
NOVEMBER 3, 2022

Energy Affordability Program Roundtable

Presented By:

Nicole L. Hynum – Supervisor, Business Development

Haneef Ansari – Senior Analyst, Program Design

John Cannella – Marketing Advisor, Business Strategy

Session Agenda

Agenda Item	Start Time
Welcome Remarks	1:05 p.m.
IESO Business Updates on Energy Affordability Program (EAP)	1:10 p.m.
Enbridge Business Updates on Home Winterproofing Program (HWP)	1:30 p.m.
2021 EAP Evaluation Results	1:50 p.m.
Update on EAP Near-Term Enhancements <ul style="list-style-type: none">• Indigenous Outreach Strategy• Comprehensive Offering Eligibility Criteria• Program Marketing Enhancements	2:25 p.m.
Upcoming EAP Roundtable Survey	3:45 p.m.
Closing Remarks	3:55 p.m.
End of EAP Roundtable	4:00 p.m.



EAP Program Evaluations – 2021 Results, See Supporting Materials



EAP Enhancement Recommendations – Near-Term Implementation Updates

Overview of Progress on Near-Term EAP Enhancements

- Progress has been made on the EAP enhancement recommendations that were presented during the June EAP Roundtable meeting
- The following program elements have been reviewed for opportunities:
 - Indigenous Outreach Strategy
 - Comprehensive Offering Eligibility Criteria
 - Program Marketing
- Some of the longer-term enhancements (e.g., inclusion of additional measures and social housing-tailored program) have been included as recommendations within the Mid-Term Review (MTR)

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 enhancements:

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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">Targeted discussions with social housing providers | <ul style="list-style-type: none">EAP Roundtable Session – Feedback provided by EAP Roundtable participants |
| <ul style="list-style-type: none">Discussions with IESO First Nation Community Energy Champions (CECs) | <ul style="list-style-type: none">Omega Foundation pilot outcomes |
| <ul style="list-style-type: none">Geo-targeting campaign results | |



Near-Term Enhancement – Indigenous Outreach Strategy Refresh

Background on Refreshed Indigenous Outreach Strategy

The Indigenous Outreach Strategy was developed in 2021 to foster participation from grid-connected on- and off-reserve First Nation, as well as Métis community members in the EAP. The Strategy is revisited on an annual basis.

- The Strategy is based on three-pronged approach of fostering partnerships, building awareness, and activating the IESO's Community Energy Champions (CECs). It includes tactics to support the achievement of these goals.
- The refreshed Strategy reflects insights from the MTR Customer Needs Review outreach activities, incorporating feedback heard from: EAP Roundtable members (i.e., Ontario Native Welfare Administrators Association, Ontario Aboriginal Housing Services, Métis Nation of Ontario); IESO CECs; EAP delivery partners, and; market research.

Indigenous Outreach Strategy: Achievements to Date

Completed Activities

Enhanced and Shared Materials to Build Awareness:

- Developed an Indigenous-focused landing page on the Save on Energy website that summarizes programs available to on-reserve and off-reserve First Nations, as well as Métis
- Translated program collateral into the following languages: Ojibwe, Cree, Oji-Cree
- Shared program brochures with community partners – e.g., IESO CECs, ONWAA, etc.
- Developed key messages to provide overview of programs supporting First Nations and Métis

Engaged Indigenous Organizations and Communities:

- Enabled participation from Indigenous organizations on the EAP Roundtable
- Engaged IESO CECs in the EAP program to build awareness of and drive participation in the EAP
- Participated in Indigenous events (e.g., ONWAA's Fall Forum and 50-year Anniversary, IESO's Indigenous Symposium, etc.)
- Enabled conversations with Ontario Aboriginal Housing Services and new delivery partners to facilitate positive transition to new delivery partners
- Outreach to all Friendship Centres, provided program overview to 17 of 29 Friendship Centres

Indigenous Outreach Strategy: Planned Activities

Planned Activities

Build Awareness:

- Develop non-digital engagement tactics – e.g., leverage northern radio stations, put ad in Bearskin Airlines newsletter, program collateral in Ontario Works, collaborate with First Nations Child and Family Services offices
- Identify additional translation opportunities for program collateral
- Leverage the IESO's CECs to build EAP awareness through band offices
- Cross-promotion of energy efficiency programs (e.g., First Nations Community Building Retrofit Program) between Save on Energy delivery service providers

Seek Opportunities:

- Monitor Indigenous participation customer satisfaction numbers - 5% of EAP participants are from Indigenous communities based on participants that self-identified and responded to EAP customer satisfaction surveys for projects completed in 2021 to June 2022
- Continue to seek feedback, opportunities to enhance strategy

Discussion Question

Based on the refreshed Strategy, are there any other opportunities that the IESO should consider to foster participation from grid-connected on- and off-reserve First Nations, as well as Métis community members in the EAP?



Near-Term Enhancement – Comprehensive Offering Eligibility Criteria

Comprehensive Offering Eligibility Threshold

Through the IESO's 2021-2024 CDM Framework MTR customer needs review activities (e.g., feedback provided by the EAP Roundtable), a need was identified to review and update the EAP eligibility thresholds. The drivers reflect:

1. The most recent update to the Low-Income Measure (LIM) by Statistics Canada; and
2. Recent updates to the Consumer Price Index (CPI) highlighting inflation

Increase Comprehensive Offering Eligibility Threshold

Number of People in Home	Current Income Eligibility		Planned Income Eligibility	
	Comprehensive Offering Threshold	Energy Savings Kits	Comprehensive Offering Threshold	Energy Savings Kits
1 person	36,578	46,748	42,437	55,654
2 people	51,729	58,453	60,014	67,409
3 people	63,354	70,158	73,501	79,164
4 people	73,157	81,863	84,872	90,919
5 people	81,791	93,568	94,890	102,674
6 people	89,598	105,273	103,947	114,429
7+ people	96,775	116,978	112,275	126,184

- The planned income eligibility is based on the latest Statistics Canada census data (released July 2022) and updated 2021 Consumer Price Index factor (3.4%)

Increase Comprehensive Offering Eligibility Considerations

- The IESO's update to the comprehensive offering threshold are planned with the following considerations:
 - The market is familiar with an income vs. household-size based threshold predicated on LIM — continuing with this eligibility threshold will prevent market confusion
 - Tiered eligibility based on income ensures funding is directed to those with the greatest need
 - Given one-window delivery approach with Enbridge, alignment of eligibility requirements with Home Weatherization Program is required
- The IESO plans to have this change in-market in January 2023

Other Qualifiers For Comprehensive Offering Eligibility

As a reminder, participants can also qualify for the comprehensive offering by being a recipient of one of the following types of assistance in the past 12 months:

- Allowance for the Survivor
- Guaranteed Income Supplement
- Allowance for Seniors
- Ontario Works
- Ontario Disability Support Program (ODSP)
- Healthy Smiles Ontario Child Dental Program
- Received a Low-Income Energy Assistance Program (LEAP) grant or were part of the Ontario Electricity Support Program (OESP) within the last 12 months.
- Is qualified to participate in a natural gas income-eligible demand-side management (DSM) program during the past 12 months

Increase Comprehensive Offering Threshold

The increase to the comprehensive offering threshold does not materially impact the eligible population size:

- The targeted eligible population for the Comprehensive Offering and Energy Savings Kit offering represents approximately 34% of the households in Ontario.
- There is a ~5% decline in the projected eligible population size for the Comprehensive Offering — this can be explained by the general decline in the number of people living below the poverty line in Canada.
- The planned eligibility update to the Comprehensive Offering will create an overlap with the current Energy Savings Kit eligibility thresholds; changes to the Energy Savings Kit eligibility thresholds will also need to be adjusted accordingly to prevent eligibility overlaps.
- The IESO is currently undertaking a review of the approach for the Energy Savings Kit offering, which may result in further enhancements.



Near-Term Enhancement – Program Marketing

Program Marketing Enhancements

In response to the lower-than-expected levels of program participation in 2021 and 2022, and feedback from MTR customer needs review activities and market research survey feedback, an enhanced marketing and outreach strategy is being undertaken to achieve the following:

- Increase awareness, understanding and encourage participation in all offerings of the program – comprehensive support stream and the free energy savings kit stream.
- Build community connections and trust in the program to help enable longer-term enrollment in both streams.
- Efforts will be centred on a “grassroots” community outreach and engagement approach – targeting harder-to reach-consumers (e.g., seniors, rural customers, lower-income households).

Program Marketing Enhancements (continued)

Promotional content will be developed to promote both the comprehensive support stream and the free energy savings kit stream to eligible consumers. Promotional content will include stand-alone ads/information for the kits and for comprehensive support to clearly differentiate both offers streams.

Tactics to deliver promotional content to consumers will include:

- Leveraging community events to share materials and inform residents (festivals, public markets, etc.)
- Investigate value of running ads on local media outlets (e.g., local radio stations and newspapers, tbc)
- Placing program ads, posters and materials in facilities active in and trusted by the communities they serve (e.g., food banks, post offices, community centres, medical clinics, etc.)
- Paid advertisements that will run on Save on Energy social media platforms



EAP marketing content mock-ups –
Will be shared during the EAP Roundtable meeting



Longer-Term Program Enhancements

Longer-Term Program Enhancements

Opportunity	Rationale	Next Steps	Timing
Enhancements to measure offering to allow for greater customer choice (e.g., color, model of appliances) and include heat pumps	<ul style="list-style-type: none"> • Feedback from customer satisfaction survey regarding quality of measures • Insight from MTR customer needs review outreach 	Undertake further market research (e.g., jurisdictional scan, in-depth interviews with past program participants) to understand opportunities	Q2 2023
Streamline the social housing application process, to create a one-window approach (rather than having to apply to both Retrofit and EAP)	<ul style="list-style-type: none"> • Insight from MTR customer needs review outreach 	Continue conversations with housing providers to inform the approach	Timing to be confirmed (TBC)
Exploring opportunities to streamline the application process, eligibility verification – e.g., Omega Foundation tax software opportunity, First Nations community application	<ul style="list-style-type: none"> • Increase program uptake by reducing program barriers (e.g., administrative effort) 	Continue conversations with Omega and First Nation communities to better understand the opportunity	TBC



Upcoming EAP Roundtable Survey and Next Steps

Upcoming EAP Roundtable Survey

- The IESO's Market Research firm, Ipsos, will conduct a round of voluntary in-depth interviews (IDIs) with Roundtable members. Interviews will be confidential, and all feedback is welcomed. Below are some of the topics that will be covered during the IDIs:
 - Frequency and structure of meetings;
 - Quality of information shared, and;
 - Opportunities to provide feedback on the future direction of EAP.
- A summary of feedback will be shared at Q1 2023 EAP Roundtable meeting

Next Steps

Activity	Timeline
EAP Roundtable Meeting	November 3, 2022
EAP Roundtable Survey	Mid-November 2022
Continue to implement near-term recommendations	November 2022-January 2023
Q1 2023 EAP Roundtable	February 2023
Implement longer-term recommendations	Throughout 2023



Appendix

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 (26 MW)
- 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

Customer Needs Review Outreach By Sector / Customer Segment – Income-Eligible

Segment	Company / Association
Affordable Housing	Toronto Community Housing, CityHousing Hamilton, Housing Services Corp.
Single family / Affordable Housing	EAP Roundtable, Low-Income Energy Network
Indigenous	Ontario Aboriginal Housing Services, Ontario Native Welfare Administrators Association, Métis Nation of Ontario, IESO Community Energy Champions