

August 22, 2016

Mr. Brian Hewson
Senior Manager, Strategic Policy
Ontario Energy Board
P.O. Box 2319, 2300 Yonge Street
Toronto, Ontario, M4P 1E4, Canada

Re. EB-2016-0201: RPP Pilot Program

Dear Mr. Hewson:

Please accept Horizon Utilities Corporation's submission to the OEB's call for RPP pilot projects (EB-2016-0201). This submission is in keeping with our strong track record of applying technology and 'big data' to help customers better understand and manage their electricity consumption, where past pilots have included energy density mapping and social benchmarking for CDM delivery effectiveness.

In the attached submission, Horizon Utilities proposes an innovative approach whose strength and elegance is that it is designed to empower consumers with near real-time market-based price signal information for making their own energy consumption decisions. Moreover, it does so without the requirement for special in-home controls or alternative pricing plans. Essentially, the pilot will bill RPP customers in a similar manner to larger, commercial customers, but differ by giving them the advantage of directly receiving price signal information.

Under this pilot proposal, Horizon Utilities will develop a web-based application that would have an API into the IESO to pull the HOEP or day ahead pricing. Customers would receive hourly notifications of price changes using SMS messages to their mobile phones. Users would be able to select thresholds to manage the number of SMS messages received. Based on the hourly pricing information, the customer can make more informed consumption and conservation decisions. Customers with existing or new in-home technology can use it in conjunction with the price information. In a later phase, this approach can be directly integrated with in-home technologies where they are in use.

The pilot would be established with a sample of 1,000 residential customers who would be recruited on a voluntary basis from existing or new electronically billed customers. The customer would receive billing information showing what they would have paid under RPP-TOU versus the pilot scenario as described above. For the purposes of the pilot, customers would never be required to pay more than they would have under RPP-TOU rates, but would be allowed to retain any savings they obtained through the pilot. The Global Adjustment, which will require a true up, would be a pass through otherwise unaffected by the pilot.

Due to time constraints and a desire for feedback from the OEB on the approach, certain aspects of this proposal, including pricing, are indicative and subject to change and a technical due diligence.

We look forward to meeting with the Board to discuss this proposal in greater detail.

Sincerely,



Neil Freeman