

# News Release Communiqué



FOR IMMEDIATE RELEASE  
April 26, 2006

## **MINISTRY OF ENERGY AND CONSERVATION BUREAU ANNOUNCE MAJOR CONSERVATION INITIATIVE**

*Every Kilowatt Counts Campaign Will Help Ontarians Save Energy And Money*

TORONTO – A province wide education and incentive program will give Ontarians the tools they need to conserve energy this summer, Energy Minister Donna Cansfield and Chief Energy Conservation Officer Peter Love announced today.

The Every Kilowatt Counts brochure will reach Ontario's 4.3 million households, with energy saving tips and a range of incentives designed to encourage Ontarians to switch to ENERGY STAR®-qualified lighting and cooling equipment. Ontarians will be able to save \$5 off a two-pack (or more) of compact fluorescent light bulbs, \$15 off the purchase of a programmable thermostat, \$5 off an electric timer, and \$25 off an ENERGY STAR® qualified ceiling fan.

The coupons are redeemable at over 1,600 stores in over 400 communities. The Conservation Bureau is promoting and operating this program in collaboration with local electricity distributors. People who take advantage of the entire coupon package can save up to 10 per cent on their summer-time electricity bills.

The guide also includes information about the campaign's Cool Savings program which, through a \$500 rebate, encourages consumers to replace their inefficient central air conditioners with a new ENERGY STAR® qualified system. There is also a \$50 rebate for a central air conditioner tune-up, and a \$75 rebate on the supply and installation of a programmable thermostat, each provided by a participating registered contractor.

"Conservation is a fundamental and key component of our energy plan," Cansfield said. "The Every Kilowatt Counts campaign will help us reduce peak electrical demand over the critical summer months. I encourage Ontarians to take this opportunity to reduce their energy consumption, their costs, and to save money."

"There are several payoffs to this program," said Peter Love, Ontario's Chief Energy Conservation Officer. "Chief among them, consumers will save money immediately, both on the products they purchase and the electricity they won't use. Moreover, by conserving electricity rather than creating it, we reduce any environmental impacts related to peak power generation."

The Every Kilowatt Counts education and coupon guide will begin arriving in mailboxes as soon as today.

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Participating retailers include Canadian Tire, Home Depot, Home Hardware, Rona, TimbrMart, Tru Value, TSC, Wal-Mart, Zellers and 24 independent lighting dealers. Ontarians can obtain more information about the program from the Bureau's website ([www.conservationbureau.on.ca](http://www.conservationbureau.on.ca)) or calling 1-800-663-8400.

The Every Kilowatt Counts program is the latest in a series of comprehensive energy conservation and educational programs that will be announced through the coming months. Later this spring, a program for aboriginal communities will be launched. Also upcoming is a refrigerator retirement program, targeted at removing old, outdated and inefficient refrigerators.

In March, the Bureau announced a program for Social Housing units. Plus, the Conservation Fund has, to date, partnered with 31 organizations, including: the Association of Colleges of Applied Arts and Training of Ontario; Canadian Energy Efficiency Alliance; Clean Air Partnership; EnerQuality Corporation; GreenSaver; London Hydro; One Change; Ontario Convenience Store Association; Ontario Energy Association; Ontario Forest Industries Association; Ontario Hospitals Association; Ontario Ministry of Agriculture, Food and Rural Affairs; Pembina Institute; Power Up Renewable Energy; Summerhill Group; Sustainable Buildings Canada; Toronto Region Conservation Authority; WindFall EcoWorks; and, Wine Council of Ontario.

The Conservation Bureau is a division of the Ontario Power Authority. It was established in 2005 to develop, coordinate and stimulate electricity conservation and demand management by planning, designing and implementing comprehensive programs that foster a culture of conservation across the province.

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*Disponible en français.*

[www.conservationbureau.on.ca](http://www.conservationbureau.on.ca)  
[www.energy.gov.on.ca](http://www.energy.gov.on.ca)

The Conservation Bureau's  
***Every Kilowatt Counts Campaign***  
Mailer Program Backgrounder

## **Background**

On October 20<sup>th</sup>, 2005, the Ontario Minister of Energy issued a directive to the Ontario Power Authority (OPA) to establish a lighting efficiency and appliance change-out program that will reduce overall electricity energy consumption and demand by residential, commercial and industrial customers by up to 100 megawatts.

The *Every Kilowatt Counts* campaign, developed by the Conservation Bureau (a division of the OPA), will give Ontarians the tools they need to make the most effective energy decisions and is designed to fulfill the ministerial directive and encourage a culture of conservation throughout the province. The campaign is being launched at a time when seven in 10 Ontarians strongly feel that conservation should play a major role in Ontario's energy management.<sup>1</sup>

The first component of the *Every Kilowatt Counts* campaign—*Cool Savings*—got underway April 21<sup>st</sup>, 2006. Consumers will receive a \$500 rebate when they replace an inefficient central air conditioner with a new ENERGY STAR® qualified system. There is a \$50 rebate for those who have their central air conditioner tuned up by a registered participating contractor, and a \$75 rebate on the supply and installation of a programmable thermostat.

## **Mailer Program Details**

The second component of the *Every Kilowatt Counts* campaign will be launched on April 26<sup>th</sup>. The specific objective of this program is to encourage a culture of conservation among Ontarians by (1) providing every Ontario household with information on easy-to-do conservation activities within their house or apartment and (2) achieving energy and demand savings by providing meaningful financial incentives to homeowners and tenants to take action on one or more easy-to-do energy saving actions.

A total of 4.58 million information packages will be distributed to households across the province by mail beginning in late April and continuing throughout May. Each mailer will contain information and tips on how to conserve energy within the household. Additionally, it will also include coupons that will provide Ontarians with significant financial incentives to conserve power during the summer months and beyond.

Money savings coupons will include the following:

- \$5 off a two-pack or higher of ENERGY STAR qualified compact fluorescent light bulbs;
- \$15 off a programmable thermostat to keep homes cool only when needed;
- \$5 off an electrical timer so lights are off when not needed; and

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<sup>1</sup>April 2006 Ipsos-Reid survey conducted on behalf of the Conservation Bureau.

- \$25 off an ENERGY STAR qualified ceiling fan so that Ontarians can set their air conditioners' temperatures a little higher and still feel the cooling benefits of well-circulated air.

The coupons will be redeemable at more than 1,600 retail locations in more than 400 communities across Ontario. Participating retailers will include Canadian Tire, Home Depot, Home Hardware, Rona, TimbrMart, Tru Value, TSC, Walmart, Zellers and 24 independent lighting dealers.

Ontarians will be able to get additional information about the program and download coupons by visiting [www.conservationbureau.on.ca](http://www.conservationbureau.on.ca) or calling 1-800-663-8400.

### **Mailer Program Benefits**

The mailer program has the potential to save each Ontario household up to 10 per cent off of their summer electricity bills.<sup>2</sup>

More generally, it will help conserve 83,600,000 kWh annually — equivalent to \$8.3 million in savings off of Ontarians' annual electricity bills.<sup>3</sup> The lifetime energy savings are forecasted to be 741,600,000 kWh — equivalent to more than \$74.1 million in savings off of Ontarians' electricity bills.<sup>4</sup>

The benefits of this program extend beyond the monetary savings. By having all Ontarians do their share to conserve power, the program will help reduce the negative impact on the environment and overall strain on the province's electrical system. The possibility of brownouts and blackouts will be reduced this summer as will the amount of smog produced in major urban areas in the Golden Horseshoe.

### **Estimated Savings**

The program will conserve 83,600,000 kWh annually — equivalent to \$8.3 million in savings off of Ontarians' annual electricity bills. The lifetime energy savings are forecasted to be 741,600,000 kWh — equivalent to more than \$74.1 million in savings off of Ontarians' power bills.

Ontario households who take advantage of the entire coupon package can save up to 10 per cent off of their summer electricity bills.

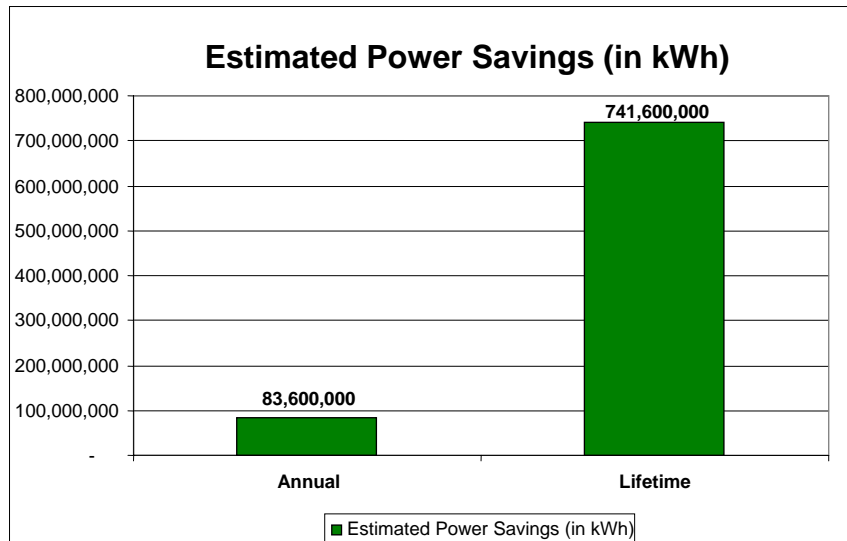
The benefits of the mailer program extend beyond the monetary savings. By having all Ontarians do their share to conserve power, we reduce the impact on the environment and overall strain on the province's electrical system. The possibility of brownouts and blackouts will be reduced this summer as will the amount of smog produced in major urban areas in the Golden Horseshoe.

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<sup>2</sup> Household summer electricity bill savings assumes the following: household owns an air conditioner and uses an average of 1400 kWh per month during the summer; household savings of 145 kWh per summer month after having redeemed all applicable coupons.

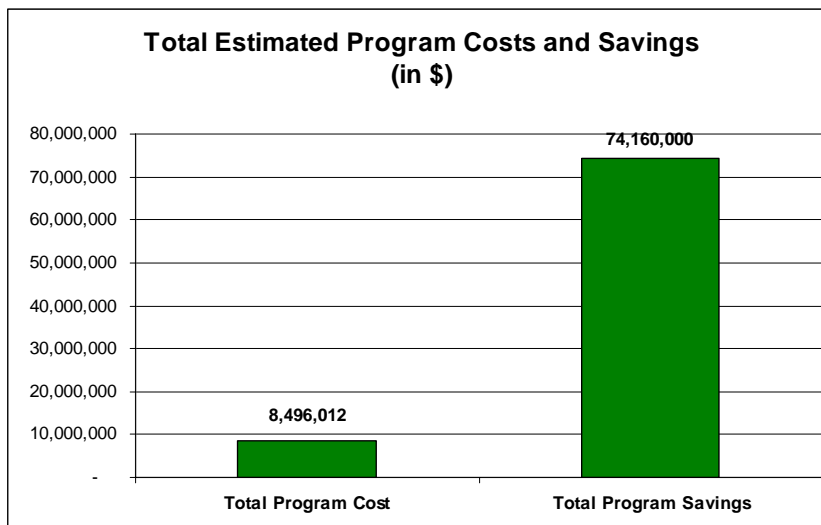
<sup>3</sup> Annual energy savings are based on a 5% participation rate. Annual dollar savings are based on an average retail price of \$0.10 per kWh.

<sup>4</sup> Lifetime energy savings are based on a 5% participation rate. Lifetime dollar savings are based on an average retail price of \$0.10 per kWh.



### Program Costs

The total costs of the program will be \$8.5 million dollars.<sup>5</sup> This includes production of the direct mail piece, postage, coupon redemption and all associated marketing costs.



The program's lifetime cost per kWh saved will be \$0.01— 10 times less than the cost to purchase a kWh (\$0.10).<sup>6</sup>

<sup>5</sup> The total program cost includes all fixed and variable program costs and is calculated based on the distribution of 4.58 million pieces and a 5% participation rate.

<sup>6</sup> Lifetime cost per kWh saved is calculated by dividing the cost of the program by the total lifetime program energy savings.

With a total lifetime electricity bill reduction of \$74.1 million, the program will deliver an eight fold return on investment for the province. The lifetime *net* savings will total more than \$65.6 million dollars.<sup>7</sup>

### **About the Conservation Bureau**

The Conservation Bureau is a division of the Ontario Power Authority. It was established in 2005 to develop, coordinate and stimulate electricity conservation and demand management by planning, designing and implementing comprehensive programs that foster a culture of conservation across the province.

The Every Kilowatt Counts program is in addition to a comprehensive energy conservation and education program for aboriginal communities, to be launched later this spring; the recently announced Social Housing program and the Conservation Fund, which to date has partnered with 31 organizations, including: Association of Colleges of Applied Arts and Training of Ontario (ACAATO); Canadian Energy Efficiency Alliance (CEEA); Clean Air Partnership (CAP); EnerQuality Corporation; Green\$aver; London Hydro; One Change; Ontario Convenience Store Association (OCSA); Ontario Energy Association (OEA); Ontario Forest Industries Association (OFIA); Ontario Hospitals Association (OHA); Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA); Pembina Institute; Power Up Renewable Energy (PURE); Summerhill Group; Sustainable Buildings Canada (SBC); Toronto Region Conservation Authority (TRCA); WindFall EcoWorks; and, Wine Council of Ontario (WCO).

### **For more information, please contact:**

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<sup>7</sup> Lifetime net savings is calculated by subtracting the program cost from the total lifetime energy savings.