

# Energy Affordability Program Roundtable – Meeting Notes

Meeting date/time: November 3, 2022 1:00 – 4:00 p.m.

Meeting location: Virtual, Microsoft Teams

Chair/Sponsor: Nicole Hynum

[List of meeting participants attached separately](#)

## Agenda Item 1: Welcome Remarks

- Tam Wagner welcomed the participants and offered a Land Acknowledgement.

## Agenda Item 2: IESO Business Updates

- Nicole Hynum provided an overview of the [agenda](#), welcomed new participants, and provided IESO business updates, including:
  - Energy Affordability Program (EAP) Results-to-Date: In 2022, over 23,000 households have participated in the comprehensive offering and approximately 100 households have participated in the energy saving kit offering. The Save on Energy EAP delivery partners are focussing on ramping up operations, expanding contractor networks, and outreach to Indigenous communities and social housing as well as gathering feedback on opportunities to enhance the energy saving kit offering.
  - The 2021 – 2024 CDM Framework Mid-term Review is ongoing. The IESO thanked the EAP Roundtable participants for the feedback provided throughout the review. The IESO is on track to provide the report back to the government by December 31, 2022.
  - The IESO provided an overview of the October 4, 2022 [ministerial directive](#) for the 2021-2024 CDM Framework to enable additional programming through a \$342 million increase to the budget, from \$692 million to a total budget of just over \$1 billion. This new funding and programming will deliver additional peak electricity demand savings of 285 megawatts (MW) and annual energy savings of 1.1 terawatt (TWh) by 2025. The four-year framework is expected to achieve a total of 725 MW of peak demand savings and 3.8 TWh of electricity savings.

## Agenda Item 3: Enbridge Business Updates

### Results-to-Date

- Corrie Morton provided an update on results to date for participants who have signed up for the Home Weatherization Program (HWP). These numbers were noted as follows:
  - Legacy Enbridge – 1400; Legacy Union Gas – 1300
- The Greener Home Program has created a demand for energy auditors which is in turn

creating shortages of energy auditors for HWP in some regions. Enbridge also continues to manage cost increases for measures.

### **Marketing and Awareness**

- There are several on-going marketing initiatives that are currently in market, 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.
- Corrie shared a [video](#) of HWP testimonial that will be in market soon featuring a HWP participant who shared her experiences with the program.

### **Indigenous Update**

- Enbridge is working with communities on HWP both on and off reserve.

### **Agenda Item 4: 2021 EAP Evaluation Results**

- Joanne O'Donnel, Zack Tyler and Sam Manning from NMR Group Inc. (one of the IESO's third party evaluators) provided a high-level overview of the [EAP 2021 program evaluation](#). The group discussed the survey methodology as well as the key findings and recommendations.
- There was a request for the IESO to explore the possibility of undertaking region-specific evaluation results for future evaluations, including in FN Communities.
- Members of the EAP Roundtable also expressed interest in the IESO providing the evaluation results of the First Nation Conservation Program at a future EAP Roundtable meeting.

### **Agenda Item 5: Update on EAP Near-Term Enhancements.**

- The IESO provided updates on the EAP Near-Term Enhancements that are being undertaken in response to the lower-than-planned levels of program participation in 2021, and feedback from the MTR CNR review activities and market research survey feedback, including:

#### **Indigenous Outreach Strategy Refresh**

- The IESO shared its refreshed Indigenous Outreach Strategy. The original strategy was developed in 2021 to foster EAP participation from grid-connected on and off-reserve First Nations and Metis community members and is revisited annually.
- An overview of the activities completed to date as well as planned for the coming year was also discussed, including: engaging Indigenous organizations and communities (e.g. using non-digital communications) and activating the IESO's Community Energy Champions to increase program awareness.
- The IESO will continue to refine the strategy based on feedback from the EAP roundtable, First Nations and Metis communities and organizations, EAP delivery partners, market research.

#### **Comprehensive Offering Eligibility Criteria**

- The IESO provided an overview of the planned changes to the comprehensive offering eligibility threshold. Enbridge confirmed that they are also planning to make the same changes to the HWP eligibility requirements. The EAP Roundtable was supportive of the planned changes which are set to take effect January 2023.

#### **Program Marketing Enhancement**

- The IESO presented an overview of the proposed program marketing enhancements to increase

awareness and participation in both the comprehensive and energy saving kit offering.

- Overall, the roundtable was supportive of our approach to enhance our future marketing efforts for EAP by going beyond just social promotion and to turn our efforts to non-digital mediums as well to reach harder to reach consumers/those who aren't as digitally savvy.
- The social media ads were presented for a campaign that will run this fall. They were well received with some noteworthy feedback offered for consideration (e.g., language and imagery) within the ads. Feedback will be incorporated into future EAP promotional activities.
- It was suggested that the IESO connect with Enbridge to share some insights and lessons learned on its recent marketing efforts for the HWP.

## Agenda Item 6: EAP Roundtable Survey

- The IESO's Market Research firm, Ipsos, will conduct a round of voluntary in-depth interviews with EAP Roundtable members to gain insight into what's working well as well as opportunities to enhance future EAP Roundtable meetings. The interviews will be confidential and all feedback is welcome. If Roundtable attendees do not wish to participate, please let the IESO know. The results of the survey will be shared at the Q1 2023 EAP Roundtable meeting.

## Closing Remarks

- The IESO summarized the meeting and recaptured the key notes of the presentations and thanked the attendees for the participation.