



# TERRACE BAY SUPERIOR WIRES INC.

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December 21<sup>st</sup>, 2004

TERRE BAY SUPERIOR WIRES INC.

EB 2004-0547

Ontario Energy Board  
P.O. Box 2319  
2300 Yonge St., 26<sup>th</sup> floor  
TORONTO, ON  
M4P 1E4

DEC 30 2004

ONTARIO ENERGY BOARD

**FAXED**

**ATTENTION: JOHN ZYCH, BOARD SECRETARY**

Dear Sir: *JD 20/12*

**RE: CONSERVATION AND DEMAND MANAGEMENT PLAN**

We have given much thought and consideration to how we can assist the province in meeting its conservation and demand side management initiatives, and are pleased to submit our proposed Conservation and Demand Management Plan for final approval.

Given that we are a very small northern LDC servicing 951 customers, with an office staff of two people and limited resources, we have endeavored to develop a plan which, while being practical in its delivery, maximizes available economies with the ultimate goal of fostering an energy-wise awareness in this community which will result in energy savings and benefits for years to come.

Our intention is to submit an application in January for the 3<sup>rd</sup> MARR rate of return rate increase with which to fund this plan.

We look forward to receiving final approval, so we can prepare our rate application and begin to put our plan in motion.

Yours truly,

TERRACE BAY SUPERIOR WIRES INC.



J. Mariette Mifflin  
General Manager

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**TERRACE BAY SUPERIOR WIRES INC.**  
**PROPOSED**  
**CONSERVATION AND DEMAND MANAGEMENT PLAN**

**OBJECTIVES:**

- Foster an energy-wise culture by increasing awareness in, and encouraging use of, energy-wise products and appliances.
- Manage this plan with existing staffing, while exploring partnership opportunities with neighboring utilities in order to minimize delivery and consulting costs, but maximize efficiencies and expertise.
- The plan once completed, is expected to benefit all classes of customers, from Residential and General, both low volume and large, to our Municipal Shareholder. It is expected, that there could be potential spin-off benefits to customers, low-income or otherwise, as energy savings are realized by General and Municipal customers and these savings are passed on to their own customers.

**FUNDING:**

- Our plan will be funded by the first year's incremental revenue received from the 3<sup>rd</sup> MARR rate of return increment recovered through 2005-2006 distribution rates. This is expected to be **\$46,334.22**.
- Given this minimal funding and the various range of areas to consider, practical solutions were derived in an effort to 'spread' this amount as far as possible to achieve conservation reductions.
- Although our proposed plan breaks down the approximate funding requirements of each program, flexibility may be required in delivering the most cost effective and beneficial plan.

**DELIVERY TIMEFRAME:**

- Implementation to begin in 2005, and continue until completed in 2007

**EXPECTED ENERGY SAVINGS:**

- Energy benefits are difficult to quantify, as we cannot guarantee a 'continued' use of energy-saving products by our customers. Our goal is to somewhat influence behavioral pattern changes and assist consumers in making informed energy-wise choices, resulting in changes in how and when we use energy.
- Expected energy benefits will also vary in terms of duration; some will be realized immediately, and some may provide continued savings for years to come.
- Monitoring energy benefits will be extremely difficult in some cases, as energy savings may be realized by customers voluntarily combining conservation efforts. An example would be when customers reduce consumption for the purpose of lowering their energy costs in total, change consumption use to off-peak, and also purchase energy efficient appliances. Thus, conservation and demand savings would result from all three conservation methods.

# PROGRAMS AND INITIATIVES

## RESEARCH AND DEVELOPMENT:

15%

- Exploring and researching metering technologies, which could include prepaid, interval and smart metering, distributed generation, and alternative energy products, through studies and research development programs.
- We will be diligent to carefully choose which technologies to research in order to get the 'best for our buck', while considering what technologies may best meet our community's needs in meeting future conservation targets.
- May include partnering with other utilities to gain economies and expertise.

## CONSERVATION AND DEMAND INITIATIVES:

25%

- **Streetlighting:** Partnering with the Township of Terrace Bay to upgrade streetlight heads to more efficient ones, for an expected energy saving of 25 watt per lamp.
- **Energy Discounts & Rebates:** for Residential and General customers, on the purchase of energy efficient products; hot water tank blankets to reduce heat loss, or alternative fuel products.
- **Smart Bulb Promotion:** Small compact fluorescent bulb give-away to customers and supply to area motels (3). Expected energy reduction is from 60W to 13W.
- **Christmas Light Swap:** For Residential and Low Volume. Bring in an old set for a new LED set which are more energy efficient.
- **Conserve & Save:** Provide customer education with energy-saving tips, and conservation hints by way of circulars, newsletters and bill inserts. May include partnering with other entities in the delivery of education.
- Flexibility may be required in the delivery of the above programs; it may be necessary to interchange to meet needs/interest.

## DISTRIBUTION SYSTEM OPTIMIZATION:

60%

- **Distribution System Enhancements** with the main objective of reducing line loss thereby reducing consumption. May include but not limited to, changing conductors to more energy efficient ones, line brushing to reduce resistance and line loss, and conducting load checks of transformers to detect losses.