

MANITOBA HYDRO POWER SMART* ENERGY EFFICIENCY PROGRAM FOR LOWER INCOME HOUSEHOLDS

**Chartwell's Webinar on
Low Income Energy Efficiency Programs
December 2, 2009**



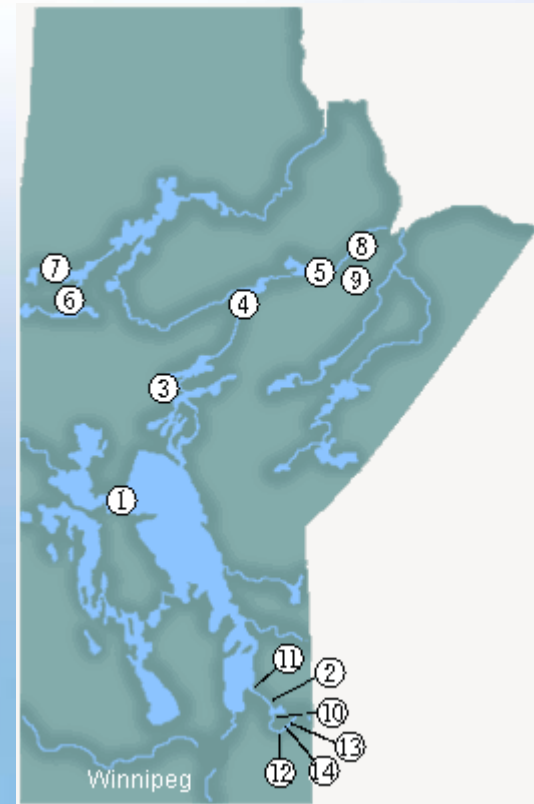
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PRESENTATION OVERVIEW

- Program Goals
- Program Overview
 - Eligibility criteria
 - Qualifying measures
 - Program delivery
- Partnerships and Promotion
- Key Components
- Summary

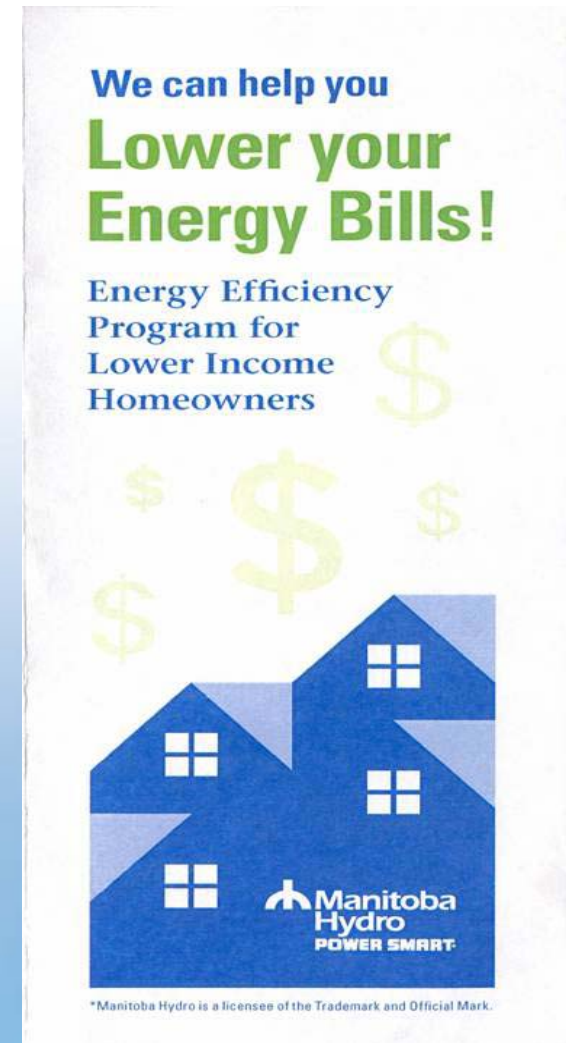
MANITOBA HYDRO

- Crown Corporation serving 527,000 electric customers and 263,000 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
- Major distributor of natural gas in the province, delivering natural gas to nearly 100 communities in the province
- 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, dependent on home



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 1,700 homeowner 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)
- Retrofitted over 300 social housing homes, and evolving into private homes



PARTNERSHIPS & PROMOTION

- Program is promoted through:
 - Manitoba Hydro Resources
 - District offices
 - Neighbors Helping Neighbors
 - Credit and Collections
 - Advertising
 - Targeted ads in publications
 - Targeted direct mail
 - Bill inserts
 - 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.

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.

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.

SUMMARY

Seek On-Going Input

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

