

April 7, 2010

Ms. Kirsten Walli
Board Secretary
Ontario Energy Board
P.O. Box 2319
26th Floor
2300 Yonge Street
Toronto, ON M4P 1E4

VIA FAX AND EMAIL
416-440-7656, boardsec@oeb.gov.on.ca

**Re: Demand Side Management Guidelines for Natural Gas Distributors (EB-2008-0346)
Review of Demand Side Management (DSM) Framework for Natural Gas Distributors
Stakeholder Meeting for Review of Consultants' Reports
Board File Numbers: EB-2008-0150 and EB-2008-0346
Toronto and Region Conservation Authority's Intention to Participate and Request for
Award of Costs**

Dear Ms. Walli:

As the Chief Administrative Officer (CAO) of Toronto and Region Conservation Authority (TRCA), I am writing, per the OEB's letter of March 19, 2010, to indicate TRCA's intention to provide comments on the above issue and request an award of costs.

Interests Represented

With over 50 years of experience, TRCA helps people understand, enjoy and look-after the natural environment. Our vision is for The Living City, where human settlement can flourish forever as part of nature's beauty and diversity.

TRCA works with its partners to ensure The Living City is built on a natural foundation of healthy rivers and shorelines, greenspace and biodiversity, and sustainable communities. Reducing energy consumption in the built environment is an integral part of achieving this vision.

Through The Living City, TRCA operates several conservation programs focused on helping building owners and managers reduce their energy and environmental footprint. Each program listed below is focused on specific building sectors. More information can be found at www.trca.on.ca.

Greening Health Care

Greening Health Care helps hospitals work together to improve energy and water efficiency and reduce solid waste generation. The program reduces costs, contributes to the health and well-being of communities and demonstrates the health care sector's commitment to fiscal and environmental responsibility. Greening Health Care has current membership of 44 hospital sites across Ontario.

Mayors' Megawatt Challenge

The Mayors' Megawatt Challenge brings municipalities together to improve energy efficiency and environmental management in their own buildings. Through the Mayors' Megawatt Challenge, municipalities demonstrate leadership, inspiring other organizations and individuals to take action towards healthier, more sustainable communities. This program is delivered across Ontario and has 10 municipalities participating, representing close to 4.5 million residents.

Sustainable Schools

Sustainable Schools is a program which identifies and evaluates best practices in green design, commissioning and operations, and helps school boards take action to improve the energy and environmental performance of their new and recently-built schools. As well, Sustainable Schools helps governments and utility companies meet their energy efficiency and environmental goals. They, in turn, provide funding to support design and operation of energy efficient schools, while the benefits are shared by all. There are 68 schools participating across Ontario.

Greening Retail

Greening Retail undertakes research, develops resources and programs, and facilitates demonstration projects to help retailers implement energy conservation and environmental best practices. Greening Retail works in partnership with sector leaders, government agencies and other organizations to provide retailers with the strategies and tools they need in order to take action.

TRCA's Interest in this Issue

Since 2003, TRCA, through The Living City programs, has been working with building owners and managers to reduce energy and water consumption in over 40 hospitals, 120 municipal buildings and 100 schools across Ontario. We work with these ratepayers through regular workshops, management tools and online monitoring to identify, maximize and report on natural gas savings (along with electricity and water). The results are based on actual consumption data, and the programs help participants take advantage of incentives available. To date, almost \$400,000 in incentive payments have been made to the hospital sector alone through Greening Health Care, and more than \$50,000 to school boards through Sustainable Schools as a direct result of the programs' process and Enbridge's participation.

We are in a unique position between the ratepayers in several sectors as potential recipients and the gas companies with whom we work closely. We have much to comment upon and offer the OEB as ways to enhance the existing DSM framework which will not only work better for the owners and managers but also assist in its effectiveness in the marketplace.

These programs (except for Greening Retail) are managed by our consultant, Enerlife Consulting, who will be participating in this process on our behalf. We request that they be placed on the distribution list for future developments. Their CVs are attached. The contact information is:

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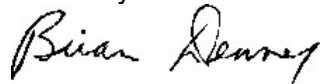
Noel Cheeseman
Principal
Enerlife Consulting
22 St. Joseph St.
Toronto, ON, M4Y 1J9
416 915-1530 x204; ncheeseman@enerlife.com

TRCA's Request for Award of Costs

TRCA is requesting an award of costs for its participation in this proceeding and believes that it meets the eligibility criteria set out in the Ontario Energy Board's Rules of Practice and Procedure and its Practice Direction on Cost Awards. TRCA primarily represents the direct interests of consumers (ie. ratepayers) in relation to regulated services and also represents a public interest relevant to conservation in the built environment.

In order to provide meaningful and informed comment on the issues on which the OEB is seeking input, TRCA must rely on cost awards to fund the participation of its consultants.

Sincerely

A handwritten signature in black ink that reads "Brian Denney". The signature is fluid and cursive, with the first name "Brian" and last name "Denney" clearly distinguishable.

Brian Denney, P.Eng.
Chief Administrative Officer



IAN A. JARVIS, B.Sc., P.Eng.

IAN JARVIS is a proven, values-driven business leader, and an international authority on energy efficiency and green building performance. He has worked successfully in Canada, the United States and the UK.

**Founding Chair,
Canada Green
Building Council,
2003 - 2007**

**Member,
National Advisory
Council on Energy
Efficiency (Canada),
1998 - Present**

**Member,
Ontario Energy
Minister's Advisory
Committee
2005 - Present**

Ian has served as president of Enerlife Consulting Inc since 2001. Enerlife is an energy and environmental management consulting firm, empowering building owners and managers to achieve and demonstrate high performance in their individual buildings and whole building portfolios. The company develops and manages the largest online building performance management system and database in Canada, and advises governments, utility companies and industry associations on related policy and program design.

Prior to founding Enerlife, Ian was CEO of Rose Technology Group, one of the largest energy performance contractors (ESCO's) in North America. Under his leadership, Rose grew from 50 people in three Canadian offices, to over 200 in nine offices across North America. Rose came to dominate the Canadian energy performance contracting industry (building renewal financed with energy cost savings), and became a North American leader in this growing and competitive business. Ian led the company's expansion into the United States, created Rose's regional alliances in Atlantic and Western Canada, established complementary business divisions in facility management and new construction, and acquired majority-ownership in Optimira Controls, a building automation systems subsidiary. The 1999 Frost & Sullivan Market Engineering Award recognized Rose's North American leadership in the development and growth of the energy services industry.

Ian led the original management buyout of Rose Technology Group from British Gas in September, 1994. Revenues grew from C\$18 million in 1995 to C\$52 million in 1999. Ian then completed the sale of the company to Cinergy Corporation (NYSE symbol CIN) in December, 1999.

Ian is known as a visionary leader and strategic planner. An outstanding written and oral communicator, he maintains a high personal profile, helping to define and build the green building performance industry. He represented the industry on the 1998 Team Canada trade mission to South America, and was the Canadian government's invited private sector representative at the 1999 Hemispheric Energy Minister's Conference in New Orleans, Louisiana. In 2001, Ian was a member of Premier Hamm's blue ribbon advisory panel on energy policy for the Province of Nova Scotia.

EDUCATION

Imperial College of Science and Technology, University of London
Bachelor of Science (Honors), Mechanical Engineering

MEMBERSHIPS

National Advisory Council on Energy Efficiency (advising the Government of Canada's Office of Energy Efficiency)

Ontario Energy Minister's Advisory Committee

LEED Canada Steering Committee

Canada Green Building Council National Summit Program Committee

Professional Engineers Ontario

IAN A. JARVIS

Enerlife Consulting Inc

October 2001-Present

Enerlife Consulting is a management consulting firm engaged in end-use energy efficiency, green building performance and sustainable community development.

President

October 2001 – Present

Responsible for establishing and growing an international e-commerce and consulting business.

- Established company image and presence across Canada
- Developed the largest online building performance management system in Canada as "software as a service"
- Established programs and services for governments, commercial office owners and managers, multi-unit residential buildings, municipalities, hospitals, schools and homeowners
- Created corporate strategy, business plan and website for growth

VESTAR Limited

January 2000 – September 2001

VESTAR was a wholly owned subsidiary of Cinergy Corp (NYSE symbol CIN), in the business of improving energy efficiency through renewal and upgrading of existing buildings, application of technology, and facility management. With offices in Pittsburgh and Cincinnati and across Canada, 2000 revenues were US\$60 million.

Vice-President, Canada

January – September 2001

Responsible for success and profitability of the Canadian Region of the business.

- Reorganized operations and sales to match regional work volumes
- Established sales and marketing strategies for each part of the country, to support and build upon active markets, and to reposition the business in mature/inactive markets
- Rebuilt confidence and morale through employee meetings across the country and focused internal communications
- Determined financial health of the business, and reforecast 2001 budget and 5-year plan within ten weeks of appointment
- Implemented management reporting systems
- Developed succession plan

Executive Vice-President and Chief Marketing Officer January – December, 2000
Responsible for leadership in business integration, establishing the VESTAR "brand," and strategic planning.

- Formed marketing, business development and communications team
- Led sales conference and sales/marketing initiatives aimed at unifying the sales organizations
- Facilitated ongoing business with former Rose offices and clients
- Led development of website, sales collateral and e-marketing
- Led business modeling and five-year strategic plan

Rose Technology Group Limited

1984 – December 1999

Under Ian's leadership, Rose became the dominant Canadian company, and a North American leader, in energy performance contracting – a rapidly growing engineering and construction industry engaged in improving the quality, operating performance and energy efficiency of buildings.

President, Chair and Chief Executive Officer

1994 – 1999

Responsible to Board of Directors for strategic direction, growth and profitability of the company.

- Tripled revenues over four years to C\$52 million (1999)
- Formed and developed a strong senior management team

PROFESSIONAL DEVELOPMENT

American Management Association
Executive Effectiveness
1989 – 1990

Wilson Learning
Counselor Selling
1991

Wilson Learning
Advanced Account Management
1992

American Management Association
High Performance Work Teams
1993

American Management Association
Crafting Strategic Alliances
1993

Wilson Learning
Getting to Yes
1994

The Learning Partnership
Summer Institute (change management and organizational culture)
1995 - 1999

American Management Association
Presidents' Association Summer Retreat
1995 - 1996

American Management Association
Measuring Customer Satisfaction
1998

Goldcare Indutiae
"High Tech Mastermind"
1998 – 1999

Government of Ontario
"The Wisdom Exchange"
1999

The Speakers' Forum
"The Future of Technology"
2000

- Recruited high profile outside directors
- Implemented employee share ownership program
- Instituted corporate Code of Conduct
- Managed transition from utility affiliate to a private, employee-owned company with banking, bonding, insurance and supplier relationships
- Established credibility as private company with key clients and marketplace
- Repaid \$15 million vendor note within 16 months
- Expanded across Canada and into the United States (Pittsburgh)
- Registered operations under ISO 9001
- Formed facility management and new construction divisions
- Acquired majority interest in Optimira Controls, a building automation company
- Formed partnership with Keen Engineering to service Western Canada market
- Concluded sale of the company to Cinergy Corporation in December, 1999

President 1992 – 1994
Responsible to Board of Directors and utility parent (British Gas, which purchased Consumers' Gas in 1989) for strategic direction, growth and profitability of the company

- Formed and led a high powered executive team
- Established planning, policies and procedures supporting strong growth and profitability
- Won and completed largest energy performance contract ever in North America (award-winning \$43 million Metropolitan Toronto School Board project)
- Led and negotiated management buyout of the company from British Gas (September, 1994)

Executive Vice-President and COO 1990 – 1992
Responsible as chief operating officer to utility parent (Consumers' Gas) appointed president for financial performance, sales, operations and corporate support services

- Established the company's first strategic plan
- Created and gained Board and management endorsement of corporate Values and Beliefs
- Expanded regionally into Atlantic Canada, through partnership with Enerplan Consultants
- Appointed president April, 1992

Vice-President, Sales and Marketing 1989 – 1990
Responsible to utility parent appointed president for sales and marketing

- Instituted and led annual operational planning conferences to build organizational cohesion and effectiveness
- Provided leadership in corporate renewal, achieving profitability for the first time in 1990
- Led strong growth in sales and improved market image and profile
- Appointed executive vice-president and chief operating officer May, 1990

Vice-President, Engineering 1985 – 1988
Responsible for engineering solutions in proposals and projects

- Recruited and developed industry-leading engineering staff
- Leveraged personal network to secure early projects

- Raised company profile through speaking at conferences and symposia
- Founding member of the Canadian Association of Energy Service Companies

Partner

1984 – 1985

Responsible to other partners for establishing a new energy management consulting firm

- Established Rose Technology Group, with Jim Rose and 2 other partners, as a consulting engineering firm (April, 1984)
- Achieved recognition, strong and diversified sales, and profitability within six months
- Concluded sale of the company to Consumers' Gas in September, 1985, to form a full-service energy performance contracting company (ESCO)

Engineering Interface Limited

1976 – 1984

During the 1970's, Engineering Interface became the pre-eminent North American energy management consulting firm, serving major commercial and public building owners, with contracts across North America including retrofitting of Walt Disney World pavilions, and the conceptual design of the EPCOT Center.

Partner and Director of Engineering

Responsible for establishing a consulting division providing energy management services for existing buildings

- Established the complementary division in the field of energy management for existing buildings, which by 1982 was contributing the larger part of revenues, profits and growth potential of the company
- Led development of leading edge, proprietary energy management software
- Pioneered innovative and profitable approaches to energy analysis, reporting and operator/manager training
- Developed wide client base with major commercial developers, apartment owners, and federal, provincial and municipal governments
- Established a high personal profile and a strong network of clients and market influencers

NOEL B. CHEESEMAN

214 Grenview Blvd S., Toronto, ON M8Y 3T8 416 236-9533 noel.cheeseman@enerlife.com

Summary

Diverse strategic, marketing, business & product/service development and operational management experience in large companies and fast growing start-ups with P & L responsibility. Leader, strategic thinker and marketer who relishes working with other talent to drive opportunities into successful realizations that transform markets. Broad knowledge of renewable energy, energy efficiency, environmental and sustainable development areas. Deep knowledge of IT & telecom sectors - specifically multimedia, interactive learning, high performance computing, wireless, Internet infrastructure and applications. Highly disciplined, a quick study, passionate motivator, results-oriented, multi-disciplined, creative, effective communicator in multiple media, with focus on applying an organization's strength for unique market advantage.

Work History

Enerlife Consulting, Toronto. Principal. 2002-Present

Responsible for new business development, online systems development and client account management. Areas of expertise include energy efficiency and renewable energy program development and management, strategy, partnership development and marketing. Consults with organizations in the private and public sectors including Ontario government, municipalities, hospitals, schools, social housing, residential and commercial to drive market transformation.

Independent consultant, Montreal-Toronto. 1998-Present

Focus on business development and strategy, marketing and financing for organizations in the information technology, communications, energy and sustainable development consulting sectors.

Intraca Inc., Montreal-Toronto. Chief Operating Officer of e-commerce start-up. 1999- 2002

Accomplishments:

- Found, negotiated and secured financing.
- Created comprehensive business strategy and plan.
- Implemented product technology development platform.
- Launched service.

Alex Informatics Inc., Montreal. Vice president, COO, major shareholder/director. 1992-1998

Responsible for all aspects of business, both strategic and day-to-day operations: strategic direction, product development, sales, marketing, and operations. Key role in finding, negotiating and securing two rounds of private financing. Company developed two product lines: media servers and embedded systems.

Accomplishments:

- Re-organized/re-built company from developing and marketing parallel computer hardware serving the technical and scientific markets to software-based video/media servers for corporate training, institutional, education, broadcast and entertainment markets in North America, Europe, Asia and the Middle East.
- Revenue growth to over \$25M in 1997 with 80 employees and profitable.
- "Canada's Fastest Growing Company" in 1995 according to Profit magazine

NOEL B. CHEESEMAN

- Developed and managed US and France based subsidiaries.
- Completed two rounds of private financing for over \$8M.
- Sold US subsidiary to public company.
- Re-organized company to become European based.

Memotec Data Inc./Teleglobe Inc., Montreal. Marketing Manager. 1987-1991

Responsible for Product Management and Marketing Communications groups in datacom group involving all phases of product life cycle from conception through development, marketing programs, pricing, establishment of distribution strategies and channels, sales promotions, public relations, revenue and profit margins. Products used in packet switched data networks.

Accomplishments:

- Successfully developed and implemented marketing strategies for new product line introductions in North America, Europe and Asia.
- Managed growth of product line to \$7M while overseeing product line managers' business to over \$30M.

Trillium Telephone Systems, Kanata (Ottawa). Product Manager. 1984-1987

Responsible for product definition, costing, development planning, sales training, launch and profitability.

Accomplishments:

- As new company, successfully launched new key telephone systems in North America and international markets.

Mitel Corp. (Semiconductor Group), Kanata (Ottawa). Integrated Circuit Test Engineer. 1982-1983

Designed, developed and implemented test solutions (hardware and software) for I.C's using automated test equipment.

Associations

Canada Green Building Council LEED Homes and LEED Development Committees member
Expert Reviewer of investment proposals for Sustainable Development Technology Canada.
Director, Chinook Power Corp. (renewable energy developer)

Education

Queen's University, Kingston, Ont., B.Sc. (Electrical Engineering), 1982.
Upper Canada College, Toronto. Ontario Secondary School Honours Graduation Diploma, 1978.

Interests

Variety of sports including rowing, skiing, tennis, cycling, hiking, squash, running, sailing, reading, drawing, painting, visual arts, architecture, music, innovation, creativity, media literacy, education