



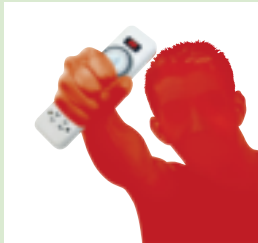
Welcome to **powerWISE**, your energy conservation source! **powerWISE** is dedicated to providing you with ideas and resources to save you energy, manage your bill and help the environment.

What's Inside

- Visit 10 Smart Meter Lane to see the difference!
- Join new rewards program: Live Green Toronto
- Follow us on twitter
- Think BIP and get cash incentives for energy retrofits
- Check out our Power Outage Resource Centre

**BEAT THE PEAK!
FREE power bar
giveaway this October**

BEAT THE PEAK is a unique program to help customers manage Time-of-Use (TOU) rates. During the last two weekends of October (October 23-24 and October 30-31), Toronto Hydro will distribute more



than 50,000 power bars through all Toronto Sears and Walmart stores, plus select Canadian Tire and Staples stores.

What's so special about these power bars?

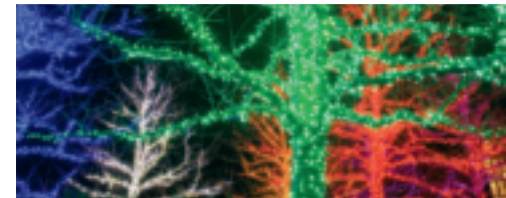
The power bars are pre-programmed to only turn on during off-peak evening hours from 9 p.m. to 7 a.m. when electricity prices are the lowest. Using the power bar to charge handheld electronic devices, such as cell phones and laptops, can help you better manage your electricity bills.

Important program details:

- You must bring in your original 2010 August/September Toronto Hydro bill to the event and complete a short survey.
- There is a limit of one power bar per electricity bill/household.
- Available to the first 500 customers at each event, while supplies last.
- Events start at 10 a.m. (11 a.m. on Sundays).

For more information, including a list of locations, check out torontohydro.com/powerbar

Festive Light Exchange is back!



Once again, we'll be out in neighbourhoods conducting our annual Festive Light Exchange events. This year, for every pair of old inefficient incandescent light strings you drop off, you'll take home a free LED string of lights. LED lights use up to 90 per cent* less electricity than incandescent lights, produce almost no heat, generate more light and last longer. Take advantage of this great opportunity. Be sure to check out torontohydro.com/flex for more information.

**Source: Natural Resources Canada*

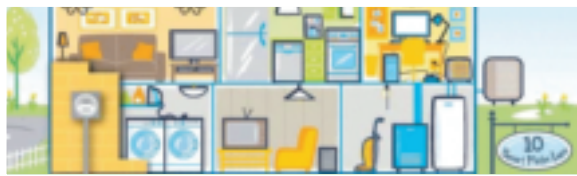


Learn more about conservation at community events throughout the city!

Fall is here and with the new season brings a whole new calendar of community events. Catch up with our street team to learn about conservation programs and tips to help you manage your bill. Visit torontohydro.com/events for the complete schedule.

Power Savings Event

Save money and energy at the fall 2010 Power Savings Event! Get more for your energy dollars by using discount coupons at participating retailers during the month of October. Customers can also take advantage of the discounts by downloading coupons from the Ontario Power Authority's website at everykilowattcounts.ca



Shift your electricity usage and see the difference at 10 Smart Meter Lane

Many customers have asked exactly how much they can save when they shift their electricity usage to lower-cost periods. Visit 10 Smart Meter Lane, an interactive house, at torontohydro.com/smart and see how the cost of running appliances changes at different times of the day or week. Take a few minutes to test various appliances and compare the costs. It's a great way to help manage your bill with Time-of-Use (TOU) rates and learn how small changes can make a difference.

Attention: Small Business customers

There's also a similar online tool for you "Time-of-Use rates at work", where you can see how much it costs to run various equipment at different times of the day or week. You can check it out on the business section of our website.

Wondering about your electricity usage?

Make sure to monitor it. See how much electricity you've used and when by signing up at torontohydro.com/tou



Now you can follow us on twitter!

We're proud to announce that we recently jumped aboard the social media train. You can now follow Toronto Hydro on twitter and facebook. We're even launching a YouTube channel! This is an important step in modernizing our communications with you.

Engage in a conversation with us on twitter. You might learn a new trick or two about electricity savings. Visit torontohydro.com to learn more.

Save More Than Money with your Live Green Toronto Membership Card!

Submitted by Toronto Environment Office

Starting this fall, the City of Toronto is pleased to introduce the Live Green Toronto Membership Card - Toronto's newest and greenest rewards program. When you become a member, you receive a 'live green' card that you can use at participating businesses across Toronto. Simply show your card at the beginning of each purchase transaction and get live green rewards.

Rewards include exclusive promotions, special offers and/or direct discounts on environmentally friendly products and services. Enjoy a wide range of benefits in categories such as food, family, home improvements, travel, wellness, attractions and specialty services.

Where you spend your money and what you spend it on is a big part of living green. By making greener shopping decisions, you're doing your part to make a positive change for our environment.

The Live Green Toronto Membership Card is one more way that Live Green Toronto helps residents and businesses join together to make Toronto an even greener city.

Membership in the program is free and open to everyone over the age of 14 years who lives, works, and shops in the City of Toronto. To sign up for your card, visit livegreentoronto.ca or call 311 for more information.



Cool Savings Rebate

With 60 per cent of your yearly electricity bill going toward heating and cooling your home, it makes good sense to look for ways to reduce your usage and your bills. Rebates up to \$400 are available when you purchase and install new central heating or cooling equipment (such as an ENERGY STAR® qualified central air conditioning system) through a participating contractor. For complete program information, visit everykilowattcounts.ca



Sign up for *peaksaver*® and get a \$75 credit on your bill

Limited Time Offer!

If you have a central air conditioner, register for Toronto Hydro's **peaksaver** program and join over 65,000 homes and businesses who have already signed up!

Here's how it works: When you sign up for **peaksaver**, a small device will be installed near your central air conditioner to reduce its energy use during times of peak electricity

demand. These are usually on hot summer weekdays but never on weekends or statutory holidays. The activation period won't exceed four hours - you likely won't notice the difference. So, help us reduce the peaks by signing up for **peaksaver** at torontohydro.com/peaksaver or 1-877-487-8574.

Conservation Programs a success!

This past spring, Toronto Hydro continued its efforts to reduce demand on the electrical grid and offered the following programs. We had tremendous results and thank all those customers who participated.

The Great Exchange took place during the first three weekends in June at participating Toronto Rona, The Home Depot and Walmart locations. The program was also held at 26 schools, seven Community Environment Days, and 26 events at select Toronto Community housing and privately managed properties.

Results:

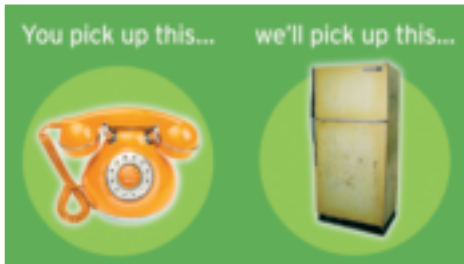
- Retired and recycled 150,000 incandescent light bulbs, 8,274 air conditioners and 1,900 dehumidifiers, which reduced the burden on the power grid by over 7,100 MWh* - that's the equivalent of taking nearly 800 homes off the grid!

Take a Load Off took place during April-July at Toronto area The Home Depot stores and at Caplan's Appliances. Customers who purchased a new ENERGY STAR® washing machine received an instant rebate, plus an eco-friendly indoor drying rack.

Results:

- Over 1,400 ENERGY STAR washing machines were sold.

*Unaudited



Free in-home appliance pick-up

Did you know that as part of the Great Refrigerator Roundup program you can also have your old, inefficient freezers and room air conditioners picked up as well? Call us today and we'll pick them up FREE of charge. We'll even haul the appliance out of your basement for you!

We guarantee that we'll dismantle and dispose of your appliance in an environmentally friendly way; ensuring harmful chemicals stay out of landfills and metal is recycled.

For details on what can be picked up, visit torontohydro.com/fridgepickup. Fridges and freezers must be at least 15 years old, 10-27 cubic feet in size and in good working order. Book a pick-up appointment online at everykilowattcounts.ca or by calling 1-877-797-9473.

BIP pays cash incentives for energy-efficient retrofits

The Business Incentive Program (BIP) pays incentives for energy efficient retrofit projects that reduce peak electricity demand.

BIP incentives are available up to \$800/kW (or 10¢/kWh, whichever is greater, capped at 50 per cent of the project costs) for qualifying projects and \$400/kW (or 5¢/kWh, whichever is greater, capped at 50 per cent of the project costs) for qualifying lighting projects. Some projects also qualify for a reimbursement of up to \$4,000 for consulting fees incurred in the preparation of an energy efficiency consulting report directly relating to the project.

For details on which projects qualify and other details on getting started, visit torontohydro.com/bip

It pays to go green with Power Savings Blitz

We recently named 'lil' bean n' green cafe n' play' as our Customer for Conservation. Green at heart and loyal to their cause, the owners of lil' bean n' green cafe n' play took advantage of Toronto Hydro's Power Savings Blitz program. At no cost to them, they completed a lighting retrofit at their vibrant cafe. The cafe is expected to save almost \$350 per year in electricity costs, which is equivalent to removing approximately 524 kilograms per year of harmful greenhouse gas emissions from the atmosphere. Congrats to lil' bean n' green cafe n' play!

You can hear their advice on greening your business and why Power Savings Blitz was a great start at torontohydro.com/customersforconservation

To learn more about Power Savings Blitz, please call (416) 599-9210 or visit torontohydro.com/savingsblitz

torontohydro.com/poweroutage Toronto Hydro's Power Outage Resource Centre

Power outages occur for many reasons and can last from a few seconds to hours or longer. It's important to plan ahead for a power outage as you would with any emergency situation. Here are some quick tips, but you can find more information on our website.

Quick Tips:

- Create an emergency supplies kit and keep it in an easy-to-access location known to all family members.
- Check batteries twice a year.
- Use surge protectors to protect sensitive electronic equipment.
- Have a list of emergency contact numbers handy, including Toronto Hydro's power outage number.
- Ensure that you have at least one cell phone or non-cordless telephone.

1MW of savings . . . and growing!

The Data Centre Incentive Program (DCIP) is the first program of its kind in Ontario! DCIP offers business customers significant financial incentives to help offset the cost of implementing energy efficient projects within their data centres. Data centres are essential to the daily operation of all organizations and are also open 24/7/365, consuming tons of energy!

DCIP
green IT



The Scarborough Hospital's DCIP success

Recently, The Scarborough Hospital (TSH) completed a data centre project that included the reduction of 108 physical servers down to just 54. As a result of the reduced equipment footprint, it managed to

remove up to 20 tons of cooling requirement. This project resulted in a 69 kW reduction of peak electricity demand and a reduction of 488,792 kWh annually. In addition to receiving a significant financial incentive from Toronto Hydro upon project completion, TSH is looking forward to the annual savings in electricity and strong return on investment.

This and the other 34 approved DCIP projects have already delivered approximately 1MW of peak electricity reduction and that number is growing every day! To learn more about DCIP, check out torontohydro.com/dcip

Power Outage Map now available online

You can log onto your battery powered laptops to get details on unplanned outages - in real time! During an outage, you can stay informed by visiting torontohydro.com/poweroutage and checking the outage map.



EMERGENCIES & POWER OUTAGES

To report an outage, lines down or electrical emergencies, please call: **416.542.8000** (24 hours a day, 7 days a week).

Eager to learn more?

Check out the following "Home Energy Links" to help you achieve your energy savings goals:

Ministry of Energy

ontario.ca/energysavings
ontario.ca/powersmarter

Ontario Power Authority

Tel: 1.877.797.9473 everykilowattcounts.ca

Ontario Energy Board

"The Energy Choice is Yours"

Tel: 1-877-632-2727 energychoiceontario.ca

Natural Resources Canada – Office of Energy Efficiency

Tel: 1.800.387.2000 oee.nrcan.gc.ca

City of Toronto – Live Green Toronto

Tel: 311 livegreentoronto.ca

Clean Air Foundation

Tel: 416.922.9038 cleanairfoundation.org

GreenTbiz

Tel: 416.697.9000 greentbiz.org

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