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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 poster and some background materials about the program, as well as some leaflets that people can take with them if they wish. I would appreciate it if you would share this information with your staff, volunteers and service users.

Thank you in advance for your assistance.

Sincerely,

Katherine Reed  
Outreach Agent