

Midland PUC Shares its Success

Midland PUC re-invests part of its conservation bonus into community projects.

Midland PUC is pleased to announce the donation of close to \$45,000 toward three energy conservation initiatives within the Town of Midland.

Midland PUC received an incentive bonus from the Ministry of Energy based on their recent success in the 2010-2014 Conservation Framework. The local utility realized 125 percent of the Ministry established conservation target with an overall savings of 13.6 MWh of electricity. As a way to recognize the Midland community's contribution to this achievement and to encourage more conservation projects are implemented in the future, the Midland PUC Board of Directors plans to re-invest in energy conservation projects in the community.

"Our customers have shown great leadership in conserving energy over the past few years" said Phil Marley, President & CEO of Midland PUC. "This incentive money gives us a great opportunity to re-invest in the community and further advance the level of energy efficiency and awareness within the Town."

Twenty-five thousand dollars will be directed to the Georgian Bay General Hospital (GBGH) to assist with the implementation of future conservation projects. In the previous framework GBGH was a significant contributor to the Town's conservation success with 450,000 kWh savings through a lighting retrofit with an annual savings of \$50,000 for the local hospital.

"Georgian Bay General is very grateful to have been chosen by Midland PUC to receive this money. We have been working to 'green' our hospital for quite some time and we have enjoyed some big wins in our energy plan. It is nice to be recognized for all the work," said GBGH President and CEO Karen McGrath.

"This was a great accomplishment by the hospital in looking for ways to reduce expenses while contributing to a greener economy," said Pat File of the Board of Directors. "We hope this donation will help them move ahead sooner on future opportunities for saving energy and increase their energy efficiency even further."



(Pictured left to right) Ralph Befort, Chair, Board of Directors, GBGH; Karen McGrath, President & CEO, GBGH; Phil Marley, President & CEO, Midland PUC; John Kurvink, Chair, Board of Directors, Midland PUC; Blaine Osmond, Energy Services Manager, Midland PUC

Two other donations of \$10,000 each are slated for the Midland Community Energy Plan and a School Education Program.

The Community Energy Plan will involve the implementation of conservation programs within the community with the details yet to be formalized. Similarly, the School Education Program will be developed in the fall.

"We're looking forward to helping these organizations within our community with the initial capital costs of implementing energy

efficiency projects and ensuring our youth understand the importance of using energy wisely," said Marley. "We were one of the few electricity distributors in Ontario to exceed our conservation targets from 2010 to 2014 and we anticipate these donations will help our community be equally successful in the next conservation framework."

