


ONTARIO POWER AUTHORITY


A Progress Report
on Electricity Conservation

First Quarter 2008

Ontario Power Authority OM

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Introduction

Ontario has a goal of achieving 6,300 megawatts (MW) of savings in peak electricity use by 2025. One of the Ontario Power Authority's (OPA) five strategic objectives is to ensure the achievement of this goal.

The OPA's approach in achieving the goals set for 2010 and 2025 is to use three overlapping but distinct type of conservation programs: resource acquisition, capability building and market transformation. This report focuses on resource acquisition or conservation procurement.

The OPA procures conservation resources through four different conservation categories. These categories are:

- ***Energy efficiency:*** using technologies that provide the same level of service but use less energy (e.g., compact fluorescent light bulbs)
- ***Conservation behaviour/demand management:*** reducing or shifting electricity demand (e.g., turning off lights, load shifting)
- ***Fuel switching:*** switching from electricity to another fuel for a given application (e.g., electric water heater to gas water heater)
- ***Customer-based generation***: reduced demand for electricity from the grid, due to on-site generation (e.g., solar photovoltaic panels)

The OPA uses a 'portfolio approach' in ensuring its wide-reaching slate of conservation programs provide comprehensive and cost-effective programs for Ontario. Some programs are designed to focus on energy efficiency and demand management while others focus on only one aspect of conservation. The programs use tools as diverse as product rebates, building retrofits and direct installation services to encourage participants to undertake savings in one or more of the conservation categories. The table below identifies the number of programs scheduled to be running in each quarter of 2008. A more detailed schedule by program is provided in the appendix on page 9.

	Q1 Jan - Mar	Q2 Apr -Jun	Q3 Jul - Sep	Q4 Oct-Dec
Mass Market Programs	2	5	7	9
Commercial/Institutional Programs	2	4	6	8
Industrial Programs	0	0	0	1
Demand Response Programs	3	3	3	4
Conservation/Technology Funds	2	2	2	2

About This Report

Progress reports are prepared quarterly to provide updates on the portfolio of electricity conservation initiatives managed by the OPA and their contribution toward achieving the 2010 goal.

The OPA uses three different tracks to report on its conservation programs – forecasted, reported and verified savings. Each of these tracks provides estimates of energy and peak demand savings at different stages of conservation programs. As a result, each track has a different level of certainty associated with the results. The results provided in these quarterly progress reports are reported savings.

The reported savings[1] reflect the preliminary results of conservation programs and are calculated based on: (a) estimated energy savings per participant and other program input assumptions[2] that were used to develop the program; and (b) reported participation activity. Reported savings reflect the success of program efforts in driving participation and can be used to gain early insights into a program's effectiveness. As part of its evaluation, measurement and verification (EM&V) framework, the OPA undertakes independent evaluation of its conservation programs to verify the energy savings and the program impact. Verified savings for 2008 programs will be available in 2009.

For detailed descriptions of reporting tracks, please refer to the Reporting Methodologies chapter of the *2005-2007 Conservation Results Supplement* to the *Chief Energy Conservation Officer's 2007 Annual Report* available on the Conservation Bureau website: **www.conservationbureau.on.ca**.

This report covers activities from January 1 - March 31, 2008.

[1] Unless otherwise noted, program activity units (participants, coupons, etc.) reported are gross results that capture 100 percent of program participants. Reported energy and demand savings are the estimated net results based on a standard 30 percent free ridership assumption. Free riders are program participants who would have undertaken the promoted conservation activity on their own initiative even without the program. Specific free rider rates will be determined in the monitoring and verification of each program.

[2] Assumptions include the energy savings measure's effective useful life, the measure's seasonal energy savings pattern and program free-ridership. These program input assumptions are estimated based on best available information during program design.

Portfolio Summary

Conservation program results are summarized below for the first quarter and year to date of 2008 by sector. For demand response programs, the results are summarized below on a program-to-date basis. Sector level program results and program highlights follow in subsequent sections.

Table 1a – Conservation Programs Results

Sector	# of Programs in Market	Summer Peak Demand Savings (MW)	First-Year Energy Savings (MWh)	Lifetime Energy Savings (MWh)[3]
2008 Quarter 1				
Mass Market	2	3.9	8,000	103,500
Commercial/Institutional	2	7.8	26,138	39,918
Total	**4**	**11.7**	**34,138**	**143,418**
2008 Year to Date				
Mass Market	2	3.9	8,000	103,500
Commercial/Institutional	2	7.8	26,138	39,918
Total	**4**	**11.7**	**34,138**	**143,418**

Table 1b – Demand Response Programs Results

Term	Participants	Total Contracted Capacity (MW)	Peak Curtailment (MW)	Peak Reliability (%)	Average Curtailment (MW)	Average Reliability (%)
Programs to Date	37,654	346.7	233.2	81	111.0	39

Portfolio highlights

- On March 26, 2008, the OPA launched the High Performance New Construction (HPNC) Program – a new, province-wide initiative for non-residential new construction and major renovation projects.
- The Cool Savings Rebate Program completed its second straight year in the Ontario market. Nearly 200,000 rebates for energy-efficient heating and cooling systems have been provided to Ontario consumers since program inception.
- The OPA received more than 10 applications for its Demand Response 3 Program launched at the end of 2007.

[3] Lifetime energy savings are the estimated total amount of energy that will be saved over the life of the specific conservation technology or action promoted in the program. For example, if a compact fluorescent light bulb saves 44 kilowatt-hours (kWh) per year and lasts for six years, it will save 264 kWh over its lifetime.

Mass Market Programs

In the first quarter of 2008, the OPA had two mass market programs in market, with another eight under development for launch later in 2008. The quarterly and year-to-date results for these programs are summarized below. Complete descriptions of the programs are provided in the Appendix, starting on page 10.

Table 2 – Mass Market Programs Results

Program	Activity Measure	Activity Units	Net Summer Peak Demand Savings (MW)	Net Energy Savings (MWh)	
				First Year	Lifetime
2008 Quarter 1					
Great Refrigerator Roundup	Appliances	9,164	0.3	2,840	25,000
Cool Savings	Rebates	23,931	3.6	5,160	78,500
Total		**33,095**	**3.9**	**8,000**	**103,500**
2008 Year to Date					
Great Refrigerator Roundup	Appliances	9,164	0.3	2,840	25,000
Cool Savings	Rebates	23,931	3.6	5,160	78,500
Total		**33,095**	**3.9**	**8,000**	**103,500**

Commercial/Institutional Programs

In the first quarter of 2008, the OPA had two commercial/institutional programs in market, with another five under development for launch later in 2008. The quarterly and year-to-date results for these programs are summarized below. Complete descriptions of the programs are provided in the Appendix.

Table 3 – Commercial/Institutional Programs Results

Program	Activity Measure	Activity Units	Summer Peak Demand Savings (MW)	Energy Savings (MWh)	
				First Year	Lifetime
2008 Quarter 1					
Toronto Comprehensive	Custom Projects	n/a	4.6	18,155	n/a
Electricity Retrofit Incentive	Projects	n/a	3.2	7,983	39,918
Total		**n/a**	**7.8**	**26,138**	**39,918**
2008 Year to Date					
Toronto Comprehensive	Custom Projects	n/a	4.6	18,155	n/a
Electricity Retrofit Incentive	Projects	n/a	3.2	7,983	39,918
Total		**n/a**	**7.8**	**26,138**	**39,918**

Demand Response Programs

In the first quarter of 2008, the OPA had three demand response programs in market, with another one under development for launch later in 2008. The program-to-date results for these programs are summarized below. Complete descriptions of programs are provided in the Appendix.

Table 4 – Demand Response Programs Results

Program	Description	Incremental # of Participants	Incremental Contracted Capacity (MW)	Peak Curtailment (MW)	Peak Reliability (%)	Average Curtailment (MW)	Average Reliability (%)
Program to date							
peaksaver®	Residential Peak Load Shedding	37,642	19.8	0	n/a	0	n/a
Demand Response 1	Voluntary Peak Load Shedding	11	326.9	233.2	81	111.0	39
Demand Response 3	Contractual Peak Load Shedding	1	0	0	n/a	0	n/a
Total		**37,654**	**346.7**	**233.2**	**81**	**111.0**	**39**

Conservation Fund

The Conservation Fund supports electricity conservation pilot projects that build marketplace capability for conservation programs, test new or unique program elements and approaches, and can be scaled-up to achieve significant energy savings. Its budget for 2008 is $3 million, made available in three rounds of applications.

Table 5 – Conservation Fund Results

Sector	Expressions of Interest Received	Projects Approved	OPA Granted Funds ($)	Total Project Costs ($)
2008 Quarter 1				
Residential	7	1	127,037	268,000
Commercial/Institutional	3	1	142,412	690,412
Industrial	0	0	0	0
Total	**10**	**2**	**269,449**	**958,412**
2008 Year to Date				
Residential	7	1	127,037	268,000
Commercial/Institutional	3	1	142,412	690,412
Industrial	0	0	0	0
Total	**10**	**2**	**269,449**	**958,412**

For more information on the Conservation Fund and previously funded projects, please visit **www.powerauthority.on.ca/cfund**.

Technology Development Fund

The Technology Development Fund assists innovative energy technologies that will improve the supply and conservation of electricity, are in the pre-commercial stage and require funding for development, demonstration or verification. Its budget for 2008 is $1.5 million, made available in three rounds of applications.

Table 6 – Technology Development Fund Results

Focus	Proposals Received	Projects Approved	OPA Granted Funds ($)	Total Project Costs ($)
2008 Quarter 1				
Conservation	4	2	260,000	6,160,000
Other	4	2	375,000	9,571,444
Total	**8**	**4**	**635,000**	**15,731,444**
2008 Year to Date				
Conservation	4	2	260,000	6,160,000
Other	4	2	375,000	9,571,444
Total	**8**	**4**	**635,000**	**15,731,444**

For more information on the Technology Development Fund and previously funded projects, please visit **www.powerauthority.on.ca/tdfund.**

Program Highlights

Cool Savings Rebate Program – Two years in market

The Cool Savings Rebate Program (CSRP) is a year-round program that offers valuable incentives to consumers to replace inefficient residential heating and cooling systems. Since its launch in April 2006, the CSRP has provided almost 200,000 rebates to Ontario homeowners and has accumulated an industry participation of more than 1,000 contractors.

The CSRP was designed and is delivered in partnership with the Heating, Refrigeration and Air Conditioning Institute of Canada. The benefits of the program include reductions in summer peak electricity demand from residential air conditioning, increased energy efficiency through a rebate offered for the purchase of electrically commuted motors (ECM) at the time of a new furnace installation, improved awareness of good energy conservation practices around the use of air conditioning in homes, and the building of the capacity of the heating, ventilation and air conditioning contractor industry to market and deliver energy conservation initiatives.

More information can be found at **www.everykilowattcounts.ca/residential/coolsavings**.

High Performance New Construction Program Launched

On March 26, 2008, in partnership with program manager Enbridge Gas Distribution Inc., the OPA launched a new, province-wide initiative for non-residential new construction and major renovation projects called the High Performance New Construction (HPNC) program.

What exactly is high performance? It is a collection of design strategies and technologies for reducing energy consumption, improving an indoor environment and minimizing the environmental impact of a building. Energy efficiency and sustainable building practices can both be incorporated affordably.

The program's objectives are two-fold: to mitigate traditional barriers to high-performance building construction and to engage the design and building communities as well as the end user. The program provides design assistance and financial incentives to participants who implement energy-efficiency improvement projects in new commercial buildings and major renovations. Eligible new building projects include: office buildings, industrial buildings, retail spaces, multiunit residential buildings, affordable housing complexes, colleges, universities, schools, hospitals, long-term care facilities, hotels and motels. Single-family dwellings are not eligible.

Janet Holder, President, Enbridge Gas Distribution; Peter Love, Ontario's Chief Energy Conservation Officer, Ontario Power Authority; and Mayor David Miller, City of Toronto, at the program launch event.

With the exception of the City of Toronto, the HPNC program will be managed province-wide by Enbridge, which brings more than 10 years of experience in successful residential and commercial energy-efficiency program delivery. Within the 416 area code, the City of Toronto Energy Efficiency Office (under an agreement with the OPA) will manage the Better Buildings Partnership – New Construction. More information can be found at **www.hpnc.ca** and **www.toronto.ca/energy**.

Demand Response 3 Program – First Contract Completed

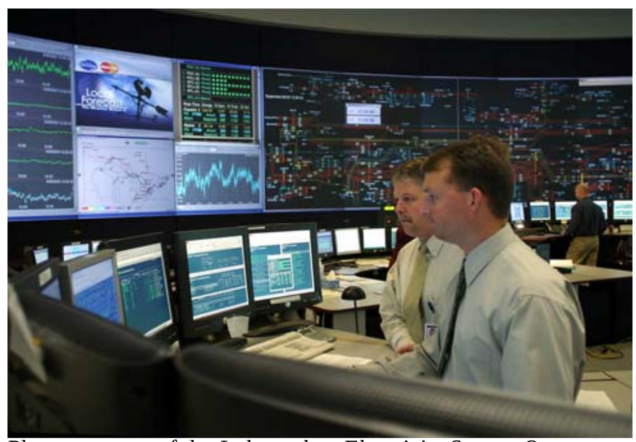

Photo courtesy of the *Independent Electricity System Operator*

The Demand Response 3 (DR3) program is a contractual obligation program to reduce load during certain periods of the year. This is in contrast to other demand response programs of voluntary load shedding (DR1) or contractual load shifting (DR2). Direct participants and aggregators make themselves available to shed load upon notice during scheduled hours ranging up to 100 or 200 hours per year. The DR 3 program makes both availability (capacity) and energy payments to program participants. Failure to comply with the contractual requirements of the DR 3 program can result in set-offs against potential revenue.

The goal of DR3 is to contribute to the OPA's demand management initiative, which aims to shift load from times of peak demand to times of lesser demand. This helps to avoid the high cost of standby generation for peak spikes in demand. DR3 also aids in deferring the need for expensive new generation capacity, and DR3 works to ensure transmission reliability as peak power loads stress the designed capacity of the electricity grid. All these preventative measures result in a reduction in the final price of power.

As of the end of March 2008, one participant had completed a contract and 10 other applications were in the process of being finalized.

Appendices

This appendix includes summary sheets for the OPA's conservation programs that were in the market during the first quarter of 2008 as well as the scheduled in-market dates for all OPA conservation programs in 2008. Note: The program descriptions provided are for 2008 only. Some programs will continue into 2009; however, there may be modifications to program elements from year to year.

	Q1 Jan - Mar	**Q2 Apr -Jun**	**Q3 Jul - Sep**	**Q4 Oct-Dec**
Mass Market Programs				
Great Refrigerator Roundup Program	x	x	x	x
Summer Sweepstakes		x	x	
Aboriginal Program		x	x	x
Cool Savings Rebate Program	x	x	x	x
Every Kilowatt Counts Power Savings Event		x		x
New Single Family Construction				x
LDC Home Energy Efficiency Program				x
Power Savings Blitz			x	x
LDC Custom Program			x	x
Community Engagement Program			x	x
Commercial/Institutional Programs				
High Performance New Construction		x	x	x
Electricity Retrofit Incentive Program	x	x	x	x
Toronto Comprehensive Program	x	x	x	x
Low Income Single Family Home				x
Multifamily Buildings Program			x	x
Commercial Fuel Switching		x	x	x
Building Portfolio Program				x
Chiller Plant Re-Commissioning			x	x
Industrial Programs				
Industrial Energy Efficiency Program				x
Demand Response Programs				
Demand Response 1	x	x	x	x
Demand Response 3	x	x	x	x
Demand Response 2				x
peaksaver®	x	x	x	x
Conservation and Technology Fund				
Conservation Fund	x	x	x	x
Technology Development Fund	x	x	x	x

Program Name:	**Great Refrigerator Roundup (LDC Appliance Retirement Program)**
2008 In-market dates:	January 1 - December 31, 2008
Objectives:	• To achieve energy and demand savings through the removal and decommissioning of older working, inefficient secondary and primary refrigerators, freezers and air conditioners • To improve conservation awareness in the market through information materials provided to program participants.
Target market:	• Ontario households with full-size, working fridges or freezers more than 10 years old.
Program description:	• Free pick-up and removal of older working, inefficient full-size fridges and freezers • The program also picks up old air conditioners, mini-fridges and mini-freezers if a full-sized fridge or freezer has already been scheduled for pick-up. • Appliances are decommissioned in an environmentally responsible manner, with only a small amount of material going to landfill.
Program partners/ delivery structure:	• ARCA Canada Inc. and Appliance Recycling Centers of America Inc. (online appointment booking, pick-up and decommissioning services) • Green Group (external program manager) • Participating local distribution companies (LDCs) (local promotion to their customer base)
Marketing elements:	• Local promotion by participating LDCs through tactics such as bill inserts, bill messages, customer newsletters • Community and ethnic newspaper advertising • Province-wide print and radio advertising • Program website (information and appointment booking) • Toll-free number (appointment booking)

Program Name:	**Cool Savings Rebate Program (Home Heating and Cooling Efficiency Program)**
2008 In-market dates:	January 1 - December 31, 2008
Objectives:	• To provide electricity consumers with incentives to replace their inefficient cooling and heating systems • To increase the number of purchases of ENERGY STAR® qualified, high efficiency and programmable devices • To reduce peak demand in the summer and winter seasons and increase conservation awareness.
Target market:	Residential customers with inefficient cooling and heating systems
Program description:	• An incentive to replace existing systems with ENERGY STAR qualified products. • Central cooling systems can be replaced with an ENERGY STAR air conditioning system, which exceeds current regulatory efficiency standards. • An incentive for the installation of a programmable thermostat by a contractor and on the installation of ENERGY STAR heating systems, specifically with an energy-efficient furnace motor.
Program partners/ delivery structure:	• Managed by the Heating, Refrigeration and Air Conditioning Institute of Canada • Delivered through registered heating, ventilation and air conditioning contractors across the province • Any contractor in Ontario can participate in the program, at no cost, upon demonstration that they meet all of the provincial requirements to undertake this type of work.
Marketing elements:	• Program website with participating contractor look-up tool • Brochures

Program Name:	***peaksaver®*** **(Residential and Small Commercial Demand Response)**
2008 In-market dates:	January 1 - December 31, 2008
Objectives:	• To develop voluntary demand response capacity in the residential and small commercial sector • To educate consumers about the electricity system and the benefits of peak demand reduction, including enhancing system reliability, reducing system costs and benefits to the environment.
Target market:	Residential and small commercial (<50 kilowatt demand) customers that have central air conditioning and are located in service territories of summer-peaking LDCs.
Program description:	• LDCs install load control devices on the central air conditioners (and electric water heaters where applicable) of eligible customers who volunteer to participate in the program. • During high electricity demand periods, the devices are remotely activated to reduce air conditioner/water heater operation for short periods, leading to an overall reduction in demand • The load control device is installed at no cost, and the participant receives a $25 financial incentive for enrolling.
Program partners/ delivery structure:	• Delivered by participating, summer-peaking LDCs, which are responsible for local marketing, participant enrolments, fulfillment of financial incentives, reporting, customer care and device maintenance. • The OPA is contracting separately for dispatch administration and aggregation operation to manage and report on the device activations.
Marketing elements:	• Radio advertising • Program website • Local marketing and events by LDCs

Program Name:	**Toronto Comprehensive (City of Toronto, Toronto Hydro & BOMA)**
2008 In-market dates:	January 1 - December 31, 2008
Objectives:	To achieve 300 MW of demand reduction in the City of Toronto by 2010 (Ministerial Directive)
Target market:	New construction and existing buildings in the City of Toronto
Program description:	The program includes custom energy-efficiency (retrofit and new construction) projects for all sectors delivered in Toronto by Building Owners and Managers Association (BOMA) of Greater Toronto, City of Toronto and Toronto Hydro. **BOMA component** Incentives for retrofits that provide sustainable electricity demand and energy reductions in existing commercial buildings larger than 25,000 square feet **City of Toronto (Energy Efficiency Office) component** • Better Buildings Program – for retrofits to existing MUSH* sector and multi-family buildings. • Better Buildings Program (New Construction) – for energy-efficiency upgrades to all non-residential new construction buildings. **Toronto Hydro component** A portfolio of projects targeted at existing commercial buildings smaller than 25,000 square feet and industrial properties. *Municipalities, universities, schools and hospitals
Program partners/ delivery structure:	Program is delivered through three program managers: • Building Owners and Managers Association (BOMA) • The City of Toronto Energy Efficiency Office • Toronto Hydro
Marketing elements:	Each program manager is responsible for its own marketing and publicity. Typical outreach and development activities include: • Websites • Earned media • Industry events • Program brochures

Program Name:	**Electricity Retrofit Incentive Program (ERIP)**
2008 In-market dates:	January 1 - December 31, 2008
Objectives:	• To encourage energy conservation awareness and build conservation capability across the business sector • To offer financial incentives for energy retrofits that result in peak demand savings and annual energy savings that are sustainable, measurable and verifiable to small, medium, and large consumers.
Target market:	Electricity customers in the commercial, institutional, industrial and agricultural sectors
Program description:	The program focuses on lighting; motors; heating, ventilation and air conditioning; and overall electricity systems. The program offers two tracks for retrofit incentives: • <u>Prescriptive</u> - predefined technologies, with associated predefined energy savings, and predefined financial incentives • <u>Custom</u> - allows owners to use other, more specific solutions to their electricity efficiency retrofitting. Custom projects are evaluated on the power and energy performance improvement of the specific technology, equipment and systems installed. Reimbursements are based on the specific level of energy-efficiency improvement.
Program partners/ delivery structure:	• Delivered through participating local distribution companies (LDCs) • Consumers interested in participating send their applications directly to their LDC for review and approval.
Marketing elements:	• Primarily marketed through the LDCs using joint advertising and a central brand approved by the OPA • Program website

Program Name:	**High Performance New Construction (HPNC)**
2008 In-market dates:	March 26 - December 31, 2008
Objectives:	• To encourage the implementation of energy-efficiency measures in new construction • To build support in the channel by engaging, through the program manager, both the design and build communities, as well as the end user • To mitigate traditional barriers to high-performance building construction, and stimulate more than 2,090 buildings across commercial, industrial, institutional, retail, multi-residential and agricultural sectors to build above the current applicable building code • To contribute to the creation of a culture of conservation by increasing awareness of the link between taking conservation actions and a corresponding reduction in energy bills.
Target market:	Developers and architects of new construction and major renovations of non-residential buildings in the province of Ontario.

Program description:	• A selection of measures with pre-identified savings
	• Custom application process (with computer energy modelling) to allow for a broad range of measures
	• Three levels of incentives:
	  o Basic Track – prescriptive technologies (air conditioning, motors, transformers, lighting) and projects where the modelled energy savings are between zero and 25 percent
	  o Advanced Track – projects where the modelled energy savings are between 26 and 50 percent
	  o High-Performance Track – projects where the modelled energy savings are greater than 50 percent

Program partners/ delivery structure:	• Enbridge Gas Distribution was selected as the program delivery agent across the province except for Toronto where the City of Toronto runs the program. • Union Gas will be working in partnership with Enbridge as sub-contractor to deliver the program in their franchise area.
Marketing elements:	• Program website

Program Name:	**Demand Response 1 (DR1) (Voluntary Economic Demand Response)**
2008 In-market dates:	January 1 - December 31, 2008
Objectives:	• To encourage load shifting from peak period to off-peak period, permitting the reduction of system on-peak demand • To create short-term demand response capacity in response to the IESO three-hour ahead pre-dispatch price signal in the electricity market • To encourage demand response based upon high market prices (hourly Ontario electricity prices).
Target market:	Any commercial or industrial facility with a minimum load of 500 kW. Both direct participants and aggregators can participate subject to contracting for this minimum level of business. The program is available to all regions of Ontario.
Program description:	• Program is “market based,” designed for consumers that can curtail load in response to economic signals, primarily using existing equipment and processes. • Participants receive compensation for curtailing the electricity demand of their project. Participants also receive compensation for an initial and independent assessment of the project potential and eligibility, and for monthly assessment and verifications of load reductions. • Projects can be based on load interruption, load shifting or behind-the-meter generation (excluding diesel, coal, bio-fuel, and bio-diesel). • No maximum on the number of hours of operation. Load curtailment is voluntary. Minimum of 0.5 MW load reduction, achievable for at least one hour in a relevant season. No financial penalties for under- or over-performance.
Program partners/ delivery structure:	• Administered directly by the OPA • Participants offer their own “strike price” on a monthly basis, at which they are willing to curtail load. The participant’s strike price must be higher than the OPA’s minimum defined floor strike price for the month. • Project applications must include a measurement and verification (M&V) plan, acceptable to the OPA. The M&V plan and all curtailments must be verified by an M&V consultant. • Participants receive monthly payments for curtailment.
Marketing elements:	• Promoted primarily through word of mouth, aggregators and some consultants • OPA website contains detailed information on the program and how to participate.

Program name:	**Demand Response 3 (DR3)** **(Contractual peak demand shedding)**
2008 In-market dates:	January 1 - December 31, 2008
Objectives:	To assist in reducing the system peak demand during pre-determined scheduled periods noted for high demand, high prices and tight supply cushion by contracting the interest of a broad range of consumers to participate in managing the electricity needs of Ontario.
Target market:	• Any commercial or industrial facility with a minimum load of 50 kW. • Available to all regions of Ontario except the Bruce area, Southwestern Ontario and a portion of the York Region.
Program description:	The program provides incentives to major power users who contractually agree to reduce their power use by a pre-determined amount when called upon by the OPA. Participants make themselves available during scheduled hours for potential notices to reduce load. Participants can select to be available to reduce load up to 100 hours or 200 hours per year. Contracts are available for one, three or five years. This guaranteed demand reduction allows power planners to reduce the total system demand for electricity and, therefore, all ratepayers' electricity costs, over the long term. Both direct participants and aggregators can participate subject to contracting for minimum business levels of 5 MW and 25 MW respectively. Thus, given these restrictions, aggregators will be key to the success of this program, as they form the front line in securing participation by commercial and industrial properties.
Program partners/ delivery structure:	The program is delivered primarily through aggregators, and to a lesser extent, large industrial loads.
Marketing elements:	The program is promoted primarily through word of mouth, aggregators and some consultants, in addition to some targeted business marketing.