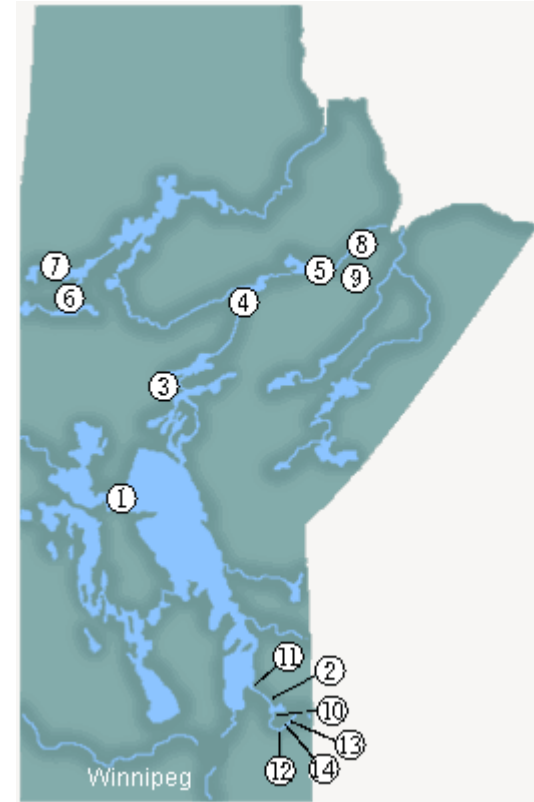


MANITOBA HYDRO POWER SMART ENERGY EFFICIENCY PROGRAM FOR LOWER INCOME HOUSEHOLDS

Chartwell's Best Practices Summit
on Marketing Energy Efficiency Programs
April 23-24 * Orlando, FL

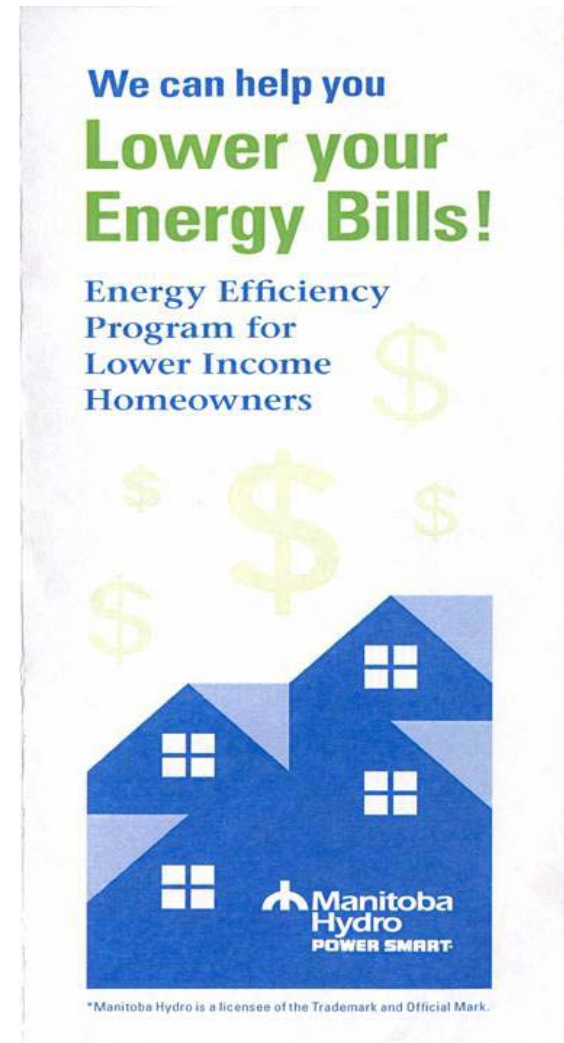
MANITOBA HYDRO

- Crown Corporation serving 521,600 electric customers and 261,150 natural gas customers
- On average, about 30 billion kilowatt hours of electricity are produced annually, nearly all generated from self-renewing water power from 14 hydroelectric generating stations
- Natural gas is purchased from producers in Alberta and transported to the province through the TransCanada Pipeline network
- Aggressively promotes energy conservation through Power Smart* programs



LOWER INCOME PROGRAM OVERVIEW

- Program Goals
 - Increase participation of lower income households in energy efficient opportunities
 - Reduce energy burden for lower income households
 - Estimate average savings of approx. \$250/yr plus furnace savings



LOWER INCOME PROGRAM OVERVIEW

- Combines funding from sources:
 - Manitoba Hydro: Power Smart,* Affordable Energy Fund, Furnace Program
 - Federal government ecoENERGY Program
 - Provincial government
 - NGO's



ELIGIBILITY CRITERIA

- Both lower income homeowners and tenants are eligible
- Homeowners:
 - Directly apply, participate and benefit from program
- Landlord/Tenant:
 - The tenant must pay the utility bill
 - Currently working with social housing groups and developing a private landlord program
- General guidelines for determining program eligibility include:
 - household income – LICO X 125%
 - house type - single residential family dwelling



QUALIFYING MEASURES

- In-home Energy Evaluation
 - Basic Energy Efficiency Items installed
- Insulation Upgrades
 - Basement/crawlspace, wall cavity, attic
- Natural Gas Furnace Upgrade (homeowners only):
 - Payment Plan of \$19/month/5 years
- Toilet Upgrade
 - Low flush/dual flush (ecoENERGY & Province)



PROGRAM DELIVERY

- Main approaches for qualifying lower income homes to have retrofit work completed:
 - Individual Approach
 - Community Approach
 - Or combination of both



INDIVIDUAL APPROACH

- Program delivered directly through Manitoba Hydro
- Customers apply directly to Manitoba Hydro
 - Currently have over 1000 applications
- “Turn key” operation where Manitoba Hydro has authorized contractors to install measures
- Based on pre-retrofit in-home evaluation, homeowner engages authorized contractors to do work



COMMUNITY APPROACH

- Program currently delivered through Brandon Neighborhood Renewal Corporation (BNRC) and BUILD (Building Urban Industries for Local Development)
- Community group works with provincial government, other non-profit organizations and Manitoba Hydro to deliver program



COMMUNITY APPROACH

- Based on pre-retrofit in-home evaluation, community workers are trained to perform most of upgrades (except furnaces)
- Currently retrofitted over 200 social housing homes, and evolving into private homes



PARTNERSHIPS & PROMOTION

- Between both methods of delivery, goal is to have at least 5,650 homes retrofitted by March 2011
- Program is promoted through:
 - Manitoba Hydro Resources
 - District offices
 - Neighbors helping neighbors
 - Credit and Collections
 - Advertising
 - Targeted ads in publications
 - Community Groups



KEY COMPONENTS

- **Extensive, multi-layered outreach and collaboration:**
 - A wide variety of government agencies, not-for-profit organizations, First Nation communities and residential community groups maximize offerings to lower income households
 - Results in a seamless program for all lower income Manitobans.



KEY COMPONENTS

- **Broad scope of efficiency measures:**
 - Includes a large variety of efficiency measures across all residential fuel-type homes, ranging from basic measures to high-efficiency furnaces.
 - Manitoba Hydro is considering the potential of incorporating refrigerator upgrades.



“Since becoming involved in May 2008, I have found clients who have existed for two or more years without furnaces, using small heaters to fight off the winter cold, who have had massive heat loss in their homes but have never had the means to upgrade or make the necessary repairs I had no idea how far-reaching these problems are, and how important a program like the Lower Income Program at Manitoba Hydro could be ...”

ecoENERGY Advisor

KEY COMPONENTS

- **Highly customer focused:**
 - The program provides lower income households with a “one-stop shop” where all incentives, funding and resources from all programs are bundled to provide easy access and “turn-key” participation.



KEY COMPONENTS

- **No upfront costs, with most or all costs covered:**
 - The program covers most or all of the costs of the energy efficiency upgrades.
 - In the case of the furnace upgrade, a lower income homeowner pays only \$19/month over 5 years on his/her utility bill, which should be more than covered by the savings from the upgrade.



“Manitoba Hydro’s Lower Income Energy Efficiency Program is really a great opportunity to upgrade our furnace and insulation, otherwise, we’ll never be able to do anything like this. Top of all, we had the energy evaluator who came to do the assessment to the house at no cost. They gave us useful advice, and explained clearly what to do orderly. Without this program, we never know that our walls are “empty”! The staff from Manitoba Hydro are very patient to answer all my questions ... Now we are so comfortably living in this well-insulated home, and with our new furnace, I have no worry that it will break down one day in a cold winter night.”

Customer



KEY COMPONENTS

- **Strong Infrastructure:**
 - The province-wide program was designed to build on a strong infrastructure that provides flexibility for customers to participate through the community or individual approach.



KEY COMPONENTS

- **Community revitalization:**
 - The community approach achieves both the goals of reducing the energy burden for residents, and revitalizing the community by engaging its members to perform retrofit work.
 - Manitoba Hydro's training and support is critical in achieving these objectives.



“The Brandon Neighborhood Renewal Corporation (BNRC), in a unique partnership with Manitoba Hydro, provides training for hard-to-employ young adults, completes energy retrofits for low income homeowners who are saving an average of \$500 in Energy and water savings, and contributes to the impact of society on the environment... This partnership is of great benefit to individuals and families who otherwise would not have the resources to benefit from energy efficiency...”

**General Manager, Brandon Neighborhood
Renewal Corporation**

SUMMARY

Seek On-Going Input

- Advisory Committee
 - Community involvement
 - Other success stories
-
- Continuously learn and evolve the program

