                                     | 0.8                                            |
| Efficient Product Installation <sup>2</sup>         | 1.8                        | 4.0                                     | 3.8                                         | 41                                     | 0.23                                 | -                             | -                                       | -                                              |
| Mi'kmaw Home Energy Efficiency Project <sup>1</sup> | 1.1                        | 0.9                                     | 0.4                                         | 7                                      | 0.2                                  | -                             | 0.8                                     | 0.8                                            |
| Residential Behaviour <sup>2</sup>                  | 0.3                        | 0.3                                     | 2.5                                         | 3                                      | 0.0                                  | -                             | -                                       | -                                              |
| <b>Residential Low-Income &amp; Equity</b>          | <b>12.8</b>                | <b>13.1</b>                             | <b>10.3</b>                                 | <b>115</b>                             | <b>2.3</b>                           | <b>-</b>                      | <b>0.9</b>                              | <b>1.0</b>                                     |

Columns may add correctly sum due to rounding.

<sup>1</sup> Reflects participation in E1’s dedicated low-income and equity programs. Numbers are a subset of the Existing Residential program.

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

<sup>2</sup> Reflects participation in E1's non-targeted program components with incidental low-income & equity impacts. Numbers are a subset of the Existing Residential program.

(b) Table 2, below, provides the breakout by program component for the BNI Low-income and Equity subtotal from Table 5 of E1's Evidence (page 23).

*Table 2: Breakout of 2026 BNI Low-income & Equity*

| 2026                                         | Investment<br>(\$ million) | Lifetime<br>Benefits<br>(\$<br>million) | First<br>Year<br>Energy<br>Savings<br>(GWh) | Lifetime<br>Energy<br>Savings<br>(GWh) | Peak EE<br>Demand<br>Savings<br>(MW) | Available<br>Capacity<br>(MW) | Total<br>Resource<br>Cost Test<br>(TRC) | Program<br>Administrator<br>Cost Test<br>(PAC) |
|----------------------------------------------|----------------------------|-----------------------------------------|---------------------------------------------|----------------------------------------|--------------------------------------|-------------------------------|-----------------------------------------|------------------------------------------------|
| <b>(BNI) Energy Efficiency (EE) Programs</b> |                            |                                         |                                             |                                        |                                      |                               |                                         |                                                |
| Business Energy Rebates                      | 0.002                      | 0.1                                     | 0.1                                         | 2                                      | 0.0                                  | -                             | -                                       | -                                              |
| Custom                                       | 0.05                       | 0.2                                     | 0.1                                         | 2                                      | 0.0                                  | -                             | -                                       | -                                              |
| Small Business Energy Solutions              | 0.07                       | 0.1                                     | 0.04                                        | 1                                      | 0.02                                 | -                             | -                                       | -                                              |
| <b>BNI Low-Income &amp; Equity</b>           | <b>0.1</b>                 | <b>0.4</b>                              | <b>0.2</b>                                  | <b>4</b>                               | <b>0.05</b>                          | <b>-</b>                      | <b>2.4</b>                              | <b>3.5</b>                                     |

Columns may not add correctly due to rounding.

Reflects participation in E1's BNI non-targeted program components with incidental low-income & equity impacts.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-10:**

**Please refer to Table 5: 2026 Program Savings and Investment on page 23 of the Evidence.**

**(a) Under the Demand Response (DR) Program subheading, Investment, Available Capacity, TRC, and PAC values are provided separately for the Residential Demand Response and BNI Demand Response program components. Lifetime Benefits are only provided for DR Program Total. Please provide an updated version of Table 5 including the breakout of Lifetime Benefits for the Residential Demand Response and BNI Demand Response program components.**

**(b) Please confirm that the Lifetime Benefits are the net present value of the total benefits associated with the TRC.**

**Response IR-10:**

**(a) The lifetime benefits of Demand Response for the year 2026 by program component are as follows:**

| Demand Response (DR) Program | Lifetime Benefits (\$ million) |
|------------------------------|--------------------------------|
| Residential Demand Response  | \$0.9M                         |
| BNI Demand Response          | \$2.3M                         |
| <b>DR Program Total</b>      | <b>\$3.2M</b>                  |

**(b) The lifetime benefits are expressed as the avoided costs, including capacity, transmission, and distribution. This is consistent with the total benefits from both the PAC and TRC tests (as applied in Nova Scotia). In responding to this Information Request, EfficiencyOne (E1) has identified that the Table 5, Evidence table end note for lifetime benefits of DR should read “For DR, lifetime benefits are expressed as the avoided costs, including capacity,**

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**

**NON-CONFIDENTIAL**

---

- 1 transmission, and distribution, resulting from operating DR in 2026 (one year of benefits).”
- 2 This also applies to the table end note in Table 5, Appendix A.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-11:**

Page 24 of the Evidence states, “Given that the Extension application was not known at the time of the 2023-2025 DSM Plan Board decision, and having regard to the legislative intention of the extension, E1 respectfully proposes that certain directives be dealt with, and included, in the 2027-2031 DSM Plan application, including:

(e) to provide specific justification, on an individual basis, for each measure that fails cost effectiveness testing in future resource plan applications; and

(f) to include payback information in its measure level tables in future applications for the approval of resource plans and provide additional information about the other factors that E1 has considered in concluding that the proposed incentive level for the measure is appropriate for measures where the payback period is three years or less.”

(a) Please provide a list of measures by program component in the 2026 Plan Extension that fail cost-effectiveness testing (with a TRC of less than 1.0).

(b) Please provide the Investment, Lifetime Benefits (TRC), Lifetime Benefits (PAC), First Year Energy Savings, Lifetime Energy Savings, Peak EE Demand Savings, Available Capacity, Total Resource Cost Test (TRC), Program Administrator Cost Test (PAC), and payback period for those measures that fail cost-effectiveness testing, by measure, by program component, and in total.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

(c) Please provide additional information about the other factors that E1 has considered in concluding that this level of investment in measures that fail cost-effectiveness testing is reasonable.

(d) Please provide a list of measures by program component in the 2026 Plan Extension that have a payback of 3 years or less.

(e) Please provide the Investment, Lifetime Benefits (TRC), Lifetime Benefits (PAC), First Year Energy Savings, Lifetime Energy Savings, Peak EE Demand Savings, Available Capacity, Total Resource Cost Test (TRC), Program Administrator Cost Test (PAC), and payback period for measures with a payback of 3 years or less, by measure, by program component, and in total.

(f) Please provide additional information about the other factors that E1 has considered in concluding that the proposed incentive levels for the measures that have a payback of 3 years or less and level of investment in these measures are reasonable.

Response IR-11:

(a) Please refer to EfficiencyOne's (E1) response to NSEB IR-17.

Demand Response is modelled by option and sub-option, not at the measure-level and program component level. Please refer to Appendix A, Attachment 4. Cost effectiveness results are located on *Sheet 19. BC Ratios 2026-2030*.

(b) Please refer to E1's response to NSEB IR-17.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 For Demand Response, please refer to Appendix A, Attachment 4, *Sheet 19. BC Ratios*  
2 *2026-2030 and Sheet 6. Achiev Pot\_Suboption*. Sheet 19 provides the Investment and  
3 Benefits by DR option and can be filtered and totaled by cost effectiveness test type (PAC  
4 and TRC) as well as by option and sub-option. Sheet 6 provides the achievable potential for  
5 each option and sub-option and can be filtered and totaled by option.

6  
7 (c) Please refer to E1's response to NSEB IR-17 and IG IR-11, part (e).

8  
9 (d) Please refer to Attachment 1 of this IR response, filed electronically.

10  
11 Customer payback for Demand Response options will always be 0 as there are no customer  
12 costs directly associated with these options.

13  
14 (e) Please refer to Attachment 1 of this IR response, filed electronically.

15  
16 For Energy Efficiency, E1 has provided simple payback period at the measure level only.  
17 This level of granularity reflects customer experience and investment decisions. Calculating  
18 payback at the program or portfolio level would require averaging across a diverse set of  
19 technologies, participation levels, and cost structures, resulting in a figure that is not  
20 representative of any specific customer or measure.

21  
22 For Demand Response, please refer to part (b) and (d) of this IR response.

23  
24 (f) Please refer to Attachment 1 of this IR response, filed electronically.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-12:**

**Please refer to Table 1: Approved 2023-2025 Plan and 2023 and 2024 Results on Page 4 of Appendix A.**

**(a) Please provide, in Excel, a breakout of Table 1 into three tables: one for energy efficiency, one for demand response, and one for energy efficiency and demand response combined.**

**All three tables should include the following (please specify units):**

- **add a column on the right with a calculation of the Lifetime Benefits (TRC)/Investment**
- **include the 2025 forecast in the 2025 results row**
- **update the 2023-2025 results row to include the 2025 forecast**
- **update the % Progress row to include the 2025 forecast**
- **add 2023-2025 average rows to the Plan as Approved and Results section with averages calculated over the three years**

**(b) For the table that focuses on energy efficiency as requested in part (a) of this question, please add columns on the right with the following:**

- **Investment/First-Year Energy Savings**
- **Investment/Lifetime Energy Savings**
- **First-Year CO<sub>2</sub>e Savings (kt)**
- **Lifetime CO<sub>2</sub>e Savings (kt)**
- **Investment/Lifetime CO<sub>2</sub>e Savings**

**(c) For the table that focuses on demand response as requested in part (a) of this question, please add columns on the right with the following:**

- **Investment/Available Capacity**
- **First-Year CO<sub>2</sub>e Savings (kt)**

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- Lifetime CO<sub>2</sub>e Savings (kt)
- Investment/Lifetime CO<sub>2</sub>e Savings

**(d) Do the 2023 and 2024 actuals and 2025 forecasted Investment/First-Year Energy Savings, Investment/Lifetime Energy Savings, Investment/Available Capacity, and Lifetime Benefits (TRC)/Investment differ from the planned values? If so, for each value that differs, please explain the cause of the difference.**

**(e) If there were differences between these actuals or forecasts versus planned values for EE, were the actuals and forecasted values considered and accounted for in the development of EE portion of the 2026 Plan Extension? If so, please explain how that difference was considered and accounted for in the 2026 Plan Extension.**

**(f) If there were differences between these actuals or forecasts versus planned values for DR, were the actuals and forecasted values considered and accounted for in the development of the DR portion of 2026 Plan Extension? If so, please explain how that difference was considered and accounted for in the 2026 Plan Extension.**

**(g) By dividing the Investment by the First-Year Energy Savings, the actual values appear to be lower than the plan in 2023 and 2024 and significantly lower than the 2026 Plan Extension. Why is the Investment/First-Year Energy Savings for the 2026 Plan Extension so much higher than the actual values from 2023 and 2024? Do the 2026 Plan Extension assumptions correct for the historical over-projections of Investment/First-Year Energy Savings in the 2023 and 2024 plans?**

**(h) By dividing the Investment by the Lifetime Energy Savings, the actual values appear to be lower than the plan in 2023 and 2024 and significantly lower than the 2026 Plan**

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Extension. Why is the Investment/Lifetime Energy Savings for the 2026 Plan Extension so much higher than the actual values from 2023 and 2024? Do the 2026 Plan Extension assumptions correct for the historical over-projections of Investment/Lifetime Energy Savings in the 2023 and 2024 plans?**

Response IR-12:

(a) Please refer to Attachment 1 of this IR response, filed electronically. In preparing the response to this IR, EfficiencyOne (E1) identified that the Lifetime Benefits reported in Appendix A, page 4, Table 1 for 2023 and 2024 actuals were for energy efficiency only. E1 has updated the Lifetime Benefits 2023 and 2024 actuals in Attachment 1 to now include both energy efficiency and demand response.

(b) Please refer to Attachment 1 of this IR response, filed electronically.

(c) Please refer to Attachment 1 of this IR response, filed electronically.

(d) Please refer to Attachment 1 of this IR response, filed electronically.

(e) Please refer to EfficiencyOne's IR Response to NSEB IR-08.

(f) Please refer to EfficiencyOne's IR Response to NSEB IR-08.

(g) Please refer to EfficiencyOne's IR Response to NSEB IR-08.

(h) Please refer to EfficiencyOne's IR Response to NSEB IR-08.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-13:**

Page 5 of Appendix A states, “For demand response, E1 has seen a shortfall in its 2023 and 2024 available capacity targets, attributable to challenges in launching a new DSM resource including customer awareness, customer retention from one season to the next, and quality concerns with domestic hot water direct load controllers. After completion of the third and final Demand Response season within the 2023-2025 Plan (i.e., December 2024-February 2025), E1 expects to fall short of the Performance Target of 17.9 MW. Initial indications for the 2024/25 season (December 2024-February 2025) show that there was lower adoption of certain demand response devices, particularly batteries, than originally modelled in the 2023-2025 DSM Plan.”

(a) Please describe the challenges with customer awareness in more detail.

(b) Please describe the challenges with customer retention from one season to the next in more detail.

(c) Please describe the challenges with quality concerns with domestic hot water direct load controllers in more detail.

(d) Please list the demand response devices with lower adoption than projected, by measure, by program component, and in total.

(e) Please provide a table comparing planned 2023-2025 adoption to 2023 Actual, 2024 Actual, and 2025 Forecast adoption, by measure, by program component, and in total.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**(f) Please add to this table the breakout of the proposed participation in the 2026 Plan Extension for DR, by measure, by program component, and in total.**

Response IR-13:

(a) EfficiencyOne (E1) included demand response (DR) for the first time in its 2023-2025 DSM Plan. Through implementation, E1 has encountered the following challenges with launching a new DSM resource in an emerging space:

- **Evolving Market Understanding:** DR represents a shift in how customers think about energy use, from reducing overall consumption to adjusting when energy is used. As with any new approach, building awareness and understanding takes time, especially in markets unfamiliar with load flexibility or grid-interactive solutions.
- **Complex Value Proposition:** Unlike traditional efficiency upgrades that offer immediate, tangible benefits (e.g., lower bills or improved comfort), DR offers value that is situational, tied to specific times and grid conditions. This made it more challenging to communicate the benefits clearly and quickly, particularly for customers new to the concept.
- **Technology Enablement and Trust:** Many DR offerings rely on enabling technologies and data-sharing arrangements. While these are essential for program performance, they introduced additional decision-making for customers around privacy, automation, and system compatibility.
- **Balancing Simplicity with Regulatory Requirements:** Developing customer-facing messaging that was both simple and compliant with program and system operator requirements posed a challenge early on. Streamlining the customer journey without oversimplifying the technical context required deliberate iteration.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- 1       •     Competing Priorities and Capacity: For both residential and commercial customers,  
2             DR had to compete for attention alongside other energy initiatives. Early-stage  
3             engagement efforts had to overcome limited capacity among potential participants,  
4             particularly in sectors with smaller operational teams.
- 5       •     Industrial Participation and Risk Mitigation: For industrial customers, participation  
6             decisions were often shaped by concerns around operational risk. Many facilities  
7             needed reassurance that curtailment events would not disrupt production. As a  
8             result, early conversations focused on flexibility assessments, pilot participation, and  
9             partnering with aggregators to de-risk involvement and build confidence in program  
10            design.
- 11
- 12   (b)   Through implementation E1 has encountered challenges with customer retention from one  
13       DR season to the next including the following:
- 14
- 15       •     Limited Event Frequency: In early stages, DR events may be infrequent, making it  
16             harder for participants to see consistent value. When customers do not regularly  
17             experience the benefits, interest can taper off.
- 18       •     Evolving Understanding: As customers grow more familiar with how DR fits into their  
19             energy use and operations, there can be periods of uncertainty or disengagement,  
20             particularly when participation expectations or outcomes are not yet habitual.
- 21       •     Turnover and Knowledge Loss: In commercial and industrial settings, program  
22             continuity often depends on a small number of informed staff, particularly when this  
23             is a relatively new initiative. When those individuals move on, DR participation can  
24             be unintentionally disrupted.
- 25       •     Competing Priorities: In both residential and business contexts, DR competes with  
26             other operational or household concerns. When demand events are not integrated  
27             into routine processes, participation may decline.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- Need for Ongoing Engagement: As is typical with newer programs, retention improves when customers receive regular updates, performance feedback, and reinforcement of impact, all of which take time to establish.

(c) For the residential Demand Response program, grid-interactive water heater controllers supplied by Shifted Energy, were deployed to participant homes prior to the 2023 DR season. Following installation, a subset of devices experienced connectivity issues that limited the ability to remotely control them during demand response events.

E1 worked closely with Shifted Energy, E1's supplier of the water heater controllers and operator of the Demand Response Management Systems (DRMS) for the water heater controllers, to investigate the root cause of these issues. The investigation process identified the need for firmware updates to restore and stabilize device connectivity. These updates were implemented across the affected devices.

While this issue has been addressed, it contributed to lower-than-expected residential participation during initial demand response calls in 2023 and 2024. As the technical resolution was completed, device reliability and participation rates have begun to improve. Lessons learned from this deployment are informing the approach to future residential DR technology rollouts.

(d) Table 1, below, summarizes the number of enrolled devices per year.

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

*Table 1: Summary of enrolled devices in the 2023-2025 DSM Plan, 2026 Extension, and 2023–2026 Actuals*

| DR devices    | 2023-2025 DSM Plan & 2026 Extension |       |        |        | 2023-2026 Actuals <sup>a</sup> |       |        |          |
|---------------|-------------------------------------|-------|--------|--------|--------------------------------|-------|--------|----------|
|               | 2023                                | 2024  | 2025   | 2026   | 2023                           | 2024  | 2025   | 2026 YTD |
| Thermostats   | 453                                 | 1,543 | 2,801  | 19,442 | -                              | 1,257 | 11,237 | 14,573   |
| EVs           | -                                   | 36    | 179    | 351    | -                              | 50    | 231    | 228      |
| Batteries     | -                                   | -     | 193    | 72     | -                              | -     | 26     | 27       |
| Water heaters | 229                                 | 4,737 | 10,051 | 3,158  | 159                            | -     | 1,311  | 1,122    |
| <b>Total</b>  | 682                                 | 6,316 | 13,224 | 23,023 | 159                            | 1,307 | 12,805 | 15,950   |

<sup>a</sup>2023-2024 device counts are based on final evaluated results. 2025 device counts are based on tracked, unevaluated results. 2026 YTD results are as of May 31, 2025.

BNI Curtailment is not included because it is not a device-based program.

All device enrollment is attributed to the Residential DR program component.

(e) As shown in Table 1, the devices that fell below planned enrollment by the end of the 2023-2025 period include batteries and water heaters.

(f) Please refer to E1's IR Response to part (d) of this IR response.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-14:**

Page 7 of Appendix A states, “There will be minimal savings from Green Heat in 2025. E1 will close Green Heat in 2025 due to the continuing decline in savings and participation over the last three years. The participation decline in Green Heat is attributed to participants choosing Home Energy Assessment over Green Heat due to the higher incentives offered by Greener Homes for heat pump measures. In addition, the 2024 DSM evaluation included a billing analysis in Green Heat for those participants that are fully electrically heated and those that are mainly electrically heated (i.e., they have a secondary heating system) to update unitary savings for heat pumps and wood/pellet burning equipment. The billing analysis resulted in significantly lower unitary savings for these measures for both types of participants.”

(a) Please provide a comparison of the Investment, Lifetime Benefits (TRC), Lifetime Benefits (PAC), TRC, and PAC for heat pump measures in the Green Heat program component to the heat pump measures in the Home Energy Assessment program component over time. Please include 2023 Actuals, 2024 Actuals, 2025 Forecast, and 2026 Plan Extension.

(b) Please provide the 2024 DSM evaluation and billing analysis of the Green Heat program component.

(c) Is it reasonable to conclude that a billing analysis of Home Energy Assessment for those participants that are fully electrically heated and those that are mainly electrically heated (i.e., they have a secondary heating system) would also result in an update to the unitary savings for heat pumps and wood/pellet burning equipment? If not, please explain why.

## M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

**(d) Has a similar evaluation been conducted for the Home Energy Assessment program component? If so, did the evaluation find similar results? If so, does the 2026 Plan Extension reflect the results of this evaluation?**

**(e) If a similar evaluation has not been conducted for the Home Energy Assessment program component, will a similar evaluation be conducted for this program component? If so, when? If not, why not?**

Response IR-14:

(a)

*Table 1: Green Heat - Heat Pumps*

| Green Heat - Heat Pumps              |              |              |               |                |
|--------------------------------------|--------------|--------------|---------------|----------------|
|                                      | 2023 Actuals | 2024 Actuals | 2025 Forecast | 2026 Extension |
| Investment (\$M)                     | \$0.3        | \$0.4        | \$0.2         | n/a            |
| First Year Energy Savings (GWh)      | 1.8          | 0.7          | 0.4           | n/a            |
| Lifetime Benefits (\$M) <sup>a</sup> | \$ 6.3       | \$ 3.7       | \$ 1.5        | n/a            |
| TRC <sup>b</sup>                     | n/a          | n/a          | n/a           | n/a            |
| PAC <sup>b</sup>                     | n/a          | n/a          | n/a           | n/a            |

<sup>a</sup> Lifetime ratepayer benefits for 2023, 2024 and 2025 are expressed as the net present value of the avoided costs, including energy, capacity, transmission, distribution, and carbon over the life of the program measures using the avoided costs from the 2023-2025 DSM Plan.

<sup>b</sup> EfficiencyOne (E1) is not able to retroactively perform cost-effectiveness testing. E1 does not have verified customer costs or verified utility avoided costs, both of which are required to retroactively perform cost-effectiveness screening with actual results.

*Table 2: Home Energy Assessment - Heat Pumps*

| Home Energy Assessment - Heat Pumps  |              |              |               |                |
|--------------------------------------|--------------|--------------|---------------|----------------|
|                                      | 2023 Actuals | 2024 Actuals | 2025 Forecast | 2026 Extension |
| Investment (\$M) <sup>a</sup>        | \$0.6        | \$1.3        | \$1.7         | \$1.0          |
| First Year Energy Savings (GWh)      | 3.9          | 4.5          | 4.7           | 3.2            |
| Lifetime Benefits (\$M) <sup>b</sup> | \$11.95      | \$14.4       | \$15.48       | \$ 10.49       |
| TRC <sup>c</sup>                     | n/a          | n/a          | n/a           | n/a            |
| PAC <sup>c</sup>                     | n/a          | n/a          | n/a           | n/a            |

<sup>a</sup> Home Energy Assessment savings are calculated using HEA heat pump savings are calculated using HOT2000 modelling software which provides whole home energy savings results. As a result, E1 has estimated the isolated heat pump investment and savings to in the table above.

<sup>b</sup> Lifetime ratepayer benefits for 2023, 2024 and 2025 are expressed as the net present value of the avoided costs, including energy, capacity, transmission, distribution, and carbon over the life of the program measures using the avoided costs from the 2023-2025 DSM Plan.

<sup>c</sup> EfficiencyOne (E1) is not able to retroactively perform cost-effectiveness testing. E1 does not have verified customer costs or verified utility avoided costs, both of which are required to retroactively perform cost-effectiveness screening with actual results.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 (b) Please refer to M12186, Exhibit 2, 2024 DSM Programs Evaluation Reports, Existing  
2 Residential Program Appendix XXIV Green Heat Detailed Methodology and Billing Analysis,  
3 page 165-175, March 31, 2025.

4  
5 (c) The Home Energy Assessment (HEA) program component calculates energy savings based  
6 on HOT2000 simulation results adjusted with billing analysis results, and unitary savings  
7 values for prescriptive measures that are not modelled in HOT2000 (i.e. wood burning  
8 equipment, smart thermostats, solar PV systems and heat pump water heaters). Because  
9 heat pumps are modelled in HOT2000, unitary savings are not used to calculate heat pump  
10 savings.

11  
12 Wood burning equipment energy savings are calculated based on unitary savings values in  
13 HEA. The Green Heat billing analysis results for unitary values (i.e. Wood Stoves, Pellet  
14 Stoves, and Fireplace inserts) were applied to these measures in HEA.

15  
16 (d) Yes, in 2024, the Evaluator performed a billing analysis in HEA to obtain measured electrical  
17 energy savings generated through the installation of energy-efficiency upgrades. The  
18 Evaluator noted in the HEA Evaluation Report Appendix:

19 *“Since the billing analysis was conducted simultaneously for HEA and Green*  
20 *Heat, the Evaluator also compared the MSHP savings measured for Green Heat*  
21 *to those measured for HEA participants who only installed heat pumps (so that*  
22 *savings from other measures such as building envelope improvements would*  
23 *not be considered). On average HEA participants who only installed heat pumps*  
24 *saved 2,459 kWh, while Green Heat participants saved 1,177 kWh. These*  
25 *numbers are not directly comparable because the systems installed in HEA and*  
26 *Green Heat differ. When looking at the savings per capacity installed, they are*  
27 *much closer (0.0760 kWh/Btu/h for HEA versus 0.0666 kWh/Btu/h for Green*

## M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1        *Heat). Indeed, the average capacity of HEA heat pumps is 32 kBtu/h for*  
2        *participants who only installed a MSHPs compared to just over 17 kBtu/h for*  
3        *Green Heat.”*

4  
5        Please refer to M12186, Exhibit 2, 2024 DSM Programs Evaluation Reports, Existing  
6        Residential Program Appendix XXXI HEA Detailed Billing Analysis Methodology and Results,  
7        page 197-202, March 31, 2025.

8  
9        E1 applied an adjustment factor for HOT2000 modelled savings for Affordable Single-Family  
10       Homes, Mi'kmaw Home Energy Efficiency Project and HEA program components in the  
11       2026 DSM Extension to account for billing analysis adjusted savings.

12  
13    (e)    Please refer to part (d) of this IR response.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-15:**

**Page 7 of Appendix A states, “In 2025, the Custom program component is expected to achieve results that align with 2024 as the New Construction service continues to see growth in terms of customer participation. As compared to 2024, Custom will see an increase in unit cost. This is reflective of the mix of measures generating the savings. For example, in Custom, the New Construction service has a higher unit cost than Retrofit and New Construction and is expected to generate a significant portion of 2025 savings.” Please explain this statement in more detail.**

**(a) Why aren’t the Custom program component results growing, given that the performance of the New Construction service continues to see growth in customer participation?**

**(b) Why is New Construction service customer participation growing?**

**Response IR-15:**

(a) The interest in, and number of projects submitted to, the Custom New Construction offering has grown considerably compared to recent program years. Timelines can be difficult to predict based on the nature of the new construction industry, with some fluidity expected in completion dates. While seeking to support as many projects as possible in a given program year, EfficiencyOne (E1) must also ensure a sustainable offering and that program funds are allocated appropriately across the portfolio. When forecasting a program such as Custom New Construction, E1 is required to plan across multiple years in determining which projects will close each year given that projects are received well ahead of the respective claim year.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- 1 (b) As noted in the 2024 Custom Incentives Evaluation Report, Nova Scotia is seeing large  
2 growth in the number of Multi-unit Residential Buildings constructed as the province's  
3 population grows, and urban density increases. Many developers are participating in the  
4 Custom New Construction component to reduce operational costs, protect against rising  
5 energy costs, and follow corporate sustainability values. The new construction market for  
6 other building types is also expanding, with opportunities such as long-term care,  
7 community centres, university, and health care sectors. E1 is targeting those opportunities  
8 with its Business Development Managers and embedded Energy Managers to capitalize on  
9 lower cost energy efficiency opportunities within sectors like government and institutions.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-16:**

**Page 9 of Appendix A states, “As in the 2023-2025 approved Plan, E1 also followed the Balanced Plan principles from the Standardized Filing Framework that articulates that DSM Plans must balance multiple aspects of DSM for the benefit of customers as follows:**

- **short- and long-term energy and capacity avoidance;**
- **program delivery costs;**
- **avoided energy and capacity investments;**
- **non-electric and non-energy benefits;**
- **diversity of program delivery;**
- **business relationships and maintenance of market presence;**
- **access to programs by all market sectors and rate classes by addressing barriers to participation; and**
- **rate impacts.”**

**E1 circulated its *2026-2030 Demand Side Management Resource Plan: Round 1 Model Input Assumptions and Results* to the Demand Side Management Advisory Group (DSMAG) in July 2024. Appendix F of this document described E1’s proposed updates to the Standardized Filing Framework.**

**(a) Did E1 apply any of these proposed updates to the 2026 Plan Extension?**

**(b) If so, which ones?**

**(c) If E1 did not apply these updates, please explain why not.**

**Response IR-16:**

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- 1 (a) No, EfficiencyOne (E1) did not apply any of these proposed updates to the Standardized
- 2 Filing Framework to the 2026 DSM Plan Extension.
- 3
- 4 (b) Please refer to part (a) of this IR response.
- 5
- 6 (c) E1 received comments from some DSMAG members on its proposed approach to update
- 7 the Standardized Filing Framework (Framework) as part of the 2026-2030 DSM Plan
- 8 development and as provided in the July 22, 2024 brief to the DSMAG on Round 1 Model
- 9 Input Assumptions and Results. Given the consensus nature of the Framework, E1 aims for
- 10 DSMAG consensus around the Framework’s continued application or for desired changes.
- 11 E1 anticipates this will be considered further as part of 2027-2031 DSM Plan development.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-17:**

Pages 9 and 10 of Appendix A state, “In the approved 2023-2025 Plan, the following design objectives were applied, influenced by the Balanced Plan approach:

- investment in low-income and equity: 17% to 22% of total energy efficiency portfolio investment
- investment split: 50% Residential and 50% BNI programs; and
- energy savings split: 40% Residential and 60% BNI programs.

In the 2026 DSM Extension, the following design objectives were applied:

- investment in low-income and equity: 15% to 20% of total energy efficiency portfolio investment;
- investment split: 50% Residential and 50% BNI programs; and
- energy savings split: 40% Residential and 60% BNI programs.”

Please also refer to page 22 of the Evidence which states, “For example, in 2026, where the energy efficiency investment represents a 51%/49% split between the Residential and BNI sectors, the energy savings split is 35%/65% respectively.”

(a) Does E1 assume that the energy savings split does not include demand savings? If not, why not?

(b) Does E1 assert that a 51%/49% investment split between the Residential and BNI sectors and a 35%/65% energy savings split between the Residential and BNI sectors (considering energy efficiency program components only) meets the design objectives? Please explain why.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 **(c) Did E1 prioritize meeting the investment split design objective over the energy savings**  
2 **split design objective? If so, why?**

3  
4 **(d) Please discuss if investments are funded solely by ratepayers or if investments include**  
5 **funding from any other source.**

6  
7 Response IR-17:

8  
9 (a) The energy savings split design objective refers to the energy savings only. While not an  
10 explicit design objective, the demand savings associated with the energy efficiency  
11 measures is also assessed and as shown in Appendix A, Table 3: 2023-2026 DSM Extension  
12 Portfolio Level Insights is 26/74 for the 2026 DSM Extension.

13  
14 (b) EfficiencyOne (E1) considers the investment split and energy savings split between the  
15 Residential and BNI sectors for the 2026 DSM Extension to be aligned with the design  
16 objectives. In balancing the multiple factors of DSM for the benefit of customers, E1 applied  
17 the design objectives of the balanced plan approach, as was used in the Board approved  
18 2023-2025 DSM Plan. The "balanced plan approach" is a foundational principle embedded  
19 within the Standardized Filing Framework developed in 2016 by E1 through the DSM  
20 Advisory Group (DSMAG). This framework was designed to ensure consistency and  
21 transparency in DSM Plan filings.<sup>1</sup> E1 has consistently used the balanced plan approach in  
22 its DSM filings since the Nova Scotia Utility and Review Board's (NSUARB) formal  
23 acceptance of the Standardized Filing Framework.<sup>2</sup>

---

<sup>1</sup> M07543, 2026-2018 DSM Deferred Matters, Exhibit 3, Executed Revised Consensus Agreement, Appendix 1: Standardized Filing Framework, Section 4.3.1 Balanced Plan Approach, July 22, 2016, page 10.

<sup>2</sup> M07543, NSUARB Letter to E1, September 13, 2016, page 2.

## M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- 1 (c) E1 did not prioritize meeting the investment split design objective over the energy savings  
2 split design objective. In the development of DSM plans, including the development of the  
3 2026 DSM Extension targets, E1 applies the balanced plan approach through the guidance  
4 of its design objectives and consideration of multiple factors, while incorporating expected  
5 program changes and assessed the results against the design objectives.  
6
- 7 (d) The 2026 DSM investment of \$63.75 million, as included in the 2026 DSM Extension is solely  
8 funded by ratepayers.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-18:**

**Page 10 of Appendix A states, “E1 modified the investment in low-income and equity communities objective for the 2026 DSM Extension as compared to the approved 2023-2025 Plan to reflect the updated Statistics Canada Census Profile, 2021 Census of Population for Nova Scotia prevalence of low-income in Nova Scotia (%) based on the Low- Income Measure, After Tax (LIM-AT). The updated 2021 Census identified a low-income prevalence of 14.9%, a change from the 2023-2025 Plan where E1 used a 17.2% low-income prevalence from 2016 Census Profile data (the most recently available Census data at the time of Plan development).” How did E1 use this information to modify its investment in low-income and equity communities?**

**Response IR-18:**

**Please refer to EfficiencyOne’s response to NSEB IR-11.**

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-19:**

**Pages 22 and 23 of Appendix A states, “E1 will incorporate a streamlined offering for residential customers seeking heating system upgrades exclusively, with the ending of the Green Heat program component. This may include remote energy assessments with heating system upgrade recommendation reports.”**

**(a) Please describe this streamlined offering in more detail.**

**(b) Please confirm if remote energy assessments with heating system upgrade recommendation reports will be a component of this streamlined offering.**

**Response IR-19:**

(a) EfficiencyOne (E1) may use remote energy assessments to support the installation of heating system upgrades, a tool that E1 has helped develop in recent years and continues to pilot.

Remote energy assessments involve an Energy Advisor and a customer interacting virtually to collect important energy modelling details. This is a quicker, less expensive, and less intrusive option for customers than scheduling an in-home energy evaluation. Energy Advisors are able to collect all the information needed to produce a recommendation report for customers. The Energy Advisor then uses the energy modelling software associated with the remote energy assessment product, a machine learning model trained on thousands of Nova Scotia home energy evaluations, to estimate the home’s current energy consumption.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1       The customer uses the recommendation report and eligible equipment list to select and  
2       install a heating system. They then schedule a final video call with the Energy Advisor so  
3       they can verify the installation, take videos and screenshots of the project, and complete  
4       their modelling so E1 can likewise verify rebate eligibility and issue a payment.

5  
6       (b) E1 has not finalized whether remote energy assessments with heating system upgrade  
7       recommendation reports will be a component of a streamlined offering. E1 will be  
8       reviewing the Green Heat results for the remainder of 2025 comparing these to the 2026  
9       projected participation numbers, costs, energy savings estimates, and other administrative  
10      needs that may be required in greater detail to determine if this alternative offering is likely  
11      to provide the desired outcomes. E1 expects to make this decision later in 2025.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-20:**

**Page 26 of Appendix A states, “The Home Energy Assessment program component does not pass TRC. This is attributable to avoided costs updated in the 2026 DSM Extension, lower energy savings for Home Energy Assessment as a result of the 2024 evaluation billing analysis, and higher incremental costs. Home Energy Assessment, compared to Affordable Single-Family Homes and Mi’kmaw Home Energy Efficiency Project does not assume government funding top ups in 2026, assumes larger heating systems being installed based on recent trends which have a higher cost, and a lower net-to-gross ratio, all of which contribute to the lower TRC result.”**

**Why do larger heating systems have a lower net-to-gross-ratio?**

**Response IR-20:**

The quoted paragraph referenced in this Information Request (IR) could have read: “and **assumes** a lower net-to-gross ratio” to provide greater clarity. This was intended to explain that Home Energy Assessment assumes a lower net-to-gross ratio (compared to the other noted programs), not that larger heating systems have a lower net-to-gross ratio.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-21:**

**Page 28 of Appendix A states, “In the 2026 DSM Extension, E1 updated its assumptions on how it estimates low-income and equity impacts, provided in Attachment 2.”**

**(a) Was the update to include 2024 actuals in the attribution factors, or were there other updates?**

**(b) If there were other updates, please identify the updates.**

**Response IR-21:**

**(a)** The updates provided in Attachment 2 of Appendix A included the methods, assumptions and formulas for calculating the low-income and equity impacts and investment estimated allocations for the 2026 DSM Extension. Additionally, Attachment 2 describes the approach for reporting low-income and equity impacts in EfficiencyOne (E1’s) DSM reporting.

Updates for the 2026 DSM Extension include the following:

- the assumption that there would be no incidental low-income and equity participation in Instant Savings in 2026 with the removal of lighting;
- partial changes to the assumptions and calculation used in the three Business, Non-profit and Institutional (BNI) program components - Business Energy Rebates, Custom, and Small Business Energy Solutions. Low-income and equity impacts from these three program components will solely use tracked results from BNI dedicated low-income and affordable housing projects that exclusively serve low-income and equity communities (e.g., non-profit organizations, affordable housing entities, provincial, municipal, regional housing authorities). To be conservative, E1 removed

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 the assumption and calculation in these BNI program components whereby E1  
2 estimated the portion of BNI residential projects (excluding the dedicated low-  
3 income projects) using an apartment prevalence of low-income Nova Scotians. (This  
4 estimation used information from the 2021 Census and the Nova Scotia Division of  
5 Economics and Statistics. E1 had assumed 44.9% of apartment residents are low-  
6 income in Nova Scotia, i.e., 44.9% were the portion of Nova Scotian renters in core  
7 housing need);<sup>1</sup> and

- 8 • changes and updates to the scaling factors. 2026 estimates for low-income and  
9 equity impacts were scaled based on the 2023 and 2024 reported incidental low-  
10 income and equity impacts. In the 2023-2025 DSM Plan, low-income and equity  
11 estimates were scaled based on 2020 reported incidental low-income and equity  
12 impacts.

13  
14 Updates for estimating low-income and equity impacts in DSM reporting, effective in 2025  
15 reporting, include the following:

- 16 • the assumption that there would be no incidental low-income and equity savings  
17 for Instant Saving with the removal of lighting;
- 18 • partial changes to the assumptions and calculation used in the three BNI program  
19 components - Business Energy Rebates, Custom, and Small Business Energy  
20 Solutions. Low-income and equity impacts from these three program components  
21 will solely use tracked results from BNI dedicated low-income and affordable  
22 housing projects that exclusively serve low-income and equity communities (e.g.,  
23 non-profit organizations, affordable housing entities, provincial, municipal, regional  
24 housing authorities). To be conservative, E1 removed the assumption and  
25 calculation in these BNI program components whereby E1 estimated the portion of

---

<sup>1</sup> M11437, E1 Q3 2023 DSM Report, Attachment 2, November 27, 2023.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- 1           BNI residential projects (excluding the dedicated low-income projects) using an  
2           apartment prevalence of low-income Nova Scotians. (This estimation used  
3           information from the 2021 Census and the Nova Scotia Division of Economics and  
4           Statistics. E1 had assumed 44.9% of apartment residents are low-income in Nova  
5           Scotia, i.e., 44.9% were the portion of Nova Scotian renters in core housing need).<sup>2</sup>  
6  
7   (b)   Please refer to part (a) of this IR response.

---

<sup>2</sup> M11437, E1 Q3 2023 DSM Report, Attachment 2, November 27, 2023.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-22:**

**Page 36 of Appendix A states, “Eligibility was extended to support Mi’kmaw homeowners in 2024, in addition to Band owned homes, in Mi’kmaw communities.”**

**(a) To what extent has the inclusion of homeowners increased demand?**

**(b) Please explain if and how the proposed 2026 Plan Extension accommodates this increased demand.**

**Response IR-22:**

(a) The inclusion of privately-owned homes in Mi’kmaw communities within the Mi’kmaw Home Energy Efficiency Project reflects community feedback received through ongoing engagement. The inclusion of privately-owned homes has not significantly impacted demand for the program component, as the proportion of these homes in Mi’kmaw communities is relatively small. The proposed 2026 Plan Extension and secured government funding will accommodate the inclusion of privately-owned homes.

(b) Please see part (a) of this IR response.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-23:**

**Page 42 of Appendix A states, “Note: E1’s Performance Target for demand response is defined as the available capacity E1 achieves during NS Power’s utility peak period. E1’s 2026 target for demand response would be achieved during the December 2025 – February 2026 utility peak period. This differs from E1’s energy efficiency savings targets which are achieved during the full calendar year period of January-December 2026.”**

**(a) Does the term ‘energy efficiency savings targets’ mean Demand Savings in GW? If not, please explain the meaning of this term in this context.**

**(b) Please describe the difference between the definitions of Demand Savings for EE and Available Capacity for DR.**

**Response IR-23:**

**(a) Yes, the term ‘energy efficiency savings targets’ mean both energy and demand savings achieved through energy efficiency measures.**

**(b) Demand savings achieved through energy efficiency refers to the reduction in peak demand as a result of implementing energy-efficient measures. These measures can include upgrading to more efficient appliances, improving building insulation, or optimizing industrial processes. The goal is to reduce the overall energy usage and peak demand by making systems and processes more efficient. Peak demand savings correspond to the demand savings that coincide in time with the annual peak demand period of the electricity system. The projected electricity peak demand period in Nova Scotia is between 5 p.m. and 7 p.m. in the months of December to February on non-holiday weekdays.**

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 Available capacity achieved through demand response, on the other hand, refers to the  
2 amount of load reduction that can be achieved during peak periods by temporarily reducing  
3 or shifting electricity usage in response to grid signals or incentives. This capacity is  
4 available to the utility to help manage peak demand and maintain grid stability. Demand  
5 response programs typically involve agreements with customers to reduce their load during  
6 peak times in exchange for financial incentives. As defined in the DSM Evaluation Reports,  
7 available capacity is the capacity which is available to NS Power to reduce system peak  
8 demand. This capacity is calculated based on the first two hours of all events called  
9 between December and February, excluding weekends and holidays.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-24:**

**Table 20: 2026 Summary of the Residential Demand Response Program Component and Table 21: 2026 Summary of the BNI Demand Response Program Component on pages 43 and 44 of Appendix A respectively include New Capacity and Available Capacity demand savings. Footnote a for New Capacity at the bottom of page 43 states, “2026 New Capacity (MW) is based on E1’s 2025 Residential DR forecast.” Footnote a for New Capacity at the bottom of page 44 states, “2026 New Capacity (MW) is based on E1’s 2025 BNI DR forecast.”**

**(a) Please define the terms New Capacity and Available Capacity.**

**(b) Please describe how the New Capacity demand savings for Residential and BNI relate to E1’s 2025 Residential and BNI DR forecasts. Are the demand savings the same for Residential? Are the demand savings the same for BNI? If not, why not?**

**Response IR-24:**

(a) New capacity is the additional capacity added to the system annually, largely achieved through new customer recruitment, while the total available capacity describes how much demand response (DR) capacity is available to the electric utility during the utility peak period.

(b) EfficiencyOne (E1) used the 2025 forecast for DR as reported in the 2025 Q1 DSM Report<sup>1</sup> to determine the 2026 new capacity reported in the 2026 DSM Extension. The 2025 forecast includes 1.0 MW of available capacity for Residential DR and 9.0 MW of available

---

<sup>1</sup> M12290, E1 Q1 2025 DSM Report, May 26, 2025, page 6.

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**

**NON-CONFIDENTIAL**

---

1 capacity for BNI DR. Using the 2026 DSM Extension total available capacity for residential  
2 and BNI, 4.7 MW and 11.6 MW respectively, E1 calculated the New Capacity to be 3.7 MW  
3 for residential ( $4.7\text{MW} - 1.0\text{MW} = 3.7\text{MW}$ ) and 2.6MW for BNI ( $11.6\text{MW} - 9.0\text{MW} =$   
4  $2.6\text{MW}$ ).

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-25:**

**Page 44 of Appendix A states, “Enrollments will begin in 2025/2026.” Please identify the month and year in which enrollments are proposed to begin.**

**Response IR-25:**

Commercial customers have been eligible to participate in EfficiencyOne’s (E1) manual demand response program, Smart Synergy, since the program's launch in 2022 for the 2022/2023 season (December 1, 2022 to February 28, 2023). However, this program does not include direct control of battery systems; instead, it requires customers to manually manage their batteries to shift or curtail load in response to NS Power’s demand response events.

Commercial customers are also eligible to participate in E1’s automated demand response program, Eco Shift, which has supported the enrollment of select residential type battery storage systems since 2024. Participation in Eco Shift requires the program’s service provider to work directly with the original equipment manufacturer to enable device-level communication and control integration with E1’s Demand Response Management System (DRMS).

E1 is expecting the first enrollments of commercial customers with batteries (whether through Smart Synergy or Eco Shift) to occur for the 2025/2026 demand response season. This involves having customers enrolled by December 1, 2025.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-26:**

Page 44 of Appendix A states, “The 2026 marketing strategy is data-driven using AMI data to identify high potential customers.” Page 29 of Appendix A states, “2026 marketing strategies will also be data-driven. Leveraging data analytics tools including segmentation data, website user behaviour insights, and advanced metering infrastructure (AMI) data, 2026 marketing campaigns will include personalized messaging for differentiated customer types and potential customers. For the Residential and BNI sector, this may include personalized email messaging, customized website offers, geo-targeted emails based on customer proximity to retailers, automated co-program marketing techniques (e.g., Instant Savings smart thermostat re-promoted to enroll in E1’s Demand Response program), and targeted BNI email campaigns based on electricity use patterns using AMI data.”

(a) How will E1 leverage data analytics tools including segmentation data, website user behaviour insights, and advanced metering infrastructure (AMI) data?

(b) How will E1’s 2026 marketing campaigns include personalized messaging for differentiated customer types and potential customers?

(c) Please describe how E1 proposes to use AMI data to identify high potential customers.

(d) Why doesn’t E1 propose to use AMI data to identify high potential Residential customers as well (AMI data is not mentioned in the description of marketing strategies for Residential programs on page 43 of Appendix A)?

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 Response IR-26:

2  
3 (a) EfficiencyOne (E1) leverages data analytics tools to support all marketing and outreach  
4 efforts for residential and Business, Non-profit and Institutional (BNI) customers.

5  
6 E1 uses several tools and sources to segment data to better manage the customer journey.  
7 For example, E1 has segments built based on heat type, propensity, demographic, program  
8 recommendation type and industry. Additional data sets such as Environics (demographics  
9 and lifestyle data), are utilized to enhance profiles of segments built from first party data.  
10 Based on the segment, messaging/channel/timing will reflect the preferences to deliver the  
11 desired outcome (e.g., submit a program application).

12  
13 Website behavior insights are used to improve customer experience and the usability of  
14 the website. Insights leveraged include but are not limited to click behavior, bounce rates,  
15 time on site, new versus return visitors and page views. For example, if visitors to the site  
16 are leaving the website after only ten seconds, it likely means the page content is not  
17 relevant and would need to be updated to increase relevance and engagement.

18  
19 E1 also uses website click behavior to deliver dynamic content based on customer segment.  
20 An example of this would be visitors to the website who interact with the program  
21 navigator quiz on the efficiencyns.ca homepage and identify what segment they identify  
22 with (e.g., homeowners). Content on the homepage will update to show programs, articles,  
23 and tips related to that segment, including Eco Shift and educational content on what  
24 demand response is and the economic benefits of participating.

25  
26 Advanced Metering Infrastructure (AMI) data is leveraged to identify insights and trends  
27 which improve targeting and messaging. Marrying AMI data with disaggregated data from

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 E1's Residential Behaviour program component service provider, E1 is able to identify  
2 trends based on time-of-day usage. An example would be identifying customers who use  
3 their hot water tanks during peak periods. These customers are messaged, across channels,  
4 to encourage the installation of hot water controllers via Efficient Product Installation  
5 which drives enrollment in Eco Shift.

- 6  
7 (b) Segmented and/or 1-to-1 messaging is applied to all marketing campaigns. At the start of  
8 every campaign briefing, analysis and research is applied to understand the target audience  
9 (e.g., demographics, channel usage, preferences, past program participation, etc.). The  
10 information then informs the marketing mix and key drivers to respond to the campaign  
11 including messaging and creative considerations.

12  
13 Through the Customer Relationship Management system (Salesforce and Salesforce  
14 Marketing cloud) and the Demand Response Management System (DRMS) for Eco Shift, E1  
15 is able to deliver 1-to-1 messaging via email and to mobile devices. For example, customers  
16 who are currently in a program receive personalized messaging reminding customers of  
17 upcoming events with tips on what to do/what not to do. E1 also has 'warming' email  
18 journeys which are deployed outside the demand response season, to remind customers  
19 the value of being part of the program to increase participation and retention.

20  
21 In addition to the applications of AMI data mentioned above, E1 analyses disaggregated  
22 data provided by E1's Residential Behaviour program component service provider to  
23 identify what is driving energy consumption, which can be used to target individuals with  
24 recommendations on curtailing usage through personalized emails and Residential  
25 Behaviour program component online portal dashboards and emails. For example, looking  
26 at high energy usage homes, E1 provides tips on when to consider running appliances or  
27 programs that can provide access to energy-saving products.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- 1  
2 (c) E1 proposes to continue to leverage AMI data to best match customers to the right  
3 program, those with a higher propensity to respond (e.g., customers who ‘look’ like  
4 customers who have already participated). Depending on program criteria, AMI data, along  
5 with additional data sources (e.g., demographic/psychographic), will be used to identify the  
6 best channels, messaging and programs.
- 7  
8 (d) As discussed in part (b) of this IR response, AMI data, along with additional data sources, is  
9 used to identify high potential Residential customers as part of recruitment and enrollment  
10 targeting.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-27:**

**Page 45 of Appendix A states, “Investment for Development and Research has increased in 2026 compared to 2023-2025 to support the continuation of E1’s heat pump water heater market transformation pilot, launched in 2024.”**

**(a) When will results from this pilot be available?**

**(b) How does E1 intend to measure the success of this pilot?**

**Response IR-27:**

(a) Preliminary results from this pilot will be available following the completion of the third-party evaluation. The first planned evaluation for the pilot is scheduled to begin in 2026.

(b) EfficiencyOne (E1) plans to measure the success of its heat pump water heater (HPWH) market transformation (MT) pilot using a theory-based evaluation approach which is considered best practice for MT evaluation. MT programs aim at transforming an entire market in a long-term manner through interventions, the effect of the MT program to show if the market is moving in the right direction, is measured using market progress indicators (MPIs). The MPIs represent measurements of market change that result from E1 interventions. A few examples of these MPIs include year-over-year increases in installer and builder awareness/technical knowledge/installer comfort of HPWH, year-over-year increases in distributor and retailer stocking and recommendations of HPWH, and year-over-year increase in sales of HPWH. The conclusions for the MPI assessment will be based on the preponderance of evidence and not the results of any single analysis or indicator.

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**

**NON-CONFIDENTIAL**

---

1 E1 has established a six-year evaluation plan to evaluate these changes (which include  
2 market actor interviews, surveys and sales data) at set intervals (i.e., 2026, 2028, 2030) to  
3 assess how the market is responding and estimate the percentage of households with  
4 HPWHs compared to what would have been installed without the program (i.e., the natural  
5 market baseline).

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-28:**

**Page 45 of Appendix A states, “Investment in this category has been increased in 2026 as compared to 2023-2025 to support the development of the 2027-2031 DSM Resource Plan and initiation of an updated Potential Study to inform the new Independent Energy System Operator’s first IRP.”**

**(a) Please break out the proposed \$3.0 million budget for the 2026 Plan Extension by the proposed 2026 activities, including: development of the 2027-2031 DSM Resource Plan; engagement with the DSMAG on development of the 2027-2031 DSM Resource Plan; participate and contribute to the integrated resource planning process under the new Independent Energy System Operator as under Bill 404, including an updated Potential Study; 2026 DSM Extension reporting activities including Quarterly Reports, Evaluation Reports, Annual Progress Report, Audited Financial Statements; and Respond to directives from the 2026 DSM Extension regulatory process.**

**(b) Please provide a table comparing the proposed investment in this category by activity for the 2026 Plan Extension to 2023 Actuals, 2024 Actuals, and the 2025 Forecast, also broken out by activity.**

**Response IR-28:**

**(a) Please refer to Table 1, below.**

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

1 *Table 1: E1 2026 DSM Extension: Enabling Strategies - Regulatory Affairs Estimates*

|                                                                                                                                             |                |
|---------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| EfficiencyOne 2026 DSM Extension                                                                                                            |                |
| Enabling Strategies - Regulatory Affairs                                                                                                    |                |
| 2026 Activities                                                                                                                             | 2026 Estimates |
| Development of 2027-2031 DSM Plan & Compliance with 2026 DSM Extension Directives                                                           |                |
| E1 Costs: DSM Consultants, Professional Fees & Staff Costs                                                                                  | \$ 1,420,000   |
| Flow Through Costs: NSEB Counsel & Consultants, CA & Consultants, SBA & Consultants                                                         | 150,000        |
|                                                                                                                                             | \$ 1,570,000   |
| Regular DSM Matters including filing of Quarterly & Annual Reports; Evaluation Reports; Financial Statements; and Affiliate Code of Conduct |                |
| E1 Costs: DSM Consultants, Professional Fees & Staff Costs                                                                                  | \$ 360,000     |
| Flow Through Costs: NSEB Counsel & Consultants, CA & Consultants, SBA & Consultants                                                         | 43,000         |
| Regulatory Assessment                                                                                                                       | 107,000        |
|                                                                                                                                             | \$ 510,000     |
| Support Independent Energy System Operator's Integrated Resource Plan including a new Potential Study                                       |                |
| E1 Costs: DSM Consultants, Professional Fees & Staff Costs                                                                                  | \$ 920,000     |
|                                                                                                                                             | \$ 920,000     |
| Total 2026 DSM Extension Regulatory Costs                                                                                                   | \$ 3,000,000   |

2

3

4 (b) Please refer to Table 2, below.

5

6 *Table 2: 2026 DSM Extension - Enabling Strategies - Regulatory Affairs, 2023 & 2024 Actual and 2025 Forecast*

|                                                                                                                                             |             |              |               |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|---------------|
| EfficiencyOne 2023-2025 DSM Plan                                                                                                            |             |              |               |
| Enabling Strategies - Regulatory Affairs                                                                                                    |             |              |               |
| Activities                                                                                                                                  | 2023 Actual | 2024 Actual  | 2025 Forecast |
| DSM Planning - 2026 DSM Extension (including 2023-2025 Directives); 2027 - 2031 DSM Plan (including 2026 Directives)                        |             |              |               |
| E1 Costs: DSM Consultants, Professional Fees & Staff Costs                                                                                  | \$ 526,000  | \$ 2,439,000 | \$ 2,193,000  |
| Flow Through Costs: NSEB Counsel & Consultants, CA & Consultants, SBA & Consultants                                                         | -           | 260,000      | 450,000       |
|                                                                                                                                             | \$ 526,000  | \$ 2,699,000 | \$ 2,643,000  |
| Regular DSM Matters including filing of Quarterly & Annual Reports; Evaluation Reports; Financial Statements; and Affiliate Code of Conduct |             |              |               |
| E1 Costs: DSM Consultants, Professional Fees & Staff Costs                                                                                  | \$ 306,000  | \$ 349,000   | \$ 279,000    |
| Flow Through Costs: NSEB Counsel & Consultants, CA & Consultants, SBA & Consultants                                                         | 20,000      | 18,000       | 25,000        |
| Regulatory Assessment                                                                                                                       | 47,000      | 77,000       | 107,000       |
|                                                                                                                                             | \$ 373,000  | \$ 444,000   | \$ 411,000    |
| Support Independent Energy System Operator's Integrated Resource Plan including a new Potential Study                                       |             |              |               |
| E1 Costs: DSM Consultants, Professional Fees & Staff Costs                                                                                  | \$ -        | \$ -         | \$ -          |
|                                                                                                                                             | \$ -        | \$ -         | \$ -          |
| Total 2026 DSM Extension Regulatory Costs                                                                                                   | \$ 899,000  | \$ 3,143,000 | \$ 3,054,000  |

7

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-29:**

**Page 47 of Appendix A states, “E1 is deemed to be in substantial compliance with the approved 2023-2026 Performance Targets if ninety percent (90%) or greater achievement is reached on each of the four Performance Targets at the end of the four-year Plan period (2023-2026).” Pages 4 to 5 of Appendix A state, “Savings achieved in 2023 and 2024 mark continued progress towards the achievement of E1’s approved Performance Targets for the 2023-2025 Plan. As outlined in Table 1 above, at the end of 2024, E1 has achieved the following results towards its Performance Targets:**

- **74% of the energy savings target;**
- **74% of the peak demand savings target;**
- **45% of the available capacity target; and**
- **55% of the low-income and equity target.”**

**Is E1 currently at risk of not achieving any of the 2023-2026 Performance Targets? If so, which one(s)? For each one, please explain why.**

**Response IR-29:**

EfficiencyOne (E1) is on track to achieve the compliance threshold of 90% or greater for all four 2023-2026 Performance Targets, which are as follows:

- 528.7 GWh of cumulative annual net energy savings;
- 97.7 MW of cumulative annual net peak demand savings;
- 16.3 MW of available capacity; and
- 19.8 GWh of cumulative annual net energy savings applicable to dedicated low-income and equity programs, which includes Affordable Multi-Family Housing, Affordable Single-Family Homes, and the Mi’kmaw Home Energy Efficiency Project.

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**

**NON-CONFIDENTIAL**

---

- 1 The percentages detailed on pages 4-5 of Appendix A represent E1's progress towards 2023-2025
- 2 Performance Targets, outlined in the current 2023-2025 DSM Plan. The Performance Targets on
- 3 page 47 of Appendix A are for 2023-2026 and represent the extension of the 2023-2025 DSM
- 4 Plan to include 2026.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-30:**

**Please refer to Table 25: 2026 Low-income and Equity Performance Indicators - Non-1 Targeted Program Components on Page 50 of Appendix A. Please also see Table 2: 2026 DSM Extension - Low-Income & Equity: Assumptions & Calculations for Incidental Impacts for Non-Targeted Program Components on page 4 of Attachment 2 of Appendix A, which states the following for the Residential Behavior program component: “Estimates were scaled based on the reported 2024 incidental low-income & equity impacts. In 2024, low-income & equity participation in RB represented:**

- **14.9% of energy savings**
- **0% of demand savings**
- **14.9% of expenditures”**

**(a) Please provide the actuals broken out for 2023 versus 2024 by program component.**

**(b) Please explain why 2023 actuals are not included in the scaling factors for the Residential Behavior program component.**

**(c) For program components in which the actuals are not relatively consistent from 2023 to 2024, please discuss why E1 decided to use an average of these two years as the scaling factor.**

**Response IR-30:**

**(a) Tables 1, 2, and 3, below, provide the 2023 and 2024 actuals broken out by program component. All 2023 and 2024 low-income and equity actuals were calculated using the**

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

assumptions and calculations as detailed in Table 3 of Attachment 2 in Appendix A (page 5-7).

Table 1: Low-income and Equity Incidental 2023 and 2024 Energy Savings by Program Component

| Program Component               | 2023 Low-income & Equity Energy Savings (GWh) | 2023 Total Program Energy Savings (GWh) | 2023 Proportion of Low-income & Equity (%) | 2024 Low-income & Equity Energy Savings (GWh) | 2024 Total Energy Savings 2024 (GWh) | Proportion of 2024 Low-income & Equity (%) |
|---------------------------------|-----------------------------------------------|-----------------------------------------|--------------------------------------------|-----------------------------------------------|--------------------------------------|--------------------------------------------|
| Efficient Product Installation  | 3.29                                          | 9.36                                    | 35.2%                                      | 3.4                                           | 8.95                                 | 38.0%                                      |
| Residential Behaviour           | n/a                                           | n/a                                     | n/a                                        | 1.0                                           | 6.27                                 | 15.3%                                      |
| Business Energy Rebates         | 0.19                                          | 38.81                                   | 0.49%                                      | 0.0                                           | 39.53                                | 0%                                         |
| Custom                          | 0.06                                          | 21.75                                   | 0.28%                                      | 0.13                                          | 39.95                                | 0.3%                                       |
| Small Business Energy Solutions | 0.02                                          | 7.45                                    | 0.33%                                      | 0.11                                          | 10.85                                | 1.0%                                       |

Table 2: Low-income and Equity Incidental 2023 and 2024 Demand Savings by Program Component

| Program Component               | 2023 Low-income & Equity Demand Savings (MW) | 2023 Total Program Demand Savings 2023 (MW) | 2023 Proportion of Low-income & Equity (%) | 2024 Low-income & Equity Demand Savings (MW) | 2024 Total Demand Savings 2024 (MW) | 2024 Proportion of Low-income & Equity (%) |
|---------------------------------|----------------------------------------------|---------------------------------------------|--------------------------------------------|----------------------------------------------|-------------------------------------|--------------------------------------------|
| Efficient Product Installation  | 0.44                                         | 0.92                                        | 47.6%                                      | 0.8                                          | 0.88                                | 33.9%                                      |
| Residential Behaviour           | n/a                                          | n/a                                         | n/a                                        | 0                                            | 5.75                                | 0.0%                                       |
| Business Energy Rebates         | 0.05                                         | 6.01                                        | 0.79%                                      | 0                                            | 5.75                                | 0.0%                                       |
| Custom                          | 0.00                                         | 3.05                                        | 0.09%                                      | 0.00                                         | 5.38                                | 0.0%                                       |
| Small Business Energy Solutions | 0.00                                         | 1.49                                        | 0.23%                                      | 0.06                                         | 2.16                                | 2.7%                                       |

Table 3: Low-income and Equity Incidental 2023 and 2024 Expenditures by Program Component

| Program Component               | 2023 Low-income & Equity Expenditures (\$) | 2023 Total Expenditures (\$) | 2023 Proportion of Low-income & Equity (%) | 2024 Low-income & Equity Expenditures (\$) | 2024 Total Expenditures (\$) | 2024 Proportion of Low-income & Equity % |
|---------------------------------|--------------------------------------------|------------------------------|--------------------------------------------|--------------------------------------------|------------------------------|------------------------------------------|
| Efficient Product Installation  | 0.92                                       | 2.77                         | 33.1%                                      | 1.3                                        | 3.93                         | 34.4%                                    |
| Residential Behaviour           | n/a                                        | n/a                          | n/a                                        | 0.3                                        | 2.31                         | 14.9%                                    |
| Business Energy Rebates         | 0.00                                       | 6.39                         | 0.03%                                      | 0                                          | 6.24                         | 0.0%                                     |
| Custom                          | 0.01                                       | 2.63                         | 0.29%                                      | 0.03                                       | 4.84                         | 0.5%                                     |
| Small Business Energy Solutions | 0.01                                       | 2.95                         | 0.40%                                      | 0.08                                       | 5.33                         | 1.5%                                     |

## M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- 1 (b) Residential Behaviour did not achieve savings in 2023 as the program component did not  
2 launch in 2023 as originally planned. Therefore, there were no reported low-income and  
3 equity impacts for Residential Behaviour in 2023.  
4
- 5 (c) Program component low-income and equity results as a percent of total savings are  
6 relatively consistent from 2023 to 2024; however, E1 opted to use an average of two years  
7 to follow the same approach that informed the rest of its 2026 DSM portfolio, where E1  
8 closely reviewed the actual results for 2023 and 2024 (among other factors) to inform the  
9 DSM Extension.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-31:**

**Please refer to Table 3: DSM Reporting: Incidental Low-Income Impacts for Non-Targeted Program Components on pages 5 to 7 of Attachment 2 of Appendix A. The text in the column titled ‘Calculation for DSM Reporting’ refers to savings throughout.**

**(a) Does the savings description apply to both energy and demand savings?**

**(b) Where are the calculations of expenditures described?**

**(c) The text under the column titled ‘Calculation for DSM Reporting’ for the Business Energy Rebates – Application Rebates (BER-AR) and Instant Rebates (BER-IR) program component states, “BER-AR: Incidental low-income & equity savings = (total savings from residential dedicated low-income & affordable housing projects “Housing\*”).” Please discuss this methodology for attributing expenditures, energy savings, and demand savings to low-income customers in more detail. Please highlight any aspects of this methodology that are specific to this program component.**

**(d) The text under the column titled ‘Calculation for DSM Reporting’ for the Custom program component states, “Incidental low-income & equity savings = (total savings from residential dedicated low-income & affordable housing projects “Housing\*”).” Please discuss this methodology for attributing expenditures, energy savings, and demand savings to low-income customers in more detail. Please highlight any aspects of this methodology that are specific to this program component.**

**(e) The text under the column titled ‘Calculation for DSM Reporting’ for the Small Business Energy Solutions program component states, “Incidental low-income & equity savings =**

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

(total savings from residential dedicated low-income & affordable housing projects “Housing\*”). Please discuss this methodology for attributing expenditures, energy savings, and demand savings to low-income customers in more detail. Please highlight any aspects of this methodology that are specific to this program component.

Response IR-31:

(a) Yes. The savings description in Table 3 of Attachment 2 of Appendix A under the column “Calculation for 2026 DSM Extension” applies to the calculation of both energy and demand savings as well as expenditures as described in the footnote at the bottom of Table 3 in Attachment 2 of Appendix A. The footnote states the following:

“The calculations use the general term “savings”. The same calculations are applied to energy savings, peak demand savings, and program expenditures.”<sup>1</sup>

(b) Please refer to part (a) of this IR response.

(c) In Attachment 2 of Appendix A, E1 outlined its methodology, assumptions and calculations by program component for estimating the incidental low-income and equity impacts for the 2026 DSM Extension and for DSM reporting (effective for 2025 DSM reporting). Specifically, Table 3 of Attachment 2 (DSM Reporting) outlines how E1 calculates the incidental low-income and equity impacts for DSM Reporting for applicable program components, including Business Energy Rebates (BER).

For BER, E1 uses tracked results from completed BER-Application Rebates projects that exclusively serve low-income and equity communities (e.g., projects completed by non-

---

<sup>1</sup> M12249, E1 2026 DSM Extension, Appendix A, Attachment 2, April 30, 2025, page 7.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

1 profit organizations, affordable housing entities, provincial, municipal, regional housing  
2 authorities – or “Housing”) as shown in the calculation under the column “Calculation for  
3 DSM reporting”.

4  
5 For BER-Instant Rebates (BER-IR), as noted in the “Assumptions” column of Table 3, the  
6 exact location of products receiving BER-IR is unknown as it is a point-of-sale rebate  
7 program and E1 does not have primary research data indicating the actual proportion of  
8 low-income Nova Scotians benefiting from BER-IR. E1’s estimate of incidental low-income  
9 and equity participation in BER-IR is based on the assumption that the proportion of low-  
10 income BER-IR measures installed in residential projects that exclusively serve low-income  
11 and equity communities is the same as the proportion of low-income BER Application  
12 Rebates (BER-AR) impacts. The calculation for BER incidental low-income and equity  
13 savings includes the sum of both BER-AR low-income (i.e. total savings from residential  
14 dedicated low-income and affordable housing projects “Housing”) plus BER-IR incidental  
15 low-income and equity impacts (estimated based on the same proportion as BER-AR low-  
16 income and equity impacts).

17  
18 The methodology, assumptions, and calculations used in BER-AR for estimating incidental  
19 low-income and equity impacts in DSM reporting also apply to Custom and Small Business  
20 Energy Solutions. All three BNI program components use the same assumptions for DSM  
21 reporting whereby the upgrades completed in residential projects that exclusively serve  
22 low-income Nova Scotians (e.g. non-profit organizations, affordable housing entities,  
23 provincial, municipal, regional housing authorities – or “Housing” as shown in the column  
24 “Calculation for DSM reporting”) are considered incidental low-income and equity impacts.

25  
26 (d) Please refer to part (c) of this IR response.

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**

**NON-CONFIDENTIAL**

---

- 1 (e) Please refer to part (c) of this IR response.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-32:**

**Does the 2026 Plan Extension lay the groundwork for E1's 2027-2031 Plan, particularly regarding potential new offerings such as solar and strategic electrification? Please explain.**

**Response IR-32:**

The 2027-2031 DSM Plan planning phase will be completed in early 2026, building upon the work that has been completed in 2024; this includes solar PV and strategic electrification. The 2026 DSM Extension has been developed as an extension of the 2023-2025 DSM Plan and does not include new offerings of solar or strategic electrification. In 2022, the *Public Utilities Act* was amended to add “strategic electrification of energy end uses currently powered by fossil fuels in a manner that reduces overall greenhouse gas emissions and electricity costs” to the definition of demand side management.<sup>1</sup> Strategic electrification cannot be assessed using the existing Total Resource Cost (TRC) test (the approved cost effectiveness test for the 2023-2025 DSM Plan) as it excludes non-utility impacts, including other fuels. Solar PV was not included in the 2023-2025 DSM Plan as a separate DSM resource and as this is an extension to that Plan, this resource has not been included. Consistent with other DSM Plan regulatory expenditures, the 2026 DSM Extension does include the estimated costs related to the regulatory process for the 2027-2031 DSM Plan that will follow E1's filing of the 2027-2031 DSM Plan in early 2026.

---

<sup>1</sup> Bill 228, An Act to Amend Chapter 380 of the Revised Statutes, 1989, the Public Utilities Act, Royal Assent, November 9, 2022. [Nova Scotia Legislature - Bill 228 - Public Utilities Act \(amended\) - RA](#)

## M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-33:**

**Please compare the 2026 Extension with the IRP Reference Plan in terms of energy and demand savings.**

Response IR-33:

Table 1, below, provides the energy efficiency energy and demand savings, as well as the investment for the 2026 DSM Extension and for 2026 from the 2022 Evergreen Integrated Resource Plan (IRP).

Table 1: Savings and Investment for 2026 DSM Extension, and for 2026 from the 2022 Evergreen IRP.

| Savings/Investment   | 2026 DSM Extension | 2022 Evergreen IRP Reference Plan for 2026 <sup>a</sup> |
|----------------------|--------------------|---------------------------------------------------------|
| Energy Savings (GWh) | 116                | 136                                                     |
| Demand Savings (MW)  | 18.9               | 25                                                      |
| Investment (\$M)     | \$57.2             | \$62.3                                                  |

<sup>a</sup> Energy and demand savings for year 2026 are taken from the 2022 IRP Evergreen Update Planning Scenario which includes Base-DSM from the 2019 Potential Study. The investment is also taken from the 2022 IRP Evergreen Update Planning Scenario which includes the Base-DSM investment from the 2019 Potential Study adjusted for inflation.

The 2026 DSM Extension includes lower energy and demand savings as compared to the 2022 IRP Reference Plan for 2026, primarily driven by the lower investment level included in the 2026 DSM Extension for energy efficiency as compared to the 2022 Evergreen IRP Reference Plan. A lower investment for energy efficiency was included in the 2026 DSM Extension to align with the prescribed total investment amount of \$63.75 million for 2026 portfolio which includes both energy efficiency and demand response.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-34:**

**Please provide an evaluation plan for the 2023-2025, 2026 Extension, and 2027 and onward (to the extent known), including all types of studies other than impact evaluations (e.g., process evaluation, saturation/baseline, participation, benchmarking, potential), schedule for conducting it, focus (e.g., sector, program, end use), need for the study, and rationale for the proposed timing.**

**Response IR-34:**

The 2023 and 2024 Demand Side Management (DSM) Evaluation studies inclusive of impact, process, and market evaluations, are presented in the 2023<sup>1</sup> and 2024<sup>2</sup> Evaluation Reports filed with the regulator. The Evaluation Reports describe the evaluation approach, activities and methodologies performed for each type of evaluation (impact, process and market). The 2025 Evaluation plan is currently being developed in collaboration with EfficiencyOne's (E1) Evaluation Consultant. The annual evaluation plan is informed each year by the previous year's DSM Evaluation Report, Savings Verification Report, and program changes. The 2026 and onward Evaluation plans will be developed once DSM applications are approved and the portfolio of programs to be administered by E1 is known.

---

<sup>1</sup> M11630, Exhibit 2, 2023 DSM Programs Evaluation Reports, 2023 DSM Programs Evaluation Executive Summary, April 1, 2024, page 32.

<sup>2</sup> M12186, Exhibit 2, 2024 DSM Programs Evaluation Reports, 2024 DSM Programs Evaluation Executive Summary, March 31, 2025, page 32-37.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**CONFIDENTIAL**

---

**Request IR-35:**

**Please provide any agreements with NSPI regarding access to or transfer of AMI data.**

Response IR-35:

The agreement between EfficiencyOne (E1) and NS Power related to the access to, or transfer of, Advanced Metering Infrastructure (AMI) data is included as Attachment 1 to this IR response (filed confidentially): Professional Services and Data Transfer Agreement between EfficiencyOne and Nova Scotia Power Incorporated dated as of November 15, 2022.

**PROFESSIONAL SERVICES AND DATA TRANSFER AGREEMENT**

between

**EFFICIENCYONE**

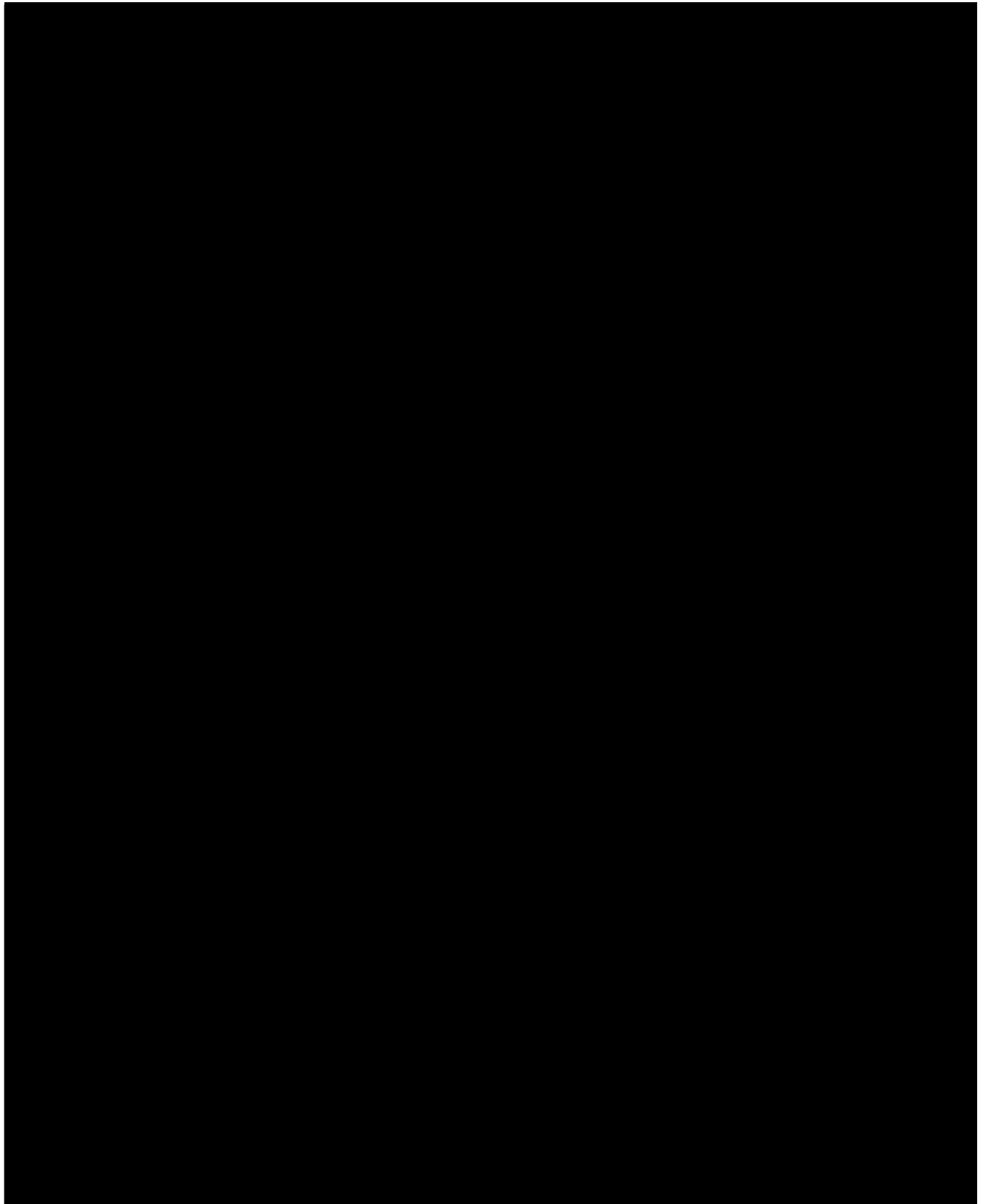
and

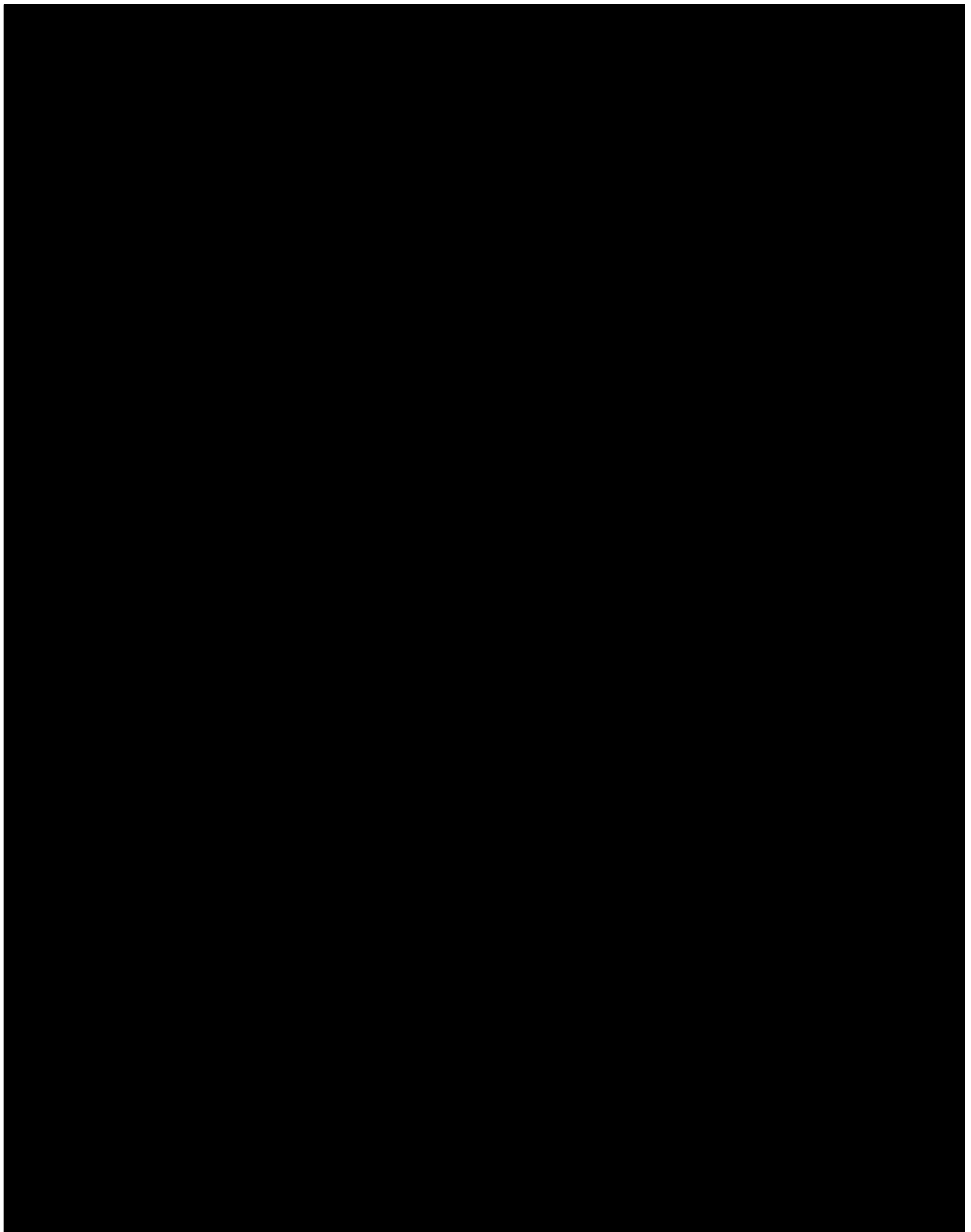
**NOVA SCOTIA POWER INCORPORATED**

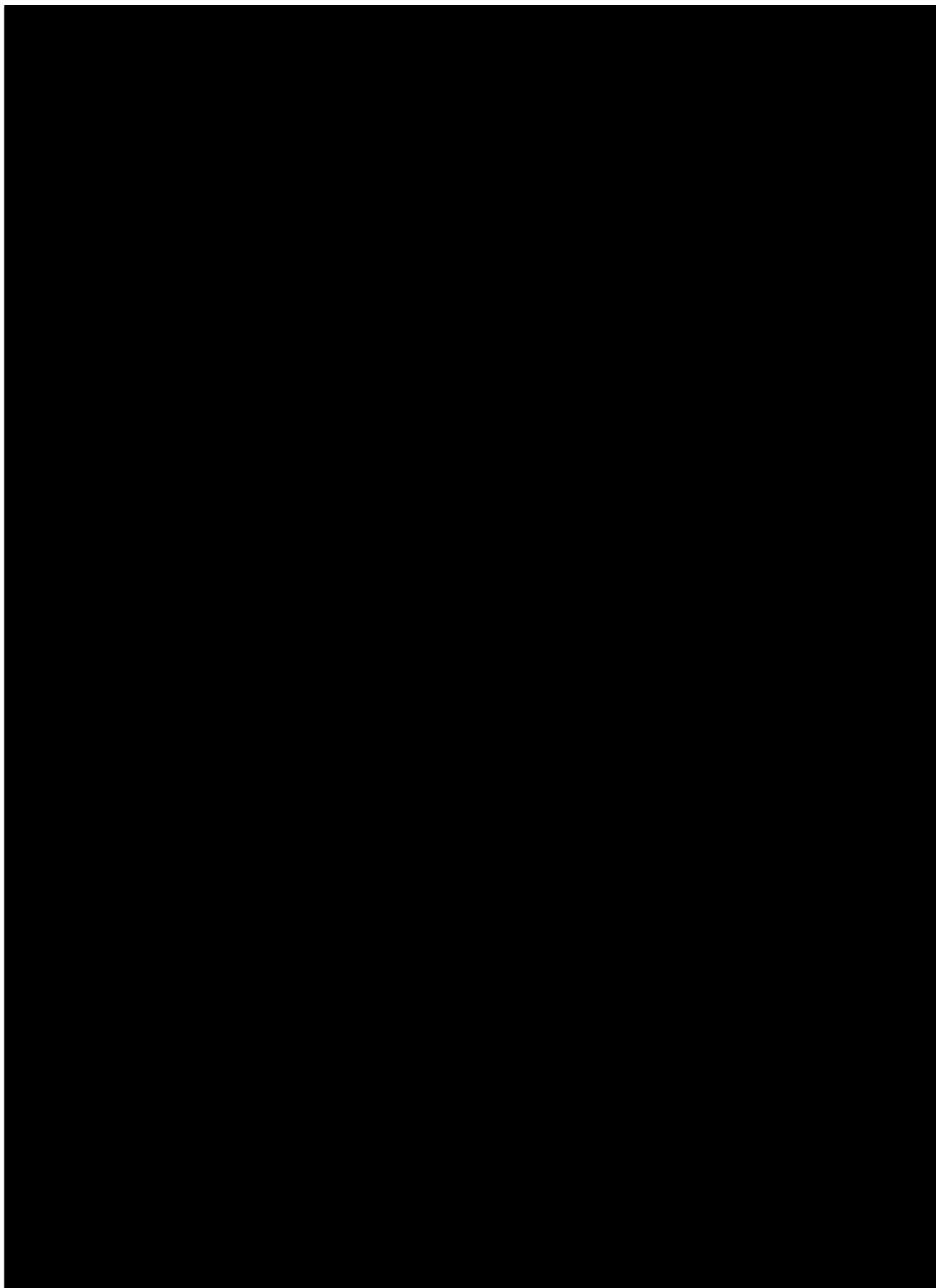
dated as of

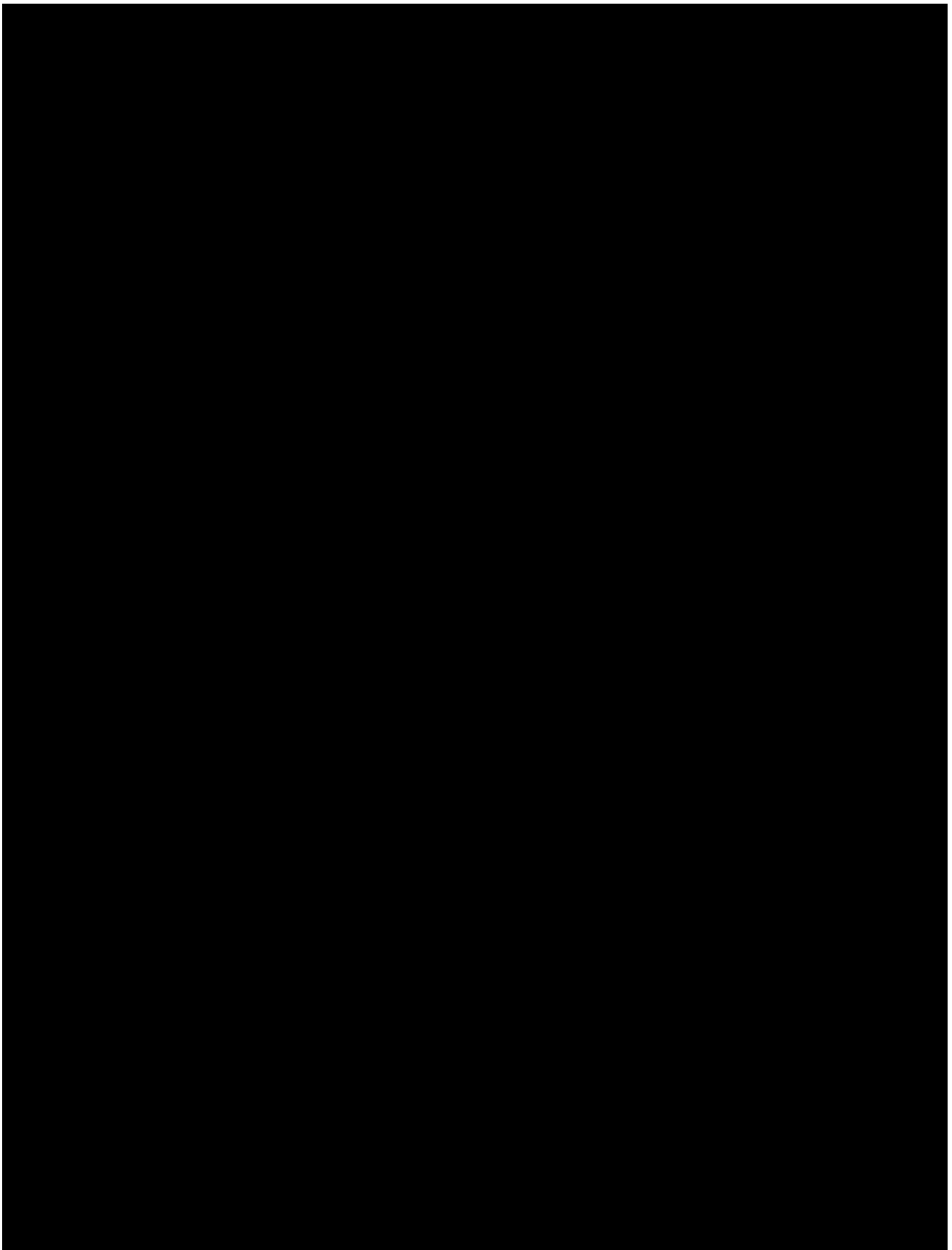
November 15, 2022

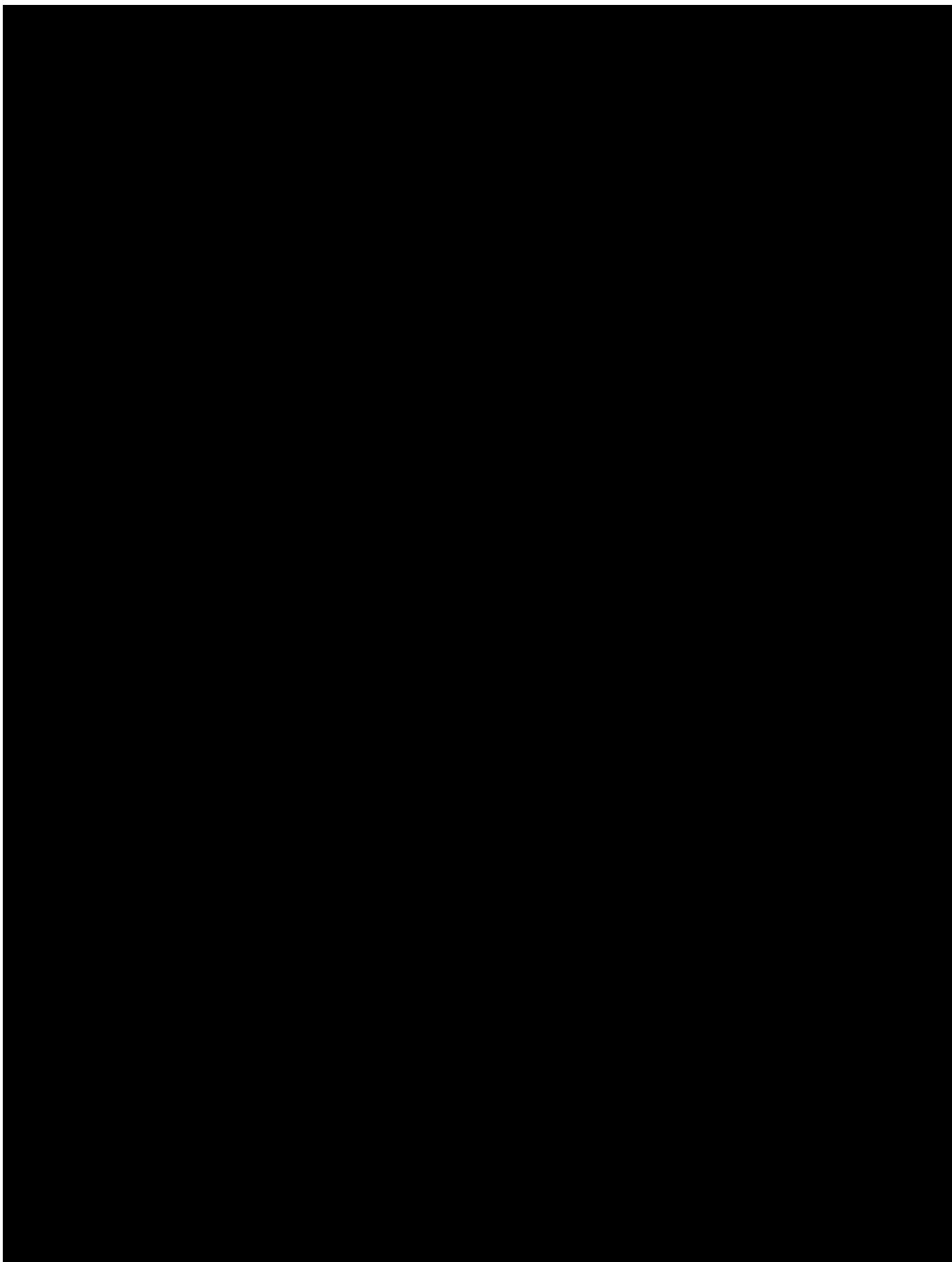
**PROFESSIONAL SERVICES AND DATA TRANSFER AGREEMENT**

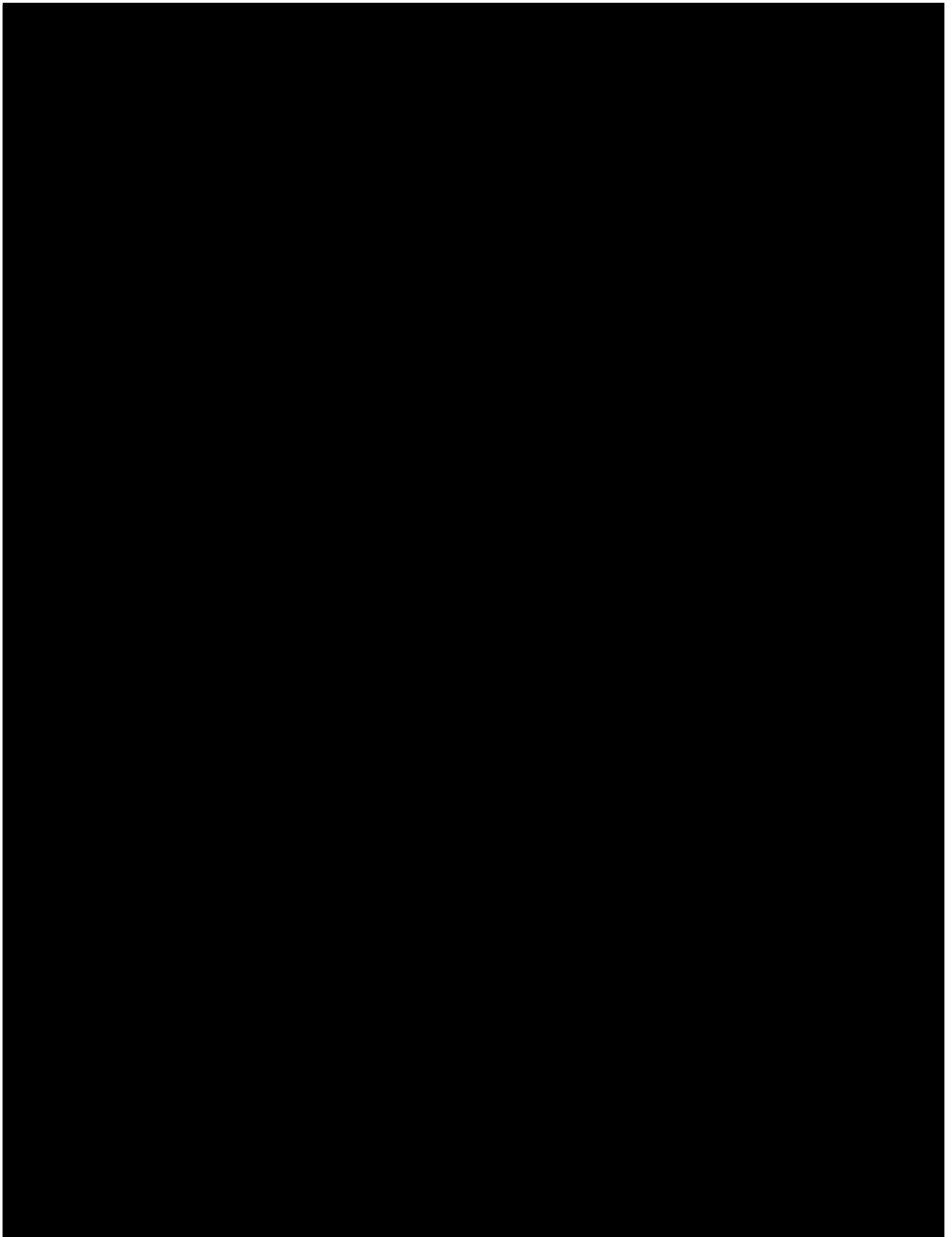


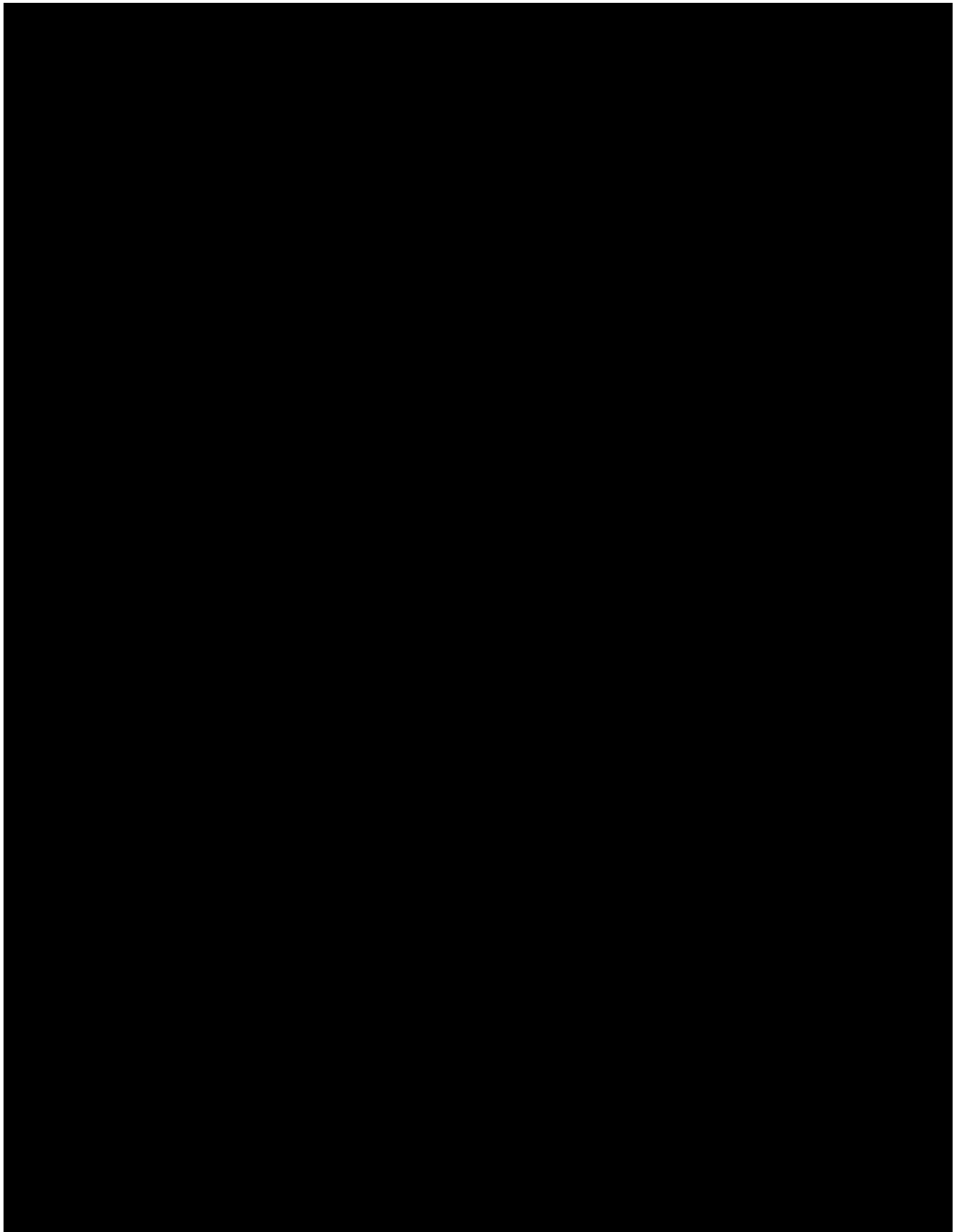


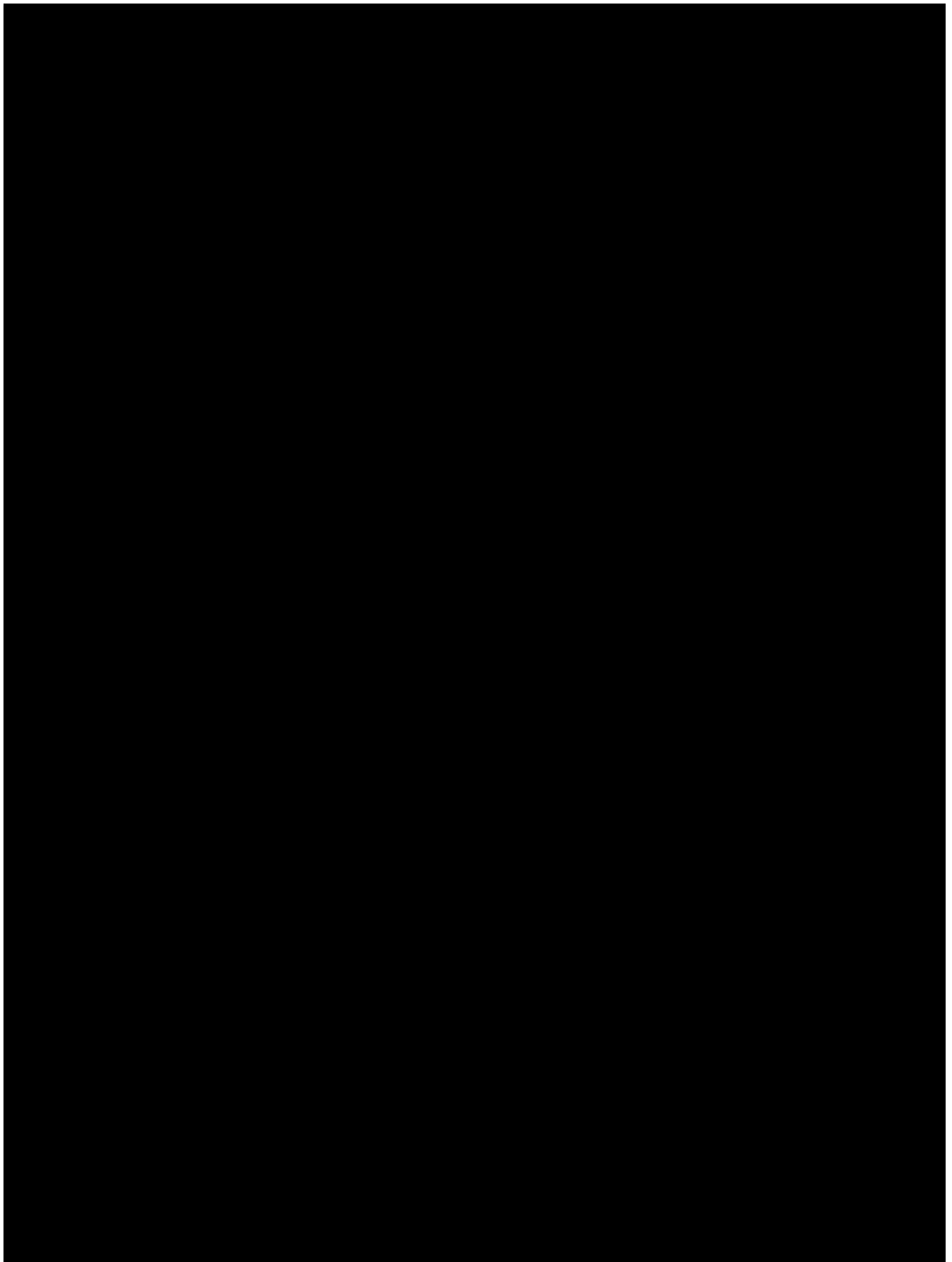


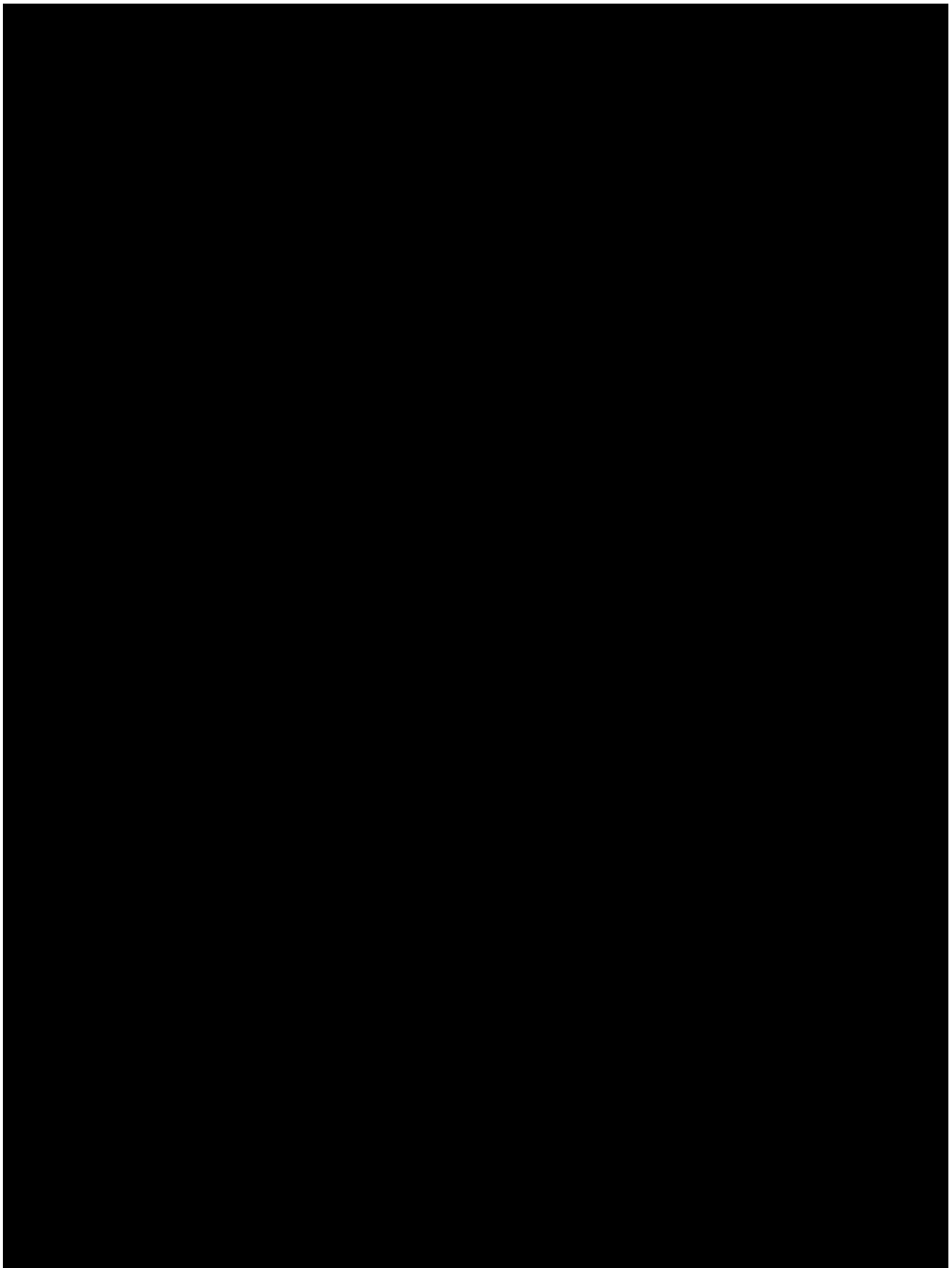


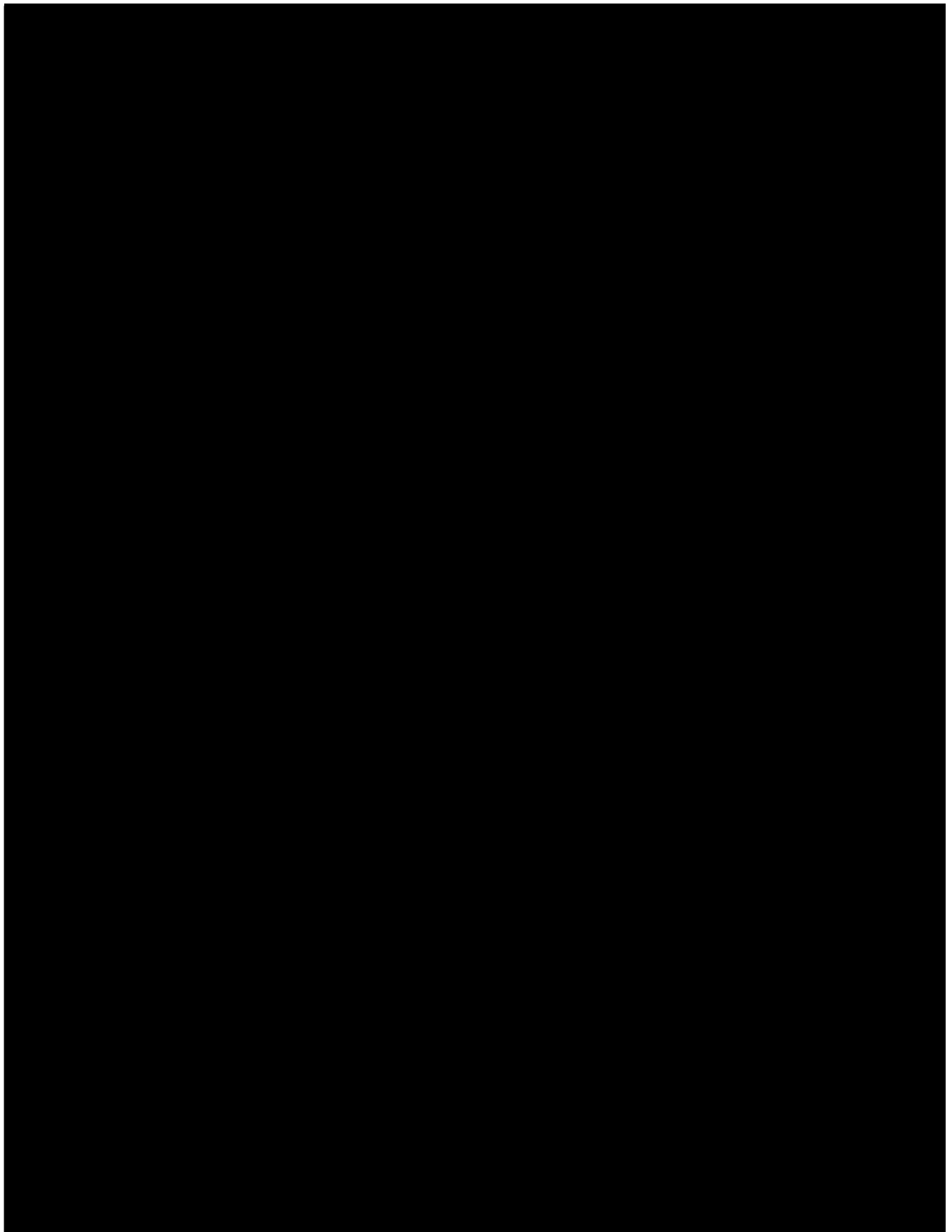


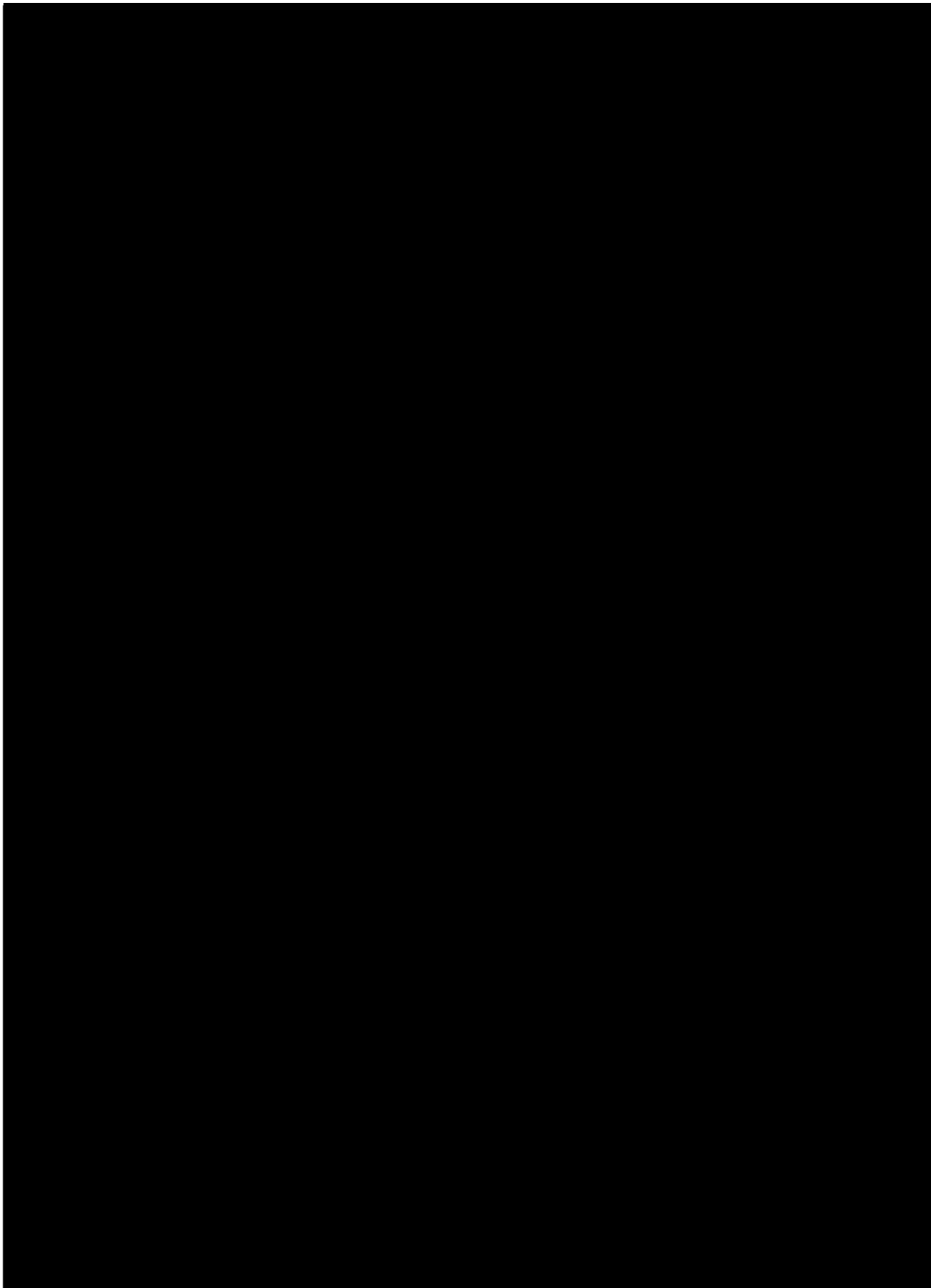


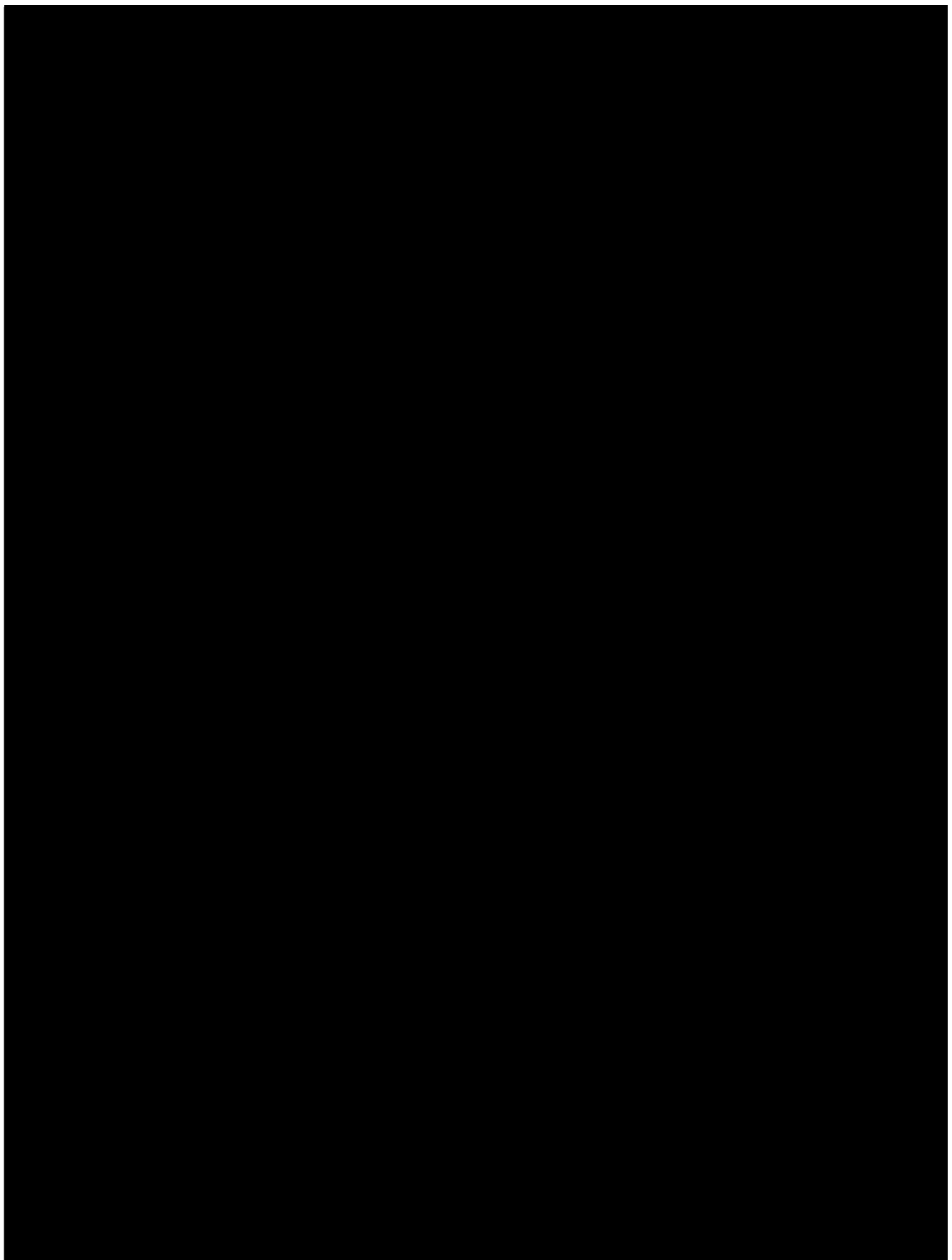






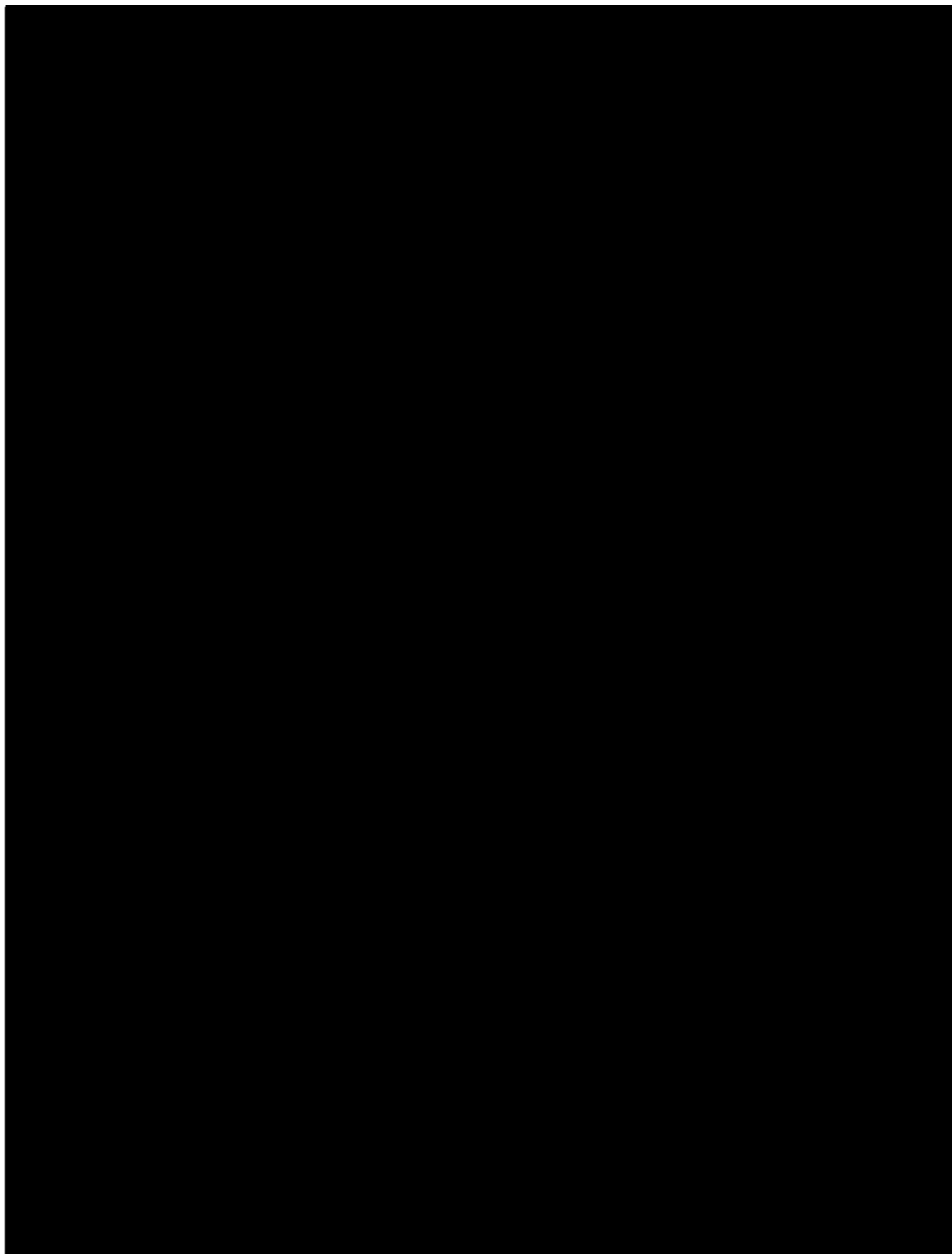


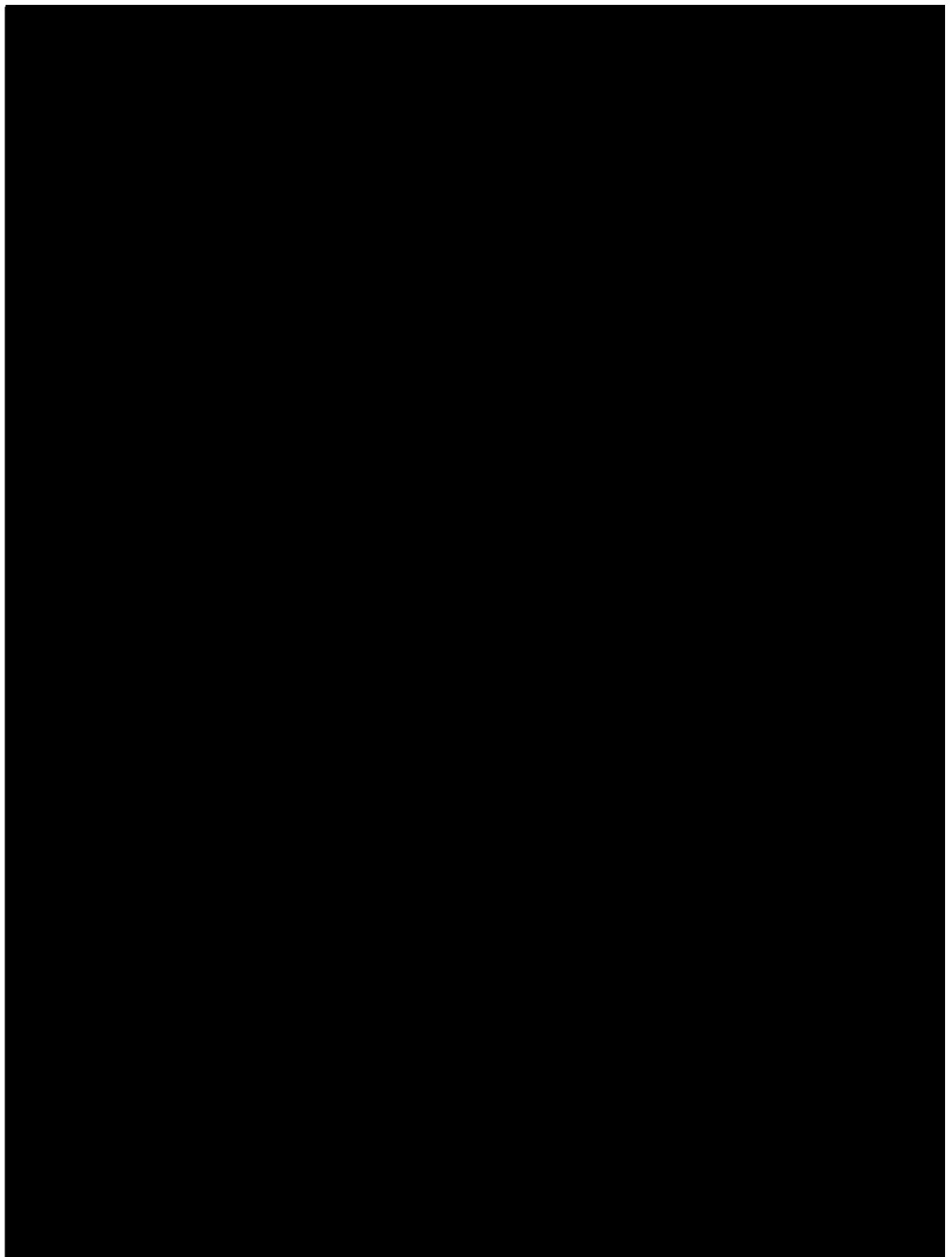


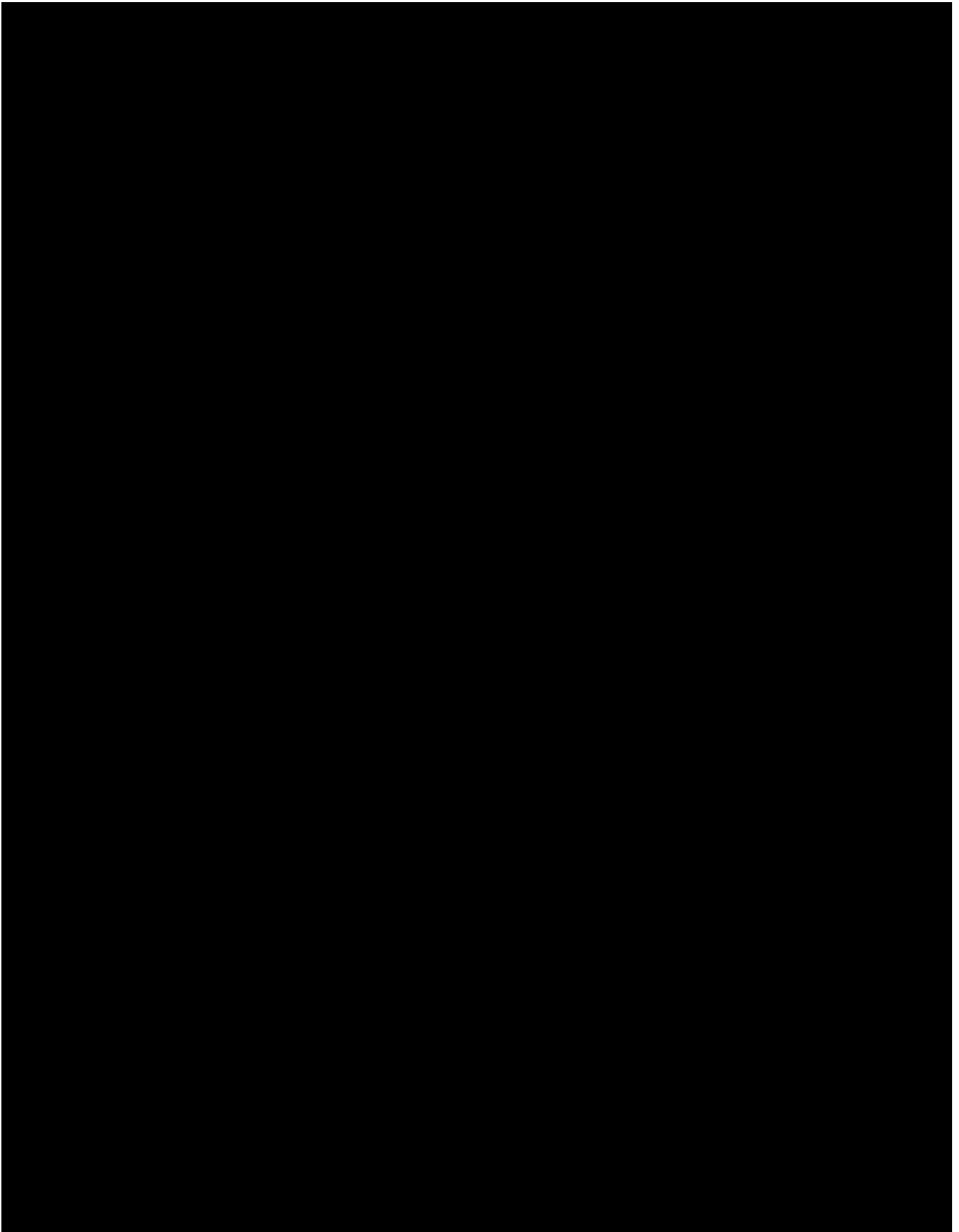


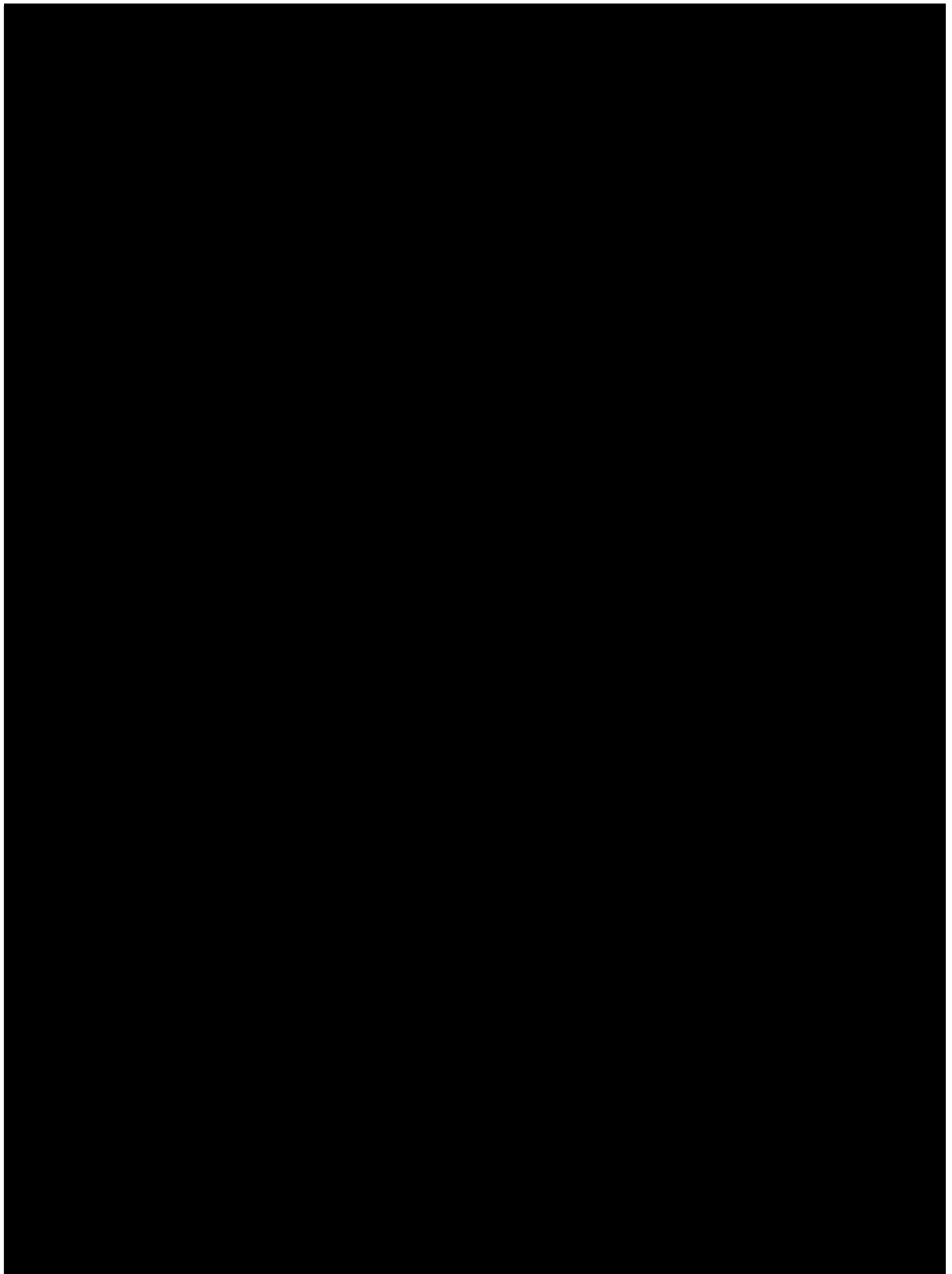
[REDACTED]

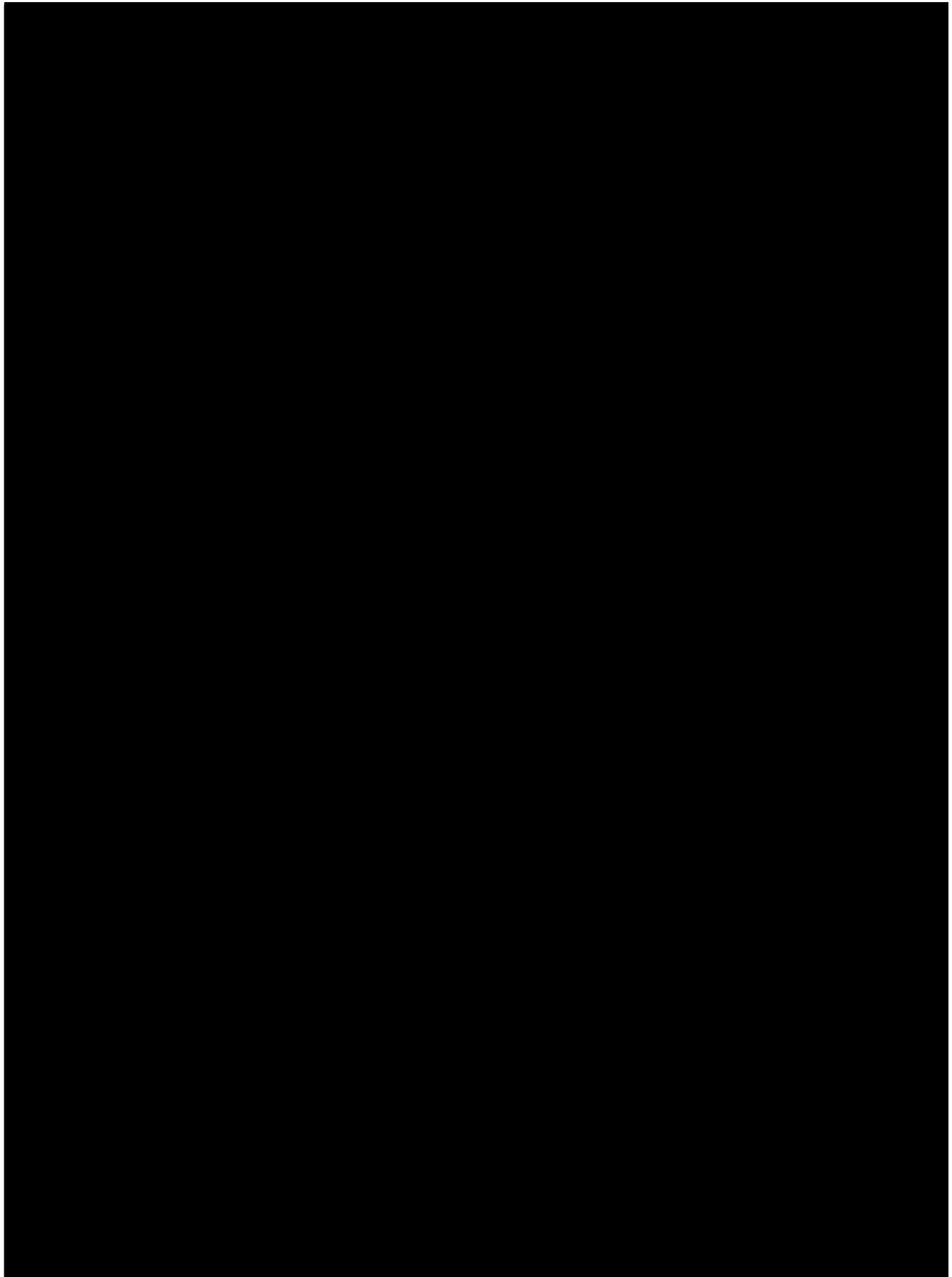
[REDACTED]

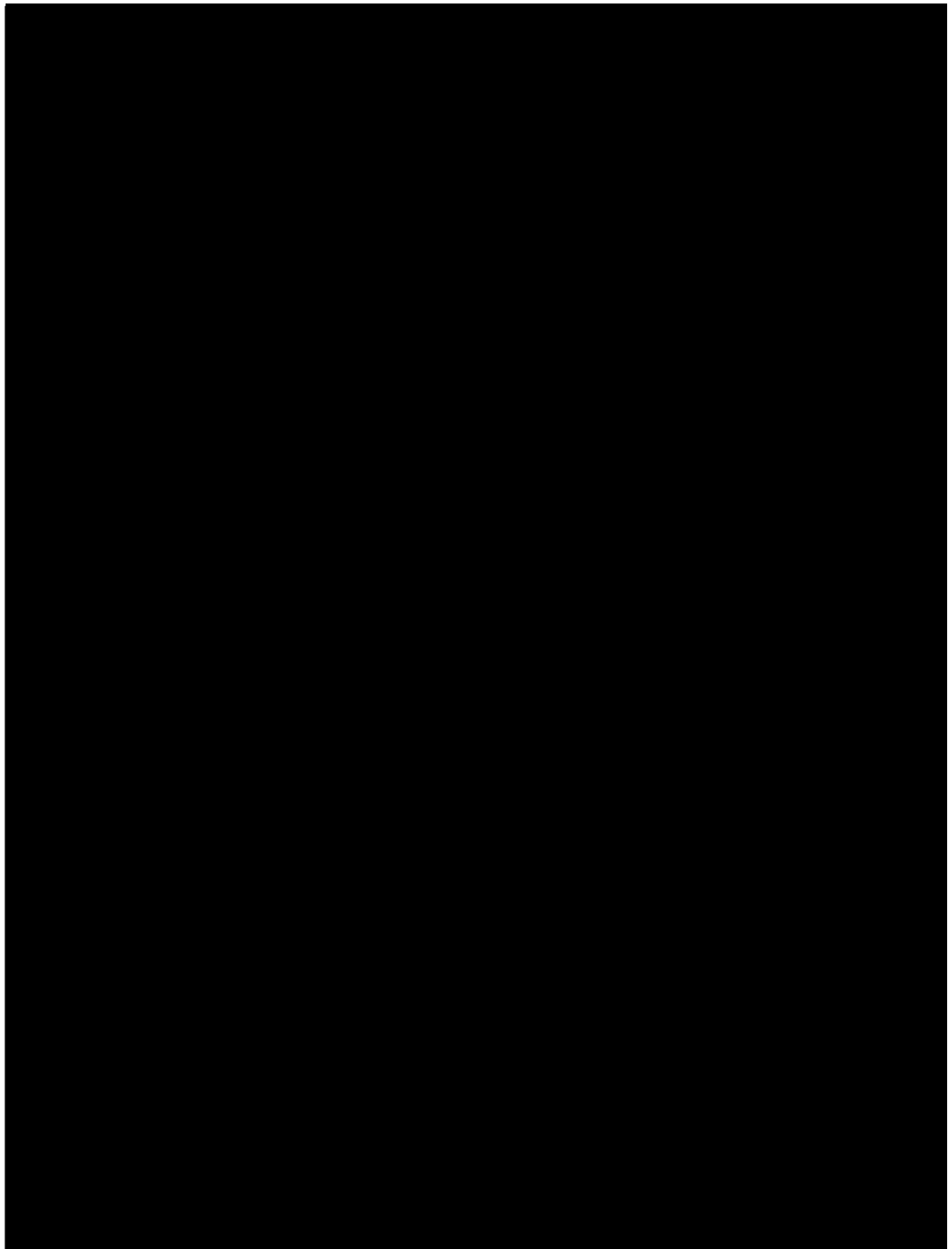


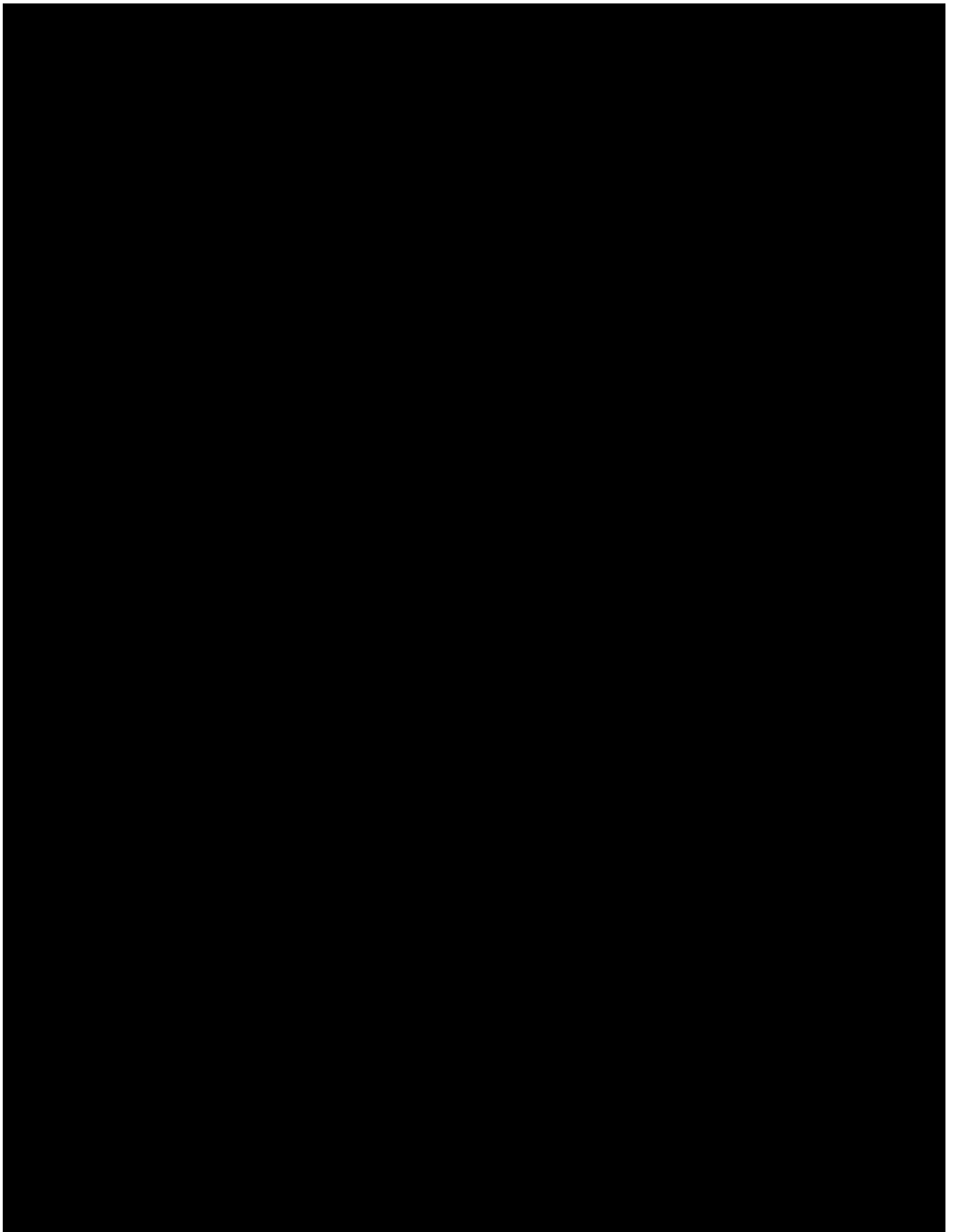


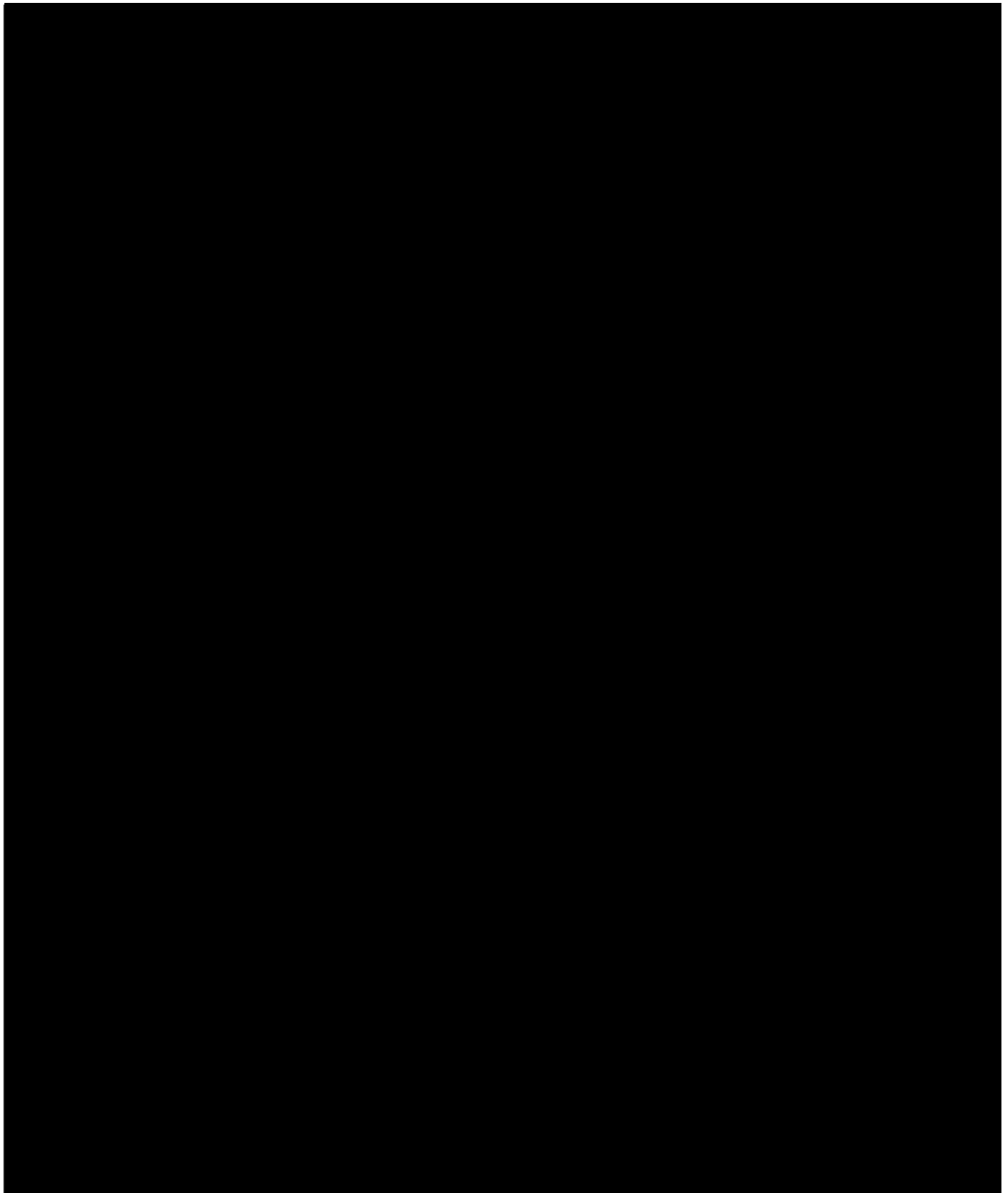


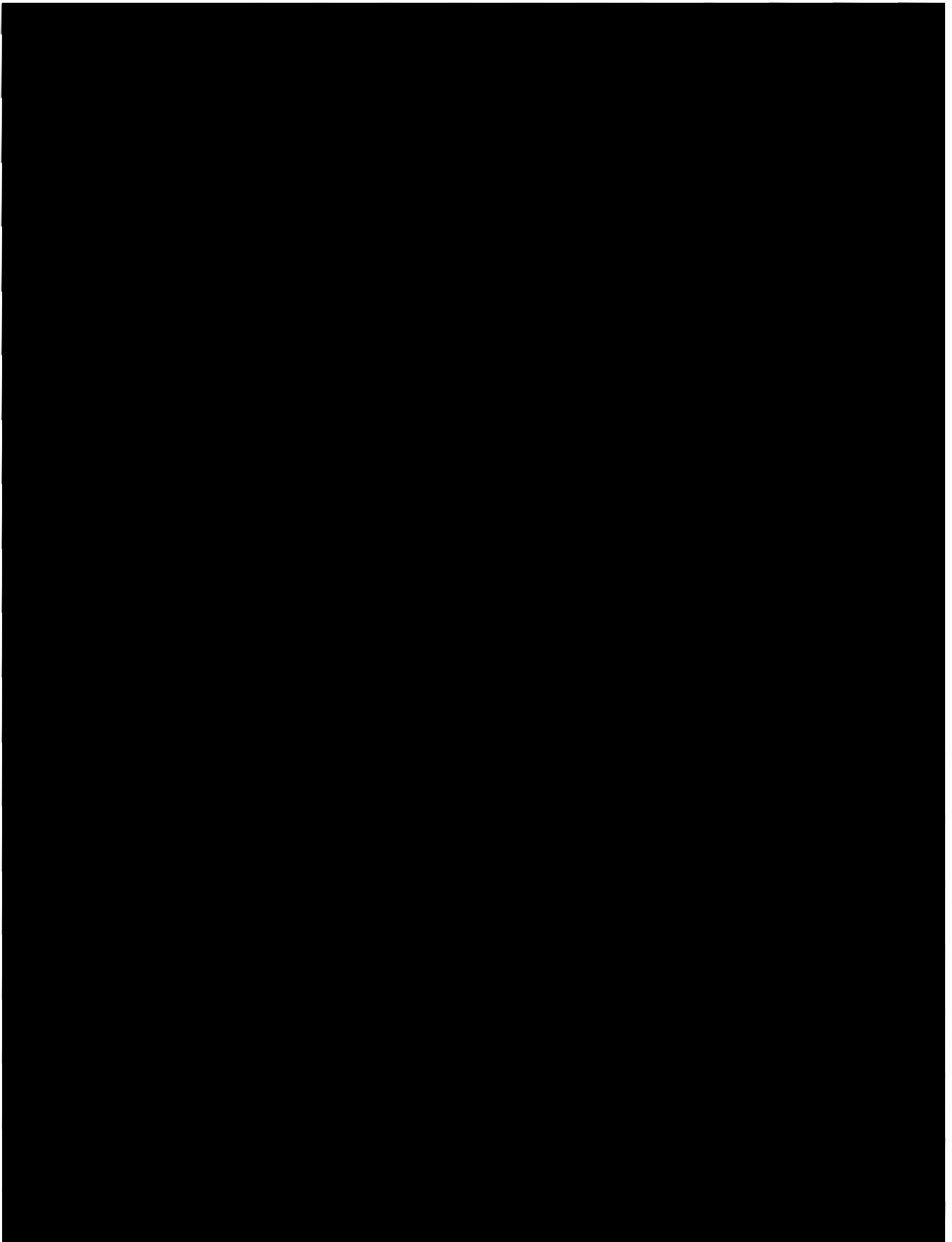


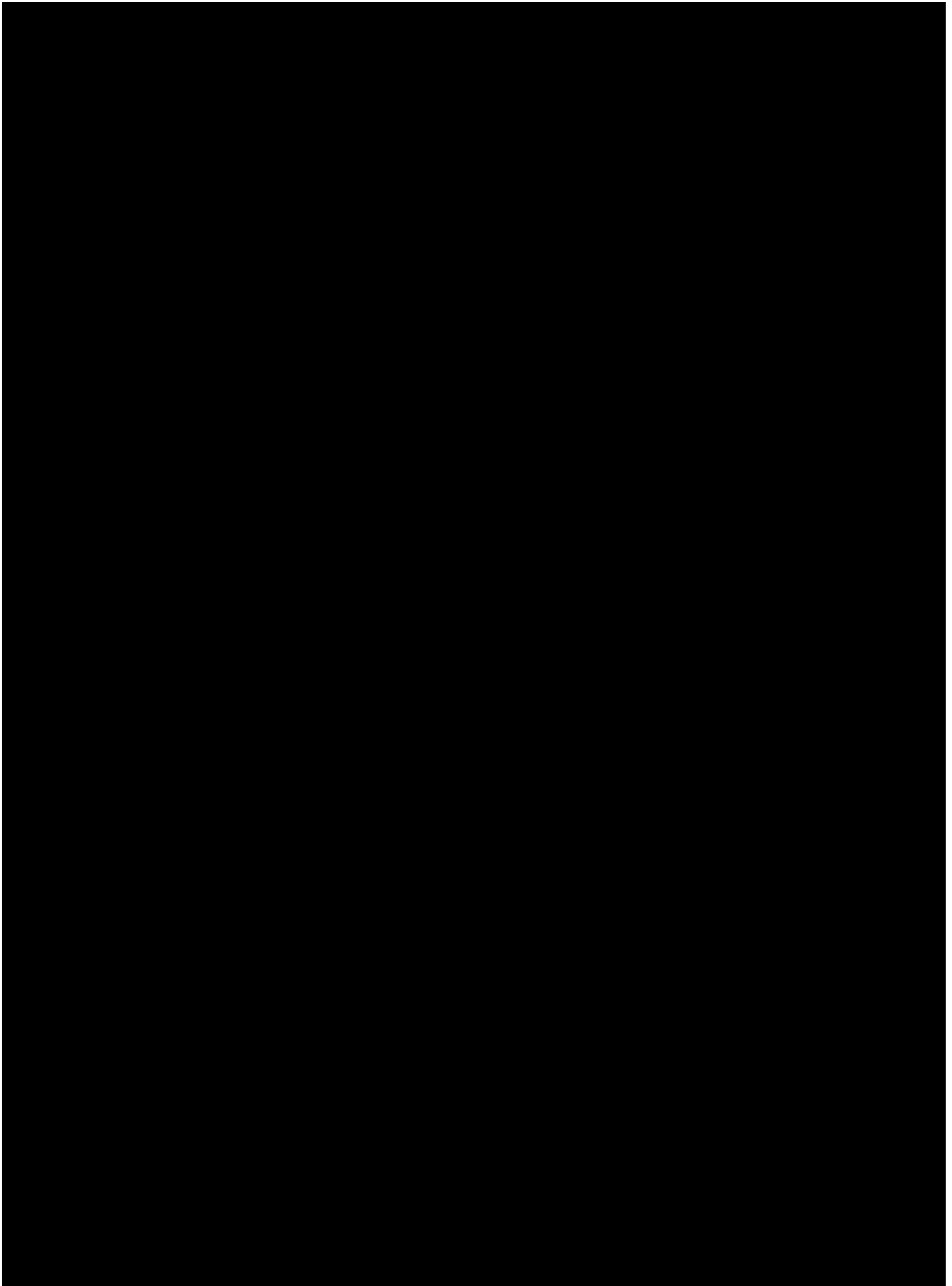


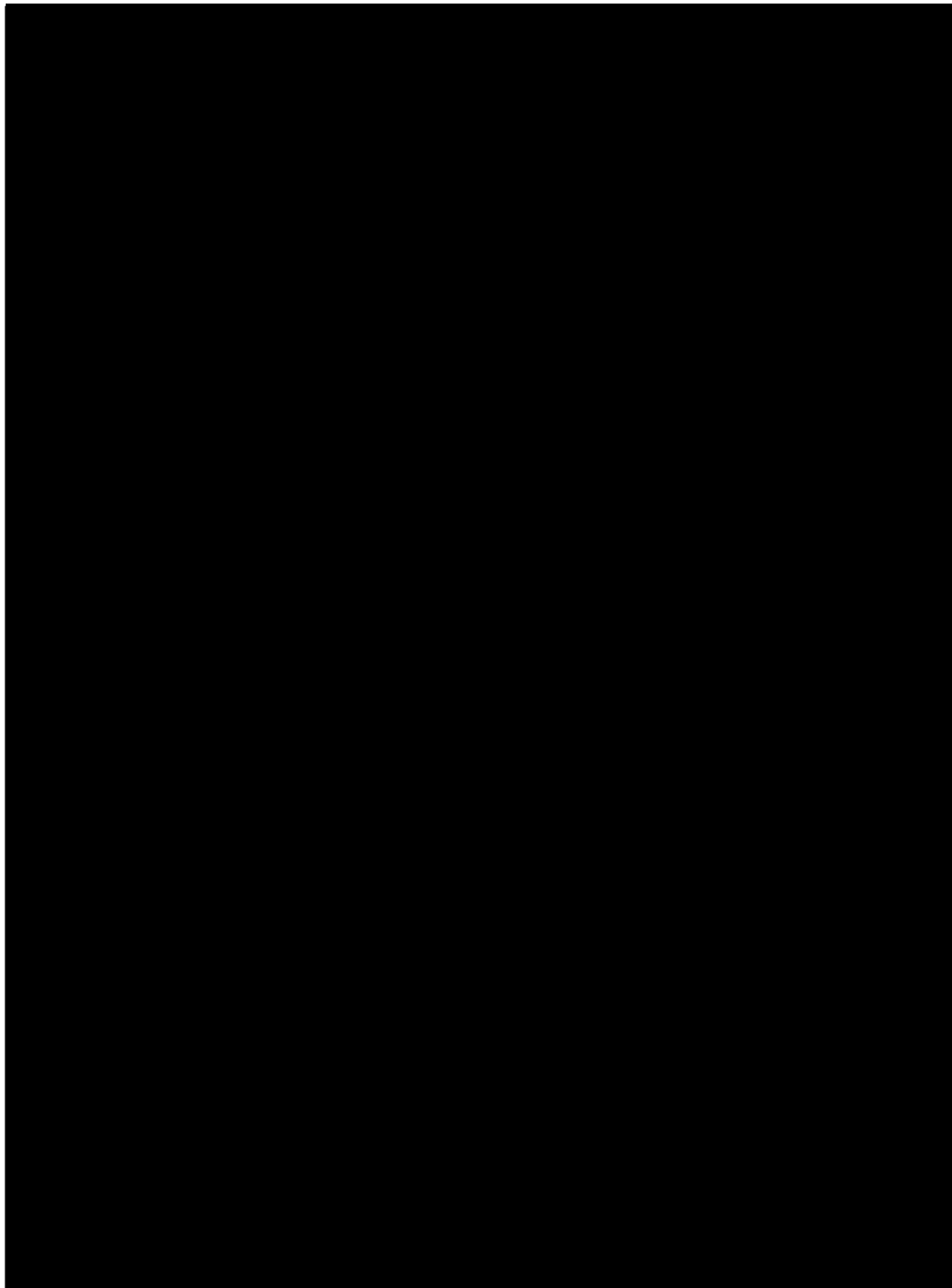


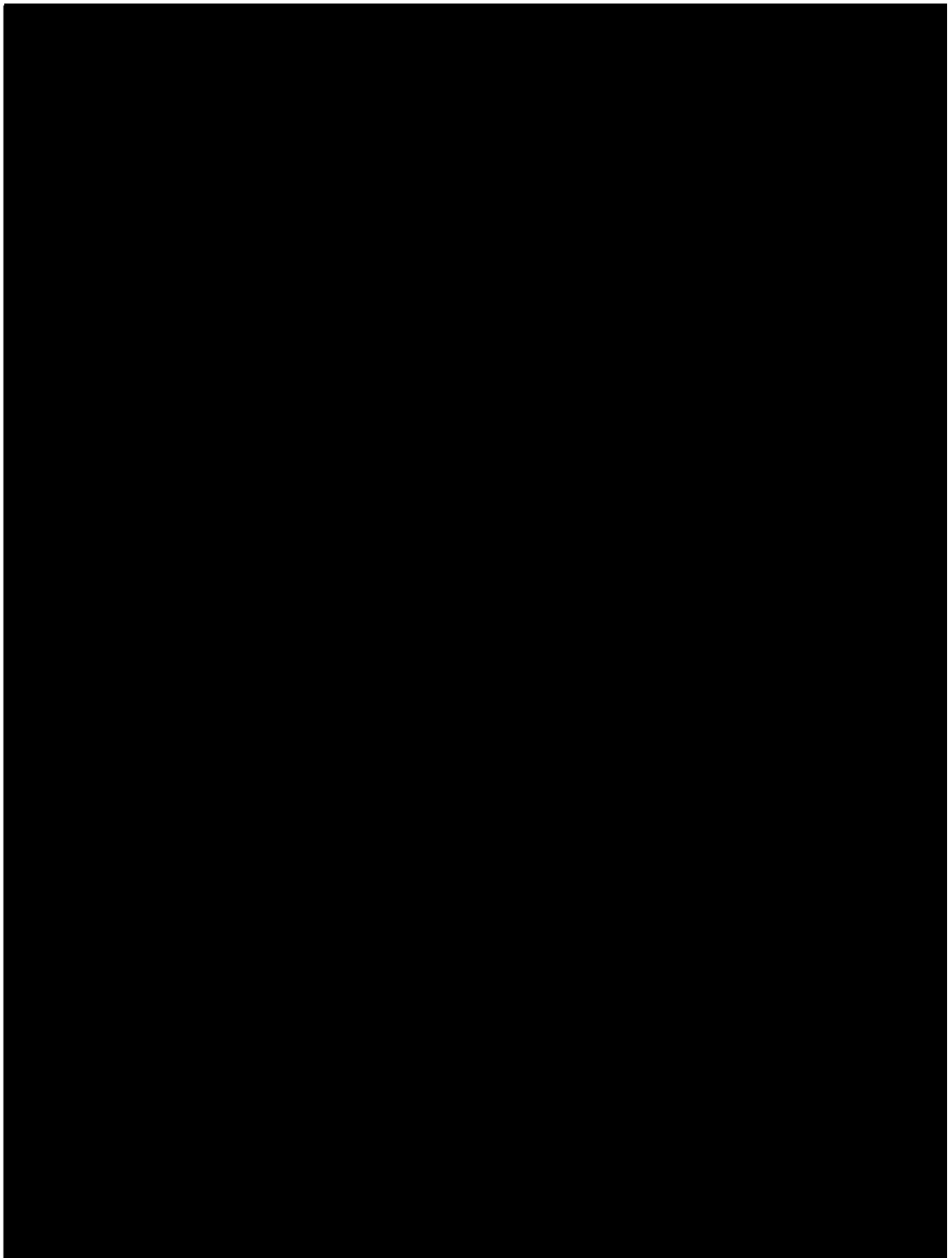


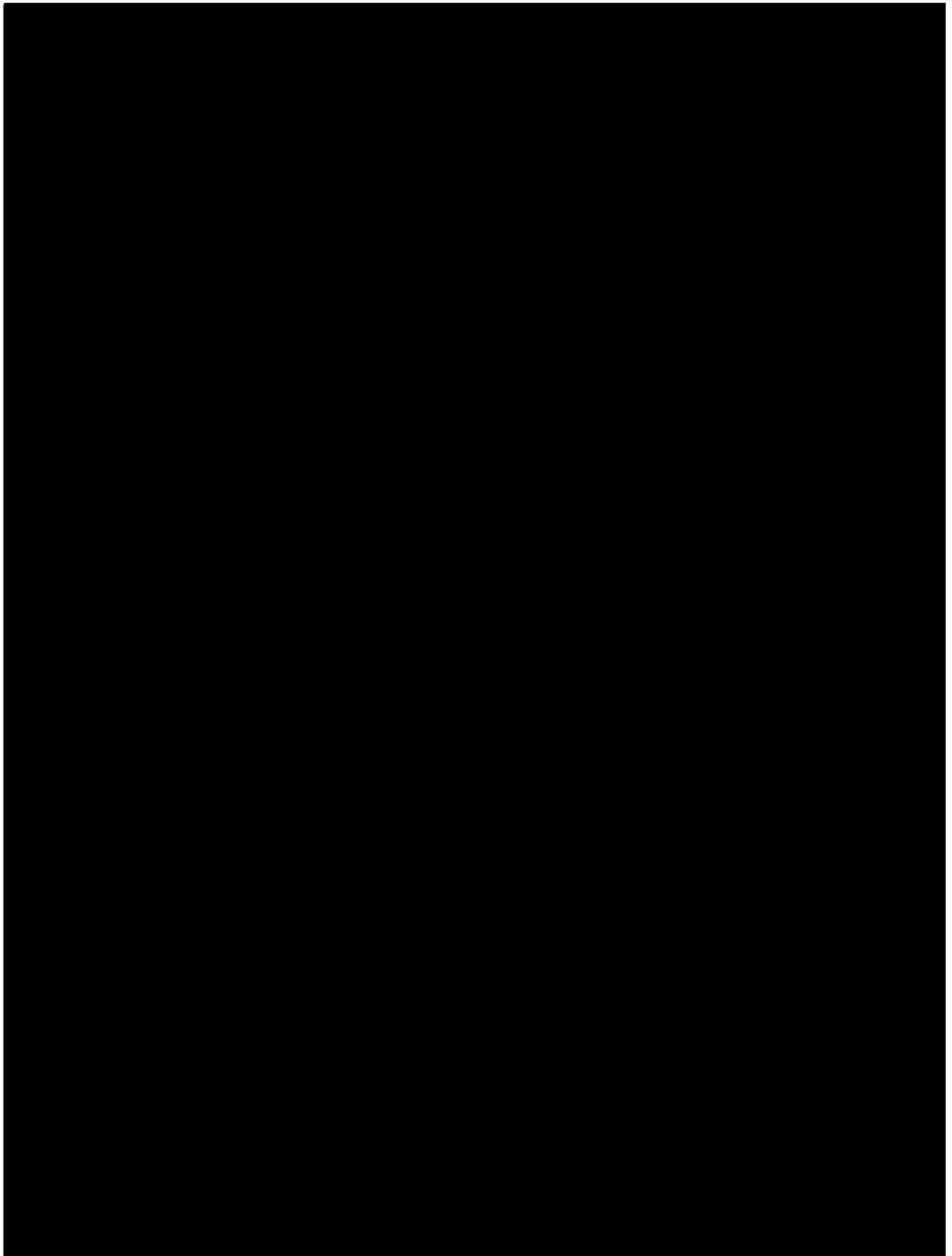


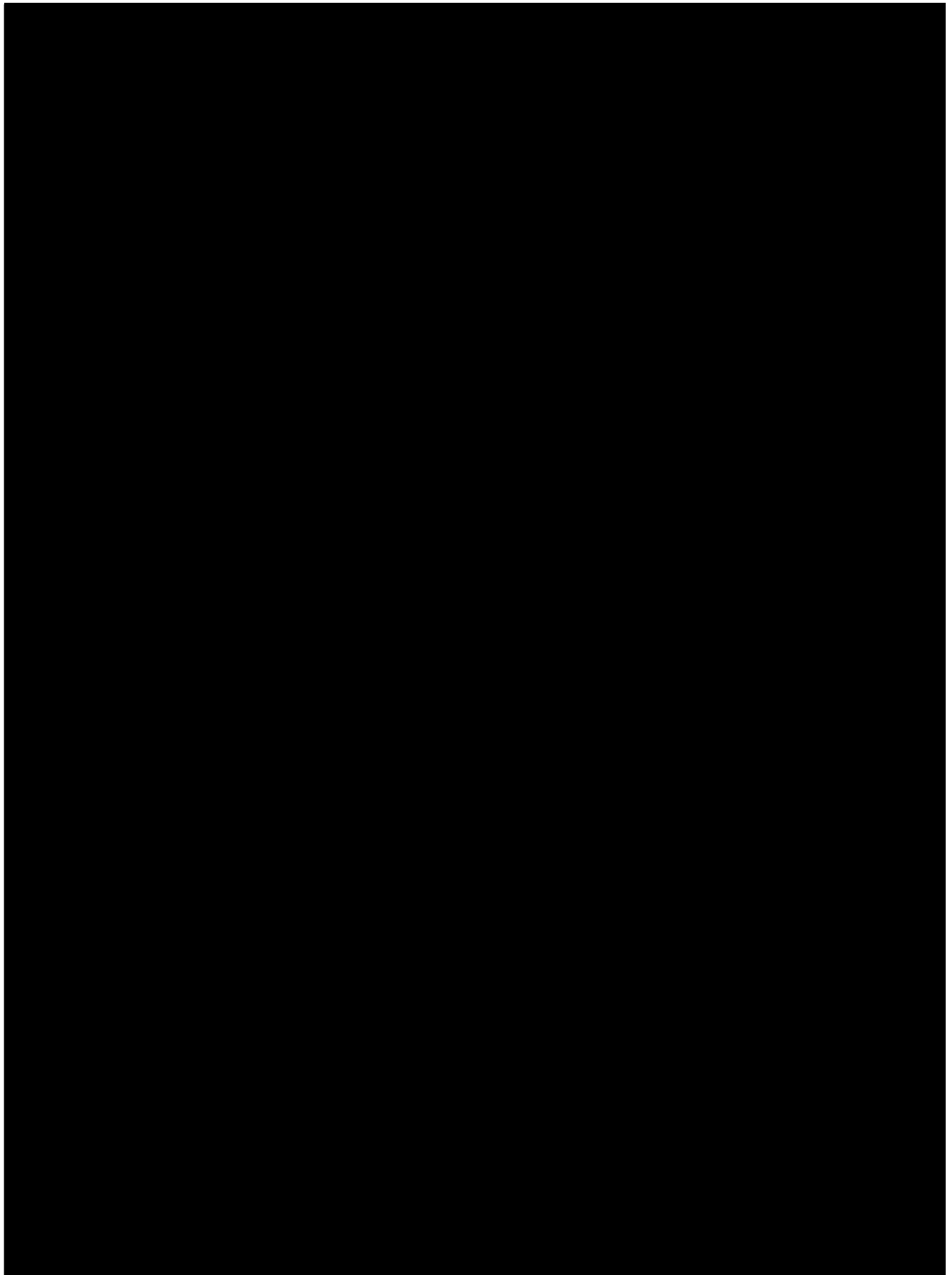












**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Request IR-36:**

**Please provide the marketing and outreach strategy plan and quality assurance frameworks for the demand response programs.**

Response IR-36:

**Eco Shift (Residential Demand Response)**

**Marketing and Outreach:** Eco Shift marketing and outreach plans will be built off of learnings from 2025 to meet specific enrollment and participation goals. Within the plan, investments will be required across the customer journey, including:

- **Awareness and education:** clear and accessible communication of what demand response is, its benefits and Eco Shift;
- **Consideration:** highlighting the benefits, based on key motivators by customer segment, of participating in Eco Shift;
- **Enrollment:** delivering a streamlined user experience to drive sign-ups, with minimal friction; and
- **Participation:** reinforcing ease of participation and benefits.

Customer outreach across the customer journey will be supported by several channels, including:

- **Traditional paid media:** television, radio, digital;
- **Social media:** influencer partnerships, boosted content;
- **Industry partnerships:** including Province of Nova Scotia's Next Ride program, Electric Vehicle Association of Atlantic Canada (EVAAC) Facebook Community;
- **Website:** homepage promotion, content-rich program pages, inclusion in tools and quizzes;

M12249 – EfficiencyOne (E1) Application for Approval of the 2026 DSM Extension

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

- **Email:** including acquisition/enrollment targeted emails, existing participant ‘warming’ during off-season period, in-season communications to increase participation;
- **My Efficiency Insights:** personalized tips and recommendations via portal and mail including acquisition messaging to drive enrollment from non-participants, retention through reinforcement of benefits and ease of participating; and
- **Dealerships:** point of sale display material to increase awareness and drive enrollment of Electric Vehicles (EVs).

Leveraging Virtual Peaker and NS Power data, EfficiencyOne (E1) is able to identify and segment customers based on the likelihood to enroll and participate. This includes Advanced Metering Infrastructure (AMI) data, demographics and past participation.

**Quality Assurance Framework:** Eco Shift’s Quality Assurance is tied directly to the Efficiency Product Installation (EPI) program component Quality Assurance framework, as the majority of Eco Shift devices and enrollments are managed through the EPI program component. In Q4 2024, E1 rolled out a consolidated Quality Assurance framework to provide consistency of measurement across all programs. Within the new methodology, Compliance (operational standards, safety) and Performance (customer satisfaction and install accuracy) is measured through project audits. The number of audits is determined by the risk-level of the partner. When deficiencies are identified or customer complaints are reported, E1 develops a mitigation plan followed by monitoring performance. In addition to the Quality Assurance framework, customer satisfaction surveys are conducted by phone and email within 6-8 weeks following the end of the demand response season.

**E1 Responses to Synapse Energy Economics (Synapse) Information Requests**  
**NON-CONFIDENTIAL**

---

**Smart Synergy Business Non-Profit and Institutional (BNI) Demand Response**

**Marketing and Outreach:** The Smart Synergy audience is BNI customers across key verticals in Nova Scotia. Marketing and outreach are primarily 1-to-1 focused supported through our Business Development team and Energy Managers. Leveraging Advanced Metering Infrastructure (AMI) data and historical performance, the largest potential contributors to demand savings are identified and outreach is prioritized based on expected savings and alignment with customer operations. Activities include:

- awareness and education of key customer stakeholders on the program and supporting technology;
- site visits to identify potential demand response savings and create a checklist for participation;
- test events;
- in-season support and reporting;
- season close-out and incentive distribution; and
- select customers are featured in our Success Stories videos used to promote and educate Nova Scotia BNI customers on the Smart Synergy program.

**Quality Assurance Framework:** The quality assurance framework for Smart Synergy incorporates the following aspects:

- reviewing customer reports;
- validating calculations; and
- following up directly with key customers to gather feedback and insights following DR events, to identify opportunities for future adjustments.