

**UNDERTAKING NO. J4.3**

**REFERENCE**

Hearing Day May 13, 2011 Tr. p. 49

UNDERTAKING NO J4.3: TO ADVISE AS TO WHETHER OPA HAS ESTABLISHED AN OBJECTIVE FOR THE CONSERVATION CULTURE INITIATIVE AND HOW TO MEASURE SUCCESS TOWARD REACHING THAT.

**RESPONSE**

The OPA has not established a 2011 target for the Culture of Energy Conservation metric. Measurements obtained in 2010 will be used to validate and refine the model prior to reporting results.

As noted in the OPA's evidence at Exhibit B-2-1, page 9, tracking the Culture of Conservation Metric will "monitor conservation at a macro level among citizens of Ontario without regard to OPA or other conservation programs". The drivers of the culture of energy conservation metric are largely beyond the direct control of the OPA, as they are a measure of market transformation and not a measure of the impact of OPA activities. OPA activities contribute to a culture of energy conservation in Ontario but do not control it. For example, the metric score was highest during the second and third quarters of 2010, which reflected the heightened profile of energy conservation due to the media coverage of the impact of both HST and TOU on residential energy bills. Once the media coverage waned, the score returned to its former level.

