

WELLINGTON ELECTRIC DISTRIBUTION COMPANY-RP-2004-0203\EB-2005-0203 - CONSERVATION AND DEMAND ANNUAL REPORT 2005

March 30, 2006



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1. Introduction

1.1. Amalgamation

On February 21, 2006, the Ontario Energy Board (OEB) issued a Decision and Order granting leave for Guelph Hydro Electric Systems Inc. (GHESI) and Wellington Electric Distribution Company (WEDCO) to amalgamate. The 2005 Conservation and Demand Annual Report for WEDCO has been provided below, however beginning with the 2006 C&DM Annual Report, all results will be amalgamated and reported by GHESI.

1.2. 2005 Objectives

The ultimate goal of the WEDCO C&DM Plan is to create a "conservation culture" through sustained behavioural change in all of its customers.

This goal is aligned with Guelph Hydro Inc., the parent company,

"Powering community well-being and environmental stewardship with energy and information solutions".

And with GHESI'S goal,

"Delivering sustainability through innovative energy solutions and the most energy efficient customers",

With over 90% of their customer base being residential, WEDCO focused on providing residential programs in order to learn more about the relative strengths and weaknesses of various approaches to encouraging conservation. The C&DM funded incentives in 2005 were applied to two programs – Education & Promotion and Low Income. Overall, the approach was to encourage and stimulate a conservation culture while evaluating the cost effectiveness of various methods of achieving this goal.

1.3. Measurement

WEDCO used the measurements provided by the Ontario Energy Board (OEB) in the TRC Guidelines. In addition, WEDCO has provided as much general program information as possible in order to highlight the success of their programs.

1.4. Discount Rate

The Net Present Value (NPV) discount rate used in the TRC analysis is 7.63% which is equal to 50% of the rate of return on deemed equity and 50% of the debt rate.



2. Evaluation of the C&DM Plan

C&DM Program Evaluation

WEDCO's C&DM Plan was evaluated by following the OEB Total Resource Cost (TRC) Guide of October 14, 2005. A TRC analysis was done at each sub-program level. The sub-programs were then rolled up to the program level. Another TRC was performed at the program level and then an overall entire portfolio level TRC was performed.

2.1. TRC Results at the Portfolio Level

For 2005, the TRC analysis at the Portfolio level is shown in Table 1. This analysis covered the two C&DM programs that were started in 2005. They are the Education and Promotion Programs and the Low Income Program. These programs are shown in Table 1.

The benefit to cost ratio for the active C&DM portfolio, with benefits in 2005, is 1.60. The Net TRC value is \$1,199. The 2005 C&DM expenditure for the two active programs as shown in Table 2 on the following page is \$1,860. The total electricity saved over the life cycle of the program is 53,800 kilowatt-hours. All the C&DM programs are primarily of the energy conservation type. The energy expenditure is \$0.035 per kWh saved over the life cycle.



Table 1: 2005 TRC Analysis

	Portfolio	Proç	gram	Rate Class
	Total	Education & Promotion	Low Income	Residential
Net TRC value (\$):	\$1,199	-\$808	\$2,007	\$1,199
Benefit to cost ratio:	1.60	0.53	8.08	1.60
Number of participants or units delivered:	132	32	100	132
Total KWh to be saved over the lifecycle of the plan (kWh):	53,800	14,546	39,254	53,800
Total in year kWh saved (kWh):	23,613	13,799	9,814	23,613
Total peak demand saved (kW):	0	0	0	0
Total kWh saved as a percentage of total kWh delivered (%):	0.17%	0.10%	0.07%	0.17%
Peak kW saved as a percentage of LDC peak kW load (%):	0.01%	0.01%	0.00%	0.01%
Gross in year C&DM expenditures (\$):	\$1,860	\$1,486	\$373	\$1,860
Expenditures per KWh saved (\$/kWh)*:	\$0.035	\$0.102	\$0.010	\$0.035
Expenditures per KW saved (\$/kW)**:	\$4,072	\$3,254	\$0	\$4,072
Utility discount rate (%):	7.63%			

TRC Benefit	\$3,188	\$897	\$2,291	\$3,188
TRC Cost	\$1,989	\$1,705	\$283	\$1,989

Program Analysis

The Low Income Program has the highest Benefit to Cost Ratio of 8.08 with a cost to WEDCO of 0.95 cents per kWh saved. The Education & Promotion program has a benefit to cost ratio of 0.53 with a cost to WEDCO of 10.2 cents per kWh saved.



2.2. WEDCO Budget and Costs

In 2005, the actual expenditures for the two active programs are shown in Table 2.

			2005
			WEDCO
	Program	Budget	Total
	Name	Total	Expenditure
	Education &		
1	Promotion	\$5,000	\$1,486
2	Low Income	\$10,000	\$373
	Total	\$15,000	\$1,860

 Table 2: 2005 Active C&DM Programs

The LED Traffic Lights Program, with a total budget of \$2,000, was not initiated during 2005, but is expected to begin during 2006.

3. Discussions of Programs

3.1. Education and Promotion

An overview of WEDCO's Education and Promotion Program is provided below along with the C&DM Budget expenditures and TRC Results at the Program level. An overview, a description of the actions taken, and a discussion of the applicable Sub-Program TRC results have been provided for both of the Education and Promotion Sub-Programs.

Overview

The Education and Promotion Program has the primary role of encouraging a sustainable conservation culture in the community. There were two Education and Promotion subprograms in 2005.

Although the primary intent of these programs is to encourage conservation through knowledge and awareness, all of these sub-programs also had components that were measurable. Therefore, a TRC analysis was completed comparing the entire program costs to the energy savings resulting from the measurable component(s).



C&DM Budget Expenditures

The Education and Promotion Program has a C&DM budget of \$5,000 for the threeyear period 2005 to 2007. The strategy was to spend fairly equally over the three-year period in order to build and maintain community awareness throughout the period. WEDCO spent \$1,486 or 30% of these funds in the first year, 2005. In the Q4 report to OEB, the expenditure reported was \$1,554. The difference of \$68 resulted from the duplication of \$130 of internal charges and the Enerconnect Coupon program cost being understated by \$62 due to program costs that were not invoiced in 2005, but were included in the SeeLine TRC analysis attached as Appendix C. A net adjustment of \$68 will be made in the 1st quarter of 2006.

TRC Results

The Education and Promotion program had program level costs totaling \$130. This cost includes the prorated share of: external costs, legal fees related to the required C&DM program filing affidavit and the costs of posting notice in the Record regarding the availability of the C&DM for public review.

For the first three quarters of 2005, WEDCO reported internal staff costs as part of their C&DM budget expenditures based on advice from OEB staff. The total expenditures reported were also \$130. These costs have been shared equally between the two sub-programs in the Education and Promotion Program causing the sub-programs to have lower TRC values than if these costs had been excluded. Beginning with the fourth quarter of 2005, internal staff time stopped being reported based on further advice from the OEB.

The Program Level TRC shows a Net TRC Value of -\$808 and a Benefit to Cost Ratio of 0.53. In addition, the expenditures per kWh saved were \$0.102.

3.1.1. Enerconnect Coupon Program

Overview

Enerconnect negotiated a coupon program for member LDCs that provided discounts on energy efficient merchandise at Canadian Tire stores. The program was administered by Energyshop and the TRC analysis was completed by SeeLine Group Inc. A total of 32 LDCs participated in this program including WEDCO. Samples of the coupons and advertisements are attached to this report as Appendix D.



Additional Purchases of Compact Florescent Lights (CFLs) and Seasonal LEDs (SLEDs)

The following information on Free Drivership was provided by Energyshop/SeeLine Group Inc.

There is considerable evidence that the purchase of CFLs and SLEDs caused by the program was considerably higher than coupons redeemed. This is often referred to as Free Drivership and is the philosophical opposite of Free Ridership. C&DM results are discounted by 10% for Free Riders; customers who had planned to buy the product making the discount coupon unnecessary. Free Drivership accounts for customers the program influenced to purchase a product, and in fact bought more products than coupons redeemed, or purchased without a coupon.

This effect is seen in the 2005 Lighten Your Electricity Bill program, but has not been quantified. The OEB has not yet ruled on the acceptability of Free Drivership, and as such this was not included in our calculated savings numbers. However, it is important to recognize Free Drivership as a valid indicator of C&DM program success in the development of the conservation culture in Ontario.

Program coupons redeemed at Canadian Tire stores:

CFLs	51,875
SLEDs	51,605

Canadian Tire Year over Year Sales Increase – Oct 1 to Dec 31 – 2005 versus 2004:

CFLs	125,820
SLEDs	248,898

Post program market research results. Average number of packages purchased when using a coupon:

CFLs	4.1 packages
SLEDs	3.4 packages

These averages are supported by a review of a sample of sales receipts submitted by Canadian Tire stores when redeeming coupons.

The result of the above shows the impact of this program in addition to the coupons redeemed.



Description of Actions Taken

The coupon package offered discounts on CFLs, LED Seasonal Lights, Programmable Thermostats, Light and Appliance Timers, and Ceiling Fans. WEDCO advertised the program using advertisements in the Wellington Advertizer. The coupons were distributed via bill inserts to all customers but targeted WEDCO's 1,315 residential customers.

TRC Results

The following summary is based on the TRC analysis of WEDCO's results as prepared by SeeLine Group Inc. included as Appendix C. The total TRC Net Benefit for all the products purchased using the WEDCO supplied coupons was -\$881 for a TRC benefit to cost ratio of 0.06 after taking into consideration the advertising costs incurred by WEDCO related to this sub-program. The total C&DM expenditure was \$937. The expenditures per kWh saved were \$0.94 due to the fixed costs not being covered by the low number of participants.

3.1.2. Switch to Cold

Overview

This program was a partnership arrangement between the Canadian Energy Efficiency Alliance, Proctor & Gamble and Ontario LDCs including WEDCO. The objective was to encourage cold water washing as an alternative to hot water washing.

Description of Actions Taken

The coupons were valid until February 28, 2006, so the final tallies were not available in time for this report. WEDCO has assumed the more conservative estimate of coupon redemption level of 2% for this report. While WEDCO had to pay for the production of the coupons, Proctor & Gamble is providing the actual product incentive (\$1 off a container of Tide Cold Water). WEDCO placed advertisements in the Wellington Advertizer in addition to the bill insert in order to reach their customers. A copy of the advertisement and coupon are included in Appendix E.

TRC Results

The net TRC benefit for this sub-program was \$73 and resulted in a benefit to cost ratio of 1.10. In addition, the expenditure per kWh saved was \$0.04. The TRC analysis for this sub-program demonstrates that there is a CD&M benefit to encouraging customers to use cold water rather than hot water for laundry.



3.2. Low Income

The Low Income Program addresses the needs of some of the WEDCO residential customers. There was one sub-program identified and undertaken in 2005 - Seasonal Basket – Energy Elves. The TRC results are provided in section 3.2.1 below.

The Low Income Program had program level expenses totaling \$103. This cost represents WEDCO's prorated share of external costs.

In addition, the Energy Wheels sub-program shows that \$109.94 was spent by WEDCO on energy wheels for the Seasonal Basket-Energy Elves sub-program. This amount was not allocated to WEDCO in 2005 and a 1st quarter adjustment will be made to correct this allocation problem. For this report, the \$109.94 remains in the GHESI Education and Promotion Program expenditures.

3.2.1. Seasonal Baskets – Energy Elves

Overview

In order to assist low income customers reduce their energy needs and costs, GHESI employees volunteered their time after hours to produce the baskets for charity and employee's children of high-school age also volunteered using the hours towards their high-school volunteering requirement. The baskets were created and donated to promote energy saving behaviours and ideas to low income customers.

Description of Actions Taken

Seasonal baskets consisted of one 13 Watt CFL, the brochure "Educational Tips on How to Conserve Energy", one Switch to Cold Tide coupon, and one set of Lighten Your Electricity Bill coupons. Rogers TV was at the location filming the "Energy Elves in action" and the Tribune newspaper attended as well. Articles appeared in the Mercury and Tribune. The 100 baskets were distributed to the Rockwood Food Bank.

TRC Results

A TRC analysis was completed for the sub-program comparing the total costs to the energy savings generated by the 13 Watt CFLs provided in the baskets. As in the Education and Promotion sub-programs, it was assumed that 10% of these participants would be free riders. The results of the analysis show a net TRC benefit of \$2,007, a Benefit to Cost ratio of 8.08 and expenditures per kWh saved of \$0.010. As noted in the GHESI report, an allocation of \$109.94 related to the WEDCO share of the cost of the Energy Wheels was overlooked during 2005 and will be corrected in the 1st quarter



2006 reports. After including this cost, the net TRC benefit will be \$1,897 for this subprogram.

4. Lessons Learned

The WEDCO C&DM portfolio will benefit from the opportunities provided by the amalgamation with GHESI. The TRC results for most programs were impacted by the smaller customer base and, therefore, lower participation rates to cover fixed costs. This issue will be addressed by the amalgamation as the customer base will be the combined GHESI and WEDCO customer bases.

4.1. Education and Promotion

The Education and Promotion Program faced a few challenges in 2005. The biggest challenge was the Enerconnect coupon sub-program where coupons to Canadian Tire were distributed. Unfortunately, the coupon redemption was minimal. This is probably due to the fact that the closest Canadian Tire store is in Guelph.

4.2. Low Income

The Low Income Program consisted of the Seasonal Baskets – Energy Elves subprogram in 2005. The Seasonal Baskets – Energy Elves sub-program was the most successful sub-program WEDCO provided in 2005. Not only were the most at risk customers assisted and educated by this sub-program, but the economic results were positive as well. With a Net TRC Value of \$2,007, a Benefit to Cost Ratio of 8.08 and expenditures per kWh saved of \$0.01, this sub-program was very successful.

5. Conclusion

5.1. Education and Promotion

The Education and Promotion Program plays a critical role in fostering a conservation culture in the Rockwood community. WEDCO will take what was learned during 2005 and develop a number of sub-programs to implement in 2006 as a part of GHESI. Some sub-programs may be essentially unchanged from the 2005 sub-programs, but GHESI/WEDCO will look to improve each sub-program based on the learning described in section 4 above and in the GHESI Conservation and Demand Annual Report.



5.2. Low Income

The Low Income Program was quite successful in 2005 and WEDCO/GHESI plans to consider this success when planning its 2006 programs.



6. Appendices

6.1. Appendix A: 2005 WEDCO – Evaluation of the C&DM Plan

	Portfolio	Proç	gram	Rate Class
	Total	Education & Promotion	Low Income	Residential
Net TRC value (\$):	\$1,199	-\$808	\$2,007	\$1,199
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Total in year kWh saved (kWh):	23,613	13,799	9,814	23,613
Total peak demand saved (kW):	0	0	0	0
Total kWh saved as a percentage of total kWh delivered (%):	0.17%	0.10%	0.07%	0.17%
Peak kW saved as a percentage of LDC peak kW load (%):	0.01%	0.01%	0.00%	0.01%
Gross in year C&DM expenditures (\$):	\$1,860	\$1,486	\$373	\$1,860
Expenditures per KWh saved (\$/kWh)*:	\$0.035	\$0.102	\$0.010	\$0.035
Expenditures per KW saved (\$/kW)**:	\$4,072	\$3,254	\$0	\$4,072
Utility discount rate (%):	7.63%			
TRC Benefit	\$3,188	\$897	\$2,291	\$3,188
TRC Cost	\$1,989	\$1,705	\$283	\$1,989



6.2. Appendix B: Discussion of the Sub-Programs

6.2.1. Education and Promotion Program

6.2.1.1. Enerconnect Coupon Sub-Program (2 pages)

A. Name of the Program: Education and Promotion - ENERConnect Coupon Program

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

ENERConnect negotiated a coupon program for member LDCs that provided discounts on energy efficient merchandise at Canadian Tire stores. The program was administered by Energyshop and the TRC analysis was completed by SeeLine Group Inc. A total of 32 LDCs participated in this program including WEDCO. The coupon package offered discounts on CFLs, LED Christmas Lights, Programmable Thermostats, Light and Appliance Timers, and Ceiling Fans. In terms of success factors, the final results exceeded expectations resulting in even more energy efficient technology being put into place by customers. The following summary is based on the TRC analysis prepared by SeeLine Group Inc. and included in the WEDCO 2005 Annual CDM Report as an Appendix.

	Measure(s):				
		Measure 1 (if applicable)		Measure 2 (if applicable)	Measure 3 (if applicable)
	Base case technology:	See attached TRC Analvsis			
	Efficient technology:	See attached TRC Analvsis			
	Number of participants or units delive	See attached TRC Analysis			
	Measure life (years):	See attached TRC Analysis			
В.	TRC Results:				
	TRC Benefits (\$):			\$61.00	
	TRC Costs (\$):				
	Uti	ility program cost (less incentives):	\$	936.91	
		Participant Costs	\$	5.40	
		Total TRC costs:	\$	942.31	
	Net TRC (in year CDN \$):		-\$	881.31	
	Parafit to Cast Datis (TDC Danafits)		•		
	Benefit to Cost Ratio (TRC Benefits/	IRC COSIS):	\$	0.06	
C.	Results: (one or more category may	apply)			
	Conservation Programs:				
	Demand savings (kW):	Summer			
	3-()	Winter			
		lifecycle		in year	
	Energy saved (kWh):	996		249	
	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	5):			



Appendix B: Enerconnect Coupon Sub-Program (page 2)

	Power Factor Correction Program	<u>IS:</u>		
	Amount of KVar installed (KVar):			
	Distribution system power factor at b	begining of year (%):		
	Distribution system power factor at e	end of year (%):		
	Line Loss Reduction Programs:			
	Peak load savings (kW):			
		lifecycle		in year
	Energy savngs (kWh):			
	Distributed Generation and Load	Displacement Programs:		
	Amount of DG installed (kW):			
	Energy generated (kWh):			
	Peak energy generated (kWh):			
	Fuel type:			
	Other Programs (specify):			
	Metric (specify):			
D.	Metric (specify): Program Costs*:			
D.	Metric (specity): Program Costs*: Utility direct costs (\$):	Incremental capital:		
D.	Metric (specify): Program Costs*: Utility direct costs (\$):	Incremental capital: Incremental O&M:	\$	872.10
D.	Metric (specify): Program Costs*: Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive:	\$ \$	872.10 -
D.	Metric (specify): Program Costs*: Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive: Total:	\$ \$ \$	872.10 - 872.10
D.	Metric (specify): Program Costs*: Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive: Total:	\$ \$ \$	872.10 - 872.10
D.	Metric (specify): Program Costs*: Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital:	\$ \$ \$	872.10 - 872.10
D.	Metric (specify): Program Costs*: Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M:	\$ \$ \$ \$	872.10 - 872.10 64.81
D.	Metric (specify): Program Costs*: Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total:	\$ \$ \$ \$ \$	872.10 - 872.10 64.81 64.81
D.	Metric (specity): Program Costs*: Utility direct costs (\$): Utility indirect costs (\$): Participant costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total:	\$ \$ \$ \$ \$	872.10 - 872.10 64.81 64.81 5.40
D.	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:	\$ \$ \$ \$ \$	872.10 - 872.10 64.81 64.81 5.40
D.	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:	\$ \$ \$ \$ \$	872.10 - 872.10 64.81 64.81 5.40

E. Comments:

*Please refer to the TRC Guide for the treatment of equipment cost in the TRC Test.



6.2.1.2. Switch to Cold Sub-Program (2 pages)

A. Name of the Program: Education and Promotion - Switch to Cold

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

This program was a partnership arrangement between the Canadian Energy Efficiency Alliance, Proctor & Gamble and Ontario LDCs including WEDCO. The objective was to encourage cold water washing as an alternative to hot water washing. The coupons were valid until February 28, 2006, so the final tallies were not available in time for this report. WEDCO has assumed the more conservative estimate of coupon redemption level of 2% for this report. While WEDCO had to pay for the production of the coupons, Proctor & Gamble is providing the actual product incentive (\$1 off a container of Tide Cold Water).

Measure(s):

		Measure 1 (if applicable)	Me	easure 2 (if applicable)	Measure 3 (if applicable)
	Base case technology:	779			
	Efficient technology:	156			
	Number of participants or units delive	29			
	Measure life (years):	1			
B	TPC Booulton				
D.	TRC Results.			¢026.20	
	TRC Benenits (\$).			\$030.29	
	TRC COSIS (\$).	tu program aget (lago incontivos)	•		
	Oum	y program cost (less incentives).	\$	545.45	
		Participant Costs	\$	217.50	
		Total TRC costs:	\$	762.95	
	Net TRC (in year CDN \$):		\$	73.34	
	Benefit to Cost Ratio (TRC Benefits/7	RC Costs):	\$	1.10	
C.	Results: (one or more category may	apply)			
	(
	Conservation Programs:				
	Demand savings (kW):	Summer		0.46	
		Winter			
		lifecycle		in year	
	Energy saved (kWh):	13,550		13,550	
	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	:):			
		·			

•



Switch to Cold sub-Program (page 2)

Amount of KVar installed (KVar): Image: Constraint of the system power factor at begining of year (%): Distribution system power factor at end of year (%): Image: Constraint of the system power factor at end of year (%): Line Loss Reduction Programs: Image: Constraint of the system power factor at end of year (%): Peak load savings (kW): Iffecycle Iffecycle in year Energy savngs (kWh): Iffecycle Distributed Generation and Load Displacement Programs: Amount of DG installed (kW): Energy generated (kWh): Peak energy generated (kWh): Fuel type: Image: Constalled (kWh):
Distribution system power factor at begining of year (%): Image: Comparison of the system power factor at end of year (%): Distribution system power factor at end of year (%): Image: Comparison of the system power factor at end of year (%): Line Loss Reduction Programs: Peak load savings (kW): Image: Comparison of the system power factor at end of year (%): Peak load savings (kW): Image: Comparison of the system power factor at end of year (%): Image: Comparison of the system power factor at end (%): Energy savings (kWh): Image: Comparison of the system power factor at end (%): Image: Comparison of the system power factor at end (%): Amount of DG installed (kW): Energy generated (kWh): Image: Comparison of the system power factor at end (%): Peak energy generated (kWh): Fuel type: Image: Comparison of the system power factor at end (%):
Distribution system power factor at end of year (%): Line Loss Reduction Programs: Peak load savings (kW): Iifecycle in year Energy savngs (kWh): Distributed Generation and Load Displacement Programs: Amount of DG installed (kW): Energy generated (kWh): Peak energy generated (kWh): Fuel type:
Line Loss Reduction Programs: Peak load savings (kW): lifecycle in year Energy savngs (kWh): Distributed Generation and Load Displacement Programs: Amount of DG installed (kW): Energy generated (kWh): Peak energy generated (kWh): Fuel type:
Peak load savings (kW): lifecycle in year Energy savngs (kWh): Ifecycle in year Distributed Generation and Load Displacement Programs: Amount of DG installed (kW): Ifecycle Energy generated (kWh): Peak energy generated (kWh): Ifecycle Ifecycle Fuel type: Ifecycle Ifecycle Ifecycle
lifecycle in year Energy savngs (kWh):
Energy savngs (kWh):
Distributed Generation and Load Displacement Programs: Amount of DG installed (kW): Energy generated (kWh): Peak energy generated (kWh): Fuel type:
Amount of DG installed (kW): Energy generated (kWh): Peak energy generated (kWh): Fuel type:
Energy generated (kWh): Peak energy generated (kWh): Fuel type:
Peak energy generated (kWh): Fuel type:
Fuel type:
Other Programs (specify):
Metric (specify):
D. Program Costs*:
Utility direct costs (\$): Incremental capital:
Incremental O&M: \$ 480.
Incentive:
Total: \$ 480.
Utility indirect costs (\$): Incremental capital:
Incremental O&M: \$64.
Total: \$ 64.
Participant costs (\$): Incremental equipment: \$ 217.
Incremental O&M:
Total: \$ 217.

E. Comments:



6.2.2 Low Income Program – Seasonal Baskets (2 Pages)

A. Name of the Program: Low Income

Low Income - Seasonal Baskets

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

In order to promote energy saving behaviours and ideas to low income customers, employees volunteered their time after hours to produce hampers for charity. Employee's children of high-school age also volunteered using the hours towards their high-school volunteering requirement. The baskets were created and donated to promote energy saving behaviours and ideas to low income customers. Seasonal hampers consisted of one 13 Watt CFL, the brochure "Educational Tips on How to Conserve Energy", one Switch to Cold Tide coupon, and one set of Lighten Your Electricity Bill coupons. 100 kits went to Rockwood (WEDCO) food bank.

	Manager (a)			
	measure(s):	Measure 1 (if applicable)	Measure 2 (if applicable)	Measure 3 (if applicable)
	Base case technology:	139.2		
	Efficient technology:	30.16		
	Number of participants or units deliv	100		
	Measure life (years):	4		
В.	TRC Results:			
	TRC Benefits (\$):		\$2,290.50	
	TRC Costs (\$):			
	Utili	ty program cost (less incentives):	\$ 283.49	
		Participant Costs		
		Total TRC costs:	\$ 283.49	
	Net TRC (in year CDN \$):		\$ 2,007.01	
	Benefit to Cost Ratio (TRC Benefits/	TRC Costs):	\$ 8.08	
			· · · · · · · · · · · · · · · · · · ·	
C.	Results: (one or more category may	apply)		
	Conservation Programs:			
	Demand savings (kW):	Summer		
		Winter		
		lifecycle	in year	
	Energy saved (kWh):	39,254	9,814	
	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	s).		
	. call louis alopatorioa in your (nour			



Low Income Program – Seasonal Baskets (Page 2)

	Power Factor Correction Program Amount of KVar installed (KVar): Distribution system power factor at I Distribution system power factor at of	i <u>s:</u> begining of year (%): end of year (%):		
	Line Loss Reduction Programs:	,		
	Peak load savings (kW):	lifecycle	in vea	r
	Energy savngs (kWh):	mooyolo	in you	
	Distributed Generation and Load Amount of DG installed (kW): Energy generated (kWh): Peak energy generated (kWh): Fuel type:	Displacement Programs:		
	Other Programs (specify): Metric (specify):			
D.	Program Costs*:			
	Utility direct costs (\$):	Incremental capital:		
	Utility direct costs (\$):	Incremental capital: Incremental O&M:	\$	180.00
	Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive:	\$ \$	180.00 90.00
	Utility direct costs (\$):	Incremental capital: Incremental O&M: Incentive: Total:	\$ \$ \$	180.00 90.00 270.00
	Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital:	\$ \$ \$	180.00 90.00 270.00
	Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M:	\$ \$ \$	180.00 90.00 270.00 103.49
	Utility direct costs (\$): Utility indirect costs (\$):	Incremental capital: Incremental O&M: Incentive: Total: Incremental capital: Incremental O&M: Total:	\$ \$ \$ \$ \$	180.00 90.00 270.00 103.49 103.49
	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:	\$ \$ \$ \$	180.00 90.00 270.00 103.49 103.49
	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:	\$ \$ \$ \$ \$	180.00 90.00 270.00 103.49 103.49

E. Comments:

*Please refer to the TRC Guide for the treatment of equipment cost in the TRC Test.



6.3. Appendix C: SeeLine Group Inc. Report

Please see the attached report.



TOTAL RESOURCE COST TEST ASSESSMENT OF THE '2005 LIGHTEN YOUR ELECTRICITY BILL' PROGRAM

For Wellington Electric Distribution

> By SeeLine Group Inc. 416-703-8695

> > February 2006



1.0 Introduction

Energyshop.com was engaged by 32 Local Distribution Companies (LDCs), across the province of Ontario, to design, deliver and track a fall coupon campaign with retailer Canadian Tire. Throughout the late summer and early fall billing periods, participating utilities provided their customers with a bill insert containing valuable energy-savings coupons to help them save on their electricity bill.

Customers from each of the 32 LDCs, had until December 31, 2005 to redeem their point of purchase coupons at any local Canadian Tire outlet. Upon redemption, Canadian Tire sent the coupon to a redemption house, who then sorted by utility and product.

As part of this effort, SeeLine Group Inc. (SLG) was asked to undertake a Total Resource Costs (TRC) test assessment of the 2005 Lighten Your Electricity Bill Program as delivered by Energyshop.com. Using many of the technology cost and savings estimates outlined in the Ontario Energy Board's TRC Guide, program results were screened using SLG's SeeTool[™] TRC Calculator. The number of participant and program cost data provided by Energyshop.com.

This report includes a summary of assumptions and results from the TRC screening. Appendix A and B provides the detailed information on program assumptions.

2.0 Program Objectives

As outlined by Energyshop.com, this program was designed to achieve the following objectives:

- To help participating utilities achieve energy conservation and demand management results for their 2005 program year.
- Increase public awareness of energy conservation and demand management in the province of Ontario.
- Contribute to the overall development of an energy conservation culture in Ontario.

3.0 Program Results

3.1 Technology Savings Assumptions

SLG used many of the technology savings identified by the OEB in its Total Resource Guide.¹ For those technologies without defined savings, every effort was made to develop reasonable assumptions, defensible under the OEB guidelines. The following provides a brief outline of the savings assumptions used for this assessment.

¹ <u>http://www.oeb.gov.on.ca/documents/cases/RP-2004-0203/cdm_assumptionsmeasureslist_141005.xls</u>



Compact Fluorescent Bulbs

The 2005 program provided customers with a \$3 coupon on any pack of compact fluorescent bulbs. Using store data provided by Energyshop.com, the number of bulbs sold by wattage was used to develop the average wattage of bulb sold. Based on this information, it was assumed that the average wattage sold during this program was 15 watts. Additional detail can be found in Appendix A.

LED Seasonal Lights

Like the CFLs, customers were provided with a \$5 coupon for the purchase of any package of LED seasonal lights. Using store data provided by Energyshop.com, average size of LED light string sold during the campaign was determined. Based on this information, it was assumed that the average string sold had 59 bulbs.

Using the information in the OEB's TRC Guide, LED savings assumptions were adjusted to reflect a string with 59 bulbs as opposed to the 25 bulbs per string. Additional detail can be found in Appendix A.

With guidance from Energyshop.com, it was also assumed that 50% of the LED lights sold were those replacing a 5 watt Christmas string and the remaining 50% were used to replace mini lights which yields a slightly lower savings.

Ceiling Fans

At the time of this analysis, SLG felt there was not enough significant evidence to support a savings estimate for ceiling fans.

Programmable Thermostats

SLG used the savings estimate outlined in the OEB's TRC Guide. Participant rates were adjusted to account for market share. Using data provided by Energyshop.com and other studies, the following province wide fuel share assumptions were used:

Electrical Space Heating	17.3%
Electrical Space Cooling (central air)	45.0%

Indoor Timers

In the absence of OEB savings estimates for indoor timers, SLG developed savings estimates for timers used on indoor lighting and air conditioners. Detailed information can be found in Appendix B.

The savings estimate for timers for indoor lighting is considered to be small. It assumes that the timer is used on a 60 W bulb and provides savings during the winter peak, winter mid peak and summer peak periods. In total, the timer is expected to provide approximately 98 kWh savings.

The savings estimate developed for timers used on unit air conditioners is based on the owner setting the timer to bring the air conditioner on a few hours before he or she



arrives home. Based on this assumption, a timer used for a unit air conditioner would provide approximately 108 kWh in annual savings.

Based on discussions with EnergyShop.com it was assumed that 50% of the timers would be used for lighting and the remaining 50% would be used for air conditioners. SLG made an additional assumption and assumed that it was unlikely that all of the timers would be used appropriately; participation rates were reduced by 30%.

Outdoor Timers

The savings estimate for the outdoor timer is based on information from the OEB's TRC Guide.

EnerGuide for Homes

Based on information provided by Energyshop.com the potential savings for space heating load is estimated to be 250 kWh. Using the participant data provided by EnergyShop.com, SLG made adjustments to account for uptake on the audit recommendations and fuel market share. No additional fuel savings were considered for this analysis.



3.2 Summary of Program Participation

Technology	Number of Participants	Free Ridership				
Compact Fluorescent Bulbs	3	10.0%				
LED Christmas Lights (indoor or						
outdoor) Replacing 5w Christmas	-	10.0%				
LED Christmas Lights (indoor or						
outdoor) Replacing Incandescent Mini Lights	-	10.0%				
Programmable Thermostat -						
Space Heating, Existing Single		10.0%				
Family Detached	-	10.0%				
Programmable Thermostat -						
Family Detached	-	10.0%				
Timer - Outdoor Light	-	10.0%				
Timer - Indoor - Light	-	10.0%				
Timer - Indoor - Air Conditioners	-	10.0%				
Ceiling Fan	-	10.0%				
EnerGuide for Existing Homes - Space Heating	-	10.0%				

* Adjusted for fuel share and usage uptake

3.3 Summary of Net Program Savings

Technology	Summer Peak kW Savings	Annual kWh Savings in Year	Measure Life	Lifecycle kWh Savings
Compact Fluorescent Bulbs	0	249	4	995.98
LED Christmas Lights (indoor or outdoor) Replacing 5w Christmas Lights C-7 (25 Lights)	0.00	0.00	30.00	0.00
LED Christmas Lights (indoor or outdoor) Replacing Incandescent Mini Lights				
	0.00	0.00	30.00	0.00
Programmable Thermostat - Space Heating, Existing Single Family Detached				
	0.00	0.00	18.00	0.00
Programmable Thermostat - Space Cooling, Existing Single Family Detached				
-	0.00	0.00	18.00	0.00
Timer - Outdoor Light	0.00	0.00	20.00	0.00
Timer - Indoor - Light	0.00	0.00	20.00	0.00
Timer - Indoor - Air Conditioners	0.00	0.00	20.00	0.00
Ceiling Fan	0.00	0.00	20.00	0.00
EnerGuide for Existing Homes - Space Heating				
	0.00	0.00	25.00	0.00
Total		249		996



3.4 Summary of Total Resource Cost Test Results

Technology	TRC Benefits	Incremental Equipment Costs	Utility Program Costs	TRC Net Benefits	TRC B/C Ratio
Compact Fluorescent Bulbs	\$61	\$5	\$ -	\$56	12.79
LED Christmas Lights (indoor or outdoor) Replacing 5w Christmas					
Lights C-7 (25 Lights)	\$-	\$-	\$-	\$-	n/a
LED Christmas Lights (indoor or outdoor) Replacing Incandescent					
Mini Lights	\$-	\$-	\$-	\$-	n/a
Programmable Thermostat - Space Heating, Existing Single Family Detached	\$-	\$-	\$-	\$-	n/a
Programmable Thermostat - Space Cooling, Existing Single Family Detached					
Timer - Outdoor Light	\$-	\$-	\$-	\$-	n/a
	\$-	\$-	\$-	\$-	n/a
	\$-	\$-	\$-	\$-	n/a
limer - Indoor - Air Conditioners	\$-	\$-	\$-	\$-	n/a
Ceiling Fan	\$-	\$-	\$-	\$-	n/a
EnerGuide for Existing Homes - Space Heating	\$-	\$-	\$-	\$-	n/a
Program Costs	\$-	\$-	\$266	(\$266)	0.00
Total	\$61	\$5	\$266	\$(210)	0.22



Appendix A

Compact Fluorescent Bulb and LED Light Details



Data provided by Energyshop.com

CFL Sales - Ontario

Product	Description	Watts	Pack	Units	Bulbs	Ave # of	Average
Number		12	Size	Sold	Sold	bulbs	Wattage
052-5109-0	COMPEL REPL 13W 2700	13	1	3,510	3,510		45630
052-5179-0	CEL 13W SPIRE 3PK	13	3	79 920	239 760		3116880
052-5121-8	CFL 26W SPIRL 3PK	26	3	60.480	181,440		4717440
052-5124-2	13W MINI 6PK NOMA	13	6	41,310	247,860		3222180
052-5125-0	26W MINI NOMA	26	1	4,644	4,644		120744
052-5126-8	10W MINI 2PK GE	10	2	10,800	21,600		216000
052-5127-6	26W MINI 2PK GE	26	2	15,390	30,780		800280
052-5128-4	CFL 10W SPIRL 3PK	10	3	32,940	98,820		988200
052-5135-6	32W MINI GE	32	1	1,620	1,620		51840
052-5137-2	45W MINI GE	45	1	3,024	3,024		136080
052-5140-2	TRI 15/26/40 NOMA	40	1	1,890	1,890		75600
052-5141-0	DIMMARIE 2014/ RIAX CE	-3∠ 20	1	1,620	1,620		51640
052-5146-0		29 13	1	2 754	2 754		35802
052-5153-2	13W MINI BED NOMA	13	1	3 240	3 240		42120
052-5157-4	13W MINI GREEN NOMA	13	1	3.348	3.348		43524
052-5159-0	13W MINI BLUE NOMA	13	1	3,456	3,456		44928
052-5167-0	TUBE-CIRCLNE12"32WKB	32	1	540	540		17280
052-5168-8	TUBE-CIRCLNE8"22WK&B	22	1	918	918		20196
052-5176-8	13W MINI 2PK GE	13	2	32,454	64,908		843804
052-5182-2	CFL 12/20/26W TRILIT	26	1	3,780	3,780		98280
052-5183-0	COMPFL 26W SW DIMMBL	26	1	1,620	1,620		42120
052-5189-8	11W MINI BUG LGHT GE	11	1	540	540		5940
052-5190-2	CFL BUG LIGHT 13W	13	1	2,052	2,052		20070
052-5191-0	AW NAT/COOL 2PK NOMA	23 9	2	13 554	27 108		243972
052-5193-6	13W NAT/COOL 2PKNOMA	13	2	25.380	50,760		659880
052-5194-4	23W NAT/COOL 2PKNOMA	23	2	19,440	38,880		894240
052-5195-2	10W MINI NOMA	10	1	2,160	2,160		21600
052-5196-0	13W MINI NOMA	13	1	4,320	4,320		56160
052-5331-8	COMPFL 9WG25 3PK	9	3	1,458	4,374		39366
052-5332-6	COMPFL 7W A-LINE	7	1	3,186	3,186		22302
052-5333-4	COMPFL 15W R30	15	1	2,268	2,268		34020
052-5334-2	COMPFL 23W PAR38	23	1	1,890	1,890		43470
052-5335-0	COMPFL 15WR30 2PK	15	2	2,484	4,968		74520
052-5352-8	R20 11W FLD NOMA	11	1	1,890	1,890		20790
052-5355-0	R20 11W FLD GE	15	1	1,080	1,080		29970
052-5356-0	R30 15W FLD GE	15	1	540	540		8100
052-5357-8	PAR38 26W FLD 2PK NO	26	2	2.160	4.320		112320
052-5358-6	PAR38 26W FLD GE	26	1	2,592	2,592		67392
052-5360-8	PAR38 23W FLD RED NO	23	1	1,998	1,998		45954
052-5361-6	PAR38 23W FLD GRN NO	23	1	1,620	1,620		37260
052-5362-4	PAR38 23W FLD BLU NO	23	1	1,242	1,242		28566
052-5363-2	PAR38 23W FLD YLW NO	23	1	594	594		13662
052-5364-0	R40 26W FLD NOMA	26	1	918	918		23868
052-5365-8	R40 26W FLD GE	26	1	540	540		14040
052-5366-6	R40 26W FLD DIM GE	∠0 11	1	1 026	1 026		11296
052-5368-2	A-LINE 15W NOMA	15	1	1,020	1,020		24300
052-5369-0	A-LINE 15W GE	15	1	2 700	2 700		40500
052-5370-4	G25 9W NOMA	9	1	1.188	1.188		10692
052-5371-2	G25 9W GE	9	1	972	972		8748
052-5372-0	G30 15W GE	15	1	378	378		5670
052-5373-8	CHANDLR 5W MED GE	5	1	540	540		2700
052-5374-6	CHANDLR 7W MED NOMA	7	1	756	756		5292
052-5375-4	CHANDLR 7W MED GE	7	1	540	540		3780
052-5376-2	CHANDLR 9W MED GE	9	1	756	756		6804
052-5377-0	CHANDLR 5W CAN GE	5	1	540	540		2700
052-5378-8	CHANDLR 7W CAN NOMA		1	756	756		5292
052-53/9-6			1	1 250	1 250		4536
052-5302-6		3	3	7 668	23 004		69012
052-5391-4	13W ULTRAMINI 3PK NO	13	3	12 042	36 126		469638
052-5392-2	13W ULTRAMINI 6PK NO	13	6	2.754	16.524		214812
		-		443,540	1,174,538	2.65	18,204,928

15.499653 average watts



Data provided by Energyshop.com

SLEDs		Tot	al Units Sold									
	50524											
Lights / string	%age		Program sales	Whole number	Average Bulb per String							
25		15%	7384.266944	7384	3.653841216							
35		22%	11311.7249	11314	7.836085259							
70		52%	26025.92566	26026	36.05840386							
100		11%	5802.082488	5802	<u>11.4838146</u>							
					59.03214493							



Appendix B

Technology Savings Data



TOTAL RESOURCE COST TEST																							
	Ρ	Participant/Tech	hnology Informa	tion									Unit I	Energy Savi	ngs								
										Electricity Savings													
Program	Measure	Distribution	Unit	Program	Unit Water	Unit Propane	Unit Oil	Unit Diesel		Winter	1		Summer	1	Sh	oulder	-		Commonic				
	Life Lin	e Line Losses	Line Losses	Incrementa sses Costs	Incremental Costs	Incremental Costs	Incremental Costs	Delivery Costs	ry Savings m3 s (000's litres)	3 Savings m3 s) (000's litres)	Savings litres	Savings m3	On Peak	Mid Peak	Off Peak	On Peak	Mid Peak	Off Peak	Mid Peak	Off Peak	Demand Type (C, DR)	Peak Demand Savings (Summer)	Comments
CFL Screw-In 15W	4	0.00%	\$2.00	s -	0.00	0.00	0.00	0.00	15.5	7.7	20.3	0.0	11.7	14.0	17.5	17.7	с	0.000	Average wattage of bulb sold during campaign (see Appendix A)				
		0.000/	¢0.00		0.00	0.00	0.00	0.00	40.4									0.000	0				
LED Christmas Lights (indoor or outdoor) Replacing 5W Cr LED Christmas Lights (indoor or outdoor) Replacing Incan	30 30	0.00%	\$2.00 \$2.00	s - \$ -	0.00	0.00	0.00	0.00	13.4 5.1	8.9 3.4	8.5	0.0 0.0	0.0	0.0	0.0	0.0 0.0	C	0.000	Savings based on 59 builds per string. Refer to Appendix A Savings based on 59 bulbs per string. Refer to Appendix A				
Programmable Thermostat - Space Heating, Existing Singl	18	0.00%	\$60.00	\$-	0.00	0.00	0.00	0.00	202.1	231.0	541.8	0.0	0.0	0.0	219.0	272.4	С	0.000					
Programmable Thermostat - Space Cooling, Existing Singl	18	0.00%	\$60.00	\$ -	0.00	0.00	0.00	0.00	0.0	0.0	0.0	28.4	42.5	88.2	0.0	0.0	С	0.163					
Timer - Outdoor Light	20	0.00%	\$20.00	\$-	0.00	0.00	0.00	0.00	43.3	21.6	56.9	0.0	32.9	39.0	48.8	49.5	С	0.000					
Timer - Indoor - Light	20	0.00%	\$7.00	\$ -	0.00	0.00	0.00	0.00	14.5	7.3	19.1	0.0	11.0	13.1	16.4	16.6	C	0.059					
Timer - Indoor - Air Conditioners	20	0.00%	\$7.00	\$ -	0.00	0.00	0.00	0.00	0.0	0.0	0.0	19.4	29.1	60.3	0.0	0.0	С	0.174					
Ceiling Fan	20	0.00%	\$42.00	\$ -	0.00	0.00	0.00	0.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	С	0.000					
EnerGuide for Existing Homes - Space Heating	25	0.00%	\$150.00	ş -	0.00	0.00	0.00	0.00	34.5	39.4	92.4	0.0	0.0	0.0	37.3	46.4	C	0.000					
				\$ -																			



6.4. Appendix D: Enerconnect Marketing Materials

Please see the attached advertisement and coupons.

Compact Fluorescent Lights (CFLs)

Use 75% less electricity but get the same amount of light with a bulb that lasts up to 8 times longer. CFLs come in a range of sizes and shapes to fit almost any fixture indoor or out, and some can be used with dimmers.

Programmable Thermostats

Program your way to the #1 way to reduce your energy bill. These units automatically raise and lower the temperature to match your schedule and lifestyle. Lowering your winter temperature by 1 degree overnight will save 3% on your energy bill. Raising your summer temperature by 1 degree will also save.

Indoor & Outdoor Timers

Use electricity only when you need it. Many people leave lights on when they leave for work, or leave the air conditioner on all day. Timers can turn on lights, the air conditioner, pool pumps and holiday lights so the house is ready when you come home, to keep them off all day when they are not needed, and add to the mid day peaks.

Ceiling Fans

Saves you money several ways. When it's not too hot you can create a breeze to cool without air conditioning. When it's very hot you can set your thermostat a little higher and still be as comfortable. In the winter ceiling fans push the heat down from high ceilings.

Seasonal LED Lights

You can light up your life for holidays at a fraction of the cost. Seasonal light emitting diode (LED) strings use up to 95% less energy and last 7 times longer. They have no filaments or glass bulbs to break and produce very little heat, reducing the risk of fire.

EnerGuide for Houses

This home energy evaluation will help you plan energy efficiency retrofits that will *save you money*. A qualified energy advisor will evaluate where energy is being wasted. You will receive an EnerGuide for Houses rating along with a customized report with recommended improvements. Homeowners who complete recommended energy efficiency retrofits may qualify for a grant from the Government of Canada.



"Lighten Your Electricity Bill"

save money with these coupons at

CANADIAN TIRE from Oct. 1, 2005 to Dec. 31, 2005









Love electricity?



Hate the bill?

Lighten your electricity bill with money-saving coupons for great energy-efficient products.

Watch for your coupon insert in your electricity bill.

You'll find money-saving coupons for energy-efficient lights, thermostats, fans and timers. It's an easy way to reduce consumption, and reduce those electricity bills too.







6.5. Appendix E: Switch to Cold Marketing Material

Please see the attached advertisement.

WE'D LIKE YOU TO GET A WHOLE LOT COLDER! With winter coming, we'd like to encourage you to get colder!

In the laundry room, that is.

Because if you Switch to Cold Water when you do your laundry, you could save anywhere from \$50- \$215 dollars annually depending on your current washer settings – not to mention a whole lot of energy.

That's why we're offering special Switch to Cold coupons that save you \$1 on any Tide Coldwater Detergent products at participating stores throughout the community. Look for the coupons in your bill inserts, cash them in - and start saving on water costs right away! Your laundry room is one of the most expensive rooms in your home. So, Switch to Cold today - and look for other ways to save money in the laundry room at <u>www.switchtocold.com</u> or <u>www.guelphhydro.com</u>





THE SAVINGS YOU GENERATE WILL MAKE YOU WARM INSIDE!

Offered in conjunction with the Canadian Energy Efficiency Alliance and Proctor and Gamble Inc.

TURN ON THE COLD BRING ON THE ENERGY SAVINGS.

Did you know that 85 – 90% of the energy used to wash your clothes is used to heat the water? If you wash with warm water and rinse with cold water, switching to cold could save you up to **\$52** a year^{*} – your savings can double if you currently wash and rinse with warm. It makes good sense to switch your dial to cold.



See what you can save by washing and rinsing in cold.



* based on 6.3 loads/ week, electric water heater set at 60° C, and average national electricity usage costs.

Save \$1 on ANY Tide Coldwater Detergent

DEALER: We will reimburse the face value of coupon plus our specified handling the provided you accept it from your customer on purchase of brand specified. We no ursele discretion may reluxe reimbursement where we suspect fraudulent redemption has occurred. Applications for reimbursement received after 6 months from expiry date as indicated on this coupon, will not be accepted. Reimbursement will be made only to retail distributors who redeemed coupon or holder of Procter & Gamble certificate of authority. For redemption mail to: P&G, PO, BOX 3000, SAINT JOHN, NB, E2L 4L3, GST/HST/OST and provincial sales tax (where applicable) are included in face value of coupon.

.

CONSUMER: Limit one coupon per purchase. Valid only in Canada. Valid only on purchase of any Tide Coldwater detergent.

Procter & Gamble Inc., Toronto, Ontario.



Tide Coldwater Turn on the cold, bring on the clean.



Tide Coldwater. Specially formulated for cold water cleaning.





on ANY Tide Coldwater Determent



00000 00. 0000