



PowerHouse

**How Zero-Interest Loans and Municipal Partnerships
Can Lead to Residential Renewable Installations**

Corey Diamond, Summerhill Group

January 28, 2009

Agenda

- The What and Why of PowerHouse
- Marketing PowerHouse
 - Developing Networks
 - Key Marketing Activities
- Considerations for Program Design
- Q & A

Stepping into the Future



- What is PowerHouse?
- Why did Ontario create it?
- Who benefits?



Calling Mr. & Mrs. Suburbia



Transforming the energy market means reaching out to everyone – including the newbies.

Creating Networks

Rounding up help started with national and provincial renewable energy associations.



Installers are your Friends

Get installers on board early and keep them up-to-date on program changes.



Local NGOs



[Home](#) | [Contact Us](#)



Welcome

Community Environment Alliance (CEA) is a registered, non-profit, community based organization committed to fostering community and environmental sustainability by improving the quality of life of people and protecting the environment.
[read more »](#)

Download our [brochure](#)

Contact Us

7-222 Advance Boulevard
Brampton, ON
L6T 4Y7

phone: 905.463.9941
info@communityenvironment.org

[donate](#)

What's Going On

Join as a Youth Ambassador for fun, excitement, laughter, action and awards! Dare to dream, excite, innovate, create and act this summer! Must be between 14 - 19. Read more about our **STF** and **EnergySmart** Ambassadors programs.

[Click here for more info](#)

Congratulations to all EnergySmart Youth Ambassadors for replacing 1013 incandescent bulbs in our community with CFLs. You have achieved this by braving 6 weeks of harsh winter and reaching 523 residences! Hats off to all of you! You have helped reduce 46,237 watts off our grid!

Announcing PowerHouse Program in Peel: EnerSource and Hydro One have teamed up to deliver **ZERO** interest loans to help residents install renewable energy systems. The project is funded by the Government of Ontario with a series of public workshops. Visit powerhouseprogram.ca for details.



Quick Links



Upcoming Events & Workshops



[view event calendar](#)
[view archive](#)

Did you know?

A typical CRT computer monitor contains between 0.7-2.7 kg of lead depending on the monitor size and year of manufacture.

Know the folks at City Hall



Renewable energy is a

Good News Story

most politicians are happy to be associated with your program.

Get 'yerself a Sweet Web Site



Workshops Are A Meeting Place



- You learn a lot about your clients when you hold a workshop.
- Customers get face time with installers and will ask questions they wouldn't on a cold call.

Money, Money Everywhere!

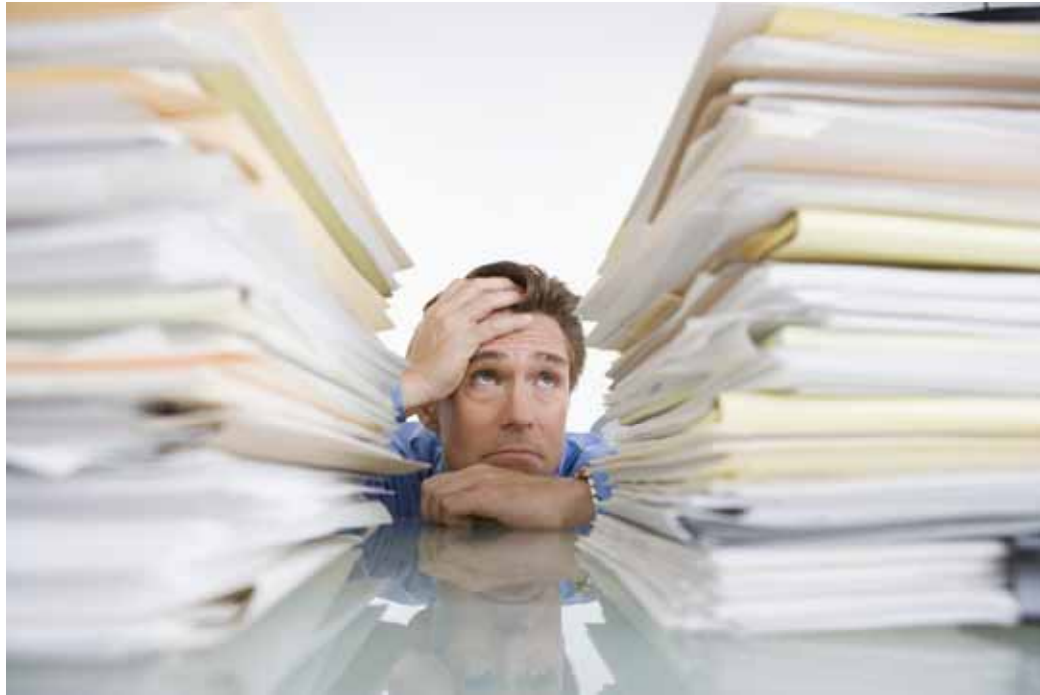
If customers think applying for money under your program might disqualify them from other (better) incentives elsewhere, they may do nothing at all.



Death ~~and~~ ^{by} Taxes

Okay, so if I install geothermal in my home and the interest free loan shortens my ROI to about three years and makes my home more attractive to buyers and can earn me about \$10,000 more on the re-sale value than my next door neighbour who is still heating with gas (sucker) which is really great but then my property gets assessed, my taxes will go up maybe before I'm ready to sell I still have two kids at university and I don't plan on moving until after they graduate and the car isn't getting any younger but with a new assessment I'll lose all of the money I gained in incentives and savings now what happens to my ROI?

Painful, but worth it!



Permits can delay work and cause customers to miss program deadlines.

Making Connections

The Ontario Power Authority requires local electricity companies to buy electricity generated by customers with solar photovoltaic systems or wind turbines.



So, how did we do?



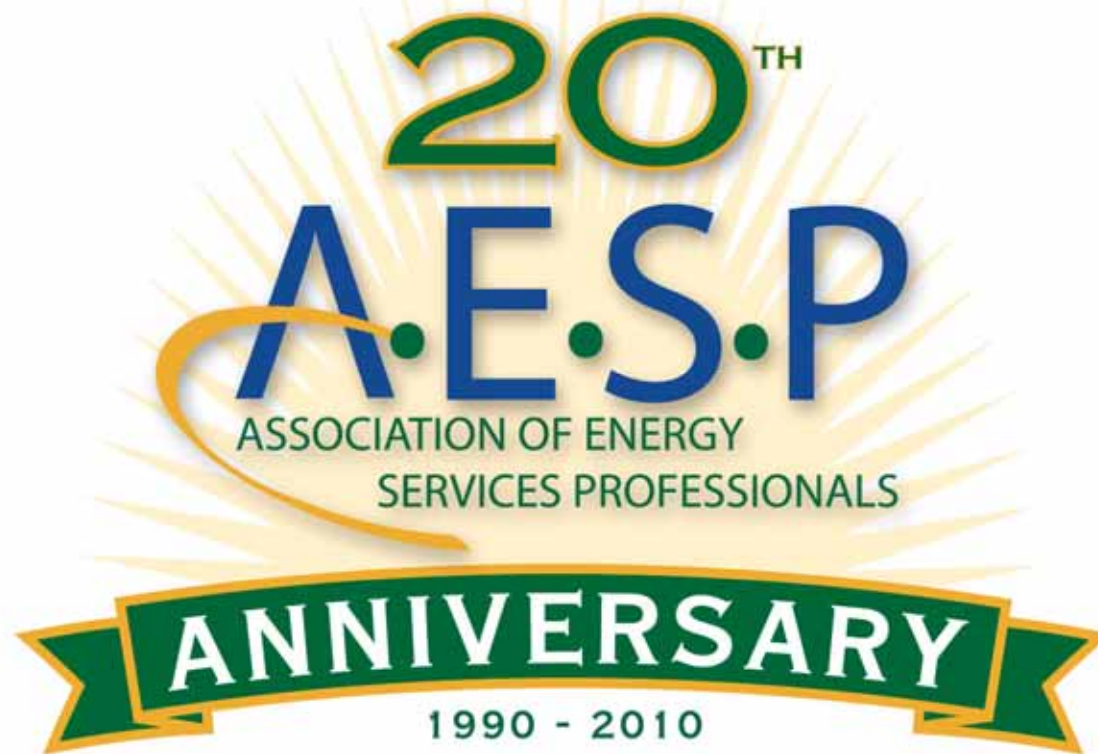
- Over-subscribed by December 2008.
- More than 700 families came out to our workshops
- Thirty-four installers applied and were approved for the program

Questions?



For details about the PowerHouse program, please visit www.powerhouseprogram.ca

To learn more about what we do, visit our website www.summerhillgroup.ca



CELEBRATE WITH US NEXT YEAR IN TUCSON!



19th National Energy Services Conference & Expo
www.aesp.org

© 2009 Association of Energy Services Professionals, All rights reserved.