

Newmarket – Tay Power Distribution

Consumer Engagement

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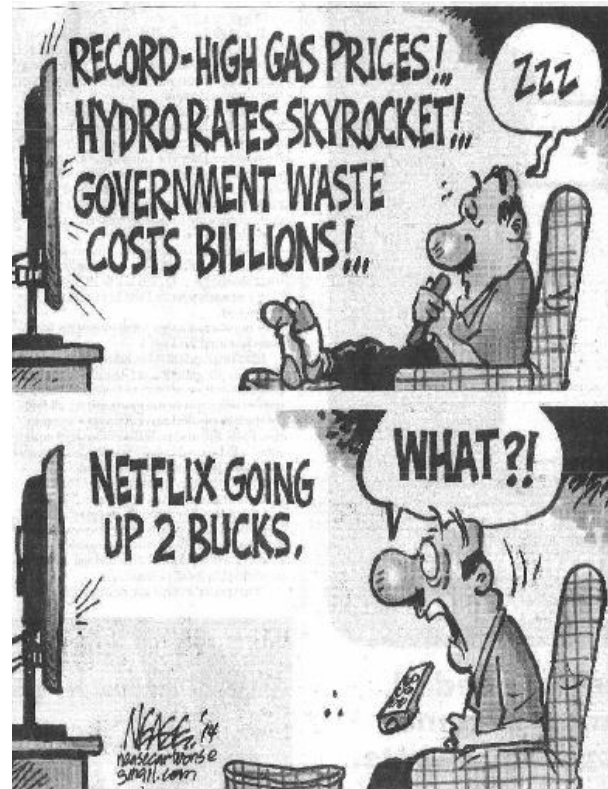
We have been tasked by the Minister of Energy and the Ontario Energy Board to engage and educate the electricity consumer in the areas of conservation and system planning

Newmarket – Tay Power Distribution

- We have been working with:
 - Town of Newmarket
 - Southlake
 - Chamber of Commerce
 - Newmarket Library
 - IBM
 - Cisco
 - Others

Newmarket Community Collaborative Ecosystem
Smart Community

The current state of engagement



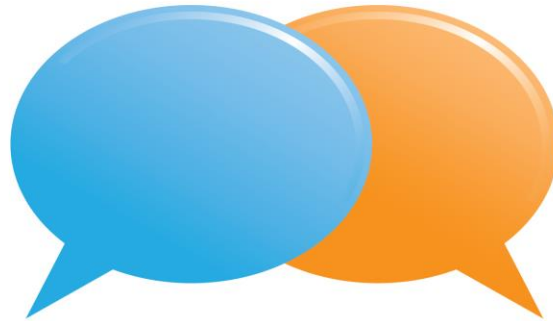
Cartoon by Steve Nease in the April 24, 2014 Era

Ever thought that by ***saving electricity***
YOU COULD HELP sick children?



WE HAVE.

An idea



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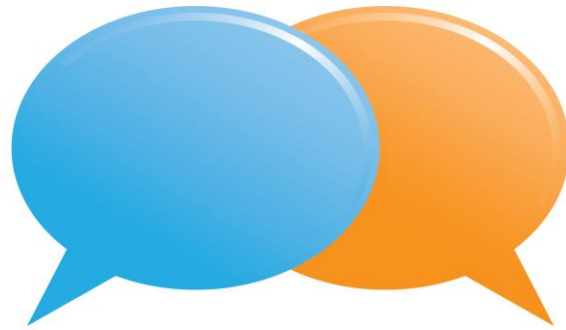
with **GOOD**coins

Here's how you do it

- You save electricity at home
- You earn rewards based on how much you save (they're called **GOOD**coins)
- Then you choose the equipment you want to help Southlake Regional Health Foundation with

Helping Southlake

- Two choices
 - Paediatric monitor
 - Measures the heart rate, blood pressure, temperature and other key vital signs when a child is recovering from surgery
 - Diagnostic imaging radiology workstation
 - Provides quick and accurate reading of an MRI scan of a young person with a suspected concussion



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The campaign is a collaboration of Newmarket-Tay Power Distribution, IBM Canada Ltd., the Town of Newmarket, Southlake Regional Health Centre and other members of our community. We're working with **zerofootprint**, the software and rewards company that developed **GOOD**coins.

Getting engaged starts with getting a smart thermostat

- There are many reasons for joining *peaksaver* PLUS® from Newmarket-Tay Power Distribution.
 - You get a state-of-the-art thermostat absolutely free.
 - We arrange to have it professionally installed, also at no cost to you.



peaksaver PLUS

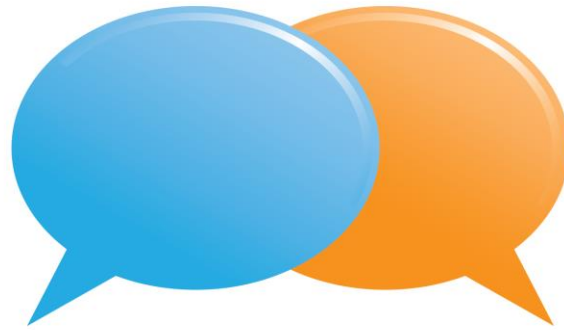
- This is one smart thermostat. Not only does it have all the standard features you'd expect, it's also an energy display that shows you the current cost of the electricity your home is using.
- Add it to your home network through a wireless router and you can control it remotely through selected smart phones.

peaksaver PLUS and GOODcoins

- *peaksaver* PLUS is your gateway to *engagingNewmarket* and turning your energy conservation into rewards that help Southlake Regional Health Centre take care of our children.
- Through the wireless router connecting your home network to the Internet, your WiFi-enabled *peaksaver* PLUS thermostat can report your home's electricity usage to your own personal GOODcoins web page

Start ***saving electricity***
Start helping **Southlake** help children





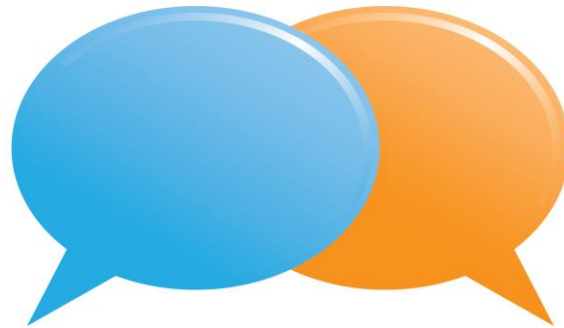
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- Pilot program beginning in June
- Targeting 500 homes to participate

To enroll in *peaksaver* PLUS:

Call 1 (855) 558-5283, or

Register online at www.nmhydro.ca/peaksaver



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Smart thermostat + GOODcoins
= **equipment for Southlake**

*The idea begins with your smart thermostat from
Newmarket-Tay Power Distribution.*

The benefits are up to you.