

# "Efficiency Manitoba"



# The Vision

- the Manitoba Government announced the creation of “Efficiency Manitoba” on December 2, 2003 to:
  1. Integrate DSM for electricity, natural gas, water, waste, transportation e.g. PSEM in schools
  2. Leverage Federal Funds
  3. Cut Manitobans’ bills
  4. Fill existing gaps
  5. Use a community based approach
  6. Expand Scale and Scope

# Efficiency Manitoba



# Existing Situation

1. Excellent PowerSmart programs - expand delivery
2. Increase Natural Gas DSM – 1200 home audits last year
3. Limited Water DSM – one staff-year in Conservation
4. Many different uncoordinated programs in different locations

*There is enormous potential to be gained with an integrated, expanded resource efficiency agency*

# 1. Integration

- a “one-stop-shop” for resource efficiency related expertise and financial incentives for homeowners, businesses, and institutions. It will consolidate existing efforts now delivered by:
  - provincial, federal, and municipal governments
  - agencies, utilities, crown corporations
  - Manitoba Product Stewardship Corporation
  - Manitoba Tire Stewardship Board

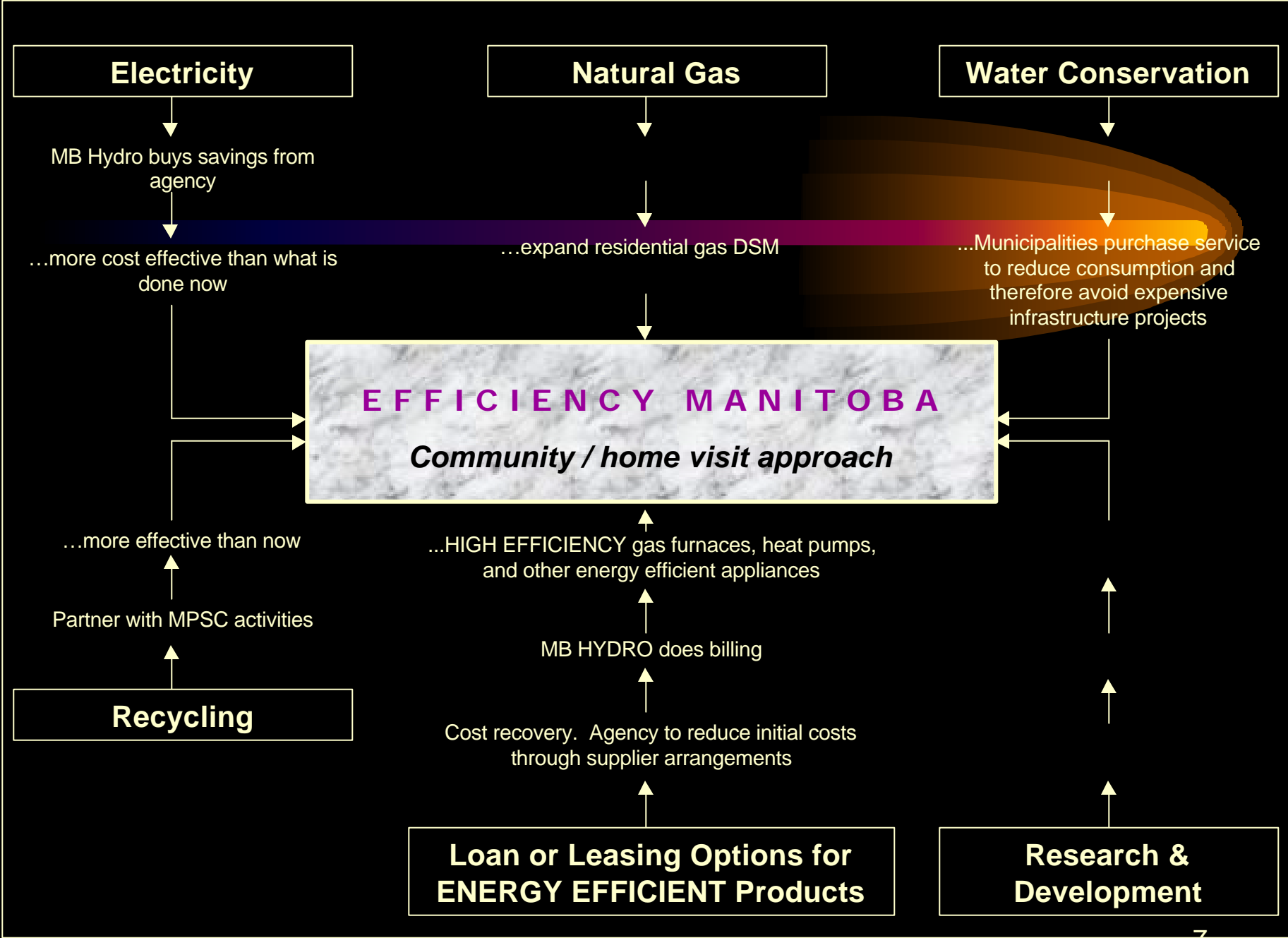




# 1. Integration

- Energy Efficiency is a small part of EST
- Power Smart is a small part of MB Hydro
- Water DSM is a small part of Conservation
- Municipalities – taxes, core services...

*Efficiency Manitoba = More nimble, flexible, focussed, and entrepreneurial*



## 2. Leverage Federal Funds

- A centralized, coordinated effort is the best way to aggressively pursue the Federal Government's billion dollar Climate Change funding programs:
  - \$ 73 M for **HOME RETROFITS**
  - \$ 47 M in **COMMERCIAL BUILDING INCENTIVES**
  - \$ 160 M to work with **PROVINCES AND TERRITORIES**
  - \$ 30 M for **ABORIGINALS & NORTHERN COMMUNITIES**
  - \$ 6 M for **EXTENSION FOR ENERGUIDE FOR HOUSES**
  - \$ 56.6 M for **EXTENSION OF ENERGY INNOVATORS PLUS**
  - \$ 25 M for **R.E.D.I**



# 3. Cut Manitobans' Bills

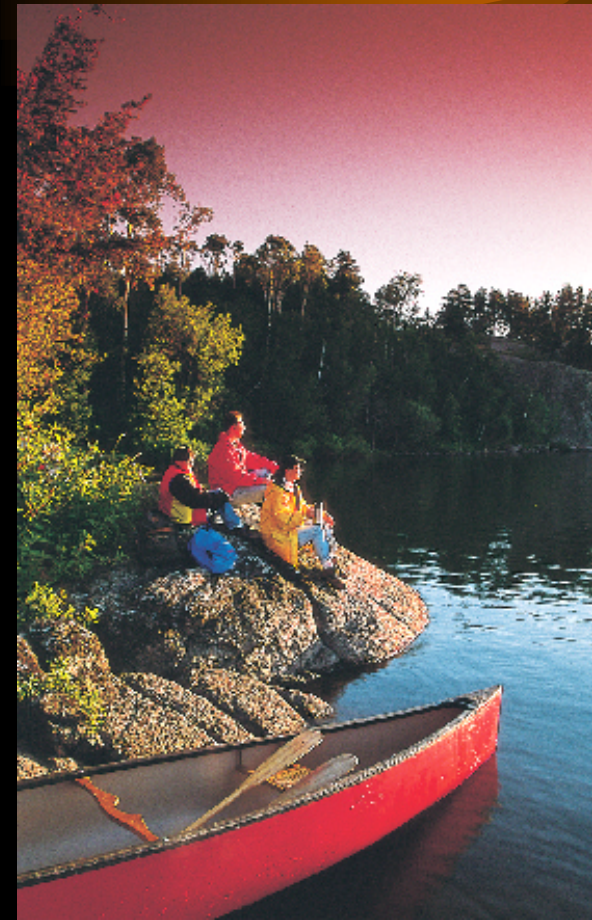
- About \$2 billion leaves the province every year on imported energy purchases
- Manitobans spend almost on much on energy as the Provincial Government spends on health care
- Manitobans are increasingly exposed to high and volatile natural gas prices
- Electricity saved can be exported
- Defer / downsize expensive infrastructure
- Water consumption down

## 4. Fill Gaps

- **The new organization will employ the integrated, community-based approach successfully demonstrated in Canada, the United States and Europe to:**
  - **create a fundamental and permanent shift in the Manitoba market to increase energy efficiency,**
  - **increase water conservation, natural gas DSM and minimize waste**
  - **increase transportation demand side management**
  - **promote innovation through increased support for research and development**
  - **encourage small scale renewables, like heat pumps**
  - **codes and standards**

## 4. Fill Gaps

- **Rapidly tightening water & sewer issues could be addressed by integrating water audits into all home & building efficiency activities**
- **Expand human infrastructure through increased support for education and professional development**
- **1000-1200 PowerSmart audits could have realized a water savings of 100-150L per household per day**



# 5. Community Based

1. Ensures programs are tailored to fit each municipality or community
2. Improves access to efficiency services for rural and remote communities
3. Creates local employment and economic development
4. Provides an unprecedented opportunity for the Federal Government to fund energy efficiency in Manitoba's First Nations communities with First Nations taking the lead
5. Builds upon the success of the PowerSmart program
6. Meets the Provincial Government's commitment to water issues
7. Reduces landfill use

# HOW "EFFICIENCY MANITOBA" WILL WORK

Municipality and EM agree on program

EM offers =

- funding
- training
- communications expertise

Program =

- water usage down
- energy usage down
- waste down
- other efficiencies

Local partners help with delivery

*homeowners' stream*

Homeowner responds to advertising for "**bill cutter**" assessment

EM trained staff visits home =

- Energuide water and waste audits
- Free fluorescent bulbs, low flow shower head, provide instant efficiency rewards

Homeowner undertakes recommendations utilizing EM support & financial incentives

Follow-up assessment

■ Cash rewards and  
■ Estimates of annual bill savings

*communities' stream*

Audits done on local municipal buildings, hospitals, schools, and government buildings

Work undertaken creating jobs, economic activity and operating costs reduced

**RESULTS =**

- homeowner bills down
- municipal operating costs down
- water treatment down
- landfill costs down
- infrastructure upgrades delayed

# 5. Community Based

- The **“Community Based”** approach boosts take-up of home efficiency measures as proven successfully in other jurisdictions
- Barrie, Ontario’s Green Community Program reduced personal water consumption by 62 litres/day, deferring by a decade, a \$41 Million upgrade and expansion of water treatment facilities... it also created 825 person years of local employment
- local partners





# 6. Expand Scale and Scope



1. **Community based, integrated approach = more subscription**
2. **More Federal Dollars**
3. **Water DSM can “piggy-back” on Energuide Audits**
4. **Take the PSEM, RRC, and MEC approach across the Province of Manitoba**
5. **Momentum is building.. Provincially, nationally, and internationally**

# What's in a Name?



- **Efficiency Manitoba** is a working title only. We will be launching a naming contest in the New Year to create excitement and interest.

# How will “Efficiency Manitoba” be structured?

- “Efficiency Manitoba”, will be created “from the ground up” in consultation with key stakeholders such as the Manitoba Government, Manitoba Hydro, the Federal Government, City of Winnipeg, and Association of Manitoba Municipalities. It will have:
  - a small Board of Directors (to include MH and Province)
  - an Executive Director
  - a Round Table consisting of experts and community leaders from industry associations and business groups, environmental groups, municipalities, economic development agencies, First Nations, consumer interests, and the education sector
  - a staff of 20 - 65 located in a new, central downtown location, ideally with other related agencies, services, and departments

# Agency Structure

**BOARD  
&  
Executive  
Director**

**Manitoba Tire  
Stewardship  
Board**

**Round  
Table**

**Manitoba  
Product  
Stewardship  
Corporation**

# Proven Success

- Ontario Green Communities Programs in Barrie, Elora, Peterborough, etc.
- Sustainable Energy Ireland
- Efficiency Vermont
- Yukon Energy Solutions Centre



*Saving the Planet  
One Home at a Time*

# Proven Success



**MAKE YOUR HOME MORE ENERGY EFFICIENT & COMFORTABLE**

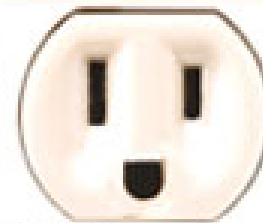
**..WHILE DOING YOUR PART IN HELPING THE ENVIRONMENT**

**LEARN MORE**



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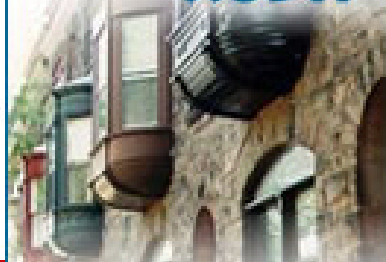


## **HOME REWARDS PROGRAM**

Earn up to **\$4000** in cash rewards for improving your home's energy efficiency.

[More...](#)

## **REQUEST A HOME AUDIT**



Have one of our professional advisors show how to save, increase comfort, and help the environment.

[More...](#)



# MEC and RRC



# Employee Issues

- One of the most innovative and interesting agencies of its kind in North America
- Union and Employer Consultations ongoing
- Voluntary Transfers - Employee's choice
- Some shorter term secondments ?

# Next Steps

- Working together with all stakeholders, the Manitoba Government will launch the new “Efficiency Manitoba” agency in Fall 2004:
  1. **Manitoba Hydro, the Federal Government, City of Winnipeg, the AMM and others to provide leadership and oversight**
  2. **Let’s build upon, integrate, and expand the large industrial success of the PowerSmart program and all the other separately delivered programs**
  3. **Consult, Consult, Consult**

# Efficiency Manitoba

