

Regional Program Name: Home Energy Report Program

1. Program Description

The Home Energy Reports Program (“**HER Program**”) is a type of behavioural conservation program aiming to stimulate residential customers to reduce their electricity use by providing them with insights on the current electrical usage at their home (“**Facility**”).

The HER Program is an opt-out program that delivers home energy reports (“**HERs**”) throughout the year which are automatically mailed to selected Participants coupled with continuous access to a web portal. The HERs include a variety of information including how a customers’ electricity use compared to their historical usage (“**Self-Benchmarking**”), customers’ electricity use compared to similar peers (“**Social-Benchmarking**”), and personalized energy savings advice that will motivate them to measurably and verifiably use less electricity and save money on their monthly bills. A Participant may opt-out at any time.

The LDC will evaluate electricity savings from the Program by comparing energy consumption of Participants in the HER Program (“**Treatment Group**”) against a selected group of customers who do not receive HERs (the “**Control Group**”).

This HER Program is offered under, and is subject to the terms of, the Energy Conservation Agreement.

All capitalized terms not defined in these HER Program Rules have the definitions given to them in the Energy Conservation Agreement between the LDC and the IESO.

2. Program Offer / Participant Incentives

2.1 Standard Incentives

Selected Treatment Group Participants who do not opt-out will receive the personalized HERs by direct addressed mail or by e-mail, which will include Self-Benchmarking information and Social Benchmarking information, and may include one or more of the following:

- (a) personalized energy savings advice including information on saveONenergy Programs and other applicable residential conservation programs; and
- (b) unlimited access to a web portal with more insights into electricity usage.

2.2 Exceptions

None applicable.

3. Program Eligibility Criteria

3.1 Participant Eligibility

To be eligible to Participate, the Participant must:

- (a) be the holder of a residential account with the LDC for a Facility that meets the Facility Eligibility criteria set forth in Section 3.2 below; and
- (b) be selected by the LDC on the basis of the customer's usage or customer segment.

An eligible, selected customer will be enrolled automatically in the HER Program. If the customer chooses to opt-out of the HER Program, he or she can do so by notifying the LDC. The opt-out will be clearly indicated and result in the immediate removal of the customer. The Participant's participation will terminate automatically if the Participant or his or her Facility ceases to meet all the Eligibility Requirements.

From within the entire population of eligible Participants, some eligible Participants will be randomly assigned into either the Treatment Group (who receive HERS) or the Control Group. People who have a change of address associated with their account will be removed from the Treatment Group or Control Group as applicable.

3.2 Facility Eligibility

To be eligible to participate in the HER Program, the Participant's Facility must:

- (a) currently be the subject of an active residential account;
- (b) be geographically identifiable to establish a location for nearby neighbours and other location related information (i.e. requires accurate address/postal code or latitude/longitude co-ordinates);
- (c) have at least 12 months of billing history with the LDC for the Participant;
- (d) have no gaps or overlaps in their billing data for the past 12 months;
- (e) not have negative usage at the Facility for the past 12 months; and

3.3 Project and Measures Eligibility

Not applicable.

3.4 Eligible Costs

Not applicable.

4. Participant Agreement

Participants will be automatically enrolled in the HER Program, but given the option to opt-out. The LDC will provide every Participant with a welcome letter ("**Participant Agreement**") in accordance with applicable privacy laws. The Participant Agreement will include the following terms:

- (a) A notice that the Participant can opt-out, and simple instructions for doing so;
- (b) A statement that The LDC, IESO or their agents or service providers do not guarantee energy cost savings or other benefits arising from this initiative;
- (c) all notices required by Section 29(2) of the Municipal Freedom of Information and Protection of Privacy Act, and all other notices and consents required to comply with all applicable privacy laws; and
- (d) Any other provision required to give effect to these Program Rules.

5. QA/QC and Project EM&V – Minimum Requirements

5.1 EM&V

In addition to any requirements of the ECA, the IESO will evaluate the Program in accordance with the Conservation First EM&V Protocols and Requirements (EM&V Protocols)¹, and specifically, Technical Guide 11: Protocols for Evaluating Behavioural Programs.²

The IESO will use Randomized Control Tests (RCTs) to evaluate the Program. The LDC will ensure that:

- (a) the sample sizes selected for the overall Treatment Group and Control Group are sufficient enough to measure the difference in energy and demand consumption between Treatment Group and Control Group. The sample size should be sufficient to deliver a 95% confidence bound that is no more than half a percentage point higher or half a percentage point lower than the point estimate of percentage savings. ;
- (b) potential bias is removed by ensuring that the Control Group and Treatment Group participants are ‘like’ customers.

5.2 Reporting

The LDC will report the following to the IESO:

- (a) the selection criteria applied in section 3.2 (a) – (e) to select Control Group and Treatment Group, which criteria shall be subject to review by the IESO. The LDC will provide the criteria data a minimum of 45 business days prior to the launch of the program.

¹ <http://www.powerauthority.on.ca/sites/default/files/conservation/Conservation-First-EMandV-Protocols-and-Requirements-2015-2020-Apr29-2015.pdf>

² <http://www.powerauthority.on.ca/sites/default/files/Behaviour-Based-Evaluation-Protocols.pdf>

- (b) the RCT design including the Control and Treatment Group selection/randomization strategy/tool/calculation used shall be subject to review and acceptance by the IESO. The LDC will provide this data a minimum of 45 business days prior to the launch of the program and the IESO will respond and provide acceptance within 30 business days.
- (c) Vendor reported participation and energy savings as requested by the IESO, for the purpose of IESO reporting.
- (d) 12 months of anonymized post enrollment consumption data for both the Control Group and the Treatment Group for the purposes of EM&V, and at least 12 months of pre-participation consumption data for the same group. The anonymized consumption data must also for all Participants, indicate if they participated in any another Conservation Program where participant identification is tracked during the Program period. The LDC will report the name of the saveONenergy Program, time frame in which the customer participated, and any measure installed; and where the LDC is unable to provide this data, it will be at the discretion of IESO's EM&V Team to adjust the evaluation to account for the unknown factors (confounding effects). The LDC will provide all data within 60 business days following the end of the calendar year of the program.
- (e) any changes to the Program implementation, on an as needed basis. The LDC will provide all data within 60 business days following the end of the calendar year of the program.

The IESO may conduct EM&V up to 3 years after the HER Program ends to understand the persistence of the HER Program impacts.

5.3 QA/QC

In addition to the requirements of the ECA, the LDC will perform the following QA/QC:

- (a) Periodic sampling checks on Program reporting provided to the LDC by any service provider; and
- (b) Periodic sampling checks on Program data transfers between the LDC and any service provider.

6. Minimum Record-Keeping Requirements

No additional requirements

7. Privacy and Security

- (a) The LDC agrees and acknowledges that in handling its customer data for the purposes of this Program it is handling highly confidential information.

- (b) The LDC represents and warrants that collection, use and disclosure of customer data, including Control Group data, for the HER Program by the LDC or a service provider complies and will comply with all applicable privacy laws and regulations including the *Municipal Freedom of Information and Protection of Privacy Act*, the LDC's privacy policy and its Ontario Energy Board licence.
- (c) The LDC represents and warrants that collection, transfer, use and storage of customer data, including Control Group data, for the HER Program by the LDC or a service provider complies and will comply with security standards, processes and certifications that are considered Good Industry Practice.
- (d) All Treatment and Control Group information in a HER will be made anonymous such that no individual in a comparator group is identifiable.
- (e) No identifiable customer data will be provided by the LDC to the IESO. For certainty, the LDC has and will retain custody and control of the LDC Customer Information, and it will not be collected or held by the IESO.
- (f) The IESO and LDC agree that their relationship is an independent business relationship where the IESO is providing funding to the LDC, and the LDC is delivering this Program. Nothing in the Agreement or these Program Rules shall contemplate or create a relationship of employment, service provider, partners, joint venturers, fiduciary, principal and agent or any other relationship between the parties.
- (g) The LDC will obtain all consents and authorizations required by privacy laws to conduct follow-up surveys, studies or evaluations, and to collect, use, disclose and otherwise handle of personal information such as names, addresses, telephone numbers, email addresses and records showing historical energy use and consumption for purposes relating to the operation, administration, reporting or assessment of the initiative for a period up to three years after the completion of HER Program.

8. Program Specific Definitions

The following terms have the meaning stated below when used in these HER Program Rules:

“Control Group” means, in respect of the HER Program, a group of LDC customers who meet both the Participant Eligibility criteria under Section 3(a) and the Facility Eligibility criteria under Section 3(b), and who have been selected, on a randomized basis, by the LDC to not receive Home Energy Reports for the purpose of a comparator group to the Treatment Group.

“Good Industry Practice” means any of the practices, methods and activities adopted by a significant portion of the North American electric utility industry as good practices

applicable to the collection, storage, transmission, use and disclosure of customer data, or any of the practices, methods or activities which, in the exercise of skill, diligence, prudence, foresight and reasonable judgement by a prudent electric utility in light of the facts known at the time the decision was made, could reasonably have been expected to accomplish the desired result at a reasonable cost consistent with good business practices, privacy protection, data security and applicable laws. Good Industry Practice are not intended to be limited to the optimum practices, methods or acts to the exclusion of all others, but rather are intended to delineate acceptable practices, methods or acts generally accepted in the North American electric utility industry.

Home Energy Report” means, home energy reports describing personalized home electricity consumption information.

“Home Energy Report Program” means behavioural conservation program aiming to stimulate residential customers to reduce their electricity use by providing them with Home Energy Reports describing personalized home electricity consumption information.

“Participant” means, in respect of the HER Program, an eligible LDC customer who meets both the Participant Eligibility criteria under Section 3(a) and the Facility Eligibility criteria under Section under Section 3(b), and who has been selected by the LDC as a Participant in either the Control Group or the Treatment Group.

“Self-Benchmarking” means, in respect of the HER Program, information comparing a customer’s recent electricity usage against their own historical electricity usage.

“Social-Benchmarking” means, in respect of the HER Program, information comparing a customer’s electricity usage against the electricity usage of similar peers.

“Treatment Group” means, in respect of the HER Program, a group of LDC customers who meet both the Participant Eligibility criteria under Section 3(a) and the Facility Eligibility criteria under Section under Section 3(b), and who have been selected, on a randomized basis, by the LDC to receive the Home Energy Reports.

9. Pay for Performance

The pay-for-performance rate for this HER Program is \$0.