

1 as we take this program franchise-wide it will be a
2 different marketing effort.

3 We've also proposed significantly higher
4 participation, so it's not only community-focused now, but
5 it's franchise-wide, and we're looking to, relative to this
6 year's performance, let's say, almost triple the target
7 going forward.

8 MR. SHEPHERD: Well, yeah, that leads me to -- I'm
9 going to get back to this list in a second.

10 MR. LISTER: Okay.

11 MR. SHEPHERD: That leads me to something you were
12 talking about the other day, which sort of make me cock my
13 head a bit.

14 It's true, isn't it, that as the housing stock in
15 Ontario is renewed, that is, new stuff is built, old stuff
16 is renovated, et cetera, and the Building Code becomes
17 stricter and stricter, the opportunities you have in
18 residential are generally going down; right?

19 MS. BERTUZZI: Correct, which is why, as part of the
20 2012 program designs, everything became very holistic in
21 approach, so holistic with HEC, and also Savings by Design,
22 to be looking at the house as a system versus prescriptive
23 kind of one-type measures within a home.

24 MR. SHEPHERD: And this is because the available m-
25 cubeds are simply -- there aren't as many because a lot of
26 them are happening by the marketable evolution; right?

27 MS. BERTUZZI: Absolutely, I mean, it would be codes -
28 - you know, the Building Code, it would be codes and

1 standards on equipment, so as part of our last discovery,
2 we came to the conclusion that those kind of TRC cost
3 effective one-type measures were not available like they
4 used to be in the residential sector.

5 MR. SHEPHERD: On the other side, the technologies are
6 also improving.

7 MS. BERTUZZI: Right.

8 MR. SHEPHERD: But that doesn't completely offset the
9 fact that the housing stock is simply getting better and
10 more energy-efficient; does it?

11 MS. BERTUZZI: No.

12 MR. SHEPHERD: At least not in residential. I'm going
13 to go ask the CI people, and they may have a different
14 answer, but in residential that's clearly not the case.

15 MS. BERTUZZI: I would agree with that.

16 MR. SHEPHERD: And does that mean that over time the
17 phrase "all cost effective DSM" in the context of
18 residential is getting less and less?

19 MS. BERTUZZI: I would agree with that, which is
20 exactly where we were in 2012.

21 MR. SHEPHERD: All right. Now, back to my list. The
22 next one on the list is residential adaptive thermostats,
23 and if I understand correctly -- and you had a discussion
24 with Ms. Girvan about this earlier today -- your -- early
25 on, almost nobody's offering this program; right?

26 MS. BERTUZZI: Absolutely, and I would say from our
27 history of offering programmable thermostats in the
28 marketplace for as many years as we did, and then being

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