

Conservation & Demand Management in a Sustainable Energy Future Conference

- June 11, 2012

Panel Discussion - Q & A Session with the Audience

Question 1: *Lunch and learn sessions have been effective in the past to cross-promote conservation programs at work and at home. Is this being done to promote the current conservation and demand management (CDM) programs?*

Answer - Tracy Lynch: Union Gas does go into companies and host information sessions on demand management programs.

Question 2: *Customer trust is an issue when promoting conservation programs. Utilities need to win customer trust that their (conservation) actions will make a difference. How is this being handled?*

Answer - Alan Thomson: There are good examples out there on approaches that work; Need to look around the world for the best examples and apply them here.

Question3 : *Partnerships are important in order to deliver new conservation and demand management results. Utilities need to get external influencers on side to help promote the adoption of new, efficient solutions. What's being done on this front?*

Answer - Giuliana Rossini: At Hydro One we need to follow procurement rules when hiring external companies. For this round of CDM program, we have established 4-year contract early on so we can quickly work with our external partners.

Also, since the effort to deliver CDM to a small customer is about the same as working with a large customer, Hydro One is looking at chain accounts in order to maximized the return on our CDM efforts.

Question 4: *How do we systematically engage customers to drive customer CDM programs?*

Answer - Alan Thomson: There is no disincentive for failure or not delivering on CDM Programs. This is a major weakness.

Answer - Tracy Lynch: The natural gas (industry) demand management model does have some penalties for missed conservation targets.

Answer - Giuliana Rossini: Ontario doesn't seem to take a long-term view when it comes energy conservation. We can't continue to take 3-year bites when delivering conservation and demand management to customers.

Answer- Julia Dalla Rosa: Ontario has very small to very large (electric) utilities. This size diversity may require different approaches when delivering CDM programs across the province.