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June 27, 2013

To: Members of the Executive Committee

Re: Toronto Hydro Supports the City of Toronto's Proposed Energy and Water Efficiency Pilot Program

Dear Executive Committee Members,

Toronto Hydro is pleased to support the City's proposed Energy and Water Efficiency Pilot Program. The proposed program holds great promise in helping to eliminate energy efficiency investment barriers and will help enable greater up-take of conservation activities within the residential sector. Energy conservation programs like this are of great value to Toronto Hydro and our rate payers and offer benefits including; easing the strain on our aging infrastructure, helping customers manage rising rates, contributing to our energy and environmental objectives and fostering economic growth.

As outlined in the City's successful application to the Ontario Power Authority's Conservation Fund, Toronto Hydro will collaborate in the neighbourhood selection process, in testing new conservation marketing strategies and in monitoring and evaluating the pilot program's effectiveness. In the short-term, we anticipate this collaboration will drive conservation among our customers (which includes low-income customers, single family homeowners, multi-residential social housing providers and private multi-residential building owner/managers). In the long-term, the insights learned will inform the design and implementation of more effective conservation programs.

We look forward to working with City of Toronto staff and other program partners. Please contact me if you require any further clarification on Toronto Hydro's role in this initiative.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Tyrrell".

Chris Tyrrell,
Vice President Customer Care and Chief Conservation Officer