

THE PUB SPOTLIGHT ON ENERGY EFFICIENCY



In Manitoba, we call programs designed to conserve energy Demand Side Management (DSM). DSM programs can provide assistance for housing upgrades, solar rebates and heating controls used to conserve electricity and natural gas, lower energy bills, protect the environment, and help reduce the need for additional hydro dams, generation and converter stations, and transmission lines. A familiar example of DSM is the former “Power Smart” program run by Manitoba Hydro. The program ran for 30 years, highlighting and promoting ways to conserve energy and offering Manitobans incentives to move towards energy efficiency.

In 2014, the PUB held a hearing called the Needs For and Alternatives To (NFAT), which reviewed (among many things) Manitoba Hydro’s Preferred Development Plan. After the hearing, the PUB issued a [formal report](#) that contained several important findings:

- That DSM can be a valuable and versatile asset in resource planning, and used to offset or delay the need for new generation investments.
- That Manitoba Hydro should treat DSM as a resource option, assessing it in the same way it would traditional resource options (hydro dams or investments in transmission and distribution).

The PUB also found that significantly higher levels of DSM were more achievable and economical than suggested, and that Manitoba Hydro was not considering DSM as a stand-alone resource option in resource planning and analyses.

The evidence presented and examined at the NFAT hearing identified a conflict of interest with Manitoba Hydro acting as both a seller of energy and the provider of energy efficiency measures. Because of this conflict, the PUB recommended a separate entity provide Manitobans with DSM services.



DID YOU KNOW that, according to the [Manitoba Historical Society](#), the earliest reference to electric street lighting in Manitoba was in a press report about a new and interesting light the Davis Hotel put up in front of their building on Main Street, Winnipeg, in 1881. The Davis Hotel was owned and operated by Robert Atkinson Davis, who in 1873, was lead on drafting a bill to incorporate Winnipeg as a city, and was the former Premier of Manitoba (1874-1878)

Speaking of drafting a bill... *The Efficiency Manitoba Act* (known in its drafting stage as Bill 19) received assent in the legislature on June 2, 2017. It established three things: Efficiency Manitoba as a Crown corporation, savings targets for consuming electricity and natural gas, and the framework for funding and regulatory oversight. This is where the PUB received authority to review proposed efficiency plans and submit a report with recommendations to the minister responsible.

Efficiency Manitoba is one of Manitoba's newest Crown corporations, dedicated to energy efficiency. Its legal mandate is to: implement and support DSM initiatives to help meet savings targets and reduce greenhouse gas emissions; help achieve reductions in consumption and demand for electricity and natural gas; help mitigate the impact of rate increases and delay the point at which investments in major new generation and transmission projects will be required to serve Manitobans; and promote and encourage involvement from the private sector and other non-government entities in the delivery of its demand-side management initiatives.

In October 2019, Efficiency Manitoba submitted its [2020/23 Efficiency Plan Submission](#) ("the Plan") to the PUB, and in January 2020 a 12-day public hearing was held with several community groups and individuals making presentations on issues they felt were most important to Manitobans.

On February 28, 2020, after reviewing and considering the Plan, over 100 submitted exhibits, 12 days of subject matter experts debating and examining facts and a full day of public presentations, the PUB recommended accepting the Plan and made 36 recommendations, which were delivered in a [198 page report to the minister responsible](#).

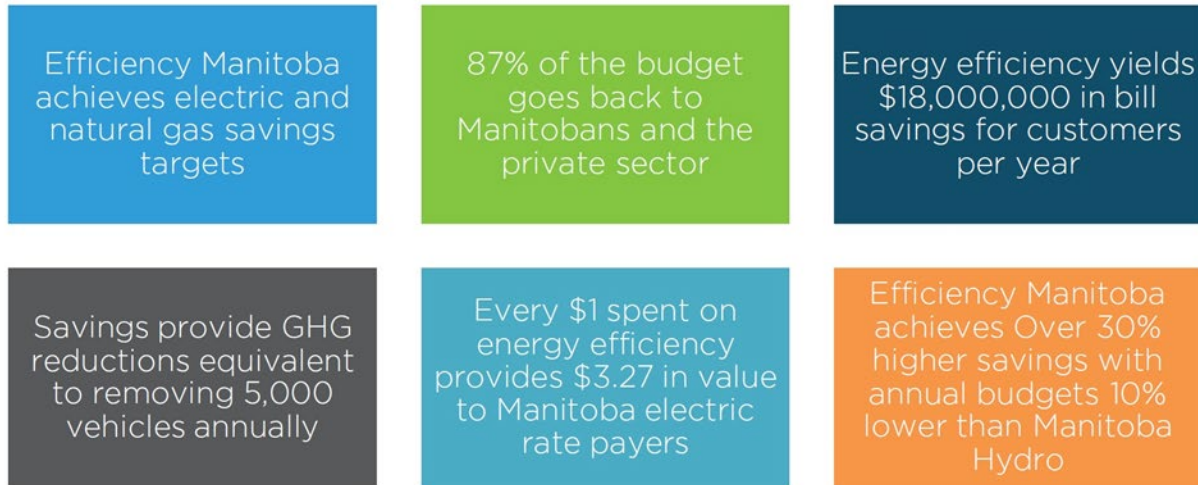
The minister responsible approved the Plan, with amendments, on March 31, 2020, and shortly thereafter Efficiency Manitoba began developing and promoting DSM programs for Manitobans.

Efficiency Manitoba offers a wide range of DSM programs to meet the needs of [residential customers](#):

- An income based, energy efficiency assistance program;
- Rebates to help with the costs of upgrading/installing insulation, windows and doors, pool pumps, heating & controls, and solar systems;
- Incentives & assistance for building new, energy efficient homes;
- Specifically designed offers for Indigenous communities;
- Programs for property managers and multi-family buildings (apartments); and
- A specially designed Home Energy Retrofit Program for Manitobans planning extensive home renovations, significantly reducing their home's energy use.

Information on [commercial programs](#) for the business, industrial and agricultural sectors, along with a variety of [community resources](#) (including educational programs) are also available through Efficiency Manitoba.

KEY OUTCOMES OF THE EFFICIENCY MANITOBA 2020/23 EFFICIENCY PLAN



DID YOU KNOW that energy efficiency measures are one of the easiest and most cost-effective actions Manitobans can take to help combat climate change AND reduce their energy costs?

Every step towards energy efficiency is an investment in Manitoba's future, and the PUB encourages all Manitobans to take action.