

# **Oshawa PUC Networks Inc.**

# **Conservation and Demand Management**

# 2005 Annual Report

Oshawa PUC Networks Inc. RP-2004-0203 / EB-2005-0549

March 31 2006

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### 1. Introduction

On March 15, 2005 Oshawa PUC Networks Inc. (OPUCN) was granted final approval for its Conservation and Demand Management (CDM) Plan as filed with the Ontario Energy Board (the "Board"). The Board's decision stated that annual reporting "should be done on a calendar year and should be filed with the Board no later than March 31st of the following year". On December 21, 2005 the Board issued a Guideline for Annual Reporting of CDM Initiatives that explained more fully these reporting requirements. This report has been prepared in accordance with those guidelines.

OPUCN serves more than 45,036 residential, 4052, commercial and 529 industrial customers within its 149 square kilometer service area. Oshawa faces a unique challenge with approximately 15% of the customer base being electrically heated. With this heating load Oshawa continues to winter peak. This trend is shifting slowly and it is anticipated that we will join other summer peaking utilities in the next five years. OPUCN's Conservation and Demand Management plan was designed to identify, alter and measure reductions in consumptions and demands in all customer classifications.

Much of OPUCN's first year efforts have been directed into studying, installing and testing new metering technology and focusing on the establishment of baselines from which additional and best-fit programs can be created. This report details our progress to date.



### 2. Evaluation of Overall Plan

Please refer to Appendix A for an evaluation of OPUCN's Conservation and Demand Initiatives for the year ending December 31, 2005.

In reviewing the information provided in both Appendix A and Appendix B, it should be noted that much of the work undertaken by OPUCN during 2005 was related to baseline measurement and program development. Given a lack of readily available residential baseline usage information OPUCN felt it prudent to develop its own baseline data to assist in identifying 'best fit" CDM programs. The determination of baseline data collection and interpretation will continue well into 2006.

Some components of OPUCN's CDM plan relate to the deployment and testing of "Smart Meter" technology, which is being undertaken to support provincial government policy direction. No effort is being made to assess the impact of "Smart Meters" on kWh consumption and kW demand.



### 3. Discussion of the Programs

#### 3.1 Residential Customers

#### **Establishing Baselines and Measuring Impacts**

#### Program Description

In order for OPUCN to move forward with any program to reduce demand and energy consumption we elected to begin to study usage patterns over a wide variety of residential customers. This baseline study will help us create more targeted programs and will in the long turn provide a greater return on our CDM investment.

#### **Discussion of 2005 Activities**

#### <u>Actions</u>

- "Smart" meter technology was installed on five homes to perform beta testing once proven, another fifty meters were installed.
- The meter technology used in this baseline study transmitted data across the Utility's power lines. This was the key driver in targeting homes for the test.
- Surveys, which included questions regarding the type of occupancy, heating, major appliances and other pertinent questions were completed by each of the participants.
- Customers were equipped with an Internet portal that provided them with a tool to review their electricity consumption patterns. This allowed them to see the affect of changes they made in their own consumption patterns. And to make adjustments where possible.
- Customer usage data was captured on an hourly basis for a period of 10 months and then compiled into a database. A preliminary analysis was performed on this data.

#### Target Group

Residential customers

#### **Benefits**

 Allows the utility to establish a baseline that reflects Oshawa's customer's consumption patterns and work towards a custom fit solution for the energy efficiency programs we wish to provide.

#### Results to Date from the KINECTRICS study

- Data has been retrieved on a daily basis on these meters.
- Customer usage data has been posted to their individual view site.
- Survey results have been complied on the participants.
- A study was performed to review the usage patterns of the customers.
- Data is now available for internal and external benchmarking.

#### Next Steps

 We are currently working with the University of Ontario Institute of Technology and the Ontario Centre of Excellence to perform a more in depth study of this data and that of another 500meter locations.



#### **Customer Awareness and Education**

#### Program Description

OPUCN has used several forms of media to promote more efficient use of electricity within and beyond its own service area. We have also provided our all our staff with energy efficiency kits to help educate them on the value of compact fluorescent which provided a timer and two compact fluorescent bulbs to install in their own home.

#### <u>Target</u>

All residential and business customers in the City of Oshawa

#### **Benefits**

Developed a heightened awareness of the need to use electricity more wisely and to reduce demand during peak periods. Also, to dispel the myths about energy i.e. leaving the lights on uses less than turning it off and back on again.

#### **Discussion of 2005 Activities**

#### <u>Actions</u>

- Developed Radio Spots, which are heard three times daily on three different radio stations that broadcast to the Region of Durham.
- Aired a one-hour live call in program (The Riley Alternative on Rogers Television Durham).
  Peter Love was our guest on the show and he answered questions on what the Ontario Power Authority wanted to communicate to the public. The estimated audience for this show is 45,000.
- Provided energy efficiency kits to all our staff. They included, two compact fluorescent bulbs, one outdoor timer, and a set of dryer balls.
- Delivered cold-water wash coupons to more than 44,000 customers in our service area. The coupon was an incentive to switch people from hot water to cold when doing laundry.
- Distributed in our bills the Ministry of Energy's "Conserve Energy and Save Money" pamphlet.
- Made available to our customers energy efficient pamphlets and flyers on compact fluorescents and other forms of energy savings sourced through Energy Canada and are displayed in our front lobby.
- Published and delivered a spring and fall customer newsletter with a focus on saving energy.

#### Results to Date

- The effects of our efforts will be complied by comparing the results of a customer survey that was conducted in March of 2005 with one that is being conducted in March of this year.
- Early signs indicate that our local radio spots are registering with listeners in the Oshawa area.

#### Next Steps

- Our education program will be reviewed and adjusted accordingly upon receipt of the results of the customer survey.
- We will be investigating how best to educate younger students regarding a new energy efficient way of life. We are looking at creating an electrical safety and efficiency program targeting grades four and five that can be delivered to schools in our area.
- We are also looking at expanding our media education program to include local community television sponsorships.



• We will be investigating the merits of being aligned with the "POWERWISE" branding that Ontario Government recently adopted. Once the costs of such an alliance are determined a decision will be made.



### **Non-Profit Housing Project Pilot**

#### Program Description

Oshawa has several non-profit housing projects that could benefit from energy efficiency incentives. Some funding needs to be used to audit locations and determine the areas of greatest need for efficiency programs. Traditionally these non-profit housing complexes were built for the lowest capital expenditure for heating. The majority of the units built in the 70's and 80's were equipped with baseboard electric heating. When electricity cost increase the non-profit housing tenants tend to be the hardest hit. Our goal is to work with this sector to identify areas where funding will facilitate the greatest savings and move to implement these ideas. We feel it is important that we take a lead in working with social agencies to ensure that residents in non-profit housing can participate and benefit from joint conservation activities.

#### Target

All "not for profit" housing in the City of Oshawa

#### <u>Benefit</u>

Targeted to all low and fixed income individuals who are looking for guidance and funding to help them achieve energy efficiency and reduce the impact on their financial resources.

#### **Discussion of 2005 Activities**

<u>Action</u>

- Currently two properties in Oshawa have presented OPUCN with a plan to perform major retro fits on more than 100 Units. The projects involve a retro fit of lighting, appliances and in some cases water heater optimizations.
- OPUCN staff has also been invited to review with the Region of Durham a study of several non-profit residential properties and make recommendations as to programs that will yield the greatest return on investment.

#### Results to Date

 When implemented annual energy savings identified at the two locations in Oshawa total 267,250 kWh and a demand reduction of 150 kW.

#### Next Steps

 OPUCN will be attending a meeting in late March with the Durham Region Housing Authority, which will be presented the findings of an energy audit study done on several non-profit housing locations in the area. We hope this will provide us with valuable networking and data to help us to identify opportunities to assist in energy reductions.



#### Co-Branding With Other LDC's and Market Participants

#### Program Description

This program was originally designed to work with other electrical utilities and retailers to provide incentives for energy efficient consumer products such as such as discount coupons, and energy efficiency branding. This concept was formalized when the Government of Ontario recently adopted the POWERWISE brand.

#### <u>Target</u>

All consumers in the Oshawa area

#### <u>Benefit</u>

Raises awareness and provides incentives for customers to try energy efficient products.

#### **Discussion of 2005 Activities**

#### Action

 OPUCN was reluctant to get on board with any co branding exercise until there appeared to be a critical mass. With the announcement in late fall that the Ontario Government had decided to adopt the POWERWISE brand we re-evaluated our position and have recently expressed our interest in becoming an affiliate member.

#### Results to Date

 Generally the brand has gained recognition and the large media exposure has helped it keep its momentum. The brand is now recognizable to many.

#### Next Steps

 We will be evaluating the costs of joining the POWERWISE group of utilities over the next two months. Of primary concern is how the cost of media purchases will be allocated to the POWERWISE associates.



#### Smart Meter Residential

#### Program Description

Two pilot programs for residential "smart meters" were deployed to enable the assessment of metering, communications, settlement, load control and other technologies used to accommodate the universal application of "smart meters" in the future.

This program supports the Minister of Energy's commitment to the installation of 800,000 SMART meters across Ontario by 2007. It will provide OPUCN with the experience and knowledge needed to efficiently expand the use of "smart meters" over the next several years.

In conjunction with appropriate rate structures, the program will also provide customers participating in the pilot programs with an incentive to conserve or shift energy use.

Target Residential homes

#### <u>Benefit</u>

This effort is designed to test technology that will assist the government in meeting its goal of 800,000 "smart meters" installed by the end of 2007.

#### **Discussion of 2005 Activities**

Action

- Installed a group of 5 and then another 50 "Smart" meters that transmit their hourly meter data through power line carrier technology. This means that all meter data is carried to the data collection station on the Utility's own power lines. This eliminates the need to run an extra communication line.
- Installed a group of 200 Smart Meters that transmit data to each other and then a central station via radio transmission. These meters were installed throughout the City of Oshawa to test the signal propagation in different situations.
- Installed high speed internet lines to allow the collection of meter data.
- Participated as an active member in the Ontario Utility Smart Meter group to share our results with utilities across the province.

#### Results to Date

- Meter functionality has been encouraging and meter testing continues.
- Customers have actively managed their energy usage by using the internet profile available for their home.

#### Next Steps

- Install an additional 300 "smart meters" in Oshawa to continue to test the technology.
- The University of Ontario, Institute of Technology has been asked to participate in studying the usage data to help expand on OPUCN's baseline data.



### 3.2 Commercial and Industrial Customers

### Independent Electricity System Operator Demand Response Pilot Project

#### Program Description

This program was designed to help customers benefit from the I.E.S.O's demand response pilot project. Customers were assisted in determining what load they could easily drop from when requested to by the I.E.S.O. This is a two-year pilot, directed at customers who can reduce demand when notified.

#### Target

This program is aimed at interval metered larger customers who can shed loads on notification from the I.E.S.O.

#### **Benefits**

Allows the I.E.S.O. to shed load in emergencies and high price point times quickly.

#### Discussion of 2005 Activities

<u>Action</u>

- In concert with a third party, OPUCN performed site visits with several customers introducing them to the Timed Demand Response Program and the potential benefits of it.
- We made presentations with the I.ES.O and the Ontario Energy Board to help customers understand the program.
- We were approved to assemble customer load totalling 500 kW.
- Five customers with interruptible load were signed up to the program.
- An email advisory program that was price driven was set up. This program sends an alert to a customer indicating a price threshold has been attained and that it would be beneficial for the system and for them financially to drop load.

#### Results to Date

- Currently have 5 customers signed up for the program with a total load shed available of .5 of a mega watt.
- Since the programs inception customers have dropped load on notification. We are currently assessing the value of these reductions and they will be included in the 2006 CDM report.

#### Next Steps

• We are reviewing a proposal to increase the number of customers currently on this program.



## 3.3. System Optimization

#### System Optimization

#### **Program Description**

OPUCN has identified that it requires technology enhancements in order to properly perform distribution system optimization. The technology enhancement involves the purchase of distribution system software and a GIS system upgrade in order to allow the software to function properly.

Distribution system optimization software has been researched and a software package has been selected for purchase. The components of the GIS system requiring upgrade have been identified and a short list of vendors has been created.

#### **Results to Date:**

There have been no results to date with regard to distribution system optimization.

#### Next Steps:

The next steps in OPUCN's distribution system optimization process include:

- 1. Select the successful vendor for the GIS system upgrades
- 2. Perform the GIS system upgrade
- 3. Purchase and install the distribution system optimization software
- 4. Perform the distribution system optimization calculations
- 5. Perform the necessary field operations to optimize the distribution system
- 6. Measure the actual results of optimizing the distribution system



#### 4. Lessons Learned

#### Working Together

Working together with other CDM oriented organizations and utilities will be essential for the success of CDM initiatives.

OPUCN worked with the Independent Electricity System Operator (IESO) in 2005 to draw together participants in the Demand Response Program (TDRP). More recently OPUCN has begun working together with Veridian Connections to share and explore ideas in the Region of Durham to reduce energy consumption and demand.

#### Market Conditions

Given the press that has surrounded "smart meters" customers are comfortable with the term and there seems to be an appetite for the metering style. The price of energy seems to be garnering the attention of residential customers and would appear to be one of the drivers for them to embrace energy efficiency. Local advertising has been showcasing Energystar appliances, compact fluorescent bulbs and in the fall LED Christmas lighting.

Commercial and Industrial customers seem to be more reluctant to make expensive investments in conservation and demand management to reduce energy waste. In discussion with at least one large user on a capital program, a payback of two years or less is considered feasible. There may be a requirement for larger incentives for these customers including grants and / or tax breaks to drive their participation.

#### **Regulatory and Policy Environment**

Ontario's fast changing regulatory and policy environment has presented challenges for distributors. The number of entities promoting conservation is increasing with the Ministry of Energy, the Ontario Power Authority and the Independent Electricity System operator all taking on roles in promoting a conservation culture. A single delivery mechanism is required to eliminate the appearance of inefficiencies and confusion for the rate payer.

Distributors continue to be challenged by new Board requirements related to the delivery of CDM. For example, it was not anticipated in late 2004 that TRC analysis would be a requirement for this annual report, and the issue of whether 'non-incremental' LDC expenses should be deemed as eligible for inclusion in an LDC's spending obligation. This was not addressed until near the end of 2005.



#### **Comments on Program Success**

Last year will be viewed as the start up year for many utilities in the conservation and demand management process.

Most of the consumption pattern data for residential and commercial customers that Ontario Hydro captured in the late 1970's and early 1980's has been lost or is unavailable to use as a resource to assist in the design and delivery of CDM programs.

Oshawa has elected to re-establish this data and will continue to do so. We see this as one of the most important investments in Conservation and Demand Management. OPUCN looks forward to designing and matching additional CDM initiatives to fit customer's needs as 2006 progresses.

	Successful / H/M/L	Continue	Notes
Residential Customers			
Establish Baselines and Measuring Impacts	Yes High	Yes	Work will continue to interpret data and design programs.
Customer Awareness and Education	Too soon to tell	Yes	Will continue to expand our work in this area.
Non-Profit Housing	Promising for 2006	Yes	Identifying opportunities and acting on them will be focus for 2006.
Residential Smart Meters	Yes Medium	Yes	Another 300 meters will be installed this year and their flexibility tested. These will also add valuable data to our ongoing baseline study.
Co-Branding	Too soon to tell		Investigative only into POWERWISE in 2005.
Commercial and Industrial Customers			
IMO Demand Response	Yes Medium	Yes	We will be reviewing this program in 2006.
System Optimization			
System Optimization	Too soon to tell	Yes	
Loss Mitigation Strategies	Too soon to tell	Yes	



### 5. Conclusion

Oshawa PUC Networks Inc. believes that a tailored DSM response to customers needs is the most prudent way to achieve maximum benefit for the customer and the Utility. Although the majority of the work we have performed in 2005 has been largely baseline determination and "smart meter" technology testing, we see meaningful opportunities identified in 2006 and programs launched to meet the needs identified.

Now that the Board has clarified the need to measure results using the "Total Resource Cost" methodology we have a tool that will measure the value of all our proposed investments.

Oshawa PUC Networks Inc. continues to be committed to the deployment of its Conservation and Demand Management programs and looks forward to the exciting opportunities ahead.

# **Appendix A - Evaluation of the CDM Plan**

	Total	Establish Baseline	Customer Awareness / Education	Non-Profit Housing	Co-Branding (Cold Water)	Smart Meters Residential	IMO Demand Response	System Optimization
Net TRC value (\$):	\$ 31,675.00	N/A	\$ 3,747.67	N/A	\$ 27,927.81	N/A	N/A	N/A
Benefit to cost ratio:	\$ 15.85	N/A	\$12.40	N/A	\$ 3.45	N/A	N/A	N/A
Number of participants or units delivered:	1660	55	84	1	1320	200	7	n/a
Total KWh to be saved over the lifecycle of the plan (kWh):	679910	N/A	63140	N/A	616770	N/A	N/A	N/A
Total in year kWh saved (kWh):	632555	N/A	15785	N/A	616770	N/A	N/A	N/A
Total peak demand saved (kW):	21	N/A	0	N/A	21	N/A	N/A	N/A
Total kWh saved as a percentage of total kWh delivered (%):	0.05%	N/A	0.0053	N/A	0.05%	N/A	N/A	N/A
Peak kW saved as a percentage of LDC peak kW load (%):	0.01%	N/A	N/A	N/A	0.0096	N/A	N/A	N/A
Gross in year C&DM expenditures (\$):	\$446,943	\$139,456	\$1,073	none	\$1,500	\$156,312	\$45,577	\$103,025
Expenditures per KWh saved (\$/kWh)*:	\$0.71	N/A	N/A	N/A	0.002432025	N/A	N/A	N/A
Expenditures per KW saved (\$/kW)**:	\$21,283	N/A	N/A	N/A	72.83602789	N/A	N/A	N/A
Utility discount rate (%):	8.57		Oshawa 2005 kWh=1,174,50 1,350	Oshawa Peak Demand =217.8 MW				
*Expenditures include all utility program costs **Expenditures include all utility program cos	s (direct and indirec ts (direct and indire	t) for all progran ct) for all progra	ns which primaril ms which primar	y generate ener ily generate cap	gy savings. acity savings.			



#### (complete this section for each program)

#### A. Name of the Program:

Residential - Establish Baselines and Measuring Impacts

Description of the program (including intent, design, delivery, partnerships and evaluation):

To establish baselines to benchmark the measurement and analysis of future results that are to be submitted to the regulators. Baselines may apply to specific customer groups or they may be based on the penetration of identified energy efficient technologies.

Data capture is taking place through 55 "Smart meters" and will be analyzed based on connected loads, workings lifestyles, family size and several other categories.

This data has undergone a preliminary review and will be reviewed more in depth in conjunction with The University of Ontario Institute of Technology. There was a partnership with an outside technology supplier to assist in the meter installation. Evaluation of the project continues as we test meter readings and accuracy. A baseline will continue to be developed throughout 2006.

#### Measure(s):

		Measure 1	Measure 2 (if applicable)	Measure 3 (if applicable)
	Base case technology:			
	Efficient technology:			
	Number of participants or units delivered:			
	Measure me (years).			
В.	TRC Results:			
	TRC Benefits (\$):			
	IRC Costs (\$):	(program cost (loss incontings);	¢ 400.450.00	
	Olinty	Particinant cost	δ 139,450.00	
		Total TRC costs:	\$ 139,456,00	
	Net TRC (in year CDN \$):		· · · · · · · · · · · · · · · · · · ·	
		) (-).		
	Benefit to Cost Ratio (TRC Benefits/TRC C	OSIS):		
C.	Results: (one or more category may apply	)		
	Conservation Programs:			
	Demand savings (kW):	Summer		
		Winter		
		lifecycle	in year	
	Energy saved (kWh):			
	Other resources saved :			
	Natural Gas (m3):			
	Other (specify):			
	Demand Management Programs:			
	Controlled load (kW)			
	Energy shifted On-peak to Mid-peak (kWh)	:		
	Energy shifted On-peak to Off-peak (kWh):			
	Energy shifted Mid-peak to Off-peak (kWh)	:		
	Demand Response Programs:			
	Dispatchable load (kW):			
	Peak hours dispatched in year (hours):			
	Power Factor Correction Programs:			
	Amount of KVar installed (KVar):	<b>6</b> (04)		
	Distribution system power factor at beginin	g of year (%):		
	Distribution system power factor at end of y	/ear (%):		

#### Line Loss Reduction Programs:

	Peak load savings (kW):		
		lifecycle	in year
	Energy savngs (kWh):		
	Distributed Generation and Load Displa Amount of DG installed (kW): Energy generated (kWh): Peak energy generated (kWh): Fuel type: Other Programs (specify): Metric (specify):	<u>cement Programs:</u>	
D.	Program Costs*:		
	Utility direct costs (\$):	Incremental capital:	\$ -
		Incremental O&M:	\$ 139,456.00
		Incentive:	
		Total:	
	Litility indirect costs (\$):	Incremental capital	
		Incremental O&M:	
		Total:	
	Participant costs (\$):	Incremental equipment:	
		Incremental O&M:	
		Total:	

#### E. Comments:

Costs for both Residential and Commercial are included in here.

#### A. Name of the Program:

Co-Branding With Other LDC's and Market Participants

Description of the program (including intent, design, delivery, partnerships and evaluation):

Powerwise has recently been adopted as the mass market programming approach to foster the conservation culture in Ontario. This alliance will hopefully maximize economies of scale, and will continue to include incentives to the consumer such as Christmas lights, school based education and other programs aimed at customers to encourage their reduction of energy usage. We are currently investigating the costs to join the Powerwise branding process. We also delivered the cold water wash campaign flyer in our bills to promote the use of cold water washing. Target users: All customers in the Oshawa service area. Benefits: The benefits of this program will include increased awareness, improved product supply, culture shift and reduction of energy usage. It will also educate the customer on valuing the commodity. Evaluation: None at this time Measure(s): Measure 1 Measure 2 (if applicable) Measure 3 (if applicable) Base case technology: Efficient technology: Number of participants or units delivered: Measure life (years): Β. **TRC Results:** TRC Benefits (\$): \$ 39,327.81 TRC Costs (\$): Utility program cost (less incentives): 1,500.00 \$ Participant cost: 9,900.00 \$ 11,400.00 Total TRC costs: \$ Net TRC (in year CDN \$): \$ 27,927.81 Benefit to Cost Ratio (TRC Benefits/TRC Costs): \$ 3.45 C. Results: (one or more category may apply) **Conservation Programs:** Demand savings (kW): Summer Winter in year lifecycle Energy saved (kWh): 616770 616770 Other resources saved : Natural Gas (m3): Other (specify): **Demand Management Programs:** Controlled load (kW) Energy shifted On-peak to Mid-peak (kWh): Energy shifted On-peak to Off-peak (kWh): Energy shifted Mid-peak to Off-peak (kWh): **Demand Response Programs:** Dispatchable load (kW): Peak hours dispatched in year (hours): **Power Factor Correction Programs:** Amount of KVar installed (KVar): Distribution system power factor at begining of year (%):

Distribution system power factor	r at end of year (%):	
Line Loss Reduction Program	<u>s:</u>	
Peak load savings (kW):	116	·
	lifecycle	in year
Energy savngs (kvvn):		
Distributed Generation and Lo	oad Displacement Programs:	
Amount of DG installed (kW):		
Energy generated (kWh):		
Peak energy generated (kWh):		
Fuel type:		
Other Programs (specify):		
Metric (specify):		
D. Program Costs*:		
Utility direct costs (\$):	Incremental capital:	\$ -
	Incremental O&M:	\$ 1,500.00
	Incentive:	\$ -
	Total:	\$ -
litility indiract casts (f):	Incremental capital:	
ounty marreet costs (\$)?	Incremental O&M:	
Gunty manect costs (\$):	Incremental O&M: Total:	-
Destining maneet costs (\$):	Incremental O&M: Total:	-
Participant costs (\$):	Incremental O&M: Total: Incremental equipment:	- 9900
Participant costs (\$):	Incremental O&M: Total: Incremental equipment: Incremental O&M:	- 9900

#### Ε. Comments:

Costs relate to the purchase, and installation and monitoring of equipment. Cold water wash calculation based on a 3% redemption rate of 44000 distributed coupons.

#### A. Name of the Program:

**Customer Awareness Education** 

Description of the program (including intent, design, delivery, partnerships and evaluation):

Customer awareness and education are key factors in achieving a heightened change in energy efficiency. Programs will be targeted at home and business These programs will illustrate the principal areas of consumption and demonstrate the savings impact available through changing consumption patterns and conservation. These programs could • An internet portal where customers can create custom profiles of their home or business and understand where they are

consuming electricity

· Self registered programs that allow customers to track their savings through changing behavior or adopting more energy efficient appliances

· Implementation of tools that illustrate the affect of weather, seasonality, and additional occupants on energy consumption for each individual consumer

· Implementation of campaigns to build both general and targeted awareness and measure the impact of direct marketing on consumption

Target users: All businesses and residents in the City of Oshawa. Benefits: Helping to kept energy efficient use top of mind. Evaluation : Radio advertisements and a school energy efficiency program are currently underway through a customer survey and spot visits of presentations.

#### Measure(s):

		Measure 1	Measu	re 2 (if applicable)	Measure 3 (if applicable)
	Base case technology:	60 Watt Incandescent			
	Efficient technology:	15 Watt compact flourescen	t		
	Number of participants or units delivered:	168			
	Measure life (years):	4			
В.	TRC Results:				
	TRC Benefits (\$):		\$	3,747.67	
	TRC Costs (\$):				
	Utility	y program cost (less incentives):	\$	-	
		Participant cost:	\$	302.40	
		Total TRC costs:	\$	302.40	
	Net TRC (in year CDN \$):		\$	3,447.67	
	Benefit to Cost Ratio (TRC Benefits/TRC C	Costs):	\$	12.40	
C.	Results: (one or more category may apply	·)			
	Conservation Programs:				
	Demand savings (kW):	Summer			
		Winter	3		
		lifecycle		in year	
	Energy saved (kWh):		15785		
	Other resources saved :				
	Natural Gas (m3):				
	Other (specify):				
	Demand Management Programs:				
	Controlled load (kW)				

Energy shifted On-peak to Mid-peak (kWh): Energy shifted On-peak to Off-peak (kWh): Energy shifted Mid-peak to Off-peak (kWh):



#### **Demand Response Programs:**

Dispatchable load (kW): Peak hours dispatched in year (ł	hours):			
Power Factor Correction Prog Amount of KVar installed (KVar). Distribution system power factor Distribution system power factor	<u>rams:</u> at begining of year (%): at end of year (%):			
Line Loss Reduction Programs Peak load savings (kW):	<u>s:</u> lifecycle		in year	
<b>Distributed Generation and Lo</b> Amount of DG installed (kW): Energy generated (kWh): Peak energy generated (kWh):	ad Displacement Programs:			
Fuel type: <u>Other Programs (specify):</u> Metric (specify):				
D. <u>Program Costs*:</u> Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive: Total:	\$ \$ \$ \$	- - 771.83 771.83	
Utility indirect costs (\$):	Incremental capital: Incremental O&M: Total:		-	
Participant costs (\$):	Incremental equipment: Incremental O&M: Total:	\$	302 1,073.83	

## E. Comments:

Radio costs will be placed here.

A. Name of the Program:

Independent Market Operator Demand Response Pilot Project

Description of the program (including intent, design, delivery, partnerships and evaluation):

This program is a two year pilot that is assisting the Independent Electricity System Operator to enroll and work with customers to shed load.

The program identifies customers who can shed load on short notice. The notification is driven by a price spike and delivered to them by e-mail.

Target users Customers who have the ability to drop load

Benefits: To the IESO to see how much load can be dropped in an emergency and customer to curtail energy costs. Evaluation: We are currently evaluating the cost benefit of continuing this program.

	Measure(s):				
		Measure 1	Measure 2 (if a	pplicable)	Measure 3 (if applicable)
	Base case technology:				
	Efficient technology:				
	Number of participants or units delive	ered:			
	Measure life (years):				
В.	TRC Results:				
	TRC Benefits (\$):				
	TRC Costs (\$):				
	Ui	tility program cost (less incentives):	\$	45,577.00	
		Participant cost:	\$	-	
		Total TRC costs:	\$	45,577.00	
	Net TRC (in year CDN \$):		\$	45,577.00	
	Benefit to Cost Ratio (TRC Benefits/	TRC Costs):	\$	-	
C.	Results: (one or more category may	apply)			
	Conservation Programs:				
	Demand savings (kW):	Summer			
		Winter			
		lifecycle	in yea	r	
	Energy saved (kWh):				
	Other resources saved :				
	Natural Gas (m3):				
	Other (specify):				
	Demand Management Programs:				
	Controlled load (kW)				
	Energy shifted On-peak to Mid-peak	(kWh):			
	Energy shifted On-peak to Off-peak	(kWh):			
	Energy shifted Mid-peak to Off-peak	(kWh):			
	Demand Response Programs				
	Dispatchable load (kW):			500	
	Peak hours dispatched in year (hour	·s)·		500	
	r car nours aspatence in year (nour	oj.			

Power Factor Correction Pro	ograms:		
Amount of KVar installed (KVa	ar):		
Distribution system power fact	or at begining of year (%):		
Distribution system power fact	for at end of year (%):		
Line Loss Reduction Progra	<u>ms:</u>		
Peak load savings (kW):			
	lifecycle		in year
Energy savngs (kWh):			
Distributed Generation and I	l oad Displacement Programs:		
Amount of DG installed (kW):	Eoud Displacement Programs.		
Energy generated (kWh):			
Peak energy generated (kWh)			
i eak energy generated (kwii)	•		
Fuel type:			
Fuel type: Other Programs (specify):			
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u>		_	
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$):	Incremental capital:	\$	-
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$):	Incremental capital: Incremental O&M:	\$ \$	- 45,577.00
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive:	\$ \$ \$	- 45,577.00 -
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive: Total:	\$ \$ \$ \$	- 45,577.00 - 45,577.00
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital:	\$ \$ \$ \$	- 45,577.00 - 45,577.00
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M:	\$ \$ \$ \$	- 45,577.00 - 45,577.00
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total:	\$ \$ \$ \$	- 45,577.00 - 45,577.00 -
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$): Utility indirect costs (\$): Participant costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total: Incremental equipment:	\$ \$ \$ \$	- 45,577.00 - 45,577.00 -
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$): Utility indirect costs (\$): Participant costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total: Incremental equipment: Incremental O&M:	\$ \$ \$ \$	- 45,577.00 - 45,577.00 -
Fuel type: <u>Other Programs (specify):</u> Metric (specify): <u>Program Costs*:</u> Utility direct costs (\$): Utility indirect costs (\$): Participant costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total: Incremental equipment: Incremental O&M: Total:	\$ \$ \$ \$	- 45,577.00 - 45,577.00 -

### E. Comments:

Costs are for determining interuptable load and on going managament of the project.

Α.	Name	of the	Program:
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Non-Profit Housing

Description of the program (including intent, design, delivery, partnerships and evaluation):

We will be working with local government and social agencies to identify opportunities to reduce energy costs for non-profit housing and low income earners. It is very important that OPUCN take a lead in working with social agencies to ensure that residents in non-profit housing can participate in conservation. Target users: Non profit and fixed income i.e. pensioner Evaluation: Possible lighting retro fits, appliance upgrade, and water heater optimizations are being considered as saving measures at this time. Measure(s): Measure 1 Measure 2 (if applicable) Measure 3 (if applicable) Base case technology: Efficient technology: Number of participants or units delivered: Measure life (years): Β. TRC Results: TRC Benefits (\$): TRC Costs (\$): Utility program cost (less incentives): \$ Participant cost: \$ Total TRC costs: \$ Net TRC (in year CDN \$): \$ Benefit to Cost Ratio (TRC Benefits/TRC Costs): \$ C. Results: (one or more category may apply) **Conservation Programs:** Demand savings (kW): Summer Winter in year lifecycle Energy saved (kWh): Other resources saved : Natural Gas (m3): Other (specify): **Demand Management Programs:** Controlled load (kW) Energy shifted On-peak to Mid-peak (kWh): Energy shifted On-peak to Off-peak (kWh): Energy shifted Mid-peak to Off-peak (kWh): **Demand Response Programs:** Dispatchable load (kW): Peak hours dispatched in year (hours): **Power Factor Correction Programs:** 

Amount of KVar installed (KVar): Distribution system power factor at begining of year (%):

	Distribution system power factor at end of	<sup>r</sup> year (%):	
	Line Loss Reduction Programs:		
	Peak load savings (kW):		
		lifecycle	in year
	Energy savngs (kWh):		
	Distributed Generation and Load Displa	acement Programs:	
	Amount of DG installed (kW):		
	Energy generated (kWh):		
	Peak energy generated (kWh):		
	Fuel type:		
	Other Programs (specify):		
	Metric (specify).		
D.	Program Costs*:		
D.	<u>Program Costs*:</u> Utility direct costs (\$):	Incremental capital:	None at this time
D.	<u>Program Costs*:</u> Utility direct costs (\$):	Incremental capital: Incremental O&M:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive: Total:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$): Utility indirect costs (\$): Participant costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total: Incremental equipment:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$): Utility indirect costs (\$): Participant costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total: Incremental equipment: Incremental O&M:	None at this time None at this time
D.	Program Costs*: Utility direct costs (\$): Utility indirect costs (\$): Participant costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total: Incremental equipment: Incremental O&M: Total:	None at this time None at this time

## E. Comments:

There is currently a proposal in front of Oshawa requesting an incentive for \$40K

#### A. Name of the Program:

Smart Meter Residential and Commercial

Description of the program (including intent, design, delivery, partnerships and evaluation):

A pilot program for 200 residential SMART meters was deployed to enable the assessment of metering, communications, settlement, load control and other technologies that may be used to accommodate the universal application of SMART meters in the future. Although the formal definition of a SMART meter has not been decided the Board the Utility felt it prudent to perform a technological assessment of systems available today.

This program supports the Minister of Energy's commitment to the installation of 800,000 SMART meters across Ontario by 2007. It will provide OPUCN with the experience and knowledge needed to efficiently expand the use of SMART meters over the next several years. On the commercial side we have purchased a product that we are testing called power view. It is a web based system that can allow customers to look at their interval meter data, profile their usage and see the results.

Target users: Eventually 500 residential customers throughout the City.

Benefits: Proof that certain forms of technology will perform satisfactory and that customers can match their usage to less expensive off peak hours when rate structures send the correct price signals.

	Measure(s):				
		Measure 1	Measu	re 2 (if applicable)	Measure 3 (if applicable)
	Base case technology:				
	Efficient technology:				
	Number of participants or units delive	ered:			
	Measure life (years):				
В.	TRC Results:				
	TRC Benefits (\$):		\$	156,312.00	
	TRC Costs (\$):				
	Ut	tility program cost (less incentives):			
		Participant cost:	\$	-	
		Total TRC costs:	\$	156,312.00	
	Net TRC (in year CDN \$):		\$	156,312.00	
	Benefit to Cost Ratio (TRC Benefits/	(TRC Costs):	\$	-	
C.	Results: (one or more category may	/ apply)			
	Conservation Programs:				
	Demand savings (kW):	Summer			
		Winter			
		lifecycle		in year	
	Energy saved (kWh):				
	Other resources saved :				
	Natural Gas (m3):				
	Other (specify):	Other (specify):			
	Demand Management Programs:				
	Controlled load (kW)				
	Energy shifted On-peak to Mid-peak	: (kWh):			
	Energy shifted On-peak to Off-peak	(kWh):			
	Energy shifted Mid-peak to Off-peak	(kWh):			
		().			
	Demand Response Programs:				
	Dispatchable load (kW)				
	Peak hours dispatched in year (hour	re).			
		<b>0</b> <i>)</i> .			

Pow	ver Factor Correction Pro	grams:	
Amo	ount of KVar installed (KVa	r):	
Disti	ribution system power facto	or at begining of year (%):	
Disti	ribution system power facto	or at end of year (%):	
Line	Loss Reduction Program	<u>ns:</u>	
Pea	k load savings (kW):		
		lifecycle	in year
Ene	rgy savngs (kWh):		
Dist	ributed Generation and L	oad Displacement Programs:	
Amo	ount of DG installed (kW):	<u> </u>	
Ene	rav generated (kWh):		
Pea	k energy generated (kWh):		
Fuel	l type:		
Othe	er Programs (specify):		
Metr	ric (specify):		
Prog	gram Costs*:		
Utilit	ty direct costs (\$):	Incremental capital:	\$ 156,312.00
		Incremental O&M:	\$ -
		Incentive:	\$ -
		Total:	\$ 156,312.00
+i i+	ty indirect costs (\$):	Incromontal capital:	
Oum	$(\varphi)$		
		i otar.	-
Part	icipant costs (\$):	Incremental equipment:	
		Incremental O&M <sup>-</sup>	
		Total:	

#### E. Comments:

Costs relate to the purchase, and installation and monitoring of equipment for both Residential and Commercial meters ... no savings

A. Name of the Program:

System Optimization

Description of the program (including intent, design, delivery, partnerships and evaluation):

The objective of this portion of OPUCN's plan is to be able to identify the major causes of losses on OPUCN's distribution feeders. This first involves a high level analysis of losses from distribution lines and transformers, and estimation of the percentage contribution of each to the total system losses. This information will be used to develop a loss reduction strategy. A further objective would be to identify specific opportunities for loss mitigation on the distribution systems. Detailed feeder modeling would be required to assess the financial impact of particular mitigation techniques on individual feeders. This work would establish areas where implementation of loss reduction techniques could be cost justified.

The overall intent of the study would be to illustrate where cost savings would be available and the methodology by which savings could be achieved. The loss reduction techniques that

could be applied most easily by the utility to achieve the greatest return with the least investment in time or equipment would be determined.

Target users: The Distribution system

Dispatchable load (kW):

Benefits: A reduction is energy losses within the distribution system. Evaluation: To soon to do so.

	Measure(s):	Measure 1	Measure 2 (if applicable)	Measure 3 (if applicable)
	Base case technology:			
	Efficient technology:			
	Number of participants or units deliv	ered <sup>.</sup>		
	Measure life (years):			
	measure me (years).			
В.	TRC Results:			
	TRC Benefits (\$):			
	TRC Costs (\$):			
	Ui	tility program cost (less incentives):	\$ 103.025.00	
		Participant cost:	\$ -	
		Total TRC costs:	\$ 103.025.00	
	Net TRC (in year CDN \$):		\$ 103,025.00	
			(	
	Benefit to Cost Ratio (TRC Benefits/TRC Costs):		\$-	
C.	Results: (one or more category may	/ apply)		
	Conservation Programs:	-		
	Demand savings (kW):	Summer		
		Winter		
		lifecycle	în year	
	Energy saved (kWh):			
	Other resources saved :			
	Natural Gas (m3):			
	Other (specify):			
	Demand Management Programs:			
	Controlled load (kW)			
	Energy shifted On-peak to Mid-peak	(kWh):		
	Energy shifted On-peak to Off-peak	(kWh):		
	Energy shifted Mid-peak to Off-peak	(kWh):		
	Demand Response Programs:			

Power Factor Correction Pr	ograms:		
Amount of KVar installed (KV	ar):		
Distribution system power fac	tor at begining of year (%):		
Distribution system power fac	tor at end of year (%):		
Line Loss Reduction Progra	ams:		
Peak load savings (kW):			
• • •	lifecycle		in year
Energy savngs (kWh):			-
· ·			
<b>Distributed Generation and</b>	Load Displacement Programs:		
Amount of DG installed (kW):			
Energy generated (kWh):			
Dook anarow concrated (k)//h	1.		
Peak energy generated (kwin	): 		
Fuel type:	):		
Fuel type:	):		
Fuel type:      Other Programs (specify):	y.		
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):	):		
Peak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):	j:		
Preak energy generated (kwh      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Will of inscisso (0)	): 		70.005.00
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):	): Incremental capital:	\$	70,625.00
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):	): Incremental capital: Incremental O&M:	\$	70,625.00 32,400.00
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):	): Incremental capital: Incremental O&M: Incentive:	\$ \$ \$	70,625.00 32,400.00
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):	): Incremental capital: Incremental O&M: Incentive: Total:	\$ \$ \$ \$ \$	70,625.00 32,400.00 - 103,025.00
Preak energy generated (kwh      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):	): Incremental capital: Incremental O&M: Incentive: Total:	\$ \$ \$ \$ \$	70,625.00 32,400.00 - 103,025.00
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):      Utility indirect costs (\$):	): Incremental capital: Incremental O&M: Incentive: Total: Incremental capital:	\$ \$ \$ \$	70,625.00 32,400.00 - 103,025.00
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):      Utility indirect costs (\$):	): Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M:	\$ \$ \$ \$	70,625.00 32,400.00 - 103,025.00
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):      Utility indirect costs (\$):	): Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total:	\$ \$ \$ \$	70,625.00 32,400.00 - 103,025.00
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):      Utility indirect costs (\$):      Participant costs (\$):	): Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total:	\$ \$ \$ \$	70,625.00 32,400.00 - 103,025.00 -
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):      Utility indirect costs (\$):      Participant costs (\$):	): Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total: Incremental equipment:	\$ \$ \$ \$	70,625.00 32,400.00 - 103,025.00 -
Preak energy generated (kwn      Fuel type:      Other Programs (specify):      Metric (specify):      Program Costs*:      Utility direct costs (\$):      Utility indirect costs (\$):      Participant costs (\$):	): Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total: Incremental equipment: Incremental O&M: Total:	\$ \$ \$ \$	70,625.00 32,400.00 - 103,025.00 -

# E. <u>Comments:</u>

Consulting and study fees to identify the system losses.