

**BOMA INTERROGATORY #51**

**Issue 5.1** Is the Operating Budget of \$4,389 thousand allocated to Goal 5 reasonable?

INTERROGATORY

Reference: Exhibit D, Tab 2, Schedule 2, Pages 1 to 8

51) What is the total business development budget for the OPA for 2014, and actuals for 2011 through 2013?

RESPONSE

The OPA's business development activities are embedded in the work of the various divisions and are not budgeted for explicitly. The OPA is therefore unable to provide the information requested.

**BOMA INTERROGATORY #52**

**Issue 5.1** Is the Operating Budget of \$4,389 thousand allocated to Goal 5 reasonable?

**INTERROGATORY**

Reference: Exhibit D, Tab 2, Schedule 2, Pages 1 to 8

52) What do the activities consist of?

**RESPONSE**

As described in the response to BOMA Interrogatory 51, at Exhibit I, Tab 5, Schedule 2.51 the OPA's business development activities are not tracked or budgeted for explicitly. Therefore, the OPA cannot provide a list as requested.



## **SEC INTERROGATORY #9**

**Issue 5.1** Is the Operating Budget for \$4.309 thousand allocated to Goal 5 reasonable?

### **INTERROGATORY**

#### **5.1-SEC-9**

[B1-5-1/p.9] [B1-3-1/p.16] Please complete the following table:

<b>Major Cost Category</b>	<b>2011 Board Approved</b>	<b>2011 Actual</b>	<b>2012 Actual</b>	<b>2013 Actual</b>	<b>2014 Budget</b>
Compensation & Benefits					
Professional & Consulting Fees					
Operation and Administration Expenses					
<b>Total Operating Costs</b>					

### **RESPONSE**

The table, as requested for the Communications division, is as follows:

**Goal 5 (Communications)**  
**2011 Board-approved Budget, 2011 Actual, 2012 Actual, 2013 Actual and 2014 Budget**  
**(\$'000)**

<b>Major Cost Category</b>	<b>2011 Budget Board-approved</b>	<b>2011 Actual</b>	<b>2012 Actual</b>	<b>2013 Actual</b>	<b>2014 Budget</b>
Compensation & Benefits	2,781	2,504	2,271	2,742	2,655
Professional & Consulting Fees	2,155	1,188	810	507	1,193
Operating & Administration Expenses	855	726	714	437	550
<b>Total Operating Costs</b>	<b>5,791</b>	<b>4,418</b>	<b>3,794</b>	<b>3,686</b>	<b>4,398</b>

**VECC INTERROGATORY #26**

**Issue 5.1** Is the Operating Budget of \$4,398 thousand allocated to Goal 5 reasonable?

**INTERROGATORY**

5.1-VECC-26

Reference: B/T5/S1

a) Please provide the 2014 forecast budget for each of the strategic initiatives.

**RESPONSE**

The OPA has given careful consideration to the Board's decision of July 8, 2011 in EB-2010-0279 which expected the OPA to assess the actual costs of individual initiatives. The OPA believes that budgeting by business goal and functional area (director) is a reasonable and cost/resource-efficient proxy.

The 2014 forecast budget for each of the functional groups in the Communications division is as follows:

2014 Budget	Communications Division VP's Office	Community & Stakeholder Relations Department	Corporate Communications Department	Corporate Marketing Department	COMM
Compensation & Benefits	\$2,655				\$2,655
Professional & Consulting Fees	1	577	85	530	1,193
Operating & Administration	48	295	46	161	550
Total Budget	\$2,705	\$872	\$131	\$691	\$4,398

**VECC INTERROGATORY #27**

**Issue 5.1** Is the Operating Budget of \$4,398 thousand allocated to Goal 5 reasonable?

**INTERROGATORY**

**5.1-VECC-27**

Reference: A-4-1 Updated

- a) Please provide the total compensation costs of the Communications division for executive positions (i.e. Directors and those including VP Business) and as shown in Exhibit A-4-1 Updated.
- b) Please provide the number of FTEs reporting to each of the 2 Directors under the Communications VP position.

**RESPONSE**

- a) Please note that the OPA defines executive positions as the CEO and Vice Presidents.

The total compensation costs in the 2014 budget for the Directors and VP Communications is \$641 thousand.

- b) The number of FTEs reporting to each of the 2 Directors under the Communications VP position is as follows:

2014 Budget	Communications Division VP's Office	Corporate Marketing Department	Corporate Communications Department	COMM
Total FTE	2	7	12	21

Please note that Directors have been included in the totals provided above. As well, the VP's office has been provided for completeness.

**VECC INTERROGATORY #28**

**Issue 5.1** Is the Operating Budget of \$4,398 thousand allocated to Goal 5 reasonable?

**INTERROGATORY**

5.1-VECC-28

Reference: A-4-1 Updated

a) Please provide the total budget costs separately for the Marketing and Corporate Communications branches.

**RESPONSE**

The total budget costs for the Communications division, with the Marketing and Corporate Communications functions provided separately, is as follows:

2014 Budget	Communications Division VP's Office	Corporate Marketing Department	Corporate Communications Department	COMM
Total Budget	\$2,705	\$691	\$1,003	\$4,398

**VECC INTERROGATORY #29**

**Issue 5.1** Is the Operating Budget of \$4,398 thousand allocated to Goal 5 reasonable?

**INTERROGATORY**

5.1-VECC-29

Reference: B/T5/S1/pg.9

- a) Please explain the increase in the Professional and Consulting fees as between 2013 actuals and 2014 forecast.
- b) Please list all proposed consulting /professional projects and the forecast cost for those contracts which are contemplated in the 2014 budget.

**RESPONSE**

- a) The Professional & Consulting fees is \$686 thousand higher in the 2014 budget than the 2013 actual spending. This is primarily due to the transfer of marketing functions in the Conservation division to the Communications division and an increase in services required to support communication in regional planning and social media activities.
- b) The list of all proposed consulting / professional projects and the forecast cost for those contracts which are contemplated in the 2014 budget are:

	<u>Thousand (\$)</u>
Program and Market Research	\$240
Regional Program	\$200
Speech Program	\$18
Corporate Website Development	\$49
Stakeholder Survey	\$70
Social Media & Digital Marketing	\$200
Stakeholder Advisory Committee	\$257
Corporate Communications	\$159
	<u>\$1,193</u>



**ENERGY PROBE INTERROGATORY #13**

**Issue 5.1** Is the Operating Budget of \$4,398 thousand allocated to Goal 5 reasonable?

**INTERROGATORY**

5.1-Energy Probe-13

Ref: Exhibit B, Tab 5, Schedule 1, Page 9

(a) Please provide the specific outcomes for the Communications group for 2014.

(b) Please provide the 2011-2014 headcount.

**RESPONSE**

(a) The 2014 milestones for the Communications division for 2014 are provided in the evidence at Exhibit B-5-1, Page 8.

(b) The 2011-2014 headcount for the Communications division is as follows:

<b>Communications</b>				
	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Budget</b>
<b>Total FTE</b>	<b>19</b>	<b>16</b>	<b>19</b>	<b>21</b>

Please note that the 2014 budget includes an increase in staff due to the consolidation of marketing from Conservation into the Communications division.

1 **AMPCO INTERROGATORY #8**

2 **Issue 5.1** Is the Operating Budget of \$4,398 thousand allocated to Goal 5 reasonable?

3 **INTERROGATORY**

4 5.1-AMPCO-8

5 Ref: B-5-1 Appendix A Page 13

6 Preamble: Appendix A provides the number of stakeholder consultations from 2011 to  
7 December 2013.

8 a) Please provide the Staff merger survey results from this consultation in 2012.

9 **RESPONSE**

10 Consultations with external stakeholders between 2011 and December 2013 as found  
11 in the evidence at Exhibit B-5-1, Pages 13 and 14, are unrelated to any survey of OPA  
12 staff in 2012 regarding the proposed merger with IESO. The results of the staff survey  
13 are for internal use only and thus are considered confidential.