



In This Issue

- 2011 saveONenergy HEATING & COOLING INCENTIVE Results
- Summer is here!
- Advertising & Promotional Aids for the HEATING & COOLING INCENTIVE
- Take Note

Links

saveONenergy Web Site

Click the link above to go to the OPA's saveONenergy website.

Contractor Log On:

Click the link above to log on with your contractor number and username

Consumer Incentive Look Up:

Consumers can look up the status of their claim by entering their incentive ID and postal code

HRAI

Click the link above to go to HRAI home page.

Contractor Orientation

Click the link above to go to the H&CI contractor orientation home page

AHRI Number Directory

Click the link above to go to the AHRI directory

Contact Us

<http://www.hrai.ca>

heatingcoolingincentive@hrai.ca , or
call 1-800-267-2231 ext. 248

2011 HEATING & COOLING INCENTIVE Results

With the weather now beginning to warm up, the 2011 HEATING & COOLING INCENTIVE activity is also beginning to pick up. If the pending and submitted claims (i.e. those completed by the contractor but not yet acted upon by the consumer) are included, the program has now reached 38% of the annual target.

Rebate	Target	Actual	% to Target	Pending	Total	% to Target
ECM	53,000	15,844	30%	5,283	21,127	40%
CAC	28,500	6,718	24%	3,346	10,064	35%
Total	81,500	22,562	28%	8,629	31,191	38%

Summer is here!

Now that summer has officially arrived, it's important for homeowners to think about how old their central air conditioning units are, from an energy efficiency perspective. According to details released from the study conducted by the University of Toronto, the average Canadian home likely has an older, less energy-efficient air conditioning unit operating around 10 SEER. By upgrading from a 10 to 14 SEER, a homeowner could save 29 percent on their annual cooling bill.

Dr. Kim Pressnail, Associate Professor of Civil Engineering at The University of Toronto, says "it's clear that homeowners can do far more to make their homes & energy usage patterns more efficient." In partnership with Direct Energy, the study identified three major areas where homeowners have an opportunity to keep their energy bills down during the summer and throughout the year.

Dr. Pressnail and his team recently completed the study which examined the average Canadian home and potential energy and cost-savings generated by undertaking relatively inexpensive residential retrofits and simple changes to the thermostat settings. The research found that homeowners could potentially save as much as \$693 on their annual energy bills by making the following three changes:

1. Increasing the thermostat from 22 degrees to 24 degrees during the summer months can save up to \$253 on the annual energy bill.

2. Topping up the insulation in an attic can save up to \$75 on the annual energy bill. Boosting insulation levels in the basement can result in additional savings of as much as \$120 on the annual energy bill.

3. Sealing air leaks around the baseboards and attic hatch, caulking drafty windows and air sealing along the basement headers can result in a savings of up to \$245 on the annual energy bill.

With a warmer than average summer predicted by Environment Canada, savvy homeowners looking to avoid hefty energy bills can take the above energy efficiency upgrades and tips to heart to help manage their energy bill. The savings can always be reinvested in additional energy efficiency upgrades, or saved for a rainy day.

Advertising & Promotional Aids for the HEATING & COOLING INCENTIVE

The OPA is currently finalizing marketing inserts for the HEATING & COOLING INCENTIVE to aid the participating contractors in their own individual promotional efforts for the initiative. They will also be providing detailed usage guidelines that must be adhered to when using the inserts in your advertising. Once finalized, the inserts & usage guidelines will be posted on the 2011 Orientation website, under the "Resources" section "Marketing" tab.

In accordance with the promotional efforts of the registered participating contractors for this initiative, we ask that each participant ensure that individual company websites, promotional materials, advertising, etc., be fully up to date to only include the current name of the initiative HEATING & COOLING INCENTIVE. Please make sure to remove any references to the old name: COOL SAVINGS REBATE Program. As well, please ensure that when making references to the incentive amounts, eligible requirements and dates and initiative logos, that your promotional information is up to date & references the current initiative only.

Take Note

- Please be reminded that if you install mix-matched systems (i.e. a condenser & coil and/or furnace from different manufacturers) for your customers, you will not be able to locate a valid AHRI# for the combination on the AHRI Verified Directory (because different manufacturers don't test their products together), therefore, the combination of equipment cannot be validated and will be ineligible for the incentive.
 - Please note that this initiative only allows for previously "rebated" furnaces to be used to qualify a new CAC installation. This means only previously installed furnaces that the customer has already received an OPA incentive for, are eligible to be used for this purpose.
-