

OPA Province-Wide Residential Program Comparison Table for THESL OEB Hearing

	THESL Community Outreach & Education Program				OPA Tier One Residential Programs							
	In Store Retail Campaign	Festive Light Exchange	Toronto Police Services (TPS) Outreach	School Education & Outreach	Spring & Fall Exchange Events	Instant Coupon Booklet/Bi-Annual Retailer Event	HVAC Incentives	Appliance Retirement (Fridge & Freezer Pickup)	Residential New Construction	Peaksaver	Midstream: Electronics and Pool Pumps	Home Energy Assessment Tool
Objective	Provide education and outreach to facilitate understanding and behaviour change	Provide education and outreach to facilitate understanding and behaviour change Remove incandescents from the grid	Target hard to reach segments with education and outreach to facilitate understanding and behaviour change. Remove incandescents from the grid	Target youth segment Provide education and outreach to facilitate understanding and behaviour change	Encourage energy efficiency by removing old air conditioners and dehumidifiers from the grid	Encourage energy efficiency by providing coupons on energy efficient products	Encourage energy efficiency by providing rebates towards HVAC systems	Encourage energy efficiency by removing old fridges and freezers from the grid	Make new buildings more efficient	Facilitate demand response by providing an incentive to install device	Encourage energy efficiency by providing incentives to midstream	Encourage energy efficiency by providing a virtual audit
Characterizing Feature	Not based on purchase transaction for participation Personal engagement model	Not based on purchase transaction for participation Personal engagement model	Not based on purchase transaction for participation Personal engagement model	Not based on purchase transaction for participation Personal engagement model	Incentive for new purchase	Incentive for new purchase	Incentive for new purchase and installation	Convenience of free pick up	Incentive for (builder) purchase and installation	Demand management	Targeting midstream	Online 'do it yourself' tool
Eligibility / Target Market	All residential customers with a focus on sectors underserved by OPA programs	All residential customers with old festive lights, including multi-residential	Residential customers and small business owners, including diverse ethnic groups and youth in vulnerable neighbourhoods	Students, staff and families of students, including priority schools	Residents with an old window a/c or dehumidifier, who are able to bring to retailer	All customers	Single-family homeowner with existing central a/c and/or furnace and looking to replace	Customer with full size working fridge or freezer over 15 years (more extensive limitations for multi-residential)	Builders of single-family homes in Toronto	Customer with central a/c	Contractor, retailer, distributor	Customer with computer access
Relative Educational Potential	Focused on energy efficiency knowledge and accessibility - not entirely on product	Focused on energy efficiency knowledge and accessibility - not entirely on product	Focused on energy efficiency knowledge and accessibility - not entirely on product	Focused on energy efficiency knowledge and accessibility - not entirely on product	Limited to OPA-chose home improvement retailers and limited to target market described above	Limited opportunity to engage customers. Year round coupons offer no sense of urgency	Transaction based Limited to customers' ability to purchase new equipment	Transaction based	Limited to single-family new home buyers and those undertaking major renovations	Transaction based	Transaction based	No face-to-face opportunity
Incentive	Giveaway/exchange CFL exchange, LED bulb (differs by year)	Giveaway/exchange Set of LED holiday lights in exchange for two old incandescents	Giveaway/exchange CFL bulb replacing incandescent	Giveaway/exchange Leverage giveaway as a hook for participation	Exchange for gift card/coupon in exchange for old appliance	Instant discount for new purchases	Rebate for replacement/upgrade	Free in-home appliance pick up and removal	Discount (varies based on a prescriptive list)	\$25 credit currently, OPA to role out new incentive mid-year (new incentive will not offer a credit)	Program manager provides to retailer/distributor/ contractor OPA hasn't contracted out yet	Virtual home energy assessment
Limitations	Out of scope in OPA PAB: Does not provide a direct link to targets, which are the basis of PAB funding	Out of scope in OPA PAB: Does not provide a direct link to targets, which are the basis of PAB funding	Out of scope in OPA PAB: Does not provide a direct link to targets, which are the basis of PAB funding In areas experiencing crime, energy efficiency is likely not top of mind	Out of scope in OPA PAB: Does not provide a direct link to targets, which are the basis of PAB funding	Market saturation (THESL has run this program for 6 years) Must have a car / be in close proximity to (limited) home hardware partners (chosen by OPA)	Insufficient motivation to get people to venue/ engage customers in education Retailers selected by OPA Product stock sometimes unavailable Products geared to homeowners	No customer interaction in program delivery Only homeowners replacing units benefit (not multi-res)	No customer interaction in program delivery Extensive eligibility criteria	No customer interaction in program delivery Incentive is for the builder, not consumer	Market saturation (THESL has run this program for 6 years) Only homeowners benefit (not multi-res)	OPA has not launched Incentive does not go directly to consumer	OPA has not launched Only available to those with online access