

Conservation Progress Report

FIRST QUARTER 2014



Overview

The OPA oversees a portfolio of conservation programs that provide energy and demand savings for all sectors. The OPA works closely with local distribution companies (LDCs) to deliver programs to their residential, business, and industrial customers, while offering programs directly to the transmission-connected customers of Ontario. This report highlights achievements and opportunities of **saveONenergy^{OM}** programs and conservation initiatives.

Preliminary results indicate that the province achieved **575 MW** net peak demand savings and **181 GWh** net energy savings in Q1 2014.

LDCs are on track to meet their 2011-2014 Ontario Energy Board energy savings target. By Q1 2014, **49 percent** of the peak demand savings target (1,330 MW) and **86 percent** of the energy savings target (6,000 GWh) have been met.

Q1 2014 Conservation Highlights

- **Regional achievable potential calculator**
 - This calculator was developed based on a province-wide achievable potential study. It is used by LDCs in the development of conservation plans and by communities when developing community energy plans. Online access is coming soon.
- Savings estimates are available for over **800 energy-efficient products** in a revised version of the **Measures and Assumptions List**. [View list here.](#)
- A **social benchmarking pilot** was launched with three LDCs. The pilot will bring new information-based services to **more than 100,000 residents** of Ontario to help them understand and act on their electricity consumption.
- **The first pay-for-performance pilot** is under way. Led by **Loblaw Companies Limited**, the pilot tests a new approach to encouraging commercial stores to identify areas for potential energy efficiencies. The focus is on daily operations, systems and equipment upgrades.
- The **LDC Program Innovation Stream** is enhancing LDC capability in local and regional program design and deployment. Three pilots have started and seven are in development.
- Launch of the first **[Building Operator Certification](#)** in Ontario.
- Over **872 [RETROFIT](#) projects** were completed in businesses across the province.
- LEDs accounted for 56 percent of measures in **[SMALL BUSINESS LIGHTING](#)** projects.
- **4.5 million [COUPON](#) booklets** were distributed to residents across the province.
- Over **1,700 stores of participating retailers** will participate in the **[SPRING EVENT](#)**.
- Over **50,000 energy-efficient products** were purchased with coupons this quarter.
 - **Approximately 75 percent of coupons redeemed were for LED lighting.**
- The **[INDUSTRIAL ACCELERATOR PROGRAM](#)** successfully **launched the [RETROFIT PROGRAM](#) for transmission-connected customers**. The province's largest customers can now apply for incentives for high-efficiency equipment.

Conservation Portfolio Results

Table 1 summarizes the 2014 conservation portfolio results for Q1 2014 and for the programs' results to date since 2011.

Table 1: Conservation Portfolio Results*

	Q1 2014 / Year-to-date		Program-to-date since 2011	
	Net peak demand savings (MW)	Net energy savings (GWh)	Net peak demand savings (MW)	Net energy savings (GWh)
LDC-delivered programs	324	99	703	1,876
Non-LDC-delivered programs	251	83	258	302
Total	575	181	961	2,178

**Savings reported at generator level; program-to-date results are annual persisting savings in 2014; totals may not add up due to rounding.*

Table 2 sets out the net demand savings and net energy savings for the LDC and Non LDC programs for Q1 2014 and for each program to date since 2011.

Table 2: Net Demand and Net Energy Savings

Initiative	Delivery	Net Demand Savings (MW)		Net Energy Savings (GWh)	
Residential		Q1 2014	Program to date since 2011	Q1 2014	Program to date since 2011
FRIDGE & FREEZER PICKUP	Contractors	0.2	7.1	1.0	48.7
Exchange Events	Retailers	0	1.5	0	2.8
HEATING & COOLING INCENTIVE	Contractors	2.2	73.7	4.0	131.5
Conservation Instant COUPON Booklet	Retailers	0.1	2.6	2.0	42.4
Spring/Fall Event	Retailers	0	5.2	0	94.4
peaksaver PLUS®	LDCs	99.8	99.8	0.8	0.8
NEW HOME CONSTRUCTION	LDCs	0	0	0	0.1
Business					
RETROFIT†	LDCs	6.9	171.4	56.8	970.4
SMALL BUSINESS LIGHTING	LDCs	5.4	58.7	20.0	192.8
NEW HOME CONSTRUCTION	LDCs	0.2	4.4	0.6	13.2
AUDIT FUNDING	LDCs	1.1	5.4	5.4	26.3
peaksaver PLUS (Small Commercial)	LDCs	0.7	0.7	0.0	0
DEMAND RESPONSE 3	Aggregators	27.4	27.4	0.4	0.4
Industrial					
PROCESS & SYSTEMS	OPA	0	0.7	1.3	5.1
Monitoring & Targeting	OPA	0	0	0	0
Energy Manager	LDCs	0	4.2	0.3	27.5
DEMAND RESPONSE 3	OPA	180.0	180.0	4.3	4.3
Low Income					
HOME ASSISTANCE PROGRAM	LDCs	0.1	3.6	1.7	33.0
Aboriginal					
ABORIGINAL CONSERVATION PROGRAM	LDCs	0	0.2	0	1.4
Pre-2011 Programs					
Pre-2011 Programs	LDCs	0	54.1	0	280.0
Other					
Program Enabled Savings	OPA	0	2.5	0	1.3
Non-LDC Delivered					
INDUSTRIAL ACCELERATOR PROGRAM	OPA	0.2	6.9	1.7	58.23
Non-LDC Demand Response	OPA	250.5	250.5	81.0	243.8

* Savings reported at generator level; program to date results are annual persisting savings in 2014; totals may not add up due to rounding;

† Includes Industrial **RETROFIT**.

Program Participation

Table 3 provides the number of program participants for the OPA's LDC and Non-LDC delivered programs for Q1 2014 and for each program to date since 2011.

Table 3: Conservation Program Participants

Initiative	Q1 2014	Program to date since 2011	Metric
Residential			
FRIDGE & FREEZER PICKUP	2,390	113,598	Appliances
Exchange Events	0	12,840	Appliances
HEATING & COOLING INCENTIVE	7,948	277,471	Installations
Conservation Instant COUPON Booklet	53,973	1,180,297	Coupons
Spring/Fall Event	0	3,016,332	Coupons
peaksaver PLUS ®*	162,264	295,013	Devices
NEW HOME CONSTRUCTION	4	65	Products
Business			
RETROFIT†	872	17,613	Projects
SMALL BUSINESS LIGHTING	4,774	61,900	Projects
NEW HOME CONSTRUCTION	4	184	Buildings
AUDIT FUNDING	199	1,077	Audits
peaksaver PLUS * (Small Commercial)	1,080	1,359	Devices
DEMAND RESPONSE 3	179	179	Facilities
Industrial			
PROCESS & SYSTEMS	1	5	Projects
Monitoring & Targeting	0	0	Projects
Energy Manager	6	183	Projects
DEMAND RESPONSE 3	301	301	Facilities
Low Income			
HOME ASSISTANCE PROGRAM	2,778	33,104	Homes
Aboriginal			
ABORIGINAL CONSERVATION PROGRAM	0	581	Homes
Pre-2011 Programs			
Pre-2011 Programs	0	2,975	Projects
Non-LDC Delivered			
INDUSTRIAL ACCELERATOR PROGRAM	1	6	Projects
Non LDC DR	82,687	82,687	Devices + Facilities

* Includes count of thermostats, switches and in-home devices.

† Includes Industrial **RETROFIT**.

LDC Progress Toward 2011-2014 OEB Targets

Figure 1 outlines LDC progress toward the OEB demand target (MW) and Figure 2 outlines LDC progress toward the OEB energy target (GWh). Note that the grey portions represent forecasted savings; Tier 1 represents LDC-delivered programs.

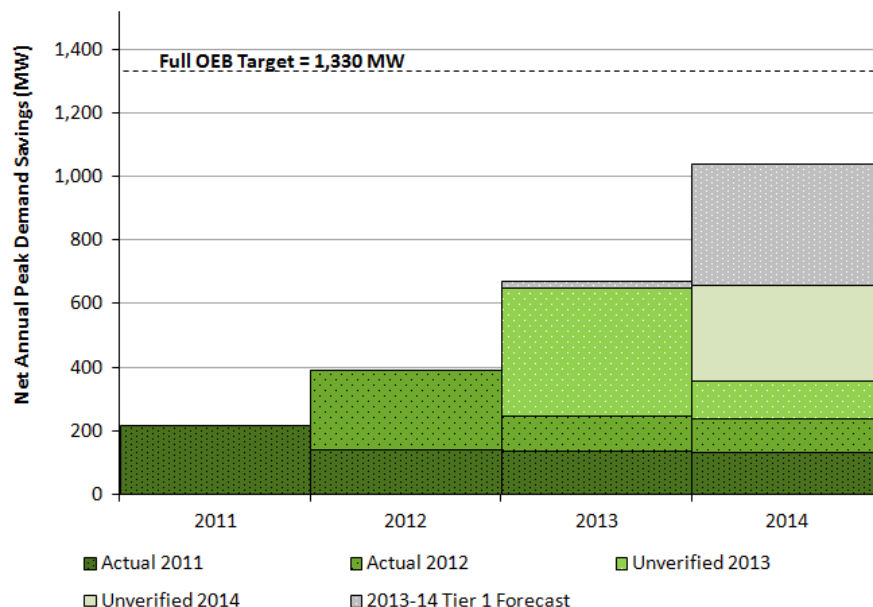


Figure 1: LDC progress in aggregate toward OEB peak demand target (MW)

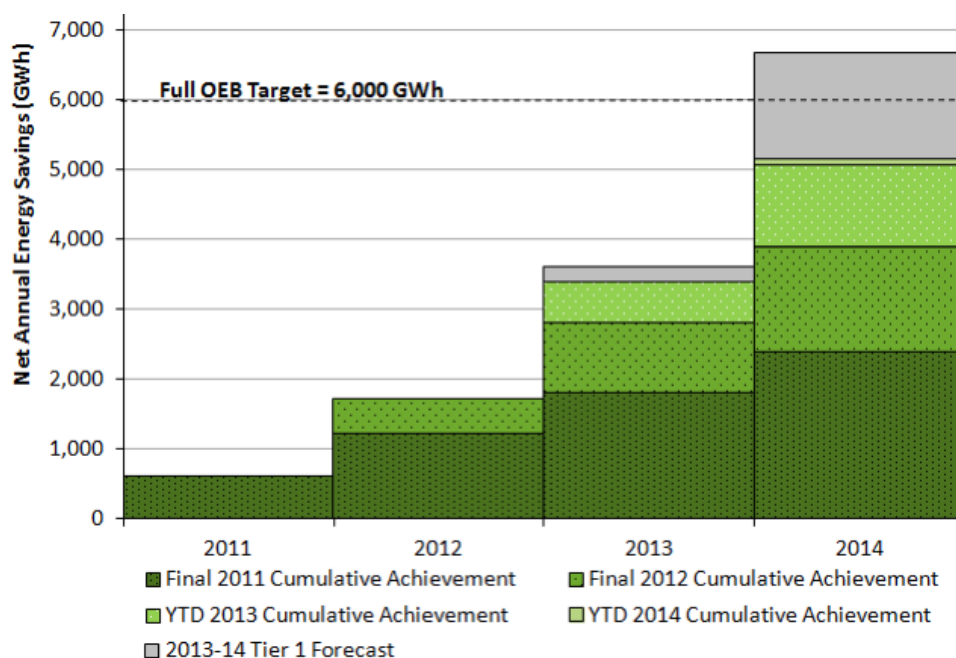


Figure 2: LDC progress in aggregate toward OEB energy target (GWh)

Conservation Fund – Social Benchmarking Pilot Program

The goal of social benchmarking is to cost-effectively reduce residential electricity consumption by providing residents with information-based tools that allow the comparison of one home's energy performance to that of another home or group of homes. The objective of the pilot program is to test in Ontario three unique information-based social benchmarking approaches. A range of service approaches are being tested to address Ontarians' varying degrees of access to technology, as well as a variety of approaches that can motivate residential conservation behaviour. The approaches funded through this pilot initiative are designed to motivate measureable changes in residential behaviour as it relates to electricity consumption using customer electricity consumption data.

The results of these pilots will provide insight into the efficacy of information-based behaviour change programs in the residential sector and will be used to inform the design of future residential conservation programs. The OPA, through its independent evaluation contractor, will conduct an evaluation of each pilot to determine final electricity savings. These reports will be made public.

Hydro One Networks Inc. and Opower Inc.

Hydro One Networks and Opower are collaborating to deliver an opt-out program to 50,000 Hydro One customers. Central to the program is the Home Energy Report, a printed paper report that will be mailed to participating customers. Customers will also have access to a website that allows them to explore their energy usage in detail and to receive energy efficiency information.

Milton Hydro Distribution Inc. and Simple Energy Inc.

Milton Hydro and Simple Energy are collaborating to deliver an opt-in program to the customers of Milton Hydro. Up to 10,000 Milton Hydro residential customers who sign up to participate will receive personalized reports by email. These customers will have access to a web portal that will allow them to create a user profile and access their energy usage information, compete with other customers and view rewards activity. To raise awareness and encourage participation in the program, Milton Hydro will run a school challenge to engage local students to motivate their households to participate in the program and to save energy.

Horizon Utilities Corporation and Simple Energy Inc.

Horizon Utilities and Simple Energy are collaborating to deliver an opt-out program to 50,000 Horizon Utilities customers. The program seeks to empower customers to drive energy conservation using behavioural science, gaming mechanics, and rewards, including AIR MILES for Social Change. The program will be delivered by web portal and email to engage and motivate customers in the places where they already spend their time. Personalized energy reports for customers will be emailed on a periodic basis. Customers will also have access to a web portal that will allow them to create a user profile and to access their energy usage information, compete with other customers and view rewards activity.

[Click here to learn more](#) about the Conservation Fund.