

Energy Affordability Program Roundtable – Meeting Notes

Meeting date/time: June 29, 2022 | 9:00 a.m. - 11:00 a.m.

Meeting location: Virtual, Microsoft Teams

Chair/Sponsor: Nicole Hynum

List of meeting participants attached separately

List of Presenters:

Name	Title	Organization
Carrie Aloussis	Senior Manager, Business Strategy and Content	IESO
Nicole Hynum	Supervisor, Business Development	IESO
Carolyn James	Senior Advisor, Energy Conservation	Enbridge
David Forgione	Advisor, Market Research	IESO
Haneef Ansari	Senior Analyst, Program Design	IESO

Agenda Item 1: Welcome Remarks

- Carrie Aloussis welcomed the participants and offered a Land Acknowledgement.

Agenda Item 2: IESO Operational Updates on EAP

- Nicole Hynum provided an overview of the agenda [see the attached meeting deck], welcomed new participants, and provided business updates related to the Save on Energy - Energy Affordability Program (EAP) marketing, results-to-date, as well as activities by the delivery partners as follows:

Marketing and Awareness

- Completed the translation of EAP brochures into Cree, Oji-Cree and Ojibwe languages. The brochures are now available on the IESO Save on Energy Website: <https://www.saveonenergy.ca/en/First-Nations-Energy-Programs>

Results-to-Date

- There are approximately 36,000 program participations to date including both the completed and pipeline projects. The EAP was subject to some interruptions due to COVID-19 that have now been mitigated.

Program Delivery Partners

- The IESO has completed onboarding of all new EAP delivery partners. These delivery partners are now strengthening their efforts to ramp up activities to increase program participation.
- The outgoing delivery partner is completing the existing projects and will be wrapping up its activities by the end of Q3 2022.

Agenda Item 3: Enbridge Operational Updates on Home Winterproofing Program (HWP)

- Carolyn James expressed appreciation of the roundtable platform for information sharing and collaboration, and provided the business updates related to the Enbridge Home Winterproofing Program (HWP) as follows:

Results-to-Date

- Enbridge has updated their moderate income program offering (equivalent to Tier 2 under EAP) to provide an additional \$75 incentive for smart thermostats to moderate income customers in alignment with EAP.
- HWP is expecting to reach up to 3,000 homes for various insulation installations. New products or technologies are being explored for additional program offerings.

Marketing and Awareness

- There are several on-going marketing initiatives, including a direct mail campaign which is followed by a postcard or e-blast and supplemented with on-line advertising campaigns and social media promotion.
- The overarching marketing program is leveraged to reach both residential and affordable housing customers regardless of their income eligibility.

New Demand Side Management (DSM)

- Enbridge is aiming to expand DSM services to both residential and commercial/institutional buildings in about 20 Indigenous communities that have gas connection or are expected to be connected in the next two years.
- Enbridge is developing a sub-segmentation strategy for vulnerable populations. It will continue its Affordable Multi-Family Housing program (social housing program) and non-profit multi-

residential sectors and adopting Canada Mortgage and Housing Corporation's (CMHC) criteria as the result of last year's stakeholder engagement.

Agenda Item 4: 2021 EAP Annual Customer Satisfaction Survey Report

- David Forgione presented the 2021 EAP Annual Customer Satisfaction Survey Report with an overview of the methodology, survey results and key drivers analysis. The group discussed the survey methodology as well as the key findings and recommendations. Details of the discussion are summarized in the themes below:

Survey Methodology

- The on-line surveys executed on a monthly basis achieved 20% response rate¹. The sample size for Tier 2 customers was relatively small as compared to the sample size for Tier 1 customers. To minimize potential sample bias, phone surveys will be included to cover phone-only participants and increase Tier 2 customer participation in future surveys.

Key Findings and Recommendations

- Despite the impact of COVID-19 lockdowns and supply chain disruption, the survey found EAP performed reasonably well with more than three-quarters (77%) of respondents indicating their expectations were met or exceeded and around six in ten (63%) reporting high satisfaction with the program.
- Expectation scores between Tier 1 and Tier 2 customers were similar, but there was a notable difference in satisfaction scores with Tier 2 kit customers reporting a much lower satisfaction rate (41%) than Tier 1 customers (64%). Lower satisfaction was also found to be high with seniors (36%) and people with disabilities (35%) for the program. The survey also measured satisfaction with various aspects of the program. The lowest performing aspects of the program were:
 - The usefulness of the energy saving tips with 63% satisfaction rate; and
 - The quality of the energy savings products with 64% satisfaction rate.
- The key drivers analysis further indicated both the savings tips and the product quality directly impact customer satisfaction. It is therefore recommended to review the energy savings tip sheet for improvement and investigate options for higher quality energy savings products to be offered by the program. The tip sheets from other projects undertaken by roundtable members will be shared and the revised tip sheet for EAP will be reviewed by the roundtable.

Agenda Item 5: 2021-2024 CDM Mid-Term Review and Discussion

- Nicole Hynum provided updates on the Mid-Term Review (MTR) with particular focus on EAP customer needs review² and recommended program enhancements³ followed by group discussion. Details of the discussion are summarized in the themes below, which will be included as part of the MTR feedback:

Incentive Stacking with Greener Home Program (GHP)

- Questions have been raised on how EAP would interact with the GHP and provide EAP additional funding to achieve deeper savings or more GHG emissions reduction.

¹ Total 903 respondents out of total 4554 surveys, in which 866 from Tier 1 customers and 37 from Tier 2 customers.

² Meeting Deck Slide 7-10.

³ Meeting Deck Slide 12-13.

- The IESO does not currently consider the stacking between the two programs at this stage due to the different program mandates between GHP and EAP. Enbridge is in discussion with GHP on potential stacking with HWP.

Social Housing

- Municipal social housing entities are interested in further communication on large procurement to tap into the economy of scale and reduce some of the program barriers, such as accessibility of product information and technologies. Conversation with manufacturers is also proposed about the technologies and market transformation to reduce barriers for deep retrofit.

Air Source Heat Pumps (ASHPs)

- Major social housing providers, including ones from Toronto, Ottawa and Hamilton, are planning to start large scale electrification of social housing under the municipal net-zero target by 2040. There is interest in incentive support for ASHPs replacing non-electric heating and concern over the electric system capacity.
- ASHPs could be included for non-electrically heated homes in the future if the IESO receives the policy direction to incentivize the transition from gas to electricity. The prospects and its impact of fuel switching need to be fully assessed. The social housing is a great sector to pilot the transition with a limited time window.
- As part of the new DSM plan, Enbridge is considering hybrid heating pumps for dual fuel heating to mitigate the additional strain on the electricity system peak demand as the result of potential quick and large-scale electrification.

Fraudulent Activities in Marketplace

- Fraudulent activities in the marketplace have been flagged with a particular company conducting calls and using unauthorized marketing materials, including IESO logo, or claiming affiliation with Enbridge to leverage the legitimate programs to get into consumer's homes to sell their products.
- The IESO has active compliance monitoring in place on the scam alerts and are working closely with its legal team and other partners throughout the province to target the fraudulent activities and issue notices on the IESO website and through social media to alert customers to the scams. The new EAP promotional materials and brochures will be enhanced to allow consumers to differentiate the legitimate activities from the fraudulent ones. It is an on-going task to protect consumers.

Agenda Item 6: Closing Remarks

- Haneef Ansari summarized the meeting and recaptured the key notes of the presentations.
- Nicole Hynum thanked the participants for the discussion and invited all for the second MTR stakeholder engagement scheduled at 1:30pm on July 19.
- A roundtable participant survey will be distributed to collect the meeting feedback and suggestion on dates for roundtable meetings in Q3 and Q4.