ETP-ES-1

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ALERT

MEMBER COMMUNICATION

ALERT N°: 09/045

To the attention of the Clerk and Council
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FOR MORE INFORMATION CONTACT:
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Count Me In! Community Challenge Now Underway

Issue

AMO is calling on all members to join the more than 30 municipalities already committed to participating in this summer's *Count Me In!* Community Challenge. Your involvement reinforces the vital role played by communities across the province when it comes to energy conservation. The challenge was launched on June 3 and will conclude with the Count Me In! Community Challenge Day on August 14th.

Background

The Count Me In! Community Challenge is a three-month campaign starting with a launch during Energy Conservation Week (May 17-23) and culminating on Friday August 14, 2009. During this time, municipalities will promote a variety of energy conservation ideas within their communities in order to drive awareness and participation. Municipalities will compete for two awards:

- Highest percentage drop in consumption on August 14 (calculated based on criteria established by IESO); and
- Highest per capita participation in the Count Me In pledge drive (using a percentage as of August 14 based on census information).

All winners will be announced at the AMO Annual Conference in Ottawa on Wednesday, August 19, 2009.

More information is available in the attached Question and Answer Sheet as well as on the Count Me In Website (http://www.countmeinontario.ca/About-The-Count-Me-In-Challenge/index.aspx).

Action

Fill out the entry form and return it to the following address as soon as possible: info@countmeinontario.ca.

This information is available in the Policy Issues section of the AMO website at www.amo.on.ca.

ETP-E5-2

COUNT ME IN!

The Count Me In! Community Challenge
Q & A

Q. What is Energy Conservation Week?

A. Ontario's second provincewide Energy Conservation Week ran from May 17 to 23, 2009. It featured a variety of conservation-oriented events in cities and towns throughout the province. The Week was the centrepiece of an overall four-month campaign that began with a launch in April and culminates with the provincewide "Count Me In! Community Challenge Day" on August 14th. The overall objective is to raise awareness of, and drive participation in, energy conservation across Ontario. To learn more about Energy Conservation Week and "Count Me In! Community Challenge Day", explore the website: countmeinontario.ca.

Q. What does "Count Me In!" mean?

A. The theme for Energy Conservation Week this year is "Count Me In!" It's a pledge to take meaningful action to conserve energy in our everyday lives. Ontarians are encouraged to count themselves in via an online pledge and to choose how they will conserve from a list of 100 energy saving ideas. Collectively, these steps save energy and money, reduce greenhouse emissions and contribute to a cleaner, healthier Ontario. Everyone is encouraged to share ideas, events and activities at countmeinontario.ca.

Q. What is "Count Me In! Community Challenge Day"?

A. The Community Challenge Day is the final element of the overall Energy Conservation Week campaign. It's on August 14, which is the anniversary of the North American blackout in 2003.

On Count Me In! Community Challenge Day, Ontarians are encouraged to conserve energy throughout the day. When you say "Count Me In!," you're committing to take action in a variety of ways. By fulfilling your pledge on this day, you can prove the power of individual initiatives on the province's overall conservation goals—the most ambitious in North America. If your community has chosen to participate in the Community Challenge, you will also contribute to its results.

Q. What is the "Count Me In! Community Challenge"?

A. The Count Me In! Community Challenge takes its name from Energy Conservation Week's Count Me In! theme. The Count Me In! Community Challenge culminates on Friday, August 14 – the anniversary of the North American blackout in 2003. During this time, cities and towns across Ontario are being encouraged to promote a variety of energy conservation ideas within their communities to drive awareness and participation.

Cities and towns will compete for two awards:

1. Highest percentage drop in electricity consumption on August 14
2. Highest per capita participation in the Count Me In! pledge

Q. Who is organizing the "Count Me In! Community Challenge"?

A. The Count Me In! Community Challenge is an initiative of the City of Woodstock, in collaboration with Ontario Power Authority, the Association of Municipalities of Ontario (AMO), the Independent Electricity System Operator (IESO) and the Electricity Distributor's Association (EDA). In 2005, The City of Woodstock started the municipal Blackout Day Challenge, which this new province-wide event replaces.

Q. How can my municipality take part in the Count Me In! Community Challenge?

A. If your municipality wants to say "Count Us In!" for the Community Challenge, please explore countmeinontario.ca. There you'll find an entry form, information and the steps your community needs to take to join the challenge. You can also contact info@countmeinontario.ca for more information.

Q. Two challenges are identified—what do they involve specifically?

One challenge is based on electricity consumption. To take part, your community must contact its local electricity distribution company, or "LDC." LDCs have access to municipal meter data, which is needed for consumption measurement. To compete in this challenge, you'll need to confirm that your LDC will provide meter data to the IESO on Tuesday, August 18. Not all LDC meters allow them to separate out the usage of specific municipalities.

The other challenge is based on the number of people in your community who take the Count Me In! pledge, which is available at countmeinontario.ca.

In both cases, to participate and be counted in, your community will need to identify a continuous point of contact for Challenge Day. This person will be the primary point of contact for all matters related to the Challenges between when you sign up and Challenge Day.

Q. How will the two challenges be measured?

A. Every city or town can enter in one or both of the two challenge categories.

1. Highest percentage drop in electricity consumption on August 14
   To determine the winner, electricity use on Friday, August 14 from 08:00-20:00 will be compared to that used on, either Friday, August 7 or Thursday, August 13. Municipalities' savings will then be compared to the province-wide consumption changes to determine which one saved the most electricity. This method helps to factor out any impacts weather might have. The IESO will work with your LDC to ensure they know what data is required.

2. Highest per capita participation in the Count Me In! pledge.
   The challenge will award the greatest percentage involvement by a participating community. This will be measured by the total number of online pledges over the community's population as of the most recent census data.

Q. Can municipalities get any support for their efforts while participating in the Community Challenges?

A. Let us know what your municipality is doing by contacting info@Countmeinontario.ca and we'll do our best to support your efforts.

Q. When will the winners be announced?

A. Winners will be announced on Wednesday, August 19, 2009 at the Association of Municipalities of Ontario (AMO) Annual Conference in Ottawa.