

# With a Little Energy, You Can Creating a 'Climate' of Energy Conservation at Hydro One



Hydro One Brampton believes that education is the first and most important step in meeting the Provincial goal of creating a 'climate' of energy conservation.

After speaking with our residential *and* business customers, we have come to a consensus; there's a growing concern about the rising cost of energy.

Electricity consumers are well aware that the more energy they use, the greater the impact on the environment. And there is enough information in the media today to prove that conserving energy means saving in more ways than one.

The educational process lies in eliminating that preconceived notion that conserving also means doing without.

The focus of Hydro One Brampton over the past few years has been to talk to our customers about these concerns and provide the information and tools they need to make a difference - both on their electricity bills and for the environment.

One of these tools has been particularly popular with our residential customers. The Compact Fluorescent Lamp (CFL) Giveaway Program, held at a wide variety of local events throughout Brampton and drew thousands of homeowners to the Hydro One Brampton booth. Customers have been very interested in hearing

about easy, low or no cost steps that they can take in order to create a more comfortable and energy efficient home. Through these events our Energy Advisors have provided information to consumers on new products and technologies, while answering questions on a one-on-one basis. In addition, each customer has left the Hydro One Brampton booth with a sample CFL bulb to try in their homes. The give-away has proven to be a positive reinforcement to our conservation message.

It's as simple as our tagline -

**"With a Little Energy,  
You Can Save a Lot."**

This may be as easy for our customers as switching to new energy saving light bulbs.

Another of our 'tools', the *Kill A Watt watt-reader*, was made available to residential customers through our Library Program: "*Kill-A-Watt and Save a Lot.*" Hydro One Brampton partnered with the Brampton Library, providing a perfect outlet to help residential customers determine and better understand the electrical consumption of major appliances in their homes.

Customers of the Brampton Library continue to be invited to 'check out' the watt-reader, at any library location in the city, for a one-week period. The reader displays the electrical consumption of any appliance in kilowatt-hours and helps customers calculate the usage of their appliance for a day, a month or over the entire year. Those signing out the readers also receive two free CFLs. The waiting list for the watt-readers is a testimony to the enthusiastic response of this program.

Although we recognized that the needs of our business customers would differ from that of our residential customers, we took the same approach with this customer class by placing education as the cornerstone of the foundation for conservation.

We kicked off our business programs by offering an e-Metering data presentment service to all interval-metered customers. This was done in conjunction with the installation of interval meters for our customers with a demand of 200 kW or greater.

We then brought together over one hundred of our largest commercial industrial customers for an educational forum. Each of these commercial/industrial customers were supplied with a profile of their company's consumption patterns, to help them better understand their usage and make educated decisions on how to reduce their overall load. The customized binder/profile for each company provided additional information on some of Hydro One Brampton's programs, including the *Power Factor Correction Incentive*, *e-Metering and the Lighting Incentive Program*. Customers who had a demand greater than 250 kW, with a power factor below 80%, were advised of the surcharges being incurred. To date approximately 7,260 kVAR of capacitance has been or is being installed at customer facilities.

Hydro One Brampton also invited guest speakers, Peter Love, Chief Energy Conservation Officer with the Ontario Power Authority, and Terry Young, Director of External Relations and Communications with the Independent Electricity System Operator, to speak to business customers about the impact that their electricity load was

# Save a Lot!

## Brampton



having on the system as a whole, and more specifically, on their individual bills.

Hydro One Brampton has also hosted less formal gatherings for business customers in order to provide information on new lighting technologies and their *Lighting Incentive Program*.

When we were approached by the Region of Peel about the possibility of our funding energy efficient demonstration projects, we saw it as a perfect fit. Hydro One Brampton has agreed to contribute to two specific energy reduction projects. The first is a solar/wind hybrid power generation project which will be installed at a 250-unit residential complex. The goal of the project is to reduce fossil fuel consumption and to demonstrate a practical application of renewable energy as an illustration of social and environmental responsibility.

The second project is a Low Energy Requirement Housing initiative, which is demonstrated in two existing town houses in Brampton. The objective of the project is to create a home that sees virtually no energy bills. We understand the importance of cost effectiveness for such projects, so we are placing a great deal of attention on ensuring that the technologies developed are practical and affordable.

Although we have kept our focus on customer education, we also see the importance of practising what we preach. At Hydro One Brampton we are constantly upgrading our own facilities, implementing many of the same programs that we promote to our customers.

Back in 1992, Hydro One Brampton's new headquarters was built with energy efficiency in mind and won an award for Achievement in Reducing Energy Demand. New technologies at the time, such as energy efficient windows, HVAC systems, efficient lighting, and motion sensors were included in the building design.

However, fifteen years later many of those technologies are now dated. Upgrading is a constant and necessary process and it has involved some creative approaches. We've started by expanding the maintenance program on the building's HVAC systems, thereby gaining better control and realizing higher energy savings. We are also paying closer attention to lighting in the building. Higher efficiency lighting retrofits in office, warehouse, production

*Hydro One Brampton's CDM Special Events Team distributed CFLs and Energy saving tips to the citizens of Brampton as part of Canada Day festivities. (photo courtesy of Hydro One Brampton)*

and parking areas have been ongoing over the past year or more.

In the near future, Hydro One Brampton will consider the possibility of installing a rooftop photovoltaic system to reduce our own electricity consumption and help to promote this new and renewable source of energy.

Ultimately, whether it's through our efforts to promote conservation and demand management with our customers, or to look to our own operations for greater efficiencies, we realize that "With a Little Energy, You Can Save a Lot!"

*Hydro One Brampton distributes electricity to one of the fastest growing urban centres in Ontario, the City of Brampton. Hydro One Brampton is a subsidiary of Hydro One.*