

Ontario Energy Board

Northern York Region Conservation

Update to Ontario Power Authority Report

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1.0 Introduction

The October 15th 2007 Phase II Northern York Region Report prepared by the Ontario Power Authority noted that it would provide additional information on LDC Conservation activities for 2008 and 2009. This report captures the Conservation efforts put forward by the LDCs in 2007 and what has been planned for 2008 as of the date of this report. Additional Conservation initiatives may arise throughout the year as various custom programs that are put forward by LDCs are approved and implemented.

The report captures the activities of the LDCs related to OPA-funded Conservation activities along with other “direct-to-customer” provincial programs undertaken by the OPA. This report does not capture any of the activity undertaken by the LDCs with their 3rd tranche funding. The OPA’s direct-to-customer programs, Every Kilowatt Counts (approximately 62,000 coupons redeemed in Northern York Region (NYR) in 2007), and Cool Savings (approximately 1,400 participants) contributed to the Conservation target in 2007, and are also accounted for in this report.

In the October 2007 report to the OEB (EB-2005-0315), there was a conservation potential of 2.2 MW noted, which was a compilation of expected results from OPA-sponsored LDC programs and Third Tranche activities. The preliminary 2007 results for all OPA-sponsored programs, including Cool Savings and Every Kilowatt Counts, resulted in an estimated total of 2.16 MWs of savings in NYR. These MW savings do not include any of the Third Tranche activities undertaken by the LDCs in NYR. The savings generated from OPA programs are reported numbers and have not been verified using the OPA’s Measurement and Verification process. In addition, some local program results have been inferred, since three of the four LDCs in NYR area serve customers outside of NYR.

In the April 24th, 2008 Submissions of the Ontario Power Authority in EB-2007-0791, specific reference was made in regards to the development of plans to implement all economic Conservation in transmission-constrained areas. As noted in the submission, the OPA is currently running its full suite of Conservation programs in the areas that are transmission-constrained. The effect of the full program suite is to provide Conservation opportunities for all market segments in the region. The OPA is continually assessing the success of its programs to determine the need for additional or altered effort.

With respect to transmission-constrained areas, including Northern York Region, the OPA is undertaking the following initiatives to promote increased participation:

1. Establishing higher program targets for the OPA’s core programs, in partnership with the local LDCs;
2. Inviting local LDCs to propose custom programs and giving preference to those from LDCs in areas with local reliability issues; and,
3. Increasing the marketing efforts and/or incentive level offered through OPA core programs.

The report does not cover 2009 activities, however the OPA's core suite of programs (EKC, Summer Sweepstakes, GRRP, Power Savings Blitz (initially "Direct Install"), peakSaver, ERIP), along with any approved custom programs, are anticipated to continue in 2009.

2.0 Demand Response Update

In the October 15, 2007 report it was noted that Rodan was targeting an additional 4.5 MW of Demand Response ("DR") for the summer of 2008. As of the time of this report, Rodan has confirmed that it has acquired several additional MWs and will, by the end of the summer of 2008, be able to achieve this additional target, for a total of approximately 20 MWs of DR. Rodan will continue to pursue additional DR opportunities throughout 2008 and 2009 in NYR.

3.0 Generation Update

In the October 15, 2007 report, it was noted that PowerStream had anticipated 2.5 MW of generation capacity from a water pumping station in Aurora in 2008. At the time of this report, there is a total of 1.163 MW of small generation in NYR, which includes over 1 MW of the capacity that PowerStream had forecasted last October.

4.0 Conservation

OPA Conservation programs are not static in their development. As LDCs execute various program elements, they continually gain information as to the effectiveness of each program element, and future activities can be refined based upon this experience. Given this "learning by doing" approach, which facilitates a degree of customization that meets the needs of the various communities, how each LDC devises its local program plan may change from year to year. Though the portfolio of programs will remain relatively constant for 2008 and 2009, the execution of specific program elements that directly affect customer participation will change in accordance with experience. It is important to note that there continues to be flexibility in contracts with the LDCs that does not place limits on the number of customers who participate in the programs.

Given the aforementioned approach, in this section is a summary of programs and activities undertaken by the LDCs in 2007, and what has been planned to-date for 2008.

Please note, the participation levels in the 2007 Summer Savings program and the 2008 Summer Sweepstakes program will differ due to changes in program requirements. In 2007, customers were automatically eligible; in 2008, customers must register to participate in order to improve program effectiveness, resulting in decreased free-ridership.

4.1 2007 Conservation Update

The following is an overview of the OPA-sponsored programs that were undertaken by the LDCs in NYR.

4.1.1 Newmarket Hydro 2007 Conservation Initiatives

In 2007 Newmarket Hydro undertook the following OPA-sponsored programs:

- Great Refrigerator Round-Up (472 appliances picked up);
- peakSaver (497 thermostats installed);
- Summer Savings (6,318 participating customers); and
- Electricity Retrofit Incentive Program (“ERIP”) (9 applications).

4.1.2 PowerStream 2007 Conservation Initiatives

Please note that PowerStream serves the Town of Aurora, which represents a portion of its service territory. This report addresses initiatives undertaken or planned for the Town of Aurora only.

In 2007 PowerStream undertook the following programs in its service territory defined as the Town of Aurora:

- The Great Refrigerator Round-Up (147 appliances picked up);
- peakSaver (395 thermostats installed);
- Summer Savings (2,972 participating customers); and
- ERIP (2 applications).

In addition, in 2007 PowerStream piloted the Power Savings Blitz program in conjunction with the OPA under the brand “No Catch to Conserve”, with 20 small commercial customers from Aurora participating.

Further initiatives undertaken by PowerStream in 2007 included:

- Promotion of its Enershift Demand Response program for large businesses;
- Distribution of 200 compact fluorescent lights (CFLs) at the Aurora Street Festival and another 200 CFLs at the Aurora Canada Day Festival;
- “Learn to Conserve” energy workshop, held in conjunction with the Aurora Library, which attracted 30 people;
- Provision of 30 Wattreaders (individual appliance monitoring devices) to the Aurora Library for their Watt Reader Library Program;
- Initiated the installation of smart meters;
- Aurora Condominium Co-generation support; and
- Sponsored the Aurora Chamber of Commerce Conservation and Sustainability Business Achievement Award.

4.1.3 Barrie Hydro 2007 Conservation Initiatives

Please note that Barrie Hydro serves the Town of Bradford West Gwillimbury, which represents a portion of its service territory. This report addresses activities undertaken or planned in the Town of Bradford West Gwillimbury only.

In 2007 Barrie Hydro undertook the following OPA-sponsored programs:

- Great Refrigerator Round-Up (81 appliances picked up);
- peakSaver (9 thermostats installed);
- Summer Savings (1,167 participating customers); and
- ERIP (2 applications).

In addition, Barrie Hydro partnered with Rodan to assist in the introduction of Demand Response programs for companies in the Town of Bradford West Gwillimbury. Also, in 2007, approximately 1,000 CFLs were handed out to customers in Bradford through a partnership with the Bradford town offices.

4.1.4 Hydro One 2007 Conservation Initiatives

As in previous reports, Hydro One estimated that approximately one-third of the conservation initiatives undertaken in all of York Region contributed to a load reduction at Armitage TS. The following information is an estimate of what transpired in Northern York Region in response to Hydro One's Conservation programs offered throughout York Region.

In 2007 Hydro One undertook the following programs in its service territory encompassed by Northern York Region:

- peakSaver/Smartstat (1000 units installed);
- Double Return (3 participating customers);
- Cold Shoulder (3,800 participants);
- ERIP/PBIP (2 participants);
- GRRP (approximately 108 units);
- Social Housing (65 units); and
- Summer Savings (2,780 participants).

4.2 2008 Conservation Activities

In building upon the programs that were available in 2007, the OPA continues to work with the LDCs to further advance Conservation activities in Northern York Region. Examples of these efforts to-date include:

- For 2008, all of the LDCs in NYR – Barrie Hydro, Hydro One, Newmarket Hydro and PowerStream, are participating in all of the core programs: ERIP, GRRP, Power Savings Blitz, peakSaver and Summer Sweepstakes;

- Discussions have been held with several LDCs in Northern York Region that the current contractual targets are not upper limits and that the OPA is open to any opportunities to increase the amount of participation by their customers;
- The Power Savings Blitz and Custom Programs were offered this spring to LDCs, with emphasis being placed on those LDCs in transmission constrained areas;
- The Power Savings Blitz was piloted in NYR by PowerStream (Aurora) in 2007 under the name “No Catch to Conserve”. Barrie Hydro has placed emphasis in its version of the program in the community of Bradford, which is the portion of Barrie Hydro’s service territory that is in NYR. Discussions have been held with Newmarket Hydro on various opportunities to promote the program;
- Both Hydro One and PowerStream will be implementing custom programs to be available to their customers in NYR. The programs, respectively, are Double Return and the peakSaver neighbours program. Discussions have been held with Newmarket Hydro regarding their interest in undertaking the Double Return program in their service territory; and
- Newmarket Hydro has recently sent an OPA-funded promotional direct mail piece to all of its customers, which has generated significant interest and take-up in the peakSaver program.

4.2.1 Newmarket Hydro 2008 Conservation Initiatives

In 2008, Newmarket Hydro will be participating in the following Conservation programs:

- Great Refrigerator Round-Up(target of 506 appliances picked up);
- peakSaver (target of 468 thermostats installed);
- Summer Sweepstakes (target of 1,371 participating customers);
- ERIP(target of 6 applications); and
- Newmarket has registered in the Power Savings Blitz program with a target range of up to 120 small commercial customers.

Additional initiatives by Newmarket Hydro in 2008 include:

- Smart Meters: Newmarket is one of the trial implementation sites for Smart Meters in Ontario. 24,000 residential smart meters have been deployed;
- Time of Use (“TOU”): By the end of 2008, 10,000 customers will be on TOU pricing. At the time of this report, 3,000 customers were on TOU;
- Smart Clock: Currently reviewing the distribution of a highly visible 24 hour clock to 1,500 customers on TOU. The clock clearly displays the time of use periods so that they are readily identifiable by customers;
- In-Home Energy Consumption Displays: Opportunity for customers to purchase, at cost, in-home displays. Target of 75 customers;
- Kill-A-Watt Power Monitors: Customer can sign out or purchase an appliance energy consumption monitor. Target of 75 sign-outs and 25 purchases of the Kill-A-Watt; and
- Community Events: Windfall Ecology Festival: June 7 & 8 (display); Smart Meter public meetings (2 events planned); and a permanent display in the municipal office.

4.2.2 PowerStream 2008 Conservation Initiatives

In 2008, PowerStream will be participating in the following Conservation programs:

- Great Refrigerator Round-Up;
- peakSaver;
- Summer Sweepstakes;
- ERIP; and
- Power Savings Blitz

At the time of writing, PowerStream had a total of 407 NYR customers participating in peakSaver.

PowerStream will undertake the following program elements in 2008:

- Held the Aurora Home Hardware Conservation media event;
- peakSaver Neighbours Program;
- Data Centre Incentive Program;
- Sponsor the Aurora Chamber of Commerce Conservation and Sustainability Business Achievement Award;
- Green Initiatives – Think Green with PowerStream Campaign;
- Participation in the Aurora Street Festival to promote peakSaver;
- Participation in the Aurora Canada Festival to promote peakSaver;
- Attending the Aurora Home Show, promoting peakSaver;
- Continue the Watt Reader library program; and
- Additional “Learn to Conserve” sessions, in conjunction with the Aurora Library, in the spring and fall.

PowerStream will offer the OPA-sponsored peakSaver Neighbours program which provides current participants in peakSaver an incentive to have their neighbours participate in the program.

4.2.3 Barrie Hydro 2008 Conservation Initiatives

For 2008, Barrie Hydro will be participating in the following Conservation programs:

- Great Refrigerator Round-Up;
- peakSaver;
- Summer Sweepstakes;
- ERIP; and
- Power Savings Blitz. Note that the Town of Bradford West Gwillimbury is a portion of Barrie Hydro’s service territory, and Barrie Hydro is working with suppliers to focus its initial efforts with Power Savings Blitz to this area.

While it is still early in 2008 for program results, Barrie Hydro is of the opinion that they are progressing favourably to the participant targets for each 2008 program, and has the 3rd highest participation rate for Summer Sweepstakes in the province.

Barrie Hydro will undertake the following initiatives in the Town of Bradford West Gwillimbury in 2008:

- Partner with the Bradford Public Library to distribute peakSaver thermostats from its facility, facilitating participation by Bradford area customers;
- Participate in a local community festival over the summer to promote the Conservation programs;
- Continue to work with Rodan to assist in the introduction of the Demand Response program in the Town of Bradford West Gwillimbury and throughout its service territory; and
- Barrie Hydro is “piggybacking” on the London Hydro smart meter process. If their plan is approved, Barrie Hydro will start installing smart meters in its service territory beginning in 2009.

4.2.4 Hydro One 2008 Conservation Initiatives

For 2008 Hydro One is offering the following programs in its service territory encompassed by Northern York Region:

- peakSaver/Smartstat;
- Double Return;
- Cold Shoulder;
- GRRP;
- ERIP;
- Summer Sweepstakes; and
- Power Savings Blitz

In addition, Hydro One is offering further financial incentives to larger customers to reduce their electricity consumption through the OPA-sponsored Double Return custom program.