



Katherine Reed
RR# 2,
Sherbrooke, NS B0J 3C0

July 8, 2009

To whom it may concern;

I am writing to introduce a new energy efficiency program for low-income homeowners who heat with electricity. Nova Scotia Power has recently launched this program and engaged me to seek out potential program participants throughout the province. My outreach activities are mainly through service organizations, churches, and agencies. We hope that you will help us connect with people who could benefit from this program.

This program provides free home insulation upgrades and other energy efficiency upgrades to qualifying participants who:

- 1) Live on a low income; Income requirements based on Statistics Canada LICO (Low Income Cut-Off) criteria
- 2) Are a homeowner, and
- 3) Heat their home with electricity.

Here is how it works:

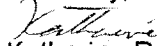
- 1) Potential participants are identified through organizations like yours, or they self-identify after they have seen our poster or leaflet.
- 2) Potential participants contact me and I help them through an application process.
- 3) If the person qualifies for the program, a Delivery Agent will contact them to schedule an energy audit of their home. This will determine the current energy efficiency of the home and exactly what upgrades need to be done.
- 4) An audit report is produced and reviewed in detail with the homeowner.
- 5) The upgrade work is then scheduled and completed by the Delivery Agent.

This program is funded by Nova Scotia Power to help consumers reduce electricity consumption, benefiting homeowners and the environment. Reduced energy consumption also helps the utility avoid the cost of building new coal fired power plants to meet the ever-increasing demand. Programs similar to this one have been running in parts of the United States for many years, and they have helped many people on low income.

Enclosed you will find a few posters which we hope you will display where people visiting your organization can view them, and some leaflets that they can take with them if they wish. I would appreciate it if you would share this information with your staff, volunteers and service users.

Next week I will be visiting your community and would like stop in for a brief visit to discuss the program and drop off additional promotional materials as required. I will contact you by phone and if you are interested in meeting we will schedule when mutually convenient. Thank you in advance for your assistance.

Sincerely,


Katherine Reed
Outreach Agent

Energy Efficiency Program For Low-Income Homeowners with Electric Heat

- Do you live on a low-income?
- Are you a homeowner?
- Do you heat your home with electricity?

If so, you may be eligible for **Free Insulation and other Energy Efficiency upgrades** to your home to help reduce your electricity use.

For further information, please:

Call toll free: 1-877-434-2136

or

Email: katherine.reed@nspower.ca

The free Energy Efficiency upgrades for Low-Income Homeowners (who heat with electricity) are funded by Nova Scotia Power and are aimed to reduce electricity use and help save money.



Information about the Low-income Energy Efficiency Program

Who?

~ homeowners living on low incomes, and who heat primarily with electricity

~ all types of residential dwellings are welcome to apply (mobile homes, semi-detached, single family homes, etc.)

Where?

~ throughout Nova Scotia

What?

~ energy audits and upgrades such as insulation in attics, walls, crawlspaces; caulking to seal off drafts

Why?

Most people living on low incomes are not able to pay for this type of service, yet they would benefit from having their energy consumption and power bills reduced.

There is also an environmental benefit from using less energy use as increase the efficiency of our homes.

Reducing demand for electricity means avoided cost relating to building new generation.

For more info call 1-877-434-2136 or email Katherine.Reed@nspower.ca

Table 2 Low income cut-offs (1992 base) after tax (continued)

| Size of family unit | Community size | | | | |
|---------------------|----------------|----------------------------------|---------------------|--------------------------|---------------------|
| | Rural areas | Urban areas | | | |
| | | Less than 30,000 ¹ | 30,000 to 99,999 | 100,000 to 499,999 | 500,000 and over |
| 2007 | | | | | |
| 1 person | 11,745 | 13,441 | 14,994 | 15,184 | 17,954 |
| 2 persons | 14,295 | 16,360 | 18,250 | 18,480 | 21,851 |
| 3 persons | 17,800 | 20,370 | 22,725 | 23,011 | 27,210 |
| 4 persons | 22,206 | 25,414 | 28,352 | 28,709 | 33,946 |
| 5 persons | 25,287 | 28,940 | 32,285 | 32,691 | 38,655 |
| 6 persons | 28,044 | 32,095 | 35,805 | 36,255 | 42,869 |
| 7 or more persons | 30,801 | 35,250 | 39,324 | 39,819 | 47,084 |

1. Includes cities with a population between 15,000 and 30,000 and small urban areas (under 15,000) 1.