
JUNE 29 2022

Energy Affordability Program (EAP) Q2 Roundtable

Presented By:

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Session Agenda

Agenda Item	Start Time
Welcome Remarks	9:05
IESO Operational Updates on EAP	9:10
Enbridge Operational Updates on HWP	9:30
2021 EAP Annual Customer Satisfaction Survey Report	9:50
2021-2024 CDM Mid-Term Review and Discussion	10:50
Closing Remarks	11:45
End of EAP Roundtable	11:55



2021 EAP Annual Customer Satisfaction Survey Report



2021-2024 CDM Mid-Term Review and Discussion

Mid-Term Review Customer Needs Review (CNR) Overview

Objective: Gain broad marketplace perspective through direct feedback from customers, program participants, program delivery agents and key market actors to understand the following:

- Customer experience with current programs, evolving customer needs, opportunities for enhancements to current/new program offerings, capability building needs
- CNR activities will also enable the other Mid-Term Review (MTR) tasks (e.g., Program Review)
- Feedback will be leveraged to inform both the Annual Acquisition Report (AAR) report back regarding incremental conservation opportunities, as well as the MTR recommendations report

MTR CNR Direct Marketplace Outreach

- Outreach near complete, engaged to date with over 75 customers, stakeholders, program delivery partners across all customer segments (e.g., industrial, business, income-eligible, Indigenous)*
- A set of general and unique to sector/program questions were leveraged to ensure conversations were consistent in nature
- The following outreach is planned for late Q2/Q3: EAP Roundtable (Q2 mtg), BOMA Toronto, Indigenous program delivery partner outreach

*See appendix for outreach details

MTR CNR - External Stakeholder Engagement

- Formal stakeholder engagement session was held on April 22, with participation from over 50 organizations
- Written feedback received from five stakeholders: Electricity Distributors Association, Hydro One Networks Inc., Hydro Ottawa, Ontario Energy Association and Green Integration
- IESO responses to stakeholder feedback will be posted externally on June 3
- Second stakeholder engagement to be held in July and will focus on sharing feedback received to date, competitive mechanisms review and program review



EAP Program Enhancement Recommendations

Overview of the Recommended EAP Program Enhancements

- EAP program enhancements are being proposed to encourage increased program uptake to enable the achievement of overall program energy (204 GWh) and demand savings (26MW)
- Program results to date are less than forecast:
 - Tier 1 participation volumes were impacted by pandemic (e.g. inability to complete audits/measure installations in 2021 as well as supply chain issues)
 - Tier 2 kit uptake has been low. It is apparent from participant feedback that there is a lack of awareness of the offering

Activities that Informed the Recommended Enhancements

The following activities were undertaken, and shared with the EAP Roundtable, over the past year to inform various elements of the proposal:

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| <ul style="list-style-type: none">• Income eligible market research - conducted by Ipsos | <ul style="list-style-type: none">• Jurisdictional scans, EAP program team insights |
| <ul style="list-style-type: none">• 2021 customer satisfaction survey findings | <ul style="list-style-type: none">• Program delivery partner discussions |
| <ul style="list-style-type: none">• Omega Foundation pilot outcomes | <ul style="list-style-type: none">• Geo-targeting campaign results |
| <ul style="list-style-type: none">• EAP Roundtable Session – Q2 | <ul style="list-style-type: none">• Targeted discussions with social housing providers |

Recommended Enhancements

Opportunity	Rationale	Next Steps	Timing
Accelerate timing of regular measure review	<ul style="list-style-type: none"> Supply chain issues have increased the cost of measures 	Consider increases to measure caps to address current concerns (e.g., disposal costs); undertake full cost cap review	Q3 2022
Develop tailored Indigenous outreach strategy	<ul style="list-style-type: none"> Based on Q2 EAP Roundtable feedback 	Working with delivery partners, develop a targeted Indigenous outreach strategy (e.g., non-digital outreach tactics, language oriented collateral, outreach calendar)	Q3 2022
Accelerate timing of regular eligibility review	<ul style="list-style-type: none"> To address inflation concerns Adjust to more current schedule 	Consider increases to eligibility thresholds given market conditions	Q3/Q4 2022
Tier 2 Kit focused marketing campaign	<ul style="list-style-type: none"> Low participation numbers EAP Market Research finding suggested lack of program awareness 	Develop a moderate income focused awareness campaign (e.g., organic and paid social posts, as well as geo-targeting)	Q3/Q4 2022

Recommended Enhancements

Opportunity	Rationale	Next Steps	Timing
Omega Foundation tax software pilot	<ul style="list-style-type: none"> • Direct engagement in EAP when meet income-eligibility based on tax filing 	Engage potential tax partners, finalize strategy and pilot	Q3 2022 - Q2 2023
Enhance program marketing strategy: <ul style="list-style-type: none"> - Enhance program collateral and website - Explore how to improve the participation tip sheet 	<ul style="list-style-type: none"> • Feedback from Omega Foundation pilot suggested materials could be streamlined • Finding from 2021 Customer Satisfaction survey • EAP Market Research finding suggested lack of program awareness 	Work with IESO's creative agency to refresh program collateral, website, participant tip sheet and develop a focused awareness campaign (e.g., organic and paid social posts, as well as geo-targeting)	Q3 2022 and Q3 2023 (to address any future changes to program)
Enhancements to measure offering to allow for greater customer choice (e.g., color, model of appliances)	<ul style="list-style-type: none"> • Feedback from customer satisfaction survey regarding quality of measures 	Undertake further market research (e.g., jurisdictional scan, in-depth-interviews with past program participants) to understand opportunities	Q2 2023

Recommended Enhancements

Opportunity	Rationale	Next Steps	Timing
Include heat pumps for electrically heated homes	<ul style="list-style-type: none">• Insight from MTR CNR outreach*• Potential bill savings of up to \$700/annually for participants	Consider including as a weatherization measure for electrically heated homes only in MTR Recommendations	Q2 2023
Social housing tailored, one window program (rather than Retrofit and EAP)	<ul style="list-style-type: none">• Insight from MTR CNR outreach	Continue conversations with housing providers to inform the design of potential program	Q2/Q3 2023

Next Steps

Continued outreach to income-eligible stakeholders to inform and finalize recommendations	June/July
Finalize EAP program enhancement recommendation for inclusion in the MTR CNR	July
Q3 Roundtable	September
Implement short/near-term recommendations	Q3/Q4 2022
Q4 Roundtable	Late November / Early December
Implement longer-term recommendations	2023

Discussion Questions

- 1) What are your overall thoughts on the proposed enhancements?
- 2) Are there additional opportunities that should be considered?
- 3) Do you foresee any barriers to implementing the proposed enhancements?
- 4) Is there any one additional that we should be engaging with to inform the recommendations?



APPENDIX

MTR CNR Outreach By Sector / Customer Segment – Income-Eligible

Segment	Company / Association
Affordable Housing	Toronto Community Housing, City Housing Hamilton, Housing Services Corp
Single family / Affordable Housing	EAP Roundtable, Low-Income Energy Network
Indigenous	Ontario Aboriginal Housing Services, Ontario Native Welfare Administrative Association, Metis Nations of Ontario, IESO Community Energy Champions