



NO CATCH TO CONSERVE

CDM Program at PowerStream Targets Independent Business Owners

Small local businesses in Aurora, Markham, Richmond Hill and Vaughan are now being provided with the tools they need to be energy-efficient and help save on their utility costs thanks to a pilot program currently being offered in PowerStream's service territory.

In the past, most energy conservation programs were either targeted at the residential market or the large commercial sector, leaving smaller businesses with no real opportunity for significant energy savings. PowerStream, together with the Ontario Power Authority and Enbridge Gas Distribution, saw a gap in the market, developing and funding a program exclusively for independent business owners entitled "No Catch to Conserve".

Eligible small businesses receive a free energy assessment conducted by an experienced energy advisor from Green\$aver, a non-profit organization dedicated to environmental energy efficiency. The Green\$aver energy advisor spends anywhere from 1.5 to 2.5 hours with each business reviewing lighting, heating and cooling systems, warm water systems, refrigeration, and other energy gobbling equipment. With this information, they recommend the most effective energy efficient upgrades, focusing on no or low

cost measures. Solutions are prioritized based on what generates the most savings for that particular business.

It doesn't stop there. Participating businesses may get up to \$1,000 of the most energy efficient upgrades funded by the program, including material and installation costs. Since participating businesses are not required to commit or pay for anything, there really is no catch.

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Businesses are eligible whether they own the property or lease it. Many commercial landlords are also eligible.

Green\$aver, a non-profit environmental organization, was chosen to deliver the program. Their unbiased approach, plus their 20 year history in the environmental energy conservation business helping over 25,000 homes and businesses become more energy efficient, made them the ideal choice to implement the program.

Independent business owners can benefit beyond the financial aspect. Reducing energy usage has a direct link to the environment and climate change. Customers are looking for ways to contribute to a healthier environment and many support businesses that do the same.

PowerStream Inc. provides service to more than 230,000 residential and business customers in the municipalities of Aurora, Markham, Richmond Hill and Vaughan. It is an incorporated entity, jointly owned by the City of Vaughan and the Town of Markham. ■

