

Memorandum

To: Stakeholder Advisory Committee

From: Terry Young, VP, Policy, Engagement and Innovation

Date: October 17, 2018

Subject: IESO Business Update – Conservation

The following is intended to provide an update to the members of the Stakeholder Advisory Committee (SAC) on a number of conservation-related items.

2018 Preliminary Results

Preliminary results indicate that LDCs and the IESO continue to progress well towards the Conservation First Framework target of 7.4 TWh*, having achieved 68% (5.01 TWh) as of mid-September. When taking into account projects in the pipeline, 89% (6.6 TWh) would be achieved. The Industrial Accelerator Program (IAP) has contracted close to 53% (just under 0.7 TWh) of the 1.3 TWh* target.

**The IESO received [direction](#) from the Minister of Energy in February 2018 to allocate 0.4 TWh of the target from the IAP towards the achievement of a reduction in electricity consumption through Centrally-Delivered Programs and Province-Wide Distributor CDM Programs delivered by the IESO. The IESO will now be reporting progress against the revised targets: 7.4 TWh for CFF and 1.3 TWh for IAP.*

New Save on Energy Website

The IESO relaunched its Save on Energy website on September 27, 2018. The new saveonenergy.ca features a refreshed brand that encourages Ontarians to take action to use energy wisely and realize the many benefits associated with energy efficient activities. Key features of the new website include:

- Energy efficiency tips, advice and resources for residential customers;
- Customized information and tools for hard-to-reach segments such as small business customers;
- Strong emphasis on the contribution of energy efficiency to the overall competitiveness and productivity of business and industrial customers;
- Information tailored to business customers on how energy efficiency programs align with their unique corporate objectives; and,
- Dedicated section for contractors and trade allies to further enable them to reach customers and sell energy efficiency programs.

The new site, which replaced the previous site launched in 2011, is built on the same web platform used for the corporate site, allowing for efficiencies in managing content and for technical support. The new site is also AODA compliant, meeting current world wide standards for accessibility, meets the IESO's French language requirements as stipulated by legislation and can be supported by mobile browsers, which is a key source of traffic to the site.

Save on Energy Deal Days

The Save on Energy Deal Days event is now underway until November 4 at over 1,300 participating retailers across Ontario. During this biannual event, customers can purchase a wide range of energy efficient products to help manage household energy consumption and receive instant discounts at the point of sale. This year, Staples Business Depot stores are participating for the first time in an energy efficiency retail initiative.

Province-wide Home Assistance Program

The IESO is implementing a centrally-managed Home Assistance Program (HAP) for low income customers across the province, as directed by the Minister of Energy on August 4, 2017.

The IESO continues to make progress in the centrally-managed Home Assistance Program (HAP) for low income customers across Ontario, as per Ministerial direction in August 2017. Over 4,000 customers across the province have been enrolled in 2018, and initial customer satisfaction results have been positive. A province-wide marketing campaign has been developed and is expected to roll out through Q4 2018. This campaign, along with the local and regional customer outreach led by LDCs is expected to increase uptake through the remainder of 2018 and 2019.