

Final Conservation Results 2009/2010



December 2011

December 23, 2011



To our valued customers:

The Ontario Power Authority is pleased to provide the enclosed Conservation Results for programs it administered in 2009 and 2010. These results clearly demonstrate a significant value to customers in Ontario. From 2006 to 2010 Conservation programs have seen an investment of \$1.7 billion and have saved ratepayers \$3.8 billion in avoided costs. For this reporting period Conservation programs in 2009 and 2010 alone influenced 1.1 billion kWh of verified and sustainable annual energy savings yielding a cost to consumers of less than 5¢ per kWh.

The Provincial interim target for 2010 consisted of many components, including energy efficiency, demand response, fuel switching, customer based generation, and time of use savings. This report focuses on the energy efficiency and demand response components. Energy efficiency is energy reduction programs that help residents and businesses better manage their electricity bills by offering incentives and rebates. Demand response is a program that rewards customers to quickly reduce peak consumption, on a contract basis, during critical provincial peaks in electricity, similar to turning on a generating station. These programs have created a culture of conservation throughout Ontario.

We hope you enjoy reviewing our progress through this report. These results have helped inform our new suite of 2011-2014 saveONenergy programs found at www.saveonenergy.ca and this report offers insight into how the OPA's conservation team is innovating for the future.

Yours truly,

Andrew Pride, P.Eng.
Vice-President, Conservation

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Introduction

The Ontario Power Authority (OPA) has a leadership role in helping Ontario meet its long term energy targets by guiding the province's electricity conservation efforts and working collaboratively with local distribution companies (LDCs) and other industries to ensure Ontario residents have reliable, clean and cost-effective sources of energy.

The OPA develops and manages conservation programs to encourage home owners and businesses to reduce their energy use, helping the province meet its provincial energy targets and reducing green house gas emissions. Programs include energy efficiency and demand response initiatives, and span all customer segments including: Consumer (Residential and Low Income) Business (Commercial and Institutional) and Industrial. These programs use incentives such as rebates, coupons, retrofits and direct installation services to encourage participation across the province.

Ontario has an aggressive long-term energy target of achieving 7,100 megawatts (MW) of peak electricity demand reductions and 28 billion kilowatt hours (kWh) or 28 terrawatt hours (TWh) in annual energy use by the year 2030. Interim provincial energy targets are also included for the 2015, 2020, and 2025 periods. The performance of the OPA's portfolio of conservation programs contributes to the improved reliability of Ontario's electricity system by helping to reach its conservation goals and enabling the planned elimination of coal-fired generation by the end of 2014.

This report highlights the OPA's Conservation and Demand Management (CDM) portfolio of program results on energy efficiency and demand response initiatives implemented in 2009 and 2010 under the Consumer, Business and Industrial programs. By closely explaining the results the OPA is able to construct initiatives to enable consumers in achieving the long-term energy target.

Evaluation, Measurement, and Verification

The independent evaluation, measurement and verification (EM&V) process involves undertaking activities aimed at assessing the resource savings, cost-effectiveness and market impacts of each program. Assessing performance through the EM&V process allows the OPA to transparently report on the energy savings and demand reduction achieved under each program initiative. It allows for programs to be evaluated differentiating customers who were exclusively influenced by the initiative from those who may have participated regardless of an initiative being offered. All conservation programs implemented by the OPA between 2008 and 2010 were subject to the independent EM&V processes and completing this process annually allows for continuous improvement of future program design and delivery. Program evaluations include reviews, participant surveys, and specific project measurement and verification. This report provides a summary of the detailed EM&V reports which can be viewed on the OPA website (www.powerauthority.on.ca).

Conservation and Demand Management Results

Conservation and Demand Management (CDM) programs are a combination of energy efficiency and demand response initiatives that enable Ontarians to better manage their electricity use. These programs have enabled the OPA to help Ontario reach its long term energy goals and reduce green house gas emissions.

The OPA continues to refine its portfolio of CDM programs to support future innovation and market transformation. It delivers key objectives to every sector to raise awareness and educate customers on conservation initiatives. Electricity conservation is vital to the future of Ontario and the results achieved by the OPA's conservation initiatives have improved customer awareness and conservation capability across the province.

This section highlights the resource savings associated with the Energy Efficiency and Demand Response initiatives undertaken within the Consumer, Business, and Industrial programs. Savings for low income consumers who were eligible in 2009 and 2010 to participate in energy efficiency initiatives, such as the Multi-Family Energy Efficiency Rebates and Toronto Comprehensive, are included in the Consumer program. The Industrial Accelerator program was introduced in mid 2010 and its energy efficiency savings will be reported in our next report.

Energy efficiency occurs when customers reduce their electricity consumption while retaining a comparable level of functionality. Demand response occurs when customers are responding to the request to reduce their electricity demand during peak hours or shift some of their demand to off-peak hours temporarily. Demand response provides the same benefit as a peak generator and without any carbon emissions.

Table 1 identifies which initiatives are associated with each market sector and Table 2 identifies the total gross and net (see definitions in appendix A) savings for 2009 and 2010 initiatives.

Table 1 – 2009 and 2010 Portfolio of CDM Programs

PROGRAM	2009 INITIATIVES	2010 INITIATIVES
Consumer (Residential)	Great Refrigerator Round-up Cool Savings Rebate Every Kilowatt Counts Power Savings Event <i>peaksaver</i> ¹	Great Refrigerator Round-up Cool Savings Rebate Every Kilowatt Counts Power Savings Event <i>peaksaver</i> [®]
Business (Commercial, institutional, and agricultural facilities)	Power Savings Blitz Electricity Retrofit Incentive Program Toronto Comprehensive* High Performance New Construction Multifamily Energy Efficiency Rebates	Power Savings Blitz Electricity Retrofit Incentive Program Toronto Comprehensive* High Performance New Construction Multifamily Energy Efficiency Rebates

¹ Registered trademark of Toronto Hydro

PROGRAM	2009 INITIATIVES	2010 INITIATIVES
Industrial	Demand Response 1 Demand Response 2 Demand Response 3 Electricity Resources Demand Response	Demand Response 2 Demand Response 3 Electricity Resources Demand Response Industrial Accelerator

*Toronto Comprehensive includes Toronto Hydro Business Incentive Program, the City of Toronto Better Buildings Partnership Program for Existing Buildings, and Building Owners and Managers Association Conservation and Demand Management Program.

Table 2 – 2009 and 2010 Total Resource Savings

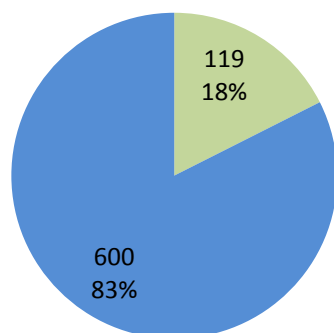
	Gross Savings by Implementation Year		Net Savings by Implementation Year	
	Peak Demand Savings (MW)	Energy Savings (GWh)	Peak Demand Savings (MW)	Energy Savings (GWh)
2009 Portfolio				
Total Energy Efficiency	184	842	119	541
Total Demand Response*	600	88	600	88
	Gross Savings by Implementation Year		Net Savings by Implementation Year	
	Peak Demand Savings (MW)	Energy Savings (GWh)	Peak Demand Savings (MW)	Energy Savings (GWh)
2010 Portfolio				
Total Energy Efficiency	219	1,002	134	567
Total Demand Response*	535	148	535	148

* Demand response suite (DR1, DR2, DR3) rolled up to the portfolio level is presented as total megawatts under contract for Business and Industrial. *Peaksaver* available to Consumer and small Business customers is presented from an ex ante perspective. Please see appendix C for a description of ex ante savings.

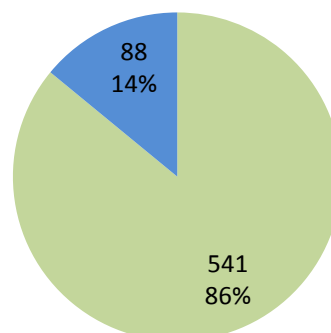
Figure 1 and 2 identify the energy efficiency and demand response savings achieved from initiatives within the Consumer, Business, and Industrial programs for 2009 and 2010.

Figure 1 – 2009 Energy Efficiency and Demand Response Savings

Net Incremental Peak Demand Savings (MW)



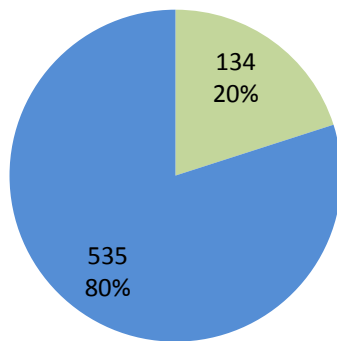
Net Incremental Energy Savings (GWh)



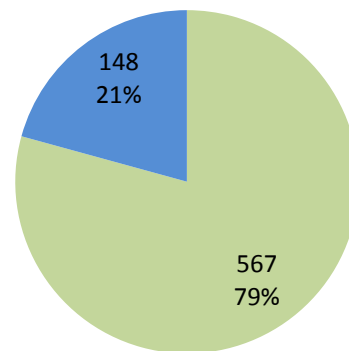
■ Energy Efficiency ■ Demand Response

Figure 2 – 2010 Energy Efficiency and Demand Response Savings

Net Incremental Peak Demand Savings (MW)



Net Incremental Energy Savings (GWh)



■ Energy Efficiency ■ Demand Response

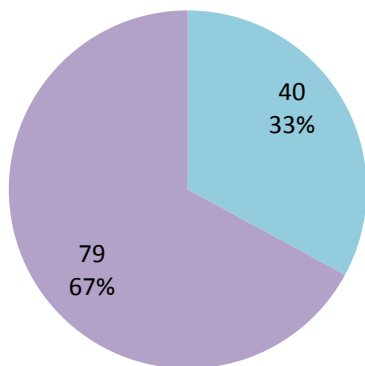
Energy Efficiency Savings Results

Energy efficiency initiatives encourage customers to participate in reducing their energy use by offering residents and businesses incentives to upgrade energy efficient equipment and/or purchase energy efficient products and appliances for their homes and businesses. By participating in these energy saving initiatives customers are able to take advantage of instant savings that will enable them to better manage their energy costs and further reduce their energy use.

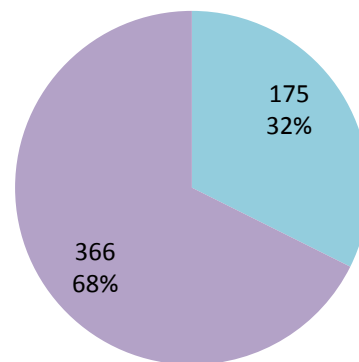
Figure 3 and 4 identify the total energy efficiency savings for Consumer and Business program in 2009 and 2010.

Figure 3 – 2009 Energy Efficiency Savings

Net Incremental Peak Demand Savings (MW)



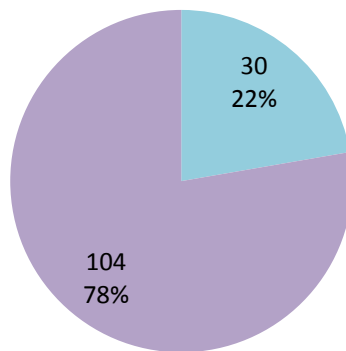
Net Incremental Energy Savings (GWh)



■ Consumer ■ Business

Figure 4 – 2010 Energy Efficiency Savings

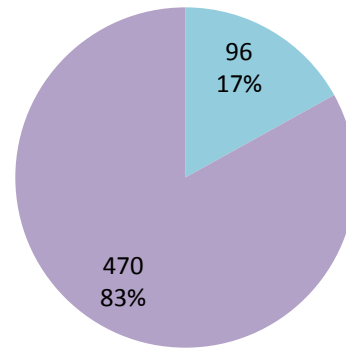
Net Incremental Peak Demand Savings (MW)



Consumer

Business

Net Incremental Energy Savings (GWh)



Demand Response Savings Results

Demand response initiatives incent customers to reduce peak demand on the system during times of high prices. These initiatives focus on reducing peak demand within the Consumer, Business and Industrial programs. Peak demand savings for demand response initiatives can be shown either as the capacity under contract or alternatively the ex ante capacity. Capacity under contract reflects the overall participation in the initiative based on the contracts signed by demand response customers. This demonstrates the total electricity reduction that a facility is capable of producing. *Ex ante* savings represent the estimated savings for a demand response initiative under a set of pre-defined conditions (e.g., extreme weather conditions) factoring in the initiative's historical performance for demand response events in addition to regular shut-down periods (e.g., maintenance) experienced by participants. Therefore, *ex ante* represent the savings that can be expected by the system operator when participating in a demand response initiative. Appendix C explains ex ante concepts in more detail.

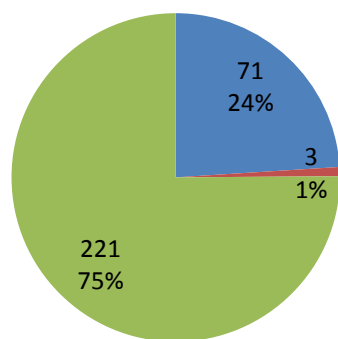
Table 3 – 2009 and 2010 Demand Response

Demand Response	2009	2010
Capacity under contract	600	535
Ex ante	295	392

Figure 5 identifies the breakdown of the demand response savings in the Consumer, Business and Industrial programs.

Figure 5 – 2009 and 2010 Demand Response Savings

2009 Ex Ante Demand Savings (MW)

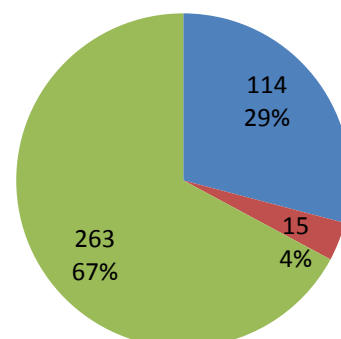


Consumer

Business

Industrial

2010 Ex Ante Demand Savings (MW)



Conservation Programs Cost Effectiveness

OPA cost effectiveness evaluations are used to identify the value of conservation for Ontario ratepayers. Cost effectiveness tests take a conservative approach to comparing the costs and benefits to customers. Costs are calculations of various costs associated with delivering programs and incentives, while benefits are the results of conservation actions undertaken by a customer who was directly influenced by an OPA program. The benefits also consider the minimum expected lifetime of conservation projects and technologies.

Cost effectiveness of the OPA's conservation and demand management program portfolio is calculated using a suite of standard industry benefit-cost analysis and metrics: Total Resource Cost, Program Administrator Cost, and Levelized Delivery Cost. The Total Resource Cost test looks at cost-effectiveness from a societal perspective that includes costs for incentives and all incremental customer equipment costs. TRC benefits include net verified electricity and other associated savings (i.e. natural gas). The Program Administrator Cost test considers cost-effectiveness from the perspective of a program administration agency. It includes only the incentive costs and the verified net electricity savings of the initiative. The Levelized Delivery Cost (cost of conservation resources) test expresses the delivery costs per unit of net verified energy saved on an annualized basis in terms of \$/MWh and \$/MW year. A more detailed explanation can be found in appendix B.

A program is considered to be cost effective if the net benefit (benefits - costs) is greater than zero and the net benefit ratio (benefits/costs) is greater than one. The ability to demonstrate cost effectiveness reinforces that conservation is the most valuable resource for Ontario as it defers the need to invest in and operate more expensive forms of electricity infrastructure.

In both 2009 and 2010 it was demonstrated that the portfolio of OPA conservation programs were cost effective from both a societal and program administrator perspective. Table 4 identifies the OPA's evaluated cost effectiveness of the 2009 and 2010 conservation programs.

Table 4 – 2009 & 2010 Program Cost Effectiveness and Total Resource Cost Test

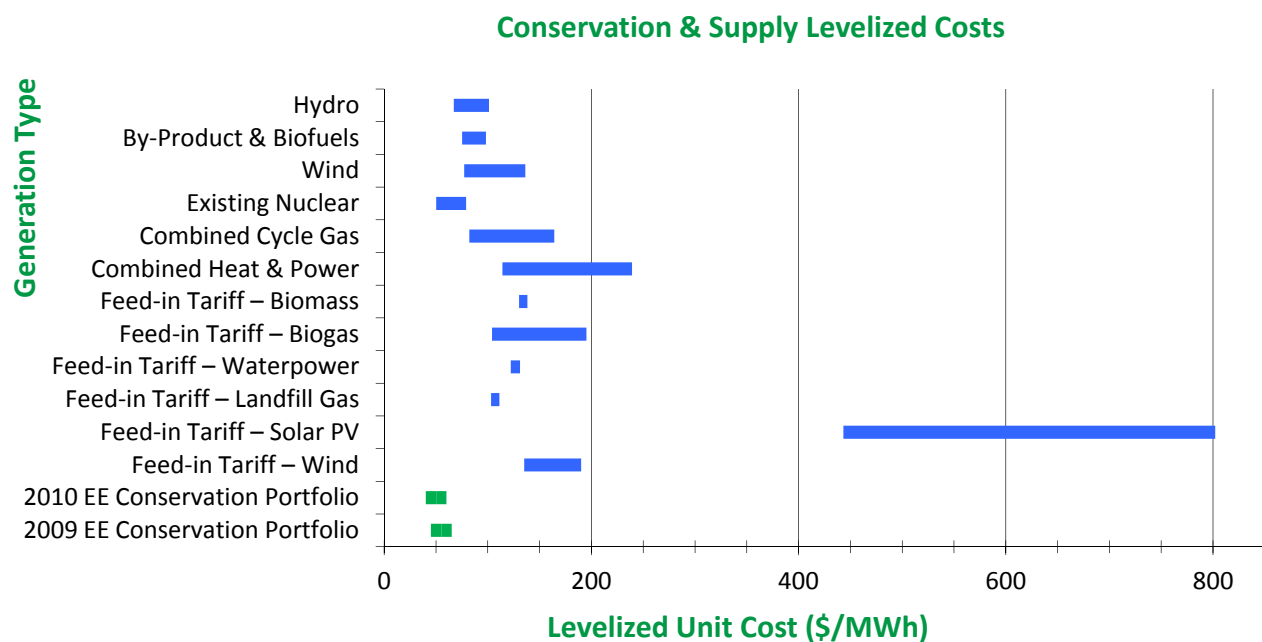
Program Administrator Cost Test	2009	2010
Benefit (\$m)	422	532
Cost (\$m)	243	337
Net Benefit (\$m)	179	196
Net Benefit Ratio	1.7	1.6
Ratio >1	✓	✓
Total Resource Cost Test	2009	2010
Benefit (\$m)	412	541
Cost (\$)	356	524
Net Benefit (\$m)	56	18
Net Benefit Ratio	1.2	1.0
Ratio >1	✓	✓

The Levelized Delivery cost metric provides a basis for comparing energy efficiency programs with other electricity supply resources. When comparing levelized costs among different types of electricity resources, it was found that OPA energy efficiency programs (at the portfolio level) are less expensive than most electricity supply resources. The Levelized Delivery cost expresses delivery costs (all costs associated with designing, delivering and evaluating a program) per unit of energy saved on an annualized basis in terms of \$/MWh. It accounts for the energy savings that persist over the minimum expected useful life of all technologies and initiatives associated with the implementation of a CDM program. Demand response similar to peak generation stations is expressed in \$/kW-yr.

2009 Levelized Delivery Cost (EE)	\$46.54/MWh
2010 Levelized Delivery Cost (EE)	\$40.18/MWh
2010 Levelized Delivery Cost (DR)	\$110/kW-yr

The figure below shows the levelized cost of the 2009 and 2010 portfolio of conservation programs compared to supply resources.

Figure 6 – 2009 & 2010 Portfolio of CDM Programs compared to Electricity Supply Resources



Consumer Program Results

Energy Efficiency Initiative Savings

Energy efficiency initiatives under the Consumer program demonstrated great participation rates across the province. Incentives for energy efficient heating and cooling equipment, in-store events, coupons for energy efficient products, and online energy pledges all contributed to increased public awareness on conservation opportunities and significant energy savings for the province. Key findings from the 2010 initiatives within the consumer program can be found in appendix D.

Table 5 identifies the total energy efficiency savings for the Consumer program in 2009 and 2010.

Table 5 – 2009 and 2010 Consumer Program Energy Efficiency Savings

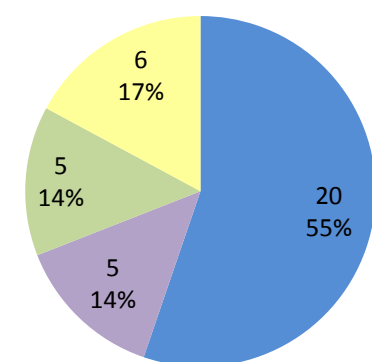
Energy Efficiency*	Gross Savings by Implementation Year		Net Savings by Implementation Year	
	Peak Demand Savings (MW)	Energy Savings (GWh)	Peak Demand Savings (MW)	Energy Savings (GWh)
Total 2009	80	354	37	173
Total 2010	66	202	30	96

* Energy efficiency initiatives within the Consumer program include Every Kilowatt Counts (EKC) Power Savings Event and Appliance Exchange Events, Great Refrigerator Round-up, and Cool Savings Rebate.

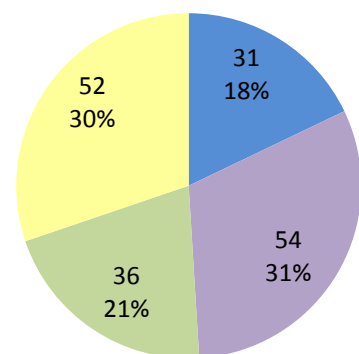
Figure 7 and 8 identify the total energy efficiency savings by initiative within the Consumer program.

Figure 7 – 2009 Consumer Program Energy Efficiency Savings

Net Incremental Peak Demand Savings (MW)



Net Incremental Energy Savings (GWh)

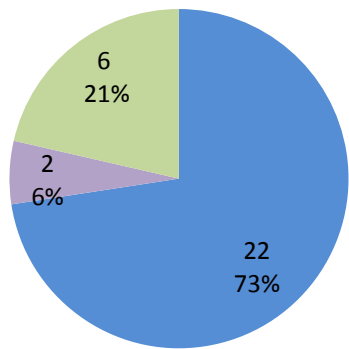


■ Cool Savings Rebate ■ EKC - Power Savings Event ■ Great Refrigerator Roundup ■ Other*

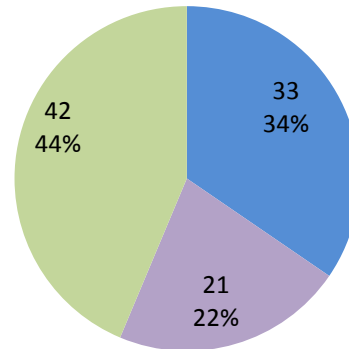
*Other includes: LDC Custom Programs (Thunder Bay Hydro Electricity Distribution Inc. Phantom Load and Toronto Hydro Summer Challenge), savings from the segments of business program initiatives targeted at residential consumers (i.e. Electricity Retrofit Incentive Program and Toronto Comprehensive)

Figure 8 – 2010 Consumer Program Energy Efficiency Savings

Net Incremental Peak Demand Savings (MW)



Net Incremental Energy Savings (GWh)



■ Cool Savings Rebate

■ EKC - Power Savings Event

■ Great Refrigerator Roundup

Demand Response Initiative Savings

Residential customers were eligible to participate in the peaksaver® initiative. This demand response initiative allowed customers to install direct-load control devices for air conditioning and electric water heaters in their homes. The participation of this initiative resulted in the implementation of 54,190 devices in 2009 and an additional 36,507 in 2010.

Table 6 identifies the total demand response savings within the Consumer program for 2009 and 2010.

Table 6 - 2009 and 2010 Consumer Program Demand Response Savings

Demand Response*	Gross Savings by Implementation Year		Net Savings by Implementation Year	
	Peak Demand Savings (MW)	Energy Savings (GWh)	Peak Demand Savings (MW)	Energy Savings (GWh)
Total 2009	71	0.05	71	0.05
Total 2010	114	0.4	114	0.4

* peaksaver® expressed using ex ante

Business Program Results

Energy Efficiency Initiative Savings

Energy efficiency initiatives under the Business program saw an improvement compared to previous years. This suite of initiatives targeting medium and large commercial, institutional and agriculture sectors achieved increased participation rates and energy savings. The incentives offered led to improved project results as well as increased awareness and understanding of the conservation initiatives available. Key findings from the 2010 initiatives within the business program can be found in appendix E.

Table 7 identifies the total energy efficiency savings for the Business program in 2009 and 2010.

Table 7 – 2009 and 2010 Business Program Energy Efficiency Savings

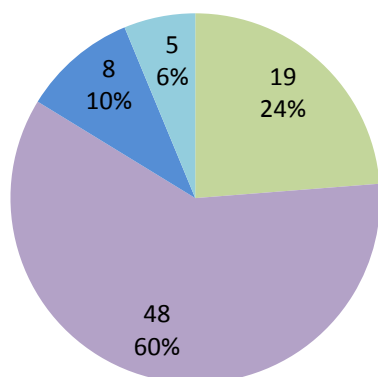
Energy Efficiency*	Gross incremental Savings by Implementation Year		Net incremental Savings by Implementation Year	
	Peak Demand Savings (MW)	Energy Savings (GWh)	Peak Demand Savings (MW)	Energy Savings (GWh)
Total 2009	101	484	80	365
Total 2010	153	799	104	470

* Energy efficiency initiatives under the Business program include Power Savings Blitz, Electricity Retrofit Incentive Program (ERIP), Toronto Comprehensive (Building Owners Managers Association Conservation and Demand Management (BOMA CDM), Toronto Hydro Business Incentive Program and City of Toronto Better Buildings Partnership for Existing Buildings), High Performance New Construction (HPNC), and Multi-Family Energy Efficiency Rebates (MEER).

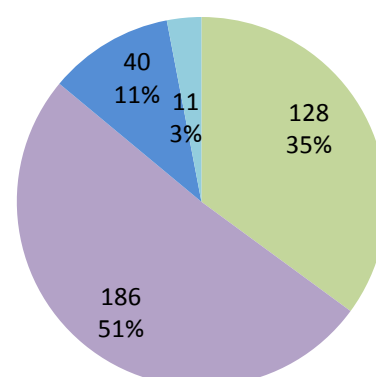
Figures 9 and 10 identify the total energy efficiency savings for 2009 and 2010 by initiative within the Business program.

Figure 9 – 2009 Business Program Energy Efficiency Savings

Net Incremental Peak Demand Savings (MW)



Net Incremental Energy Savings (GWh)

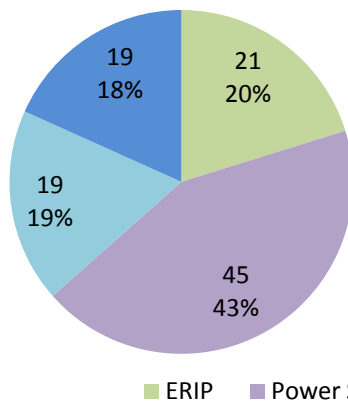


■ Electricity Retrofit Incentive Program ■ Power Savings Blitz ■ Toronto Comprehensive ■ Other*

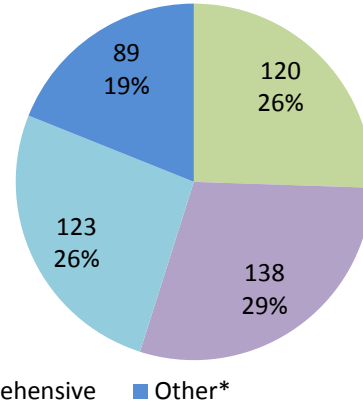
*Other includes: LDC Custom programs, High Performance New Construction and Multi-Family Energy Efficiency Rebates

Figure 10 – 2010 Business Program Energy Efficiency Savings

Net Incremental Peak Demand Savings (MW)



Net Incremental Energy Savings (GWh)



*Other includes: LDC Custom programs, High Performance New Construction and Multi-Family Energy Efficiency Rebates

Demand Response Initiative Savings

Demand response initiatives for the business program allowed facilities to participate in reducing their electricity use during peak demand times. Businesses would participate by shifting their load to off peak times during one day or reducing their load to a specific amount over the period of one year.

Table 8 identifies the total demand response savings for 2009 and 2010.

Table 8 – 2009 and 2010 Business Program Demand Response Savings

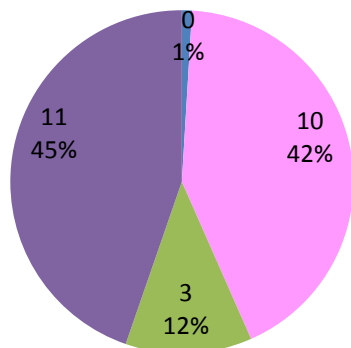
Demand Response*	Gross Savings by Implementation Year		Net Savings by Implementation Year	
	Peak Demand Savings (MW)	Energy Savings (GWh)	Peak Demand Savings (MW)	Energy Savings (GWh)
Total 2009	24	0.4	24	0.4
Total 2010	29	0.3	29	0.3

* In 2009 four Demand Response initiatives were available to business customers: *peaksaver*®, DR 1, DR 3, and Electricity Resources Demand Response. In 2010 there was DR 3, *peaksaver*® and Electricity Resources Demand Response. *peaksaver*® is expressed using ex ante.

Figures 11 and 12 identify the total demand response savings for 2009 and 2010 by initiative within the Business program.

Figure 11 – 2009 Business Program Demand Response Savings

Net Incremental Peak Demand Savings (MW)



■ peaksaver® ■ DR1 ■ DR3 ■ Electricity Resources Demand Response

Net Incremental Energy Savings (GWh)

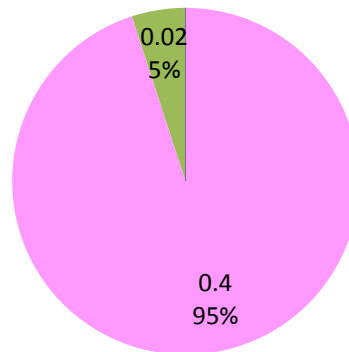
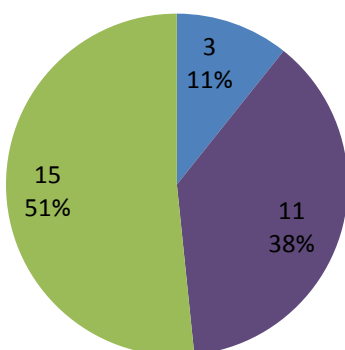


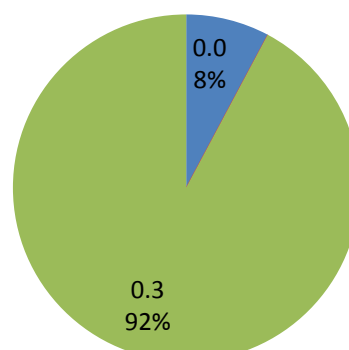
Figure 12 – 2010 Business Program Demand Response Savings

Net Incremental Peak Demand Savings (MW)



■ peaksaver® ■ Electricity Resources Demand Response ■ DR3

Net Incremental Energy Savings (GWh)



Industrial Program Results

Energy Efficiency Initiatives

In 2009, the industrial program was comprised solely of demand response initiatives with a primary focus on reducing electricity demand during peak hours rather than energy savings through energy efficiency initiatives. However, distribution connected Industrial customers were eligible to participate in some energy efficiency initiatives under the business program. These included the Electricity Retrofit Incentive Program and Toronto Comprehensive.

In 2010, to engage industrial customers in energy efficiency, the OPA introduced the Industrial Accelerator program. The program was launched in mid 2010 and offers incentives to transmission connected industrial customers. The program offers incentives designed to help reduce electricity saving capital projects. Results from this initiative will be shared in our next report.

Demand Response Initiative Savings

In 2009 and 2010 demand response initiatives contributed to reducing the provinces energy consumption during peak energy times. Facilities would be called upon to reduce their electricity load to a certain amount over a one year period or shift their electricity load to off peak times during the day.

Table 9 identifies the total ex ante demand response savings within the Industrial program in 2009 and 2010.

Table 9 - 2009 and 2010 Industrial Program Demand Response Savings

Demand Response*	Gross Savings by Implementation Year		Net Savings by Implementation Year	
	Peak Demand Savings (MW)	Energy Savings (GWh)	Peak Demand Savings (MW)	Energy Savings (GWh)
Total 2009	505	88	505	88
Total 2010	392	148	392	148

* Demand response initiatives within the industrial program, included Demand Response 1 (2009 only); Demand Response 2, Demand Response 3, and Electricity Resources Demand Response.

Culture of Conservation

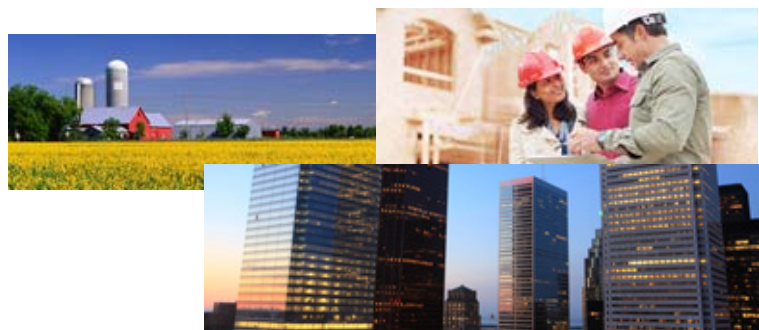
The OPA's main activities are focused on strategic co-ordination of conservation efforts across the province, planning the power system for the future and ensuring the development of needed generation resources. Ontario is working towards the most aggressive conservation targets in North America and the OPA's conservation initiatives are projected to save \$27 billion on an investment of \$12 billion, with additional benefits to the economy and the environment.

Ontario's conservation efforts are helping families and businesses across Ontario become more active in energy efficiency, resulting in Ontarians conserving more than 1,700MW of electricity since 2005, the equivalent of removing over 500,000 homes from the grid. Ontario is continuously investing in and piloting new innovative technologies and programs that are cost effective and will ensure the province's conservation targets are met.

Ontario's conservation efforts are also contributing to the province's economic well-being by creating new opportunities in the green industry and reducing costs to customers. Conserving electricity is vital to the province as it reduces the need to invest in more expensive forms of electricity infrastructure.

Prior to 2004 Ontario's reliance on coal meant that electricity sources were polluting and unreliable. Over the past seven years the province has made great progress towards maintaining the province's competitiveness and innovative edge by making a commitment to eliminate coal by the end of 2014, which is the single largest climate change initiative in North America. Today, more than 80 per cent of Ontario's generation comes from emission-free sources like wind, water, solar, biogas, and nuclear.

Working with over 80 Local Distribution Companies across the province, the OPA has designed an enhanced portfolio of province-wide conservation programs for the 2011-2014 period. These new initiatives will continue to sustain conservation as Ontario's most environmentally friendly and cost-effective resource while providing a strong foundation for building a culture of conservation across Ontario.



Conservation Supporting Initiatives

Through supporting initiatives in education, awareness and market research activities, the OPA made efforts to enhance and promote a culture of conservation across the province. In addition to designing, delivering and marketing conservation programs, the OPA supports and promotes energy efficiency by delivering education seminars, province-wide advertising campaigns and maintaining a provincial website that has become the central source for conservation information and tips for consumers. These and other initiatives contribute to an increase in program participation rates and to raising awareness for families and businesses in energy conservation matters.

2009 “Count Me In!” Energy Conservation Campaign

The OPA “Count Me In!” conservation awareness campaign ran for four months in the spring and summer, and engaged Ontarians in pledging to conserve energy in their homes and places of work. The campaign generated more than 175 conservation related events in dozens of municipalities and featured a Community Challenge, a grassroots initiative to identify Ontario’s most conservation conscious communities. The winning municipalities were recognized at the annual conference of the Association of Municipalities of Ontario (AMO).

Education Initiatives

In 2009, the OPA engaged in a number of initiatives aimed at increasing conservation awareness among children and youth. Initiatives were focused on educating youth about renewable energy and how conservation is key to creating a greener society and economy in Ontario. These initiatives included:

- Teacher’s guide for *Kidsworld* magazine – distributed to 900 elementary schools
- Kids’ Corner Get Plugged In booklet
- Kids’ Corner section on the OPA website
- Pilot for the development of province-wide student on-site tours of wind energy facilities on behalf of the Ministry of Energy. Working with the Ministry of Education, this initiative provided students with an opportunity for a hands on learning experience
- Invitation for Ontario students in grades 4 to 9 to design a seasonal card that reflected either renewable energy or the wise use of electricity. The winning entry was used as the OPA’s official 2009 seasonal card and the selection process involved a judging panel of OPA staff. The winner, a Grade 5 student from William G. Davis Public School in Windsor, was recognized at a student assembly. The top 12 designs were displayed at the Children’s Museum in Kitchener-Waterloo in December 2009

2010 The Power Pledge Conservation Awareness Campaign

In 2010, the OPA developed a province-wide, high profile energy conservation awareness campaign that encouraged Ontarians to take simple conservation actions that would have lasting financial rewards and help reduce greenhouse gas emissions.

- The campaign was driven by a simple online pledge that focused on reducing phantom power (electricity that is wasted even when some household appliances are turned off). Ontarians were given 23 conservation actions that would help them manage their electricity use.
- About 133,000 Ontarians took the Power Pledge during the five-month campaign, a seven-fold increase from the previous year. Over 70,000 opted-in to receive ongoing information from the OPA and their local electricity utility on conservation, a valuable database that we are continuing to grow.
- The Electricity Distributors Association (EDA) and the Association of Municipalities of Ontario (AMO) and their members were actively involved in promoting the Power Pledge and leveraging it to encourage local participation. Both organizations also participated in the Power Pledge Challenge Day, a grassroots community initiative to identify Ontario's most conservation-conscious communities.
- A separate interactive youth campaign called "Unplug Your Stuff" was also developed to highlight phantom power. The campaign targeted teens, aged 14 – 17, and appeared solely on Facebook. Almost 1,500 teens participated in the on-line games and quizzes.

OPA Annual Seasonal Card Contest

In 2010, for the fourth consecutive year, the OPA ran a children's drawing contest searched for engaging, meaningful conservation/renewable energy images for its holiday card. Students in grades 4 to 9 were invited to submit original drawings with a holiday theme that reflected the value of renewable energy and/or the wise use of electricity.

The combined print and on-line campaign calling for submissions included a lesson plan and posters to help students and teachers understand the importance of using energy wisely and the role renewable energy can play in supporting Ontario's long-term electricity plan.

More than 900 students from across Ontario -- including Sioux Lookout and Gowganda in the north, Cornwall in the east, Windsor in the west and St. Catharines in the south -- submitted entries.

The winner was a Grade 5 student from Richmond Hill. The top 12 designs were exhibited at the Children's Museum in Kitchener–Waterloo during the month of December.

Market Research

In 2009, the OPA began measuring the culture of conservation in Ontario to benchmark and assess its progress over time. It has become a unique research project in North America that went beyond simply reporting attitudes toward energy conservation, by identifying the key influences driving the culture of conservation and establishing a measurable goal for progress. The project was meant to complement measurement of resource acquisition initiatives and marketing strategies and to provide a holistic measure of market transformation in Ontario. It can also serve as a leading indicator of public acceptance of energy related codes, standards and policies.

In 2010 the model initiated in 2009 was refined. This work identified seven themes which drive the natural adoption of energy conservation in the home. They are:

- Feeling that one should lead by example
- Knowing what to do and believing it makes a difference
- Concern for the environment
- Concern for and willingness to manage energy costs
- Noticing social buzz about energy conservation
- Feeling that we are making progress in Ontario
- Understanding the benefits of clean energy

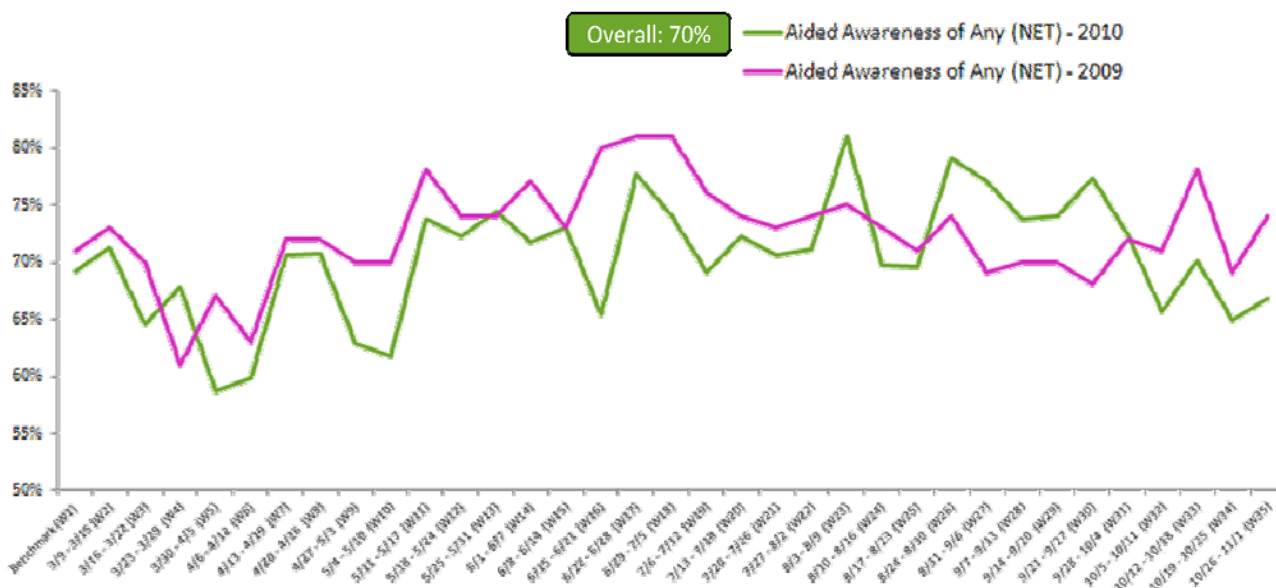
The OPA measured the new metric quarterly throughout 2010, a period during which the index (benchmarked against Q4 2009) ranged from 105 to 109. The highest scores, seen in Q2 and Q3, were due to increased public interest in the electricity sector and the importance of conservation, driven by renewable energy initiatives and the impact of time of use rates and the HST on home electricity bills.

The OPA also continued weekly research into the awareness, attitudes and behaviours of Ontarians toward electricity and conservation programs, building upon the results of previous years. The results of this weekly research are used to track trends, inform the refinement of existing programs, and also inform the design and development of future programs.



In 2010 7 out of 10 customers were aware of at least one OPA program by its name and description.

Figure 13 identifies the awareness trend for 2009 and 2010.



Market research was also performed to inform the development of the next-generation residential demand response initiative by measuring the customer experience with in-home displays as part of the Home Energy Management System pilot conducted for the Residential Demand Response Working Group.

Innovating for the Future

Innovation is critical to meeting the province's ambitious conservation targets and to strengthening Ontario's leadership in clean energy. The OPA's commitment to innovation is demonstrated through the Conservation and Technology Development Fund, which supports the development of innovative projects and technologies that ultimately accelerate the achievement of Ontario's long term energy targets.

Conservation Fund

The Conservation Fund provides support for new, innovative electricity conservation initiatives that enable Ontario's residents, businesses, and institutions to reduce their demand for electricity. These initiatives lay the groundwork for future conservation efforts by testing new program approaches. In 2009 the Conservation Fund committed \$3 million to 13 new initiatives and, in 2010, \$3.2 million to 15 new initiatives. These initiatives include a wide variety of energy related research and planning and training activities, including:

- Testing an energy conservation and education program model focused on public education and residential housing retrofits for customers in First Nation communities
- Measuring and testing the implementation of the ISO 50001 energy management practices in five Ontario industrial facilities
- Conducting a pilot study for an equitable cost sharing model for smart sub-metering in social housing in Ontario
- Developing and implementing a cooperative education program for post secondary school students with the purpose of providing work placement in energy management
- Developing a process for facilitating and accelerating the penetration of energy efficient technologies into new homes

For more information on the Conservation Fund visit www.powerauthority.on.ca/cfund



Technology Fund

The Technology Fund promotes the development and commercialization of technologies or applications that have the potential to improve electricity supply, conservation, and demand management. The fund focused on different priorities in 2009 and 2010 including: high efficiency lighting, advanced and integrated controls, advanced cooling and refrigeration, distributed generation and enabling initiatives. The Technology Fund invested over \$2.1 million in 11 new projects in 2009 and \$4.8 million in 14 new projects in 2010. This includes these innovative technologies and approaches:

- Web-enabled lighting and controls systems
- Smart dryer intended to bring major household appliances online to participate in demand response opportunities
- Novel semiconductor nano-particles that will improve the quality of LED-white light
- Design for a new-zero house by a team of students from the University of Waterloo, Ryerson University, and Simon Fraser University
- Researching the applicability in urban environments of new conservation, demand response and alternate energy supply solutions



Conclusion

Conservation initiatives were evaluated using independent evaluators and with the insight of the OPA evaluation, measurement and verification (EM&V) team, from the 2009 and 2010 evaluations helped and will continue to inform the current suite of saveONenergy® conservation initiatives.

This report highlighted that even with a conservative approach to assessing savings, whereby only savings that are directly influenced by programs are counted, the cost effectiveness was reasonable. Energy Efficiency with a total annual savings of 1.1 billion kWh/yr was achieved at a levelized unit cost of under 5¢/kWh, while Demand Response with 600 MW in 2009 and 535 MW in 2010 provided a more reliable power system at a competitive cost of \$120/kW-year.

Through demand response and energy efficiency initiatives the need for supply was reduced by 719 MW in 2009 and 630 GWh of energy savings was achieved. In 2010, programs achieved a total of 669 MW and 716 GWh. The results are on track with expectations for these two components of Conservation in Ontario.

The OPA is committed to ensuring that the electricity needs of Ontario are met both now and in the future by working with LDC's to design and deliver new energy saving initiatives for homes and businesses, funding new innovative projects through the Conservation and Technology Funds and engaging the public to identify the attitudes and behaviours towards electricity in the province. All of these initiatives and more contribute to a culture of conservation across the province.



About the Ontario Power Authority

OPA Vision

Leading Ontario in the development of North America's most reliable, cost-effective and sustainable electricity system.

OPA Mission

Together with our partners, we ensure that electricity needs are met for the benefit of Ontario both now and in the future. We plan and procure electricity supply from diverse resources and facilitate the measures needed to achieve ambitious conservation targets.

The Ontario Power Authority is responsible for ensuring a reliable, cost-effective and sustainable supply of electricity for Ontario. Its main activities are focused on planning the power system for the long term, ensuring the development of needed generation resources and strategic coordination of conservation efforts across the province.

The OPA was established by the *Electricity Restructuring Act, 2004* (amending the *Electricity Act, 1998*). It is governed by an independent board of directors and reports to the Ontario Legislative Assembly through the Minister of Energy. The OPA is licensed and regulated by the Ontario Energy Board.

About this Report

This report highlights the conservation results of OPA funded energy efficiency and demand response initiatives implemented in Ontario in 2009 and 2010. It does not include savings from building codes, appliance and equipment standards, provincial and federal government programs, smart meter and time-of-use implementation, and customer-based generation, which contribute as well to Ontario's conservation goals.

The contribution of projects under the OPA's Feed-in Tariff (FIT) and microFIT programs is also not included. Renewable resources associated with the FIT and microFIT programs are separately metered for the purpose of injecting electricity into the grid.

Appendix A – Glossary of Terms

Net Energy/Demand Savings

Verified annual energy saving directly attributable to a CDM initiative, taking into consideration the net to gross ratio

Gross Energy/Demand Savings

Verified annual energy/demand savings that result directly from program-related actions taken by participants in a CDM initiative, regardless of the reasons for participation

Incremental Savings

Peak demand or energy savings attributable to activity procured in a particular reporting period

Net to Gross Ratio

The ratio of net savings to gross savings, which takes into account factors such as free-ridership and spillover

Net Peak Demand Savings

Demand savings considered to be coincident with the system peak resulting from a conservation action that can be considered to be directly caused by a CDM initiative, taking into consideration the net to gross ratio

Levelized Delivery Cost

A metric that expresses delivery costs per unit of energy saved on an annualized basis, expressed in \$MWh, taking into account the lifetime energy savings associated with the implementation of a CDM initiative

Initiative

A conservation and demand management (CDM) offering focusing on a particular opportunity or customer end-use

Appendix B – Cost Effectiveness Metrics

A cost-effectiveness test is a benefit-cost analysis designed to evaluate the benefits and costs of conservation efforts from a particular perspective. The net benefit of each test may be expressed either in absolute terms (where the net benefit is the difference between the present value (PV) of both the benefits and the costs) or as a ratio (where the net benefit is determined by dividing the PV of the benefits by the PV of the costs). A positive net benefit in absolute terms or a net benefit ratio greater than 1.0 indicates that benefits exceed costs from the perspective of each particular cost-effectiveness test.

Two tests, the Total Resource cost (TRC) and the Program Administrator cost (PAC) test, along with the levelized delivery cost metric have been used to assess the cost-effectiveness of the conservation portfolio's resources.

Total Resource Cost Test

The total resource cost test measures the benefits and costs of conservation efforts from a societal perspective. This test is described by the following equation:

$$\text{TRC Test Net Benefit (\$)} = \text{PV avoided supply cost} - (\text{PV incremental equipment cost} + \text{PV program cost})$$

Or (to determine net benefit as a ratio):

$$\text{TRC test (ratio)} = \text{PV avoided supply cost} / (\text{PV incremental equipment cost} + \text{PV program cost})$$

Incentive costs are not included in the determination of the total resource cost test net benefit because incentives are a transfer of funds from the program sponsoring organization to participating customers and, consequently, do not directly enhance the aggregate net benefit from a societal perspective.

Program Administrator Cost Test

The program administrator cost test measures the benefits and costs of conservation efforts from the perspective of the program administrator. This test is described by the following equation:

$$\text{PAC test net benefit (\$)} = \text{PV avoided supply cost} - (\text{PV incentive cost} + \text{PV program cost})$$

Or (to determine net benefit as a ratio):

$$\text{PAC test (ratio)} = \text{PV avoided supply cost} / (\text{PV incentive cost} + \text{PV program cost})$$

Levelized delivery costs reflect the combined program administration and incentive costs required to procure conservation resources, expressed on a levelized basis by spreading these costs over lifetime energy savings (expressed as \$/MWh).

$$\text{Levelized delivery cost (\$/MWh)} = (\text{PV incentive cost} + \text{PV program cost}) / \text{PV lifetime MWh savings}$$

Appendix C – ex ante and ex post

ex Ante Load Impacts

Load reduction capability of a demand response initiative under a set of pre-defined conditions (e.g., 1-in-10 weather year), factoring in the amount of contracted resources, historical performance, load patterns, and forced outage rates, where applicable. The *ex ante* load impacts are, by nature, forward looking (representing the “insurance value” of the demand response resource) and are based on the number of registered participants on December 31

ex Post Load Impacts

Actual load impacts attributable to a demand response resource for a given year, but do not necessarily reflect the load reduction capability of the DR initiative. Effectively, historical *ex post* results are tied to specific conditions that occurred for that given event, including weather conditions, market prices, and the number participants dispatched through the demand response initiative

Contracted Capacity

Megawatt capacity under contract with demand response participants

Appendix D - Consumer Program Initiatives

Every Kilowatt Counts Power Savings Event and Appliance Exchange Events*

The Every Kilowatt Counts Power Savings Event offered in-store coupons for energy efficient products. Through store gift card offerings in exchange for retiring old, inefficient appliances the Appliance Exchange Event accelerated the retirement of inefficient appliance in Ontario households.

*Evaluated in 2009

Great Refrigerator Round-up

The Great Refrigerator Round-up serves as a province-wide energy efficiency initiative designed to help residential consumers remove older, inefficient refrigerators and/or freezers from their homes. The initiative also offers a recycling service for older window air conditioners and dehumidifiers.

Program Metric	2009	2010
Number of Participants	77,281	67,822
Gross Verified Demand Savings (MW)	11	13
Gross Verified Annual Energy Savings (GWh)	68	79
Net to Gross Ratio (%)	53	53
Net Peak Demand Savings (MW)	5	6
Net Annual Energy Savings (GWh)	36	42

Key Findings from Program Evaluations

- Appliance recycling programs typically enjoy extremely high levels of satisfaction (program can encourage participants to enrol in another OPA or local distribution company energy efficiency programs)
- Bulk of program costs are per-unit expenses, program costs will also decline
- Participation expected to fall over time as number of eligible devices declines

Cool Savings Rebate

The Cool Savings Rebate, delivered in collaboration with the Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI), is an initiative for residential consumers and businesses with residential-type heating and cooling systems with existing central space heating and/or space cooling systems. The program is designed to encourage the purchase of efficient HVAC equipment and offers incentives for the purchase of ENERGY STAR® qualified central air conditioning systems, furnaces, and programmable thermostats.

Program Metric	2009	2010
Number of Participants	173,036	136,626
Gross Verified Demand Savings (MW)	46	49
Gross Verified Annual Energy Savings (GWh)	71	78
Net to Gross Ratio – ECM Furnaces (%)	44	41
Net to Gross Ratio – ENERGY STAR® CAC (%)	44	60
Net to Gross Ratio – Programmable Thermostats (%)	44	41
Net Peak Demand Savings (MW)	21	24
Net Annual Energy Savings (GWh)	33	35

Key Findings from Program Evaluations

- Approximately 65% of all participants (roughly 46,000 participants) heard of the program through a contractor and 31% were influenced by a contractor when purchasing a new furnace with an ECM or Energy Star® CAC.
- Manufacturers indicated that rising electricity costs significantly impact participation rates
- Contractors play a key role in promotions and influence

Peaksaver®

The *peaksaver* initiative allows customers, working with their local utility, to install in their homes direct load-control devices for air conditioning and electric water heaters.

Program Metric	2009	2010
Number of Participants enrolled	54,190	44,442
Total ex ante Load Impact Estimate (MW)	76	117
Ex ante Residential CAC (MW)	72	110
Ex ante Residential EWH (MW)	3	4
Ex ante Small Commercial (MW)	1	3
Ex Post Energy Savings (MWh)	94	459
Ex Post Residential CAC (MWh)	94	434
Ex Post Residential EWH (MWh)	N/A	N/A
Ex Post Small Commercial (MWh)	N/A	25

Key Findings from Program Evaluations

- Direct mail promotions appear to be effective for business customers
- SMB CAC loads are less weather-sensitive than residential loads and certain commercial businesses provide more impact than others

Appendix E - Business Program Initiatives

Toronto Comprehensive*

The Toronto Comprehensive initiative consisted of incentives and conservation opportunities to the commercial and institutional sector servicing the city of Toronto. The initiatives include Toronto Hydro Business Incentive Program, the City of Toronto Better Buildings Partnership Program for Existing Buildings, and Building Owners and Managers Association Conservation and Demand Management Program.

*Toronto Hydro Business Incentive Program, City of Toronto Better Buildings Partnership for Existing Buildings, Building Owners and Managers Association Conservation and Demand Management

Toronto Hydro Business Incentive Program (Toronto Hydro BIP)

Toronto Hydro Business Incentive program offers multi-family (MF) participants and customers with commercial and institutional (C&I) buildings in the City of Toronto financial incentives to reduce the incremental costs of installing energy-efficiency equipment.

Program Metric	2009 C&I Verified	2009 MF Verified	2010 C&I Verified	2010 MF Verified
Program Realization Rate (%)	88	151	99	98
Gross Verified Demand Savings (MW)	3	1	5	2
Gross Verified Annual Energy Savings (GWh)	23	14	33	11
Net to Gross Ratio (%)	61	82	70	66
Net Peak Demand Savings (MW)	2	1	4	1
Net Annual Energy Savings (GWh)	14	11	24	8

Key Findings from Program Evaluations

- A large majority of program participants reported formal energy policies at their firms and most thought the near term business environment was favourable for energy efficiency investments
- Over half of the participants said their participation in the program influenced them to install or to plan to install additional energy-efficient equipment

City of Toronto Better Buildings Partnership for Existing Buildings (BBP-EB)

The City of Toronto's Better Buildings Partnership program for Existing Buildings program offers participants financial incentives to reduce the incremental costs of installing energy efficient equipment on existing commercial and institutional (C&I) buildings in the municipal, academic, social and healthcare sectors and multi-family (MF) buildings.

Program Metric	2009 C&I Verified	2009 MF Verified	2010 C&I Verified	2010 MF Verified
Program Realization Rate (%)	89	101	101	96
Gross Verified Demand Savings (MW)	6	2	6	3
Gross Verified Annual Energy Savings (GWh)	25	14	111	25
Net to Gross Ratio (%)	46	70	35	68
Net Peak Demand Savings (MW)	3	1	2	2
Net Annual Energy Savings (GWh)	12	10	26	17

Key Findings from Program Evaluations

- Payback was the most important consideration in equipment choice and the most commonly cited benefit of program participation was reduction of operations and maintenance costs.
- OPA's requirement that it receive all green house gas reduction credits (unless an exemption is granted) was considered a possible impediment to participation among large institutional entities.

Building Owners Managers Association Conservation and Demand Management Program (BOMA CDM)

The Building Owners and Managers Association Conservation and Demand Management Program offers participants with commercial office space of over 25,000 square feet in the City of Toronto financial incentives to reduce the incremental costs of installing energy efficient equipment.

Program Metric	2009	2010
Program Realization Rate (%)	112	133
Gross Verified Demand Savings (MW)	4	23
Gross Verified Annual Energy Savings (GWh)	23	121
Net to Gross Ratio (%)	66	41
Net Peak Demand Savings (MW)	3	10
Net Annual Energy Savings (GWh)	15	48

Key Findings from Program Evaluations

- Contractors and vendors play a key role in promoting the program
- Some confusion with similar programs in the same area
- Key drivers for participation in program: payback and reduction of O&M costs

High Performance New Construction (HPNC)*

The High Performance New Construction program rewards builders and their project decision-makers with incentives for offsetting the cost of energy efficiency measures, achieving lower long-term operating costs, greatly improved marketability and enhanced occupant comfort.

*Evaluation pending

Power Savings Blitz

The Power Savings Blitz provided incentives for retrofit (lighting and water heating) of small businesses.

Program Metric	2009	2010
Number of Participants	75,247	48,274
Program Realization Rate (%)	84	86
Gross Verified Demand Savings (MW)	50	46
Gross Verified Annual Energy Savings (GWh)	197	138
Net to Gross Ratio (%)	95	1.00
Net Peak Demand Savings (MW)	48	45
Net Annual Energy Savings (GWh)	186	138

Key Findings from Program Evaluations

- Among the participants surveyed, half reported replacing all of their lights through the PSB program
- The program reached a substantial portion of qualified accounts and improved the efficiency of lighting equipment at many small businesses across Ontario
- By the end of 2010 the program had reached about 30% of the qualified accounts

Electricity Retrofit Incentive Program (ERIP)

The Electricity Retrofit Incentive Program offers program participants with commercial, institutional, agricultural, and industrial buildings in Ontario (excluding the City of Toronto) financial incentives to reduce the incremental costs of installing energy efficient equipment.

Program Metric	2009 C&I Verified	2009 MF Verified	2010 C&I Verified	2010 MF Verified
Program Realization Rate (%)	90	81	77	99
Gross Verified Demand Savings (MW)	30	3	40	0
Gross Verified Annual Energy Savings (GWh)	203	31	234	2
Net to Gross Ratio (%)	63	83	52	62
Net Peak Demand Savings (MW)	27	2	21	0
Net Annual Energy Savings (GWh)	128	26	118	1

Key Findings from Program Evaluations

- Contractors and vendors play a key role in promoting the program
- LDC's various educational events may have provided a good foundation of program knowledge as most participants surveyed rated the contractors program knowledge as high
- Some confusion with the application program, mostly focused on terminology and calculating savings

Multi-family Energy Efficiency Rebates (MEER)

The Multi-family Energy Efficiency Rebates (MEER) initiative, offers incentives to building owners, managers and operators, housing providers, and condominium corporations in Ontario to install energy-efficient retrofit measures into their buildings.

Program Metric	2009	2010
Program Realization Rate (%)	91	93
Gross Verified Demand Savings (MW)	0.3	5
Gross Verified Annual Energy Savings (GWh)	2	45
Net to Gross Ratio (%)	100	78
Net Peak Demand Savings (MW)	0.3	5
Net Annual Energy Savings (GWh)	2	34

Key Findings from Program Evaluations

- Majority of the program focused on lighting projects
- Contractors and installers were not specifically integrated into the program design or marketing
- The program featured predominantly lighting retrofit measures followed by ENERGY STAR®

Appendix F – Industrial Program Initiatives

Demand Response 1

Demand Response 1 enabled voluntary load shedding through incentives to reduce electricity load during relatively high price periods.

Demand Response 2

Demand Response 2 is a contractual load shifting program in which participants specify the load shift window and amount of load shifting.

Demand Response 3

Demand Response 3 allows participants and aggregators to enter into contractual agreements with the OPA for load reductions. Under DR-3, an aggregator or direct participant must commit to a specific load reduction amount for either 100 or 200 hours per year.

Loblaws and York Region Demand Response

Demand Response pilot programs with two client groups.

Load Shifting

Load shifting is the practice shifting energy use during the day so that on-peak energy use is moved to off-peak periods.

Appendix G – saveONenergy Programs

This table identifies conservation initiatives within each program from the 2009 to 2014 period. Some initiatives have continued from 2009 into 2011 under a new name. New initiatives that have been introduced in 2011 have been identified.

PROGRAM	2009 INITIATIVES	2010 INITIATIVES	2011-2014 INITIATIVES
Consumer (Residential)	Great Refrigerator Round-up	Great Refrigerator Round-up	Fridge & Freezer Pickup
	Cool Savings Rebate	Cool Savings Rebate	Heating and Cooling
	Every Kilowatt Counts Power Savings Event	Every Kilowatt Counts Power Savings Event	Coupons, Spring Event, Fall Event and Exchange Events
	<i>peaksaver</i> ²	<i>peaksaver</i> [®]	<i>peaksaver</i> [®]
	N/A	N/A	New Home Construction*
Business (Commercial, institutional, and agricultural facilities)	Power Savings Blitz	Power Savings Blitz	Small Business Lighting
	Electricity Retrofit Incentive Program	Electricity Retrofit Incentive Program	Retrofit Program
	Toronto Comprehensive	Toronto Comprehensive	Energy Efficiency Business initiatives in the Toronto Region are now integrated with the province-wide programs
	Multifamily Energy Efficiency Rebates	Multifamily Energy Efficiency Rebates	N/A
	High Performance New Construction	High Performance New Construction	High Performance New Construction
	N/A	N/A	Audit Funding*

² Registered trademark of Toronto Hydro

	N/A	N/A	Existing Building Commissioning*
Industrial	Demand Response 1 Demand Response 2 Demand Response 3 Electricity Resources Demand Response	Demand Response 2 Demand Response 3 Electricity Resources Demand Response Industrial Accelerator	Demand Response 1 Demand Response 3 Industrial Accelerator Process and Systems*

*New initiative for 2011-2014