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153 Sixth Avenue – 153 Sixième avenue
P.O. Box 640 – C.P. 640
Cochrane, Ontario P0L 1C0

October 28, 2010

Ontario Energy Board
P.O. Box 2319
2300 Yonge St. 27th Floor
Toronto, ON M4P 1E4

Attention: Kirsten Walli, Board Secretary

Dear Ms. Walli:

Re: Northern Ontario Wires Inc. CDM Strategy

In accordance with the filing instructions received on October 26, 2010, please find enclosed two (2) paper copies of our Conservation and Demand Management Strategy for your records. An electronic version was filed through the OEB's web portal today as well.

If you have any questions regarding our submission, please do not hesitate to contact the undersigned.

Trusting this is satisfactory, I remain,

Yours truly,

Original Signed By

Doug Theobald
CEO



Conservation and Demand Management Strategy 2011-2014

November 1, 2010

Northern Ontario Wires Inc.
153 Sixth Avenue
P.O. Box 640
Cochrane, ON P0L 1C0

1. Distributor's Name: Northern Ontario Wires Inc. (NOW)

2. Total Reduction in Peak Provincial Electricity Demand (MW)

Target: 1 MW

3. Total Reduction in Electricity Consumption (kWh) Target:

6 000 000 kWh

4. CDM Strategy

Northern Ontario Wires Inc. serves the communities of Cochrane, Iroquois Falls and Kapuskasing in north-eastern Ontario. It is noted that this LDC currently experiences a winter peak and has developed its CDM strategy in accordance with this demand.

Northern Ontario Wires Inc. is planning to deploy a variety of programs that will target multiple customer classes within our area. We have had communications with our local municipalities and District Social Services Board who are eager to participate in the programs we are offering.

Our initial strategy is to achieve targets within three years, and then sustain program efforts in the fourth year to ensure success of the programs and to explore any additional opportunities.

The following chart summarizes programming proposed to be undertaken by NOW, and the expected savings from each program area, towards meeting the overall peak demand and electricity consumption targets.

	2011			2012			2013			2014		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Consumer Program	2,251	0.02	122	1,325	0.04	340	1,327	0.06	644	1,334	0.08	1,034
Business Program	114	0.65	1,070	36	0.72	2,335	34	0.77	3,618	40	0.83	5,030
Industrial Program	6	0.08	475	3	0.12	1,207	1	0.14	2,024	1	0.15	2,928
Low Income Program		0	0		0	0		0	0		0	0
TOTAL		0.75	1,667		0.88	3,881		0.96	6,286		1.06	8,992
TARGET											1	6,000
"+/-"											0.06	2,992

Further details are presented in Appendix A.

5. OPA-Contracted Province-Wide Programs

NOW proposes to undertake the following programs to meet their CDM Target requirements for years 2011-2014. Program budgets will be a function of funding formulae being finalized at the OPA. No specific budget information or allocation of provincial program funding was available at the time of this submission.

5.1 Consumer Programs

Northern Ontario Wires Inc. has elected to participate in a number of consumer programs, which will include the Great Refrigerator Round-Up among others (please refer to Appendix A). We estimate that the consumer programs will represent approximately 17.23% of our energy savings target.

Consumer Programs

Appliance Retirement/Exchange Events

This initiative is a carry forward and enhancement of the Great Refrigerator Roundup. It includes free pick-up and decommissioning of old, inefficient, working, appliances. As well, the Exchange events target room air conditioners and dehumidifiers at retail locations:

The Exchange Events portion of the Program is a carry forward and enhancement of exchange events previously hosted by retailers. It includes exchange events held biannually at participating retailers for room air conditioners and dehumidifiers. The Spring exchange event will feature a \$50 coupon toward the purchase of a high efficiency replacement unit; the Fall event will feature a \$25 gift card.

	2011			2012			2013		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Instant Rebates	2,044	0.00	65	1,114	0.00	169	1,114	0.00	313
Appliance Retirement	77	0.01	36	73	0.01	107	65	0.01	201

Instant Discounts (Rebates)

This is a carry forward of the Power Savings Event with some enhancements. It will now include year round coupons and bi-annual in-store instant discounts (Rebates) for energy efficient products.

Measures for this program include: Energy Star CFLs, Energy Star qualified fixtures, Energy Star Ceiling fans, Lighting Control products, Hot water pipe wrap, Water Heater Blanket, Weather-stripping, Heavy Duty Plug In Timer, Advanced Power strips, Clotheslines, and Baseboard Programmable thermostats for electric baseboard heaters.

	2011			2012			2013		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Instant Rebates	2,044	0.00	65	1,114	0.00	169	1,114	0.00	313

HVAC Discounts (Rebates)

This offer is a carry forward of the Cool Savings Rebate. It has been enhanced to include local marketing and engagement. Measures include: High Efficiency furnaces equipped with electronically commutated motors (ECM) and Energy Star qualified Central Air conditioners.

	2011			2012			2013		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
HVAC Rebates	43	0.01	12	45	0.02	38	48	0.03	77

Midstream Incentives

This is a carry over and enhancement of the midstream television incentive from the Power Savings Event. In addition to providing incentives for retailers to promote energy efficient televisions, it will include incentives for satellite and cable providers to use high-efficiency set-top boxes and network configurations. It will also include pool pumps, providing contractors with incentives to install “right sized” pool equipment. Savings from the midstream initiatives will be proportionally allocated to LDCs based on the size of their residential customer base.

	2011			2012			2013		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Midstream Electronics Incentive	50	0.00	1	50	0.00	2	50	0.00	4
Midstream Pools Incentive	2	0.00	1	2	0.00	4	2	0.00	7

Residential New Construction

This is a new initiative. It includes incentives for builders to construct new, single family homes that include energy efficiency standards that are above current building codes. It includes incentives for:

- Prescriptive measures:
 - “All-off” Switches
 - ECM Motors
 - SEER 15 CAC
 - Lighting Control Products
 - Energy Efficient Lighting Fixtures
 - Residential Demand Responses Devices (subject to results of the pilots)

	2011			2012			2013		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Residential New Construction	31	0.00	5	37	0.00	16	44	0.00	34

5.2 Business Programs

This will be our more aggressive curriculum featuring the Power Savings Blitz Program and the Electricity Retrofit Incentive Program (ERIP), which will target this customer base within our three communities. Our expected results are 83% of both the energy savings target and the summer peak demand savings target.

Business Programs

Direct Install – Lighting

The Direct Installed Lighting initiative targets customers in the General Service <50kW account category. Participation for the existing version of this initiative, the Power Savings Blitz, has been very high. In addition to offering eligible customers up to \$1,000 in equipment upgrades at no charge, standard prescriptive incentives will now be available for eligible equipment beyond the initial \$1,000 limit. There will also be a similar initiative for servicing of space cooling equipment, as described below.

A customer can qualify for Direct Installed Lighting incentives for a given building or premises only once during the Program period (through December 31,

2014). The customer can, however, take advantage of other Program initiatives including Equipment Replacement incentives (assuming they satisfy the criteria for the other initiative(s)) with regard to the particular building or premises.

The following table includes both Direct Install Lighting and Direct Install Space Cooling.

	2011			2012			2013			2014		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Power Savings Blitz	92	0.02	139	12	0.03	296	2	0.02	400	2	0.02	497

Direct Install – Space cooling

The Direct Serviced Space Cooling initiative is available to customers with roof-top or ground-mounted air conditioning systems with a capacity of 25 tons or less. The initiative is intended to target the same customer base as the Direct Install Lighting initiative, although in some cases customers in the General Service >50 kW account category will also be eligible. Basing the eligibility criteria on air conditioner size is intended to simplify the determination of possible participants by HVAC Contractors. This initiative provides for up to \$750 of services and labour to service the customer’s air-conditioning unit(s).

Equipment Replacement

Equipment replacement projects have traditionally been categorized in ERIP and other similar programs as either Prescriptive or Custom. The Prescriptive approach utilizes a list of specific measures for which the incentive is prescribed. The Custom approach requires a more sophisticated, and in some cases complex, process to determine the potential for demand reductions or energy savings. The Program will continue these two approaches, but will also include an Engineered approach.

	2011			2012			2013			2014		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
MultiRes, SecondarySchools	3	0.58	791	0	0.60	1,610	0	0.61	2,403	0	0.64	3,233
Small Office	2	0.02	42	2	0.04	126	1	0.05	221	1	0.07	328
Agriculture	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00	0
Small Retail	2	0.00	16	1	0.01	44	1	0.01	72	1	0.01	104
MultiResidential	15	0.01	60	20	0.02	186	31	0.03	368	36	0.04	594
Large Retail	0	0.01	20	0	0.02	66	0	0.03	139	0	0.05	246
Elementary Schools	0	0.00	2	0	0.00	7	0	0.00	15	0	0.01	28

5.3 Industrial Programs

For this sector we will be featuring the Electricity Retrofit Incentive Program to our customers, which will include both custom and prescriptive measures. This is not our largest customer base, however we anticipate energy savings of approximately 49%.

Industrial Programs

Industrial Equipment Replacement

Equipment replacement projects have traditionally been categorized in ERIP and other similar programs as either Prescriptive or Custom. The Prescriptive approach utilizes a list of specific measures for which the incentive is prescribed. The Custom approach requires a more sophisticated, and in some cases complex, process to determine the potential for demand reductions or energy savings. The Program will continue these two approaches, but will also include an Engineered approach.

	2011			2012			2013			2014		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Custom Industrial	1	0.01	45	0	0.01	91	0	0.01	136	0	0.01	181
ERIP Prescriptive Industrial	5	0.07	429	3	0.11	1,116	1	0.13	1,889	1	0.14	2,747

5.4 Low-Income Programs

Northern Ontario Wires Inc. has made contact with the local social housing board with regard to upcoming programs. It is our intent to participate in this program, however details

are still pending. It is NOW's intent to incorporate delivery of this program into its delivery mix when it becomes available.

6. Board-Approved Programs

Northern Ontario Wires Inc. has no immediate plans to undertake Board-Approved Programs at this time. However, it is possible that amendments to this strategy may be implemented at a future date, pending 2011 reported results and ensuing review of any projected shortfalls in target achievement.

7. Program Mix

By pursuing results across a full spectrum of OPA-Contracted Province-Wide Programs (Section 5), Northern Ontario Wires Inc. has targeted all customer types within its distribution area. Northern Ontario Wires Inc. has also committed to consider incorporating low income customer programs currently under development by the OPA and/or pursue additional Board-Approved Programs in this area as required.

8. CDM Program Co-ordination

Northern Ontario Wires Inc. has retained the services of Burman Energy Consultants Group Inc. to implement a large portion of its CDM Programs. We have been in contact with local municipalities in our district territory as well as social housing in order to leverage opportunities for coordination. Additionally, NOW Inc. is a member of the North-East District 9 EDA group, which is coordinating efforts by leveraging successes. All other programs will be handled in-house by the CDM Coordinator.

APPENDIX A

All results are cumulative

	2011			2012			2013			2014		
	No. Of participant	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Consumer Program	2,251	0.02	122	1,325	0.04	340	1,327	0.06	644	1,334	0.08	1,034
Business Program	114	0.65	1,070	36	0.72	2,335	34	0.77	3,618	40	0.83	5,030
Industrial Program	6	0.08	475	3	0.12	1,207	1	0.14	2,024	1	0.15	2,928
Low Income Program		0	0		0	0		0	0		0	0
TOTAL		0.75	1,667		0.88	3,881		0.96	6,286		1.06	8,992
TARGET											1	6,000
"+/-"											0.06	2,992

	2011			2012			2013			2014		
	No. Of participant	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Instant Rebates	2,044	0.00	65	1,114	0.00	169	1,114	0.00	313	1,114	0.01	496
Midstream Electronics Incentive	50	0.00	1	50	0.00	2	50	0.00	4	50	0.00	7
Midstream Pools Incentive	2	0.00	1	2	0.00	4	2	0.00	7	2	0.00	12
HVAC Rebates	43	0.01	12	45	0.02	38	48	0.03	77	50	0.04	131
Appliance Retirement	77	0.01	36	73	0.01	107	65	0.01	201	58	0.02	314
Exchange Events	4	0.00	1	4	0.00	4	4	0.00	8	4	0.00	13
Residential New Construction	31	0.00	5	37	0.00	16	44	0.00	34	55	0.01	61
Demand Response	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00	0
TOTAL	2,251	0.02	122	1,325	0.04	340	1,327	0.06	644	1,334	0.08	1,034

	2011			2012			2013			2014		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
MultiRes Condo, Secondary Schools, Large Office	3	0.58	791	0	0.60	1,610	0	0.61	2,403	0	0.64	3,233
Small Office	2	0.02	42	2	0.04	126	1	0.05	221	1	0.07	328
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MultiResidential	15	0.01	60	20	0.02	186	31	0.03	368	36	0.04	594
Large Retail	0	0.01	20	0	0.02	66	0	0.03	139	0	0.05	246
Elementary Schools	0	0.00	2	0	0.00	7	0	0.00	15	0	0.01	28
Small Commercial DR	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00	0
DR1	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00	0
DR3	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00	0
TOTAL	114	0.65	1,070.36	36	0.72	2,334.67	34	0.77	3,617.94	40	0.83	5,029.99

	2011			2012			2013			2014		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Industrial Accelerator	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00	0
Custom Industrial	1	0.01	45	0	0.01	91	0	0.01	136	0	0.01	181
ERIP Prescriptive Industrial	5	0.07	429	3	0.11	1,116	1	0.13	1,889	1	0.14	2,747
DR1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DR3	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00	0
TOTAL	6	0.08	474.51	3	0.12	1,206.57	1	0.14	2,024.47	1	0.15	2,928.22

	2011			2012			2013			2014		
	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh	No. Of participants	MW	MWh
Low Income	0	0	0	0	0	0	0	0	0	0	0	0
Low Income	0	0	0	0	0	0	0	0	0	0	0	0
Low Income	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL		0	0		0	0		0	0		0	0