



AESP Energy Awards February 9, 2010

Outstanding Achievement Marketing Communications

GET SMART TORONTO



Objective: In 2004, the Province of Ontario announced that all homes would have a smart meter and be transitioned to TOU rates in 2010. This is part of a plan to smooth out peak demand, improve the environment and encourage a “culture of conservation”.

Description: THESL is the first utility to roll out Time-of-Use (TOU) rates in a major urban centre, and to date with over 250,000 customers transitioned over. In addition, we worked collaboratively with various levels of government, most notably the Ontario Ministry of Energy and Infrastructure (MEI), and led the marketing and communications on behalf of Ontario’s other municipally owned distributors.

Key Results: THESL’s efforts have been applauded and supported by government stakeholders as the first utility to undergo a mass transition to TOU rates. Research conducted shows that customers have a good understanding of TOU rates, with more than 98% awareness. To date, more than 395,00 customers have been advised of the transition to TOU rates. 250,000 customers are paying TOU rates and more than 60,000 customers have registered on the TOU web portal.

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