

Brant County Power Inc.
(ED-2002-0522)

CONSERVATION and DEMAND MANAGEMENT (CDM) STRATEGY
2011 to 2014

Filed: November 1, 2010

Amended: June 13, 2011

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1. **Distributor's Name:** Brant County Power Inc. (BCPI) is filing its amended CDM Strategy with the Ontario Energy Board (OEB) in accordance with the OEB's November 29, 2010 letter and in accordance to the issuance of the Conservation and Demand Management Code for Electricity Distributors (EB-2010-0215) issued on September 16, 2010.
 2. **Total Reduction in Peak Provincial Electricity Demand (MW) Target:** 3.3MW per the revised CDM Targets for Electricity Distributors issued by the OEB on November 12, 2010 (File No EB-2010-0215 and EB-2010-2016) as part of our amended Electricity Distribution Licence. In response to an OEB request, BCPI filed a request for target review based on embedded load with Hydro One Networks Inc. This submission takes into account the requested target adjustment.
 3. **Total Reduction in Electricity Consumption (kWh) Target:** 9,850,000 kWh per the revised CDM Targets for Electricity Distributors issued by the OEB on November 12, 2010 (File No EB-2010-0215 and EB-2010-2016) as part of our amended Electricity Distribution Licence. In response to an OEB request, BCPI filed a request for target review based on embedded load with Hydro One Networks Inc. This submission takes into account the requested target adjustment.
 4. **High Level CDM Strategy**

It is BCPI's intent to meet energy and demand reduction requirements by delivering OPA-Contracted Province-Wide programs should funding be available to do so. At the time of this amended filing, there are initiatives, or portions/processes of initiatives, in each OPA program segment that are not available to LDCs or ready for launch and/or delivery.

BCP utilized the Ontario Power Authority's (OPA) Resource Planning Tool, taking into consideration BCP's service territory's residential profile and past CDM program results, to forecast it's reductions in peak demand and energy consumption.

This strategy does not take into consideration the significant portion of the target that the OPA expects to result from smart meter and time-of-use rate implementation. OPA has advised that the CDM targets assigned to all electricity distributors should include approximately 308 MW of savings related to smart meters and time-of-use rates. This advice was based on a study commissioned by the OPA and filed with the OEB as part of the Integrated Power Supply Plan proceeding.

The following tables summarize both annual and cumulative savings by year which, at this time, represents a preliminary summary of the expected annual milestones of both peak demand and energy consumption reductions through the delivery of the OPA-contracted Province-Wide programs.

OPA Provincial Programs		2011	2012	2013	2014	Total Projected Budget
Consumer	kW	79	317	528	660	\$ 1,124,083
	MWh	236	946	1576	1970	
Commercial	kW	297	1188	1980	2475	\$ 1,340,333
	MWh	887	3546	5910	7388	
Industrial	kW	20	79	132	165	\$ 353,212
	MWh	59	236	394	492	
Total Annual Peak Demand	kW	396	1584	2640	3300	
Total Cumulative Energy	MWh	1182	4728	7880	9850	
Projected Budget	\$	\$338,115	\$1,014,346	\$901,641	\$563,526	\$ 2,817,628

5. OPA Contracted Province-Wide CDM Programs

BCPI's plan is based upon the assumption that there will be sufficient funding available to manage and promote the OPA-contracted Province-Wide programs. Should the Tier One Program budget not provide adequate funding, BCPI will need to re-evaluate its CDM Strategy. Adjustments to our strategy are incorporated to accommodate BCPI's revised targets and finalized portion of the Program Administration Budget funding. Further adjustments to this plan may be required should program deliverables or market conditions change.

BCPI will continue to utilize a customer-centric marketing approach to deliver the OPA Contracted Province-Wide CDM Programs. Where there is opportunity for local marketing initiatives, BCPI will be using the following media to reach our customers:

- Billing inserts
- On-Bill promotion
- Website: Promote the programs and feature a link to the OPA program website displayed prominently on the BCPI homepage
- CSR Training: Scripts will be provided to customer service representatives for each Initiative.
- Promotional material for reception area: print material and brochures for use in NPDI's reception area
- Media Events: including a media advisory and press release
- Local community events: Attend events, and provide handouts to promote programs to customers.

For BCPI's commercial, institutional and industrial customers, information sessions and face to face meetings have proven to be effective in the past. Going forward, BCPI will focus on building and maintaining strong customer relationships with commercial, institutional and industrial customers in addition to the traditional marketing efforts listed above. In addition, collaboration with other LDCs to educate local contractors about the conservation programs available to their clients will be fundamental in the ability to meet CDM Targets.

The following information outlines the OPA-Contracted Province-Wide programs by name, years of operation and target customers.

5.1 Consumer Programs

Name	Years	Description	Target Customers
Conservation Instant Coupon Booklet Initiative and Bi-Annual Retailer Event Initiative – Initiative Schedule B1	2011-14	In-store discounts on energy efficient products	Residential
Midstream Electronics Initiative – Initiative Schedule B1	2011-14*	Retail promotion of energy efficient televisions	Residential
Midstream Pool Equipment Initiative – Initiative Schedule B1	2011-14*	Retail promotion of “right sized” pool equipment	Residential
HVAC Incentives Initiative – Initiative Schedule B1	2011-14	On-line rebates on high efficiency replacement of heating/cooling systems	Residential
Appliance Retirement Initiative – Initiative Schedule B1	2011-14	Free pick-up/decommissioning of old, working inefficient appliances	Residential
Appliance Exchange Incentive – Initiative Schedule B1	2011-14	Room air conditioner and dehumidifier exchange events at retailers	Residential
Home Energy Assessment Tool Initiative – Initiative Schedule B1	2011-14*	On-line, home energy assessment and recommendations on how energy consumption can be reduced.	Residential
Residential New Construction – Initiative Schedule B2	2011-14	Incentives for builders to construct efficient, smart, and integrated new homes	Residential
Residential Demand Response (DR)	2011-14*	Free, installed direct load control devices and in-home display systems/capability. Non-DR offers: subsidized in-home display systems/capabilities	Residential
TOTAL	2011-14	660 kW	1970 MWh

* At the time of this filing, this initiative was not made available by the OPA to the LDC.

5.2 Commercial, Agriculture and Institutional Programs

Name	Years	Description	Target Customers
Energy Audit – Initiative Schedule C1	2011-14	An Incentive program designed to encourage commercial and institutional facilities to undertake assessment to identify reductions in electricity demand and consumption.	Commercial Institutional
Efficiency: Equipment Replacement Incentive – Initiative Schedule C2	2011-14	An incentive program designed to encourage high-efficiency electricity retrofits to existing structures.	Commercial Institutional
Direct Install Lighting and Water Heating – Initiative Schedule C3	2011-14	A retrofit incentive program for small business customers in the General Service < 50kW.	Commercial Institutional
Direct Service Space Cooling Refrigeration Initiative – Initiative Schedule C5	2011-14*	An initiative that provides incentive towards servicing of roof-top and ground-mounted air conditioners with a capacity of 25 tons or less.	Commercial Institutional
New Construction and Major Renovation – Initiative Schedule C4	2011-14	An Initiative which provides incentives for energy efficient new building design as well as installation of energy efficient measures.	Commercial Institutional
Small Commercial Demand Response	2011-14*	Free, installed direct load control devices and in-home display systems/capability. Non-DR offers: subsidized in-home display systems/capabilities	Commercial Institutional
Demand Response 1 – Initiative Schedule D5	2011-14	An initiative where distribution-connected electricity customers voluntary provide DR capabilities to reduce peak demand and increase system reliability	Commercial Institutional
Demand Response 3 – Initiative Schedule D6	2011-14	An initiative where distribution-connected electricity customers provide firm, contract DR capability to reduce peak demand and increase system reliability	Commercial Institutional
Existing Building Commissioning – Initiative Schedule C6	2011-14	Commissioning of chilled water plants for customers with a demand > 50 kW and facilities larger than 50,000 sq ft.	Commercial Institutional
TOTAL	2011-14	2,475 kW	7,388 MWh

* At the time of this filing, this initiative was not made available by the OPA to the LDC.

5.3 Industrial Programs

Name	Years	Description	Target Customers
Efficiency: Equipment Replacement Incentive – Initiative Schedule C2	2011-14	An incentive program designed to encourage high-efficiency electricity retrofits to existing structures.	Industrial
Preliminary Engineering Study, Detailed Engineering Study, Project Incentive and Monitoring & Targeting – Initiative Schedules D1 & D2	2011-14	New component aimed at improving the energy efficiency of equipment and production processes by offering capital incentive and enabling initiatives.	Industrial
Energy Manager – Initiative Schedule D3	2011-14	Access funding for customer-employed energy manager(s) for eligible consumers. Access funding for LDC-employed roving energy manager(s).	Industrial
Key Accounts Manager – Initiative Schedule D4	2011-14	Join with other LDCs in close geographical proximity to apply for a shared Key Accounts Manager.	Industrial
Demand Response 1 – Initiative Schedule D5	2011-14	An initiative where distribution-connected electricity customers voluntary provide DR capabilities to reduce peak demand and increase system reliability	Industrial
Demand Response 3 – Initiative Schedule D6	2011-14	An initiative where distribution-connected electricity customers provide firm, contract DR capability to reduce peak demand and increase system reliability	Industrial

TOTAL	2011-14	165 kW	492 MWh
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* At the time of this filing, this initiative was not made available by the OPA to the LDC.

5.4 Low Income Program

Brant County Power Inc. intends to participate in the OPA-Contracted Province-Wide Low Income Initiative. The objective of the Initiative is to improve the electric efficiency of the existing housing stock; generate electric demand reductions and energy savings; realize the adoption of conservation behavior by all occupants of a low-income household; educate low income customers in the management of their electricity use; support utility service continuity amongst participants; and coordinate the delivery of electric and natural gas low income customer offerings.

6. Potential Board-Approved CDM Programs

At this time BCPI does not have any Board-Approved programs planned. It is the intent to meet energy and demand reduction requirements by delivering OPA-Contracted Province-Wide programs should funding be available to do so. In the event that the intended demand and energy savings are not being met through the delivery of the OPA-Contracted Province-Wide programs within the determined prescribed OPA funding model, BCPI will be required to participate in Board-Approved Programs. It is our intent to review opportunities to collaborate with other LDCs in Tier Two programs.

7. Program Mix

Section 5 above illustrates the programs which will be delivered to all customer types in BCPI's service territory, including residential, commercial, industrial, institutional and low income customers. The strategy was developed having regard to the composition of BCPI's customer base with a range of customers in both rural and urban settings.

8. CDM Programs Co-ordination

BCPI has been working closely with other LDCs of similar size and/or geographical proximity in the administration, marketing and implementation of the current OPA Contracted Province-Wide programs being offered. Through this continued collaboration BCPI is projecting to achieve similar delivery efficiencies.

BCPI will, where appropriate, work closely with local Social Service Agencies, local municipal governments, natural gas distributors and other LDC's to deliver its portfolio of OPA-contracted Province-wide CDM Programs, including an OPA-contracted Low Income program.