

# Engagement Plan

## Electricity Demand Side Management (eDSM) Framework

### Introduction

The Independent Electricity System Operator (IESO) has launched a new, [12-year electricity Demand Side Management \(eDSM\) framework](#) in 2025, following the conclusion of the previous framework at the end of 2024. This long-term commitment reflects the significant role of Demand Side Management (DSM) in supporting a reliable, affordable, and sustainable electricity system. Managed through a series of [three-year program plans](#), the new framework is designed to provide ongoing opportunities for consumers and businesses to manage their electricity use while contributing to addressing evolving electricity system needs.

The new DSM framework aligns with the IESO's Resource Adequacy Framework and will be pivotal to Ontario's energy transition. Successful DSM programs will contribute to system reliability, affordability, and sustainability, supporting Ontario's energy efficiency and climate goals.

### Stakeholders and Communities

#### Local Distribution Companies (LDCs)

- Supporting customer engagement for province-wide Save on Energy programs
- Providing customer insights and marketing support

#### Indigenous Communities

- Outreach will address unique needs and expectations

#### Industry Stakeholders and Associations

- Representatives of broader energy-sector interests

#### Municipalities

- Critical stakeholders for regional alignment and community-level program support

#### Delivery Partners

- Service providers and contractors responsible for DSM program rollouts

#### Government Agencies

- Policy and regulatory stakeholders ensuring alignment with provincial and federal energy goals

## Engagement Objectives

### **The objectives of this engagement are:**

1. Incorporating Stakeholder Feedback – Gather meaningful input from the energy efficiency and demand management stakeholder community, including consumers, LDCs, Indigenous communities, municipalities, delivery partners, residential and industry associations, service providers, and government agencies to inform program enhancements.
2. Strengthening Collaboration – Continue working with stakeholders such as Enbridge and LDCs to ensure programs align with energy sector needs and policy directions.
3. Ensuring Scalability and Flexibility – Develop and enhance DSM programs that evolve with energy demands, climate goals, and stakeholder input.
4. Promoting Transparency – Demonstrate how stakeholder feedback shapes decisions through clear and timely communication.
5. Meeting Critical Milestones – Implement the framework in 2025 and continue evolving programs based on stakeholder engagement and alignment with objectives

## Approach

This engagement plan will be implemented in accordance with the [IESO's approved engagement principles](#).

This is a public engagement process. All materials will be posted on the dedicated IESO engagement webpage, and any information/input supplied by interested parties will also be posted (with consent).

### **Methods of Engagement**

- Public Engagement Sessions
- Targeted Stakeholder Meetings
- Written Feedback Mechanisms (e.g., feedback forms, surveys)
- Indigenous-focused sessions
- Association Liaison Group (ALG) (gather insights from industry associations and ensure alignment with sector priorities).

### **Outreach Strategy**

- Early notification and ongoing communication with impacted organizations (e.g., EDA through working groups)
- Use of email updates, direct outreach, and public forums to reach stakeholders

## Proposed Engagement Schedule

The anticipated timing for this engagement is presented below. Note that timing and content associated with upcoming activities are subject to change.

Timing	Engagement Activity
April 2025	Inaugural Public Engagement Session
May 2025	TBD
Q3/4 2025	Continued engagement on specific programs as needed

## Additional Background and Resources

[Resource Adequacy Framework](#)

[Energy Efficiency](#)

[\*\*Save on Energy\*\*](#)

## Related Engagements

[Resource Adequacy](#)