All our energy.
All the time.

MARITIME ELECTRIC
A FORTIS COMPANY

December 11, 2025

Island Regulatory & Appeals Commission
PO Box 577
Charlottetown PE C1A 7L1

Dear Commissioners:

Application for Approval to Defer Operating Costs Associated with the Rotating Outages Plan

Please find attached five (5) copies of Maritime Electric's Application for Approval to Defer Operating Costs Associated with the Company's Rotating Outages Plan.

An electronic copy will follow.

If you require further information, please do not hesitate to contact me at 902-629-3701.

Yours truly,

MARITIME ELECTRIC

Michelle Francis
Vice President, Finance &
Chief Financial Officer

MF54
Enclosure

180 Kent Street • PO Box 1328 • Charlottetown, PE C1A 7N2
telephone 1-800-670-1012 • **fax** 902-629-3665 • **maritimeelectric.com**

C A N A D A

PROVINCE OF PRINCE EDWARD ISLAND

BEFORE THE ISLAND REGULATORY
AND APPEALS COMMISSION

IN THE MATTER of Sections 3(a), 20, 21 and 24 of the *Electric Power Act* (R.S.P.E.I. 1988, Cap. E-4) and **IN THE MATTER** of the Application of Maritime Electric Company, Limited for the approval to defer operating costs associated with its Rotating Outages Plan.

APPLICATION
AND
EVIDENCE OF
MARITIME ELECTRIC COMPANY, LIMITED

December 11, 2025

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Introduction

Maritime Electric Company, Limited ("Maritime Electric" or the "Company") is a corporation incorporated under the laws of Canada with its head or registered office at Charlottetown and carries on a business as a public utility subject to the *Electric Power Act* engaged in the production, purchase, transmission, distribution and sale of electricity within Prince Edward Island ("PEI").

Application

Maritime Electric hereby applies for an order of the Island Regulatory and Appeals Commission ("IRAC" or the "Commission") for approval to defer costs associated with executing its Rotating Outages Plan, when necessary.

The proposal contained in this Application represents a just and reasonable balance of the interests of Maritime Electric and those of its customers.

Procedure

Filed herewith is the Affidavit of Jason C. Roberts, T. Michelle Francis, Angus S. Orford and Enrique A. Riveroll which contains the evidence on which Maritime Electric relies in the Application

Dated at Charlottetown, Province of PEI, this 11th day of December, 2025.

D. Spencer Campbell, K.C.

STEWART MCKELVEY
65 Grafton Street, PO Box 2140
Charlottetown PE C1A 8B9
Telephone: 902-892-2485
Facsimile: 902-566-5283
Solicitors for Maritime Electric Company, Limited

2.0 AFFIDAVIT

C A N A D A

PROVINCE OF PRINCE EDWARD ISLAND

BEFORE THE ISLAND REGULATORY AND APPEALS COMMISSION

IN THE MATTER of Sections 3(a), 20, 21 and 204 of the *Electric Power Act* (R.S.P.E.I. 1988, Cap. E-4) and **IN THE MATTER** of the Application of Maritime Electric Company, Limited for the approval to defer operating costs associated with its Rotating Outages Plan.

AFFIDAVIT

We, Jason C. Roberts of Suffolk, T. Michelle Francis of Emyvale, Angus S. Orford of Charlottetown and Enrique A. Riveroll of New Dominion, in Queens County, Province of Prince Edward Island, MAKE OATH AND SAY AS FOLLOWS:

We are the President and Chief Executive Officer, Vice President, Finance and Chief Financial Officer, Vice President, Corporate Planning and Energy Supply and Vice President, Sustainability and Customer Operations for Maritime Electric, respectively, and as such have personal knowledge of the matters deposed to herein, except where noted, in which case we rely upon the information of others and in which case we verily believe such information to be true.

Maritime Electric is a public utility subject to the provisions of the *Electric Power Act* engaged in the production, purchase, transmission, distribution and sale of electricity within PEI.

SECTION 2.0 – AFFIDAVIT

We prepared or supervised the preparation of the evidence and to the best of our knowledge and the evidence is true in substance and in fact.

Section 5.0 contains a proposed Order of the Commission based on the Company's Application.

SWORN TO SEVERALLY at
Charlottetown, Prince Edward Island,
the 11th day of December, 2025.

Jason C. Roberts

T. Michelle Francis

Angus S. Orford

Enrique A. Riveroll

A Commissioner for taking affidavits
in the Supreme Court of Prince Edward Island.

3.0 INTRODUCTION

3.1 Corporate Profile

Maritime Electric owns and operates a fully integrated system providing for the purchase, generation, transmission, distribution and sale of electricity throughout Prince Edward Island ("PEI"). The Company's head office is located in Charlottetown with generating facilities in Charlottetown and Borden-Carleton.

Maritime Electric is the primary electrical utility on PEI delivering approximately 90 per cent of the electricity supplied in the province. To meet the energy demand and supply requirements of its customers, the Company has contractual entitlement to capacity and energy from NB Power's Point Lepreau Nuclear Generating Station and an agreement for the purchase of capacity and system energy from NB Power delivered via four submarine cables owned by the Province of PEI. Through various contracts with the PEI Energy Corporation, the Company purchases the capacity and energy from 129.5 megawatts ("MW") of wind and solar generation on PEI. In the event that this generation fails to provide all the energy expected in these contracts, the shortfall is obtained through additional energy purchases from NB Power or by operating the Company's on-Island backup generation.

Maritime Electric is a public utility subject to the PEI's *Electric Power Act*. As a public utility, the Company is subject to regulatory oversight and approvals of the Commission. IRAC's jurisdiction to regulate public utilities is found in the *Electric Power Act* and the *Island Regulatory and Appeals Commission Act*.

3.2 Purpose

Maritime Electric is seeking approval of a regulatory deferral account to record any operating costs associated with executing its Rotating Outages Plan. Approval of this deferral account is justified because: (i) these operating costs, when required, must be incurred to provide service to customers; (ii) the extent to which these operating costs will be incurred is unknown and likely material; and (iii) customer rates do not include the recovery of such costs. Therefore, these costs should be deferred for evaluation and future recovery.

Maritime Electric is seeking approval to use the deferral account each year until such time that additional dispatchable generating capacity is secured and the risk of rotating outages has been appropriately mitigated.

The *Electric Power Act* requires Maritime Electric to "furnish at all times such reasonably safe and adequate service and facilities for services as changing conditions require".[1] Customers' increasing demand for electricity, which is causing the annual system peak to increase significantly, and a capacity deficit are the changing conditions that required the Company to develop a Rotating Outages Plan.[2] As discussed in Section 4.0, executing the Rotating Outages Plan will be necessary in order to maintain the integrity of the electrical system.

The Company has not had to execute rotating outages before and, therefore, cannot predict what level of operating costs will be required. As discussed in Section 4.0, executing rotating outages will be labour intensive and most likely to occur during overtime hours.[3] Therefore, it is expected that, when required, these costs will be material.

The Company's last General Rate Application ("GRA") was developed and submitted to the Commission for approval in 2022. Since then, Maritime Electric's system peak has increased more than originally projected due to PEI's rapid population growth and electrification efforts.[4] Therefore, Maritime Electric's current rates do not contemplate any operating costs associated with executing rotating outages, justifying the need to defer any such operating costs.

Maritime Electric's last GRA set rates to recover forecast costs for the three-year period of 2023 to 2025.[5] The customer rates designed to recover 2025 costs will continue into 2026 as the Company is not filing a GRA to set new basic customer rates in 2026. The Company's latest 2026 revenue requirement forecast indicates that annual costs, before the inclusion of any costs associated with rotating outages, will materially exceed what the 2025 rates are designed to

1 Section 3(a) of the *Electric Power Act*.
2 Increases in annual system peak and the capacity deficit is documented on page 46 in Exhibit M-1 of Docket UE20742, Supplemental Capital Budget Request for On-Island Capacity for Security of Supply Project Application.
3 System peak typically occurs in the morning (between 6:00 and 10:00 a.m.) or in the evening (between 4:00 and 8:00 p.m.).
4 Docket 20946
5 Order UE23-04, Docket 20946

recover.[6] Incremental costs associated with rotating outages may be material and the absence of their deferral may deny the Company a reasonable opportunity to earn its approved return. Section 24 of the *Electric Power Act* states:

> "Every public utility shall be entitled to earn annually such return as the Commission considers just and reasonable, … and the return shall be in addition to the expenses as the Commission may allow as reasonable and prudent and properly chargeable to operating account …".

For the reasons detailed above, the approval of a regulatory deferral account to capture operating costs associated with executing rotating outages is justified.

Maritime Electric will maintain a detailed record of all deferred operating costs. By June 30th of each year, Maritime Electric will file a report with the Commission describing the facts and circumstances that precipitated each rotating outage event during the preceding winter season (i.e., December to March) and providing a detailed analysis of the deferred operating costs, along with a recommendation on how those costs can be recovered from customers and the related customer rate impacts. Such evidence will facilitate the Commission's review to ensure the costs were prudently incurred in accordance with good utility practice, with the objective of providing a final order determining and approving the costs within six months of the report being filed.

A timely order will ensure financing costs related to the deferred operating costs are minimized, that customer rates are adjusted to appropriately reflect the actual cost of providing service, and that the Company's financial stability is supported by a timely recovery of prudently incurred costs.

[6] Annual costs associated with depreciation, finance costs, and inflationary increases to transmission, distribution and general operating expenses are forecast to be materially higher in 2026 than in 2025.

4.0 ROTATING OUTAGES

In Maritime Electric's Supplemental Capital Budget Request for On-Island Capacity for Security of Supply Project Application, the Company forecast a capacity deficit beginning in 2025 and increasing every year thereafter until additional capacity can be secured.[7] A significant risk caused by this capacity deficit is that the Company may be unable to supply electricity to all customers at all times, as required by Section 3(a) of the *Electric Power Act*. As the system peak increases each year, so too does the likelihood of this risk materializing. If this risk materializes, the Company will have to execute an operational plan for rotating outages.

The following high-level discussion elaborates on the risk of supply shortages and the procedure for rotating outages.

4.1 Risk of Supply Shortage

The electrical system is designed and operated such that the supply of electricity must be equal to the customer demand for electricity at all times (i.e., supply equals demand). Historically, the Company's Energy Control Centre ("ECC") Operators, in coordination with NB Power's ECC Operators, have been able to promptly balance this supply and demand "equation" by adjusting supply to match demand.[8] However, due to limitations to the amount of capacity available to import from NB Power (e.g., potential curtailment), limited on-Island generating capacity and growing customer demand, the risk of supply shortages (i.e., insufficient supply to meet demand) is increasing.[9] During a supply shortage, and after options to reduce customer demand are exhausted (e.g., public requests for customers to conserve electricity), the only solution to balance the supply and demand "equation" is to decrease the amount of demand on the system by shedding load. Shedding load refers to forcing an outage for a select geographic group of customers.

[7] Docket UE20742 Exhibit M-1 Section 7.1 page 69.

[8] The first option for increasing supply is to request more supply from NB Power. At times when NB Power is unable to fulfill that request, due to a generation shortfall or transmission constraint, then Maritime Electric's second option is to run its own generation.

[9] Supply may need to be curtailed if an off-Island generation source is unavailable or if the transmission system in New Brunswick experiences a limitation (e.g., limited supply from Quebec as experienced during the power vortex event in February 2023).

The risk of a supply shortage will be highest during periods of peak demand, which for Maritime Electric is during the winter months when temperatures are cold and likely during the early morning or early evening.[10] Therefore, the implications of shedding load during cold weather are very severe because many customers rely on electricity for space heating. If customers are without space heating for an extended period, it can result in significant property damage (e.g., frozen and burst water pipes) and, in extreme cases, loss of life (e.g., death due to carbon monoxide poisoning or hypothermia). To minimize individual customer impacts from prolonged outages, load shedding is "shared" amongst customers in a rotation amongst various areas, which is referred to as rotating outages.

4.2 Cold-Load Pickup

Restoring power during rotating outage events can be particularly challenging due to cold-load pickup ("CLPU"). CLPU refers to a surge in electrical demand that occurs when power is restored during freezing temperatures, caused by all heating systems simultaneously activating to warm up cooled-down buildings. CLPU complicates rotating outages because the sudden surge can immediately overload the grid, forcing operators to delay restoration or causing protection devices to operate and disconnect customers.

The Company is preparing for the likelihood that protection devices on the system will operate as designed during the restoration of power due to CLPU. Protection devices operate by tripping (i.e., shutting off) lines or equipment to protect the system from overloading.[11] These protection devices require manual intervention or replacement after they successfully operate to protect the system. Therefore, the Company is planning to have teams of powerline technicians, engineers and technologists dispatched to areas where outages are occurring to be readily available to manually intervene and avoid prolonged outages.[12]

[10] Maritime Electric's system peak typically occurs in the morning (between 6:00 and 10:00 a.m.) or in the evening (between 4:00 and 8:00 p.m.).

[11] Common protection devices installed on the Company's electrical system include fuses, reclosers and circuit breakers.

[12] Teams will be dispatched to the affected substations and along the affected distribution feeders.

4.3 Rotating Outages Plan

The Rotating Outages Plan seeks to minimize the impacts of CLPU by spreading the required outage over several feeders or circuits across PEI and limiting the duration of each feeder's outage. This is extremely challenging because there are many variables that impact the magnitude and duration of CLPU and rotating outage operations, including:

- Weather (e.g., temperature and wind), which impacts customer demand;
- Time of week, which impacts customer demand (e.g., demand is higher on weekdays);
- Time of day, which impacts customer demand (e.g., demand is higher in the mornings and evenings);
- Duration and frequency of rotating outages;
- Magnitude and duration of CLPU; and,
- Time required for manual intervention or repairs following the operation of protection devices.

Overlaying all of these variables is the priority to keep employees and the public safe during the execution of a rotating outage event.

Leading into this winter season, the Company has begun to closely monitor supply and demand, along with weather forecasts. With respect to supply, the Company is monitoring the availability of energy supply from off-Island and on-Island sources, with particular attention to how much is from dispatchable versus intermittent renewable sources and whether any sources are unavailable or limited. With respect to weather forecasts, ambient temperature and wind speeds have a direct impact on customer demand given the recent and continued electrification of space heating. Therefore, the Company is monitoring customer demand with particular attention paid to times when that demand is approaching supply or transmission limitations. Monitoring wind speeds is also important in assessing the availability of wind generated energy, given the fact that the wind turbines are designed to shut down for self-protection during certain weather conditions.[13]

[13] For example, during the polar vortex event in February 2023, some wind turbines shut down due to self-protection from extreme cold temperatures and high wind gusts.

Given the variability of each of these elements (i.e., supply, demand and weather), it will be particularly challenging to accurately predict with much advance notice when a rotating outage will be necessary. When the facts and circumstances indicate that demand will likely exceed supply, the Company will activate its Rotating Outage Plan. Teams of skilled staff, including engineers and ECC operators, will be scheduled to work continuously before and throughout rotating outage operations, until the electrical system is restored to normal.

A key part of the Rotating Outage Plan is communicating with customers and other stakeholders (e.g., the PEI Emergency Measures Office), which is documented in the Customer Communications Plan attached as Appendix A.

4.4 Expected Operating Costs

The requested deferral account will be for operating costs related to rotating outage operations, as needed, and may include:

- Labour costs for additional ECC operator staffing to manage the increased complexity of the electrical system during the execution of a rotating outage;
- Labour costs for Maritime Electric power line technician crews, engineers and technologists during regular and non-regular hours;[14]
- Contractor labour costs;
- Extended call centre operations during non-regular hours;
- Supervision resources during non-regular hours;
- Equipment related to system repairs;
- Vehicle fuel;
- Internal and external labour costs to comply with any regulatory reporting;
- Paid advertising costs; and
- Other unforeseen operating costs required.

The magnitude of these costs will depend on the severity and duration of the required rotating outage operations. A small supply shortage that lasts for a few hours will result in minimal costs

[14] Regular time labour, if related to rotating outage operations, will be deferred as duties planned to be completed during those regular hours will need to be completed during over-time hours.

compared to a prolonged cold weather event (e.g., the polar vortex experienced in February 2023) where there is a significant supply shortage lasting several days or more.

The labour and materials necessary to execute rotating outages during the winter period will be recorded as operating costs, may be material, and were not contemplated in the Company's last GRA. As a result, these additional costs were not included in the development of current customer rates, justifying the need for the requested regulatory deferral account.

5.0 PROPOSED ORDER

C A N A D A

PROVINCE OF PRINCE EDWARD ISLAND

BEFORE THE ISLAND REGULATORY
AND APPEALS COMMISSION

IN THE MATTER of Sections 20, 21 and 24 of the *Electric Power Act* (R.S.P.E.I. 1988, Cap. E-4) and **IN THE MATTER** of the Application of Maritime Electric Company, Limited for the approval to defer operating costs associated with its Rotating Outages Plan.

WHEREAS on December 18, 2024, Maritime Electric Company, Limited ("Maritime Electric" or the "Company") filed its Supplemental Capital Budget Request for On-Island Capacity for Security of Supply Project Application;

AND WHEREAS Maritime Electric has advised that a capacity deficit is forecast for 2025 and beyond until additional on-Island generation capacity is in place;

AND WHEREAS Maritime Electric has advised that the Company is preparing for the need to execute rotating outages at any time throughout December to March of each year until additional on-Island generating capacity is in place, and as a result incremental operating costs that were not contemplated in current customer rates will likely be incurred;

AND WHEREAS Maritime Electric has advised that it will prepare a report on the execution of rotating outages, which, when completed, will outline the actual operating costs incurred and propose a reasonable recovery period along with a quantification of customer rate impacts;

AND WHEREAS Maritime Electric requests an Order from the Commission granting approval to defer all of Maritime Electric's operating costs (if any) related to the execution of rotating outages

as a regulatory asset until such a time as the Commission grants final approval of these costs along with approval of a recovery period;

AND UPON considering the Company's application filed on December 11, 2025, and the evidence in support thereof;

NOW AND THEREFORE pursuant to the *Electric Power Act* and the *Island Regulatory and Appeals Commission Act;*

IT IS ORDERED THAT

1. The Commission grants Maritime Electric approval to defer as a regulatory asset any operating costs incurred to monitor for and safely execute its Plan for Rotating Outages.

2. The Commission requires Maritime Electric to file a report, by June 30th of each year, providing the facts and circumstances that precipitated the execution of rotating outages (the "Report"). The Report shall present the total Maritime Electric costs related to such activities and a recommendation for the recovery thereof and related customer rate impacts.

3. The Commission shall, after reviewing the Report and other necessary information, make a final order, within six months of the Report being filed, determining and approving the total Maritime Electric costs, if any, related to executing its Rotating Outages Plan and the appropriate manner of recovering those costs.

DATED at Charlottetown this _____ day of December, 2025.

BY THE COMMISSION

_____

Chair

_____

Commissioner

_____

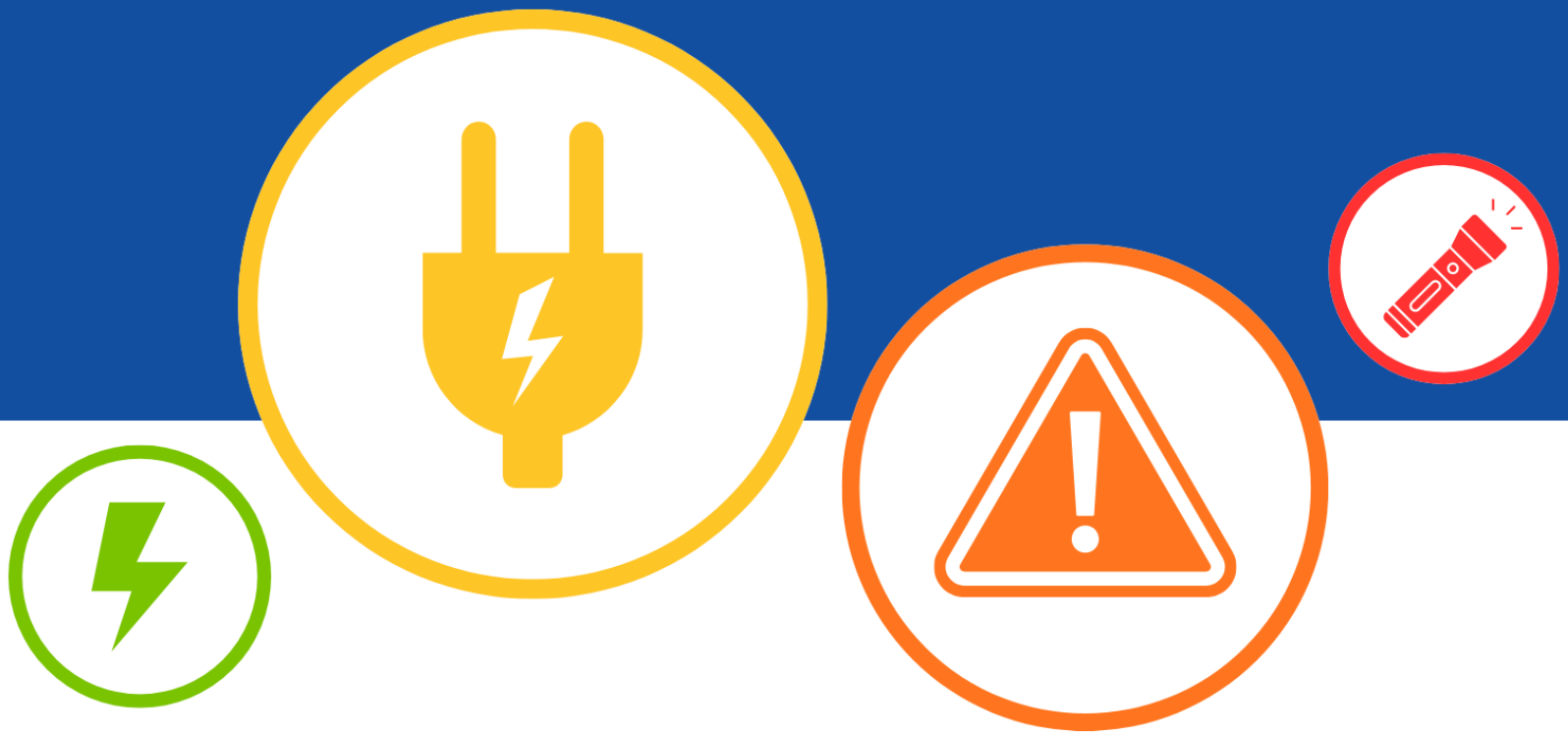
Commissioner

APPENDIX A

Customer Communications Plan

MARITIME ELECTRIC
A FORTIS COMPANY

ROTATING OUTAGES:
CUSTOMER COMMUNICATIONS PLAN



ISLAND REGULATORY & APPEALS
COMMISSION OVERVIEW

Rotating Outages: Customer Communications Plan

Introduction

Maritime Electric is preparing for potential rotating outages for the remainder of 2025 and until additional on-Island generating capacity is secured. The Company is forecasting the potential that customer demand will exceed available supply as early as this upcoming winter season. This Communications Plan relies heavily on the internally provided information to communicate as often and as early as possible to customers and stakeholders regarding the rotating outage event. In most circumstances, the Company expects to provide customers and stakeholders with 1 to 2 hours' notice. However, an emergency rotating outage might occur due to a lack of available renewable energy generation and short notices for scheduled holds by NB Power. In the event there is an emergency loss of supply, or the Company's supply is curtailed as a separate emergency, the Company may only have minutes to an hour to notify customers and stakeholders, in which case the event will be treated similar to any other emergency on the system.

Rotating outages is the controlled act by a utility to temporarily shut down electricity to specific areas to prevent a total grid failure. It is implemented when demand for electricity exceeds the available supply and is necessary to protect the grid. The terms rotating outages and load shedding are used interchangeably.

This Communications Plan aims to proactively inform, educate, and support customers and stakeholders during these events with information on the outage as well as potential durations. Information will be provided via multiple communications channels during the December to March timeframe, including media advisories, social media and customer tools (i.e. website, auto dialer, email, and upfront messages at the Contact Centre). There are two key components: a High-Load Season Readiness Campaign and an Event-Activation Communications Plan.

Key Objectives

- Educate customers and stakeholders about a high-load season and the need for energy conservation or potential rotating outages during the season.
- Informational tools to educate and inform customers and stakeholders so they can plan and prepare, similar to preparing for storms.
- Disseminate accurate information about the rotating outage plan in real time with as much notice as possible to customers and stakeholders.
- Promote energy conservation during peak demand periods.
- Demonstrate proactive management on the execution and communication of rotating outages.

Key Messages

- Safety for all is Maritime Electric's top priority, always.
- Emergency preparedness during winter season for rotating outages needs to be top of mind for all Islanders.
- Rotating outages will help safeguard the electrical grid when the demand for electricity is higher than the available supply.
- Rotating outages are a last resort measure
- Maritime Electric filed an application with IRAC in December 2024 to increase on-Island generating capacity.

Communications Plans

Our Communications Plan has two key components, a High-Load Season Readiness & Education Campaign, and an Event-Activation Communications Plan.

High-Load Season Readiness & Education Campaign

The High-Load Season Readiness and Education Campaign will provide information to customers throughout the peak months (December to March) on the importance of energy savings, peak demand education, and system load status. The multi-channel campaign will include:

- Promotion to educate about the new website section and information tool showing customers the real-time energy supply for customers to help manage their energy use and readiness to conserve during peak times,
- Several new videos and social media posts to help customers understand the issue and be prepared,
- Paid advertising during this period to inform and educate customers and encourage them to seek more information on Maritime Electric's website; and
- CEO media interviews in December and during high-load season to help educate and encourage dialogue on rotating outages and readiness for Islanders for the upcoming winter season.

Multi-Channel Communications

The Company will use multi-channel communications to drive customer information and education during the high load season, including digital ads, social media posts (paid and organic), radio ads, newspaper print ads, bill inserts and postcards/handouts. The paid advertising campaign will commence in late December.

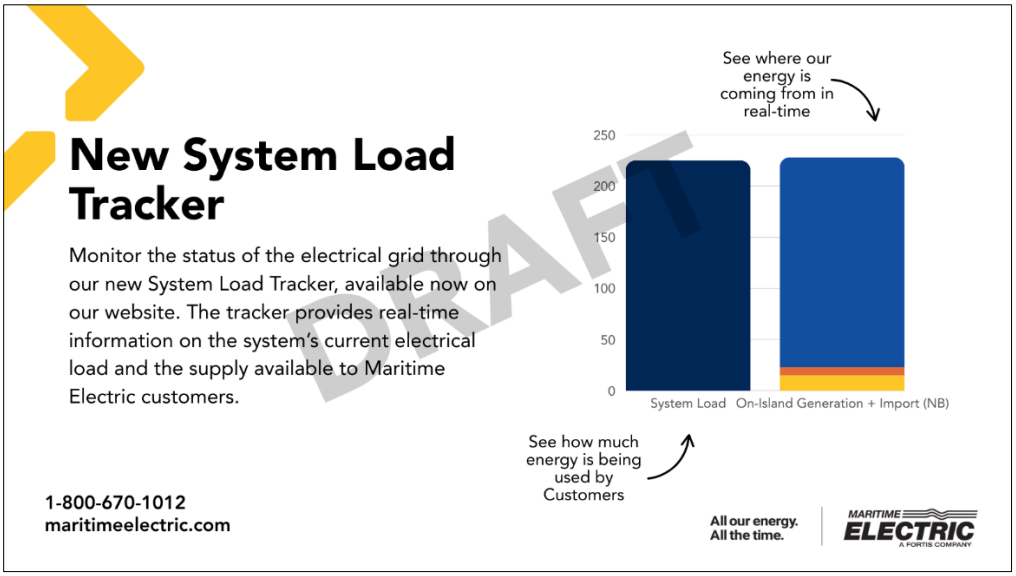
Channel	Message	Frequency (Dec. – Mar.)
Website	Education, system load status updates, and grid notifications	Ongoing
Social Media (Facebook, X)	Education and grid notifications (creative draft included below)	Weekly (at minimum)
Digital Ads (Meta, Google)	Education (creative draft included below)	Ongoing (starting in January)
Bill Inserts	Education (creative draft included below)	December, January
Print Materials (i.e. postcard, brochure, etc.)	Education (creative draft included below)	Ongoing
Radio Ads	Education and grid notifications (if time permits)	Ongoing (starting in January)
Guardian Ads	Education	Monthly

The following are the current creative drafts to be used in each of the communications channels.

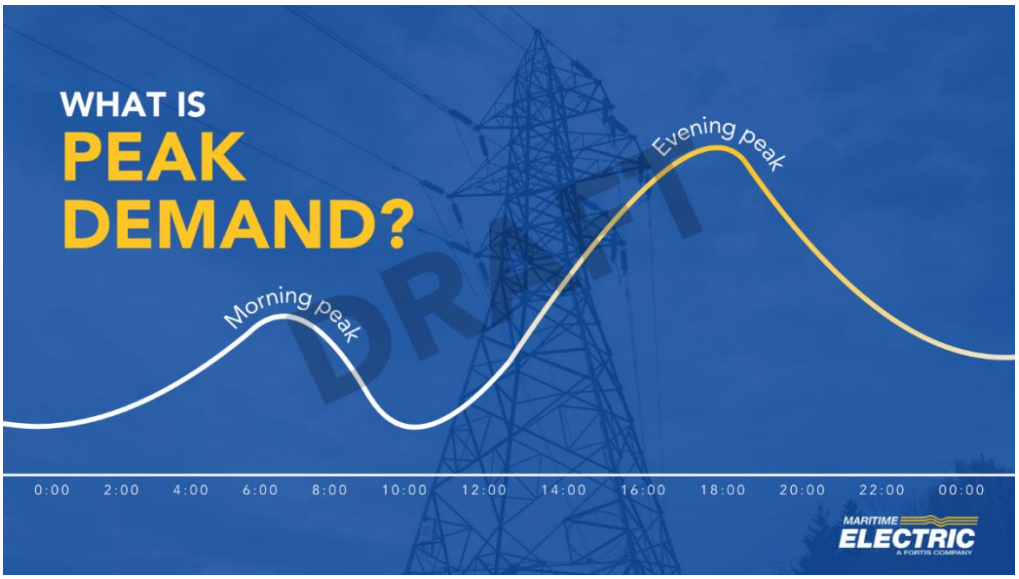
Social Media

System Load Tracker: Customers can now monitor the electrical grid using our System Load Tracker. The tracker shows up-to-date information about the system's current electrical load as well as where our energy is coming from. You can see in real time current energy supply for customers.

See the tracker now on our website: [WEB LINK]



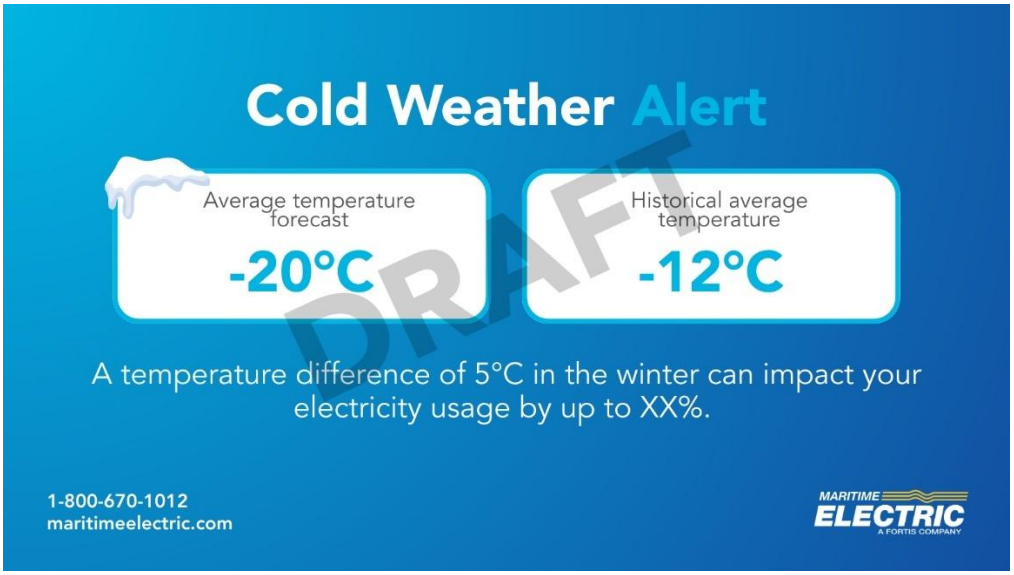
Peak Demand: Many households consume the most electricity during the same hours each day. These patterns result in peak demand on the electrical grid. On PEI, peak demand typically occurs from 6-10 a.m. and from 4-8 p.m. The highest peaks happen between January and March on the coldest days of the year. This is due to home heating systems working extra hard to maintain a comfortable indoor temperature.



Energy Savings: We are here to help you manage your winter energy usage and budget. Visit our website for practical tips you can follow to save energy during the colder winter months: LINK

Extreme Cold: Environment Canada is forecasting extreme cold temperatures for [later this week/this weekend]. When the temperature drops, your home heating system must work harder to maintain the temperature inside your home. If you have electric baseboard heating, or heat pumps, a temperature difference of [XX] degrees, can impact your electricity usage by [XX%].

Visit our website to see how you can save energy during extreme cold weather: [WEB LINK]

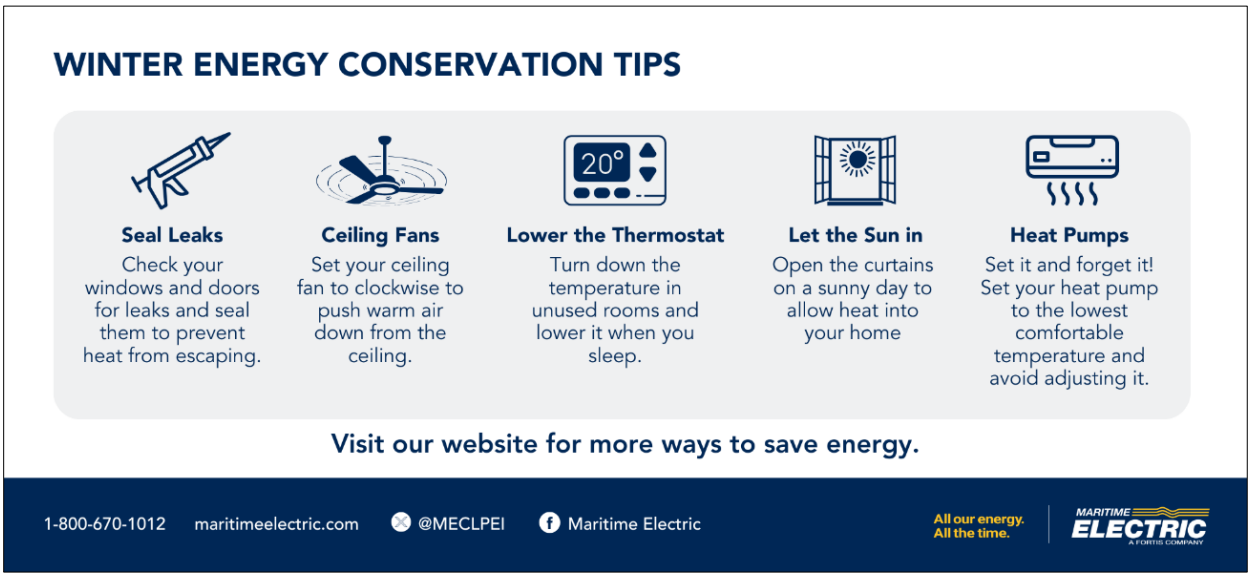


Digital Ad Samples

Print Ad Sample

Bill Insert (Paper and ebill)

Energy Conservation Customer Bill Insert (front and back)

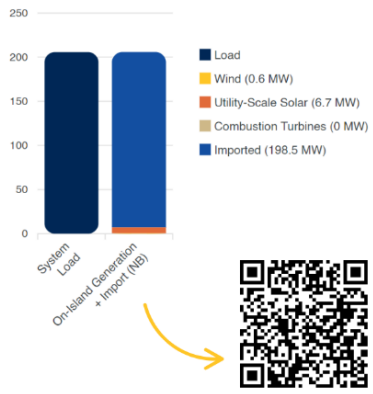


Grid Status Customer Bill Insert (front and back)

STAY INFORMED ON THE STATUS OF THE ELECTRICAL GRID

Customers are now able to monitor the status of the electrical grid through our new System Load Tracker and Grid Status Index available on our website. The real-time tracker provides up-to-date information on the current electrical load and the electricity available to Maritime Electric customers.

To view live data, scan the QR code using the camera on your smart device to access the tracker directly on our website.



1-800-670-1012 maritimeelectric.com @MECLPEI Maritime Electric

All our energy. All the time. MARITIME ELECTRIC A FORTIS COMPANY

BE PREPARED THIS WINTER

Scan the QR code with the camera on your smart device to visit our website and download a copy of our Storm Preparedness and Safety Checklist. The checklist has a list of actions you can take to prepare your home and family for an emergency, as well as a list of items to include in an emergency kit.

Printed copies are also available at our head office at 180 Kent Street in Charlottetown.

1-800-670-1012 maritimeelectric.com @MECLPEI Maritime Electric

All our energy. All the time. MARITIME ELECTRIC A FORTIS COMPANY

Print Materials

Postcard (front and back)

All our energy.
All the time.

MARITIME ELECTRIC
A FORTIS COMPANY

Brochure (front and back)

HOME HEATING

For the average Canadian household, home heating makes up almost 62% of the yearly energy use. Most homes use more energy during the winter months because your heating system works harder to maintain the internal temperature of your home. This concept should be familiar to those who have had oil furnaces, which use more oil during the colder months to keep your home warm.

The colder it is outside, the more energy your home heating system will use. Even a difference of 1-2°C in the average monthly temperature can impact your bill by up to XX%.

HEAT PUMPS

Heat pumps are appliances that use electricity to heat, cool and dehumidify your home efficiently. Unlike other heating systems that convert fuel or electricity into heat, heat pumps only move air from one place to another.

If you are new to having a heat pump as a supplementary heating source, you should expect to see an increase on your energy bill. However, with proper use, you should see a noticeable difference in your overall home heating costs if you are using your heat pump in addition to another heat source like an oil furnace.

CUSTOMER SUPPORT

HOME HEATING PROGRAM

The Salvation Army administers the PEI Home Heating Program on behalf of the provincial government. The program offers support to Islanders who are facing hardship in meeting home heating expenses. Eligible Islanders can receive up to $1,200 per calendar year.

MORE INFORMATION

For more information on winter energy usage and heating your home efficiently, scan the QR code with the camera on your smart device to visit our website.

CONTACT US

We are here to help. If you need help understanding your energy bill, or have questions about any of the information in this brochure, contact us:

Phone >
1-800-670-1012

Email >
customerservice@maritimeelectric.com

Website >
maritimeelectric.com

All our energy.
All the time.

MARITIME ELECTRIC
A FORTIS COMPANY

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A FORTIS COMPANY

WINTER ENERGY & HOME HEATING GUIDE

Understanding and managing your winter energy usage

USING YOUR HEAT PUMP IN WINTER

If you're new to using a heat pump, you might not know how to maximize its efficiency. Follow the tips below to prepare your heat pump for winter and save energy:

- Use the "heat" mode not the "auto" mode. The "auto" mode switches the heat pump back and forth between heating and cooling to maintain the set temperature, so it might accidentally cool your home on a sunny winter day.
- Use the high fan setting on your heat pump to effectively circulate the warm air throughout your home.
- Choose the lowest comfortable temperature for you and your family (around 18-20°C).

- Once you select a temperature, set it and forget it. Changing the temperature causes your heat pump to use more electricity and may trigger your other heating systems (such as an oil furnace) to turn on.
- If you have an oil furnace or other back-up heating system, set your thermostat 2-3 degrees lower than the temperature on your heat pump.
- If you have a ceiling fan, make sure it is running clockwise to draw the cool air up and push the warm air from your heat pump down.
- Lower the temperature by only a couple degrees if you are leaving for an extended period of time to save energy.
- Have your heat pump cleaned annually to make sure it is working at optimal efficiency.

EQUALIZED PAYMENT PLAN

The Equalized Payments Plan is when we spread the annual cost of your electricity usage equally throughout the year, so that you pay the same amount each month. Scan the QR code or visit our website to learn more and to estimate your monthly payment using our Equalized Payment Calculator customer tool.

WINTER ENERGY SAVING TIPS

Follow these tips to save more energy this winter:

- If you have a ceiling fan, make sure it is spinning clockwise to draw the cool air upward, and push the warm air down.
- Avoid using space heaters, which use a lot of electricity and can be dangerous if left unattended.
- Open your curtains on a sunny day to allow heat into your home.
- Check your windows and doors for leaks and seal them to prevent heat from escaping.
- Turn down the temperature in unused rooms and lower it when you sleep.
- Consider improving the insulation in your home. Adding insulation to your attic and basement tend to provide the biggest energy savings.

Visit our website at maritimeelectric.com for more energy saving tips.

Event-Activation Communications Plan

It is essential to maintain a balance between informing and educating customers about the current grid status without causing undue concern. It is important to maintain a strategic approach in our communications in an effort to prevent customers from becoming desensitized to grid notifications.

By crafting clear, consistent updates and providing practical resources, the Company empowers customers to make informed decisions regarding their energy usage, particularly during periods when supply may be challenged. Transparent communication, combined with educational resources and timely updates, builds trust and fosters a collaborative environment where customers are motivated to engage with available tools, share Company messaging and support system reliability by conserving energy as best they can.

Internal Status Reports

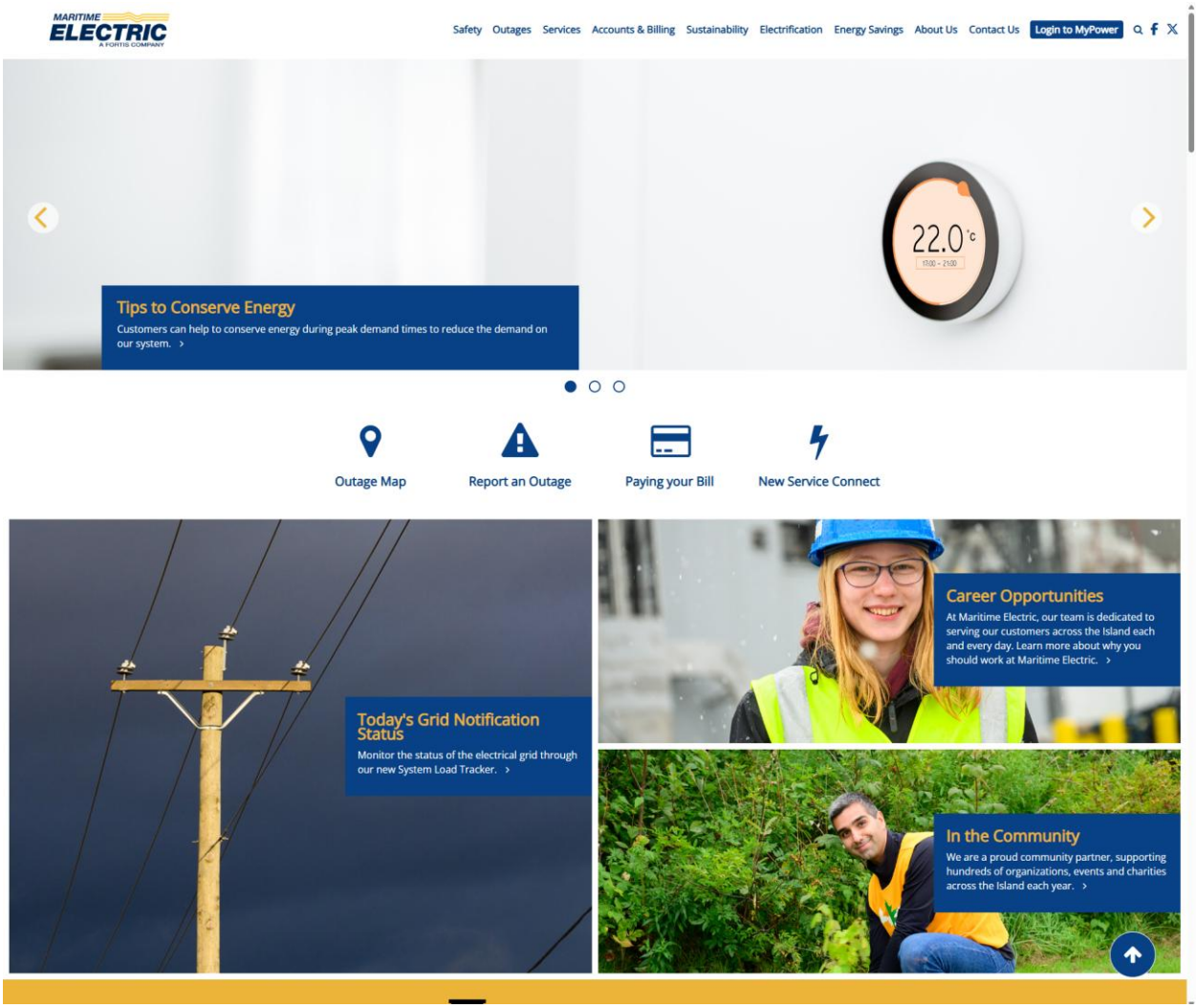
- **Grid Status Daily Updates:** The Company Energy Control Centre (ECC) will provide a daily system report on the energy supply forecast for the week
- **Grid Status Weekly Report Cycle**: The Company's ECC will provide a weekly report forecasting energy supply, projected renewables, customer load and weather.

  This information is used to inform the website tool and tracker as well as schedule internal resources as needed for potential grid notification and rotating outage scenarios.

Daily External Communications

- **Daily Grid Updates (in development):** Every day, the Company will share on its website an outlook for customers and other stakeholders of the available energy by source (i.e., NB import, on-Island renewables, and if required, back-up on-Island generation capacity), highlighting projected supply shortages. Such information will be presented to allow customers to plan for potential rotating outages if the supply shortage materializes.
- Additionally, information will be shared with customers on social media to help educate them on the new Current Grid Status tool on the Company's website. Refer to the screenshot below that illustrates how the two links will be presented.
- Information will be shared on how conserving energy assists the Company in continuing to deliver reliable service will be shared with customers.
- Advertising and social media posts will be strategically used to encourage energy conservation measures and safety preparedness when needed throughout the high-load season.

Website Screenshot Sample



Multi-Channel Communications

The Company will use multi-channel communications tools to communicate with customers, including: the Company's website, public service announcements, auto dialer and direct text-messaging to affected customers, contact centre upfront message, social media posts (X, Facebook), paid Instagram posts (for awareness), radio ads, digital media and advertising, media releases, public advisories, digital media and advertising, paid advertising (where time permits), media releases and EMO alert-ready message.[1]

A heavy reliance will be placed on social media and traditional media outlets.

[1] Direct text-messaging to affected customer is in a pilot-development stage.

Channel	Message	Frequency (December – March)
Website	Education, system load status updates, and grid notifications	Ongoing
Public Service Announcements	Grid notifications	As required
Auto-dialer and/or direct text messaging to affected customers	Grid notifications	As required
Contact Centre Upfront Message	Grid notifications	As required
Social Media (Facebook, X)	Grid notifications	As required
Radio Ads and other advertising	Grid notifications (if time permits)	As required
Media Releases	Post-event (if required)	As required
EMO Alert-Ready Message	Emergencies	If required

A notification process has been developed, which will confirm the Grid Notification status (see below) and communication messaging to customers.

Each phase will have a descriptor and 'trigger':

- Normal Operations
- Watch Stage
- Warning Stage
- Load Shedding Activation

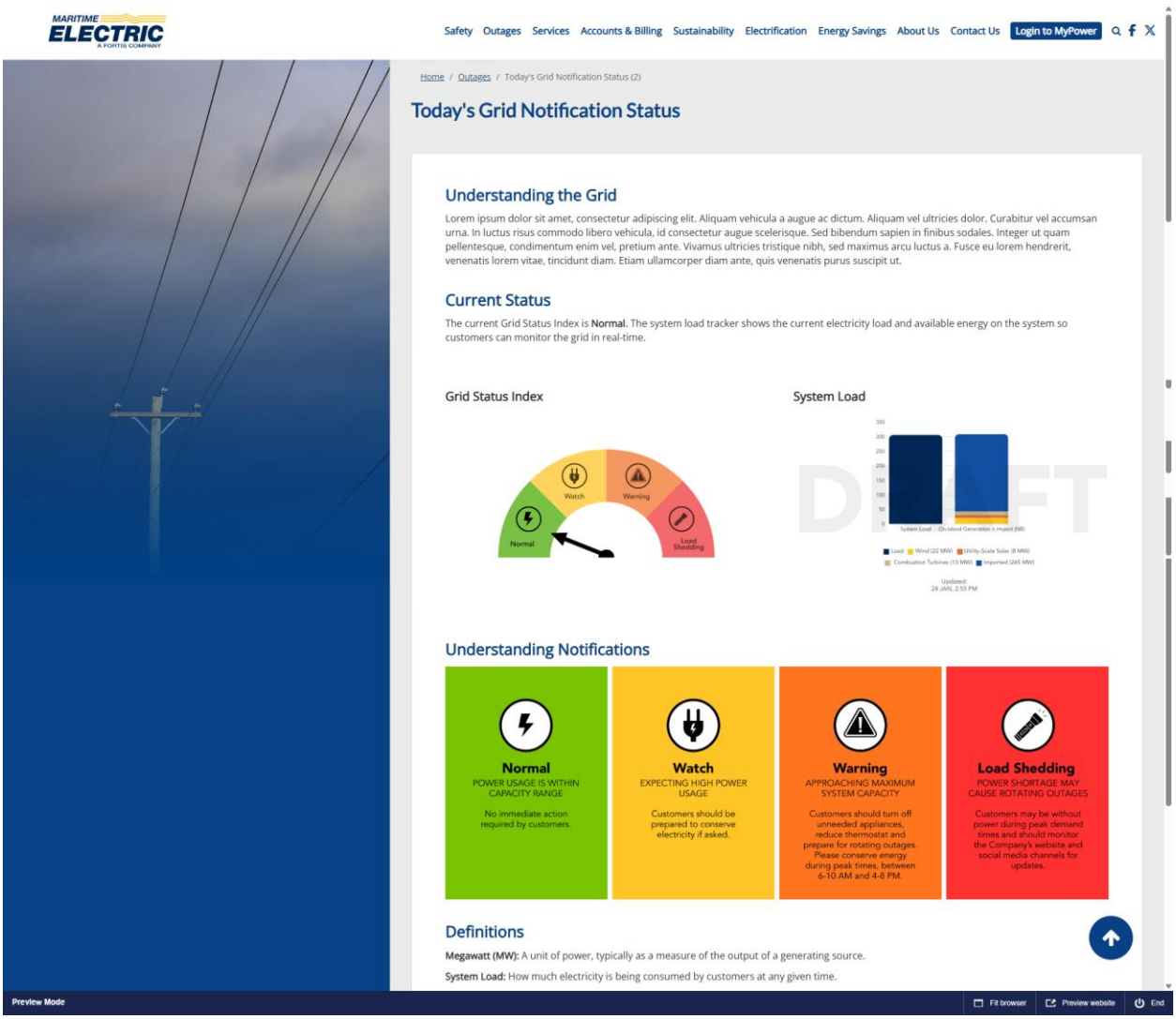
Company Website

To empower customers throughout the high-load season, a dedicated website page will provide customers with real-time updates and other essential information. This new website page will feature a continuously updated grid status index and system load chart, providing customers with timely insights into current and forecasted system conditions. In addition, the website page will offer clear explanations of key terms related to load shedding, helping customers understand the factors that influence energy supply availability.

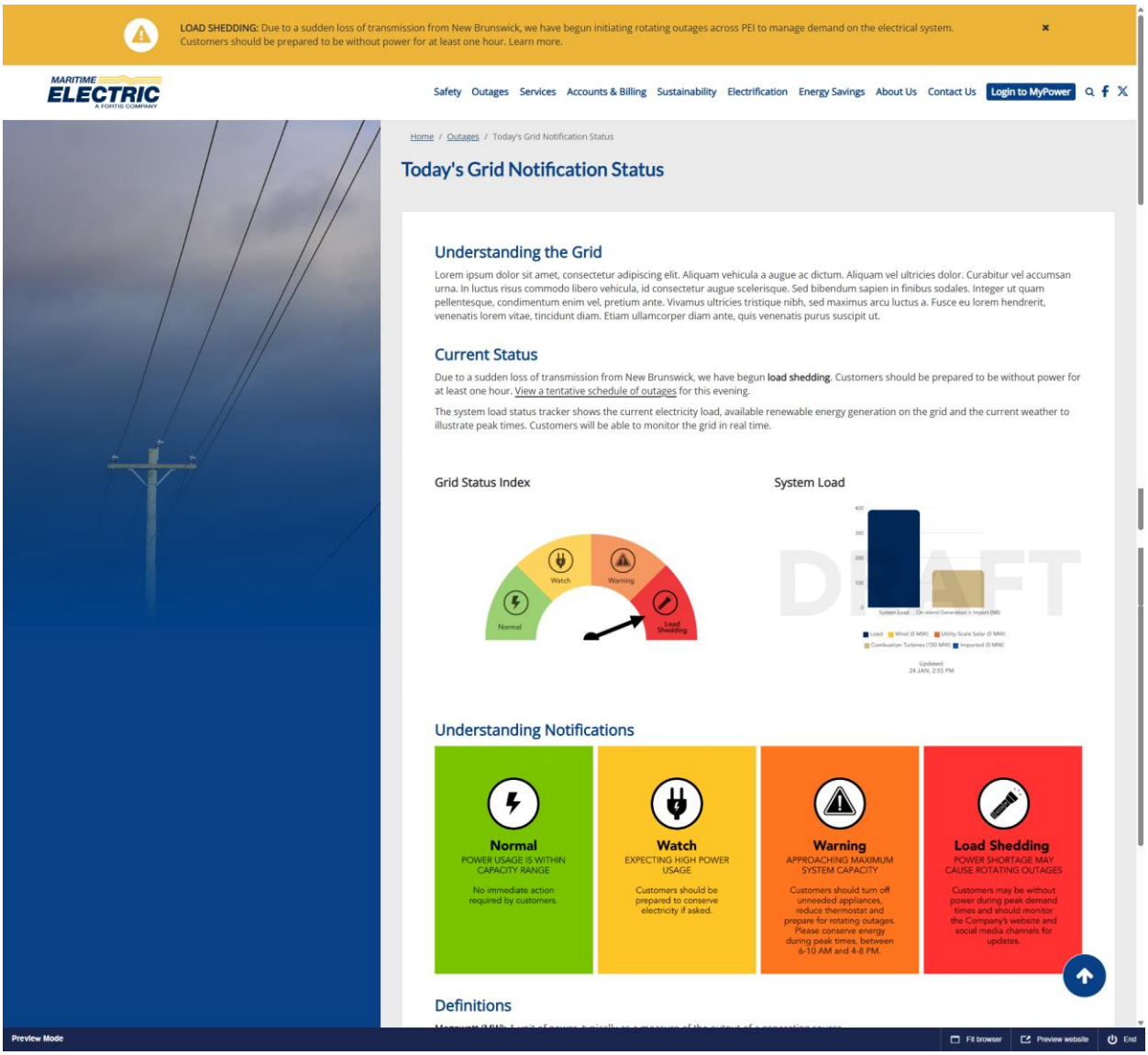
To further support informed decision-making, the website page will include direct links to external sources from trusted organizations (e.g., weather forecasts). The Company will aim to consolidate critical information and educational resources in one accessible location – this new website page.

Sample screenshots of the new website page under various scenarios are provided below.

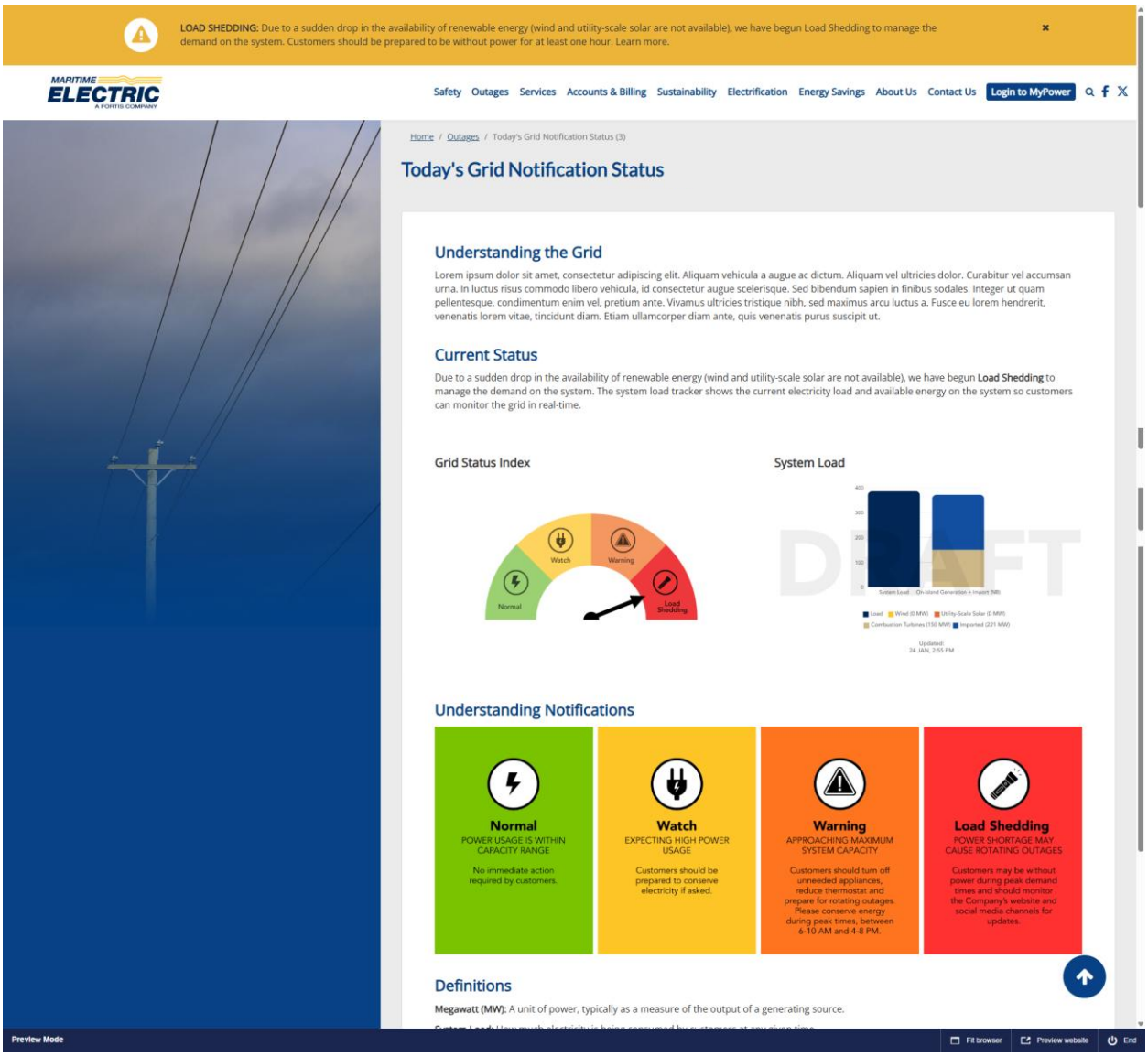
Sample Scenario 1: Normal Status



Sample Scenario 2: Loss of Transmission from New Brunswick



Sample Scenario 3: Sudden Loss of Renewable Energy Generation



Sample Creative Drafts

To prepare for a rotating outage event, material samples have been developed in draft form for various scenarios. Materials will be updated with the scenario-specific details as events unfold.

Public Service Announcement (PSA) Sample

“Rotating outages are planned for Central PEI from [X a.m. to X p.m.] due to forecasted energy supply shortages. Outages are scheduled to last approximately one hour each.”

Auto-Dialer Sample Script

“This is an automated call from Maritime Electric. Due to extreme cold temperatures and lack of regional and renewable energy supply, the current energy load cannot be met. You will experience a [30 minute/1 hour] power outage as a part of rotating outages to manage the demand on the system. Rotating outages will continue until sufficient power supply returns to the grid or until power demand declines enough to meet the full customer demand. Learn more on our website at maritime electric dot com. We apologize for the inconvenience that this may cause.”

Customer Direct Text Message Sample (Max 160 Characters)

“Maritime Electric will begin rotating outages to manage demand on the system. Please be prepared to be without power for approx. [1 hour] starting at [XX a.m.] Visit maritimeelectric.com for more info.”

Contact Centre Upfront Message Draft Script

“Thank you for calling Maritime Electric. The time is [XX:XX a.m./p.m. on date]. Due to the current forecasted temperatures and lack of regional and renewable energy supply, we have initiated rotating outages. The following communities can expect to be without power for approximately [30 minutes/1 hour until XX:XX p.m./a.m.]: [List Communities]. A full tentative schedule of rotating outages for [this morning/this evening] can be found on our website at maritimeelectric.com. We apologize for the inconvenience that this may cause. If you need to report a different power outage, please stay on the line.”

Q&A Sample (Excerpt)

What are rotating outages?:
Rotating outages are temporary power cuts implemented in different areas on a rotating schedule. These outages help manage the load on the power grid during peak demand hours or when there is insufficient power supply.

Why are rotating outages needed?:
Rotating outages are necessary to prevent the power grid from becoming overloaded, which can lead to more widespread and prolonged outages. By distributing the power cuts across various areas, the energy supply can be managed more effectively and ensure the stability of the overall grid.

How will customers know if rotating outages are happening?:
Customers will be notified by Maritime Electric through the Company's toll-free upfront phone message, social media, and the website outage map. Maritime Electric will aim to provide as much advance notice as possible of an outage to help residents and businesses prepare, but there are emergency scenarios (such as a loss of supply from New Brunswick) where advance notice is not possible.

Can rotating outages be prevented?:
While rotating outages are sometimes unavoidable, they are always a final option for dealing with supply shortages. Collective energy reduction from customers during peak hours (6 a.m.-10 a.m. and 4 p.m.-9 p.m.) can help curtail the evening peak and potentially prevent the need for rotating outages. Maritime Electric has applied for more On-Island Capacity Generation with IRAC to be able to meet the growing electricity demand on PEI.

Social Media Post Draft Samples

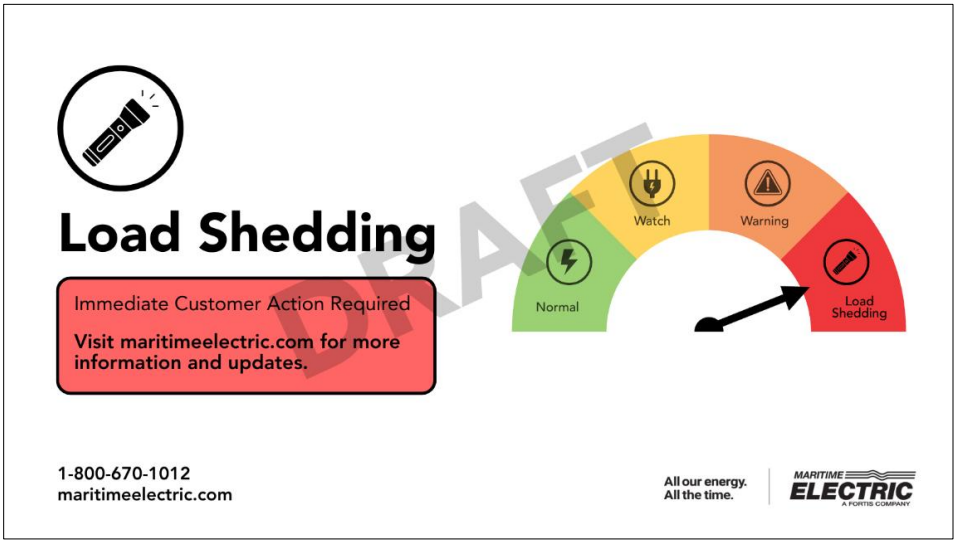
Warning – Draft
"Due to the extreme cold across the region, we are under a Power Warning. Energy demand is approaching available supply. Please reduce your electricity use to essentials only at this time. For more information visit: [WEB LINK]"

Load Shedding – Draft
"Due to a sudden loss of transmission from New Brunswick, we have begun initiating rotating outages across PEI to manage demand on the electrical system. The following communities should expect to be without power until approximately [XX:XX p.m./a.m.]: [List Communities]. A tentative schedule for rotating outages [will be available on our website soon/is available on our website]. All customers should be prepared to be without power for at least one hour and reduce electricity usage to essentials only at this time.

Tentative Schedule: [WEB LINK]

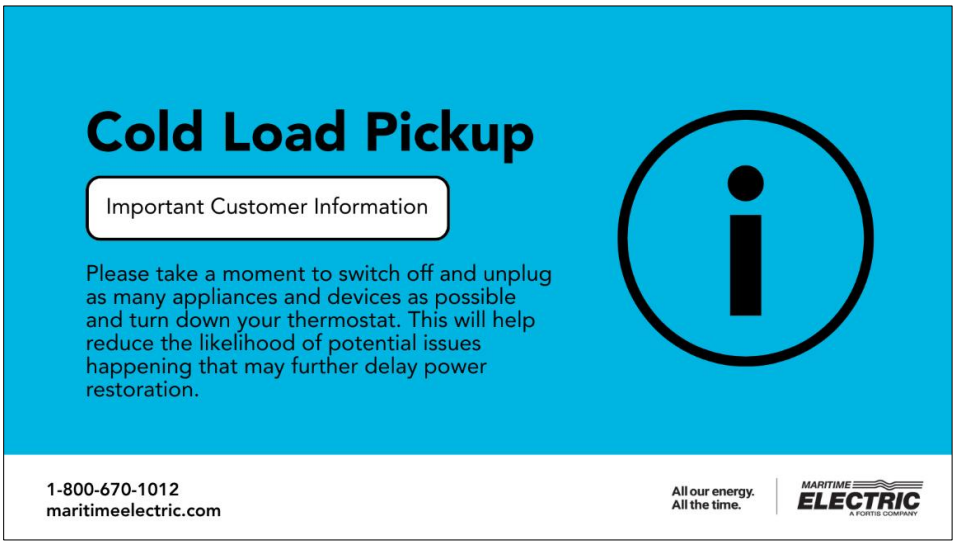
Rotating outages will continue until the transmission issue in New Brunswick is resolved. Our Contact Centre is open. You can reach us at 1-800-670-1012, our Representatives are here to help and answer your questions. We will continue to provide updates on our social media channels until power is restored to all customers.

For more information, please visit our website: [WEB LINK]



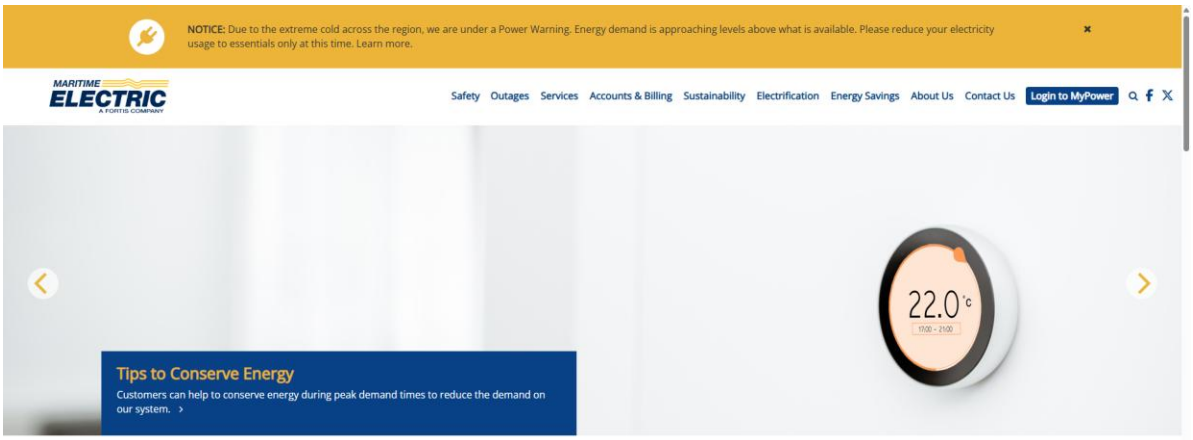
Cold Load Pickup Education – Draft

When power is restored, the system needs to work very hard to reenergize everyone's homes in the affected area. This is called cold load pickup. If your power is off, please take a moment to switch off and unplug as many appliances and devices as possible and turn down your thermostat. This will help reduce the likelihood of potential issues happening that may further delay power restoration. Slowly turn on and plug back in your devices and adjust your thermostat to a comfortable temperature. Thank you for your assistance while we work to restore power to all customers.



Alert Banner Sample

“Due to the extreme cold across the region, we are under a **Power Warning**. Energy demand is approaching levels above what is available. Please reduce your electricity usage to essentials only at this time. Learn more.”



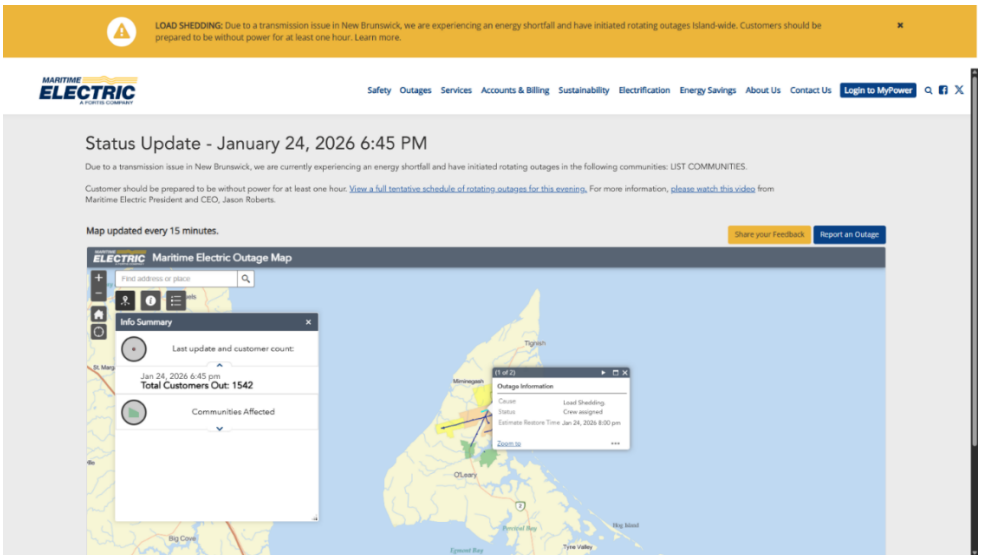
Outage Map Status Alert Messaging

Maritime Electric is initiating rotating outages across PEI due to the extensive electrical usage on our system with the extreme cold, limited regional supply, and the inability to generate wind energy in current conditions.

These are planned rotating emergency outages. Each outage will last approximately [1 hour and 30 minutes]. View the schedule of outages for this evening.

The current scheduled outage is impacting the following communities from [XX:XX p.m. to XX:XX p.m.]:

- [List Communities]



Training & Incident Command

- Multiple tabletop exercises were held in 2025 across various departments and rotating outage information was included in the annual Customer Experience Training for all employees.
- All employees received Incident Command System ICS-100 training, and several management personnel were trained in ICS-200 and ICS-300. Incident Command will be activated to execute rotating outages.

Stakeholder Information & Updates

- The Company met with stakeholders across PEI to discuss the urgent need for additional on-Island generating capacity. A total of 10 meetings were held in 2025 and more will be scheduled in 2026.
- Company representatives had three meetings with the PEI Emergency Measures Organization (PEI EMO) on capacity and rotating outages. The meetings were to discuss incident readiness, including potential rotating outage scenarios, and opportunities for coordination and use of available resources.

APPENDIX A – EMO Alert Ready Messages [DRAFT / CONFIDENTIAL]

DRAFT Rotating Outages due to Loss of Supply		
Section	**English**	**French**
Headline	Rotating Power Outages Required	
Area Description	Prince Edward Island or designated area	Île-du-Prince-Édouard
Description	Maritime Electric will begin initiating rotating outages or load shedding at [XX time] due to a loss of supply from New Brunswick resulting in a power shortage on PEI.	
Instructions	Until the issue is resolved, Islanders are asked to immediately limit their electricity usage to essentials only. Turn off unnecessary lights and appliances, minimize the use of space heaters, and delay use of large power appliances and charging electric vehicles. Please visit maritimeelectric.com for more information.	
Broadcast	Islanders are asked to limit their electricity usage immediately. Maritime Electric will begin initiating rotating outages at [XX time] due to a loss of supply from New Brunswick resulting in a power shortage on PEI. Until the issue is resolved, Islanders are asked to immediately limit their electricity usage to essentials only. Turn off unnecessary lights and appliances, minimize the use of space heaters, and delay use of large power appliances and charging electric vehicles. Please visit maritimeelectric.com for more information.	
Wireless	Maritime Electric will begin initiating rotating outages at [XX time] due to a loss of supply from New Brunswick resulting in a power shortage on PEI. Until the issue is resolved, Islanders are asked to immediately limit their electricity usage to essentials only. Turn off unnecessary lights and appliances, minimize the use of space heaters, and delay use of large power appliances and charging electric vehicles. Please visit maritimeelectric.com for more information.	

DRAFT Rotating Outages due to Extreme Cold Conditions in the Region		
Section	**English**	**French**
Headline	Rotating Outages Required	
Area Description	Prince Edward Island or designated area	Île-du-Prince-Édouard
Description	Maritime Electric will begin initiating rotating outages or load shedding at [XX time] due to extreme cold conditions in the region resulting in high power demand.	
Instructions	Please limit your electricity usage to essentials only at this time. Turn off unnecessary lights and appliances, minimize the use of space heaters, and delay use of large power appliances and charging electric vehicles. Please visit maritimeelectric.com for more information.	
Broadcast	Islanders are asked to limit their electricity usage immediately. Maritime Electric will begin initiating rotating outages at [XX time] due to extreme cold conditions in the region resulting in high power demand. Please limit your electricity usage to essentials only at this time. Turn off unnecessary lights and appliances, minimize the use of space heaters, and delay use of large power appliances and charging electric vehicles. Please visit maritimeelectric.com for more information.	
Wireless	Maritime Electric will begin initiating rotating outages at [XX time] due to extreme cold conditions in the region resulting in high power demand. Please limit your electricity usage to essentials only at this time. Turn off unnecessary lights and appliances, minimize the use of space heaters, and delay use of large power appliances and charging electric vehicles. Please visit maritimeelectric.com for more information.	