

Énergie NB Power

Welcome and thank you for participating in My Energy Pilot!

Between December 1, 2026 and March 31, 2027, you may be asked to temporarily reduce or delay some electricity use during up to 12 scheduled events.

This guide explains what to expect, how to participate, and what you must do to receive the $100 incentive when the pilot is complete.

PILOT AT A GLANCE



— Pilot Dates —

December 1, 2026 to March 31, 2027

— Event days and times —

Weekday mornings from 7 to 9 a.m.

— Number of events —

Up to 12 events may be called. There may be fewer, depending on electricity system needs, weather and other conditions.



— Advance notice —

You'll receive notice by noon on the previous business day. For a Monday event, you'll be notified by noon on the Friday before.

— What you'll do —

During each event, choose one or more safe and practical ways to temporarily reduce or delay some electricity use in your household.



— Incentive —

Participants who complete the pilot requirements will receive $100 by Interac e-Transfer®.

WHEN AN EVENT IS CALLED

Before the event

We will send a notification with the event date, time, and suggested actions.

Think about what may work for your household and talk with others in your home.

During the event

From 7 to 9 a.m., make an attempt to temporarily reduce or delay some electricity use.

For example, you could:

- Adjust your thermostat slightly, if it is safe and comfortable to do so
- Delay showers, baths or other hot water use until after 9 a.m.
- Delay doing laundry or running the dishwasher
- Delay charging an electric vehicle (if applicable)



There is no minimum amount of electricity you must reduce. We encourage participants to take one or more actions that are practical for their household during each event. Even a small effort counts.

Never take an action that affects your health, safety or essential household needs.

Surveys and feedback

During the pilot, you'll receive:

- A mid-pilot survey
- A final survey after the pilot ends

There are no right or wrong answers. Your honest feedback is important.

Small efforts, challenges and reasons you could not participate will help us understand what works—and what may need to change in the future.

Qualifying for the $100 incentive

To qualify for the $100, you must:

- Remain enrolled for the duration of the pilot
- Continue to meet pilot eligibility requirements
- Participate in at least 80% of events called*
- Complete the mid- and post-pilot surveys

If you qualify, the $100 will be sent by Interac e-Transfer to the email address provided during registration.

*The total number of events will depend on electricity-system needs. NB Power will confirm the number required after the pilot ends.

How results will be measured

NB Power will use smart meter data to compare your household's electricity use during the event with its typical use during similar periods.

This will help us understand whether your household's electricity use has changed and evaluate the pilot's overall results.

You do not need to achieve a minimum reduction for your attempt to count.

Your information and privacy

Your information, including smart meter data, is handled securely and in accordance with NB Power's corporate policies, our Code of Ethics and the Province of New Brunswick's *Right to Information and Protection of Privacy Act*.

Learn more: www.nbpower.com/privacy

QUESTIONS OR CHANGES?

CONTACT US IF YOU:

- Have questions about the pilot
- Need to update your account information
- Move or make changes to your account
- Want to withdraw from the pilot

myenergy@nbpower.com
1-800-663-6272

Énergie NB Power

What is peak demand?

Peak demand happens when many New Brunswickers use electricity at the same time. During these busy times, the electricity system must supply more power. This can increase the cost of providing electricity and puts more pressure on the system. Using less electricity during peak times can help manage costs and keep the system reliable.

FREQUENTLY ASKED QUESTIONS

ABOUT THE PILOT

Why is NB Power offering My Energy Pilot?

My Energy Pilot is exploring how customers can help reduce pressure on the electricity system—and help manage costs for everyone.

At certain times, electricity use across New Brunswick is much higher than usual. Reducing electricity use during these periods can help limit the need for costly electricity and future infrastructure investments.

Through the pilot, we want to learn which simple actions work best and how to make future programs easy and worthwhile for customers. What we learn will help us develop programs that support a reliable, efficient, and affordable electricity system for New Brunswick.

What is electricity demand?

Electricity demand is the amount of electricity being used across the province at a particular time.

Demand changes throughout the day and year. It is usually the highest on cold winter mornings, when many people are heating their homes, making breakfast and getting ready for the day at the same time, creating high demand on the electricity system.

What is demand response?

Demand response is a way for customers to help reduce pressure on the electricity system during periods of high demand.

Customers are asked to temporarily reduce or delay some electricity use. For example, they may adjust their thermostat settings or postpone using major appliances or take other simple energy-saving actions.

When many customers take part, these actions can help reduce electricity demand and support a more reliable and efficient electricity system.

Why should I participate?

By participating, you can:

- Receive a $100 incentive if you complete the pilot requirements
- Learn simple ways to manage your electricity use when demand is the highest
- Help shape future programs so they are practical and worthwhile for customers
- Support a reliable and efficient electricity system in New Brunswick

Is My Energy Pilot introducing time-of-use rates?

No. My Energy Pilot does not introduce time-of-use rates or change how participants are billed for electricity.

The pilot is an early learning initiative that may help inform future customer energy programs and rate options. NB Power is planning to introduce an optional time-of-use rate structure in 2028.

Do I need a smart thermostat or special equipment?

No. No special equipment is required to participate. You may use existing technology you already own, such as a smart thermostat, but it is not required.

Why is one year of smart meter data required?

NB Power will compare your household's electricity use during demand response events with its typical use during similar periods. At least one year of smart meter data helps us measure changes in electricity use and evaluate the pilot accurately.

PARTICIPATING IN EVENTS

How will I receive notifications?

You will receive event notifications by email. During registration, you can let us know if you would like to receive text messages if this option becomes available.

Will NB Power control my thermostat or appliances?

No. NB Power will not control your thermostat, appliances or other equipment as part of this pilot.

INCENTIVE AND ELECTRICITY BILLS

Will I save money on my electricity bill?

My Energy Pilot does not change your electricity rate or how you are billed.

Reducing or delaying electricity use during an event does not guarantee savings on your electricity bill.

Is there a cost to participate?

No. It is free to participate in the My Energy Pilot.

How and when will I receive the $100?

If you qualify, you'll receive the $100 incentive by Interac e-Transfer using the email address you provided during registration.

Eligible participants will receive their incentive after the pilot ends and NB Power has confirmed that the participation requirements have been completed.

INFORMATION AND SUPPORT

What information will NB Power use?

NB Power will use information provided during registration, relevant account information and smart meter data to administer and evaluate My Energy Pilot.

This information will be used to confirm eligibility, communicate with participants, measure changes in electricity use, issue incentives, and evaluate the pilot.

All information will be used in accordance with NB Power policies and privacy requirements.

What if my account or contact information changes?

Please notify NB Power as soon as possible if:

- You move
- Your account information changes
- Your email address changes
- Your phone number changes

This will help ensure you continue to receive communications and, if eligible, receive your incentive payment.

Can more than one person in a household participate?

No. Only one participant per household may register for the My Energy Pilot.

Can I withdraw from the pilot?

Yes. Participation is voluntary, and participants may withdraw from the pilot at any time. Additional details will be outlined in the Terms and Conditions.

Thank you for helping us learn.

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