

Appendix “A”

Incentive Level Research Study

1. In recognition of the importance of ensuring that customer incentive levels are set at the minimum necessary to secure participation in energy efficiency programs, EfficiencyOne (E1) and the Consumer Advocate (CA) agree to jointly develop the scope of a study (the "Study") to undertake primary market research for high-value measures (being those measures representing the greatest incentive expenditure or savings potential, as mutually determined by E1 and the CA). Study components may include, but are not limited to, customer price sensitivity analysis.
2. The Study scope will be completed within three (3) months following the date on which the Nova Scotia Energy Board renders its decision in relation to this matter, and the Study to be completed within twelve (12) months following the finalization of the study scope.
3. The Study will confirm whether incentive levels require any adjustments as a result of the research findings.
4. If the Study supports updating incentive levels, E1 and the CA will collaborate on the objectives, evaluation criteria, and measures of success for the resulting incentive updates. For greater certainty, the parties do not commit to any particular change in advance, and any adjustments will depend on the results of the Study.
5. E1 will report on the progress of the Study and any resulting incentive updates in its Quarterly and Annual Progress Reports to the Nova Scotia Energy Board and the Demand Side Management Advisory Group (DSMAG).
6. E1 will be solely responsible for all costs associated with engaging the mutually agreed third-party consultant to conduct the Study, as well as any costs associated with implementing resulting incentive updates.