

Efficiency is the smart choice

In Ontario, we use 50% more energy per person than our neighbours in New York State. Meanwhile, U.S. President Barack Obama has pledged to cut energy waste in his country in half by 2030. If we don't want to fall even further behind our neighbours, we need to get cracking with strong energy efficiency programs of our own.

The alternative is spending tens of billions of dollars on gas-fired peaker plants and nuclear reactors that will raise your electricity rates and make Ontario businesses less competitive.

Which would you choose?

Energy Efficiency

3¢/kWh

Nuclear: New & Re-Built

19-37¢/kWh

Vote for your choice at cleanairalliance.org/SaveEnergy

Power up Energy Efficiency!

PLACE
STAMP
HERE

Premier Kathleen Wynne
Main Legislative Building
Queen's Park
Toronto, ON M7A 1A1

Premier Wynne can lower your energy bills

- lower bills
- new jobs
- healthier homes
- new businesses
- economic growth
- healthier climate
- less pollution
- greater productivity
- new economic opportunities
- increased competitiveness
- reduced waste
- low cost low impact
- energy security
- intelligent technology
- healthy communities
- better home comfort
- clean & green



With the power of efficiency



ONTARIO
CLEAN AIR
ALLIANCE

CleanAirAlliance.org

Investing in energy efficiency: It just makes sense

Energy efficiency is the lowest cost and greenest way to meet our energy needs. Today, Ontarians use 50% more energy than our neighbours in New York State. We need to close this gap to strengthen our economy, lower bills and create new jobs.

The problem: Building costly gas-fired peaker plants to power our air conditioners

The solution: Increase participation in the simple-but-effective *peaksaver plus* program by sending students door-to-door to sign up homeowners just like we did for the blue box. The *peaksaver plus* program allows your local utility to reduce the energy used by air conditioners, hot water heaters and pool pumps during brief peak periods. Participants don't even notice the difference, but by signing up all eligible homes, we can avoid the need to raise electricity rates to pay for a new high-cost gas-fired peaker plant.



The problem: Rising home energy bills

The solution: Premier Wynne should direct our electric and gas utilities to support home energy retrofit programs with low-interest on-bill financing. With these programs, energy cost savings can pay for upgrades like more insulation or a new and more efficient furnace or air conditioner. And these home improvements will, in turn, create jobs in communities across Ontario, while helping homeowners enjoy lower utility bills.



The problem: Keeping good manufacturing jobs in Ontario

The solution: Pay companies a fair price to save energy. By investing in energy efficiency, our manufacturing companies will become more productive and competitive, which will help keep good jobs in Ontario. According to a Canadian Manufacturers and Exporters report, Ontario's industries can reduce their energy consumption by 29% without any net cost. We need to close the energy productivity gap with our major competitors today.



We have the power to
save energy today!
[cleanairalliance.org/
SaveEnergy](http://cleanairalliance.org/SaveEnergy)



Fill out the postcard below and
tell Premier Wynne you want
an energy efficient home, not
expensive gas and nuclear plants

Or scan the code to quickly
send a message from our
website



Dear Premier Wynne,

Ontario's potential to save energy is massive, but right now we are just scratching the surface of the energy efficiency gold mine in our homes, schools and businesses. It's time to get serious about reducing energy waste and reaping the savings — and job benefits — of improved efficiency. Please act today to lower my energy bills and to make our businesses more productive and competitive by making improving energy efficiency our No. 1 energy priority!

Name: _____

Address: _____

City/Town: _____

Postal Code: _____

Comments:

