

**RESPONSES TO INTERROGATORIES OF
CONSUMERS COUNCIL OF CANADA
EB-2008-0227**

LIST OF ATTACHMENTS

<u>Appendix</u>	<u>Content of Appendix</u>
CCC_IRR_6	GIS Program Budget
CCC_IRR_7	Administrative Sustainability Budget
CCC_IRR_8	Other Administration Capital Budget
CCC_IRR_10	CV- Sarah Horsley, SJH Consulting Inc.
CCC_IRR_12	Revenue Sufficiency/Deficiency (2006-2008)
CCC_IRR_15-1	2009 OM&A Budget Information
CCC_IRR_15-2	2009 OM&A Budget Information
CCC_IRR_15-3	2009 OM&A Budget Information
CCC_IRR_16	Regulatory Costs
CCC_IRR_21	LRAM Load Saving Measures
CCC_IRR_22-1	CFL Program – Summerhill Group Report
CCC_IRR_22-2	Keep Cool/Torchiere Exch. Program-CleanAir Foundation
CCC_IRR_22-3	Project Porchlight – Final Report
CCC_IRR_22-4	Project Porchlight – TRC Calculations

CCC_IRR_6

Business Case

Development of a Primary System GIS
with Integration to a Network Analysis System.

ENWIN Utilities Ltd.
May 2007

Steve Jacobson
Supervisor, CAD

James F. Brown, P. Eng.
Director, Engineering

Shawn C. Filice, P. Eng.
Director, Infrastructure

Executive Summary

This document will outline the benefits and recommend the purchase of a Network Analysis Software toolset and implementation of a Geographic Information System (GIS) as a process improvement within *ENWIN* Utilities as they pertain to the management of primary hydro network assets and associated record information.

This proposal has been developed jointly by the Hydro Engineering Department and the System Planning Department to ensure the System Planning Department's goal of obtaining and maintaining a citywide system analysis model is achieved most efficiently. Rather than developing and maintaining separate databases, it is proposed here that a single, GIS system be used as the primary access point for plant data and that data be made available through conversion to the network analysis software. This will minimize costs of maintaining this data and ensure no record discrepancies exist.

Throughout this process, consultation has also taken place with WUC and the City of Windsor's Geomatics Department to identify and secure access to core geographic reference data. By sharing these general base layers with WUC and the City, a consistent reference for the City's infrastructure can be assured for all stakeholders while reducing efforts to maintain common base information. Compatibility of software and hardware capabilities across these groups has also been taken into consideration. This synergy will maximize benefits through the refinement of additional data, which can be leveraged to enhance processes, and through the development of a broader GIS knowledge resource.

By driving the generation of maps and reports using a core database, *ENWIN's* GIS will help ensure that the accurate, timely display of assets and their relationships with one another is conveyed to users. In turn, those responsible for maintaining or monitoring these assets in the field would be provided with the most reliable information on which to base decisions influencing system operation. Front line staff could also be provided with important, quality information, to be conveyed to customers more effectively.

Efficiencies realized through implementing this proposal, would open up opportunities to re-evaluate existing processes and re-distribute tasks in a more streamlined fashion.

In today's environment of accountability and regulation, all tools need to be considered for their potential to help meet the varied demands and commitments placed on the organization. Taking this pro-active approach ensures that staff is able to provide optimum service to stakeholders and customers alike.

Introduction

ENWIN has a responsibility to pursue and implement system improvements of all kinds that result in better system reliability and performance. The reliability improvements can be found in many areas. Examples are:

- (1) computer simulation studies to model network function to explore and identify where configuration changes can be made
- (2) introducing better apparatus, equipment and system components as they become available and proven from industry field trials
- (3) better system network control practices and software such as enhanced SCADA system capabilities and,
- (4) utilization of better operating methodologies, practices and tools to manage *EnWin*'s network more efficiently

A Network Analysis software toolset will allow our Planning Department to perform a variety of functions, such as: Power Flow studies, Fault analysis, Power Quality studies. All of these activities aid in the identification of weak links in the distribution system, which ultimately help to strategically define future capital spending.

The proposed GIS will link information about the locations of facilities (poles, duct, and devices), customers, roads, and geographic landmarks with information about plant attributes, based upon an existing database such as Maximo or PeopleSoft CIS.

The system will allow users to map the locations of features to find patterns; map quantities to find places that meet given criteria or relationships; map densities to determine distribution; and map change in an area to anticipate future conditions, decide on a course of action, or evaluate the results of an action or policy. Information could be displayed as a digital map, printed as a paper map, combined with spreadsheet-like tables or charts, or displayed as such.

Through this proposal, *ENWIN* will convert its existing primary (27.6 kV and 4.16 kV) overhead and underground maps into an overall, electronic, database. This database will then be used to derive data, ensuring connectivity, suitable for use with the System Planning department's proposed network analysis system. Supplementary to this immediate goal, the conversion of secondary map data will also be assessed as a logical extension of this first phase. Rather than a simple, static entity, the map will become a dynamic presentation of data.

To realize this vision, an RFP was drafted and issued to qualified firms. A meeting was held with the tendering companies to review the request for proposal and ensure common understanding. Five pre-qualified firms were invited to tender. Two submissions were received. The low tender (ASI – Automated Systems Incorporated) was 20% less than the competing proposal. Both proposals were reviewed and determined to be satisfactory and meet the needs of the RFP. It will be later recommended to award the work to the lowest tenderer.

Opportunity

Technology creates an opportunity to have a Network Analysis software operate on the same spatial database, derived from *ENWIN*'s primary mapping system. This will ensure up-to-date data is provided for analysis without the need to maintain a separate database. The business case for the purchase of Network Analysis software conservatively estimates that over \$25,000 per year would be saved by utilization of one GIS map and data set to develop the network model. The present value of this savings is over \$200,000 using a 4% discount rate and only a 10-year annuity period, which is more than double the cost of the GIS and with less than a 5-year payback.

As well, through consultation with various *ENWIN* Departments, a number of routine tasks were identified as benefiting from the consolidated data structure a GIS would introduce.

Maps currently developed and maintained to depict hydro plant are disjoint, schematic tiles without a cohesive relationship to one another or any of the related asset data currently being

maintained within the Maximo database. Sets of maps are currently set up as asset specific; representing secondary or primary plant, streetlight infrastructure or underground networks. As these map sets are independent of one another, each involves maintaining duplicate background geographic references such as streets and addresses which is both time consuming and offers opportunity for omission and error.

By sharing accurate, readily available, geo-referenced base layers with WUC and the City, a seamless; citywide map can be created and maintained to identify the various components of Windsor's infrastructure. Common elements such as poles would be shared between secondary and streetlight maps as opposed to duplicating them unnecessarily across various map sets, as is currently the case. General geographic elements such as streets, property lines and addresses would be referenced from one common source reducing the time involved in updating changes to such things as they occur.

The implementation of more types of equipment into Maximo's rotating equipment process increases the amount of time spent by Engineering staff ensuring that items are correctly positioned and identified on maps while confirming that all applicable hierarchies are maintained within the Maximo database. Each additional piece of equipment incorporated into the current scheme involves a detailed process to ensure accuracy. By developing a GIS, which relies on the database to drive the info presented on a map and control the hierarchy of equipment, the entire process can be further automated to expedite the work while ensuring accuracy.

Accuracy and timeliness of information available on the maps and from the database will impact the various statistics EnWin is mandated to report. CAIDI, SAFI and SAIDI would all better reflect actual conditions when generated using information that has been maintained using more automated processes.

Currently, hard copies of the various Hydro map sets are reproduced and distributed throughout the organization semiannually at a cost of approx. \$14,000.00 per year. This figure represents the out-sourced printing costs and does not include the costs of materials required to generate the original map for duplication. The recent incorporation of extra map sets to comply with our Disaster Recovery Procedure also increases this expense while providing maps that are essentially immediately out of date. Providing staff with current, overall mapping available at their desktop would immediately help to reduce this expense. Over time, mobile hardware would eliminate this ongoing expense as it pertains to field staff, providing return on any investment toward mobile systems.

Apart from the benefits to reliability and planning associated with internal processes, information provided by the various components of a GIS would also have a favorable impact on the relationship between the organization and its customers. By influencing better-planned networks and maintenance programs, a GIS would leverage work management systems currently in place, such as Maximo, to greater potential. Providing customers with quicker response times, whether through CSRs, Engineering staff or via the field crews, is a current goal, which can be met as a result of implementing a GIS. Increased customer satisfaction is one of the more intangible but important benefits that can be achieved by providing accurate, detailed answers to customer questions as quickly as possible.

Costs

Establishing the cost associated with these systems involves compiling figures for hardware, software, etc. while looking at the labour necessary to convert data and configure information so it begins to provide results.

The proposal presented by Automated Solutions International Inc. (ASI) has been reviewed and is recommended for implementation. It takes advantage of and will build on key components, including software currently in use at *ENWIN*, WUC and the City of Windsor.

Below is a summary of estimated costs associated with this project:

Software: Network Analysis (i.e. Cyme)	\$ 40,000
Software: AutoCAD MAP 3D..... (currently deployed)	\$ N/A
EnWin staff commitment: (Engineering, IT).....	\$ 8,500
Consulting: ASI proposal, re: data conversion, software configuration and training	<u>\$ 99,500</u>
Total	\$148,000

NOTE: The annual maintenance fees for the Network Analysis Software toolset are forecasted to be \$6,000/year.

Conclusion

The processes and figures laid out in this document are intended as a catalyst to officially have these systems adopted as a strategic component of *ENWIN's* commitment toward providing safe, reliable and cost effective services to our community. ASI's proposed Conversion Tool will make the map's primary distribution system data available to the Planning department's network analysis software, on demand, avoiding the expenses associated with creating and maintaining a stand-alone model. Reduced map printing costs will contribute to offset the initial cost of implementing the ASI proposal.

Other aspects of the ASI proposal, including temporary "red lining" of maps, report creation and posting as-built info to maps will streamline existing processes, eliminate duplication of effort and allow for greater distribution of required information by year's end. All have the potential to reduce operating expenses and/or improve efficiencies.

By aligning with WUC and the City on mapping fundamentals and by conscientiously taking full advantage of existing software applications, continuing costs will be minimized while benefits, maximized.

Recommendation

It is recommended that *ENWIN*:

1. Approve the project plan
2. Purchase the necessary network analysis software modules from CYME i.e. CYMDIST, Arc Flash Hazard, Predictive & Historical Reliability, Harmonic Analysis, Switching Optimization, Protective Device Coordination & Cable Ampacity
3. Retain ASI and move forward with implementation.

CCC_IRR_7

EnWin Utilities Ltd.
EB-2008-0227

CCC IR #7

Detailed budget of various components with the Administration Sustainability category:

	<u>2008</u>	<u>2009</u>
Administration Sustainability	<u>1,079,224</u>	<u>1,055,205</u>
This can be further detailed as follows:		
<u>Information Technology:</u>		
Desktops, Laptops and Misc		
Accessories	98,924	72,655
New Servers and Operating Systems	193,000	418,000
<u>Site Services:</u>		
Chiller/Hot Water Unit	250,000	
High Efficiency Condensing Boilers		130,000
Remaining Projects (discrete, >20 in each year and range between \$2,000 - \$60,000)	354,000	309,700
<u>Fleet Support:</u>		
Automotive Scan Tool Project	6,000	6,000
Vehicle RF data system	10,000	7,500
Drive Clean Testing Equipment		35,000
Portable Welder Replacement	8,000	
Tools & Miscellaneous Equipment	3,500	18,500
<u>Other Administration</u>	156,300	57,850
Totals	<u>1,079,724</u>	<u>1,055,205</u>

CCC_IRR_8

Enwin Utilities Ltd.
EB-2008-0227

CCC IR #8

Detailed breakdown of the various components with the Other Administration capital category:

	<u>2007</u>	<u>2008</u>	<u>2009</u>
Other Administration	<u>81,601</u>	<u>156,300</u>	<u>57,850</u>

This can be further detailed as follows:

Meter Reading hand helds	24,624	30,000	32,000
Project Management Office		60,000	
Office Equipment	53,641	60,800	24,850
Miscellaneous Equipment	3,336	5,500	1,000
Totals	<u>81,601</u>	<u>156,300</u>	<u>57,850</u>

CCC_IRR_10

SJH CONSULTING INC. Senior Energy & Utilities Consultant SAP IS-U/CCS / SAP CRM Contact Center	Sarah J. Horsley 303 Crossing Bridge Place Aurora, ON L4G 7Z7 Cell: (416)450-3169
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Professional Overview

Sarah Horsley is the President and Sole Proprietor of SJH Consulting Inc.: a Management Consulting Company formed in November 2007 focusing on the Energy & Utility Industry.

Sarah is an experienced, well rounded consultant with over 11 years experience assisting energy and utility clients in enhancing the performance of their meter to cash systems and Advanced Metering Infrastructure (AMI) processes.

Sarah has been the lead of multiple facets of projects: functional team lead, conversion, testing, change management, overall integration and project management. As well as the management experience, Sarah excels in understanding the processes and requirements as well as able to easily engage with all levels of an organization to ensure objectives of a project are fully understood and achieved.

Sarah is a certified SAP consultant with eleven years experience leading, designing, configuring, implementing and optimizing Utility CIS environments around the globe. Sarah's experience is primarily focusing in customer service, field service, sales and marketing, as well as the credit and collections area. Sarah brings strong integration expertise with various modules of SAP, including Sales and Distribution, Financials, Materials Management, Service Management, Plant Maintenance, IS-U/CCS and CRM as well as interfaces to legacy systems in the customer service, sales & marketing areas.

Sarah has been engaged in eight SAP for Utilities projects and participated in five go-lives. Sarah has been a strong team lead/Project Manager and has been the implementation advisor/quality assurance on two additional international projects. Sarah has also been a Global SME for IBM's leadership team for the Global SAP Energy & Utilities & Communications Industry.

Sarah has recently been focusing on providing technology insight and assisting North American Utilities with optimizing overall operations by transforming their existing processes by implementing process improvements or replacing their technology platform. Sarah has also been focusing on assisting clients with their Contact Center Operations as well as representing North America on a Global joint SAP / IBM Team to design and develop an integrated solution for AMI between the SAP for Utilities application and 3rd party MDM providers.

Sarah is a friendly and exceptional professional who has easily been able to fit into the culture of all the clients she has worked with across the span of her career.

Professional Experience

Ontario Local Distribution Company (Cost of Service Application)

September 2008 – Present

Ontario LDC RFP process for an ERP application

Key Contributions:

- Managed the RFP process for the new ERP application
- Prepared and issued the RFP for the new ERP application
- Managed the Contract Negotiations and Statement of Work for the System Integrator and ERP Vendor

Ontario Local Distribution Company (Cost of Service Application)

July 2008 – September

Ontario LDC Cost of Service submission to the Ontario Electricity Board (OEB)

Key Contributions:

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- Independent Evaluation of the business benefits expected with an upgrade of the existing SAP application
- Submission of an “independent party” report for justification for an SAP upgrade as part of the COS report

Ontario Local Distribution Company (Cost of Service Application)

July 2008 – Present

Ontario LDC Cost of Service submission to the Ontario Electricity Board (OEB)

Key Contributions:

- Independent Evaluation of the existing technology platform
- Submission of an “independent party” report for justification for an ERP application to replace the existing technology platform

Large Texas Distribution Company (SAP for Utilities Blueprint)

February 2008 – August 2008

Large Distribution Company developing a Business Design for the implementation of SAP for Utilities with a focus on the integration to their Pilot (and evolving) AMI solution (including an existing MDM/R)

Key contributions:

- Lead Architect for SAP for Utilities, MDM/R & other 3rd party systems/interfaces
- Quality Assurance/SME for SAP for Utilities
- Quality Assurance/SME for MDM/R process design into SAP for Utilities

Large Texas Retail Company

January 2008 – Present

Key contributions:

- Project Lead
- Industry Best Practices / Knowledge

Xinao Gas (CCS Implementation Project)

July 2006 – Present

Xinao Gas, based out of Beijing is one of the largest gas companies, covering 48 cities within China.

Key contributions:

- Quality Assurance Partner
 - Conduct the Quality Assurance for all areas of the CCS project for all major Phase Milestones
 - Prepare Risk Assessment of the Project to client & System Integrator
 - Provide SME of CCS and methodology to Client & System Integrator

Reliant Energy (Contact Center Transformation)

Nov 2004- July 2006

Reliant Energy Inc. is a major provider of electricity to 1.8 million residential & small to medium sized commercial customers in Texas. Based out of Houston; Reliant's vision is to be the best positioned, most trusted choice of electricity in a competitive market.

Key contributions:

- Project Manager/Lead
 - Managing scope & planning activities Call Center Transformation (CCT) Project Initiatives
 - Manage Integrated Plan for all CCT Initiatives including SAP, Telecom (IVR/Genesys), Web, Data Mart, Call Center Operations, Training, Change Management Business Areas
 - Managing overall project budget
 - Managing IBM & Client resources for given initiatives
 - Identifying initiatives which will decrease Average Handle Time & Call Deflection transforming

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- Subject Matter Expert for SAP IS-U/CCS enhancements (screen & process redesign) within the Call Center
- Provided design & configuration expertise for Call Center Agent Super Screen & Contact Log Re-engineering
- Re-engineering of processes, using Industry Best Practices, covering the Call & Non-Call work.

Reliant Energy (SAP CRM Pilot)

Feb 2005 – August 2005

Key Contributions:

Senior SAP CRM Consultant

- Assist REI resources with the design of the CRM data model, specifically focusing on the integration between CRM & IS-U/CCS.
- Analyze R/3 & IS-U/CCS components and help ensure compatibility with CRM design.
- Provide REI with the expertise around the overall integration issues, gaps, design & impact identification for IS-U/CCS & CRM.
- Provide REI expertise on the overall impact of CRM on the Contact Center & other CCS business areas (example: REI BTO).
- Assist with implementation Approach options for SAP CRM to minimize the impact on the Contact Centers.

MCI (mySAP Revenue Management/Contract Accounting (RM-CA))

June 2004 – July 2004

MCI is the second largest long distance provider in the United States. The scope of this project was to develop a Business Blueprint for Revenue Management & Customer Contract Accounting for multiple business units. The objective of MCI was to have a centralized customer file allowing for increased customer service & lower overall customer arrears.

Team Lead – mySAP RM-CA

- Plan & deliver focus area business design workshops
- Document design decisions
- Develop overall RM-CA Business Blueprint document

Communications Sector Business Transformation Outsourcing (BTO) Opportunity

March 2004 – September 2004

Worked with the IBM BTO business area on a Due Diligence for Call Center, Back Office & IT Outsourcing opportunity

Key Contributions:

- Team Lead – CIS Transformation Opportunities, Business Cases & Proposed Roll-out

Gaz Métropolitain (SAPHIR - Phase 2A)

Oct 2001 – May 2003

Gaz Métropolitain Inc. (SCGM) is the major natural gas distributor in Québec. Gaz Métropolitain serves 160,000 customers in 259 municipalities through its 8,493 km long gas grid 97% of the natural gas consumed in Québec is delivered by Gaz Métropolitain.

Key contributions:

- Team Lead – Customer Service, Field Service, Sales & Marketing providing leadership for planning and methodology
 - Provided design & configuration expertise (IS-U/CCS) to team members (no other consultants on team), specifically for the Call Center L-Shaped Customer Interaction Center (CIC) for IS-U 4.64
 - Re-engineering of processes, using Industry Best Practices, covering Call Center, Field Service, Billing & sales areas
 - Provided expertise in the training material content & Conversion Strategy

Gaz Métropolitain (SAPHIR - Phase 2B)

SJH CONSULTING INC. Senior Energy & Utilities Consultant SAP IS-U/CCS / SAP CRM Contact Center	<p style="text-align: right;"> Sarah J. Horsley 303 Crossing Bridge Place Aurora, ON L4G 7Z7 </p> <p style="text-align: right;">Cell: (416)450-3169</p>
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Jan. 2002 – Jan. 2003

Key contributions

- Lead Consultant for overall CRM Strategy/Business Case
- Participated in delivering a strategic CRM Diagnostic (sales, marketing & customer service business areas)
- Lead Fit/Gap of MySAP CRM 3.0 & IS-U/CCS 4.64 (Phase 2B) for the Residential billing, credit, customer service (CIC), sales & marketing business areas
- Lead the development & landscape requirements for mySAP Utilities using CRM & IS-U/CCS

Entergy

Mar. 2001 – Jul. 2001

Entergy is a major electricity and gas utility with 2.5 million customers in four U.S. states. The project has four releases, the first of which went live in July 2001. The implementations of IS-U/CCS to support both deregulated markets (Texas) as well as regulated markets.

Key contributions:

- Team Lead - Customer Service – provided leadership for planning and methodology
 - Provided mySAP Utilities (IS-U/CCS) expertise to team members, specifically around the Call Center – L-Shaped Customer Interaction Center (CIC)
 - Provided best business practices to team members during the design and testing phase
 - Provided expertise in the training material content

Copenhagen Energy, Denmark

Feb 2001 – Oct 2001

Copenhagen Energy is the sole utility for Denmark's capital city, operating four divisions: electricity, water, gas and heat. Copenhagen Energy started an implementation of the IS-U/CCS module early February 2001.

Key contributions:

- Project Advisor – MySAP Utilities (Ascendant/ASAP Methodology phases and deliverables)
- Transferred IS-U/CCS knowledge to consultant and client team members (focusing on L-Shaped CIC)
- Resolved issues on data conversion, design and configuration
- Configured the L-shaped Customer Interaction Centre

CitiPower, Melbourne, Australia

Jan. 2001 – Feb. 2001

CitiPower owns and manages the electricity distribution network in Melbourne's Central Business District and inner suburbs.

Key Contributions:

- Provided a quality assurance check of configuration and development of their IS-U/CCS project

New Brunswick Power (NB Power)

Jan 1998 – Aug 1999

NB Power is Atlantic Canada's largest electric utility. NB Power implemented SAP's Customer Care Solution 1.2 for utilities, which manages all aspects of service for NB Power's 350,000 customers.

Key contributions:

- Provide guidance to the Core Team Members on project methodology and setting standards for various deliverables
- Provided design/configuration considerations and best practices for Customer Service/Credit and Collection processes & Workflows
- Configured the Front Office (old version of CIC)
- Provided expertise in the development of Credit and Collections training material
- Provided IS-U/CCS training to 50 credit and collections agents (concentrating on the dunning process)

Other Projects

SJH CONSULTING INC. Senior Energy & Utilities Consultant SAP IS-U/CCS / SAP CRM Contact Center	Sarah J. Horsley 303 Crossing Bridge Place Aurora, ON L4G 7Z7 Cell: (416)450-3169
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- Developed and delivered training for IBM's IS-U/CCS Bootcamp
- Participated in the design/configuration/development of the Hydro Quebec demo for SAP (IS-U/CCS & CRM)
- N. American Lead for Global SAP/IBM joint development of an SAP AMI solution

Education and Background

Bachelor of Arts, Economics

University of Waterloo

Language(s) Spoken: English; understanding of verbal & written French

SAP Training

- SAP MM certification
- SAP Logistics Introduction
- SAP Procurement Processes
- SAP Business Workflow - Use and Configuration
- Contract Accounts Receivable and Payable (IS-U/CCS)
- Customer Service (IS-U/CCS)
- Plant Maintenance
- Service Management
- Work Management (IS-U/CCS)
- Contact Centre (CIC) in CRM
- SAP Utilities Delta 4.62
- CRM with MySAP Utilities (4.63)
- CRM Integration with MySAP Utilities (Workshop)
- SAP Learning Map – mySAP CRM 3.0
- CRM 4.0 – Base Configuration

CCC_IRR_12

Revenue Sufficiency / Deficiency

	2009 Projection	2008 Projection	2007	2006
Utility Income (see below)	9,919,587	10,228,477	10,695,412	11,322,318
Utility Rate Base	201,034,177	197,523,099	188,223,127	175,581,184
Indicated Rate of Return	4.93%	5.18%	5.68%	6.45%
Requested / Approved Rate of Return	7.40%	7.22%	7.30%	7.30%
Sufficiency / (Deficiency) in Return	(2.46%)	(2.04%)	(1.61%)	(0.85%)
Net Revenue Sufficiency / (Deficiency)	-4,948,729	-4,027,752	-3,035,465	-1,486,329
Provision for PILs/Taxes	-2,178,577	-2,188,617	-1,768,370	-95,468
Gross Revenue Sufficiency / (Deficiency)	-7,127,306	-6,216,369	-4,803,835	-1,581,797
Deemed Overall Debt Rate	6.61%	5.90%	5.90%	5.90%
Deemed Cost of Debt	7,976,865	6,409,625	6,107,840	5,697,609
Utility Income less Deemed Cost of Debt	1,942,723	3,818,853	4,587,572	5,624,709
Return On Deemed Equity	2.42%	4.83%	5.42%	7.12%

UTILITY INCOME

Total Net Revenues	47,108,248	47,876,547	46,215,572	43,701,963
OM&A Expenses	24,768,258	22,646,845	20,201,277	21,730,199
Depreciation & Amortization	11,487,968	10,915,804	10,332,319	9,417,063
Taxes other than PILs / Income Taxes	513,858	484,248	1,049,408	549,034
Total Costs & Expenses	36,770,084	34,046,897	31,583,004	31,696,296
Utility Income before Income Taxes / PILs	10,338,164	13,829,650	14,632,568	12,005,667
PILs / Income Taxes	418,577	3,601,172	3,937,156	683,349
Utility Income	9,919,587	10,228,477	10,695,412	11,322,318

CCC_IRR_15-1



AGENDA SUBMISSION

To: Enwin Utilities Ltd. Audit and Finance Committee
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2008 03 11
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From: Alison Keys, Controller
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Re: Enwin Utilities Ltd. 2009 Budget

Enclosed is the 2009 budget package for Enwin Utilities Ltd. with 2010 and 2011 projections for operating and 2010 to 2013 estimates for capital. The 2009 budget will form the base of our 2009 Cost of Service rate application to the Ontario Energy Board and will reflect the capital and operating expenses submitted therein.

Executive Summary

Overall, the 2009 budget shows another profitable year with a net income of \$5.8M.

Distribution revenues are budgeted at \$47.1M and have increased over 2008 restated budget levels by 3.4% due to assumed increases in distribution rates for all classes. The 2009 budget assumes approval of our 2008 rate application currently before the Ontario Energy Board for the Jan – April period. Our 2008 rate application will be effective from May 1, 2008 – April 30, 2009. The 2009 distribution rates (May – Dec) are calculated using our 2008 rates (although not yet approved) as a base amount with an overall increase of 10% applied to all rate classes. Load forecasts have been weather normalized and adjusted for current economic outlooks.

It's important to note that the 10% rate increase assumed for distribution revenues is only a placeholder. This is not necessarily representative of what will actually be submitted or applied for in the rate application. An increase of 10% was assumed and used as a placeholder as that's been the traditional cap before mitigation efforts are required. The revenue requirement will be calculated using a rate model for our Cost of Service application. The revenue requirement, however, is driven by capital and operating expenditures. Revenues are subject to change based on the model outputs and ultimately on final OEB approval of our capital and operating costs.

Operating revenues include all MSA charges to WUC, Enwin Energy and the City of Windsor. These revenues were budgeted based on output from the MSA cost allocation model, using budgeted costs from Enwin Utilities Ltd. This revenue also incorporates the fixed charged for use of the CIS asset by related parties and affiliates.

Operating expenses have increased by \$2.4M or 7.3% over 2008 budget levels. Several significant areas that affect this variance are:

- Salaries and benefits: The increase is primarily related to the addition of 5 FTE, plus benefits for 2009. The additional staff requests are for Hydro Operator (1), Network Administrator in IT (1), Systems Analysts in IT (2), Controller (1), and a Manager of Human Resources (1), offset by a reduction of reduction (1) in the Hydro Overhead department. General wage and benefit program costs increases have also been incorporated. This accounts for approximately \$1,200k of the variance.
- IT maintenance costs: Enterprise resource planning (ERP) costs relate to annual maintenance fees on corporate wide computer systems. ERP expenses are increasing as Enwin replaces/upgrades to a new system due to overlap of costs during the transition period. In addition CIS maintenance costs were dropped in 2006 but will need to be incorporated in 2009 with the new systems. This amounts to \$380k of the increase to administration and general costs.
- Bad debt expense has increased over 2008 budget levels by approximately \$195k. This is a result of a higher estimate used for 2009, based on review of actual 2007 experience.
- Increase in system operation and maintenance costs over 2008 budget levels (approximately \$384k) due to increase in tree trimming costs for additional clearances requested, storm budgets, ground rod repairs and continued work on the rotten pole replacement project.

Capital expenditures for 2009 are budgeted at \$23.7M. This includes \$6M for Smart Meters, \$5.2M for a new ERP system and \$620k for a telephony upgrade (VOIP and Contact Centre).

Free cash flows are expected to be negative in 2009, in the amount of (\$2.1M) before repayment of principal on long term borrowings and dividends. Dividends to the City of Windsor have not been included in the budget.

Budget Assumptions

Revenues

- Distribution revenues assume approval of our current 2008 rate submission currently before the Ontario Energy Board. Consumption values were derived using a 5 year average, by month, for the residential and small commercial classes. Large commercial and large use class consumption values were estimated using the most current year's monthly data, with any known adjustments for changes in load experienced in 2007.
- Load forecasts were adjusted for weather predictions. An industry adjustment factor and current economic outlooks were also applied to load forecasts.

- 311 Call Centre and Maxess will move out of their location (Ouellette office site) as no rent revenue for use of this space has been included in the budget.

Expenses

- Management salaries have been budgeted at 105% of their respective pay bands with a 3.5% increase in the overall band assumed.
- Union salaries have increased in accordance with current collective agreements.

Other

- Dividends payable to the City of Windsor have not been included in the budget based on review of cash flow projections.
- Income taxes estimated at 33.5% of taxable income.
- Interest rates assumed at 6% which is consistent with the latter part of 2007.

RECOMMENDATION:

I recommend approval of the 2009 Enwin Utilities Ltd. budget.

Alison Keys CA, Controller

Encls.

Balance Sheet

Statement of Cash Flows

Income Statement

Detailed Statement of Earnings

Variance Analysis

5 Year Capital Plan

Conversion Program Detail

FTE Report

Overtime Report

Legal, Professional and Consulting detail

CCC_IRR_15-2

**Enwin Utilities Ltd.
2009 Budget Review
Operating Expenses**

Operating Expenses	2007 Actuals	2008 Budget	2009 Budget	Change from 2008
Administration and General				
Community Relations	85,991	113,580	108,585	4,995
Customer Billing and Collection	2,020,006	1,931,756	2,125,155	(193,399)
Administration and General	2,658,196	3,525,273	3,925,079	(399,806)
Vehicle Operations and Maintenance	357,550	494,131	639,341	(145,211)
Plant and Tools Maintenance	1,369,690	1,511,414	1,586,077	(74,663)
Salaries	11,511,444	10,932,196	11,880,827	(948,631)
Benefits	3,994,680	4,411,161	4,666,781	(255,620)
Governmental	2,215,284	2,387,120	2,494,423	(107,303)
Total Administration and General	24,212,842	25,306,631	27,426,269	(2,119,637)
Post Employment Retirement Expenses	2,852,324	3,304,600	3,256,112	48,488
System Operation and Maintenance	4,540,630	5,182,640	5,566,350	(383,710)
Total Operating Expenses	31,605,797	33,793,871	36,248,731	(2,454,860)

CCC_IRR_15-3



**Enwin Utilities Ltd.
2009 Budget Summary
Variance Analysis**

Operating Expenses

Overall for 2009, total operating expenses have increased over 2008 budget levels by approximately \$2.4M. Administration and general accounts for \$2,100k and system operation and maintenance accounts for \$384k of this total variance. Post retirement expenses have an offsetting positive variance of \$48k. Variances are discussed in detail below.

Administration and General

The administration and general expense heading is made up of several categories – as highlighted in the chart shown on the previous page. Several of these categories show material variances and significant items are highlighted below under the appropriate category heading.

	<u>2008 Budget</u>	<u>2009 Budget</u>	<u>Change from 2008</u>
<u>Billing and Collecting</u>	\$ 1,931,756	\$ 2,125,155	\$ (193,399)

Billing and collecting costs have increased over 2008 budget levels by approximately \$193k. This is a result of an estimated increase in bad debt expenses. The estimate for bad debt was based on a review of actual 2007 experience.

<u>Administration and General</u>	\$ 3,525,273	\$ 3,925,079	\$ (399,806)
-----------------------------------	--------------	--------------	--------------

Overall, the 2009 budgeted expenses in the administration and general category have increased over the 2008 budget levels. One significant area of this increase (approximately \$380k) relates to an increase in enterprise resource planning (ERP) expenses. This relates to annual maintenance fees on the corporate wide computer systems. Support for CIS was dropped in 2006, thus reducing annual maintenance costs. Annual costs will increase as Enwin replaces/upgrades to a new system. There will be an overlap in maintenance fees until the new systems have been implemented and the old systems retired.

	<u>2008 Budget</u>	<u>2009 Budget</u>	<u>Change from 2008</u>
<u>Vehicle Operation and Maintenance</u>	\$ 494,131	\$ 639,341	\$ (145,211)

Total vehicle expenses have increased over 2008 budget levels by approximately \$145k. Increases in vehicle leasing costs of approximately \$75k relate to replacement of several older vehicles and trucks that were previously owned and fully depreciated. An additional \$40k of this variance relates to increase diesel costs. Diesel costs were estimated based on reviews and analysis of Stats Can information and estimated consumption values, based on history.

<u>Plant and Tool Maintenance</u>	\$ 1,511,414	\$ 1,586,077	\$ (74,663)
-----------------------------------	--------------	--------------	-------------

Plant maintenance costs have increased over 2008 budgets levels mostly due to increases in property maintenance for general plant (approx \$45k). Property maintenance – general plant has increased for 2009 due to re-tendering of contracts (and therefore updated pricing) and additional contracts for the maintenance of security cameras and security door access to be added to the buildings late in 2008.

<u>Salaries</u>	\$10,932,196	\$11,880,827	\$ (948,631)
-----------------	--------------	--------------	--------------

Overall, the total salaries category has increased by \$949k when comparing the 2008 budget and the 2009 budget. This variance is primarily a result of 5 additional FTE's included in the 2009 budget and overall wage increases to all staff levels. The additional staff requests are for a Hydro Operator (1), Network Administrator in IT (1), Systems Analysts in IT (2), Controller (1), and a Manager of Human Resources (1), offset by a reduction (1) in the Hydro Overhead department.

<u>Benefits</u>	\$ 4,411,161	\$ 4,666,781	\$ (255,620)
-----------------	--------------	--------------	--------------

Benefits have increased over 2008 budget levels by approximately \$256k. Benefits would increase as a direct result of additional FTE headcount included in the 2009 budget. Any anticipated changes in employee benefit costs have also been incorporated (e.g. insurance, long term disability etc).

<u>Governmental</u>	\$ 2,387,120	\$ 2,494,423	\$ (107,303)
---------------------	--------------	--------------	--------------

Budgeted 2009 expenses have increased by approximately \$107k over 2008 budget levels. This variance relates to liability insurance premiums (includes property, machinery, directors and officers etc.). 2009 estimates are based on 2008 premiums, plus an increase to represents the change experienced between 2007 and 2008 cost levels.

	<u>2008 Budget</u>	<u>2009 Budget</u>	<u>Change from 2008</u>
Post Employment Retirement Expense	\$ 3,304,600	\$ 3,256,112	\$ 48,488

Post retirement expenses have decreased due to the latest actuarial valuation received for December 31, 2007. This report includes an estimate for the 2008 expense. This estimate was further adjusted for the expected increase in health care cost trends of 5%, which are consistent with assumptions used in actuary report.

System Operation and Maintenance	\$ 5,182,640	\$ 5,566,350	\$ (383,710)
---	--------------	--------------	--------------

System operation and maintenance expenses are higher than 2008 budget by approximately \$384k. This variance is due to the following:

- Budget for storms are \$130k higher than 2008 budget levels. 2009 budget represents a contingency amount for storms.
- Tree trimming costs are approximately \$136k higher than 2008 budget levels. Contractor costs are estimated to be 20% higher due to Enwin's request to increase clearance to help improve system reliability.
- Overhead distribution lines expense is higher than 2008 budget levels by approximately \$140k due to additional ground rod repairs anticipated, as a result of system inspections, general cost increases for labour, materials, trucking and inclusion of contractor costs for vacuum excavation on the rotten pole replacement project.

CCC_IRR_16

CCC_IRR_16

	2006 EDR & Reg Asset Actual	2009 COS	
		As of Oct 2008	Budgeted
Legal Costs	\$ 573,409	\$ 331,750	\$ 450,000
Consultant Costs	\$ 209,847	\$ 91,040	\$ 150,000
Other Application Expenses	n/a	\$ 3,313	\$ 18,000
TOTAL	\$ 783,256	\$ 426,103	\$ 618,000

CCC_IRR_21

IV-IRR-WD-21

	EWU		Alternative to TRC Guide (for source of savings per measure)
	LRAM	SSM	
Residential			
Energy Conservation Media Campaign	1,366	- 3,326	OEB Tables
Home Improvements - Little River Acres	953	1,841	NRCan Home Auditor
CFL Event	100,397	51,629	Summerhill Group Program Calculations
Keep Cool/Torchiere Exchange and Porchlight	182,109	99,443	Summerhill Group Program Calculations
GS<50kW			
Confidential Customer #2 (2007)	92	35	Customer provided data specific to program
Confidential Customer #12 (2007)	192	91	Customer provided data specific to program
Confidential Customer #14 (2007)	7,381	- 66	Customer provided data specific to program
Confidential Customer #15 (2007)	509	177	Customer provided data specific to program
GS 50 - 4,999kW			
Energy Efficiency Project	1,775	112,955	Professional Engineering reports specific to program.
Confidential Customer #2 (2005)	33	1,052	OEB Tables
Confidential Customer #3 (2005)	8	74	OEB Tables
Confidential Customer #4 (2005)	98	2,594	OEB Tables
Confidential Customer #1 (2006)	798	31,694	Professional Engineering reports specific to program.
Confidential Customer #2 (2006)	43	1,080	OEB Tables
Confidential Customer #3 (2006)	101	825	OEB Tables
Confidential Customer #3 (2007)	52	1,075	Customer provided data specific to program
Confidential Customer #4 (2007)	16	1,049	Customer provided data specific to program
Confidential Customer #5 (2007)	224	4,885	Customer provided data specific to program
Confidential Customer #8 (2007)	115	1,907	Customer provided data specific to program
Confidential Customer #9 (2007)	18	415	Customer provided data specific to program
Confidential Customer #10 (2007)	24	266	Customer provided data specific to program
Confidential Customer #11 (2007)	943	66,594	Professional Engineering reports specific to program.
Confidential Customer #13 (2007)	130	- 1,735	Customer provided data specific to program
Confidential Customer #16 (2007)	12	335	Customer provided data specific to program
Confidential Customer #17 (2007)	138	3,209	Customer provided data specific to program
Confidential Customer #18 (2007)	3	70	Customer provided data specific to program
Large Use - Regular			
Confidential Customer #6	217	- 118,693	Professional Engineering reports specific to program.
Confidential Customer #7	473	51,169	Professional Engineering reports specific to program.
Large Use - 3TS			
Lighting Project	515	520	Professional Engineering reports specific to program.
	<u>298,734</u>	<u>311,164</u>	

CCC_IRR_22-1

EnWin Powerlines CFL Event Wrap Up Meeting November 29, 2006



Meeting Overview

- Review program goals and objectives
- Overview of program components
- EnWin CFL Event results
 - CFL Giveaway
 - Incremental Sales
 - TRC
 - MWh Reduction
- Highlights and Challenges
- Budget Actuals
- Final Report
- Recommendations for 2007



Program Goals and Objectives

EnWin Powerlines Goal

- To achieve measurable reductions in electricity consumption (MWh reduction and positive TRC)
- To educate EnWin Powerlines customers on energy efficiency and provide them with energy efficient options

Program Objectives

- Giveaway 16,000 15 Watt 2 packs (32,000 bulbs)
- 15,000 bulbs in spill over sales
- Educate customers on CFLs (long life, application etc.)
- TRC of \$570,000

Program Components



Bill Insert

**Newspaper
and Radio
Ads**

**Website/
Contest**

Launch Event

In-store set up

A buck slip promoting the EnWin event was sent to all EnWin Powerlines customers in their bill

Radio ads were aired on 4 stations with a total of 226 spots
Three ¼ page ads were run in the Windsor Star

A web-based contest was run to drive people to find out more about the event on the website

A launch event was held on the first Friday of the Event with Dwight Duncan, Peter Love and Max Zalev.

The event took place at the two Windsor Home Depot stores.

Marketing Materials



Buckslip



Website



Newspaper Ad

Staff Training

- 2 days of staff training
 - product knowledge training
 - Role playing – greeter, gate keeper, educator, processor, closer and team lead
 - IT training
 - Dealing with difficult customers
 - Soft launch day to practice this in store without the event being advertised



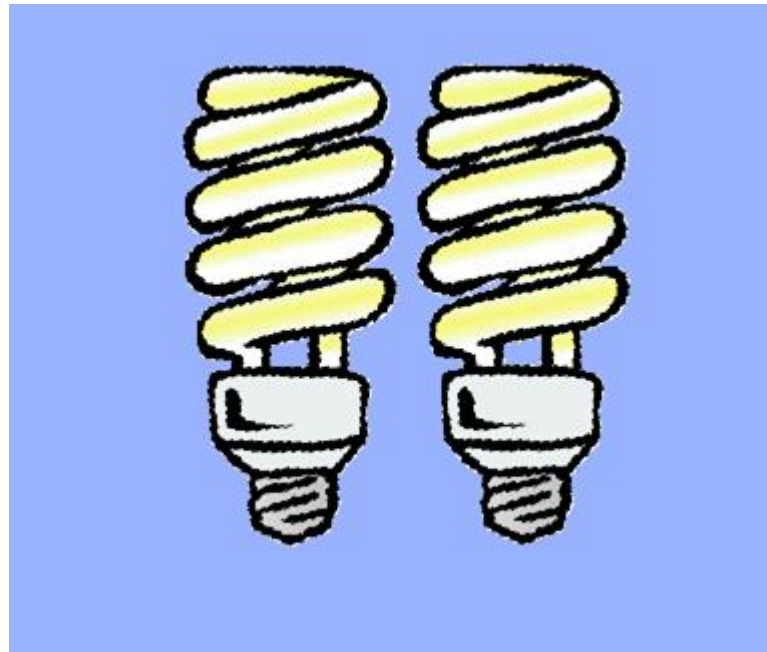
In-store Teams

All team members were extremely enthusiastic about the EnWin Event and did a great job promoting the event.

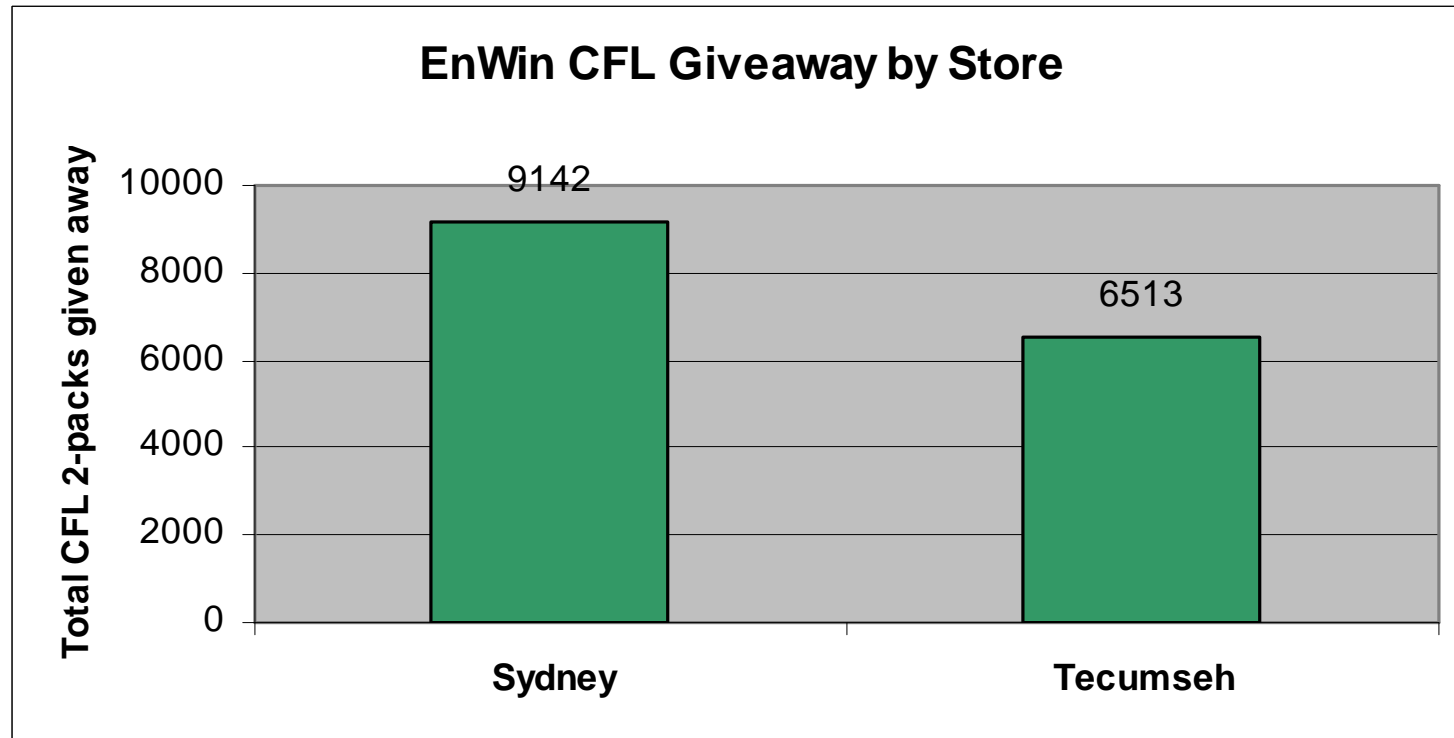


EnWin CFL Event results

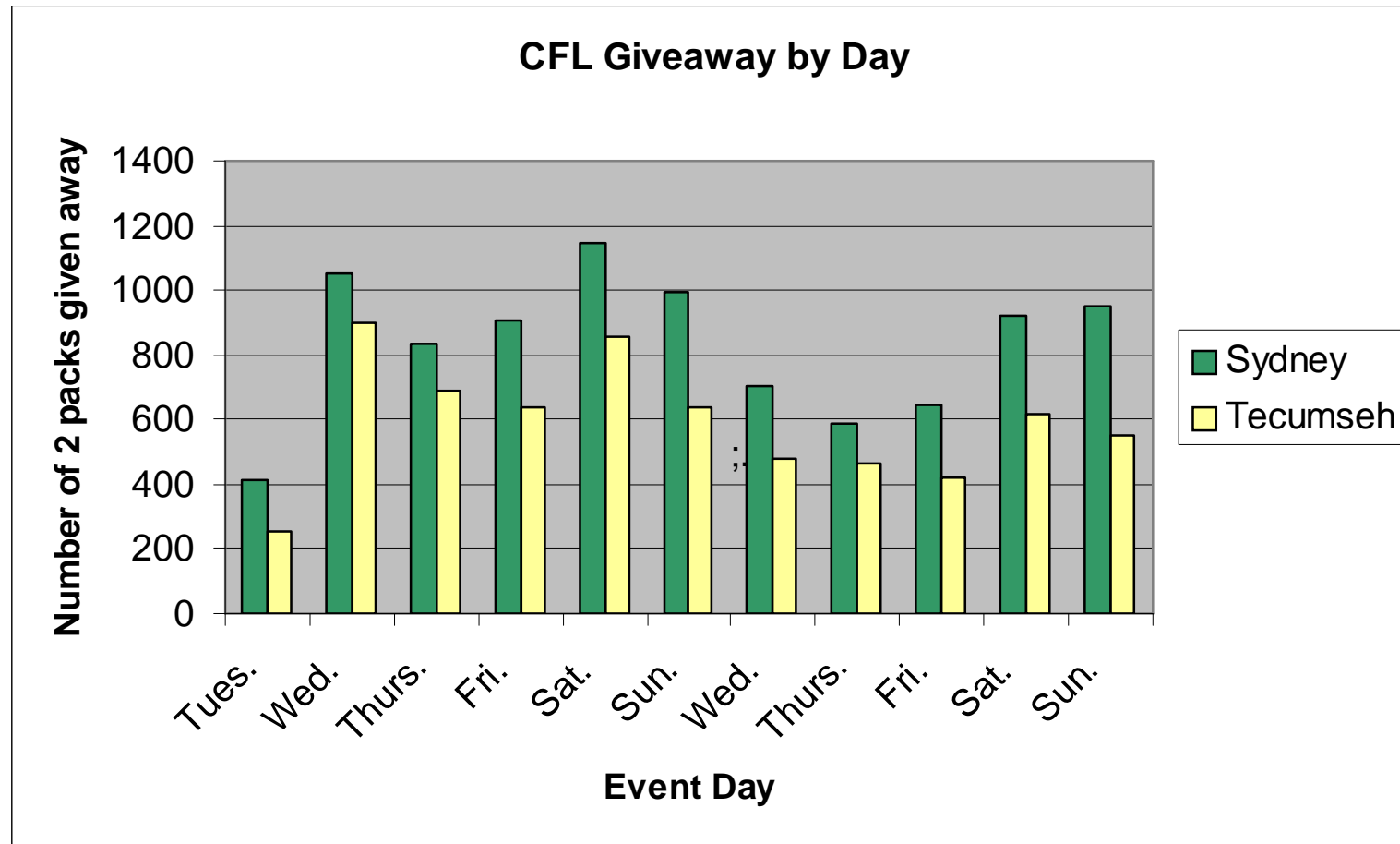
- CFL Giveaway
- Incremental Sales
- TRC/MWh Reduction



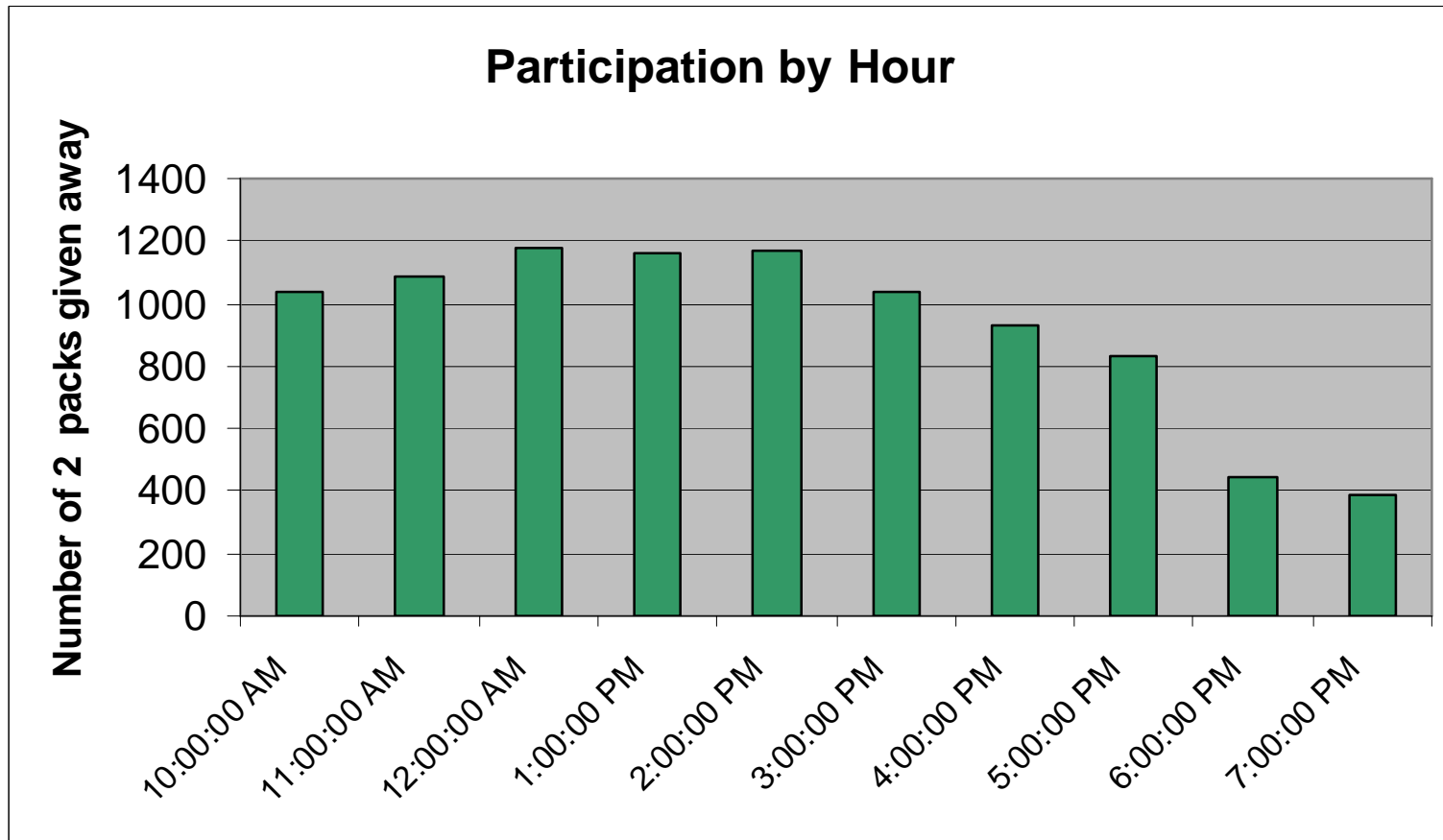
A total of 15,665 2-packs of CFLs were given out during the EnWin CFL Event



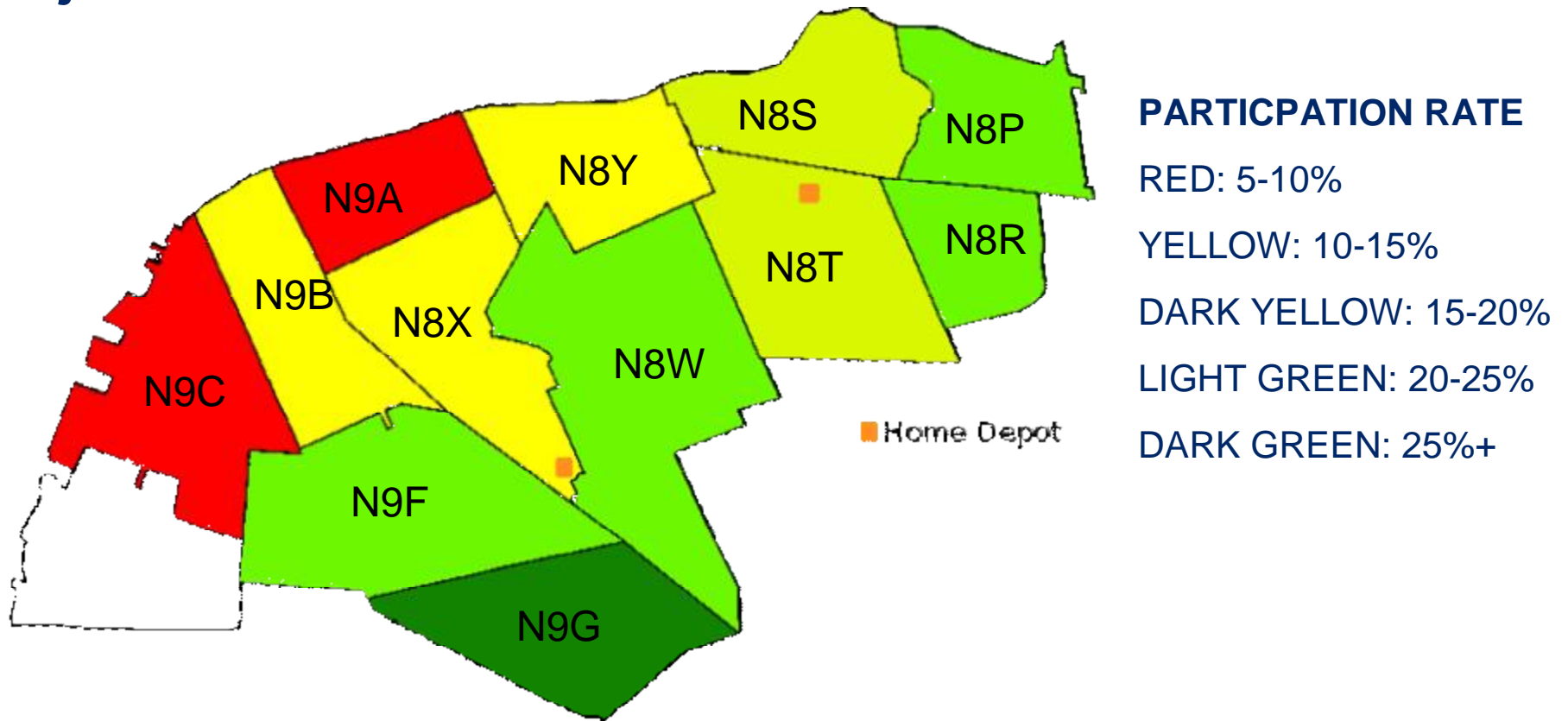
The giveaway was most popular during the first week of the event, but picked up a bit for the final weekend



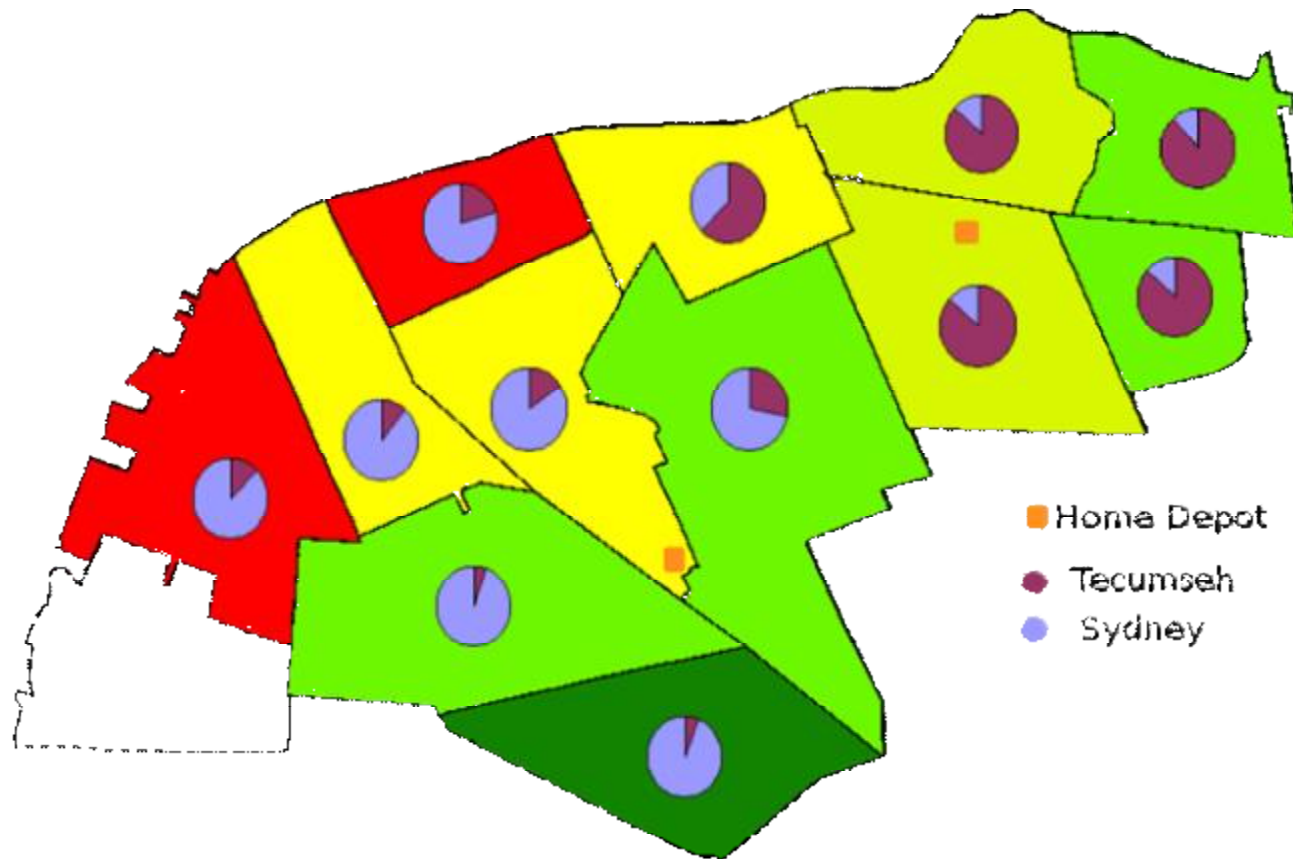
The EnWin Event was most popular during the middle of the day



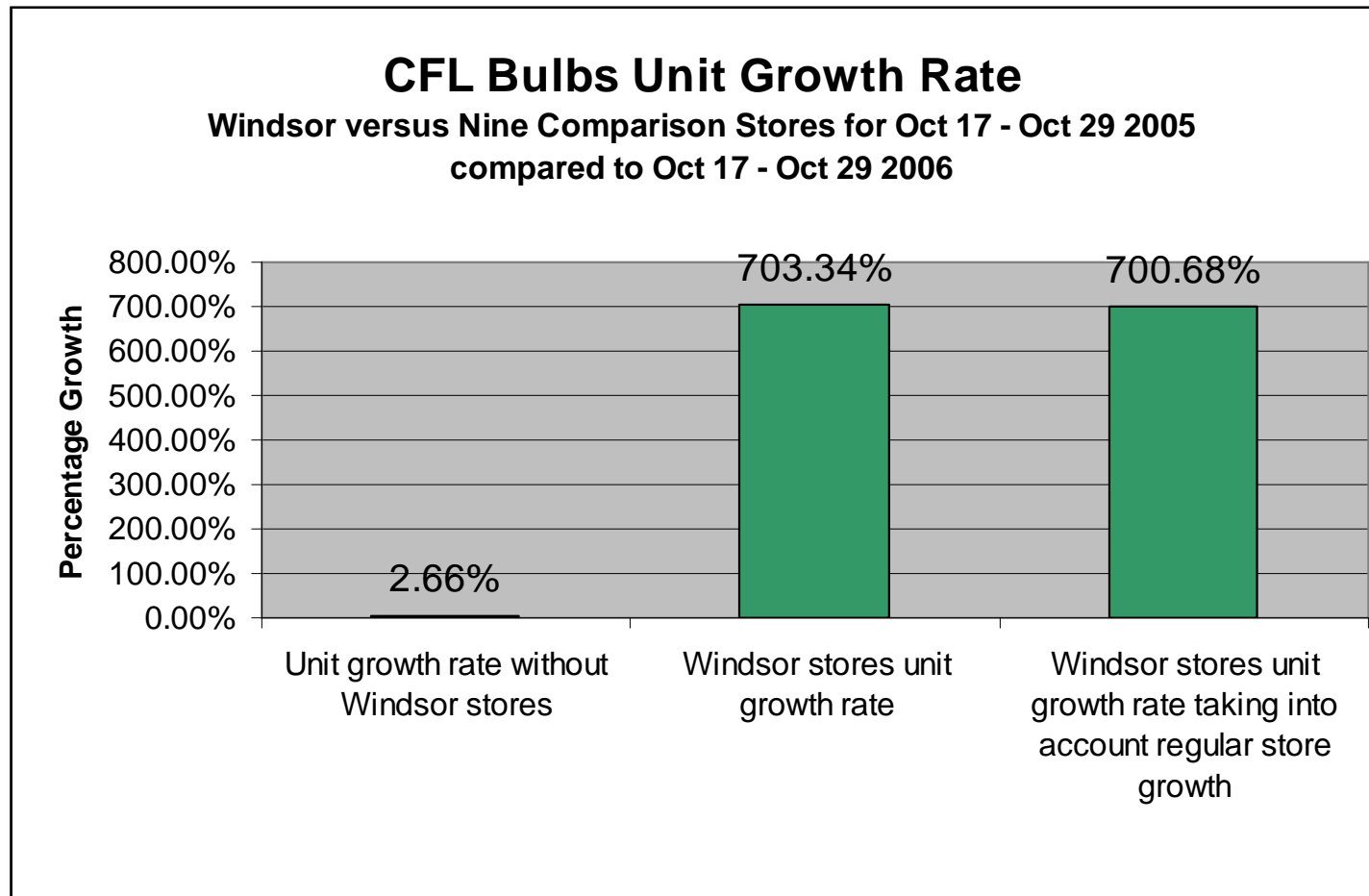
Participation by postal code area ranged from 7% to just over 25%



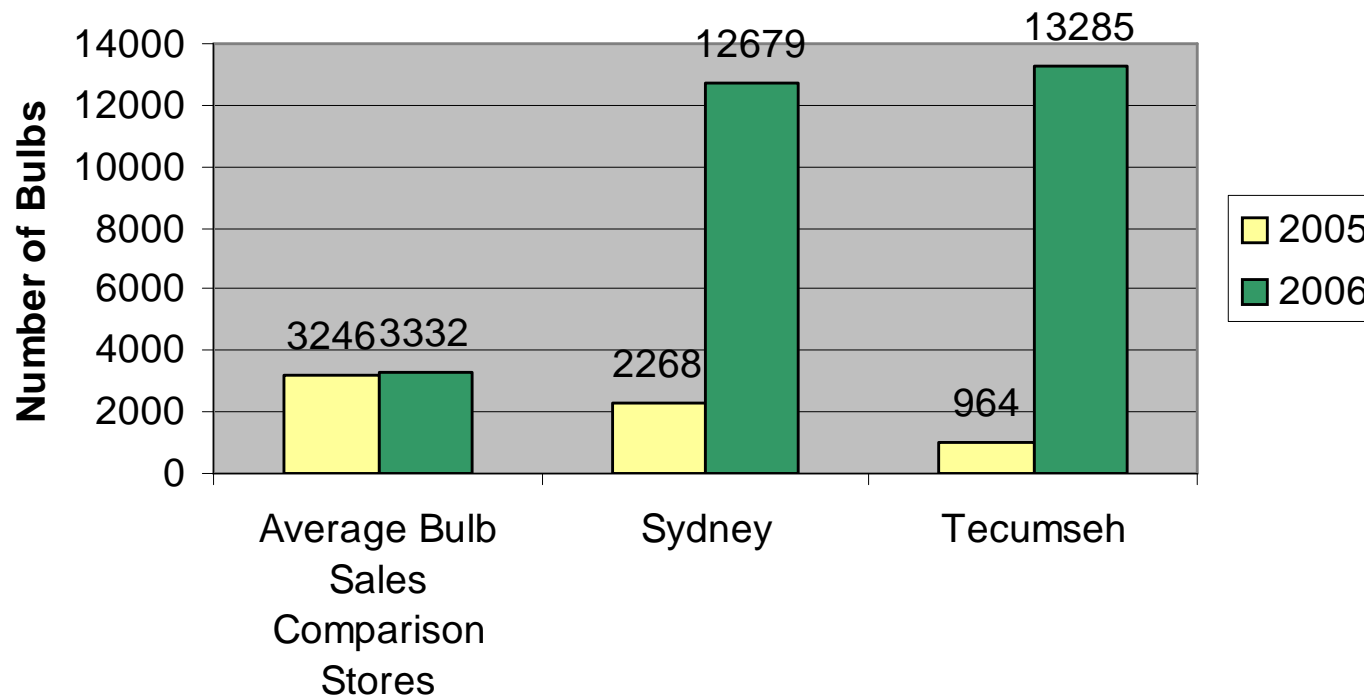
Performance by store related to postal code



Sales of CFL bulbs went up by 700.68% as a result of the EnWin CFL Event



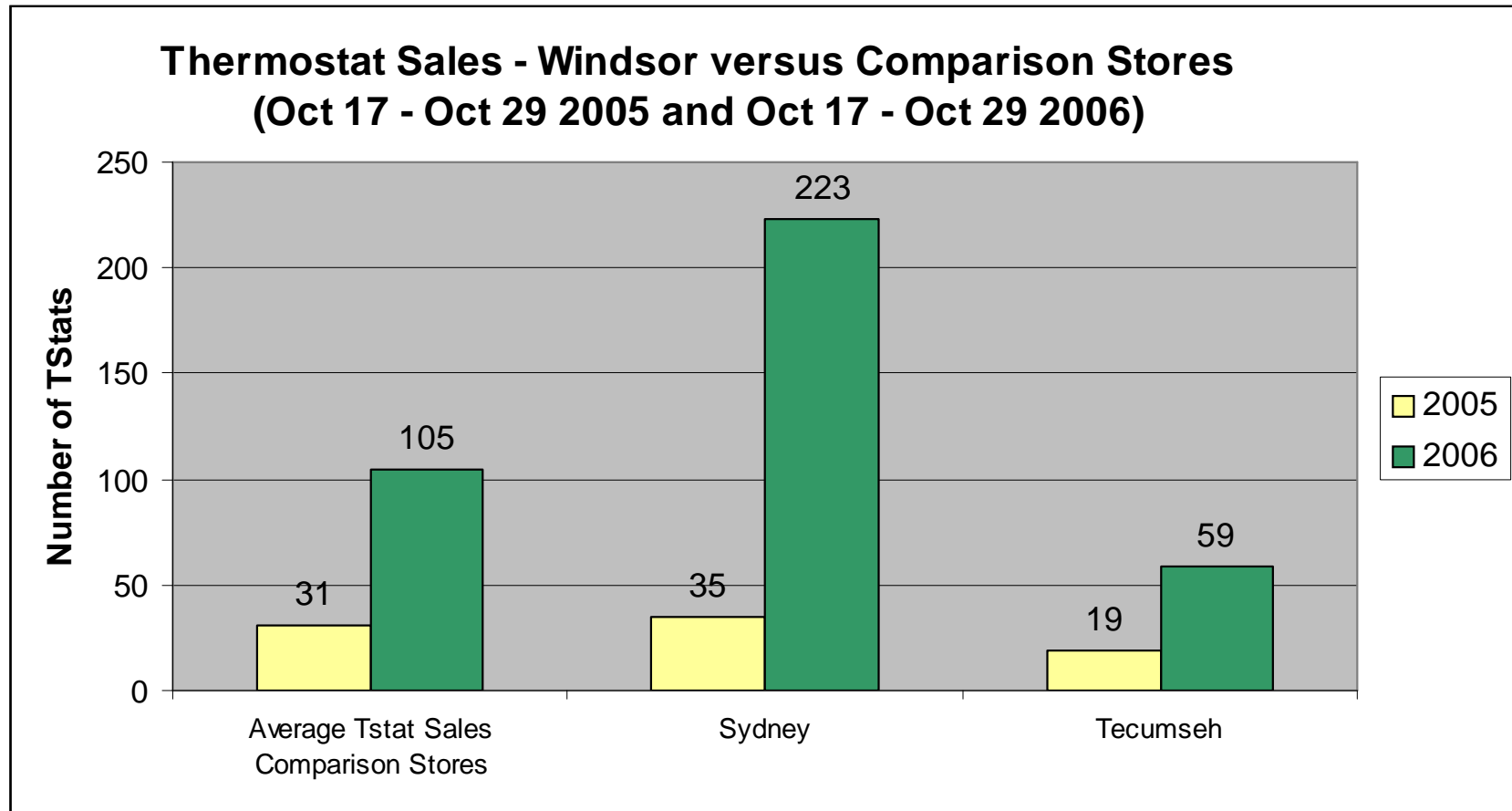
CFL Bulb Sales Windsor versus Comparison Stores (Oct 17 - Oct 29 2005 and Oct 17 - Oct 29 2006)



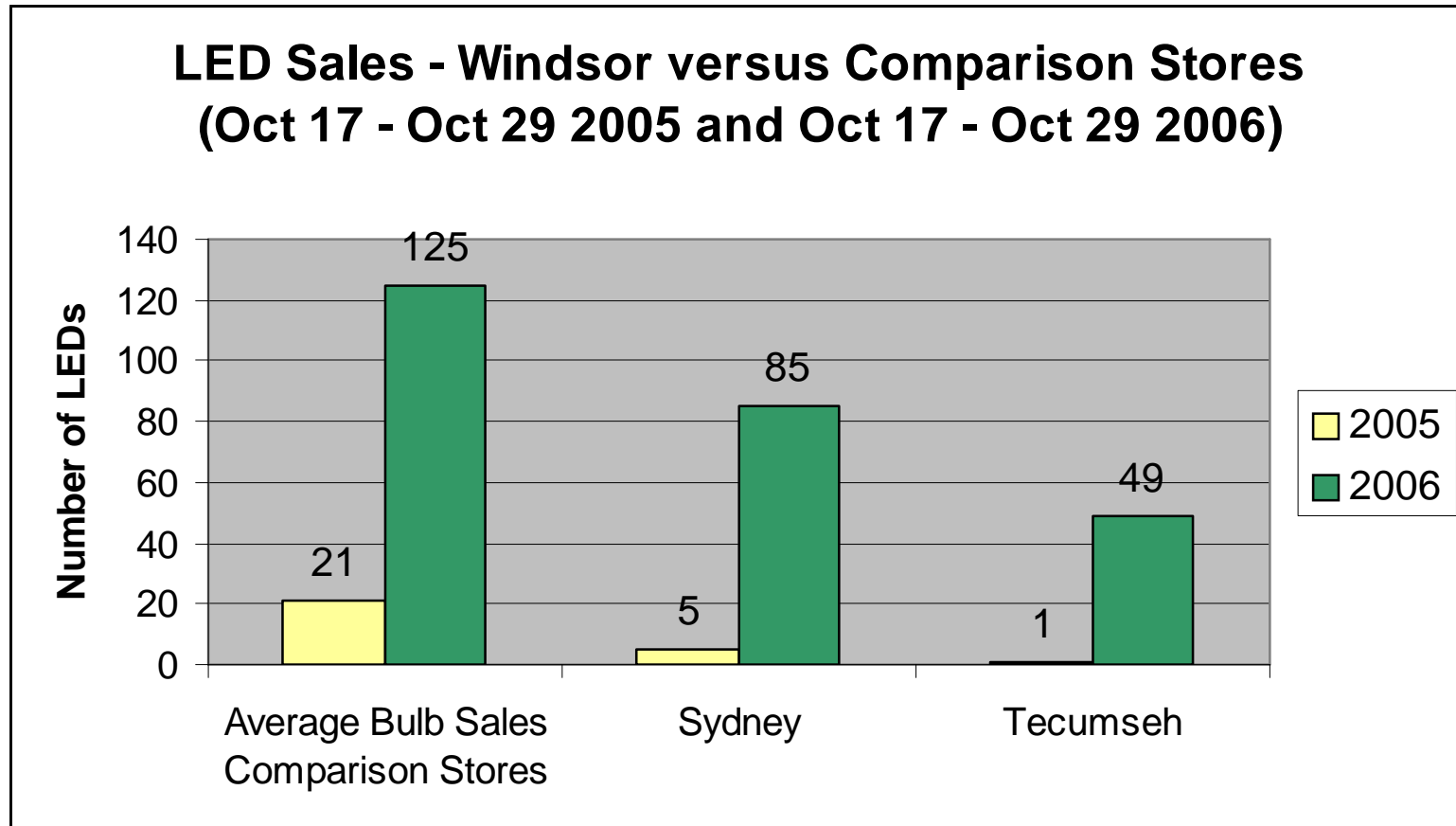
As a result of the increase in CFL sales the total bulb spillover for the event was 22,646.03 bulbs

Store	Total Bulbs	Wattage
Sydney	10,350.67	15 W – 95.10% 27 W – 4.9%
Tecumseh	12,295.36	15 W – 95.72% 27 W – 4.28%
Total	22,646.03	15 W -95.41% 27 W – 4.59%

Sales of thermostats increased when compared to the growth rate of the nine comparison stores



Sales of LEDs increased when compared to the growth rate of the nine comparison stores



Additional EKC Products

- Sales of Motion Sensors, Dimmers and Baseboard Thermostats did not increase during the EnWin CFL Event when compared to sales at the nine comparison stores



Total annual MWh savings was 5148.56MWh and the total TRC benefit of the program was \$1,039,441.24

Total TRC Benefit	Number of Products	TRC Benefit	Annual MWh Savings
15 Watt CFL Giveaway	31330.00	\$734,375.20	2943.77
15 Watt CFL Sales	21606.78	\$506,462.92	2030.17
27 Watt CFL Sales	1039.29	\$28,601.26	158.45
SLED Sales	97.64	\$1,447.37	1.68
Thermostat Sales	101.16	\$13,449.22	14.49
TOTAL		\$1,284,335.97	5148.56
Cost of Program*		\$244,924.73	
TOTAL TRC BENEFIT		\$1,039,411.24	

*Final program cost minus coupon funding of \$3058.82

Program Objectives versus Results

	Objective	Actual	Difference
Giveaway	16,000 2 packs (32,000 bulbs)	15,665 2-packs (31,330 bulbs)	335 2-packs (670 bulbs)
Bulb spillover sales	15,000 bulbs	22,646.03 bulbs	7,646 bulbs
TRC	\$570,000.00	\$1,039,411.24	\$469,411.24

EnWin Powerlines 2006 Giveaway versus Toronto Hydro 2005 Giveaway – CFL incremental sales

- Toronto – 29.7% spillover
- Windsor – 72.3% spill over



Highlights

- The in-store teams – they were great to work with and extremely enthusiastic about the program and the message the program was delivering.
- The ease of up selling the 6 packs - with the 6-packs right beside the closer, all the closer had to do was quickly mention the special buy which resulted in a number of 6 pack sales.
- Sales of CFLs went up by 700.68% as a result of the EnWin CFL Event



Challenges

- The PR launch and media coverage for the second week of the campaign.
- The delivery of the buck slip to people who were not EnWin Powerlines electricity customers resulted in some unhappy people.
- The distinction between Windsor and the surrounding areas caused some problems as many people think that the surrounding areas are part of Windsor.



Budget Actuals

CFL Event Expenses	Budgeted	Actual	Difference
Staff Costs	\$94,808.00	\$94,808.00	\$0.00
Marketing/Communications	\$74,750.00	\$70,551.22	\$4,198.78
CFL Expense	\$72,000.00	\$71,908.20	\$91.80
Rebate Expenses (LDCs)			
Travel/Transportation/Phone/Other	\$8,000.00	\$10,716.13	-\$2,716.13
Total Program Expenses	\$249,558.00	\$247,983.55	\$1,574.45

OPA Coupon Payment		\$3,058.82
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Total Actual Budget		\$244,924.73
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Final Payment Amount

Total Budget: \$247,983.55

Invoice 1: \$62,265.00

Invoice 2: \$62,389.5

Invoice 3: \$62,389.5

Invoice 4: \$60,939.55

Newspaper and Radio paid by EnWin: \$14,890 (radio) \$4617.00 (newspaper)

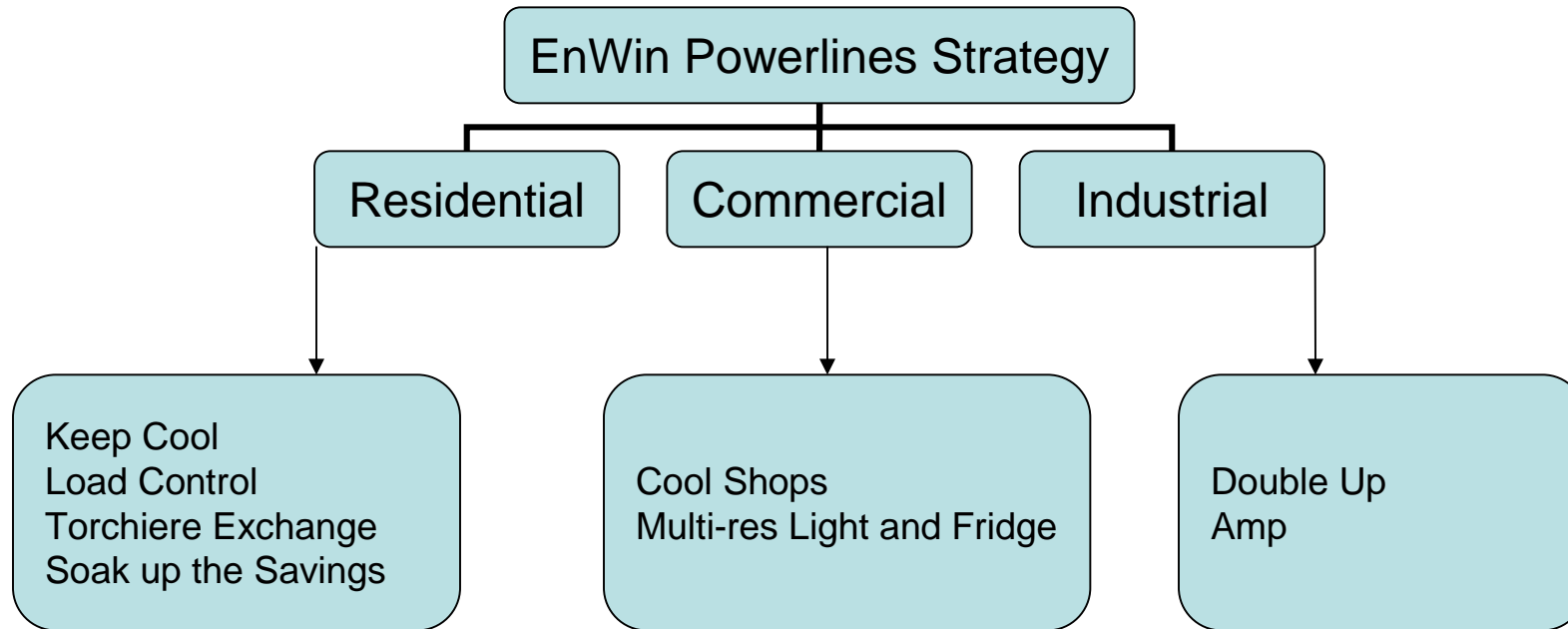
Actual Invoice 4: \$41,432.55

Final Report Components

- Background Information on the program – goals and objectives, program components, communication strategy
- Results – Giveaway, product sales, TRC and survey results
- Final Budget
- Recommendations to improve the 2006 program and recommendations for possible 2007 programs
- Appendix
 - All marketing materials
 - Media brief and press release
 - All supporting invoices



Recommendations for 2007



KEEP COOL - Residential

The Keep Cool program reduces electricity demand during summer peak periods by retiring Room Air Conditioners (RAC)

- Consumers received a \$25 gift card in exchange for retiring room air conditioners (RAC) at drop off locations
- Clean Air Foundation ensures:
 - Ø proper transportation of RACs to facilities for recycling
 - Ø Responsible recycling by using Certified CFC recyclers



Last year Keep Cool collected almost 15,000 RACs and reduced 10 MW of summer peak demand

Keep Cool – EnWin Opportunity

- Work with local Home Depots for drop off of old inefficient RACs
- Educate public on peak demand – combine with peaksaver/smartstat signup

Estimated uptake: 1,000 customers
Estimated MW: 0.6 MW, 400,000 kWh
Estimated TRC: TBD
Estimated budget: \$100K

Load Control

- Summerhill Group and Goodcents partner to deliver load control to customers in Ontario
- Currently two types of programs:

peakSAVER

- a device installed on central AC units
- during control events, it reduces the cycling of the AC fan by one half
- \$250 per enrolled customer

smartstat

- a web-enabled programmable thermostat
- during control events, the air conditioner temperature is raised by a maximum of 2 degrees
- \$350 per enrolled customer

In both programs, control events last for a maximum of 4 hours and occur only on non-holiday weekdays

Load Control – EnWin Opportunity

- Focus on encouraging Windsor residents to sign up for load control program beginning in early 2007
- Tactics could include:
 - direct mail, retail sign ups, contests, incentives
- Main barrier to Load Control is the large upfront costs
- Load control is becoming a directive from the province which will hopefully deal with the problem of upfront costs



Halogen Torchiera Campaign

- Encourage the retirement of old halogen torchiere lamps (use 300 watts of electricity)
- Incentive of \$30 off brand new Compact Fluorescent Torchiera (use 50 watts of electricity)
- Education and recycling included



Halogen Torchieri Campaign – EnWin Opportunity

- Retail-based campaign focusing on smart lighting solutions – build on last year's CFL program
- Free CFLs for each return
- Run alongside EKC Spring program

Estimated uptake: 1,500

Estimated kWh: 735,000 kWh

Estimated TRC: \$140,000

Estimated budget: \$130,000

COOL SHOPS - Commercial

- The purpose of Cool Shops is to identify and implement in-store energy management measures that encourage the small-business commercial sector to save on utility costs and reduce energy consumption

Program delivery involves:

A locally hired Coordinator and a “Street Team” who go door to door and:

- promote electricity, natural gas, and water conservation
- conduct a free Palm Pilot energy audit (data collection, market research)
- install 2 free CFLs and LED exit light bulb retrofit kit
- provide a discounted energy efficient product offer sheet

Free marketing for participating businesses

Coordinators promote program through Chambers of Commerce, Business Improvement Areas and other organization newsletters and events



Program dates May – August, 2006

Changes to the Cool Shops Program

- Clean Air Foundation hosted a stakeholder workshop earlier this month with the Heating, Refrigeration and Air Conditioning Institute, Ontario Electrical League, utilities, governments, manufacturers, and others to increase reach and impact of the program and take it national
- Cool Shops looks forward to having certified contractors deliver the Cool Shops program, in addition to the Street Teams, to deliver larger retrofits and kilowatt reductions

Cool Shops – EnWin Opportunity

- Estimated audits: 200
- Estimated savings: 38 kW and 136 MWh
- Estimated budget: \$53,000



Peter Love, Chief Energy
Conservation Officer – Ontario Power
Authority Conservation Bureau at the
2005 Cool Shops Program launch in
Markham

Business Incentives

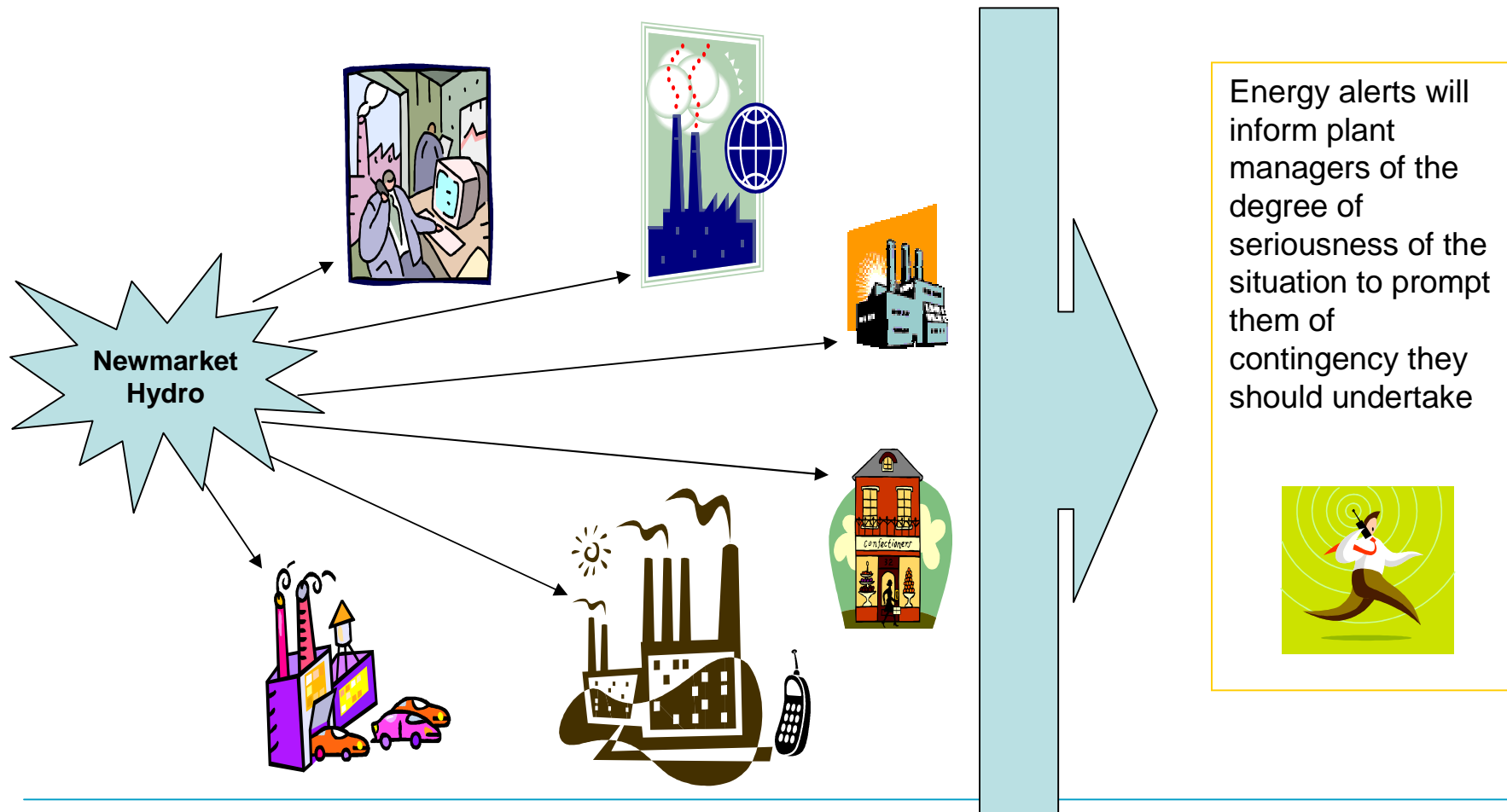
- A fridge and lighting retrofit program
- Coordination would be between program team and property managers
- Incentives for replacements would be determined on a case by case basis and will depend on the items being replaced
- In a similar program run in London, Ontario incentives were typically 20-25%
- In Toronto program is run through HD Supply with incentives of up to 25% being offered on specific measures
- Could be targeted at low income customers who live in multi-res properties

- Double Up is a program to reduce peak electricity consumption for all commercial and industrial customers with interval meters
- If customers reduce their average peak consumption by a minimum of 5% over the program period they would receive a cheque from EnWin Powerlines for double the amount of what they saved in delivery charges
- Program period could be two three week periods. Energy savings would be calculated based on the comparison of the businesses current 3-month average peak to the average peak in the same period of the previous year.

Alert Messaging Program – a communication tool

- Conservation Goal: reducing electricity consumption during peak periods (prevent outages)
- Impending Voltage Reductions or Rotating Black Outs Goals:
 - Give advance warning; time to shut down equipment
 - Minimize loss of inventory/equipment
 - Objective is to communicate with customers during times of peak demand and encourage conservation
- Outage Goals
 - Provide information in a timely manner so that people have a general sense of what's going on in a blackout
 - Manage staff in terms of length of outage
 - Minimize or reduce chance of dangerous situations (e.g.. Fire)
 - Minimize loss of inventory

AMP is designed as a tool to broadcast messages to C/I customers



Based on feedback from customer interviews, there are four messages options for customers

1. Conservation

- Will indicate a start and stop time for electricity conservation
- Could originate from EnWin Powerlines or Independent Electricity Systems Operator (Ontario wide issue)

2. Voltage reduction

- Will indicate start and stop time
- This originates from IESO, indicates severe shortage and the next contingency is rotating blackouts

3. Power Outages


- Outage – will indicate whether EnWin Powerlines problem and how long (approx) power will be out and when next update
- Rotating Blackouts – will indicate how long power will be out; advanced warning will be issued if possible

4. Other Emergency

- § Currently not in use; could be used only if needed

During the week of July 4th, to sign up for AMP customers will be invited to visit: www.enwin.ca/AMP

Customer Signup

- Company: Summerhill Group 
- Password: xxxxxxxx

Drop down box where you select your company's name

Unique password supplied by EnWin Powerlines

Customers will indicate which messages they would like to receive

Client/Administrator Profile

Company: Summerhill Group
Administrator: Melanie Dailey
Email: mdailey@summerhillgroup.ca
Phone: 416 922 -9038

Password: EnergyAlert!

Add Users

Name	Email	Cell Phone	Message Categories			
			power outage	voltage reduction	electricity conservation	other emergency
Sondra vanderVaart	svandervaat@summerhillgroup.ca	416 970-7691	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
James Alden	jalden@summerhillgroup.ca	416 992 8695	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next Steps

- Finalize priorities for 2007
- Develop detailed plan and budgets for relevant programs

CCC_IRR_22-2



FINAL REPORT

KEEP COOL/TORCHIERE EXCHANGE PROGRAM

Prepared by: Jessica Zippin, Clean Air Foundation
Date Submitted: August 13, 2007



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TABLE OF CONTENTS

Executive Summary	2
1.0 Introduction	3
2.0 Campaign Logistics	4
2.1 Event Location and Dates	4
2.2 Team Training	4
2.3 In-Store Execution – Keep Cool	4
2.4 In-Store Execution – Torchiere Exchange	5
2.5 Shipping and Recycling – Keep Cool	5
2.6 Shipping and Recycling – Torchiere Exchange	5
3.0 Marketing and Communications	6
3.1 Direct Mail – Campaign Flyer	6
3.2 Radio Advertising	7
3.3 Print Advertising	7
3.4 Website	7
3.5 Email Blast	7
3.6 In-Store Promotion	8
3.7 Public Relations	8
3.8 ENWIN Autodialer	8
4.0 Results	9
4.1 Total Resource Cost and Conservation Demand Management Results	9
4.2 Energy/Emissions Savings	11
5.0 Recommendations and Lessons Learned	11
5.1 Gift Card Tracking	12
5.2 Room Air Conditioner Return Limits	12
5.3 Preparing the Room Air Conditioners for Shipping	12
5.4 Torchiere Exchange Results	12
6.0 Next Steps	13
Appendix A - Flyer	14
Appendix B – Radio Scripts	14
Appendix C – Windsor Star Insert	16
Appendix D – Home Depot Campaign Signage	17
Appendix E – Press Release	18
Appendix F – Media Coverage	20

Executive Summary

This year, ENWIN and the Home Depot Canada participated in Keep Cool, a Clean Air Foundation program that aims to reduce peak electricity demand by permanently retiring and recycling old, inefficient room air conditioners. In addition, to Keep Cool, there was also a torchiere exchange program that ran in tandem.

In the summertime, air conditioning is the largest contributor to the peak in electricity demand. Older room air conditioners can use up to 70 percent more energy than brand new ENERGY STAR® qualified models. And halogen torchieres use up to 70 percent more electricity than ENERGY STAR® compact fluorescent models.

Keep Cool has run for the past five years in Ontario with a variety of partners such as, utilities, retailers and government bodies. The goal of Keep Cool is to encourage the public to retire old, inefficient room air conditioners by offering an incentive and free recycling. An aggressive marketing plan was put together to drive as many people in Windsor to visit the Home Depot and participate in Keep Cool and the torchiere exchange. The media channels used to communicate the event details to ENWIN customers included radio and print. A flyer was also created to promote the program that was mailed to Windsor households just prior to the first weekend.

The Clean Air Foundation worked with ENWIN to plan, implement and execute Keep Cool and a torchiere exchange in Windsor over three weekends in June. Clean Air Foundation program representatives were at the two Windsor Home Depot stores on event days to receive the room air conditioners and lamps. Participants received a \$25 Home Depot gift card for each room air conditioner retired. And in exchange for a halogen torchiere lamp, customers were given a \$30 instant discount off a compact fluorescent torchiere. Program representatives also provided education on the environmental and economic benefits of reducing electricity use in the summer. Each room air conditioner collected is recycled in accordance with Environment Canada regulations.

In Toronto, Newmarket, Windsor and Belleville where Keep Cool events took place, participation rates were extremely impressive; in total **8,350** old room air conditioners were permanently retired over four weekends in June. In Windsor, **1,383** room air conditioners were collected, resulting in an energy savings of approximately **0.5 MW**; and **567** lamps were collected and recycled, resulting in an annual energy reduction of **171,665 kWh**.

Again this year, Keep Cool created positive hype and buzz around energy efficiency in the cities and towns where the program was executed. Rate payers were shown that their utility is helping them manage rising electricity costs; reducing peak energy demand; contributing to an overall reduction in greenhouse gas emissions; and seeing that ozone depleting substances are not going to landfill but being handled in an environmentally responsible manner. Clean Air Foundation is committed to working directly with utilities that wish to incorporate Keep Cool into their conservation demand management activities in 2008.

1.0 Introduction

This year, ENWIN, Clean Air Foundation and the Home Depot Canada delivered a three week retail-based energy conservation campaign to its customers in Windsor. This campaign included Keep Cool – a room air conditioner retirement and recycling program and a halogen torchiere exchange. Keep Cool has evolved into an extremely successful market transformation program that brings real savings to utility customers and energy reductions to local distribution companies. Since its inception in 2002, the overarching goal of Keep Cool is to transform the market by encouraging individuals to adopt cleaner cooling alternatives, such as fans or energy efficient room air conditioners. In fact, older room air conditioners can use up to 70% more energy than brand new ENERGY STAR® qualified models.

In the summertime, air conditioning is the largest contributor to peak electricity demand. If this demand is high enough the Province has to pay higher than normal prices to import electricity that is often generated from coal fire plants. This in turn leads to high concentrations of smog and other greenhouse gas emissions. In addition, room air conditioners contain ozone depleting substances (ODS), such as CFC/HCFCs which traditionally exhaust at landfill sites, contributing to climate change and ozone depletion. The Clean Air Foundation developed the Keep Cool program in an effort to address these issues and educate the public about cleaner cooling alternatives.

Keep Cool has run for the past five years in Ontario with a variety of partners such as, utilities, retailers and government bodies. This year the program participants included, ENWIN, Toronto Hydro, Veridian Connections, Newmarket Hydro and the Home Depot Canada. In total, **8,350** old, inefficient room air conditioners were collected in Windsor, Toronto, Belleville and Newmarket representing an energy reduction of almost **6 megawatts**. With regards to the torchiere exchange, only ENWIN and Veridian Connections chose to run this program in tandem with Keep Cool this year and in total **700** halogen lamps were collected.

Similarly to Keep Cool, the torchiere exchange program also encourages market transformation by providing an opportunity for customers to turn-in their energy guzzling halogen torchieres in exchange for a discount off a compact fluorescent torchiere. Halogen torchieres use up to 70 percent more electricity than ENERGY STAR® compact fluorescent models and halogen bulbs operate at high temperatures, creating a potential fire hazard.

The campaign events were held on the weekends, from June 2 to June 17, at the two Windsor Home Depot stores. In order to drive participation and enthusiasm for the program, a concentrated and innovative marketing and communication strategy was devised. If a customer turned-in an old room air conditioner, they received a \$25 Home Depot gift card and if they turned-in a halogen lamp they received a \$30 instant discount off a compact fluorescent torchiere. The campaign created a compelling offer to encourage the public to participate and at the same time educated customers about the advantages of using more energy efficient products in their home.

In Windsor, **1,383** RACs and **567** halogen torchieres were permanently retired and recycled, resulting in an energy savings of approximately **0.5 MW** and an annual energy reduction of **171,665 kWh**, respectively. In accordance, with the agreement between ENWIN and Clean Air Foundation, the details in this report describes the campaign logistics, marketing and communication channels, quantitative results, recommendations and lessons learned and next steps.

2.0 Campaign Logistics

This spring, ENWIN ran Keep Cool and the torchiere exchange at the Sydney and Tecumseh Home Depot stores in an effort to expand their conservation efforts within their territory. Professionally trained representatives were set up in front of the store on event days to administer program participants and promote the program to Home Depot shoppers. With regards to recycling, the room air conditioners were shipped to a site where technicians certified to handle ozone depleting substances were on-site to decommission the units, while the halogen lamps were shipped to a metal recycler. The following sections highlight the campaign logistics.

2.1 Event Location and Dates

The Keep Cool and torchiere exchange program ran from June 2 to June 17, on weekends only, at the following Home Depot locations:

- 1) 655 Sydney Avenue, Windsor, ON
- 2) 6570 Tecumseh Road East, Windsor, ON

The public had the opportunity to bring their old room air conditioner and/or halogen lamp to either store during hours of operation on Saturdays and Sundays on event days. Each store had two tents set up in front of the Home Depot and five Clean Air Foundation representatives stationed there to collect the air conditioners and lamps.

2.2 Team Training

Clean Air Foundation provided in-depth training to the representatives on every aspect of the job. In order to provide the in-store team with the knowledge to successfully carry out all the required tasks for each event, one day of intense small group training took place a week prior to the campaign. This training included information regarding: the need for energy efficiency campaigns of this kind; in-store set-up, handling the customer and communicating campaign details with the Home Depot staff; product knowledge of energy efficient lighting and cooling products; survey administration; script rehearsal; role playing; customer trouble shooting and recycling. The training left the team extremely well prepared to make the campaign a success.

2.3 In-Store Execution – Keep Cool

Customers were able to conveniently drive right up to the tent to drop off their old air conditioners. Once the customer dropped off their old room air conditioner, they were asked to answer survey questions in order to receive the \$25 Home Depot gift card. There was a limit of five gift cards per household but no limit to the number of room air conditioners accepted for recycling.

The survey was geared toward gathering information that would enable us to examine cooling preferences, how participants heard about the campaign (friend, radio, flyer, email, in-store, or print ad), postal code, if the retired room air conditioner works, and what other appliance programs are of interest to participants. Postal codes were collected to determine if participants were ENWIN customers, however customers were not prohibited from participating if they were from outside the utility's territory. Customers were also educated about the benefits of energy-saving cooling methods and then provided with their \$25 gift card.

The units were placed on skids (provided by The Home Depot) and left in front of the Home Depot store until the end of the day. The units were left beside the tent for the day to create a spectacle and “buzz” about the program. This display of old room air conditioners peaked the interest of customers, thus providing an opportunity for our representatives to educate the customers regarding the Keep Cool program.

2.4 In-Store Execution – Torchiera Exchange

The in-store representatives collected the halogen torchiere lamps for recycling, educated customers about the benefits and uses of the new energy efficient 55-Watt compact fluorescent torchiere lamps, administered a survey and then gave the customers an instant discount coupon to purchase the product immediately. The instant discount coupon entitled the customer to \$30 off the regular retail price of the compact fluorescent torchiere, which was \$69.99 for the brushed silver and \$59.99 for the black lamp. There was a limit of two coupons per customer but there was no limit to the number of halogen torchieres that were accepted for recycling.

The survey gathered information about how participants heard about the campaign (friend, radio, flyer, email, in-store, or print ad), postal code, if the retired lamp works, and what other appliance programs are of interest to participants. Again, postal codes were collected to determine if participants were ENWIN customers, however customers were not prohibited from participating if they were from outside the utility's territory. The representatives also recorded the halogen bulb wattage, which is necessary to complete the energy savings calculation. A significant effort was already made by the customers just by turning in their halogen lamp and therefore the representatives seized this opportunity to engage the customer and educate them.

2.5 Shipping and Recycling – Keep Cool

At the end of each day, the skids of old room air conditioners were wrapped in plastic wrap by the Home Depot staff. Using forklifts, Home Depot staff took the skids to the back of the store and placed the skids on the trucks. The Muirs trucking company transported the old units to its central depot where the room air conditioners were stored until they were shipped to the recycling site designated by Clean Air Foundation.

The recycling site is managed by Total Home Comfort, a recycling company that employs Ozone Depleting Substance (ODS) certified technicians to decommission the room air conditioners. Refrigerants were collected and sent through the Refrigerant Management Canada program. All metal recyclables were sold for scrap and remaining pieces (plastic etc.) disposed of responsibly. All units were recycled according to federal regulations. A detailed account of each unit (including BTUs, watts, age) is currently being documented. This information is used to estimate the environmental and energy savings yielded from Keep Cool. Full results will be available at the end of October when it is estimated that all units will be decommissioned.

2.6 Shipping and Recycling – Torchiera Exchange

The torchieres were collected in a double walled Gaylord box (48L X 40W X 36H) that was on a skid adjacent to the Keep Cool set-up in front of the store. Upon receiving a torchiere, the representative recorded the wattage, which was clearly marked either on

the bulb or a sticker in the top part of the lamp, the date received and number of coupons distributed.

The lamps were then completely dismantled, the chord was cut to deter theft and the bulb was removed using a screwdriver and placed in a separate box. The glass pieces that housed the halogen bulbs were placed in a plastic bin. At the end of each day, the filled Gaylord box was wrapped in plastic wrap by the Home Depot staff. Using a forklift, Home Depot staff took the skids to the back of the store and placed the skids on their transport trucks. The Muirs trucking company transported the Gaylord boxes to its central depot where the boxes were stored until they were shipped to Triple M Metals for recycling. At Triple M Metals the boxes were weighed and the lamps were pulverized and the metals were separated for recycling. Any remaining bi-products were disposed of in an environmentally responsible manner. The halogen bulbs were sent to Fluorescent Lamp Recyclers (FLR) Technologies Inc. to be responsibly recycled.

3.0 Marketing and Communications

An aggressive marketing plan was put together to drive as many ENWIN customers to visit the Home Depot and participate in the Keep Cool and the torchiere exchange events. The media channels used to communicate the event details to ENWIN customers included radio and print. A flyer was also created to promote the program that was mailed to almost 89,000 households in Windsor just prior to the first weekend. The in-store representatives were professionally trained to communicate the campaign messages to the public and answer questions.

In Table 1, marketing survey data results are displayed. Specifically, the table shows the percentage of the total number of people surveyed at both Home Depot locations that heard about the campaigns through the radio, newspaper, email, in-store, postal drop, autodialer, word of mouth or electricity bill.

Program	Radio	Windsor Star	Email	In- Store	Mail	Autodialer	Word of Mouth	Electricity Bill
Keep Cool	9%	24%	1%	10%	38%	1%	15%	3%
Torchiere Exchange	6%	22%	0%	6%	50%	1%	12%	3%

Table 1: Survey results showing how customers heard about the programs.

3.1 Direct Mail – Campaign Flyer

On Friday, May 18, an unaddressed flyer was mailed to about 89,000 Windsor households (Appendix A). The Canada Post website was used to develop the mailing plan. The postal drop was the most effective marketing strategy in Windsor for Keep Cool and the torchiere exchange; 38% of Keep Cool participants surveyed heard about Keep Cool via the postal drop and 50% of participants surveyed heard about the torchiere exchange through the postal drop.

The campaign flyer was a three panel, two-sided piece that was 5.5" x 4" and opened up to reveal one panel at a time. The creative used a Keep Cool super hero character with the tag line "Be the Cool-Hero." The flyer was "fun" yet clearly informed people

how to participate and the incentive they would receive for their participation. In addition, it was an informative piece that explained the purpose of the events and ways in which customers can save money and energy in their homes.

3.2 Radio Advertising

There were two separate 30 second radio spots that aired from Wednesday to Saturday leading up to the event weekends using the "Be the Cool-Hero" theme. The radio ad scripts were designed to be simple, creative and inform the customer about Keep Cool and the torchiere exchange (Appendix B). The radio ads were rotated throughout the campaign - 50 percent of the spots played the Keep Cool ad and 50 percent of the spots played the torchiere ad on the following stations: 93.9 FM; 89X; AM580 and AM800. On the Sunday of the last weekend, AM800 sent up a radio remote at the Sydney Home Depot location.

With regards to radio advertising, the survey revealed the radio ad was almost equally as effective for Keep Cool and the torchiere exchange; 9% of the Keep Cool participants and 6% of the torchiere exchange participants surveyed heard about the events through the radio.

3.3 Print Advertising

Instead of doing a conventional print advertisement in the Windsor Star, a print insert was placed in the newspaper because it was more cost effective. Using the creative from the flyer, a two-sided buckslip was created and inserted in 40,000 newspapers on the Thursday before the second and third weekends. The creative for the inserts used the "Be the Cool Hero" theme and included details regarding Keep Cool and the torchiere exchange. The inserts informed customers about the incentive, how to participate, event dates and the store location (Appendix C).

Our survey results found that the print ad was a very effective marketing piece for both Keep Cool and the torchiere exchange; about 23% of the participants heard about the programs through the Windsor Star.

3.4 Website

Keep Cool has its own dedicated website (www.keepcool.ca) that features details about the program including drop off locations, dates and times. The site also provides facts and information with regard to cooling alternatives and how each room air conditioner is handled after it is dropped off at the participating retailer. The website also includes a link to the ENWIN website. Given that Keep Cool was happening at 16 stores and the torchiere exchange was only happening at three stores, it did not make financial sense to build a website dedicated exclusively to the torchiere exchange. However, in the Frequently Asked Questions section of the Keep Cool website it did address the torchiere exchange portion of the campaign.

3.5 Email Blast

Prior to the first weekend of the campaign an email was written and sent to ENWIN employees and the staff at The Windsor Star to promote the campaign. The email included details regarding the dates, times and location of the events.

The survey results showed that the email blast was not very effective. However, it was still worthwhile as there are no hard costs associated with this form of marketing and it inevitably raises awareness about energy conservation.

3.6 In-Store Promotion

At both Home Depot stores there were many valuable opportunities to educate and promote the events to customers. The Home Depot cashiers used the campaign flyer as a bag stuffer and the in-store representatives distributed them to customers to promote the upcoming events. A Clean Air Foundation representative was assigned to be a "greeter," on event days. Their responsibility included distributing the campaign flyer and educating customers in the parking lot and in the store.

The Home Depot Canada designed and printed a sign to promote Keep Cool and the torchiere exchange to their customers that was displayed in the store and stayed up throughout the duration of the campaign (Appendix D). Home Depot also designed and printed promotional table skirts that were attached to the tables where the Keep Cool representatives were located. According to the survey results 10% of the Keep Cool participants and 6% of the torchiere exchange participants surveyed heard about the events in-store. Highly visible signage, the program representatives the bag stuffer contributed to promoting the campaign in-store.

3.7 Public Relations

To kick off Keep Cool, the Clean Air Foundation and ENWIN hosted a media event on May 31 at the Tecumseh Home Depot. The event was attended by Windsor City Councillor Fulvio Valentinis who spoke of the importance of conservation activities such as Keep Cool; Maxwell Zalev, acting president and CEO, ENWIN Utilities, who spoke about how ENWIN is working with its customers to facilitate conservation programs and change consumer behaviour; Michael Wrafter, a Home Depot manager, who spoke about Energy Star® cooling products and Home Depot's commitment to conservation; and Jessica Zippin, the Keep Cool Program Manager, who represented Clean Air Foundation. A reporter from the Windsor Star and A-Channel News attended the launch and a short segment was aired on the 6pm A-Channel News the day of the launch.

As part of our public relations plan to promote Keep Cool, a press release was sent to local media in an effort to spur reporters to write about the campaign (Appendix E). This release was sent out in advance of the media launch. The Windsor Star featured an article on the Saturday of the event first weekend (Appendix F). Survey responses from the first weekend regarding Keep Cool were spurred by a Windsor Star article that profiled the campaign.

3.8 ENWIN Autodialer

ENWIN used their autodialer service to reach 2,568 customers on the following dates: June 1st, 2nd, 3rd and 15th. The autodialer message was simple and concise in order to capture the attention of customers that were contacted. The survey results showed that the autodialer was not a particularly effective marketing tool for this campaign.

4.0 Results

The 2007 Keep Cool program was successful with respect to the number of room air conditioners collected as well as the number of utility customers educated about conservation by the in-store representatives. With regards to the torchiere exchange, the actual number of halogen lamps collected was lower than expected. Nevertheless, the overall program results were very impressive and produced measurable energy savings and emissions reductions. The projected goal and program results are as follows:

KEEP COOL

Projected Goal: To retire 500 old room air conditioners in Windsor.

Program Result: Retired 1,383 old room air conditioners in Windsor.

TORCHIERE EXCHANGE

Projected Goal: To retire 1,500 halogen lamps in Windsor.

Program Result: Retired 567 old halogen lamps in Windsor.

In Tables 2 and 3, the total number of room air conditioners and halogen lamps collected are shown for each day at each Home Depot store.

Store Location	2-Jun	3-Jun	9-Jun	10-Jun	16-Jun	17-Jun	Total
Sydney	97	111	259	115	72	182	836
Tecumseh	60	53	106	66	110	152	547
Program Total	157	164	365	181	182	334	1383

Table 2: Daily breakdown and total number of room air conditioners collected.

Store Location	2-Jun	3-Jun	9-Jun	10-Jun	16-Jun	17-Jun	Total
Sydney	52	41	68	70	61	24	316
Tecumseh	27	35	55	43	32	59	251
Program Total	79	76	123	113	93	83	567

Table 3: Daily breakdown and total number of halogen lamps collected.

4.1 Total Resource Cost and Conservation Demand Management Results

The Total Resource Cost (TRC) was calculated using the Ontario Energy Board's (OEB) TRC Guide. The TRC breakdown of Keep Cool was taken from the OEB's TRC Guide. In Tables 4 and 5, energy saved and demand reductions are calculated for the Keep Cool and the torchiere exchange program, respectively. The survey indicates that approximately 40% of participants planned to go on and purchase a new unit, therefore this percentage is used to estimate the total number of kilowatt-hours added. In addition, it is estimated that 90% of room air conditioners were in working condition, which is in line with the NYSERDA Keep Cool campaign. It is assumed that all air conditioners and lamps come from ENWIN customers – postal codes were collected on-site in the case that the OEB requires this information. However, through discussions with the OEB, utilities may claim all products collected.

Category	Quantity	Assumptions
Air Conditioners retired	1383	All units come from utility territory
Working units retired	1245	90% of retired units are working-NYSERDA Keep Cool program
# of working units retired where new Energy Star® unit was not purchased	747	<ul style="list-style-type: none"> 60% of people did not plan to purchase new unit (Keep Cool 2007 survey data) watts * 550 hour annual usage kW per retired unit based on Keep Cool 2006 data # of units retired x 1.129 kW # of units retired x 620.95
kWh per retired unit	620.95	
kW per retired unit	1.129	
Total kW saved Total kWh saved	843 463,738	
# of working units retired where new Energy Star® units were purchased	498	<ul style="list-style-type: none"> 40% of people planned to purchase a new Energy Star unit (2007 survey data) kWh hour consumption based on avg. annual usage of 550 hours (based upon appliance usage chart from Toronto Hydro 2006/2001 Residential Consumption Survey – Energy Information Administration Keep Cool survey data 2006 – intention to purchase data. = [(498x0.9)(1.129-0.718)]- [(498x0.1)x0.718] = [(498x0.9)(620.95-394.9)]- [(498x0.1)x394.9]
kWh per new Energy Star unit	394.9	
kW per new Energy Star unit	0.718	
Total kW saved Total kWh saved	148 81,630	
# of non working units retired where New Energy Star units were purchased	55	55 non-working units and 40% of people who plan to purchase a new Energy Star unit
kWh per new Energy Star unit	394	
kW per new Energy Star unit	0.718	
Total kW added Total kWh added	40 21,846	
Total net kW saved Total net kWh saved	952 523,522	
TRC for those who stated they did not purchase a new unit	\$297,996	\$399 figure from OEB assumption of 880 kWh per year
TRC for those who intended to purchase a new unit	\$19,865	\$39.90 from OEB assumptions and measures list
Negative TRC for those who intend to purchase a new unit but retired a non-working unit.	\$51,337	Estimated negative TRC of new unit is \$928.00
TOTAL TRC	\$266,525	

Table 4: TRC and kW/kWh for ENWIN Keep Cool Program 2007.

A CFL torchiere exchange is not included in the OEB's TRC Guide, therefore Toronto Hydro and Summerhill Group devised a formula for determining TRC for a torchiere exchange. The torchiere exchange TRC formula included the following assumptions:

- \$46.26 TRC net benefit for each replacement of halogen torchiere with a 55W Compact Fluorescent Torchiera (CFT)
- 336.4 kWh of electricity savings (calculated by extrapolating 15W CFL electricity savings)
- Net Present Value Incremental Cost of a new CFT is \$36.46 (based on the current purchase price of a new one minus price and maintenance of an old one)

	Uptake	Annual kWh Reduction	TRC Benefit	Total TRC Benefits
Halogen lamps retired	567	171,665	\$46.26	\$26,229

Table 5: TRC and kWh for the ENWIN torchiere exchange program 2007.

Table 6 shows the proposed and actual total energy savings for both Keep Cool and the torchiere exchange. The total TRC benefit for the program is **\$292,754**, while the total energy savings from the program activities is **695,187 kWh** and total peak demand savings is **952 kW**.

Results	Proposed			Actual		
	Annual kWh Savings	Total Peak Demand Savings (kW)	TRC	Annual kWh Savings	Total Peak Demand Savings (kW)	TRC
Keep Cool	302,833	551	\$154,172	523,522	952	\$266,525
Torchiera Exchange	454,140		\$69,390	171,665		\$26,229
TOTAL	756,973	551	\$223,562	695,187	952	\$292,754

Table 6: TRC and CDM Results Keep Cool and the torchiere exchange program.

4.2 Energy/Emissions Savings

Upon receiving the final recycling data, we will provide the CO₂ emissions, NO_x emissions and SO₂ emissions reduction results, the refrigerants CFCs/HCFCs captured and the total energy reductions. We estimate that the energy and emission savings results will be available by the end of October and a supplementary report will be submitted at that time.

5.0 Recommendations and Lessons Learned

The design and implementation of Keep Cool 2007 addressed many of the challenges from the 2006 program; however, there are always unique circumstances that arise in the field as well as issues that require ongoing review. The lessons learned are very valuable in allowing partners to plan more effectively for Keep Cool and other similar conservation campaigns in the future. Below are the lessons learned from these situations and recommendations.

5.1 Gift Card Tracking

The team leaders were instructed to leave the gift cards in a secured office at the Home Depot store throughout the campaign. This was done to streamline gift card tracking and to minimize the responsibility for the program representatives. At some participating Home Depot stores there were problems with this system. On more than one occasion, Home Depot staff were hesitant to release the gift cards to Keep Cool staff, which caused delays at the start of event days. This was also an issue last year and as much as the Program Manager communicated to the stores that the gift cards need to be released to the team leaders, some stores still did not follow these instructions. This issue can be addressed in 2008 by reviewing more explicitly the communication process with Home Depot staff and implementing a better authorization process.

5.2 Room Air Conditioner Return Limits

An issue that continues to pose a challenge is whether or not to restrict the number of room air conditioners returned by one individual or perhaps more importantly whether or not to restrict the number of gift cards distributed to one individual. This year partners agreed to communicate that a maximum of five gift cards would be provided to any one individual. The return and gift card limits should continue to be revisited by participating partners each year to determine a protocol that is appropriate for all.

5.3 Preparing the Room Air Conditioners for Shipping

On certain event days, the room air conditioner skids were not shrink-wrapped and fork-lifted to the back of participating stores in a timely manner. This is a problem because it increases the chances for theft as the air conditioners can be removed from the premises with little effort. Again, this issue can be addressed through more effective communication with store staff in advance of the program implementation. There should also be outreach from a staff member at the Home Depot Canada to individual stores that continue to be a problem. In addition, the Program Manager should make weekly calls to all stores throughout the campaign to ensure that store associates are clear about the process.

5.4 Torchiere Exchange Results

The actual results for the torchiere exchange program in both Windsor and Belleville were considerably lower than predicted. In the fall of 2006, a torchiere exchange program ran at one Home Depot store in Ajax and 12 Home Depot stores in Toronto and the response was overwhelming. The targets were set for the spring program based upon the success of the torchiere exchange program this past fall.

It is often very difficult to gauge how a program will do, especially when it is introduced into a different market at a different time of the year. In the future, a lighting program should be planned for the fall, while the late spring/summer should be dedicated to conservation programs that focus on cooling. As well, in a new market, the targets should be more conservative rather than based upon previous program results from other regions.

6.0 Next Steps

Again this year, Keep Cool created positive hype and buzz around energy efficiency in the cities and towns where the program was executed. Rate payers were shown that their utility is helping them manage rising electricity costs; reducing peak energy demand; contributing to an overall reduction in greenhouse gas emissions; and seeing that ozone depleting substances are not going to landfill but being handled in an environmentally responsible manner.

Keep Cool has been established as a signature conservation program across the Province of Ontario. This is quite an accomplishment as energy conservation policy in the Province has gone through some major changes over the last five years as programs are created and instituted. For example, the Ontario Power Authority recently launched a province-wide group of five electricity conservation education and incentive programs. One of the Ontario Power Authority's new programs is *The Great Refrigerator Roundup* – a program designed to remove older, inefficient fridges from the electricity system. Upon request, room air conditioners will also be picked up and disposed of responsibly as part of this program. Therefore, this leaves the future of Keep Cool somewhat uncertain.

The local distribution companies have been mandated to carry out these new Ontario Power Authority programs, however there will still be opportunities for the utilities to run programs outside these provincial directives. Clean Air Foundation is still committed to working directly with utilities that wish to incorporate Keep Cool into their conservation demand management activities in 2008. In addition, there may be opportunities to expand Keep Cool beyond the Province of Ontario.

Appendix A - Flyer



Appendix B – Radio Scripts

Monologue with Repeats – Keep Cool

Keep Cool Man Radio Spot

[MUSIC: Superhero-style theme music to introduce KCMAN and set the tone of the commercial.]

KEEP COOL MAN: Hello. I'm Keep Cool Man, the kilowatt crusader. I need your help. I'm offering a twenty-five dollar Home Depot gift card for anyone who helps defeat my latest enemy [dramatic pause] the inefficient room air-conditioner.

SFX: Very loud air-conditioner is heard. Could have some fun with the sound-effects.

KEEP COOL MAN: Listen to all that electricity being wasted. It gives me the shivers. Let's eliminate this terrible foe. Bring your old room air-conditioner to a Windsor Home Depot this weekend. Your heroism will earn you a twenty-five dollar gift card. Visit keepcool dot ca for details.

[SFX: air-conditioner being turned off.]

KEEP COOL MAN: Ahhhh. That sounds better.

COOL MAN/ORDINARY VOICE: Brought to you by ENWIN

-30-

Monologue with Repeats – Torchiere Exchange

Keep Cool Man Radio Spot

[MUSIC: Superhero-style theme music to introduce KCMan and/or set the tone of the commercial.]

KEEP COOL MAN: Hello I'm Keep Cool Man, the kilowatt crusader. Today I'm offering a thirty dollar reward for eliminating a super villain known as [dramatic pause] the halogen floor lamp.

SFX: clicking on of a lampshade, followed by the zzst, zsst of a loud neon sign [this will help underscore the hot and sizzling aspect]

KEEP COOL MAN: Listen to that red-hot halogen. It's wasting electricity and it's a fire hazard too. Bring your old halogen lamp to a Windsor Home Depot this weekend. You'll receive a thirty dollar coupon toward a new, energy-efficient model. Visit keepcool dot ca for details.

[SFX: floor lamp being turned off.]

COOL MAN: What a bright idea! Ha-ha-ha.

COOL MAN/ORDINARY VOICE: Brought to you by ENWIN.

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Appendix C – Windsor Star Insert

FRONT OF THE INSERT



BACK OF THE INSERT



Appendix D – Home Depot Campaign Signage

The signage is a vertical poster with a green background. At the top, there are two logos: 'ECO OPTIONS' on the left and 'ENWIN' on the right. Below these, the text 'RECYCLE AND GET REWARDED' is written in large, bold, white capital letters. In the center, there is an orange rectangular box containing the Home Depot logo, the text 'Gift Card Carte-Cadeau', and a large '\$25'. Below this box, the text reads: 'when you bring in an old window air conditioner. ALSO, receive a \$30 Off instant coupon for a New, Energy Efficient Floor Lamp when you bring in an old halogen floor lamp. At participating Home Depot stores June 2-3, 9-10, and 16-17, 2007.' At the bottom of the green section, there is the 'cleanair' logo with 'FOUNDATION' underneath it. The bottom of the poster has an orange background with a small Home Depot logo on the right and fine print on the left that reads: 'See Store Advertisement or Special Services Desk for details. #T996277'.

ECO OPTIONS

ENWIN

RECYCLE AND GET REWARDED

 **Gift Card
Carte-Cadeau**
\$25

when you bring in an old window air conditioner.
ALSO, receive a \$30 Off instant coupon for a New, Energy Efficient Floor Lamp
when you bring in an old halogen floor lamp. At participating Home Depot stores
June 2-3, 9-10, and 16-17, 2007.

cleanair
FOUNDATION

See Store Advertisement or Special Services Desk for details. #T996277



Appendix E – Press Release



HELP CLEAR THE AIR AND KEEP COOL

The Home Depot, EnWin Utilities and the Clean Air Foundation launch air conditioner and halogen lamp retirement program

WINDSOR, ON – May 31, 2007 - As the weather warms up, thousands of window air conditioners across Canada are turned on to keep homes cool. All these air conditioners, particularly older models, contribute to smog and climate change while heavy air conditioner use is largely responsible for stress to the Windsor electricity grid during the hot Summer months.

Today, Windsor City Councillor Fulvio Valentinis, together with **ENWIN** Utilities and The Home Depot Canada, launched the Clean Air Foundation's *Keep Cool* program. On weekends between June 2nd and 17th, 2007, customers in Windsor have the opportunity to make their own environmental impact by retiring their old room air conditioners at any Windsor-based The Home Depot location and receive a \$25 gift card to use on anything in the store courtesy of **ENWIN** Utilities.

"I'm proud of the fact that our community is taking such a leadership role in energy conservation," said Dwight Duncan, Ontario's minister of energy and MPP for Windsor-Tecumseh. "We all need to do our part and programs like *Keep Cool* go a long way to making conservation part of our culture in Ontario."

In addition, campaign representatives will also collect old halogen floor lamps, commonly known as "torchieres", in exchange for an instant discount coupon of \$30 off a brand new compact fluorescent torchiere lamp. Old halogen lamps use 80 per cent more energy than some brand new models. Air conditioners and lamps are completely recycled and ozone depleting substances are safely disposed.

"**ENWIN** Utilities customers have embraced a culture of conservation over the past several years; Windsor led the conservation charge during the Blackout crisis in 2003 and continues to do so," said Maxwell Zalev, acting president and CEO, **ENWIN** Utilities. "We're calling upon our customers to maintain that high level of commitment to conservation by participating in the *Keep Cool* program – a great initiative that is a practical means of saving energy dollars while preserving the environment through emissions reduction."

Through *Keep Cool*, people are encouraged to use cleaner cooling alternatives such as: new ENERGY STAR® room air conditioners, which use 30-70 per cent less electricity than older models; ceiling fans; closing blinds and curtains; and planting shade trees to reduce energy consumption.

“Windsorites are searching for ways to conserve energy, especially during peak usage times like the Summer,” said Gino Digioacchino, vice president of Merchandising, The Home Depot Canada. “We’re committed to helping improve the environment by providing consumers with a variety of products that make a positive environmental difference.”

Keep Cool, run by the Clean Air Foundation, is the only air conditioner retirement program of its kind. More information on the program and participating The Home Depot locations can be found at www.keepcool.ca. Last year, *Keep Cool* collected and recycled 15,000 room air conditioners across Ontario. This resulted in a reduction of 10 MW of peak electricity demand – enough to power about 2,000 homes.

“Windsor heat can be extreme, and so can the smog,” said Stephanie Thorson, acting executive director of the Clean Air Foundation. “By retiring their old air conditioners, Windsor residents can curb demand on electricity production and decrease emissions that contribute to smog, as well as eliminate energy waste from thousands of old halogen lamps.”

During *Keep Cool* and at anytime throughout the year, The Home Depot associates can help customers make the right choices when it comes to all their home improvement projects, including choosing from the retailer’s wide selection of energy-efficient room and central air conditioning systems.

About The Home Depot Canada

Founded in 1978, in Atlanta, Georgia, The Home Depot is the world's largest home improvement retailer currently operating 2,167 stores, including 155 The Home Depot stores across Canada. The Company reported fiscal 2006 sales of US\$90.8 billion and employs approximately 364,000 associates, including more than 27,000 Canadians.

Environmental sustainability is a priority at The Home Depot Canada, and through an active merchandising and marketing strategy, The Home Depot customers are making better choices for their homes and the environment. The Home Depot provides hundreds of products that are the best in class in water and energy efficiency, clean air and sustainable forestry promotion. The Company also provides customers the opportunity to participate in programs that affect their environment, such as Mow Down Pollution and Keep Cool.

About *ENWIN* Utilities Ltd.

ENWIN Utilities Ltd. is Windsor’s Local Distribution Company, responsible for the distribution of electricity and the servicing and maintenance of Windsor’s powerline infrastructure. As well, *ENWIN* Utilities Ltd. is a management services company providing fleet, billing, collections, credit, financial, human resources, customer service; and information technology services to the Windsor Utilities Commission and the City of Windsor.

About the Clean Air Foundation

The Clean Air Foundation is a not-for-profit organization dedicated to developing, implementing and managing public engagement programs and other strategic initiatives that lead to measurable emission reductions, to improve air quality and protect the climate. www.cleanairfoundation.org

For more information, or to schedule an interview, media should contact:

Tina Peyregatt, The Home Depot, 416-412-4243
Jonathan Bellot, *ENWIN* Utilities Ltd., 519-255-2888 x 803
Jessica Zippin, Clean Air Foundation, 416-922-9038 x 249

Appendix F – Media Coverage



CCC_IRR_22-3

Project Porchlight
Final Report of Overall Program Results
Submitted to EnWin

Project General Information	
Name:	Project Porchlight in Windsor
Points of Contact:	Suzanne Boileau, Director of Operations 613-232-5892, ext 210, sboileau@onechange.org Martin Canning, Ontario Campaign Manager 613-232-5892, ext 203 martin@onechange.org

1. Number of Bulbs Delivered Through Each Channel:

Total Volunteer Delivery	10,295
Total Event Delivery	18,585
Total Field Staff Delivery	55,577
Final CFL Count	<u>84,457</u>

2. Geographical areas and Quantities of Bulbs Delivered:

Most of the urban centre of Windsor was delivered to:

Staff and volunteer delivery started in East Riverside, South Windsor, Devonwood and Remington Park and spread through the rest of the city throughout November and December.

Bulbs were allocated for distribution evenly across the city and an estimated 98% of the residential streets in Windsor were delivered to by mid-December. Towards the end of the campaign, Windsor households were saturated and the focus was on delivery by staff to apartments and condominiums to unload the remaining bulbs. All bulbs were distributed as of December 14th.

In instances where volunteers or neighbours had access to secured apartment buildings, bulbs were left with the building superintendent for safe keeping for pick-up from residents.

3. Community Response to the Campaign:

The overwhelming response to Project Porchlight's campaign in Windsor was positive. Most residents were aware of the bulbs, even if they hadn't started using them yet. Most residents, however, had already started using the bulbs.

The volunteerism in Windsor was exceptional. The peer-to-peer environmental approach was well received and volunteers reported a genuine enjoyment in the actual activity of delivering door-to-door. The most common reasons people reported enjoying the experience were "helping the environment," and "getting outside & getting exercise."

Few residents were weary of the bulb, and of these people the most common reason they were hesitant to take a bulb was because they may have tried them before and they burnt out quickly. Other less-than-positive comments about the CFLs were "they don't give off enough heat," and "I don't like the light." In most instances, residents still took their free bulb.

4. Lessons Learned Through the Project:

Residents of Windsor are supportive of energy-conservation initiatives. Perhaps the main motivational factor is cost-savings in energy consumption.

Residents of Windsor are ready and willing to volunteer – especially with projects such as these where volunteers *give a free item* instead of canvassing or requesting time commitments. (Please see notes below re: lessons learned re: Volunteer Involvement.)

Most residents of Windsor were well-aware of the benefits of using energy-efficient products in their home.

Very few residents of Windsor did not want a bulb, and one of the common reasons for not wanting a bulb had nothing to do with an environmental message, but was entirely to do with being weary of receiving something for free.

Bulb Disposal

Safe bulb disposal has been an issue as there is only one transfer station in Windsor, located at Central and E.C.Row Highway which is not convenient for those without a vehicle. Some expressed an interest greater selection in bulbs in retail establishments, ex. Dimmers, tri-lights, ones to fit living room lamps and pot lights. Cost of tri-lights has been mentioned and one comment was received on a tri-light not lasting more than one week so the user returned to incandescent due to the cost and experience.

Participation by the municipality and local utility is beneficial to the campaign

The support provided by the municipality of Windsor includes the following actions and items:

- Local media contacts and lists
- Community group lists
- Space and catering for event launches
- Space to house Project Porchlight employees

These contributions facilitated community outreach, event and campaign promotion, volunteer recruitment, and relieved the campaign of considerable office space rental costs.

5. Community Events Attended:

a) Launch

The launch, which took place on September 7 at the Princess Anne Public School, drew close to 100 attendees, among them the Minister of Energy Dwight Duncan, the mayor of Windsor and representatives from the local utilities sponsor, EnWin. Media coverage of the event was featured in print, on the radio and television. New volunteers were recruited at both launch events and major and local sponsors were present and recognized on PP material and in speeches.

EnWin had their logo featured on Project Porchlight materials and were recognized in speeches.

Attendees at the Windsor event included the Greater Essex District School Board members, of which the Director Mary Jean Gallagher addressed the crowd, approximately 60 grade school children, their parents and teachers, the principal, Judy Wherry, School Board Trustees, prospective volunteers from the community, EnWin executives and employees, Project Porchlight staff and local media representatives.

b) Other community events attended:

Sept 18 - University of Windsor Environmental Fair, various speakers including
Hon. Gene Whelan, former Minister of Agriculture

Sept. 27 – Organ & Tissue Donation Awareness Event

Sept. 29 – Habitat for Humanity Volunteer Appreciation BBQ

Oct. 3- World Record Walk

Oct. 4 – Centre for Seniors' Thanksgiving Luncheon

Oct. 13 – Truckload Sale, Windsor/Essex Solid Waste Authority

Oct. 17 – GM Environmental Day, handed out bulbs to employees

Oct. 18 – Patty Duke speaker for Canadian Mental Health Association dinner

Oct. 18 – Ontario Electrical League dinner

Oct. 18 – Canadian Blood Services

Oct. 25 – Diva Delights, a benefit to renovate a hospital day surgery patient waiting area - attended by media and several dignitaries

Nov. 5 – Enwin Enviro Fair at Caboto

Nov. 8 – Kidney Foundation Monopoly Gala

Nov. 8 – Canadian Blood Services

Nov. 10 – WINDSOR Giant Tiger

Dec. 12-15 – Devonshire Mall

7. Promotional Activities and Media Clippings:

Website

A new website for Project Porchlight was launched mid-September, with a new local campaigns section, and new features such as a volunteer bulb delivery map, an interactive tool that shows where our volunteers have handed out CFL bulbs, and where we still need a hand spreading the light. The campaign's major sponsors are featured on the homepage.

Photos and accompanying text on the Windsor launch event and other community events were posted on the new website.

Community Newspaper

A display ad was published in the Tecumseh Shoreline - circulation 15,024

Radio

In addition, a radio PSA was featured on CKLW AM 800 Newstalk Radio, a community radio station, in early November. The PSAs also aimed to recruit a larger number of volunteers.

A radio PSA is currently being created to thank Enwin for their support and will be aired in January, 2008.

Media

A media advisory and release were sent to the media to alert them of Porchlight events taking place locally. Media releases were also posted on the Project Porchlight [Media Room webpage](#).

EnWin Promotion

Project Porchlight partnered with EnWin to create a flyer with coupons to be distributed to EnWin employees. The flyer bridges the link between Project Porchlight's energy-efficiency campaign and EnWin's new peak saver program. The peak saver program goal is to encourage Windsor residents to do their part to conserve energy and ease the strain on the electricity system during summer peak demand times.

Enwin has been recognized by having their logos added to the following materials: volunteer t-shirts, volunteer posters, event invitations, banners and the new Project Porchlight website, and media advisory and release.

6. Project Conclusions:

The Windsor Project Porchlight campaign was a success.

Project Scope

- Nearly 85,000 CFLs were delivered within the specified time (September-December 2007)
- A broad geographic spectrum for bulb distribution was achieved.
- Volunteer recruitment, retention, and management were successful. Feedback was overwhelmingly positive.
- A healthy dissection of local businesses, community groups, individuals, and municipal partners benefited the campaign.

Communications

- Target audiences were reached through various media outlets.
- Key messages were well received by residents (to raise awareness and inspire action.)
- All partners in the project were involved at different levels.
- The promotion of safe handling and recycling of CFLs was achieved, and well received.
- Communications objectives (as outlined in the Agreement) were met.

Bulb delivery

- All methods of bulb distribution were well received and covered different demographics.

Evaluation

- Community, staff and volunteer feedback were compiled.
- Community data tracking is complete.
- Follow-up independent research surveys are complete.

APPENDICES

P 7	Appendix A:	Launch Scenario
p 9	Appendix B:	Invitation to Launch
p 10	Appendix C:	Volunteer Recruitment Poster
p 11	Appendix D:	T-Shirt Proof
p 12	Appendix E:	Banner
p 13	Appendix F:	Media List
p 25	Appendix G:	Article in Windsor Star
p 26	Appendix H:	Media Kit
p 31	Appendix I:	Media Advisory

Appendix A: Launch Scenario

ANNOUNCEMENT OF NEW SCHOOL NAMED AFTER DR. DAVID SUZUKI
AND
THE LAUNCH OF PROJECT PORCHLIGHT IN WINDSOR

Event Scenario

Friday September 7, 2007, 1:30pm

Princess Anne Public School, Gymnasium

6320 Raymond Ave Windsor, Ontario, N8S 1Z9 (519) 948-0911 (519) 948-0986 (Fax)

Event Scenario - Set-Up

Set-up begins at 12:00PM- includes bulb delivery bags packed for delivery right after speeches

Guests and students arrive at 1:10PM

Speeches begin at 1:35PM

Greater Essex District School Board Spokesperson: Judy Wherry, Principal

Greater Essex District School Board attendees: Mary Jean Gallagher, Gale Simko-Hatfield,

Scott Scantlebury (519-255-3224)

Project Porchlight Spokesperson: Stuart Hickox (613-552-7362)

Project Porchlight coordinators: Becca Atkinson (613-322-4474); Manon Croteau (613-263-0403); Martin Canning

(613-316-2050); Tom Jeza (613-697-6174)

EnWin Utilities Ltd.: Sylvia de Vries, Lawrence Musyj

Media: To be determined

Guests

The Honourable Dwight Duncan, MPP Windsor Tecumseh and Minister of Energy

City of Windsor : Eddie Francis, Mayor of Windsor & EnWin BoD Representative

EnWin representative: Maxwell Zalev, Acting President & CEO will represent EnWin

Globe Electric: Edward Weinstein, CEO

Tables (4)

1-Media table (sign-in and kits)

- Sign in
- Dr. David Suzuki School News Release (**to be distributed once announcement is made....so as not to ruin surprise factor*)
- LEED Platinum backgrounder & proposed school design features
- Project Porchlight Kits: (includes: bulb, news release, bulb info, swag)

2-Volunteer sign-up table - Volunteering sign up sheet, Volunteer poster

3-Volunteer deployment table(with bags ready to go)

4-Lightbulb give-away/display table (skirted)- *needs to be up front/near speakers*

- Display of bulbs
- Banners (Windsor specific)
- Volunteer Poster
- City Hazardous Waste Disposal Info
- Energy efficiency light displays

Appendix A: Launch Scenario
Project Porchlight - Windsor Launch - September 7, 2007

Event Scenario - Schedule

Time	Duration	Description	Responsible
12:00PM	50 mins	Set up tables, banner, posters, microphone etc.	School Staff/Volunteers
1:10PM		Dignitaries arrive- Sylvia, Stuart and Judy to greet	Mayor Francis MPP Dwight Duncan ENWIN Ontario Trillium Foundation (TBC)
1:15PM		Media arrive- sign-in, give kits and greet	Stuart/Becca/Manon
		Students arrive- teachers will be provided with poster contest entry forms	
1:25PM	1min	Everyone assembles at stage area	Martin
1:35PM	2 min	<i>Welcome to the Princess Anne Public School, Outline of order of both events: New School and Launch of Project Porchlight</i>	(MC – Judy Wherry, Principal)
	1 min	<i>Judy Wherry to introduce The Hon. Dwight Duncan, Minister of Energy and MPP for Windsor-Tecumseh</i>	(MC – Judy Wherry, Principal)
1:38PM	3-6 mins	<i>Minister Dwight Duncan announces funding for new school – welcomes Gale Simko-Hatfield – effusive thanks to Dwight & govt. for funding – Dwight welcomes Mary Jean Gallagher</i>	Hon. Dwight Duncan
1:42PM	3 mins	<i>Mary Jean Gallagher thanks Minister Duncan – brief remarks re. LEED Platinum project – Dwight / Mary Jean / Gale / Judy join together to reveal name of school (press button on remote for computer projector – comes up on big screen) MJG introduces Mayor Eddie Francis</i>	Mary Jean Gallagher
1:45PM	8-9 mins	<i>Mayor Francis delivers brief remarks (energy conservation in Windsor and how Porchlight's direct community engagement approach fits with plan. (Empowering people one bulb at a time).</i>	Mayor Francis
		Segue with Powerwise commercial with Project Porchlight info at the end and Project Porchlight quote from D. Suzuki (leave this last slide up for Porchlight speeches)	
		<i>Eddie Francis welcomes Minister Duncan back to podium</i>	
1:55PM	3-4 mins	<i>Hon. Dwight Duncan introduces Stuart Hickox Mentions 1.5 million for funding and importance of Project Porchlight</i>	Hon. Dwight Duncan

Appendix A: Launch Scenario

1:59PM	8-9 mins	<p><i>Stuart will talk about Project Porchlight; PP Partners: Government of Ontario, ENWIN, OPA, Ont Trillium Fund; Neighbourhood Groups for participating in the project; Volunteers on hand delivering bulbs, etc.</i></p> <p><i>Call up a student for a demonstration on energy efficiency using the light bulb display, reward with a t-shirt; ask other students how they save energy- reward with t-shirts (Tom to aid)</i></p> <p><i>Stuart calls for volunteers ("light up your neighbourhood") and announces next community event (to be determined) and other important info; Says MPP, Mayor, himself and team will be doing brief canvass with bulbs door-to-door. (photo op)</i></p> <p><i>Invite people to stay and chat with Project Porchlight team and enjoy the refreshments</i></p>	Stuart
2:09PM	1 min	<p><i>Judy Wherry thanks speakers, wraps up event and lets media know about photo op now, and that speakers are available to media during or after <u>delivering bulbs</u> photo op</i></p>	(MC – Judy Wherry, Principal)
2:10PM	2 mins	Group photo with David Suzuki Public School and Project Porchlight logos, with CFLs and artists rendering of news school	Group
2:12PM	3 mins	Becca to round up volunteers and dignitaries for canvassing	Becca
2:15-3:00PM		Bulb delivery, photo ops of delivery and Media interviews during delivery	
2:15-3:30PM		Refreshments served Volunteer sign-up continues as long as there is interest	
3:30PM		Tear down and pack up	Staff/Volunteers
3:30PM		Program end	



Project Porchlight is going to **light up Windsor!**

Over the next few months, we're going to deliver half a million energy-efficient compact fluorescent (CFL) bulbs door-to-door throughout Ontario! **We're starting in Windsor**, where our volunteers will distribute 70,000 bulbs this fall.

Come help us kick off the Windsor campaign!
Join us on Friday, September 7 at 1:30 at
Princess Anne School, 6320 Raymond Ave., Windsor, Ontario.

Lots of fun stuff to see and do! Test your human power with our interactive energy display!

Guests of honour will include Dwight Duncan, MPP for Windsor-Tecumseh and Minister of Energy, and Mayor Eddie Francis of Windsor. Energy efficiency experts from EnWin Utilities Ltd. will also be on hand to answer your questions about energy conservation.

Why are we celebrating?

Our volunteers will distribute 70,000 energy-efficient light bulbs in Windsor—that means:

- 8,750,000 lbs. of coal that won't be burned to produce power. Cleaner air!
- 35,000 tonnes of greenhouse gas that won't be pumped into the air.
- \$3.5 million of energy savings that can be used for other things in our communities.

But, more importantly, we're celebrating what will be an awesome community effort. It's people like you who have proven over and over that taking action to save energy is as easy as changing a light bulb!

We appreciate your contribution to the success of **Project Porchlight**! Join us to find out about our exciting plans for Windsor and beyond.

Please let us know if you can make it.

Contact **Becca Atkinson** for more information: **1-866-585-6359** or **becca@onechange.org**

Project Porchlight's Windsor campaign has the generous support of: the Ontario Power Authority, the Government of Ontario, EnWin Utilities Ltd., and the Ontario Trillium Foundation.



www.onechange.org
1-866-585-6359



The poster features a bright blue background with a stylized sunburst graphic in the top right corner. The sunburst is composed of yellow and white rays emanating from a central white light bulb. Below the sunburst, there are two polaroid-style photographs of volunteers: one of a man in a white shirt and grey cap holding a CFL bulb, and another of a woman in a dark jacket holding a CFL bulb. The main title 'PROJECT Porchlight' is in the top left, with 'PROJECT' in small white letters and 'Porchlight' in large white letters, accompanied by a small light bulb icon. Below the title, the word 'Volunteers' is in large, bold, dark blue letters, and 'needed!' is in large, bold, dark blue letters. A light blue cloud-like shape contains the text 'Join us to distribute free ENERGY STAR®-qualified compact fluorescent light (CFL) bulbs door-to-door to homes in Windsor.' Below this, another light blue cloud-like shape contains the text 'If you can change a light bulb, you can make a difference!'. To the right of this, the text 'CHANGE WITHIN REACH' is written in large, bold, white letters. Below the 'If you can change a light bulb...' text, there is a silhouette of a tree on the left and a paragraph of text on the right: 'CFL bulbs use up to 75% less energy than inefficient incandescents. Changing one bulb will save you up to \$50 on your electricity bill!*. Be a light in your community! Join us to deliver energy-efficient light bulbs on your street. Just a 2- to 4-hour commitment will get the job done! Visit www.projectporchlight.com or call 1-866-585-6359.' At the bottom right, a white rounded rectangle contains the text 'Please contact us to volunteer. 866-585-6359 | volunteer@projectporchlight.com'. Below this, the website 'www.projectporchlight.com' is written in white. The bottom of the poster features a row of logos for sponsors and partners: OPA (Ontario Power Authority), Ontario (government logo), ENWIN UTILITIES, THE ONTARIO TRILLIUM FOUNDATION, LA FONDATION TRILLIUM DE L'ONTARIO, and ONECHANGE (with the tagline 'Simple actions matter').

PROJECT Porchlight®

Volunteers needed!

Join us to distribute free ENERGY STAR®-qualified compact fluorescent light (CFL) bulbs door-to-door to homes in Windsor.

If you can change a light bulb, you can make a difference!

CFL bulbs use up to 75% less energy than inefficient incandescents. Changing one bulb will save you up to \$50 on your electricity bill!*

Be a light in your community! Join us to deliver energy-efficient light bulbs on your street. Just a 2- to 4-hour commitment will get the job done!

Visit www.projectporchlight.com or call 1-866-585-6359.

CHANGE WITHIN REACH

Please contact us to volunteer.
866-585-6359 | volunteer@projectporchlight.com

www.projectporchlight.com

Thank you to our sponsors and partners:

OPA Every Kilowatt Counts
Ontario Power Authority
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Ontario

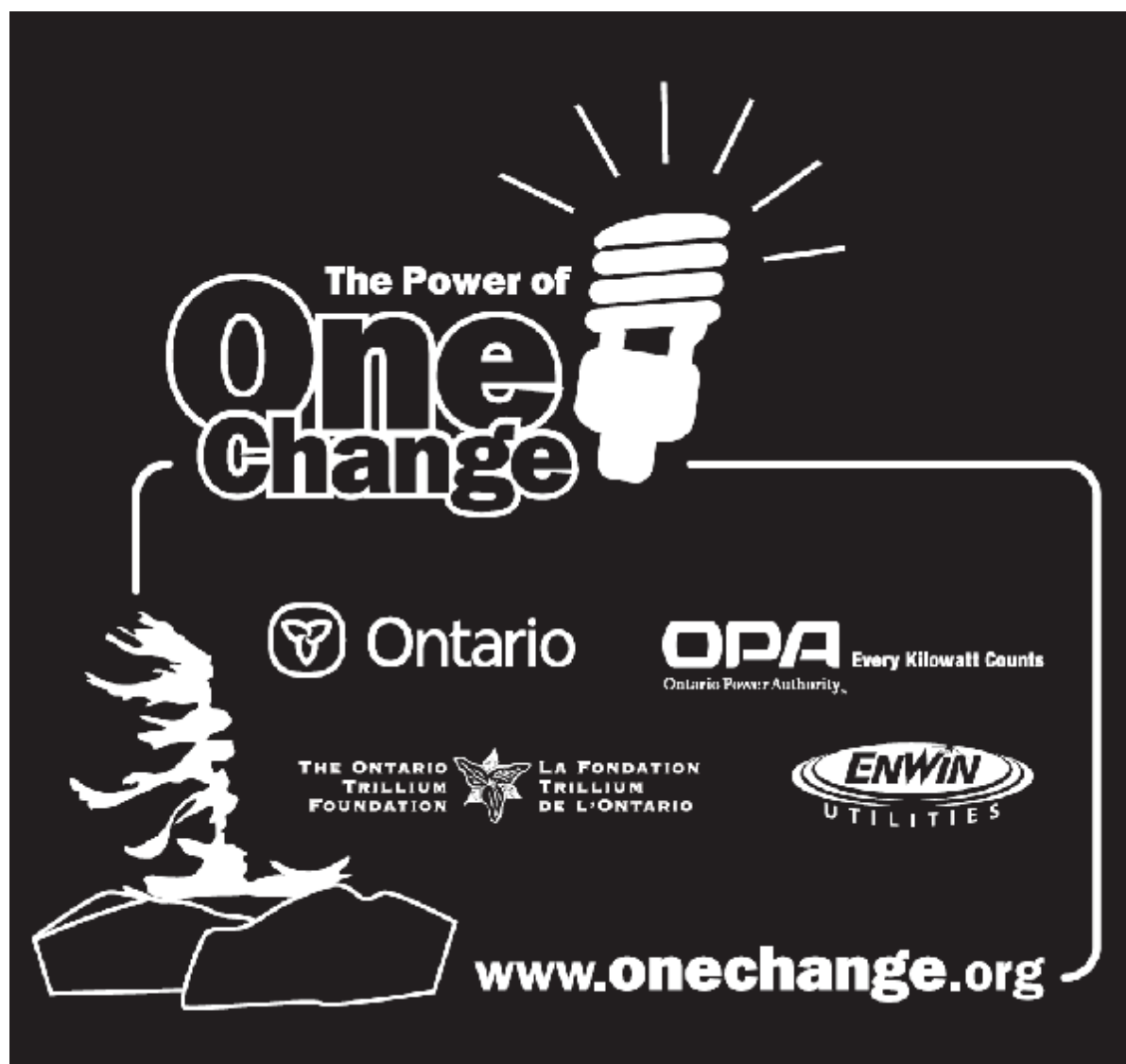
ENWIN UTILITIES

THE ONTARIO TRILLIUM FOUNDATION

LA FONDATION TRILLIUM DE L'ONTARIO

ONECHANGE
Simple actions matter

* Over 5 years.
Project Porchlight/One Change is a non-partisan, not-for-profit organization.



The banner features a stylized illustration of a hand reaching up to change a light bulb. The hand is composed of several thin, curved lines. The light bulb is white and has a yellow glow emanating from it, with rays of light extending upwards. The background is a light blue gradient with a stylized landscape at the bottom showing a river, trees, and mountains. The text is in various fonts and colors, including blue, white, and black.

PROJECT **Porchlight**®

**How many
light bulbs
does it take
to change
Windsor?**

One.
One bulb at a time.

Person to person.
Community by community.

**CHANGE
WITHIN
REACH**

ENWIN
UTILITIES

 **ONECHANGE**
Simple actions matter.

 **OPA** Every KiloWatt Counts
Ontario Power Authority

 **Ontario**

 **THE ONTARIO
TRILLIUM
FOUNDATION**

 **LA FONDATION
TRILLIUM
DE L'ONTARIO**

www.onechange.org
1-866-585-6359

Appendix F: Media List

Outlet Name	Overview	Media Type	Category	Contact
Au détroit de la nuit		Broadcast / Radio Programs	Target Markets / Talk	Name: Michel Trahan Title: Producer/Host Phone: 888-231-8053 Fax: 519-255-3573 E-mail: michel_trahan@radio-canada.ca Covered Topics:
Bonjour le monde!	Airs Monday - Friday at 6 - 9 am	Broadcast / Radio Programs	Target Markets / General Editorial/News	Name: Katia Augustin Title: Producer Phone: 519-255-3433 Fax: 519-255-3573 E-mail: katia_augustin@radio-canada.ca Covered Topics: General Editorial
Canadian Notes & Queries	Canadian Notes & Queries records literary and cultural history, publishes profiles of and interviews with established and promising writers, reviews important Canadian books in depth, re-asserts the importance of bibliography as a useful tool in any appreciation of literature, reconsiders our literary past, and illuminates	Print / Journal	Arts / Literature	Name: Daniel Wells Title: Editor-in-Chief Phone: 519-968-2206 Fax: Prefers e-mail E-mail: biblioasis@yahoo.com Covered Topics:

Appendix F: Media List

CBC News at Six (Windsor)	Weekday Evenings from 6:00 p.m. to 7:00 p.m.	Broadcast / Evening Television Programs	Target Markets / General Editorial/News	Name: Dave Daigneault Title: Producer Phone: 519-255-3456 Fax: 519-255-3403 E-mail: dave_daigneault@cbc.ca Covered Topics: General Editorial
CBE-AM (CBC Radio One)	News and Information/Nouvelles et Information Toll Free Audience Relations #1-866-306-INFO (4636)CBEG-FM is a simulcast of CBE-AM.	Broadcast / Radio Stations		Name: Janice Stein Title: Managing Editor Phone: 519-255-3411 Fax: 519-255-3412 E-mail: janice_stein@cbc.ca Covered Topics: News
CBEF-AM (Première Chaîne)	Varied	Broadcast / Radio Stations		Name: Alain Dorion Title: Station Manager Phone: 416-205-2202 Fax: 416-205-7795 E-mail: alain_dorion@radio-canada.ca Covered Topics:
CBE-FM (Radio Two)	Variety/News/Talk/Classical Toll Free Audience Relations #1-866-306-INFO (4636)	Broadcast / Radio Stations		Name: Janice Stein Title: Program Director Phone: 519-255-3563 Fax: 519-255-3443 E-mail: janice_stein@cbc.ca Covered Topics:

Appendix F: Media List

CBEF-TV		Broadcast / Television Stations		Name: Jackie Kervoelen Title: Administration Assistant Phone: 519-255-3538 Fax: 519-255-3565 E-mail: jackie_kervoelen@radio-canada.ca Covered Topics:
CBET-TV (CBC)		Broadcast / Television Stations		Name: Janice Stein Title: Managing Editor Phone: 519-255-3563 Fax: 519-255-3443 E-mail: janice_stein@cbc.ca Covered Topics:
CHWI-TV (A- Channel Windsor)	Dedicated to providing intensely interactive television programming and services that reflect the local market. We are YOUR community station.	Broadcast / Television Stations		Name: Don Mumford Title: General Manager Phone: 519-686-8810 Fax: 519-686-4031 E-mail: don.mumford@chumtv.com Covered Topics:
CIDR-FM (93.9 Lite FM)	Lite Rock	Broadcast / Radio Stations		Name: Christine Copeland Title: Promotion Director Phone: 519-258-8888 Fax: 519-258-0182 E-mail: ccopeland@89xradio.com Covered Topics:

Appendix F: Media List

CIMX-FM (89X FM)	The New Rock Alternative	Broadcast / Radio Stations		Name: Cal Cagno Title: Promotion Director Phone: 519-258-8888 Fax: 519-258-0182 E-mail: cal@89xradio.com Covered Topics:
CJAM-FM (CJAM Radio)	Variety, College Student Station.	Broadcast / Radio Stations	Target Markets / University & College	Name: Adam Fox Title: Program Director Phone: 519-971-3000 ext. 2527 Fax: 519-971-3605 E-mail: progjam@uwindSOR.ca Covered Topics: News; Sports; University & College
CKLW-AM (AM 800)	News/Talk/Sports/Nouvelles/Causerie/Sports. With a comprehensive local focus on news, community issues and information as well as specially selected CHUM Radio Network programming, CKLW is extremely active in the community....	Broadcast / Radio Stations		Name: Heidi Baiden Title: Promotion Director Phone: 519-258-8888 Fax: 519-258-0182 E-mail: heidi@am800cklw.com Covered Topics:
CKWW-AM	Nostalgia	Broadcast / Radio Stations		Name: Paul McMahon Title: Promotion Director Phone: 519-258-8888 Fax: 519-258-0182 E-mail: paulm@580ckww.com Covered Topics:

Appendix F: Media List

Cogeco Community Television (Windsor) (Cable 11)	Serves the following communities: Essex County, Leamington, and Windsor.	Broadcast / Cable		Name: Robert Scussolin Title: Station Manager Phone: 519-972-6677 Fax: 519-332-3952 E-mail: robert.scussolin@cogeco.com Covered Topics:
Crosstown	When the day winds down, Crosstown reconnects people to their communities with stories from across the city and around the country. Host Barbara Peacock and Technician Dan Kennedy provide the local edge to the news and interviews on the day's top stories. The program offers the latest in news, weather, sports, business and the arts. Aired: 4 to 6 p.m.	Broadcast / Radio Programs	Target Markets / Community News	Name: Sandra Precop Title: Executive Producer Phone: 519-255-3559 Fax: 519-255-3443 E-mail: crosstown@windsor.cbc.ca Covered Topics: Arts; Business; Community News; Sports
Drive Magazine, The	Editorial features, fashion, travel, trends, lifestyle and leisure. Target Market: 28-50 affluent male and female.	Print / Magazines	Consumer / Lifestyles	Name: Mark Long Title: Managing Editor Phone: 519-254-1621 Fax: Prefers e-mail E-mail: mlong@thedriveonline.com Covered Topics: Entertainment; Fashion; Lifestyles; Recreation; Travel & Tourism

Appendix F: Media List

Early Shift, the	Listeners can count on the MORNING WATCH team to help start their day with a mix of news, weather, sports, business and entertainment reports, as well as in-depth interviews and commentaries on the stories that people care about in Southwestern Ontario. Airs Weekday Mornings 5:30 to 8:37a.m. on CBC Radio One....	Broadcast / Radio Programs	Target Markets / Community News	Name: Sandra Precop Title: Executive Producer Phone: 519-255-3559 Fax: 519-255-3443 E-mail: sandra_precop@cbc.ca Covered Topics: Community News
		Print / Magazines	Business / Human Resources & Labour	Name: Gord Gray Title: Editor-in-Chief Phone: 519-258-6400 ext. 427 Fax: 519-258-0424 E-mail: ggray@local444.caw.ca Covered Topics: Human Resources; Labour
Guardian, The				
		Print / Journal	Target Markets / University & College	Name: Gord Gray Title: Editor-in-Chief Phone: 519-258-6400 ext. 427 Fax: 519-258-0424 E-mail: ggray@local444.caw.ca Covered Topics: Human Resources; Labour
Lance, The				
		Print / Community Papers		Name: Karen Mauro Title: Editor-in-Chief Phone: 519-250-0816 Fax: 519-250-0189 E-mail: Not Provided Covered Topics: Community News
Lasalle Silhouette				

Appendix F: Media List

Le Rempart		Print / Community Papers		Name: Daniel Richard Title: Editor-in-Chief Phone: 519-948-4139 Fax: 519-948-0628 E-mail: daniel@lerempart.ca Covered Topics: Community News
Living Windsor Magazine	Distributed to all Windsor Star subscribers, Living magazine reaches Windsor's most affluent consumers with every issue and helps readers find what they're looking for - the very best. The sophisticated reader is guided through dining, entertaining, shopping, financial and home ideas that reflect their discerning lifestyle and living. With every i...	Print / Magazines	Consumer / Lifestyles	Name: Fred Labute Title: Editor-in-Chief Phone: 519-255-5740 Fax: 519-255-5511 E-mail: flabute@thestar.canwest.com Covered Topics: Lifestyles
Saint, The		Print / Journal	Target Markets / University & College	Name: E.P. Chant Title: Editor-in-Chief Phone: 519-972-2727 ext. 4523 Fax: 519-966-1450 E-mail: echant@stclaircollege.ca Covered Topics: University & College
TV WiN	TV- Windsor Community Television http://www.win-tv.org/submitevents/submiteventsforthe/			http://www.win-tv.org/submitevents/submiteventsforthe/
Windsor Business	Local business news that covers bankruptcies, corporate mergers & acquisitions, commercial property transactions, commercial litigations, construction activity and new ventures and international trade....	Print / Magazines	Business / General Business	Name: Nadia H. Shousher Title: Editor-in-Chief Phone: 519-255-9775 Fax: 519-255-7574 E-mail: editor@windsorbusiness.net Covered Topics: Business

Appendix F: Media List

Windsor Community Information		Print / Community Papers		Name: Alex Stevanov Title: Editor-in-Chief Phone: 519-966-9580 Fax: 519-966-9581 E-mail: alex@venturelabels.com Covered Topics: Community News
Windsor Life	Area lifestyle, entertainment, etc.	Print / Magazines	Target Markets / City/Regional	Name: Charles Thompson Title: Sales & Marketing Manager Phone: 519-979-9716 Fax: 519-979-9237 E-mail: sales@windsorlife.com Covered Topics:
Windsor Now	Weekdays - 3PM - 6PM on AM800 CKLW! Count on Windsor Now with Melanie Deveau to look behind the headlines of the day's top news stories. Stories involving: Local Concerns Politics Health Human Interest And Much More!...	Broadcast / Afternoon Radio Programs	Target Markets / General Editorial/News	Name: Ron Stang Title: Producer Phone: 519-258-8888 ext. 250 Fax: 519-258- 0182 E-mail: rstang@am800cklw.com Covered Topics: Community News; General Editorial
Windsor Star, The	The only daily newspaper in Windsor and Essex County, published Monday through Saturday. Circ: Mon-Fri: 69,430 Sat: 77,891	Print / Dailies		Name: Mike Frezell Title: Lifestyles Editor Phone: 519-256-5533 Fax: 519-255-5515 E-mail: mfrezell@thestar.canwest.com Covered Topics: City News
WINDSOR GIANT TIGER STORE MEDIA CONTACTS				
Essex Free Press				

Appendix F: Media List

(3,791 circ)				
	16 Centre St., Essex, Ont. N8M 1N9			
	Wilber Brett, news & ads			
	essexfreepress@on.aibn.com			
	phone: 519-776-8511			
	fax: 519-776-4014			
Sarnia Observer (23,018 circ)				
	P.O. Box 3009, 140 South Front St., Sarnia, Ont. N7T 2M5			
	Ads: sales@observer-sarnia.com			
	Dan McCaffery, news			
	editorial@observer-sarnia.com			
	Yvette Zandbergen, Lifestyles editor			
	-			
	519-344-3641			
	fax: 519-332-2951			
Sarnia this Week (23,069 circ), Toronto Sun Media				
	1383 Confederation St., Sarnia, Ont., N7S 5P1			
	Ric Biggs, ads			
	sarniathisweek@cgocable.net			
	Gayle Cooper, news			

Appendix F: Media List

	519-336-1100			
	fax: 519-336-1833			
Radio				
CHOK, solid gold, news, CHKS-fm, rock, CFGX-fm, ac				
	Blackburn Radio Inc., 1415 London Rd., Sarnia, Ont., N7S 1P6			
	Larry Gordon, news			
	lgordon@radiosarnialambton.com			
	519-542-5500			
	fax: 519-542-1520, Ads, call them			
	WBTI 96.9			
	808 Huron Ave., Port Huron, Michigan, 48060			
	810-987-4100			
	fax: 810-987-4045			
Voice Communications				
	51180 Bedford St., New Baltimore, Michigan M148047			

Appendix F: Media List

Elgin County Market (23,867 circ, Fri.) – like Pennysaver				
	4 Curtis St., St. Thomas, Ont., N5P 1H4			
	ecm@wwdc.com			
	519-631-3782			
	fax: 519-631-3759			
St. Thomas Times Journal (8,500 circ)				
	16 Hincks St., St. Thomas, Ont., N5R 5Z2			
	tj_mail@sympatico.ca			
	800-663-3410			
	fax: 519-631-5653			
Radio				
CIQM-Q97.5 Ez Rock				
	380 Wellington St., Mazzaine Level, Suite 50, London, Ont., N6A 6H4			
	Rich & Elaine			
	Kathy Thirsk, ads			
	kthirsk@ezrock.com			

Appendix F: Media List

	519-686-2525			
	fax: 519-673-4260			
CFPL FM 96				
	369 York St., London, Ont. N6A 4H3			
	Linds Weese, ads			
	lweese@cfplradio.com			
	519-483-8391			
	fax: 515-483-2415			
CJBK 1290 (Talk, news) & BX93-FM (Country)				
	743 Wellington Rd. South, London, Ontario, N6C 4R5			
	519-686-2525			
	fax: 519-668-1156			

THE WINDSOR STAR

Light bulb exchange kicks off

The Windsor Star
Wednesday, September 12, 2007
Page: A2
Section: News
Source: Windsor Star

Project Porchlight kicked off a half- million-dollar provincial light bulb exchange program last week at Princess Anne elementary school.

Project organizers plan to go door-to-door in Windsor giving out 70,000 energy-efficient compact florescent light bulbs.

They will also hand deliver 500,000 bulbs provincewide.

Switching an old-fashioned energy-sucking incandescent light bulb for an energy-efficient fluorescent one can save a resident \$50 over five years.

The old light bulbs use 75 per cent more energy than the new efficient ones.

WORKING HARDER

"The power plants have to work harder and burn more coal and fuel to power up (an old bulb)," Stuart Hickox, executive director of **Project Porchlight**, told about 60 children at the school last week. "If we change thousands of the bulbs, then we'll use less energy."

The project will cost the province \$1.3 million, but taxpayers are expected to save \$3.5 million in reduced electricity costs.

"If your parents can twist their arm like this, then they can do something about climate change," Hickox said while making a motion to unscrew a lightbulb from a socket.

The Ontario Liberal government plans to ban the sale of inefficient incandescent light bulbs by 2012. Replacing 87 million power-gulping bulbs currently in use can save enough energy to entirely power 600,000 homes.

Later this fall, the Ministry of Energy is expected to resurrect its successful Every Kilowatt Counts program, which offered rebates on energy-efficient light bulbs, digital programmable thermostats and other energy-saving devices.

Idnumber: 200709120008
Edition: Final
Story Type: News
Length: 239 words



Media Release - For immediate release:
Friday, September 7, 2007

Energy efficiency campaign to generate up to \$3.5 million in energy savings for Windsor residents

An award-winning energy efficiency campaign was launched today in Windsor, part of a province-wide campaign to deliver 500,000 free energy-efficiency light bulbs to Ontario households. Project Porchlight is working with the Ontario Power Authority, the Government of Ontario, EnWin Utilities Ltd. in Windsor, and the Ontario Trillium Foundation to spread an important message: Everyone can conserve energy, save money, and help the environment with simple, effective actions.

"This is about more than changing light bulbs," said Stuart Hickox, Executive Director of One Change, the organization that runs Project Porchlight. "Everybody can change a bulb, and once people realize that simple actions like this really do matter, they want to do more. A light goes on. So we are asking the people of Windsor to be a light in their own communities by delivering bulbs door-to-door."

Switching just one old-fashioned incandescent bulb to an energy-efficient 13-watt compact fluorescent light (CFL) bulb will save \$50 in electricity costs over five years. With 70,000 bulbs in use, the collective savings for Windsor residents will be \$3.5 million over that time. Because CFL bulbs use 75% less electricity than incandescent bulbs, their use reduces greenhouse gas emissions from coal-fired plants. If every household in Windsor switches just one bulb, 3,968,933 kg of coal won't have to be burned to produce electricity and greenhouse gas emissions will be reduced by 35,000 tonnes.

Dwight Duncan, MPP for Windsor-Tecumseh and Minister of Energy, Mayor Eddie Francis, Maxwell Zalev, Acting President and CEO of EnWin Utilities Ltd., and Edward Weinstein, CEO of Globe Electric, were at Princess Anne School in Windsor today to help launch Project Porchlight's campaign.

Funding of \$1.5 million from the Government of Ontario will enable local volunteers to deliver 500,000 CFL bulbs to Ontario homes. In recent months, Ontario has launched a range of new programs encouraging homeowners to make energy efficiency improvements to their homes. "Windsor is the perfect place to launch this campaign because of our proven commitment to energy conservation," said Minister Duncan. "By making

Appendix H: Media Kit

just one change – like switching to CFL bulbs – we can all save energy, money, and help improve our environment."

The Ontario Power Authority is also a key contributor to this volunteer-led initiative. "This program will help Windsor residents save on their electricity bills and will encourage a culture of conservation," said Peter Love, Chief Energy Conservation Officer, Ontario Power Authority. "Ontarians are becoming increasingly aware of the importance of electricity conservation and programs such as Project Porchlight help them make smart electricity choices."

EnWin Utilities stepped in to ensure that Project Porchlight volunteers will be able to deliver bulbs across the whole city. "I am proud to see Windsor taking a leadership role in conserving energy," said Mayor Eddie Francis. "This conservation program is an example of EnWin's commitment to creating a more energy-efficient community, and I salute EnWin for taking an energy challenge and turning it into an energy opportunity."

Windsor bulb distribution will begin in mid-September; Project Porchlight will continue to deliver its half million bulbs to communities across Ontario over the fall. Volunteers and community groups can visit the web site www.projectporchlight.com to sign up to volunteer.

About Project Porchlight

Project Porchlight is an award-winning not-for-profit organization. The goal of Project Porchlight is to get every household in Canada to change one old-fashioned, inefficient incandescent to an energy-efficient CFL bulb.

For more details or to arrange an interview, please contact:

Suzanne Fraser, Project Porchlight, 866.585.6359 or 613.232.5892 x 217 or suzy@onechange.org

About Project Porchlight's Sponsors

Ontario Power Authority

The Ontario Power Authority contributes to the development of a reliable and sustainable electricity system. They encourage and facilitate conservation and adequate electricity supply from diverse resources. The OPA engages with stakeholders, including government, public, media, customers, associations, generators and investors.

Government of Ontario – Ministry of the Environment

Ontario's Ministry of the Environment has been protecting Ontario's environment for over 30 years. Using stringent regulations, targeted enforcement and a variety of innovative programs and initiatives, the ministry continues to address environmental issues that have local, regional and/or global effects. The Ministry of the Environment is responsible for protecting clean and safe air, land and water to ensure healthy communities, ecological protection and sustainable development for present and future generations of Ontarians.

EnWin Utilities

EnWin Utilities, Windsor's local distribution company, is responsible for the transmission and distribution of electricity as well as the service and maintenance of Windsor's electricity distribution infrastructure.

The Ontario Trillium Foundation

Appendix H: Media Kit

The Ontario Trillium Foundation is an agency of the Government of Ontario. 2007 marks the 25th Anniversary of the Ontario Trillium Foundation. For the past quarter century, it has supported the growth and vitality of communities across the province. OTF continues to strengthen the capacity of the volunteer sector through investments in community-based initiatives. For more information, please visit www.trilliumfoundation.org.



www.onechange.org

Summary: Project Porchlight, with the generous support of the Ontario Power Authority, the Government of Ontario, EnWin Utilities, and the Ontario Trillium Foundation, will deliver 70,000 compact fluorescent light (CFL) bulbs to households in Windsor over the next few weeks. The campaign will continue across Ontario, with a total of 500,000 bulbs being distributed. Starting in September, Project Porchlight volunteers will be delivering free CFL bulbs door-to-door, encouraging everyone to make a small change. The energy-efficient 13-watt CFL bulbs will save consumers money on their electricity bill and are better for the environment than incandescent bulbs.

- Key points:**
1. Be a light in your community! Saving money and protecting the environment are as easy as changing a light bulb. Anyone can change a light bulb. One change matters.
 2. Enlightened sponsors, such as the Ontario Power Authority, the Government of Ontario, EnWin Utilities, and the Ontario Trillium Foundation, have made this campaign possible.
 3. Using CFL bulbs saves money - up to \$50 per bulb on your electricity bill over the lifetime of the bulb. Everyone can choose products that will lower household costs.
 4. CFL bulbs are based on smart, efficient technology that is less harmful to the environment. Incandescent bulbs are old-fashioned and inefficient. Everyone can make choices that are beneficial to the planet.
 5. Project Porchlight Windsor's city-wide endeavour will generate \$3.5 million in electricity savings for Windsor residents over five years; through their use of CFL bulbs Windsor residents will stop 35,000 tonnes of greenhouse gases from being emitted into the air and 8,750,000 pounds of coal will not be burned over 5 years.

Appendix H: Media Kit

About Project Porchlight

Project Porchlight is an award-winning not-for-profit, non-partisan organization. The goal of Project Porchlight is to get every household in Canada to change one old-fashioned, inefficient incandescent to an energy-efficient CFL bulb.

The grassroots program will encourage community participation by making it possible for anyone to volunteer to deliver bulbs in his or her neighbourhood. Windsor consumers will be empowered to make a change that will lower energy consumption.

About Project Porchlight's Windsor Campaign:

Project Porchlight, with the support of its sponsors and partners, is empowering individual action for the common good. The program goal is to distribute 70,000 CFL bulbs, but the intended impact is much greater. This grassroots, not-for-profit program aims to change consumer behaviour by showing how easy it is to make responsible conservation choices.

CFL bulbs are being delivered by Project Porchlight volunteers and community groups from all across the city. Windsor community leaders will appeal to

individuals to take action on energy conservation and environmental protection by helping to deliver bulbs on their street and in their communities.

Saving money and protecting the environment are as easy as changing one light bulb.

Project Porchlight volunteers are ambassadors for smart energy choices.

About CFL bulbs:

Install your CFL bulb right away: Old-fashioned bulbs are so inefficient, there's no point in waiting for them to burn out. Replace the incandescent with an efficient CFL bulb, and start saving right away.

These are 13-watt bulbs; their brightness is equivalent to that of a 60-watt incandescent bulb. The light is clean and white, and there is barely any delay when you turn them on. CFL bulbs do not flicker.

CFL bulbs are ideal for hard-to-reach fixtures or those areas where lights are on for extended periods of time. Because they last for five to ten years, you won't be changing them very often!

Are CFL bulbs safe? Yes! They have a minute amount of mercury. All household hazardous waste (CFL bulbs, batteries, spray cans, etc.) should be disposed of properly. Please bring your CFL bulbs directly to the Waste Resource Innovation Centre for proper disposal.

CFL bulbs can be used in cold weather. The technology for CFL bulbs has improved dramatically over the last five years; if you tried some before and were disappointed, try the new generation of bulbs.

Are CFL bulbs more expensive than the old-fashioned bulbs? No, they're not! When you consider that the life

span of a CFL bulb is equivalent to that of EIGHT old-fashioned incandescent bulbs, they're actually a deal. When you factor in the electricity savings, the savings are even more substantial. A smart consumer will always choose the long-lasting, energy-efficient CFL bulb.

CFL bulbs can be used in any fixture, indoors or out. They are fine in ceiling fixtures, floor lamps, or table lamps. The bulbs that we are distributing are not appropriate for dimmer switches or tri-lights. You can buy CFL bulbs that work with dimmer switches and tri-lights.

You can buy CFL bulbs at most stores that sell household products. Wherever you buy CFL bulbs, look for the ENERGY STAR® logo on the packaging.

Appendix F: Campaign Photos

Media Advisory

Launch of grassroots energy conservation campaign in Windsor, Ontario: Project Porchlight to deliver 70,000 energy-efficient light bulbs across Windsor this fall as part of a province-wide campaign.

WHAT:

An ambitious energy efficiency campaign will be officially launched this Friday, September 7 at the Princess Anne School, 6320 Raymond Ave, Windsor, Ontario. Project Porchlight, with the generous support of The Ontario Power Authority, the Government of Ontario, EnWin Utilities Ltd., and the Ontario Trillium Foundation, will deliver 70,000 compact fluorescent light (CFL) bulbs to households in Windsor this fall.

Funding of \$1.5 million from the Government of Ontario will enable local volunteers to deliver energy-efficient light bulbs to over 500,000 Ontario homes, including the 70,000 bulbs to be delivered in Windsor.

Seventy thousand CFL bulbs will generate up to \$3,500,000 in energy savings over five years and will stop 35,000 tonnes of carbon dioxide from being emitted.

WHO:

Stuart Hickox, Executive Director, Project Porchlight / One Change

Dwight Duncan, MPP for Windsor-Tecumseh and Minister of Energy

Eddie Francis, Mayor of Windsor

Maxwell Zalev, President & CEO, EnWin Utilities Ltd.

Mary Gallagher, Director of Education, Greater Essex County District School Board

MEDIA OPPORTUNITIES:

Photo ops: Dignitaries will be joining Porchlight volunteers to deliver energy-efficient light bulbs; a human-powered light bulb display.

Interview ops

WHEN:

Friday September 7, 1:30-3:30.

Event begins at 1:30 p.m.; speeches begin at 1:35 p.m.

WHERE:

Princess Anne School, 6320 Raymond Ave, Windsor, Ontario

-30-

For more information contact:

Regional coordinator: Carol Wiens

windsor@onechange.org

Suzanne Fraser or Becca Atkinson

Project Porchlight / One Change – 1.866.585.6359 x 217

suzy@onechange.org; becca@onechange.org

www.onechange.org

CCC_IRR_22-4

Net Present Value_{TRC}**Utility**

Name of Utility:	ENWIN Powerlines Ltd.
Number of years in study:	4

Project Description

Name of Project:	Residential<50kW
Description:	Project Porchlight

☒ OEB Residential Table☐ k\$☐ OEB Commercial Table☒ \$☐ OEB Industrial Table☐ Direct Input**User Inputs**

Discount rate	6.12%	
Unit Annual Energy Savings	0	kW/unit
Number of Units Delivered	84457	
Free Ridership Rate	10%	

Output

NPV (\$)	1,836,100.65
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LDC Avoided Costs		Present	2008	2009	2010	2011
Avoided Energy			570,545.95	546,288.39	551,771.46	550,180.93
Avoided Generation Capacity			-	-	-	-
Avoided Transmission Capacity			-	-	-	-
Avoided Distribution Capacity			-	-	-	-
Avoided Distribution Losses			-	-	-	-
Other Avoided Costs						
Other Benefits						
Total (undiscounted) Avoided Costs		-	570,545.95	546,288.39	551,771.46	550,180.93
LDC Program Costs						
LDC OM&A Costs						
LDC Capital Costs						
Incremental Equipment Costs		- 140,000.00				
Participant Costs						
Total Program Costs		- 140,000.00	-	-	-	-
Total Avoided Costs less Program Costs		- 140,000.00	570,545.95	546,288.39	551,771.46	550,180.93

			2008	2009	2010	2011
Present value factor	6.1%	1.000	0.971	0.915	0.862	0.812
Present value of cash flows	-	140,000.00	553,849.80	499,719.28	475,626.60	446,904.97
Accumulated present value of cash flows	-	140,000.00	413,849.80	913,569.08	1,389,195.68	1,836,100.65

NPV TRC	1,836,100.65
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Year	Winter (December - March)								
	On Peak 7 - 11 am, 5 - 8 pm			Mid-Peak 11 am - 5 pm, 8 - 10 pm			Off Peak 10 pm - 7 am		
	Hours	kW	kWh	Hours	kW	kWh	Hours	kW	kWh
Hours/Period	602			688			1,614		
2008		1,710	1,176,655			588,327			1,546,070
2009		1,710	1,176,655			588,327			1,546,070
2010		1,710	1,176,655			588,327			1,546,070
2011		1,710	1,176,655			588,327			1,546,070

Year	Summer (June - September)								
	On Peak 11 am - 5 pm			Mid-Peak 7 - 11 am, 5 - 10 pm			Off Peak 10 pm - 7 am		
	Hours	kW	kWh	Hours	kW	kWh	Hours	kW	kWh
Hours/Period	522			783			1,623		
2008		-	-			892,753			1,060,358
2009		-	-			892,753			1,060,358
2010		-	-			892,753			1,060,358
2011		-	-			892,753			1,060,358

Year	Shoulder (April May October November)					
	Mid-Peak 7 am - 10 pm			Off Peak 10 pm - 7 am		
	Hours	kW	kWh	Hours	kW	kWh
Hours/Period	1,305			1,623		
2008			1,327,157			1,344,260
2009			1,327,157			1,344,260
2010			1,327,157			1,344,260
2011			1,327,157			1,344,260