
Oakville Hydro Electricity Distribution Inc.

Conservation and Demand Management

2011 Annual Report

EB-2010-0215

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Executive Summary

On March 31, 2010, the Minister of Energy and Infrastructure issued a directive (the “Directive”) to the Ontario Energy Board (the “Board”) with regard to electricity conservation and demand management (“CDM”) targets to be met by licensed electricity distributors (“Distributors”). The Directive required that the Board amend the licenses of Distributors to add, as a condition of license, the requirement for Distributor to achieve reductions in electricity demand through the delivery of CDM programs over a four-year period beginning January 1, 2011. On November 12, 2010, the Board amended Oakville Hydro’s distribution license to require that Oakville Hydro achieve 20.7 MW net summer peak demand savings and net cumulative energy savings of 74.06 GWh by 2014.

On June 22, 2010, the Board also informed Distributors of the proposed CDM Code for Electricity Distributors to set out the obligations and requirements Distributors must comply with in relation to the CDM Targets and on September 16, 2010 the Board issued the CDM Code. In accordance with the CDM Code, Oakville Hydro filed a CDM Strategy with the Board on November 1, 2010 which set out a high-level description of how Oakville Hydro planned to achieve its CDM Targets. On February 25, 2011, Oakville Hydro filed an addendum to its strategy which supplemented Oakville Hydro’s CDM Strategy by providing a preliminary budget for the delivery of CDM programs.

Based on the 2011 verified electricity savings and peak demand savings issued on August 31, 2011 by the Ontario Power Authority (the “OPA”), Oakville Hydro has achieved 2.2 MW in net peak summer demand savings which represents 10.8% of its four-year peak demand reduction target of 20.7 MW. Oakville Hydro has also achieved 26.94 GWh in net cumulative energy savings which represents 36.4% of its four-year energy savings target.

The 2011 year was a transitional year for the CDM Program; however, the overall results are trending positive and comparative to other Distributors results. In its CDM strategy, Oakville Hydro forecasted that it would achieve 33.0% of its GWh Target through OPA province-wide programs. Oakville Hydro’s verified achievement of 36.4% of its four-year CDM Target demonstrates Oakville Hydro’s success in delivering CDM Programs. In contrast, the achievement Oakville Hydro’s net peak demand savings has proven to be more of a challenge than Oakville Hydro had anticipated when it prepared its CDM Strategy. While Oakville Hydro had forecasted that it would achieve 16.1% of its peak demand target through OPA province-wide programs the verified achievement was 8.3%.

Throughout 2011, Oakville Hydro continued to deliver Tier 1 Programs from pre-2011. These programs enabled Oakville Hydro to provide consistency in the market place to

ensure electricity consumers that CDM programs would continue to be available, and to continue the engagement with Oakville Hydro's contracted CDM service providers. These pre-2011 Programs contributed 262 kW and 5.8 GWh to Oakville Hydro's 2011 achievements.

In its CDM Strategy, Oakville Hydro forecasted that the OPA's Contracted Province-Wide CDM Programs ("Tier 1 Programs") would deliver 64% of Oakville Hydro's peak demand target and 92% of its net cumulative energy savings target. The balance of the net savings was forecasted to be achieved through Board-Approved CDM Programs ("Tier 2 Programs"). Oakville Hydro considered a number of Board-Approved CDM Programs in collaboration with other utilities, however, in light of the Board's recent decisions and *Guidelines for Electricity Distributor Conservation and Demand Management* issued on April 26, 2012 (the "Guidelines") Oakville Hydro has not sought approval for Tier 2 Program funding to date. As a result, Oakville Hydro continues to focus its efforts on the Tier 1 Programs to achieve its CDM Targets.

In Summary, Oakville Hydro's 2011 verified electricity savings and peak demand savings demonstrate that it is committed to the achievement of energy and demand savings. Although there were a number of delays with the Tier 1 Programs in 2011, Oakville Hydro was able to progress towards its 2014 Targets well.

Oakville Hydro continues to strive towards the achievement of its CDM targets through the implementation of Tier 1 Programs. Oakville Hydro is committed to the dedication of adequate resources to its CDM Program and plans to explore new opportunities to expand its CDM market potential across all customer classes through its own initiatives and collaborative efforts with other Distributors. Oakville Hydro will also be reviewing its practices for CDM program initiative implementation and providing feedback to the OPA on potential program initiative enhancements where warranted.

Background

On March 31, 2010, the Minister of Energy and Infrastructure of Ontario, under the guidance of sections 27.1 and 27.2 of the *Ontario Energy Board Act, 1998*, directed the OEB to establish CDM targets to be met by electricity distributors. Accordingly, on November 12, 2010, the OEB amended the distribution licence of Oakville Hydro Electricity Distribution Inc. to require Oakville Hydro, as a condition of its licence, to achieve 74.06 GWh of energy savings and 20.7 MW of summer peak demand savings, over the period beginning January 1, 2011 through December 31, 2014.

In accordance with the same Minister's directive, the OEB issued the Conservation and Demand Management Code for Electricity Distributors (the Code) on September 16, 2010. The code sets out the obligations and requirements with which electricity distributors must comply in relation to the CDM targets set out in their licences. To comply with the Code requirements, Oakville Hydro submitted its CDM Strategy on November 1, 2010 which provided a high level of description of how Oakville Hydro intended to achieve its CDM targets.

The Code also requires a distributor to file annual report with the Board. This Annual Report is therefore prepared accordingly and covers the period from January 1, 2011 to December 31, 2011.

1 Board-Approved CDM Programs

1.1 Introduction

In its Decision and Order dated November 12 2010, (**EB-2010-0215 & EB-2010-0216**), the OEB ordered that, (to meet its mandatory CDM targets), “Each licensed electricity distributor must, as a condition of its licence, deliver Board-Approved CDM Programs, OPA-Contracted Province-Wide CDM Programs, or a combination of the two”.

At this time, the implementation of Time-of-Use (“TOU”) Pricing is the only Board-Approved CDM program that is being offered in Oakville Hydro’s service area.

1.2 TOU Pricing

1.2.1 BACKGROUND

In its April 26, 2012 CDM Guidelines, the OEB recognizes that a portion of the aggregate electricity demand target was intended to be attributable to savings achieved through the implementation of TOU Pricing. The OEB establishes TOU prices and has made the implementation of this pricing mechanism mandatory for distributors. On this basis, the OEB has determined that distributors will not have to file a Board-Approved CDM program application regarding TOU pricing. The OEB has deemed the implementation of TOU pricing to be a Board-Approved CDM program for the purposes of achieving the CDM targets. The costs associated with the implementation of TOU pricing are recoverable through distribution rates, and not through the Global Adjustment Mechanism (“GAM”). #

In accordance with a Directive dated March 31, 2010 by the Minister of Energy and Infrastructure, the OEB is of the view that any evaluations of savings from TOU pricing should be conducted by the OPA for the province, and then allocated to distributors. Oakville Hydro will report these results upon receipt from the OPA. As of September 30, 2012, the OPA has not released its preliminary results of TOU savings to distributors. Therefore Oakville Hydro Electricity Distribution Inc. is not able to provide any verified savings related to Oakville Hydro Electricity Distribution Inc.’s TOU program at this time.

1.2.2 TOU PROGRAM DESCRIPTION

Target Customer Type(s): Residential and small business customers (up to 250,000 kWh per year)

Initiative Frequency: Year-Round

Objectives: TOU pricing is designed to incent the shifting of energy usage. Therefore peak demand reductions are expected, and energy conservation benefits may also be realized.

Description: In August of 2010, the OEB issued a final determination to mandate TOU pricing for Regulated Price Plan (“RPP”) customers by June 2011, in order to support the Government’s expectation for 3.6 million RPP consumers to be on TOU pricing by June 2011, and to ensure that smart meters funded at ratepayer expense are being used for their intended purpose.

The RPP TOU price is adjusted twice annually by the OEB. A summary of the RPP TOU pricing is provided below:

RPP TOU Effective Date	Rates (cents/kWh)		
	On Peak	Mid Peak	Off Peak
November 1, 2010	9.9	8.1	5.1
May 1, 2011	10.7	8.9	5.9
November 1, 2011	10.8	9.2	6.2
May 1, 2012	11.7	10.0	6.5

Delivery: OEB set rates; LDC installation and maintenance of the meter; LDC converts customers to TOU billing.

Initiative Activities/Progress:

Oakville Hydro began transitioning 286 RPP customers to TOU billing in October of 2006 as part of an OEB approved Smart Meter Pilot Project. By December 31st, 2011, there were 57,697 RPP customers being billed using the TOU billing structure. This includes 56,525 residential and 1,172 general service <50kW class customers.

Consumer education and awareness activities included the following activities:

- Billing inserts
- Door hangers
- TOU rate information OEB handbooks
- Newspaper publications

- Public meetings and public presentations
- Community events

1.3 Oakville Hydro Electricity Distribution Inc.'s Application with the OEB

Oakville Hydro did not submit any applications to the OEB for Board Approved CDM programs in 2011.

2 OPA-Contracted Province-Wide CDM Programs (TIER 1)

2.1 Introduction

Effective February 25, 2011, Oakville Hydro entered into a Master Agreement with the OPA to deliver CDM programs extending from January 1, 2011 to December 31, 2014. Part of the Master Agreement included the acceptance of distinct initiatives or schedules of each individual program offered by the OPA, which are listed below. Some initiatives were not ``market ready`` at the time of signing the Master Agreement. Other initiatives were extended from previous programs for continuity purposes until the schedules were ready. As a result, the outcome of these programs will be reported from projects started pre 2011 which were completed in 2011:

Initiative	Schedule	Date schedule posted	Customer Class	Extended from Previous Initiatives
Residential Program				
Appliance Retirement	Schedule B-1, Exhibit D	<i>Jan 26 2011</i>	<i>All residential rate classes</i>	<i>yes</i>
Appliance Exchange	Schedule B-1, Exhibit E	<i>Jan 26 2011</i>	<i>All residential rate classes</i>	<i>no</i>
HVAC Incentives	Schedule B-1, Exhibit B	<i>Jan 26 2011</i>	<i>All residential rate classes</i>	<i>no</i>
Conservation Instant Coupon Booklet	Schedule B-1, Exhibit A	<i>Jan 26 2011</i>	<i>All residential rate classes</i>	<i>no</i>
Bi-Annual Retailer Event	Schedule B-1, Exhibit C	<i>Jan 26 2011</i>	<i>All residential rate classes</i>	<i>no</i>
Residential Demand Response	Schedule B-3	<i>Aug 22 2011</i>	<i>All general service classes</i>	<i>yes</i>
New Construction Program	Schedule B-2	<i>Jan 26 2011</i>	<i>All residential rate classes</i>	<i>no</i>
Commercial & Institutional Program				
Efficiency: Equipment Replacement	Schedule C-2	<i>Jan 26 2011</i>	<i>All general service classes</i>	<i>no</i>
Direct Install Lighting	Schedule C-3	<i>Jan 26 2011</i>	<i>General Service < 50 kW</i>	<i>yes</i>

Existing Building Commissioning Incentive	Schedule C-6	<i>Feb2011</i>	<i>All general service classes</i>	<i>no</i>
New Construction and Major Renovation Initiative	Schedule C-4	<i>Feb 2011</i>	<i>All general service classes</i>	<i>no</i>
Energy Audit	Schedule C-1	<i>Jan 26, 2011</i>	<i>All general service classes</i>	<i>no</i>
Commercial Demand Response (part of the Residential program schedule)	Schedule B-3	<i>Jan 26, 2011</i>	<i>All general service classes</i>	<i>no</i>
Demand Response 3 (part of the Industrial program schedule)	Schedule D-6	<i>May 31, 2011</i>	<i>General Service 50 kW & above</i>	<i>yes</i>
Industrial Program				
Process & System Upgrades	Schedule D-1	<i>May 31, 2011</i>	<i>General Service 50 kW & above</i>	<i>no</i>
Monitoring & Targeting	Schedule D-2	<i>May 31, 2011</i>	<i>General Service 50 kW & above</i>	<i>no</i>
Energy Manager	Schedule D-3	<i>May 31, 2011</i>	<i>General Service 50 kW & above</i>	<i>no</i>
Efficiency: Equipment Replacement Incentive (part of the C&I program schedule)	Schedule C-2	<i>May 31, 2011</i>	<i>General Service 50 kW & above</i>	<i>no</i>
Demand Response 3	Schedule D-6	<i>May 31, 2011</i>	<i>General Service 50 kW & above</i>	<i>yes</i>
Home Assistance Program				
Home Assistance Program	Schedule E-1	<i>May 9, 2011</i>	<i>All residential rate classes</i>	<i>no</i>
Pre-2011 Programs completed in 2011				
Electricity Retrofit Incentive Program	<i>n/a</i>	<i>n/a</i>	<i>All general service classes</i>	<i>N/A</i>
High Performance New Construction	<i>n/a</i>	<i>n/a</i>	<i>All general service classes</i>	<i>N/A</i>
Toronto Comprehensive	<i>n/a</i>	<i>n/a</i>	<i>All general service classes</i>	<i>N/A</i>

Multifamily Energy Efficiency Rebates	n/a	n/a	All general service classes	N/A
Data Centre Incentive Program	n/a	n/a	All general service classes	N/A
EnWin Green Suites	n/a	n/a	All general service classes	N/A

Several initiatives that were included in the schedules were not in market in 2011. The OPA has communicated that the initiatives listed in the table below were not in market in 2011 and that they represent a very small percentage* of the forecasted energy and demand savings. During the 2011 program year, the OPA placed emphasis on supporting the implementation of initiatives that would offer the greatest ratepayer value and greatest amount of persisting savings.

Initiative Not in Market in 2011	Objective	Status
Residential Program		
Midstream Electronics	The objective of this initiative is to encourage retailers to promote and sell high efficiency televisions, and for distributors to distribute high efficiency set top boxes.	Not launched to market
Midstream Pool Equipment	The objective of this initiative is to encourage pool installers to sell and install efficient pool pump equipment in residential in-ground pools.	Not launched to market
First Nations Program	First Nations programs are delivered by OPA and results are attributed to LDCs for reporting.	Not launched to market
Home Energy Audit Tool	This is a provincial online audit tool to engage customers in conservation and help drive customer participation to CDM programs.	Not launched to market
Commercial & Institutional Program		
Direct Service Space Cooling	The objective of this initiative is to offer free servicing of air conditioning systems and refrigeration units for the purpose of achieving energy savings and demand reduction.	Not launched to market in 2011. The OPA has no plans to launch this initiative 2012
Demand Response 1	This initiative allows distribution customers to voluntarily reduce electricity demand during certain periods of the year pursuant to the DR 1 contract. The initiative provides DR payment for service for the actual electricity reduction provided during a demand response event.	No customer uptake for this initiative
Industrial Program		
Demand Response 1	As above	No customer uptake for this initiative

The Master CDM Program Agreement includes program change management provisions in Article 3. Collaboration between the OPA and the Local Distribution Companies

(LDCs) commenced in 2011 as the change management process was implemented to enhance the saveONenergy program suite. The change management process allows for modifications to the Master Service Agreement and initiative Schedules. The program enhancements give LDCs additional tools and greater flexibility to deliver programs in a way that meets the needs of customers and further drives participation in the initiatives.

2.2 Program Descriptions

2.2.1 RESIDENTIAL PROGRAM

2.2.1.1 APPLIANCE RETIREMENT INITIATIVE (Exhibit D)

Target Customer Type(s): Residential Customers

Objectives: Achieve energy and demand savings by permanently decommissioning older, inefficient refrigeration, freezers, room air conditioners and dehumidifier appliances located in Ontario.

Description: This is an energy efficiency Initiative that offers individuals and businesses free pick-up and decommissioning of old large refrigerators and freezers that meet the following criteria:

- Are between 10-27 cubic feet
- in working condition (plugged in 24 hrs. prior to pick up)
- 15 years of age or older

Window air conditioners and portable dehumidifiers will also be picked up if a refrigerator or a freezer is being collected. The conditions for the window air conditioners and portable dehumidifiers are:

- in working condition
- 10 years of age or older
- window air conditioners must be removed from the window prior to pick up and placed near a power source.

Targeted End Uses: Large refrigerators, large freezers, window air conditioners and portable dehumidifiers.

Delivery: OPA centrally contracts for province-wide marketing, call centre, appliance pick-up and decommissioning process. LDC provides local marketing and coordination with municipal pick-up where available.

Additional detail is available:

- Schedule B-1, Exhibit D
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20B-1%20Residential%20Program.pdf and
- SaveONenergy website <https://saveonenergy.ca/Consumer/Programs/Appliance-Retirement.aspx>

Marketing Tactics Used:

In 2011, Oakville Hydro provided Marketing support for this initiative through:

- Bill Inserts (cross program promotion with HVAC, Coupons and Demand Response)
- Promotion on billing envelope
- Promotion on bill statement messaging
- Website promotion- all year
- Promotion at retail events
- Promotion at community events
- Collateral and fridge magnets handouts- all year
- Promotion at Community Arena- all year
- Print newspapers advertising- all year (co-promotion with Heating and Cooling Incentive and Coupons),
- Mobile signs – located throughout the Town of Oakville

Highlights:

- Customers are offered free pickup and decommissioning of old appliances (old refrigerators, freezers, room air conditioners and dehumidifiers).
- Customers schedule an appointment for pick up either online or by phone.
- The OPA operates a centralized call centre for scheduling of appointments (toll-free line).
- An OPA contracted third-party administers the pickup and decommissioning process.
- Coordination with local municipal appliance pickup is encouraged, where feasible, at the LDC's initiative.
- Coordination of pickup of old fridge/freezer by retailers will be undertaken – at time when retailer delivers a new appliance to customer.

Initiative Objectives:

- Encourage the early retirement of old & inefficient appliances. Achieve energy and demand savings through the retirement and/or replacement of old, inefficient refrigerators, freezers, window/room air conditioners and dehumidifiers.
- Facilitate environmental benefits through proper decommissioning and recycling of old appliances.

In Market Date: February 25, 2011

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Participants – 879
- Decommissioned Fridges – 500 units
- Freezers - 215
- Retailer Stream Appliance Pick-Up - 159
- Decommissioned portable dehumidifiers 5
- Window air conditioners - 0

Gross Savings

- 98 peak incremental demand savings (kW) and 730,080 incremental energy savings (kWh)

Net Savings

- 47 incremental peak demand savings (kW) and 352,333 incremental energy savings (kWh)

Contribution to Targets

- 47 program-to-date net annual peak demand savings (kW) in 2014

1,409,330 program to date, 2011-2014 net cumulative energy savings (kWh)

Lessons Learned:

- The Appliance Retirement Initiative (previously The Great Refrigerator Round-Up) has been offered by Oakville Hydro since 2007. Oakville Hydro has had a great participation; however, this initiative is approaching market saturation.
- The program is starting to show signs of diminishing returns. However, Oakville Hydro's success in delivering this program demonstrates that consumers have a high acceptance rate for appliance retirement programs and there may be opportunities to expand the scope of this Program.

- Location of the recycling service provider in Oakville supported the local economy and created jobs.
- This initiative faces competition from independent retailers and municipalities that provide free appliance pick up.
- Oakville Hydro's results are very responsive to direct mailing campaigns.

2.2.1.2 APPLIANCE EXCHANGE INITIATIVE (Exhibit E)

Target Customer Type(s): Residential Customers

Initiative Frequency: Spring and Fall

Objective: The objective of this Initiative is to remove and permanently decommission older, inefficient window air conditioners and portable dehumidifiers that are in Ontario.

Description: This Initiative involves appliance exchange events. Exchange events are held at local retail locations and customers are encouraged to bring in their old room air conditioners (AC) and dehumidifiers in exchange for coupons/discounts towards the purchase of new energy efficient equipment.

Targeted End Uses: Window air conditioners and portable dehumidifiers

Delivery: OPA contracts with participating retailers for collection of eligible units.

Additional detail is available:

- Schedule B-1, Exhibit C
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20B-1%20Residential%20Program.pdf and
- SaveONenergy website <https://saveonenergy.ca/Consumer.aspx>

Marketing Tactics Used:

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of appliances exchanged - 32

Gross Savings

- 6 incremental peak demand savings (kW) and 8,078 incremental energy savings (kWh)

Net Savings

- 3 incremental peak demand savings (kW) and 4,163 incremental energy savings (kWh)

Contribution to Targets

- 1 program to date net annual peak demand savings (kW) in 2014
- 14,912 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- The OPA's Spring & Fall Event, (Retailer Coupon Event) had limited participation by retailers across the province. This may be because the retailers may not have found value for this initiative and therefore savings forecasted did not materialize.
- Evaluation, Measurement, and Verification (EMV) results indicated that the value of savings for retired window air conditioner has dropped.
- The initiative may be achieving market saturation.
- Oakville Hydro's perception is that this program requires strong retailer participation in order to be successful.

2.2.1.3 HVAC INCENTIVES INITIATIVE (Exhibit B)

Target Customer Type(s): Residential Customers

Initiative Frequency: Year round

Objective: The objective of this Initiative is to encourage the replacement of existing heating systems with high efficiency furnaces equipped with Electronically Commutated Motors (ECM), and to replace existing central air conditioners with ENERGY STAR qualified systems and products.

Description: This is an energy efficiency Initiative that provides rebates for the replacement of old heating or cooling systems with high efficiency furnaces (equipped with ECM) and Energy Star qualified central air conditioners by approved Heating, Refrigeration, and Air Conditioning Institute (HRAI) qualified contractors.

Targeted End Uses: Central air conditioners and furnaces

Delivery: OPA contracts centrally for delivery of the program and LDCs are encouraged to convince local contractors to participate in the Initiative.

Additional detail is available:

- Schedule B-1, Exhibit B
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20B-1%20Residential%20Program.pdf and
- SaveONenergy website <https://saveonenergy.ca/Consumer.aspx>

Marketing Tactics Used:

In 2011, Oakville Hydro provided Marketing support for this initiative through:

- Print newspapers advertising - all year (standalone plus co-promotion with appliance retirement, coupons)
- Website promotion- all year
- Promotion at retail events
- Promotion at community events, Home shows, Ice cream in the Park, etc.
- Collateral handouts- all year
- Bill Inserts (cross program promotion with Appliance Retirement , Coupons and Residential Demand Response)

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Oakville Hydro uptake/participation for HVAC incentives were 2,627 units

Gross Savings

- 1,151 incremental peak demand savings (kW) and 2,070,284 incremental energy savings (kWh)

Net Savings

- 697 incremental peak demand savings (kW) and 1,241,226 incremental energy savings (kWh)

Contribution to Targets

- 697 program-to-date net annual peak demand savings (kW) in 2014
- 4,964,904 program-to-date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- Channel engagement is a highly effective method of connecting with customers; however channel partners require timeliness of the rebate process to maintain a positive relationship between consumers, contractors, the OPA, and the participating LDC.
- There appears to be spillover from non-Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI) contractors who are ineligible for this initiative. There are cases where smaller independent contractors are offering their own incentives (by discounting their installations to match value of the OPA incentive) to make the sale. As this occurs outside of the initiative, these installations are not being attributed to any LDC.
- For Oakville Hydro this program proved to be successful as the HVAC contractors were able to deliver and promote the products effectively.

2.2.1.4 CONSERVATION INSTANT COUPON BOOKLET INITIATIVE (Exhibit A)

Target Customer Type(s): Residential Customers

Initiative Frequency: Year round

Objective: The objective of this Initiative is to encourage households to purchase energy efficient products by offering discounts.

Description: This Initiative provides customers with year round coupons. The coupons offer instant rebates towards the purchase of a variety of low cost, easy to install energy efficient measures and can be redeemed at participating retailers. Booklets were directly mailed to customers and were also available at point-of-purchase. Downloadable coupons were also available at www.saveoneenergy.ca.

Targeted End Uses: ENERGY STAR® qualified Standard Compact Fluorescent Lights (CFLs), ENERGY STAR® qualified Light Fixtures lighting control products, weather stripping, hot water pipe wrap, electric water heater blanket, heavy duty plug-in Timers, Advanced power bars, clothesline, baseboard programmable thermostats

Delivery: OPA contracts centrally for the distribution of the coupon booklets across Ontario. LDC distributes coupons at local events. The OPA enters into agreements with retailers to honour the coupons.

Additional detail is available:

- Schedule B-1, Exhibit A
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20B-1%20Residential%20Program.pdf and
- SaveONenergy website <https://saveonenergy.ca/Consumer.aspx>

Marketing Tactics Used:

In 2011, Oakville Hydro provided Marketing support for this initiative through:

- Website promotion- all year
- Promotion at retail events
- Promotion at other community events including home shows,
- Collateral handouts- all year
- Bill Inserts (cross program promotion with Appliance Retirement and HVAC)
- Print newspaper advertising- cross promotion with Appliance retirement and Heating and Cooling Incentive
- Online banner advertising

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of Coupons used for products – 7,394

Gross Savings

- 15 incremental peak demand savings (kW) and 250,765 incremental energy savings (kWh)

Net Savings

- 17 incremental peak demand savings (kW) and 267,221 incremental energy savings (kWh)

Contribution to Targets

- 17 program to date net annual peak demand savings (kW) in 2014
- 1,104,885 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2012

Lessons Learned:

- The downloadable coupons proved to be more successful than the mailed out booklets.
- This Initiative may benefit from an enabler such as a Conservation Card / Loyalty Card to increase customer participation.
- Based on the number of coupon redemptions, Oakville Hydro's marketing outreach proved successful.
- There may be an opportunity for this program to be expanded and applicable to more products.

2.2.1.5 BI-ANNUAL RETAILER EVENT INITIATIVE (Exhibit C)

Target Customer Type(s): Residential Customers

Initiative Frequency: Bi-annual events

Objective: The objective of this Initiative is to provide instant point of purchase discounts to individuals at participating retailers for a variety of energy efficient products.

Description: Twice a year (Spring and Fall), participating retailers host month-long rebate events. During the months of April and October, customers are encouraged to visit participating retailers where they can find coupons redeemable for instant rebates towards a variety of low cost, easy to install energy efficient measures.

Targeted End Uses: Same as the conservation instant coupon booklet initiative

Delivery: The OPA enters into arrangements with participating retailers to promote the discounted products, and to post and honour related coupons. LDCs also refer retailers to the OPA.

Additional detail is available:

- Schedule B-1, Exhibit C
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20B-1%20Residential%20Program.pdf and
- SaveONenergy website <https://saveonenergy.ca/Consumer.aspx>

Marketing Tactics Used:

In 2011, Oakville Hydro provided Marketing support for this initiative through:

- Website promotion- all year
- Promotion at retail events
- Promotion at over community events including home shows,
- Collateral handouts- all year
- Bill Inserts- (cross program promotion with Appliance Retirement and HVAC)
- Print newspaper advertising- cross promotion with Appliance retirement and Heating and Cooling Incentive

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants for this program – 12,734

Gross Savings

- 22 incremental peak demand savings (kW) and 393,577 incremental energy savings (kWh)

Net Savings

- 25 incremental peak demand savings (kW) and 429,984 incremental energy savings (kWh)

Contribution to Targets

- 25 program to date net annual peak demand savings (kW) in 2014
- 1,719,935 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2012

Lessons Learned:

- Although the coupons were redeemable over a short period of time, Oakville Hydro's participation was good. This reinforces the fact that coupons are well received.
- It may be beneficial to have a regular review of incentive pricing for the coupons and possibly expanding to other related products which could result in increased consumer interest and participation.

- A review conducted by the Electricity Distribution Association (EDA) CDM Residential Working Group in Q4 2011 identified three areas of need for initiative evolution: 1) introduction of product focused marketing; 2) enhanced product selection and 3) improved training for retailers.

2.2.1.6 RETAILER CO-OP

Target Customer Type(s): Residential Customers

Initiative Frequency: Year Round

Objective: Hold promotional events to encourage customers to purchase energy efficiency measures (and go above-and-beyond the traditional Bi-Annual Coupon Events).

Description: The Retailer Co-op Initiative provides LDCs with the opportunity to work with retailers in their service area by holding special events at retail locations. These events are typically special promotions that encourage customers to purchase energy efficiency measures (and go above-and-beyond the traditional Bi-Annual Coupon Events).

Targeted End Uses:

Delivery: Retailers apply to the OPA for co-op funding to run special promotions that promote energy efficiency to customers in their stores. LDCs can refer retailers to the OPA. The OPA provides each LDC with a list of retailers who have qualified for Co-Op Funding as well as details of the proposed special events.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- No savings achieved

Gross Savings

- No savings achieved

Net Savings

- No savings achieved

Contribution to Targets

- No savings achieved

In Market Date: N/A

Lessons Learned: N/A

2.2.1.7 NEW CONSTRUCTION PROGRAM (Schedule B-2)

Target Customer Type(s): Residential Customers

Initiative Frequency: Year round

Objective: The objective of this initiative is to provide incentives to participants for the purpose of promoting the construction of energy efficient residential homes in the Province of Ontario.

Description: This is an energy efficiency Initiative that provides incentives to homebuilders for constructing new homes that are efficient, smart, and integrated (applicable to new single family dwellings). Incentives are provided in two key categories as follows:

- Incentives for homebuilders who install electricity efficiency measures as determined by a prescriptive list or via a custom option.
- Incentives for homebuilders who meet or exceed aggressive efficiency standards using the EnerGuide performance rating system.

Targeted End Uses: all off switch, ECM motors, ENERGY STAR qualified central a/c, lighting control products, lighting fixtures, EnerGuide 83 whole home, and EnerGuide 85 whole homes

Delivery: Local engagement of builders will be the responsibility of the LDC and will be supported by OPA air coverage driving builders to their LDC for additional information.

Additional detail is available:

- Schedule B-1, Exhibit C
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20B-2%20New%20Construction%20Program.pdf and
- SaveONenergy website <https://saveonenergy.ca/Consumer.aspx>

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- No results

Gross Savings

- No results

Net Savings

- No results

Contribution to Targets

- No results

In Market Date: N/A

Lessons Learned:

- Building and developing key relationships with active homebuilders, and communicating effectively may prove successful.

2.2.1.8 RESIDENTIAL DEMAND RESPONSE PROGRAM

#

Target Customer Type(s): Residential and Small Commercial Customers

Initiative Frequency: Year round

Objective: The objectives of this Initiative are to enhance the reliability of the IESO-controlled grid by accessing and aggregating specified residential and small commercial end uses for the purpose of load reduction, increasing consumer awareness of the importance of reducing summer demand and providing consumers their current electricity consumption and associated costs.

Description: In *peakSaver* PLUS™ participants are eligible to receive a free programmable thermostat or switch, including installation. Participants also receive access to price and real-time consumption information on an In Home Display (IHD). LDCs were given the choice to continue to offer the standard load control program (programmable thermostat or switch with a \$25 bill credit) for the first 8 months of 2011 (referred to as *peakSaver*® Extension). After August 2011, the Extension ended and the program (including marketing) ceased until new IHD product were available.

Targeted End Uses: central air conditioning, water heaters and pool pumps

Delivery: LDC's recruit customers and procure technology

Additional detail is available:

- Schedule B-1, Exhibit C
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/SCHED_2011_ResDR_B_3_110727%28MJB%29v15_redacted.pdf and
- SaveONenergy website <https://saveonenergy.ca/Consumer.aspx>

Marketing Tactics Used:

In 2011, Oakville Hydro provided Marketing support for this initiative through:

- Bill Inserts (cross program promotion with HVAC, Coupons and Demand Response)
- Promotion on billing envelope
- Promotion on bill statement messaging
- Website promotion- all year
- Promotion at retail events
- Promotion at community events (including Ice Cream in the Park, Midnight Madness, Home Show)
- Collateral and fridge magnets handouts- all year
- Promotion at Community Arena- all year
- Print newspapers advertising- all year (co-promotion with Heating and Cooling Incentive and Coupons),
- Mobile signs – located throughout the town of Oakville

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of customers who signed up for the peakSaver® EXTENSION program – 696
- Number of customers who signed up for the peakSaver Plus program - 0

Gross Savings

- 390 incremental peak demand savings (kW) and 1,009 incremental energy savings (kWh)

Net Savings

- 390 incremental peak demand savings (kW) and 1,009 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014

- 1,009 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2012

Lessons Learned:

Peaksaver Plus

- In 2011, the timeliness of this program schedule was critical for the program success. Adequate time for product procurement and product technology were also important factors.
- Introduction of programs that are dependent on new technology require appropriate lead time for the development, testing and procurement of the products involved.

Peaksaver Extension

- The Peaksaver extension program continued to show that consumers have a high level of acceptance to having a load control device in their homes.

2.2.2 COMMERCIAL AND INSTITUTIONAL PROGRAM

2.2.2.1 EFFICIENCY: EQUIPMENT REPLACEMENT INCENTIVE (ERII) (Schedule C-2)

Target Customer Type(s): Commercial, Institutional, Agricultural and Industrial Customers

Initiative Frequency: Year round

Objective: The objective of this Initiative is to offer incentives to non-residential distribution customers to achieve reductions in electricity demand and consumption by upgrading to more energy efficient equipment for lighting, space cooling, ventilation and other measures.

Description: The Equipment Replacement Incentive Initiative (ERII) offers financial incentives to customers for the upgrade of existing equipment to energy efficient

equipment. Upgrade projects can be classified into either: 1) prescriptive projects where prescribed measures replace associated required base case equipment; 2) engineered projects where energy and demand savings and incentives are calculated for associated measures; or 3) custom projects for other energy efficiency upgrades.

Targeted End Uses: lighting, space cooling, ventilation and other measures

Delivery: LDC delivered.

Additional detail is available:

- Schedule C-2
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20C-2%20ERII%20Initiative.pdf and
- SaveONenergy website <https://saveonenergy.ca/Business/Program-Overviews/Retrofit-for-Commercial.aspx>

Marketing Tactics Used:

Marketing and communication of this program has been provided through Lunch and Learn seminars with contractors, and commercial and industrial customers. Oakville Hydro established the Partnership in Technology initiative with key technology providers, and One-To-One marketing directly using Oakville Hydro experienced staff.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

Total number of commercial, institutional, agricultural participants (39) and industrial participants (5) in this program – 44

Gross Savings

- 668 incremental peak demand savings (kW) and 3,311,365 incremental energy savings (kWh)

Net Savings

- 475 incremental peak demand savings (kW) and 2,430,498 incremental energy savings (kWh)

Contribution to Targets

- 475 program-to-date net annual peak demand savings (kW) in 2014
- 9,721,992 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: To ensure continuity with this program for projects already in progress or pending final internal approval from the customers, Oakville Hydro continued to offer this program prior to signing the Master Agreement with the OPA. ERIP Projects were all approved prior to 2011. However, the OPA amended and restated Schedule B-2 contained provisions for the projects to be completed by the end of December 2011. To ensure transition to the ERIP replacement (ERII) we continued to work with our customers and retrofit service providers to ensure program transition to the new online application process went smoothly and momentum was not lost.

Lessons Learned:

- Oakville Hydro's continued marketing technique of having face-to face communication between Oakville Hydro's experienced internal energy specialist staff and businesses has proven to be the most positive engagements for this program.
- In addition, outreach events such as Lunch & Learns for contractors have seen good attendance and provided a positive influence.
- The customers targeted in this program may not have corporate support which may impede participation and ultimately energy savings.
- As a result of the ERII initiative it has been successful and is trending upwards.

2.2.2.2 DIRECT INSTALL INITIATIVE (DIL) (Schedule C-3)

Target Customer Type(s): Small Commercial, Institutional, Agricultural facilities and multi-family buildings

Initiative Frequency: Year round

Objective: The objective of this Initiative is to offer a free installation of eligible lighting and water heating measures of up to \$1,000 to eligible owners and tenants of commercial, institutional and agricultural facilities and multi-family buildings, for the purpose of achieving electricity savings and peak demand savings.

Description: The Direct Installed Lighting Initiative targets customers in the General Service <50kW account category. This Initiative offers turnkey lighting and electric hot water heater measures with a value up to \$1,000 at no cost to qualifying small businesses.

In addition, standard prescriptive incentives are available for eligible equipment beyond the initial \$1,000 limit.

Target End Uses:

Delivery: Participants can enrol directly with the LDC, or would be contacted by the LDC/LDC-designated representative.

Additional detail is available:

- Schedule C-3
<http://www.powerauthority.on.ca/sites/default/files/page/Schedule%20C-3%20Direct%20Install%20Initiative%20-%20redacted.pdf> and
- SaveONEnergy website <https://saveonenergy.ca/Business.aspx>

Marketing Tactics Used:

This program was one of the original CDM programs. Most all customers have been given the opportunity to take advantage of this program. Oakville Hydro has done a cross reference check with the customer data base and found 80% saturation of customers who have been able to participate in the Direct Install program. Marketing for this program has become increasingly more difficult.

To date Oakville Hydro has gone door-to-door using contractors to persuade customers to participate in this program.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of Direct Install retrofits done – 183

Gross Savings

- 206 incremental peak demand savings (kW) and 608,617 incremental energy savings (kWh)

Net Savings

- 220 incremental peak demand savings (kW) and 564,846 incremental energy savings (kWh)

Contribution to Targets

- 192 program to date net annual peak demand savings (kW) in 2014
2,172,383 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- The Direct Installed Lighting Initiative is a continuation of the Power Saving Blitz Initiative offered by Oakville Hydro. High participation in prior years has led to diminished participation in 2011 and may continue to do so for the remaining three years.
- The inclusion of a standard incentive for additional measures proved to be well received by our customers.
- The cost of materials has experienced price volatility, reducing the margins of the electrical contractors and has led to a reduction in vendor channel participation in some regions.
- In collaboration with the OPA through Change Management areas to address are:
 - To extend the target initiative population
 - increasing the incentive envelope of \$1,000 to \$1,500 to ensure ongoing marketability of the program; and allowing previous participants the ability to participate in the differential
 - reviewing the eligible measure price list to support contractor participation
- Market saturation has made the cost of acquisition higher requiring more effort to recruit customers.
- To maximize energy savings from Direct Install Lighting, Oakville Hydro's marketing strategy includes continuance of its outreach programs for this initiative.

2.2.2.3 EXISTING BUILDING COMMISSIONING INCENTIVE INITIATIVE
(Schedule C-6)

Target Customer Type(s): Commercial, Institutional, and Agricultural Customers

Initiative Frequency: Year round

Objective: The objective of this Initiative is to offer incentives for optimizing (but not replacing) existing chilled water systems for space cooling in non-residential facilities for the purpose of achieving implementation phase energy savings, implementation phase demand savings, or both.

Description: This Initiative offers Participants incentives for the following:

- scoping study phase
- investigation phase
- implementation phase
- hand off/completion phase

Targeted End Uses: Chilled water systems for space cooling

Delivery: LDC delivered.

Additional detail is available:

- Schedule C-6
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20C-6%20Commissioning%20Initiative.pdfand
- SaveONEnergy website <https://saveonenergy.ca/Business/Program-Overviews/Existing-Building-Commissioning.aspx>

Marketing Tactics Used: There was no activity for this initiative by Oakville Hydro

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants– 0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014

- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: N/A

Lessons Learned:

- A positive preliminary response was received from several eligible participants approached by Oakville Hydro for this initiative. Based on this response, Oakville Hydro plans to market this program through further direct contact and outreach events.

2.2.2.4 NEW CONSTRUCTION AND MAJOR RENOVATION INITIATIVE (HPNC)
(Schedule C-4)

Target Customer Type(s): Commercial, Institutional, Agricultural and Industrial Customers

Initiative Frequency: Year round

Objective: The objective of this Initiative is to encourage builders of commercial, institutional, and industrial buildings (including multi-family buildings and agricultural facilities) to reduce electricity demand and/or consumption by designing and building new buildings with more energy-efficient equipment and systems for lighting, space cooling, ventilation and other Measures.

Description: The New Construction initiative provides incentives for new buildings to exceed existing codes and standards for energy efficiency. The initiative uses both a prescriptive and custom approach.

Targeted End Uses: Building modeling, lighting, space cooling, ventilation and other Measures

Delivery: LDC delivers to customers and design decision makers.

Additional detail is available:

- Schedule C-4
<http://www.powerauthority.on.ca/sites/default/files/page/ScheduleC-4NewConstructionInitiativeV2.pdf> and
- SaveONenergy website <https://saveonenergy.ca/Business/Program-Overviews/New-Construction.aspx>

Marketing Tactics Used: There was no activity for this initiative by Oakville Hydro or the entire province of Ontario in 2011

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants – 0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014
- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- N/A

2.2.2.5 ENERGY AUDIT INITIATIVE (Schedule C-1)

Target Customer Type(s): Commercial, Institutional, Agricultural and Industrial Customers

Initiative Frequency: Year round

Objective: The objective of this Initiative is to offer incentives to owners and lessees of commercial, institutional, multi-family buildings and agricultural facilities for the purpose of undertaking assessments to identify all possible opportunities to reduce electricity demand and consumption within their buildings or premises.

Description: This Initiative provides participants incentives for the completion of energy audits of electricity consuming equipment located in the facility. Energy audits include development of energy baselines, use assessments and performance monitoring and reporting.

Targeted End Uses: Various

Delivery: LDC delivered.

Additional detail is available:

- Schedule C-1
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20C-1%20Energy%20Audit%20Initiative.pdf and
- SaveONenergy website <https://saveonenergy.ca/Business/Program-Overviews/Audit-Funding.aspx>

Marketing Tactics Used: There was no activity for this initiative by Oakville Hydro in 2011

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants -0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014
- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2012

Lessons Learned:

- Customers expect a greater connection with results of the Energy Audit and the other CDM initiatives it can participate in.
- Some Oakville Hydro customers have supported this initiative in similar non-OPA programs and therefore see value to the audit. Oakville Hydro will use its outreach programs to increase participation in Energy Auditing and ERII.

2.2.3 INDUSTRIAL PROGRAM

2.2.3.1 PROCESS & SYSTEMS UPGRADES INITIATIVE (PSUI) (Schedule D-1)

Target Customer Type(s): Industrial, Commercial, Institutional and Agricultural Customers

Initiative Frequency: Year round

Objectives: The objectives of this Initiative are to:

- Offer distribution customers capital incentives and enabling initiatives to assist with the implementation of large projects and project portfolios;
- Implement system optimization project in systems which are intrinsically complex and capital intensive; and
- Increase the capability of distribution customers to implement energy management and system optimization projects.

Description: PSUI is an energy management Initiative that includes three Initiatives: (preliminary engineering study, detailed engineering study, and project incentive Initiative). The incentives are available to large distribution connected customers with projects or portfolio projects that are expected to generate at least 350 MWh of annualized electricity savings or, in the case of Micro-Projects, 100 MWh of annualized electricity savings. The capital incentive for this Initiative is the lowest of:

- a) \$200/MWh of annualized electricity savings
- b) 70% of project cost
- c) A one year pay-back

Targeted End Uses: Process and systems

Delivery: LDC delivered with Key Account Management support, in some cases.

Additional detail is available:

- Schedule D-1
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20D-1%20Process%20and%20Systems%20Upgrades%20Initiative.pdf and
- SaveONenergy website <https://saveonenergy.ca/Business.aspx>

Marketing Tactics Used: There was no activity for this initiative by Oakville Hydro

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants - 0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014
- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- Oakville Hydro's experience with this initiative indicated that its complexity and contract time commitment (10 years) was too extensive resulting in customer participation in alternative initiatives (i.e. ERII).

2.2.3.2 MONITORING & TARGETING INITIATIVE (Schedule D-2)

Target Customer Type(s): Industrial, Commercial, Institutional and Agricultural Customers

Initiative Frequency: Year round

Objective: This Initiative offers access to funding for the installation of Monitoring and Targeting systems in order to deliver a minimum savings target at the end of 24 months and sustain for the term of the M&T Agreement.

Description: This Initiative offers customers funding for the installation of a Monitoring and Targeting system to help them understand how their energy consumption might be

reduced. A facility energy manager, who regularly oversees energy usage, will now be able to use historical energy consumption performance to analyze and set targets.

Targeted End Uses:

Delivery: LDC delivered with Key Account Management support, in some cases.

Additional detail is available:

- Schedule D-2
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20D-2%20Monitoring%20and%20Targeting%20Initiative.pdf
and
- SaveONenergy website <https://saveonenergy.ca/Business.aspx>

Marketing Tactics Used: There was no activity for this initiative by Oakville in 2011

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants - 0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014
- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- Oakville Hydro's prior success in alternative non-CDM energy Monitoring and Targeting services supports customer demand for this initiative.

2.2.3.3 ENERGY MANAGER INITIATIVE (Schedule D-3)

Target Customer Type(s): Industrial, Commercial, Institutional and Agricultural Customers

Initiative Frequency: Year round

Objective: The objective of this initiative is to provide customers and LDCs the opportunity to access funding for the engagement of energy managers in order to deliver a minimum annual savings target.

Description: This Initiative provides customers the opportunity to access funding to engage an on-site, full time embedded energy manager, or an off-site roving energy manager who is engaged by the LDC. The role of the energy manager is to take control of the facility's energy use by monitoring performance, leading awareness programs, and identifying opportunities for energy consumption improvement, and spearheading projects. Participants are funded 80% of the embedded energy manager's salary up to \$100,000 plus 80% of the energy manager's actual reasonable expenses incurred up to \$8,000 per year. Each embedded energy manager has a target of 300 kW/year of energy savings from one or more facilities. LDCs receive funding of up to \$120,000 for a Roving Energy Manager plus \$8,000 for expenses.

Targeted End Uses:

Delivery: LDC delivered with Key Account Management support, in some cases.

Additional detail is available:

- Schedule D-3
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20D-3%20Energy%20Manager%20Initiative%202011-2014.pdf and
- SaveONenergy website <https://saveonenergy.ca/Business.aspx>

Marketing Tactics Used: Oakville Hydro did not qualify for this initiative. Oakville Hydro did not have to option to share an energy manager with another LDC as there are no large users in the Oakville Hydro service territory.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants - 0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014
- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- N/A

2.2.3.4 KEY ACCOUNT MANAGER (KAM) (Schedule D-4)

Target Customer Type(s): Industrial, Commercial, Institutional and Agricultural Customers

Initiative Frequency: Year round

Objective: This initiative offers LDCs the opportunity to access funding for the employment of a KAM in order to support them in fulfilling their obligations related to the PSUI. The KAM is considered to be a key element in assisting the consumer in overcoming traditional barriers related to energy management and help them achieve savings since the KAM can build relationships and become a significant resource of knowledge to the customer.

Description:

Targeted End Uses:

Delivery:

Additional detail is available:

- Schedule D-4
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/projects_programs/pdfs/PSUI%20Initiative%20Schedule%20D-4.Key%20Account%20Manager.20110322.pdf

Marketing Tactics Used: There was no activity for this initiative by Oakville Hydro. Oakville Hydro did not qualify for this initiative. Oakville Hydro did not have to option to share an energy manager with another LDC as there are no large users in the Oakville Hydro service territory.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants - 0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014
- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- Oakville Hydro is not able to qualify for this program, as it does not have any large use customers. A possible expanded program to include smaller customers would be beneficial.

2.2.3.5 DEMAND RESPONSE 3 (Schedule D-6)

Target Customer Type(s): Industrial, Commercial, Institutional and Agricultural Customers

Initiative Frequency: Year round

Objective: This Initiative provides for Demand Response (DR) payment for service to DR3 participants to compensate them for making available electricity demand response during a demand response event.

Description: Demand Response 3 (DR3) is a demand response Initiative for commercial and industrial customers, of 50 kW or greater to reduce the amount of power being used during certain periods of the year. The DR3 Initiative is a contractual resource that is an economic alternative to procurement of new generation capacity. DR3 comes with specific contractual obligations requiring participants to reduce their use of electricity relative to a baseline when called upon. This Initiative makes payments for participants to be on standby and energy payments for the actual energy reduction provided during a demand response event. Participants are scheduled to be on standby approximately 1,600 hours per calendar year for possible dispatch of up to 100 hours or 200 hours within that year depending on the contract.

Targeted End Uses:

Delivery: DR3 is delivered by Demand Response Providers, under contract to the OPA. The OPA administers contracts with all DRPs and Direct Participants that provide in excess of 5 MW of demand response capacity. OPA provides administration including settlement, measurement and verification, and dispatch. LDCs are responsible for outreach and marketing efforts.

Additional detail is available:

- Schedule D-6
http://www.powerauthority.on.ca/sites/default/files/new_files/industry_stakeholders/current_electricity_contracts/pdfs/Schedule%20D-6%20Demand%20Response%203%202011-2014.pdf
- and
- SaveONenergy website <https://saveonenergy.ca/Business.aspx>

Marketing Tactics Used: There was limited activity for this initiative by Oakville Hydro. The DR3 program was delivered to customers at various customer events

including Lunch and Learns session held with both contractors and customers. Oakville Hydro will be looking to formulate an agreement with an aggregator to assist in the recruitment of customer with this program.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants - 2

Gross Savings

- 133 incremental peak demand savings (kW) and 4,435 incremental energy savings (kWh)

Net Savings

- 103 incremental peak demand savings (kW) and 4,435 incremental energy savings (kWh)

Contribution to Targets

- to date net annual peak demand savings (kW) in 2014
- 0 program 4,435 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- Based on experiences through outreach events and work with program aggregators, Oakville Hydro plans to increase support and promotion of this initiative
- Large commercial customers are very reluctant to reduce load at inconvenient times which may interrupt production and have a significant impact on profit.

**2.2.4 LOW INCOME INITIATIVE (HOME ASSISTANCE PROGRAM)
(Schedule E)**

Target Customer Type(s): Income Qualified Residential Customers

Initiative Frequency: Year Round

Objective: The objective of this Initiative is to offer free installation of energy efficiency measures to income qualified households for the purpose of achieving electricity and peak demand savings.

Description: This is a turnkey Initiative for income qualified customers. It offers residents the opportunity to take advantage of free installation of energy efficient measures that improve the comfort of their home, increase efficiency, and help them save money. All eligible customers receive a Basic and Extended Measures Audit, while customers with electric heat also receive a Weatherisation Audit. The Initiative is designed to coordinate efforts with gas utilities.

Targeted End Uses: End uses based on results of audit

Delivery: LDC delivered.

Additional detail is available:

- Schedule E
<http://www.powerauthority.on.ca/sites/default/files/page/Low%20Income%20Schedule%20-%20redacted%20version.pdf>

Marketing Tactics Used: There was no activity for this initiative by Oakville Hydro.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants - 0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014
- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: February 25, 2011

Lessons Learned:

- N/A

2.2.5 PRE-2011 PROGRAMS COMPLETED IN 2011

2.2.5.1 ELECTRICITY RETROFIT INCENTIVE PROGRAM

Target Customer Type(s): Commercial, Institutional, Industrial and Agricultural Customers.

Initiative Frequency: Year Round

Objective: Refer to section 2.2.2.1

Description: Refer to section 2.2.2.1

Targeted End Uses: lighting, space cooling, ventilation and other measures

Delivery: LDC Delivered

Additional detail is available:

- Amended and Restated Schedule B-2 to Master CDM Program Agreement
ELECTRICITY RETROFIT INCENTIVE PROGRAM 2008 - 2010

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants - 26

Gross Savings

- 461 incremental peak demand savings (kW) and 2,579,859 incremental energy savings (kWh)

Net Savings

- 240 incremental peak demand savings (kW) and 1,343,088 incremental energy savings (kWh)

Contribution to Targets

- 240 program to date net annual peak demand savings (kW) in 2014
- 5,372,354 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: This initiative applies for ERIP applications received in 2010 and the projects were completed in 2011.

Lesson Learned:

2.2.5.2 HIGH PERFORMANCE NEW CONSTRUCTION

Target Customer Type(s): Commercial, Institutional, and Agricultural Customers

Initiative Frequency: Year round

Objective: Refer to section 2.2.2.5

Description: Refer to section 2.2.2.5

Targeted End Uses: Building modeling, lighting, space cooling, ventilation and other measures.

Delivery: Promoted by Oakville Hydro and coordinated with Enbridge Gas Distribution as the contracted OPA service provider. Referrals of potential projects were forwarded to Enbridge.

Additional detail is available:

- This was an OPA contracted program to Enbridge Gas distribution.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of participants - 1

Gross Savings

- 45 incremental peak demand savings (kW) and 229,207 incremental energy savings (kWh)

Net Savings

- 22 incremental peak demand savings (kW) and 114,603 incremental energy savings (kWh)

Contribution to Targets

- 22 program to date net annual peak demand savings (kW) in 2014
- 458,413 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: Pre 2011

Lesson Learned:

- The sales cycle for the High Performance New Construction program is long.

2.2.5.3 MULTIFAMILY ENERGY EFFICIENCY REBATES

Target Customer Type(s):

Initiative Frequency: Year round

Objective:

Description: OPA's Multifamily Energy Efficiency Rebates (MEER) Initiative applies to multifamily buildings of six units or more, including rental buildings, condominiums, and assisted social housing. The OPA contracted with GreenSaver to deliver the MEER Initiative outside of the Toronto Hydro service territory. Activities delivered in Toronto were contracted with the City.

Similar to ERII and ERIP, MEER provides financial incentives for prescriptive and custom measures, but also funds resident education. Unlike ERII, where incentives are paid by the LDC, all incentives through MEER are paid through the contracted partner (i.e. GreenSaver).

Targeted End Uses: lighting, heating, ventilation, and cooling equipment.

Delivery: This program was not offered in 2010 in Oakville Hydro territory and did not produce any 2011 results.

Initiative Activities/Progress: The following illustrates the progress achieved in 2011:

- Number of Participants – 0

Gross Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Net Savings

- 0 incremental peak demand savings (kW) and 0 incremental energy savings (kWh)

Contribution to Targets

- 0 program to date net annual peak demand savings (kW) in 2014
- 0 program to date, 2011-2014 net cumulative energy savings (kWh)

In Market Date: N/A

Lesson Learned:

- N/A

2.3 Participation

The following table represents participation in the OPA contracted Province Wide Program Initiatives:

Table 1: Participation

#	Initiative	Activity Unit	Uptake/ Participation Units
Consumer Program			
1	Appliance Retirement	Appliances	879
2	Appliance Exchange	Appliances	32
3	HVAC Incentives	Equipment	2,627
4	Conservation Instant Coupon Booklet	Coupons	7,394
5	Bi-Annual Retailer Event	Coupons	12,734
6	Retailer Co-op	Items	0
7	Residential Demand Response	Devices	696
10	New Construction Program	Houses	0
Business Program			
11	Efficiency: Equipment Replacement	Projects	39
12	Direct Installed Lighting	Projects	183
14	Existing Building Commissioning Incentive	Buildings	0
15	New Construction and Major Renovation Incentive	Buildings	0
16	Energy Audit	Audits	0
17	Commercial Demand Response (part of the Residential program schedule)	Devices	0
19	Demand Response 3 (part of the Industrial program schedule)	Facilities	1
Industrial Program			

20	Process & System Upgrades*	Projects	0
	a) preliminary study		0
	b) engineering study		0
	c) project incentive		0
21	Monitoring & Targeting	Projects	0
22	Energy Manager	Managers	0
23	Efficiency: Equipment Replacement Incentive (part of the C&I program schedule)	Projects	5
25	Demand Response 3	Facilities	1
Home Assistance Program			
26	Home Assistance Program	Units	0
Pre 2011 Programs Completed in 2011			
27	Electricity Retrofit Incentive Program	Projects	26
28	High Performance New Construction	Projects	1
29	Toronto Comprehensive	Projects	0
30	Multifamily Energy Efficiency Rebates	Projects	0
31	Data Centre Incentive Program	Projects	0
32	EnWin Green Suites	Projects	0

2.4 Spending

The following table details the funds spent by Oakville Hydro on the CDM program initiatives. It should be noted that we have included the expenditures on the peakSaver extension activities as well into the table. The program administration budget and funding was provided by the OPA to a specific program sector such as Consumer, Commercial, Industrial, Low Income and peakSaver extension. Therefore program administration budget funding provided for program initiatives that are not in market will be redistributed to those CDM initiatives that are have produced results or gaining momentum in the market.

Table 2: Spending

#	Initiative	Program Administration Budget (PAB)	Participant Based Funding (PBF)	Participant Incentives (PI)	Capability Building Funding (CBF)	TOTAL
Consumer Program						
1	Appliance Retirement	39,306				39,306
2	Appliance Exchange	12,123				12,123
3	HVAC Incentives	36,580				36,580
4	Conservation Instant Coupon Booklet	32,999				32,999
5	Bi-Annual Retailer Event	7,976				7,976
6	Retailer Co-op	0				0
7	Residential Demand Response**Includes PeakSaver Extension	80,189	255,750	16,900		352,839
10	New Construction Program	9,062				9,062
Business Program						
11	Efficiency: Equipment Replacement	83,884		248,951		332,835
12	Direct Installed Lighting	29,949	55,000	214,481		299,430
13	Direct Service Space Cooling Initiative	2,717				2,717
14	Existing Building Commissioning Incentive	15,676				15,676
15	New Construction and Major Renovation Initiative	15,676				15,676
16	Energy Audit	15,771				15,771
17	Commercial Demand Response (part of the Residential program schedule)	0				0
19	Demand Response 3 (part of the Industrial program schedule)	0				0
Industrial Program						

20	Process & System Upgrades					
	a) preliminary study	6,861				6,861
	b) engineering study	6,660				6,660
	c) program incentive	6,660				6,660
21	Monitoring & Targeting	3,739				3,739
22	Energy Manager	0				0
23	Efficiency: Equipment Replacement Incentive (part of the C&I program schedule)	0				0
24	Demand Response 1	3,739				3,739
25	Demand Response 3	3,742				3,742
Home Assistance Program						
26	Home Assistance Program	13,727				13,727
Pre 2011 Programs Completed in 2011						
27	Electricity Retrofit Incentive Program	18,236		47,210		65,445
28	High Performance New Construction					
29	Toronto Comprehensive					
30	Multifamily Energy Efficiency Rebates					
31	Data Centre Incentive Program					
32	EnWin Green Suites					
TOTAL Province-wide CDM PROGRAMS		445,273	310,750	527,541	0	1,283,564

Describe and detail the allocation of funds, both cumulatively and in the one year period applicable to the Annual Report, on each of the following OPA-Contracted Province-Wide CDM Programs that over the course of 2011 were Not in Market.

Table 2a: Allocation of PAB funding for Programs Not in Market

#	Initiative	Program Administration Budget (PAB)
Initiatives Not In Market		
8	Midstream Electronics	0
9	Midstream Pool Equipment	0
13	Demand Service Space Cooling	0
18	Demand Response 1 (Commercial)	0
19	Demand Response 1 (Industrial)	0
33	Home Energy Audit Tool	0
	TOTAL Province-wide CDM PROGRAMS Not In Market	0

2.5 Evaluation

The following section reports on evaluation activities and findings provided by the OPA.

2.5.1 EVALUATION FINDINGS

The following table provides the OPA Province-Wide Evaluation Findings. Oakville Hydro would report that the evaluation findings for program #7, Residential Demand Response do not take into consideration that an internet enabled programmable thermostat was used as the load control device. In these evaluation findings there is no mention of the programmable thermostat annual energy savings derived from the current OPA measures and assumptions listing. Therefore we believe that the energy savings associated with a programmable thermostat as a CDM measure were not factored or reported in the final 2011 CDM results and the only demand and energy savings evaluated were derived from demand response activations in 2011.

Table 3: Evaluation Findings

#	Initiative	OPA Province-Wide Key Evaluation Findings
Consumer Program		
1	Appliance Retirement	<ul style="list-style-type: none"> * Overall participation continues to decline year over year * Participation declined 17% from 2010 (from over 67,000 units in 2010 to over 56,000 units in 2011) * 97% of net resource savings achieved through the home pick-up stream * Measure Breakdown: 66% refrigerators, 30% freezers, 4% Dehumidifiers and window air conditioners * 3% of net resource savings achieved through the Retailer pick-up stream * Measure Breakdown: 90% refrigerators, 10% freezers * Net-to-Gross ratio for the initiative was 50% * Measure-level free ridership ranges from 82% for the retailer pick-up stream to 49% for the home pick-up stream * Measure-level spillover ranges from 3.7% for the retailer pick-up stream to 1.7% for the home pick-up stream
2	Appliance Exchange	<ul style="list-style-type: none"> * Overall eligible units exchanged declined by 36% from 2010 (from over 5,700 units in 2010 to over 3,600 units in 2011) * Measure Breakdown: 75% window air conditioners, 25% dehumidifiers * Dehumidifiers and window air conditioners contributed almost equally to the net energy savings achieved * Dehumidifiers provide more than three times the energy savings per unit than window air conditioners * Window air conditioners contributed to 64% of the net peak demand savings achieved

		<ul style="list-style-type: none"> * Approximately 96% of consumers reported having replaced their exchanged units (as opposed to retiring the unit) * Net-to-Gross ratio for the initiative is consistent with previous evaluations (51.5%)
3	HVAC Incentives	<ul style="list-style-type: none"> * Total air conditioner and furnace installations increased by 14% (from over 95,800 units in 2010 to over 111,500 units in 2011) <ul style="list-style-type: none"> * Measure Breakdown: 64% furnaces, 10% tier 1 air conditioners (SEER 14.5) and 26% tier 2 air conditioners (SEER 15) * Measure breakdown did not change from 2010 to 2011 * The HVAC Incentives initiative continues to deliver the majority of both the energy (45%) and demand (83%) savings in the consumer program <ul style="list-style-type: none"> * Furnaces accounted for over 91% of energy savings achieved for this initiative * Net-to-Gross ratio for the initiative was 17% higher than 2010 (from 43% in 2010 to 60% in 2011) <ul style="list-style-type: none"> * Increase due in part to the removal of programmable thermostats from the program, and an increase in the net-to-gross ratio for both Furnaces and Tier 2 air conditioners (SEER 15)
4	Conservation Instant Coupon Booklet	<ul style="list-style-type: none"> * Customers redeemed nearly 210,000 coupons, translating to nearly 560,000 products <ul style="list-style-type: none"> * Majority of coupons redeemed were downloadable (~40%) or LDC-branded (~35%) * Majority of coupons redeemed were for multi-packs of standard spiral CFLs (37%), followed by multi-packs of specialty CFLs (17%) * Per unit savings estimates and net-to-gross ratios for 2011 are based on a weighted average of 2009 and 2010 evaluation findings * Careful attention in the 2012 evaluation will be made for standard CFLs since it is believed that the market has largely been transformed
5	Bi-Annual Retailer Event	<ul style="list-style-type: none"> * Customers redeemed nearly 370,000 coupons, translating to over 870,000 products <ul style="list-style-type: none"> * Majority of coupons redeemed were for multi-packs of standard spiral CFLs (49%), followed by multi-packs of specialty CFLs (16%) * Per unit savings estimates and net-to-gross ratios for 2011 are based on a weighted average of 2009 and 2010 evaluation findings <ul style="list-style-type: none"> * Standard CFLs and heavy duty outdoor timers were reintroduced to the initiative in 2011 and contributed more than 64% of the initiative's 2011 net annual energy savings * While the volume of coupons redeemed for heavy duty outdoor timers was relatively small (less than 1%), the measure accounted for 10% of net annual savings due to high per unit savings * Careful attention in the 2012 evaluation will be made for standard CFLs since it is believed that the market has largely been transformed.
6	Retailer Co-op	<ul style="list-style-type: none"> * Initiative was not evaluated in 2011 due to low uptake. Verified Bi-Annual Retailer Event per unit assumptions and free-ridership rates were used to calculate net resource savings
7	Residential Demand Response	<ul style="list-style-type: none"> * Approximately 20,000 new devices were installed in 2011 <ul style="list-style-type: none"> * 99% of the new devices enrolled controlled residential central AC (CAC) * 2011 only saw 1 atypical event (in both weather and timing) that had limited

		<p>participation across the province</p> <ul style="list-style-type: none"> * The ex-ante impact developed through the 2009/2010 evaluations was maintained for 2011; residential CAC: 0.56 kW/device, commercial CAC: 0.64 kW/device, and Electric Water Heaters: 0.30 kW/device
8	Residential New Construction	<ul style="list-style-type: none"> * Initiative was not evaluated in 2011 due to limited uptake * Business case assumptions were used to calculate savings
Business Program		
9	Efficiency: Equipment Replacement	<ul style="list-style-type: none"> * Gross verified energy savings were boosted by lighting projects in the prescriptive and custom measure tracks * Lighting projects overall were determined to have a realization rate of 112%; 116% when including interactive energy changes * On average, the evaluation found high realization rates as a result of both longer operating hours and larger wattage reductions than initial assumptions * Low realization rates for engineered lighting projects due to overstated operating hour assumptions * Custom non-lighting projects suffered from process issues such as: the absence of required M&V plans, the use of inappropriate assumptions, and the lack of adherence to the M&V plan * The final realization rate for summer peak demand was 94% <ul style="list-style-type: none"> * 84% was a result of different methodologies used to calculate peak demand savings * 10% due to the benefits from reduced air conditioning load in lighting retrofits * Overall net-to-gross ratios in the low 70's represent an improvement over the 2009 and 2010 ERIP program where net-to-gross ratios were in the low 60's and low 50's, respectively. Strict eligibility requirements and improvements in the pre-approval process contributed to the improvement in net-to-gross ratios
10	Direct Install Lighting	<ul style="list-style-type: none"> * Though overall performance is above expectations, participation continues to decline year over year as the initiative reaches maturity * 70% of province-wide resource savings persist to 2014 <ul style="list-style-type: none"> * Over 35% of the projects for 2011 included at least one CFL measure * Resource savings from CFLs in the commercial sector only persist for the industry standard of 3 years * Since 2009 the overall realization rate for this program has improved <ul style="list-style-type: none"> * 2011 evaluation recorded the highest energy realization rate to date at 89.5% * The hours of use values were held constant from the 2010 evaluation and continue to be the main driver of energy realization rate * Lights installed in "as needed" areas (e.g., bathrooms, storage areas) were determined to have very low realization rates due to the difference in actual energy saved vs. reported savings

11	Existing Building Commissioning Incentive	* Initiative was not evaluated in 2011, no completed projects in 2011
12	New Construction and Major Renovation Incentive	* Initiative was not evaluated in 2011 due to low uptake * Assumptions used are consistent with preliminary reporting based on the 2010 Evaluation findings and consultation with the C&I Work Group (100% realization rate and 50% net-to-gross ratio)
13	Energy Audit	* The evaluation is ongoing. The sample size for 2011 was too small to draw reliable conclusions.
14	Commercial Demand Response (part of the Residential program schedule)	* See residential demand response (#7)
15	Demand Response 3 (part of the Industrial program schedule)	* See Demand Response 3 (#20)
Industrial Program		
16	Process & System Upgrades	* Initiative was not evaluated in 2011, no completed projects in 2011
17	Monitoring & Targeting	* Initiative was not evaluated in 2011, no completed projects in 2011
18	Energy Manager	* Initiative was not evaluated in 2011, no completed projects in 2011
19	Efficiency: Equipment Replacement Incentive (part of the C&I program schedule)	* See Efficiency: Equipment Replacement (#9)
20	Demand Response 3	* Program performance for Tier 1 customers increased with DR-3 participants providing 75% of contracted MW for both sectors * Industrial customers outperform commercial customers by provide 84% and 76% of contracted MW, respectively * Program continues to diversify but still remains heavily concentrated with less than 5% of the contributors accounting for the majority (~60%) of the load reductions. * By increasing the number of contributors in each settlement account and implementation of the new baseline methodology the performance of the program is expected to increase

Home Assistance Program		
21	Home Assistance Program	<ul style="list-style-type: none"> * Initiative was not evaluated in 2011 due to low uptake * Business Case assumptions were used to calculate savings
Pre-2011 Programs completed in 2011		
22	Electricity Retrofit Incentive Program	<ul style="list-style-type: none"> * Initiative was not evaluated * Net-to-Gross ratios used are consistent with the 2010 evaluation findings (multifamily buildings 99% realization rate and 62% net-to-gross ratio and C&I buildings 77% realization rate and 52% net-to-gross ratio)
23	High Performance New Construction	<ul style="list-style-type: none"> * Initiative was not evaluated * Net-to-Gross ratios used are consistent with the 2010 evaluation findings (realization rate of 100% and net-to-gross ratio of 50%)
24	Toronto Comprehensive	<ul style="list-style-type: none"> * Initiative was not evaluated * Net-to-Gross ratios used are consistent with the 2010 evaluation findings
25	Multifamily Energy Efficiency Rebates	<ul style="list-style-type: none"> * Initiative was not evaluated * Net-to-Gross ratios used are consistent with the 2010 evaluation findings
26	Data Centre Incentive Program	<ul style="list-style-type: none"> * Initiative was not evaluated
27	EnWin Green Suites	<ul style="list-style-type: none"> * Initiative was not evaluated

2.5.2 EVALUATION RESULTS

Table 4: Evaluation Results									
Program	Gross Savings			Net Savings		Contribution to Targets			
	Incremental Peak Demand Savings (kW)	Incremental Energy Savings (kWh)		Incremental Peak Demand Savings (kW)	Incremental Energy Savings (kWh)	Program-to-Date: Net Annual Peak Demand Savings (kW) in 2014	Program-to-Date: 2011-2014 Net Cumulative Energy Savings (kWh)		
Consumer Program Total	1,683	3,453,794			1,179	2,304,937	787	9,214,975	
Business Program Total	898	3,474,726			717	2,661,717	607	10,550,273	
Industrial Program Total	109	449,391			81	338,062	60	1,348,537	
Home Assistance Program Total	0	0			0	0	0	0	
Pre-2011 Programs completed in 2011 Total	506	2,809,065			262	1,457,692	262	5,830,767	
Total OPA Contracted Province-Wide CDM Programs	3,195	10,186,975			2,239	6,762,407	1,716	26,944,552	
#	Initiative	Gross Savings		Net-to-Gross Ratio		Net Savings		Contribution to Targets	
		Incremental Peak Demand Savings (kW)	Incremental Energy Savings (kWh)	Peak Demand Savings	Energy Savings	Incremental Peak Demand Savings (kW)	Incremental Energy Savings (kWh)	Program-to-Date: Net Annual Peak Demand Savings (kW) in 2014	Program-to-Date: 2011-2014 Net Cumulative Energy Savings (kWh)
Consumer Program									
1	Appliance Retirement	98	730,080	51%	51%	47	352,333	47	1,409,330
2	Appliance Exchange	6	8,078	52%	52%	3	4,163	1	14,912
3	HVAC Incentives	1,151	2,070,284	61%	60%	697	1,241,226	697	4,964,904
4	Conservation Instant Coupon Booklet	15	250,765	114%	111%	17	276,221	17	1,104,885
5	Bi-Annual Retailer Event	22	393,577	113%	110%	25	429,984	25	1,719,935
6	Retailer Co-op	0	0	-	-	0	0	0	0
7	Residential Demand Response	390	1,009	-	-	390	1,009	0	1,009
8	Residential New Construction	0	0	-	-	0	0	0	0
Business Program									
9	Efficiency: Equipment Replacement	584	2,863,211	71%	73%	415	2,093,673	415	8,374,692
10	Direct Install Lighting	206	608,317	93%	93%	220	564,846	192	2,172,383
11	Existing Building Commissioning Incentive	0	0	-	-	0	0	0	0
12	New Construction and Major Renovation	0	0	-	-	0	0	0	0
13	Energy Audit	0	0	-	-	0	0	0	0
14	Commercial Demand Response (part of the Demand Response 3 schedule)	0	0	-	-	0	0	0	0
15	Demand Response 3 (part of the Industrial Demand Response 3 schedule)	108	3,198	n/a	n/a	82	3,198	0	3,198
Industrial Program									
16	Process & System Upgrades	0	0	-	-	0	0	0	0
17	Monitoring & Targeting	0	0	-	-	0	0	0	0
18	Energy Manager	0	0	-	-	0	0	0	0
19	Efficiency: Equipment Replacement Incentive (part of the CDM program schedule)	84	448,154	72%	76%	60	336,825	60	1,347,300
20	Demand Response 3	25	1,237	n/a	n/a	21	1,237	0	1,237
Home Assistance Program									
21	Home Assistance Program	0	0	-	-	0	0	0	0
Pre-2011 Programs completed in 2011									
22	Electricity Retrofit Incentive Program	461	2,579,859	52%	52%	240	1,343,088	240	5,372,354
23	High Performance New Construction	45	229,207	50%	50%	22	114,603	22	458,413
24	Toronto Comprehensive	0	0	-	-	0	0	0	0
25	Multifamily Energy Efficiency Rebates	0	0	-	-	0	0	0	0
26	Data Centre Incentive Program	0	0	-	-	0	0	0	0
27	EnWin Green Suites	0	0	-	-	0	0	0	0
<i>Assumes demand response resources have a persistence of 1 year</i>									

Table 5: Summarized Program Results							
Program	Gross Savings		Net Savings		Contribution to Targets		
	Incremental Peak Demand Savings (kW)	Incremental Energy Savings (kWh)	Incremental Peak Demand Savings (kW)	Incremental Energy Savings (kWh)	Program-to-Date: Net Annual Peak Demand Savings (kW) in 2014	Program-to-Date: 2011-2014 Net Cumulative Energy Savings (kWh)	
Consumer Program Total	1,683	3,453,794	1,179	2,304,937	787	9,214,975	
Business Program Total	898	3,474,726	717	2,661,717	607	10,550,273	
Industrial Program Total	109	449,391	81	338,062	60	1,348,537	
Home Assistance Program Total	0	0	0	0	0	0	
Pre-2011 Programs completed in 2011 Total	506	2,809,065	262	1,457,692	262	5,830,767	
Total OPA Contracted Province-Wide CDM Programs	3,195	10,186,975	2,239	6,762,407	1,716	26,944,552	
#	Initiative	Gross Savings		Net Savings		Contribution to Targets	
		Incremental Peak Demand Savings (kW)	Incremental Energy Savings (kWh)	Incremental Peak Demand Savings (kW)	Incremental Energy Savings (kWh)	Program-to-Date: Net Annual Peak Demand Savings (kW) in 2014	Program-to-Date: 2011-2014 Net Cumulative Energy Savings (kWh)
Consumer Program							
1	Appliance Retirement	98	730,080	47	352,333	47	1,409,330
2	Appliance Exchange	6	8,078	3	4,163	1	14,912
3	HVAC Incentives	1,151	2,070,284	697	1,241,226	697	4,964,904
4	Conservation Instant Coupon Booklet	15	250,765	17	276,221	17	1,104,885
5	Bi-Annual Retailer Event	22	393,577	25	429,984	25	1,719,935
6	Retailer Co-op	0	0	0	0	0	0
7	Residential Demand Response	390	1,009	390	1,009	0	1,009
8	Residential New Construction	0	0	0	0	0	0
Business Program							
9	Efficiency: Equipment Replacement	584	2,863,211	415	2,093,673	415	8,374,692
10	Direct Install Lighting	206	608,317	220	564,846	192	2,172,383
11	Existing Building Commissioning Incentive	0	0	0	0	0	0
12	New Construction and Major Renovation	0	0	0	0	0	0
13	Energy Audit	0	0	0	0	0	0
14	Commercial Demand Response (part of the	0	0	0	0	0	0
15	Demand Response 3 (part of the industrial program schedule)	108	3,198	82	3,198	0	3,198
Industrial Program							
16	Process & System Upgrades	0	0	0	0	0	0
17	Monitoring & Targeting	0	0	0	0	0	0
18	Energy Manager	0	0	0	0	0	0
19	Efficiency: Equipment Replacement Incentive	84	448,154	60	336,825	60	1,347,300
20	Demand Response 3	25	1,237	21	1,237	0	1,237
Home Assistance Program							
21	Home Assistance Program	0	0	0	0	0	0
Pre-2011 Programs completed in 2011							
22	Electricity Retrofit Incentive Program	461	2,579,859	240	1,343,088	240	5,372,354
23	High Performance New Construction	45	229,207	22	114,603	22	458,413
24	Toronto Comprehensive	0	0	0	0	0	0
25	Multifamily Energy Efficiency Rebates	0	0	0	0	0	0
26	Data Centre Incentive Program	0	0	0	0	0	0
27	EnWin Green Suites	0	0	0	0	0	0
<i>Assumes demand response resources have a persistence of 1 year</i>							

2.6 Additional Comments

In Oakville Hydro's efforts to maximize the CDM market potential of the OPA – Contracted Province-Wide CDM Programs we would provide the following comments.

In order to effectively manage CDM marketing campaigns; timely, accurate and transparent reporting of customer participation and CDM results achieved are critical to Oakville Hydro. Several program initiatives such as the appliance retirement, and demand response 3 initiatives do not have transparent participant information returning back to the Distributor in order to allow more concentrated outreach and promotion to non-participants. Increased transparency would enhance Oakville Hydro's ability to achieve its CDM targets.

As noted in the Board's Guidelines, the OPA has indicated a willingness to work with interested Distributors in developing additional CDM programs to supplement the Tier 1 Programs. The timely processing of requests by the OPA for enhancements to program initiatives for the purposes of improved customer service and improved CDM results is critical to the success of these programs. Had the enhancements to the residential new construction program initiative been implemented earlier, Oakville Hydro expects that it would have achieved additional energy savings in 2011 which would have persisted until 2014. Based upon the OPA's 2011 verified electricity savings and peak demand savings, the achievement of Oakville Hydro's net peak summer demand target will be a challenge. Oakville Hydro believes that it would be beneficial to have the OPA develop more programs related to peak demand savings.

Oakville Hydro has not included the contributions that the Board's Time of Use Pricing Program will have on its CDM targets. Once the EM&V study is completed on the Time of Use Board-Approved program Oakville Hydro will be in a better position to evaluate the requirement for additional programs.

The sales cycle around the Industrial Program Process and System Upgrade Initiative is longer than the ERII. Oakville Hydro is at a disadvantage since it does not have a large user class with customers >5.0 MW and the ability to apply for a Key Account Manager Resource or Roving Energy Manager Resource to assist in promotion of the Industrial Program initiatives. Oakville Hydro would welcome sector specific Province Wide Programs that target light industrial class customers as the smaller scale demand reduction (<50kW) opportunities aren't as attractive for the registered provincial demand response aggregators to pursue.

3 Combined CDM Reporting Elements

3.1 Progress towards CDM Targets

3.1.1 The 2011 Final CDM Results indicates that Oakville Hydro is currently modestly behind its total estimated incremental 2011 milestones for both peak demand savings and energy savings when compared to its CDM Strategy filing of November 1, 2010, File EB-2010-0215. This can be attributable to many factors occurring in the first year. Oakville Hydro is negative 17.1% for peak demand savings and negative 4.13% for energy savings for 2011. However, Oakville Hydro's CDM strategy included an estimated 1.867 MW of demand savings and 1.3 GWh for potential Board- Approved Programs (Tier 2 programs) which did not materialize. Therefore, the CDM Strategy comparisons to 2011 results as shown in Table 6 and Table 7 indicate a variance of only negative 8.1% in peak demand savings and positive 3.43% in energy savings from the estimated contributions of the 2011 OPA Contracted Province Wide Programs CDM results. This demonstrates that Oakville Hydro has been successful in utilizing the OPA province wide CDM programs.

Table 6: Net Peak Demand Savings at the End User Level (MW)				
Implementation Period	Annual			
	2011	2012	2013	2014
2011 – Verified	2.24	1.75	1.75	1.72
2012				
2013				
2014				0.00
Verified Net Annual Peak Demand Savings Persisting in 2014:				1.72
Oakville Hydro Electricity Distribution Inc. 2014 Annual CDM Capacity Target:				20.7
Verified Portion of Peak Demand Savings Target Achieved in 2014(%):				8.29%
Oakville Hydro Electricity Distribution Inc. Milestone submitted for 2011(non-cumulative)				25.40%
Oakville Hydro Electricity Distribution Inc. Milestone of OPA Province Wide Programs Only				16.4%
Variance to CDM Strategy	-17.1%			
Variance to OPA Province Wide Programs Component of CDM Strategy	-8.1%			

Table 7: Net Energy Savings at the End User Level (GWh)

Implementation Period	Annual				Cumulative
	2011	2012	2013	2014	2011-2014
2011 - Verified	6.76	6.76	6.75	6.67	26.94
2012					
2013					
2014					
Verified Net Cumulative Energy Savings 2011-2014:					26.94
Oakville Hydro Electricity Distribution Inc. 2011-2014 Cumulative CDM Energy Target:					74.06
Verified Portion of Cumulative Energy Target Achieved (%):					36.38%
Oakville Hydro Electricity Distribution Inc. Milestone submitted for 2011					40.5%
Oakville Hydro Electricity Distribution Inc. Milestone of OPA Province Wide Programs Only					32.95%
Variance to CDM Strategy	-4.13%				
Variance to OPA Province Wide Programs Component of CDM Strategy	+3.43%				

Future years' results will progress with the launch of some programs like peakSaver plus, the home assistance, process and system upgrade initiative, which have been delayed into the Oakville Hydro market.

3.2 CDM Strategy Modifications

Oakville Hydro submitted its CDM Strategy on November 1, 2010. On February 25, 2011, Oakville Hydro filed an addendum to its strategy which supplemented Oakville Hydro's CDM Strategy by providing a preliminary budget for the delivery of CDM programs. The CDM strategy included:

- Total Reduction in Peak Provincial Electricity Demand Target (MW): 21
- Total Reduction in Electricity Consumption Target (kWh): 75,000,000

However, subsequent to the first submission, the final OEB CDM targets for all LDCs were released, and therefore Oakville Hydro would like to modify the CDM strategy to reflect the changes. Oakville Hydro is updating its assigned 2011 – 2014 OEB targets to 74.06 GWh and 20.7 MW.

Oakville Hydro's original strategy and achievement estimate was based a mix of OPA-Contracted Province-Wide CDM Programs and Board-Approved CDM Programs. It was forecasted that the OPA-Contracted Province-Wide Programs would achieve 92% of energy and 64% of demand target. In the absence of Board-Approved CDM Programs, Oakville Hydro's objective is to continue to work with the OPA to further enhance existing OPA-Contracted Province-Wide CDM Program initiatives and, where possible, encourage development of new OPA-Contracted Province-Wide CDM Program initiatives to offset the gap in energy and demand savings as estimated in its CDM strategy.

Oakville Hydro plans to increase its marketing and customer segmentation efforts to enable it to achieve improved participation from Consumer Program initiatives such as the Residential Demand Response Program and the ERII Program. Oakville Hydro will continue to monitor its progress and consider other alternatives striving towards the goal of meeting its mandated targets.