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Grimsby Power Incorporated

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ONTARIO ENERGY BOARD

September 10, 2007

Ms. Kristin Walli, Board Secretary
Ontario Energy Board
PO Box 2319,
2300 Yonge Street
27th Floor
Toronto, Ontario
M4P 1E4

Dear Ms. Walli,

Re: Request for Extension of Conservation and Demand Management 3rd tranche of MARR

Grimsby Power is seeking OEB approval for an extension of our 3rd Trench C&DM programs to April 30, 2008. We were initially slow to get started due to human resources. However, in examining programs that others have successfully completed we have a definitive plan. Currently, we have \$ 35,676.20 remaining from our initial \$221,745.

The proposed programs are listed as follows:

1. **Low Income Tote Bags** – 4 Compact Florescent Lights (CFLs) with 2 LED nightlights plus our Conserver Joe energy saving handbook in a Grimsby Power Tote Bag given to low income families in the Grimsby area distributed by the Benevolent Fund (a low income charity). Expected demand is 300 families. Cost is estimated at \$7,256.40.
2. **Watt Reader Loan Program** – Grimsby residents with a valid library card will be able to borrow a watt reader and receive 4 Free CFLs plus 2 LED nightlights in a Grimsby Power tote bag with a Conserver Joe handbook. Expected demand is 100 loans for the period of extension. Cost is estimated at \$3,401.49.
3. **New Customers** – To stress the importance of conservation, our new customers receive 4 Free CFLs and 2 LED nightlights in the same tote bag. This program is currently running but without the LED nightlights. Expected demand is 225 new customers. Cost is estimated at \$6,147.45
4. **Appliance Rebate Program** – Similar to the PST exemption currently offered by the Government of Ontario, this program provides a \$50 rebate on Energy Star washing machines, dishwashers, freezers and refrigerators. This program would be an extension of an existing one. Expected demand is 75 customers. They will also be given 2 CFLs and 2 LED nightlights for participating. Cost is estimated at \$5,816.03.

5. **Windows Program** – A \$25 rebate is offered to our registered contractors who install Energy Star windows for our customers. The contractor is required to provide a \$75 instant rebate on any installed window with a list price over \$250. This would be an extended program. Expected demand is 125 installed windows. Cost is estimated at \$3725.00.
6. **LED Exit Sign Bulbs** – Free LED Exit Sign Light bulbs were given to our GS>50 customers. Other marketing channels are going to be used for this program other than mass e-mail. We expect to distribute another 1000 bulbs by direct calling, reaching school boards and hospitals, and using the Chamber of Commerce to promote this program. Cost is estimated at \$9,370.00.

This would exhaust the remaining funds in our budget for 3rd tranche C&DM.

If there any questions, please feel free to contact Sean Perry at extension 259.

Yours truly,



Sean Perry
Regulatory Analyst