

Saving Green by Going Green Motel Owners Thanks to ENWIN



In tracking the progress of the OPA's Retrofit Incentive Program (ERIP) over its first two years of operation, ENWIN'S Director of Conservation, Lawrence Musyj noted the lack of hotel and motel participation in the City of Windsor. Musyj noted that less than two per cent of applicants came from the hotel/motel industry. ENWIN responded with a tailored program for the hospitality sector known as Green Suites.

Green Suites, though similar to ERIP, is tailored specifically to the hospitality sector, while ERIP is geared towards all commercial/ industrial customers. Sponsored and funded by the Ontario Power Authority, the Green Suites Program encourages hotel and motel owners to retrofit their properties by replacing old electrical equipment. Green Suites offers hotel and motel owners an incentive of up to \$250 per kilowatt saved. Examples of replacement equipment include lighting (replacing incandescent light bulbs with CFLs), redesigning HVAC systems, and replacing old air conditioners, among others.

"The economy in Windsor has been hit very hard," said Musyj. "Windsor's unemployment is the highest in all of Canada, so we thought about launching a pilot project here to help the local hospitality industry be more competitive by reducing energy costs. Lower energy costs will improve their bottom line."

ENWIN collaborated with the Ontario Restaurant Hotel and Motel Association (ORHMA) to launch the Green Suites program to their members on June 18th at the Holiday Inn Select Hotel in Windsor. ORHMA is the largest provincial hospitality association in the country with over 11,000 members and represents the issues that impact the restaurant, hotel, and motel sector.

The hospitality industry is service driven and competitive; so given the opportunity to improve bottom line performance in a recessionary climate, members of the ORHMA showed keen interest in the Green Suites program.

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"We're providing a valuable program that highlights energy efficiency in a regional area. We're using Windsor as a pilot and working with ENWIN Utilities to show the value of energy efficiency in our industry," said ORHMA Director Fatima Finnegan.

Green Suites provides information about audits, rebates, and grants available to those looking at retrofitting their business in easy-to-understand language. Lynette Bain, General Manager of the Holiday Inn Select hotel in Windsor commented, "It is easier to apply for these grants now. There was never really one place to go for hotels to see things to apply for. It puts things all in one place, all the resources. I didn't know some of these programs existed before Green Suites". Bain is onboard and excited about what the program



is Easier Than Ever for Hotel & Utility's Green Suites Program

has to offer. "It's a one-stop shop to get what you want out of the initiatives," Bain said of the Green Suites program.

Pre-audits are important because they help to prioritize what work should be done first, (low hanging fruit) ensuring the lodging facility is getting the best value for the work being done. Pre-audits offer customers further insight as to how their facilities currently use electricity - and this is quite a revelation for some owners and operators.

"Pre-audits are the real bonus because they're going to look at the whole building and building envelope and look at where the

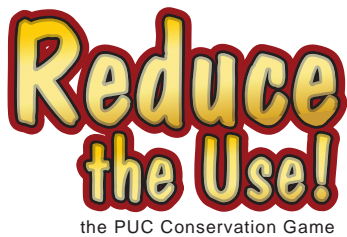
electricity is used in the facility," said Musyj. "Pre-audits can cost up to \$10,000 depending on the size of the facility, but we're offering it to a select few for free," he continued.

At ENWIN'S Energy Efficiency Expo on September 23rd, hospitality industry key staff learned about new energy efficient equipment. They will have the opportunity to speak with manufacturers and distributors to help them make the right decisions for their business.

Signing up and becoming involved with the program is easy. Applications are available on ENWIN's website. After the application forms

and supporting documents are completed and submitted, ENWIN will approve the application in about 10 working days. From there, the facilities can install their new equipment and submit invoices and paperwork detailing the changes within 30 days of installation. Hotel and motel owners will then receive their incentive cheque approximately 10 working days thereafter.

The application deadline for the program incentives is May 2010. All retrofits are to be completed by April 2011. For more information on the Green Suites program visit <http://www.ENWIN.com>. ■



Online Game Makes Energy Conservation Fun and Educational

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environment healthy.

This exemplifies a clear need for a teaching tool that addresses energy conservation and sustainability.

Reduce the Use fills an educational need, and because it is available online, the game can

be easily accessed by schools and played in the classroom or played by families at home.

The launch of *Reduce the Use* has allowed PUC to show the community, among other things, what their local utility is doing in terms of educating customers about conservation awareness. The game has proven to be a highly effective educational and public relations tool; but more importantly, it has been an excellent opportunity to execute a campaign that is both dynamic and highly visible and which offers tangible, measurable results.

Reduce the Use is a fun and modern way to communicate energy conservation to children and a great public relations opportunity for utility organizations. Utilities can purchase

Reduce the Use, which can be customized for their specific companies and communities. Because it is web-based, the game can be easily deployed.

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Reduce the Use can be accessed from the PUC website at: www.reducetheuse.ca. For more information, contact PUC's Randy Johnson at randy.johnson@ssmpuc.com. ■