

# Low Income Conservation Programs

*A market perspective*

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energy conservation in action

- ▷ 100+ turnkey CDM program deliveries for 46 Ontario utilities
- ▷ Provincial HAP delivery leader
- ▷ Delivering Enbridge low-income program in GTA, Peel Regions
- ▷ CDM Portfolio delivery
- ▷ Retrofit / HPNC / PSUI / DR3
- ▷ Innovation Pilots / LDC Collaboration



# Low Income Program Delivery

- **Benefits of working with a delivery agent for the program:**
  - Low income programs are “turnkey”
  - lower administrative cost to get energy savings
  - provider can be a healthy buffer between customer & utility
  - opportunity to engage non-profits



**CONSERVE  
& CONNECT**

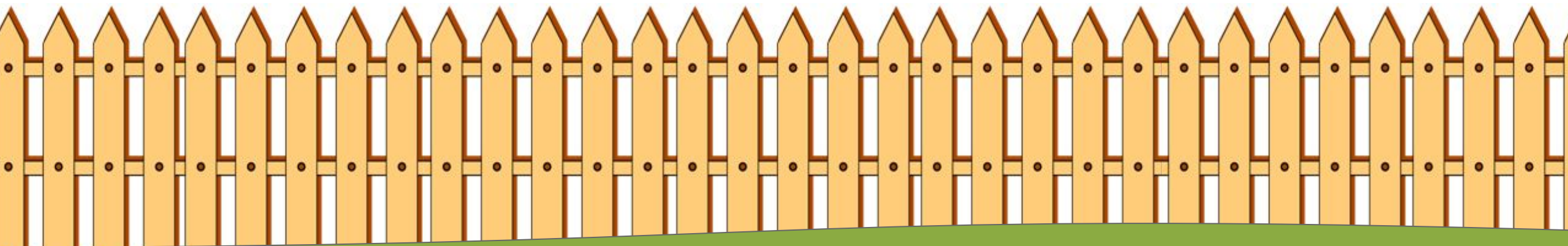
# Observations CF 2011-2014(15)

- ▷ Programs don't sell themselves
- ▷ Persistent customer service needed
  - multiple calls per participant
  - rescheduling is common



# Barriers to Participation

- Wary of scams (yes, it's really free)
- Application process is perceived to be too complicated
  - application support is essential
- Low energy literacy, connecting behaviour to cost



# The “New” HAP 2016-2020



## Focus on individual homes

While social housing will still be eligible, this will not be the focus for the new program.

Individual homes result in 2 - 4x more kWh savings per project than MURB units on average

## More measure driven

Program rules will reduce per audit fees and increase incentives per measure, thus driving savings and making the program more cost effective.

## Smart management of budget

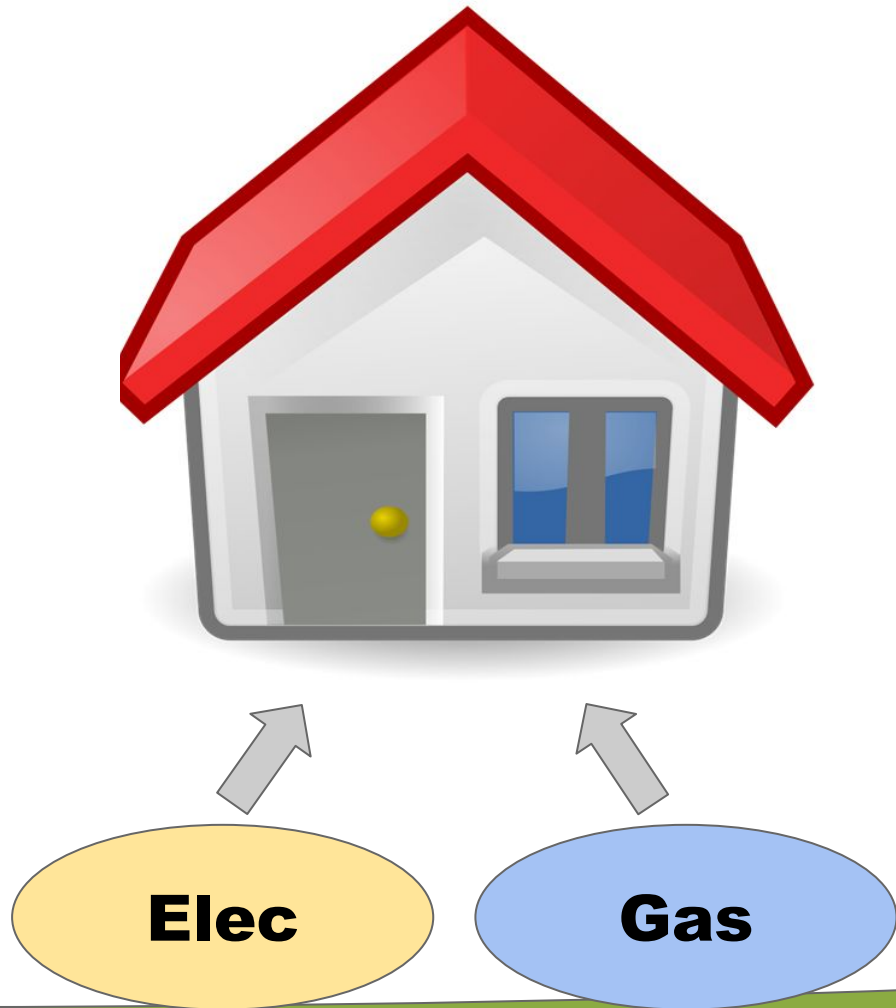
There are inherent challenges in marketing to scattered housing. LDCs must manage their HAP budgets so they are spending the right amount on administration to capture the savings that are in their CDM Plan.

# Enbridge Home Winterproofing Program



- Comprehensive process but big savings (3-5 visits)
  - → value of delivery agent
- Customer experience of the program
  - Weatherization is more challenging to convey program value
  - Customers overemphasize non-energy aspects of the program (the hassle of repainting, moving furniture)
- Consent is a bottleneck, several signatures needed
  - “I already signed that”
- Moving to electronic data collection will speed things up

# Joint Delivery Possibilities



- Co-marketing has been very successful
- Enbridge / Toronto Hydro
  - Great next step!
- Strategic priority for everyone
  - should further lower non-measure costs like audits
- True joint integration is tricky: balancing the incentives correctly



# Continuing LI Relevance

- Budgets and program targets (HAP)
  - Departure from past funding models
- Ways to incent low income sector conservation
  - Increase budgets (hard)
  - Detach cost-effectiveness (unlikely)
  - **IDEA:** kWh multiplier on low-income sector savings



# Impact for 2015-2020



- In light of new fiscal realities, it's important to keep advocating for low income Ontarians
- Low income conservation cannot be subject to the same cost-effectiveness assessments as non-LI CDM and DSM programs
- We're optimistic for the future!

Thank you!

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