

April 6, 2010



City Council Committee Report

To: Mayor & Council

Fr: Heather Kasprick, Deputy Clerk

Re: Community Power Pledge

Recommendation:

THAT Council of the City of Kenora join the 2010 Conservation Awareness Campaign by launching a community challenge to the residents of the City of Kenora to take simple conservation actions to reduce electricity consumption in Ontario; and further

THAT a community campaign begin April 20, 2010 with the launch of the Power Pledge Community Challenge, concluding on August 11, 2010 with the Community Challenge Day.

Background:

The Ontario Power Authority (OPA) has introduced a province wide, high profile energy conservation awareness campaign that engages the public, businesses and youth to take simple conservation actions that support a culture of conservation, have lasting financial rewards and help fight climate change.

Driven by a simple on-line "power pledge" that focuses on reducing phantom power and includes five or six additional simple acts of conservation; co-sponsored with WWF Canada. There are six measurable pledge actions/areas highlighted: using power bars to reduce phantom power, purchasing Energy Star appliances, home energy audits, refrigerator and freezer retirement, smarter laundry practices, efficient use of, and care for, home heating and cooling. One of the major focuses of this campaign is the reduction of phantom power which is electricity that is wasted by electronic devices and appliances that use power even when they are turned off. Most Ontarians are not aware that many electronic devices draw energy even when they have been turned off. NRCan estimates phantom power represents as much as 15% of a household's annual electricity use. Power bars with timers or auto shut-offs are simple, effective ways to fight phantom power.

The 2010 goal is to have 100 communities participate which would represent 80% of the population in Ontario.

There are three community population categories: less than 10,000, 10,001-75,000, and over 75,000. The prize for each community winning in the three categories is \$10,000 to be used towards a green initiative. The winning communities will be announced and recognized in August at AMO annual conference.

By taking the Power Pledge, Ontarians will earn 20 AIR MILES Reward Miles and an additional 10 AIR MILES Reward Miles will be donated to a participating designated charity of their choice.

Key dates for this campaign include:

- **April 7 – Launch of the Power Pledge website**
(www.powerpledge.ca).
- **April 20 – Launch of Power Pledge Community Challenge**
Ontario communities register to participate in the Community Challenge
- **April 22 – Launch of the Youth Campaign (Earth Day)**
Special campaign to educate and motivate Ontario teens on the impact of phantom power
- **August 11 – Community Challenge Day**
Municipalities and LDC's urge their residents to use as little electricity as possible. Winning communities earn bragging rights as Ontario's most conservation-conscious communities.

Budget:

Council will need to commit approximately \$2,000 dollars to this campaign to gain participation from the community. In conjunction with this funding, Kenora Hydro has agreed to match this funding of \$2,000 towards the campaign. There will need to be a full marketing plan that will be associated with printing costs, advertising costs as well as registration costs to things such as the home show. This funding would be through Administration within the current budget.

Communication Plan/Notice By-law Requirements:

A full marketing campaign would be launched with the local community kick off campaign geared around the local home and leisure show held on April 23, 24, 25th. Following the launch, regular bill inserts, posters, media advertising and local promotions would follow to have citizens sign up and register to the power pledge.