

# Barrie Hydro's Energy Star Awareness Program Wins the 'Energy Star Regional Utility of the Year Award'

2006



Barrie Hydro is also leading by example in its own operations. Virtually all of the utility's CRT computer monitors have been replaced with ENERGY STAR® qualified LCD monitors, and all PCs have been programmed to reduce standby power consumption. Two inefficient refrigerators in the staff lunchroom were replaced with ENERGY STAR® qualified models, and ENERGY STAR® criteria are now considered by the utility when it purchases new office equipment.

Homeowners and small businesses in Barrie, Ontario, are reaping economic and environmental benefits from more than \$2 million worth of ENERGY STAR® qualified products, thanks to an innovative program that has earned Barrie Hydro Distribution Inc. an award as ENERGY STAR® Utility of the Year (Regional).

The Appliance Rebate Program offered the utility's residential and small business customers an eight percent rebate on the purchase price of ENERGY STAR® qualified refrigerators, air conditioners, home entertainment equipment, furnaces, front-loading washing machines, office equipment and other appliances. The rebate was credited directly to the customer's Barrie Hydro account, to a maximum of \$200 per customer.

Barrie Hydro promoted the program through bill inserts, point-of-sale materials and the utility's website. Retailers supported

the initiative by making rebate application forms available to customers and by training their sales representatives on how to administer the forms. Sales staff were also encouraged to promote the rebate offer and the benefits of purchasing ENERGY STAR® qualified projects.

"Consumers who chose to purchase ENERGY STAR® qualified appliances not only saved on the purchase of these appliances but they will continue to save with lower energy bills for years to come," said George Todd, President and CEO of Barrie Hydro. "ENERGY STAR® qualified appliances generally use approximately 20% less energy."

Between April and November 2005, Barrie Hydro helped consumers purchase more than \$2.2 million worth of ENERGY STAR® qualified appliances. Demand for the rebate was so strong that the utility twice had to increase the budget by drawing funds from other programs.

*Barrie Hydro Distribution Inc. is a corporation incorporated under the laws of Ontario and the Local Distribution Company (LDC) that owns and operates the electricity infrastructure, distributing a safe, reliable supply of electricity to homes and businesses within its service areas within Simcoe County. It is a wholly owned subsidiary of Barrie Hydro Holdings Inc.*