



August 20, 2007

Voluntary Blackout Day Challenge

On August 14, 2007 London participated in the Voluntary Blackout Challenge issued by Mayor Harding of Woodstock. Mayor Harding issued a challenge to all municipalities in Ontario to reduce consumption in their respective cities by 4% on the anniversary day of the August 2003, Blackout. London's City Council accepted the challenge and Mayor DeCicco-Best asked London's various city department boards and commissions to do their part to help reach the 4% reduction goal. London Hydro hosted a press conference one day prior to the voluntary blackout to re-launch the co-sponsored London Hydro/OPA summer programs. There was an emphasis on the 10/10 summer challenge program to remind customers that by participating in the blackout day challenge the reduction in their own consumption would assist in meeting their personal 10% goal and contribute to their eligibility for a 10% reduction on their bill.

The press conference provided an opportunity for Mayor DeCicco-Best to declare August 14, 2007, the Voluntary Blackout Day Challenge and ask London businesses and homeowners to do their part in helping London obtain its goal.

This event also provided an opportunity for London Hydro and Mayor DeCicco-Best to announce the City's participation in a lighting conversion program that will see 11,000 incandescent bulbs in the London Middlesex Housing buildings replaced with energy saving CFL bulbs providing substantial long-term savings to the City of London of approximately \$494,284 and 5.2 million kWh over the life of the new CFLs. The new business incentive program allows the City to qualify for a rebate of \$22,000 with the City's contribution being reduced to \$11,000.

Many initiatives were undertaken by the various departments, boards and commissions throughout the voluntary blackout day challenge. London Hydro ran their facilities on back up generators for the day, the London Middlesex Health Unit offered a light bulb exchange program for its employees and other departments implemented many types of energy saving measures to do their part.

The results of the Voluntary Blackout Day Challenge for all participating municipalities will be calculated by the IESO and the results will be announced in early September 2007.