

ERIE THAMES POWERLINES

Achieves Conservation Success Through Community Partnerships



From the outset of implementing Conservation and Demand Side Management (CDM) programs, Erie Thames Powerlines was faced with the challenging task of delivering CDM programs across a broad, diverse distribution territory. Like many LDC's in Ontario, Erie Thames found themselves in a similar position of lacking the necessary resources to effectively and efficiently deliver CDM programs to their customers. Subsequently, Erie Thames developed partnerships with third party service providers to assist with program management, marketing and delivery.

Although these partnerships positively affected Erie Thames' CDM success, the most significant impact came as a direct result of the numerous partnerships fostered within the communities served. Erie Thames specifically targeted partners that directly or indirectly benefited from the program, or had a stake in the program; such as customers, businesses, service organizations and/or providers, not-for-profit groups and shareholders. It was these partnerships, where both parties were in a position to gain where the greatest results were achieved.

Several CDM programs demonstrated this success, but none better than the *Power Savings Blitz Program*. In the early stages of the program, Erie Thames identified that

the best method of delivering the program was to leverage the businesses and organizations within the local communities, specifically local electrical contractors, Chambers of Commerce and Business Improvement Associations. These groups not only possessed valuable established relationships within the target market, but in addition it was these groups that were also in the position to benefit the most from the partnerships.

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By partnering with the local electrical contractors, Erie Thames was able to quickly and efficiently establish trusted local

program delivery agents and efficiently connect with customers. At the same time, Erie Thames provided the electrical contractors with an opportunity to assist customers who were looking to reduce energy costs, to develop new business with existing customers and to generate business with new customers.

In addition to partnering with local contractors, Erie Thames partnered with local chamber groups and business associations, who again, possessed established relationships with the target market. The partnerships provided Erie Thames with the opportunity to quickly launch the program to large target audiences and assist in gaining the program and the

delivery agents' significant credibility through endorsement by the groups, associations and membership. Again the

partnership proved to be an excellent opportunity to Chamber groups and business associations, as they gained access to a program that assisted their membership.



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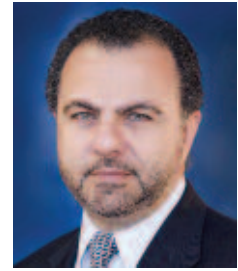
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All the partnerships paid dividends, as Erie Thames nearly doubled their retrofit target for the 2008 program in just three months time and surpassed their retrofit target for 2009 in just four months. Indeed Erie Thames is pleased to say they have remained true to their tagline, "Your Home Town Utility"!

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Erie Thames Powerlines provides safe, efficient and reliable electricity distribution services to over 14,000 residential and commercial customers that span 7 municipalities in 11 communities including Aylmer, Beachville, Belmont, Burgessville, Embro, Ingersoll, Noriwch, Otterville, Port Stanley, Tavistock and Thamesford. ■

www.eriethamespowerlines.com



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