



CDM 2011-2014 Strategy

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1.0 Distributor's Name

Greater Sudbury Hydro Inc. (GSHI) is filing this CDM Strategy with the Ontario Energy Board (OEB) in accordance with the OEB's September 16, 2010 Issuance of the Conservation and Demand Management Code for Electricity Distributors (EB-2010-0215). This Strategy outlines at a high level how GSHI will meet the electricity demand and consumption targets as a requirement of its license.

2.0 Total Reduction in Peak Provincial Electricity Demand (MW)

GSHI's total reduction in Peak Provincial Electricity Demand is 8 MW per the proposed CDM Targets for Electricity Distributors issued by the OEB on June 22, 2010. Please note that this is a preliminary figure currently under review by the OEB.

3.0 Total Reduction in Electricity Consumption (kWh) Target

GSHI's total reduction in Electricity Consumption is 44,000,000 kWh per the proposed CDM Targets for Electricity Distributors issued by the OEB on June 22, 2010. Please note that this is a preliminary figure currently under review by the OEB

4.0 CDM Strategy

GSHI utilized the Ontario Power Authority's (OPA) Resource Planning Tool, taking into consideration GSHI's service territory's residential profile and past CDM program results, to forecast their results in peak demand and energy consumption.

The streamlined version of the Resource Planning Tool was used, as recommended by the OPA, to forecast the 2011-2014 results for the Consumer, Commercial & Institutional, and Industrial programs.

This strategy does not take into consideration the significant portion of the target that the OPA expects to result from smart meter and time-of-use rate implementation. OPA advised that the CDM targets assigned to all electricity distributors should include approximately 308MW of savings related to smart meters and time-of-use rates. This advice was based on a study commissioned by the OPA and filed with the OEB as part of the Integrated Power Supply Plan proceeding.

A fully allocated and cost effective strategy requires a minimum funding level. Should the soon to be announced Tier One Program budget not provide adequate funding, GSHI will need to re-evaluate our CDM Strategy.

The following tables summarize both our annual and cumulative savings by year which at this time is our preliminary review of the expected annual milestones of both peak demand and energy consumption through the delivery of the OPA contracted Province-Wide programs.

Annual Resource Savings	2011	2012	2013	2014
Peak Demand Reduction – MW	1.60	3.21	5.00	7.07
Electricity Consumption Reduction - MWh	6,871.50	8,352	12,082	15,993

Cumulative Savings	2011	2012	2013	2014
Electricity Consumption Reduction - MWh	6,871.50	12,302	24,384	43,298.50

5.0 OPA Contracted Province-Wide CDM Programs

5.1 Program Descriptions

GSHI plans to participate in the delivery of all Tier One Programs designed by the OPA in collaboration with LDCs. GSHI's plan is based upon the assumption that there will be sufficient funding available to manage and promote the OPA-contracted Province-Wide Industrial programs. Due to the fact that our CDM Targets are currently under review and the funding formula has yet to be announced, the programs and total expected reductions named herein are preliminary. Adjustments to this plan may be required when final OEB CDM Targets are issued and OPA funding information is received. No budget projections have been included.

GSHI will continue to utilize a customer-centric marketing approach, including elements ranging from bill inserts to attending community events. Our strategy for commercial and industrial customers will be built on the capacity to build and maintain strong customer relationships in addition to traditional marketing approaches.

The following tables outline the program name by customer segment.

Consumer Programs

Name	Years	Description	Target Customers
Instant Rebates	2011-14	In-store discounts on energy efficient products	Residential
Midstream Electronics Incentive	2011-14	Retail promotion of energy efficient televisions	Residential
Midstream Pools Incentive	2011-14	Retail promotion of "right sized" pool equipment	Residential
HVAC Rebates	2011-14	On-line rebates on high efficiency replacement of heating/cooling systems	Residential
Appliance Retirement	2011-14	Free pick-up/decommissioning of old, working inefficient appliances	Residential
Exchange Events	2011-14	Room air conditioner and dehumidifier exchange events at retailers	Residential
Residential New Construction	2011-14	Incentives for builders to construct efficient, smart, and integrated new homes	Residential
Residential Demand Response	2011-14	Free, installed direct load control devices and in-home display systems/capability. Non-DR offers: subsidized in-home display systems/capabilities	Residential
TOTAL	2011-14	2,890 KW	17,609 MWh

Commercial & Institutional Programs

Name	Years	Description	Target Customers
Equipment Replacement (currently ERIP)	2011-14	The Electricity Retrofit Incentive Program is an incentive program designed to encourage high-efficiency electricity retrofits to existing structures.	Commercial Institutional
Direct Install – Lighting (currently Power Savings Blitz)	2011-14	Continuation of existing lighting retrofit incentive program (PSB) for small business customers in the General Service < 50kW.	Commercial Institutional
Direct Install – Space Cooling	2011-14	New initiative that provides incentive towards servicing of roof-top and ground-mounted air conditioners with a capacity of 25 tons or less.	Commercial Institutional
New Construction (currently HPNC)	2011-14	Inclusion of existing HPNC program which provides incentives for energy efficient new building design as well as installation of energy efficient measures.	Commercial Institutional
Small Commercial Demand Response	2011-14	Free, installed direct load control devices and in-home display systems/capability. Non-DR offers: subsidized in-home display systems/capabilities	Commercial Institutional
DR1	2011-14	An initiative where distribution-connected electricity customers voluntary provide DR capabilities to reduce peak demand and increase system reliability	Commercial Institutional
DR3	2011-14	An initiative where distribution-connected electricity customers to provide DR capability to mandatorily reduce peak demand and increase system reliability	Commercial Institutional
Building Commissioning	2011-14	Commissioning of chilled water plants for customers with a demand > 50 kW and facilities larger than 50,000 sq ft.	Commercial Institutional
TOTAL	2011-14	3,950 KW	21,987 MWh

Industrial Programs

Name	Years	Description	Target Customers
Equipment Replacement (currently ERIP)	2011-14	Incentive program designed to encourage high-efficiency electricity retrofits to existing structures.	Industrial
Industrial Accelerator	2011-14	New component aimed at improving the energy efficiency of equipment and production processes by offering capital incentive and enabling initiatives.	Industrial
Energy Manager / Roving Energy Manager	2011-14	Access funding for customer-employed energy manager(s) for eligible consumers. Access funding for LDC-employed roving energy manager(s).	Industrial
Key Accounts Manager	2011-14	Join with other LDCs in close geographical proximity to apply for a shared Key Accounts Manager.	Industrial
DR1	2011-14	An initiative where distribution-connected electricity customers voluntary provide DR capabilities to reduce peak demand and increase system reliability	Industrial
DR3	2011-14	An initiative where distribution-connected electricity customers to provide DR capability to mandatorily reduce peak demand and increase system reliability	Industrial
TOTAL	2011-14	170 KW	781 MWh

Low Income Programs

GSHI intends to participate in the OPA-Contracted Province-Wide Low Income Program. Our strategy and forecasted reductions in provincial peak electricity demand and electricity consumption can only be determined once this program has been finalized and its details regarding funding and program components are made available.

6.0 Potential Board-Approved CDM Programs

6.1 OEB Approved Programs

Recognizing the importance of sustaining CDM and the special needs for ratepayers in Northern Ontario, in July 2008 GSHI sought and was granted Board-Approval for additional CDM funding for the period of 2009-2011. This funding now supports a suite of custom programs designed to bridge the gap between the needs of the province and the local constraints of the Greater Sudbury Community.

Our current assumption is that the OPA Contracted Province-Wide programs and GSHI Board-Approved Programs will allow GSHI to reach 98% of our Peak Provincial Electricity Demand (MW) and Electricity Consumption (kWh) Targets. Should this assumption need to be readdressed in order for us to meet our CDM Targets, we will potentially develop, or join with another Local Distribution Company (LDC), in seeking a Board-Approved CDM Program.

It is our intent to review several options including the increase of OPA-contracted Province-Wide programs and/or additional Board-Approved programs collaborated with other LDCs in order to achieve 100% of our Peak Provincial Electricity Demand (MW) and Electricity Consumption (kWh) Targets.

Name	Years	Description	Target Customers	Peak Reduction MW ¹	Consum. Reduction MWh ²
Community Awareness Program	2011	The goal of this program is to engage the public, businesses and youth in energy conservation activity. The program included the following elements: Waste-Not-Watt-Not Program, Kill-A-Watt Monitor Program, Home Sweepstake and Smart Meter Education Program.	Residential	N/A	N/A

¹ Based on revised expected program uptake in 2011.

² IBID.

Electrical Thermal Storage Heating (ETS) Program	2011	ETS is an off-peak electric heating system. ETS equipment utilizes a storage medium to store heat during off-peak hours, and releasing it consistently throughout the day during the mid-peak and on-peak hours. ETS provide substantial load shifting opportunities. This program offers an incentive up to \$2500.00.	Residential	0	0
Commercial Parking Lot Plug Controller Program	2011	Parking lot controllers are electronically controlled receptacles that replace existing parking stall power outlets. The devices control the electricity going to an outdoor plug by measuring the outside temperature. This program offers a \$175.00 financial incentive per device to encourage building and property managers to install controllers at their sites.	Commercial Institutional	0	1123.5
Vending Machine and Self Service Coolers Efficiency Program	2011	Using Smart controls to manage the power consumption of vending machines, this technology is capable of powering down when no movement is detected within 20 feet of the machine for more than 15 minutes, monitor room temperature and occupancy patterns to optimize cooling cycles and avoid heavy-use machine start ups when powered down. This program offers a \$175.00 financial incentive per device	Commercial Institutional	N/A	1123.5
LED Traffic Light Conversion Program	2011	This program will be open to municipalities within the existing Greater Sudbury Hydro service area and will	Commercial Institutional	0.06	530

		encourage shifting towards low energy consuming LED technology.			
West Nipissing Street Light Conversion Program	2011	This program has been designed to assist the municipality of West Nipissing make more efficient purchase decisions regarding street lighting fixtures.	Commercial Institutional	0	144.5
Evaluation Costs	2011	Report on findings end of 2010; and, final portfolio evaluation 2009-2011 inclusive.	All		
Total				0.06	2921.5

7.0 Program Mix

Sections 5 and 6 herein illustrate the programs which will be delivered to all customer types in GSHI's service territory, including residential, commercial, industrial, and institutional customers. The strategy was developed having regard to the composition of GSHI's customer base.

GSHI intends on participating in the OPA-Contracted Province-Wide Low Income Program once additional information has been made available regarding program options and funding.

8.0 CDM Programs Co-ordination

GSHI intends to work with other LDCs of similar size and/or geographical closeness in the administration, marketing and implementation of the current OPA Contracted Province-Wide programs being offered. Through this collaboration GSHI expects to achieve efficiencies of delivery and cost savings in the future.

GSHI will, where appropriate, work closely with local Social Service Agencies, local municipal governments, natural gas distributors and other LDC's to deliver its portfolio of OPA-contracted Province-Wide CDM Programs, including an OPA-contracted Low Income program.