



February 9, 2004

Assistant Secretary  
Ontario Energy Board  
2300 Yonge Street, 26<sup>th</sup> Floor  
Toronto, ON, M4P 1E4

Stakeholder Response to the Staff Report to the Board on Demand-Side Management and Demand Response. Representation File Number: RP-2003-0144

We have reviewed the document, "The Staff Report to the Board" and believe the proposed Central Agency has considerable merit and should be brought forward.

In an effort to advance this approach, we are submitting for your consideration a proposed Consortium which would constitute a Central Agency as defined in the Report. This Consortium, the *Energy Conservation Consortium of Ontario (ECCO)*, would take a leadership role in the design and delivery of DSM/DR programs in Ontario.

What is proposed is a private sector based organization. There would be a core team, with expertise in demand management/response to manage the process. The Team would then tender for additional resources to address specific requirements during the three phases of the project, including Planning, Design & Delivery and Evaluation.

The proposed approach would provide the following benefits:

**Best Practices.** The Consortium could include representation from a number of energy industry groups, incorporating the "best practices" from all the demand-side management/response experience in the province.

**Reduced Administrative Burden.** The Consortium would be based on a core team needed to fulfill specific on-going responsibilities, with the balance of the resources tendered and utilized only as required.

**Unbiased.** The private Consortium would take the politics and conflicting business objectives out of the development and delivery of the programs. The focus would be on achieving the targets set out by the ministry in the most cost effective manner to maximize the conservation results.

**Greater Development of the Competitive Sector.** The Consortium would be primarily composed of private sector resources, particularly with the delivery of the programs. There is an extensive network of resources in Ontario involved in

the DSM/DR areas. A goal would be to further develop these resources by optimizing their involvement.

Overall, we applaud the Staff Report and believe the direction to establish a Central Agency will help focus the conservation efforts. We also believe the proposed private sector Consortium would provide the most cost effective, results oriented, long term solution to meeting the demand management/response goals of the province.

Thank you for the opportunity to respond to the Staff Report; I am available to address any questions concerning this response.

Sincerely,

Ian MacLellan  
CEO and Partner, Energyshop.com  
120 Newkirk Road, #41  
Richmond Hill, Ontario, L4C 9S7  
[ian@energyshop.com](mailto:ian@energyshop.com)  
Fax: 905-770-8432