

NON-CONFIDENTIAL

Request IR-1:

Please provide the complete tariff provisions, customer terms and conditions, program rules, enrollment materials, FAQs, and any other customer-facing documentation applicable to the Time Varying Pricing / Critical Peak Pricing (TVP/CPP) pilot program in effect when the customer enrolled in the program in December 2023, including identification of any language describing the pilot nature of the program, the Board's authority over rates, or the possibility of suspension, modification, or termination of the program.

Response IR-1:

The table below summarizes the attachments to this IR response.

Attachment	Contents	Relevant Details
1	Domestic Critical Peak Pricing (CPP) Tariff	Approved in M11267; effective November 1, 2023
2	Enrolment materials and customer-facing documentation for 2023/24 Season (including December 2023)	Provided as Appendix C to the Year Three (2023/24) Evaluation Report (M11823)
3	TVP bill insert	Recruitment materials provided to customers prior to the start of the 2023/24 Season (i.e. November 1, 2023)
4	CPP welcome email	Sent to new Domestic CPP participants following their enrolment in the 2023/24 Season
5	2023/24 Season CPP events from website	Pilot landing page as published December 2023
6	CPP email to customers that did not qualify for enrolment in the 2023/24 Season	Specific to customers without an account on the MyEnergy Insights platform in the 2023/24 Season
7	CPP email to participants following completion of the first Critical Peak Event	Specific to Domestic CPP participants during the 2023/24 Season
8	TVP recruitment email	Recruitment materials provided to customers prior to the start of the

Cameron DRO Appeal (NSEB M12749)
NSPI Responses to Nova Scotia Energy Board Information Requests

NON-CONFIDENTIAL

Attachment	Contents	Relevant Details
		2023/24 Season (i.e. November 1, 2023)
9	TVP Pilot Terms and Conditions from the website	As published for, and applicable to, the 2023/24 Season
10	TVP Rate Plans Pilot Program webpage	As published December 7, 2023
11	Registration confirmation message	Note that, prior to 2024/25 Season, the Company marketed the TVP Pilot as the “Time-of-Day Rate Plan Pilot”

Please note, the phrase “your rate will always be lower,” as provided in the CPP welcome email, (Attachment 4) was intended to convey that off-peak rates under the CPP Tariff are lower than standard rates in all non-critical peak hours.¹ However, as with all pilot programs and in accordance with the terms of the CPP Tariff, the program remains subject to modification, suspension, or discontinuation, and all tariff rates are subject to change through Board-approved proceedings.

With respect language describing the pilot nature of the program, the Board’s authority over rates, or possibility of suspension, modification, or termination of the pilot, in addition to these terms and conditions provided in customer-facing documentation (such as those in Attachments 2 and 9):

The M09777 Terms of Consensus, as approved in the Board’s Decision dated June 22, 2021,² provided:

1. Offerings

- (a) Rather than offer the Time of Use (“TOU”) and Critical Peak Pricing (“CPP”) tariffs by way of a Soft Launch, NS Power will offer each set of

¹ As expressed on the CPP Pilot portion of NS Power’s website, as “**Remember, outside of Critical Peak events, your rate will always be lower.** This means your savings will add up when you're paying a lower rate and there are no peak events.” Refer to the last bullet under “About Critical Peak Events” at <https://www.nspower.ca/your-home/residential-rates/critical-peak>

² In its June 22, 2021 Decision, the Board provided “The Board finds that the rates provided for in the Terms of Consensus are just and reasonable and approves the Terms of Consensus in its entirety.”

NON-CONFIDENTIAL

tariffs as a pilot program (“TOU Tariff Pilot” and “CPP Tariff Pilot”, respectively).

(b) The TOU Tariff Pilot and CPP Tariff Pilot will run from November 1, 2021 to October 31, 2023 and would include, in accordance with the EM&V Plan (as defined below), interim reporting in June 2022 and final program reporting in June 2023. In addition to the foregoing, NS Power may issue a supplementary report later in 2023 to address any topics (such as the CPP Advanced Tariff Pilot), where analysis cannot be completed in time for the June 2023 report.

(c) The CPP Tariff Pilot enrollment target will be approximately 500, 500, and 500 for the Domestic, Small General, and General Service classes, respectively.

(d) The TOU Tariff Pilot enrollment target will be approximately 1,000, 500, and 500 for the Domestic, Small General, and General Service classes, respectively.

(e) Participants in a pilot program may switch to another pilot program by October 31, 2022 to take effect November 1, 2022 however, customers already participating in a pilot program will not be marketed and recruited for another.

//

4. Conclusion of Pilot Period

(a) After October 31, 2023, the tariffs offered in the TOU Tariff Pilot, the CPP Tariff Pilot, or the CPP Advanced Tariff Pilot **will remain available to active pilot participants in the respective tariffs until the NSUARB orders otherwise**. For greater certainty, participants that have opted out of a tariff will not be able to re-enroll after October 31, 2023, nor will participants be able to switch from one pilot tariff to another after October 31, 2023. **[emphasis added]**

The TVP Pilot tariffs were later extended for the 2023/24 Season (M11267) and 2024/25 Season (M11822). In advance of the 2025/26 Season, due to limitations as a result of the April 2025 cyber incident, the Company applied to the Board seeking approval for modifications to the Pilot for the 2025/26 Season. In accordance with the Board’s directives in M12499, the TVP Pilot was temporarily paused. Please refer to M12499 for additional information.

Availability Condition (d) of the Domestic CPP Tariff further provides:

NON-CONFIDENTIAL

1 (d) NSPI may limit the number of customers who may subscribe to this tariff
2 at a time, and/or close enrollment for any period of time.
3

4 As published in December 2023, the Terms and Conditions on the “Time-of-Day Rate Pilot”
5 portion of the website (Attachment 9) provided:
6

7 **Pilot terms**

8 **The Pilot will be in effect November 1, 2023 until October 31, 2024.** Eligible
9 customers will be randomly selected to receive an email or bill insert as part of
10 recruitment. Customers will be added to the pilot program on a first come, first
11 served basis. The application deadline for the pilot is December 31, 2023 or once
12 enrollment targets are filled. Customers can leave the pilot and switch back to
13 the standard rate at any time without penalty. **At the end of the pilot period, NS**
14 **Power will review the rate plans and may apply to the Nova Scotia Utility**
15 **and Review Board (“UARB”) to cancel or change the program.** If a customer
16 decides to move during the pilot, participation at their current location would
17 end and they would be required to fill out a new application at their new location.
18 **[emphasis added]**
19

20 Please note that, as the rate pilot is currently paused, no TVP Terms and Conditions are available
21 on the Company’s website. These will be reinstated along with TVP Pilot program resumption,
22 expected in Q3 2026 – as reported in Attachment 2 of the Monthly Cybersecurity Update 9
23 (M12273).

**SCHEDULE "A"**

TVP Year Two Report Compliance Filing Appendix A Page 1 of 3

DOMESTIC SERVICE CRITICAL PEAK PRICING TARIFF

Page 1 of 3

PURPOSE

This is an optional tariff designed to promote the shifting of load from peak to off-peak periods. This tariff is available to customers who are eligible for service under the Domestic Service Tariff.

CUSTOMER CHARGE

	Per month
Effective February 2, 2023	\$19.17
Effective January 1, 2024	\$19.17

ENERGY CHARGE

	During a Critical Peak Event	Non- Critical Peak Hours
	Cents per kilowatt-hour	
Effective February 2, 2023	141.069	13.102
Effective January 1, 2024	142.256	14.290

The Critical Peak Event is of a four-hour duration and can be called throughout the day, Monday to Sunday, during the Winter Period November 1 through March 31.

The Critical Peak Event pricing applies when a Critical Peak Event is called. In all other hours in the Winter Period, and for all hours in the Non-Winter Period, the rate shall be the Non-Critical Peak Hours Rate in the table above.

CRITICAL PEAK EVENT PROCEDURE

1. In the Winter Period, Critical Peak Events exclude all hours on the following holidays: January 1, Nova Scotia Heritage Day, Good Friday, Easter Monday, November 11, December 25 and December 26. If January 1, November 11, December 25 or 26 fall on a weekend, the Critical Peak Events also exclude the weekday the holiday is observed.
2. Critical Peak Events will be scheduled, at the sole discretion of NSPI, when NSPI is expecting conditions including, but not limited to, high energy (kWh) usage, high market energy costs, or generation or transmission outages.
3. When a Critical Peak Event is scheduled, subscribers to this tariff will be notified in advance and the Critical Peak Event Energy Charge (higher rate) will be in effect for all kWh consumed by the customer during the period. The notification is a signal to the customer to reduce the amount of electricity they are using.
4. Critical Peak Events will only be scheduled to occur during the Winter Period.

Effective: November 1, 2023

DOMESTIC SERVICE CRITICAL PEAK PRICING TARIFF

Page 2 of 3

5. No more than 18 Critical Peak Events may be scheduled per Winter season (November through March inclusive). No more than three Critical Peak Events will be scheduled per week (Monday to Sunday). No more than three Critical Peak Events per Winter season may be scheduled on a weekend.
6. Customers will be notified of a Critical Peak Event in advance. By 4:00 pm the day prior to the event, the Customer will receive a notification message. The Customer is responsible to watch for this message, and to notify NSPI in advance if their contact information changes.

FUEL ADJUSTMENT MECHANISM (FAM)

The FAM Actual Adjustment (AA) and Balance Adjustment (BA) charges or credits (in cents per kilowatt-hour) applicable to the Tariff for the current rate year, shown in the FAM Tariff, shall apply, in addition to the energy charge.

DSM COST RECOVERY RIDER

The Demand Side Management Cost Recovery Charge (in cents per kilowatt-hour) applicable to the Tariff for the current rate year, shown in the Demand Side Management Cost Recovery Rider, shall apply, in addition to the energy charge.

STORM COST RECOVERY RIDER

Storm Cost Recovery Charges or credits (in cents per kilowatt-hour) applicable to the Tariff for the current rate year, shown in the Storm Cost Recovery Rider, shall apply, in addition to the energy charge.

MINIMUM MONTHLY CHARGE

The minimum monthly charge shall be as follows.

	Per month
Effective February 2, 2023	\$19.17
Effective January 1, 2024	\$19.17

AVAILABILITY CONDITIONS

- a) The customer must commence service under this tariff on November 1st, unless NSPI grants a waiver.
- b) The customer must be equipped with a standard Smart Meter.
- c) The customer must be on electronic billing and have a MyAccount profile.
- d) NSPI may limit the number of customers who may subscribe to this tariff at a time, and/or close enrollment for any period of time.

Effective: November 1, 2023

DOMESTIC SERVICE CRITICAL PEAK PRICING TARIFF

Page 3 of 3

- e) The customer cannot be taking seasonal service from NSPI under Regulation 3.3.
- f) The customer cannot be taking Net Metering service from NSPI under Regulation 3.6.

Optional Green Power Rider

Customers taking service under this rider may choose to support NSPI's Green Power program by purchasing "blocks" of Green Power. For every block purchased, NSPI will provide 125 kWh per month from green energy sources, thereby displacing energy from fossil fuels. Blocks may be purchased at a cost of \$5 per month. This charge shall be over and above the customer's normal bill for service taken under the Domestic Service Critical Peak Pricing Tariff.

Special Terms and Provisions

1. Green Power, as defined for the purposes of this rider includes energy produced from renewable resources that have minimal impact on the environment, and could be independently certified by third party environmental organizations.
2. Service under this rider may be limited at the discretion of the Company, based on the expected level of green energy available.

Effective: November 1, 2023

APPENDIX C

Time Varying Pricing (TVP) Lessons Learned: Year 3 Customer Recruitment

June 2024

Recruitment Summary

NS Power are pleased with the recruitment results for the third year of the TVP Rate Pilot, exceeding the residential enrollment targets. In total, there were 3,276 residential customers at the highest point of participation.

Highlights:

- The content and visuals of the program were modified to be easier to read and focus on the benefits to the customer.
- NS Power delivered the largest volume of targeted recruitment emails for this program to date, and it proved to be the key tactic used to bring in applications.
- NS Power continued to use successful marketing channels from past years, such as paid search, and introduced new marketing channels by using customer bill inserts, the preferred contractor network and internal communications to promote recruitment.
- To assist in limiting the occurrence of off-cycle bills, which is a complex and timely processing effort for the NSP billing team, marketing efforts were scheduled to align with bill cycle. This required the team to organize customer emails into batches by bill cycle. Additionally, to reduce calls to Customer Care, these batches were only sent between Tues-Friday and no more than 10,000 emails a day. This resulted in 46 batches over 16 days between Nov-Dec 2023.
- Identified recruitment customers were only emailed once due to billing cycle limitations. This resulted in an extremely low unsubscribe/email opt-out rate at 0.20% and maintained NS Powers email reputation rating.

Summary of Recruitment Contacts

	Residential	Business
Email		
Email Recipients	112,089	6,216
Email Opens	71,011	3,264
Open Rate	63%	55%
Clicks	14,817	324
Click Rate	21%	16%
Webpage		
Views - Direct to Landing Page	31,149	1,586
Views - Direct to Application Form	11,350	293
Average Time on Page	2:47 mins	
Bill Inserts		
Number of Printed	189,000	N/A
Number of Digital	324,000	N/A
Paid Search		
Impressions	9,079	
Clicks	3,037	
Conversions	2,916	
Cost Per Click (CPC)	\$1.92	
2023 Q4 - Contractor Newsletter		
Email Recipients	N/A	129
Email Opens	N/A	96
Open Rate	N/A	76.20%
TVP Application CTA Clicks	N/A	6
Internal Communications		
PowerGram Recipients	Over 2,000	N/A
Estimated Applications	78	N/A

Learnings from Year 1 Recruitment

CUSTOMER / COMMUNICATION

- There is opportunity to better communicate with TOU customers that they may experience higher bills in the winter and will see lower bills throughout the summer when the daily rate is lower.
 - Create visuals for the website and for Customer Care to use that includes sample TOU bill in the winter vs summer.
 - Include FAQ with first bill.
 - Promote equal billing to help with energy budgeting.
- Cross collaboration with Efficiency Nova Scotia – i.e., tech enabled product to support load shifting.
- With more customer being cut to OTA for year two, opportunity to identify and target those electrically heated.
- Help more with the math – current plan vs. new plan / targeted insights and recommendations.
- Direct mail under performed—digital tactics are more cost effective and have a stronger performance in encouraging targets to sign up.

PROCESS / MANAGEMENT

- Changes to rates was manual – need automated solution.
- Identify customer lists manager so there is always an accurate master that can be easily filtered.
- Better quality control and input of information into SharePoint site. Customer support model to operationalize – i.e., customer care team involvement to handle all customer inquiries vs. project.
- Start any required digital development and QA earlier. Content layouts too.

Learnings from Year 2 Recruitment

CUSTOMER / COMMUNICATION

- Including more visual examples such as sample TOU bill in the winter vs. summer on the website proved helpful for customers.
- Savings estimator tools and energy planner tool on website continued to be helpful for customers in making decisions to proceed on the pilot.
- Email was overall a good communication channel to reach residential customers but wasn't as effective at reaching business targets.
- Business customers are a more difficult audience to reach, given the need to identify the decision maker for the business energy decision. Their role in the organization varies from one business to the next.

PROCESS / MANAGEMENT

- Starting recruitment earlier was helpful (despite pause in recruitment due to storm response).
- For business recruitment, closer involvement with the Key Accounts team in identifying targets and involvement in follow up calls was helpful.
- Changes to rates continued to be a manual process (as in year 1) an automated option would be beneficial.
- Streamlined application process to turn around response applications within 3 business days.
- Had regular meetings with customer care to address any customer questions, update key messages, and on project updates.

Learnings from Year 3 Recruitment

CUSTOMER / COMMUNICATION

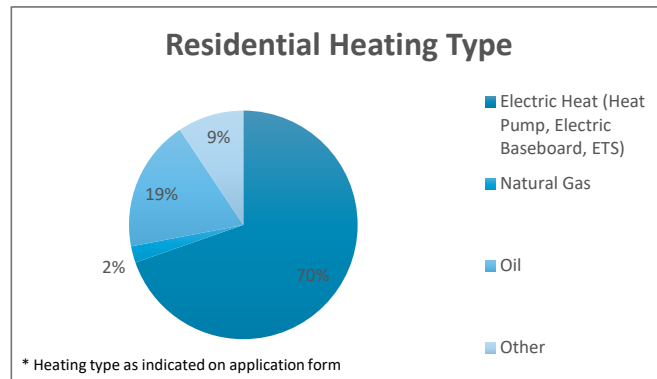
- Revisit development and update to the savings estimator tool and/or energy planner tool as it would be helpful for customers in making decisions to proceed on the rate plan.
- Develop multiple customer scenarios and share testimonials to help customers to better identify what rate option would be best for them.
- Provide more tools and resources for Customer Care to help customers make decisions on which rates (CPP or TOU) are the best for them.
- Email as a tactic was overall an effective channel to reach and convert residential customers. However, this channel was not as effective for business.
- Improvement of the communication during the application process for customers would be beneficial. Preparing to have more touch points throughout the year.

PROCESS / MANAGEMENT

- Starting recruitment earlier would be helpful (accounts for any pauses in recruitment due to storm response).
- As with previous years, changes to rates was a manual process. An automated option would be beneficial. Additionally, communication for customers once rate change occurs would provide better customer experience.
- Build out a waitlist customer journey for 2024-2025.
- Continue internal collaboration to ensure all internal departments are updated and have consistent messaging.

Residential Recruitment

	TOU (RATE 80,81)	CPP (RATE 70,71)	RESIDENTIAL TOTAL
Enrolment Target	2,000	1,000	3,000
Year 3 New Applications (including Year 4 Wait List)	2,173	837	3,010
Year 3 Accepted New Applications	1,629	651	2,280

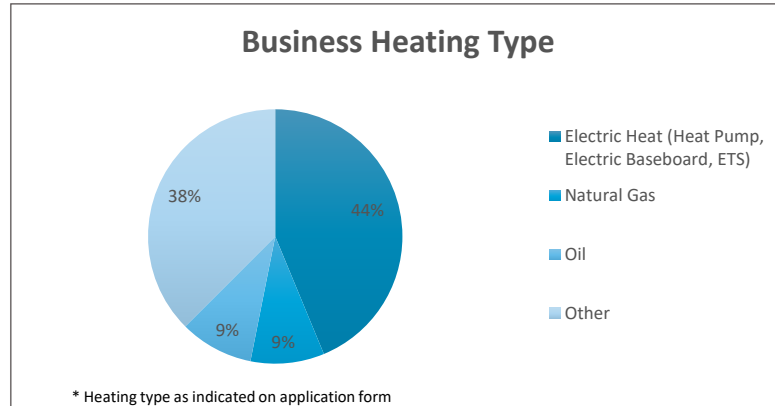


Commentary

- Over **100%** of the residential enrollment target was achieved:
 - 109% of TOU Rate target
 - 84% of CPP Rate target
- 70%** of new participants claimed they primarily heat their homes with electricity (i.e., baseboards, heat pump).
- 90%** of new participants agreed to participate in surveys throughout the pilot.

Business Recruitment

	TOU (RATE 82/83)	CPP (RATE 72/83)	COMMERCIAL TOTAL
Enrolment Target	500	500	2,000
Year 3 New Applications	35	7	42



Commentary

- 2% of the business enrollment target was achieved
- Close to **44%** of new business participants they primarily heat their homes with electricity (i.e., baseboards, heat pump).
- For Year 3, The top business sector participants are:
 - Retail Stores
 - Restaurants & Hospitality
 - Professional Services (consulting, beauty, etc.)

Residential Recruitment - Observations

CUSTOMER / COMMUNICATIONS

- Channels and materials performed well. Email drove most applications. Based on customer survey, the following was noted:
 - Materials were informative and explained the benefits.
 - Redesign of images provided better understanding of two programs– however could continue to improve.
 - Opportunity to use social media channels may be a promising effort. As well as video testimonials and content
 - Increase key messaging on summer months and annual-savings
 - Provide more energy saving tips
- Continue to increase communication to participants

PROCESS / MANAGEMENT

- Regular dialogue between project team and customer care resulted in everyone aligned and informed on what was happening when.
- Test and batching approach – NS Power tested the email recruitment with a small number to analysis if call volume would increase .
- New process allotted for a quicker turnaround time for processing applications.
- Onboarding participants to the TVP rates had significant impact to resources and technology. As processing applicants and rate change process was manual there was room for error and delay
- Will need to re-evaluate internal process once pilot becomes a program and/or if targets increase.

Business Recruitment - Observations

COMMUNICATION

- Need to properly identify key decision makers within each business to have the conversation with.
- Mass emails as a tactic for business did not perform as well as residential —targeted and personalized touchpoint would be recommended with customization to suit the business.
- Business focused campaign could be an option. It would require business customer testimonials or resource to prove the benefit.

PROCESS / MANAGEMENT

- Tailor rates to customer profile/segment.
- Rate changes continue to be done manually. An automated solution would be beneficial.
- Contact in CIS is typically not the decision maker. Consider doing additional research in targeting via email/outreach to ensure the correct party is contacted in making these decisions.
- Start any required digital development and QA earlier.

Overall Key Challenges

- **Resources** – Limited team to support recruitment and onboarding. Added short term support for implementation and retention efforts to achieve goals (this included: marketing rollout and application processing).
- **Time** – Recruitment started later than expected, which may have resulted in a missed opportunities and more efficient recruitment tactics.
- **Tools and Technology** – Due to time and resource (people and technology) constraints, the process for recruitment, applications and rate changes was manual. Creating limitations for the project team, which includes marketing, customer solutions, billing etc.
- **Business Targets** – Rates and marketing for rates needs to be reevaluated to ensure value and benefit to business customers in addition to the grid.



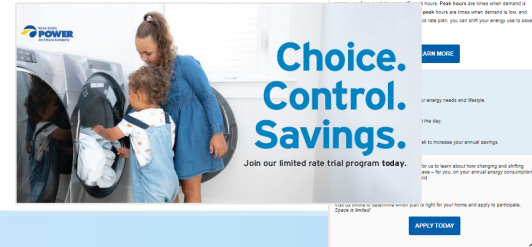
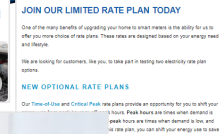
Recruitment and Marketing Efforts

Tactics and Schedule

- **Existing customers retention plan:**
 - *Retention E-mail Campaign: October 6 to December 5th, 2023*
 - Details to Come Update: *October 6th*
 - Announcement of Extension: *October 31st*
 - Reminder to Opt-in to CPP: *November 24th & November 30th*
 - Auto Removal (CPP) / Auto Re-Enrollment (TOU) Email: *December 5th*
- **New participant recruitment plan:**
 - *Campaign Implementation: November 1st – December 15th*
 - Internal Communications (PowerGram): *November 1st, 2023*
 - Bill Inserts (Print and Digital): *November 6th to December 31st, 2023*
 - Targeted Email Campaign: *November 21st to December 31st, 2023*
 - Paid Search: *November 22nd to December 31st, 2023*

Additionally, to encourage customer success in year 3 of the pilot, NS Power implemented some promotional emails to:

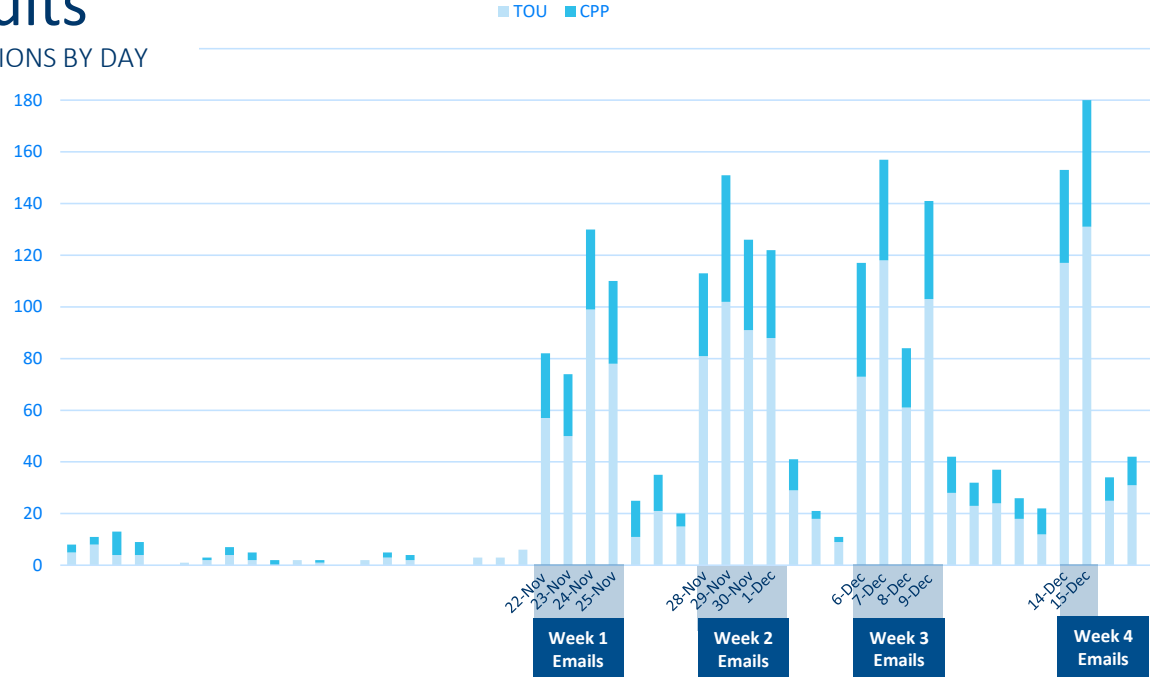
- Share energy shifting tips
- Remind structure of program
- Encourage retention and positive experience



Email Results

RESIDENTIAL APPLICATIONS BY DAY

As you can see from this chart the days which emails were sent directly to customers brought in the most applications.





Residential Recruitment Marketing Results

Residential Recruitment: Approach

The goal was to reach as many qualified Nova Scotians as possible within the recruitment period. Based on time and resources, NS Power wanted to provide the best customer experience with the most minimal impact to the internal execution team. The following approach supported the recruitment efforts:

1. **Customer focused collateral:** Based on previous years feedback, a significant effort was placed to revise the content the program to focus on the benefits for the customer and ease of understanding. This included an enhancements to the dedicated landing pages, FAQ section, content and graphics/imagery. The residential landing page served as the hub for all the residential program information and provided easy access to the application.
2. **Marketing efforts aligned bill cycle :** NS Power developed a targeted marketing plan to reach as many eligible residential customers as possible. The focus of the marketing strategy was thinking about the end-to-end process, NS Power wanted to focus on the customer, while being mindful of internal resources. With that, NS Power executed the marketing efforts to align with customer bill cycle. This identified that email would be the most effective channel, due to the ability to personalize to the customer as well as manage the resource of the internal team. The final customer email list was approximately 155,000 residential customers across the province.
3. **Drive traffic:** To help drive traffic to the landing page, in addition to a targeted email campaign, NS Power also implemented printed/digital bill inserts aligned to bill cycle, paid search, Customer Care and other internal educational efforts to push word-of-mouth and customer conversations.

Email

RESIDENTIAL RECRUITMENT

Performance of the residential recruitment emails were successful, with minimal customer inquiries/complaints. The email provided a brief overview and focused on driving traffic to the landing page to learn more and apply. The email delivery schedule aligned with customer bill cycles to accommodate processing and was organized to 4 days a week and no more than 10,000 a day to be manage the customer experience with the Customer Care Centre (to avoid long holds and reduce call volumes).

- We displayed two Call to Action (CTA) buttons, one to learn more ([Residential Landing page](#)) and the other to go directly to the application form ([Residential application form](#)). Roughly 70% of clicks went to the residential landing page vs. the application form, which was the goal of the campaign.
- The **average open rate was 65.1 %** which is above industry average (21%) and previous TVP email outreach.
- The **average click-through rate was 32.2 %** which is strong in comparison to other NS Power email campaigns and an improvement from previous TVP recruitment years.
- Overall Results (Y1, Y2 & Y3):**

Recruitment Emails	Year 1	Year 2	Year 3	Reminder Emails	Year 1	Year 2	Year 3
Emails sent	45,267	20,685	113,185	Emails sent	-	10,216	-
Successful deliveries	43,280	19,489	107,702	Successful deliveries	-	10,203	-
Open rate	53.50%	55.7%	65.1%	Open rate	43.60%	85.7%	-
Clicks	5,004	4,120	23,696	Clicks	45,077	1675	-
Click through rate	23.70%	21.1%	32.2%	Click through rate	23.70%	16.4%	-
Unsubscribes		21	120	Unsubscribes	-	19	-

- Note: Reminder emails were not planned for year 3 recruitment based on the size of the customer list and alignment to bill cycle.



JOIN OUR LIMITED RATE PLAN TODAY

One of the many benefits of upgrading your home to smart meters is the ability for us to offer you more choice of rate plans. These rates are designed based on your energy needs and lifestyle.

We are looking for customers, like you, to take part in testing two electricity rate plan options.

NEW OPTIONAL RATE PLANS

Our **Time-of-Use** and **Critical Peak** rate plans provide an opportunity for you to shift your energy use from peak hours to off-peak hours. Peak hours are times when demand is elevated, and your rates are higher. Off-peak hours are times when demand is low, and your rates are less. By participating in this rate plan, you can shift your energy use to save money on your annual energy costs.

[LEARN MORE](#)

BENEFITS

Choice

You pick the rate plan that best suits your energy needs and lifestyle.

Control

Change how you use energy throughout the day.

Savings

Shift your energy consumption to off-peak to increase your annual savings.

These rate plans create an opportunity for us to learn about how changing and shifting energy consumption can help all of us save – for you, on your annual energy consumption and wallet, and for us, demand on the grid.

INTERESTED?

Visit us online to determine which plan is right for your home and apply to participate. Space is limited.

[APPLY TODAY](#)

Web

RESIDENTIAL RECRUITMENT

NS Power continued to use the landing page to highlight key benefits for customers. The page featured details about both rate options, terms of engagement, and a link to the application.

- The email campaigns were targeted and pushed viewers to either residential or business pages.
- All pages were updated with the newly designed TOU/CPP graphics and modified content
- Residential: <https://www.nspower.ca/time-of-day-rate-plans-residential>

Overall Results

- 52K total page views between Oct – Dec 2023
- Over 75% of total page views (39K) came from the recruitment period Nov 21st -Dec 15th
 - ~42k viewers were directed from residential marketing campaign
 - 2:47 average session duration

TIME-OF-DAY RATE PILOT PROGRAM

One of the many benefits of upgrading homes and businesses across Nova Scotia to smart meters is the ability for us to offer customers more choice of rate plans that suit their unique energy needs.

Recruitment for the pilot program is now closed, but we're accepting applications to be added to the waitlist:

[Residential Waitlist Application Form](#) [Business Waitlist Application Form](#)

On June 22, 2021, we received approval from the Nova Scotia Utility and Review Board ("UARB") to launch a pilot program that will test two new electricity rate plan options – the **Time-of-Use** and **Critical Peak Rate** plans. Sometimes referred to as Time-Varying-Pricing ("TVP"), the new plans provide an opportunity for customers to save money on their power bill shifting some of their energy use from **peak** hours when there is a high demand for electricity to **off-peak** hours when demand is lower.

About the Pilot Program

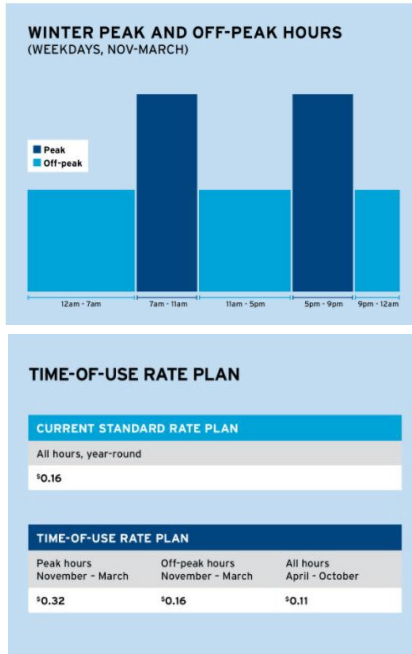
Landing page (above) and residential focused page (below)

TIME-OF-DAY RATE PLANS PILOT PROGRAM

One of the many benefits of upgrading homes to smart meters is our ability to launch new and innovative solutions that provide customers with more control over their energy use and costs. Our new **Time-of-Use** and **Critical Peak** rate plans provide an opportunity for you to shift some of your energy use from **peak** hours to **off-peak** hours. **Peak** hours are times when demand is elevated, and your rates are higher. **Off-peak** hours are times when demand is low, and your rates are less. By participating in this optional program, you have the opportunity to change your behaviours to save money on your annual energy costs.

Update to TVP Visuals

Sample of previous TOU rate plan visual



Sample of updated TOU rate plan visual for 2023-2024



The content and visuals of the program were modified to be easier to read and focus on the benefits to the customer

Paid Search

RESIDENTIAL RECRUITMENT

As marketing efforts were implemented, NS Power wanted to make sure that when customers were searching for information on rates or TVP it was easy to navigate and find the landing pages. Paid search allowed Nova Scotia Power to be at the top of the search results.

- November 23 – December 31, 2023 (note some intermitting pausing due to storms)
- Google Ad Summary
 - 9,065 Impressions
 - 3,031 Clicks (33.4% Click Through Rate (CTR))
 - 2,914 Conversions (96% Conversion Rate)
 - \$1.84 Cost Per Click
- Most common keyword search: ns power rates (2,923 impressions), followed by time-of-day and power rates.



Bill Inserts

RESIDENTIAL RECRUITMENT

- November 6 - December 31, 2023
- Printed and Digital Bill Inserts created and delivered
 - 189,000 printed inserts – this accounts for 2% spoilage
 - 60% of customers received the digital insert
- E-bill recipients were directed to the TVP Residential Webpage



Customer News

Change is in store

We're on a path to 80% renewable energy by 2030. Learn how batteries can help us store renewable energy for a greener, reliable grid.



Choice, Savings, Control. Join our limited rate trial program.

We're looking for customers to take part in two new electricity rate plan options.

Hurricane Fiona: One year later

To mark the one year anniversary of Fiona, we asked members of our team to reflect on the storm, our changing weather, and what we've learned that will be applied during this year's storm season.



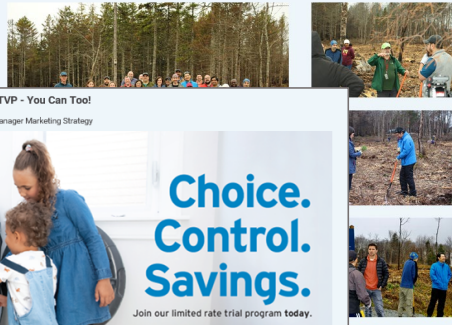
Internal Communications

RESIDENTIAL RECRUITMENT

To ensure Nova Scotia Power employees were educated on TVP and to assist with customer conversations (word-of-mouth), internal communication efforts were implemented.

- On November 1, 2023, there was a TVP feature in NS Power's internal bi-weekly newsletter
- This digital publication reaches over 2,000 NSP employees.
- Additionally, TVP was featured on TheGrid's homepage (internal website) and digital displays across NS Power offices tv screens.
- As a result, this generated 78 residential applications.

POWERGRAM



Customers are Saving on TVP - You Can Too!
Submitted by: BeckyAnn Brydon, Manager Marketing Strategy



Did you know that the average Time Varying Pricing (TVP) customer saved \$68 dollars in the first year of the program with the assistance of MyEnergy Insights?

We've wrapped up two winter seasons with our Time Varying Pricing Pilot Program and here are a few things we've learned:

- Customers who participated in the program say they have changed their energy consumption behaviour since starting the program. This is a huge win for demand on the grid during peak events.
- Approximately 410,000 residential customers are eligible for the Time of Use program, customers would save on their annual energy costs if they were to shift their load to align to the TVP rates.
- CPP events occur at most 1% of the year, therefore, if most residential customers were to enroll, they would see a decrease in their annual bill due to the off-peak savings.
- There are just over 30,000 small & medium-sized businesses that are eligible for TVP. Over 95% of them would benefit financially if they were to enroll in the program.

The exciting part? The program has been extended by another year, and here's how you can get involved. There are a few changes in the program, but it's a great opportunity to support the innovative work we're doing, change your consumption behaviour, and potentially save money! Tell your friends & family to sign-up to the limited rate trial program today.

INTERESTED?

Visit us online to determine which plan is right for your home and sign up to participate. *Space is limited!*

[SIGN UP TODAY](#)



Business Recruitment Marketing Results

Business Recruitment: Approach

Similar to the residential recruitment strategy, the goal was to reach as many qualified Nova Scotians as possible within the recruitment period. Based on time and resources, NS Power wanted to provide the best customer experience with the most minimal impact to the internal execution team. The following approach supported the recruitment efforts:

1. **Customer focused collateral:** Based on previous years feedback, a significant effort was placed to revise the content the program to focus on the benefits for the customer and ease of understanding. This included an enhancements to the dedicated landing pages, FAQ section, content and graphics/imagery. The business landing page served as the hub for all the business program information and provided easy access to the application.
2. **Focused customer contact:** After careful review of the business email list, it was apparent that many customers had emails associated to both business and residential NS Power accounts, with that NS Power developed a customized email to speak to that specific audience with information on both business and residential options.
3. **Marketing efforts aligned bill cycle:** NS Power developed a targeted marketing plan to reach as many eligible residential customers as possible. The focus of the marketing strategy was thinking about the end-to-end process, NS Power wanted to focus on the customer, while being mindful of internal resources. With that, NS Power executed the marketing efforts to align with customer bill cycle. This identified that email would be the most effective channel, due to the ability to personalize to the customer as well as manage the resource of the internal team. For the targeted efforts, the end list was approximately roughly ~6,200 business customers across the province.
4. **Drive traffic:** To help drive traffic to the landing page, in addition to a targeted email campaign, NS Power also implemented printed/digital bill inserts aligned to bill cycle, paid search, Customer Care and other internal educational efforts to push word-of-mouth and customer conversations.

Email

BUSINESS RECRUITMENT

Performance of the business recruitment emails as expected with low engagement. However, no complaints were noted. Rate 10/11 customers were provided a brief overview and focused on driving traffic to the landing page to learn more and apply. Like residential, the email delivery schedule aligned with customer bill cycles to accommodate processing and was organized to 4 days a week and no more than 10,000 a day to be manage the customer experience with the Customer Care Centre (to avoid long holds and reduce call volumes).

- The average open rate was **52.7%** which was an improvement from Y2 (which was 51%).
- The average click rate was **23.9%** , this was above average to other business-related NS Power email campaigns.

Email Results (Y2)	Email Results (Y3) (Business Only)
• 6,914 recipients • 3,254 opens (47%) • 445 clicks to the website (14%)	• 6,564 recipients • 3,289 opens (52.7%) • 659 clicks to the website (23.9%)



JOIN OUR LIMITED RATE PLAN TODAY

One of the many benefits of installing smart meters on businesses like yours is the ability for us to offer you more choice of rate plans. We create these rates based on learnings from your energy needs and usage.

Right now, we are looking for business customers to take part in testing electricity rate plan options.

RATE PLANS AVAILABLE

Our **Time-of-Use** and **Critical Peak** rate plans provide an opportunity for you to shift your energy use from **peak** hours to **off-peak** hours. **Peak** hours are times when demand is elevated, and your rates are higher. **Off-peak** hours are times when demand is low, and your rates are less. By participating in this rate plan, you can shift your energy use to save money on your annual energy costs.

LEARN MORE

BENEFITS

Choice

Every business is different. You pick the rate plan that best suits your unique energy needs.

Control

Control your costs by shifting your business's use of energy.

Savings

Shift your energy consumption to off-peak rate times to increase your annual savings.

This rate plan creates an opportunity for us to learn about how changing and shifting energy consumption can help all of us save – for you, on your annual energy consumption and bottom line, and for us, demand on the grid.

INTERESTED?

Visit us online to learn more about the rate plan, determine which is right for your business, and apply to participate. *Space is limited!*

APPLY NOW

Customized Email

BUSINESS RECRUITMENT

After careful review of the business email list, it was apparent that many customers had emails associated to both business and residential accounts, with that NS Power developed a customized email to speak to that specific audience with information on both business and residential rate options.

- Compared to the business only emails, the average open rate was much higher at **59.9%** compared to for the business only emails
- The average click rate with was also higher at **30.9%**.
- When the customized email was opened, on average over 50% of customers clicked to learn more about residential rate plans than business rate plans.

Email Results (Y3) – Business Focused Email

- 4,936 recipients
- 2,370 opens (45.6%)
- 411 clicks to the website (16.9%)

Email Results (Y3) – Customized Business and Residential Email

- 1,628 recipients
- 919 opens (59.9%)
- 248 clicks to the website (30.9%)



JOIN OUR LIMITED RATE PLAN TODAY

One of the many benefits of upgrading your home and business to smart meters is the ability for us to offer you more choice of rate plans. These rates are designed based on your energy needs and lifestyle.

We are looking for customers, like you, to take part in testing two electricity rate plan options.

RATE PLANS AVAILABLE

Our **Time-of-Use** and **Critical Peak** rate plans provide an opportunity for you to shift your energy use from **peak** hours to **off-peak** hours. **Peak** hours are times when demand is elevated, and your rates are higher. **Off-peak** hours are times when demand is low, and your rates are less. By participating in this rate plan, you can shift your energy use to save money on your annual energy costs.

[LEARN ABOUT RESIDENTIAL PLANS](#)

[LEARN ABOUT BUSINESS PLANS](#)

BENEFITS

Choice

You pick the rate plan that best suits your energy needs and lifestyle.

Control

Control your costs by shifting your home or business's use of energy.

Savings

Shift your energy consumption to off-peak rate times to increase your annual savings.

These rate plans create an opportunity for us to learn about how changing and shifting energy consumption can help all of us save – for you, on your annual energy consumption and wallet, and for us, demand on the grid.

INTERESTED?

Visit us online to determine which plan is right for your home and/or your business and sign up to participate. **Space is limited!**

Web

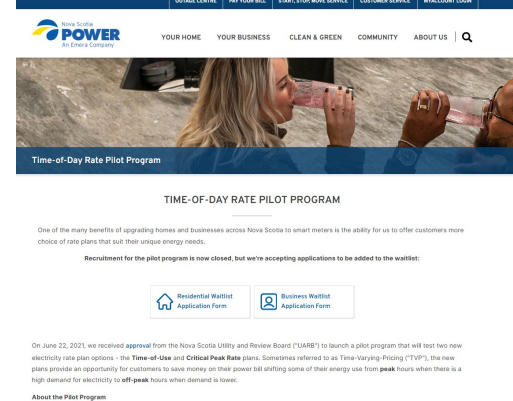
BUSINESS RECRUITMENT

Similar to residential, NS Power continued to use the landing page to highlight key benefits for customers. The page featured details about both rate options, terms of engagement, and a link to the application.

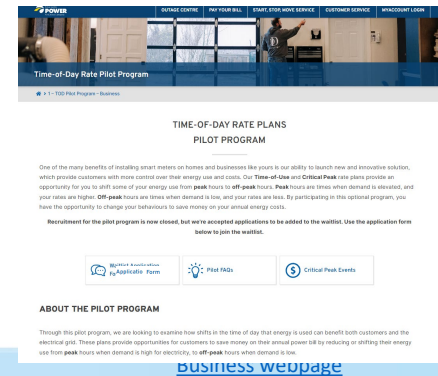
- The email campaigns were targeted and pushed viewers to either residential or business pages.
- All pages were updated with the newly designed TOU/CPP graphics and modified content
- Business: <https://www.nspower.ca/time-of-day-rate-plans-business>

Overall Results

- 52K total page views between Oct – Dec 2023
- Over 75% of total page views (39K) came from recruitment period Nov 21-Dec 15
 - ~1K viewers were directed from business marketing campaign
 - 2:47 average session duration



Landing page (above) and business focused page (below)



business webpage

Paid Search

BUSINESS RECRUITMENT

Similar to residential, as marketing efforts were implemented, NS Power wanted to make sure that when businesses were searching for information on rates or TVP it was easy to navigate and find the landing pages. Paid search allowed Nova Scotia Power to be at the top of the search results.

Although there was not significant search traffic with this audience, those who did search had high interest in the rates and converted*.

- November 23 – December 31, 2023
(note some intermitting pausing due to storms)
- Google Ad Summary
 - 14 Impressions
 - 6 Clicks (42.86% Click Through Rate (CTR))
 - 3 Conversions (42% Conversion Rate)
 - \$5.80 Cost Per Click
- Most common keyword search: commercial energy rates, electricity charges and small business rates

**Conversion was defined as: engaged visits to the website and click to action (phone or applying)*





Choice. Control. Savings.

Join our limited rate trial program **today.**

**We are looking for customers like you,
to take part in testing two new
electricity rate plan options.**

These programs create an opportunity for us to learn about how **changing and shifting energy consumption** can help all of us save – for you, on your **annual energy consumption** and wallet, and for us, **demand on the grid**.

By participating, it's your chance to shape the future of customer rate plans.



Space is limited.
Visit us online at:
nspower.ca/TODrateplans
to learn more and sign up!





YOUR CRITICAL PEAK RATES HAVE BEGUN

By participating in the Critical Peak Pricing (CPP) Pilot Program, you have the opportunity to change or reduce your energy use during **critical peak hours**. By shifting energy use to **off-peak** hours when rates are lower, you will save money on your annual energy costs.

HOW THE PLAN WORKS

As a pilot participant, you have access to two different rates: critical peak and off-peak.

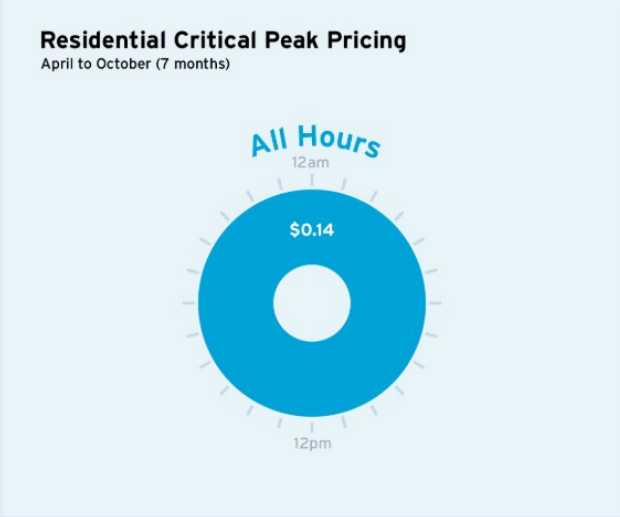
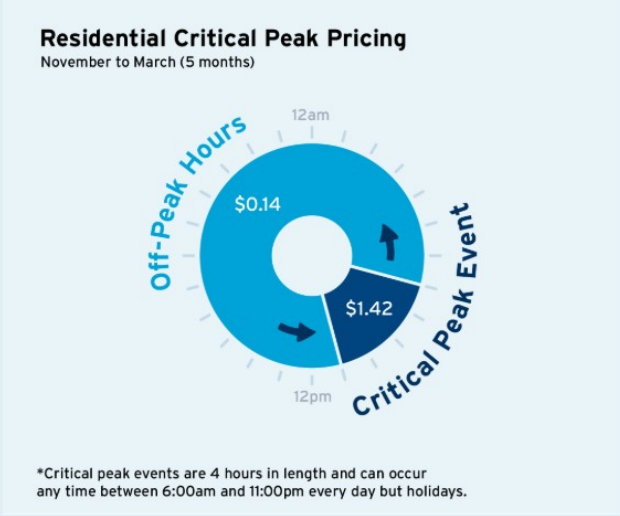
- **Critical peak hours** are events when demand is elevated, and your rates are higher.
- **Off-peak hours** are times when demand is lower, and your rates are less.

Critical peak hours & events are identified by our team when there is significant demand projected on the electricity grid.

Critical Peak Events:

- Are called between November 1st and March 31st with a maximum of 18 total critical peak events.
- Are limited to three events per week.
- Last for four hours anytime between 6:00 am and 11:00 pm.
- Occur on weekdays and up to three on weekends, but never on statutory holidays.
- Will be communicated by email and/or text by 4:00 pm the day before and then again once the event starts.

Outside of critical peak events and winter season, **your rate will always be lower**. This means your savings will add up when you’re paying a lower rate and there are no peak events.



START THINKING ABOUT HOW YOU CAN SHIFT YOUR ENERGY USE

When a critical peak event is in play, the more you reduce or shift your energy use, the more you’ll save. The more energy an appliance uses—a clothes dryer, for example, is one of the biggest energy users—the more you’ll save by shifting use of that appliance and avoiding unpleasant bill surprises. Make the most of your new time of day rate plan with these helpful tips on our website.

ENERGY SHIFTING TIPS

SIGN-UP TO RECEIVE YOUR CPP EVENT NOTIFICATIONS VIA TEXT

You can now receive your CPP Event notifications via text message (in addition to email). Sign-up below:

SIGN-UP FOR NOTIFICATIONS

You can change your text notification preferences at any time [here](#).

Participants of the Critical Peak Pricing trial rate must receive event notifications via email. SMS (text) notifications are completely voluntary.

LET’S STAY IN TOUCH

If you have any questions about your new rate plan or any concerns along the way, please contact us at **1-800-428-6774**. Our Customer Care Team is here to help.

Please Note: Depending on when you receive your regular power bill, you may be issued an adjusted bill which would reflect your energy usage on your previous rate.



Critical Peak Events

[Home](#) > [Managing Your Energy Use and Bill](#) > [Residential Rates](#) > [Critical Peak Pricing Rate Plan](#) > [Critical Peak Events](#)

CRITICAL PEAK EVENTS

If you're currently enrolled in the Time-of-Day Rate Pilot on the **Critical Peak** rate plan, you have the opportunity to change or reduce your energy use during critical peak hours. By shifting your energy use to off-peak hours when rates are lower, you will save money on your annual energy costs.

Critical Peak events are times when our team predicts that power demand will be unusually high. During peak events your rate for energy will be:

RESIDENTIAL	SMALL & MEDIUM BUSINESS (RATE 10)	GENERAL DEMAND (RATE 11)
\$1.42 per kWh	\$1.45 per kWh	\$1.52 per kWh



Critical Peak Events:

- can occur between November 1st and March 31st with a maximum of 18 total events.
- are limited to three events per week.
- last for four hours anytime between 6:00 am and 11:00 pm. (Typically called 7:00 am to 11:00 am and/or 5:00 pm to 9:00 pm).
- can occur on weekdays and up to three on weekends, but never on statutory holidays.
- will be communicated by email and/or text by 4:00 pm the day before and then again once the event starts.
- will be added to the chart below.

UPCOMING CRITICAL PEAK EVENTS

As of October 27, 2023:

- 0 of 18 possible events have been called
- 0 of 3 possible weekend events have been called

#	EVENT STATUS	EVENT DATE	EVENT TIME
1	-	-	-

— 2022-2023

In the 2022-2023 season, there were 12 of 22 events completed.

#	Event Status	Event Date	Event Time
1	COMPLETE	November 15, 2022	7:00 AM - 11:00 AM Atlantic
2	COMPLETE	November 15, 2022	5:00 PM - 9:00 PM Atlantic
3	COMPLETE	November 16, 2022	7:00 AM - 11:00 AM Atlantic
4	COMPLETE	December 12, 2022	7:00 AM - 11:00 AM Atlantic
5	COMPLETE	December 12, 2022	5:00 PM - 9:00 PM Atlantic
6	COMPLETE	December 19, 2022	7:00 AM - 11:00 AM Atlantic
7	COMPLETE	December 19, 2022	5:00 PM - 9:00 PM Atlantic
8	COMPLETE	January 10, 2023	5:00 PM - 9:00 PM Atlantic
9	COMPLETE	January 11, 2023	7:00 AM - 11:00 AM Atlantic

10	COMPLETE	January 11, 2023	5:00 PM - 9:00 PM Atlantic
11	COMPLETE	February 1, 2023	5:00 PM - 9:00 PM Atlantic
12	COMPLETE	February 24, 2023	7:00 AM - 11:00 AM Atlantic

2021-2022

In the 2021-2022 season, there were 8 of 22 events completed.

#	Event Status	Event Date	Event Time
1	CANCELLED	January 11, 2022	5:00 PM - 9:00 PM Atlantic
2	COMPLETE	January 12, 2022	7:00 AM - 11:00 AM Atlantic
3	COMPLETE	January 17, 2022	7:00 AM - 11:00 AM Atlantic
4	COMPLETE	January 19, 2022	7:00 AM - 11:00 AM Atlantic
5	COMPLETE	January 19, 2022	5:00 PM - 9:00 PM Atlantic
6	COMPLETE	February 2, 2022	7:00 AM - 11:00 AM Atlantic
7	CANCELLED	February 14, 2022	5:00 PM - 9:00 PM Atlantic
8	COMPLETE	February 15, 2022	5:00 PM - 9:00 PM Atlantic
9	CANCELLED	February 16, 2022	7:00 AM - 11:00 AM Atlantic
10	COMPLETE	March 3, 2022	7:00 AM - 11:00 AM Atlantic
11	COMPLETE	March 16, 2022	7:00 AM - 11:00 AM Atlantic

Learn More About MyEnergy Insights

Learn More About the Time-of-Day Rates Pilot

NEED SOME ADDITIONAL HELP?

If you have questions about your rate plan or Critical Peak events, our customer care team is here to help at 1-800-428-6774.



REPORT A POWER OUTAGE

Report outage online
or 1-877-428-6004
24 hours a day

QUICK LINKS

Start, Stop, Move Service
Billing & Payments
Customer Service
Careers

INFORMATION FOR:

Your Home
Your Business
For Landlords
For Students



Hi {{{TVP_Pilot__c.First_Name__c}}}:

Thank you for your interest in the Critical Peak Pricing Rate Plan.

After a review of your application, we have determined that you do not currently meet the required criteria for the pilot because you do not have a MyAccount (online Nova Scotia Power account) registered to your application address.

As outlined in the terms and conditions, participants must have a MyAccount for notifications and contact about peak events. **If you are still interested in the rate plan, please sign-up for a MyAccount within the next 5 business days and we'll be happy to add you, otherwise your application will be declined.**

Click [here to sign-up](#) for a MyAccount.

If you have any questions, please contact Customer Care at 1.800.428.6774.

Thank you for your support,
Rate Plan Team

View this email in your browser



YOU'VE COMPLETED YOUR FIRST CRITICAL PEAK
EVENT OF THE SEASON

Congratulations! On January 9th you completed the first event of 2024 on the
Critical Peak Pricing Pilot Program!

Now that it's over, we recommend using this event as an opportunity to dive into your
[MyEnergy Insights](#) to see how you did and how you can further save energy during these
events.

These rate plans create an opportunity for us to learn about how changing and shifting
energy consumption can help all of us save – for you, on your annual energy consumption
and wallet, and for us, demand on the grid. We thank you for your participation!

HOW CAN YOU SHIFT YOUR ENERGY USE?

Find out how you can save with these helpful tips on our website!

ENERGY SAVING TIPS

REMINDER: THIS IS HOW THE PLAN WORKS

As a [Critical Peak Pricing pilot](#) participant, you have access to two different rates: critical
peak and off-peak.

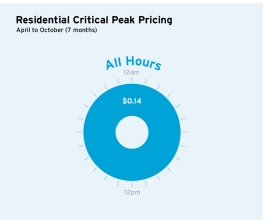
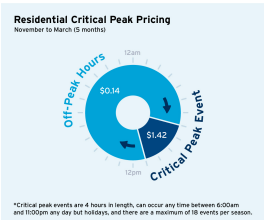
- **Critical peak** hours are events when demand is elevated, and your rates are higher.
- **Off-peak hours** are times when demand is lower, and your rates are less.

[Critical peak hours & events](#) are identified by our team when there is significant demand
projected on the electricity grid.

Critical Peak Events:

- Are called between November 1st and March 31st with a maximum of 18 total critical
peak events.
- Are limited to three events per week.
- Last for four hours anytime between 6:00 am and 11:00 pm.
- Occur on weekdays and up to three on weekends, but never on statutory holidays.
- Will be communicated by email and/or text by 4:00 pm the day before and then again
once the event starts.

Outside of the critical peak events this winter season, your rate will always be lower. This
means your savings will add up when you're paying a lower rate and there are no peak
events.



SIGN-UP TO RECEIVE YOUR CPP EVENT
NOTIFICATIONS VIA TEXT

You can sign up for SMS text notifications, or change your text notification preference, at
any time by clicking on <Update My Preferences> in the event notification emails.

Copyright © 2024 Nova Scotia Power, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

[View this email in your browser](#)



JOIN OUR LIMITED RATE PLAN TODAY

One of the many benefits of upgrading your home to smart meters is the ability for us to offer you more choice of rate plans. These rates are designed based on your energy needs and lifestyle.

We are looking for customers, like you, to take part in testing two electricity rate plan options.

NEW OPTIONAL RATE PLANS

Our **Time-of-Use** and **Critical Peak** rate plans provide an opportunity for you to shift your energy use from **peak** hours to **off-peak** hours. **Peak hours** are times when demand is elevated, and your rates are higher. **Off-peak** hours are times when demand is low, and your rates are less. By participating in this rate plan, you can shift your energy use to save money on your annual energy costs.

[LEARN MORE](#)

BENEFITS

Choice

You pick the rate plan that best suits your energy needs and lifestyle.

Control

Change how you use energy throughout the day.

Savings

Shift your energy consumption to off-peak to increase your annual savings.

These rate plans create an opportunity for us to learn about how changing and shifting energy consumption can help all of us save – for you, on your annual energy consumption and wallet, and for us, demand on the grid.

INTERESTED?

Visit us online to determine which plan is right for your home and apply to participate. *Space is limited!*

[APPLY TODAY](#)

Copyright © 2023 Nova Scotia Power. All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).





TIME-OF-DAY RATE PILOT PROGRAM

TERMS & CONDITIONS

The NS Power Time-of-Day Rate Plan Pilot is being extended until October 31, 2024, to a limited number of residential and business customers. The primary goal of this pilot is to evaluate power bill savings experienced by participating customers by reducing or shifting some of their energy use to off-peak hours. To learn more about the new rates click [here](#) and/or to view a copy of the approved rates and regulations, click [here](#).

Eligibility requirements

To be eligible for the pilot, customers must meet the following requirements:

- 1. Have a smart meter that has been installed and activated for remote billing.
- 2. Complete all required fields in the application form.
- 3. Net metering customers or customers on seasonal service are not permitted to participate.
- 4. A registered MyAccount is required to participate in the Critical Peak Rate Plan.

Pilot terms

The pilot will be in effect November 1, 2023 until October 31, 2024. Eligible customers will be randomly selected to receive an email or bill insert as part of recruitment. Customers will be added to the pilot program on a first come, first served basis. The application deadline for the pilot is December 31, 2023 or once enrollment targets are filled. Customers can leave the pilot and switch back to the standard rate at any time without penalty. At the end of the pilot period, NS Power will review the rate plans and may apply to the Nova Scotia Utility and Review Board ("UARB") to cancel or change the program. If a customer decides to move during the pilot, participation at their current location would end and they would be required to fill out a new application at their new location.

Notifications

Customers who have provided NS Power with their email or mobile phone number will receive notifications from NS Power during the pilot that are designed to help them manage their energy use and costs. These notifications could include, but are not limited to:

- Reminders of peak hours start times (mandatory for Critical Peak Rate Plan).
- Tips for shifting energy use (i.e., high usage appliances).
- Billing alerts.
- Monthly energy use summaries.
- Upcoming products and offers.

NS Power does not make any representations or warranties or guarantee that a customer will achieve a certain level of bill savings in the pilot program. It is up to a customer to shift energy use to off peak hours to achieve savings. Costs and savings will vary by household or business. Bill amounts may vary and are highly dependent on the actual usage patterns of the home or business. If a customer decides to leave the pilot at any time and return to the standard rate, they will not be reimbursed for any costs incurred on their bill due to not shifting energy use during peak hours.

Participants acknowledge that the pilot program requires them to provide personal information to NS Power as noted in the application. The information in this form is being collected by NS Power for the purposes of administering the pilot program, communicating with customers, and receiving feedback on the program. NS Power takes the privacy of its customers very seriously and does not sell personal information and only shares it with third parties in limited circumstances to provide services to customers. For further information on the collection, use and disclosure of personal information please see NS Power's [Privacy Policy](#).

NS Power's [Regulations](#) as approved by the Nova Scotia Utility and Review Board continue to apply to customers participating in the pilot program.



REPORT A POWER OUTAGE

[Report outage online](#)
or 1-877-428-6004
24 hours a day

QUICK LINKS

[Start, Stop, Move Service](#)
[Billing & Payments](#)
[Customer Service](#)
[Careers](#)

INFORMATION FOR:

[Your Home](#)
[Your Business](#)
[For Landlords](#)
[For Students](#)



Time-of-Day Rate Pilot Program

[Your Home](#) > [Managing Your Energy Use and Bill](#) > [Residential Rates](#) > [Time-of-Use Rate Pilot](#)

TIME-OF-DAY RATE PLANS PILOT PROGRAM

One of the many benefits of upgrading homes to smart meters is our ability to launch new and innovative solutions that provide customers with more control over their energy use and costs. Our new **Time-of-Use** and **Critical Peak** rate plans provide an opportunity for you to shift some of your energy use from **peak** hours to **off-peak** hours. **Peak** hours are times when demand is elevated, and your rates are higher. **Off-peak** hours are times when demand is low, and your rates are less. By participating in this optional program, you have the opportunity to change your behaviours to save money on your annual energy costs.



Application Form



Program FAQs



Critical Peak Events

ABOUT THE PILOT PROGRAM

Through this pilot program, we are looking to examine how shifts in the time of day that energy is used can benefit both customers and the electrical grid. These plans provide opportunities for customers to save money on their annual power bill by reducing or shifting their energy use from **peak** hours when demand is high for electricity, to **off-peak** hours when demand is low.

Pilot Details

- **Applications** to participate in this year of the pilot are open until December 31, 2023.
- The pilot will run from November 1, 2023, to October 31, 2024.
- Participants will choose the rate plan that best suits their energy needs and lifestyle.
- Participation is optional and customers can leave the pilot program at any time and switch back to the standard rate plan.



PROGRAM BENEFITS

Choice: You pick the rate plan that best suits your energy needs and lifestyle.

Control: Change how you use energy throughout the day.

Savings: Shift your energy use to off-peak rate times to increase your annual savings.

CHOOSING YOUR NEW RATE PLAN

Each of these new plans offer potential annual cost savings to customers who reduce or shift their energy use to off-peak hours.

CRITICAL PEAK PLAN

On winter weekdays, when the electrical grid is at peak capacity, a "Critical Peak event" may be announced where prices are higher to reflect the higher cost of providing energy during those hours.

This plan is designed for customers who can shift their energy use outside the four-hour Critical Peak events in the winter. A registered **MyAccount** is required to participate in this plan.





The above rates are per kWh and are rounded to the nearest decimal for simplicity. Full rates can be found in our [Tariff Book](#).

Critical Peak Events:

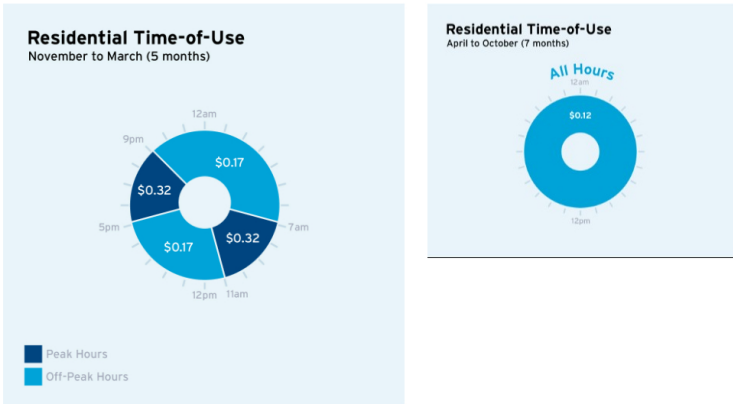
- can occur between November 1st and March 31st with a maximum of 18 total events.
- are limited to three events per week.
- last for four hours anytime between 6:00 am and 11:00 pm. (Typically called 7:00 am to 11:00 am and/or 5:00 pm to 9:00 pm).
- can occur on weekdays and up to three on weekends, but never on statutory holidays.
- will be communicated by email and/or text by 4:00 pm the day before and then again once the event starts.

Outside of peak events, your rate will always be lower. This means your savings will add up when you're paying a lower rate and there are no peak events.

TIME-OF-USE PLAN

Under this plan there are three different rates, depending on the season, the day, and the time of day.

This plan is designed for customers who can reduce or shift their energy use outside the two daily peak periods from Monday to Friday in the winter.



The above rates are per kWh and are rounded to the nearest decimal for simplicity. Full rates can be found in our [Tariff Book](#).

Winter weekdays (November to March) are divided into peak and off-peak hours. Rates are higher during peak hours when demand is high.

- Take advantage of lower rates during off-peak hours (including weekends and holidays) by doing laundry over the weekend, setting the dishwasher to run overnight, or turning down the thermostat.
- In non-winter months (April to October) the price for electricity is less than the current standard rate and does not change based on time of day.

– How you can save money on your power bill

The key to saving money with these new plans is adjusting the times of day that you use your power. The more you can reduce your energy use during peak hours, or shift your energy use to off-peak hours, the better. For most people, these behaviour changes become routine after a very short while. In other words, it can be an easy way to save.

Note: If you *don't* reduce or shift much (or any) of your energy use, it's possible that you could end up paying more on your bill.



ENERGY SHIFTING TIPS

- Electric water heater**
Avoid long showers just before or during peak hours. Consider installing a timer to heat water during off-peak hours.
- Thermostat**
Program it to lower during peak hours, especially when you're not home.
- Washer and dryer**
Do your laundry (particularly drying clothes) on weekends, or during weekday off-peak hours.
- Dishwasher**
Use the timer or "delay start" function to wash dishes at night or early in the morning.
- Lights**
Always turn off lights in rooms not being used.
- Computers**
Use sleep mode when you can, especially during peak hours.
- Cooking**
Try using your electric range during off-peak hours. Use a lid to minimize boil time and consider a microwave or toaster oven where it makes sense.
- Electric Vehicle charger**
Set your charger to charge during off-peak hours.
- Stand-by energy**
Unplug appliances and electronics you aren't using, since most still use power when plugged in, even when off.

– Appliances that use the most energy

You'll see the most savings when you shift your biggest energy use appliances to off-peak hours.

APPLIANCE	USAGE IMPACT
Heating and cooling	💰 💰 💰 💰
Electric water heater	💰 💰 💰
Clothes dryer	💰 💰 💰
Dishwasher	💰 💰
Portable heater	💰 💰
Lighting	💰

FREQUENTLY ASKED QUESTIONS

What are peak hours? What are the rates and times for peak and off-peak hours?

Peak hours are the times during the day when there is high demand for electricity during the winter months (November 1 – March 31).

For the Time-of-Use rate, peaks times are 7:00am – 11:00am and 5:00pm – 9:00pm Monday to Friday. After 9pm, weekends and holidays are all off-peak.

For the Critical Peak rate, peak events are 4 hours in length and can occur any time between 6:00am and 11:00pm every day but holidays.

Rates during these hours vary by plan.

How much money can I save?

Everyone's energy use is different, but if you reduce or shift your energy use to off-peak hours, you have the potential to save money on this pilot. Visit [Energy Conservation Tips](#) on our website for tips on how you can reduce your usage.

Could I end up paying more on my power bill?

Your bill is based on how much energy your household uses. If you cannot reduce or shift your energy to off-peak hours on winter weekdays between November and March, there is a chance your bill could increase. Your bills may increase in the winter, particularly on the Time-of-Use rate plan, which is offset with lower rates in the summer months.

How does the Critical Peak Rate Plan work and is it right for me?

Critical Peak events last four hours, and participants will be notified by email and/or SMS by 4:00 pm the day prior, and directly before the event starts allowing time to adjust usage. The Critical Peak rate plan is designed for customers who can respond to the notification by shifting their usage as much as possible during the four-hour period between 6:00 am and 11:00 pm. Up to a maximum of 18 peak events could be called between November 1 and March 31. These events can be only called on weekdays and up to three on weekends (statutory holidays are excluded). Outside peak events and winter season, your rate will always be lower. This means your savings will add up when you're paying a lower rate and there are no peak events. A registered [MyAccount](#) is required to participate in this plan.

Can I opt out after enrolling?

We encourage you to participate for the full year to experience potential savings on your bill, but you can switch back to the Residential Standard Plan at any time, without penalty. If you move during the pilot, participation at your current household will end and you are required to fill out a new application for your new home.

How long is the pilot?

This voluntary rate trial will run from November 1, 2024, to October 31, 2025.

How do I apply and what happens next?

Applications for the Time-of-Use Rate Pilot and Critical Peak Pricing Rate Pilot are now closed. Sign up for our mailing list to be the first to hear when applications reopen!

Will my data be kept confidential?

Yes. Your account data, including energy use information and savings, will be kept confidential. NS Power takes the privacy of its customers very seriously. For further information on the collection, use and disclosure of personal information, please see our [Privacy Policy](#).

What's the difference between Time-of-Day rates and the Time-Varying Pricing Rate Pilot?

Our existing [Time-of-Day \(TOD\) rate](#) works for customers who install an Electric Thermal Storage (ETS) unit in their homes. TOD rates work by billing a rate more reflective of the actual cost of making and delivering power at different times, meaning power is cheapest overnight and on weekends and holidays when overall demand on the electricity system is lower. Power is also more expensive during winter days, when demand is the highest.

The Time-of-Day Rate Plans Pilot program, also known as Time-Varying Pricing Rate Pilot program, is a pilot where customers do not need to install an ETS and choose from one of two plans that works for their lifestyle. These plans provide opportunities for customers to save money on their annual power bill by reducing or shifting their energy use from peak hours when demand is high for electricity, to off-peak hours when demand is low between November and March.

[Read More FAQs >](#)



 [Apply for the Time-of-Use Rate Plan Pilot](#)

 [Critical Peak Events](#)

 [Explore your energy usage with MyEnergy Insights](#)

NEED SOME ADDITIONAL HELP?

If you still have questions about the Time-of-Day Rate Pilot, please contact Customer Care at **1-800-428-6774**



REPORT A POWER OUTAGE

[Report outage online](#)
or **1-877-428-6004**
24 hours a day

QUICK LINKS

- [Start, Stop, Move Service](#)
- [Billing & Payments](#)
- [Customer Service](#)
- [Careers](#)

INFORMATION FOR:

- [Your Home](#)
- [Your Business](#)
- [For Landlords](#)
- [For Students](#)





Thank you for your interest in the Time-of-Day Rate Plan Pilot. We have received your application and it's under review. Please note, due to high volumes of applications, the processing of your application may take up to 10 business days. We appreciate your patience during this process.

Cameron DRO Appeal (NSEB M12749)
NSPI Responses to Nova Scotia Energy Board Information Requests

NON-CONFIDENTIAL

Request IR-2:

Please explain in detail the methodology used to allocate the customer's consumption for the November 14, 2025, to January 29, 2026, billing period across:

- (a) The Critical Peak Pricing (CPP) pilot rate period;**
- (b) The 2025 standard domestic rate period; and**
- (c) The 2026 standard domestic rate period**

Response IR-2:

From	To	Days	Read from	Read To	Usage	Effective Date	Rate	Days	Usage	Charge
14-Nov-25	29-Jan-26	76	37,382.86	38,723.70	1,341	18-Feb-25	0.15852	16	282	\$ 44.70
						1-Dec-25	0.18561	30	529	\$ 98.19
						1-Jan-26	0.18187	30	529	\$ 96.21
								76		

- (a) The CPP non-critical peak hours rate \$0.15852 was effective from February 18, 2025 to December 1, 2025.
- (b) The standard offer rate \$0.18561 was effective from December 1, 2025 to January 1, 2026
- (c) The standard offer rate \$0.18187 was effective from January 1, 2026.

Cameron DRO Appeal (NSEB M12749)
NSPI Responses to Nova Scotia Energy Board Information Requests

NON-CONFIDENTIAL

1 **Request IR-3:**

2
3 **Please provide a copy of the communication sent to CPP customers advising them of the**
4 **temporary suspension of the program due to the cyber incident.**

5
6 **Response IR-3:**

7
8 Please refer to Attachment 1.



Important Update: Critical Peak Pricing Pilot Update

As a current participant in the **Critical Peak Pricing Rate Pilot**, you are receiving this message to inform you that the rate pilot has been temporarily paused.

Effective December 1st, your bills will indicate you are on the [Standard Residential Service Rate](#) which means we will not be calling any critical peak events until further notice.

It's important to note that you will remain enrolled in the rate pilot, meaning you'll still qualify for the perks once the program fully resumes — and you won't need to reapply.

[View Standard Residential Service Rate](#)

If you are looking for resources to help you manage your electricity use this winter, visit nspower.ca/save for tools, tips and programs.

Why is this happening?

Our systems were impacted by the [cyber incident](#) earlier this year and we are still working to restore them safely and securely. While meters have continued to accurately record energy use they are unable to send that information back to our billing systems to

apply it to your bill. This affects how we track and bill for electricity usage during peak times.

Additionally, MyEnergy Insights — an important tool to help you track your electricity usage in the winter — is currently unavailable. We continue working to restore access and appreciate your patience as we work to bring all services back online following the cyber incident.

What does this mean?

While you remain enrolled in the Critical Peak Pricing Rate Pilot, your power rate will temporarily reflect the Standard Residential Service Rate, which will be applied as a single, flat energy rate, 24/7 – with no Critical Peak Events. This change will remain in place until we restore full functionality to operate the rate pilot again. Once functionality is restored, you'll be contacted with advance notice (at least 15 days), and your power rate will automatically return to the pilot rate.

Stay Informed

When the Critical Peak Pricing Rate Pilot is restored, we will notify you in advance so you can be prepared for the return of Critical Peak events and off-peak rates. Thank you for your continued participation and interest in the rate pilot.

NON-CONFIDENTIAL

Request IR-4:

Why was there only one invoice issued for the period covering November 20, 2024, to March 19, 2025?

Response IR-4:

The customer's account was placed on billing suspension on January 23, 2025, to allow for investigation of the meter readings. Although the suspension was lifted shortly thereafter on January 25, 2025, the account missed its scheduled billing cycle on January 24, 2025. As a result, billing did not occur for that cycle as planned, and only one invoice was ultimately issued for the period in question.

NON-CONFIDENTIAL

Request IR-5:

Please explain the methodology used to estimate the customer's consumption during the billing periods affected by the cyber incident.

Response IR-5:

Bill Date: 23 May 2025

The energy consumption used to determine the customer's bill from March 19, 2025, 12:00 AM – May 21, 2025, 12:00 AM (63 days) was manually recalculated to ensure it agreed with the billed energy usage (1417 kWh). The bill is composed of interval data (March 19-31), scalar reads (April 1-22) and daily usage estimate (April 23-May 21). The results, rounded to the nearest integer are summarized below.

- Interval data (March 19-31): **242 kWh** was calculated when summing the interval data for these 13 days.
- Scalar data (April 1-22): Adding the March energy (242 kWh) to the scalar read from March 19 (32538.15 kWh), a new calculated scalar read on April 1 is created (32780 kWh). The April 22 scalar read (33297 kWh) less the April 1 scalar read produces a net energy consumption of **517 kWh** for these 22 days (23.5 kWh per day).
- Daily energy usage estimate (April 23-May 21 12:00 AM): Using the daily average energy usage of 23.5 kWh, an estimated total energy for these 28 days is calculated to be **658 kWh**.

$$\text{Total Energy} = 242 + 517 + 658 \text{ kWh} = 1417 \text{ kWh}$$

Bill Date: 24 July 2025

Season Flag: S

Cameron DRO Appeal (NSEB M12749)
NSPI Responses to NSEB Information Requests

NON-CONFIDENTIAL

Account	Bill Date	Revenue Year/Mth	Season Flag	Previous Read Date	Current Read Date	Days	Estimated Usage	Avg Usage per Day
1749647	7/24/2025	2025/07	S	5/21/2025	7/22/2025	62	1,128	18.19

Prior Revenue Year/Mth	Season Flag	Prior Year Bill Date	Prior Year Metered Usage	Prior Year Billed Usage	Meter Multiplier	Prior Year Days	Usage Per Day w/Multiplier removed	Notes
2024/07	S	7/24/2024	1110.43	1110	1	61		
			1110.43	1110	1	61	18.1967213	

Bill Date: 22 September 2025

Season Flag: S

Account	Bill Date	Revenue Year/Mth	Season Flag	Previous Read Date	Current Read Date	Days	Estimated Usage	Avg Usage per Day
1749647	9/22/2025	2025/09	S	7/22/2025	9/18/2025	58	1,163	20.05

Prior Revenue Year/Mth	Season Flag	Prior Year Bill Date	Prior Year Metered Usage	Prior Year Billed Usage	Meter Multiplier	Prior Year Days	Usage Per Day w/Multiplier removed	Notes
2024/09	S	9/20/2024	1143.4	1143	1	57		
			1143.4	1143	1	57	20.05263	

Bill Date: 21 November 2025

Season Flag: S

Cameron DRO Appeal (NSEB M12749)
NSPI Responses to NSEB Information Requests

NON-CONFIDENTIAL

Account	Bill Date	Revenue Year/Mth	Season Flag	Previous Read Date	Current Read Date	Days	Estimated Usage	Avg Usage per Day
1749647	11/21/2025	2025/11	S*	9/18/2025	11/14/2025	57	1,136	19.93

Prior Revenue Year/Mth	Season Flag	Prior Year Bill Date	Prior Year Metered Usage	Prior Year Billed Usage	Meter Multiplier	Prior Year Days	Usage Per Day w/Multiplier removed	Notes
2024/11	S	11/22/2024	1275.6	1276	1	64		
			1275.6	1276	1	64	19.92188	

*Changes were made to have November coded as a "S" season flag