

ONTARIO ENERGY BOARD

IN THE MATTER OF the *Ontario Energy Board Act, 1998*;

AND IN THE MATTER OF an Application by Oshawa PUC Networks Inc. for an Order approving rates and other service charges for the distribution of electricity for the years 2015 through 2019.

AFFIDAVIT OF SID RIDGLEY

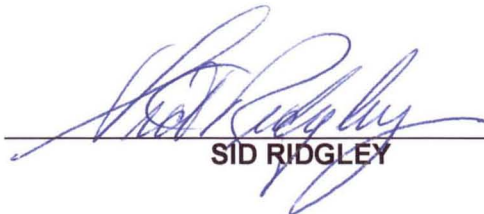
I, **SID RIDGLEY**, of the TOWN (city/town) of NEWMARKET
(province/state), ONTARIO (country), **MAKE OATH AND SAY:**


1. I am employed by, or associated with, *UtilityPULSE*, a division of Simul Corporation. The reports filed by Oshawa PUC Networks Inc. (OPUCN) as Exhibit 1, Tab D, Schedule 1 and Exhibit 1, Tab D, Schedule 2 (Reports) in support of its application to the Ontario Energy Board (OEB) for 2015-2019 distribution rates (EB-2014-0101) was prepared under my direction and guidance.
2. This affidavit is provided to attest to the accuracy and truthfulness of the contents of the Reports, and of any interrogatory responses or technical conference undertakings that I was asked by OPUCN to provide, or to review and comment on or contribute to (and in that event, as applicable, to the extent of my review and comment or contribution).
3. I have also read, understood, and agree to the contents of the OEB's Form A to its *Rules of Practice and Procedure*, a copy of which Form A, signed by me, is attached as Exhibit 1 to this affidavit.

SWORN BEFORE ME at NEWMARKET,
ONTARIO, on JULY 3, 2015.



Katherine June Kaniuk, a Commissioner, etc.,
Province of Ontario, for CL Burchett Professional
Corporation, dba Kearney Law Office.
Expires December 2, 2017.


SID RIDGLEY

This is Exhibit 1 referred to in the
affidavit of SID RIDGLEY
sworn before me, this 3
day of JULY 20 15.

A COMMISSIONER, ETC.

Filed: 2015-07-06
EB-2014-0101
Exhibit 1
Tab H
Schedule 1
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FORM A

Katherine June Kaniuk, a Commissioner, etc.,
Province of Ontario, for CL Burchett Professional
Corporation, dba Kearney Law Office.
Expires December 2, 2017.

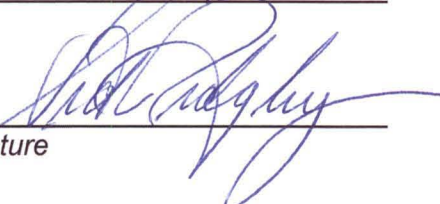
IN THE MATTER OF the *Ontario Energy Board Act*, 1998;

AND IN THE MATTER OF an Application by Oshawa PUC
Networks Inc. for an Order approving rates and other service
charges for the distribution of electricity for the years 2015 through
2019.

ACKNOWLEDGEMENT OF EXPERT'S DUTY

1. My name is **Sid Ridgley**. I live at NEWMARKET (city), in the PROVINCE
(province/state) of ONTARIO (country).
2. I have been engaged by or on behalf of Oshawa PUC Networks Inc. to provide evidence
in relation to the above-noted proceeding before the Ontario Energy Board.
3. I acknowledge that it is my duty to provide evidence in relation to this proceeding as
follows:
 - (a) to provide opinion evidence that is fair, objective and non-partisan;
 - (b) to provide opinion evidence that is related only to matters that are within my area
of expertise; and
 - (c) to provide such additional assistance as the Board may reasonably require, to
determine a matter in issue.
4. I acknowledge that the duty referred to above prevails over any obligation which I may
owe to any party by whom or on whose behalf I am engaged.

Date July 3, 2015


Signature

Sid Ridgley, is the President of Simul Corporation responsible for UtilityPULSE, the survey division of Simul. UtilityPULSE specializes in providing insights, guidance and practical tips & hints to leaders in Ontario's LDC community, as they pursue creating organizational workplaces that are customer and employee centered. Sid is the lead researcher and is held accountable for all aspects of UtilityPULSE from the very beginning in 1999. He and his team has completed the 17th Annual Customer Satisfaction Survey for Ontario's LDCs. Sid has developed a strong reputation for being both a strategist and pragmatist as it relates to Customer Satisfaction and People Engagement.



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He has earned his management and speaking expertise through:

- Executive management responsibilities in retail and software development fields in both line and human resources assignments
- adjunct executive development professor for: York University (Schulich Executive Education Centre)
- 35+ years survey experience
- 25+ years consulting experience
- 20 years specializing in the electric utility industry.

A few of Sid's career highlights:

- Completing the 17th Annual Customer Satisfaction Survey for electric utilities in Ontario (2015)
- Producing a Customer Engagement Workbook with 80+ customer engagement activities for LDCs
- Design, execution and delivery of specialized or customer reports for customer segments such as: contractors, developers and large commercial customers
- Becoming a published author: Call Before You Dig!: How electric utilities can strengthen connections with customers while providing better service at a lower cost. He is also a co-author of Leadership Gurus Speak Out! and Transformational Leadership
- Is one of 60 people in Canada that has the coveted CSP (Certified Speaking Professional) designation...there are about 610 worldwide
- Enhancing the skills of electricity industry leaders as they flex and adapt to the changing and challenging (some even say hostile) environment.

Clients include: Horizon Utilities, Hydro Ottawa, Ontario Electrical League, Ontario Energy Network, NEDCO, Veridian Connections, PowerStream, Toronto Hydro, Waterloo North, Kitchener-Wilmot Hydro, Guelph Hydro, St. Thomas Energy, Orillia Power, Rideau St. Lawrence, ENWIN Utilities, and many more – in total 42 of Ontario's LDCs in 2014 and 2015.

Sid's personal mission is to "simplify the complexities of creating more value to more stakeholders."

Simul Corporation / UtilityPULSE

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