



FAQ'S

1. What is powerWISE™?

PowerWISE is the signature trademark that has been adopted by six major urban utilities in Ontario to deliver a major, multi-year, initiative to promote energy conservation to consumers and to reduce the demand for electricity within their respective service areas.

2. Which six major urban utilities will be using the powerWISE™ trademark?

The six "founding" utilities are Enersource Hydro Mississauga, Hamilton Utilities Corporation, Hydro Ottawa, PowerStream (Markham, Richmond Hill, Vaughan), Toronto Hydro Corporation and Veridian (Belleville, Pickering, Ajax, Port Hope, Uxbridge, Bowmanville, Newcastle, Orono, Beaverton, Cannington and Sunderland).

3. How will powerWISE™ be used?

The utilities will use the powerWISE™ trademark in conjunction with electricity conservation programs that will be delivered to the consumers in their respective service areas over the next few years. These programs may include such things as energy efficiency audits, incentives to purchase and install energy efficient appliances or lights, smart metering pilot testing, showcasing of new technologies, educational seminars, trade shows and mall displays.

As well, the utilities plan to work cooperatively under the name powerWISE™ on the delivery of programs and services that will lower overall demand for electricity in their individual service areas, particularly during peak periods of energy demand. This includes new metering technologies, load control systems, energy audits for industrial, commercial and institutional customers, and upgrading power lines to lower electricity losses.

4. Why are these utilities promoting electricity conservation?

The six utilities support the government's commitment to create a "conservation culture" in Ontario. By promoting and delivering targeted conservation programs, utilities will be providing their customers with the tools and resources to help them effectively manage their electricity costs. As well, electricity that is saved through conservation programs will reduce the need for future new electricity generation and have a positive impact on the environment.

5. How much will the planned programs and services cost?

The six utilities will invest a combined \$70 million over the next years on conservation programs as well as various services and projects to lower demand

for electricity in their individual service areas. In total, the 6 utilities are establishing these programs and services for the benefit of 1.65 million customers or approximately 40 percent of the electricity customers in Ontario.

6. Is smart meters part of the powerWISE™ plans?

Yes. In addition to working together on conservation initiatives under the powerWISE™ trademark, the utilities are also taking a cooperative approach to the delivery of smart meter services. Smart meters will measure how much electricity you use each hour of the day. You will pay a higher price for the electricity you use during periods of high demand, such as during the day and lower prices for periods of low demand, such as at night, on holidays and weekends.

7. Will I be getting a smart meter?

The provincial government has established targets for the installation of 800,000 smart meters by December 31, 2007 and installation of smart meters for all Ontario customers by December 31, 2010.

8. Are there any plans to expand the use of powerWISE™?

A “Brand Council”, consisting of representatives from the six utilities, currently manages the powerWISE™ trademark under a licence agreement. Decisions on how the brand is to be used in the future, including any possible sub-licensing of powerWISE™ to other utilities in the province, will be the responsibility of this group.

9. Where can I find out more about powerWISE™ and electricity conservation?

Information on powerWISE™ and electricity conservation, including some helpful tips and resources on how to manage your own energy consumption, can be found by visiting www.powerwise.ca