

ATTACHMENT 51 – INNOVATIVE CUSTOMER ENGAGEMENT REPORT ENERSOURCE RZ

Customer Engagement

2018 Rate Applications

Distribution System Plan (DSP)

Incremental Capital Module (ICM)

June 23, 2017

Prepared for:

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Customer Engagement Report

June 23, 2017

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Acknowledgement

This report has been prepared by Innovative Research Group Inc. ("INNOVATIVE") for Alectra Utilities. The conclusions drawn and opinions expressed are those of the authors.

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Executive Summary

Innovative Research Group Inc. (INNOVATIVE) was commissioned by Alectra Utilities Corporation (Alectra Utilities) to help the distributor design, collect feedback and document its customer engagement and consultation process related to:

1. the development of its 2018-2022 **Distribution System Plan** (DSP) for the Enersource rate zone (i.e., the former service territory of Enersource Hydro Mississauga Inc.); and
2. its **Incremental Capital Module** (ICM) filings for the Enersource rate zone, the PowerStream rate zone (i.e., the former service territory of PowerStream Inc.) and the Brampton rate zone (i.e., the former service territory of Hydro One Brampton).

Alectra Utilities' Rate Zones	ICM	DSP
	X	X
	X	--
Brampton	X	--
	--	--

The Enersource rate zone DSP is included in Alectra Utilities' distribution rate application.

Alectra Utilities has capital investment requirements for the Enersource, PowerStream and Brampton rate zones for 2018 that are not funded through existing distribution rates. To meet the capital investment needs in each of these rate zones, Alectra Utilities is submitting Incremental Capital Module (ICM) filings to the Ontario Energy Board (OEB). The outcome of this application will determine Alectra Utilities' electricity distribution rates in all rate zones for 2018 and will help set the pace for capital investments.

The ICM is intended to address the treatment of capital investment needs that arise during the rate-setting plan which are incremental to the materiality threshold. The requested amount for an ICM claim must be incremental to a distributor's capital requirements within the context of its financial capacities underpinned by existing rates and satisfy the eligibility criteria of materiality, need and prudence set out in section 4.1.5 of the Advanced Capital Module (ACM) Report.¹

A key requirement for any rate application is active customer engagement between a utility and its customers. Under the *Renewed Regulatory Framework for Electricity Distributors* (RRFE), a utility must:

¹ Ontario Energy Board; Chapter 3: Incentive Rate-Setting Applications; Pg. 18

1. Engage customers in a meaningful, on-going process;
2. Engage customers in its planning process by identifying customer **expectations, needs and preferences**; and
3. Demonstrate that utility services will be provided in a manner that responds to identified customer **expectations, needs and preferences**.

INNOVATIVE worked with Alectra Utilities staff to design a multifaceted customer engagement program to collect feedback from various customer classes across multiple rate zones. This included: a voluntary online feedback portal allowing all customers an opportunity to provide feedback; telephone surveys among Residential and General Service customers to ensure feedback from representative customer samples; and an invitation-only online survey to canvas the views of Large Use customers (5MW+).

ICM-specific customer engagement was focused on discretionary projects.

The table below summarizes the scope of the various customer engagement activities.

Customer Engagement Activities	Methodology	Field Dates	Rate Zone(s)	Sample Size Target	Valid Completes
Online Portal: allows all customers from all rate zones to provide feedback to Alectra					
Online Feedback Portal - Enersource	Open Online	May 3-17, 2017	Enersource	N/A	2,500
Online Feedback Portal - PowerStream	Open Online	May 3-17, 2017	PowerStream	N/A	7,093
Online Feedback Portal - Brampton	Open Online	May 3-17, 2017	Brampton	N/A	3,456
Online Feedback Portal - Horizon Utilities	Open Online	May 3-17, 2017	Horizon Utilities	N/A	4,546
Quantify: Conduct representative surveys among residential, GS, and large user customers					
Enersource - Residential	Telephone	May 8-17, 2017	Enersource	n=500	504
Enersource - GS < 50 kW (Small Business)	Telephone	May 10-18, 2017	Enersource	n=200	200
Enersource - GS > 50 kW (Mid-Market)	Telephone	May 11-26, 2017	Enersource	n=200	200
Enersource - 5MW+ (Large Users)	Custom Online	May 26 to June 9, 2017	Enersource	Census (n=7)	7
PowerStream - Residential	Telephone	May 9-19, 2017	PowerStream	n=500	516
PowerStream - GS < 50 kW (Small Business)	Telephone	May 10-18, 2017	PowerStream	n=200	201
PowerStream - GS > 50 kW (Mid-Market)	Telephone	May 10-18, 2017	PowerStream	n=200	201

Key Findings

The vast majority of Alectra Utilities' customers are satisfied with current service and reliability they receive. When asked how Alectra Utilities can improve service, top responses were either "nothing" or "lower rates".

The top three priorities for Alectra Utilities as identified by customers – in all rate zones and almost all customer classes – are:

1. Delivering reasonable distribution rates;
2. Ensuring reliable electrical service; and
3. Helping customers reduce and better manage their electricity consumption.

General Service customers in the PowerStream rate zone vary slightly from this result. Their third top ranked priority concerned weather-related risk mitigation: *Preventing or reducing the length of power outages caused by extreme weather (e.g. high winds, floods and ice storms).*

The exception to these priorities is with Large Use customers in the Enersource rate zone (**note:** there are no Large Use customers at 5MW+ in the PowerStream rate zone). The top three priorities for the Large Use customer class were:

1. Providing “behind the meter” electricity solutions and services (e.g. energy storage, power quality solutions and distributed generation)
2. Preventing or reducing the length of prolonged power outages caused by extreme weather (e.g. high winds, floods and ice storms)
3. Advocating on behalf of customers on the treatment of Global Adjustment charges

Enersource rate zone customer feedback:

- Customers expect Alectra Utilities to uphold a robust capital investment program that ensures a highly reliable and modern distribution system.
- However, when it comes to financing an investment program that maintains reliability, many customers pushback when they realize required capital will impact their rates.
- Rate frustration appears to be the primary driver of customer pushback against the forecasted bill impacts in 2022 related to the capital investment plan required to support the DSP.
- A majority of customers support at least some level of spending on the specific ICM projects presented.

PowerStream rate zone customer feedback:

- There appears to be greater support for addressing system service ICM projects (i.e. substation and capacity related investments) than system renewal ICM projects (i.e. rear lot conversion and underground cable replacements).
- General Service customers are more supportive than Residential customers when it comes to investment that fully maintains system reliability.

Heightened customer dissatisfaction with the electricity system – largely due to frustration with the increasing cost of electricity bills – has made customer engagement more challenging. Today, customers appear to enter into consultations with strongly established opinions about the electricity sector and their given utility – views often formed by media reports and further confused by a general lack of understanding about how Ontario’s electricity system works.

INNOVATIVE attempted to overcome such predispositions by following a customer engagement process that is rooted in education. Providing a framework of knowledge helps ensure the solicited feedback is meaningful, informed, and based on the realities that impact utility operations and the maintenance of the distribution system.

That said, the vast majority of customers are satisfied with the current level of reliability they experience, and expect Alectra Utilities to do what is necessary to maintain it. In principle, most customers support some form of investment program that ensures a consistently reliable and modern distribution system. Even when presented with specific capital projects and system pressures, a majority of customers support some level of investment to help maintain reliability.

About this Consultation

Approach to Meaningful Customer Engagement

Engaging customers in meaningful consultation can be a challenge. To address and overcome the challenges of traditional customer consultation, INNOVATIVE has built a process based on five key principles:

1. Ensure all customers have an opportunity to be heard.
2. Create open voluntary processes that allow anyone who wants to be heard an opportunity to express themselves.
3. Create an opportunity for customers to learn the basics of the distribution system so they can provide a more informed point of view.
4. Use random-sampling research elements to ensure a representative sample of customers are engaged.
5. Focus on fundamental value choices. Look for questions that ask people to choose between key outcomes rather than focus on the technical questions of how to reach those outcomes.

The reality of most traditional consultation processes is that they start out aiming to collect the views of the average customer, but end up collecting the views of organized advocacy groups. Many customers often feel they do not know enough to contribute to a utility's consultation. Others fear the combative nature of some consultation processes or prefer not to risk offending friends and neighbours by taking positions on issues that are sometimes controversial. Moreover, many customers simply do not pay attention and remain unaware of particular consultations that they would participate in if they had have been aware.

Running a customer engagement consultation has an additional challenge – customers' lack of familiarity with the distribution system; including how it is funded, regulated and the nature of its challenges.

INNOVATIVE's customer engagement process considers both the challenge of engaging a representative group of customers and the challenge of limited customer distribution system knowledge.

Customer Engagement Overview

Based on the principles outlined above, INNOVATIVE worked with Alectra Utilities' staff to design a multifaceted customer engagement program designed to collect feedback from various customer classes across multiple rate zones.

Below is an overview of INNOVATIVE's two-phased customer engagement approach. This was an iterative approach to support Alectra Utilities' DSP and ICM rate applications.

1. **Pre-Consultation.** INNOVATIVE worked with Alectra Utilities to develop a workbook narrative that discussed the challenges facing the distribution system and priorities driving choices that

customers can understand. INNOVATIVE then supplemented the workbook with questions that customers would feel equipped to answer about their expectations, needs and preferences.

2. **Customer Engagement.** INNOVATIVE undertook integrated customer engagement programming combining research-based consultation with voluntary-based tools (i.e. an online customer feedback portal). At the end of the customer engagement process:
 - a) all customers who wanted to participate in the consultation were given an opportunity to provide feedback; and
 - b) a clear understanding of customer expectation, needs and preferences was obtained from a representative sample of customers.

The following sections provide details on the customer consultation activities.

Consultation Activities

Phase 1: Pre-Consultation

Workbook Development

A key challenge in collecting meaningful customer feedback on needs and preferences is the lack of customer knowledge about Ontario's electricity system and the role a distributor plays within the system. DSPs are very detailed and extensive documents that often use technical language. The challenge for INNOVATIVE and Alectra Utilities was to cover key issues and to frame meaningful questions to determine customer expectations, needs and preferences.

INNOVATIVE and Alectra Utilities' staff developed workbooks customized for low-volume customer classes in all rate zones (eight versions in total – i.e. four rate zones by two customer classes). While the workbooks followed a similar format, each version addressed the circumstances of each rate zone.

- In the cases of the Enersource and PowerStream rate zones, the workbooks reflected the investments and proposed rate impacts for each customer class unique to residential and small business customers.
- The workbook designed for customers in the Brampton rate zone collected feedback on satisfaction, reliability of services, areas for improvement and priorities to which customers deem to be most important. ICM-specific questions were not asked of customers in the Brampton rate zone as there were no discretionary investment choices.

The goal of the workbook was to inform customers about Alectra Utilities, its role in Ontario's electricity system, system challenges, and its specific project plans to address these challenges. The workbook served to ultimately identify participants' expectations, needs and preferences through a series of questions embedded throughout. Once the draft workbook was complete, INNOVATIVE developed a user-friendly online feedback portal that incorporated the copy, diagrams, tables, charts and questions from the workbook.

Testing the Online Feedback Portal

INNOVATIVE conducted online feedback portal testing focus groups with randomly selected low-volume customers (i.e., Residential and General Service) to understand the manner in which

information needed to be presented to customers for them to be able to provide meaningful feedback on Alectra Utilities' proposed DSP and ICM options.

Three rounds of low-volume customer focus groups took place prior to the launch of the online feedback portal:

1. **April 20, 2017:** 2 focus groups with Enersource rate zone customers
2. **April 22, 2017:** 2 focus groups with PowerStream rate zone customers
3. **April 25, 2017:** 2 focus groups with Enersource rate zone customers

Phase 2: Customer Engagement

Online Feedback Portal

After incorporating customer feedback from the focus groups into the design of the online feedback portal, it was prepared for online portal execution. The online feedback portal was available to low-volume (Residential and General Service) customers between May 3 and May 17, 2017.

Promoting the online customer feedback portal included a combination of digital approaches:

- Legacy company and Alectra Utilities' corporate web site promotions;
- Social media promotion (Twitter and Facebook); and
- E-blast promotions.

Directional feedback collected from the online feedback portal was used to inform Alectra Utilities' capital investment planning and the design of the subsequent rate application telephone surveys. The number of response to the online portal was unprecedented at 17,595². This is, by far, the largest amount of online customer feedback collected ever witnessed by INNOVATIVE or, to our knowledge, the OEB.

A copy of the online feedback portal can be found in **Appendix 5.0**.

Random Telephone Surveys

INNOVATIVE conducted a total of six telephone surveys in the Enersource and PowerStream rate zones among Residential and General Service customers (both GS<50kW and GS>50kW) to provide a quantitative assessment of customer needs and preferences related to various service delivery trade-offs.

Questionnaire Design: The questionnaires were designed to simulate the journey that respondents in the Online Feedback Portal experienced. This included a combination of educating the customer, having customers reflect on their personal experience with their distributor and the distribution system, and having them make value judgments on trade-offs between system reliability and bill impact.

As part of simulating the "*workbook journey*", the questionnaires were informed by, and incorporated, feedback from the focus groups and the online feedback portal phases of Alectra

² 2,500 customer responses in the Enersource rate zone, 7,093 customer responses in the PowerStream rate zone, 3,456 in the Brampton rate zone and 4,546 in the Horizon Utilities rate zone.

Utilities' customer engagement. Wording of questions differed slightly between the Residential and General Service survey – for example, in the preambles the size of monthly bills differed between Residential and General Service customers – but otherwise remained consistent. The average survey ran at approximately 12 minutes.

Sample Frame: For the purposes of executing the customer surveys, Alectra Utilities provided INNOVATIVE with a confidential list of customers' contact information.

The contact list included only customers with telephone contact information on file and who had been a customer of Alectra Utilities³ since at least January 1, 2016. The information contained in the contact list included customer name, telephone number(s), postal code and total annual electricity consumption between January 1 and December 31, 2016.

Only one customer per household or business was eligible to complete their respective survey. Respondents were screened to certify that only customers responsible for paying or overseeing their electricity bill were interviewed. This step was taken to ensure that survey respondents represented the most qualified person within a household or business to answer questions about their electricity bill and trade-offs between reliability and particular project investments.

Before retiring any randomly selected telephone numbers from the contact list, 8 attempts were made to reach a potential respondent for each unique telephone number, or until an interviewer received a hard refusal. Each night a new sample was released from the contact list to replace completed or retired numbers.

Sample Design: Quotas were set by electricity consumption levels and geographic considerations from within the Enersource and PowerStream rate zones in order to obtain a representative customer sample.

The telephone surveys followed a stratified random sampling methodology. This is a method of sampling that involves the division of a population into smaller groups known as strata. In stratified random sampling, the strata are formed based on members' shared attributes or characteristics (in this case: customer class, rate zone, and electricity usage). A random sample from each stratum is taken in a number proportional to the stratum's size when compared to the customer population. These subsets of the strata are then pooled to form a random sample.

Residential and General Service customers were divided into quartiles based on annual electricity usage to ensure the sample had a proportionate mix of customers from low, medium-low, medium-high, and high electricity usage households and businesses.

Weights have not been applied to any of the six surveys as the stratified random samples are accurate representations of actual customer distribution by rate.

³ "Customers of Alectra Utilities" refers to customers of the four legacy utilities.

Field Dates: The telephone surveys were in field between May 8 and 26, 2017.

Telephone survey field dates and sample sizes for the Enersource rate zone:

- **Residential** survey field date: May 8-17 | n=504; margin of error $\pm 4.4\%$, 19 times out of 20
- **GS < 50 kW** survey field date: May 10-18 | n=200; margin of error $\pm 6.8\%$, 19 times out of 20
- **GS > 50 kW** survey field date: May 11-26 | n=200; margin of error $\pm 6.7\%$, 19 times out of 20

Telephone survey field dates and sample sizes for the PowerStream rate zone:

- **Residential** survey field date: May 9-19 | n=516; margin of error $\pm 4.3\%$, 19 times out of 20
- **GS < 50 kW** survey field date: May 10-18 | n=201; margin of error $\pm 6.8\%$, 19 times out of 20
- **GS > 50 kW** survey field date: May 10-18 | n=201; margin of error $\pm 6.6\%$, 19 times out of 20

Alectra Utilities' Residential customers were contacted by telephone between 4pm and 9pm on weekdays; between 10am and 9pm on Saturdays; and between 11am and 9pm on Sundays. General Service customers were contacted weekdays between 9am and 5pm. INNOVATIVE conducted all interviews through its computer assisted telephone interviewing (CATI) system.

Key Account Survey

An online survey was designed for individual Large Use customers (5MW+) in each of Alectra Utilities' rate zones. As there are no Large Use customers in the PowerStream rate zone, customer feedback for this customer class is based only on the Enersource rate zone.

The focus of these surveys was to collect feedback on expectations, needs and preferences as well as trade-offs related to the DSP and specific projects brought forward for the purposes of the ICM application. Each of surveys was customized to reflect the estimated rate impacts for individual Large Use customers related to capital projects specific to the Enersource rate zone.

Alectra Utilities provided INNOVATIVE with an email contact list consisting of the prime contact for each of its 7 Large Use customers in the Enersource rate zone. INNOVATIVE provided each key account contact with a unique URL via an email invitation so that only customers identified by Alectra Utilities were able to complete the survey and only once.

Customers were sent three reminder emails to encourage survey participation. In addition, Alectra Utilities' staff followed up with customers by telephone to encourage survey participation.

The analysis of this survey is based on 7 of 7 eligible responses from Large Use customers in the Enersource rate zone.

Individual Large Use customer responses were anonymous and no identifiable respondent information was shared with Alectra Utilities. Responses were combined to protect the confidentiality of individual Large Use customers.

The Large Use customer online survey was in field between May 26 and June 9, 2017.

Customer Engagement Coverage

The customer engagement activities described above were designed to engage the following customer classes:

Customer Classes	Customer Engagement Activities				
	Testing Focus Groups	Online Feedback Portal	Low-Volume Telephone Surveys	Mid-Market Telephone Survey	Large Use Customer Online Survey
<i>Rate Zones</i> ▶	<i>Enersource & PowerStream</i>	<i>ALL</i>	<i>Enersource & PowerStream</i>	<i>Enersource & PowerStream</i>	<i>Enersource</i>
Residential	X	X	X		
General Service (< 50 kW)	X	X	X		
General Service (> 50 kW)				X	
Large Use Customers (5MW+)					X

Interpreting the Results

The OEB does not specify how customer engagement should be done or how customer feedback should be received. However, it has encouraged utilities to use “*both existing and new processes*”⁴. Alectra Utilities’ customer engagement was designed with this in mind, where customer feedback was collected using two methodologies: a comprehensive online feedback portal and traditional telephone surveys.

Online Feedback Portal:

To promote customer participation in the online feedback portal, Alectra Utilities leveraged its approximately 370,000 customer email contact list, social media platforms, and promotional advertising embedded on its corporate and legacy websites. This promotional campaign resulted in driving 29,833 unique visits from low-volume customers (Residential and GS < 50 kW) to Alectra Utilities’ online feedback portal. Among unique visitors, 17,595 customers completed the feedback form – taking the time to understand the issues and challenges of building and operating a distribution system and sharing their expectations, needs, and preferences related to the choices Alectra Utilities must make using ratepayer dollars. To date, this represents the largest comprehensive online consultation undertaken by an Ontario utility.

⁴ Handbook to Utility Rate Applications (October 13, 2016)

Among the 17,595 customers who completed the questions in the online feedback portal, 2,500 were from the Enersource rate zone, 7,093 from the PowerStream rate zone, 3,456 from the Brampton rate zone and 4,546 from the Horizon Utilities rate zone.

This comprehensive online customer engagement provided low-volume customers an opportunity to have their voices heard by Alectra Utilities. The online feedback portal also helped identify a directional range of views that exist among customers. These range of views were then tested through representative customer telephone surveys in order to determine how many customers ultimately share identified points of view.

Telephone Surveys:

To ensure a representative sample of customers, INNOVATIVE used telephone surveys to confirm how many customers held the points of view gathered from the online feedback portal. In this case, the representative telephone surveys met two criteria:

1. the telephone surveys used a random sampling method drawn from the utility's full customer base;
2. the sample was compared to the known characteristics of the complete customer base to confirm that the sample was representative of the actual customer population.

The generalizable telephone surveys used a stratified random sampling approach based on known characteristics of customers including region (where applicable) and consumption by customer class (Residential, GS<50kW and GS>50kW). This concept of dividing the customer sample into quartiles based on electricity consumption was used to develop accurate quotas to ensure the sample was representative of Alectra Utilities' customer base.

Differences in Engagement Formats:

Residential and GS < 50 kW customers in the Enersource and PowerStream rate zones were presented information in two unique formats.

1. The online feedback portal provided customers with detailed information on Alectra Utilities as an organization, its recent merger and role within the broader provincial electricity system, the distribution system that service their rate zone, and the challenges and issues facing the distribution system and proposed solutions to address challenges for which Alectra Utilities was seeking customer input. The online format allowed for the presentation of visual elements including charts, pictures and diagrams to help communicate the complex information.
2. The telephone survey covered the same topics as the online feedback portal. The information was condensed to a 12 minute verbal survey. Customers did not have the benefit of visual elements to help communicate concepts and information.

Given the format, the detailed online feedback portal allowed customers to learn more – and at their own pace – about the issues they were asked to consider, and the feedback they were asked to provide. By contrast, the telephone surveys provided customers with a condensed overview of the challenges and issues faced by Alectra Utilities and collected input on customer needs and preferences over a limited period of time. Ultimately, compared to the telephone surveys, customer feedback obtained from the online feedback portal allowed for greater learning and comprehension of the issues and trade-offs contemplated in the customer engagement.

Due to both differences in customer data collection mediums and sampling methodologies, the results to similar questions asked of customer in the online feedback portal and telephone surveys may differ.

Environmental Controls

INNOVATIVE believes it is important to be able to identify factors that may influence customer preferences and distinguish between what is within, and what is outside an LDCs influence or control.

Perceptions of LDCs often tend to move with **general perceptions of the sector** rather than in response to the local utility. We currently see this in Ontario with respect to public attitudes towards the electricity sector and frustration with existing electricity rates.

In addition, perceptions of utilities are also strongly correlated with **financial circumstances**. In tough times perception and preference can change because customer are struggling with bills, not because of anything the LDC has, or has not, done

Control questions help distributors distinguish between utility driven preferences and externally driven preferences. INNOVATIVE uses two questions to help capture external phenomena:

- 1) **Personal Financial Hardship:** *The cost of my electricity bill has a major impact on my finances / the bottom line of my organization and requires I do without some other important priorities/ results in some important spending priorities and investments being put off.*
- 2) **General Feelings towards the Sector:** *Customers are well served by the electricity system in Ontario.*

Key Findings

Customer Priorities, Needs and Preferences

The following section provides a high level overview of customer expectations, needs and preferences. These findings are based on both the direction online feedback portal, the quantifiable telephone surveys and the Large Use customer online survey.

Almost all Alectra Utilities customers are satisfied with the job the utility (or their former utility) is doing at running the electricity distribution system. This pattern was consistent across all customer classes.

When it comes to the recent Alectra Utilities merger, generally about half of customers are aware that this occurred. Familiarity with their former utility is relatively high among both Enersource and PowerStream rate zone customers.

The OEB's Rate Handbook released in Oct 2016 requires LDCs to understand customers' priorities. When asked to rank from a list of common priorities that the utility could focus on, customers in both rate zones provided clear preferences for their top three:

1. Delivering reasonable distribution rates;
2. Ensuring reliable electrical service; and
3. Helping customers reduce and better manage their electricity consumption.

The only difference in priorities among low-volume customers, is that General Service customers in the PowerStream rate zone's third top ranked priority was concerning weather related risk mitigation: *Preventing or reducing the length of power outages caused by extreme weather (e.g. high winds, floods and ice storms).*

These priorities were drawn from a list of eight options:

1. *Delivering reasonable distribution rates*
2. *Providing dependable and responsive customer service*
3. *Helping customers reduce and better manage their electricity consumption*
4. *Ensuring reliable electrical service*
5. *Ensuring the safety of electrical infrastructure*
6. *Providing new electricity services (e.g. electricity storage, and distributed generation)*
7. *Minimizing impact on the environment*
8. *Preventing or reducing the length of power outages caused by extreme weather (e.g. high winds, floods and ice storms)*

Large Use customers in the Enersource rate zone have certain different priorities than those of Residential and General Service customers. The top three priorities for the Large Use customer class were:

1. Ensuring reliable electrical service
2. Providing “behind the meter” electricity solutions and services (e.g. energy storage, power quality solutions and distributed generation)
3. Preventing or reducing the length of prolonged power outages caused by extreme weather (e.g. high winds, floods and ice storms)

When asked if there were other priorities that the utility should focus on, customers generally felt the list provided was comprehensive and exhaustive. However, those who did have additional suggestions for priorities cited “lowering prices” (or in the GS customers, “better billing practices”).

In terms of reliability, customers in both former service territories were very satisfied on multiple measure of reliability:

- the number of outages experienced;
- restoration time; and
- power quality.

When we asked what their utility could do to improve services, most customers had nothing to suggest or simply did not know how the utility could improve services. Among those who did have suggestions, comments generally focused on one area: **lowering rates**.

Enersource Telephone Results	Residential	Small Business	Mid-Market	Large Use*
Overall Satisfaction	79%	82%	78%	6/7
Awareness of Merger	41%	60%	58%	5/7
Familiarity with Enersource	84%	84%	88%	7/7
Top 3 Customer Priorities				
1 st	Prices	Prices	Prices	Reliability
2 nd	Reliability	Reliability	Reliability	Behind the meter solutions **
3 rd	Reduce/Manage Consumption*	Reduce/Manage Consumption*	Reduce/Manage Consumption*	Extreme Weather Mitigation ***
Satisfaction with Reliability				
Number of Outages	90%	88%	91%	4/7
Restoration Time	88%	81%	88%	5/7
Power Quality	90%	85%	86%	5/7
How can services be improved? (Open-Ended) – Top 2 Answers				
Lower Rates	43%	31%	31%	N/A
No Suggestions	41%	49%	46%	N/A
Other	16%	20%	23%	N/A

* Large Use customers provided feedback through an online survey.

* Helping customers reduce and better manage their electricity consumption.

** Providing “behind the meter” electricity solutions and services (e.g. energy storage, power quality solutions and distributed generation).

*** Preventing or reducing the length of power outages caused by extreme weather (e.g. high winds, floods and ice storms).

See Appendix 1.0 – Enersource Telephone Survey Report for additional details.

Areas for service improvement suggested by Large Use customers included:

- More field reps to meet with businesses;
- Better real-time interval data; and
- Work with Hydro One to improve the power quality to [our organization].

PowerStream Telephone Results	Residential	Small Business	Mid-Market
Overall Satisfaction	79%	73%	77%
Awareness of Merger	52%	48%	55%
Familiarity with PowerStream	85%	83%	89%
Top 3 Customer Priorities			
1 st	Prices	Prices	Prices
2 nd	Reliability	Reliability	Reliability
3 rd	Reduce/Manage Consumption*	Extreme Weather Mitigation**	Extreme Weather Mitigation**
Satisfaction with Reliability			
Number of Outages	90%	86%	84%
Restoration Time	82%	83%	83%
Power Quality	88%	85%	84%
How can services be improved? (Open-Ended) – Top 2 Answers			
Lower Rates	43%	36%	23%
No Suggestions	42%	44%	52%
Other	15%	20%	25%

* Helping customers reduce and better manage their electricity consumption.

** Preventing or reducing the length of power outages caused by extreme weather (e.g. high winds, floods and ice storms).

See Appendix 2.0 – PowerStream Telephone Survey Report for additional details.

Customers from the Brampton rate zone provided general comments via the online feedback portal. Customer feedback from the Brampton rate zone is consistent with that of customers in both the Enersource and PowerStream rate zones.

Brampton Rate Zone Online Portal Results	Residential (n=3,410)	Small Business (n=46)
Overall Satisfaction	78%	80%
Top 3 Customer Priorities		
1 st	Prices	Prices
2 nd	Reliability	Reduce/Manage Consumption*
3 rd	Reduce/Manage Consumption*	Reliability
Satisfaction with Reliability		
Number of Outages	94%	86%
Restoration Time	85%	84%
Power Quality	89%	80%
How can services be improved? (Open-Ended) – Top 2 Answers		
Lower Rates	15%	Omitted due to small sample size
No Suggestions	31%	Omitted due to small sample size
Other	54%	Omitted due to small sample size

* Helping customers reduce and better manage their electricity consumption.

See Appendix 4.0 – Alectra Utilities Online Feedback Portal for additional details.

Note: Small Business responses to “how can services be improved” omitted due to small sample size” [n=3; “No issues/they are doing a good job” (n=1); “Don’t know – never have to contact them” (n=1); “None” (n=1)]

Enersource DSP Feedback

For the most part, customers in the Enersource rate zone support proactive replacement of aging infrastructure, prudent investments in tools and equipment, system capacity and modernizing the distribution system. The table below summarizes customer preferences collected from the **online feedback portal**:

Online Feedback Portal: Enersource DSP	Residential (n=2,438)	Small Business (n=62)
Run-to-Failure Approach		
Replace equipment before it breaks down	73% ✓	74% ✓
Wait until it breaks down	19%	21%
Replacing aging equipment in poor condition		
Invest	61% ✓	56% ✓
Lower investment	23%	26%
Forecasted plan for replacing aging infrastructure		
Proactively spend	39%	37%
Spend only what is needed	43%	37%
Focus on keeping rates as low as possible	8%	15%
General Plant		
Be wise with spending	72% ✓	66% ✓
Find ways to make do	22%	24%
Investments in New Technology		
New technologies are more of a luxury	20%	26%
Technology will save money in the long run	69% ✓	60% ✓
DSP Investment Alternatives		
Maintain [Res: \$3.99; Small Business: \$11.19 by 2022]	56% ✓	37%
Eventually Decline [Res: \$1.40; Small Business: \$3.97 by 2022]	17%	26%
Significantly Decline [No additional distribution charges by 2022]	16%	24%

Majority believe Enersource should spend at least what is needed to maintain reliability

Note: "Don't know" not shown in the table above.

See Appendix 4.0 – Alectra Utilities Online Feedback Portal for additional details.

The first five categories in the table are based on feedback from the following questions:

Run-to-Failure: By allowing assets that impact the reliability of only a few customers to break down before replacement (i.e. run to failure), distributors can often get a few additional years out of their equipment, which defers replacement costs and maximizes the value of assets. Equipment that runs to failure is usually easily replaced and impacts only a few customers for only a short period of time. Do you feel that Enersource should be proactively replacing minor equipment or wait until it breaks down?

Replacing aging equipment in poor condition: With regards to projects focused on replacing aging equipment in poor condition, which of the following statements best represents your point of view?

Forecasted plan for replacing aging infrastructure: Thinking about Enersource's forecasted plan for replacing aging infrastructure, which of the following statements best represents your point of view?

General Plant: As a company, Enersource needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information.

Some replacement decisions are made when the cost of maintaining the aging equipment is higher than the cost to replace that equipment. However, there are times when it may make sense to replace equipment even when the maintenance savings are not the key reason for doing so. With this in mind, which of the following statements best represents your point of view?

Investments in New Technology: With regards to investment in technology designed to improve the reliability of the electricity distribution system and shorten the length of power outages, which of the following statements best represents your point of view?

A majority (56%) of the predominately residential online sample, accept the additional \$3.99 per month on their bill by 2022 to maintain current levels of reliability.

Telephone Feedback on Enersource's DSP:

When it comes to collecting feedback from customers in the telephone surveys, we see similar results – customers in the Enersource rate zone expect the distributor to maintain a proactive capital investment program that will maintain the reliability of the distribution system.

- Customer support ranges from 57% to 65% among those who feel that Enersource should invest what it takes to **replace the system's aging infrastructure** to maintain system reliability; even if that results in increases to monthly electricity bills.
- 65% to 68% of customers feel that while **Enersource should be wise with its spending**, it is important that its staff have the equipment and tools they need to manage the distribution system safely, efficiently and reliably.
- 49% to 57% of customers feel that **Enersource should proactively invest in system capacity infrastructure** to ensure customers in high growth areas do not experience a decrease in reliability, even if this adds a small increase to electricity bills.
- 80% to 85% of customers agree that it is important for **Enersource to invest now in modernizing the distribution system**.

The table below summarizes customer preferences related to DSP trade-offs:

Telephone Survey: Enersource DSP	Residential (Res)	Small Business (SB)	Mid-Market (MM)
System Renewal Investments			
Invest	57% ✓	64% ✓	65% ✓
Defer	30%	23%	29%
General Plant Investments			
Be wise with spending	65% ✓	67% ✓	68% ✓
Find ways to make do	30%	29%	29%
System Service Investments			
Invest	49%	52% ✓	57% ✓
Defer	39%	39%	38%
Modernizing the Distribution System			
Important	82% ✓	80% ✓	85% ✓
Not Important	14%	17%	15%
DSP Investment Alternatives			
Maintain [Res: \$3.99; SB: \$11.19; MM: \$203.48]	36%	23%	28%
Eventually Decline [Res: \$1.40; SB: \$3.97; MM: \$69.27]	26%	32%	28%
Significantly Decline [No additional distribution charges]	33%	35%	40%

A majority of customers are willing to pay more to varying degrees

Note: "Don't know" not shown in the table above.

See Appendix 1.0 – Enersource Telephone Survey Report for additional details.

Generally, customers in the Enersource rate zone who completed the online feedback portal appeared to remain more consistent with their initial attitudes toward a proactive capital program when presented with estimated rate increases than those who answered the telephone.

While the previous set of questions indicated that customers in the Enersource rate zone supported a proactive capital program designed to maintain system reliability, when presented with estimated bill impacts to pay for these investment customer appeared to push back.

- 33% to 40% of customers say they are **not willing to pay any additional charges** on the Enersource portion of their bill knowing that the level of reliability could decline significantly;
- 23% to 36% would be **willing to pay an additional rates to maintain current service**; and
- 23% to 32% would be **willing to pay roughly half the estimated rate increase knowing that reliability could eventually decline**.

These results suggest that a majority of customers in the Enersource rate zone are willing to pay more to support varying degrees of system reliability. It appears that in theory, customers want Enersource to maintain a proactive capital program, but when presented with the estimated rate impact for distribution system investments, a number of customers are unwilling to pay anything more knowing that this could result in a significant decline in reliability.

Customer push back on rate increases appears to stem from a frustration with existing electricity bills and their significant increase over the past decade.

Another reason why customers may be pushing back on any rate increases may have to do with external factors unrelated to Enersource, such personal financial situation or general perceptions of the sector.

Not surprisingly, those who feel most financially strained by their electricity bills are least likely to accept any additional distribution charges on their electricity bill.

INNOVATIVE believes it is important to be able to identify customer preferences influenced by items that LDCs can influence from items LDCs cannot influence.

- Perceptions of LDCs often tend to move with **general perceptions of the sector** rather than in response to the local utility. We currently see this in Ontario with respect to public attitudes towards the electricity sector and what we refer to as “rate frustration”.
- In addition, perceptions of utilities are also strongly correlated with **financial circumstances**. In tough times perception and preference can change because customers are struggling with bills, not because of anything the LDC has done or not done.

The table below illustrates the varying customer preferences towards DSP investment alternatives by environmental controls.

Telephone Survey: Enersource DSP	Cost of electricity bill has a major impact on finances or bottom line			Customers are well served by the electricity system in Ontario		Total
	Significant Impact	Impact	No Impact	Well Served	Not Well Served	
Residential						
Maintain	24%	30%	56% ✓	40%	19%	36%
Eventually Decline	25%	28%	25%	26%	22%	26%
Significantly Decline	45%	36%	16%	29%	51%	33%
Small Business (GS < 50 kW)						
Maintain	17%	22%	42%	25%	23%	23%
Eventually Decline	33%	33%	25%	34%	23%	32%
Significantly Decline	42%	43%	19%	32%	50%	35%
Mid-Market (GS > 50 kW)						
Maintain	20%	33%	40%	27%	33%	28%
Eventually Decline	25%	33%	30%	29%	19%	28%
Significantly Decline	50%	33%	23%	39%	44%	40%

Note: “Don’t know” not shown in the table above.

See Appendix 1.0 – Enersource Telephone Survey Report for additional details.

The table above illustrates that customers who **don’t feel well served** by the electricity system, and those who say the cost of their electricity bills **impacts their finances** (Residential) or **bottom line** (General Service) are less likely to support an investment plan that maintains current levels of reliability – arguably, two measurements that are outside of Alectra Utilities’ control.

Large Use Customer Feedback on Enersource's DSP:

Large Use customers in the Enersource rate zone were asked slightly different questions than Residential and General Service customers throughout, however the trade-off between reliability and price remained a consistent focus.

- 3-in-7 are willing to pay more on the distribution portion of their bill to either improve or maintain the current level of reliability;
- 1-in-7 would like to pay less, if that resulted in lowering the current level of power quality and reliability; and
- 3-in-7 indicated that they “don’t know”.

Following this, Large Use customers were given customized rate impact estimates for the DSP investment levels required to follow through with each of these scenarios – i.e. pay x-amount to maintain, pay x-amount knowing it could eventually lead to a decline, or pay nothing knowing it could lead to a significant decline.

- 2-in-7 preferred no rate increase on the distribution portion of their bill, knowing that this could result in a significant decline in reliability; and
- 5-in-7 indicated that they “don’t know”.

Large Use Customer Online Survey: Enersource DSP	Large Use
Trade-Off Between Reliability and Price	
Willing to pay more if it resulted in improved power quality and reliability	1/7
Willing to pay a bit more to maintain current levels of power quality and reliability	2/7
Pay a bit less even if it resulted in lowering current levels of power quality and reliability	1/7
Don't know	3/7
DSP Investment Alternatives	
Maintain [Custom distribution rate impact]	0/7
Eventually Decline [Custom distribution rate impact]	0/7
Significantly Decline [No additional distribution charges]	2/7
Don't know	5/7

See Appendix 3.0 – Enersource Large Use Customer Online Survey Report for additional details.

Enersource ICM Feedback

After answering questions related to Enersource's DSP, customers were asked to provide feedback on specific ICM projects. The following preamble was shared with customers before answering questions on specific ICM projects:

The previous section of this feedback portal addressed Enersource's 5-year capital plan. While that plan is subject to customer feedback and approval by the OEB, most of the capital projects can be funded through existing approved distribution rates.

Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates. As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure needs.

*The process for obtaining incremental capital to fund infrastructure projects includes engaging with customers to help align investment decisions with customer **needs, preferences, and priorities**.*

Estimated Incremental 2018 Capital Requirement of Enersource Customers: \$28.6 million

Customer Impact: *This proposed incremental capital requirement – which is subject to customer feedback and OEB approval – could result in a monthly increase of **\$0.42 [\$1.17]** on the typical residential [small business] customer's distribution portion of their electricity bill in 2018.*

*This represents a **1.7% increase** on the distribution portion of the bill OR a **0.3% increase** on the total residential [small business] electricity bill.*

Online portal feedback suggests that a majority of customers in the Enersource rate zone want their utility to make the necessary investments in the ICM projects presented in order to maintain system reliability, recognizing that these investments will have an associated impact on the distribution portion of their bill in 2018.

The tables below summarize Enersource customer preferences related presented ICM trade-offs collected through the online feedback portal.

Online Feedback Portal: Enersource ICM	Residential (n=2,438)	Small Business (n=62)
System Service Investments Municipal Substation Builds		
Maintain [Res: \$0.11; Small Business: \$0.31]	67% ✓	61% ✓
Eventually Decline [Res: \$0.06; Small Business: \$0.16]	12%	13%
Significantly Decline [No additional charges]	13%	15%
System Renewal Investments Replacing Underground Cables & Overhead Powerlines		
Maintain [Res: \$0.16; Small Business: \$0.46]	62% ✓	52% ✓
Eventually Decline [Res: \$0.08; Small Business: \$0.23]	13%	16%
Significantly Decline [No additional charges]	15%	18%
System Renewal Investments Leaking Transformer Replacement Project		
On Schedule [Res: \$0.12; Small Business: \$0.35]	64% ✓	50% ✓
Defer Investment [Res: \$0.06; Small Business: \$0.17]	21%	32%

Note: "Don't know" not shown in the table above.

See Appendix 4.0 – Alectra Utilities Online Feedback Portal Report for additional details.

Customer feedback obtained through the telephone surveys gave validation similar to the online customer feedback – either to invest in ICM projects that maintain reliability, or to do some investment recognizing that there may be a slight decline in reliability.

A majority of customers the Enersource rate zone are in favour of some level of investment, across all ICM projects presented.

- A majority of General Service customers support system service investments levels (specifically, two municipal substation builds) that will provide needed capacity and help maintain existing reliability; whereas just under a majority of Residential customers (48%) support the estimated investment level at the proposed pace.
- A majority of customers support system renewal project investments related to underground cable and overhead powerline infrastructure replacement to varying degrees.
- Replacing leaking transformers – which pose both an environmental hazard (if not treated) and a greater risk of declining reliability – on the schedule that had been proposed is accepted by the majority of all customer classes in the Enersource rate zone.

Telephone Survey: Enersource ICM	Residential (Res)	Small Business (SB)	Mid-Market (MM)	
System Service Investments Municipal Substation Builds				
Maintain [Res: \$0.11; SB: \$0.31; MM: \$5.82]	48%	52% ✓	52% ✓	A majority of customers are willing to pay more to varying degrees
Eventually Decline [Res: \$0.06; SB: \$0.16; MM: \$2.91]	13%	7%	10%	
Significantly Decline [No additional charges]	31%	31%	35%	
System Renewal Investments Replacing Underground Cables & Overhead Powerlines				
Maintain [Res: \$0.16; SB: \$0.46; MM: \$8.54]	47%	49%	44%	A majority of customers are willing to pay more to varying degrees
Eventually Decline [Res: \$0.08; SB: \$0.23; MM: \$4.27]	12%	7%	15%	
Significantly Decline [No additional charges]	33%	35%	37%	
System Renewal Investments Leaking Transformer Replacement Project				
On Schedule [Res: \$0.12; SB: \$0.35; MM: \$6.42]	51% ✓	52% ✓	50% ✓	
Defer Investment [Res: \$0.06; SB: \$0.17; MM: \$3.21]	33%	28%	39%	

Note: Percentages in the table above include recoded data to include those who are not interested in receiving more information because they have already made up their mind (either support increase or can't afford it).
"Don't know" not shown in the table above.

See Appendix 1.0 – Enersource Telephone Survey Report for additional details.

In both the online feedback portal and telephone surveys, a majority of customers support investments in the specific ICM projects presented. The greater support for individual ICM projects among customers who completed the online feedback portal, compared to those who responded to the telephone surveys, may be explained by the additional information and background details provided to participants who completed the online feedback portal.

Large Use Customer Feedback on Enersource's ICM Projects:

As with the DSP questions, Large Use customers were presented with estimated rate impacts customized to their individual organizations. Estimated rate impacts presented were based on the investment level that maintains system reliability (i.e. Alectra Utilities' proposed investment pacing).

Large Use customers in the Enersource rate zone were presented with the following question related to the estimated cost of ICM investments to their individual organization:

This proposed investment plan – which is subject to customer feedback and regulatory approval – could result in a monthly increase of [rate impact] on your organization's electricity bill in 2018.

This represents an incremental increase of 1.7% on the amount remitted to Enersource OR a 0.1% increase on the total electricity bill amount for your organization.

What is your opinion on this proposed rate increase in 2018?

The table below illustrates how customers answered this question:

Large Use Customer Online Survey: Enersource ICM		Large Use
ICM Assessment		
The proposed rate increase is reasonable so long as power reliability is maintained.		3/7
I'd like to understand how this request for increased rates is going to be invested.		2/7
It's unreasonable and I oppose it.		1/7
My organization simply can't afford to pay more in 2018.		0/7
Don't know		1/7

See Appendix 3.0 – Enersource Large Use Customer Online Survey Report for additional details.

- 3-of-7 respondents feel the rate increase is reasonable so long as reliability is maintained;
- 2-of-7 want additional information on the ICM projects before volunteering their preference;
- 1-of-7 feel the estimated rate impact on their organization for the ICM projects is unreasonable and oppose paying more in 2018; and
- 1-of-7 indicated that they “don't know”.

None of the seven Large Use customers say that their organization cannot afford to pay more in 2018.

PowerStream ICM Feedback

Similar to customers in the Enersource rate zone, customers in the PowerStream rate zone were presented with specific ICM investment projects that Alectra Utilities believes are necessary to maintain system reliability.

The ICM projects presented to customers in the PowerStream rate zone included:

- System Service projects designed to meet increased capacity needs driven by growth pressures; and
- System Renewal projects designed to replace aging infrastructure nearing or at end-of-life.

Customer feedback provided through the online portal suggests that a majority of Residential customers in the PowerStream rate zone support some form of system renewal investments in the presented ICM projects.

General Service customer are less likely than Residential customer to support rate increases to fund either system service or system renewal investments. With regard to system renewal ICM projects, much of this funding will be directed to proposed rear lot conversion projects that largely benefits only Residential customers.

The customer engagement research suggests investments in addressing growth pressures are more important than replacing aging infrastructure for PowerStream rate zone customers.

Online Feedback Portal: PowerStream ICM	Residential (n=6,962)	Small Business (n=131)
System Service Growth Pressures [new and increased substation, transformer station and powerline capacity]		
Maintain [Res: 0.05\$; Small Business: \$0.13]	50% ✓	36%
Eventually Decline [Res: 0.03\$; Small Business: \$0.06]	7%	8%
Significantly Decline [No additional charges]	27%	34%
System Renewal Aging Infrastructure Pressures [rear lot conversion; underground cable; obsolete switches]		
Maintain [Res: \$0.10; Small Business: \$0.26]	43%	32%
Eventually Decline [Res: \$0.05; Small Business: \$0.13]	12%	7%
Significantly Decline [No additional charges]	29%	36%

Note: Res = Residential Rate Class; SB = Small Business (GS < 50kW) Rate Class.
"Don't know" not shown in the table above.

See Appendix 4.0 – Alectra Utilities Online Feedback Portal Report for additional details.

The telephone surveys validates the online portal outcomes as provided by customers in the PowerStream rate zone. Investments in system service projects appear to be marginally more important than system renewal projects for customers.

A majority of General Service customers in the telephone survey support investments in all ICM projects at varying levels. This group of ratepayers is more likely to support ICM investments than Residential customers – particularly small businesses (GS < 50 kW), where a majority support a maintenance level of investment within both ICM investment buckets.

PowerStream ICM: Telephone	Residential (Res)	Small Business (SB)	Mid-Market (MM)
System Service Growth Pressures [new and increased substation, transformer station and powerline capacity]			
Maintain [Res: \$0.05; SB: \$0.13; MM: \$2.18]	41%	54% ✓	52% ✓
Eventually Decline [Res: \$0.03; SB: \$0.06; MM: \$1.09]	6%	9%	9%
Significantly Decline [No additional charges]	44%	35%	36%
System Renewal Aging Infrastructure Pressures [rear lot conversion; underground cable; obsolete switches]			
Maintain [Res: \$0.10; SB: \$0.26; MM: \$4.32]	38%	52% ✓	44%
Eventually Decline [Res: \$0.05; SB: \$0.13; MM: \$2.16]	5%	11%	16%
Significantly Decline [No additional charges]	48%	34%	39%

Note: Percentages in the table above include recoded data to include those who are not interested in receiving more information because they have already made up their mind (either support increase or can't afford it).
"Don't know" not shown in the table above.

See Appendix 2.0 – PowerStream Telephone Survey Report for additional details.

The greater support for individual ICM projects among Residential customers who completed the online feedback portal compared to those who responded to the telephone surveys may be explained by the additional information and background details provided through the online feedback portal.

Conclusion

The vast majority of customers are satisfied with the current level of reliability they experience, and expect Alectra Utilities to do what is necessary to maintain it. In principle, most customers support some form of investment program that ensures a consistently reliable and modern distribution system.

When presented with specific capital projects and system pressures, a majority of customers support some level of investment to help maintain reliability. That said, Alectra Utilities should be mindful that electricity rates are the key concern among Residential and General Service customers.

There are specific areas and projects where customer feedback suggests a slower pace of investment.

- The majority of Enersource rate zone customers support at least some level of spending related to both DSP and ICM investments, while exhibiting some resistance to the bill impacts.
- In both online and telephone surveys in the PowerStream rate zone, there appears to be greater support for addressing system service ICM projects (i.e. substation and capacity related investments) than system renewal ICM projects (i.e. rear lot conversion and underground cable replacements).

Rate frustration appears to be the primary driver of customer pushback against any proposed bill impacts, however, reliability remains a top priority for all customer classes. When asked how Alectra Utilities can improve service, most common responses throughout the engagement were either “nothing” or “lower rates”. Any future investments should take into account that cost, reliability and helping customers reduce and better manage their electricity consumption are top of mind priorities for Alectra Utilities customers.

Appendix 1.0

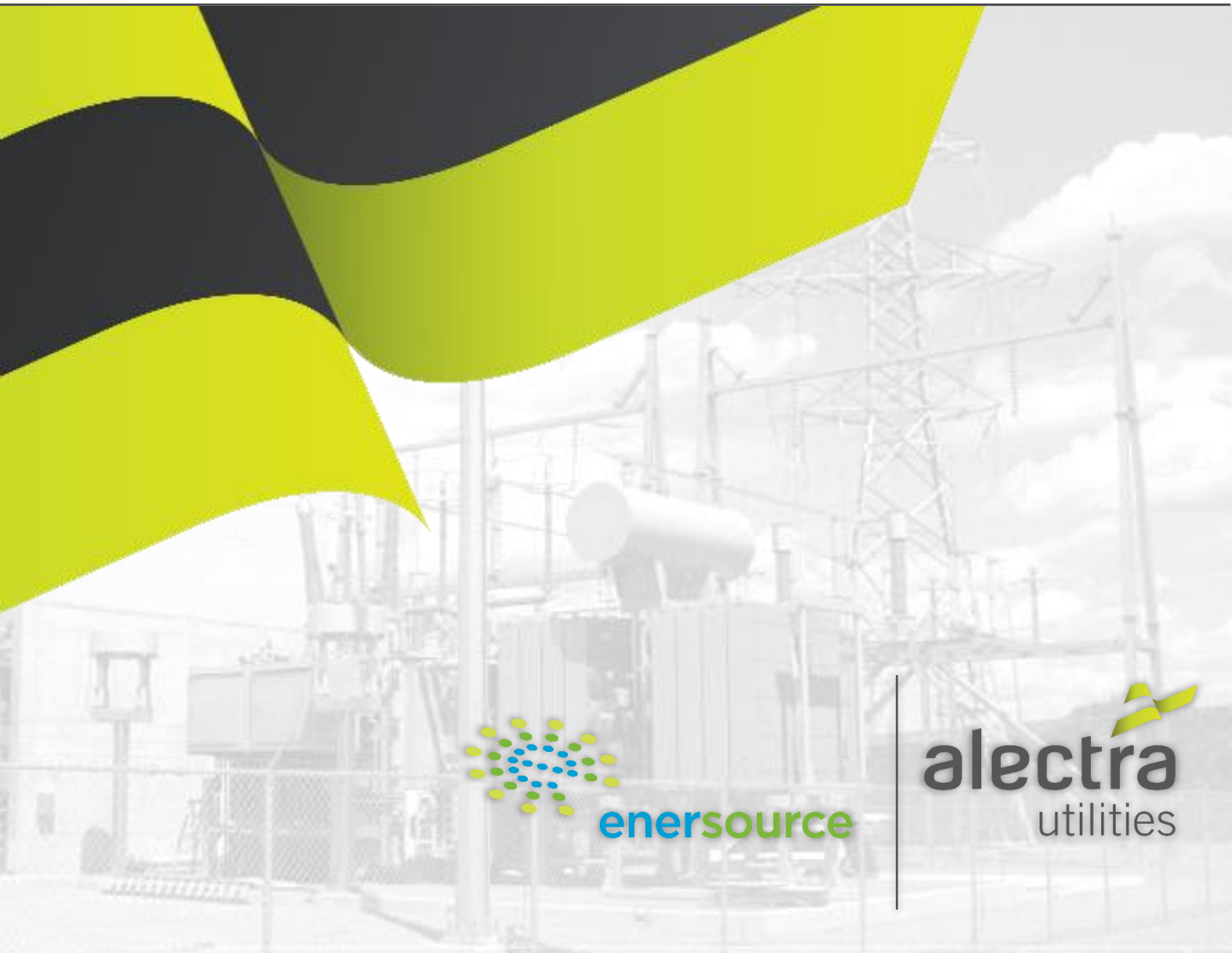
Energysource

Telephone Survey Report

Appendix 1.0

Enersource

Ratepayer Telephone Survey



JUNE 2017

STRICTLY PRIVILEGED AND CONFIDENTIAL

Survey Methodologies



Field and Design

For the quantitative portion of the customer consultation, Alectra Utilities invited Enersource heritage customers from three rate classes to participate in a 10-15 minute telephone survey.

- The **residential** survey fielded from May 8-17, 2017
- The **small business** survey fielded from May 10-18, 2017
- The **mid-market** survey fielded from May 11-26, 2017

Overall, 504 residential customers, 200 small business customers and 200 mid-market customer completed the questionnaire. The margin of error for the residential sample of $n=504$ is $\pm 4.4\%$, 19 times out of 20. For a sample of $n=200$ small business customers, the margin of error is considered accurate to within $\pm 6.8\%$, 19 times out of 20. For a sample of $n=200$ mid-market customers, the margin of error is considered accurate to within $\pm 6.7\%$, 19 times out of 20. INNOVATIVE conducted all interviews through its computer assisted telephone interviewing (CATI) system.

This generalizable telephone survey used a stratified random sampling approach based on known characteristic, in this case, consumption by rate class (residential, $GS < 50kW$ and $GS > 50kW$).

Sample lists were provided by Alectra Utilities. Screening questions were designed to ensure only customers who received an electricity bill from Alectra Utilities were included. In addition, residential customers needed to have primary or shared responsibility over their household's electricity bill and only the organization's decision makers on electricity use were included in the business completes. Business customers could also be household customers of Alectra Utilities, but were reminded to respond as their organization's decision-maker as best as possible.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers. Caution interpreting results with small n-sizes.*

Consumption Quartiles

The tables below illustrate the strata divisions for each rate class, based on consumption quartiles.

Dividing customer sample into quartiles based on known characteristics was used to develop accurate quotas to ensure the sample was representative of Enersource's customer base.

Residential	Quartile	Target	Actual	Difference
	Low consumption	n=125	n=128	+3
	Medium-low	n=125	n=125	0
	Medium-high	n=125	n=125	0
	High consumption	n=125	n=126	+1
	Total	n=500	n=504	+4

Small Business	Quartile	Target	Actual	Difference
	Low consumption	n=50	n=50	0
	Medium-low	n=50	n=50	0
	Medium-high	n=50	n=50	0
	High consumption	n=50	n=50	0
	Total	n=200	n=200	0

Mid-Market	Quartile	Target	Actual	Remaining
	Low consumption	n=50	n=49	-1
	Medium-low	n=50	n=50	0
	Medium-high	n=50	n=50	0
	High consumption	n=50	n=51	+1
	Total	n=200	n=200	0



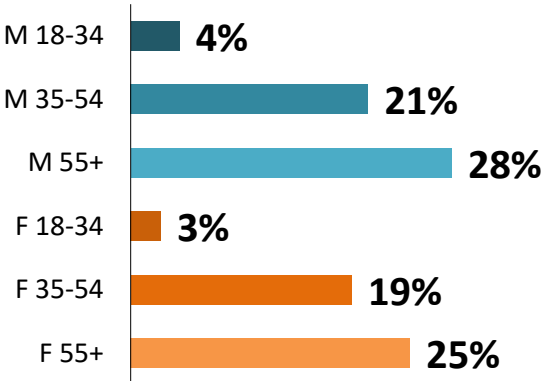
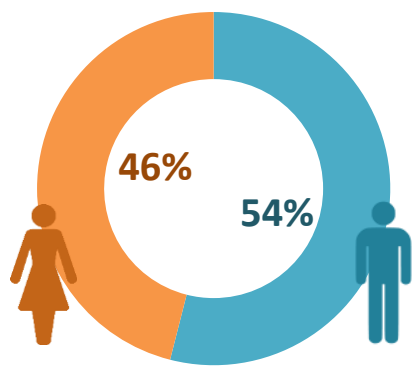
Residential Rate Class



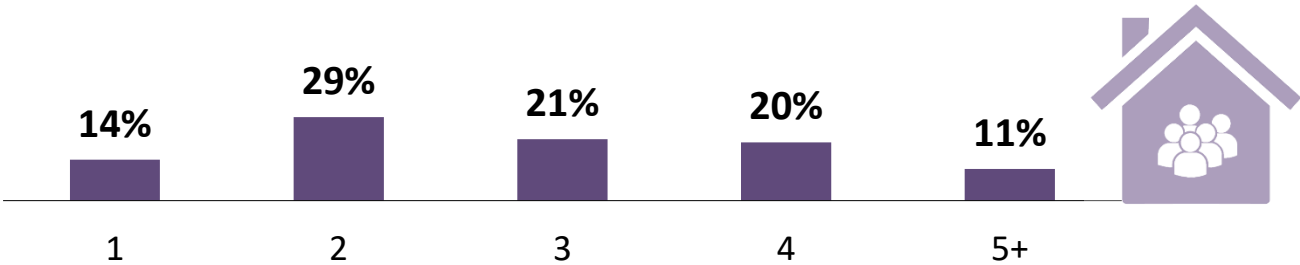
Segmentation & Demographics



Age-Gender

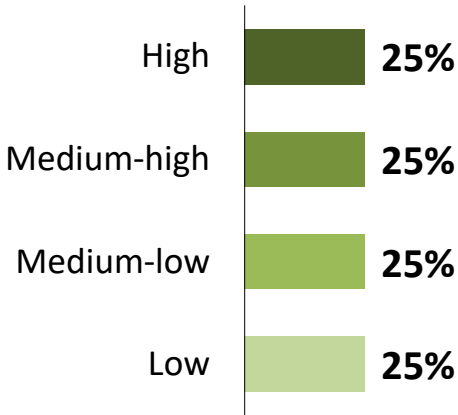


Household Size

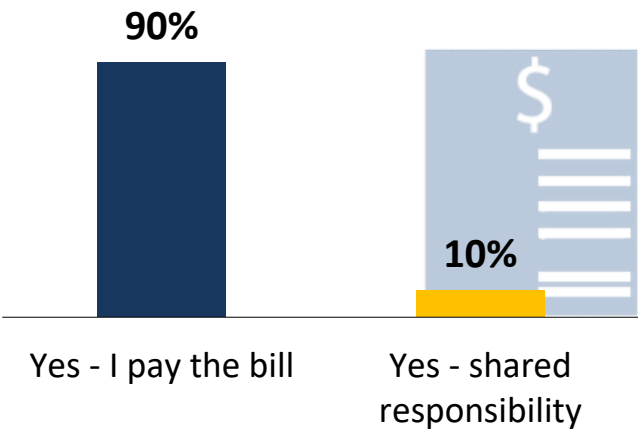


Note: 'Refused' (5%) not shown.

Annual Consumption



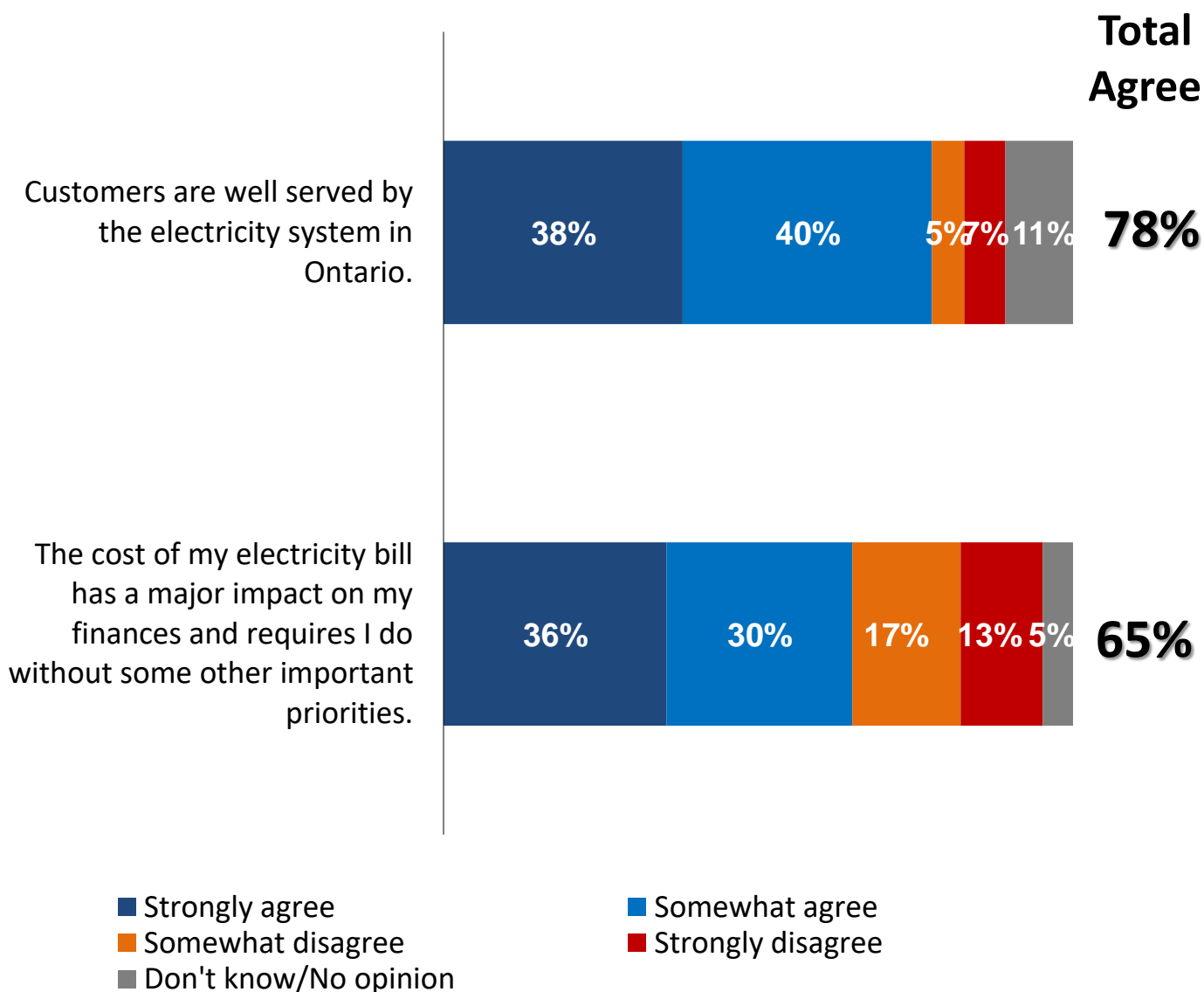
Responsible for Bill



Segmentation & Demographics (2)



Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.
[asked all respondents, n=504]



Awareness of Merger:

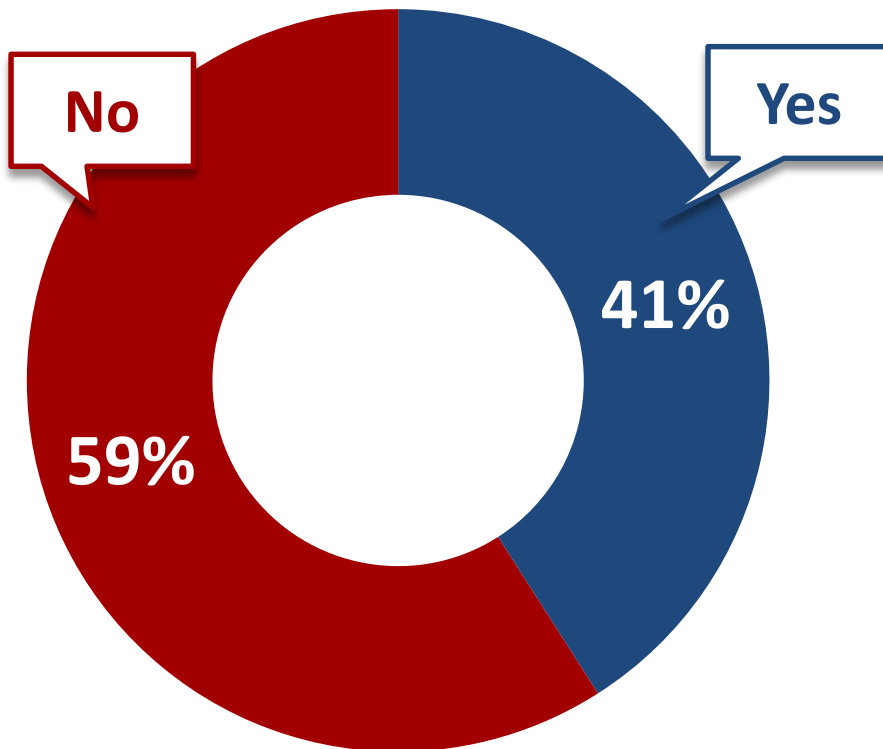
Approximately 3-in-5 (59%) had not heard of the merger before this survey



You may have recently heard that **Enersource** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the Alectra Utilities merger before this survey?

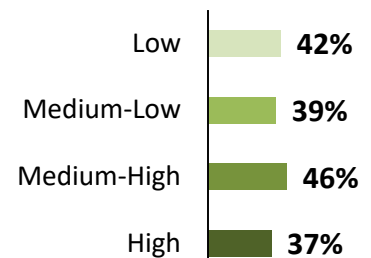
[asked all respondents, n=504]



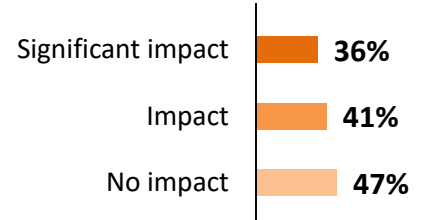
Segmentation ►►

Those who say "Yes":

Annual Consumption



Bill Impact on Finances



Well served by system



Familiarity: Majority are familiar (84%); familiarity is highest among 'medium-high' annual consumers as well as those who feel significant bill impact

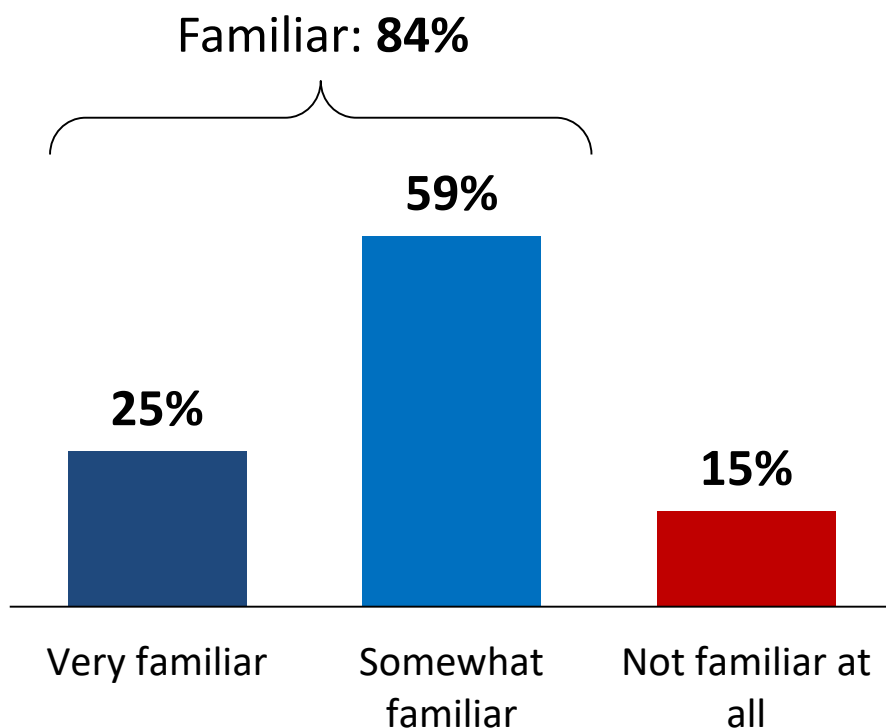


Q Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **Enersource**. So, throughout this survey, references to "Enersource" simply refers to the distribution system in Mississauga, formerly served by Enersource, now being served by Alectra Utilities.

As you may know, Enersource operates and maintains the local electricity distribution system in Mississauga. This is the system that takes the electricity from provincial transmission lines and brings it to **your home** through a network of wires, poles and other equipment that is owned and operated by Enersource.

How familiar are you with Enersource? Would you say you are very familiar, somewhat familiar, or not familiar at all?

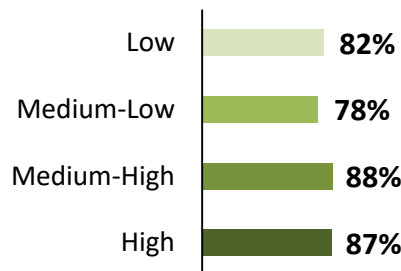
[asked all respondents, n=504]



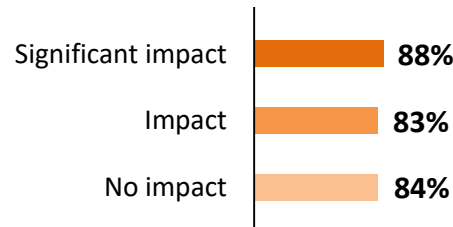
Segmentation ▶▶

Those who say "Familiar":

Annual Consumption



Bill Impact on Finances



Well served by system



Satisfaction with Services:

Approximately 4-in-5 (79%) are satisfied; satisfaction is highest among those with no bill impact

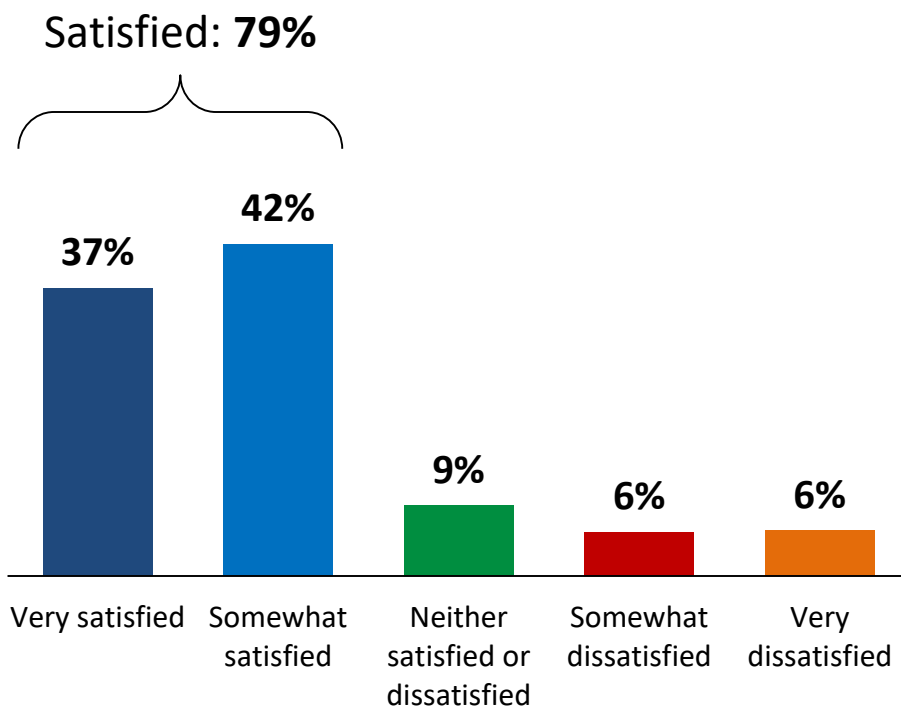


In general, how satisfied or dissatisfied are you with the services you receive from **Enersource**? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

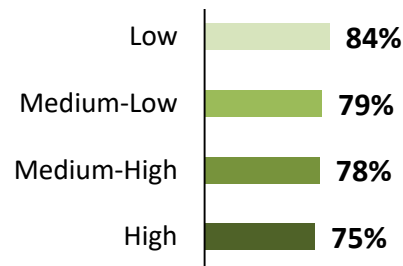
[asked all respondents, n=504]

Segmentation ►►

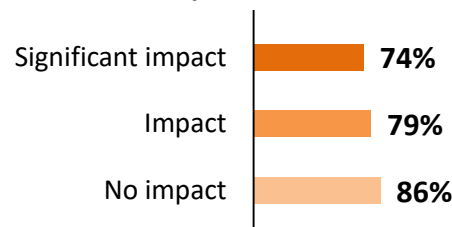
Those who say "Satisfied":



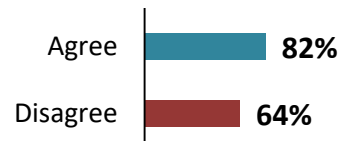
Annual Consumption



Bill Impact on Finances



Well served by system

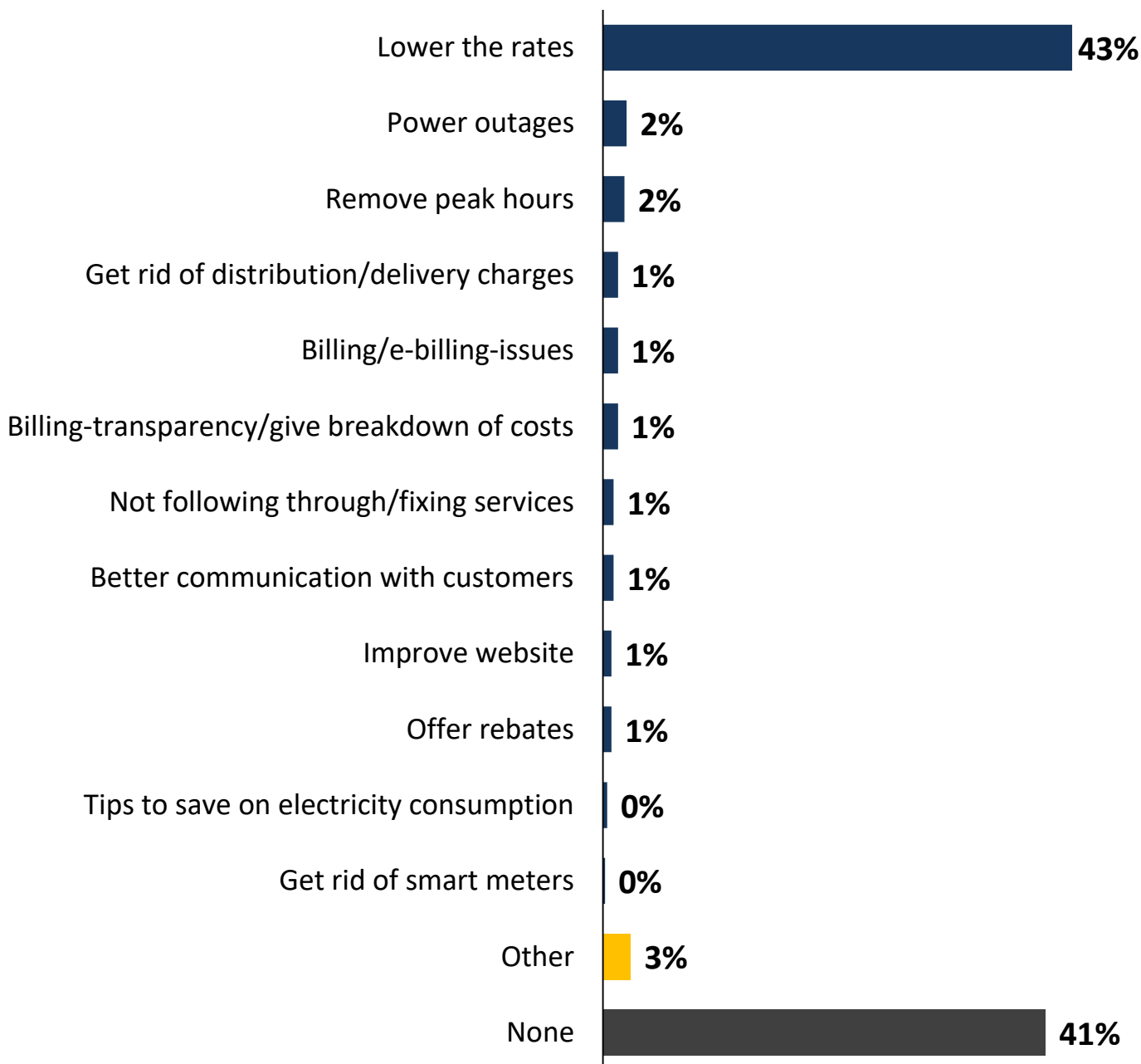


Suggestions for Improvement:

Over 4-in-10 would like Enersource to lower their rates



Q Is there anything **Enersource** can do to improve its service to you?
[asked all respondents, n=504]



Importance of Priorities: 'Delivering reasonable electricity distribution prices' is top priority; followed by reliable service and reducing consumption



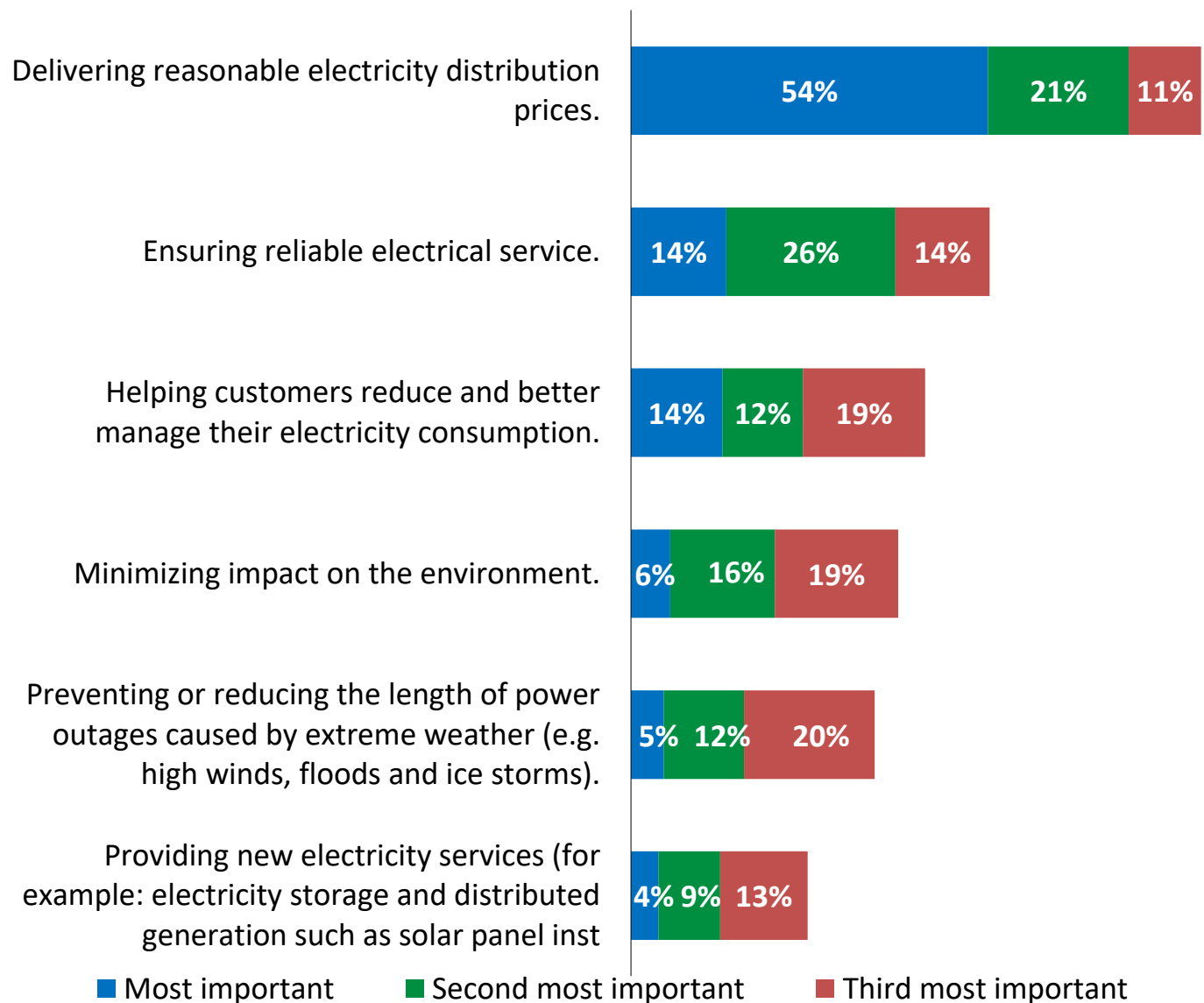
Residential



Enersource regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service. In recent conversations with customers, a number of company goals were identified as key priorities for Enersource.

Among the following Enersource priorities, please tell me which one is most important to you? What is the next most important priority you think Enersource should focus on? And what do you consider the third most important priority?

[asked all respondents, n=504]

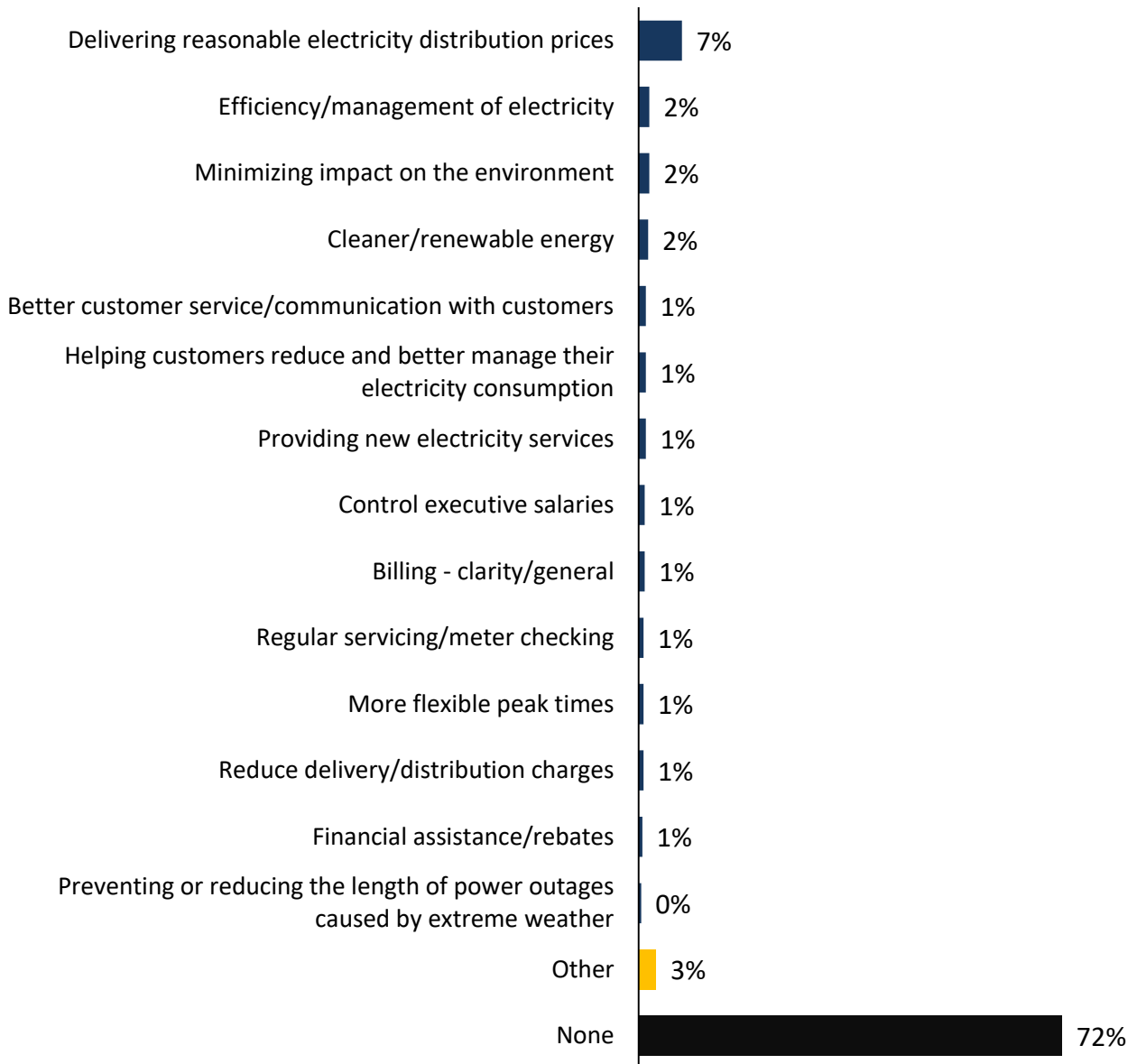


Additional Priorities: Nearly three quarters felt the previous list covers all the important priorities



Are there any other important priorities that **Enersource** should be focusing on that weren't included in the previous list I read to you?

[asked all respondents, n=504]



Familiarity of Amount Remitted:

Majority (64%) are not familiar;
familiarity is highest among those who
feel they are not well served



I'd now like to talk with you about your electricity bill...While **Enersource** is responsible for collecting payment for the entire electricity bill, they retain about **19%** of the typical residential customer's bill.

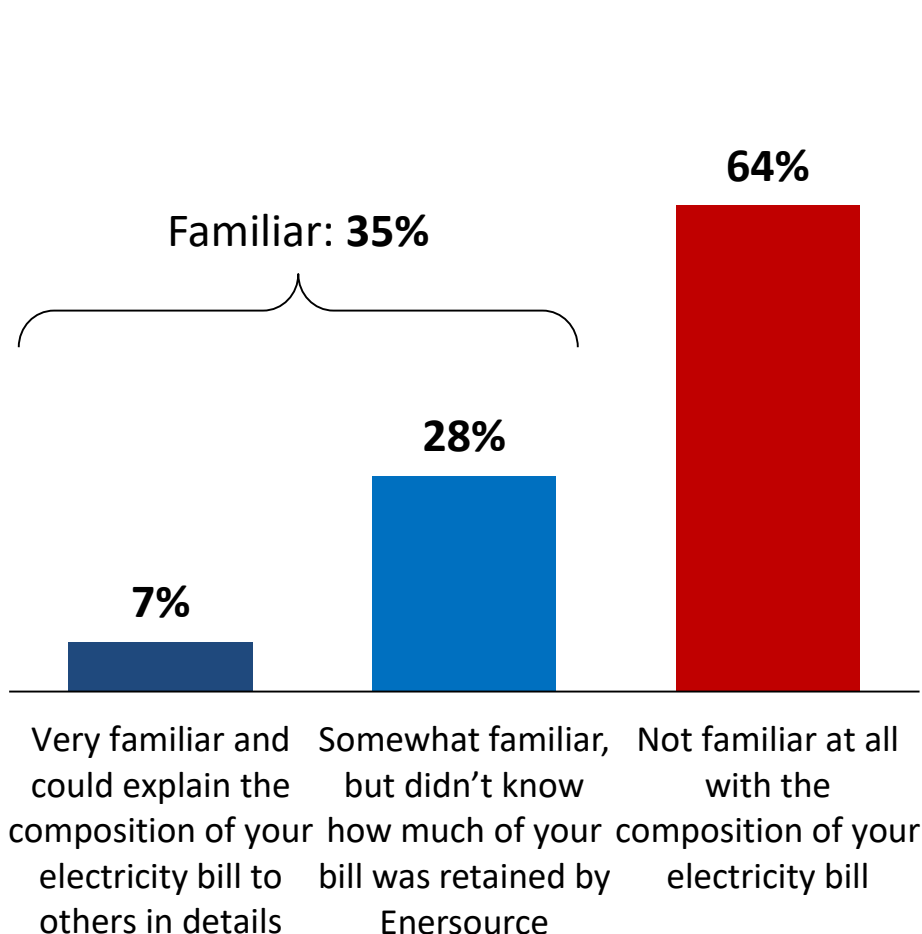
This is about **\$25** on an average **\$133** monthly residential electricity bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your electricity bill that goes to Enersource? Would you say you are...

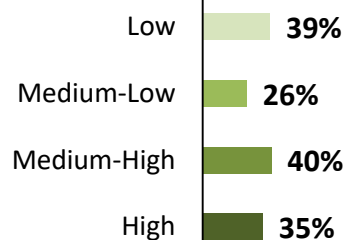
[asked all respondents, n=504]

Segmentation ►►

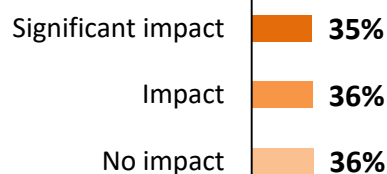
Those who say "Familiar":



Annual Consumption



Bill Impact on Finances



Well served by system



Satisfaction with Reliability:

Majority are at least 'somewhat satisfied' across all metrics; majority of respondents very satisfied with reliability



Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain. With that said, the typical **Enersource** customer experiences **about one** unexpected power outage per year.

For each the following statements, please tell me if you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied?

[asked all respondents, n=504]

**Total
Satisfied**

The reliability of your electricity service as judged by the number of power outages you experience.



90%

The quality of the power delivered to you as judged by momentary interruptions in power that can result in the flickering or dimming of lights.



90%

The amount of time it takes to restore power when power outages occur.



88%

■ Very satisfied

■ Somewhat satisfied

■ Neither satisfied or dissatisfied

■ Somewhat dissatisfied

■ Very dissatisfied

■ Don't know

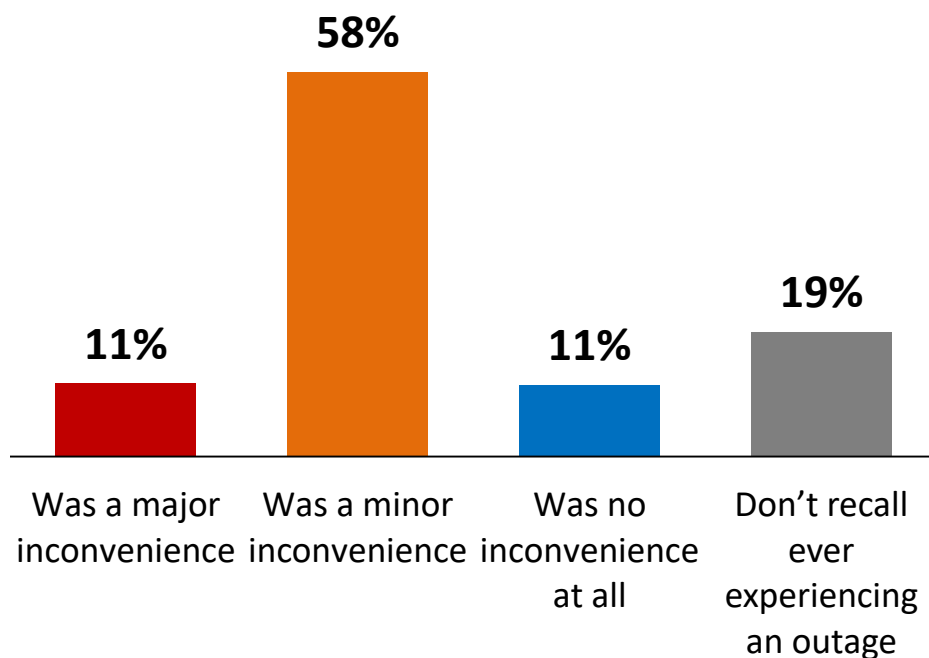
Most Recent Power Outage:

Majority (58%) report a minor inconvenience; approximately 1-in-5 (19%) don't ever recall an outage



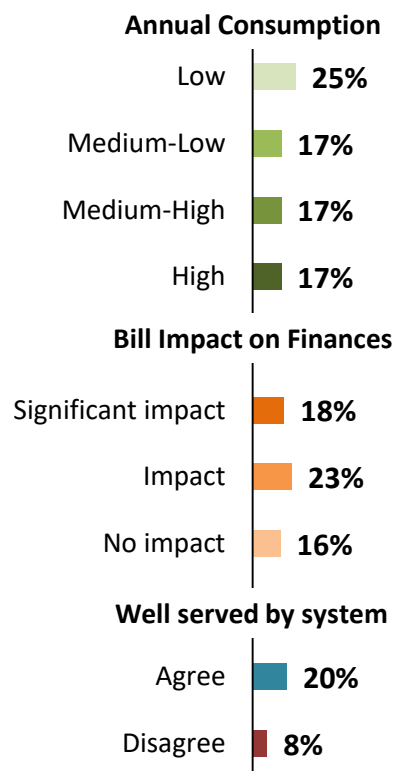
Thinking back to the most recent power outage you experienced as an **Enersource** customer, would you say the power outage...

[asked all respondents, n=504]



Segmentation ▶▶

Those who say "Don't recall ever experiencing an outage with Enersource":





Residential 5-Year Capital Plan DSP



System Renewal: Majority (57%) believe Enersource should invest what it takes; those who have no bill impact are more likely to have a stronger preference



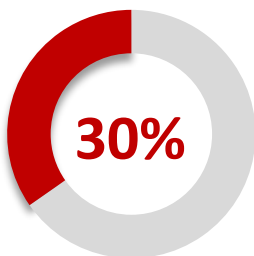
Q Enersource wants to better understand customer **preferences** as they relate to investment decisions in Mississauga. In many cases, there are trade-offs between system reliability and customers costs. Your answers to the following questions will help Enersource align its future investment planning with the preferences of customers. I want to start by asking you about your preferences towards replacing aging electrical infrastructure:

Enersource believes it has done its best to prolong the life of the assets that make up Mississauga's distribution system. However, many of these assets are approaching the end of their useful life and are in poor physical condition.

As part of its investment plan, Enersource is proposing a sizeable infrastructure replacement plan between 2018 and 2022. Although this plan will allow Enersource to make the necessary investments to maintain system reliability, **it will have an impact on customer bills.**

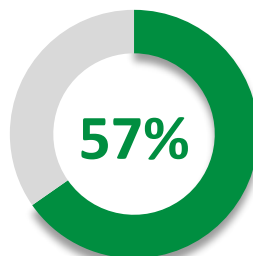
Which of the following statements best represents your point of view?

[asked all respondents, n=504]



Defer

Enersource should defer its estimated investment in replacing aging infrastructure to lessen the impact of any bill increase; even if this could eventually lead to more or longer power outages.



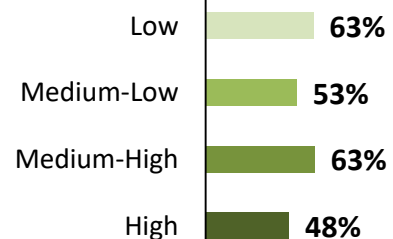
Invest

Enersource should invest what it takes to replace the system's aging infrastructure to maintain system reliability; even if that increases my monthly electricity bill by a few dollars over the next few years.

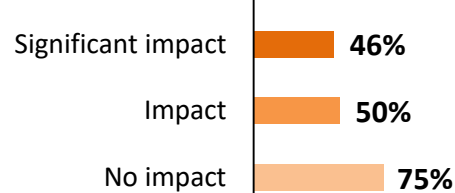
Segmentation ▶▶

Those who say "invest":

Annual Consumption



Bill Impact on Finances



Well served by system



General Plant: Approximately 2-in-3 (65%) feel it is important that staff have the equipment and tools they need to manage the system



As a company, **Enersource** needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information..

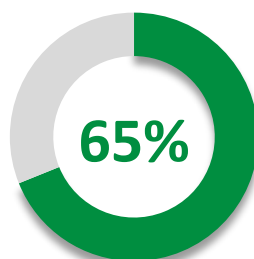
Which of the following statements best represents your point of view?

[asked all respondents, n=504]



Find Ways to Make Do

Enersource should find ways to make do with the facilities, equipment, vehicles and IT systems it already has.



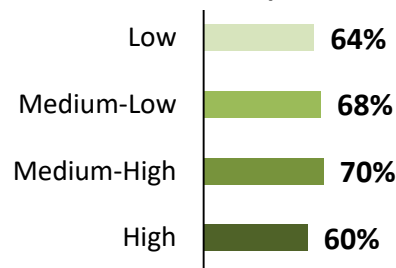
Be Wise With Spending

While Enersource should be wise with its spending, it is important that its staff have the equipment and tools they need to manage the system safely, efficiently and reliably.

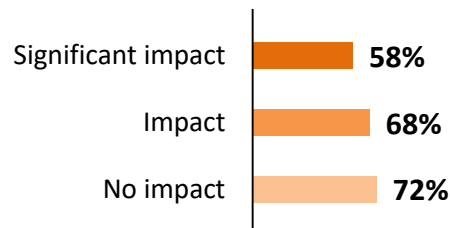
Segmentation ►►

Those who say “be wise with spending”:

Annual Consumption



Bill Impact on Finances



Well served by system



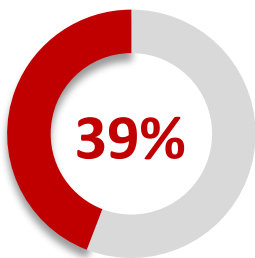
System Service: Approximately half (49%) feel that Enersource should proactively invest in system capacity infrastructure



With growth in various parts of Mississauga comes greater demand for electricity. This increased demand for electricity puts increased pressure on the existing electrical infrastructure. Eventually, further infrastructure investments will be required to support increased demand for electricity.

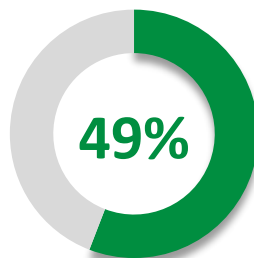
Which of the following statements best represents your point of view?

[asked all respondents, n=504]



Defer

To help minimize immediate costs to customers, Enersource should defer investments in system capacity needs until there is noticeable deficiencies in reliability.



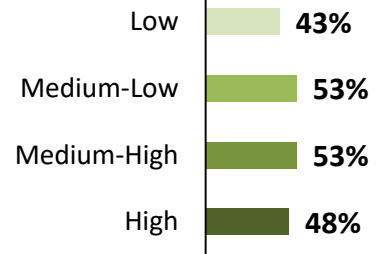
Invest

Enersource should proactively invest in system capacity infrastructure to ensure customers in high growth areas do not experience a decrease in reliability, even if this adds a small increase to customer bills.

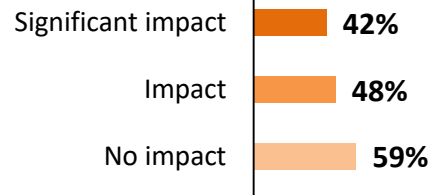
Segmentation ►►

Those who say “invest in system service”:

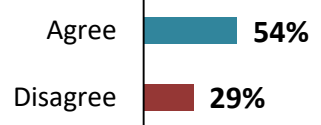
Annual Consumption



Bill Impact on Finances



Well served by system



Modernizing the Distribution

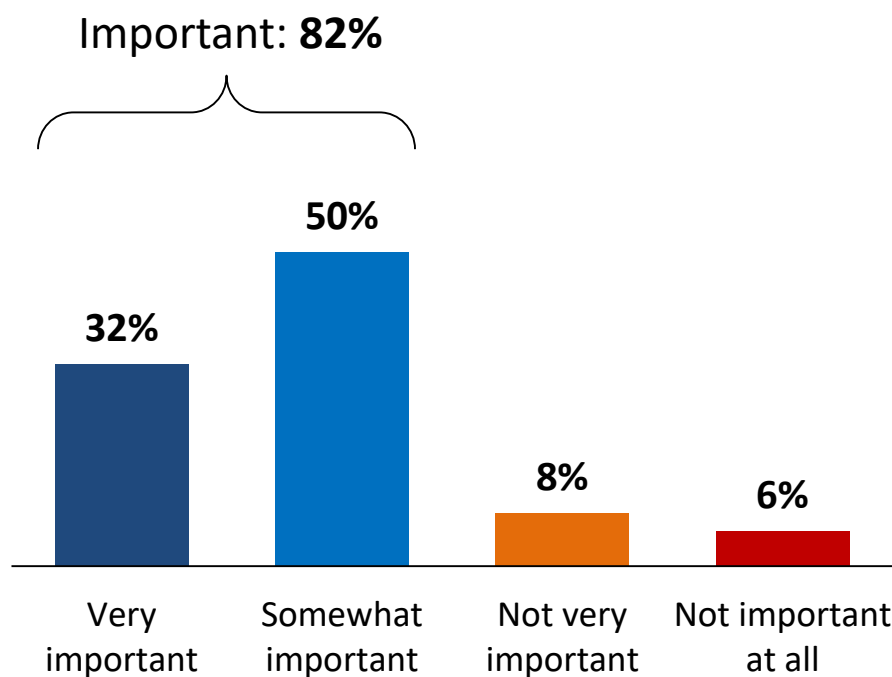
System: Majority (82%) say it is important to invest in modernizing the distribution system



Q Modernizing the distribution system allows **Enersource** to improve reliability. Investments such as automated switches may allow Enersource to quickly identify the location of outages in order to minimize the number of people impacted by outages and to restore electricity to customers more quickly than was previously possible.

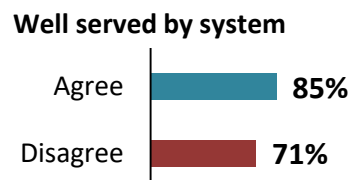
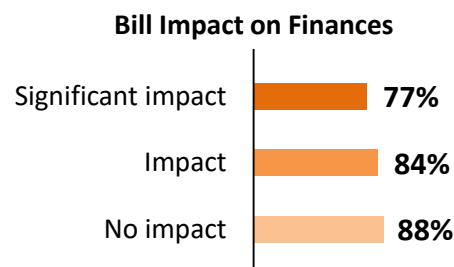
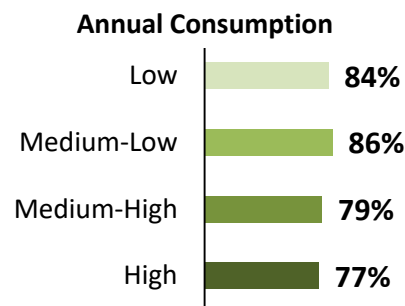
Given there are many other areas of needed investments, such as replacing aging equipment, how important do you feel it is for Enersource to invest now in modernizing the distribution system? Would you say...

[asked all respondents, n=504]



Segmentation ►►

Those who say "important":



DSP Investment Alternatives:

Preferences are divided; a plurality (36%) are willing to pay an additional \$3.99 if the level of reliability remains the same



While **Enersource** has presented a preliminary plan that **maintains** the current level of reliability and system performance, they have also explored alternative scenarios.

- One where current system reliability is **maintained at current levels**, and
- Two where capital investments are deferred, which could result in a **decline in system reliability**;

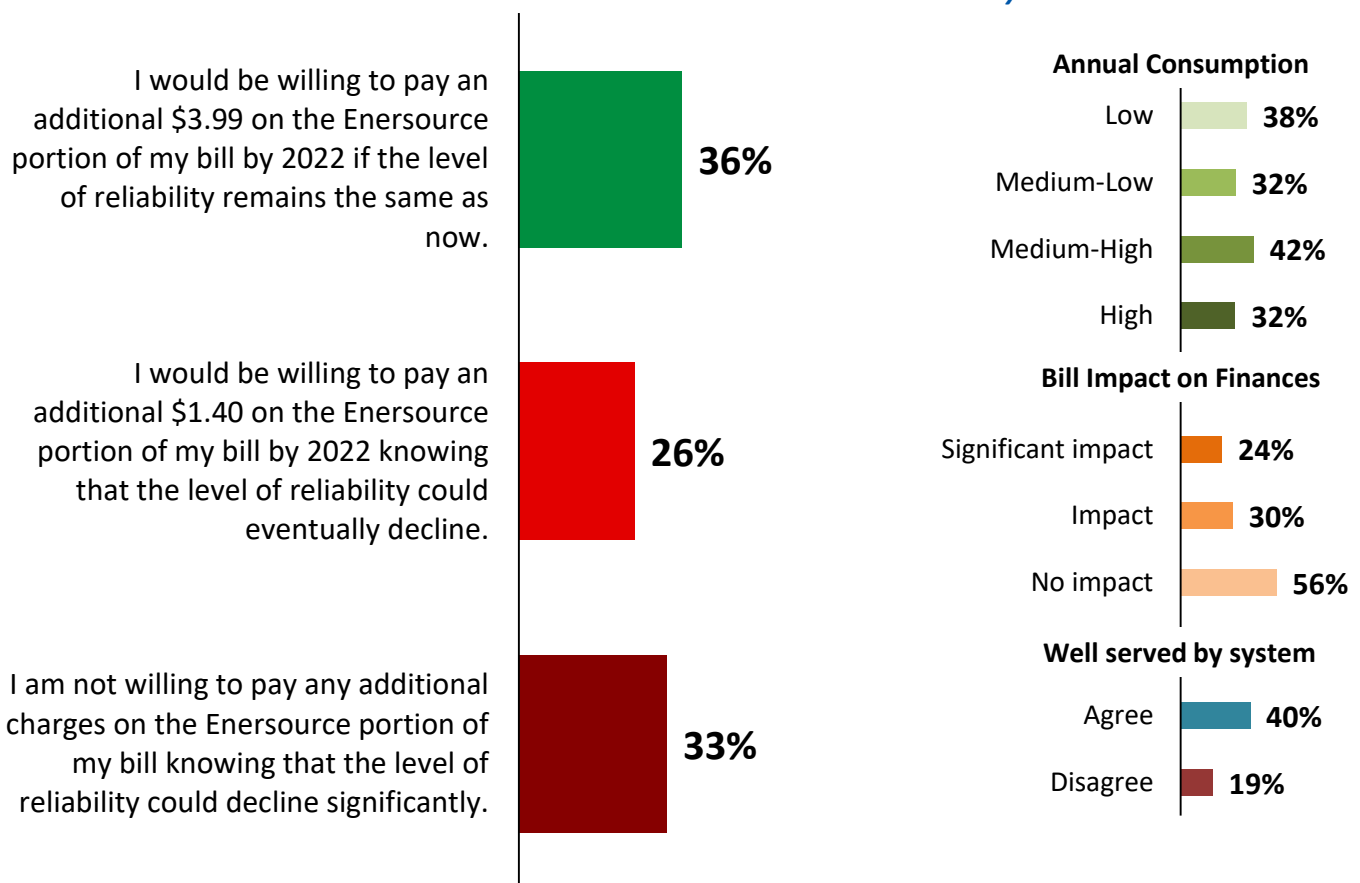
Each scenario impacts the bills of **residential customers** in Mississauga differently.

With this in mind, which of the following statements is closest to your point of view? Would you say...

[asked all respondents, n=504]

Segmentation ►►

*Those who say “**maintain level of reliability**”:*



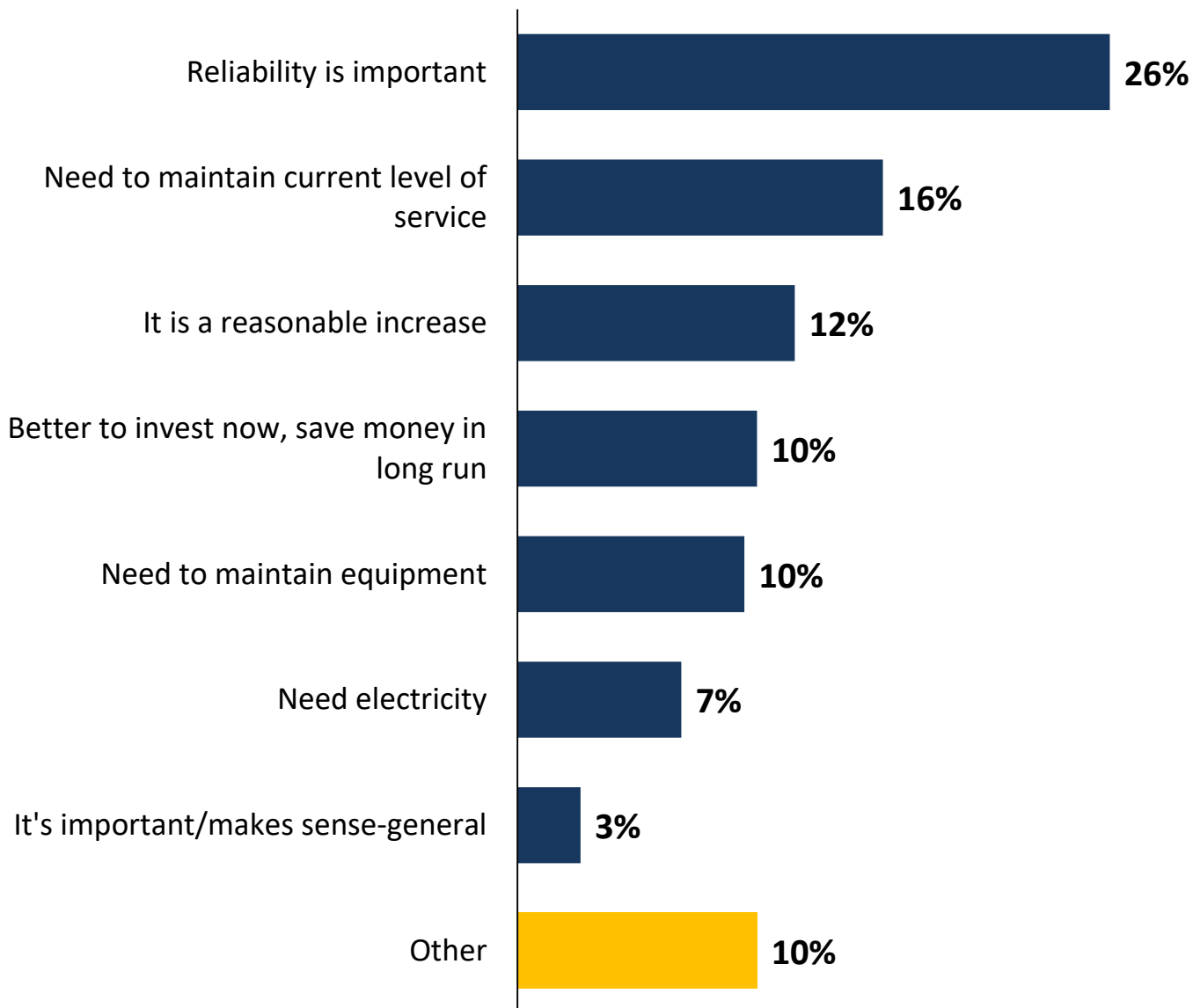
Rationale: Those who are willing to pay an extra \$3.99 think reliability is important



Residential

Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=476]

Among those who say “I would be willing to pay an additional \$3.99 on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.” (n=182)

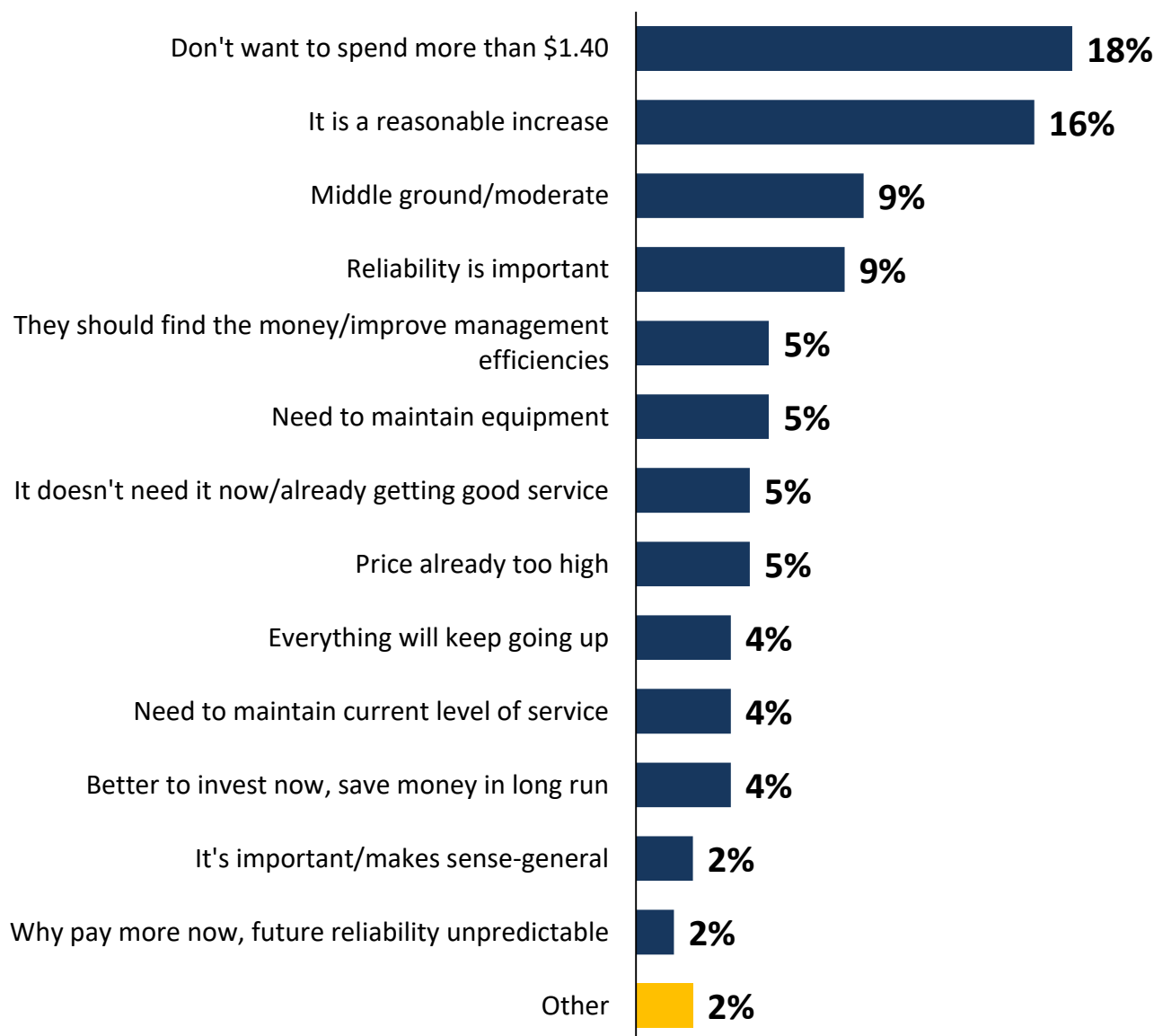


Rationale: Those who are willing to pay an extra \$1.40 are unwilling to pay full amount to maintain reliability



Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=476]

Among those who say “I would be willing to pay an additional \$1.40 on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.” (n=129)

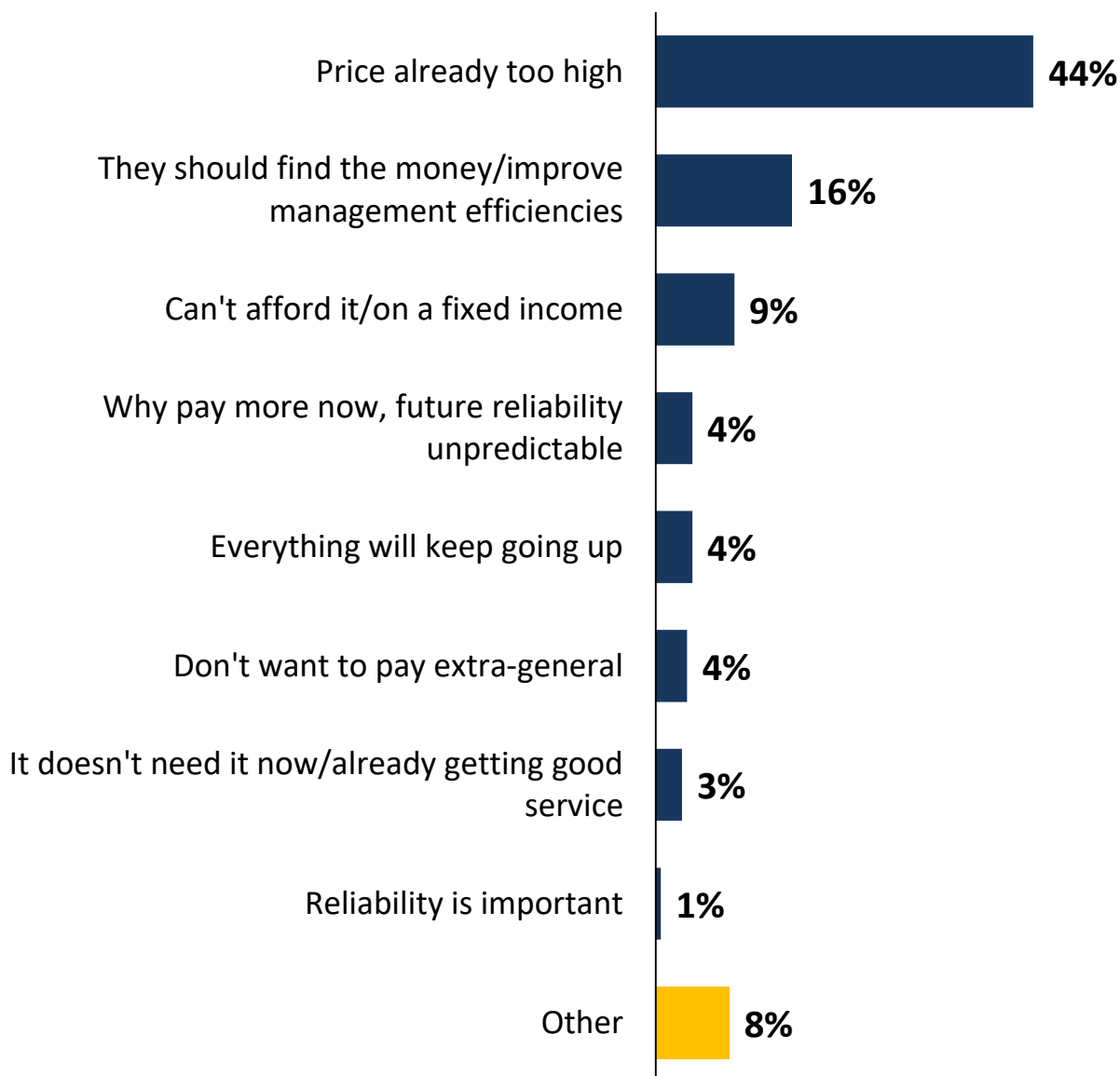


Rationale: Those who are unwilling accept any rate increase feel that prices are already too high; 16% believe internal efficiencies should be found first



Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=476]

Among those who say “I am not willing to pay any additional charges on the Enersource portion of my bill knowing that the level of reliability could decline significantly.” (n=165)





Residential ICM Assessment



ICM Rate Impact: Opinions are divided; a plurality (38%) say the proposed rate increase is reasonable to maintain reliability in Mississauga



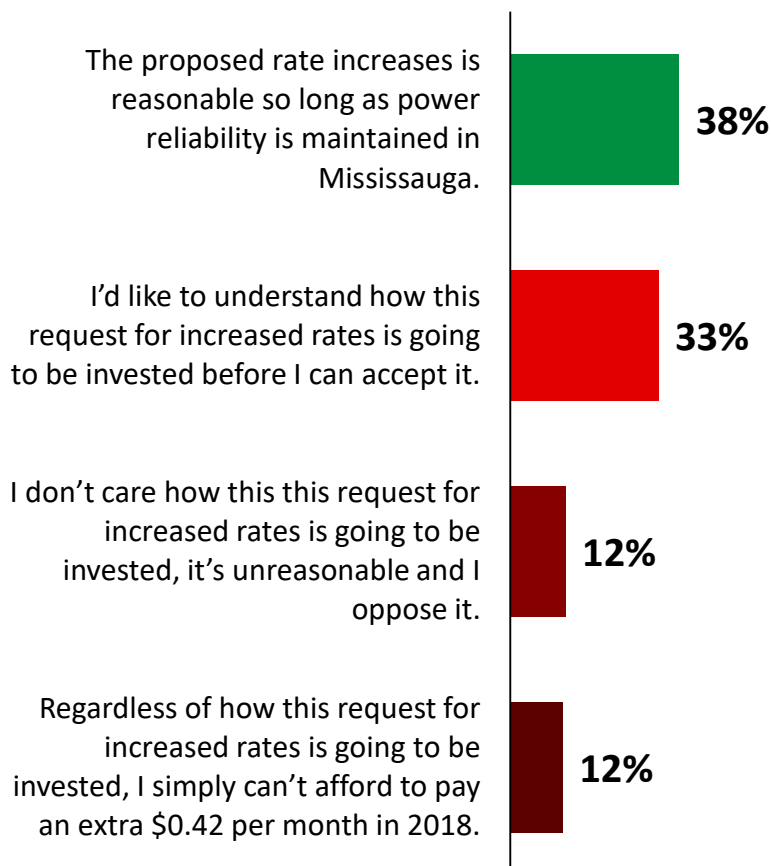
The previous section of this survey addressed **Enersource's** 5-year capital plan. While that plan is subject to customer feedback and approval by the provincial energy regulator, most of the capital projects can be funded through existing approved distribution rates.

That said, Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates. The incremental funding required is built into Enersource's estimated 5-year capital plan, but has not been approved. As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$0.42** on the typical residential customer's electricity bill in 2018. This represents an incremental increase of **1.7%** on the amount remitted to Enersource AND a **0.3%** increase on the total electricity bill amount for the typical residential customer.

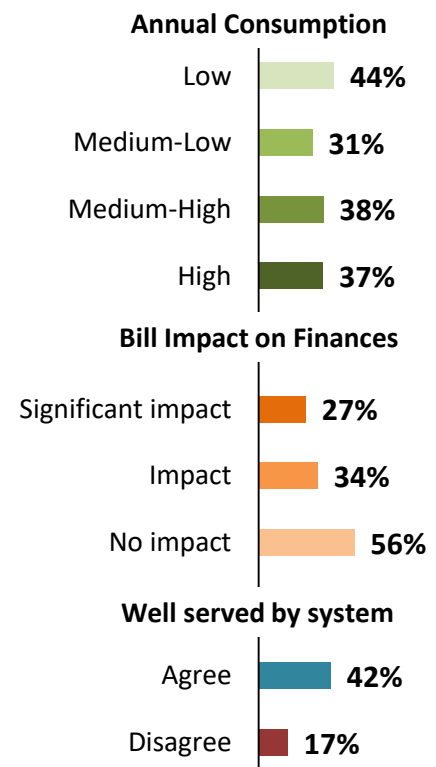
What is your opinion on this proposed rate increase in 2018? Would you say...

[asked all respondents, n=504]



Segmentation ►►

Those who say "proposed rate increase is reasonable":



Option for More Project Details:

Majority (73%) are not interested in learning more; 'high' consumption are more likely to want more details

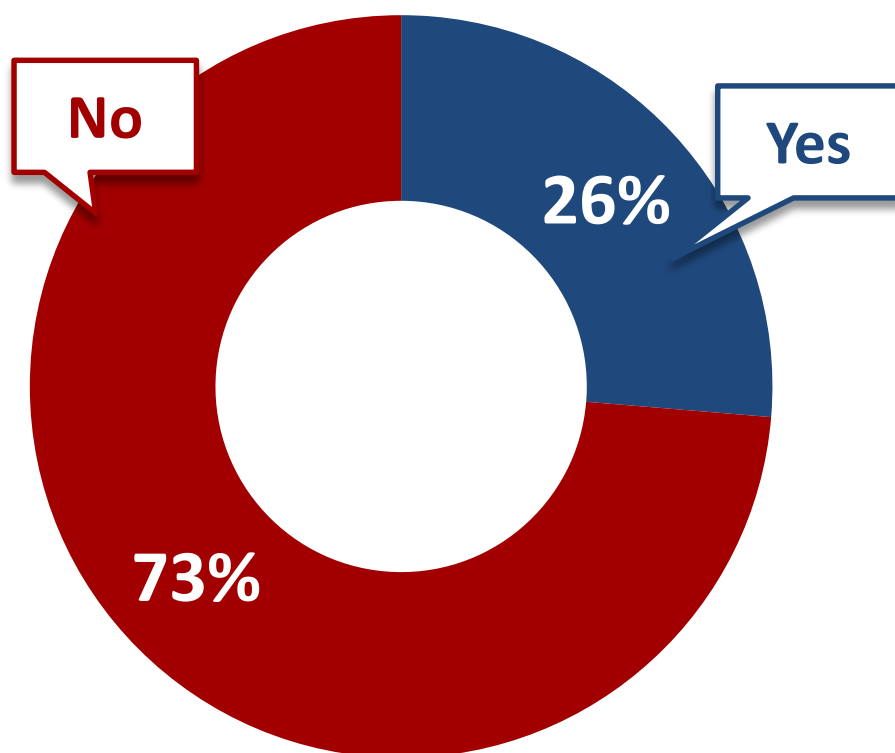


Residential



Would you like more details on what projects make up the proposed monthly increase of \$0.42?

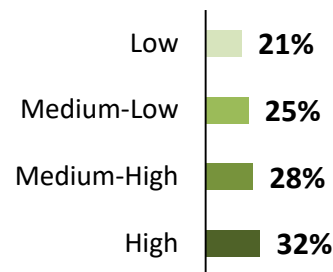
[asked of those feel the proposed rate increase is reasonable or say they simply can't afford more, n=248]



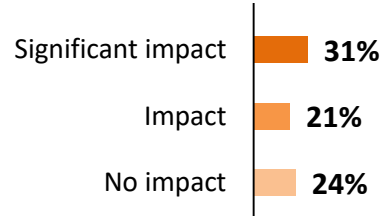
Segmentation ►►

Those who say "Yes":

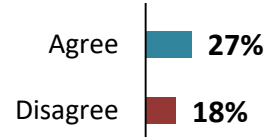
Annual Consumption



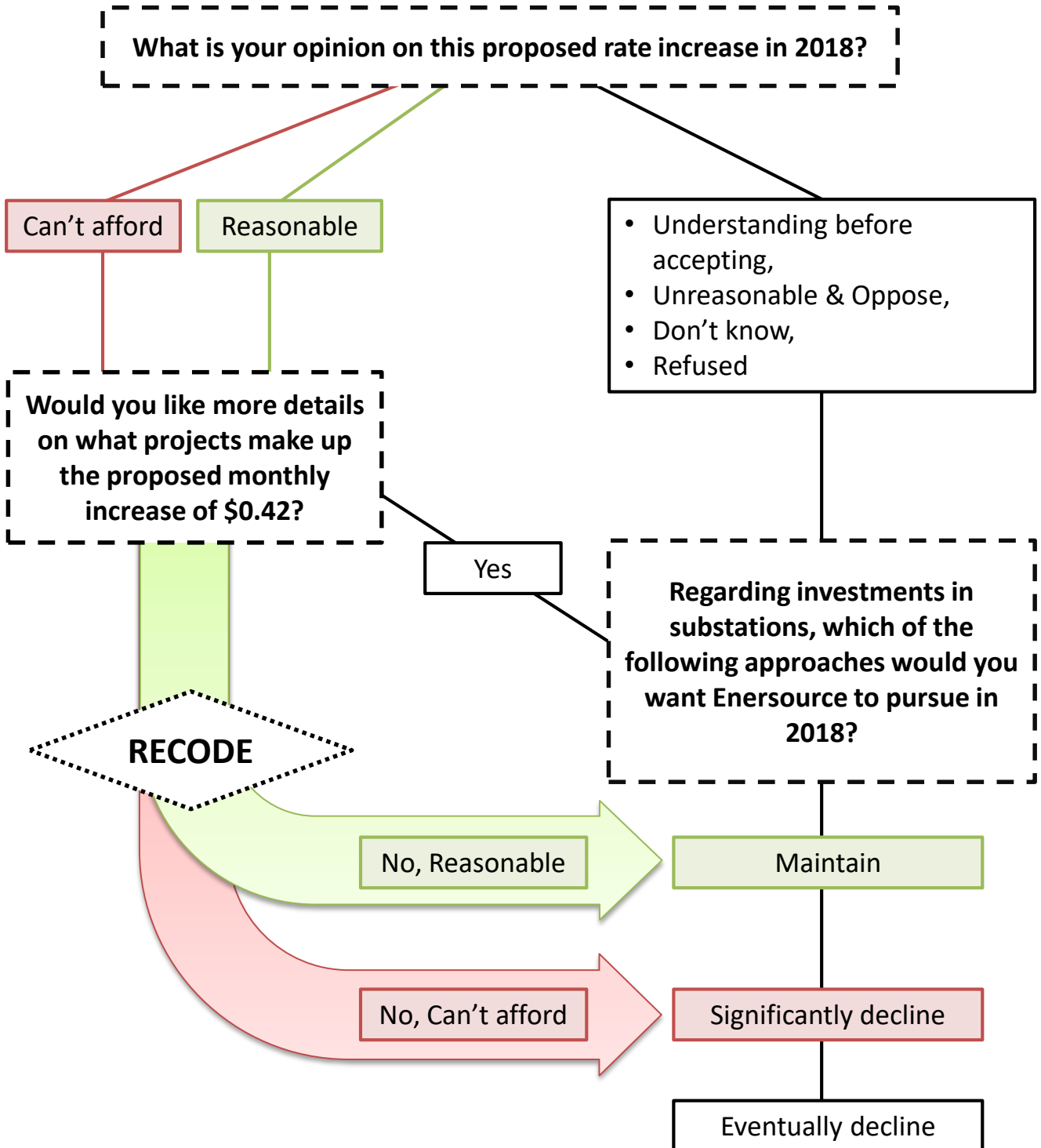
Bill Impact on Finances



Well served by system



ICM Assessment Flow Chart



Addressing Capacity Needs:

Preferences are divided; 1-in-3 (33%) are willing to pay an additional \$0.11 per month if the level of reliability remains



Q As part of its 2018 investment planning, **Enersource** is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **residential** customers in Mississauga differently. The following questions breaks down how the estimated **\$0.42** in incremental funding could impact the typical residential customer in 2018. Enersource needs to make is the **Evans to Cawthra Road Widening** project. This is a non-discretionary investment project that customers don't actually get to provide Enersource with input on. The project is required to meet contractual obligations to government and will cost the average residential customer \$0.02 per month in 2018.

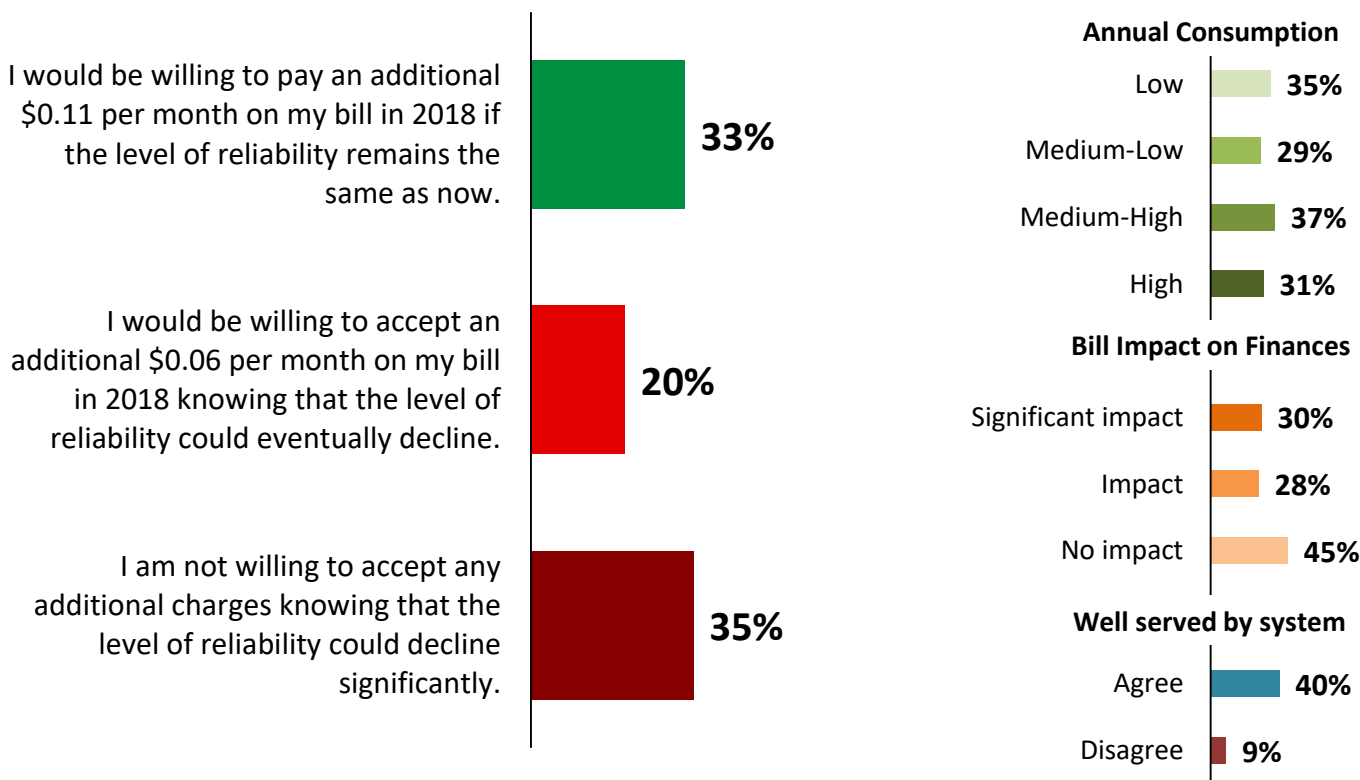
The first discretionary incremental investment that **Enersource** needs to consider are “**substations**”. Substations are important components of the distribution system that house the switches that move electricity to where it's needed, when it's needed. Substations are critical to meeting capacity demand in both Mississauga's growing downtown core and industrial areas in the city's northeast.

Regarding investments in substations, which of the following approaches would you want Enersource to pursue in 2018?

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=321]

Segmentation ▶▶

*Those who say “**maintain level of reliability**”:*



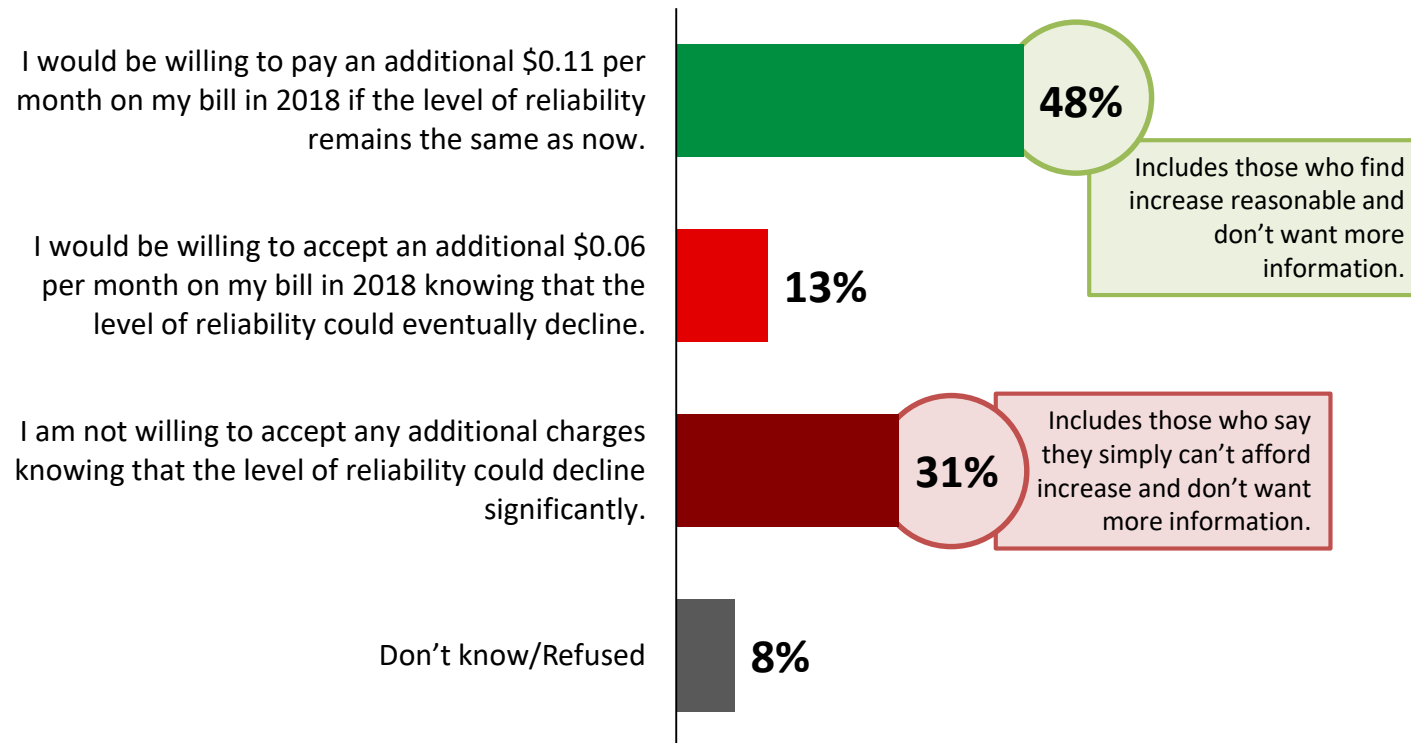
Note: 'Don't know' (7%), 'Refused' (6%) not shown.

Addressing Capacity Needs:

Including those who are not interested in receiving more information about investments

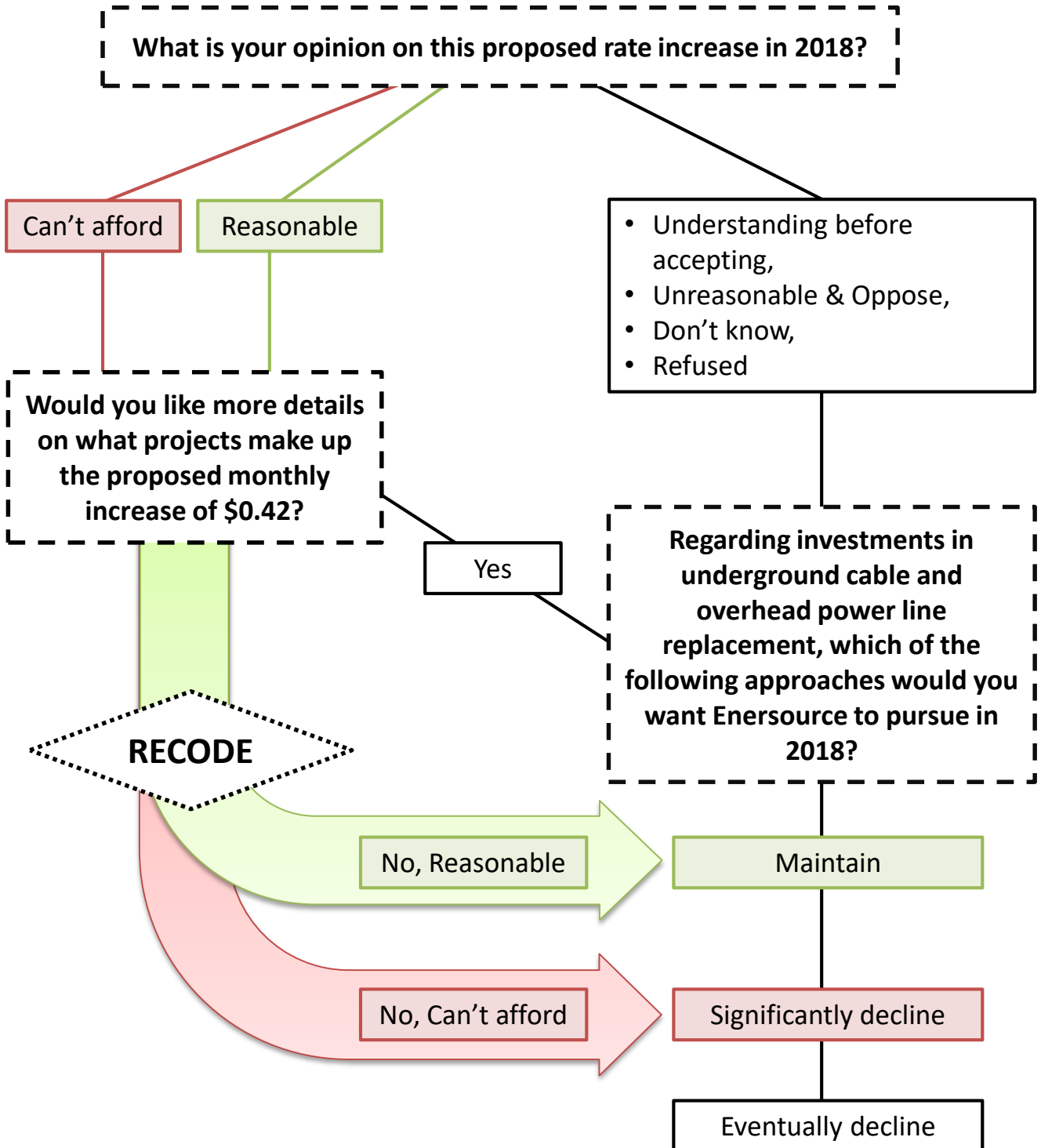


Q Regarding investments in substations, which of the following approaches would you want Enersource to pursue in 2018?



Addressing Capacity Needs	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	40%	68%	55%	19%	48%
Eventually Decline	13%	12%	12%	17%	13%
Significantly Decline	40%	16%	27%	51%	31%
Don't know/Refused	7%	5%	5%	14%	8%

ICM Assessment Flow Chart



Replacing Underground Cables:

Preferences are divided; a plurality (31%) are willing to accept an additional \$0.16 per month if levels of reliability remain



Q **Underground cables** are the leading cause of equipment failures in Mississauga's distribution system. To address this problem, **Enersource** would like to replace underground cables which have poor reliability.

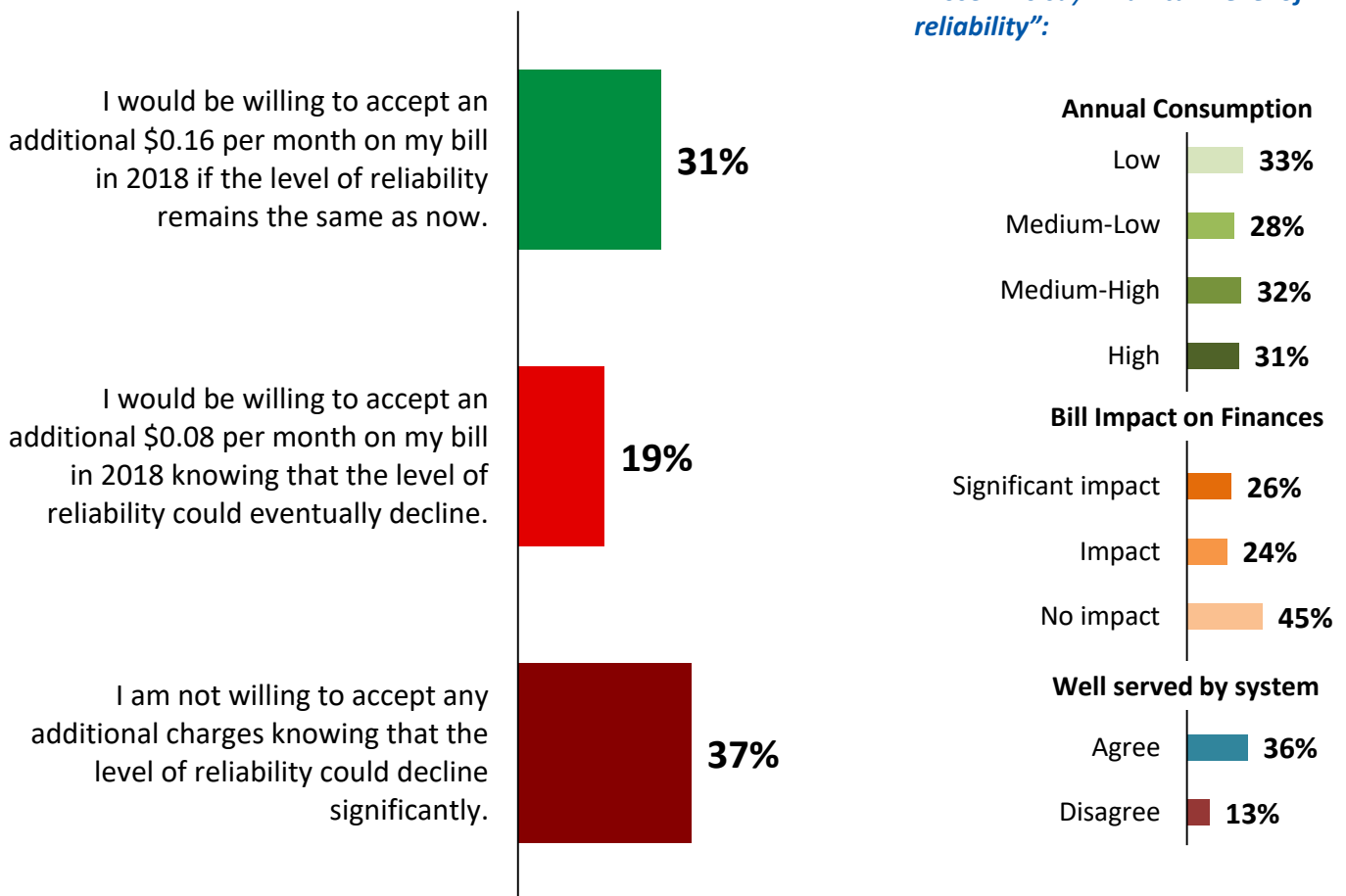
The other core component of Enersource's distribution is its network of **overhead power lines**. Overhead power lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under severe weather conditions, they are deemed to be at the "end of useful life". Enersource would like to replace these assets proactively.

Regarding investments in underground cable and overhead power line replacement, which of the following approaches would you want Enersource to pursue in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=321]

Segmentation ►►

Those who say "maintain level of reliability":

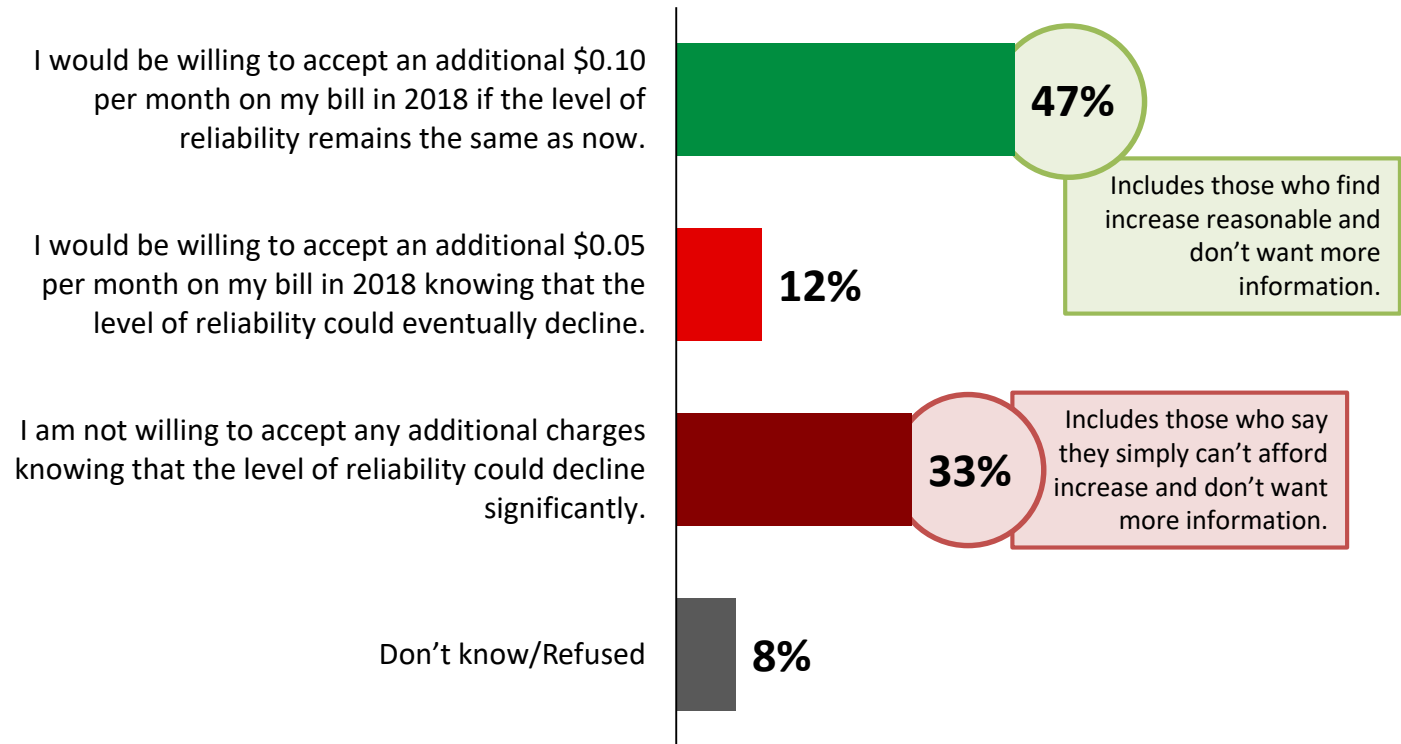


Replacing Underground Cables :

Including those who are not interested in receiving more information about investments

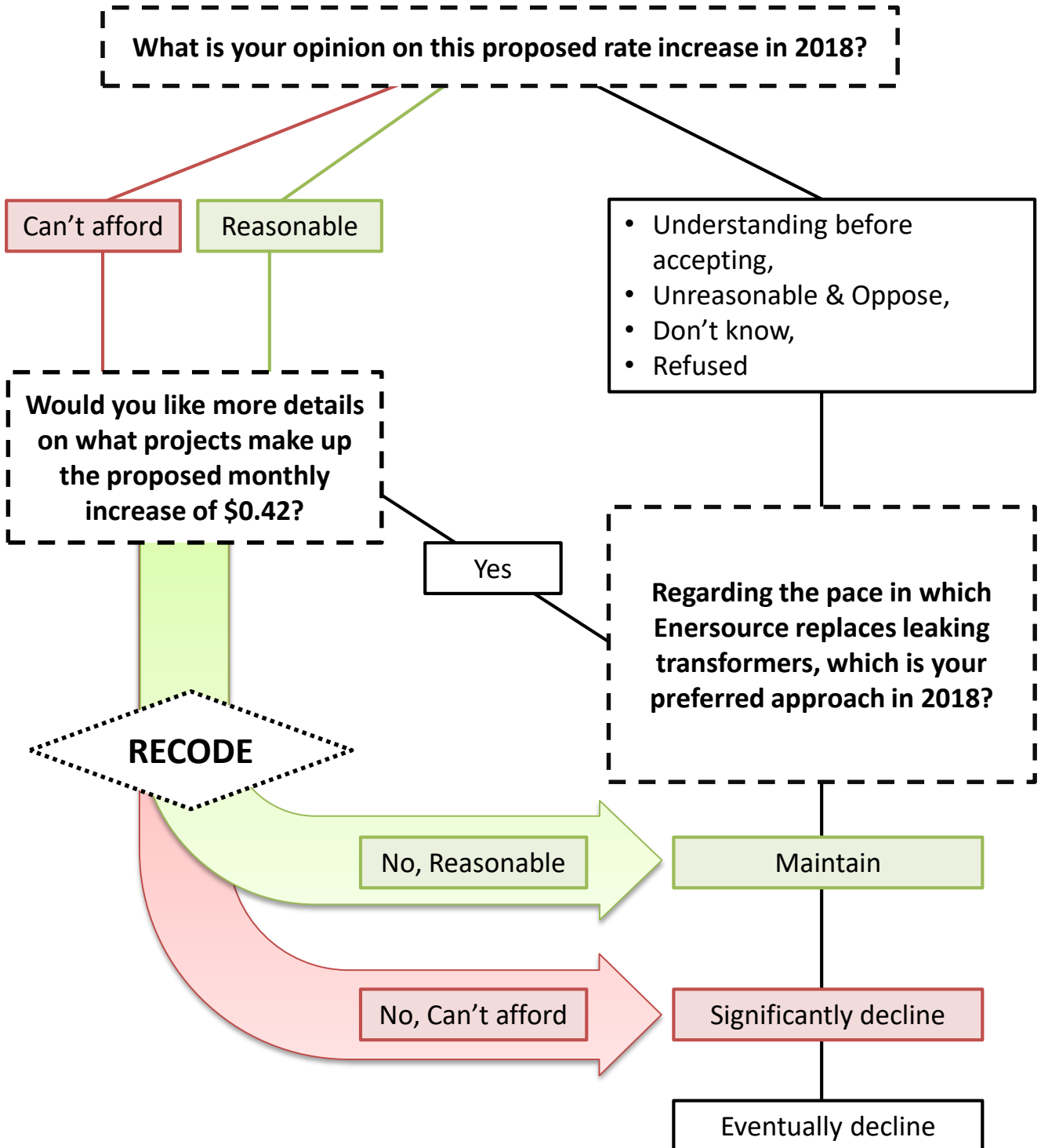


Q Regarding investments in underground cable and overhead power line replacement, which of the following approaches would you want Enersource to pursue in 2018?



Replacing Underground Cables	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	38%	68%	53%	22%	47%
Eventually Decline	13%	10%	13%	10%	12%
Significantly Decline	42%	16%	29%	54%	33%
Don't know/Refused	7%	5%	5%	14%	8%

ICM Assessment Flow Chart



Replacing Leaking Transformers:

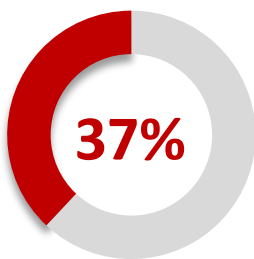
Preferences are divided; a plurality (38%) are willing to accept an additional \$0.12 per month to replace on schedule



Q The final incremental investment proposed in 2018 is related to **leaking transformers**. Recent field inspections of distribution assets determined that close to 2,000 transformers showed signs of oil leaking. This poses a safety, environmental, and regulatory risk to **Enersource** that needs to be addressed in a timely manner.

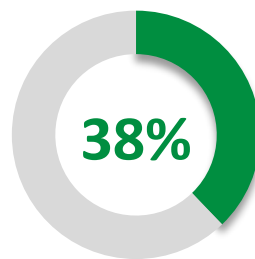
Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=321]



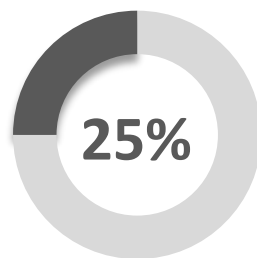
Defer the Cost

*I would be willing to accept an additional **\$0.06 per month** on my bill in 2018 to defer the cost associated with replacement.*



Replace on Schedule

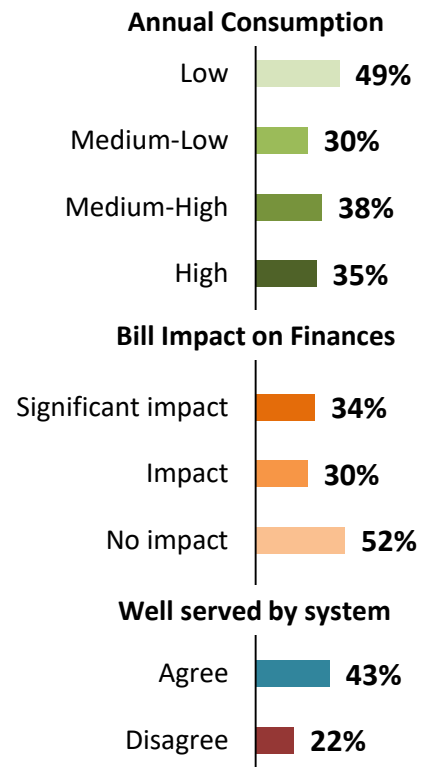
*I would be willing to accept an additional **\$0.12 per month** on my bill in 2018 to replace leaking transformers on schedule.*



Don't know/ Refused

Segmentation ►►

Those who say "replace on schedule":

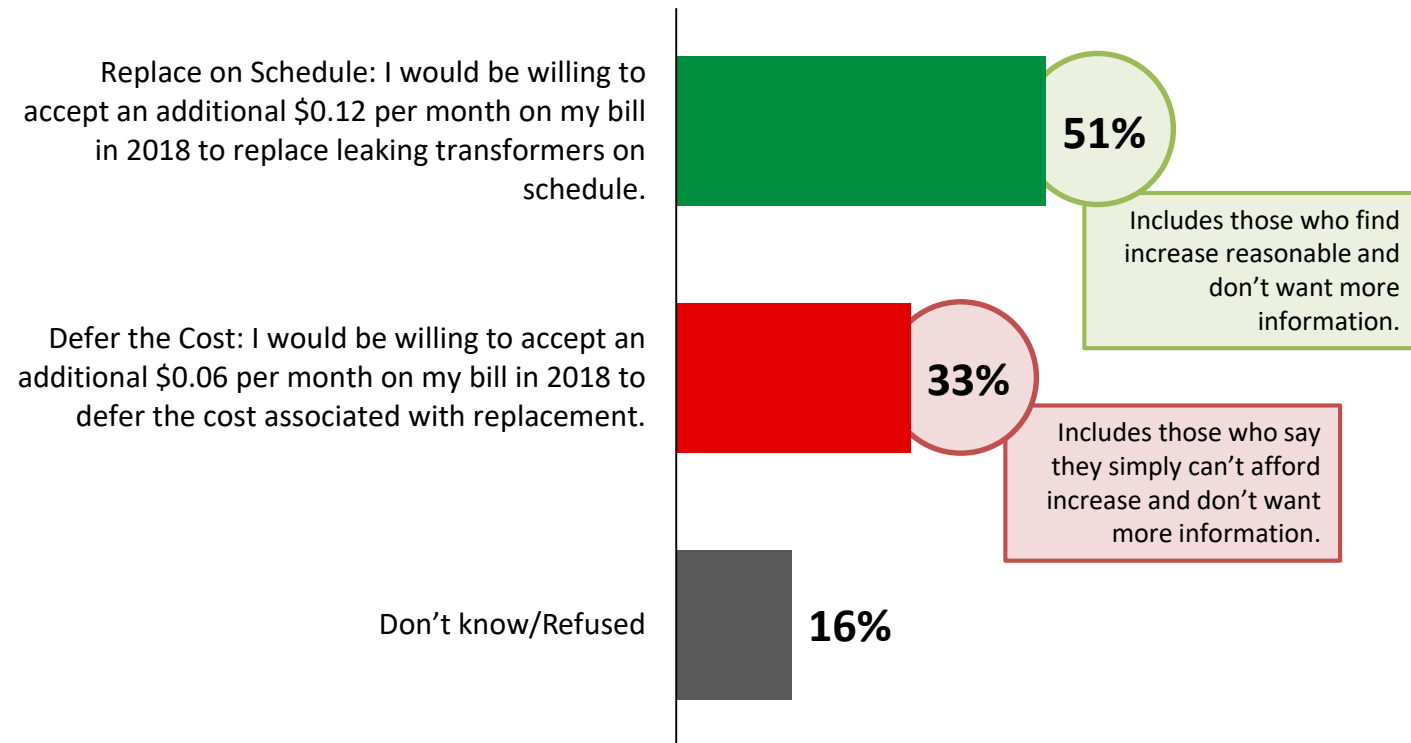


Replacing Leaking Transformers:

Including those who are not interested in receiving more information about investments



Q Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018?



Leaking Transformers	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Replace on Schedule	43%	72%	57%	29%	51%
Defer the Cost	42%	16%	31%	42%	33%
Don't know/Refused	15%	12%	11%	29%	16%



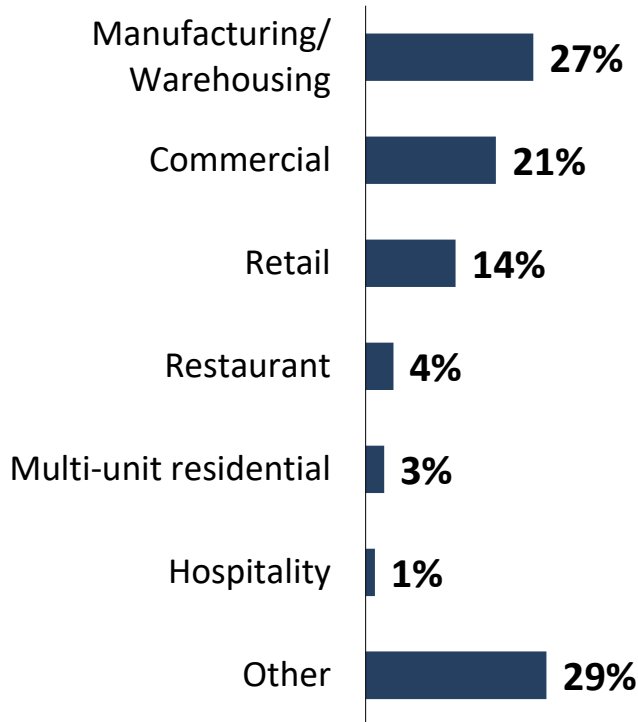
Small Business Rate Class



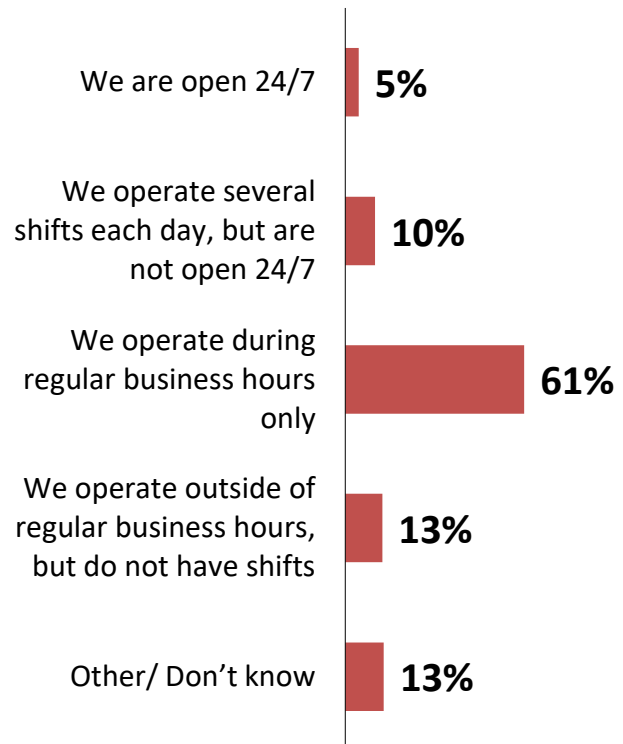
Segmentation & Firmographics



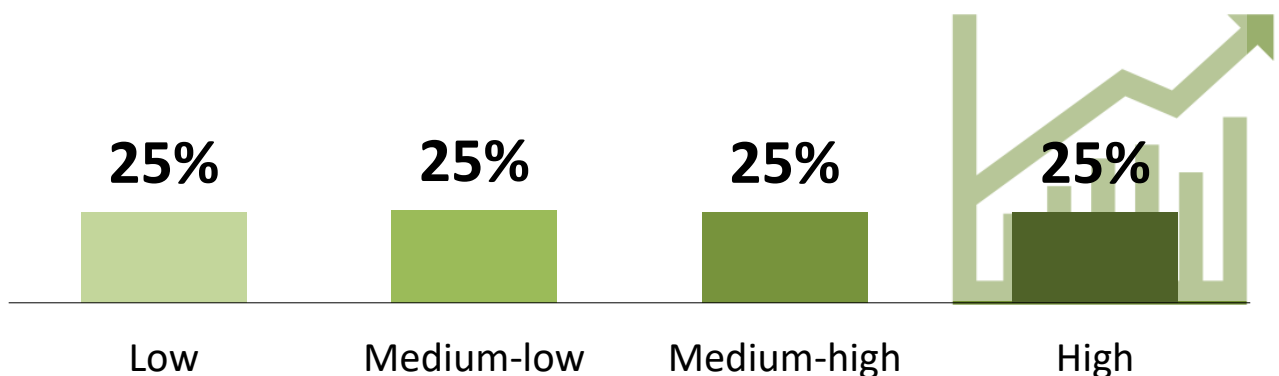
Sector



Hours of Operation



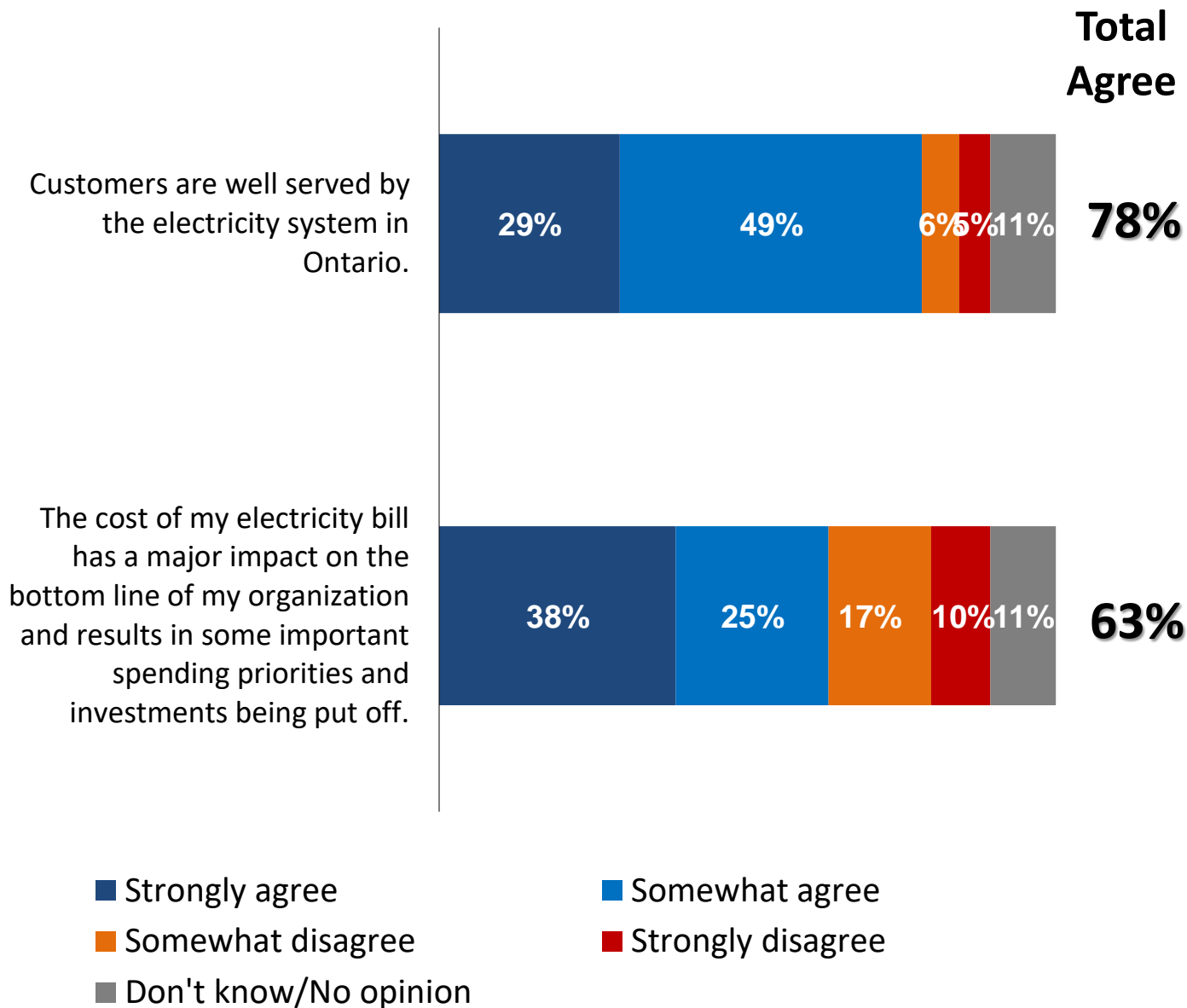
Annual Consumption



Segmentation & Demographics (2)



Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.
[asked all respondents, n=200]



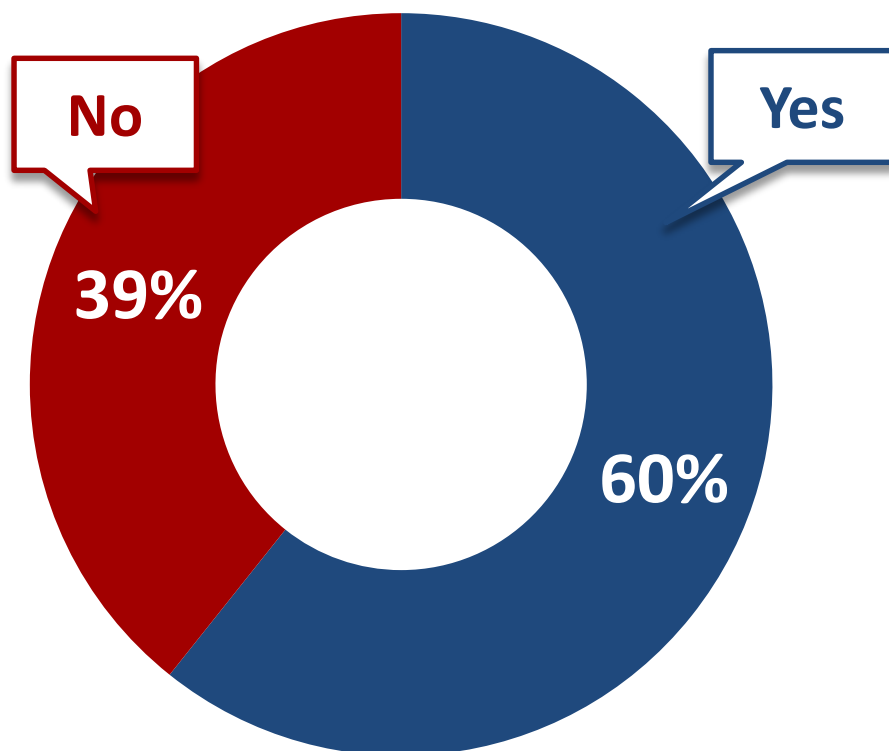
Awareness of Merger: 3-in-5 are aware of Alectra Utilities merger; awareness lowest among those with 'high' annual consumption



You may have recently heard that **Enersource** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the Alectra Utilities merger before this survey?

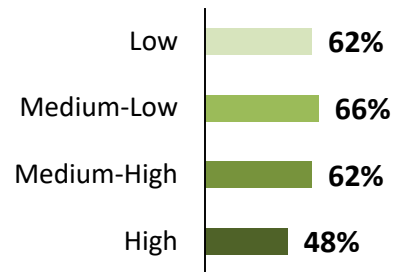
[asked all respondents, n=200]



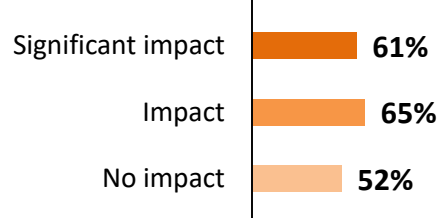
Segmentation ►►

Those who say "Yes":

Annual Consumption



Bill Impact on Bottom Line



Well served by system



Familiarity: Majority (84%) are familiar with Enersource; familiarity is highest among those who have a significant bill impact and don't feel well served



Q Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **Enersource**. So, throughout this survey, references to "Enersource" simply refers to the distribution system in Mississauga, formerly served by Enersource, now being served by Alectra Utilities. Also ... while you may be residential Enersource customer, I'd ask that you answer today's questions from the perspective of **your business or organization**.

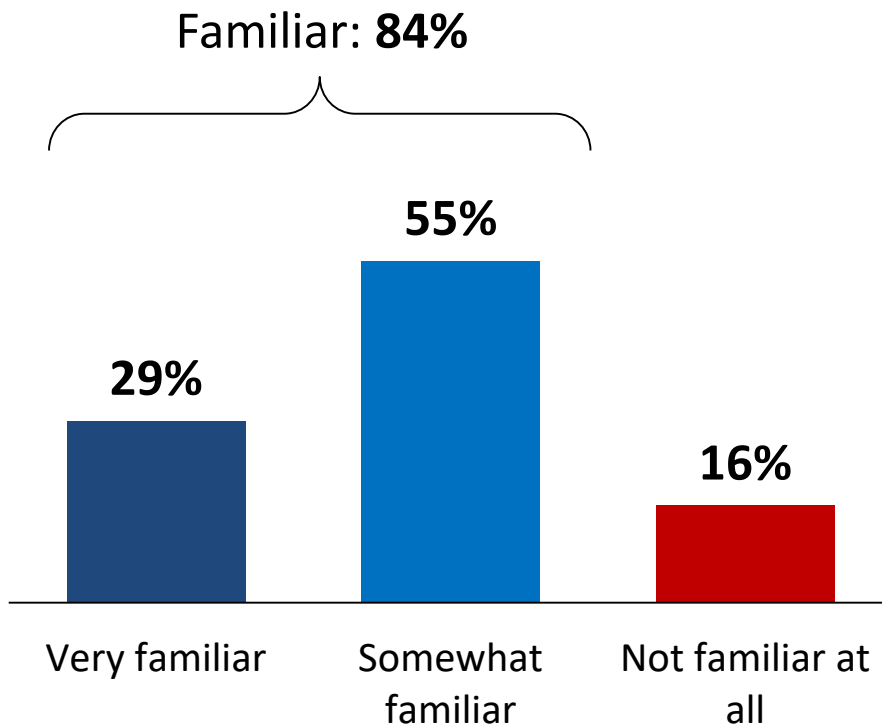
As you may know, Enersource operates and maintains the local electricity distribution system in Mississauga. This is the system that takes the electricity from provincial transmission lines and brings it to **your business or organization** through a network of wires, poles and other equipment that is owned and operated by Enersource.

How familiar are you with Enersource? Would you say you are very familiar, somewhat familiar, or not familiar at all?

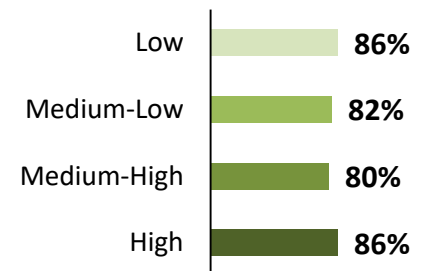
[asked all respondents, n=200]

Segmentation ▶▶

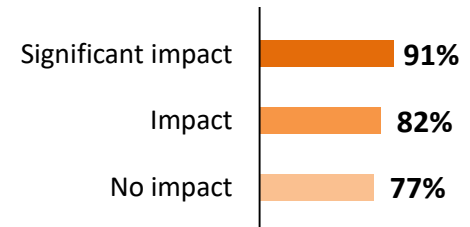
Those who say "Familiar":



Annual Consumption



Bill Impact on Bottom Line



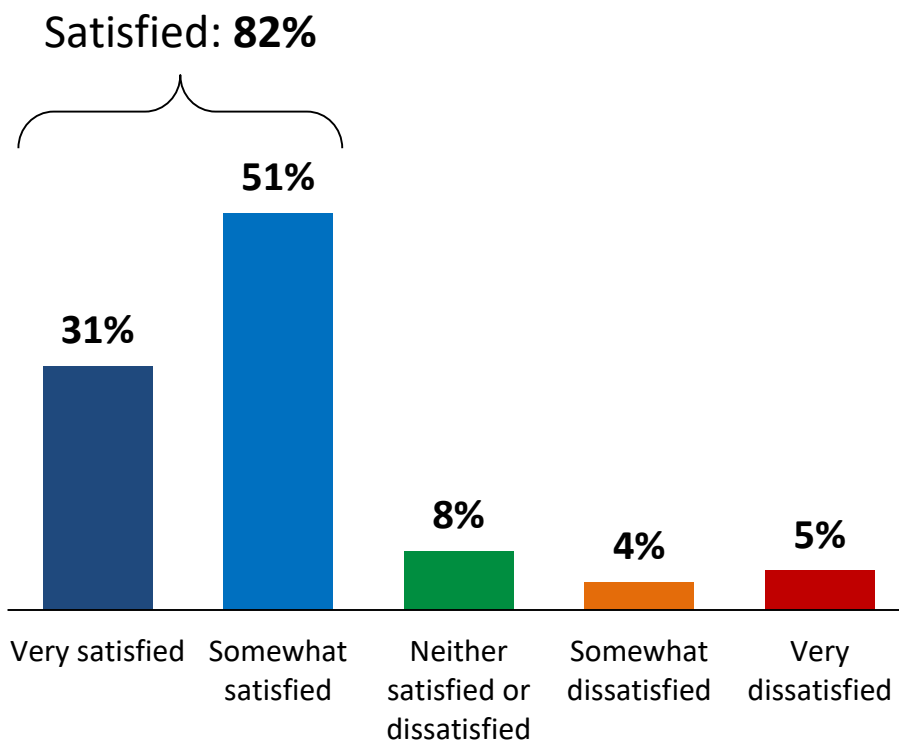
Well served by system



Satisfaction with Services: Over 4-in-5 (82%) are satisfied with services; highest among those who feel well served by electricity system

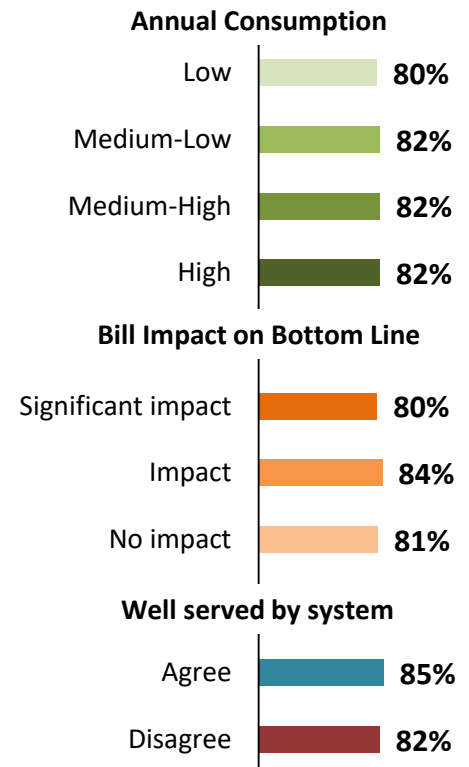


Q In general, how satisfied or dissatisfied are you with the services your organization receives from **Enersource**? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?
[asked all respondents, n=200]



Segmentation ►►

Those who say "Satisfied":



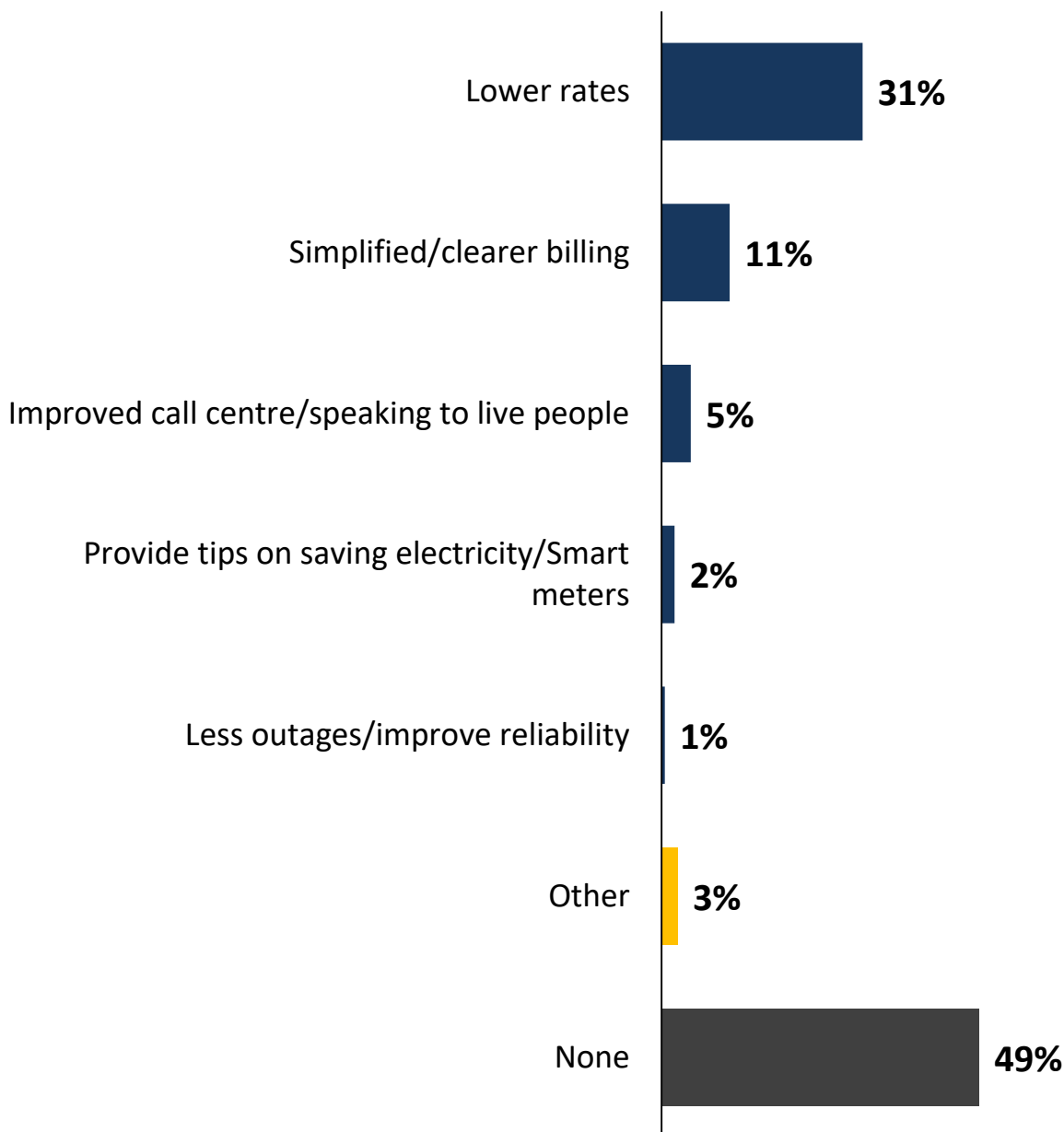
Suggestions for Improvement:

3-in-10 would like to see lower rates;
close to a majority don't feel that
Enersource can improve services



Is there anything in particular **Enersource** can do to improve its service to your organization?

[asked all respondents, n=200]



Importance of Priorities: 'Delivering reasonable electricity distribution prices' is top priority; followed by reliable service and reducing consumption



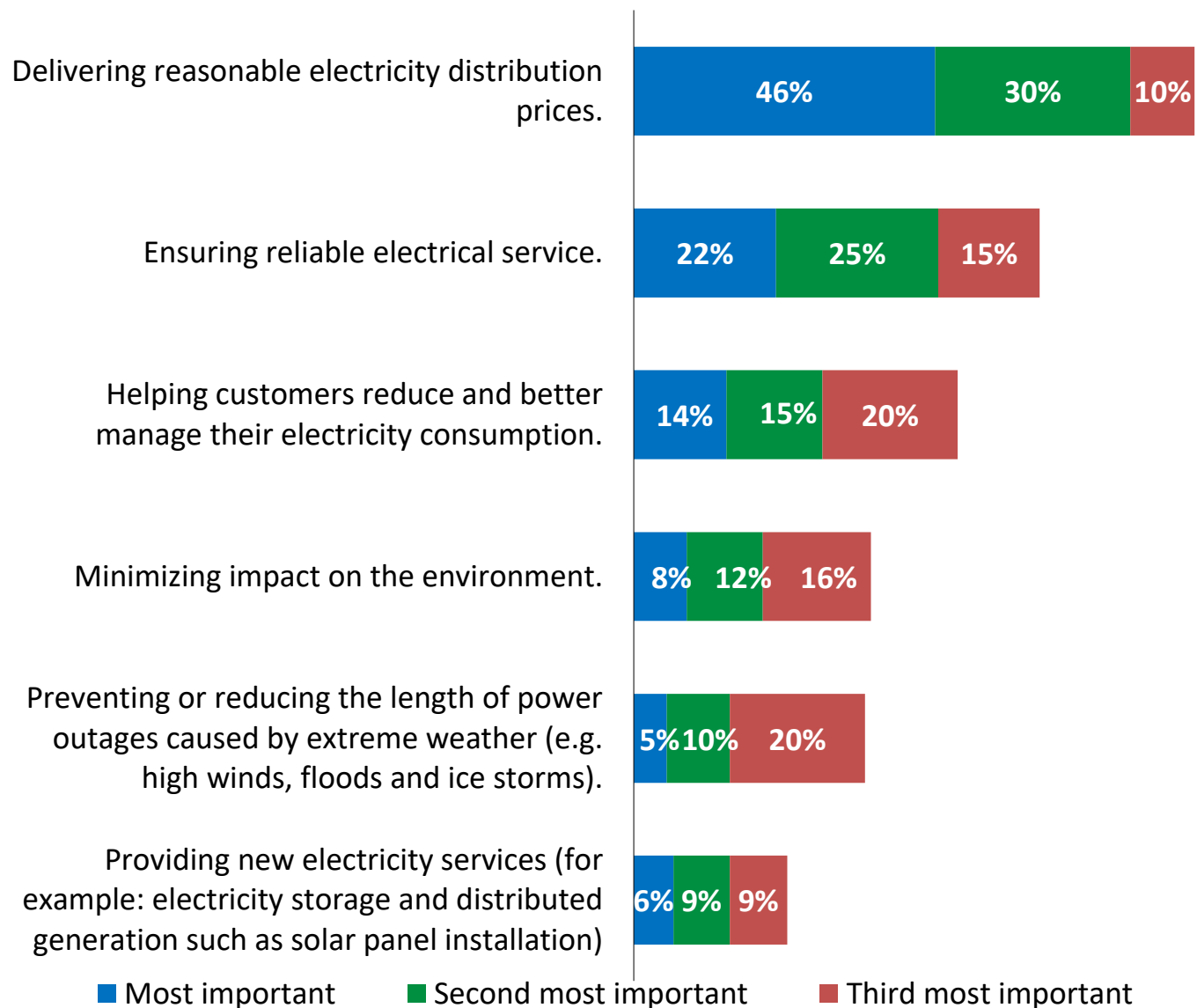
Small
Business



Enersource regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service. In recent conversations with customers, a number of company goals were identified as key priorities for Enersource.

Among the following Enersource priorities, please tell me which one is most important to your organization. What is the next most important priority you think Enersource should focus on? And what do you consider the third most important priority?

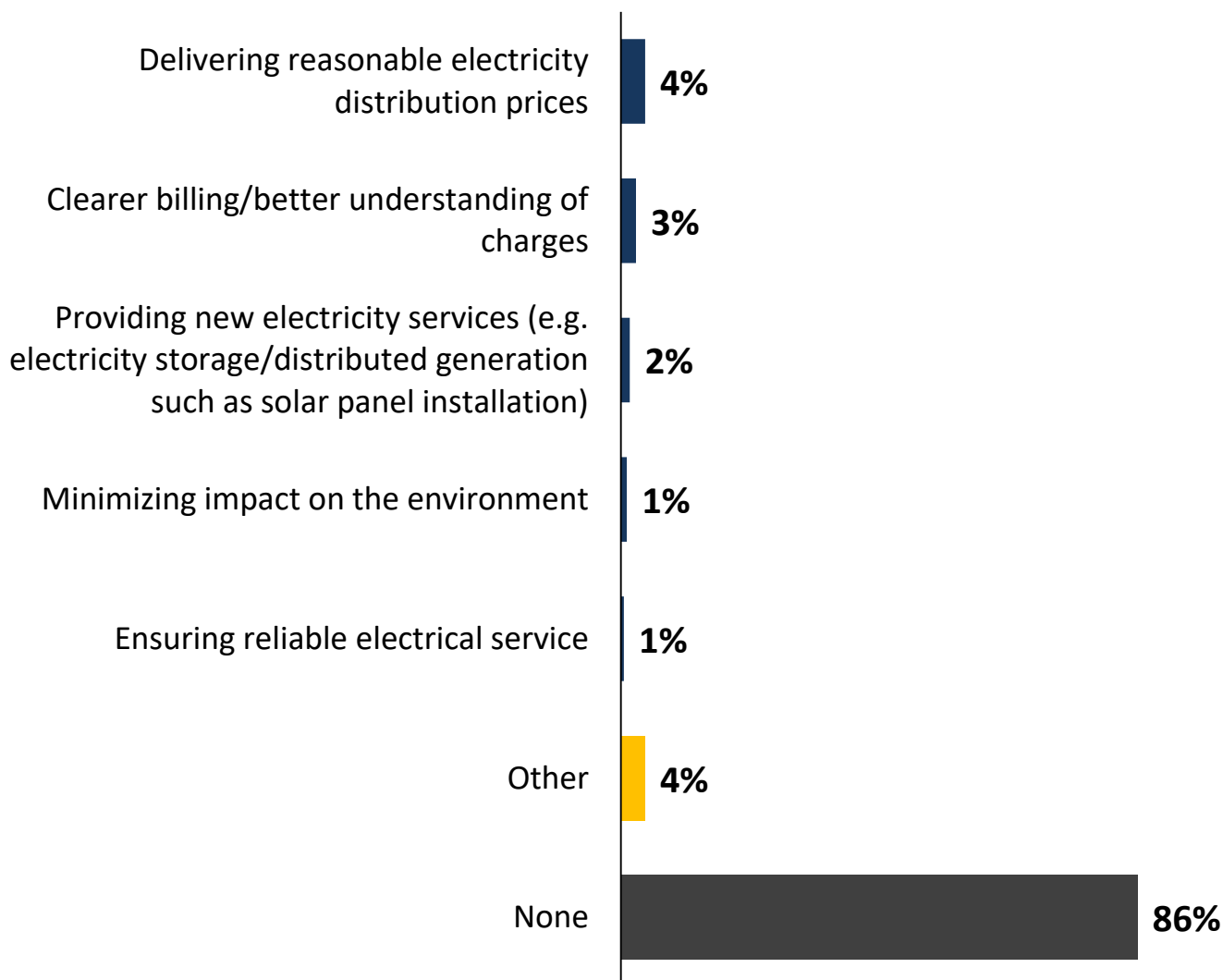
[asked all respondents, n=200]



Additional Priorities: nearly 9-in-10 think the previous list covers all the important priorities



Q Are there any other important priorities that **Enersource** should be focusing on that weren't included in the previous list I read to you?
[asked all respondents, n=200]



Note: 'Don't know' (9%), 'Refused' (1%) not shown.

Familiarity of Amount Remitted:

Majority (65%) are not familiar;
familiarity is highest among those with
'medium-high' annual consumption



I'd now like to talk with you about your electricity bill...While **Enersource** is responsible for collecting payment for the entire electricity bill, they retain about **18%** of the typical **small business** customer's bill. This is about **\$71** on an average **\$393** monthly small business electricity bill.

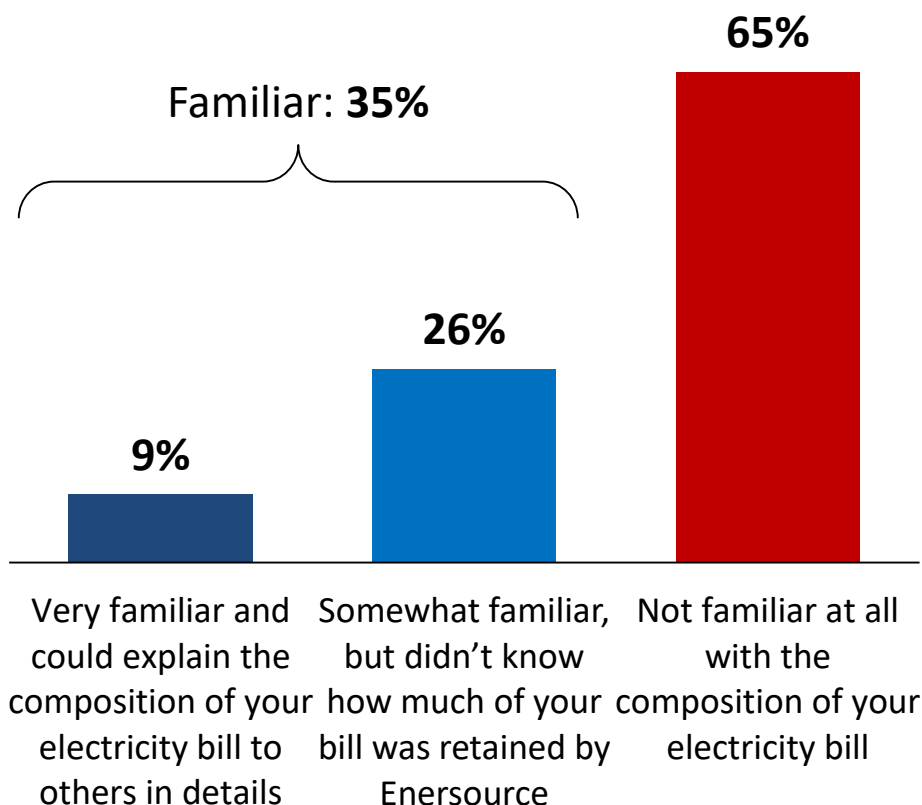
The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that goes to Enersource? Would you say you are...

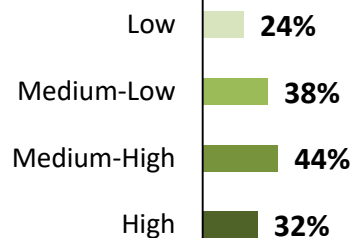
[asked all respondents, n=200]

Segmentation ►►

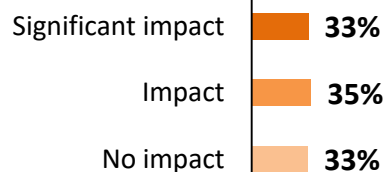
Those who say "Familiar":



Annual Consumption



Bill Impact on Bottom Line



Well served by system



Satisfaction with Reliability:

Majority at least 'somewhat satisfied' on all measures; most very satisfied with # of outages and power quality



Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain. With that said, the typical **Enersource** customer experiences about one unexpected power outage per year.

For each the following statements, please tell me if you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied?

[asked all respondents, n=200]

Total Satisfied

The reliability of your electricity service as judged by the number of power outages your organization experience.



88%

The quality of the power delivered to your organization as judged by momentary interruptions in power that can result in the flickering or dimming of lights.



85%

The amount of time it takes to restore power when power outages occur.



81%

■ Very satisfied

■ Somewhat satisfied

■ Neither satisfied or dissatisfied

■ Somewhat dissatisfied

■ Very dissatisfied

■ Don't know

Most Recent Power Outage:

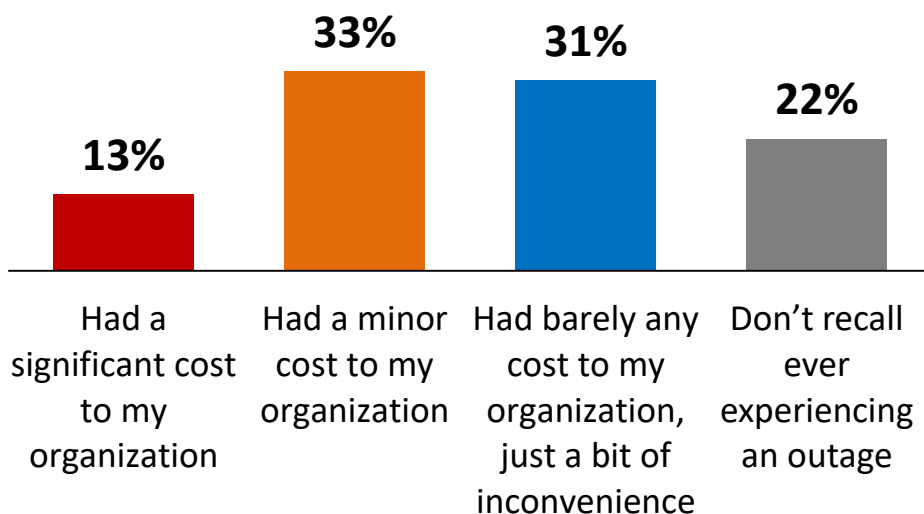
Majority say latest outage had minor or no cost; 1-in-5 (22%) don't recall ever experiencing an outage



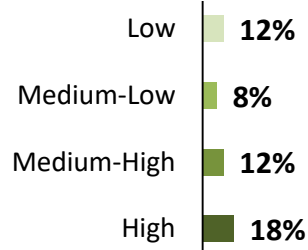
Q Thinking back to the most recent power outage you experienced at your organization as a **Enersource** customer, would you say the power outage...
[asked all respondents, n=200]

Segmentation ►►

Those who say “**significant cost**”:



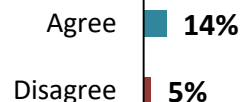
Annual Consumption



Bill Impact on Bottom Line



Well served by system





Small Business 5-Year Capital Plan DSP



System Renewal: Majority (64%) believe Enersource should invest what it takes to replace the system's aging infrastructure



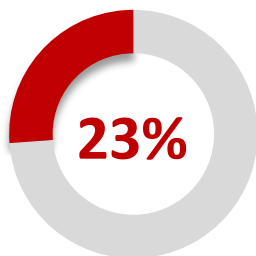
Q **Enersource** wants to better understand customer **preferences** as they relate to investment decisions in Mississauga. In many cases, there are trade-offs between system reliability and customers costs. Your answers to the following questions will help Enersource align its future investment planning with the preferences of customers. I want to start by asking you about your *preferences* towards replacing aging electrical infrastructure:

Enersource believes it has done its best to prolong the life of the assets that make up Mississauga's distribution system. However, many of these assets are approaching the end of their useful life and are in poor physical condition.

As part of its investment plan, Enersource is proposing a sizeable infrastructure replacement plan between 2018 and 2022. Although this plan will allow Enersource to make the necessary investments to maintain system reliability, **it will have an impact on customer bills.**

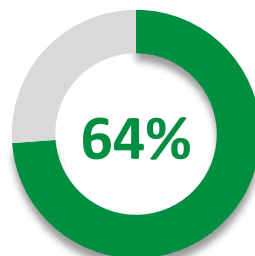
Which of the following statements best represents your point of view?

[asked all respondents, n=200]



Defer

Enersource should defer its estimated investment in replacing aging infrastructure to lessen the impact of any bill increase; even if this could eventually lead to more or longer power outages.

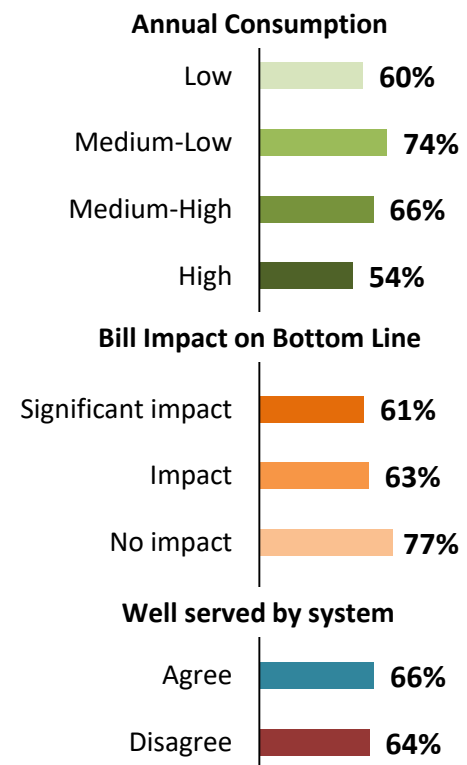


Invest

Enersource should invest what it takes to replace the system's aging infrastructure to maintain system reliability; even if that increases my monthly electricity bill by a few dollars over the next few years.

Segmentation ►►

Those who say "invest what it takes":



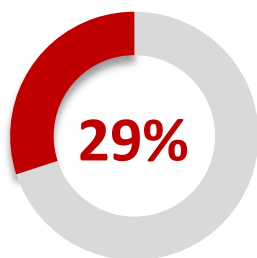
General Plant: Approximately 2-in-3 (67%) believe staff should have the equipment and tools they need to manage the system



As a company, **Enersource** needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information..

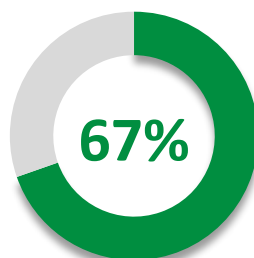
Which of the following statements best represents your point of view?

[asked all respondents, n=200]



Find Ways to Make Do

Enersource should find ways to make do with the facilities, equipment, vehicles and IT systems it already has.



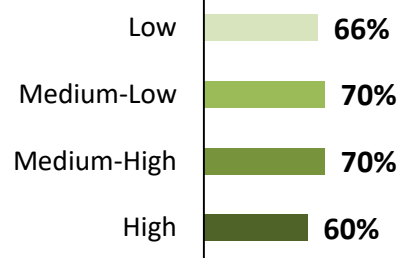
Be Wise With Spending

While Enersource should be wise with its spending, it is important that its staff have the equipment and tools they need to manage the system safely, efficiently and reliably.

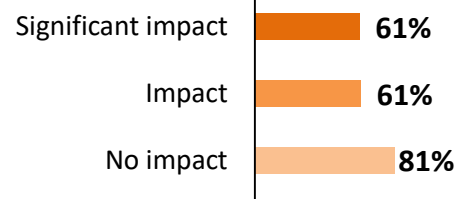
Segmentation ►►

Those who say “be wise with spending”:

Annual Consumption



Bill Impact on Bottom Line



Well served by system



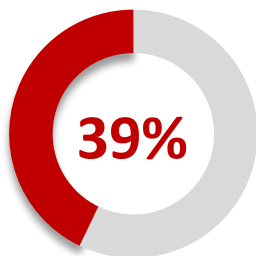
System Service: Over half (52%) believe Enersource should invest in system capacity infrastructure



Q With growth in various parts of Mississauga comes greater demand for electricity. This increased demand for electricity puts increased pressure on the existing electrical infrastructure. Eventually, further infrastructure investments will be required to support increased demand for electricity.

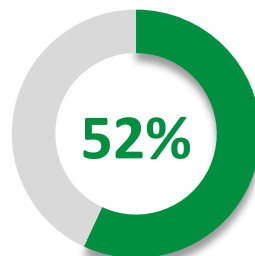
Which of the following statements best represents your point of view?

[asked all respondents, n=200]



Defer

To help minimize immediate costs to customers, Enersource should defer investments in system capacity needs until there is noticeable deficiencies in reliability.

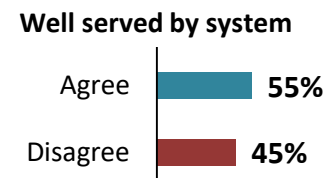
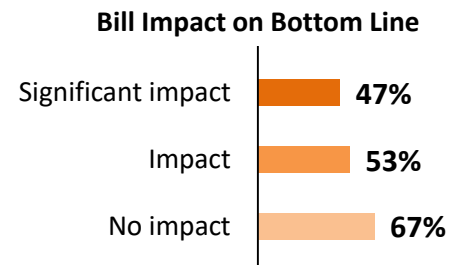
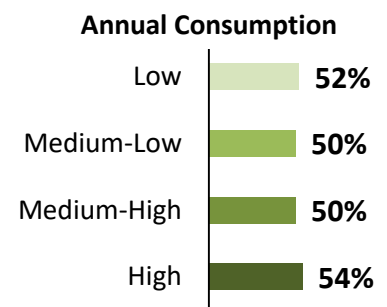


Invest

Enersource should proactively invest in system capacity infrastructure to ensure customers in high growth areas do not experience a decrease in reliability, even if this adds a small increase to customer bills.

Segmentation ►►

Those who say "invest":



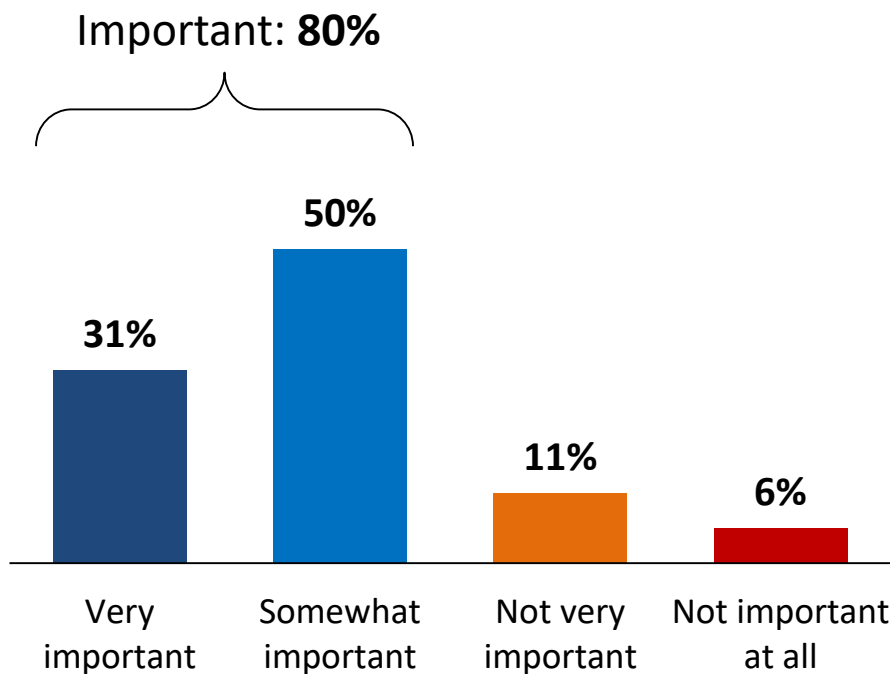
Modernizing the Distribution System: 4-in-5 believe Enersource should invest in modernizing the distribution system



Q Modernizing the distribution system allows **Enersource** to improve reliability. Investments such as automated switches may allow Enersource to quickly identify the location of outages in order to minimize the number of people impacted by outages and to restore electricity to customers more quickly than was previously possible.

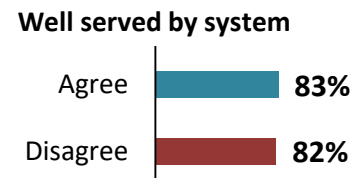
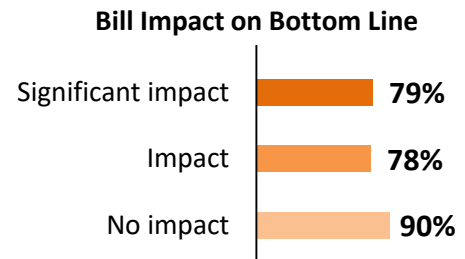
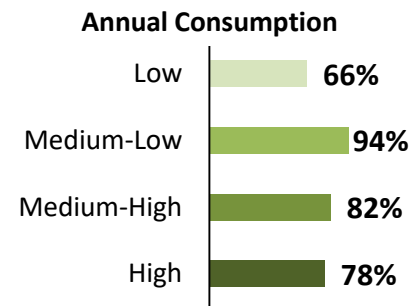
Given there are many other areas of needed investments, such as replacing aging equipment, how important do you feel it is for Enersource to invest now in modernizing the distribution system? Would you say...

[asked all respondents, n=200]



Segmentation ▶▶

Those who say "important":



DSP Investment Alternatives:

Preferences are divided; close to 1-in-4 would be willing to pay an additional \$11.19 if the level of reliability remains



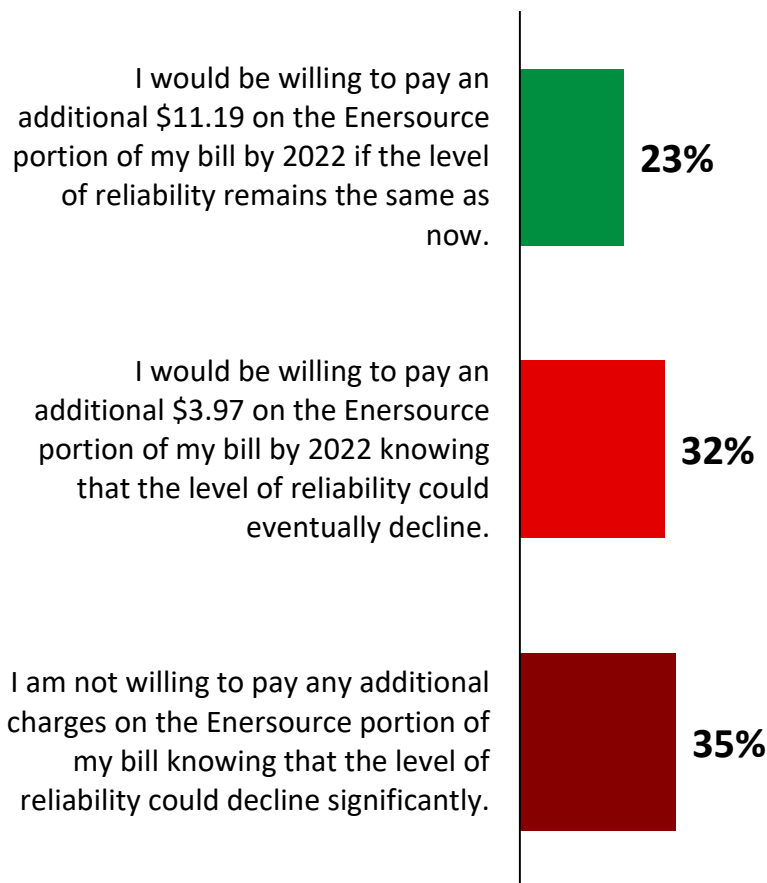
While **Enersource** has presented a preliminary plan that **maintains** the current level of reliability and system performance, they have also explored alternative scenarios.

- One where current system reliability is **maintained at current levels**, and
- Two where capital investments are deferred, which could result in a **decline in system reliability**;

Each scenario impacts the bills of **small business customers** in Mississauga differently.

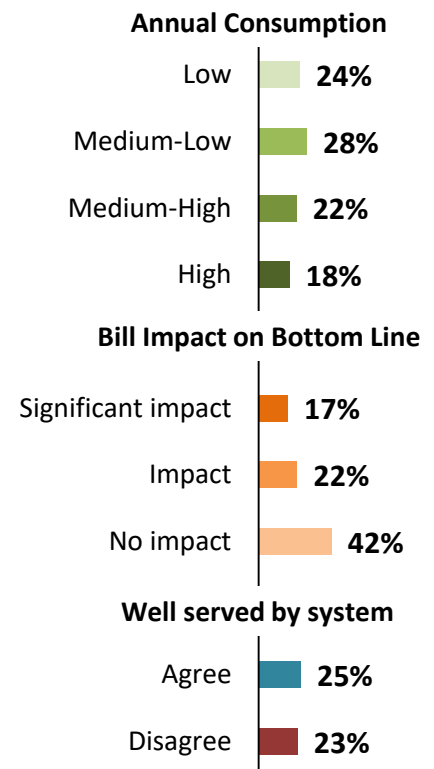
With this in mind, which of the following statements is closest to your point of view? Would you say...

[asked all respondents, n=200]



Segmentation ►►

Those who say "maintain reliability":

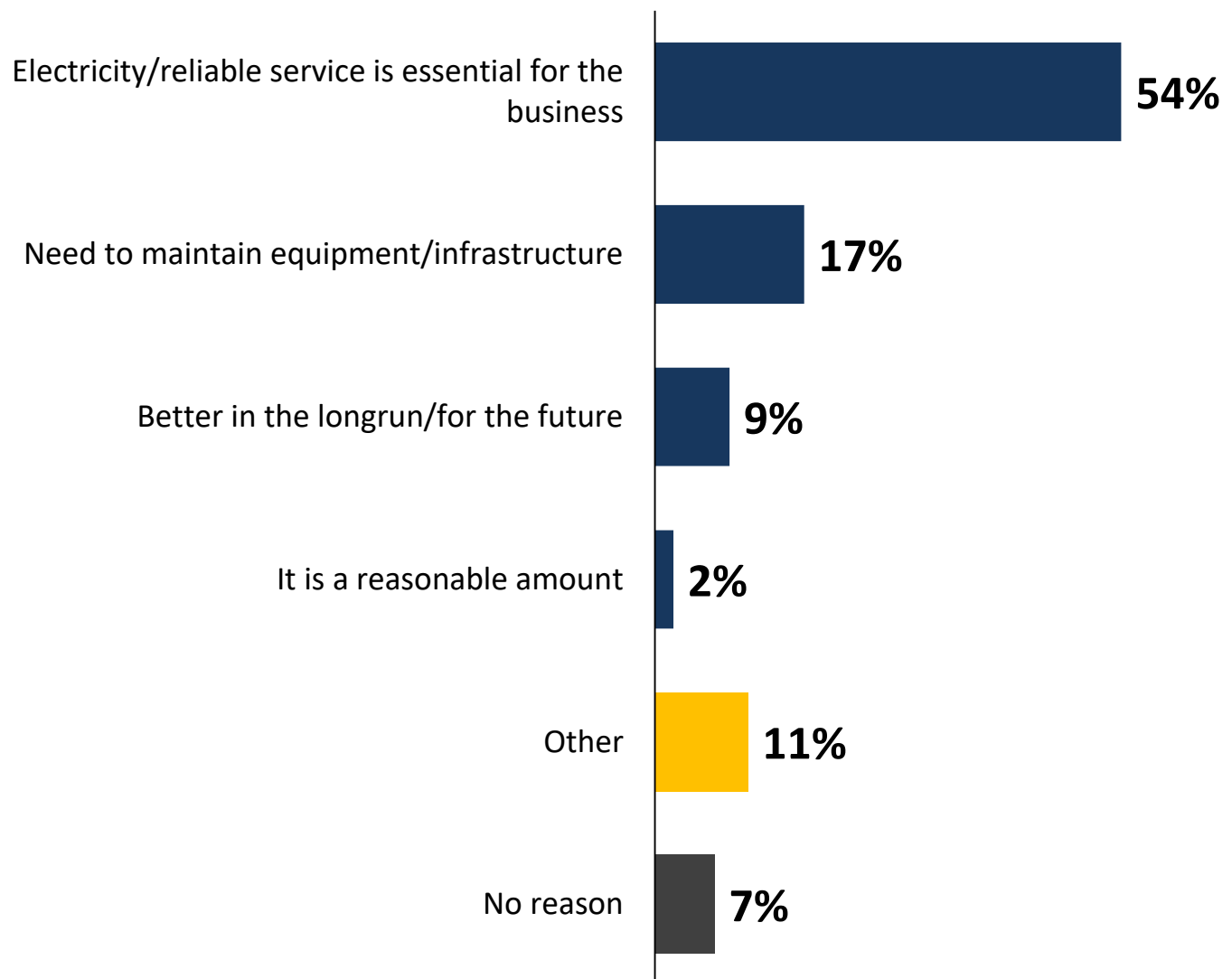


Rationale: Reliability most important consideration for small businesses; followed by need to maintain infrastructure and better in the long run



Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=179]

Among those who say “I would be willing to pay an additional \$11.19 on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.” (n=46)

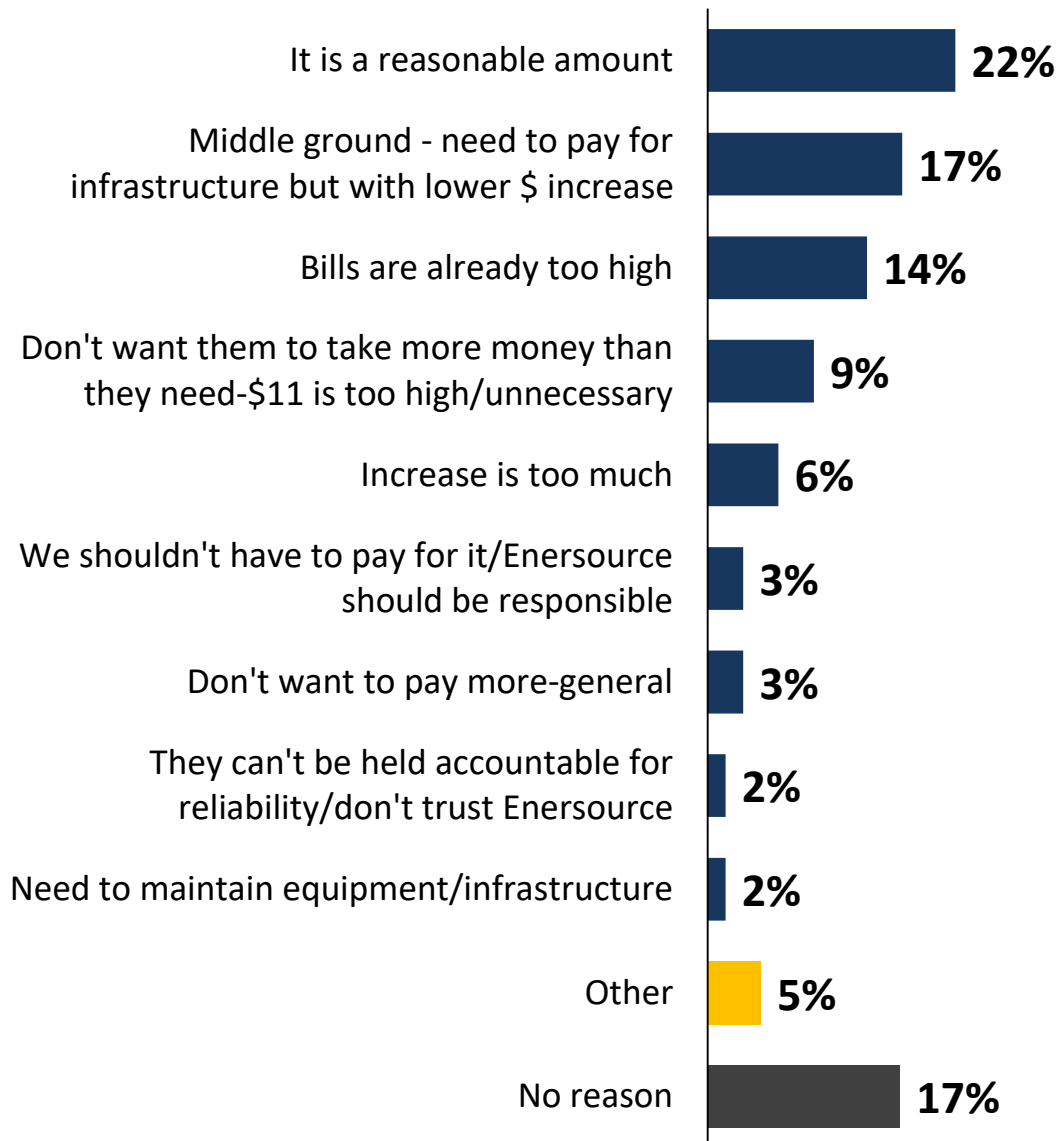


Rationale: A majority of respondents feel that a \$3.97 is reasonable middle ground, even if that means an eventual decline in reliability



Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=179]

Among those who say “I would be willing to pay an additional \$3.97 on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.” (n=64)

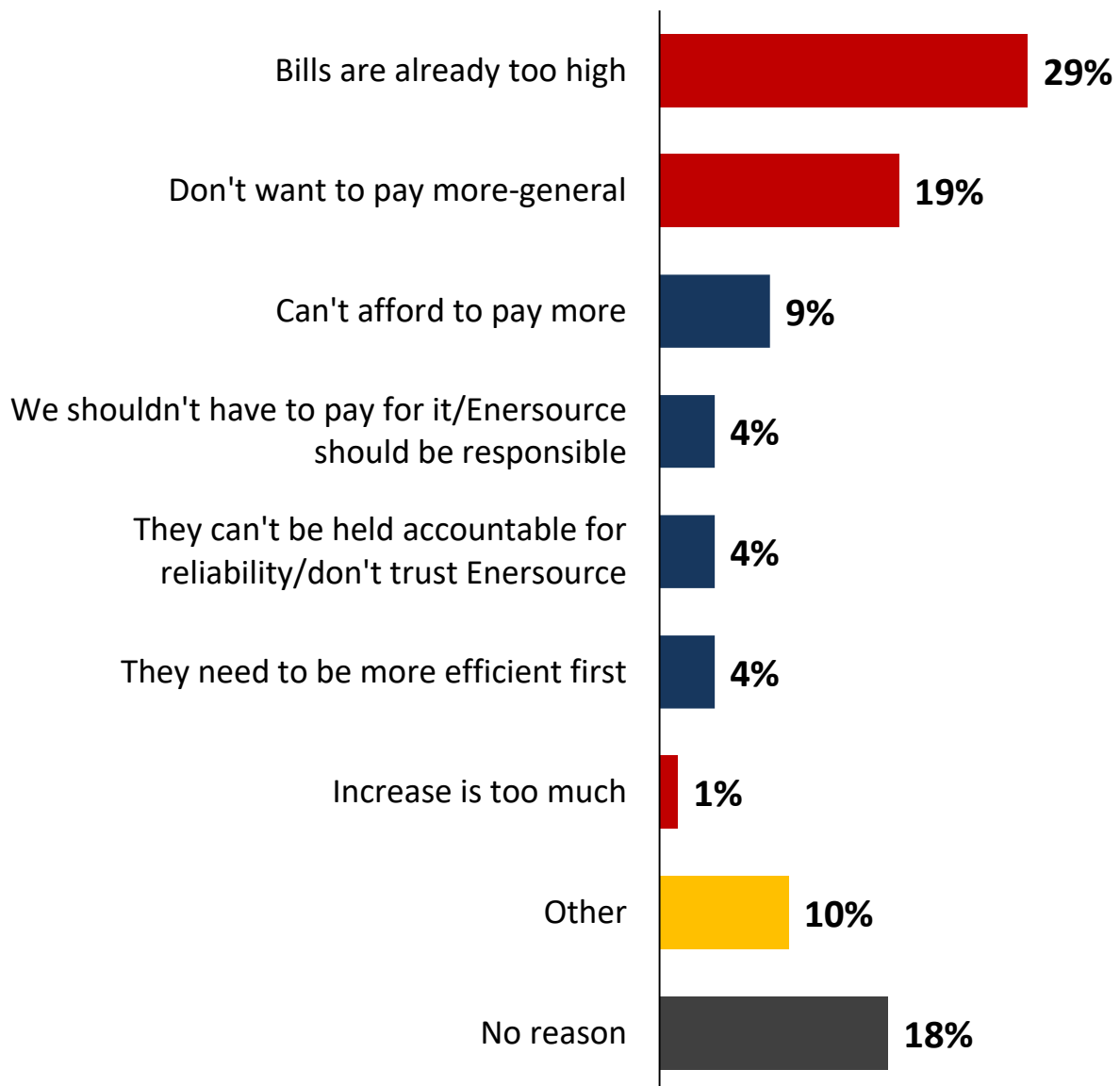


Rationale: Majority don't want to pay more either because they feel bills are already too high, or oppose rate increase in general; 1-in-10 cant afford increase



Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=179]

Among those who say "I am not willing to pay any additional charges on the Enersource portion of my bill knowing that the level of reliability could decline significantly." (n=69)





Small Business ICM Assessment



ICM Rate Impact: A plurality (36%) believe the proposed rate increase is reasonable; those with no bill impact are more likely to support plan



Q The previous section of this survey addressed **Enersource's** 5-year capital plan. While that plan is subject to customer feedback and approval by the provincial energy regulator, most of the capital projects can be funded through existing approved distribution rates.

That said, Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates. The incremental funding required is built into Enersource's estimated 5-year capital plan, but has not been approved. As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

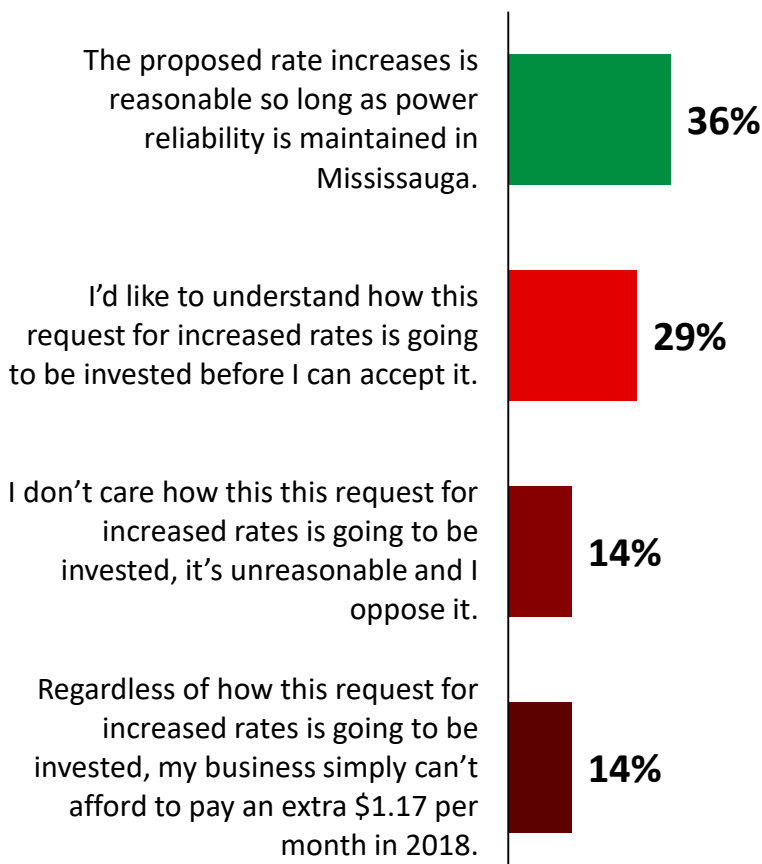
This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$1.17** on the typical small business customer's electricity bill in 2018. This represents an incremental increase of **1.7%** on the amount remitted to Enersource AND a **0.3%** increase on the total electricity bill amount for the typical small business customer.

What is your opinion on this proposed rate increase in 2018? Would you say...

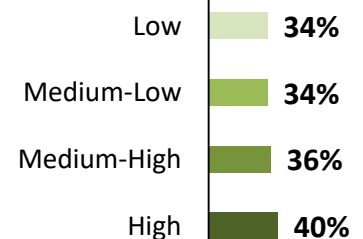
[asked all respondents, n=200]

Segmentation ►►

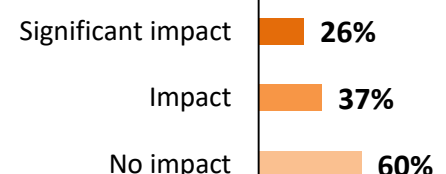
Those who say "proposed increase is reasonable":



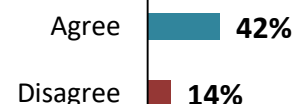
Annual Consumption



Bill Impact on Bottom Line



Well served by system



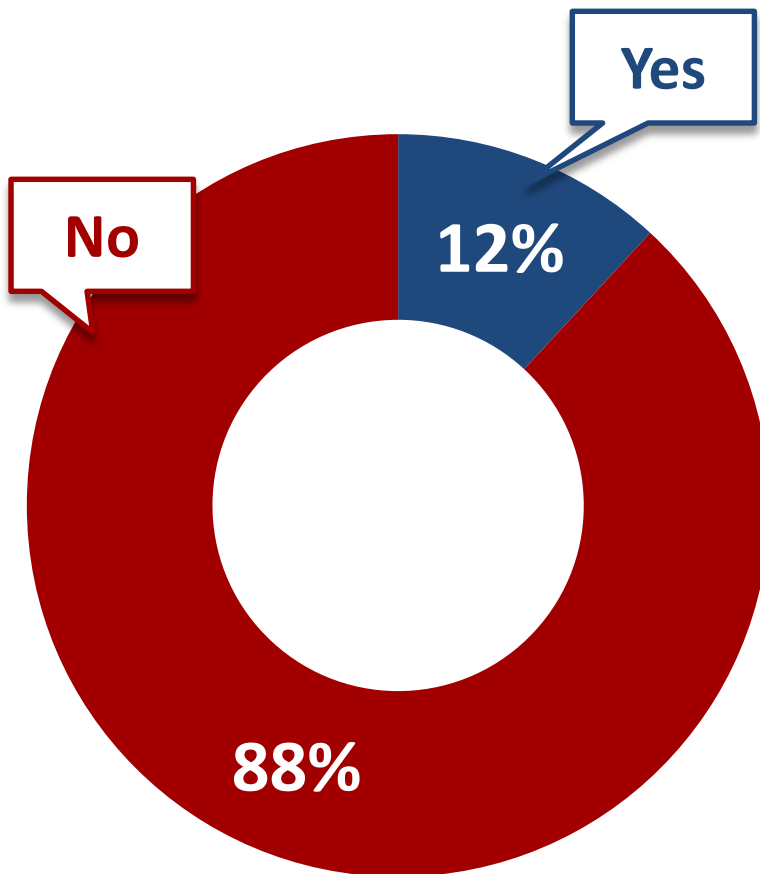
Option for More Project Details:

Majority (88%) don't want more details; those with significant bill impact are more likely to want more details



Would you like more details on what projects make up the proposed monthly increase of \$1.17?

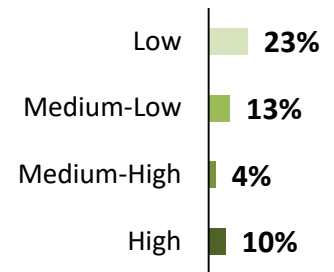
[asked of those feel the proposed rate increase is reasonable or say they simply can't afford more, n=101]



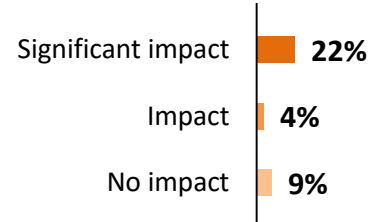
Segmentation ▶▶

Those who say "Yes":

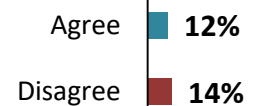
Annual Consumption



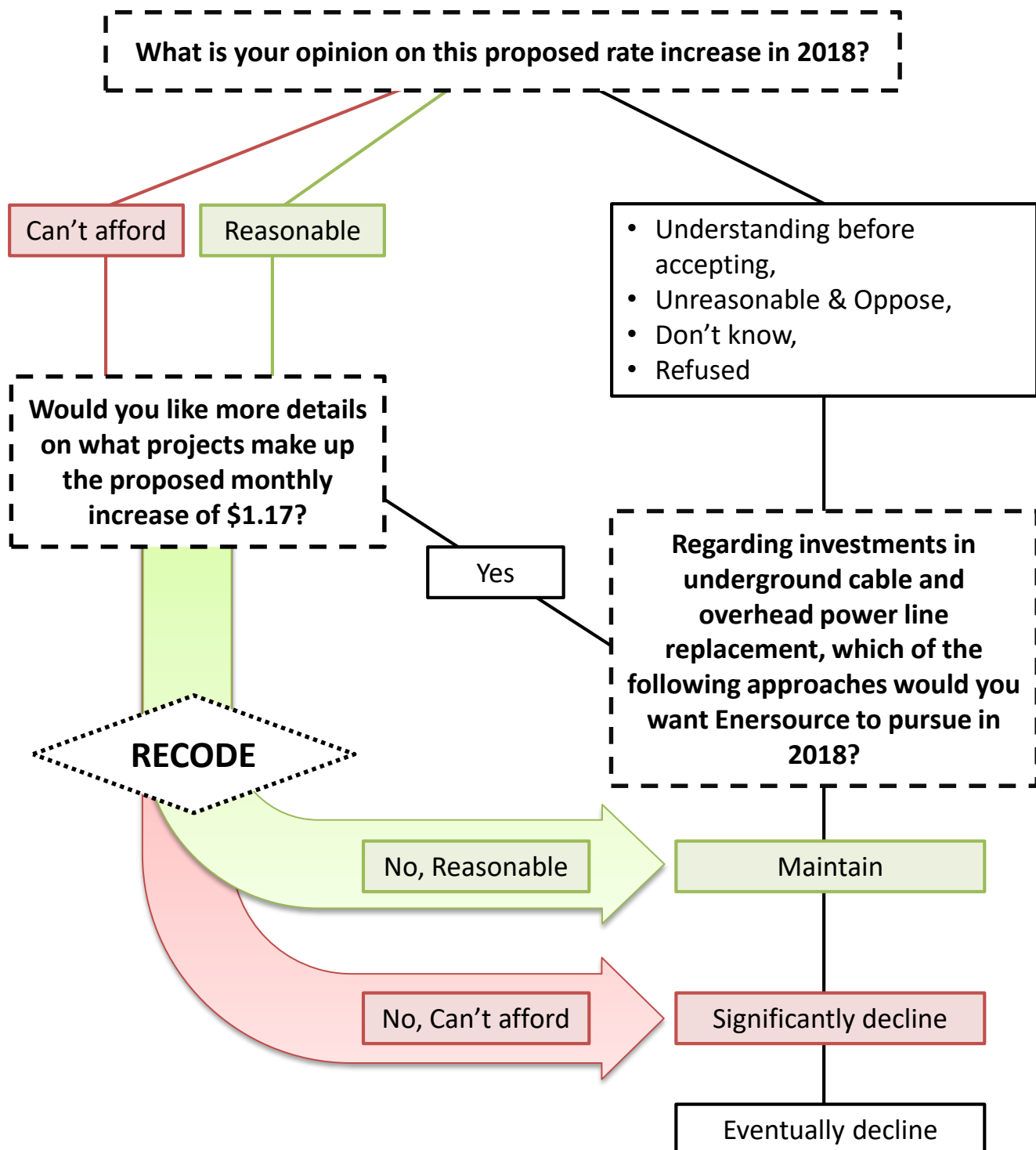
Bill Impact on Bottom Line



Well served by system



ICM Assessment Flow Chart



Substations: A plurality (38%) are willing to pay an additional \$0.31 monthly; majority willing to accept some rate increase



Q As part of its 2018 investment planning, **Enersource** is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **small business** customers in Mississauga differently. The following questions breaks down how the estimated **\$1.17** in incremental funding could impact the typical small business customer in 2018. Enersource needs to make is the **Evans to Cawthra Road Widening** project. This is a non-discretionary investment project that customers don't actually get to provide Enersource with input on. The project is required to meet contractual obligations to government and will cost the average small business customer \$0.05 per month in 2018.

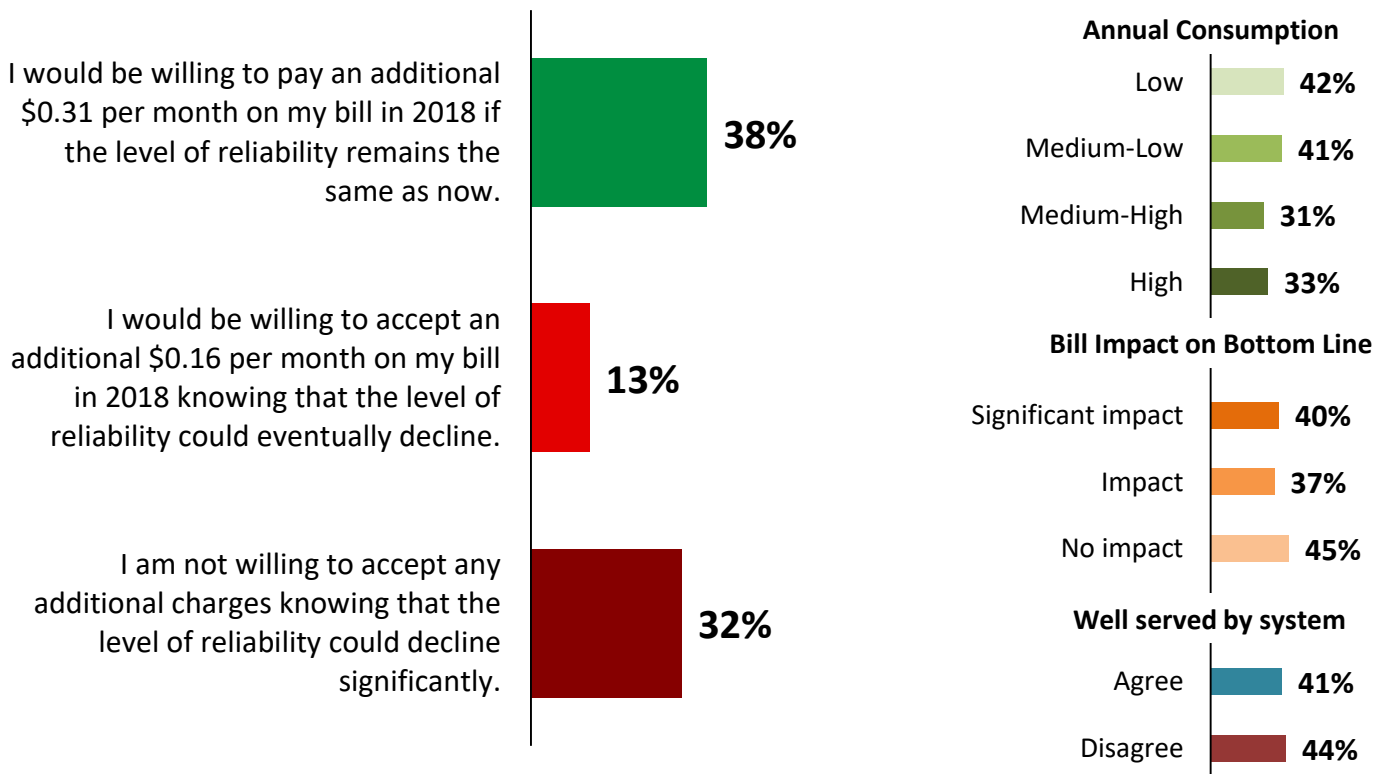
The first discretionary incremental investment that **Enersource** needs to consider are “**substations**”. Substations are important components of the distribution system that house the switches that move electricity to where it's needed, when it's needed. Substations are critical to meeting capacity demand in both Mississauga's growing downtown core and industrial areas in the city's northeast.

Regarding investments in substations, which of the following approaches would you want Enersource to pursue in 2018?

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=112]

Segmentation ►►

Those who say “***maintain reliability***”:



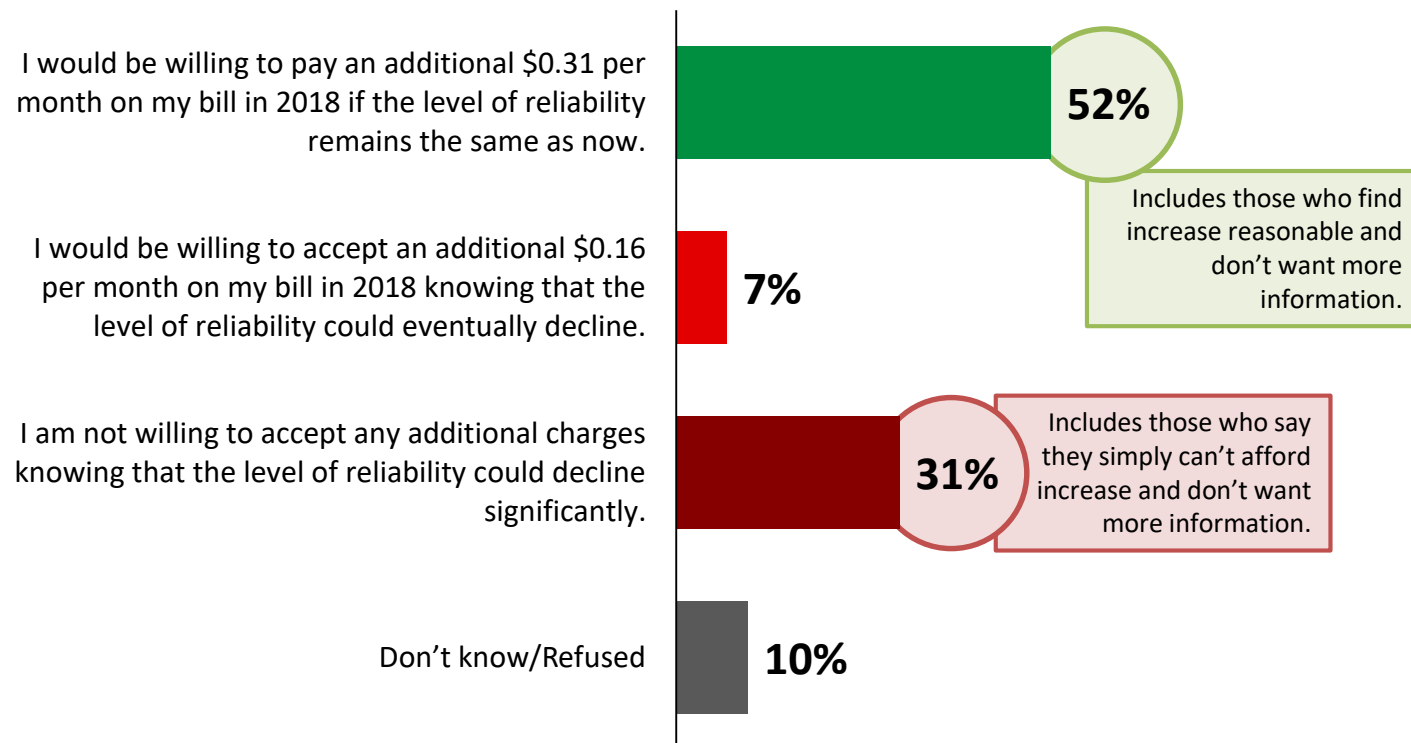
Note: 'Don't know' (11%), 'Refused' (7%) not shown.

Substations:

Including those who are not interested in receiving more information about investments

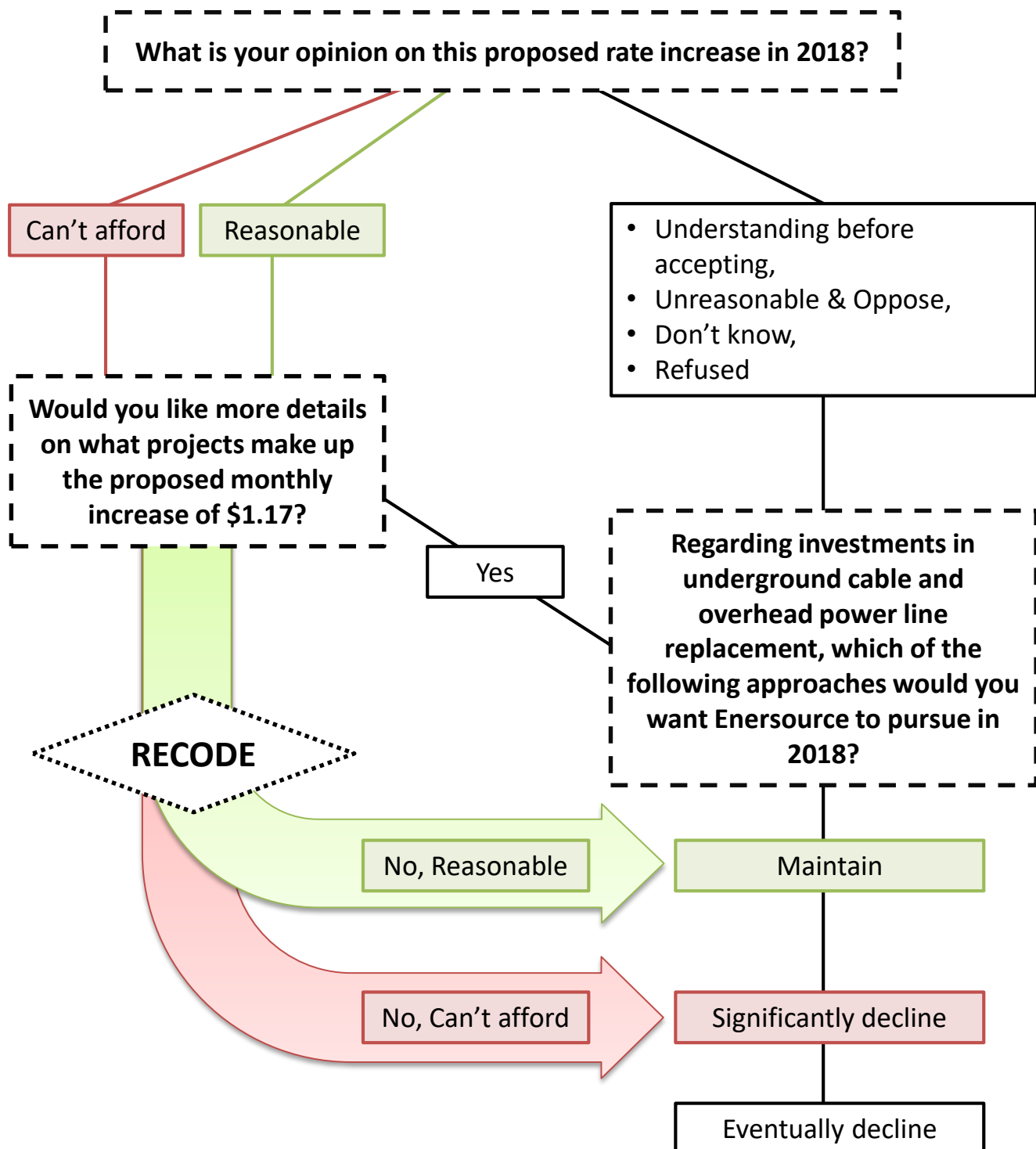


Q Regarding investments in substations, which of the following approaches would you want Enersource to pursue in 2018?



Substations	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	48%	73%	59%	41%	52%
Eventually Decline	7%	8%	8%	5%	7%
Significantly Decline	37%	15%	26%	45%	31%
Don't know/Refused	8%	4%	6%	9%	10%

ICM Assessment Flow Chart



Replacing Underground Cables:

Preferences are divided; a plurality are willing to accept an additional \$0.46 per month if the level of reliability remains

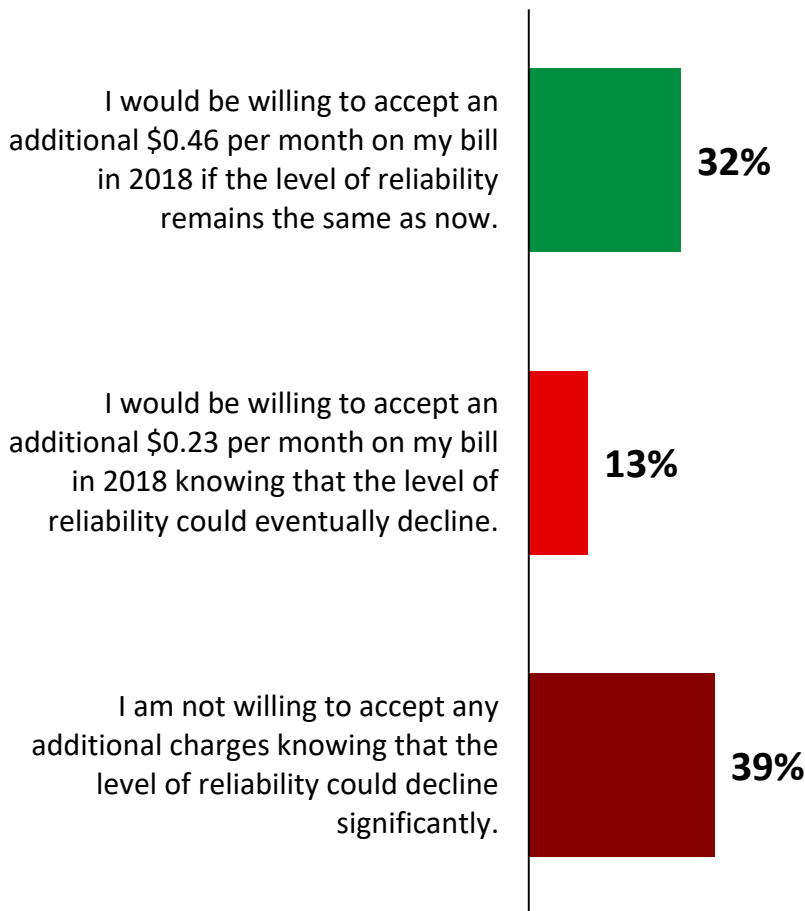


Q **Underground cables** are the leading cause of equipment failures in Mississauga's distribution system. To address this problem, **Enersource** would like to replace underground cables which have poor reliability.

The other core component of Enersource's distribution is its network of **overhead power lines**. Overhead power lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under severe weather conditions, they are deemed to be at the "end of useful life". Enersource would like to replace these assets proactively.

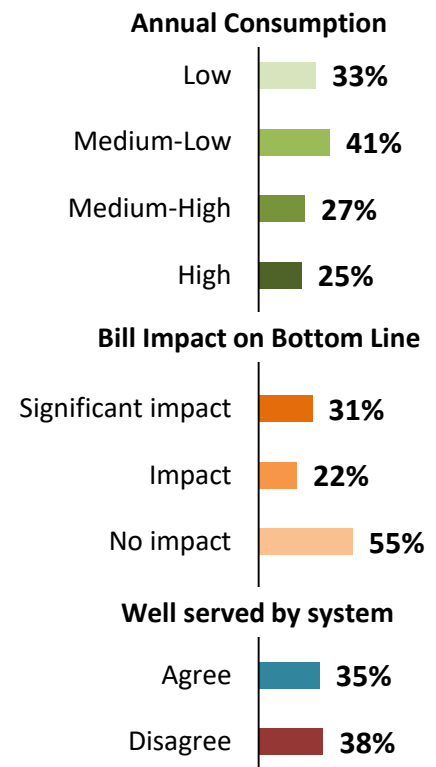
Regarding investments in underground cable and overhead power line replacement, which of the following approaches would you want Enersource to pursue in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=112]



Segmentation ►►

Those who say "maintain reliability":

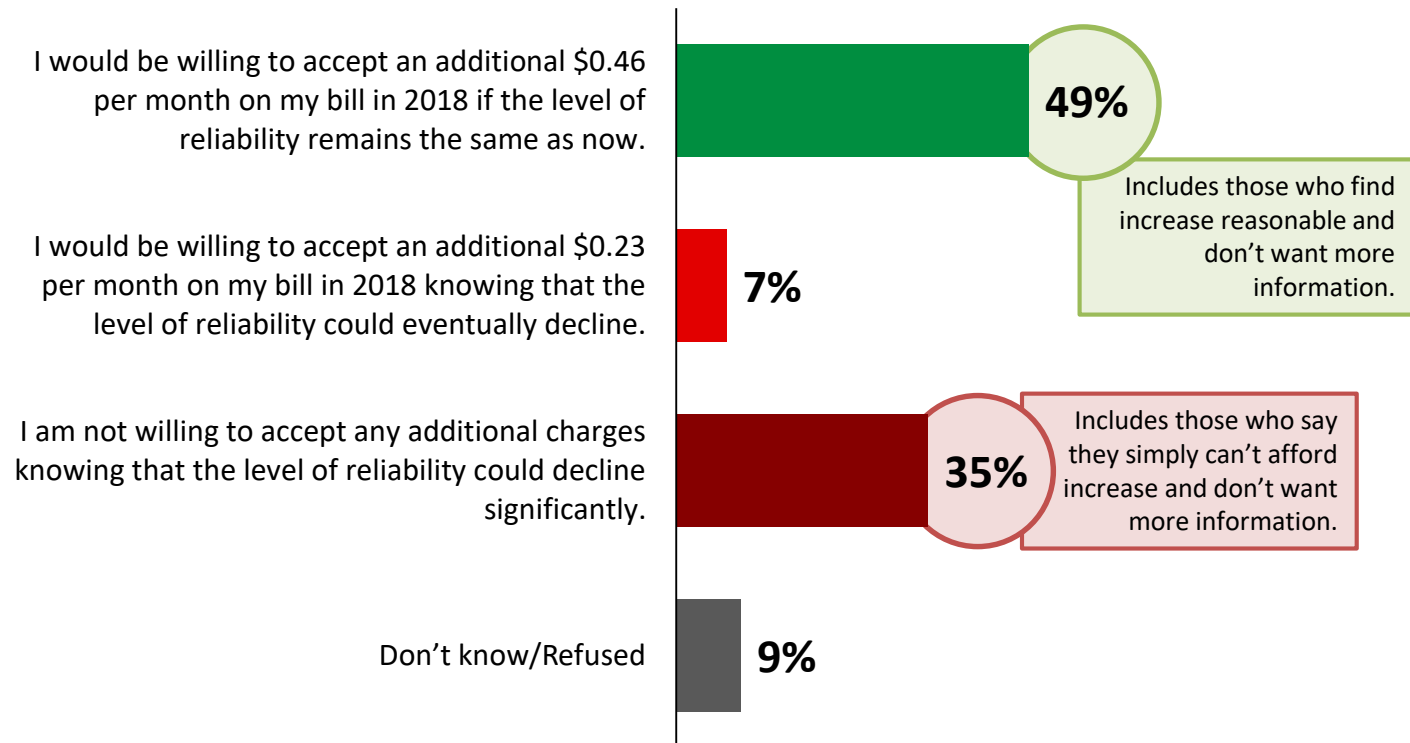


Replacing Underground Cables:

Including those who are not interested in receiving more information about investments

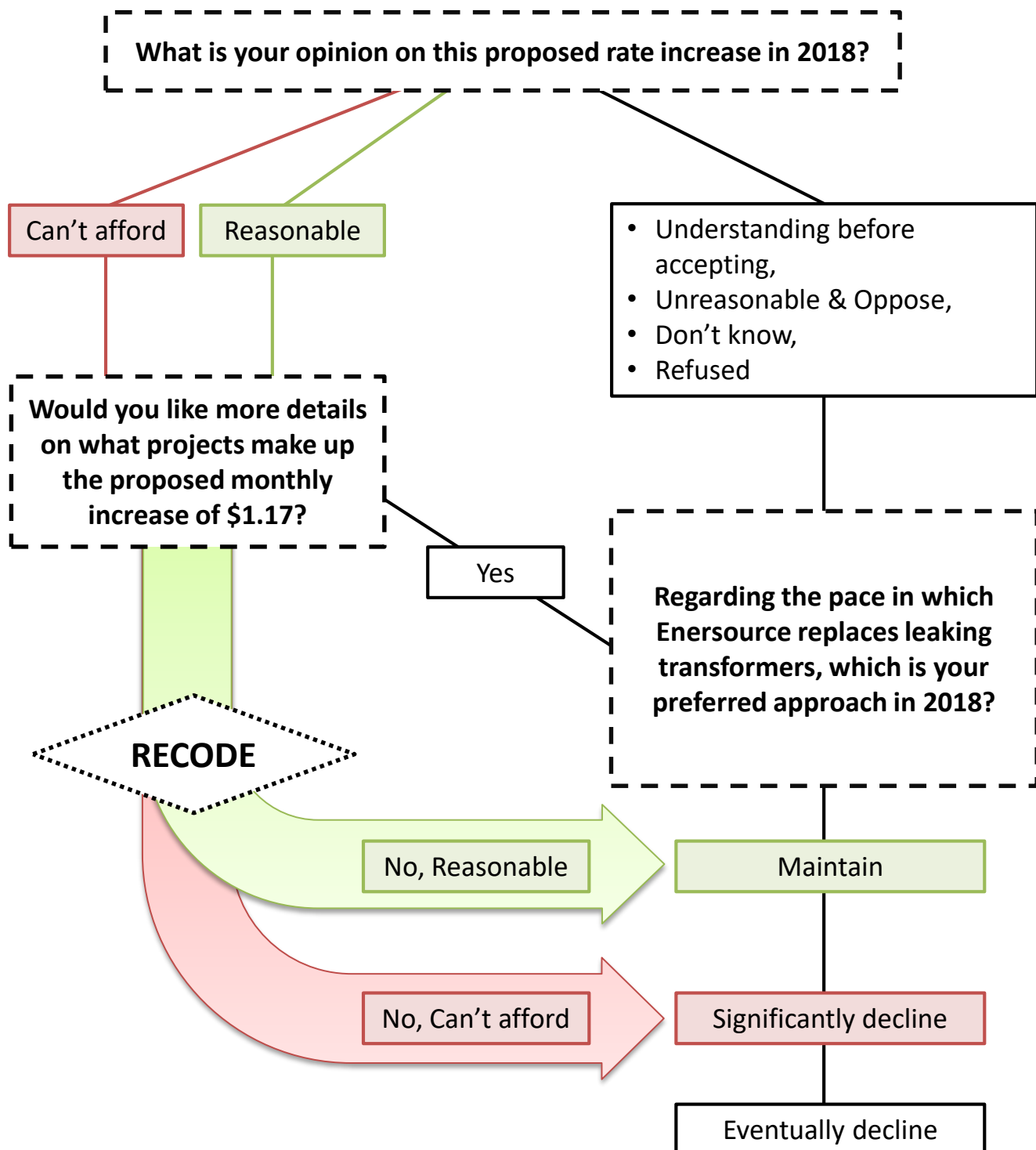


Q Regarding investments in underground cable and overhead power line replacement, which of the following approaches would you want Enersource to pursue in 2018?



Replacing Underground Cables	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	42%	77%	55%	36%	49%
Eventually Decline	9%	4%	8%	5%	7%
Significantly Decline	42%	17%	30%	50%	35%
Don't know/Refused	7%	2%	6%	9%	9%

ICM Assessment Flow Chart



Replacing Leaking Transformers: A plurality (38%) are willing to accept an additional \$0.35 per month to replace leaking transformers



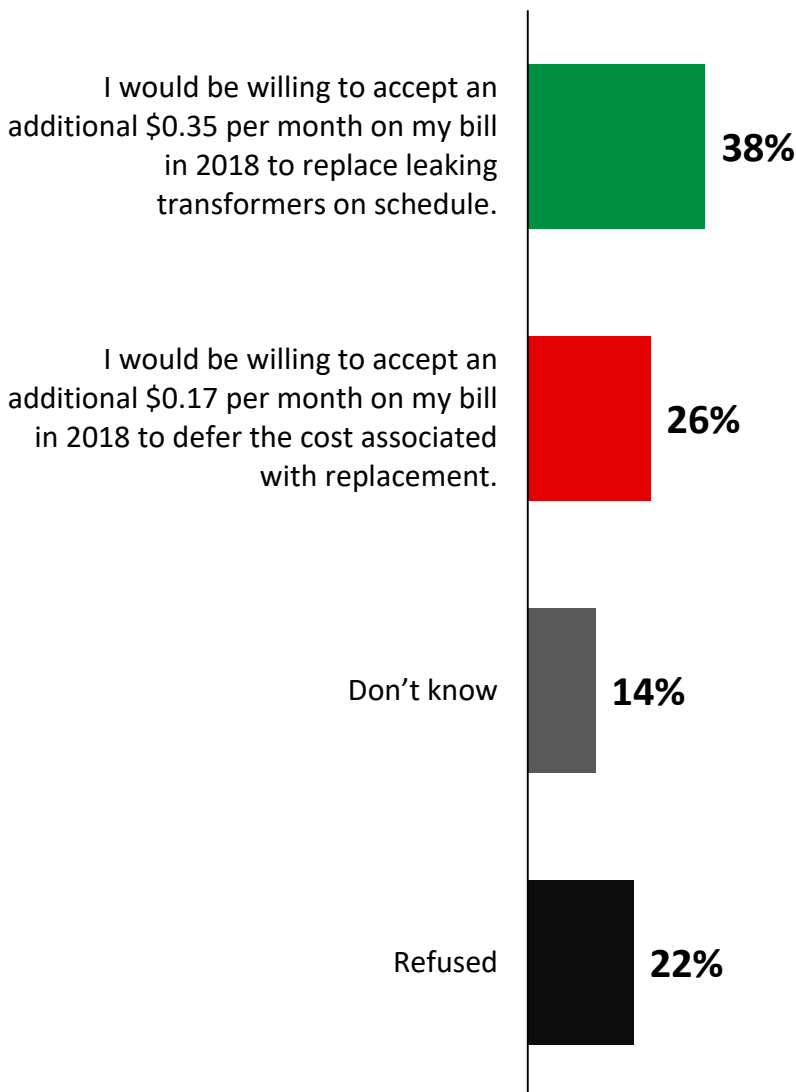
Small
Business



The final incremental investment proposed in 2018 is related to **leaking transformers**. Recent field inspections of distribution assets determined that close to 2,000 transformers showed signs of oil leaking. This poses a safety, environmental, and regulatory risk to **Enersource** that needs to be addressed in a timely manner.

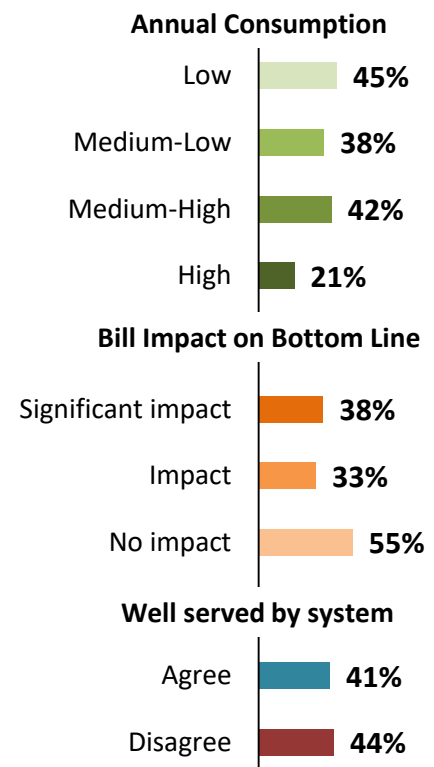
Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=112]



Segmentation ▶▶

Those who say "replace on schedule":

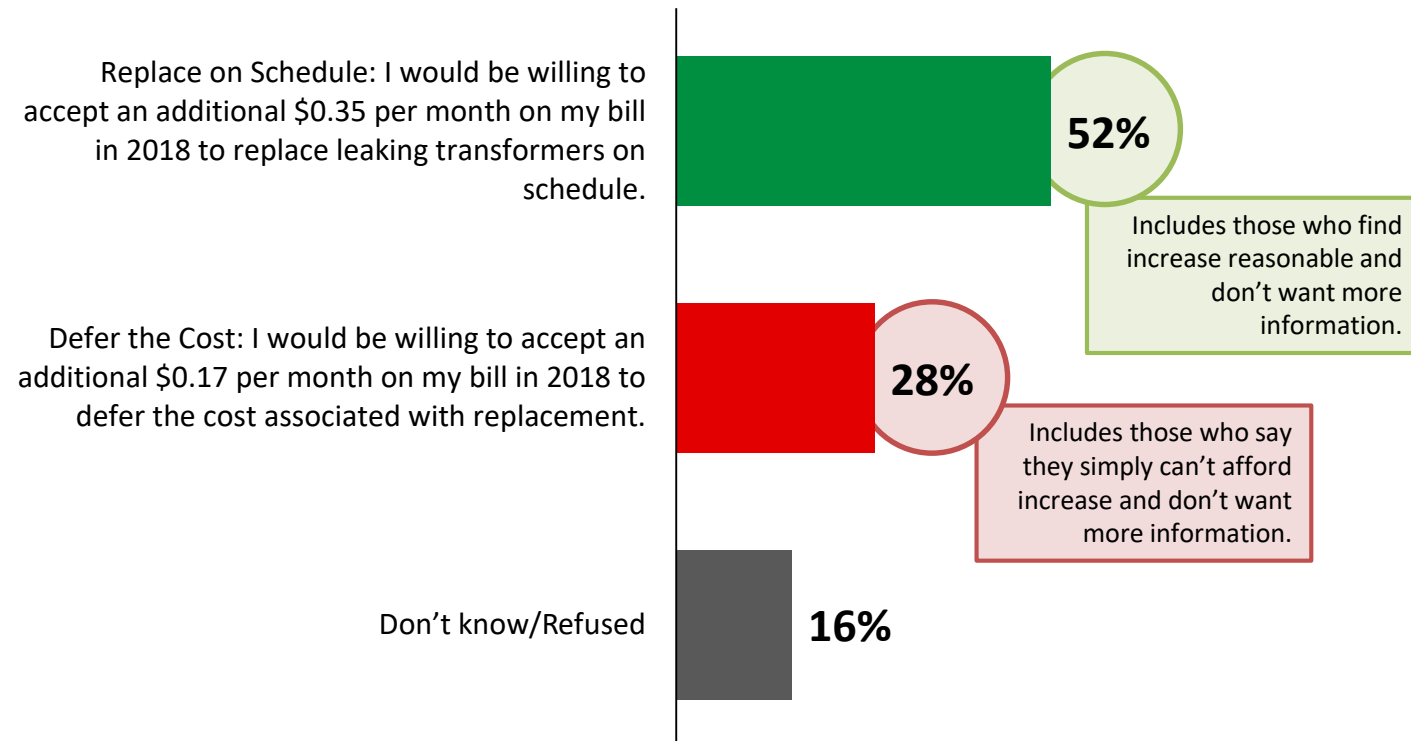


Replacing Leaking Transformers:

Including those who are not interested in receiving more information about investments



Q Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018?



Leaking Transformers	<i>Cost of electricity bill has a major impact on finances or bottom line</i>		<i>Customers are well served by the electricity system in Ontario</i>		Total
	Impact	No Impact	Well served	Not well served	
Replace on Schedule	46%	77%	59%	41%	52%
Defer the Cost	35%	10%	26%	32%	28%
Don't know/Refused	18%	13%	15%	27%	16%



Mid-Sized Business Rate Class

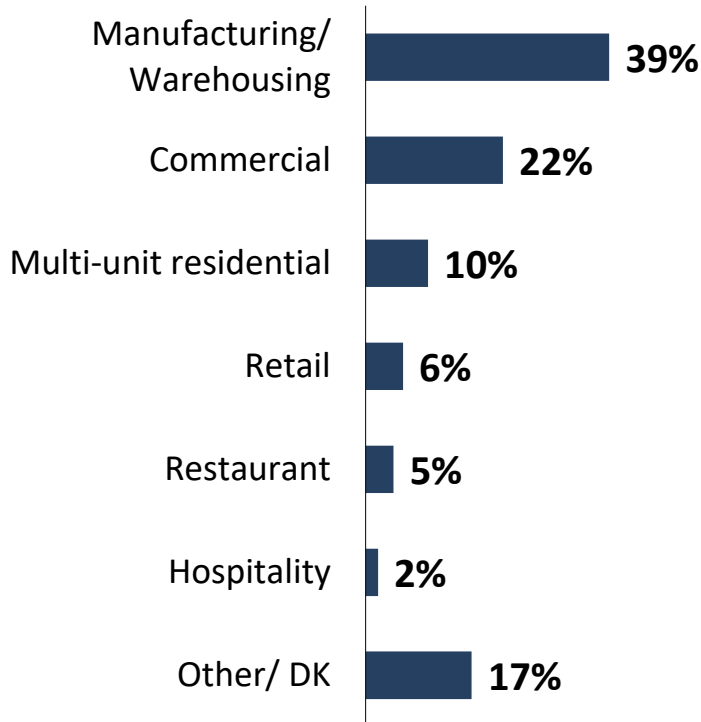


Segmentation & Firmographics

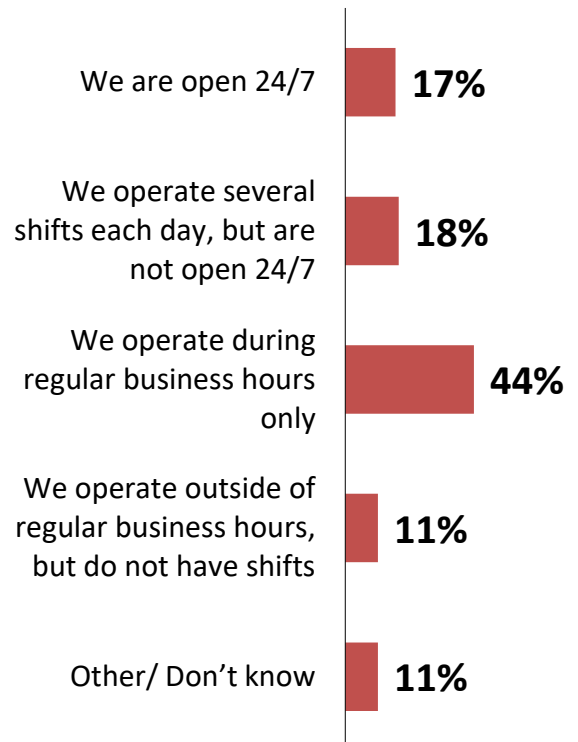


Mid-Sized
Business

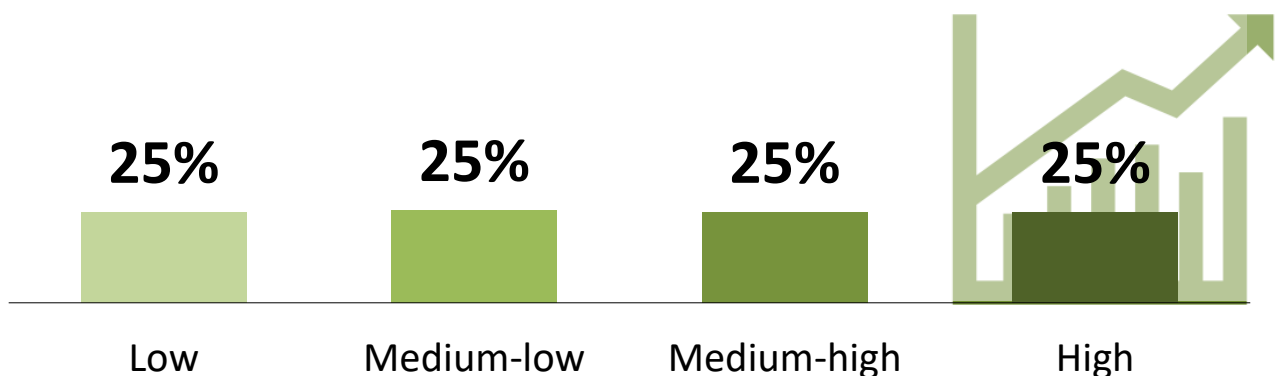
Sector



Hours of Operation



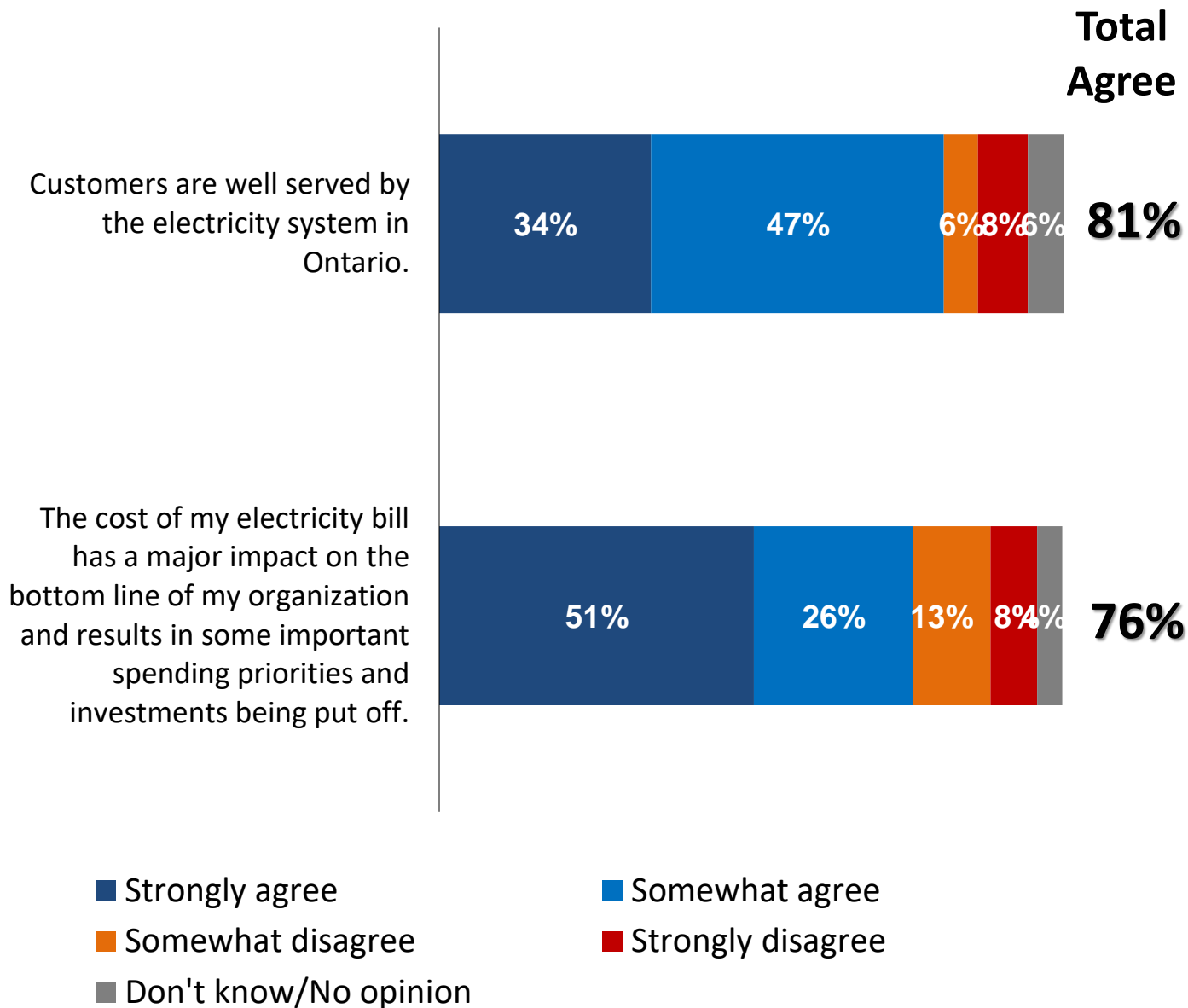
Annual Consumption



Segmentation & Demographics (2)



Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.
[asked all respondents, n=200]



Awareness of Merger: About 6-in-10 are aware of Alectra Utilities merger; highest among those significantly impacted by bills



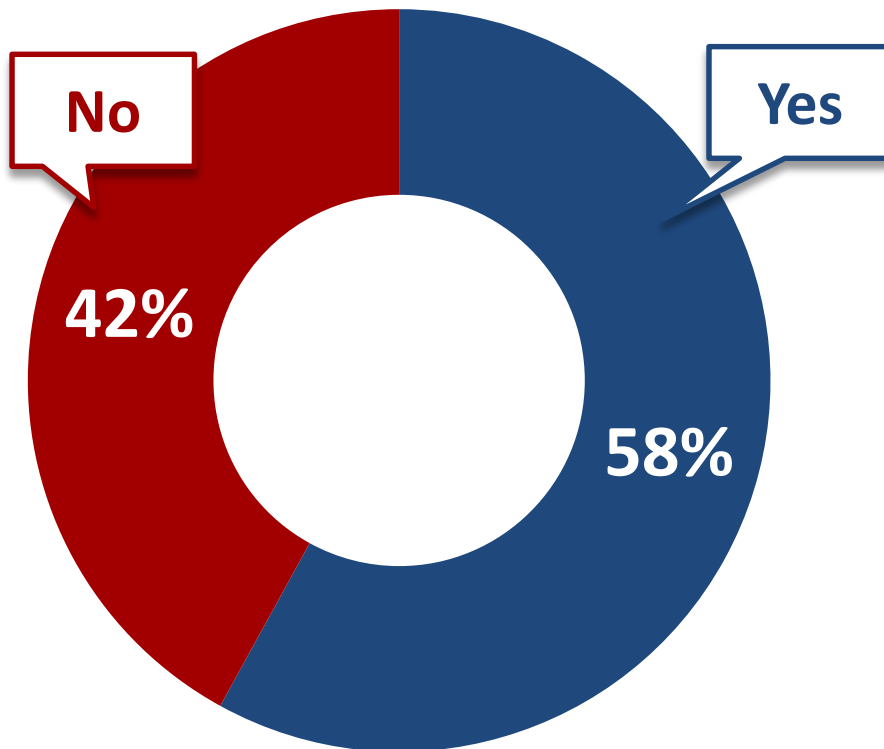
Mid-Sized Business



You may have recently heard that **Enersource** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the Alectra Utilities merger before this survey?

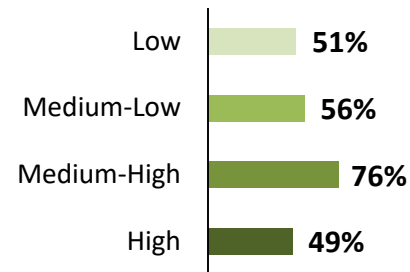
[asked all respondents, n=200]



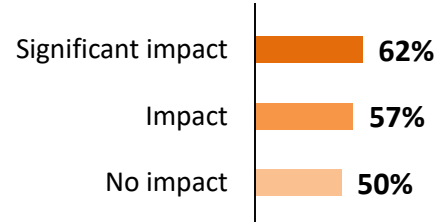
Segmentation ▶▶

Those who say "Yes":

Annual Consumption



Bill Impact on Bottom Line



Well served by system



Familiarity: Strong majority (88%) are familiar with Enersource; highest among high consumption respondents



Q Regardless of whether you’ve heard of the recent merger or not, I’m only going to be asking you questions about **Enersource**. So, throughout this survey, references to “Enersource” simply refers to the distribution system in Mississauga, formerly served by Enersource, now being served by Alectra Utilities. Also ... while you may be residential Enersource customer, I’d ask that you answer today’s questions from the perspective of **your business or organization**.

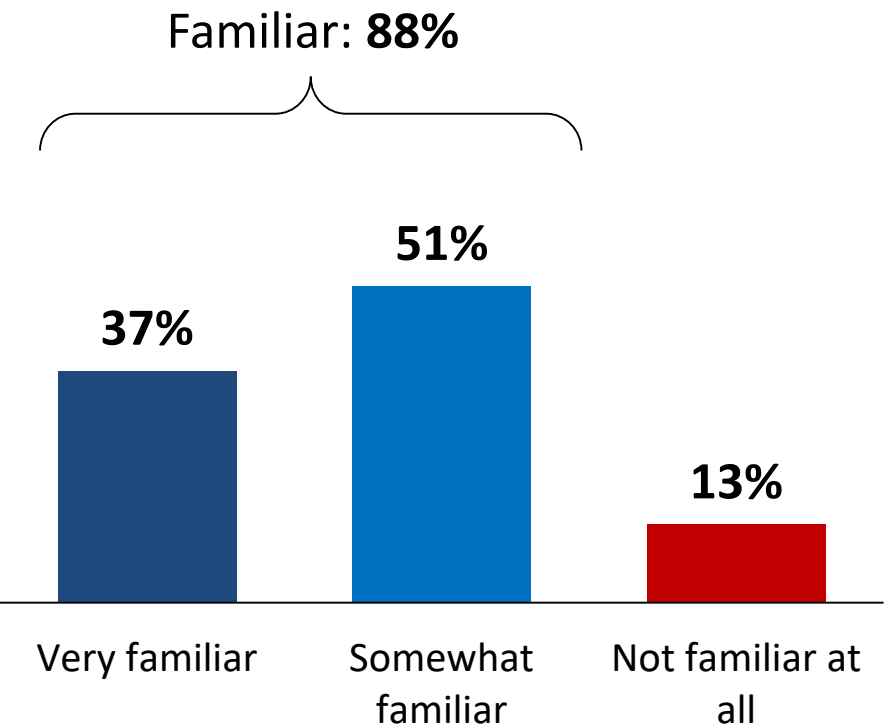
As you may know, Enersource operates and maintains the local electricity distribution system in Mississauga. This is the system that takes the electricity from provincial transmission lines and brings it to **your business or organization** through a network of wires, poles and other equipment that is owned and operated by Enersource.

How familiar are you with Enersource? Would you say you are very familiar, somewhat familiar, or not familiar at all?

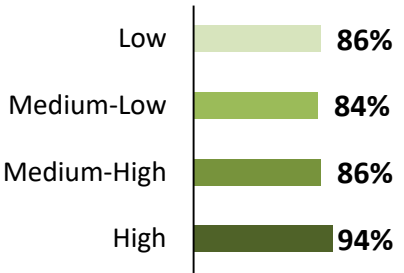
[asked all respondents, n=200]

Segmentation ▶▶

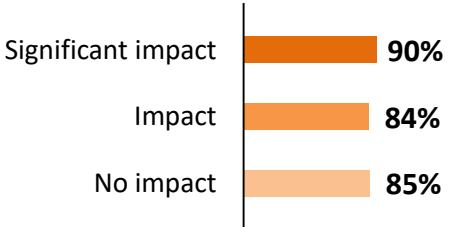
Those who say “**Familiar**”:



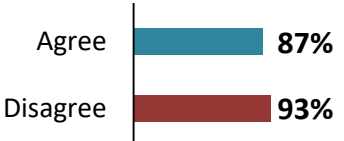
Annual Consumption



Bill Impact on Bottom Line



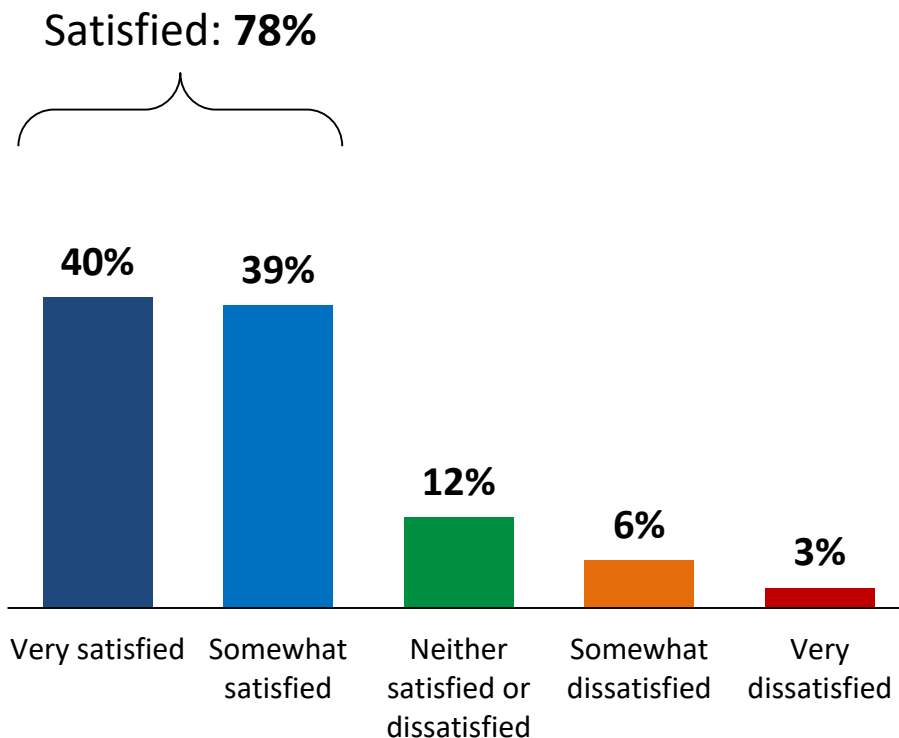
Well served by system



Satisfaction with Services: 78% are satisfied with services; highest among those who feel well served by system and bills have no impact on bottom line

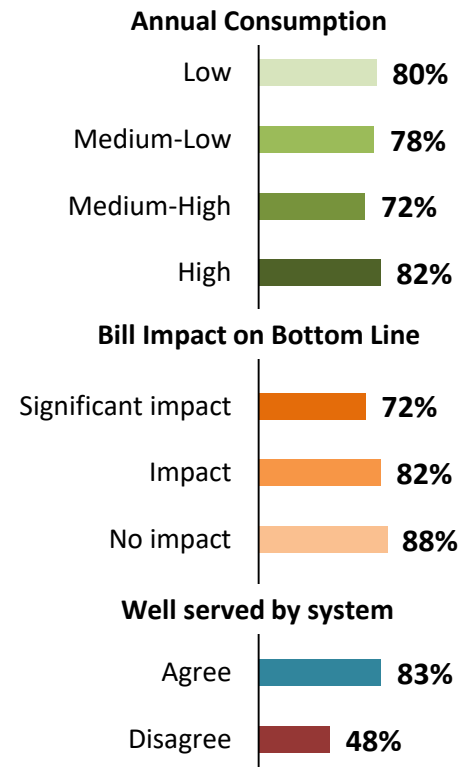


In general, how satisfied or dissatisfied are you with the services your organization receives from **Enersource**?
Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?
[asked all respondents, n=200]



Segmentation ▶▶

Those who say "Satisfied":



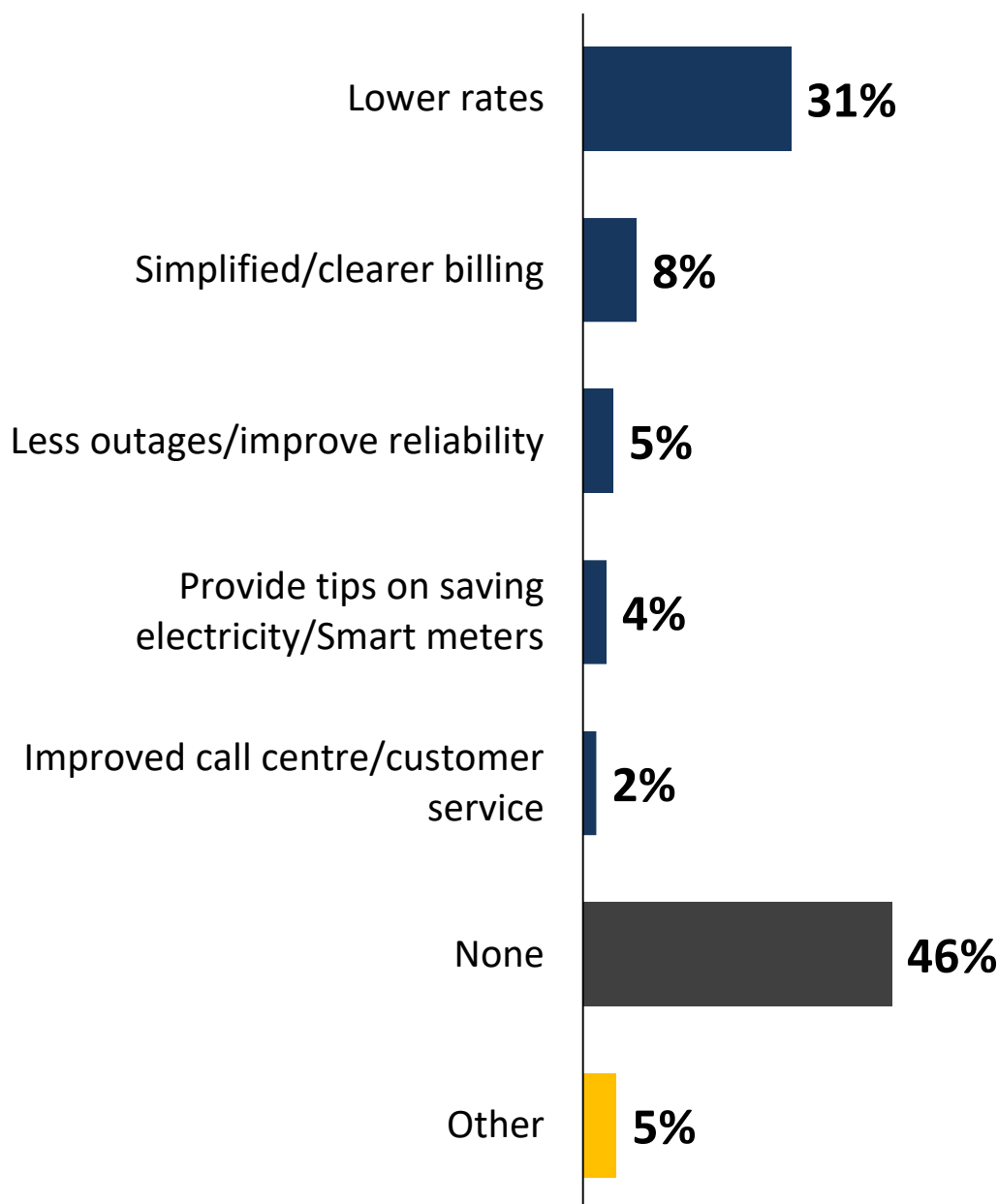
Suggestions for Improvement:

3-in-10 would like to see lower rates;
almost half don't feel that Enersource
could do anything to improve services



Is there anything in particular **Enersource** can do to improve its service to your organization?

[asked all respondents, n=200]



Importance of Priorities: 'Delivering reasonable electricity distribution prices' is top priority; followed by reliability and helping reduce consumption



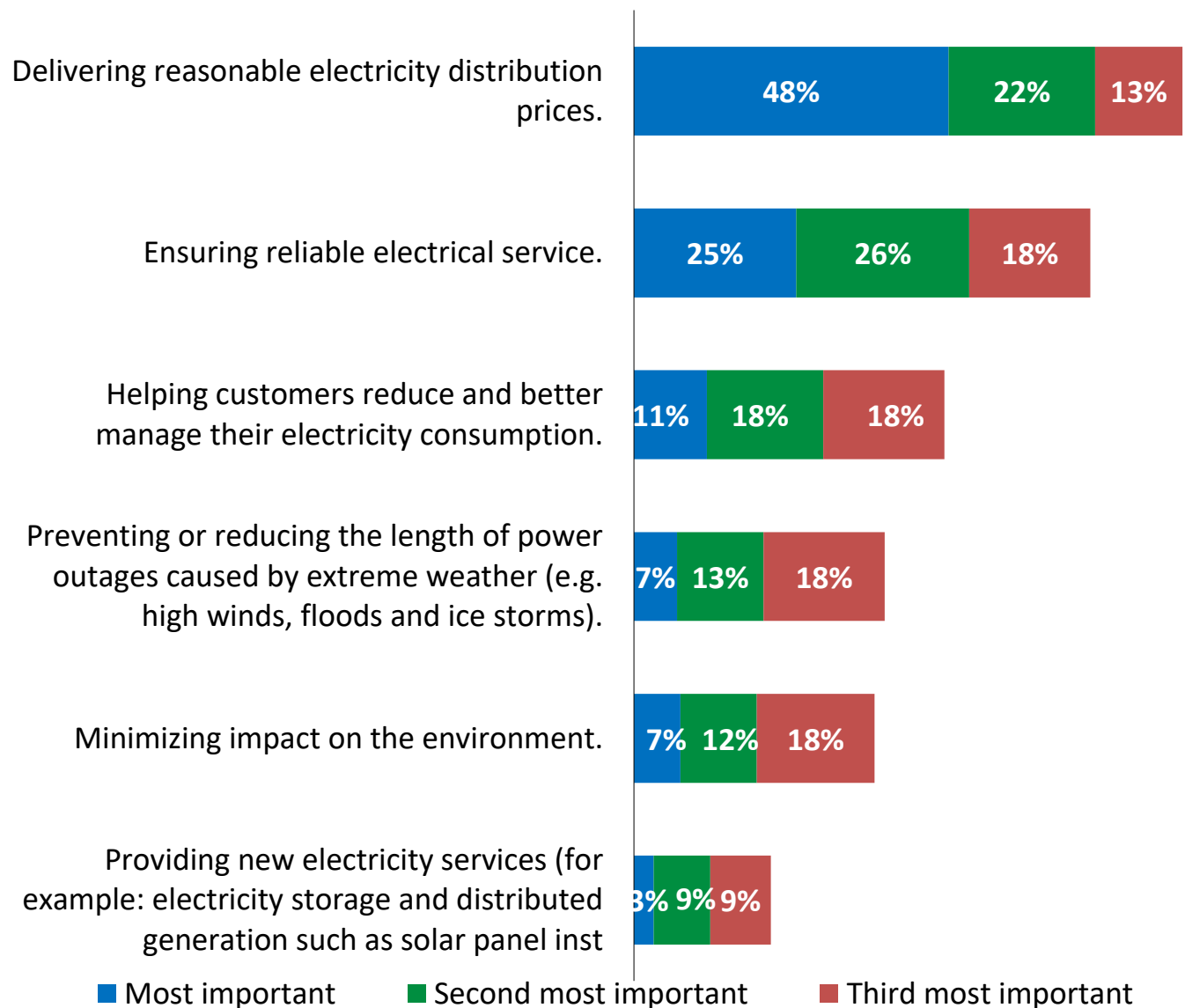
Mid-Sized
Business



Enersource regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service. In recent conversations with customers, a number of company goals were identified as key priorities for Enersource.

Among the following Enersource priorities, please tell me which one is most important to your organization. What is the next most important priority you think Enersource should focus on? And what do you consider the third most important priority?

[asked all respondents, n=200]

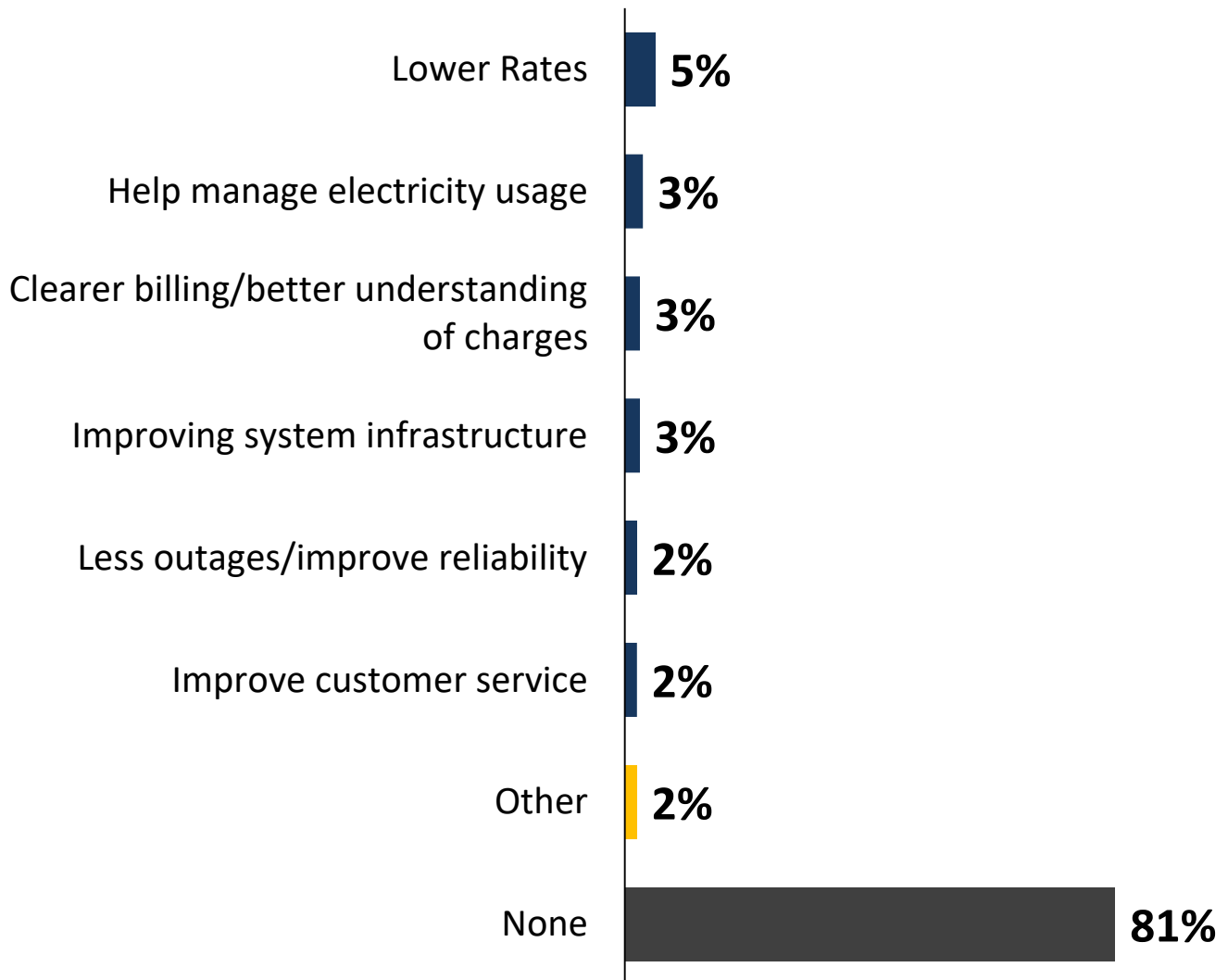


Additional Priorities: 8-in-10 don't feel that any important priorities were missed; lower rates top specific mention



Are there any other important priorities that **Enersource** should be focusing on that weren't included in the previous list I read to you?

[asked all respondents, n=200]



Familiarity of Amount Remitted:

4-in-10 are familiar with amount remitted to utility; highest among those who don't feel well served by system



Mid-Sized
Business

Q I'd now like to talk with you about your electricity bill...While **Enersource** is responsible for collecting payment for the entire electricity bill, they retain about **7%** of the typical **mid-sized business** customer's bill. This is about **\$1,232** on an average **\$18,226** monthly mid-sized company's electricity bill.

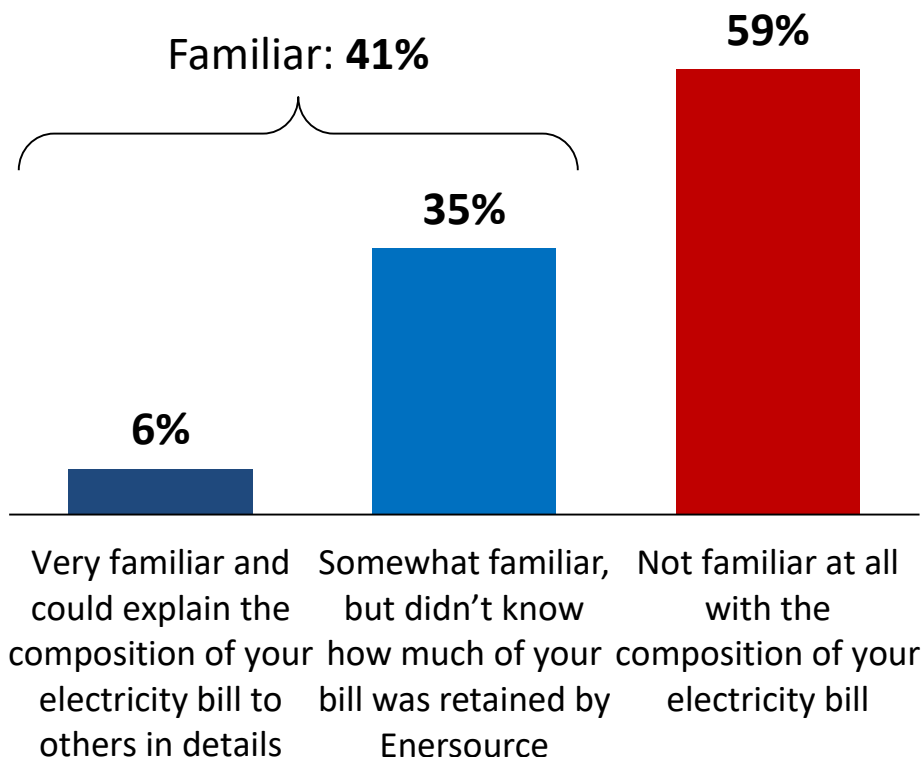
The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that goes to Enersource? Would you say you are...

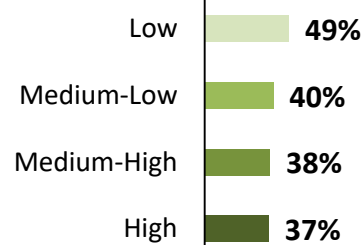
[asked all respondents, n=200]

Segmentation ►►

Those who say "**Familiar**":



Annual Consumption



Bill Impact on Bottom Line



Well served by system



Satisfaction with Reliability: Strong majority are satisfied with reliability, power quality and estimated time of restoration



Mid-Sized Business



Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain. With that said, the typical **Enersource** customer experiences about one unexpected power outage per year.

For each the following statements, please tell me if you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied?

[asked all respondents, n=200]

Total Satisfied

The reliability of your electricity service as judged by the number of power outages your organization experience.



91%

The quality of the power delivered to your organization as judged by momentary interruptions in power that can result in the flickering or dimming of lights.



88%

The amount of time it takes to restore power when power outages occur.



86%

■ Very satisfied

■ Somewhat satisfied

■ Neither satisfied or dissatisfied

■ Somewhat dissatisfied

■ Very dissatisfied

■ Don't know

Most Recent Power Outage:

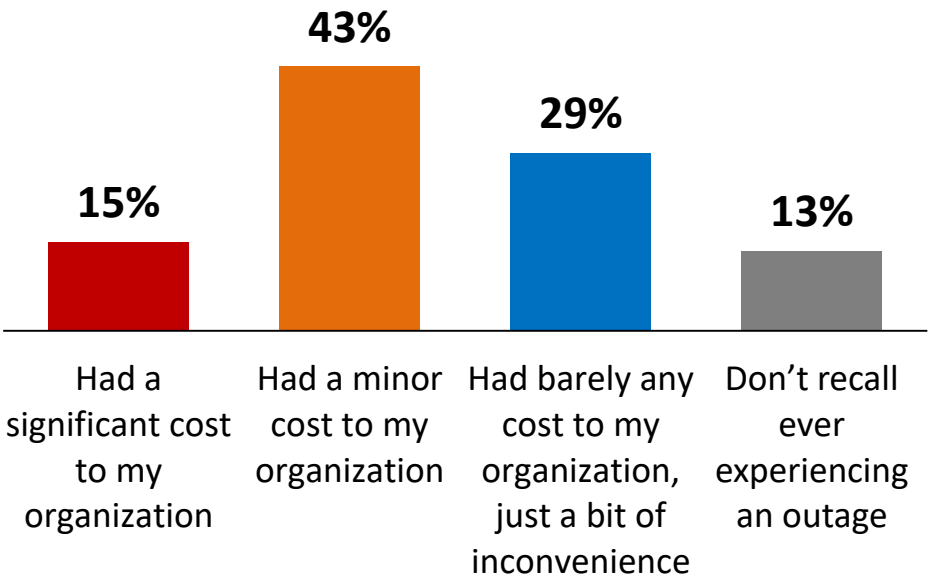
Plurality say outage had a minor impact; those who don't feel well served most likely to say impact was significant



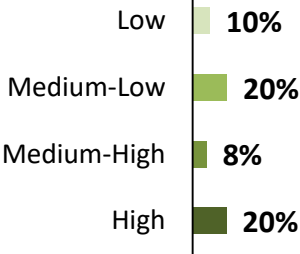
Q Thinking back to the most recent power outage you experienced at your organization as a **Enersource** customer, would you say the power outage...
[asked all respondents, n=200]

Segmentation ▶▶

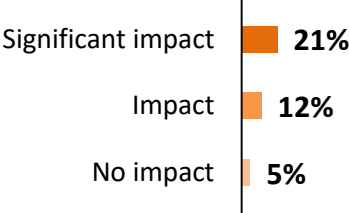
Those who say “*significant cost*”:



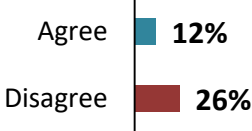
Annual Consumption



Bill Impact on Bottom Line



Well served by system



Note: 'Don't know' (1%) not shown.



Mid-Sized Business 5-Year Capital Plan DSP



System Renewal: 2-in-3 feel

Enersource should invest in replacing aging infrastructure; highest among large consumption respondents



Mid-Sized
Business

Q Enersource wants to better understand customer **preferences** as they relate to investment decisions in Mississauga. In many cases, there are trade-offs between system reliability and customers costs. Your answers to the following questions will help Enersource align its future investment planning with the preferences of customers. I want to start by asking you about your *preferences* towards replacing aging electrical infrastructure:

Enersource believes it has done its best to prolong the life of the assets that make up Mississauga's distribution system. However, many of these assets are approaching the end of their useful life and are in poor physical condition.

As part of its investment plan, Enersource is proposing a sizeable infrastructure replacement plan between 2018 and 2022. Although this plan will allow Enersource to make the necessary investments to maintain system reliability, **it will have an impact on customer bills.**

Which of the following statements best represents your point of view?

[asked all respondents, n=200]

Invest: Enersource should invest what it takes to replace the system's aging infrastructure to maintain system reliability; even if that increases my monthly electricity bill by a few dollars over the next few years.

Defer: Enersource should defer its estimated investment in replacing aging infrastructure to lessen the impact of any bill increase; even if this could eventually lead to more or longer power outages.

Don't know/Refused

65%

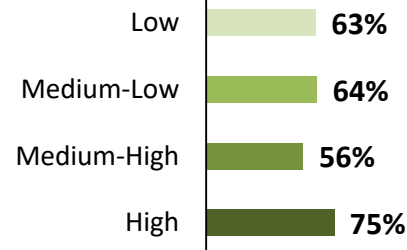
29%

7%

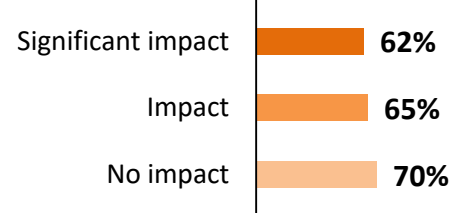
Segmentation ►►

Those who say "Invest":

Annual Consumption



Bill Impact on Bottom Line



Well served by system



General Plant: More than 2-in-3 respondents feel that general plant investments are important to manage the system



As a company, **Enersource** needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information..

Which of the following statements best represents your point of view?

[asked all respondents, n=200]

Be Wise With Spending: While Enersource should be wise with its spending, it is important that its staff have the equipment and tools they need to manage the system safely, efficiently and reliably.

68%

Find Ways to Make Do: Enersource should find ways to make do with the facilities, equipment, vehicles and IT systems it already has.

29%

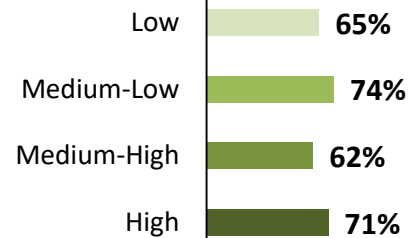
Don't know/Refused

3%

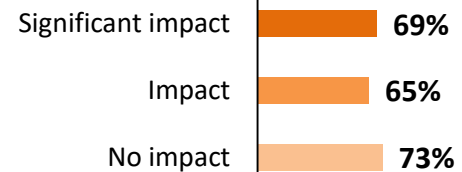
Segmentation ▶▶

Those who say "be wise with spending":

Annual Consumption



Bill Impact on Bottom Line



Well served by system



System Service: Close to 6-in-10 feel that Enersource should proactively invest in system capacity; highest among those who's bills have limited impact



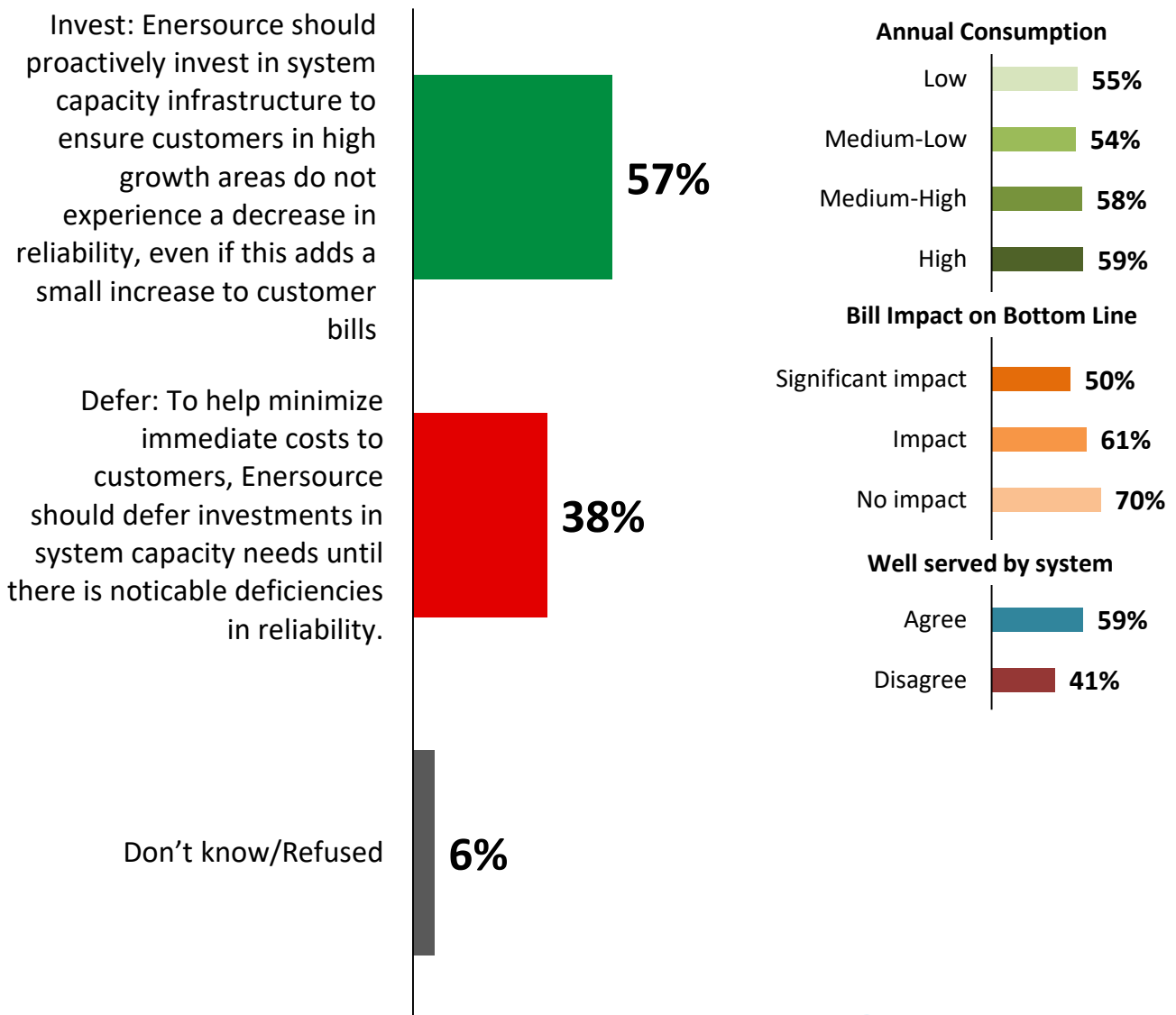
With growth in various parts of Mississauga comes greater demand for electricity. This increased demand for electricity puts increased pressure on the existing electrical infrastructure. Eventually, further infrastructure investments will be required to support increased demand for electricity.

Which of the following statements best represents your point of view?

[asked all respondents, n=200]

Segmentation ►►

Those who say “invest”:



Modernizing the Distribution

System: 85% agree that modernizing the system is important; strong support with all customer segments



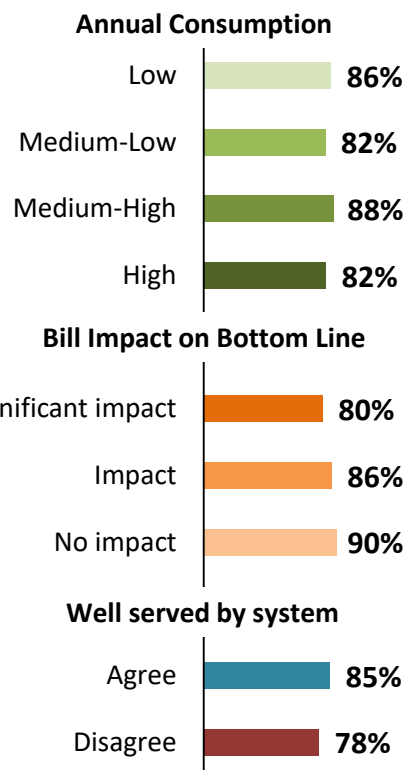
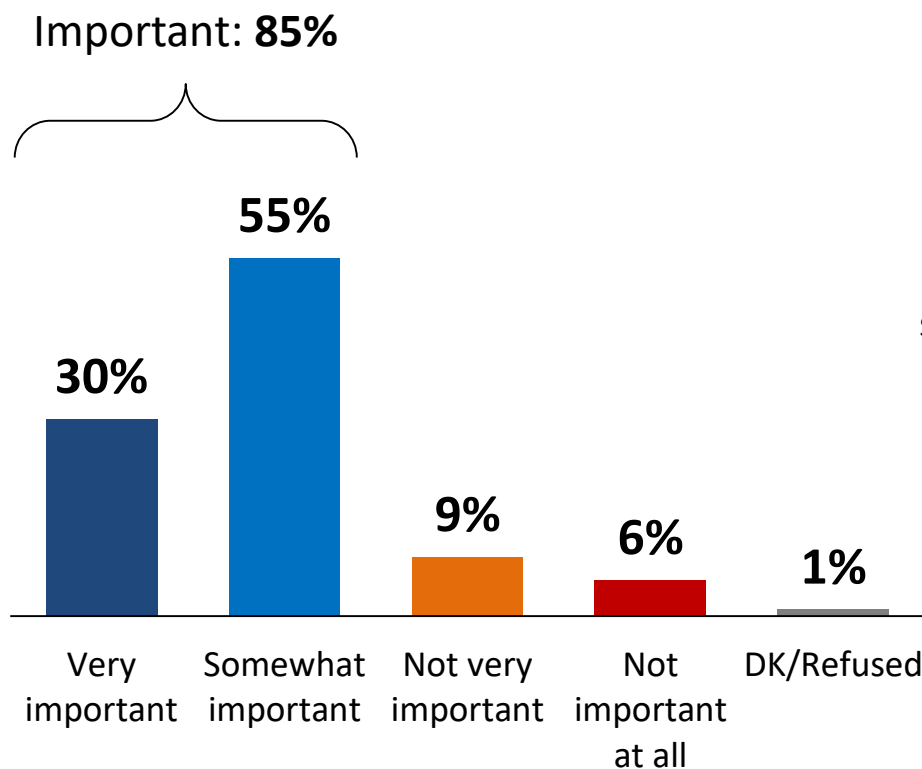
Q Modernizing the distribution system allows **Enersource** to improve reliability. Investments such as automated switches may allow Enersource to quickly identify the location of outages in order to minimize the number of people impacted by outages and to restore electricity to customers more quickly than was previously possible.

Given there are many other areas of needed investments, such as replacing aging equipment, how important do you feel it is for Enersource to invest now in modernizing the distribution system? Would you say...

[asked all respondents, n=200]

Segmentation ►►

Those who say "Important":



DSP Investment Alternatives:

1-in-3 would be willing to pay in order to maintain current reliability; highest among those with limited bill impacts



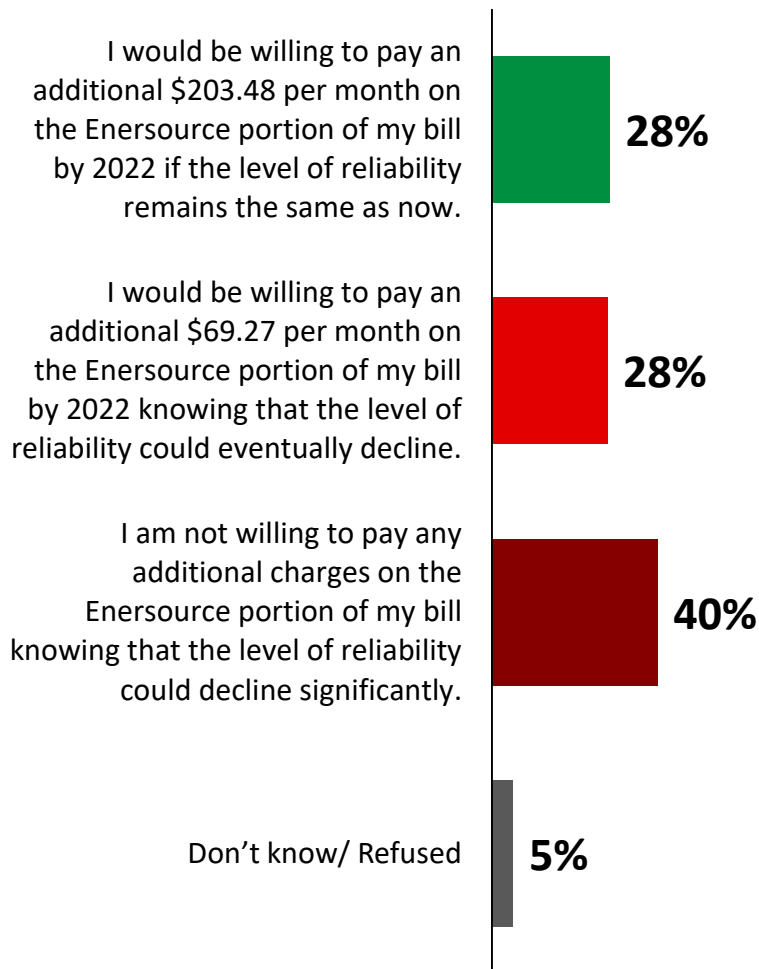
While **Enersource** has presented a preliminary plan that **maintains** the current level of reliability and system performance, they have also explored alternative scenarios.

- One where current system reliability is **maintained at current levels**, and
- Two where capital investments are deferred, which could result in a **decline in system reliability**;

Each scenario impacts the bills of **mid-sized business customers** in Mississauga differently.

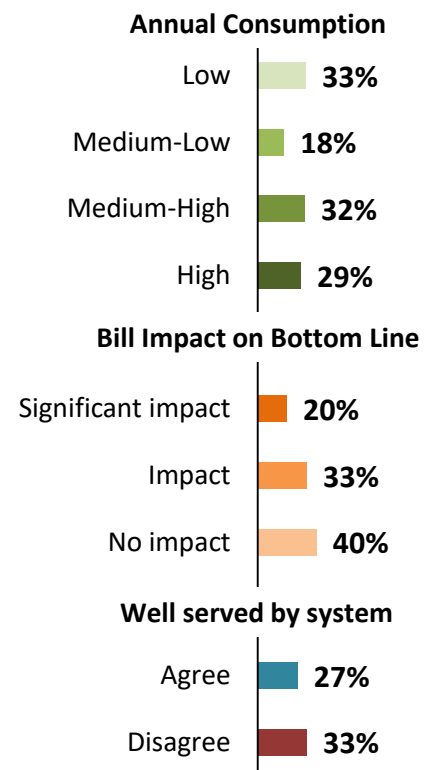
With this in mind, which of the following statements is closest to your point of view? Would you say...

[asked all respondents, n=200]



Segmentation ▶▶

Those who say "maintain reliability":

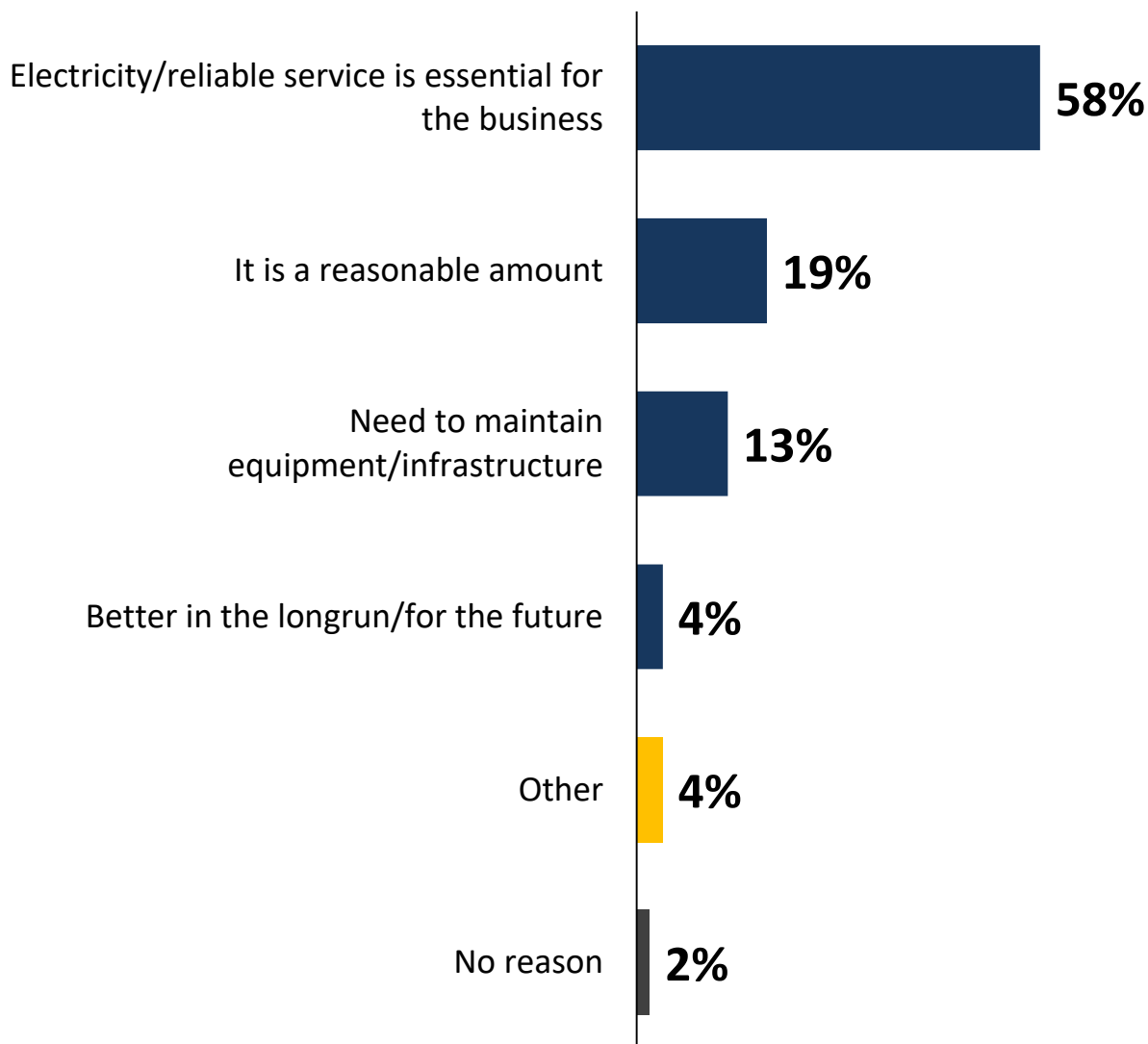


Rationale: Reliability most important consideration for mid-sized businesses; followed by reasonable increase and need to maintain infrastructure



Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=185]

Among those who say “I would be willing to pay an additional \$203.48 per month on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.” (n=53)

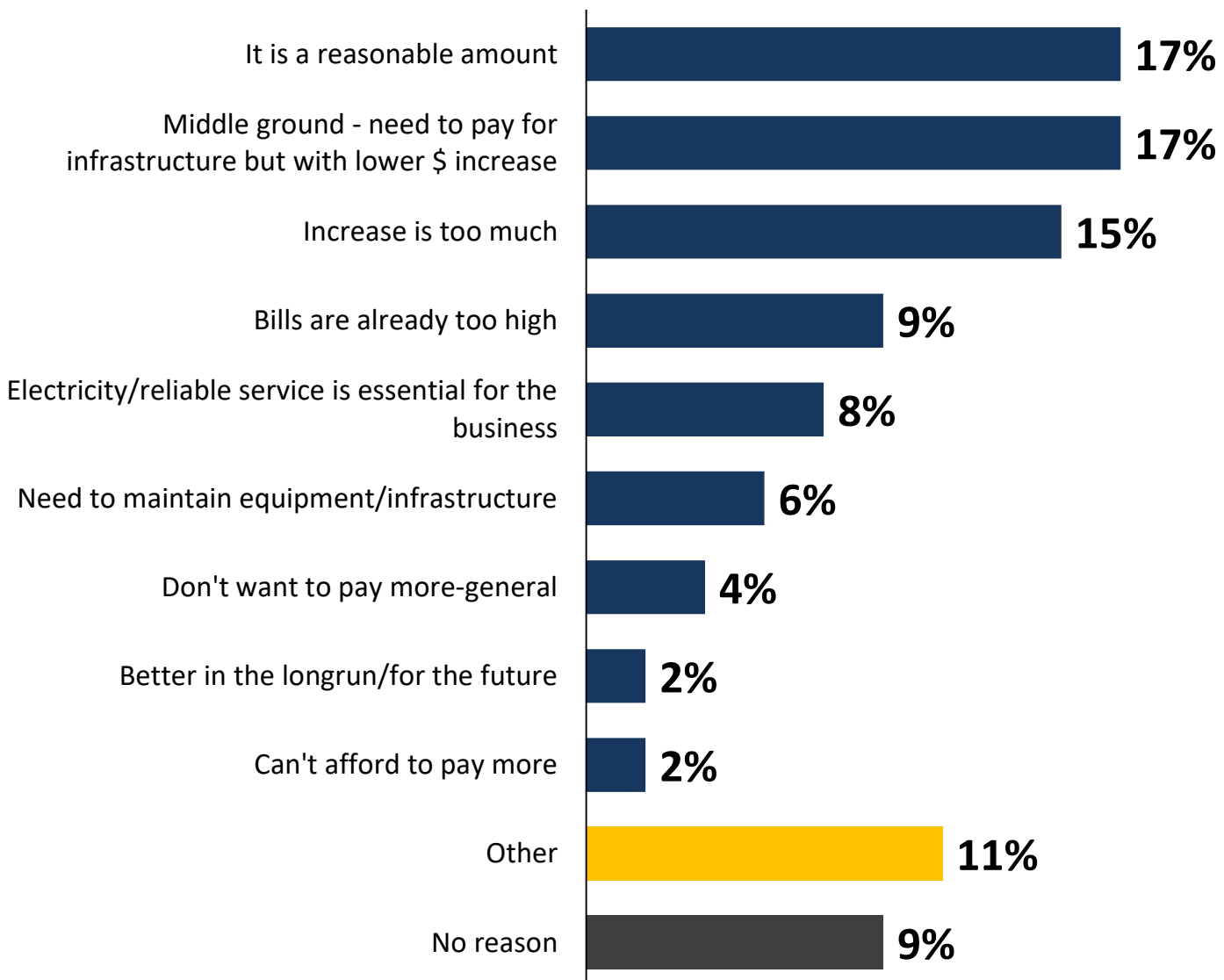


Rationale: Those who support lesser increase largely feel that it is a reasonable middle ground, and full increase is too large



Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=185]

Among those who say “I would be willing to pay an additional \$69.27 per month on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.” (n=53)



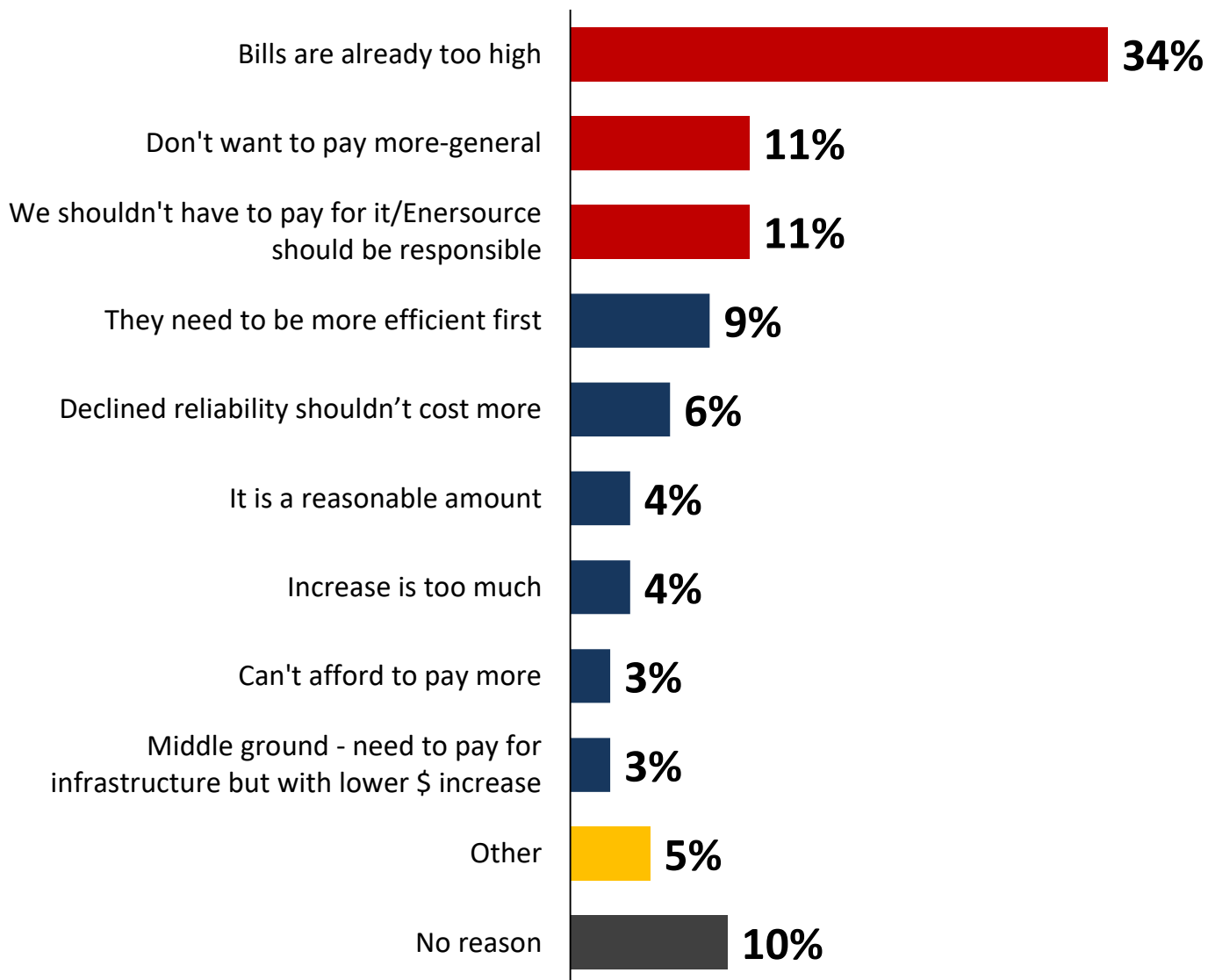
Rationale: Majority don't want to pay more either because they feel bills are already too high, or they just oppose rate increase in general



Mid-Sized
Business

Q And why do you say that?
[asked only of those who have an opinion on DSP Investment Alternatives, n=185]

Among those who say "I am not willing to pay any additional charges on the Enersource portion of my bill knowing that the level of reliability could decline significantly." (n=79)





Mid-Sized Business ICM Assessment



ICM Rate Impact: Plurality think proposed increase is reasonable; highest among low consumption respondents and those who's bill have no impact



Mid-Sized
Business



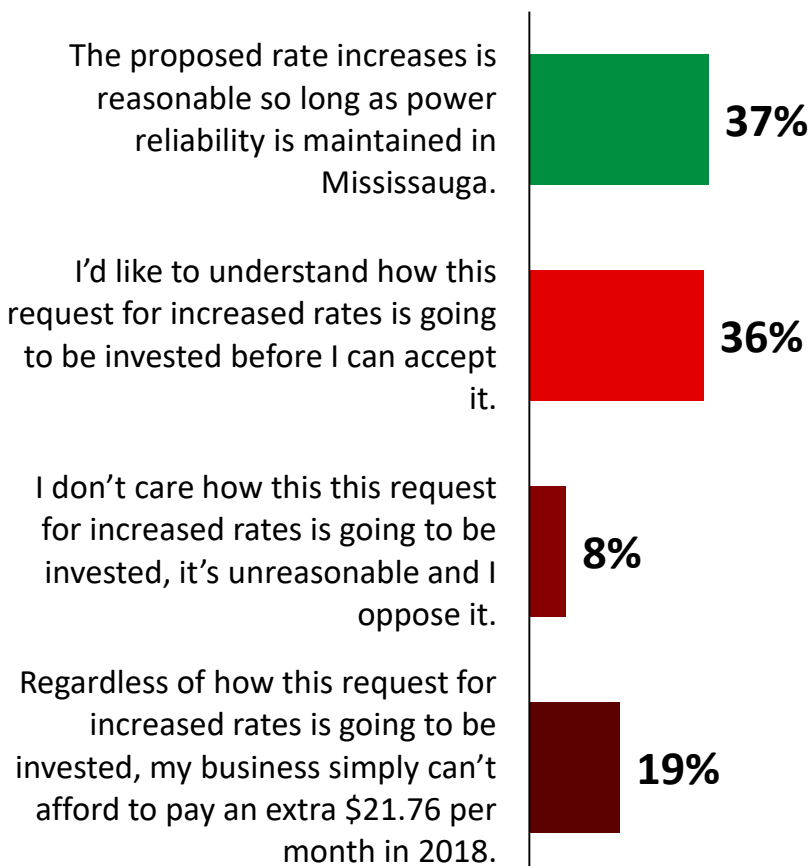
The previous section of this survey addressed **Enersource's** 5-year capital plan. While that plan is subject to customer feedback and approval by the provincial energy regulator, most of the capital projects can be funded through existing approved distribution rates.

That said, Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates. The incremental funding required is built into Enersource's estimated 5-year capital plan, but has not been approved. As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$21.76** on the typical mid-sized business customer's electricity bill in 2018. This represents an incremental increase of **1.8%** on the amount remitted to Enersource AND a **0.1%** increase on the total electricity bill amount for the typical mid-sized business customer.

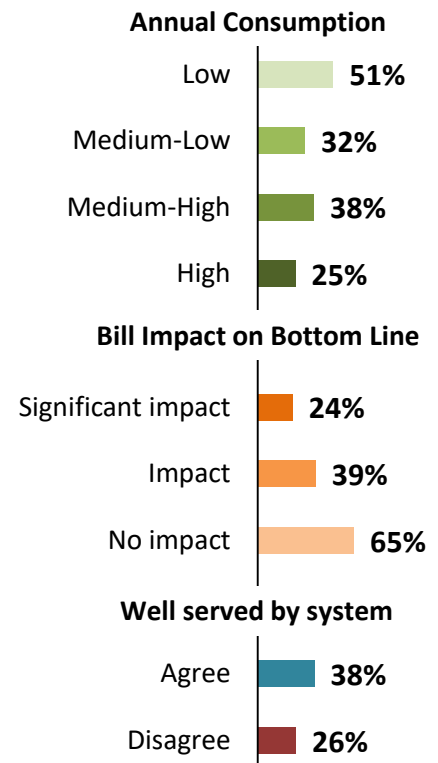
What is your opinion on this proposed rate increase in 2018? Would you say...

[asked all respondents, n=200]



Segmentation ▶▶

Those who say "increase is reasonable":

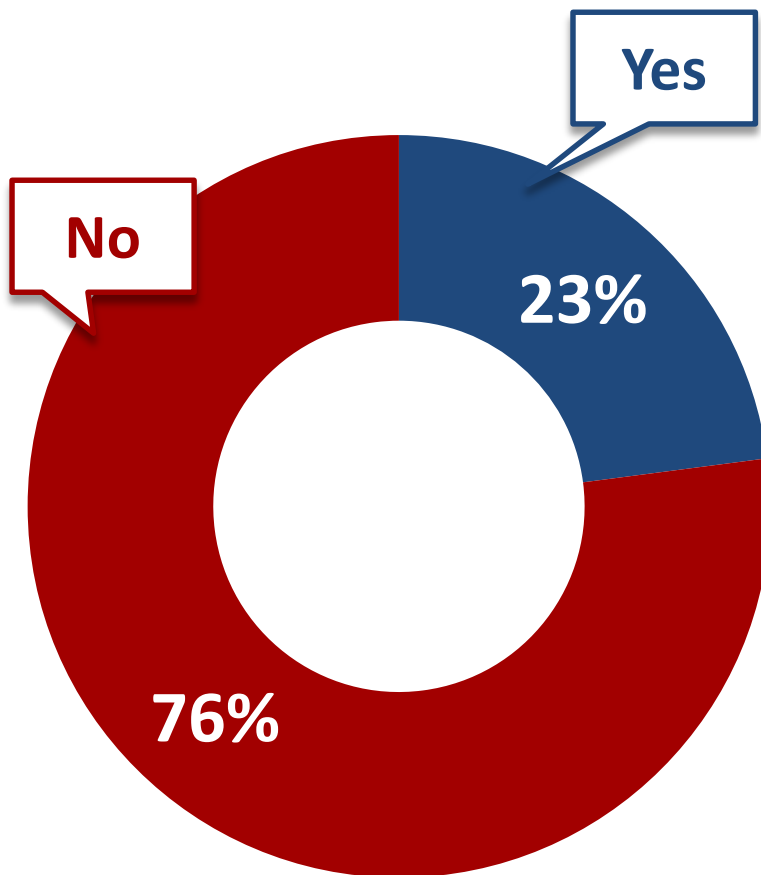


Note: 'Don't know' (2%) not shown.

ICM Rate Impact (2): Most aren't interested in learning more about what makes up increase; those who don't feel well served by system least likely

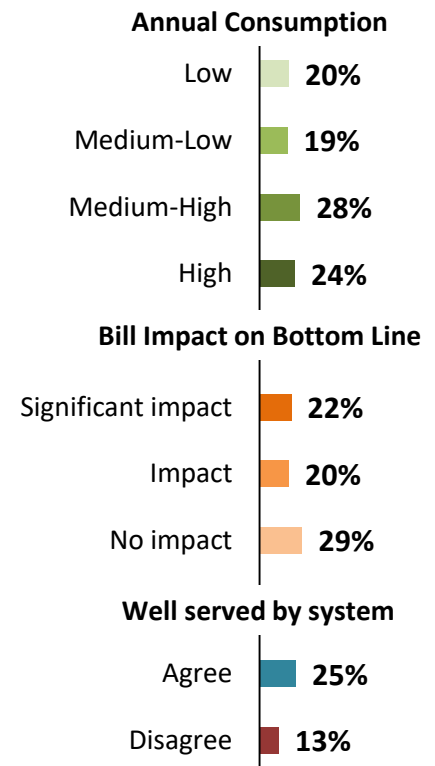


Q Would you like more details on what projects make up the proposed monthly increase of \$21.76?
[asked of those feel the proposed rate increase is reasonable or say they simply can't afford more, n=110]

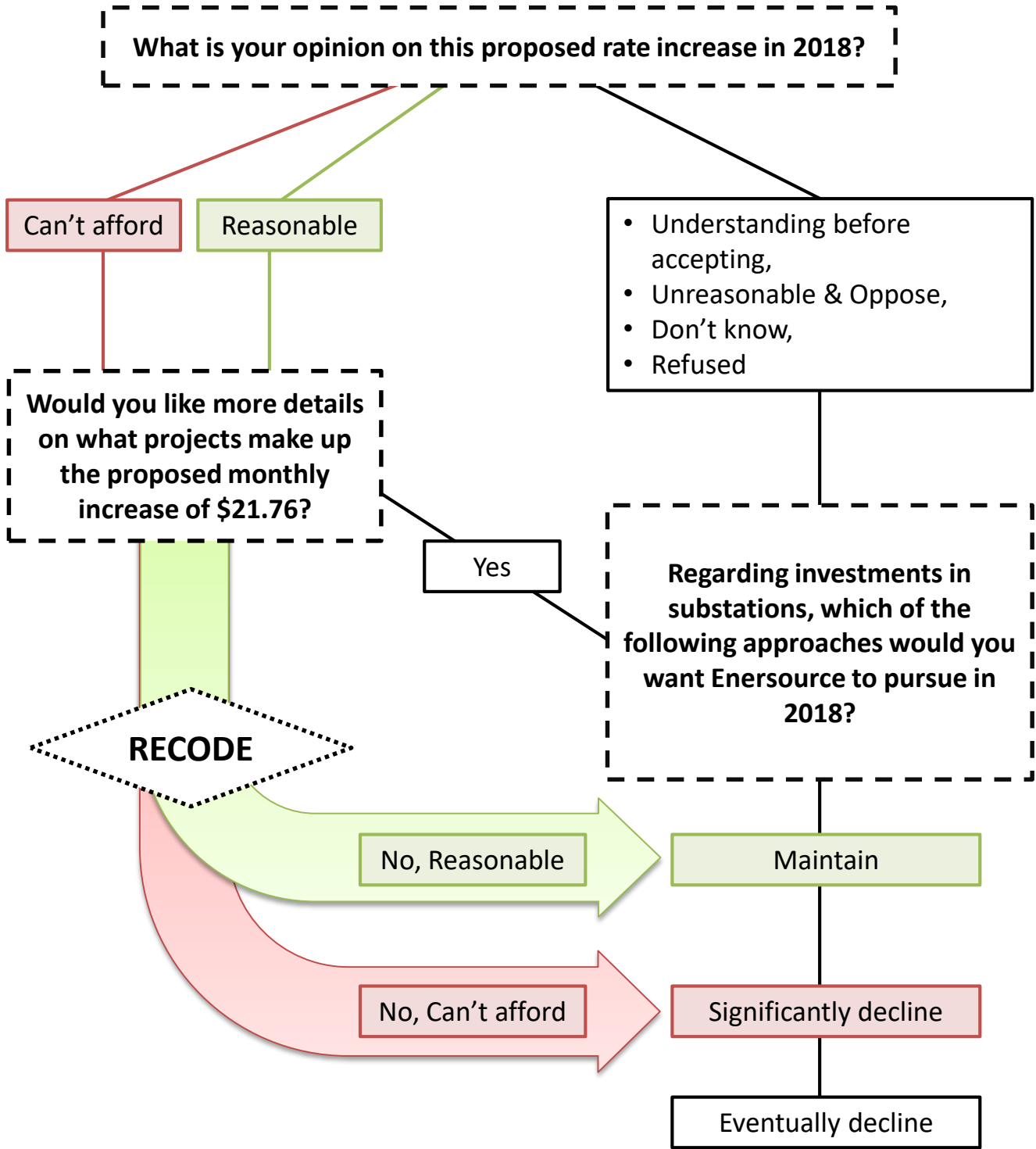


Segmentation ▶▶

Those who say "Yes – More details":



ICM Assessment Flow Chart



Substations: A plurality (44%) are willing to pay an additional \$5.82 to maintain current reliability; majority willing to accept some increase



As part of its 2018 investment planning, Enersource is considering a number of alternative scenarios:

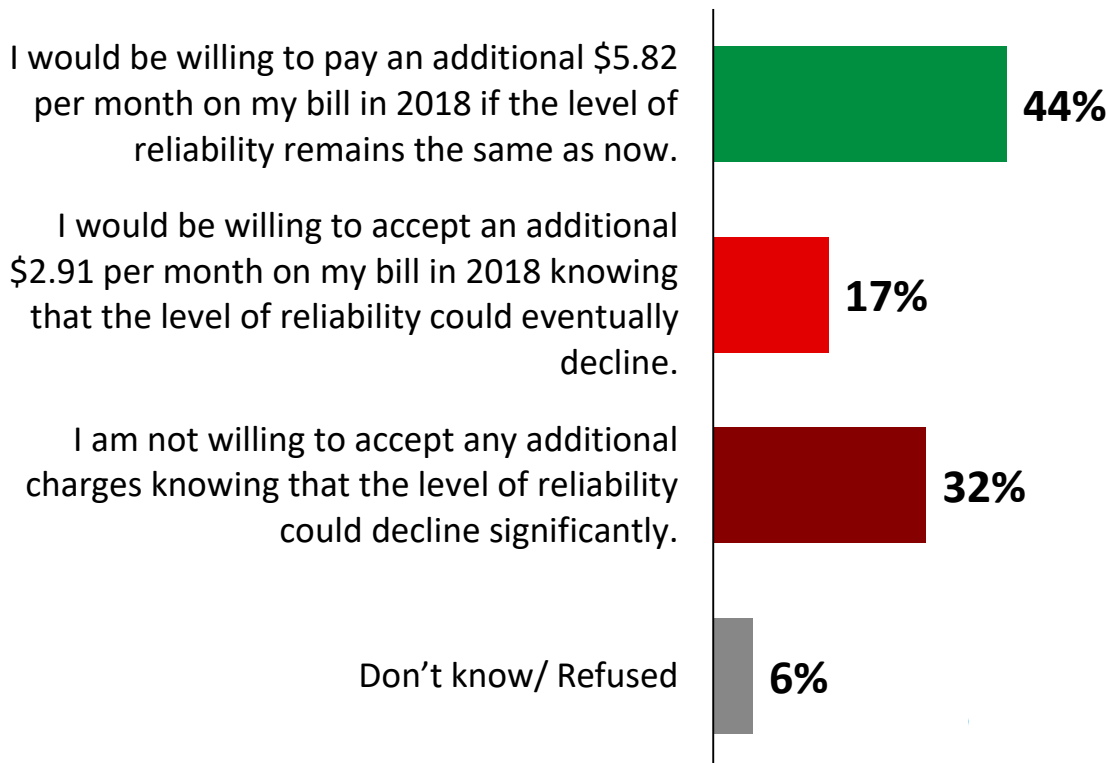
- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **mid-sized business** customers in Mississauga differently. The following questions breaks down how the estimated **\$21.76** in incremental funding could impact the typical small business customer in 2018. Enersource needs to make is the **Evans to Cawthra Road Widening** project. This is a **non-discretionary** investment project that customers don't actually get to provide Enersource with input on. The project is required to meet contractual obligations to government and will cost the average small business customer **\$0.98** per month in 2018.

The first discretionary incremental investment that Enersource needs to consider are “**substations**”. Substations are important components of the distribution system that house the switches that move electricity to where it's needed, when it's needed. Substations are critical to meeting capacity demand in both Mississauga's growing downtown core and industrial areas in the city's northeast.

Regarding investments in substations, which of the following approaches would you want Enersource to pursue in 2018?

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=115]



Substations:

Including those who are not interested in receiving more information about investments



Q Regarding investments in substations, which of the following approaches would you want Enersource to pursue in 2018?

I would be willing to pay an additional \$5.82 per month on my bill in 2018 if the level of reliability remains the same as now.



Includes those who find increase reasonable and don't want more information.

I would be willing to accept an additional \$2.91 per month on my bill in 2018 knowing that the level of reliability could eventually decline.



I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.

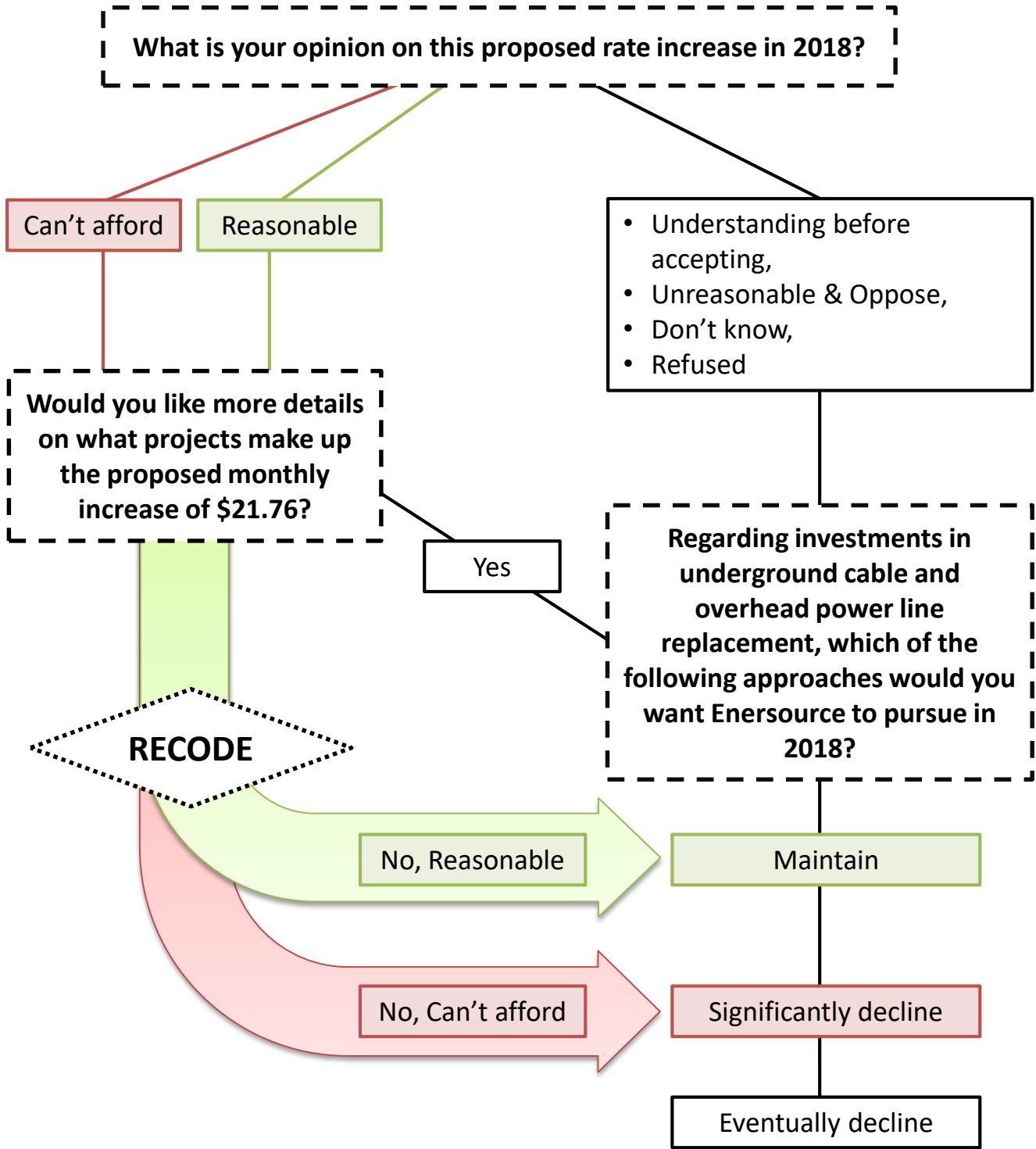


Includes those who say they simply can't afford increase and don't want more information.

Don't know/Refused **4%**

Substations	<i>Cost of electricity bill has a major impact on finances or bottom line</i>		<i>Customers are well served by the electricity system in Ontario</i>		Total
	Impact	No Impact	Well served	Not well served	
Maintain	47%	70%	53%	48%	52%
Eventually Decline	11%	10%	10%	7%	10%
Significantly Decline	40%	18%	33%	44%	35%
Don't know/Refused	3%	3%	3%	0%	4%

ICM Assessment Flow Chart



Replacing Underground Cables:

Majority are willing to accept some rate increase; almost 1-in-3 willing to accept full increase to maintain reliability

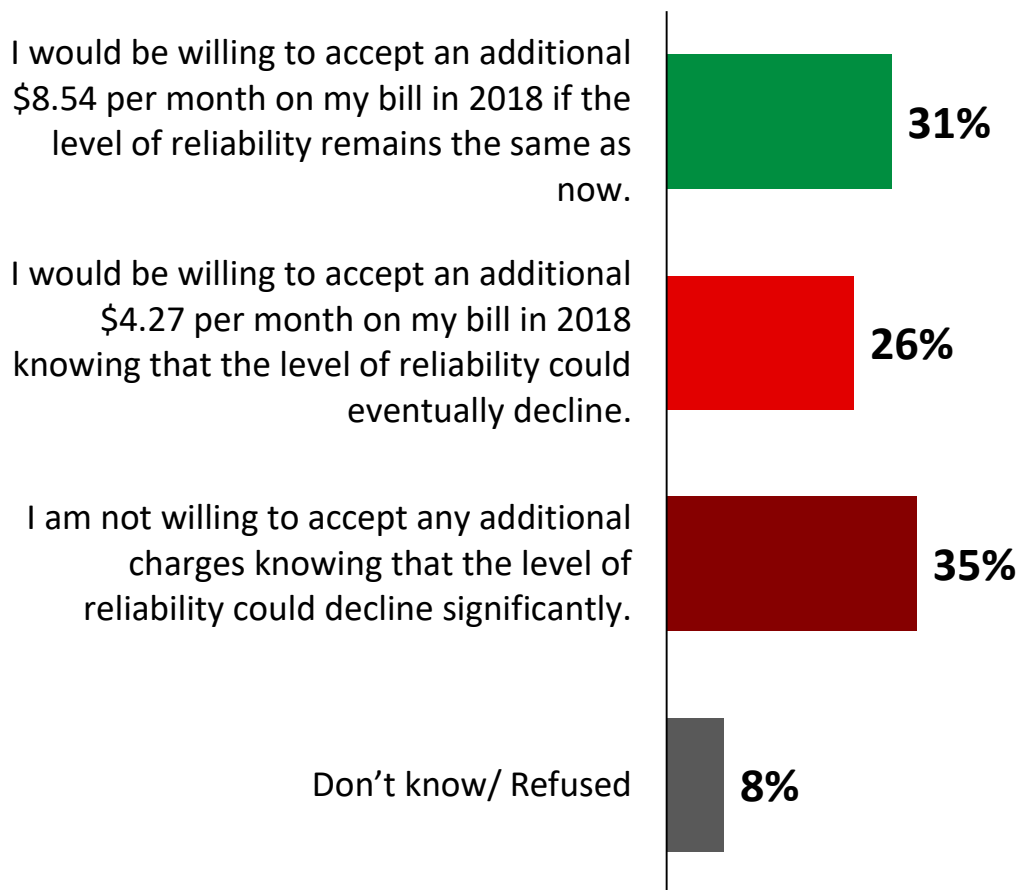


Q **Underground cables** are the leading cause of equipment failures in Mississauga's distribution system. To address this problem, **Enersource** would like to replace underground cables which have poor reliability.

The other core component of Enersource's distribution is its network of **overhead power lines**. Overhead power lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under severe weather conditions, they are deemed to be at the "end of useful life". Enersource would like to replace these assets proactively.

Regarding investments in underground cable and overhead power line replacement, which of the following approaches would you want Enersource to pursue in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=115]



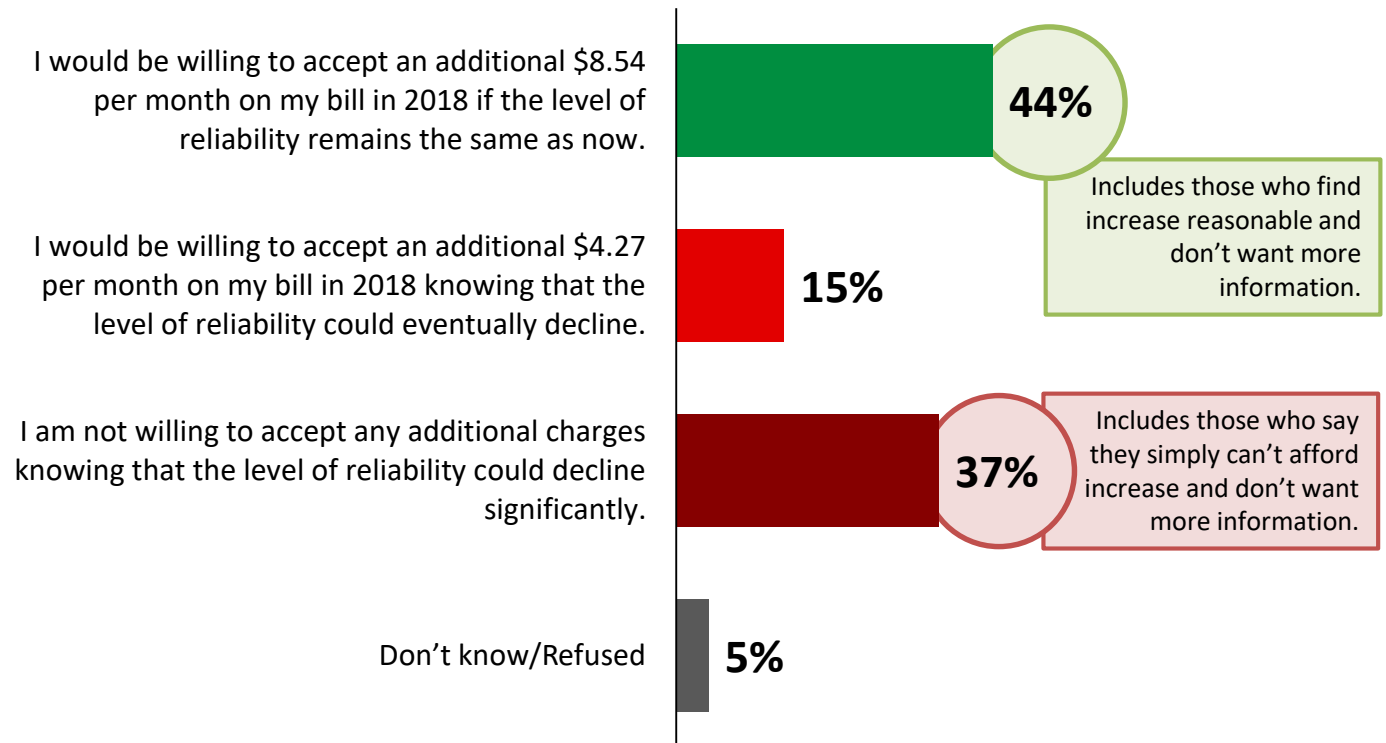
Replacing Underground Cables:

Including those who are not interested in receiving more information about investments



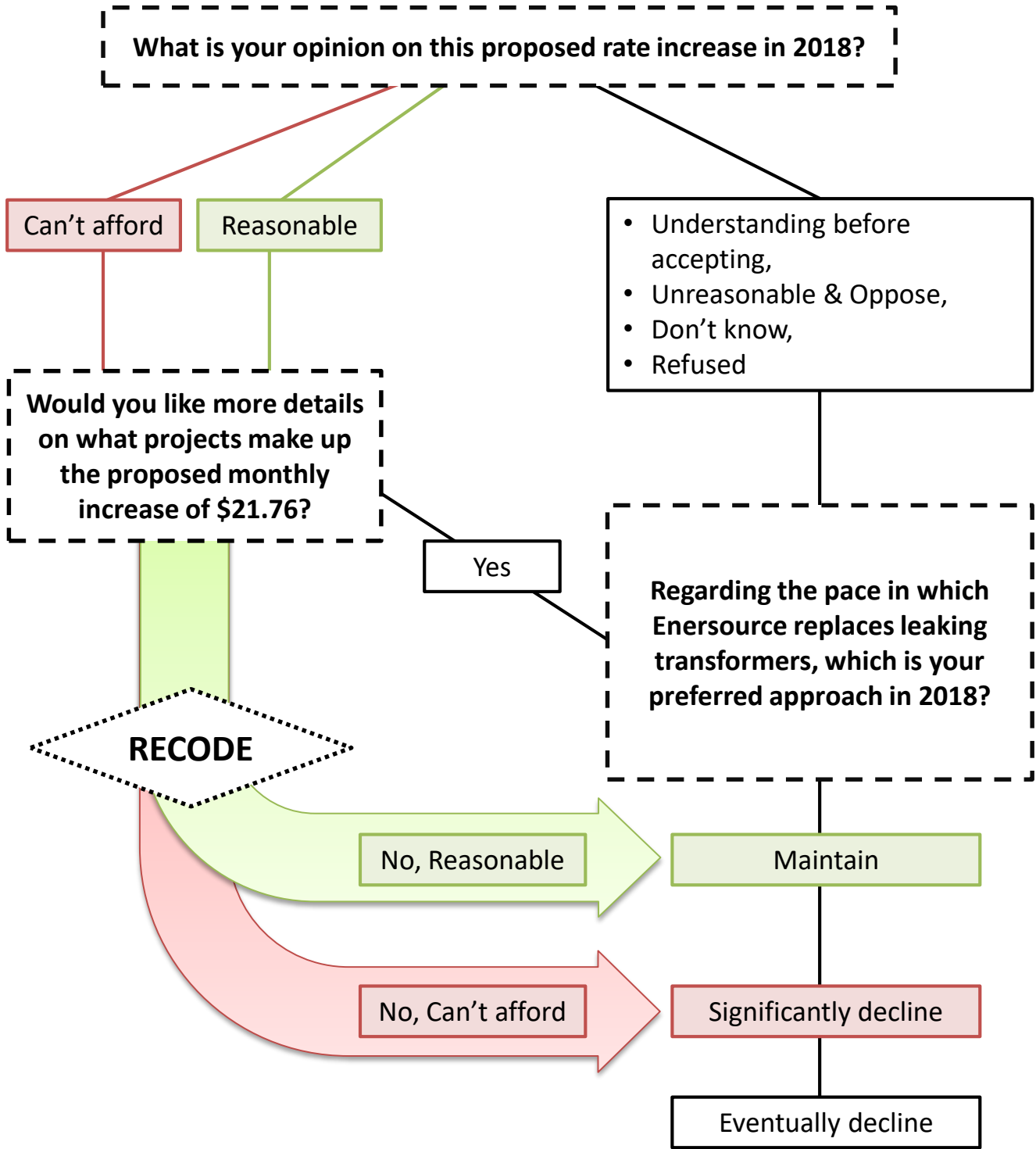
Mid-Sized
Business

Q Regarding investments in underground cable and overhead power line replacement, which of the following approaches would you want Enersource to pursue in 2018?



Replacing Underground Cables	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	38%	63%	45%	41%	44%
Eventually Decline	16%	13%	16%	7%	15%
Significantly Decline	41%	23%	35%	52%	37%
Don't know/Refused	4%	3%	4%	0%	5%

ICM Assessment Flow Chart



Replacing Leaking Transformers:

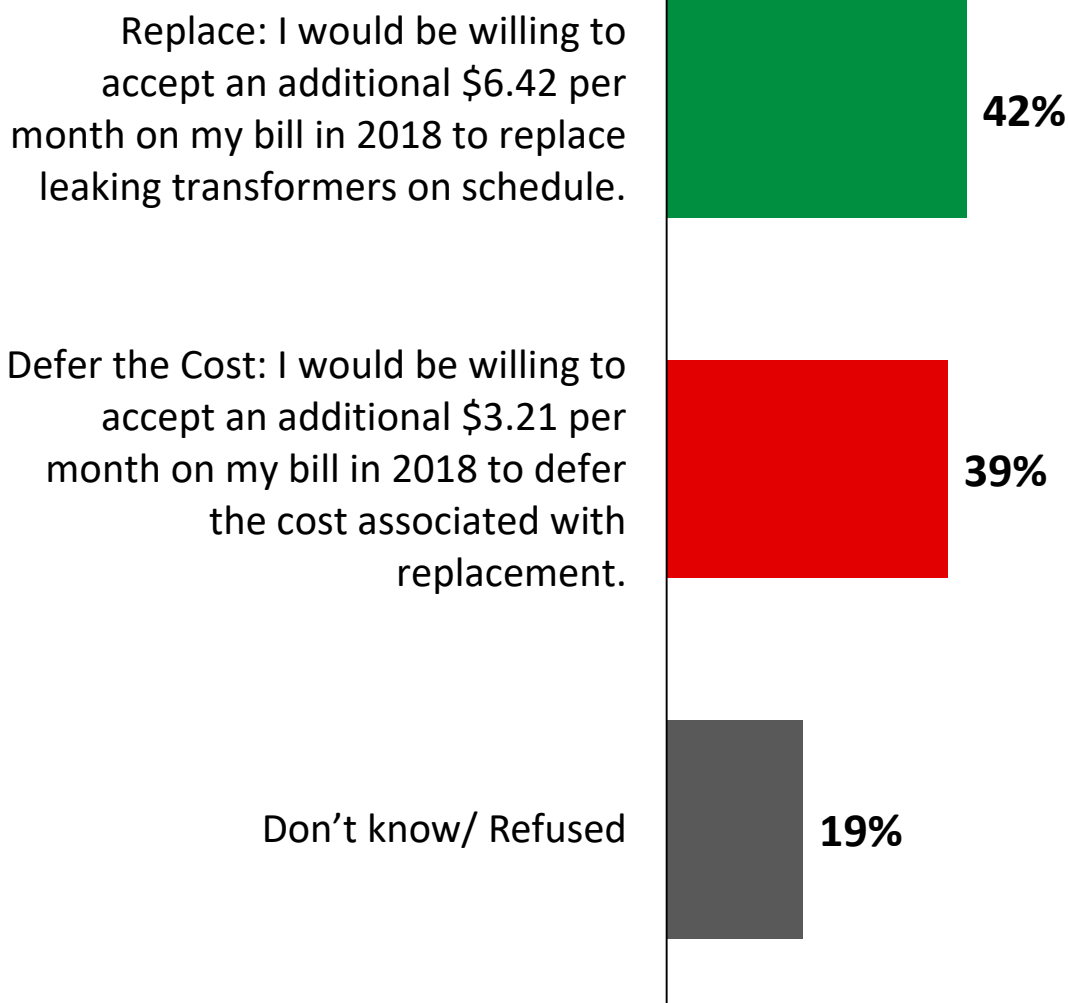
More than 4-in-10 would prefer to replace transformers on schedule; 2-in-10 don't feel strongly either way



The final incremental investment proposed in 2018 is related to **leaking transformers**. Recent field inspections of distribution assets determined that close to 2,000 transformers showed signs of oil leaking. This poses a safety, environmental, and regulatory risk to **Enersource** that needs to be addressed in a timely manner.

Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase; n=115]



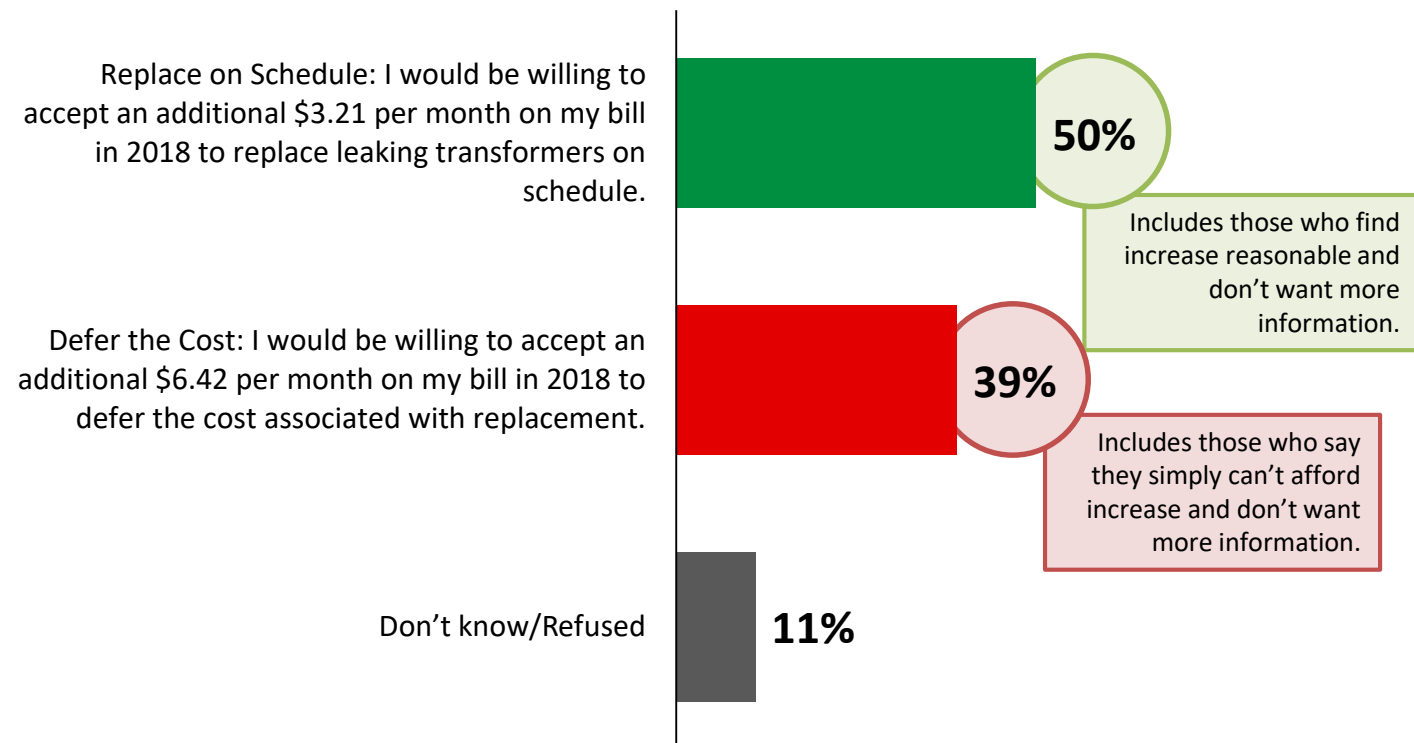
Replacing Leaking Transformers:

Including those who are not interested in receiving more information about investments



Mid-Sized
Business

Q Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018?



Leaking Transformers	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Replace on Schedule	44%	75%	51%	48%	50%
Defer the Cost	44%	23%	38%	44%	39%
Don't know/Refused	12%	3%	10%	7%	11%



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Appendix 2.0

PowerStream

Telephone Survey Report

Appendix 2.0

PowerStream

Ratepayer Telephone Survey



JUNE 2017

STRICTLY PRIVILEGED AND CONFIDENTIAL

Survey Methodologies



Field and Design

For the quantitative portion of the customer consultation, Alectra Utilities invited **PowerStream** heritage customers from three rate classes to participate in a 10-12 minute telephone survey.

- The **residential** survey fielded from May 9-19, 2017
- The **small business** survey fielded from May 10-18, 2017
- The **mid-market** survey fielded from May 10-18, 2017

Overall, 516 residential customers, 201 small business customers and 201 mid-market customer completed the questionnaire. The margin of error for the residential sample of $n=516$ is $\pm 4.4\%$, 19 times out of 20. For a sample of $n=201$ small business customers, the margin of error is considered accurate to within $\pm 6.8\%$, 19 times out of 20. For a sample of $n=201$ mid-market customers, the margin of error is considered accurate to within $\pm 6.6\%$, 19 times out of 20. INNOVATIVE conducted all interviews through its computer assisted telephone interviewing (CATI) system.

This generalizable telephone survey used a stratified random sampling approach based on known characteristics of customers including region and consumption by rate class (residential, $GS < 50kW$ and $GS > 50kW$).

Sample lists were provided by Alectra Utilities. Screening questions were designed to ensure only customers who received an electricity bill from Alectra Utilities were included. In addition, residential customers needed to have primary or shared responsibility over their household's electricity bill and only the organization's decision makers on electricity use were included in the business completes. Business customers could also be household customers of Alectra Utilities, but were reminded to respond as their organization's decision-maker as best as possible.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers. Caution interpreting results with small n-sizes.*

Consumption Quartiles

The tables below illustrate the strata divisions for each rate class, based on region and consumption quartiles.

Dividing customer sample into quartiles based on known characteristics was used to develop accurate quotas to ensure the sample was representative of PowerStream's customer base.

Small Business	Region	Low	Medium-Low	Medium-High	High	Total
	Aurora	n=7	n=7	n=7	n=8	n=29
	Barrie	n=19	n=19	n=19	n=19	n=76
	Bradford	n=3	n=3	n=4	n=3	n=13
	Markham	n=36	n=37	n=37	n=36	n=146
	Richmond Hill	n=22	n=22	n=23	n=22	n=89
	Vaughan	n=33	n=34	n=33	n=34	n=134
	Other	n=8	n=7	n=7	n=7	n=29
	Total	n=128	n=129	n=130	n=129	n=516

Small Business	Region	Low	Medium-Low	Medium-High	High	Total
	Aurora	n=3	n=3	n=3	n=2	n=11
	Barrie	n=8	n=8	n=8	n=8	n=32
	Bradford	n=0	n=1	n=0	n=1	n=2
	Markham	n=14	n=14	n=14	n=15	n=57
	Richmond Hill	n=9	n=8	n=9	n=9	n=35
	Vaughan	n=13	n=13	n=13	n=13	n=52
	Other	n=3	n=3	n=3	n=3	n=12
	Total	n=50	n=50	n=50	n=51	n=201

Mid-Market	Region	Low	Medium-Low	Medium-High	High	Total
	Aurora	n=3	n=3	n=3	n=3	n=12
	Barrie	n=8	n=8	n=8	n=7	n=31
	Bradford	n=1	n=1	n=1	n=1	n=4
	Markham	n=14	n=14	n=14	n=14	n=56
	Richmond Hill	n=9	n=9	n=9	n=9	n=36
	Vaughan	n=13	n=13	n=13	n=13	n=52
	Other	n=2	n=3	n=2	n=3	n=10
	Total	n=50	n=51	n=50	n=50	n=201



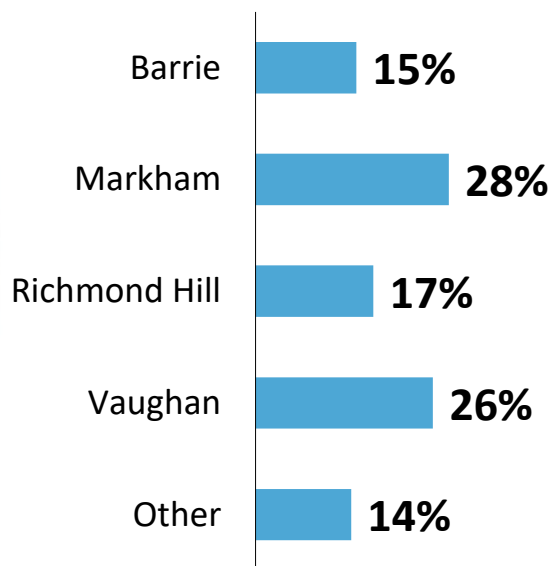
Residential Rate Class



Regional Segmentation



Residential



Regional groupings include:

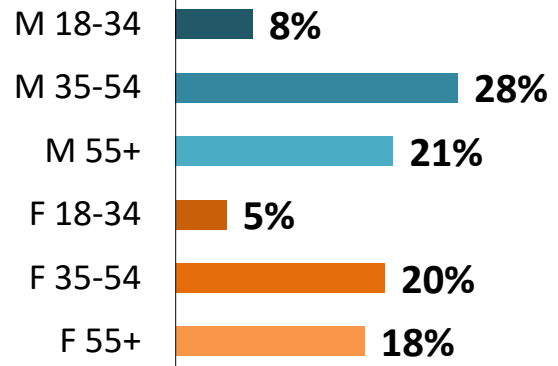
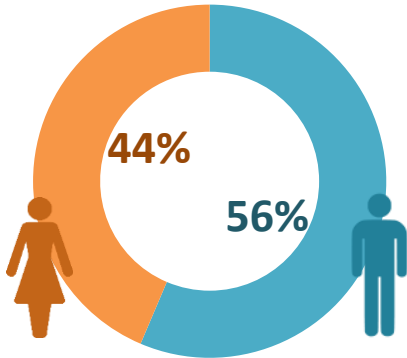
- Vaughan;
- Richmond Hill;
- Markham;
- Other (Aurora, Bradford, Thornton, Alliston, Tottenham, Beeton, Alliston, Thornton, Barrie, Penetanguishene)

Segmentation & Demographics

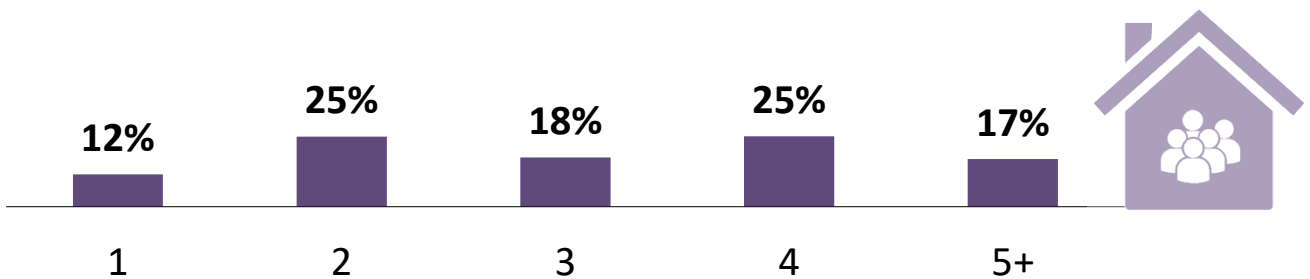


Residential

Age-Gender

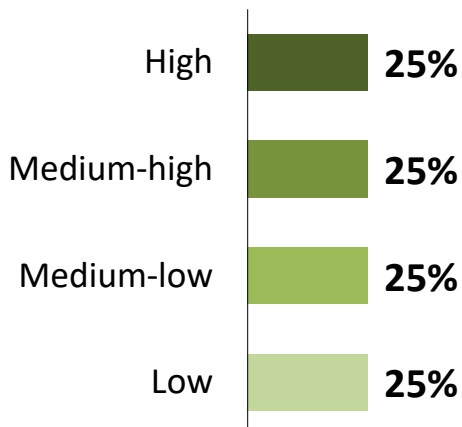


Household Size

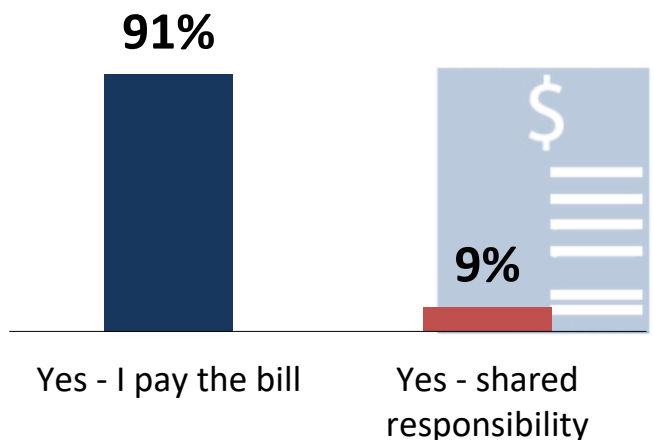


Note: 'Refused' (3%) not shown.

Annual Consumption



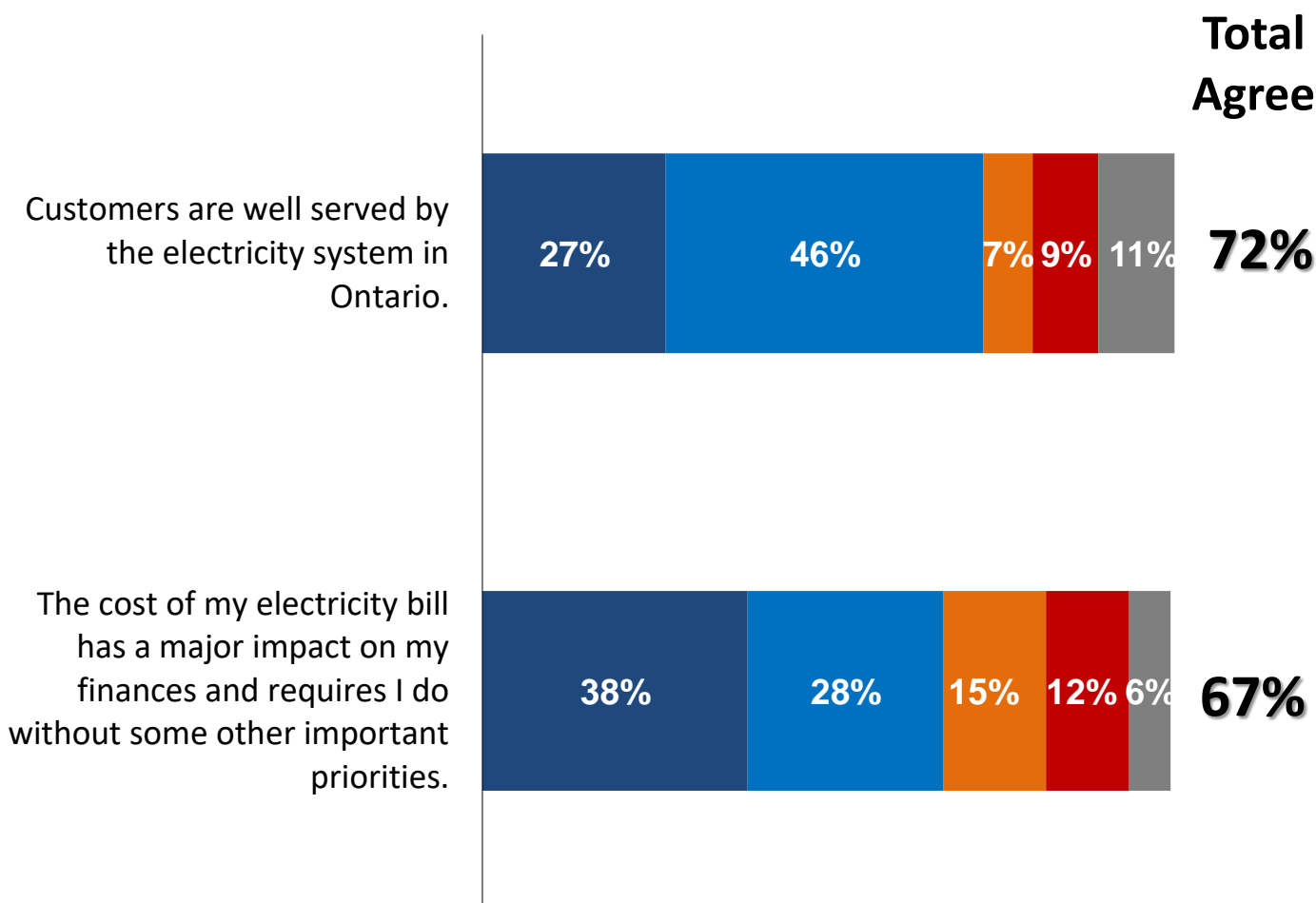
Responsible for Bill



Segmentation & Demographics (2)



Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.
[asked all respondents, n=516]



■ Strongly agree
■ Somewhat disagree
■ Don't know/No opinion

■ Somewhat agree
■ Strongly disagree

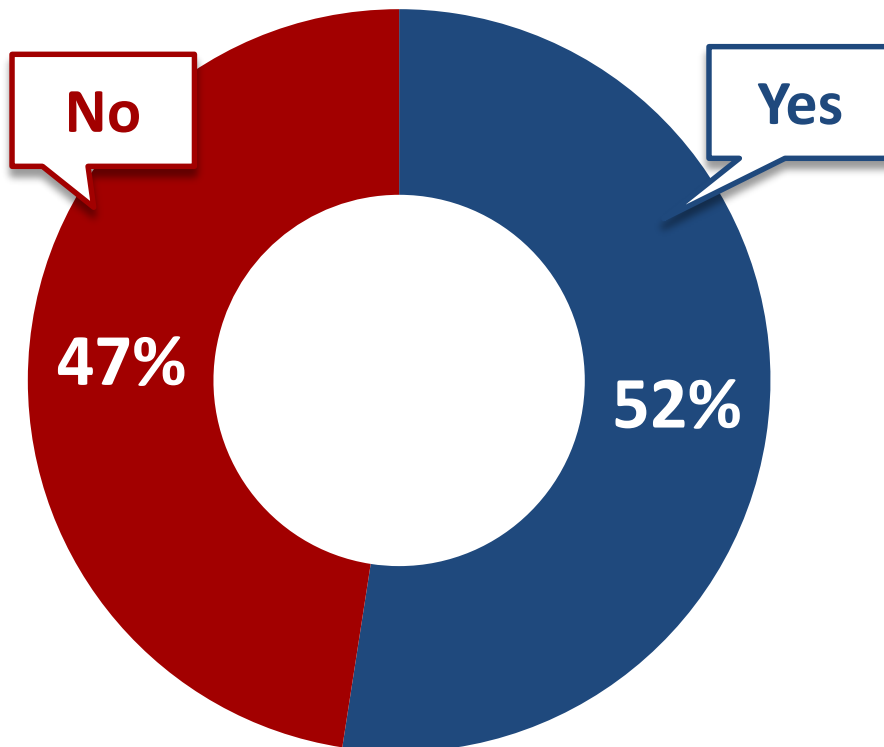
Awareness of Merger: Awareness of Alectra Utilities merger divided; Barrie and 'other' regions highest overall awareness



You may have recently heard that **PowerStream** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the Alectra Utilities merger before this survey?

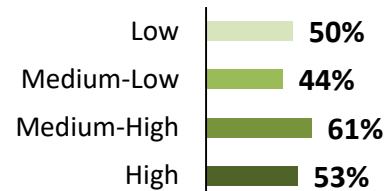
[asked all respondents, n=516]



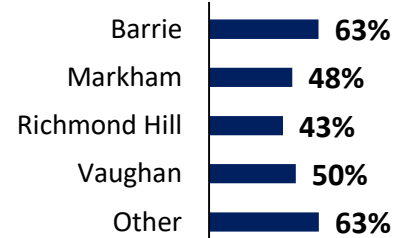
Segmentation ►►

Those who say "Yes":

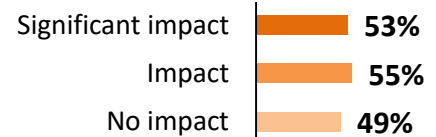
Annual Consumption



Region



Bill Impact on Finances



Well served by system



Familiarity with PowerStream:

Majority (85%) are familiar; familiarity is highest among those who feel they are not well served by electricity system

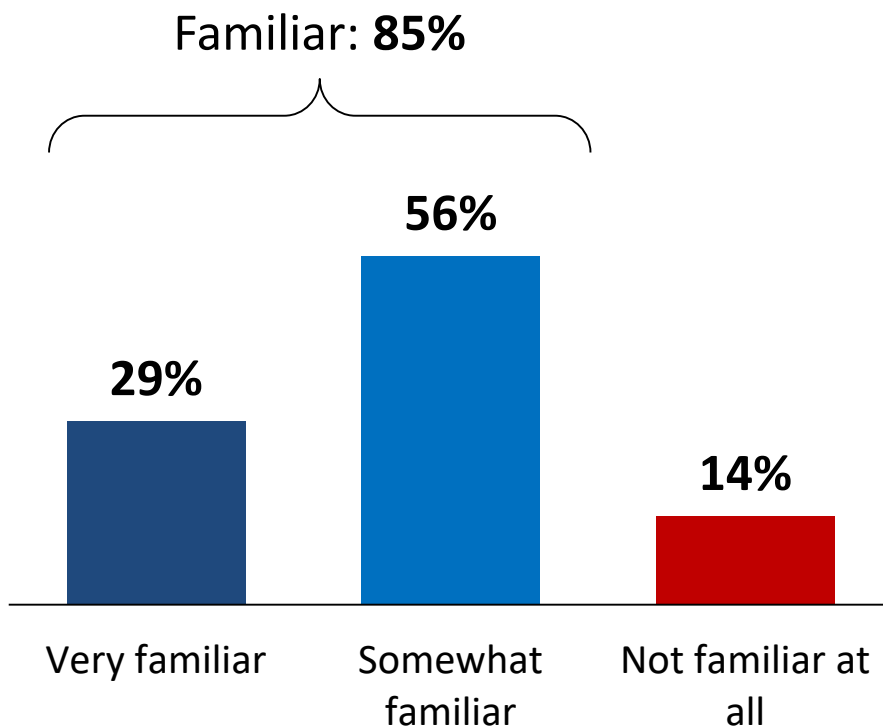


Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **PowerStream**. So, throughout this survey, references to "PowerStream" simply refers to the distribution system in the communities formerly served by PowerStream, now being served by Alectra Utilities.

As you may know, PowerStream operates and maintains the local electricity distribution system in your community. This is the system that takes the electricity from provincial transmission lines and brings it to your home through a network of wires, poles and other equipment that is owned and operated by PowerStream.

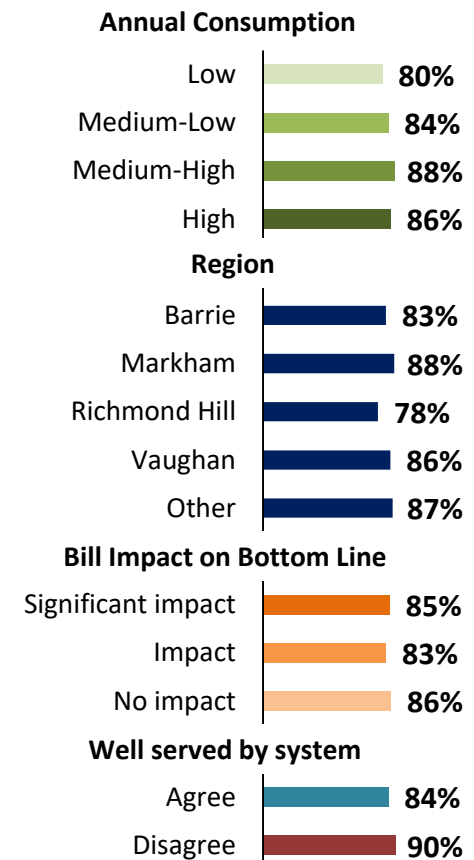
How familiar are you with PowerStream? Would you say you are very familiar, somewhat familiar, or not familiar at all?

[asked all respondents, n=516]



Segmentation ►►

Those who say "Familiar":

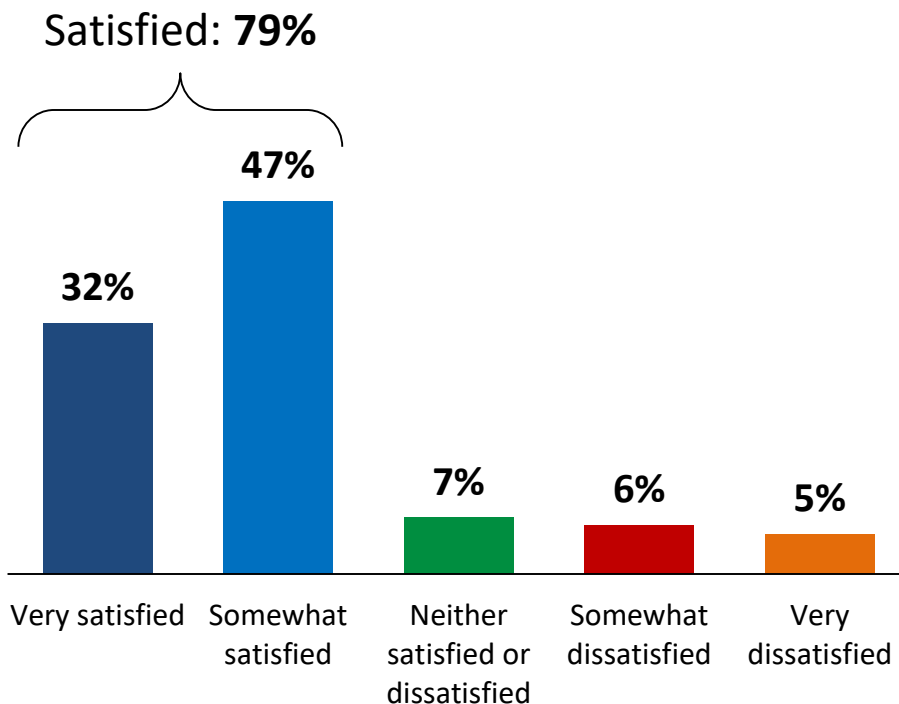


Satisfaction with Services: Close to 8-in-10 (79%) are satisfied services with services; those whose bills have limited impact more likely to be satisfied



In general, how satisfied or dissatisfied are you with the services you receive from **PowerStream**? Would you say you are *very satisfied*, *somewhat satisfied*, *somewhat dissatisfied*, or *very dissatisfied*?

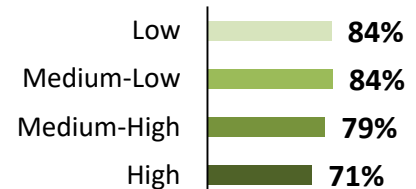
[asked all respondents, n=516]



Segmentation ▶▶

Those who say “*Satisfied*”:

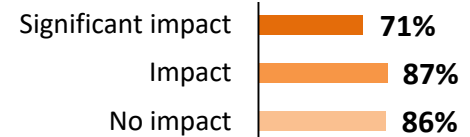
Annual Consumption



Region



Bill Impact on Finances



Well served by system

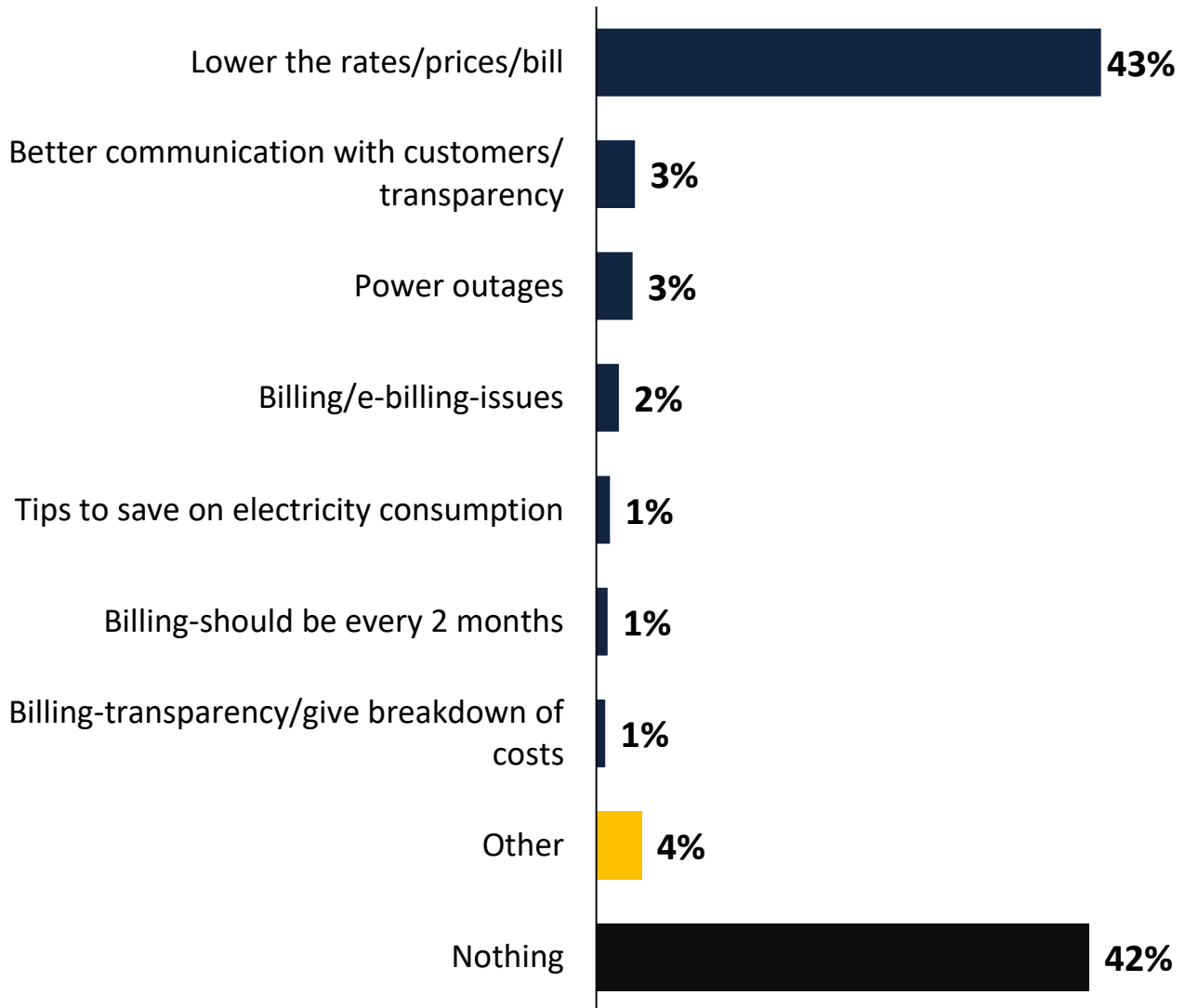


Suggestions for Improvement: Top mention for how to improve services related to lowering bills; 42% say nothing can be done



Residential

Q Is there anything **PowerStream** can do to improve its service to you?
[asked all respondents, n=516]



Importance of Priorities: 'Delivering reasonable electricity distribution prices' is ranked top priority; followed by reliability and CDM related assistance



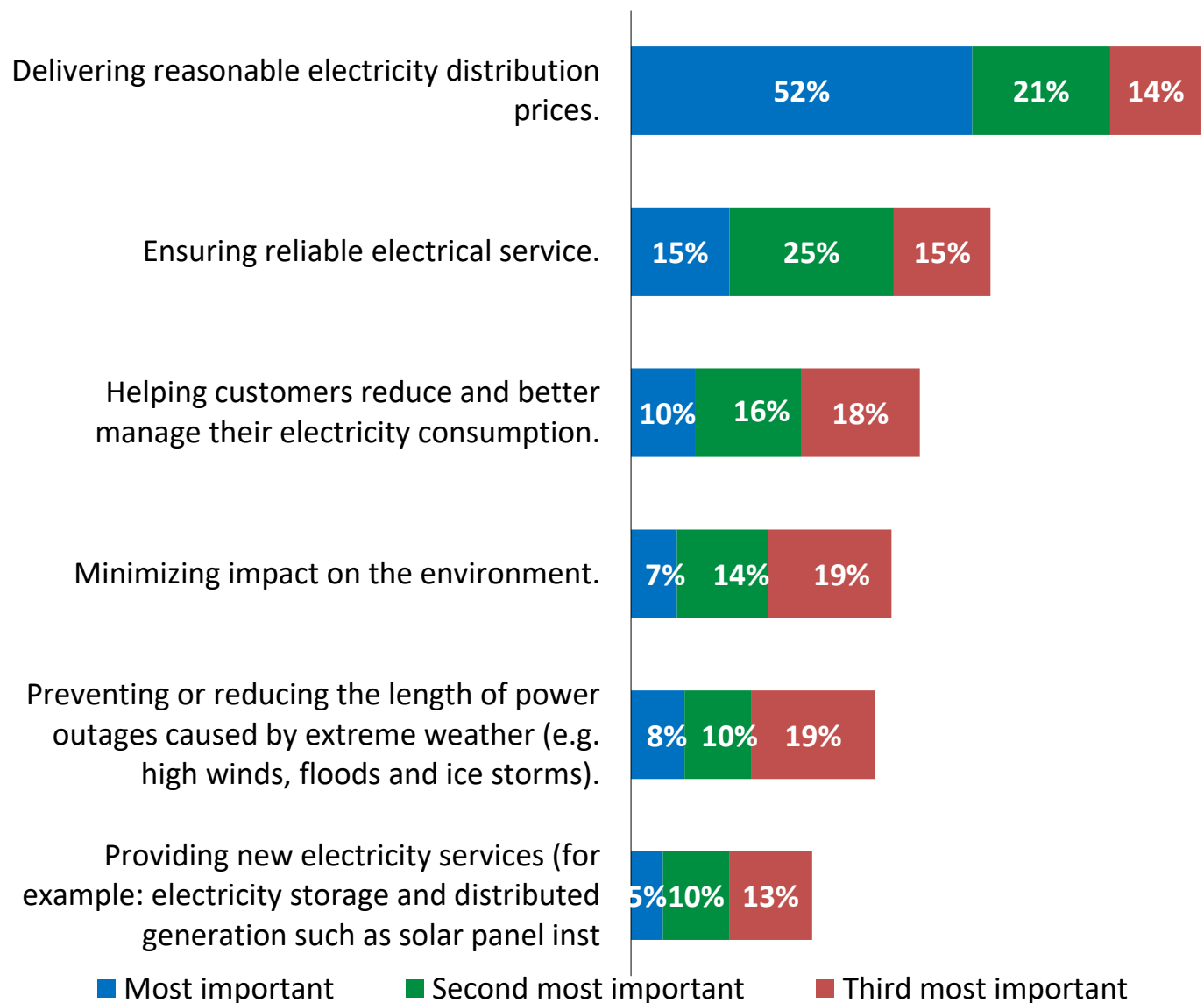
Residential



PowerStream regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service. In recent conversations with customers, a number of company goals were identified as key priorities for PowerStream.

Among the following PowerStream priorities, please tell me which one is most important to you? What is the next most important priority you think PowerStream should focus on? And what do you consider the third most important priority?

[asked all respondents, first n=516, second n=497, third n=477]



Additional Priorities: Majority (74%) say there are no other important priorities; otherwise, top mention related to distribution prices

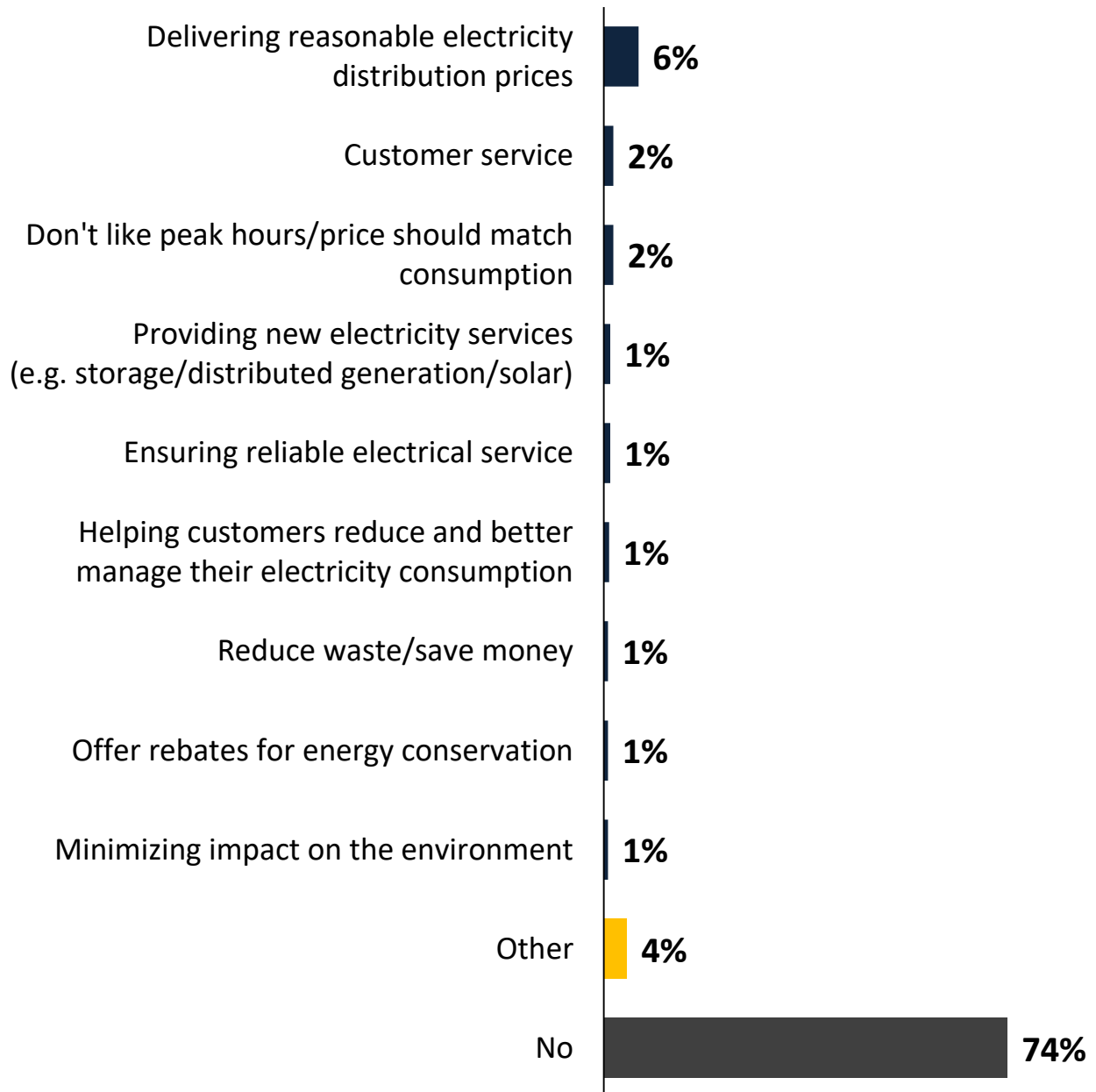


Residential



Are there any other important priorities that **PowerStream** should be focusing on that weren't included in the previous list I read to you?

[asked all respondents, n=516]



Familiarity w/ Amount Remitted:

Majority (62%) are not familiar;
familiarity is highest among those who
don't feel well served by the system



I'd now like to talk with you about your electricity bill...While **PowerStream** is responsible for collecting payment for the entire electricity bill, they retain about **21%** of the typical residential customer's bill. This is about **\$28** on an average **\$138** monthly residential electricity bill.

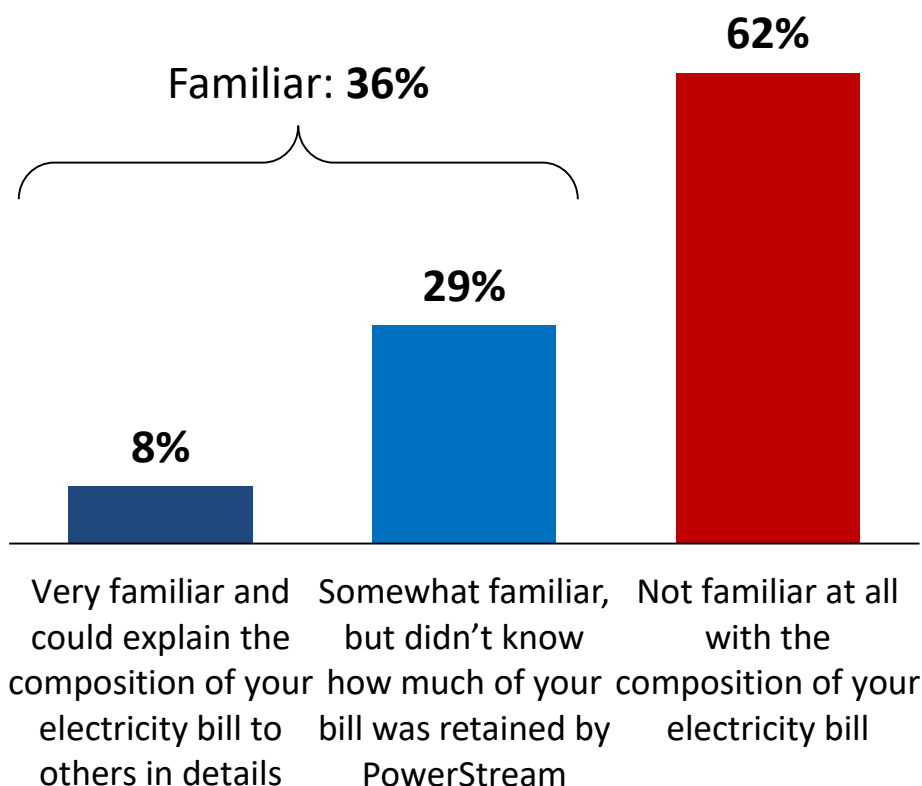
The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your electricity bill that goes to PowerStream? Would you say you are...

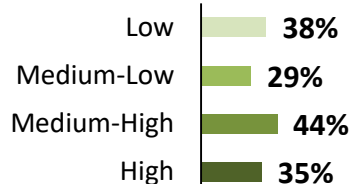
[asked all respondents, n=516]

Segmentation ►►

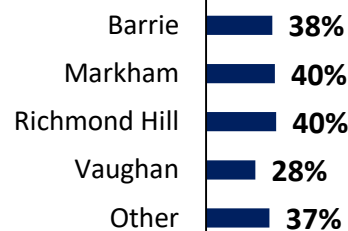
Those who say "Familiar":



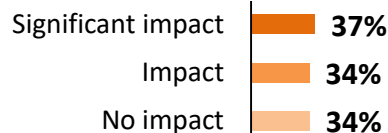
Annual Consumption



Region



Bill Impact on Finances



Well served by system



Satisfaction with Reliability:

Majority are at least 'somewhat satisfied' with all measures of reliability; highest with number of outages and quality



Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

With that said, the typical **PowerStream** customer experiences about one unexpected power outage per year.

For each the following statements, please tell me if you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied?

[asked all respondents, n=516]

**Total
Satisfied**

The reliability of your electricity service as judged by the number of power outages you experience.



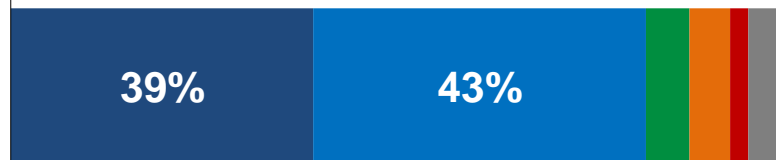
90%

The quality of the power delivered to you as judged by momentary interruptions in power that can result in the flickering or dimming of lights.



88%

The amount of time it takes to restore power when power outages occur.



82%

■ Very satisfied

■ Somewhat satisfied

■ Neither satisfied or dissatisfied

■ Somewhat dissatisfied

■ Very dissatisfied

■ Don't know

Most Recent Power Outage: Over half (54%) report a minor inconvenience; Richmond Hill region most likely to say it was a major inconvenience

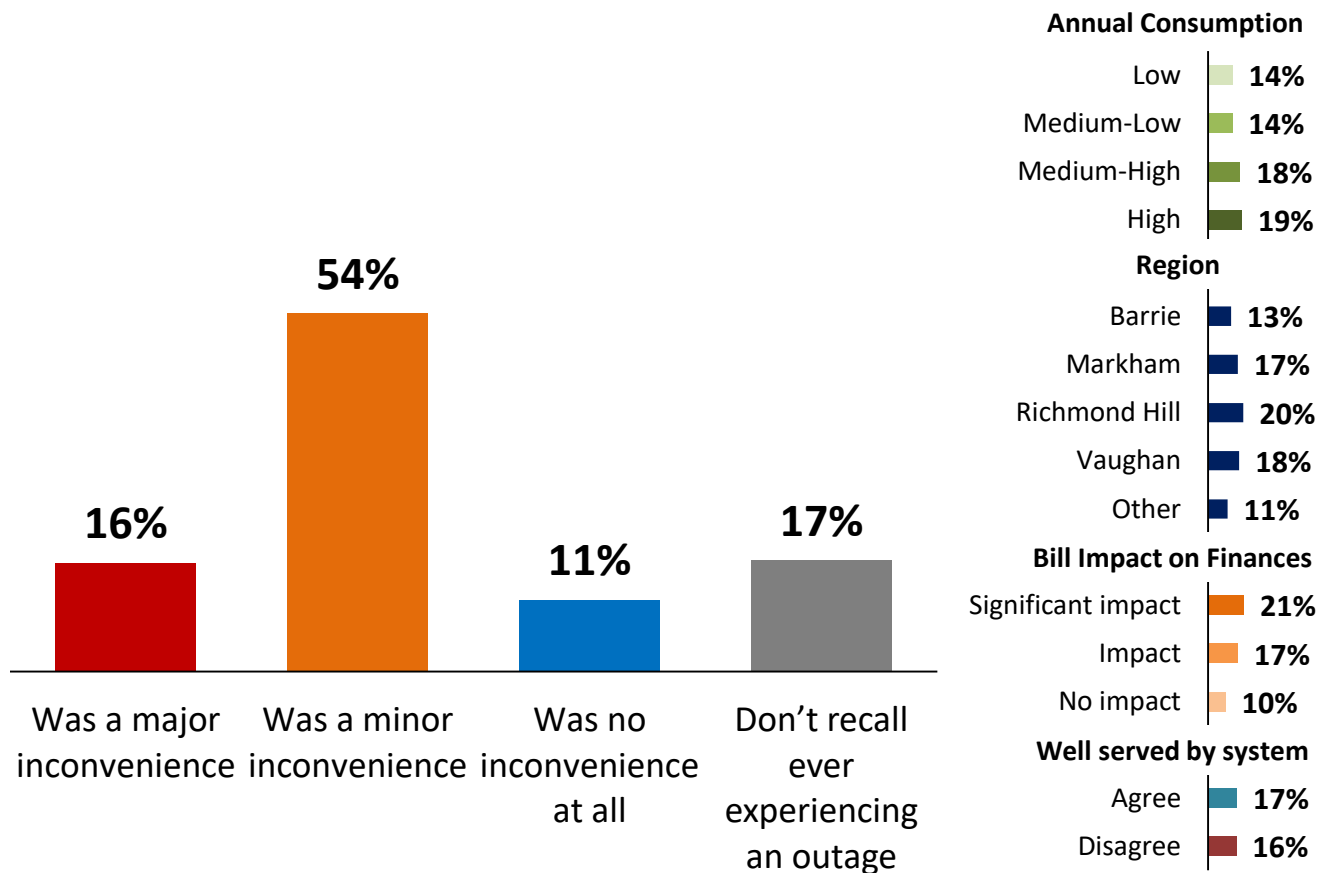


Thinking back to the **most recent** power outage you experienced as **PowerStream** customer, would you say the power outage...

[asked all respondents, n=516]

Segmentation ►►

Those who say “Was a major inconvenience”:





Residential ICM Assessment



ICM Rate Impact: Opinions are divided; A plurality (29%) believe the proposed rate increase is reasonable; 1-in-4 want to learn more about increase



Q As mentioned earlier, electricity distributors – such as **PowerStream** – are funded entirely by their customers. While owned by municipal shareholders, they do not receive government funding or taxpayer dollars. **PowerStream has identified the need for immediate capital investments for 2018 that are not funded through existing approved distribution rates.** As a result, PowerStream plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

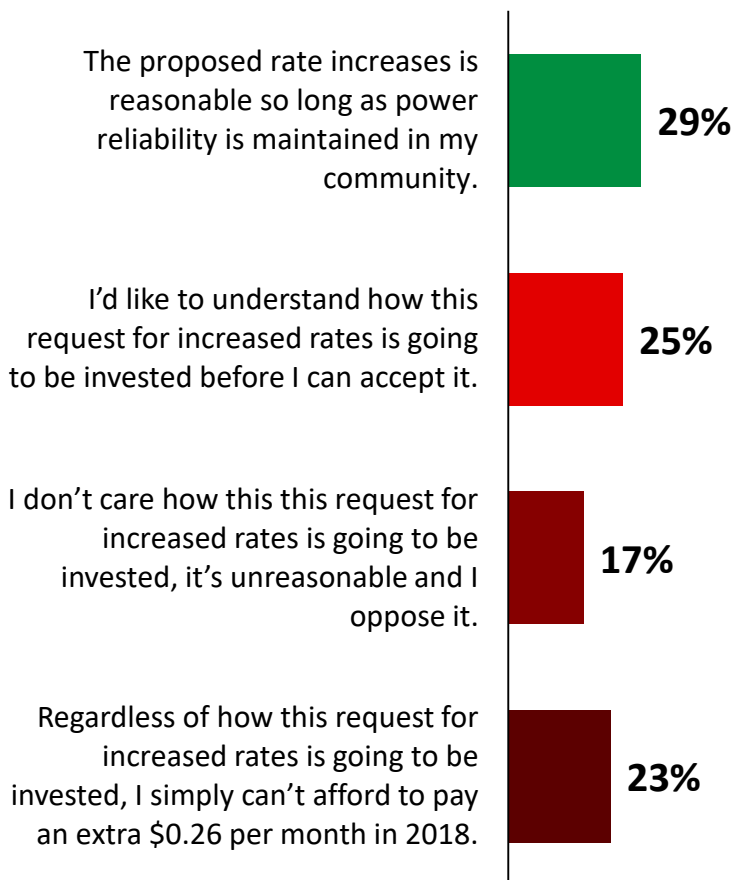
This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$0.26** on the typical residential customer's electricity bill in 2018. This represents an incremental increase of **0.9%** on the amount remitted to PowerStream AND a **0.2% increase** on the total electricity bill amount for the typical residential customer.

What is your opinion on this proposed rate increase in 2018? Would you say...

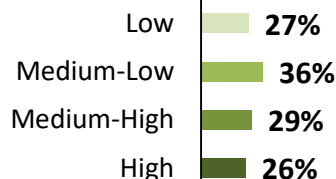
[asked all respondents, n=516]

Segmentation ►►

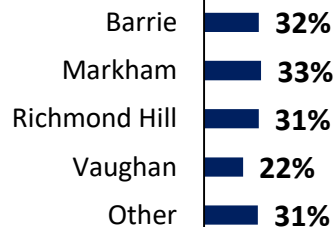
Those who say “**proposed rate increase is reasonable**”:



Annual Consumption



Region



Bill Impact on Finances



Well served by system



Option for More Project Details:

Majority (80%) say 'no'; those with 'low' annual consumption are more likely to want more details

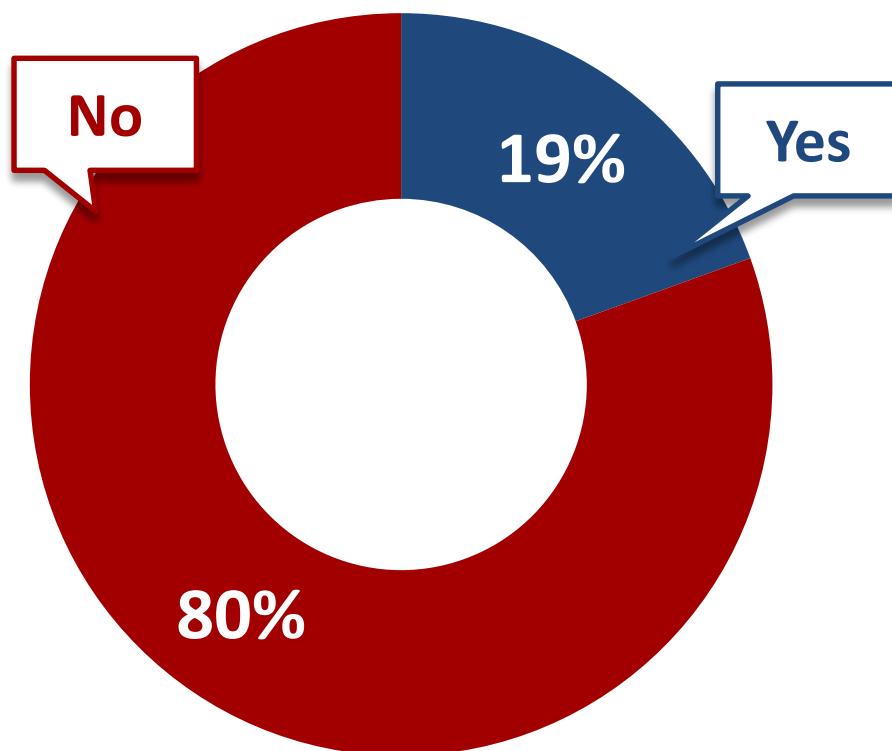


Residential



Would you like more details on what projects make up the proposed monthly increase of \$0.26?

[asked of those feel the proposed rate increase is reasonable or say they simply can't afford more, n=269]



Segmentation ►►

Those who say "Yes":

Annual Consumption

Low	24%
Medium-Low	20%
Medium-High	12%
High	21%

Region

Barrie	21%
Markham	18%
Richmond Hill	20%
Vaughan	22%
Other	15%

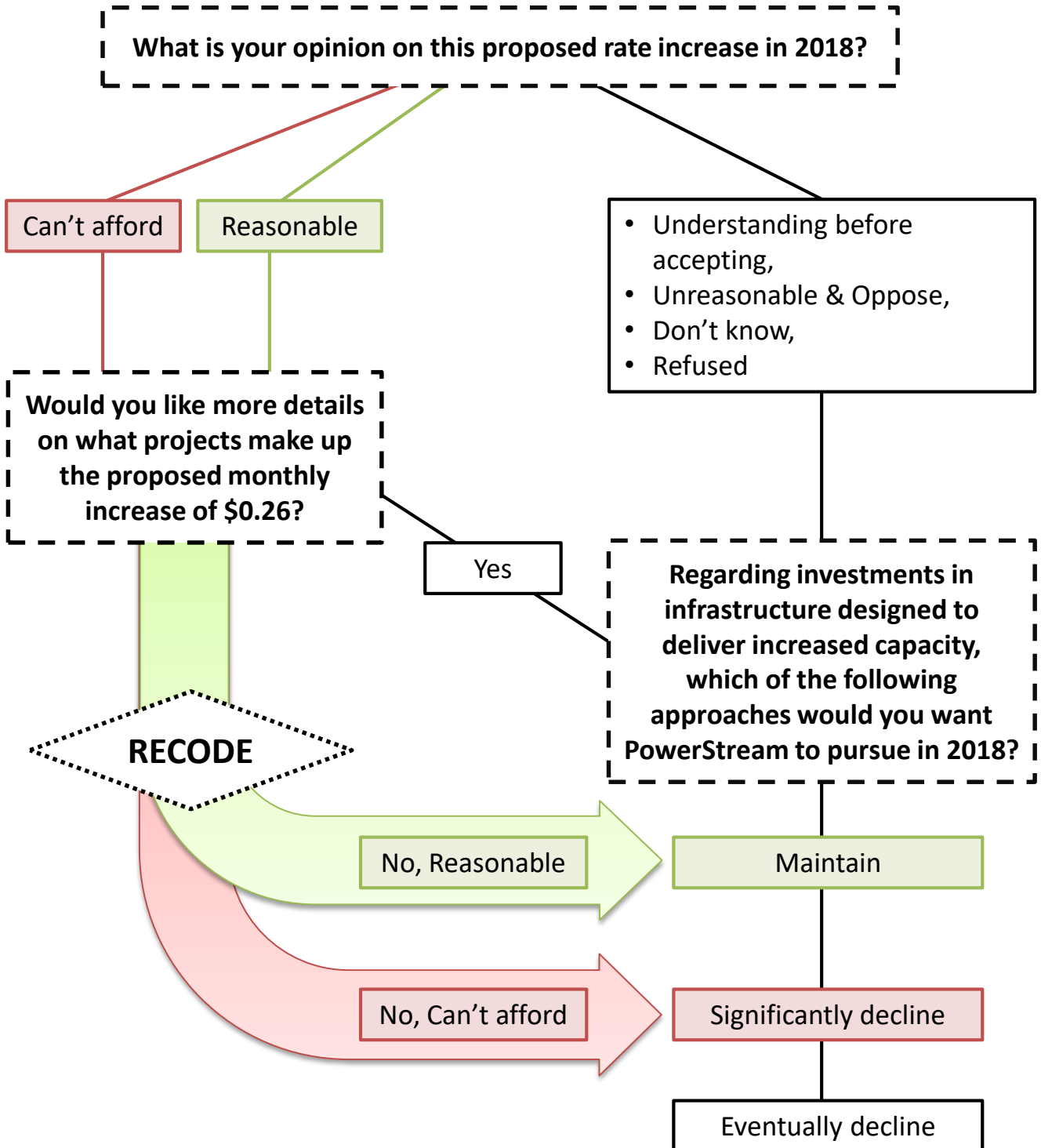
Bill Impact on Finances

Significant impact	21%
Impact	16%
No impact	19%

Well served by system

Agree	19%
Disagree	15%

ICM Assessment Flow Chart



Addressing Capacity Needs: 3-in-10

support additional \$0.05 to maintain reliability; higher among those who feel well served and limited bill impact



Residential



As part of its 2018 investment planning, **PowerStream** is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **residential** customers differently. The following questions breaks down how the estimated **\$0.26** in incremental funding could impact the typical residential customer in 2018. The first incremental investment that PowerStream needs to make is the **York Regional Rapid Transit Road Widening** project. This is a non-discretionary investment project required to meet contractual obligations to government and will cost the average residential customer **\$0.11** per month in 2018.

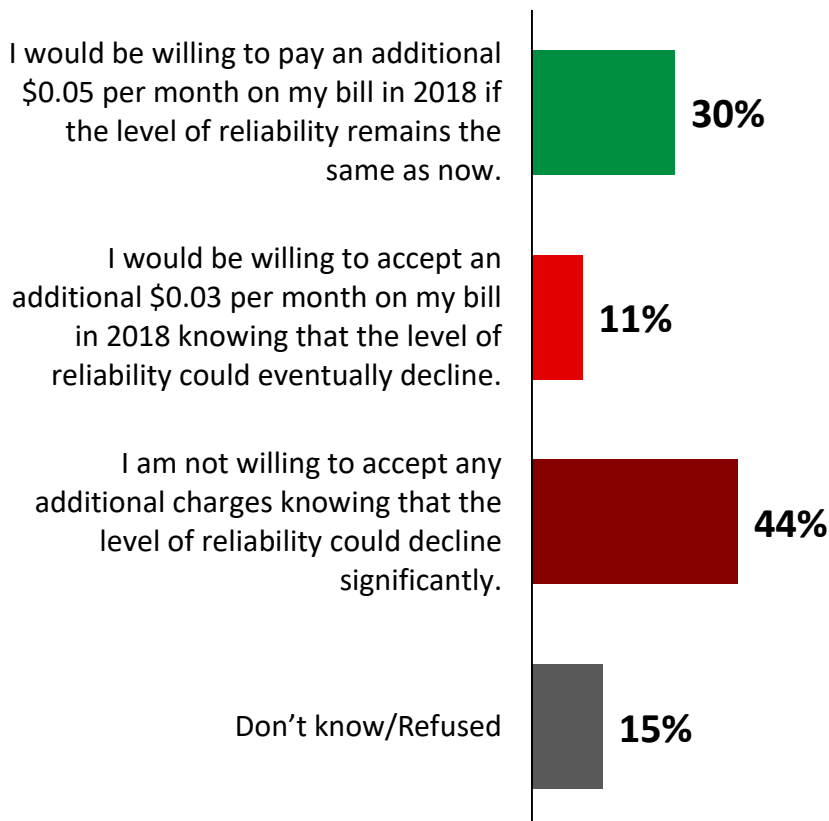
As the communities served by PowerStream continue to grow, so too does the demand for increased electricity capacity. To address these capacity needs, PowerStream is proposing to increase its investment in substations and power line infrastructure to meet existing load requirements and provide back-up in the event of a loss of power at a neighbouring substation or power line.

Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want PowerStream to pursue in 2018? Would you say...

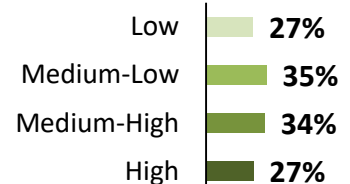
[asked of all respondents except those who do not want more details on what projects make up the proposed increase, n=299]

Segmentation ►►

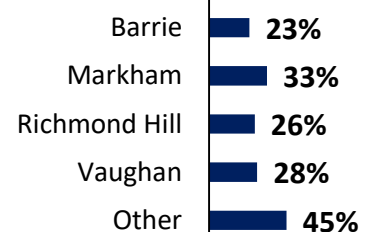
Those who say “maintain level of reliability”:



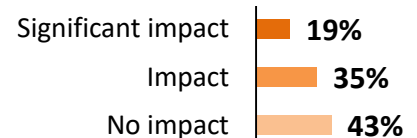
Annual Consumption



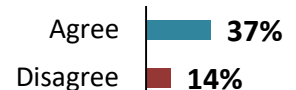
Region



Bill Impact on Finances



Well served by system

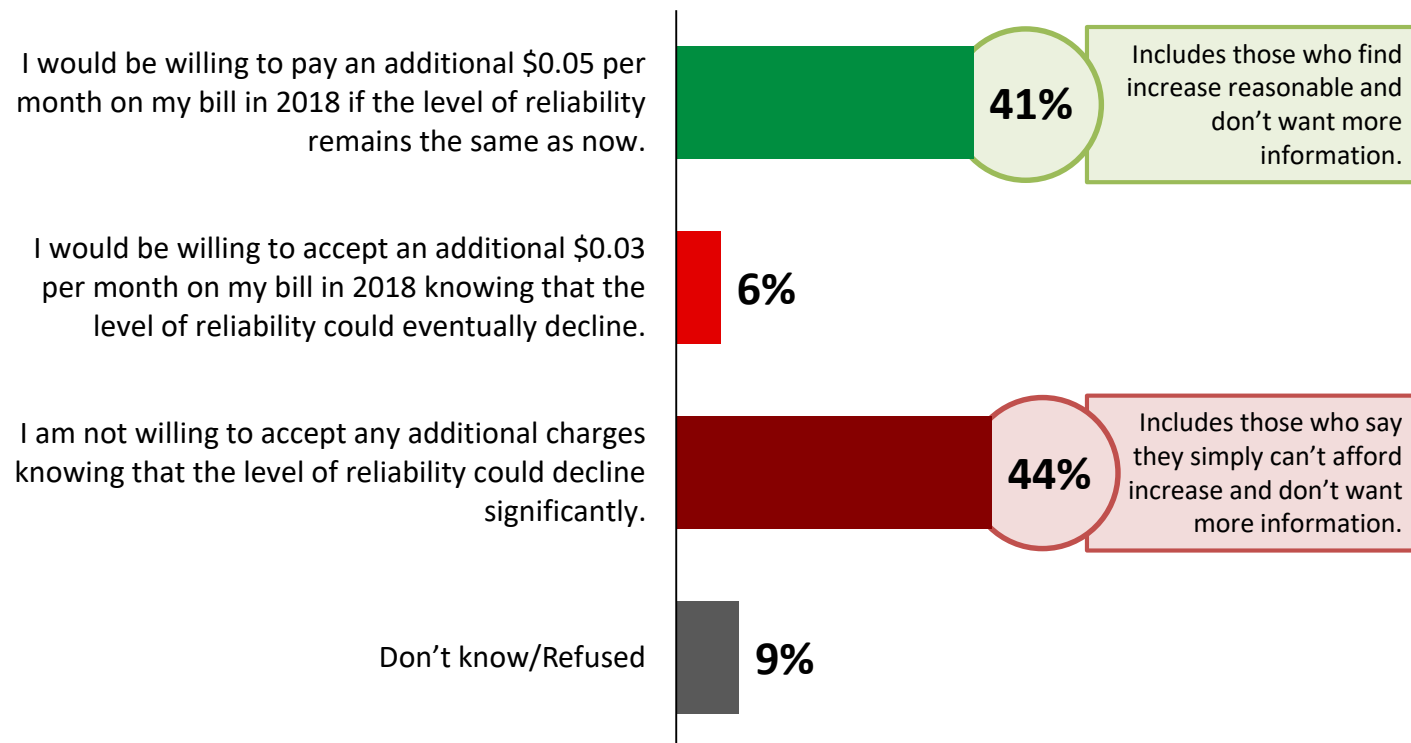


Addressing Capacity Needs:

Including those who are not interested in receiving more information about investments

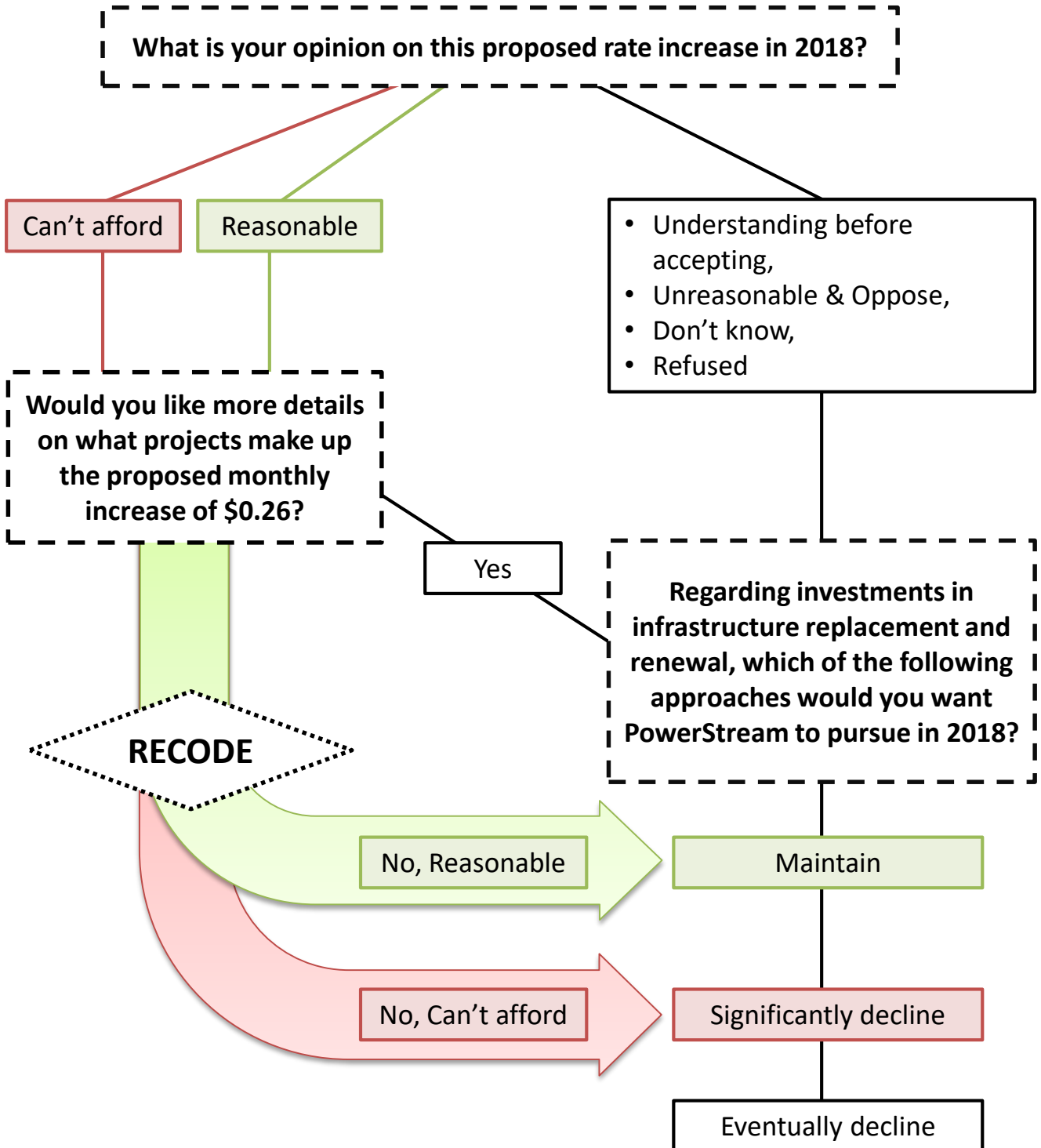


Q Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want PowerStream to pursue in 2018?



Addressing Capacity Needs	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	35%	60%	49%	17%	41%
Eventually Decline	6%	6%	5%	9%	6%
Significantly Decline	51%	27%	38%	65%	44%
Don't know/Refused	8%	6%	8%	8%	9%

ICM Assessment Flow Chart



System Renewal Projects: 1-in-4 willing to accept additional \$0.10 per month; majority still willing to see significant decline in reliability

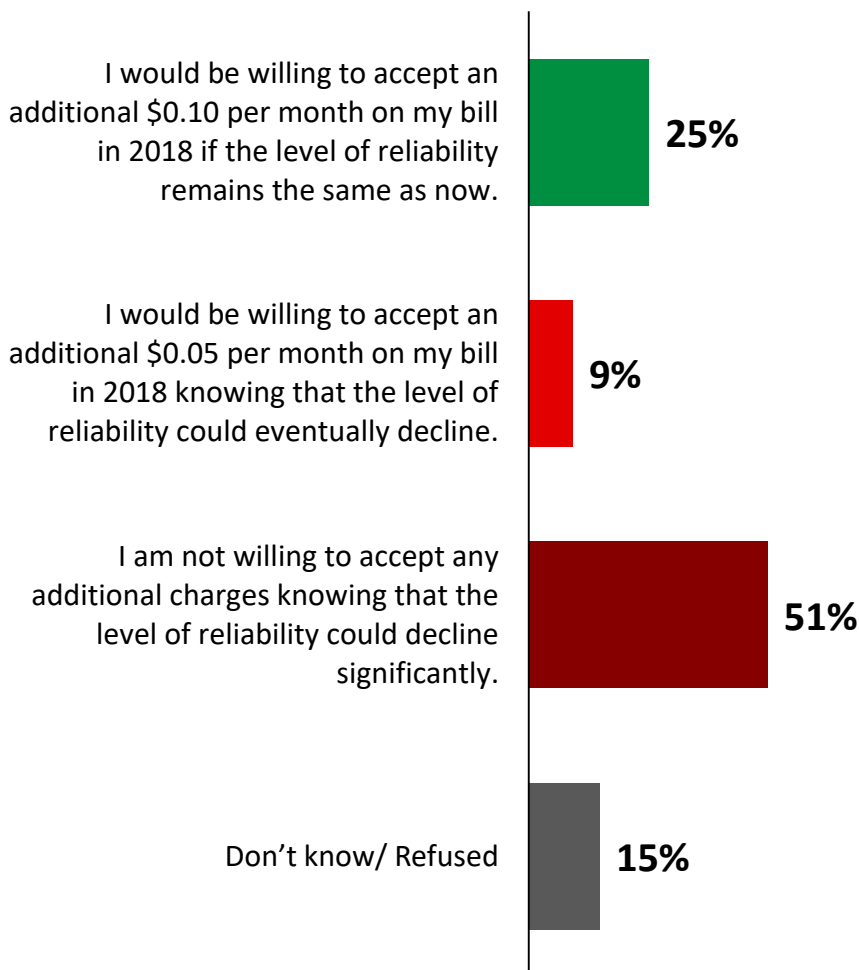


Like many utilities across Ontario today, **PowerStream** faces a challenge with **aging electrical distribution infrastructure**. Sections of PowerStream's electrical distribution system are more than 50 years old, and are at the end-of-life.

PowerStream is committed to extending the lifespan of its assets in order to minimize replacement costs. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in **system renewal projects**.

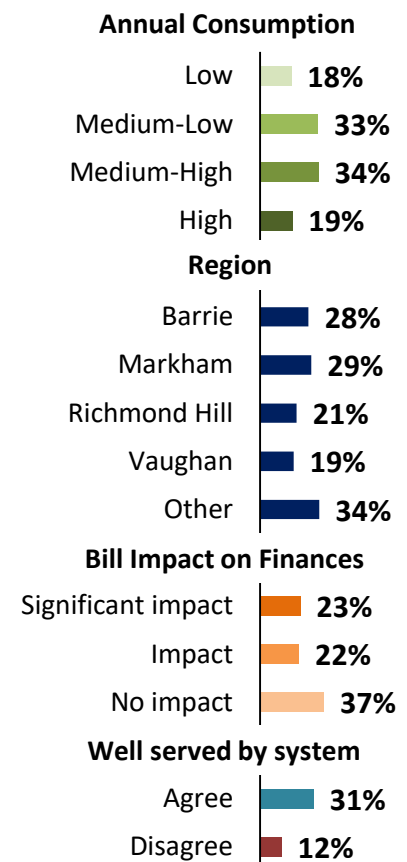
Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want PowerStream to pursue in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase, n=299]



Segmentation ►►

Those who say "maintain level of reliability":

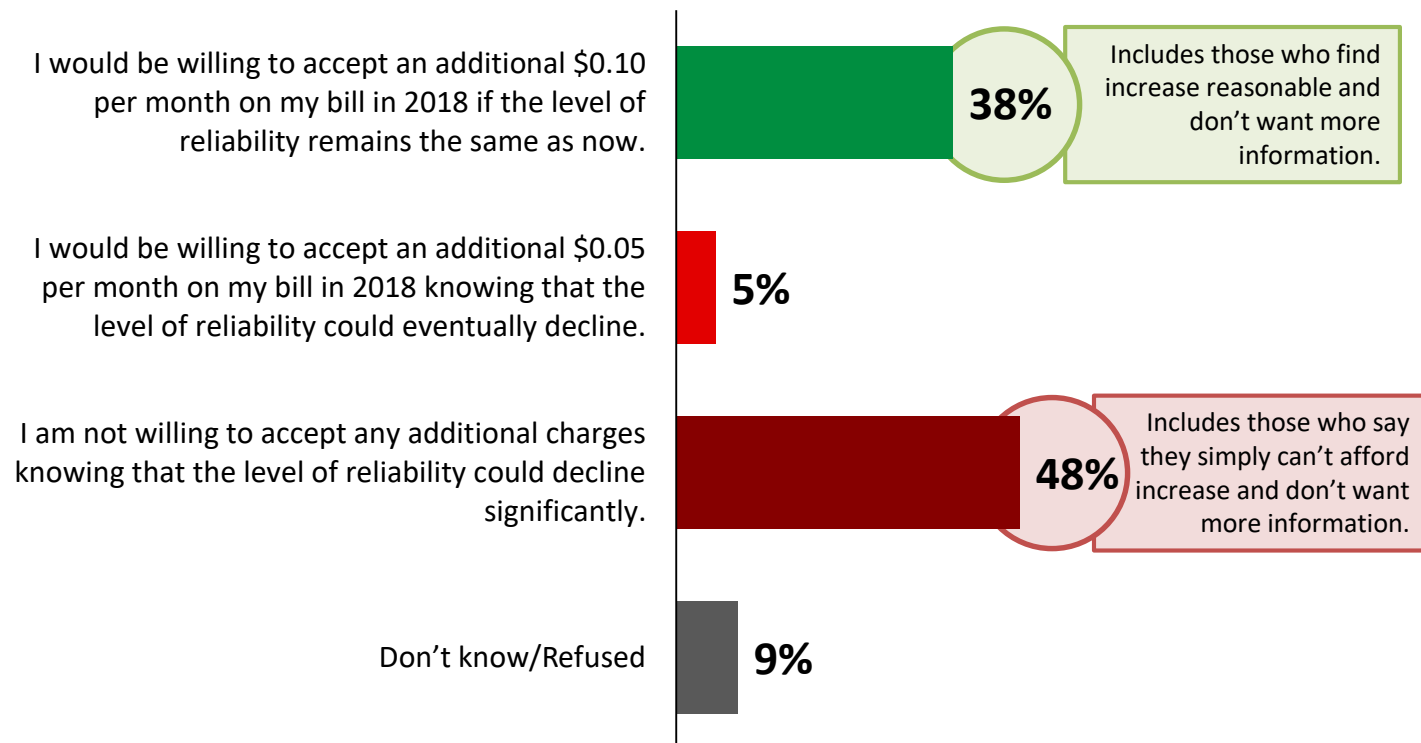


System Renewal Projects:

Including those who are not interested in receiving more information about investments



Q Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want PowerStream to pursue in 2018?



System Renewal Projects	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	33%	57%	46%	16%	38%
Eventually Decline	5%	6%	6%	2%	5%
Significantly Decline	54%	33%	43%	70%	48%
Don't know/Refused	8%	4%	6%	12%	9%



Small Business Rate Class

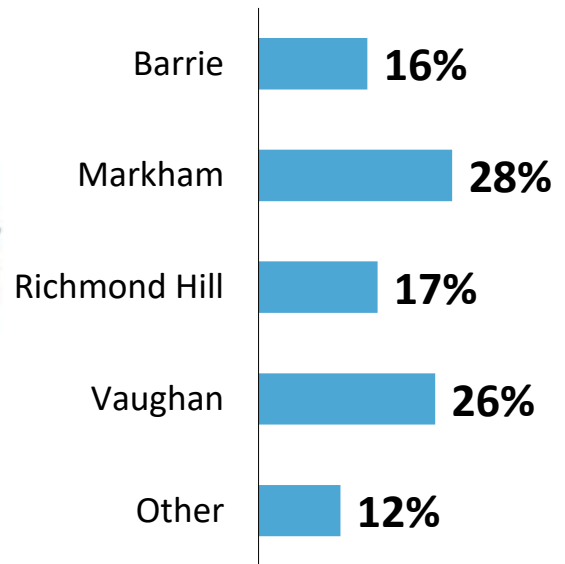


Regional Segmentation



Small
Business

**Power
Stream**



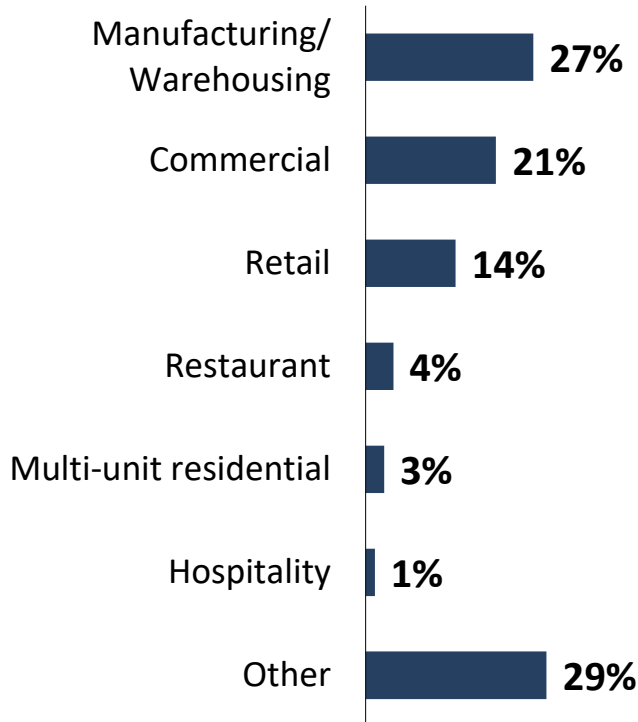
Regional groupings include:

- Vaughan;
- Richmond Hill;
- Markham;
- Other (Aurora, Bradford, Thornton, Alliston, Tottenham, Beeton, Alliston, Thornton, Barrie, Penetanguishene)

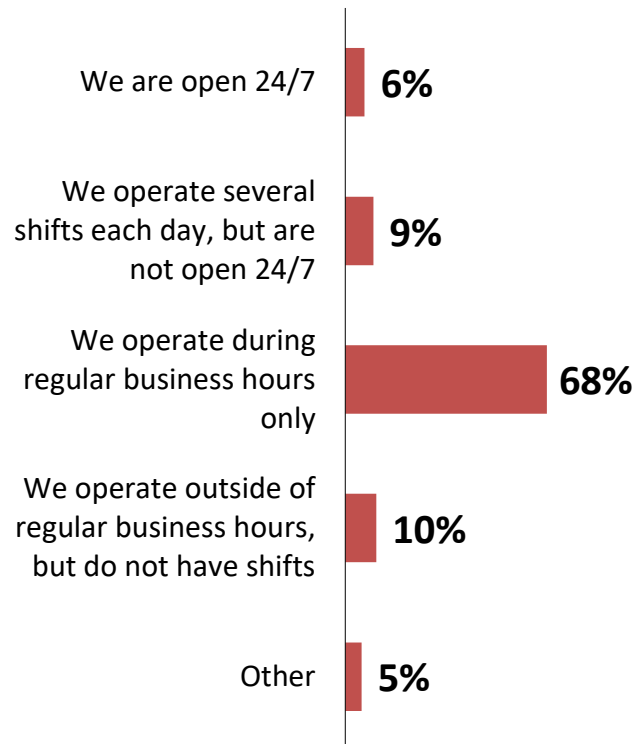
Segmentation & Firmographics



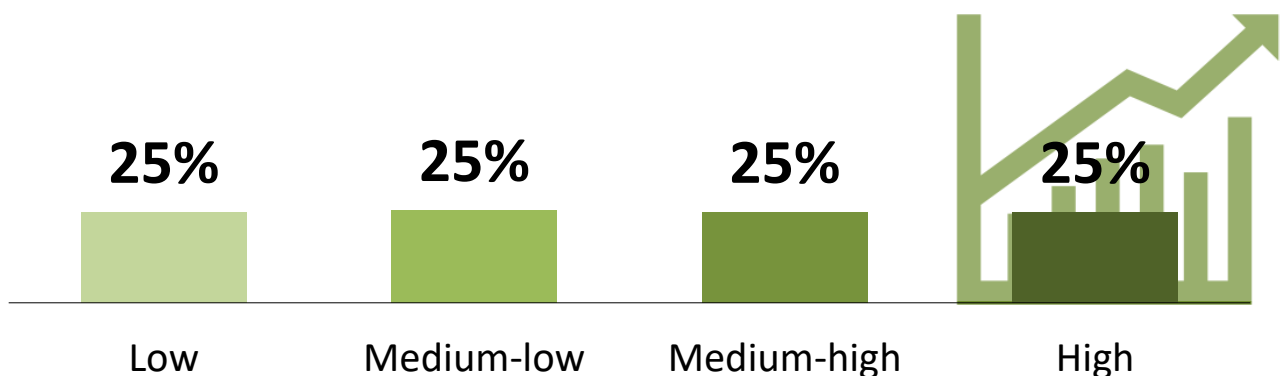
Sector



Hours of Operation



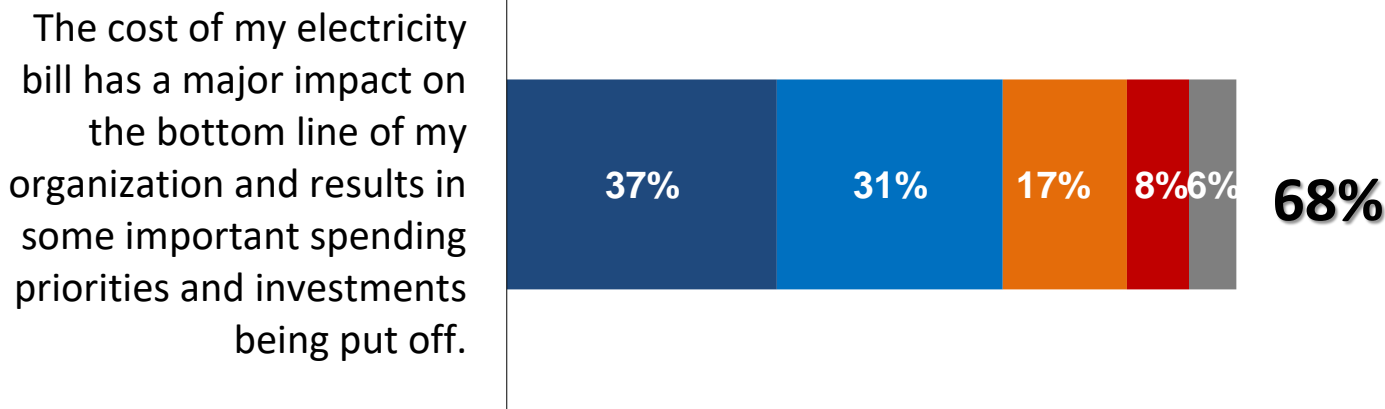
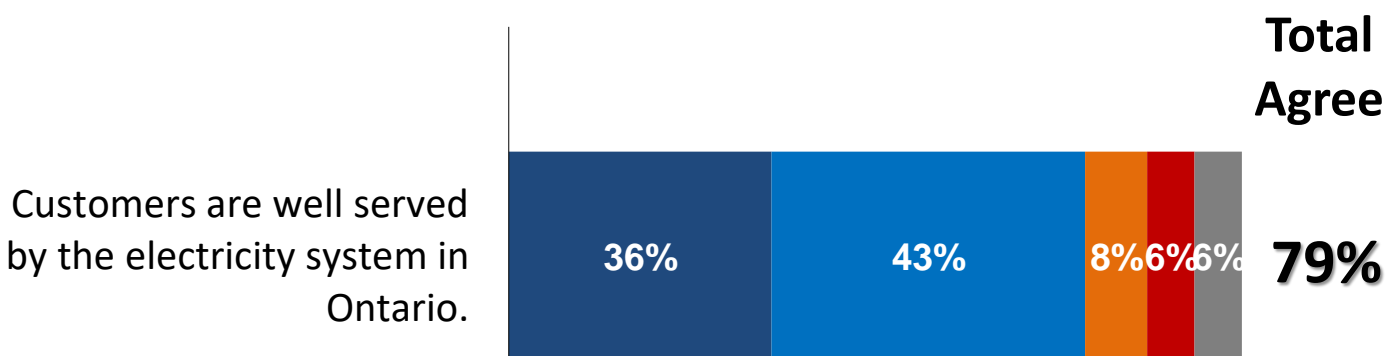
Annual Consumption



Segmentation & Demographics (2)



Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.
[asked all respondents, n=201]



- Strongly agree
- Somewhat disagree
- Don't know/No opinion

- Somewhat agree
- Strongly disagree

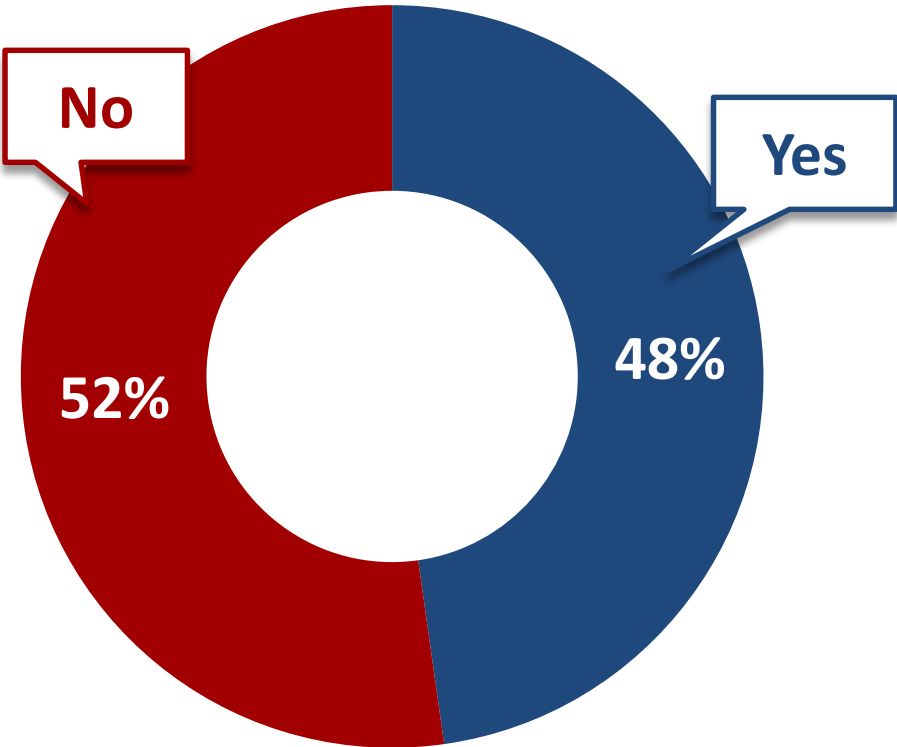
Awareness of Merger: Awareness of merger is divided; respondents in Barrie most likely to be aware



Q You may have recently heard that **PowerStream** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the Alectra Utilities merger before this survey?

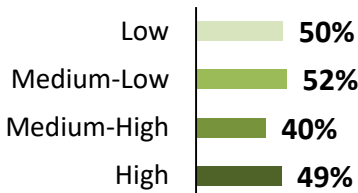
[asked all respondents, n=201]



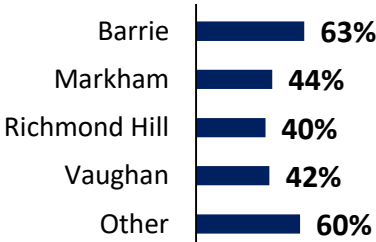
Segmentation ►►

Those who say "Yes":

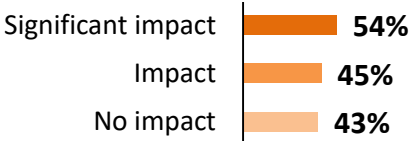
Annual Consumption



Region



Bill Impact on Bottom Line



Well served by system



Familiarity with PowerStream:

Majority (83%) are familiar; familiarity is highest among those who feel they are not well served by electricity system



Q Regardless of whether you’ve heard of the recent merger or not, I’m only going to be asking you questions about **PowerStream**. So, throughout this survey, references to “PowerStream” simply refers to the distribution system in the communities formerly served formerly served by PowerStream, now being served by Alectra Utilities.

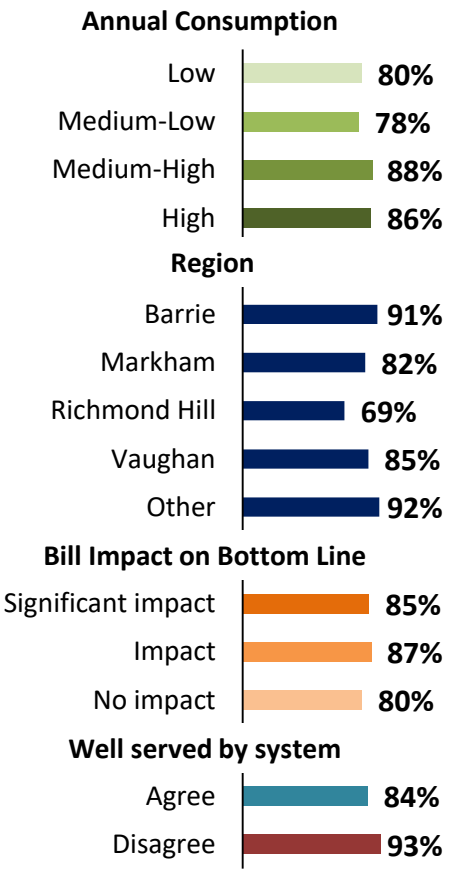
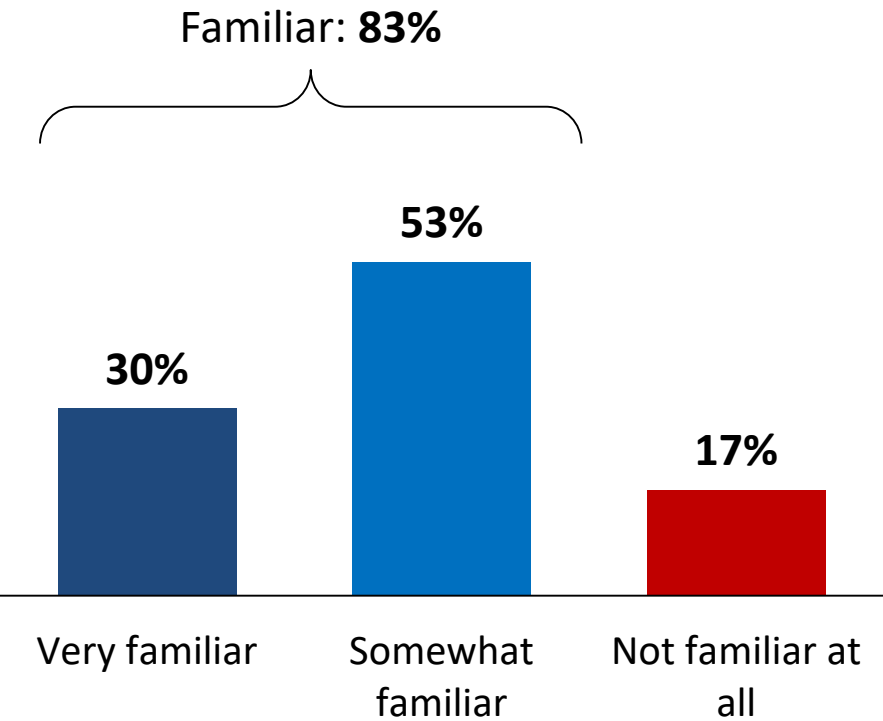
Also...while you may be residential PowerStream customer, I’d ask that you answer today’s questions from the perspective of **your business or organization**. As you may know, PowerStream operates and maintains the local electricity distribution system in your community. This is the system that takes the electricity from provincial transmission lines and brings it to your business or organization through a network of wires, poles and other equipment that is owned and operated by PowerStream.

How familiar are you with PowerStream? Would you say you are very familiar, somewhat familiar, or not familiar at all?

[asked all respondents, n=201]

Segmentation ►►

Those who say “Familiar”:

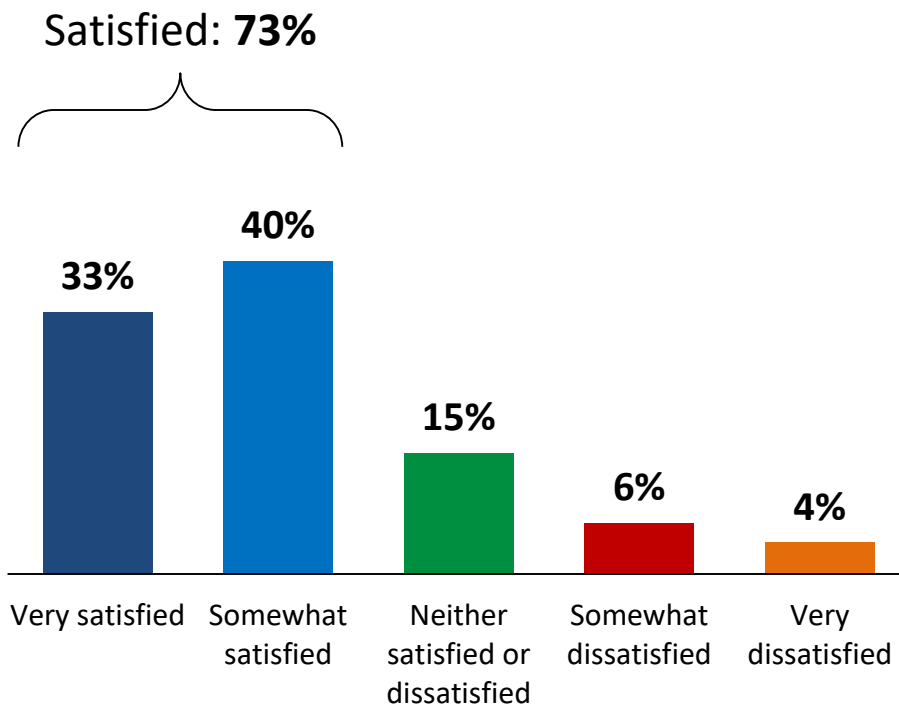


Satisfaction with Services: Majority (73%) are satisfied; those with 'low' annual consumption are more likely to be satisfied



In general, how satisfied or dissatisfied are you with the services **your organization** receives from **PowerStream**? Would you say you are *very satisfied*, *somewhat satisfied*, *somewhat dissatisfied*, or *very dissatisfied*?

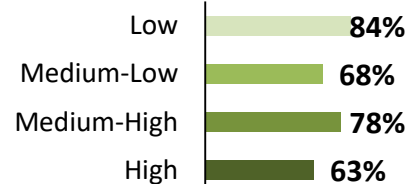
[asked all respondents, n=201]



Segmentation ►►

Those who say "Satisfied":

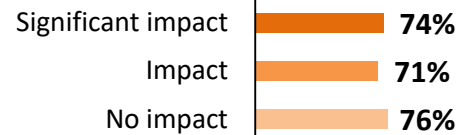
Annual Consumption



Region



Bill Impact on Bottom Line



Well served by system



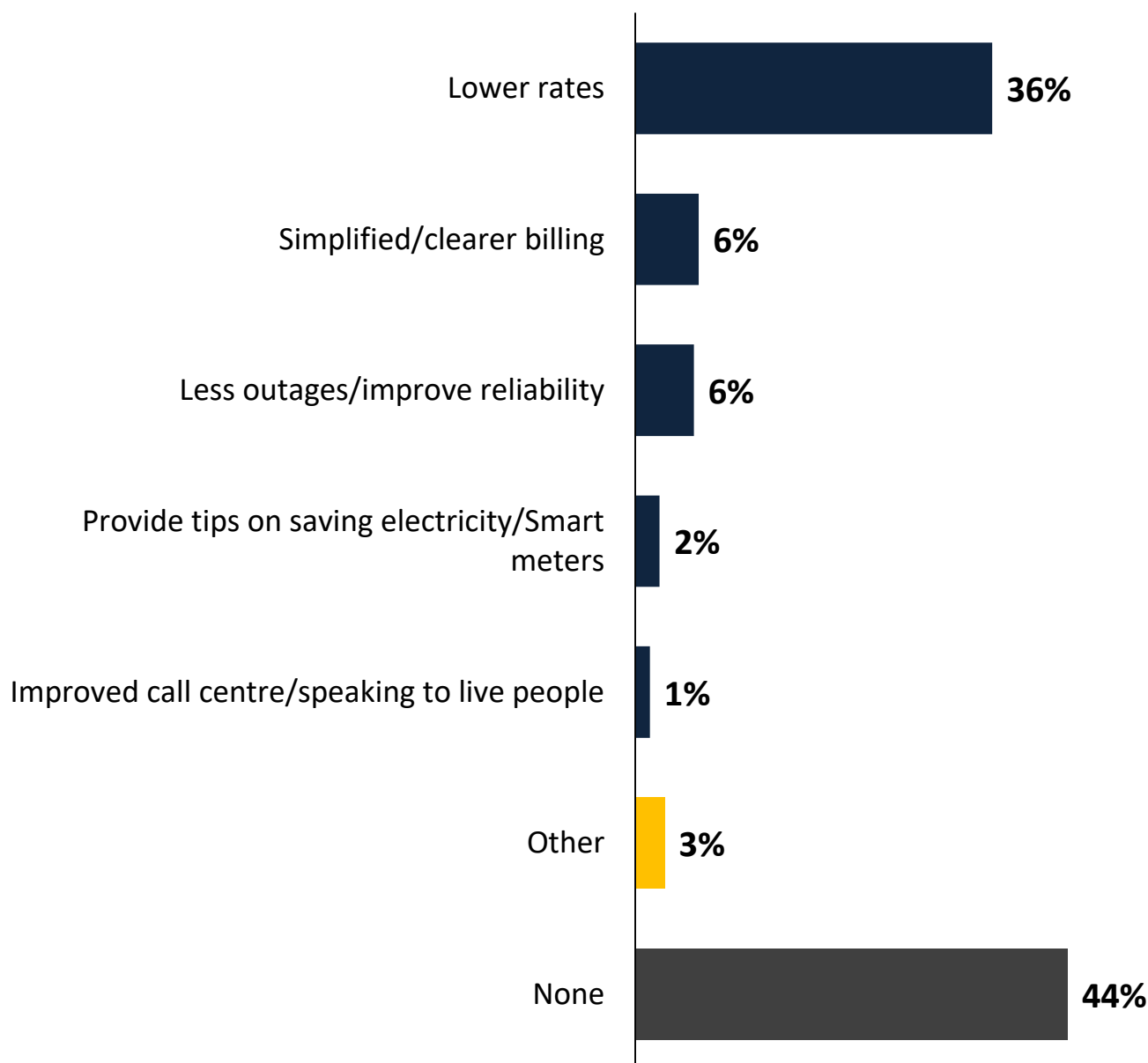
Suggestions for Improvement:

Nearly half feel there is nothing PowerStream can do to improve service;
A plurality (36%) suggest lowering rates



Is there anything in particular **PowerStream** can do to improve its service to your organization?

[asked all respondents, n=201]



Importance of Priorities: 'Delivering reasonable electricity distribution prices' is top priority; followed by reliability and addressing extreme weather outages



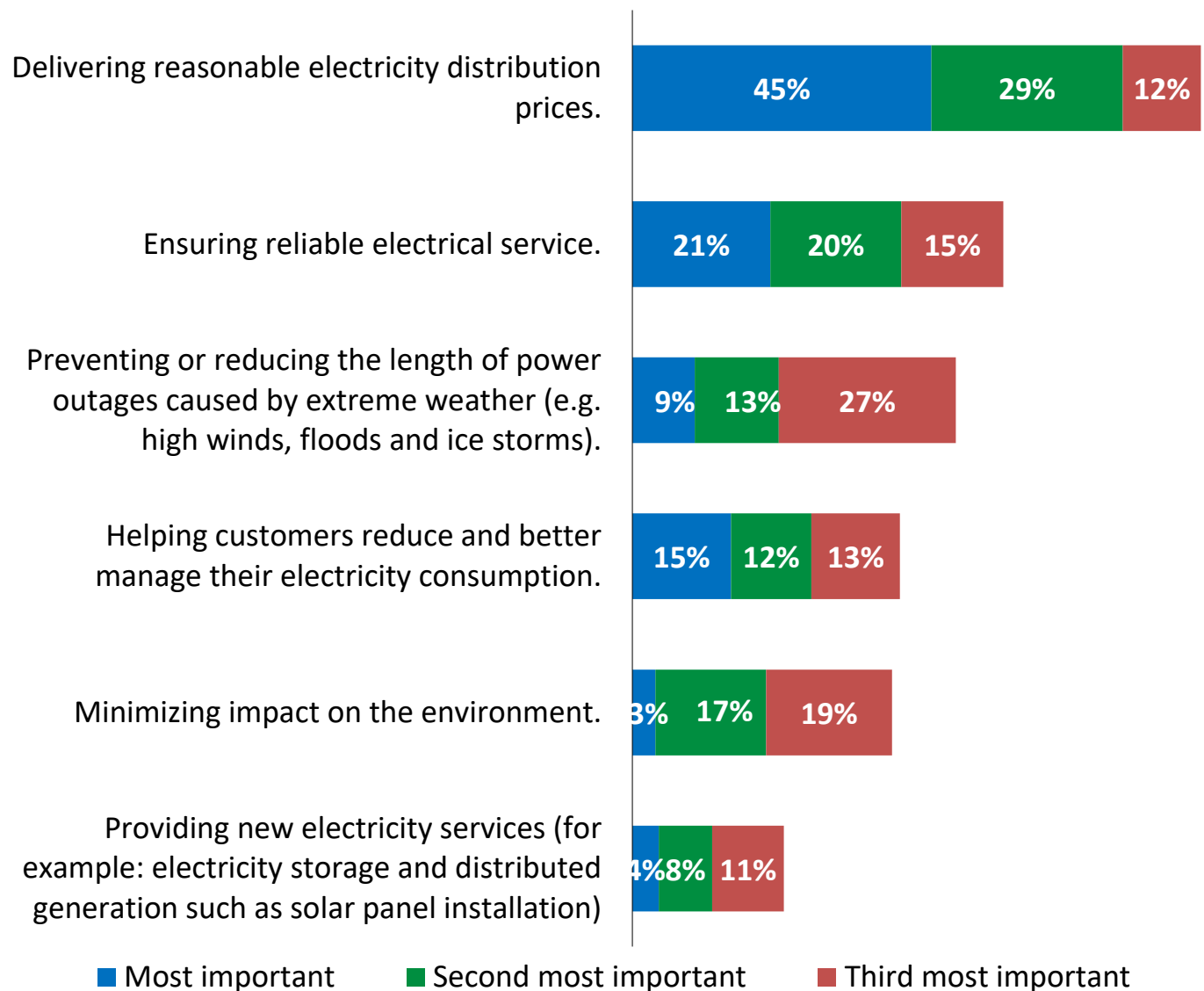
Small
Business



PowerStream regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service. In recent conversations with customers, a number of company goals were identified as key priorities for PowerStream.

Among the following PowerStream priorities, please tell me which one is most important to your organization. What is the next most important priority you think PowerStream should focus on? And what do you consider the third most important priority?

[asked all respondents, n=201]



Additional Priorities: Approximately 4-in-5 (79%) have no additional priorities; otherwise, reducing prices top mention

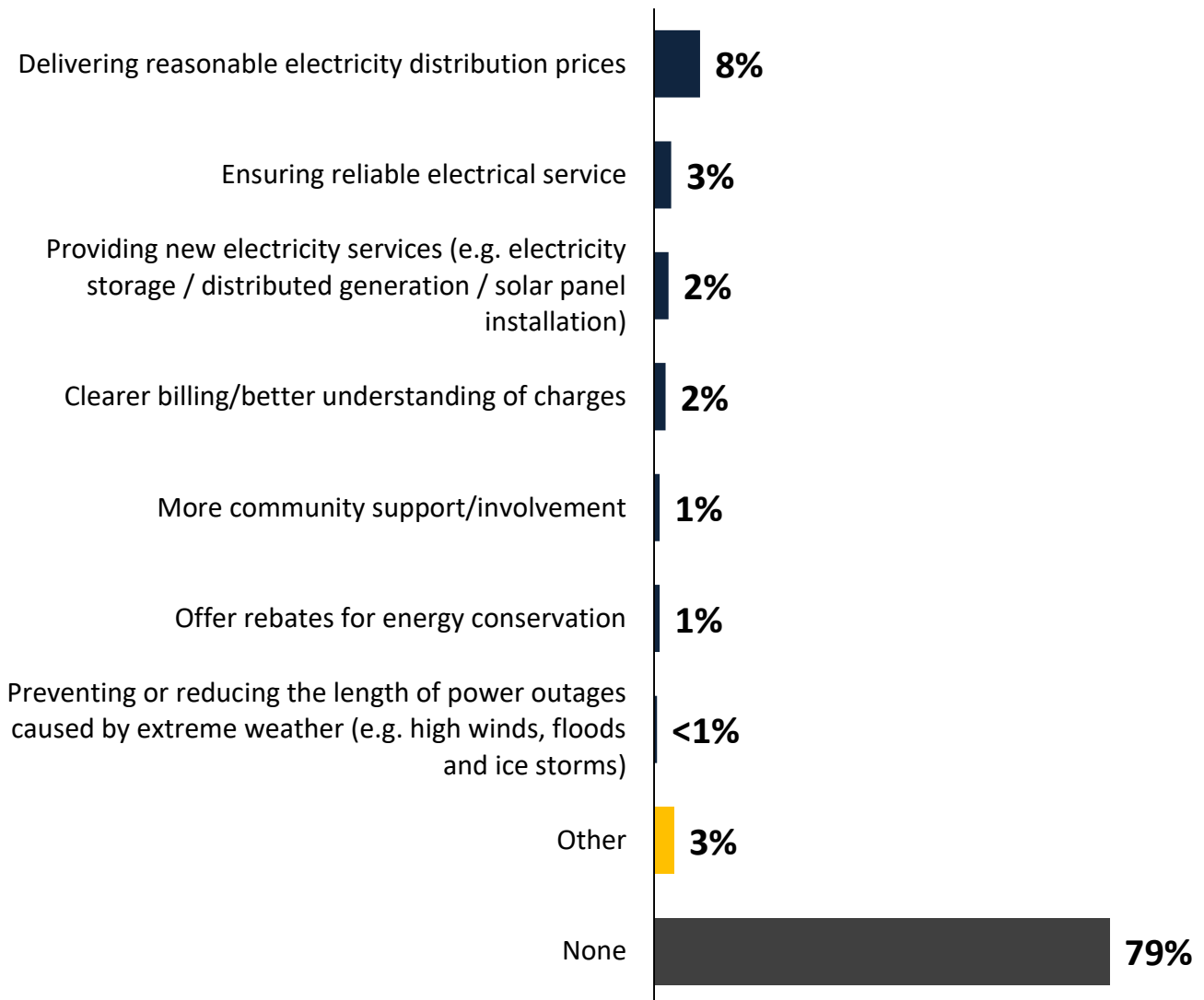


**Small
Business**



Are there any other important priorities that **PowerStream** should be focusing on that weren't included in the previous list I read to you?

[asked all respondents, n=201]



Familiarity of Amount Remitted:

2-in-3 (66%) are not familiar; those with 'low' annual consumption are most likely to be familiar



Q I'd now like to talk with you about your electricity bill...While **PowerStream** is responsible for collecting payment for the entire electricity bill, they retain about **17%** of the typical small business customer's bill. This is about **\$66** on an average **\$388** monthly electricity bill of a **small business**.

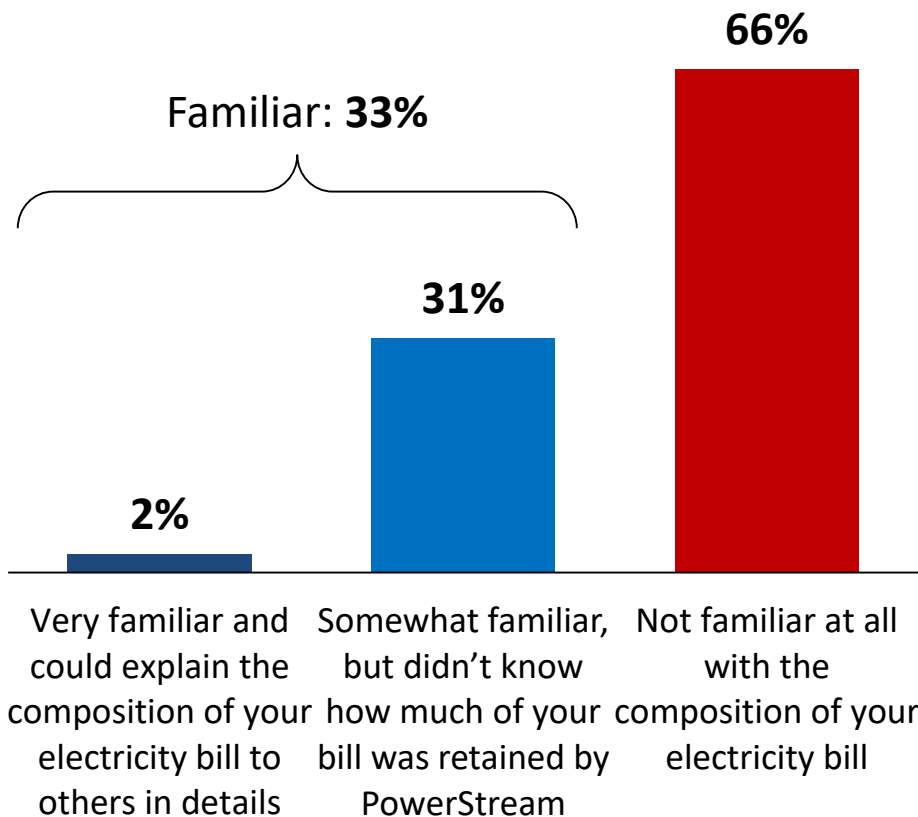
The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that goes to PowerStream? Would you say you are...

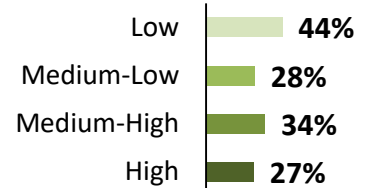
[asked all respondents, n=201]

Segmentation ►►

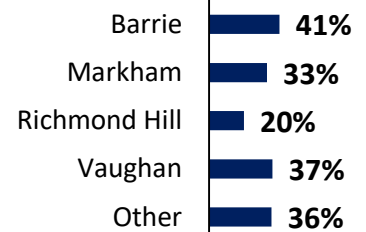
Those who say "Familiar":



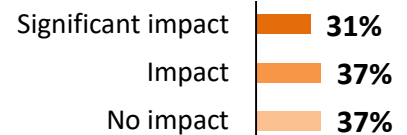
Annual Consumption



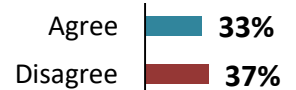
Region



Bill Impact on Bottom Line



Well served by system



Satisfaction with Reliability:

Majority are at least 'somewhat satisfied' across all measurements of reliability; strongest with number of outages



Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain. With that said, the typical **PowerStream** customer experiences about one unexpected power outage per year.

For each the following statements, please tell me if you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied?

[asked all respondents, n=201]

Total
Satisfied

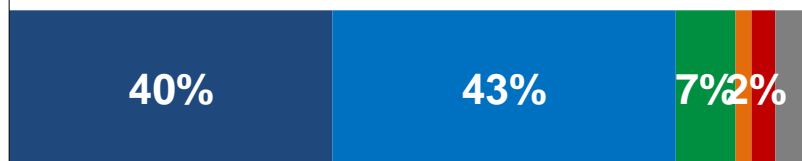
The reliability of your electricity service as judged by the number of power outages your organization experience.



The quality of the power delivered to your organization as judged by momentary interruptions in power that can result in the flickering or dimming of lights.



The amount of time it takes to restore power when power outages occur.



Very satisfied

Neither satisfied or dissatisfied

Very dissatisfied

Somewhat satisfied

Somewhat dissatisfied

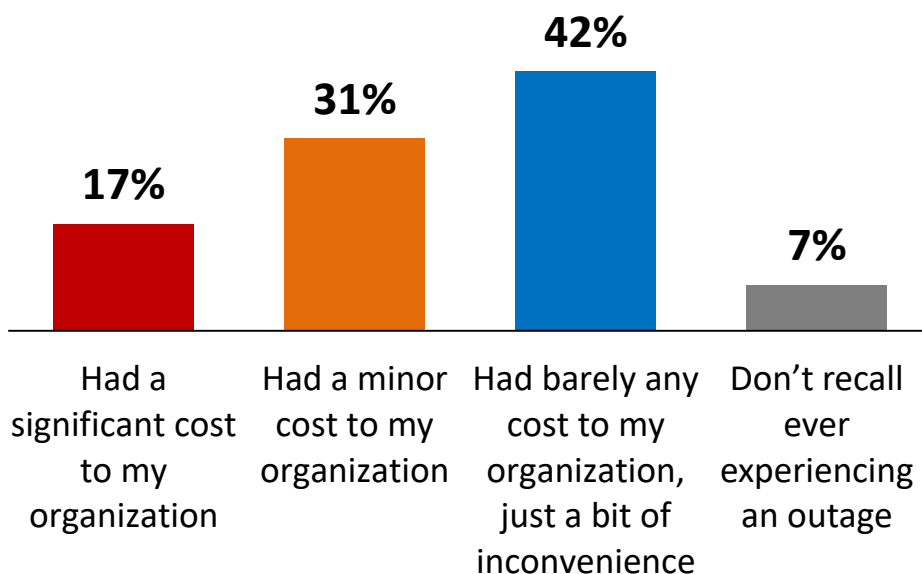
Don't know

Most Recent Power Outage: A plurality (42%) report barely any cost; those with 'high' annual consumption most likely to report a significant cost



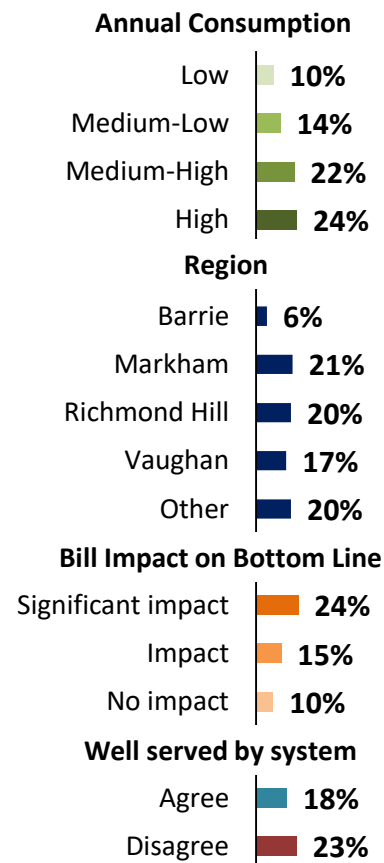
Thinking back to the **most recent** power outage you experienced at **your organization** as a PowerStream customer, would you say the power outage...

[asked all respondents, n=201]



Segmentation ▶▶

Those who say "significant cost":





Small Business ICM Assessment



ICM Rate Impact: A plurality (40%) believe the proposed rate increase is reasonable; those with no bill impact are most likely to have this opinion



Q As mentioned earlier, electricity distributors – such as **PowerStream** – are funded entirely by their customers. While owned by municipal shareholders, they do not receive government funding or taxpayer dollars. **PowerStream has identified the need for immediate capital investments for 2018 that are not funded through existing approved distribution rates.** As a result, PowerStream plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

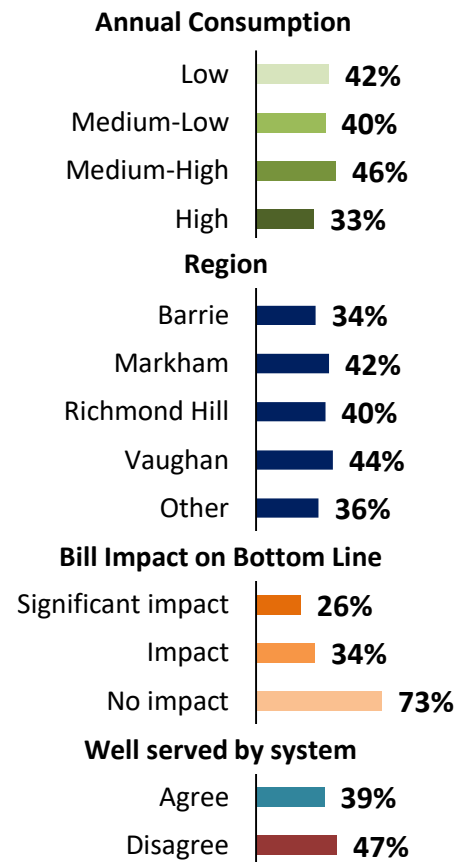
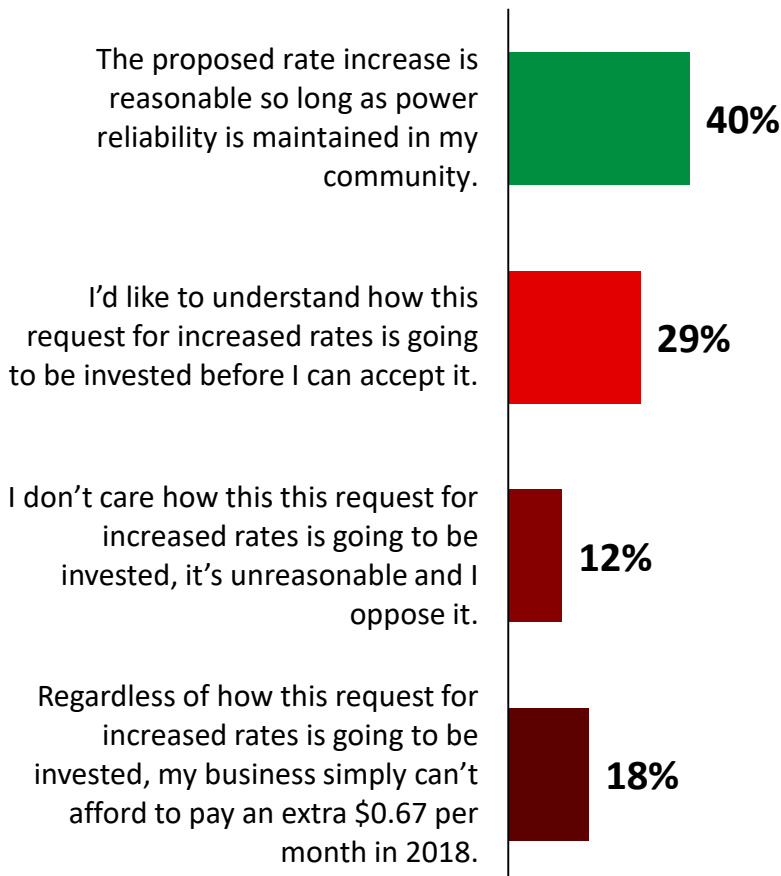
This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$0.67** on the typical small business customer's electricity bill in 2018. This represents an incremental increase of **1.0%** on the amount remitted to PowerStream AND a **0.2% increase** on the total electricity bill amount for the typical small business customer.

What is your opinion on this proposed rate increase in 2018? Would you say...

[asked all respondents, n=201]

Segmentation ►►

Those who say "proposed rate increase is reasonable":

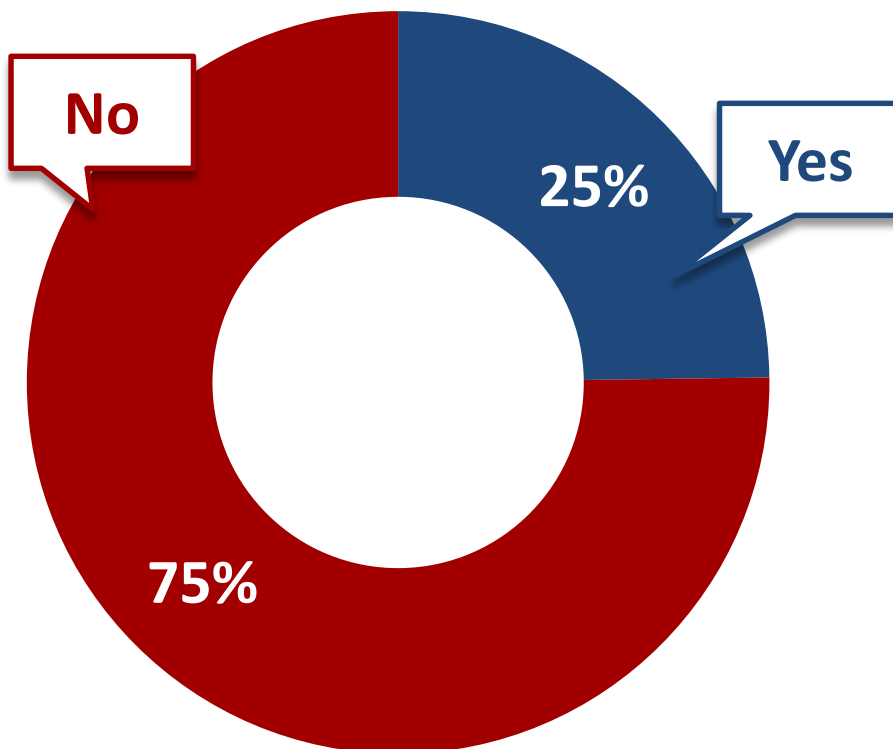


Option for More Project Details:

Majority (75%) say 'no'; higher consumption respondents most likely to be interested in learning more



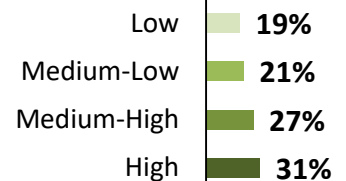
Q Would you like more details on what projects make up the proposed monthly increase of **\$0.67**?
[asked of those feel the proposed rate increase is reasonable or say their business simply can't afford more, n=117]



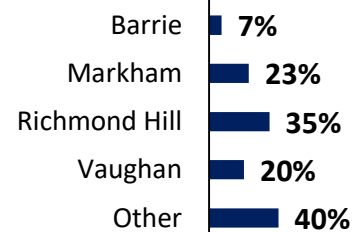
Segmentation ▶▶

Those who say "Yes":

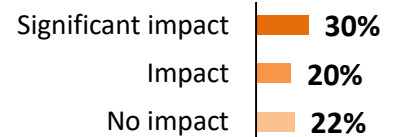
Annual Consumption



Region



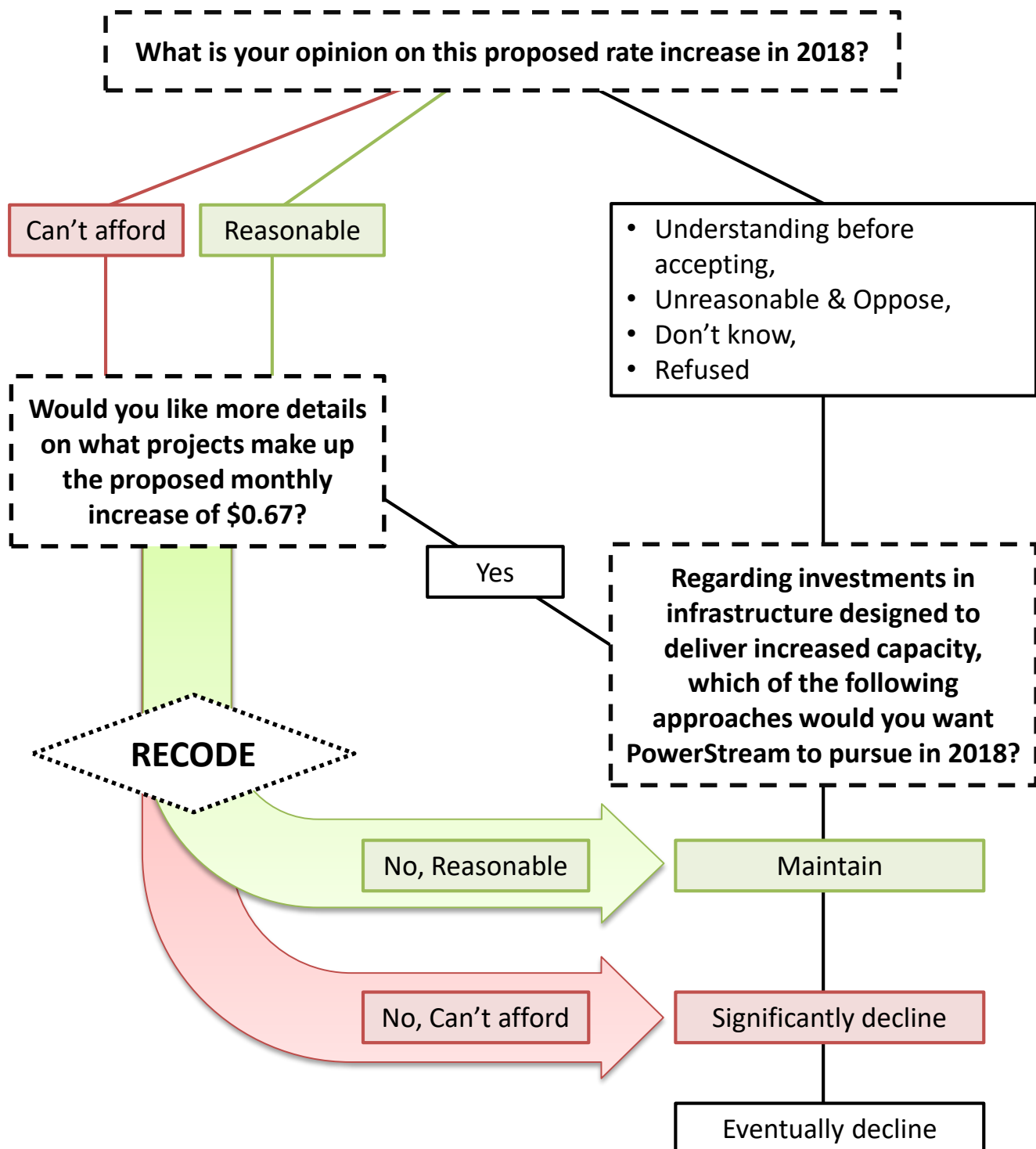
Bill Impact on Bottom Line



Well served by system



ICM Assessment Flow Chart



Addressing Capacity Needs: A plurality (42%) are willing to pay an additional \$0.13 per month if reliability remains the same



As part of its 2018 investment planning, **PowerStream** is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

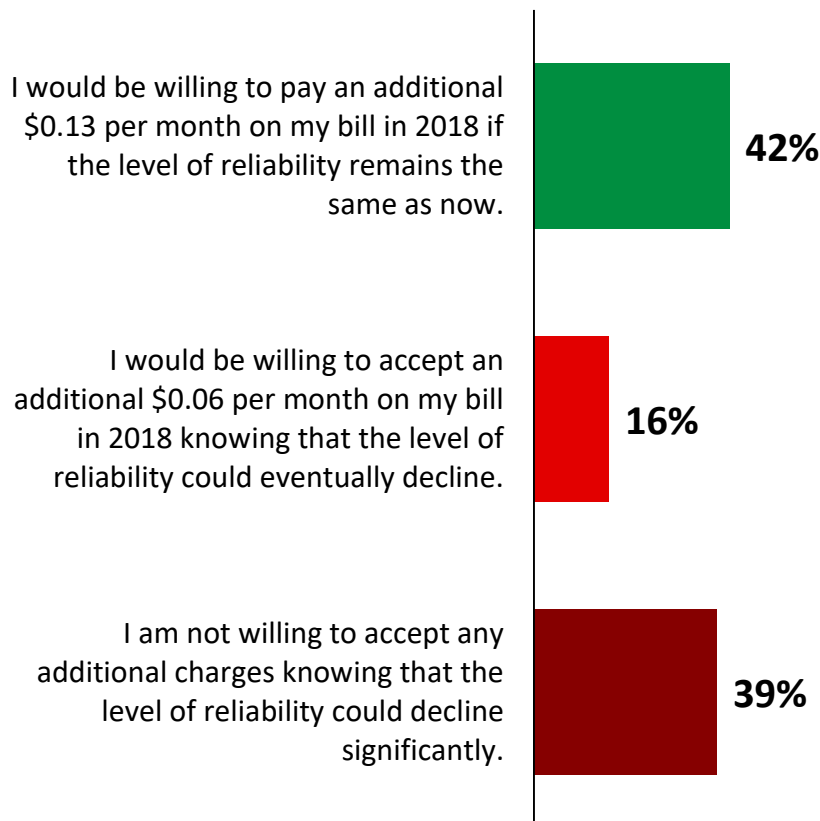
Each scenario impacts the bills of **small business** customers differently. The following questions breaks down how the estimated **\$0.67** in incremental funding could impact the typical **small business** customer in 2018.

The first incremental investment that PowerStream needs to make is the **York Regional Rapid Transit Road Widening** project. This is a non-discretionary investment project required to meet contractual obligations to government and will cost the average small business customer **\$0.28** per month in 2018.

As the communities served by PowerStream continue to grow, so too does the **demand for increased electricity capacity**. To address these capacity needs, PowerStream is proposing to increase its investment in substations and power line infrastructure to meet existing load requirements and provide back-up in the event of a loss of power at a neighbouring substation or power line.

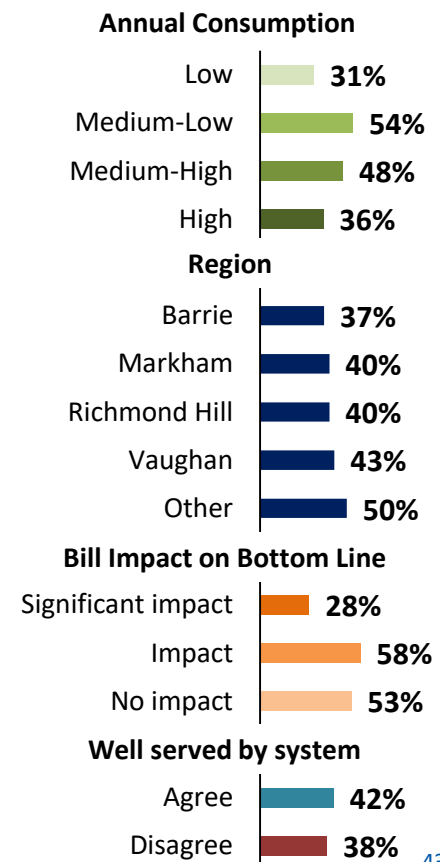
Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want PowerStream to pursue in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase, n=113]



Segmentation ►►

Those who say “***maintain reliability***”:



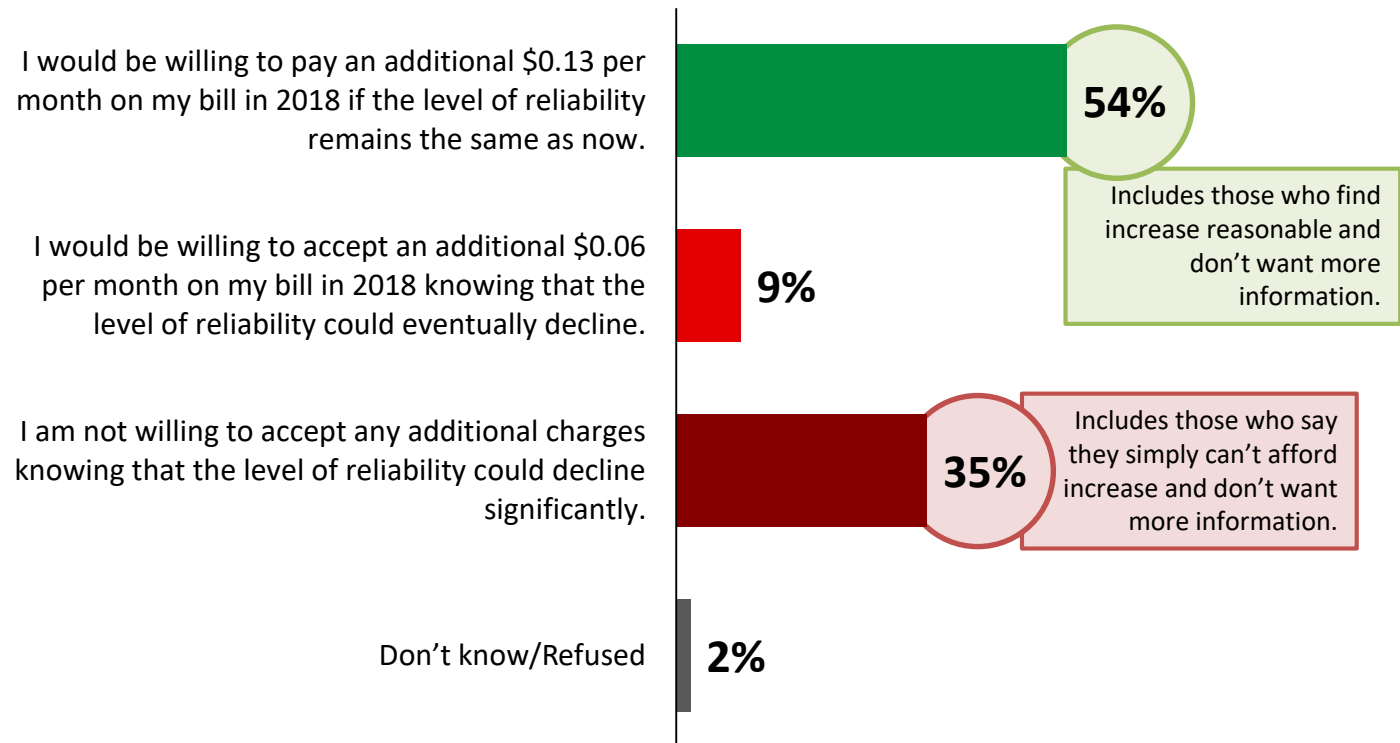
Note: ‘Don’t know’ (2%), ‘Refused’ (2%) not shown.

Addressing Capacity Needs:

Including those who are not interested in receiving more information about investments

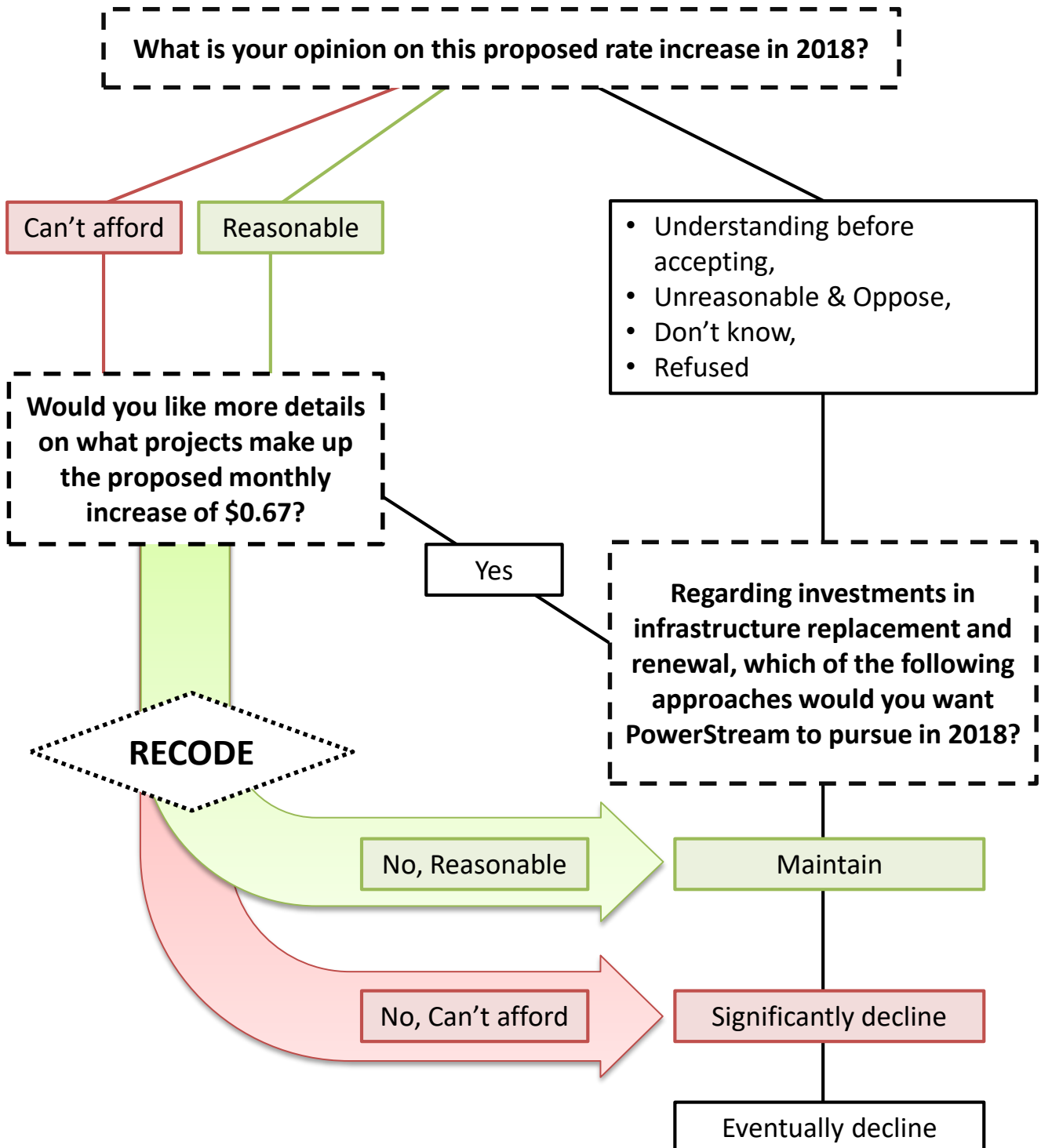


Q Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want PowerStream to pursue in 2018?



Addressing Capacity Needs	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	48%	78%	57%	43%	54%
Eventually Decline	8%	12%	8%	10%	9%
Significantly Decline	43%	10%	33%	47%	35%
Don't know/Refused	1%	0%	2%	0%	2%

ICM Assessment Flow Chart



System Renewal Projects: Majority are willing to accept some rate increase; higher support in Markham and Richmond Hill

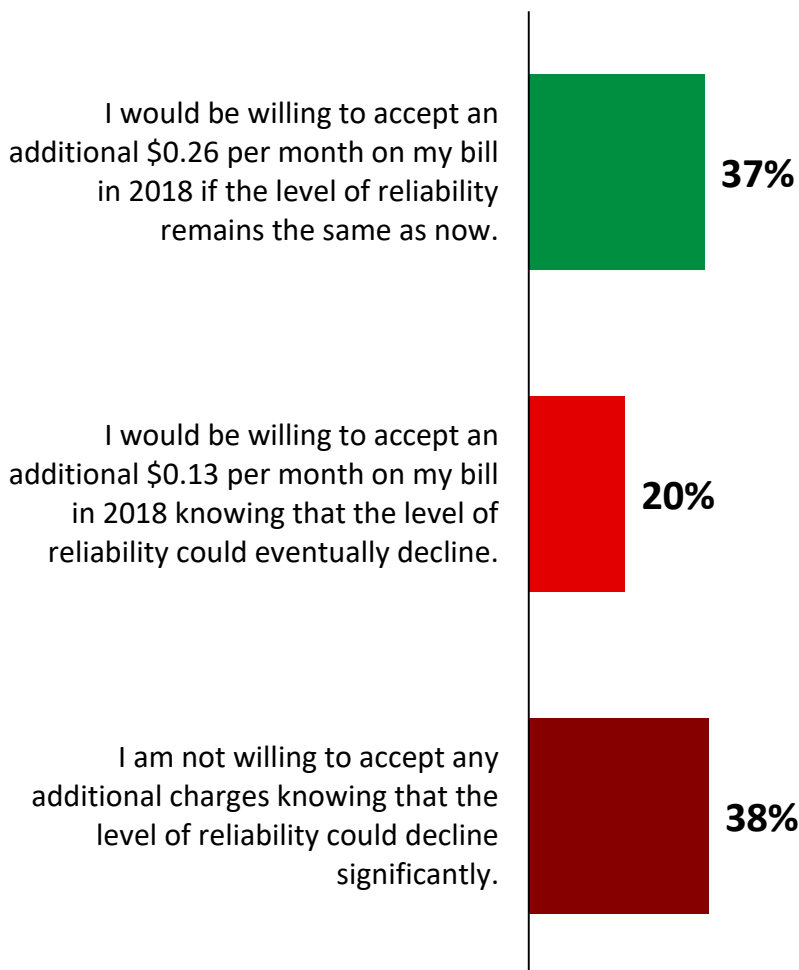


Like many utilities across Ontario today, **PowerStream** faces a challenge with aging electrical distribution infrastructure. Sections of PowerStream's electrical distribution system are more than 50 years old, and are at the end-of-life.

PowerStream is committed to extending the lifespan of its assets in order to minimize replacement costs. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in system renewal projects.

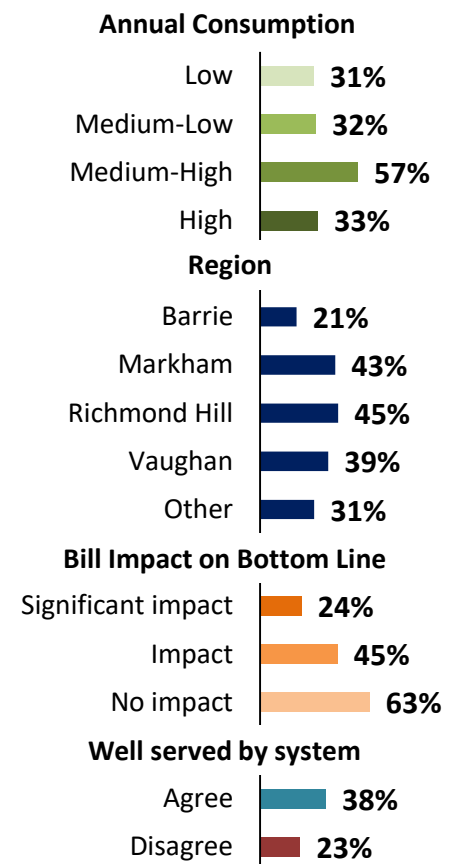
Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want PowerStream to pursue in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase, n=113]



Segmentation ►►

Those who say "maintain reliability":

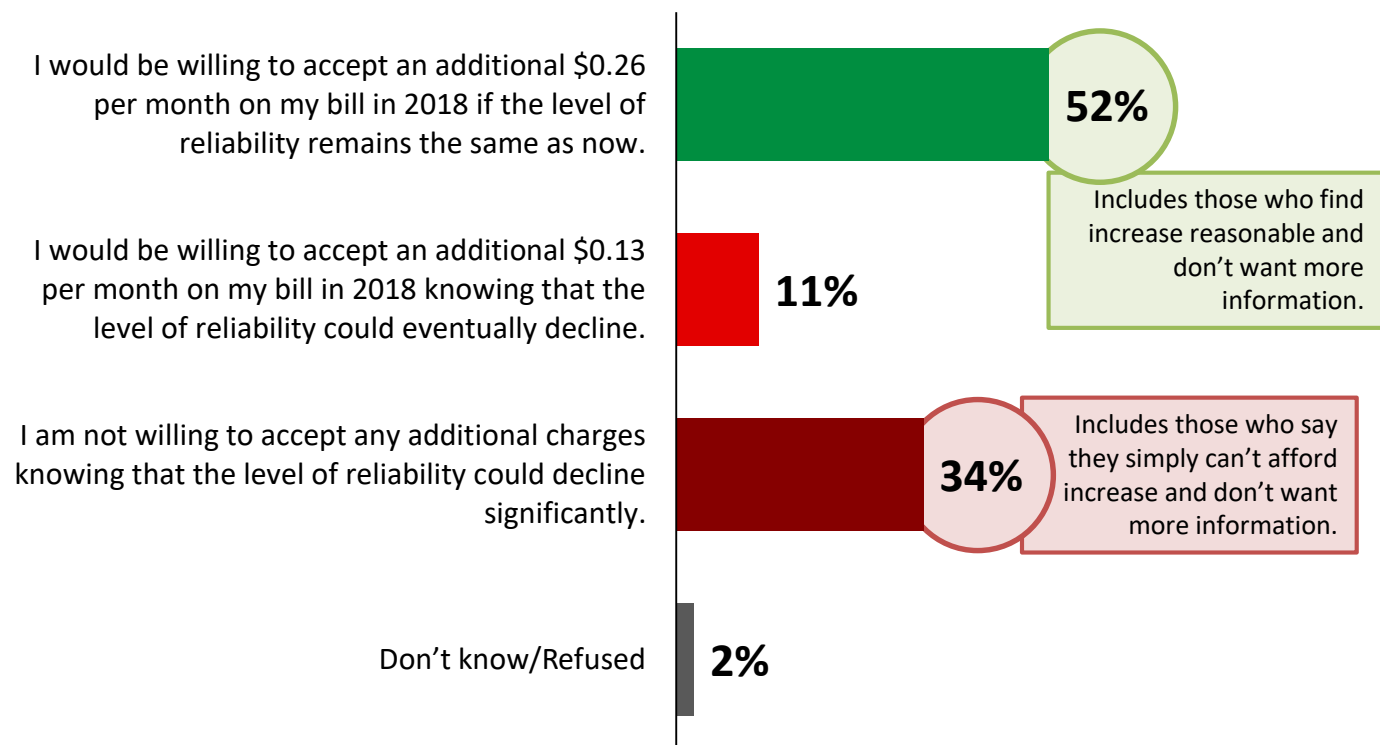


System Renewal Projects:

Including those who are not interested in receiving more information about investments



Q Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want PowerStream to pursue in 2018?



System Renewal Projects	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	43%	82%	54%	37%	52%
Eventually Decline	13%	8%	11%	17%	11%
Significantly Decline	42%	10%	32%	47%	34%
Don't know/Refused	3%	0%	3%	0%	2%



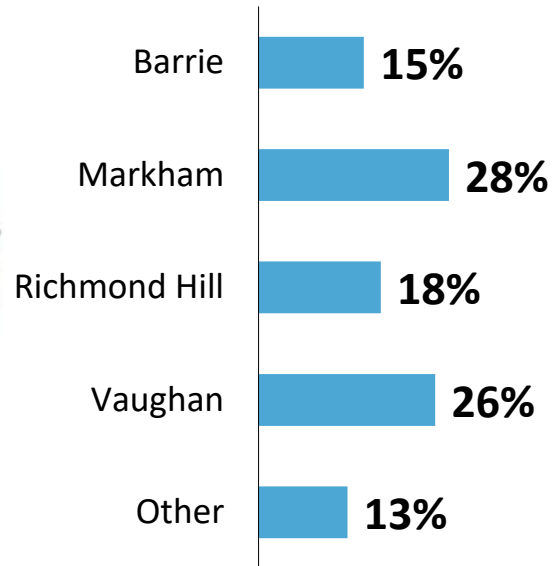
Mid-Sized Business Rate Class



Regional Segmentation



**Power
Stream**



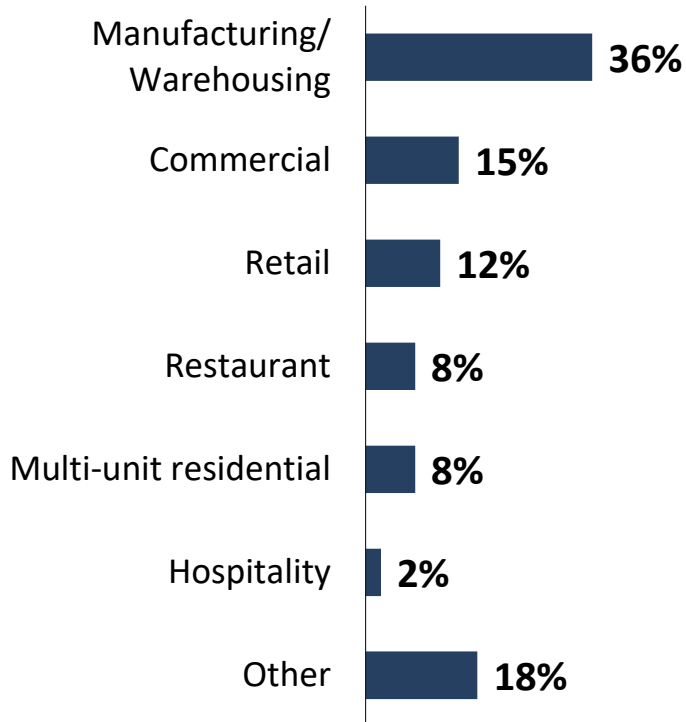
Regional groupings include:

- Vaughan;
- Richmond Hill;
- Markham;
- Other (Aurora, Bradford, Thornton, Alliston, Tottenham, Beeton, Alliston, Thornton, Barrie, Penetanguishene)

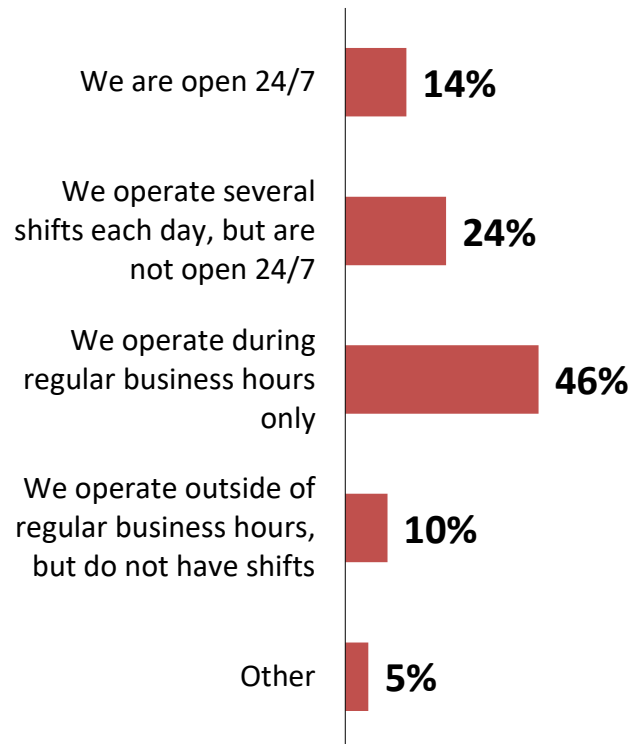
Segmentation & Firmographics



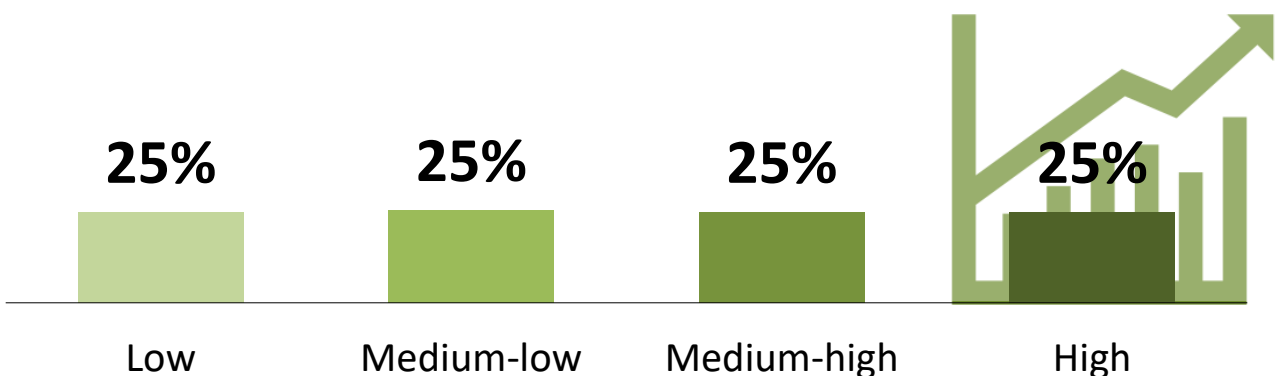
Sector



Hours of Operation



Annual Consumption

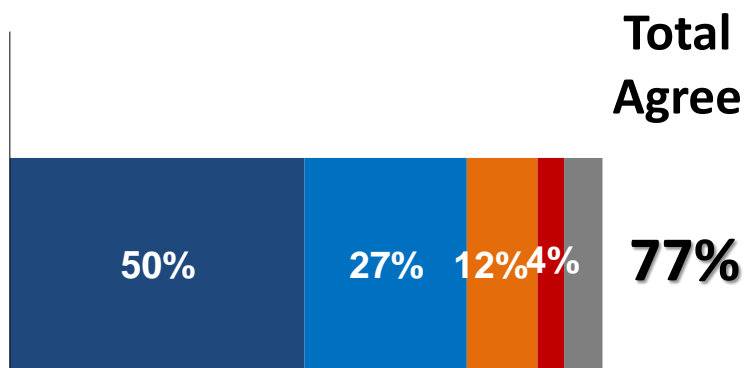


Segmentation & Demographics (2)

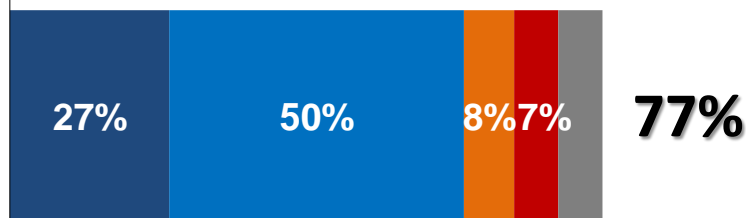


Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.
[asked all respondents, n=201]

The cost of my electricity bill has a major impact on the bottom line of my organization and results in some important spending priorities and investments being put off.



Customers are well served by the electricity system in Ontario.



■ Strongly agree
■ Somewhat disagree
■ Don't know/No opinion

■ Somewhat agree
■ Strongly disagree

Awareness of Merger: More than half (54%) are aware of merger; higher awareness among high consumption respondents and those in Markham



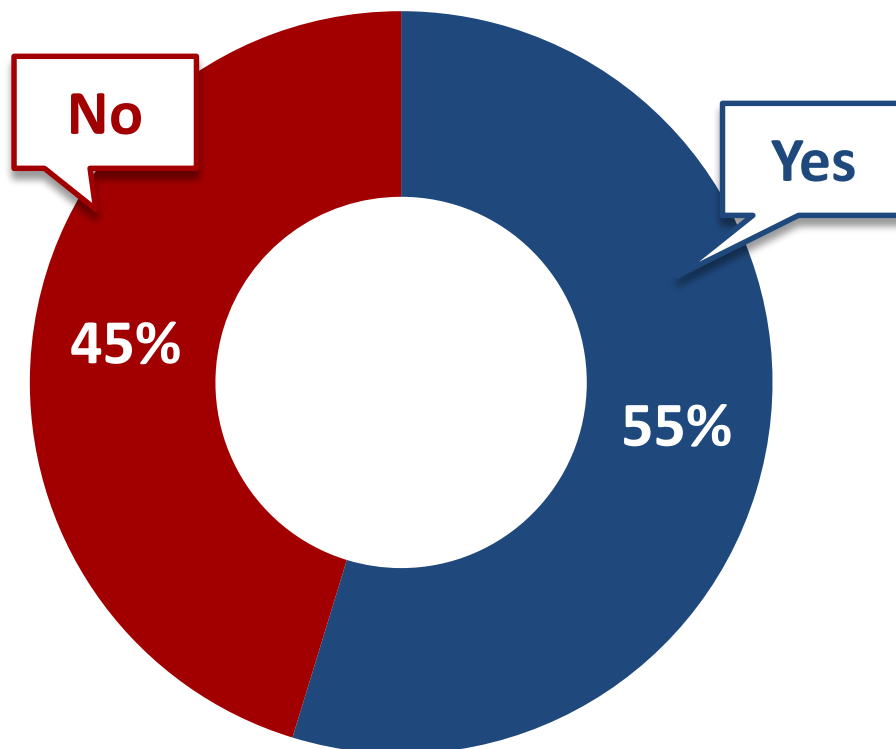
Mid-sized
Business



You may have recently heard that **PowerStream** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the Alectra Utilities merger before this survey?

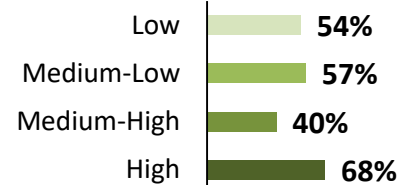
[asked all respondents, n=201]



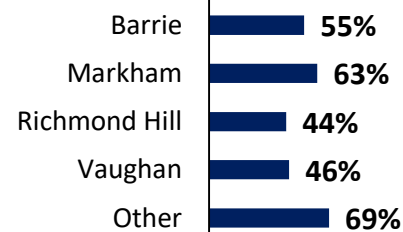
Segmentation ►►

Those who say "Yes":

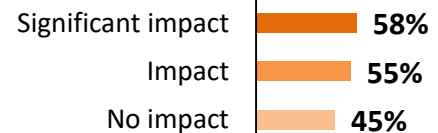
Annual Consumption



Region



Bill Impact on Bottom Line



Well served by system



Familiarity with PowerStream:

Majority (89%) are familiar; familiarity is highest among those who have 'medium-low' and high annual consumption



Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **PowerStream**. So, throughout this survey, references to "PowerStream" simply refers to the distribution system in the communities formerly served by PowerStream, now being served by Alectra Utilities.

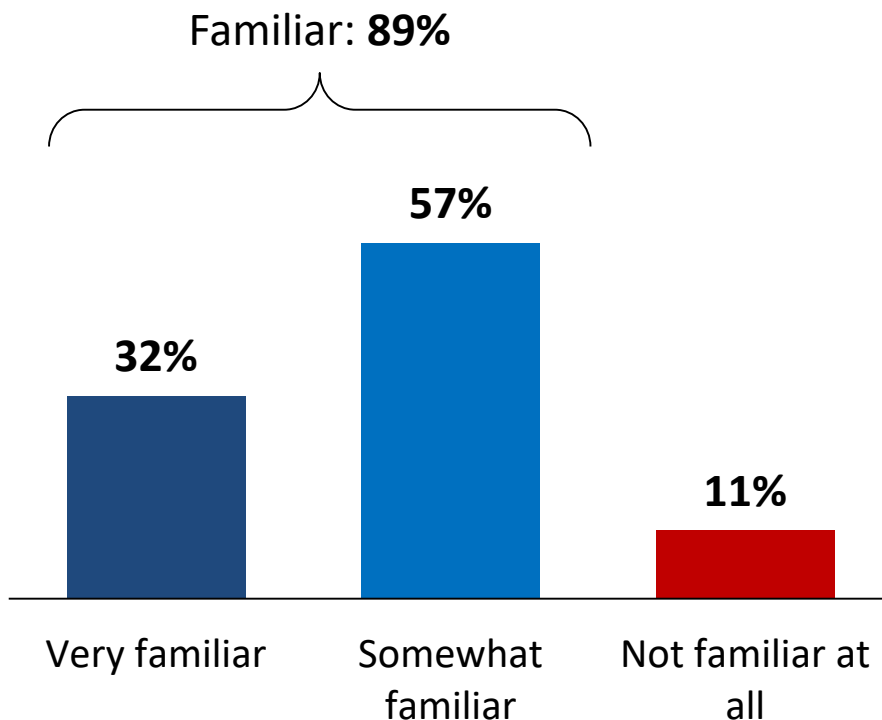
Also...while you may be residential PowerStream customer, I'd ask that you answer today's questions from the perspective of **your business or organization**. As you may know, PowerStream operates and maintains the local electricity distribution system in your community. This is the system that takes the electricity from provincial transmission lines and brings it to your business or organization through a network of wires, poles and other equipment that is owned and operated by PowerStream.

How familiar are you with PowerStream? Would you say you are very familiar, somewhat familiar, or not familiar at all?

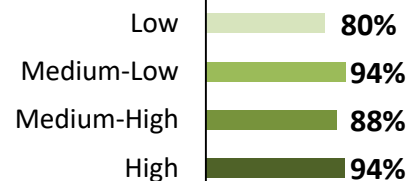
[asked all respondents, n=201]

Segmentation ►►

Those who say "Familiar":



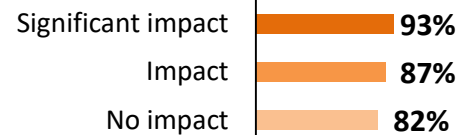
Annual Consumption



Region



Bill Impact on Bottom Line



Well served by system

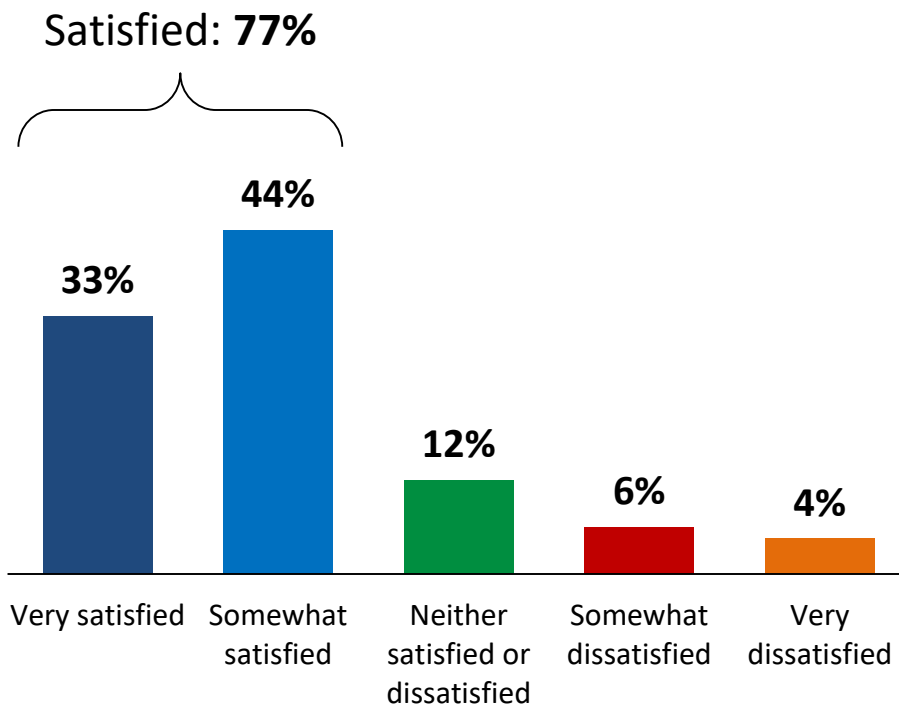


Satisfaction with Services: Majority (77%) are satisfied; those with no bill impact are most likely to be satisfied with the services their organization receives



In general, how satisfied or dissatisfied are you with the services **your organization** receives from **PowerStream**? Would you say you are *very satisfied*, *somewhat satisfied*, *somewhat dissatisfied*, or *very dissatisfied*?

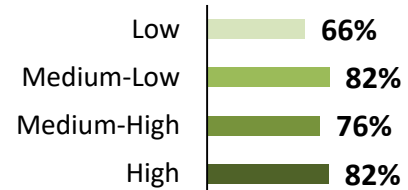
[asked all respondents, n=201]



Segmentation ►►

Those who say “Satisfied”:

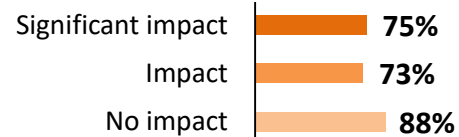
Annual Consumption



Region



Bill Impact on Bottom Line



Well served by system



Suggestions for Improvement: Top mention is 'lower rates'; 3-in-10 (30%) have no suggestions and 1-in-5 'don't know'

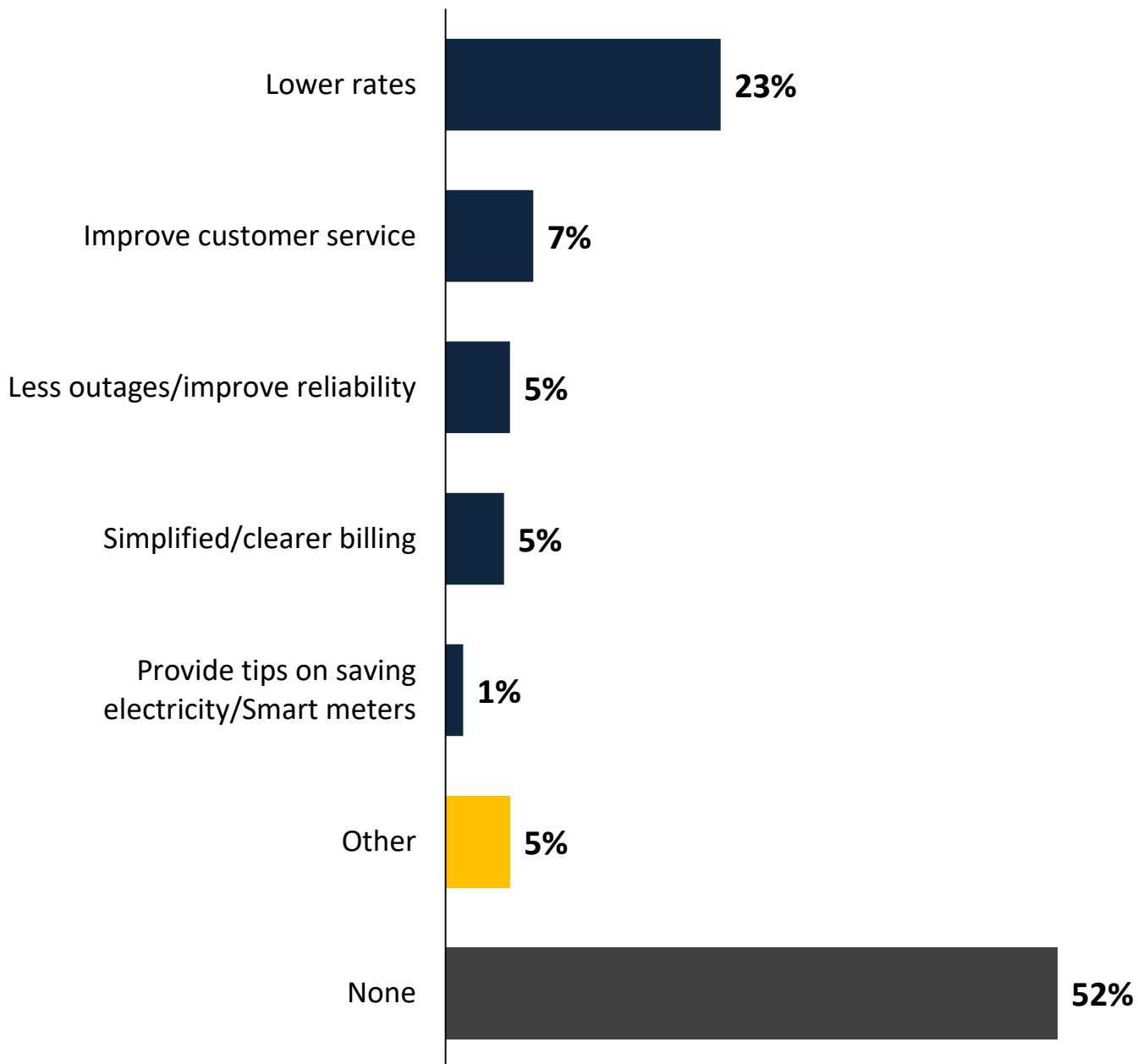


Mid-sized
Business



Is there anything in particular **PowerStream** can do to improve its service to your organization?

[asked all respondents, n=201]



Importance of Priorities: 'Delivering reasonable electricity distribution prices' is top priority; followed by reliability and addressing extreme weather outages

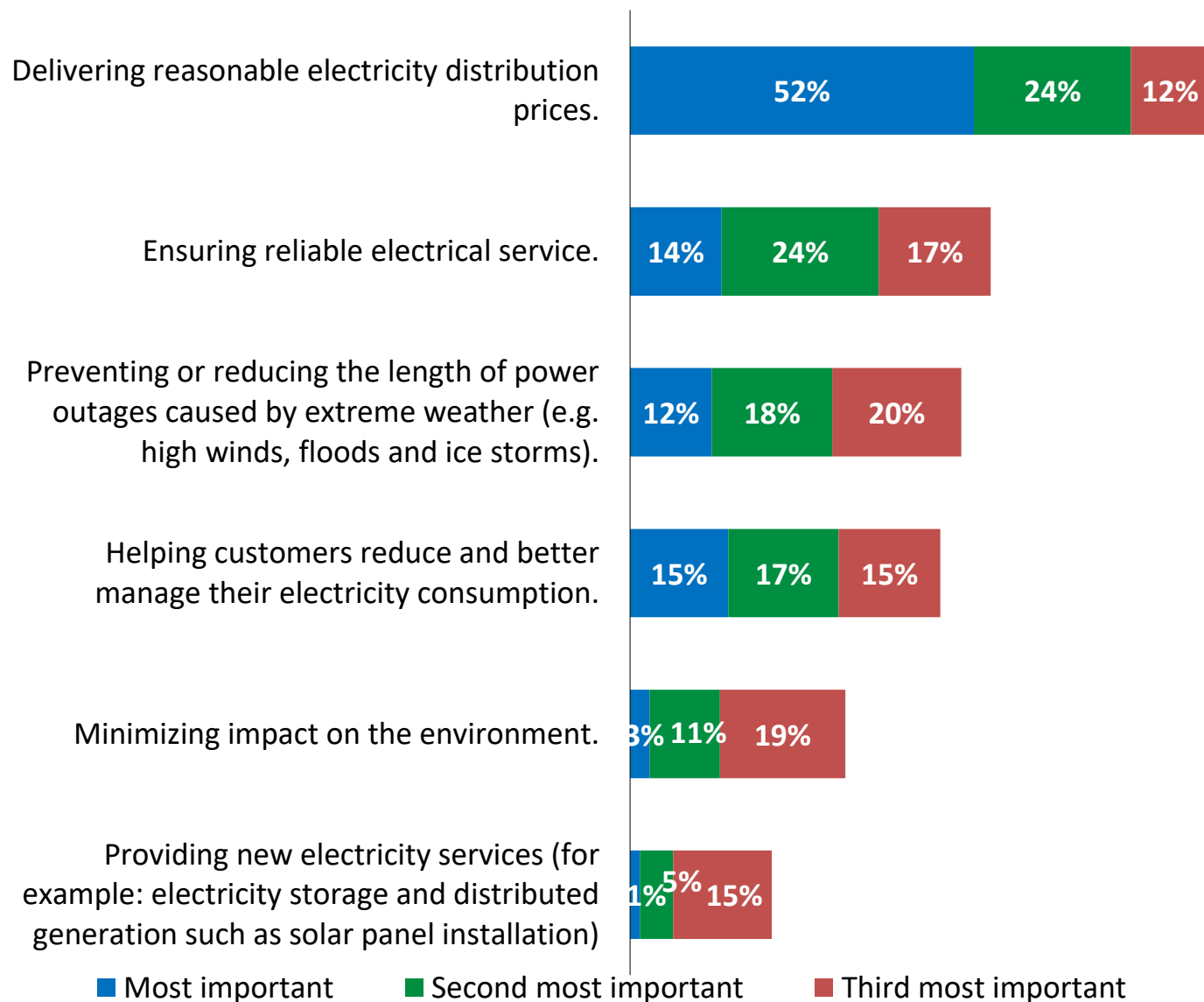


Mid-sized
Business

Q PowerStream regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service. In recent conversations with customers, a number of company goals were identified as key priorities for PowerStream.

Among the following PowerStream priorities, please tell me which one is most important to your organization. What is the next most important priority you think PowerStream should focus on? And what do you consider the third most important priority?

[asked all respondents, n=201]



Additional Priorities: Approximately 4-in-5 (83%) have no additional priorities; improved customer service and costs are other top mentions

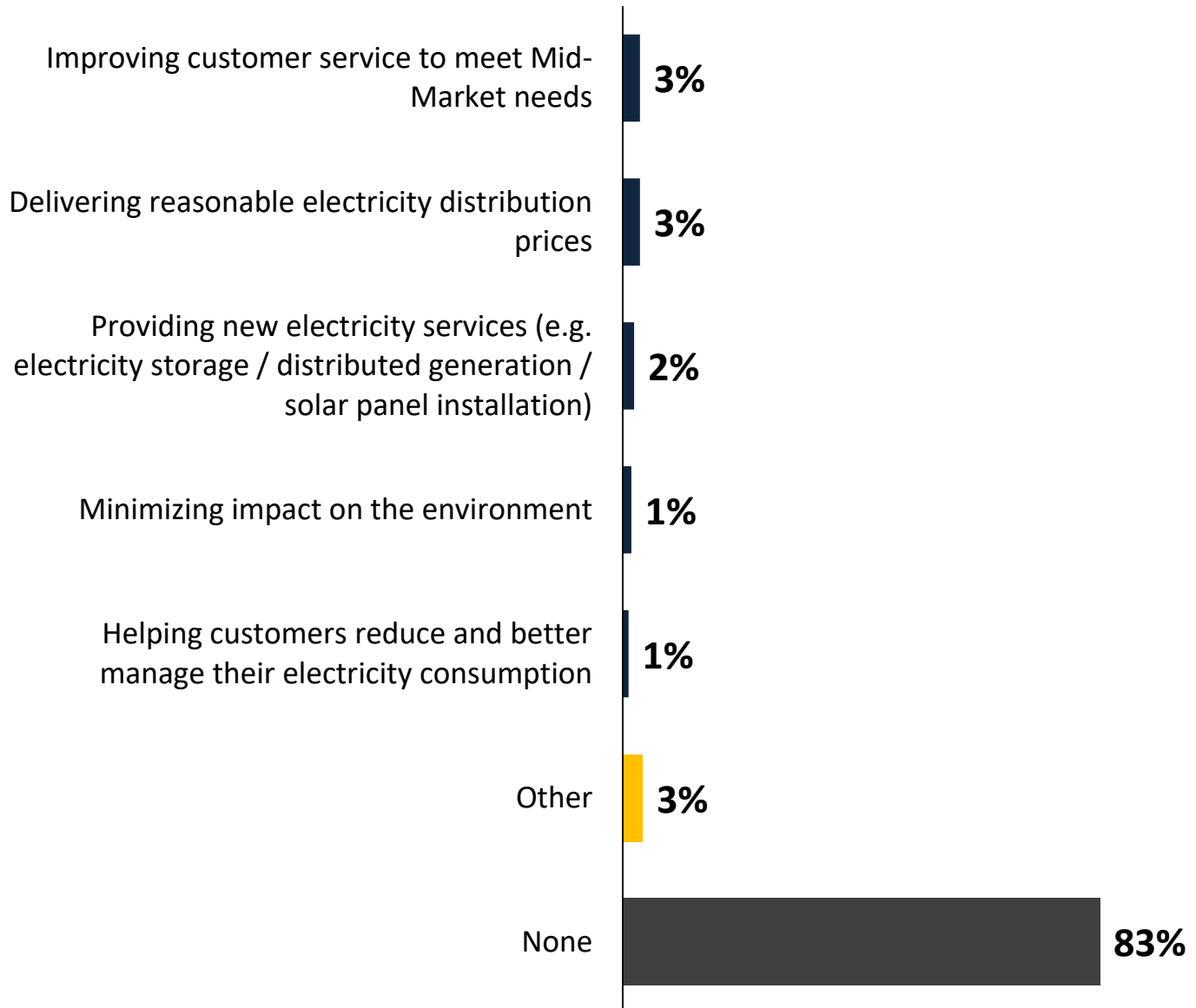


Mid-sized
Business



Are there any other important priorities that **PowerStream** should be focusing on that weren't included in the previous list I read to you?

[asked all respondents, n=201]



Familiarity of Amount Remitted:

2-in-3 (62%) are not familiar; those with 'high' annual consumption are most likely to be familiar



Q I'd now like to talk with you about your electricity bill...While **PowerStream** is responsible for collecting payment for the entire electricity bill, they retain about **7%** of the typical mid-sized business customer's bill. This is about **\$1,192** on an average **\$18,085** monthly electricity bill of a **mid-sized business**.

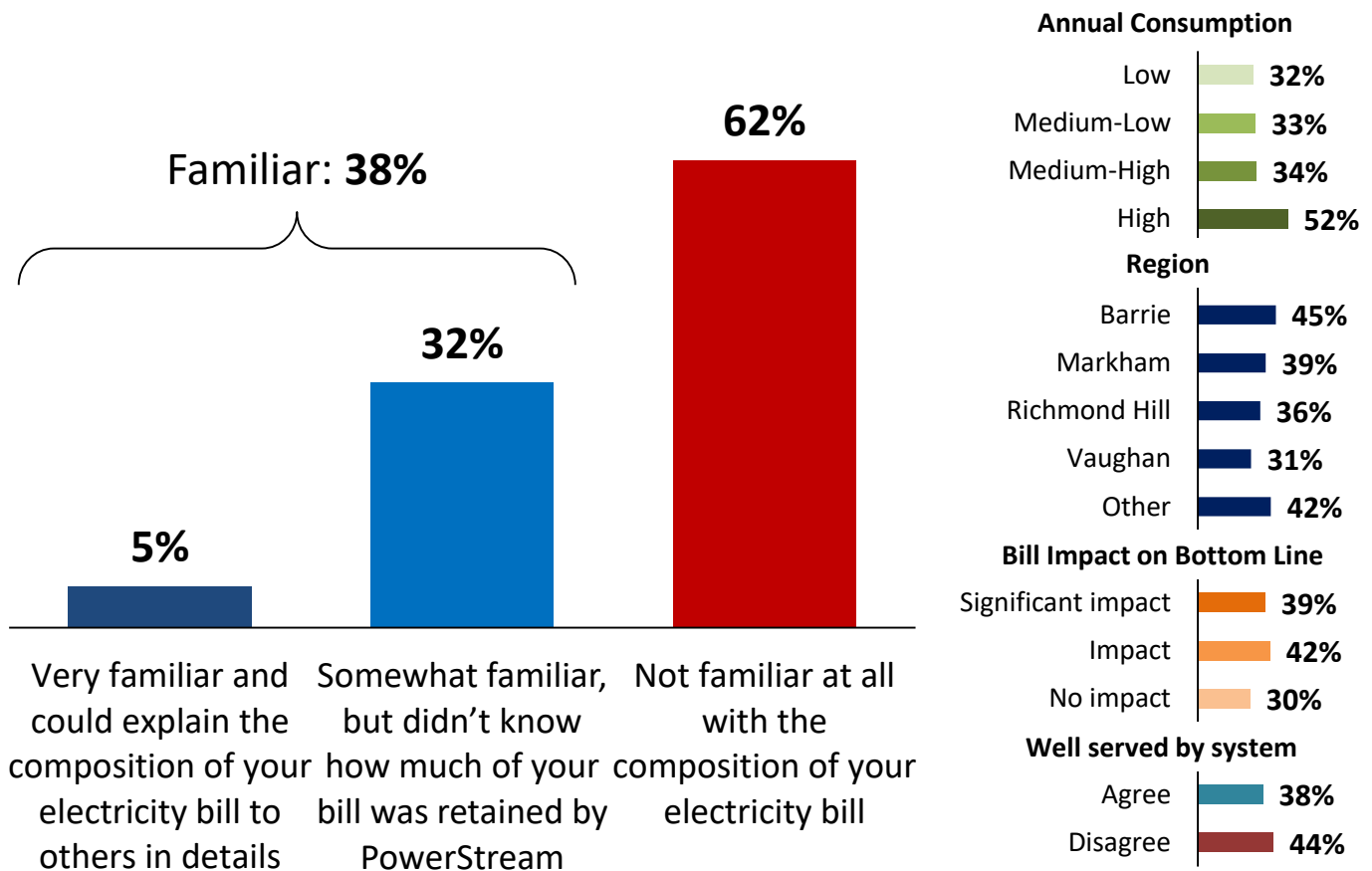
The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that goes to PowerStream? Would you say you are...

[asked all respondents, n=201]

Segmentation ►►

Those who say "Familiar":



Satisfaction with Reliability:

Majority are at least 'somewhat satisfied' across all measurements of reliability



Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain. With that said, the typical **PowerStream** customer experiences about one unexpected power outage per year.

For each the following statements, please tell me if you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied?

[asked all respondents, n=201]

Total Satisfied

The quality of the power delivered to your organization as judged by momentary interruptions in power that can result in the flickering or dimming of lights.



84%

The reliability of your electricity service as judged by the number of power outages your organization experience.



84%

The amount of time it takes to restore power when power outages occur.



83%

Very satisfied

Neither satisfied or dissatisfied

Very dissatisfied

Somewhat satisfied

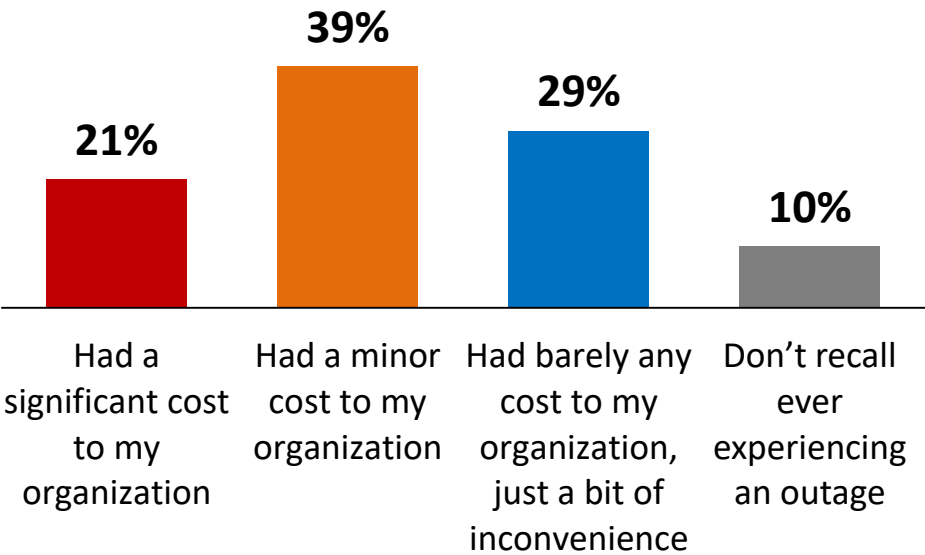
Somewhat dissatisfied

Don't know

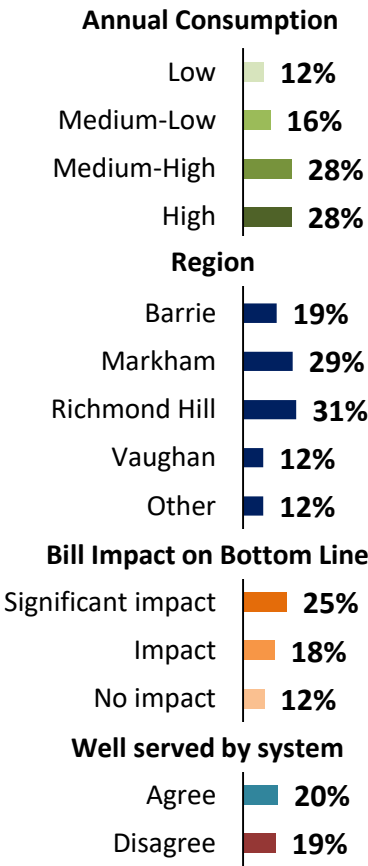
Most Recent Power Outage: A plurality (39%) report a minor cost to organization; Richmond Hill region is most likely to report a significant cost



Q Thinking back to the **most recent** power outage you experienced at **your organization** as a PowerStream customer, would you say the power outage...
[asked all respondents, n=201]



Segmentation ▶▶ *Those who say "significant cost":*





Mid-Sized Business ICM Assessment



ICM Rate Impact: A plurality (29%) believe the proposed rate increase is reasonable; those with no bill impact are most likely to have this opinion

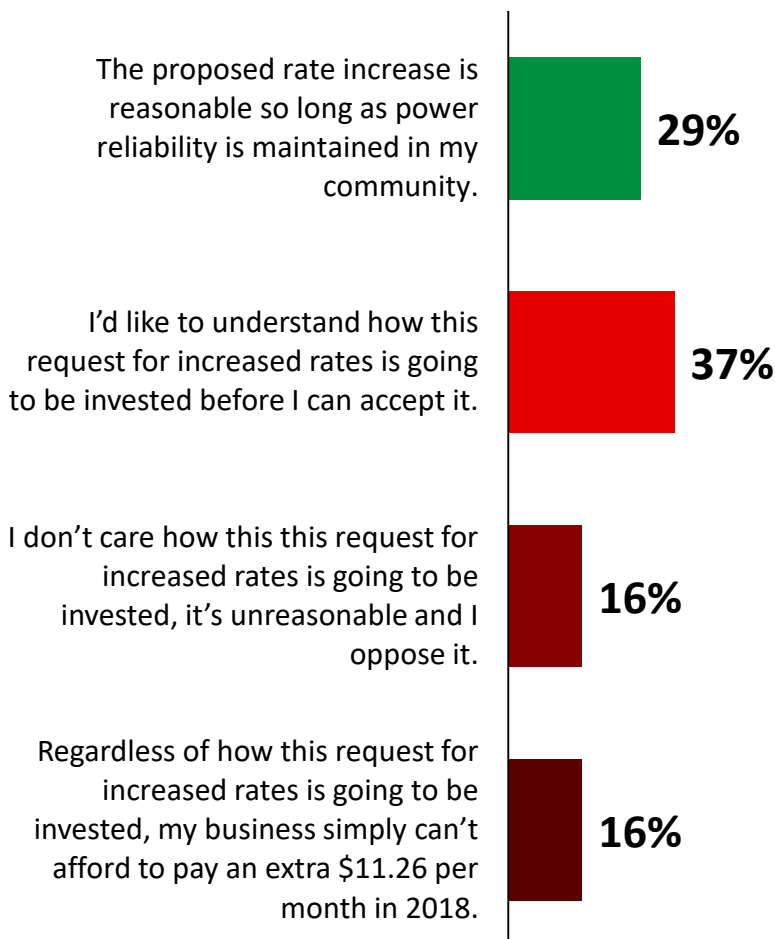


Q As mentioned earlier, electricity distributors – such as **PowerStream** – are funded entirely by their customers. While owned by municipal shareholders, they do not receive government funding or taxpayer dollars. **PowerStream has identified the need for immediate capital investments for 2018 that are not funded through existing approved distribution rates.** As a result, PowerStream plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$11.26** on the typical mid-sized business customer's electricity bill in 2018. This represents an incremental increase of **0.9%** on the amount remitted to PowerStream AND a **0.1% increase** on the total electricity bill amount for the typical **mid-sized business** customer.

What is your opinion on this proposed rate increase in 2018? Would you say...

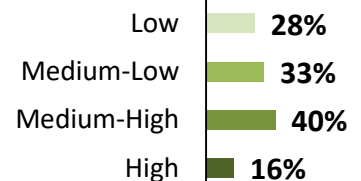
[asked all respondents, n=201]



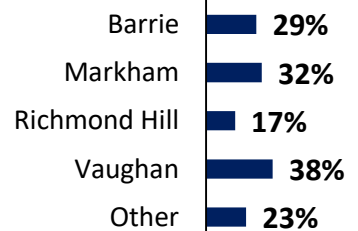
Segmentation ►►

Those who say "rate increase is reasonable":

Annual Consumption



Region



Bill Impact on Bottom Line



Well served by system



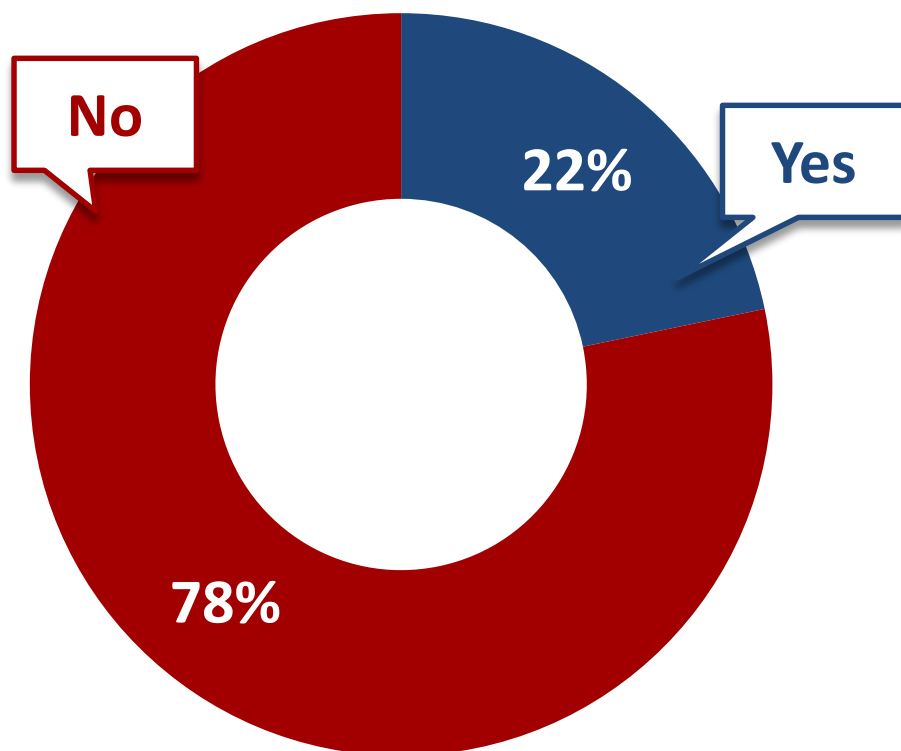
Option for More Project Details:

Majority (78%) say 'no'; Respondents in Markham and Richmond Hill much less likely to want more details



Would you like more details on what projects make up the proposed monthly increase of \$11.26?

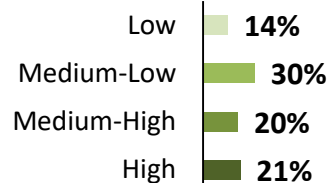
[asked of those feel the proposed rate increase is reasonable or say their business simply can't afford more, n=92]



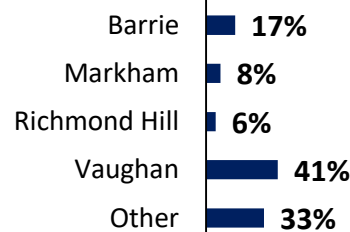
Segmentation ►►

Those who say "Yes, would like more details":

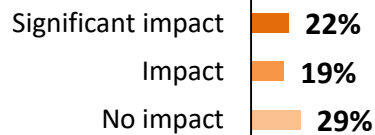
Annual Consumption



Region



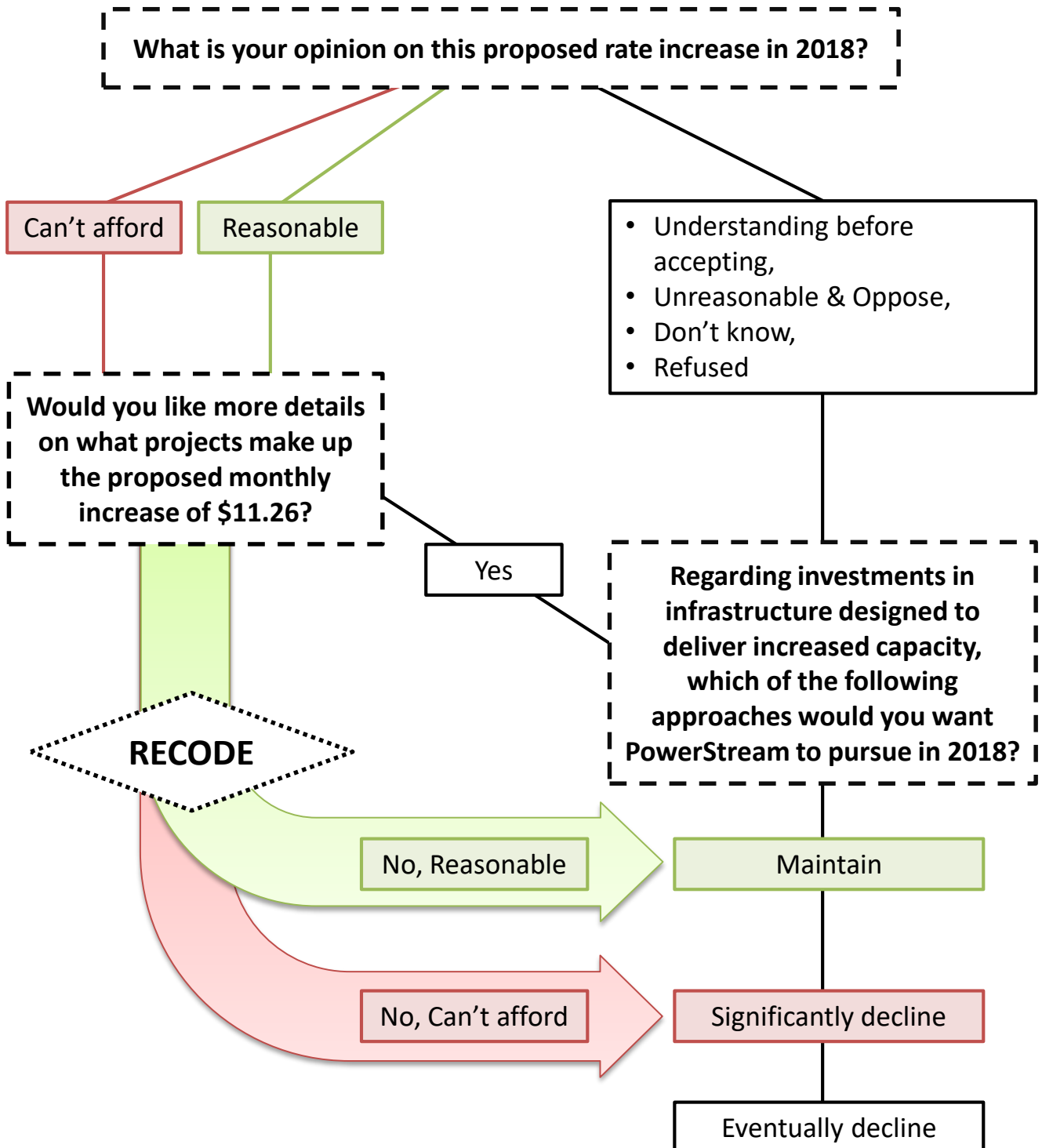
Bill Impact on Bottom Line



Well served by system



ICM Assessment Flow Chart



Addressing Capacity Needs:

Plurality willing to pay more to maintain reliability; majority willing to accept some rate increase



- Q** As part of its 2018 investment planning, **PowerStream** is considering a number of alternative scenarios:
- one where the level of reliability is ***maintained***;
 - one where the level of reliability eventually ***declines***; and
 - one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **mid-sized business** customers differently. The following questions break down how the estimated **\$11.26** in incremental funding could impact the typical **mid-sized business** customer in 2018. The first incremental investment that PowerStream needs to make is the **York Regional Rapid Transit Road Widening** project. This is a non-discretionary investment project required to meet contractual obligations to government and will cost the average mid-sized business customer **\$4.76** per month in 2018.

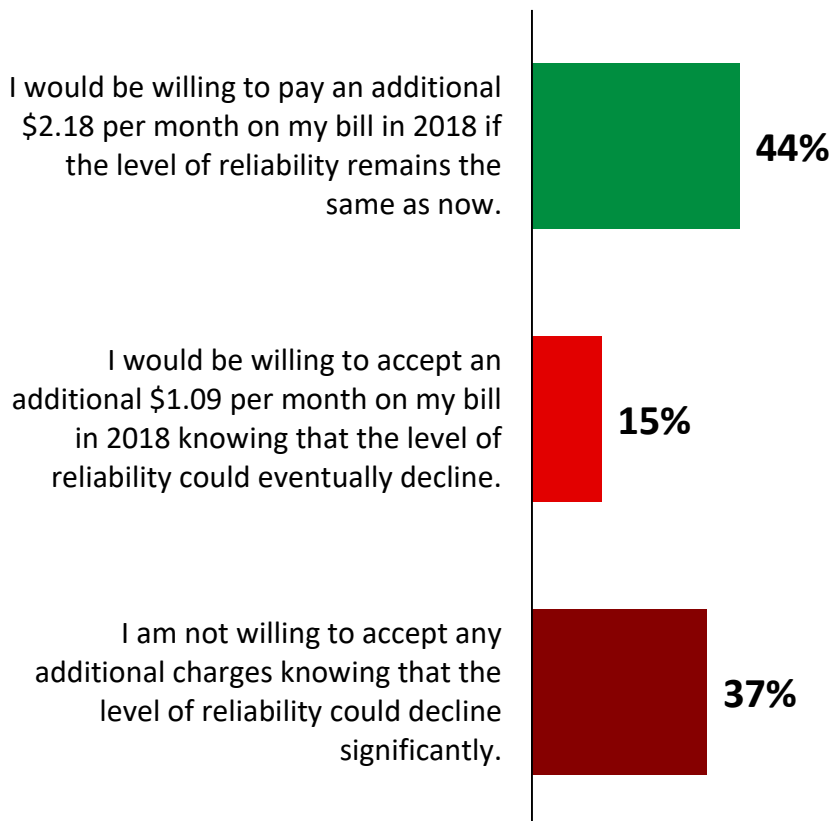
As the communities served by PowerStream continue to grow, so too does the **demand for increased electricity capacity**. To address these capacity needs, PowerStream is proposing to increase its investment in substations and power line infrastructure to meet existing load requirements and provide back-up in the event of a loss of power at a neighbouring substation or power line.

Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want PowerStream to pursue in 2018? Would you say...

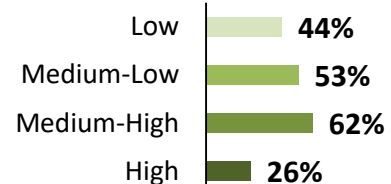
[asked of all respondents except those who do not want more details on what projects make up the proposed increase, n=129]

Segmentation ►►

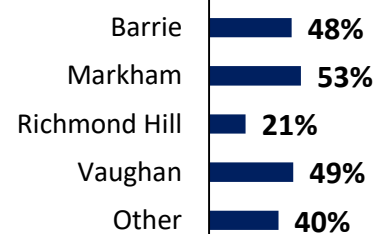
Those who say “***maintain reliability***”:



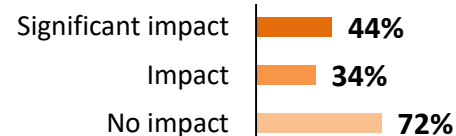
Annual Consumption



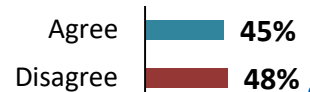
Region



Bill Impact on Bottom Line



Well served by system



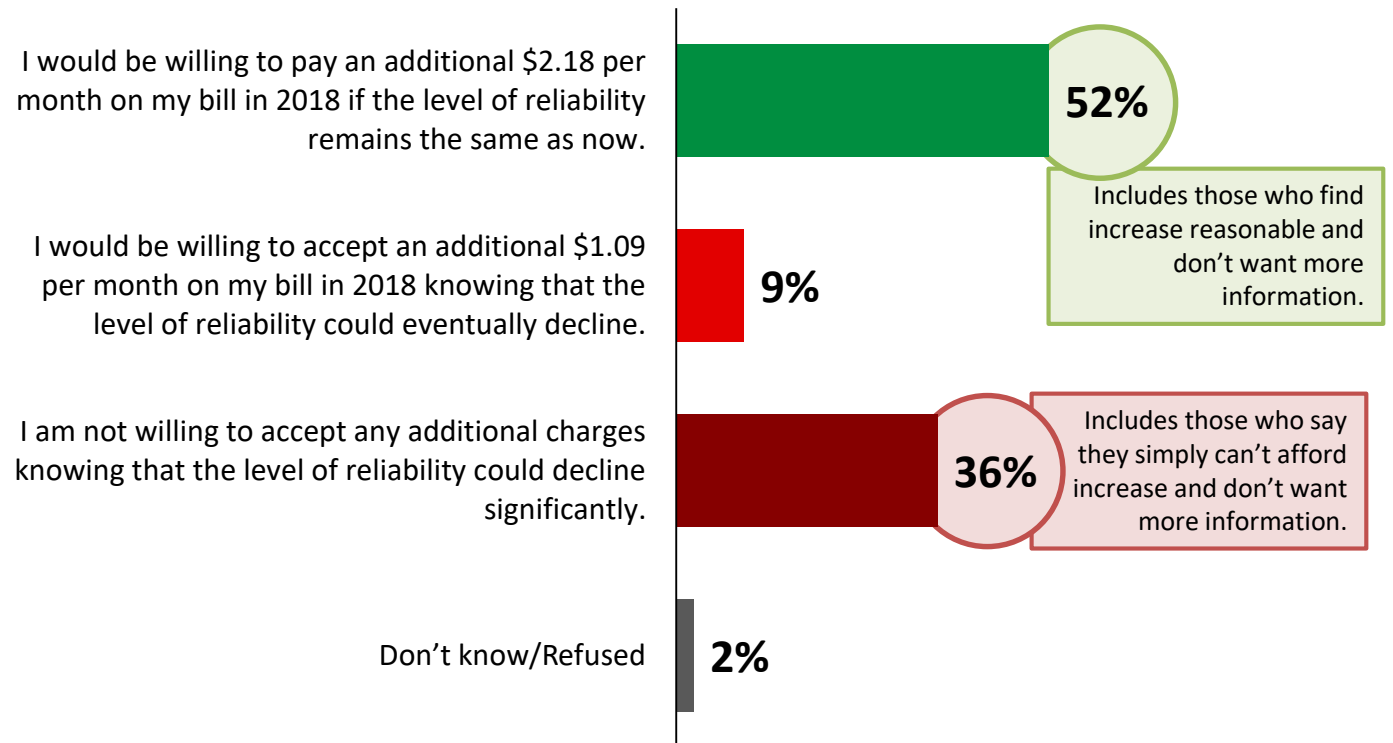
Note: 'Don't know' (4%) not shown.

Addressing Capacity Needs:

Including those who are not interested in receiving more information about investments

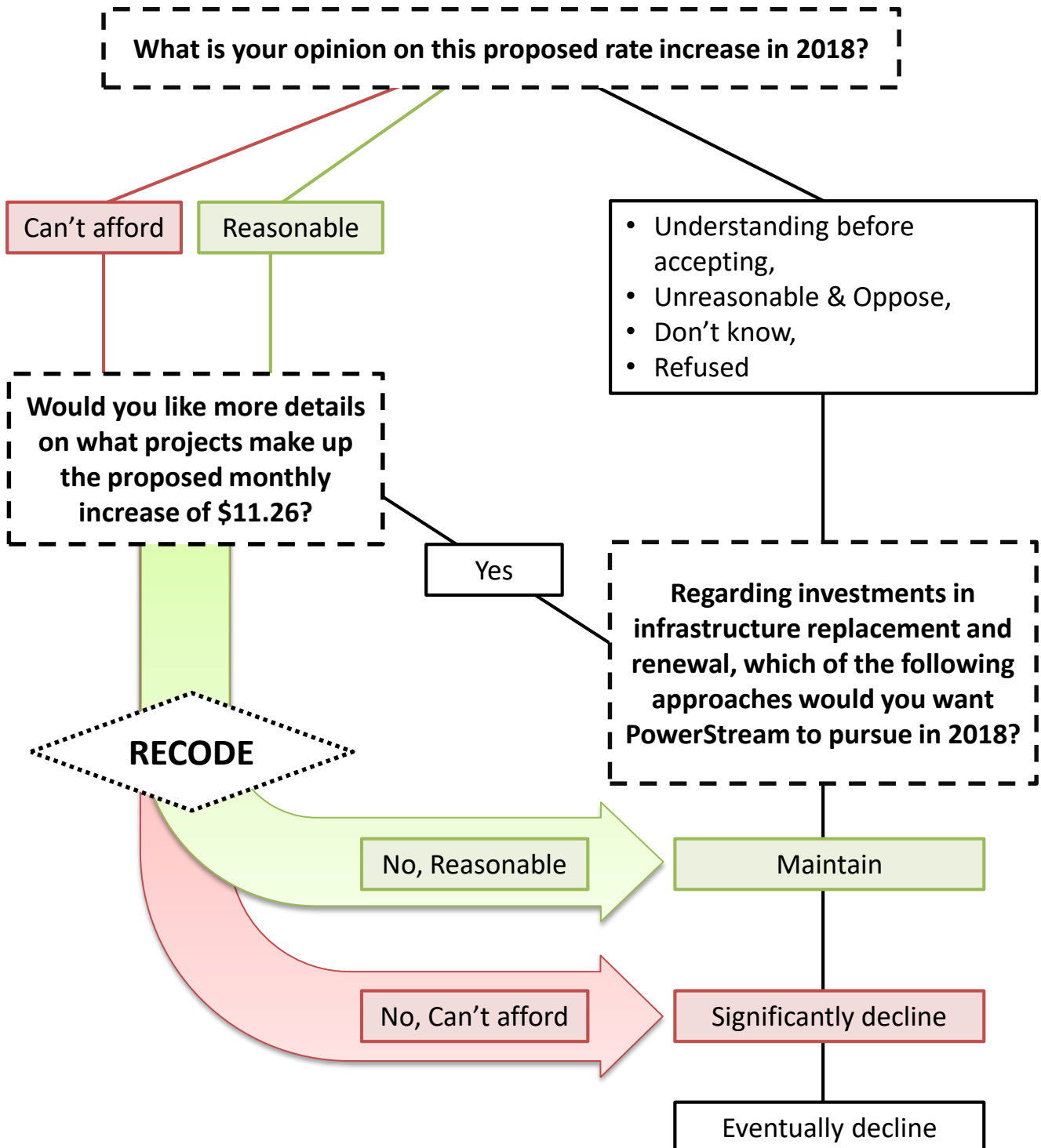


Q Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want PowerStream to pursue in 2018?



Addressing Capacity Needs	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	46%	79%	54%	50%	52%
Eventually Decline	12%	0%	10%	3%	9%
Significantly Decline	39%	21%	34%	41%	36%
Don't know/Refused	3%	0%	2%	6%	2%

ICM Assessment Flow Chart



System Renewal: Majority are willing to accept some rate increase; most not willing to see reliability decline significantly

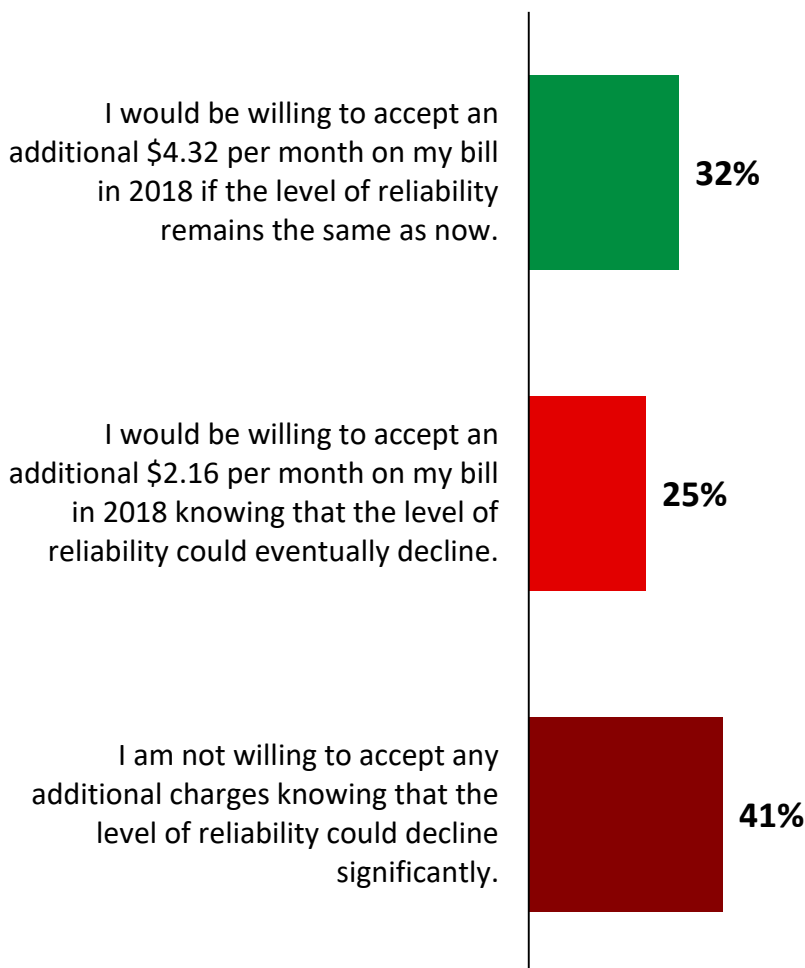


Like many utilities across Ontario today, **PowerStream** faces a challenge with aging electrical distribution infrastructure. Sections of PowerStream's electrical distribution system are more than 50 years old, and are at the end-of-life.

PowerStream is committed to extending the lifespan of its assets in order to minimize replacement costs. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in system renewal projects.

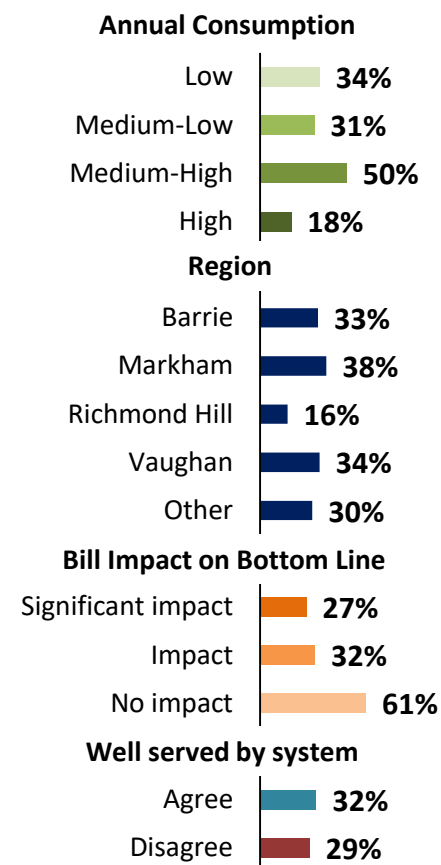
Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want PowerStream to pursue in 2018? Would you say...

[asked of all respondents except those who do not want more details on what projects make up the proposed increase, n=129]



Segmentation ►►

Those who say "maintain reliability":



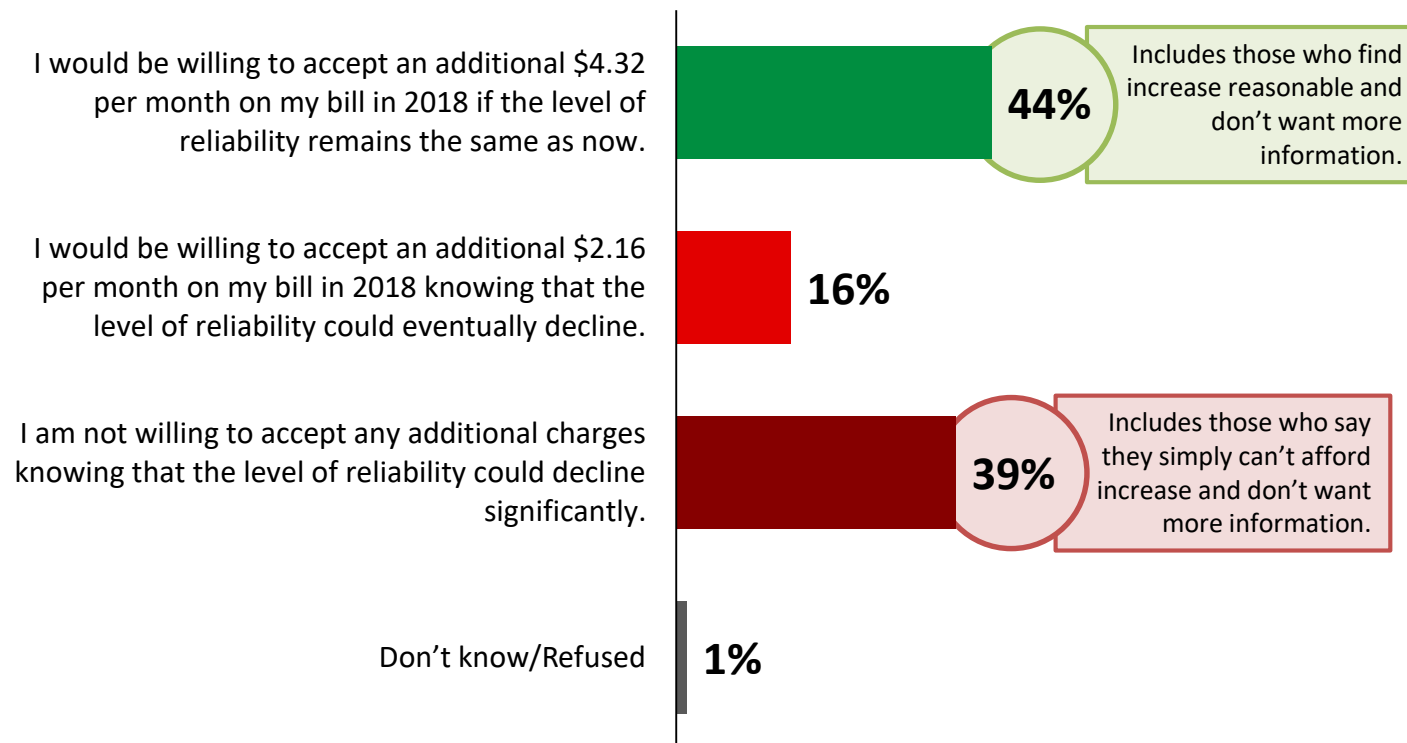
System Renewal Projects:

Including those who are not interested in receiving more information about investments



**Mid-sized
Business**

Q Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want PowerStream to pursue in 2018?



System Renewal Projects	Cost of electricity bill has a major impact on finances or bottom line		Customers are well served by the electricity system in Ontario		Total
	Impact	No Impact	Well served	Not well served	
Maintain	39%	73%	45%	38%	44%
Eventually Decline	18%	9%	17%	16%	16%
Significantly Decline	41%	18%	36%	47%	39%
Don't know/Refused	2%	0%	2%	0%	1%



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Appendix 3.0

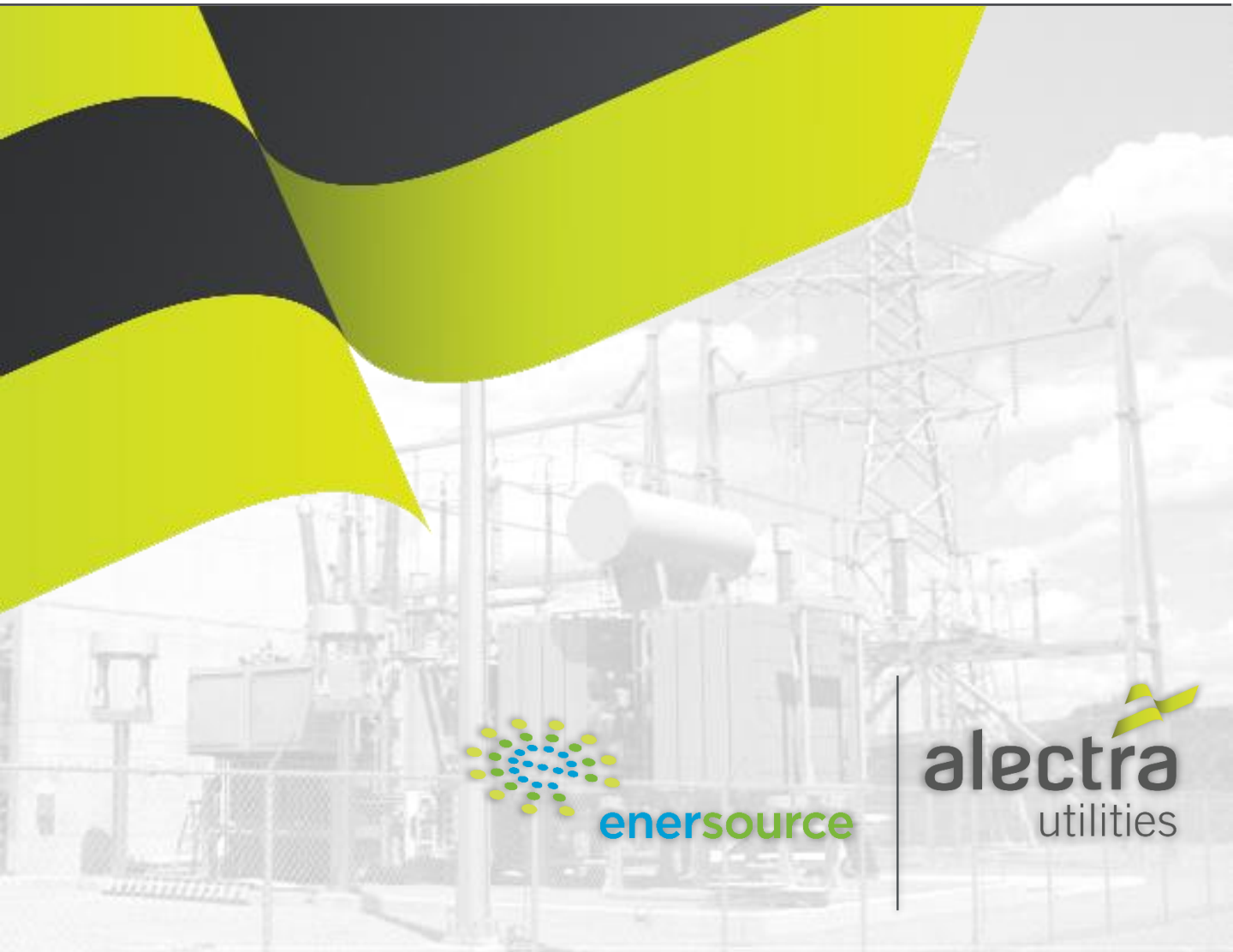
Enersource

Large User Online Survey
Report

Appendix 3.0

Enersource

Large User Online Survey



JUNE 2017

STRICTLY PRIVILEGED AND CONFIDENTIAL

Custom Online Survey: Methodology



Survey Design

These are the findings of an **Innovative Research Group** (INNOVATIVE) online survey conducted among Large Users in the Enersource rate zone between May 26 and June 9, 2017.

The focus of these surveys was to collect feedback on expectation, needs and preference as well as trade-offs related to DSPs and specific projects brought forward for the purposes of the ICM applications. Each of surveys were customized to reflect the estimated rate impacts for individual Large Users related to specific capital projects in the Enersource rate zone.

Alectra Utilities provided INNOVATIVE with an email contact list consisting of the prime contact for each of its **7 Large Users in the Enersource rate zone**. INNOVATIVE provided each key account contact with a unique URL via an email invitation so that only customers identified by Alectra Utilities were able to complete the survey and complete the survey only once.

Customers were sent three reminder emails to encourage survey participation. In addition, Alectra Utilities staff followed up with customers by telephone to encourage survey participation.

The analysis of this report is based on a census of **7 of 7** Large Users in the Enersource rate zone.

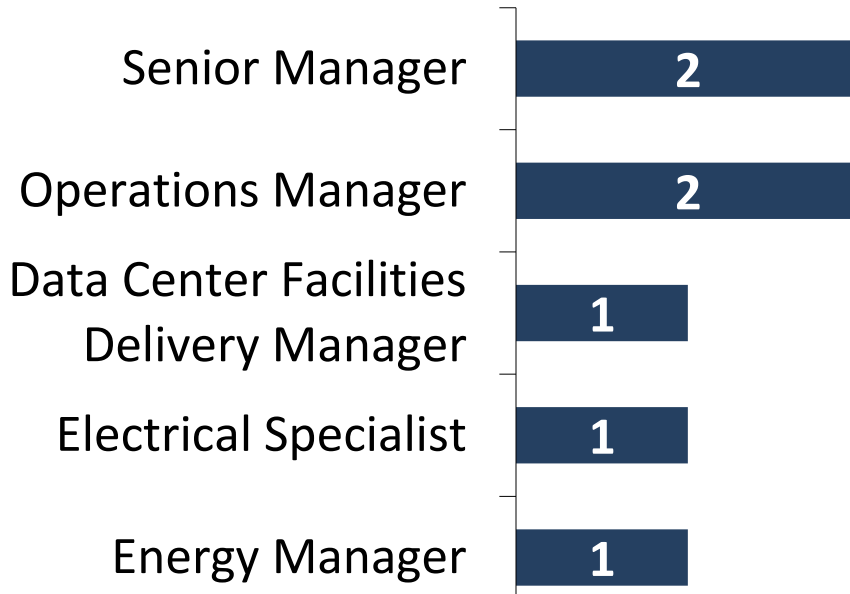
Individual Large User responses were anonymous and no identifiable respondent information was shared with Alectra Utilities. Responses were combined to protect the confidentiality of individual Large Users.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers. Caution interpreting results with small n-sizes.*

Segmentation & Firmographics



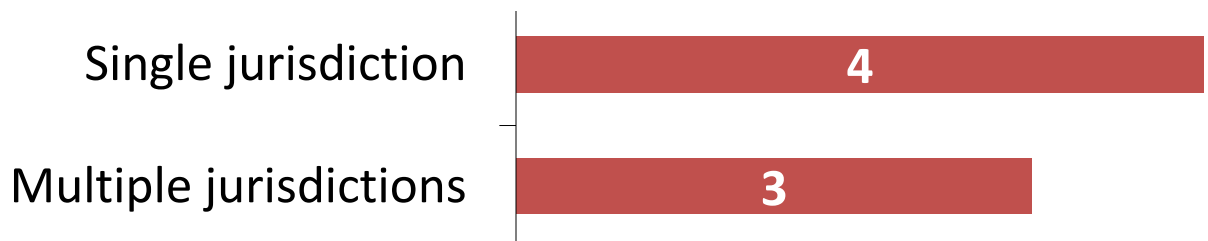
Occupation



Number of Bills



Jurisdiction(s)



Environmental Controls:

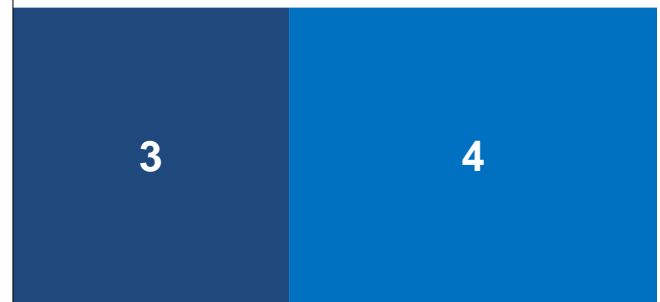
All Large Users agree that they would like more information on managing electricity



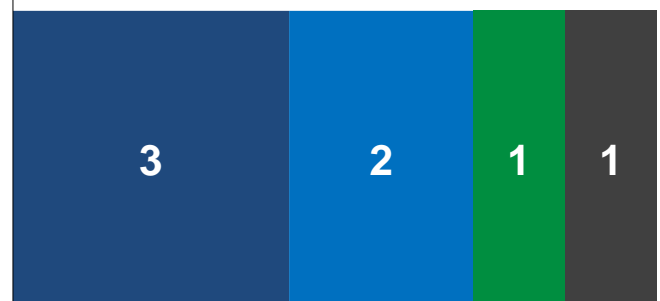
Q For each statement, indicate to what extent you agree or disagree. If you don't know enough to say or don't have an opinion, please indicate below.

[asked all respondents, n=7]

I would like to get more information on how to manage electricity costs and my organization's demand.



I would like to spend more time managing electricity costs at my organization.



■ Strongly agree

■ Somewhat agree

■ Neither agree nor disagree

■ Don't know

Awareness of Merger:

Enersource Large Users have heard of the merger, but are lacking in detail



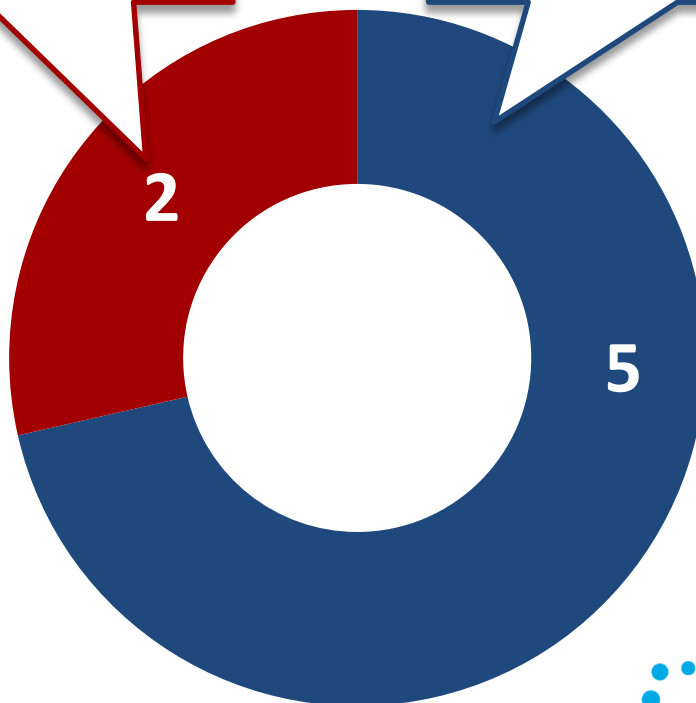
Q Formed as a result of bringing together four neighbouring Ontario utilities – **Enersource, Horizon Utilities, Hydro One Brampton and PowerStream** – **Alectra Utilities** now serves nearly one million customers in the Greater Golden Horseshoe Area.

How familiar are you with the **Alectra Utilities** merger?

[asked all respondents, n=7]

Have heard of the merger, but don't know any of the details

Somewhat familiar, but don't know all of the details



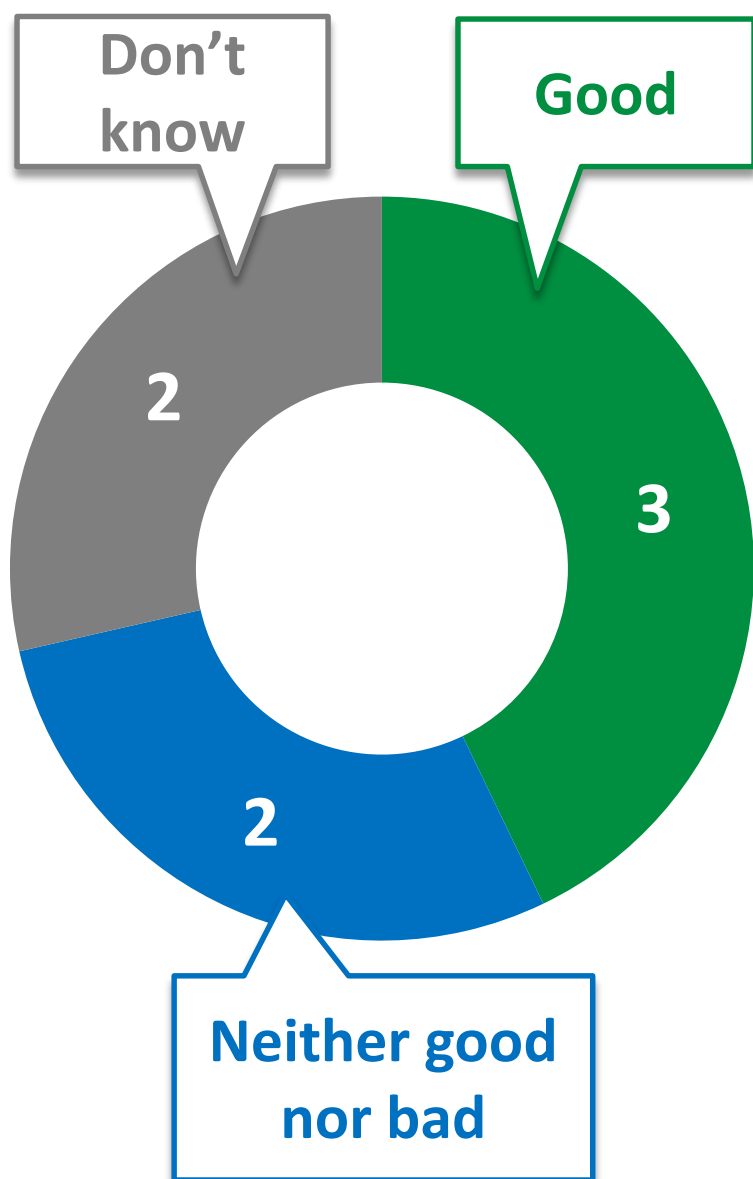
Value Prediction:

Two are ambivalent; three acknowledge organizational benefits of merger



Q Generally, do you think this merger will be good or bad for customers like you?

[asked all respondents, n=7]



Why do you feel the merger will be **good** for customers like you?

[asked of those who said 'good', n=2]

- “No duplication of work. Synergies and best practices can be adopted. Greater manpower to deal with issues such as power outages. “
- “Increased reliability.”
- “Consolidation of assets generally can provide better synergies at a reduced rate. Combination of expertise should provide better quality and service.”



Enersource Large User General Satisfaction



Familiarity with Electricity

System: All Enersource Large Users at least somewhat familiar, but 6-of-7 can't explain all the details to others

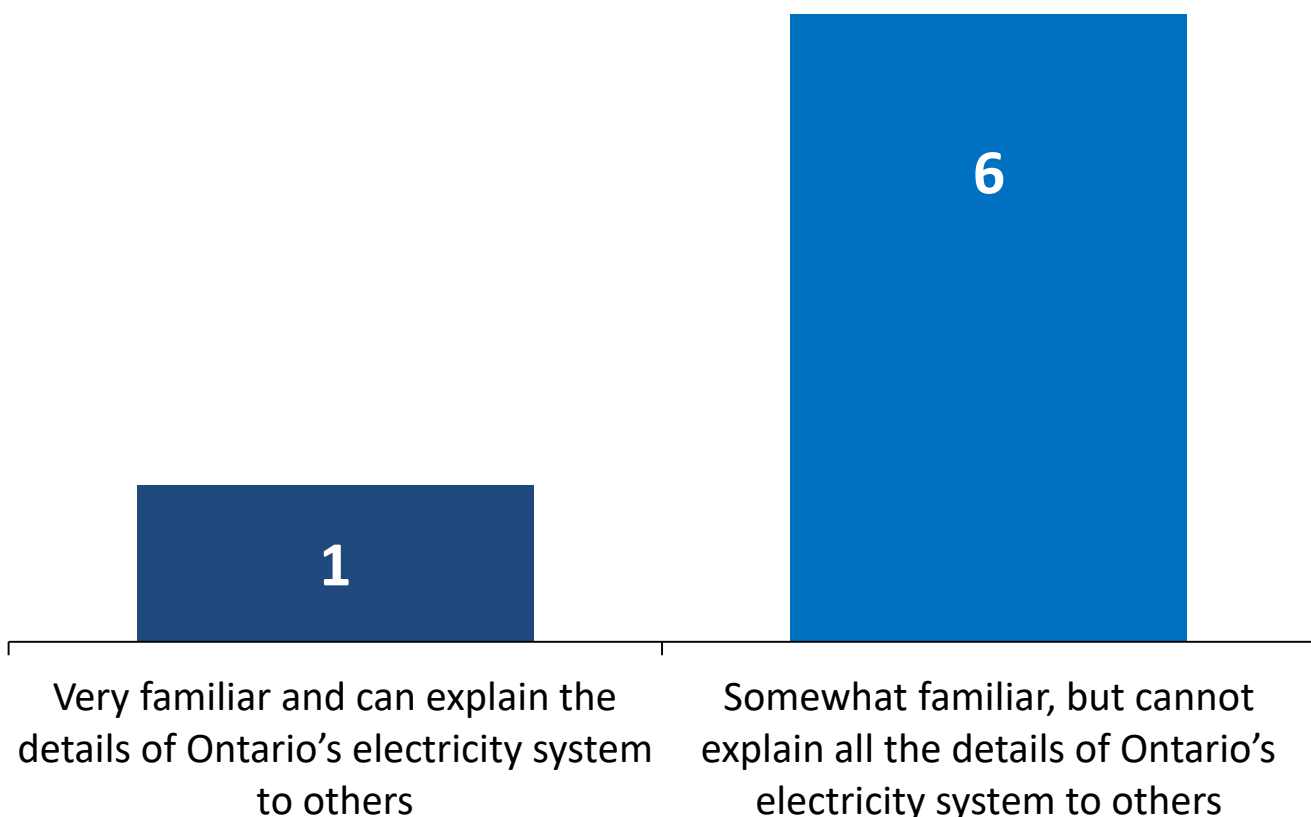


Q Regardless of how familiar you are with the recent merger, today's survey is about your past experience with **Enersource** and your future expectation of Alectra Utilities.

Throughout this survey, references to "**Enersource**" simply refers to the distribution system in the communities formerly served by **Enersource**, now being served by **Alectra Utilities**.

How familiar are you with the various parts of Ontario's electricity system, how they work together and which components **Alectra Utilities** is responsible for?

[asked all respondents, n=7]



Satisfaction with Services:

Enersource Large Users are satisfied overall with the service they receive

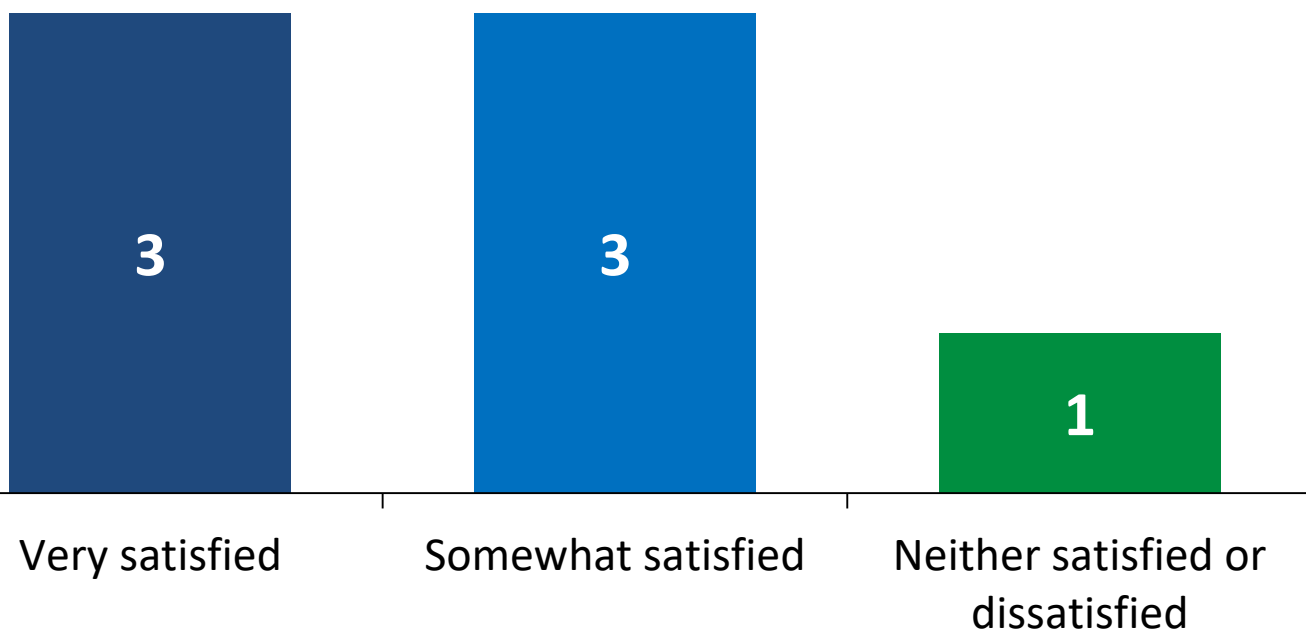


Q As you may know, **Alectra Utilities** operates and maintains the local electricity distribution system, reads meters, calculates your charges, answers your calls, responds to remedy power outages and clears trees and brush from power lines.

Alectra Utilities does not set the electricity commodity price or the Global Adjustment charge.

Generally, how satisfied are you with the service your organization receives from **Alectra Utilities**, formerly **Enersource**?

[asked all respondents, n=7]



Improving Services:

Enersource Large Users have varied and unique needs; customer service, usage data and power quality are important



Q Is there anything in particular that **Alectra Utilities** can do to improve its services to your organization?

[asked all respondents, n=4]

Verbatim Responses

- *“More field reps to meet with businesses.”*
- *“To have real-time interval data on Enersource's webportal! Right now it's 7 days delayed. However please be noted that we are blessed and grateful to have a great account manager and CDM account manager and metering manager from Enersource.”*
- *“Work with Hydro One to improve the power quality to [our organization].”*
- *“Sometimes in the past with Enersource there was difficulty in communication (availability of Enersource)”.*



Enersource Large User Corporate Attributes



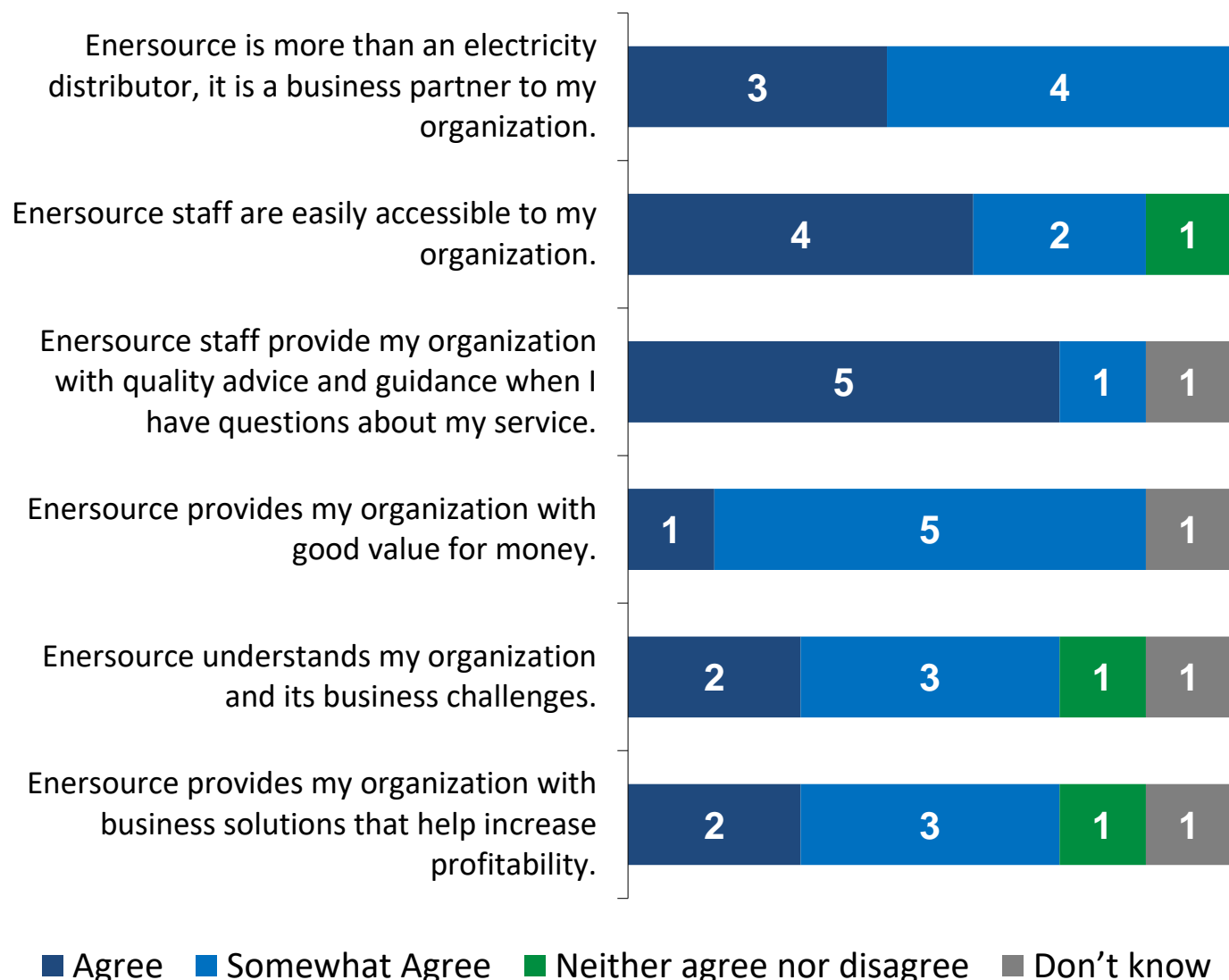
Corporate Attributes:

Majority of Large Users see Alectra as business partner - easily accessible and providing quality advice and guidance



Q Thinking back to your past experience with **Enersource**, please indicate if you agree or disagree with the following statements.

[asked all respondents, n=7]





EnerSource Large User Priorities and Outcomes



Priorities and Outcomes:

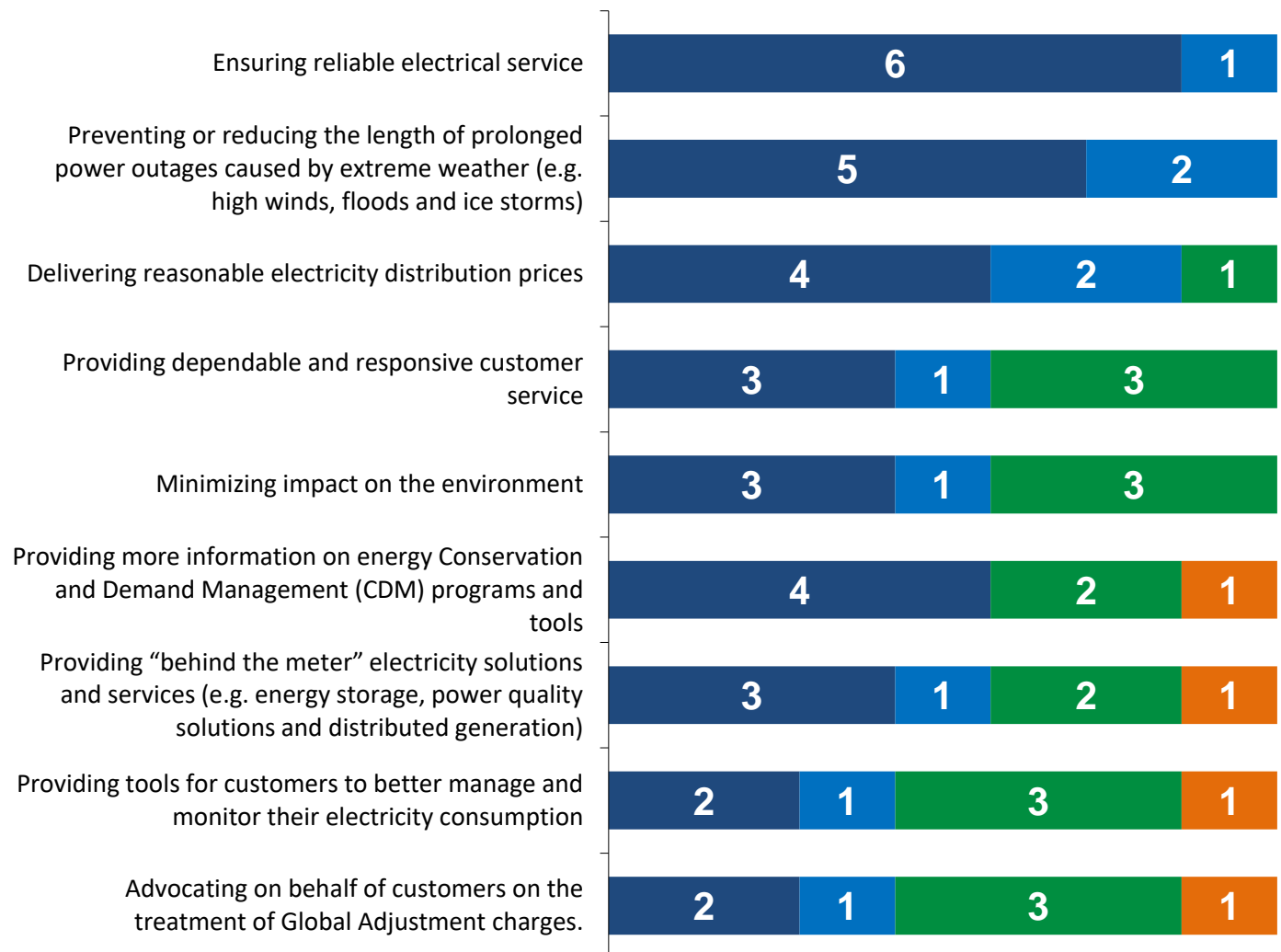
Reliable service, reasonable price and preventing/mitigating outages most important priorities



Q The following are a list of priorities that **Alectra Utilities** can focus on as your utility.

Using a scale from 0 to 10, where 0 means not important at all and 10 means extremely important, please indicate how important each of the following **Alectra Utilities** priorities are to your organization.

[asked all respondents, n=7]



■ (10) Extremely important
■ (8-7) Somewhat important
■ (3-0) Not important at all

■ (9)
■ (6-4)
■ Don't know

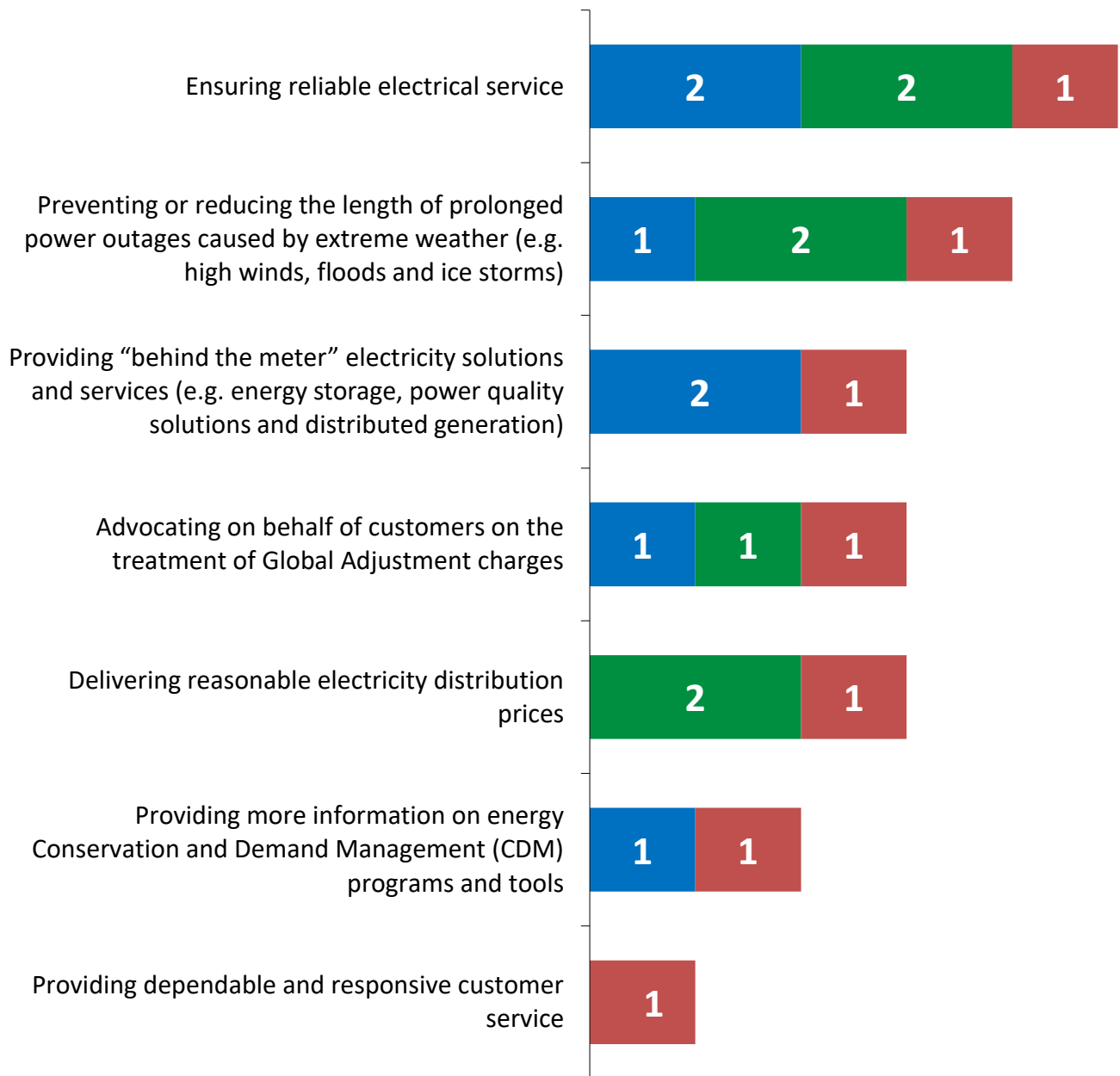
Importance of Priorities:

Reliability, “behind the meter” solutions and minimizing weather related outages top priorities for Large Users



Q Thinking of these priorities, which are the top three most important to your organization?

[asked all respondents, n=7]



■ Most important ■ Second most important ■ Third most important

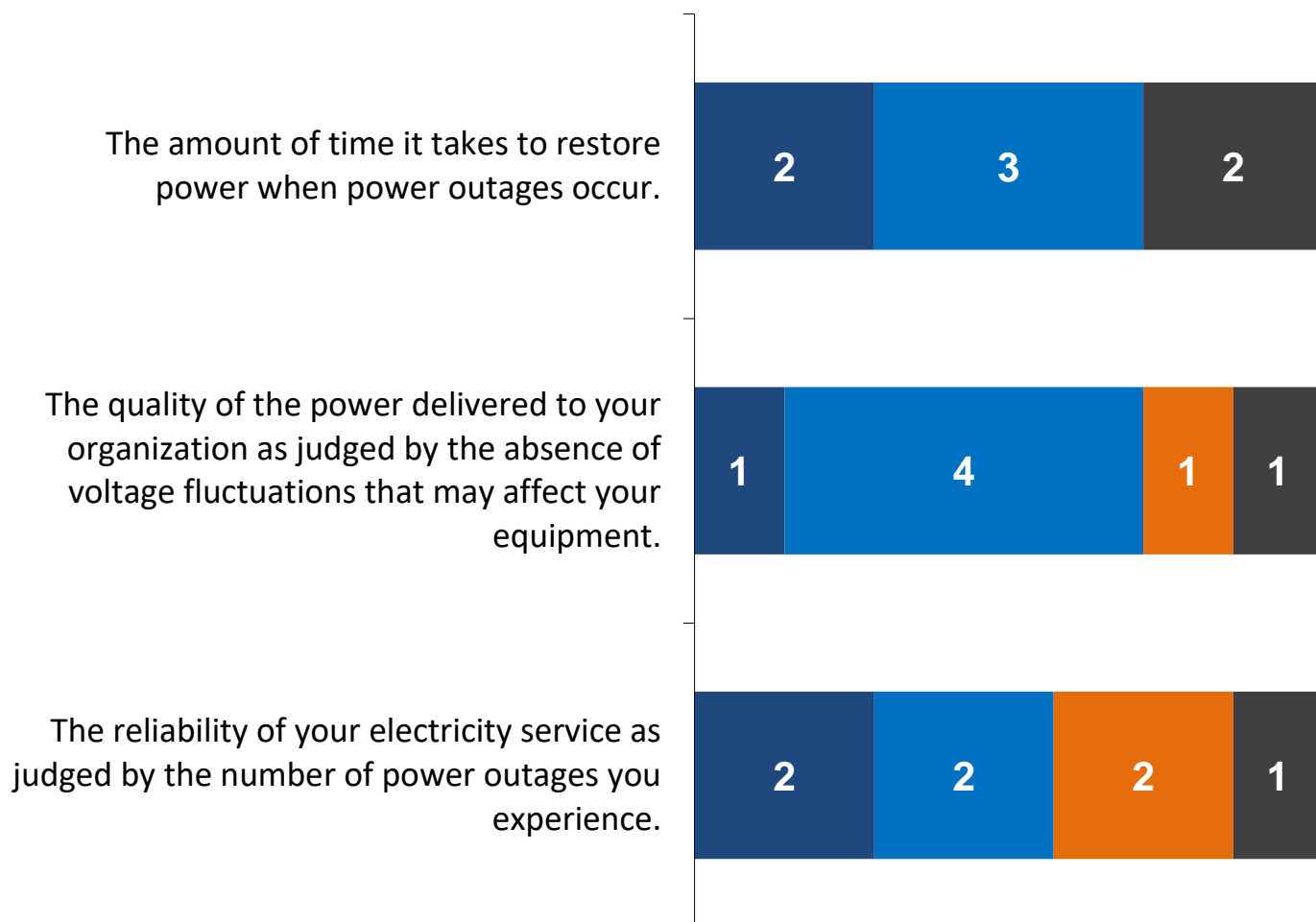
Power Quality and Reliability:

Most are satisfied with measures of reliability; restoration times and power quality top



Q The following statements pertain to the electrical service that your organization receives from **Enersource** - now **Alectra Utilities**. For each statement, please indicate your level of satisfaction or dissatisfaction.

[asked all respondents, n=7]



■ Very satisfied

■ Neither satisfied or dissatisfied

■ Very dissatisfied

■ Somewhat satisfied

■ Somewhat dissatisfied

■ Don't know

Price:

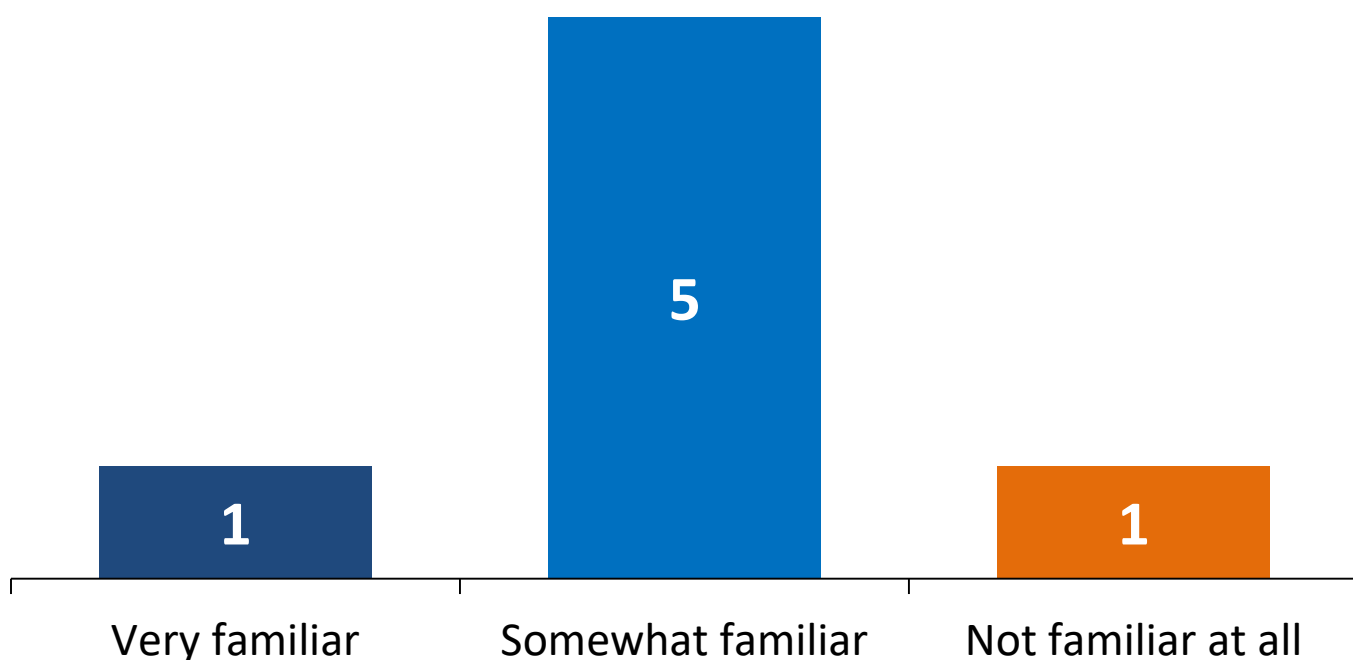
Most Enersource Large Users have are somewhat aware of how much of there bill is allocated to Alectra



Q While **Enersource** - now **Alectra Utilities** - is responsible for collecting payment for the entire electricity bill, they retain only about **3-7%** of the average large user's bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that went to **Alectra Utilities**?

[asked all respondents, n=7]



Regulated and Unregulated

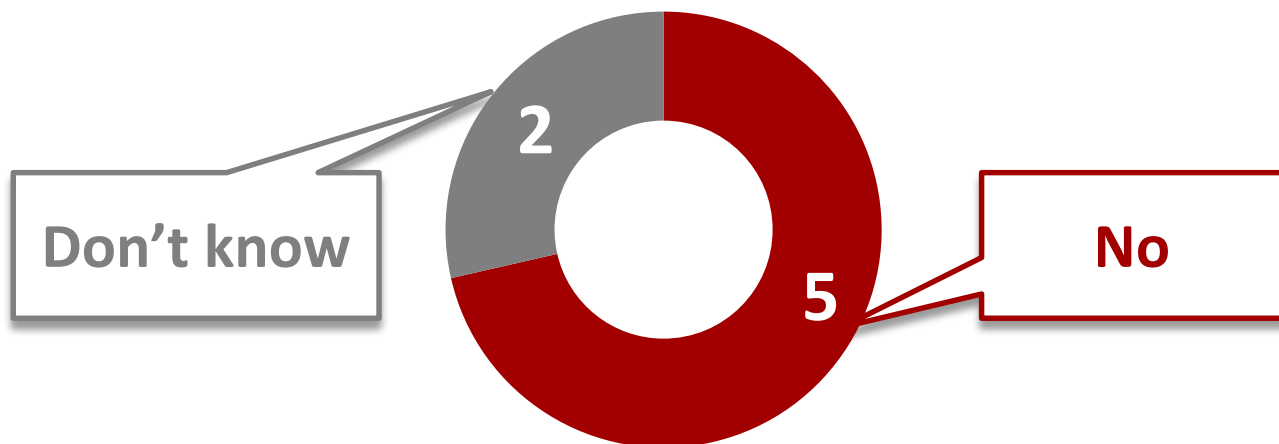
Services:

For the most part, Enersource Large Users are satisfied with current services



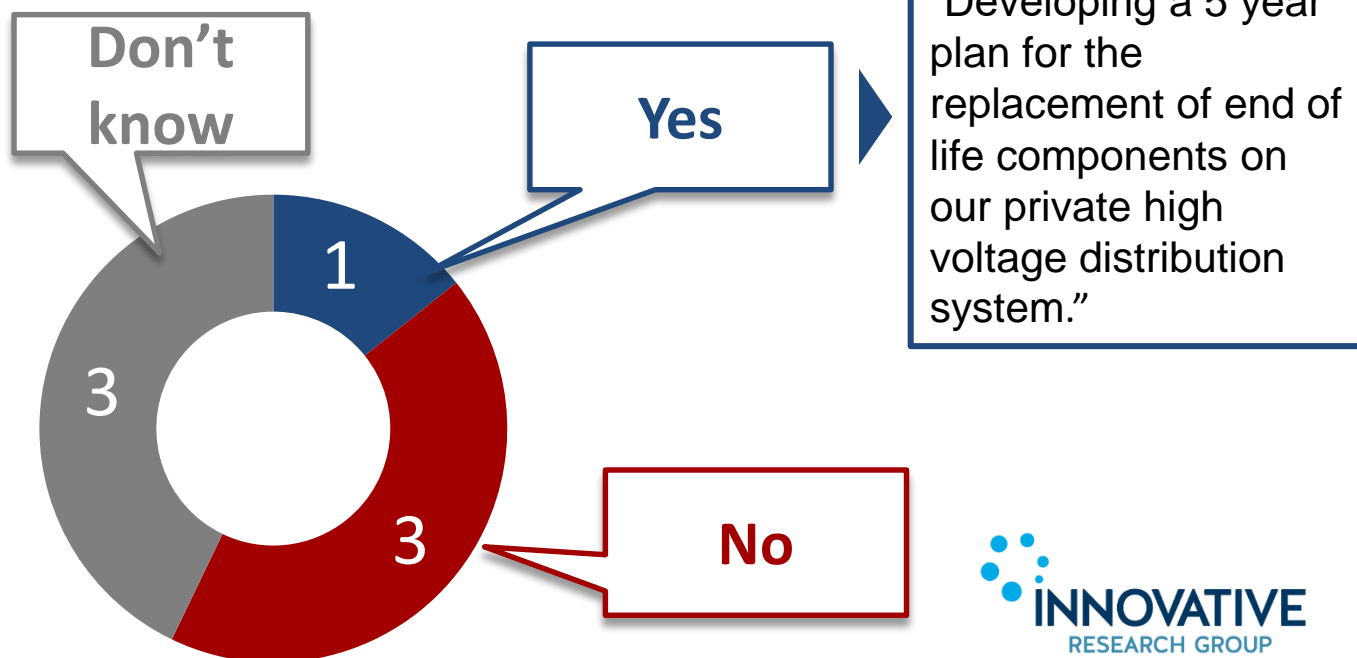
Q Are there services that are currently offered by **Enersource** that could be done differently to better fit your needs?

[asked all respondents, n=7]



Q Are there services that are currently offered by **Enersource** that could be done differently to better fit your needs?

[asked all respondents, n=7]



Conservation Demand

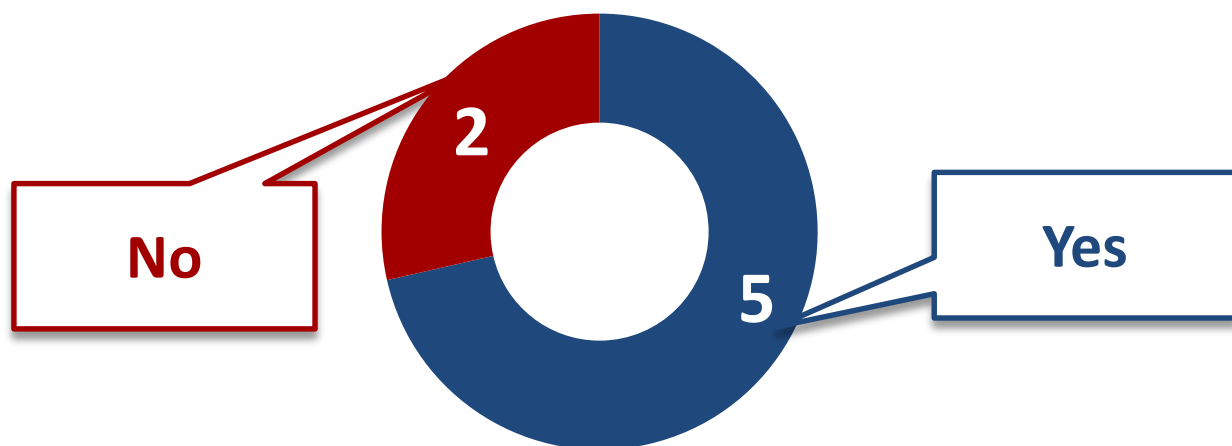
Management:

Program participation high; providing information very well



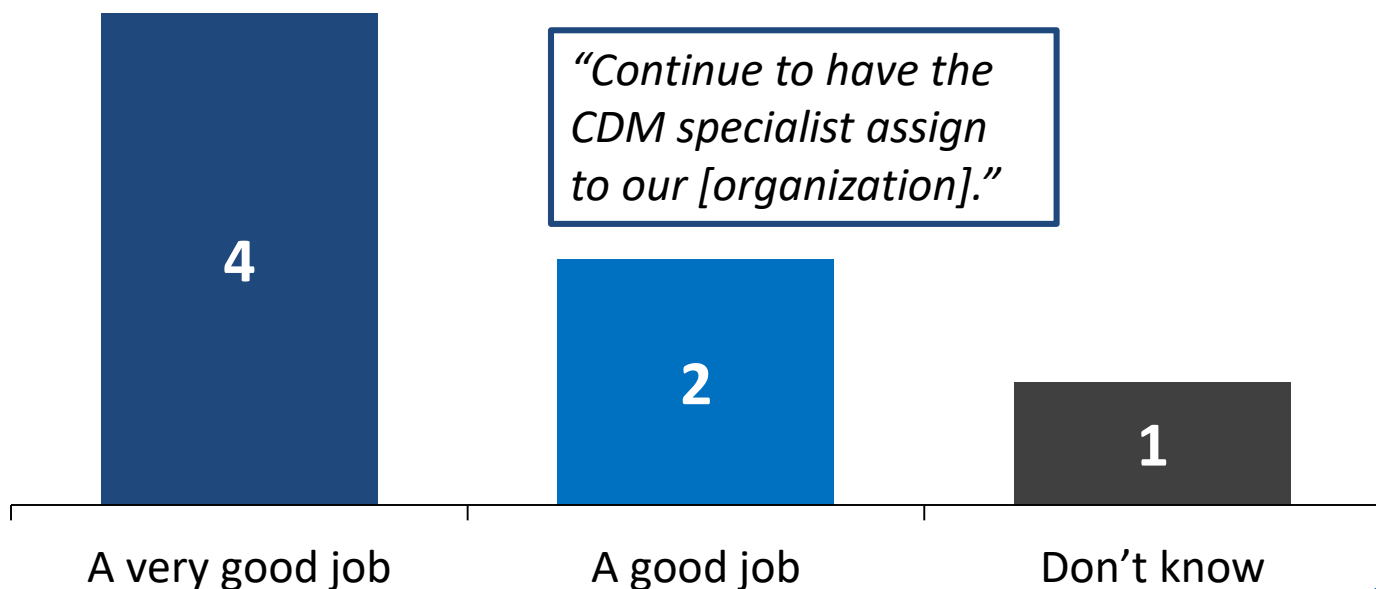
Q Has your organization ever participated in a conservation and demand management (CDM) program delivered by **Enersource**?

[asked all respondents, n=7]



Q How good or poor a job did **Enersource** do at providing your organization with information on available CDM tools and programs that can help you manage your organization's electricity bill?

[asked all respondents, n=7]



Reliability vs. Price:

Most Large Users are either willing to pay more for reliability, or don't know

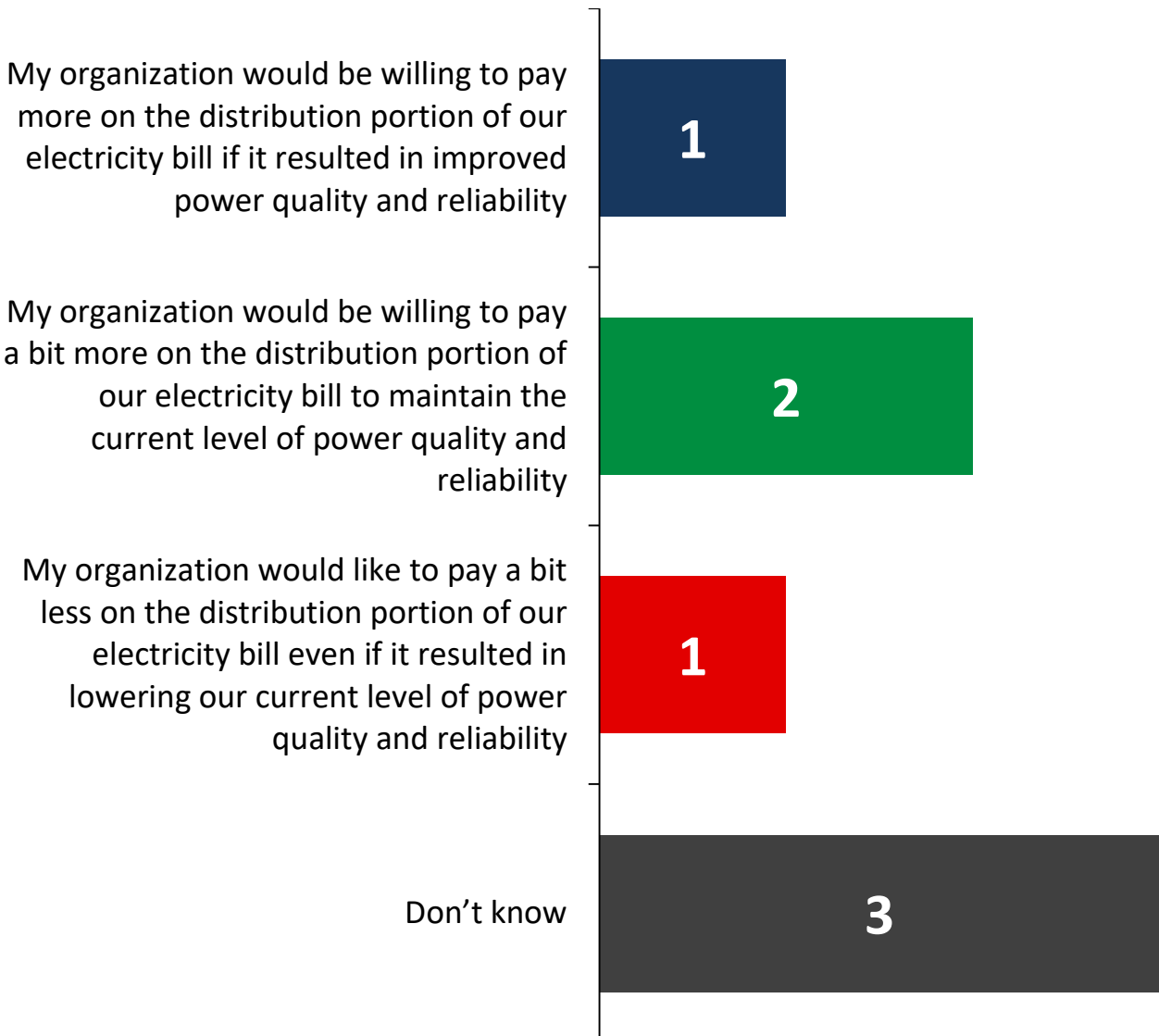


Large
Users

Q Despite best efforts, no electrical distribution system can deliver perfectly reliable electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

Thinking about the trade-offs between reliability and the cost of your electricity bill, which of the following statements best represents your general point of view?

[asked all respondents, n=7]



5-Year Capital Plan:

Most could not answer or did not have an opinion; 2-of-7 willing to see declined reliability



Q While **Enersource** has presented a preliminary plan that maintains the current level of reliability and system performance, they have also explored alternative scenarios.

One where current system reliability is maintained at current levels, and

Two where capital investments are deferred, which could result in a decline in system reliability;

Each scenario could impact your organization's bill differently.

With this in mind, which of the following statements is closest to your point of view?

[asked all respondents, n=7]

I would be willing to pay an additional [Custom \$] per month on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.

I would be willing to pay an additional [Custom \$] per month on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.

I am not willing to pay any additional charges on the Enersource portion of my bill knowing that the level of reliability could decline significantly.

Don't know

2

5

Enersource ICM Assessment:

3 out of 7 Large Users feel the proposed rate increase is reasonable to maintain reliability



Q The previous section of this survey addressed Enersource's 5-year capital plan. While that plan is subject to customer feedback and approval by the provincial energy regulator, most of the capital projects can be funded through existing approved distribution rates.

That said, Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates.

The incremental funding required is built into Enersource's estimated 5-year capital plan, but has not been approved.

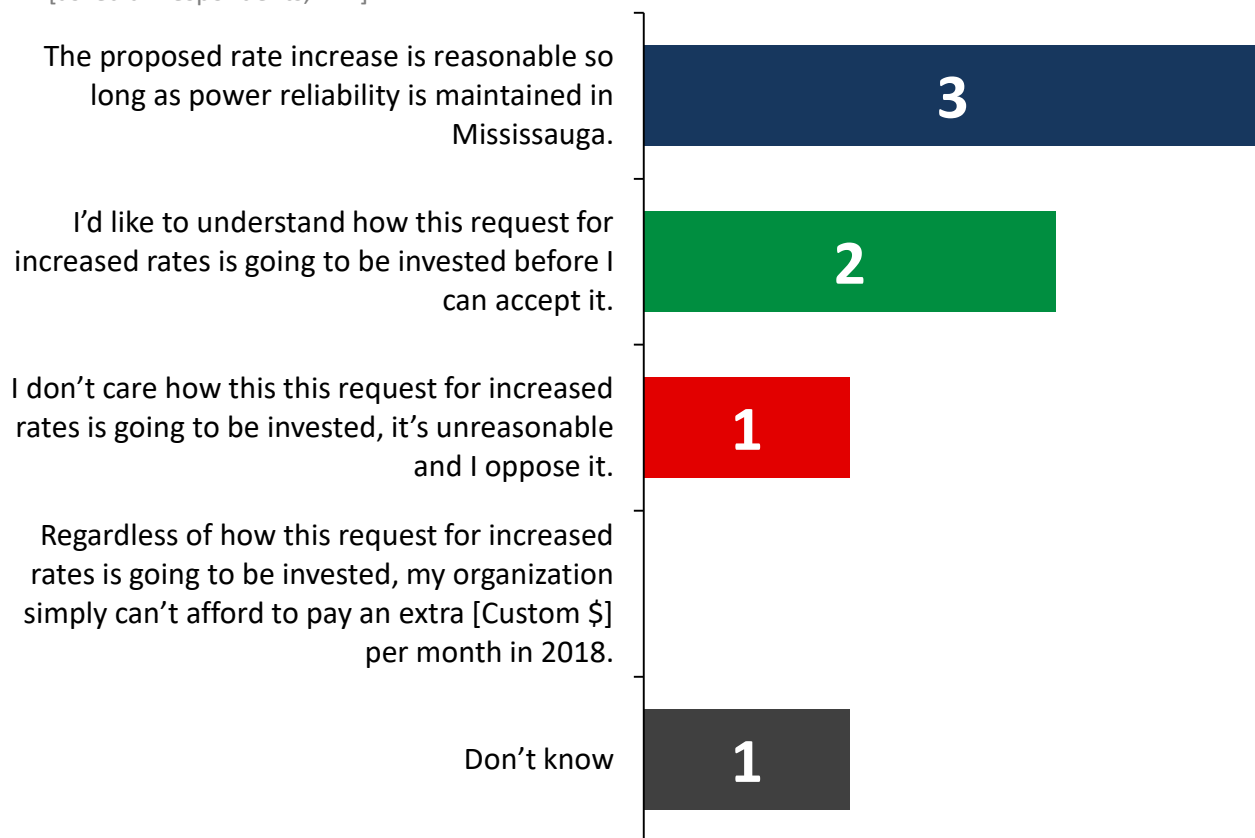
As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

This proposed investment plan – which is subject to customer feedback and regulatory approval – could result in a monthly increase of [Custom \$] on **your organization's** electricity bill in 2018.

This represents an incremental increase of **1.7%** on the amount remitted to Enersource OR a **0.1% increase** on the total electricity bill amount for **your organization**.

What is your opinion on this proposed rate increase in 2018?

[asked all respondents, n=7]



Satisfaction with Information

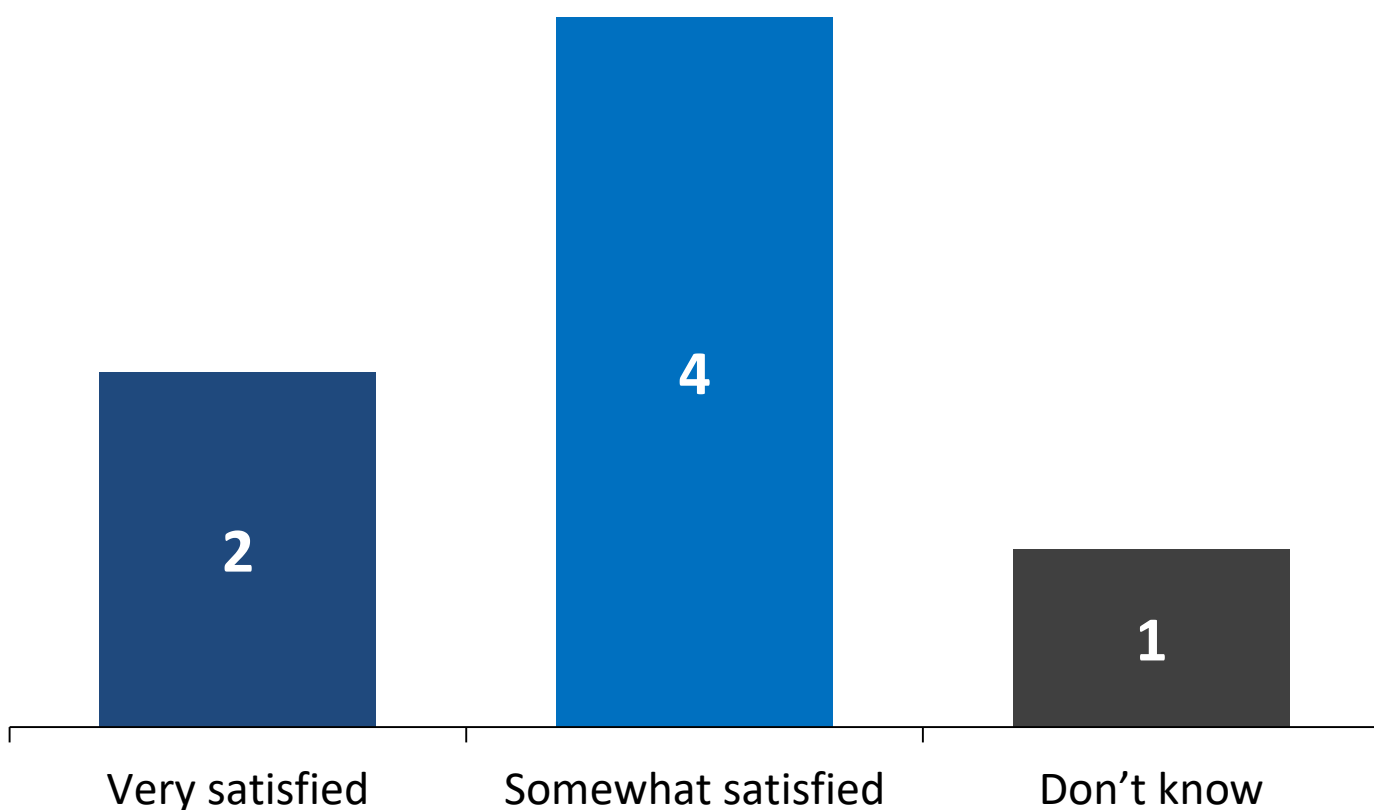
Services:

Enersource Large Users are satisfied with the services available



Q How satisfied have you been with Enersource's account management services, including after-hours information service and call number?

[asked all respondents, n=7]



Information Needs and Services:

Enersource Large Users are open to more information and increased competitiveness



Q Please indicate if you agree or disagree with the following statements.
[asked all respondents, n=7]

I would like to get more information on how to manage electricity costs and my organization's demand.



Better management of my organization's electricity costs will make it more competitive.



I would like to spend more time managing electricity costs at my organization.



I am willing to adjust when I consume electricity if that will save my organization money.



I feel like I don't have enough information to manage my organization's electricity costs.



Strongly agree

Neither agree nor disagree

Don't know

Somewhat agree

Somewhat disagree

Information Resources:

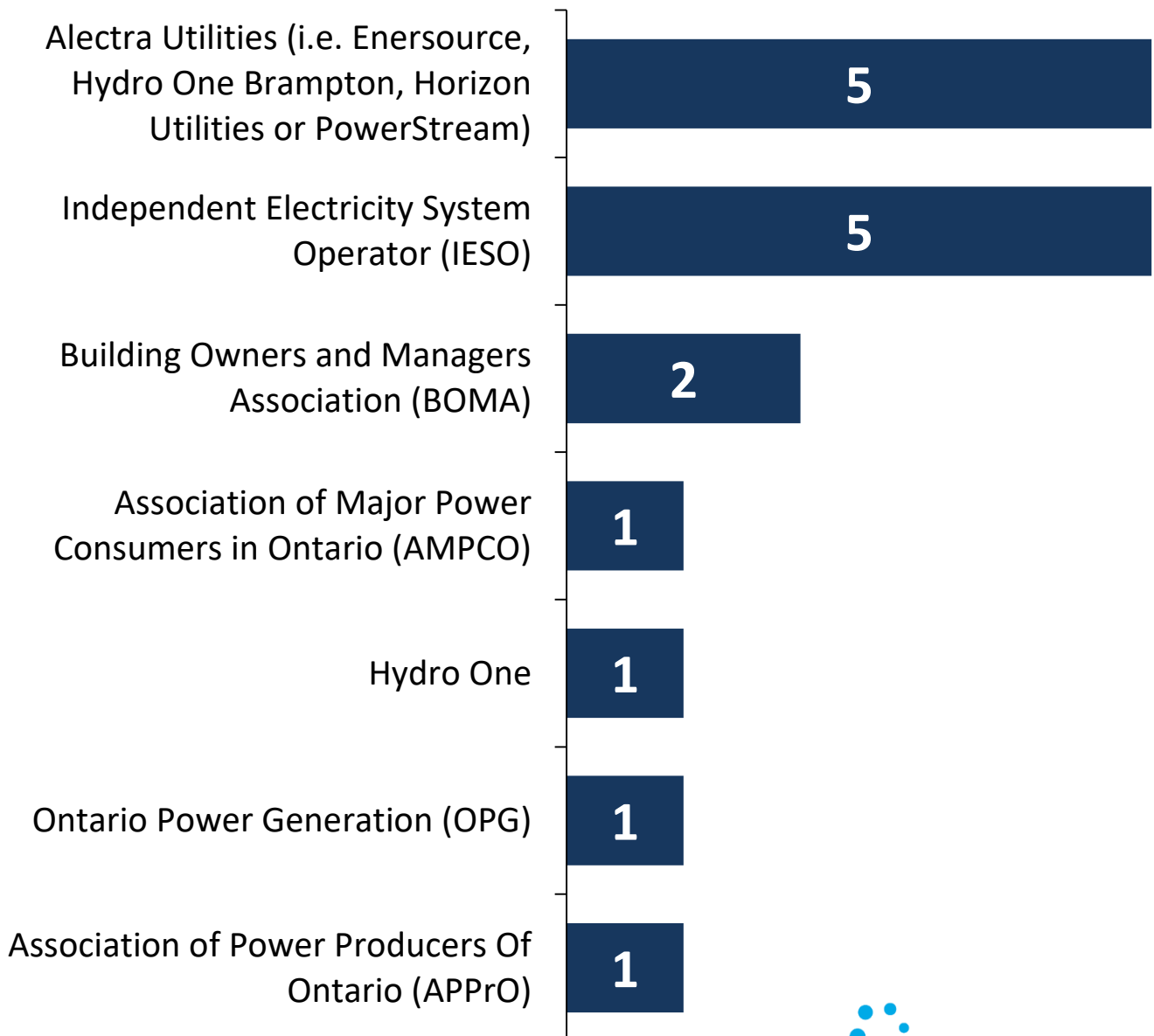
Alectra Utilities and IESO most commonly sought after source of information; followed by BOMA



Q Do you seek advice and information on electricity issues from any of the following organizations or sources? If so, which ones?

Please select all that apply

[asked all respondents, n=7]





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For more information, please contact:

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Appendix 4.0

Alectra Utilities

Online Feedback Portal
Report

Appendix 4.0

Customer Feedback Portal Online Ratepayer Survey



enersource
more than energy

hydro
one
Brampton

**Power
Stream**



alectra
utilities

About the Portal: *Methodology*



Alectra Utilities commissioned INNOVATIVE to develop an online customer feedback portal to provide all customers an opportunity to learn more about Alectra Utilities and provide an opportunity to tell Alectra Utilities how best they can serve them moving forward. Also, to gather and incorporate ICM (PowerStream, Enersource, Brampton Rate Zone) and DSP (Enersource) feedback to ensure decisions are aligned with customers' priorities, preferences, and needs.

Field Dates

The Online Portal was accessible to Alectra Utilities customers from May 3-17, 2017

Promoting the Online Portal

Promoting the online customer feedback portal included a combination of digital approaches:

- Legacy company and Alectra Utilities corporate web site promotions;
- Social media promotion (Twitter and Facebook); and
- E-blast promotions.

Publishing the Portal Online

INNOVATIVE hosted the online portal at the following URL:
AlectraCustomerFeedback.com

The website prevented customers from completing questions repeatedly and saved their progress as they answered each question. Upon completion, the site was no longer accessible at the web address given.

Validating Consumer Responses

Customers who filled out the online portal were tagged with an identification number based on their postal code and their response as a residential or business consumer of Alectra Utilities' four heritage companies. Postal codes were checked against lists provided by Alectra Utilities for validity and those deemed invalid were removed from the final sample.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers. Caution interpreting results with small n-sizes.*

About the Portal: *Sample Breakdown*



Sample Characteristics

The breakdown of online portal responses are as follows:

- 30,316 unique visitors came to the landing page.
- 20,441 unique visitors answered at least a few questions.
- 17,595 customers answered *how satisfied they are with the customer service they receive from their utility* and were included in the final analysis.

Final Analysis Sample Breakdown by Legacy Company:

Total Sample	Legacy Company	Residential	%	Small Business	%	Total	%
	PowerStream	n=6,962	40%	n=131	45%	n=7,093	40%
	Hydro One Brampton	n=3,410	20%	n=46	16%	n=3,456	20%
	Enersource	n=2,438	14%	n=62	21%	n=2,500	14%
	Horizon Utilities	n=4,496	26%	n=50	17%	n=4,546	26%
	Total	n=17,306	100%	n=289	100%	n=17,595	100%

Email blast distribution by Legacy Company:

Legacy Company	Sent	Unique Opens	Open Rate	Unique Clicks	Clickthrough Rate
PowerStream	155,949	87,040	56%	12,736	8%
Hydro One Brampton	88,188	42,193	48%	4,827	5%
Enersource	67,146	35,583	53%	4,942	7%
Horizon Utilities	55,867	30,258	54%	7,328	13%
Total	367,150	195,074	53%	29,833	8%

Regional Segmentation

Total
n= 17,595

n=3,456

hydro
one
Brampton

n=7,093

**Power
Stream**



n=2,500

enersource
more than energy™

n=4,546

horizon
UTILITIES Looking beyond...

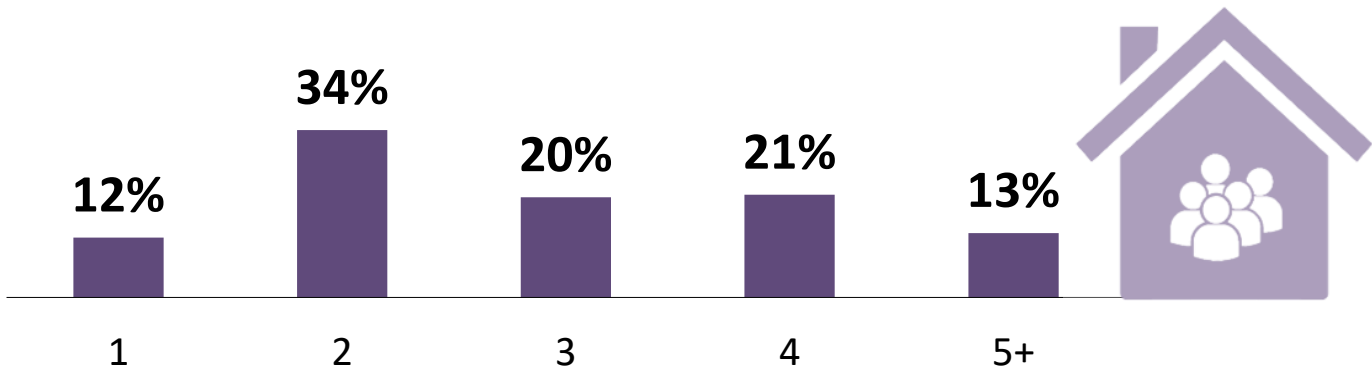
Regional groupings include:

- Hydro One Brampton: Brampton
- Enersource: Mississauga
- Horizon Utilities: Hamilton & St. Catharines
- PowerStream: Vaughan, Richmond Hill, Markham, Aurora, Bradford, Beeton, Tottenham, Alliston, Thornton, Barrie, Penetanguishene

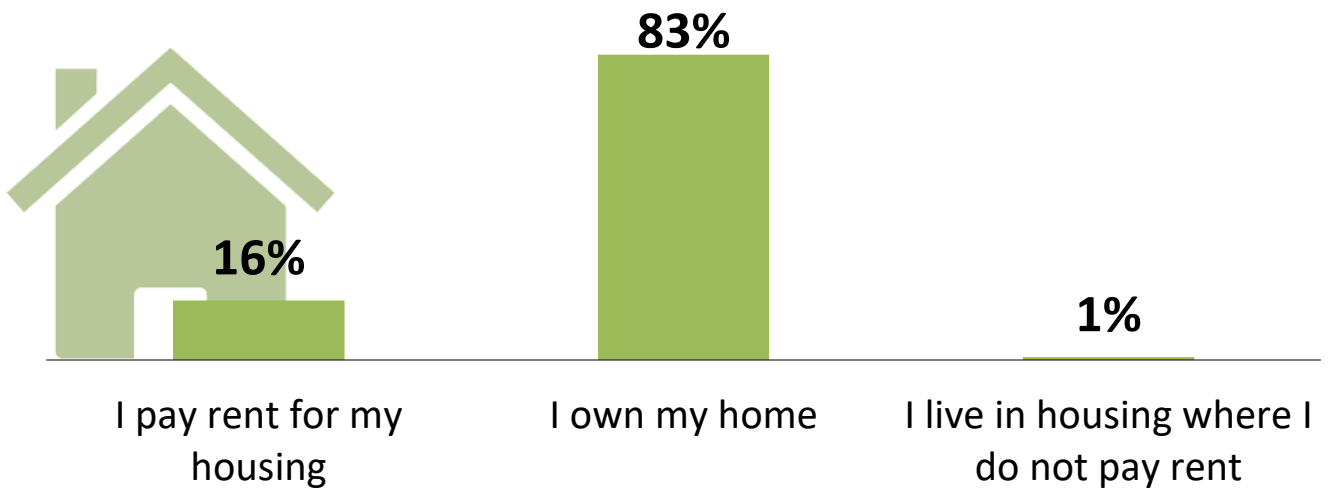
Residential Demographics



Household Size



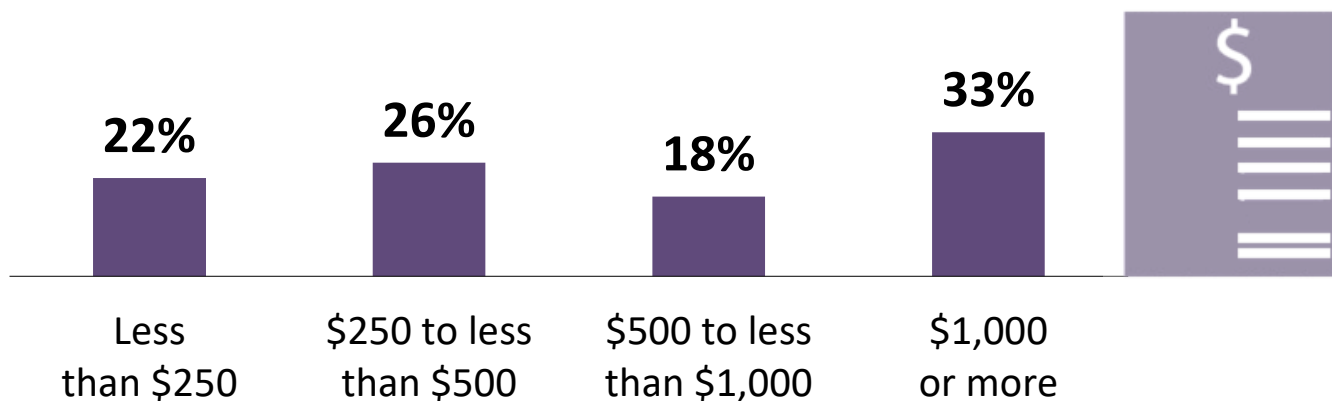
Living Situation



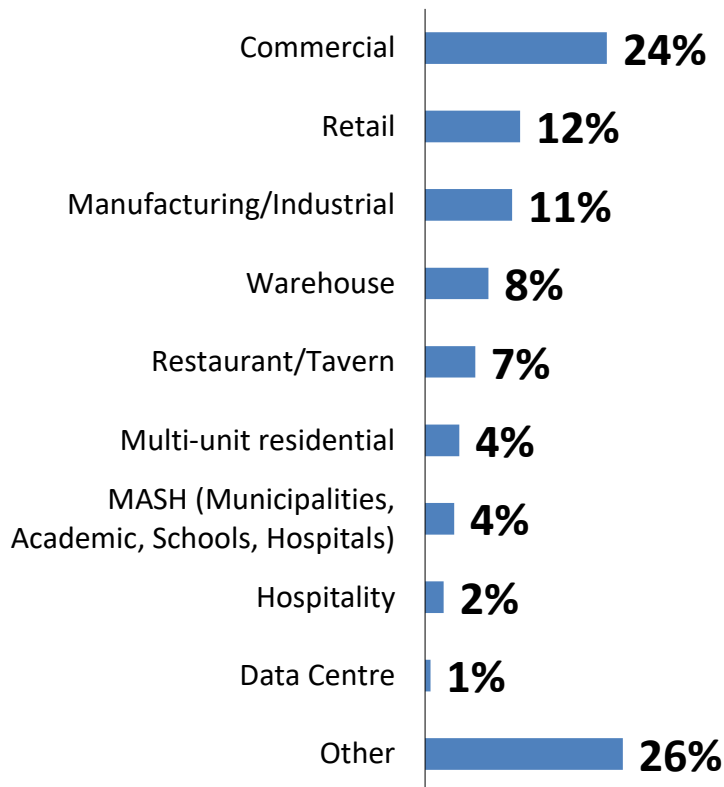
Small Business Firmographics



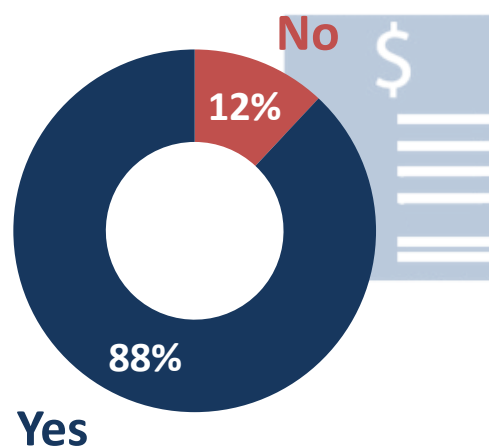
Estimated Monthly Electricity Bill



Sector of Business



Make decisions or influence decisions about electricity?





ener
source
more than energy

hydro
one
Brampton

Power
Stream

alectra
utilities

Feedback on Your Bill



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Familiarity with Amount

Remitted: Approximately 3-in-5 (59%) are familiar; Small Business respondents are more likely to be familiar



[Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] is responsible for collecting payment for the entire electricity bill, retaining about...

Utility	Residential	Small Business
Enersource	19%	18%
PowerStream	21%	17%
Hydro One Brampton	18%	16%
Horizon Utilities	21%	17%

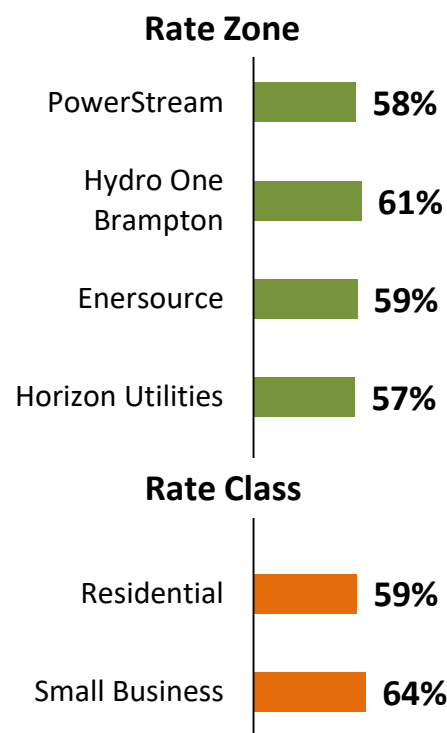
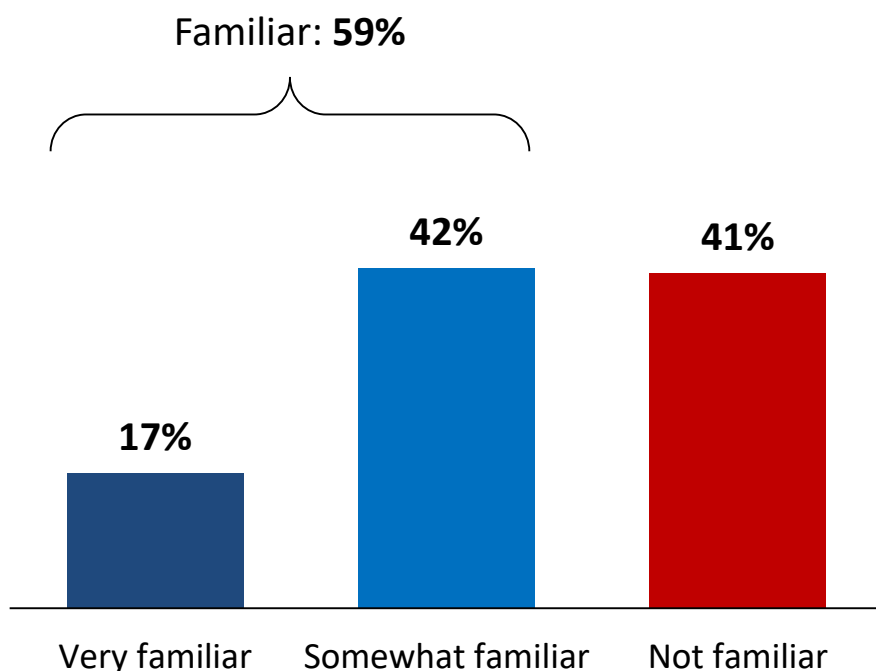
...of the average [residential/ small business] customer's bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the amount of your electricity bill that went to [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities]?

[asked all respondents, n=17,595]

Segmentation ▶▶

Those who say "Familiar":



Impact on Finances/Bottom Line:

Majority (67%) say the cost of electricity has a major impact on finances/bottom line



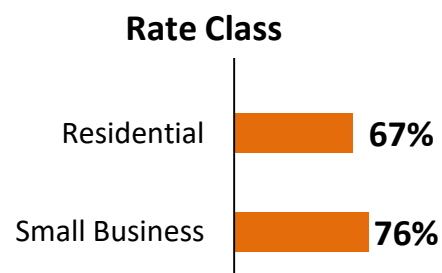
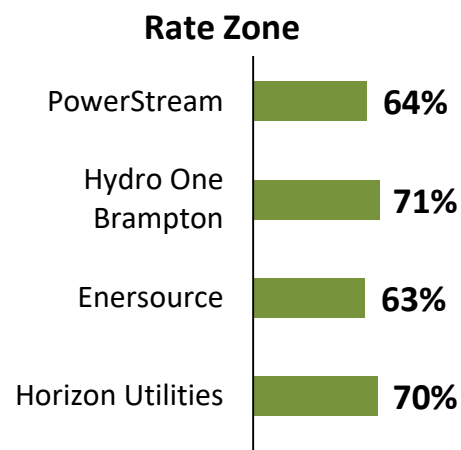
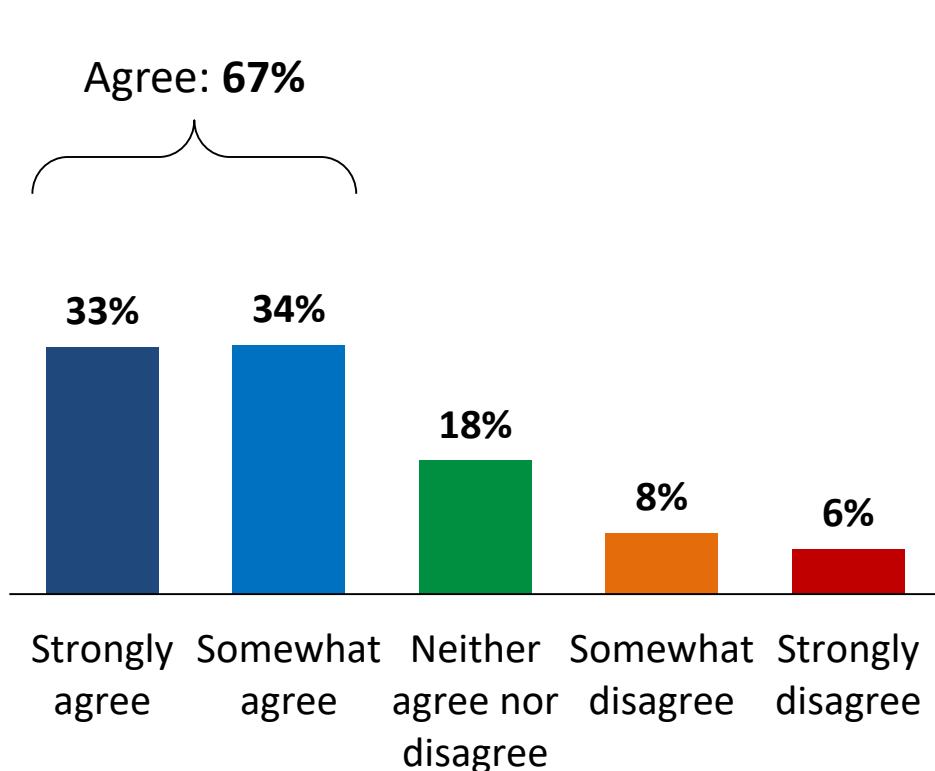
Please indicate the extent to which you agree or disagree with the following statement:

- **Residential:** *The cost of my electricity bill has a major impact on my finances and requires I do without some other important priorities.*
- **Small Business:** *The cost of my electricity bill has a major impact on the bottom line of my organization and results in some important spending priorities and investments being delayed.*

[asked all respondents, n=17,595]

Segmentation ►►

Those who say “Agree”:





enersource
more than energy

hydro
one
Brampton

**Power
Stream**

alectra
utilities

Customer Experience



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Satisfaction with Customer

Service: Majority (72%) are satisfied;
highest among Hydro One Brampton and
Horizon Utilities respondents



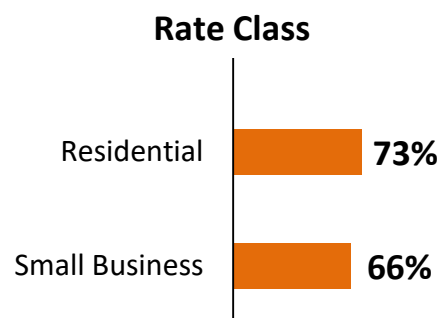
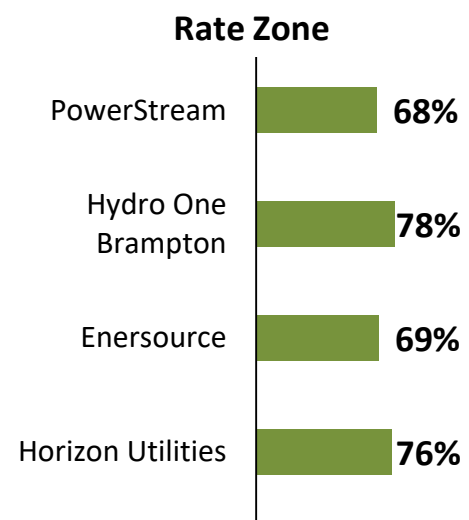
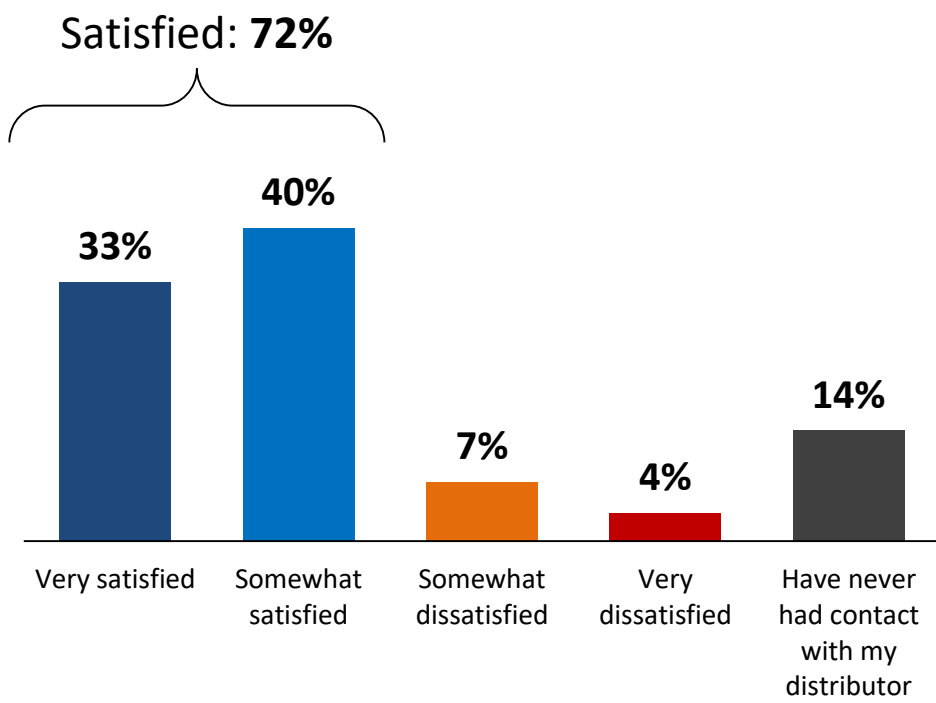
Q For the rest of the survey, please reflect on your experience with your former electricity distributor, **[Enersource, PowerStream, Hydro One Brampton, Horizon Utilities]**. There are many ways that customers interact with [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities]. The diagram below is based on a review of previous customer feedback and will help [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] be sure they have fully captured customer needs.

Thinking about all the contacts you have had with [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] since becoming a customer, how satisfied are you with the customer service you have received from [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities]?

[asked all respondents, n=17,595]

Segmentation ►►

Those who say “Satisfied”:



Note: ‘Don’t know’ (3%) not shown.

Customer Experience: Reducing rates top mention for better meeting customer needs; 1-in-3 say nothing can be done to improve meeting needs



Thinking about all the contacts you have had with [Utility], do you have any specific suggestions about how [Utility] could do a better job of meeting your needs?
[asked all respondents]

Open-Ended Question

Random selection of n=2,000; n=500 from each rate zone



Note: Only responses above 1% shown.

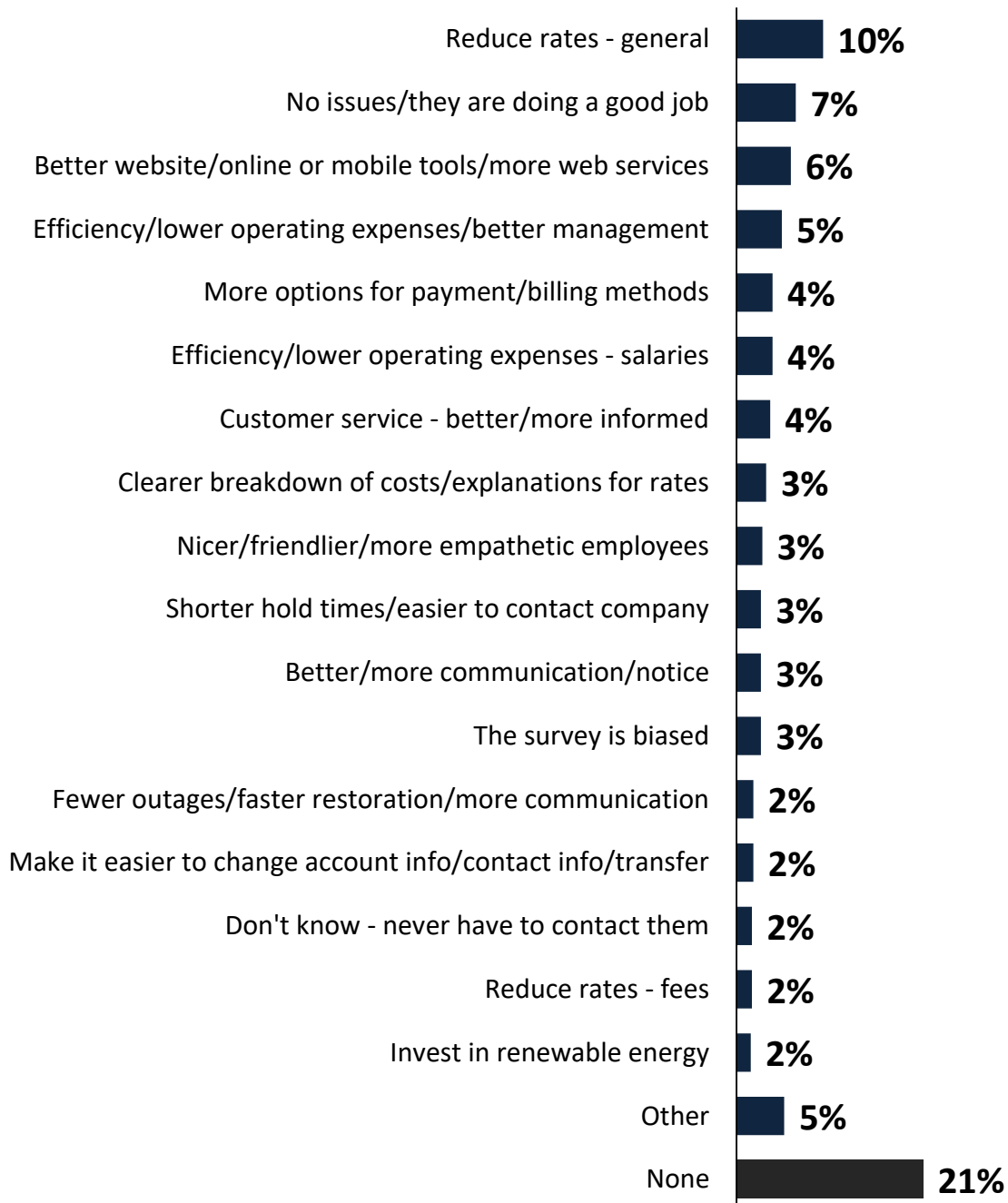
Customer Experience: Top mention for better meeting customer needs is 'reduce rates'; just over 1-in-4 (28%) say nothing can be improved on



Q Thinking about all the contacts you have had with [Enersource], do you have any specific suggestions about how [Enersource] could do a better job of meeting your needs?
[asked all respondents]

Open-Ended Question

n=688; Enersource rate zone



Note: Only responses above 1% shown.

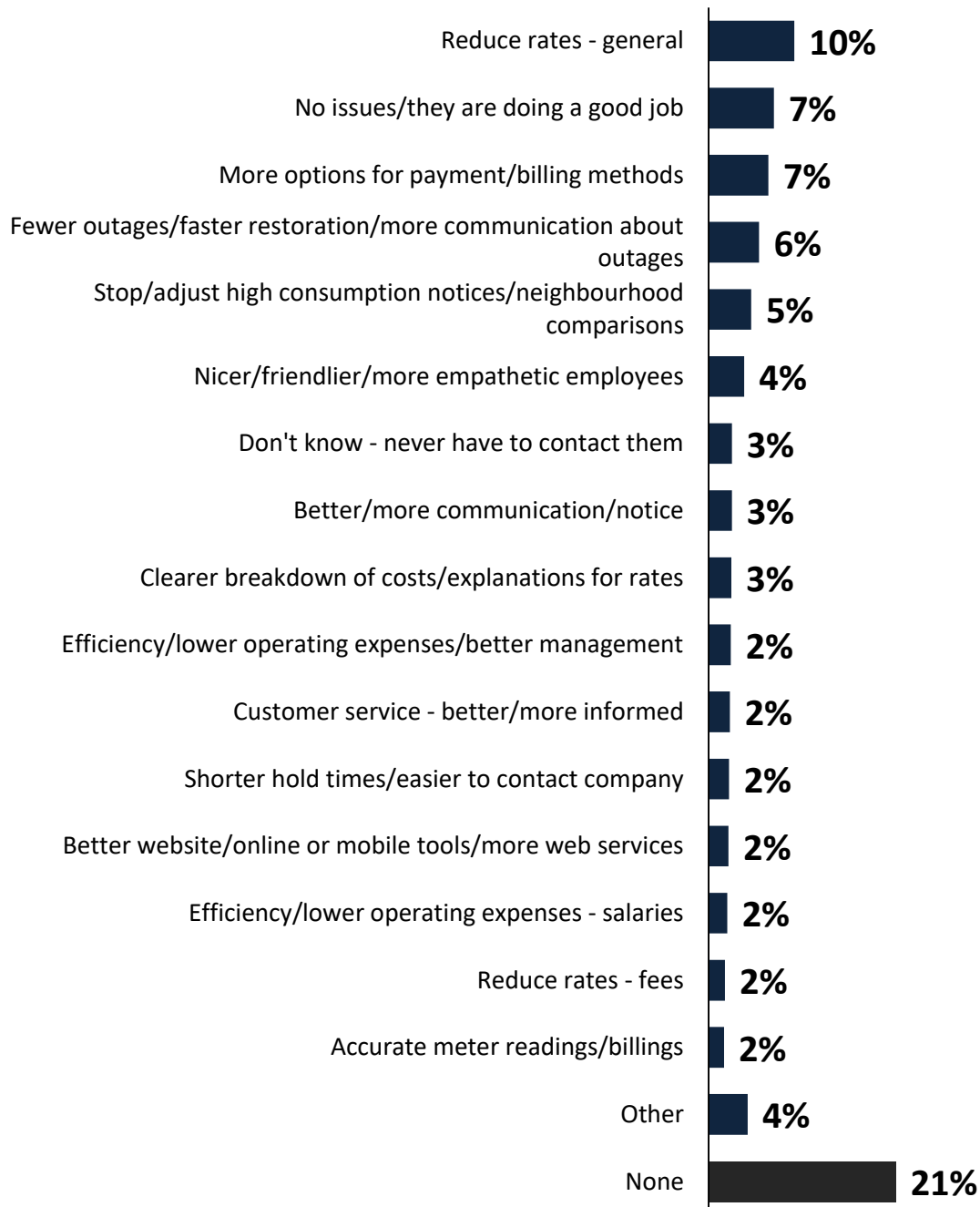
Customer Experience: Reducing rates is top mention for how PowerStream could better meet customer needs



Thinking about all the contacts you have had with [PowerStream], do you have any specific suggestions about how [PowerStream] could do a better job of meeting your needs?
[asked all respondents]

Open-Ended Question

n=1,923; PowerStream rate zone



Note: Only responses above 1% shown.



Customer Priorities



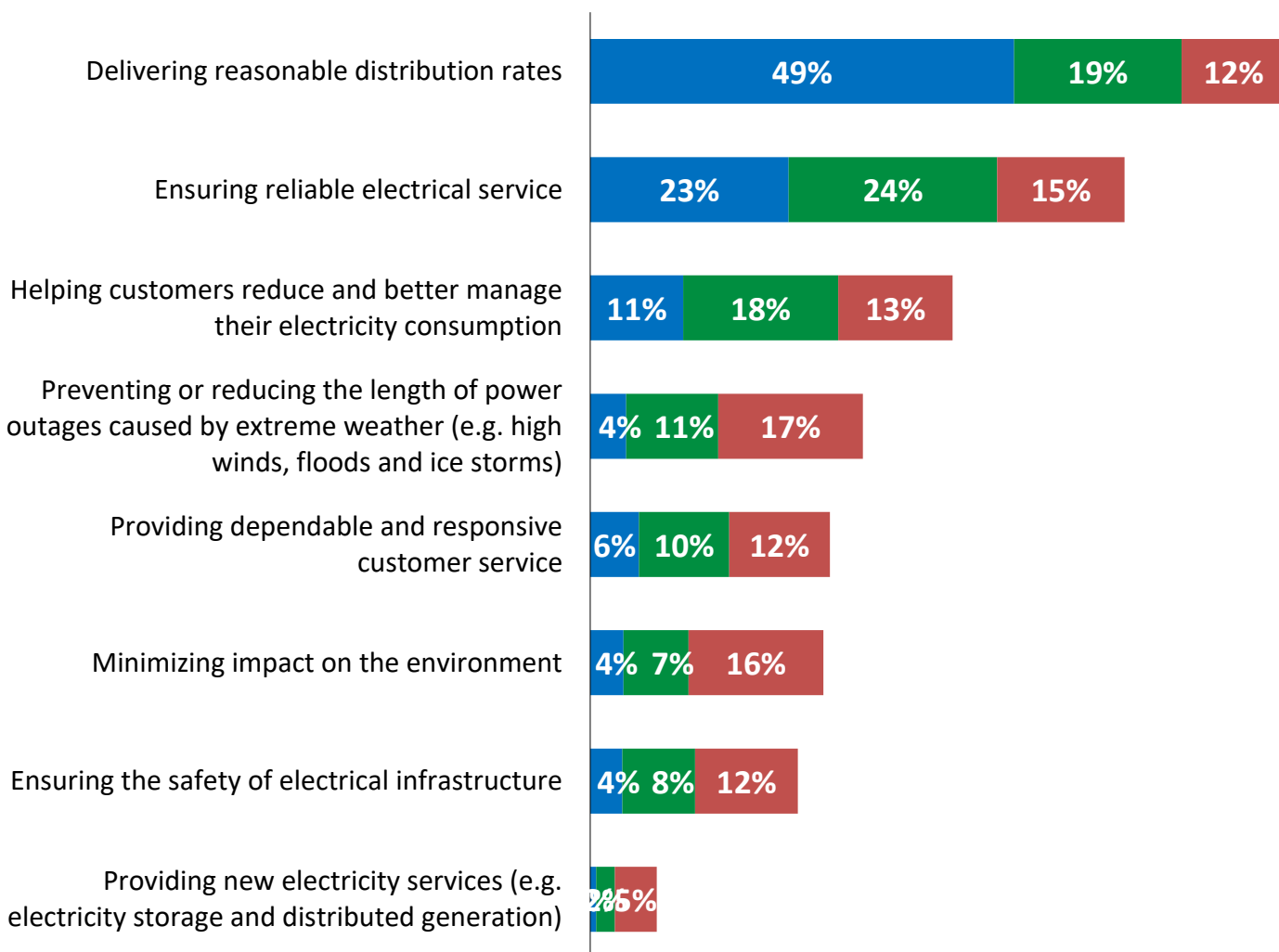
Importance of Priorities: 'Delivering reasonable distribution rates' is the top priority; followed by reliable service and managing electricity consumption



While all the outcomes listed below are important to many customers, sometimes decisions require that [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] choose between different outcomes. The purpose of this section is to help [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] set priorities that are aligned with customer expectations.

Please rank your Top 3 priorities from the list below.

[asked all respondents, n=16,862]



■ Most important ■ Second most important ■ Third most important

Customer Priorities: Rates and reducing costs top mentioned priorities beyond those already mentioned

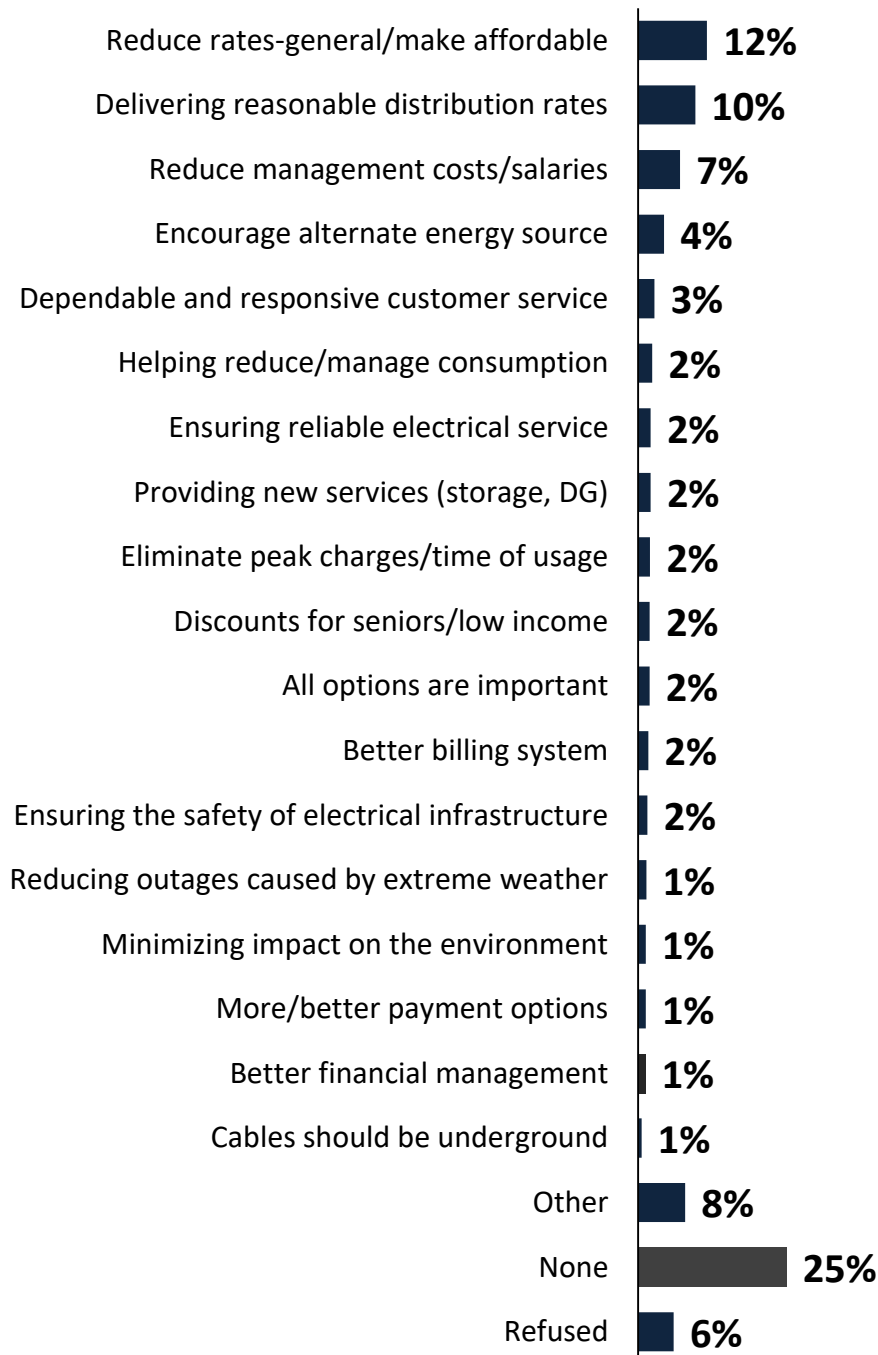


Please indicate if there are any particular priorities that [Utility] should be focusing on that you think were missing from the list above.

[asked all respondents]

Open-Ended Question

Random selection of n=2,000; n=500 from each rate zone



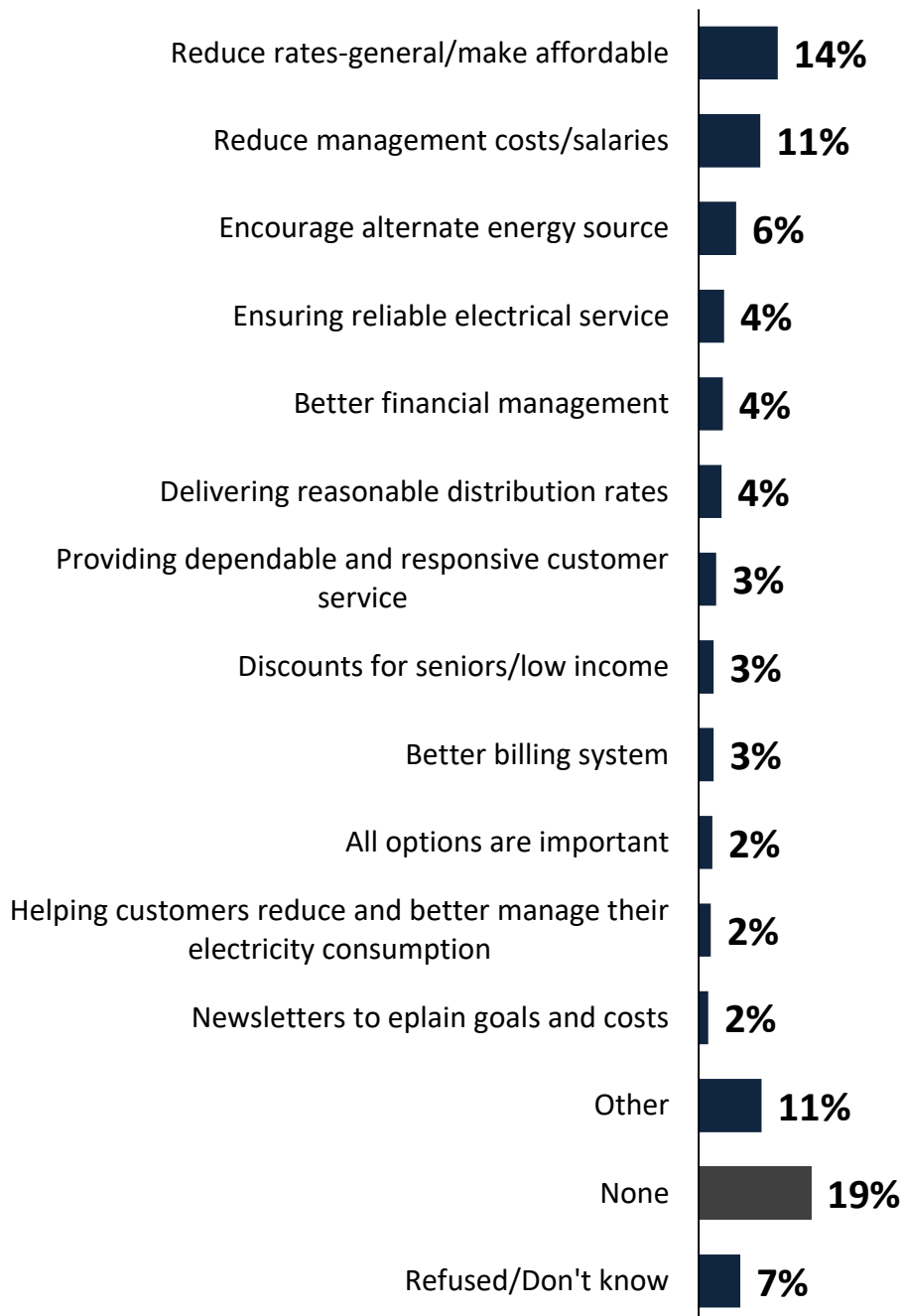
Customer Priorities: Enersource respondents identify reducing rates/making them more affordable as their top priority



Q Please indicate if there are any particular priorities that [Enersource] should be focusing on that you think were missing from the list above.
[asked all respondents]

Open-Ended Question

n=436; Enersource rate zone



Customer Priorities: PowerStream respondents identify is reducing rates/making them affordable as their top priority

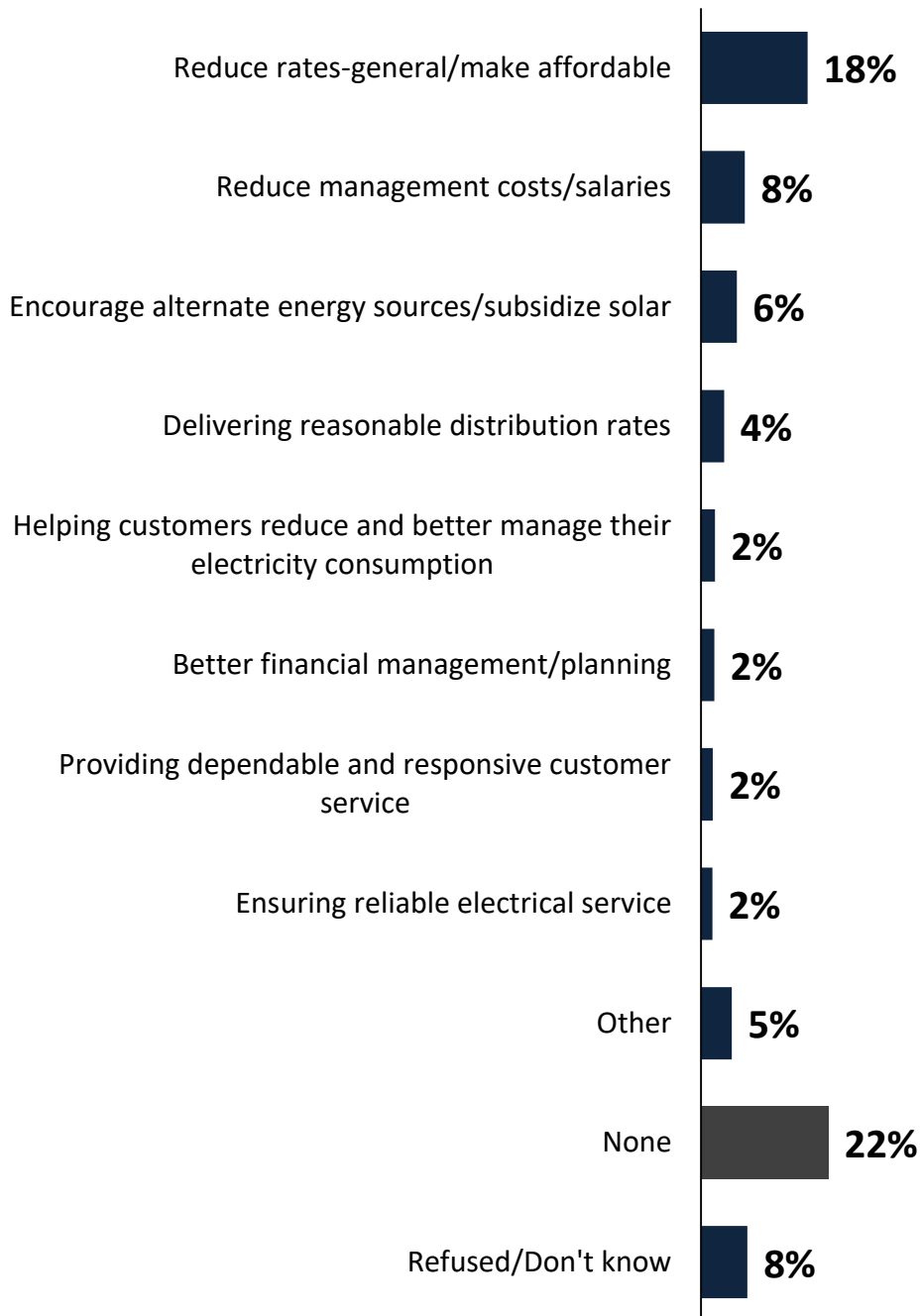


Please indicate if there are any particular priorities that [PowerStream] should be focusing on that you think were missing from the list above.

[asked all respondents]

Open-Ended Question

n=1,923; PowerStream rate zone





enersource
more than energy

hydro
one
Brampton

**Power
Stream**

alectra
utilities

System Reliability



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Satisfaction with Reliability:

Majority (92%) are satisfied; highest satisfaction among Hydro One Brampton and Enersource respondents

Q [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] tracks both the average number of power outages per customer and how long those interruptions last. Over the past five years, the typical [residential, small business] customer has experienced:

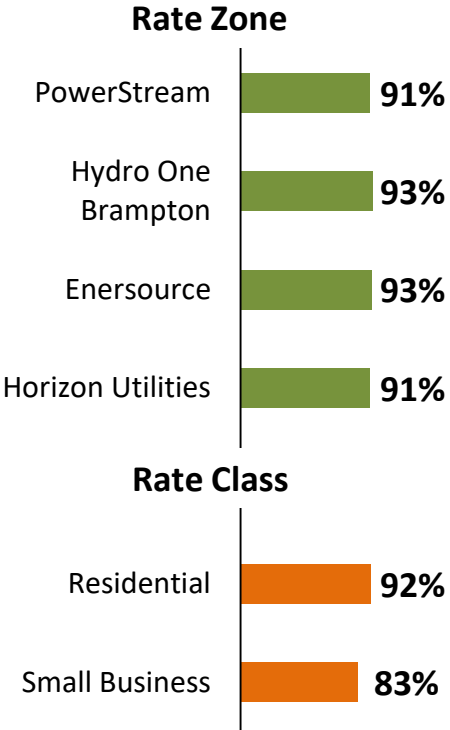
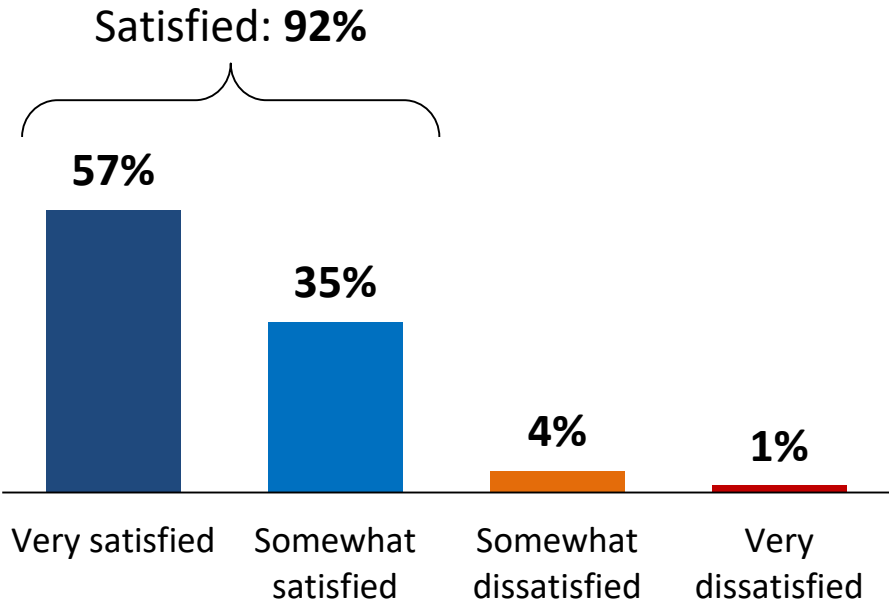
Utility	Outages/Year	Minutes without Power/Year
Enersource	Between 1.1 and 1.5	Between 40 and 90
PowerStream	Between 1.0 and 2.2	Between 60 and 120
Hydro One Brampton	Between 0.9 and 3.3	Between 30 and 45
Horizon Utilities	Between 1.6 and 1.8	Between 60 and 260

While outage frequency and duration averages are trending downwards, actual customer experiences vary. Some customers connected to new sections of the distribution system may not experience any outages while others are experiencing as many as 7 outages per year. For most customers, the key test of system reliability is “Do the lights stay on?”

For each of the following statements, please indicate your level of satisfaction or dissatisfaction with [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities].
[asked all respondents, n=16,795]

The reliability of your electricity service – as judged by the number of power outages you experience.

Segmentation ▶▶
Those who say “Satisfied”:



Note: ‘Don’t know’ (2%) not shown.

Satisfaction with Outage Repair:

Majority (85%) are satisfied; of those who are satisfied, Enersource ranks slightly ahead of other utilities



Q [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] tracks both the average number of power outages per customer and how long those interruptions last. Over the past five years, the typical [residential, small business] customer has experienced:

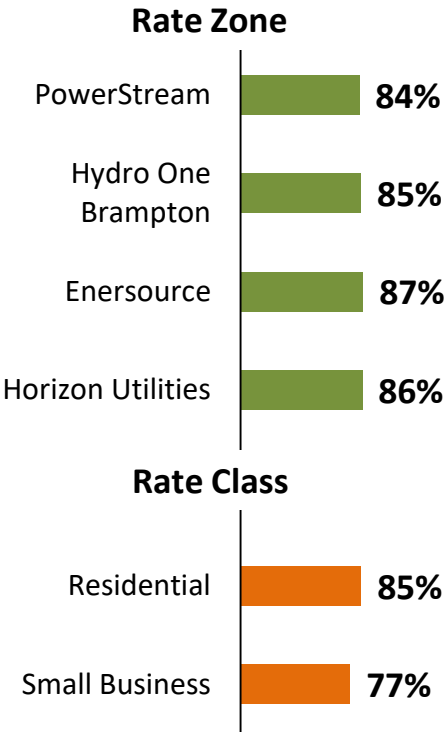
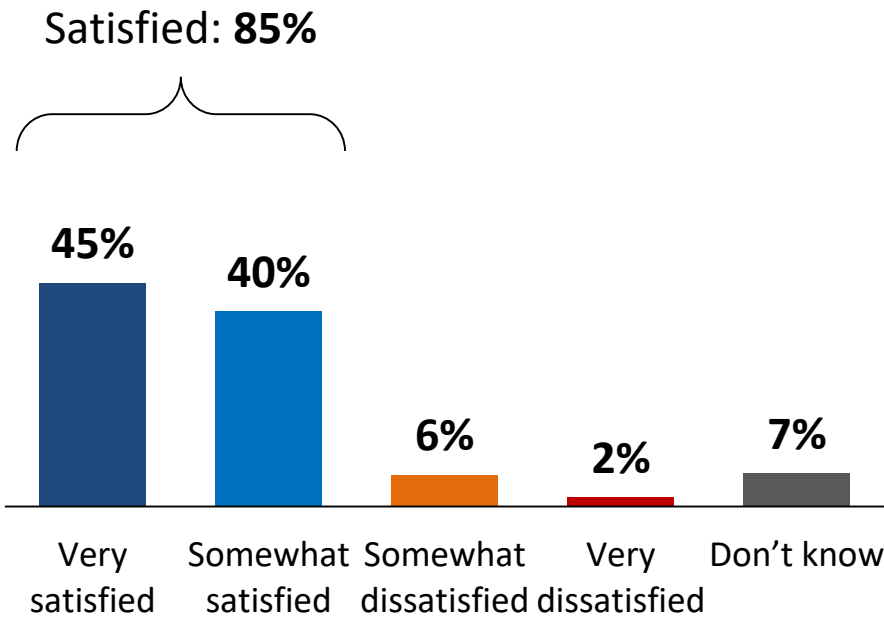
Utility	Outages/Year	Minutes without Power/Year
Enersource	Between 1.1 and 1.5	Between 40 and 90
PowerStream	Between 1.0 and 2.2	Between 60 and 120
Hydro One Brampton	Between 0.9 and 3.3	Between 30 and 45
Horizon Utilities	Between 1.6 and 1.8	Between 60 and 260

While outage frequency and duration averages are trending downwards, actual customer experiences vary. Some customers connected to new sections of the distribution system may not experience any outages while others are experiencing as many as 7 outages per year. For most customers, the key test of system reliability is “Do the lights stay on?”

For each of the following statements, please indicate your level of satisfaction or dissatisfaction with [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities].
[asked all respondents, n=16,795]

The amount of time it takes to restore power when power outages occur.

Segmentation ▶▶
Those who say “Satisfied”:



Satisfaction with Quality of Power: Approximately 9-in-10 are satisfied; satisfaction is highest among Horizon Utilities respondents



Q [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] tracks both the average number of power outages per customer and how long those interruptions last. Over the past five years, the typical [residential, small business] customer has experienced:

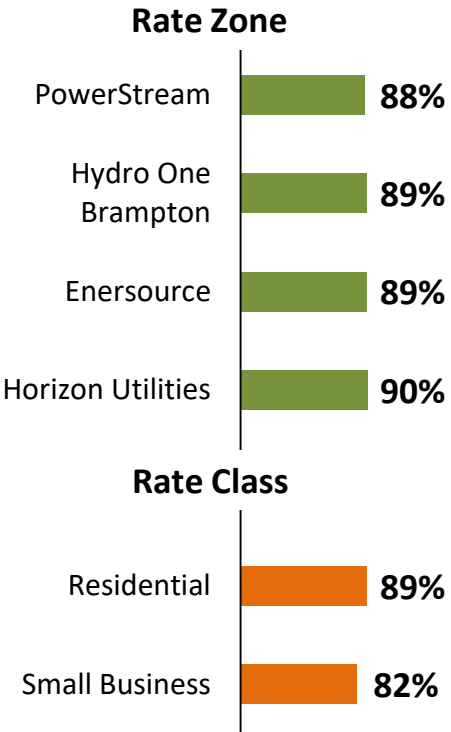
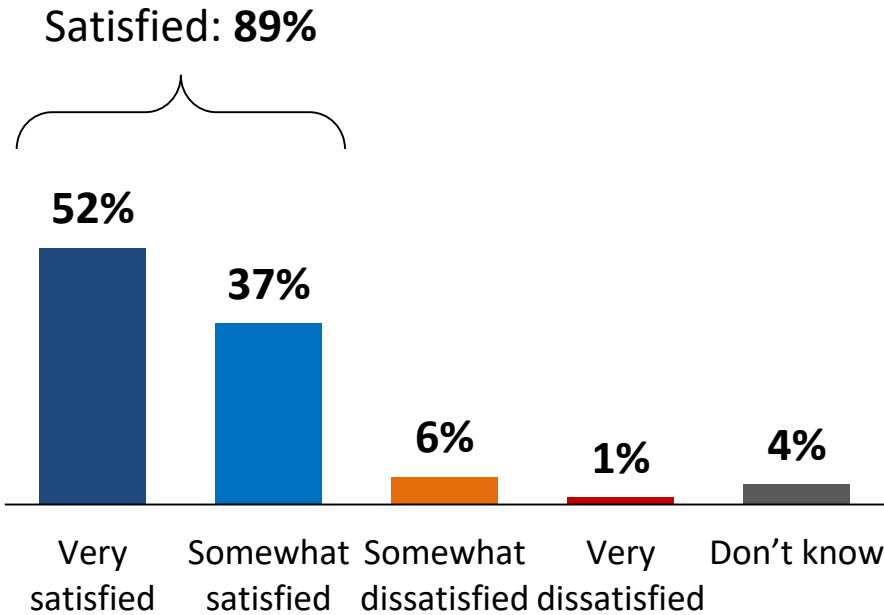
Utility	Outages/Year	Minutes without Power/Year
Enersource	Between 1.1 and 1.5	Between 40 and 90
PowerStream	Between 1.0 and 2.2	Between 60 and 120
Hydro One Brampton	Between 0.9 and 3.3	Between 30 and 45
Horizon Utilities	Between 1.6 and 1.8	Between 60 and 260

While outage frequency and duration averages are trending downwards, actual customer experiences vary. Some customers connected to new sections of the distribution system may not experience any outages while others are experiencing as many as 7 outages per year. For most customers, the key test of system reliability is “Do the lights stay on?”

For each of the following statements, please indicate your level of satisfaction or dissatisfaction with [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities].
[asked all respondents, n=16,795]

The quality of the power delivered to you as judged by the absence of momentary interruptions in power that can result in the flickering or dimming of lights.

Segmentation ▶▶
Those who say “Satisfied”:





ener
source
more than energy

hydro
one
Brampton

Power
Stream

alectra
utilities

Customer Services

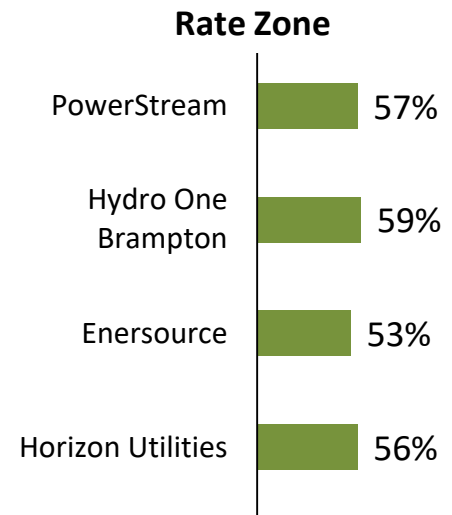
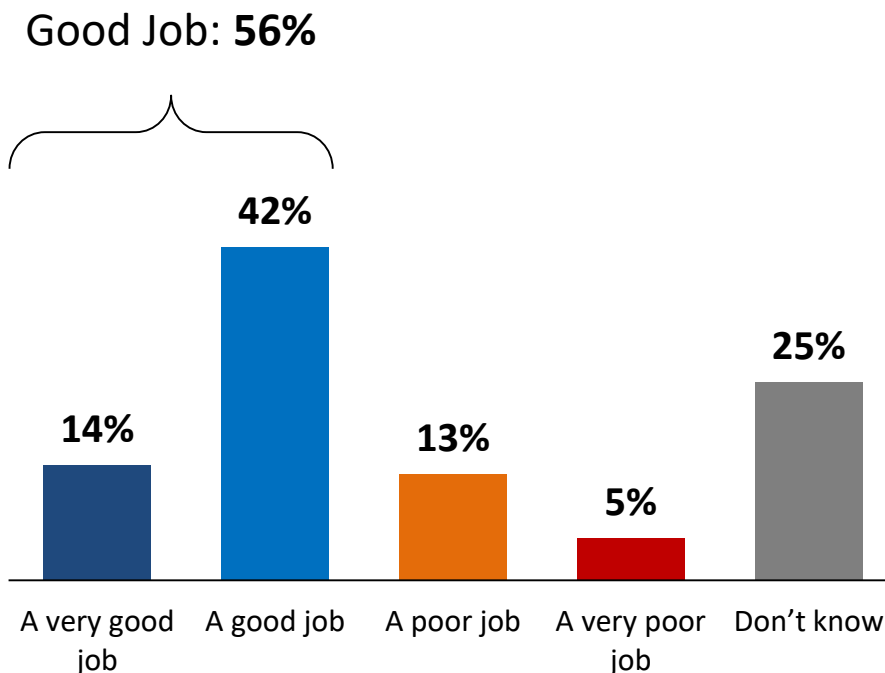
Outage Restoration Times: Over half (56%) report that their utility does a good job at providing information; Hydro One Brampton ranks highest



How good or poor a job does [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities] do at providing you with information on outage restoration times?
[asked all respondents, n=16,735]

Segmentation >>

Those who say "A good job":



Customer Service: Approximately 3-in-5 (61%) are satisfied; satisfaction is highest among Hydro One Brampton respondents



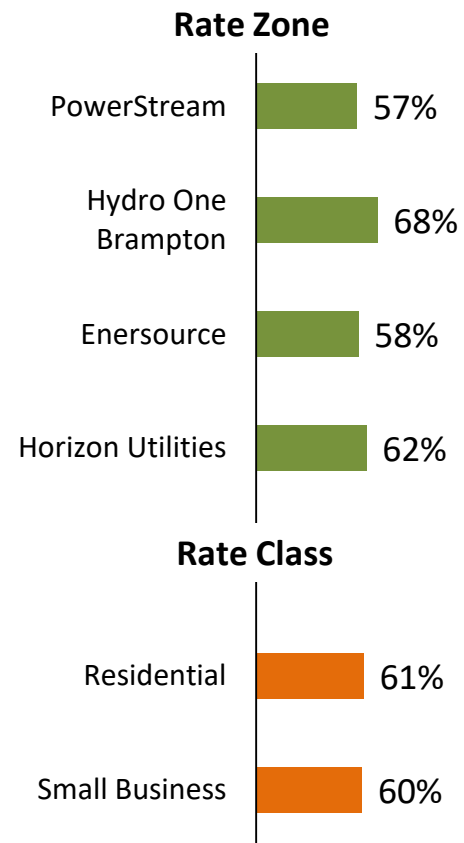
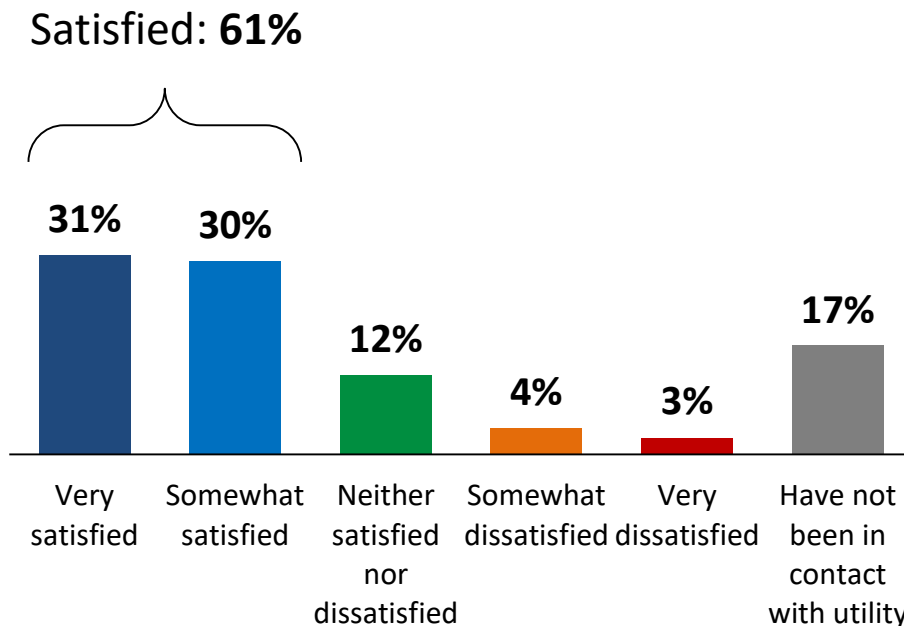
Thinking about the customer service you have received when dealing with employees of [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities], whether on the telephone, via email, in person or through online conversations including social media.

Overall, how satisfied or dissatisfied are you with the customer service provided by [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities]?

[asked all respondents, n=16,735]

Segmentation ►►

Those who say "Satisfied":



Communications: Approximately 7-in-10 are satisfied; satisfaction is highest among Hydro One Brampton respondents



Thinking about the information found on its website, bill inserts, advertising, notices, emails, or social media sites, how satisfied or dissatisfied are you with the communications that you receive from [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities]?

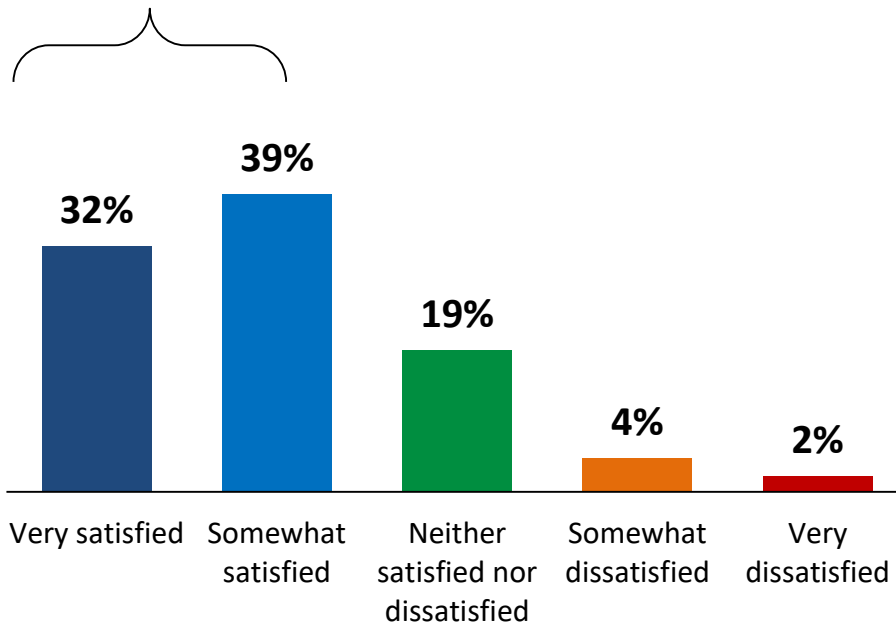
Overall, how satisfied or dissatisfied are you with the customer service provided by [Enersource, PowerStream, Hydro One Brampton, Horizon Utilities]?

[asked all respondents, n=16,735]

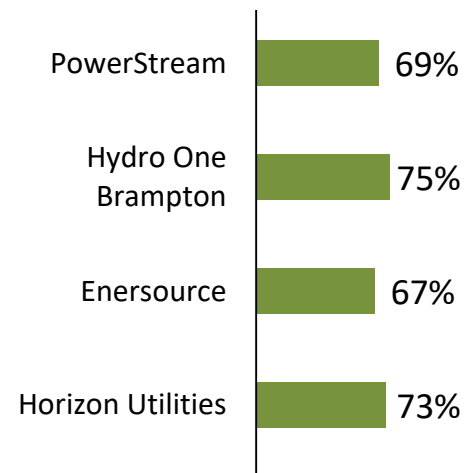
Segmentation ►►

Those who say "Satisfied":

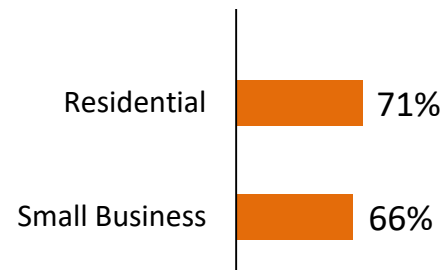
Satisfied: 71%



Rate Zone



Rate Class





Growth Pressures & Aging Infrastructure



Growth Pressures: Half are willing to accept an additional \$0.05 per month if the level of reliability remains the same as now



Fueled by increased economic development and demand for new housing in York Region and Simcoe County, **PowerStream** adds over 8,000 new customers to its existing customer base every year. This growth in customers and load puts increasing pressure on PowerStream's distribution system, which requires extending powerlines, upgrading capacity to existing powerlines, and adding new capacity to load constrained areas. Growth pressures require PowerStream to invest in system service and system access projects.

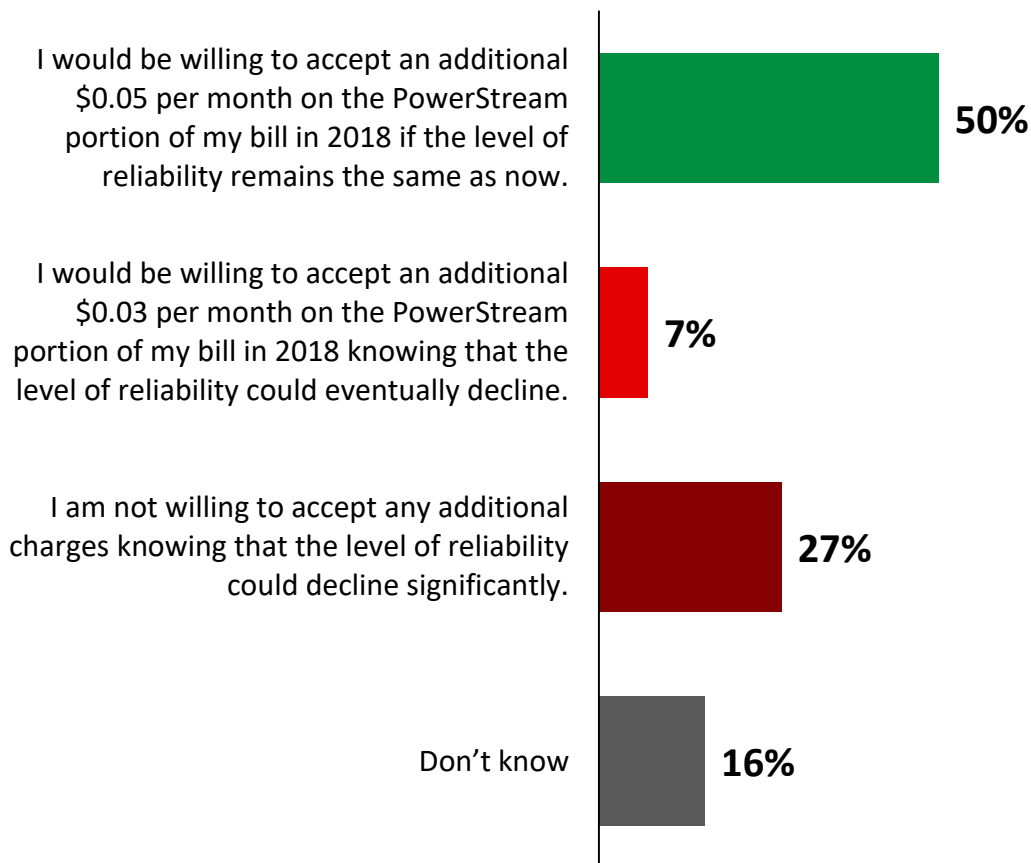
This incremental **system access** investment is non-discretionary as it is a requirement under existing legislation. It will represent an **\$0.11 per month** increase in 2018 to the typical **residential** customer's bill in the PowerStream service territory. These proposed incremental system service investments would maintain the current level of reliability, however as part of its planning process, PowerStream is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts **residential** customer distribution rates differently.

Given the varying levels of reliability under each scenario below and the projected residential customer rate impact of each, please indicate which approach you want PowerStream to pursue in 2018?

[asked of PowerStream residential customers only, n=6,963]



Growth Pressures: Preferences are divide; a plurality (36%) are willing to accept an additional \$0.13 per month if reliability remains the same as now



Fueled by increased economic development and demand for new housing in York Region and Simcoe County, **PowerStream** adds over 8,000 new customers to its existing customer base every year. This growth in customers and load puts increasing pressure on PowerStream's distribution system, which requires extending powerlines, upgrading capacity to existing powerlines, and adding new capacity to load constrained areas. Growth pressures require PowerStream to invest in system service and system access projects.

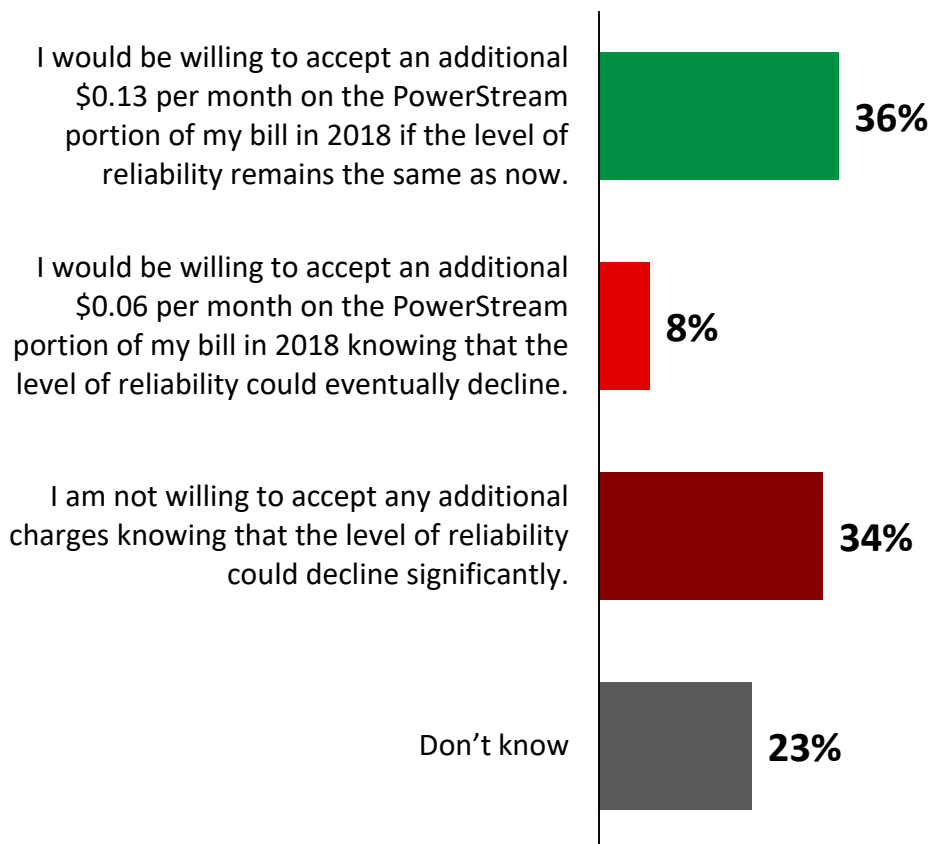
This incremental **system access** investment is non-discretionary as it is a requirement under existing legislation. It will represent an **\$0.28 per month** increase in 2018 to the typical **small business** customer's bill in the PowerStream service territory. These proposed incremental system service investments would maintain the current level of reliability, however as part of its planning process, PowerStream is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts **small business** customer distribution rates differently.

Given the varying levels of reliability under each scenario below and the projected small business customer rate impact of each, please indicate which approach you want PowerStream to pursue in 2018?

[asked of PowerStream small business customers only, n=131]



Aging Infrastructure: Approximately 2-in-5 (43%) are willing to accept an additional \$0.10 per month if the level of reliability remains the same as now



Residential
PowerStream

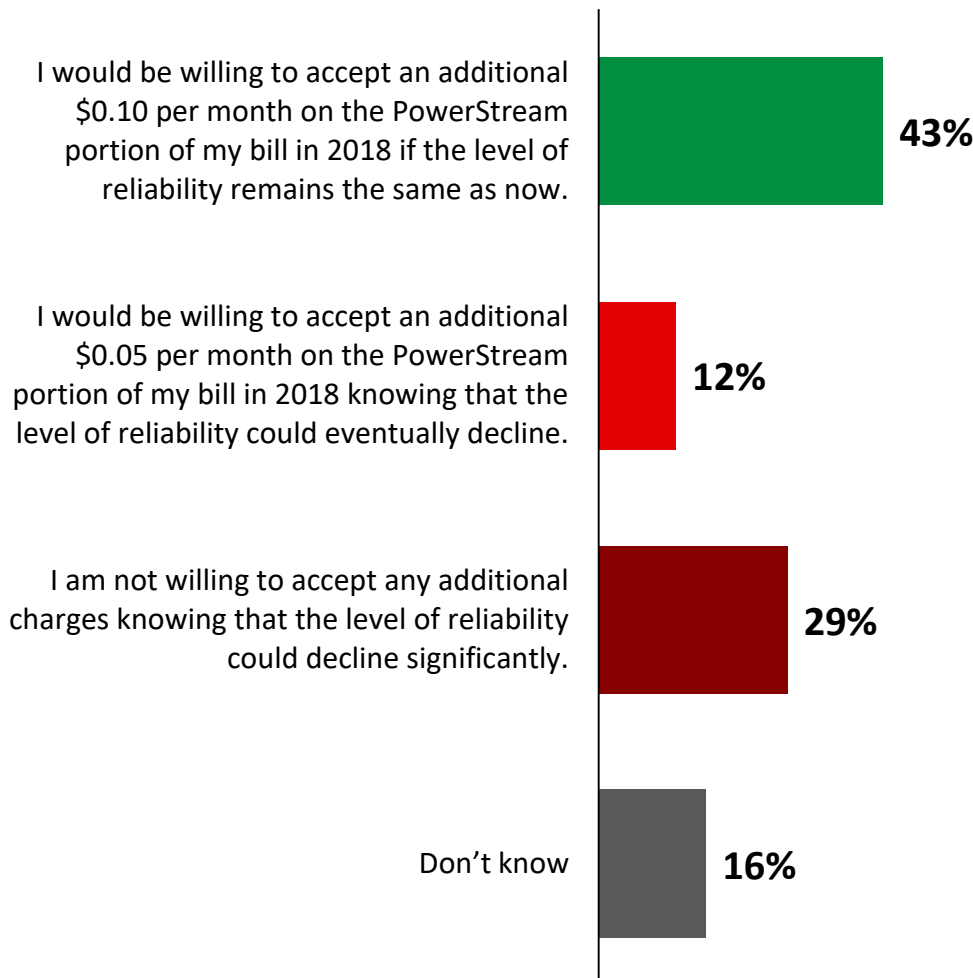


Like many utilities in Ontario today, **PowerStream** faces a challenge with aging electrical distribution infrastructure. Sections of PowerStream's electrical distribution system are more than 50 years old, and are at the end of life.

PowerStream is committed to extending the lifespan of its assets in order to minimize the cost impact of replacement on its customers. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in system renewal projects.

Given the varying levels of reliability under each scenario below and the projected rate impact of each, please indicate which approach you want PowerStream to pursue in 2018?

[asked of PowerStream residential customers only, n=6,963]



Aging Infrastructure: Preferences are divided; a plurality (32%) are willing to accept an additional \$0.26 per month if reliability remains the same as now



Small
Business
PowerStream

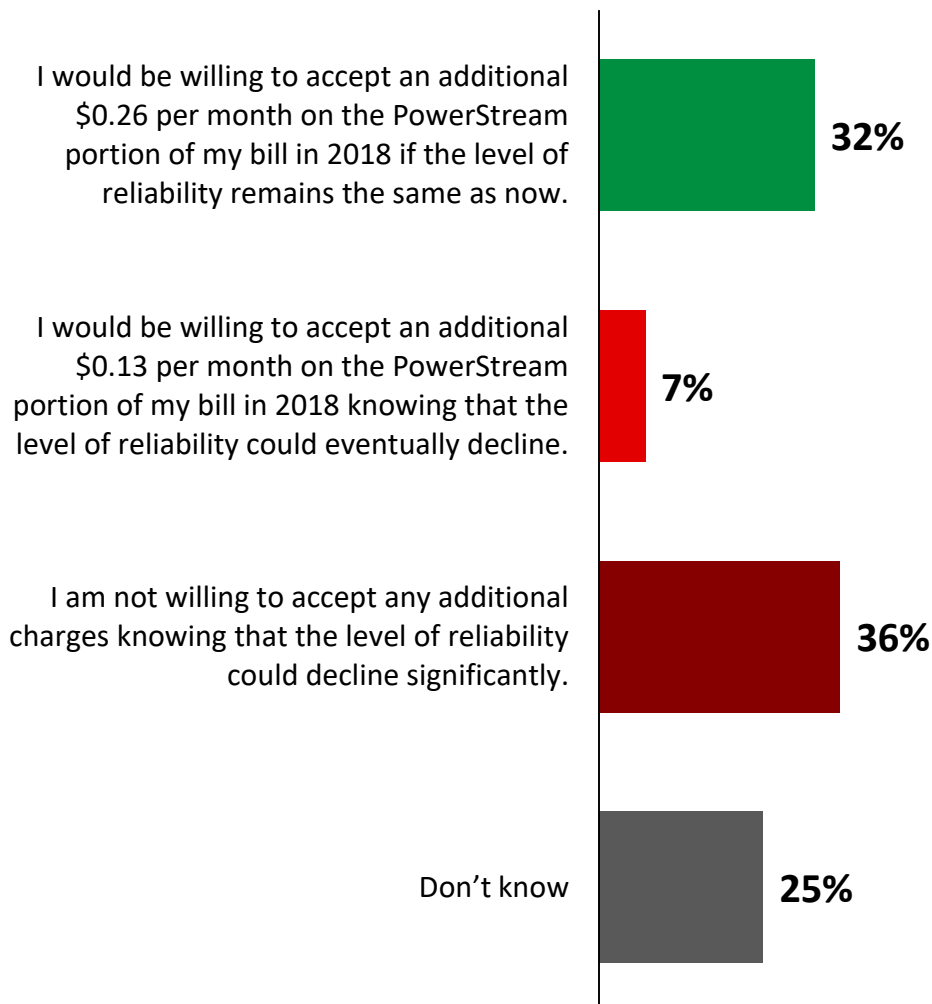


Like many utilities in Ontario today, **PowerStream** faces a challenge with aging electrical distribution infrastructure. Sections of PowerStream's electrical distribution system are more than 50 years old, and are at the end of life.

PowerStream is committed to extending the lifespan of its assets in order to minimize the cost impact of replacement on its customers. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in system renewal projects.

Given the varying levels of reliability under each scenario below and the projected rate impact of each, please indicate which approach you want PowerStream to pursue in 2018?

[asked of PowerStream small business customers only, n=130]





5-Year Capital Investment Plan



Attitudes Toward Proactive

Replacement: Approximately 7-in-10 (73%) feel Enersource should replace equipment before it breaks down



Enersource wants to better understand the needs and preferences of customers as it makes decisions on investments in Mississauga's distribution system.

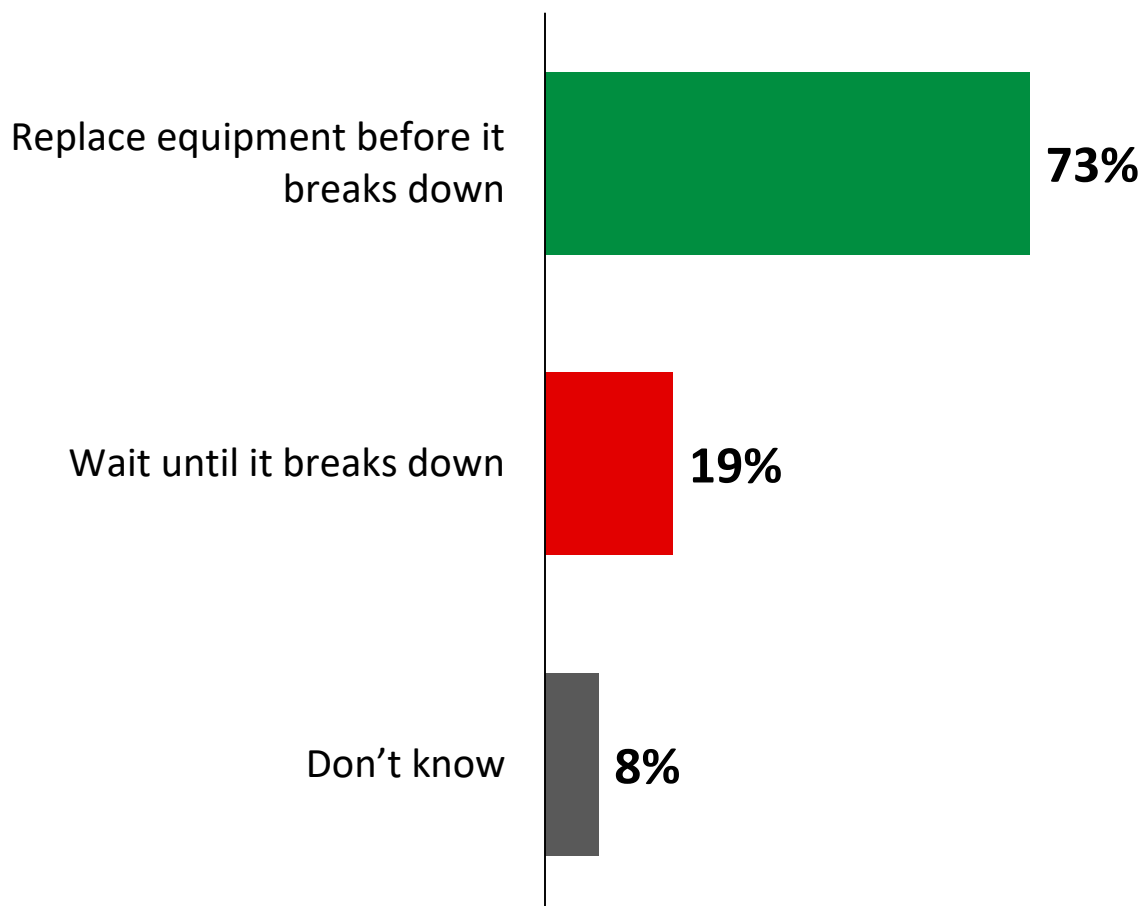
In many cases, there are trade-offs between system reliability and customers costs.

Your answers to the following questions will help Enersource align its future investment strategy with the needs and preferences of customers.

By allowing assets that impact the reliability of only a few customers to break down before replacement (i.e. run to failure), distributors can often get a few additional years out of their equipment, which defers replacement costs and maximizes the value of assets. Equipment that runs to failure is usually easily replaced and impacts only a few customers for only a short period of time.

Do you feel that Enersource should be proactively replacing minor equipment or wait until it breaks down?

[asked all Enersource respondents, n=2,500]



Replacement of Aging

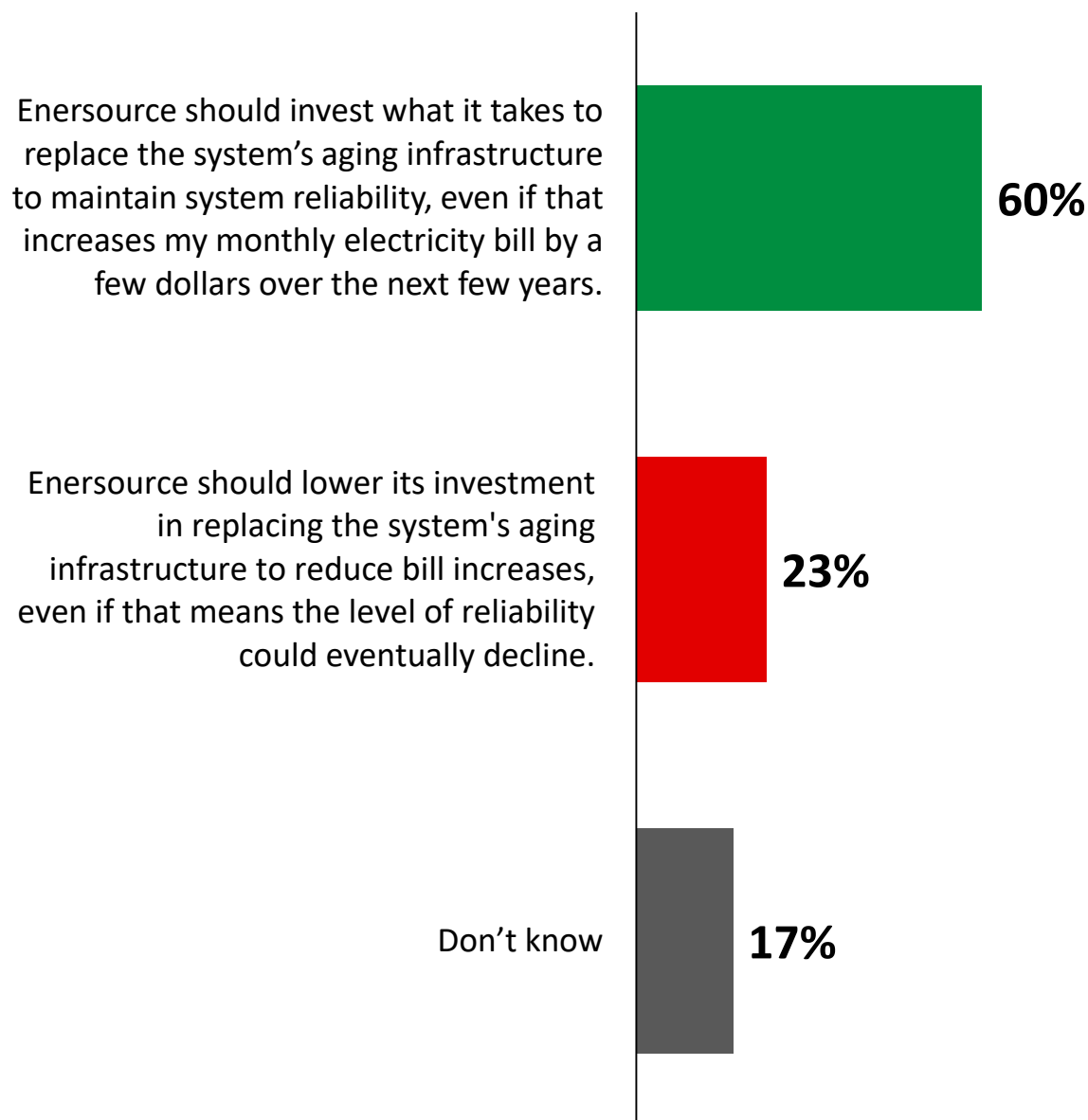
Equipment: 3-in-5 (60%) feel Enersource should invest what it takes to replace the systems aging infrastructure



With regards to projects focused on replacing aging equipment in poor condition, which of the following statements best represents your point of view?

Do you feel that Enersource should be proactively replacing minor equipment or wait until it breaks down?

[asked all Enersource respondents, n=2,500]

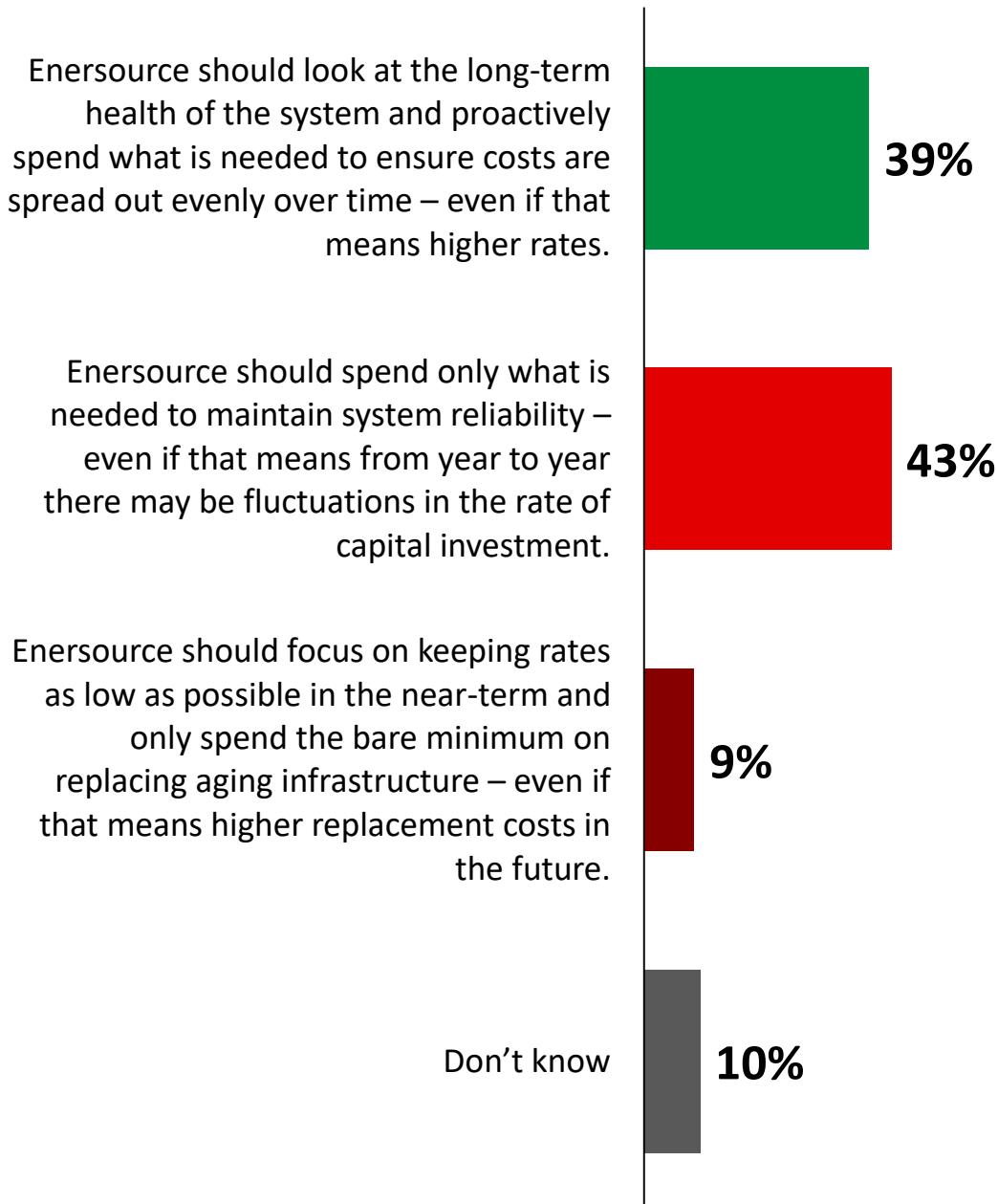


Forecasted Plan: Points of view are divided; a plurality (39%) believe Enersource should look at the long-term health of the system



Thinking about **Enersource's** forecasted plan for replacing aging infrastructure, which of the following statements best represents your point of view?

[asked all Enersource respondents, n=2,500]



Replacement of Equipment:

Approximately 7-in-10 (72%) believe Enersource should provide staff with the equipment & tools they need

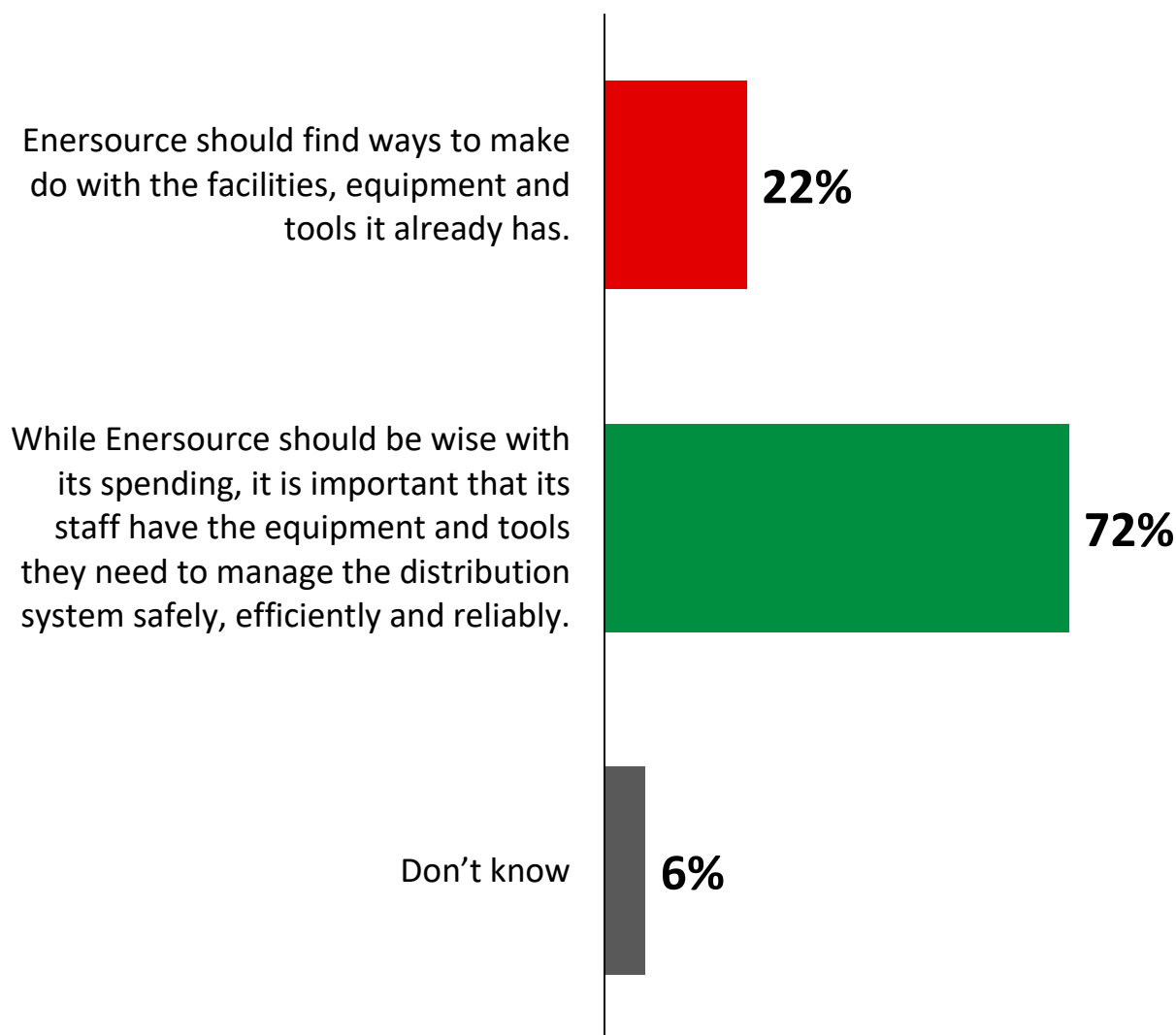


As a company, **Enersource** needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information.

Some replacement decisions are made when the cost of maintaining the aging equipment is higher than the cost to replace that equipment. However, there are times when it may make sense to replace equipment even when the maintenance savings are not the key reason for doing so.

With this in mind, which of the following statements best represents your point of view?

[asked all Enersource respondents, n=2,500]



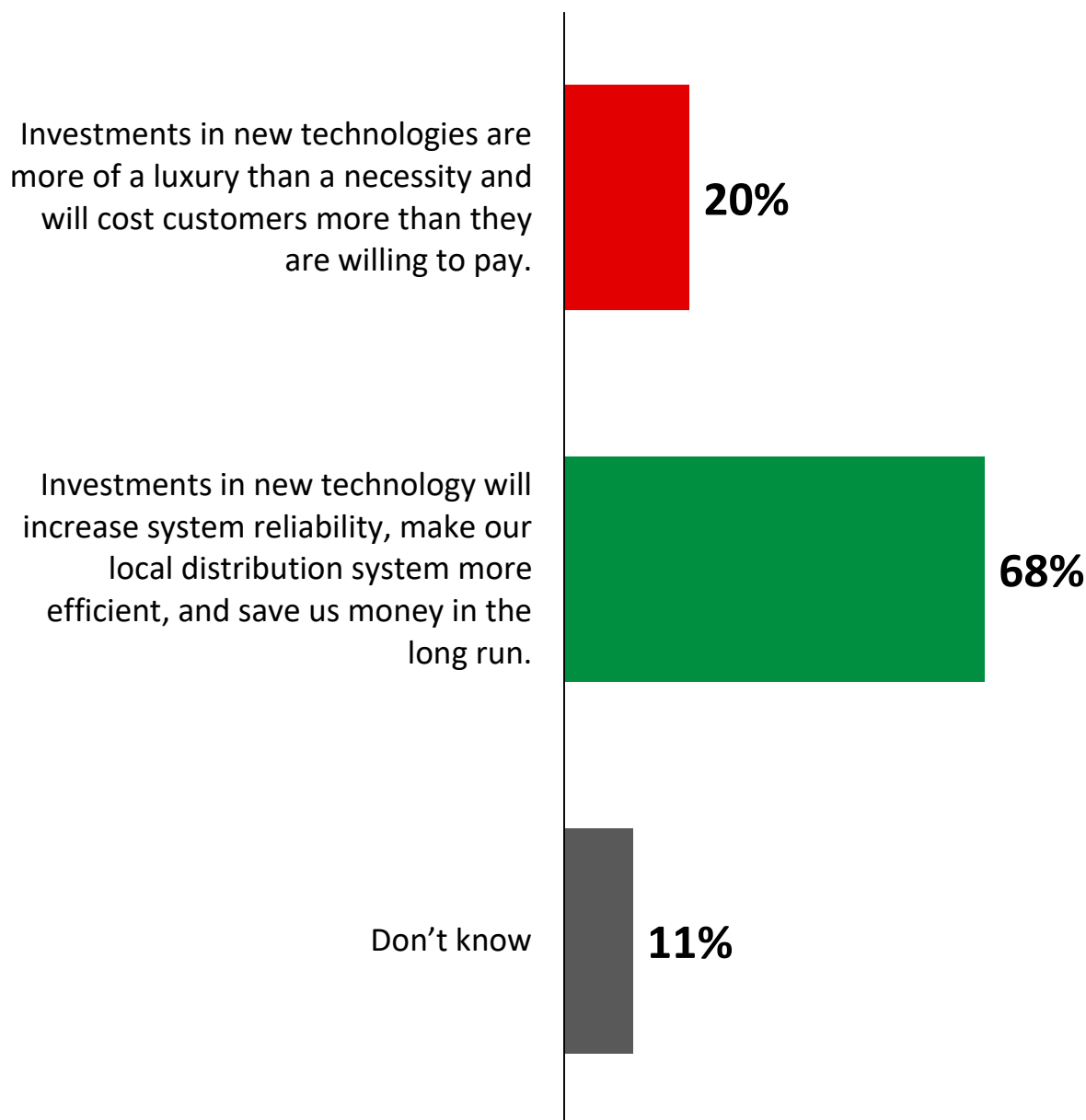
Investment in Technology:

Approximately 2-in-3 (68%) believe that investments in new technology will increase system reliability



With regards to investment in technology designed to improve the reliability of the electricity distribution system and shorten the length of power outages, which of the following statements best represents your point of view?

[asked all Enersource respondents, n=2,500]



5-Year Capital Investment Plan:

More than half (56%) are willing to accept an additional \$3.99 per month if the level of reliability remains the same



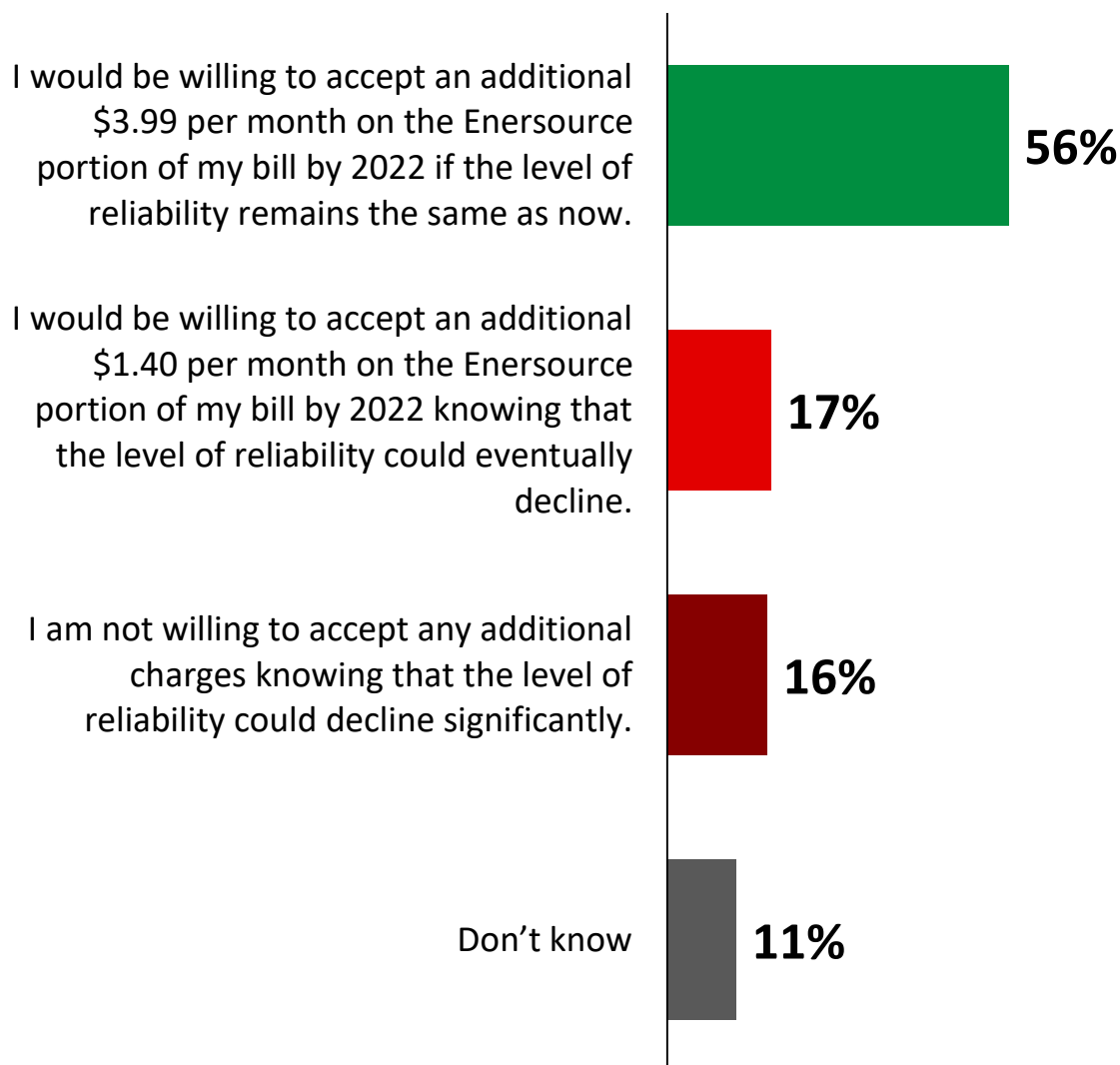
While **Enersource** has proposed a plan that maintains the current level of reliability, as part of its planning process, it has looked at a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the average residential customer's rates differently.

Given the varying levels of reliability under each scenario and the projected customer rate impact of each, please indicate which approach you want Enersource to pursue between 2018 and 2022?

[asked of all Enersource Residential respondents, n=2,438]



5-Year Capital Investment Plan: A plurality (37%) are willing to accept an additional \$11.19 per month if the level of reliability remains the same as now



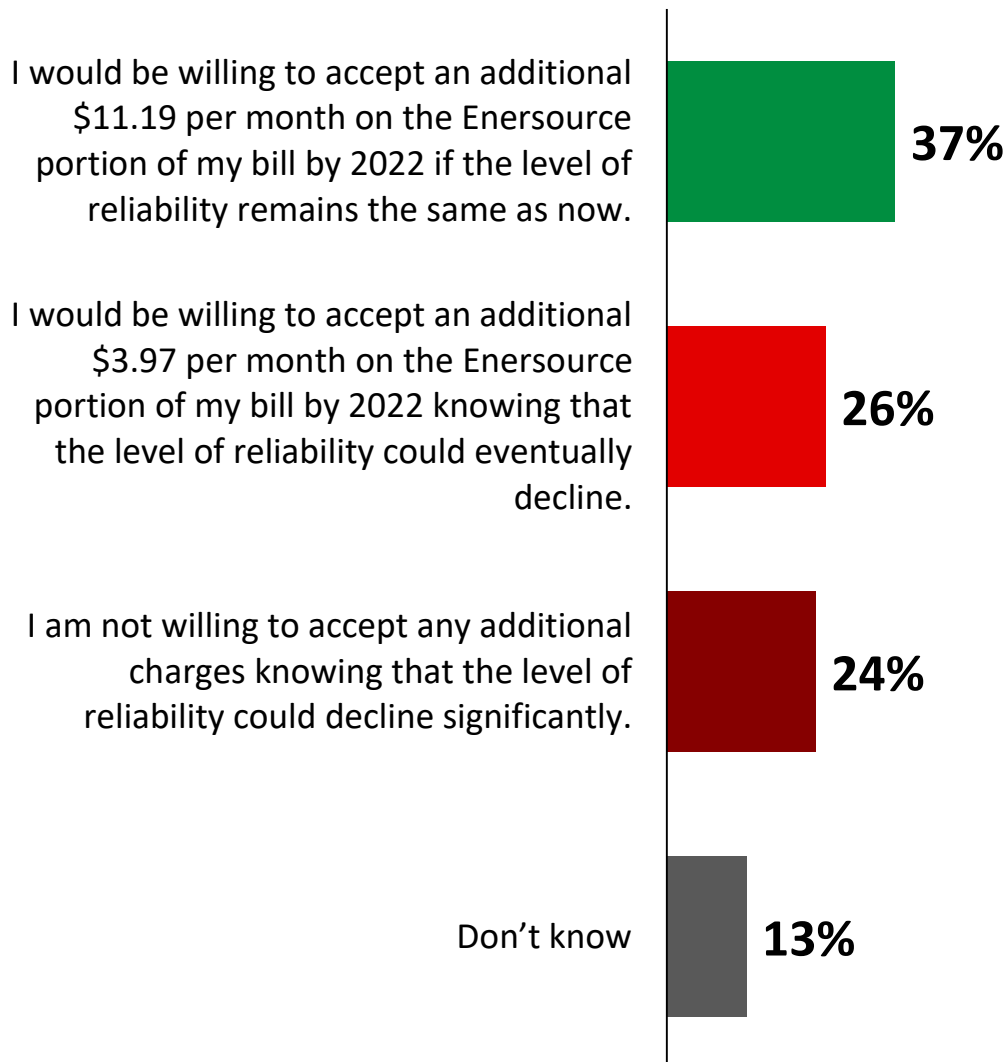
While **Enersource** has proposed a plan that maintains the current level of reliability, as part of its planning process, it has looked at a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the average residential customer's rates differently.

Given the varying levels of reliability under each scenario and the projected customer rate impact of each, please indicate which approach you want Enersource to pursue between 2018 and 2022?

[asked of all Enersource Small Business respondents, n=62]



System Service Investments:

Approximately 2-in-3 (67%) are willing to accept an additional \$0.11 per month if the level of reliability remains the same



The following questions break down the **estimated \$0.42 per month** required of **residential** customers to **maintain** the current level of system reliability.

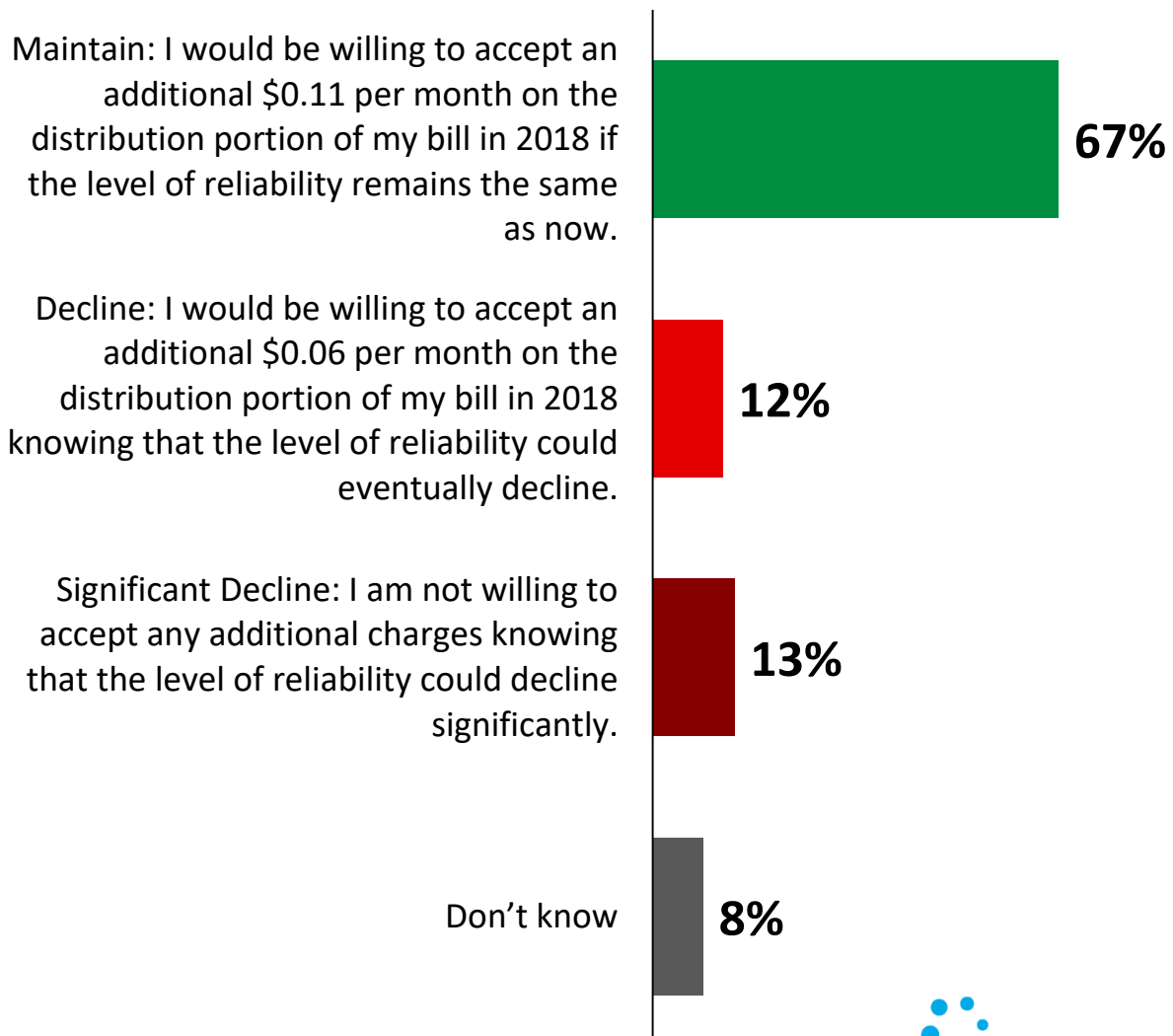
As part of its planning process, Enersource is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts **residential** customer rates differently.

Given the varying levels of reliability under each scenario below and the projected residential customer rate impact of each, please indicate which approach you want Enersource to pursue in 2018?

[asked of all Enersource Residential respondents, n=2,438]



System Service Investments:

Approximately 3-in-5 (61%) are willing to accept an additional \$0.31 per month if the level of reliability remains the same



The following questions break down the **estimated \$1.17 per month** required of **small business** customers to **maintain** the current level of system reliability.

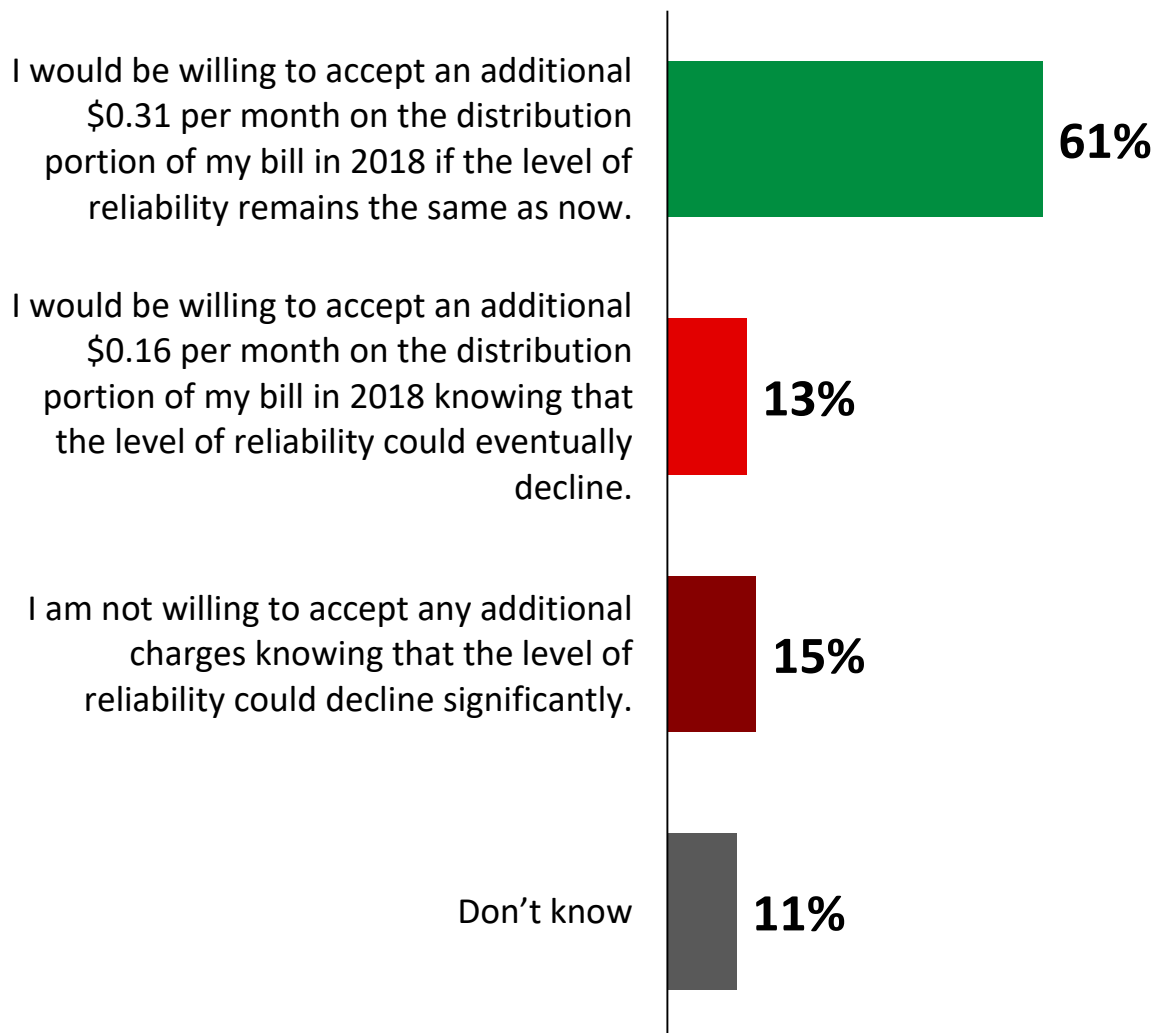
As part of its planning process, Enersource is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts **small business** customer rates differently.

Given the varying levels of reliability under each scenario below and the projected small business customer rate impact of each, please indicate which approach you want Enersource to pursue in 2018?

[asked of all Enersource Small Business respondents, n=62]



Caution: Small Sample Size.

Underground/Overhead System:

Approximately 3-in-5 (62%) would be willing to accept an additional \$0.16 per month if the level of reliability remains



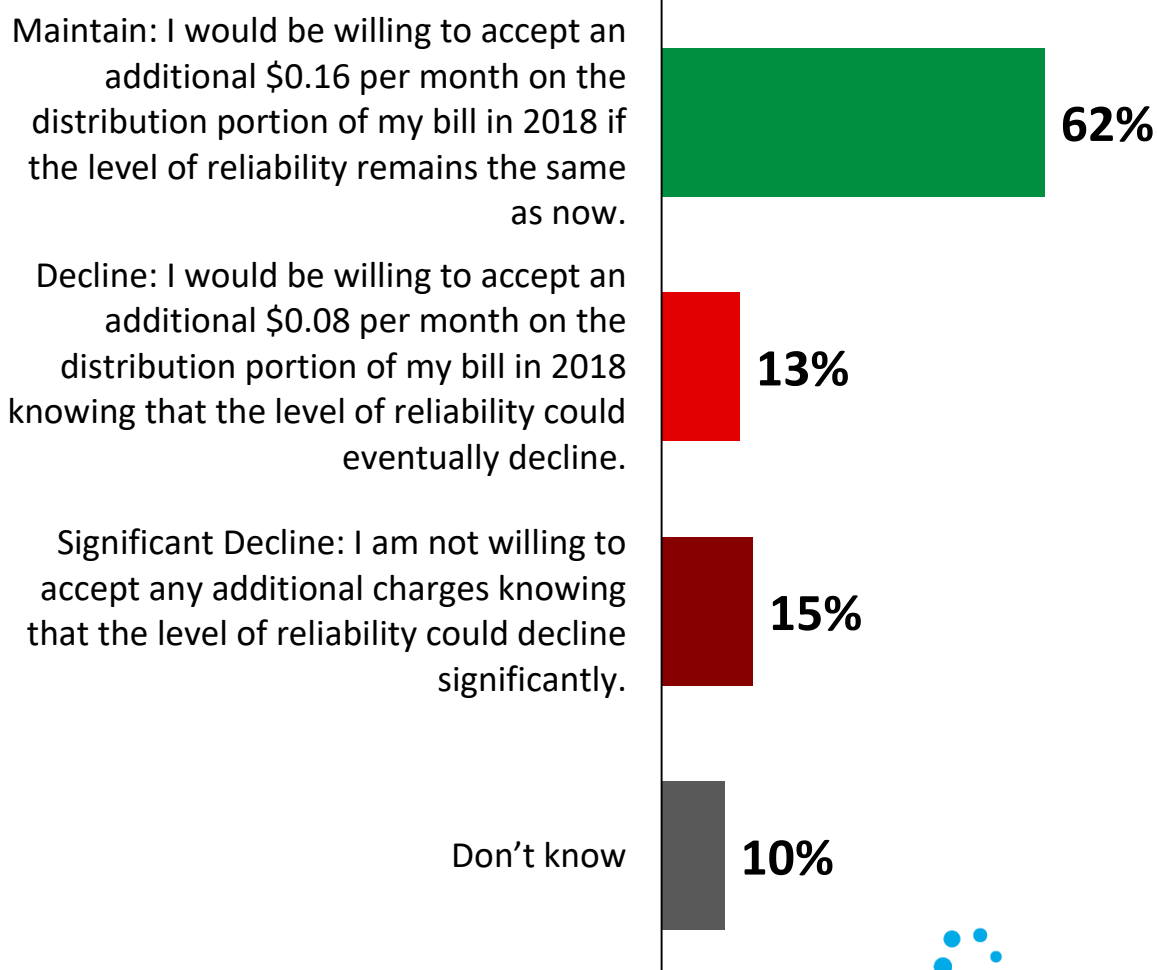
Underground System: About 2/3 of Enersource's distribution system in Mississauga is underground.

Underground primary cables are a key component of the power distribution system and their failure causes long outages that can affect a large number of customers. Underground cable failures are the leading cause of equipment failures in the distribution system and present a significant amount of operational risk. To address this risk, Enersource plans and executes ongoing rebuild/ replacement projects based on a significant amount of system analysis.

Overhead System: Overhead pole lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under adverse weather conditions, they are deemed to be at the "end of useful life".

Given the varying levels of reliability under each scenario and the projected residential customer rate impact of each, please indicate which approach you want Enersource to pursue in 2018?

[asked of all Enersource Residential respondents, n=2,438]



Underground/Overhead System:

Over half (52%) are willing to accept an additional \$0.46 per month if the level of reliability remains the same as now



Small
Business



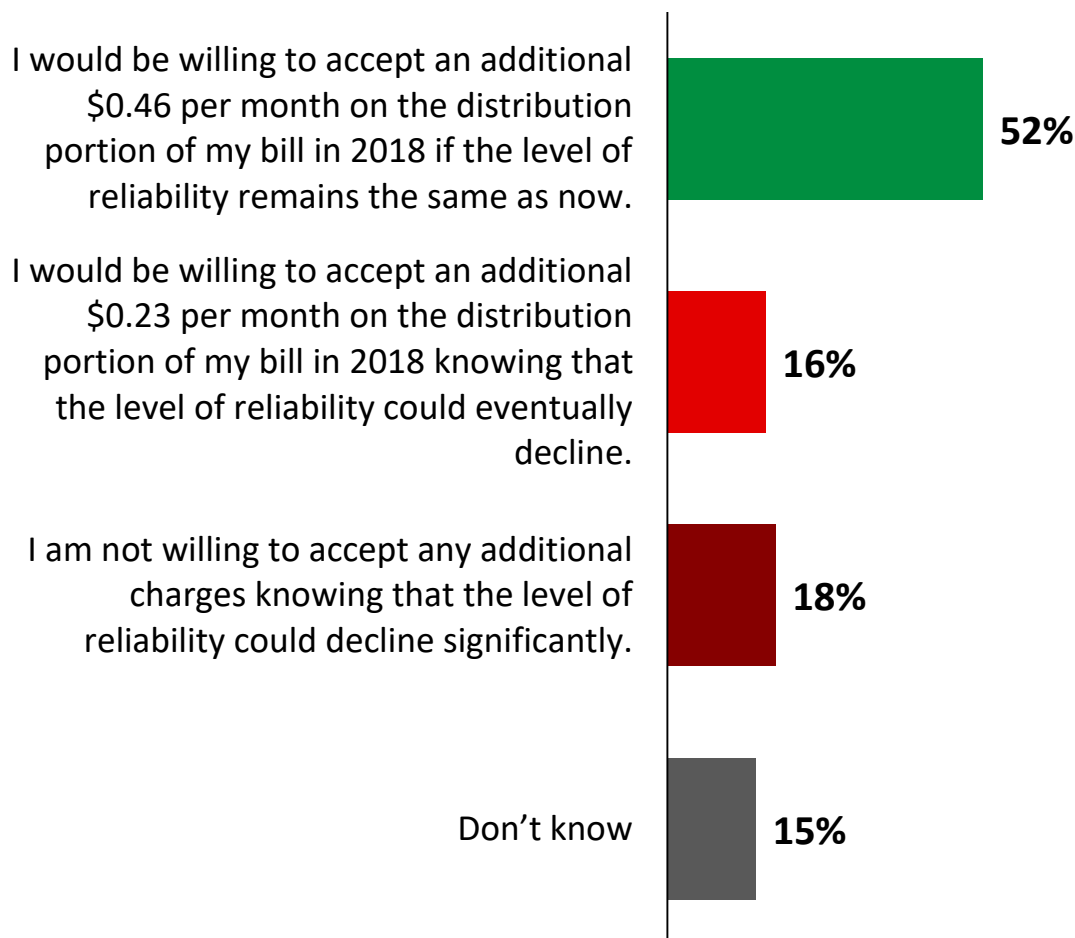
Underground System: About 2/3 of Enersource's distribution system in Mississauga is underground.

Underground primary cables are a key component of the power distribution system and their failure causes long outages that can affect a large number of customers. Underground cable failures are the leading cause of equipment failures in the distribution system and present a significant amount of operational risk. To address this risk, Enersource plans and executes ongoing rebuild/ replacement projects based on a significant amount of system analysis.

Overhead System: Overhead pole lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under adverse weather conditions, they are deemed to be at the "end of useful life".

Given the varying levels of reliability under each scenario and the projected small business customer rate impact of each, please indicate which approach you want Enersource to pursue in 2018?

[asked of all Enersource Small Business respondents, n=62]



Caution: Small Sample Size.

Leaking Transformer

Replacement Project: Over 3-in-5 (64%) are willing to accept an additional \$0.12 per month



Utilities are required to inspect distribution assets and ensure appropriate follow up and corrective action regarding problems identified during field inspections. During the field inspections of distribution transformers, it was determined that close to 2,000 transformers showed signs of oil leaking. This poses safety, environmental, and regulatory risks to the community that need to be addressed in a timely manner.

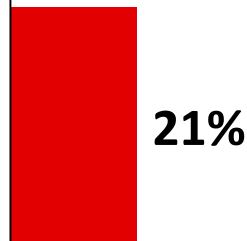
Given the projected small business rate impact of each scenario, please indicate which approach you want Enersource to pursue in 2018?

[asked of all Enersource Residential respondents, n=2,438]

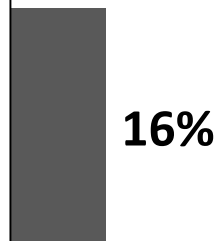
Scheduled Replacement: I would be willing to accept an additional \$0.12 per month on the distribution portion of my bill in 2018 to replace leaking transformers on schedule.



Delayed Replacement: I would be willing to accept an additional \$0.06 per month on the distribution portion of my bill in 2018 to defer the costs associated with replacement.



Don't know



Leaking Transformer

Replacement Project: Half are willing to accept an additional \$0.35 per month



Utilities are required to inspect distribution assets and ensure appropriate follow up and corrective action regarding problems identified during field inspections. During the field inspections of distribution transformers, it was determined that close to 2,000 transformers showed signs of oil leaking. This poses safety, environmental, and regulatory risks to the community that need to be addressed in a timely manner.

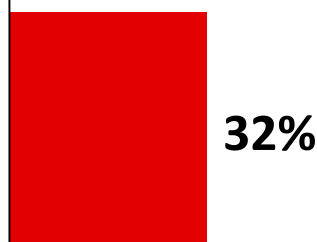
Given the projected small business rate impact of each scenario, please indicate which approach you want Enersource to pursue in 2018?

[asked of all Enersource Small Business respondents, n=62]

Scheduled Replacement: I would be willing to accept an additional \$0.35 per month on the distribution portion of my bill in 2018 to replace leaking transformers on schedule.



Delayed Replacement: I would be willing to accept an additional \$0.17 per month on the distribution portion of my bill in 2018 to defer the costs associated with replacement.



Don't know 18%





enerSource
more than energy

hydro
one
Brampton

Power
Stream

alectra
utilities

Additional Feedback

Overall Impression: Majority of respondents perceived online portal positively, informative

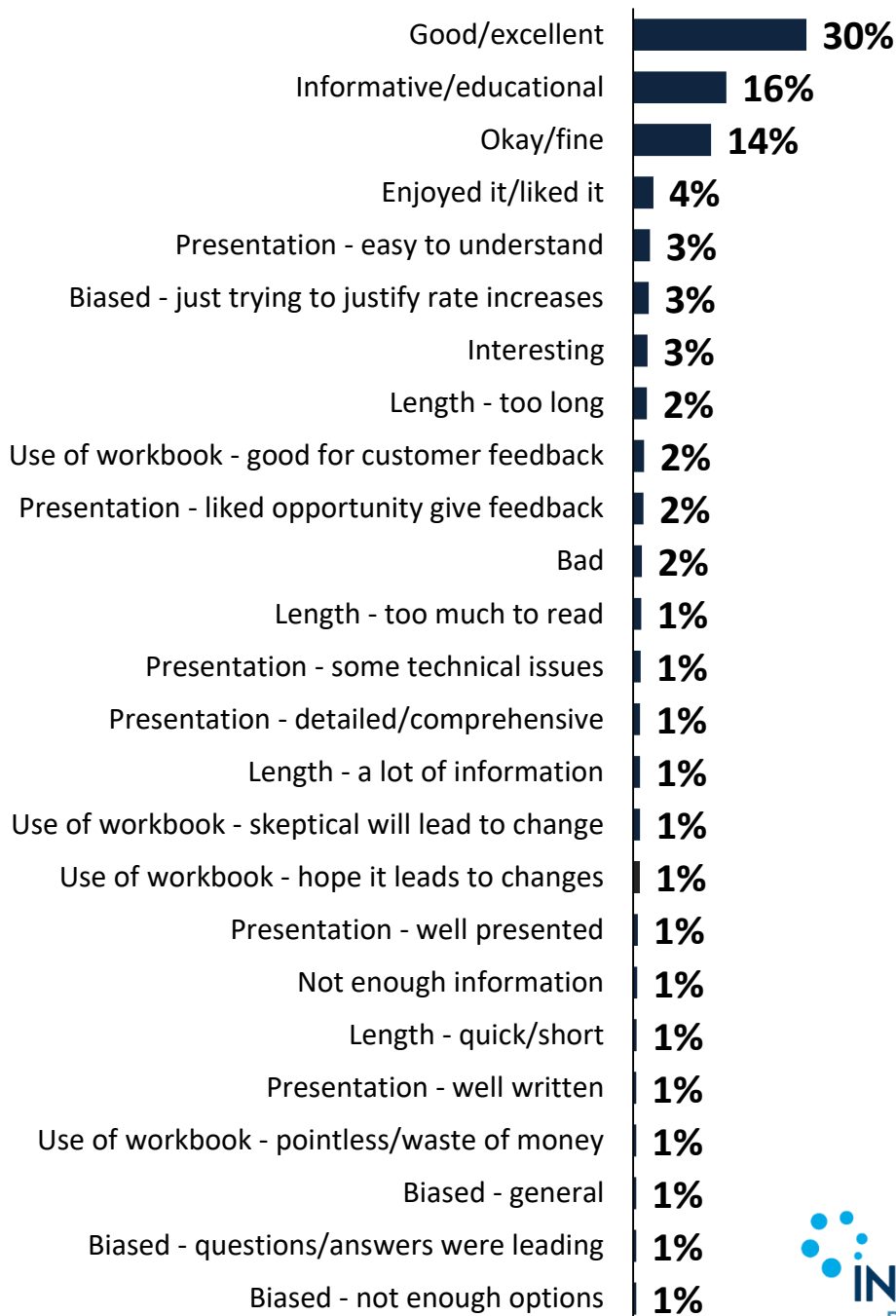


What did you think about this customer feedback portal?

[asked all respondents]

Open-Ended Question

random selection of n=1,000 respondents



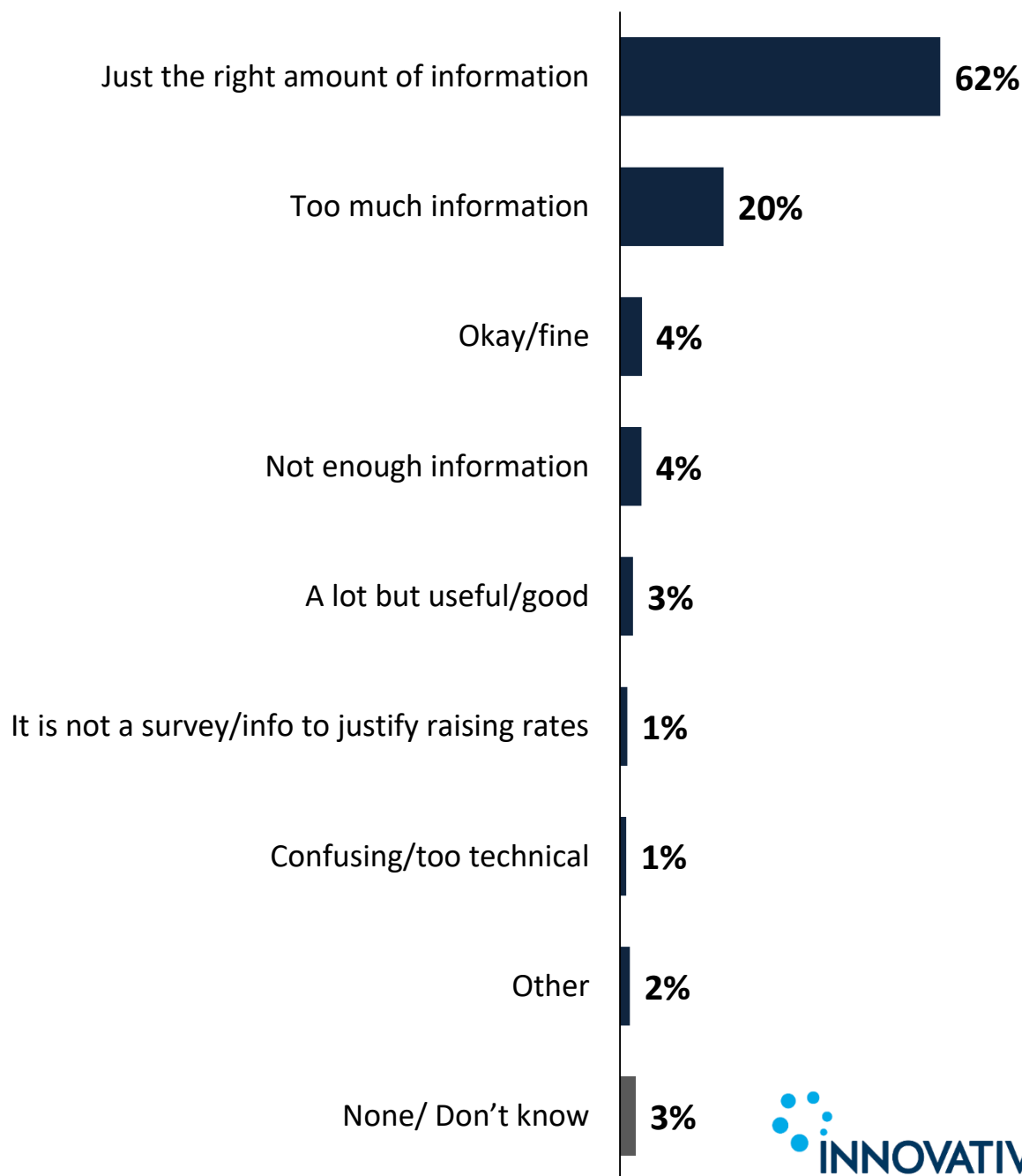
Volume of Information: Majority of respondents found online portal to be “just the right amount of information”



Did this portal provide too much information, not enough, or just the right amount?
[asked all respondents]

Open-Ended Question

random selection of n=1,000 respondents



Content Covered: Majority feel that there was no content missing from the online portal



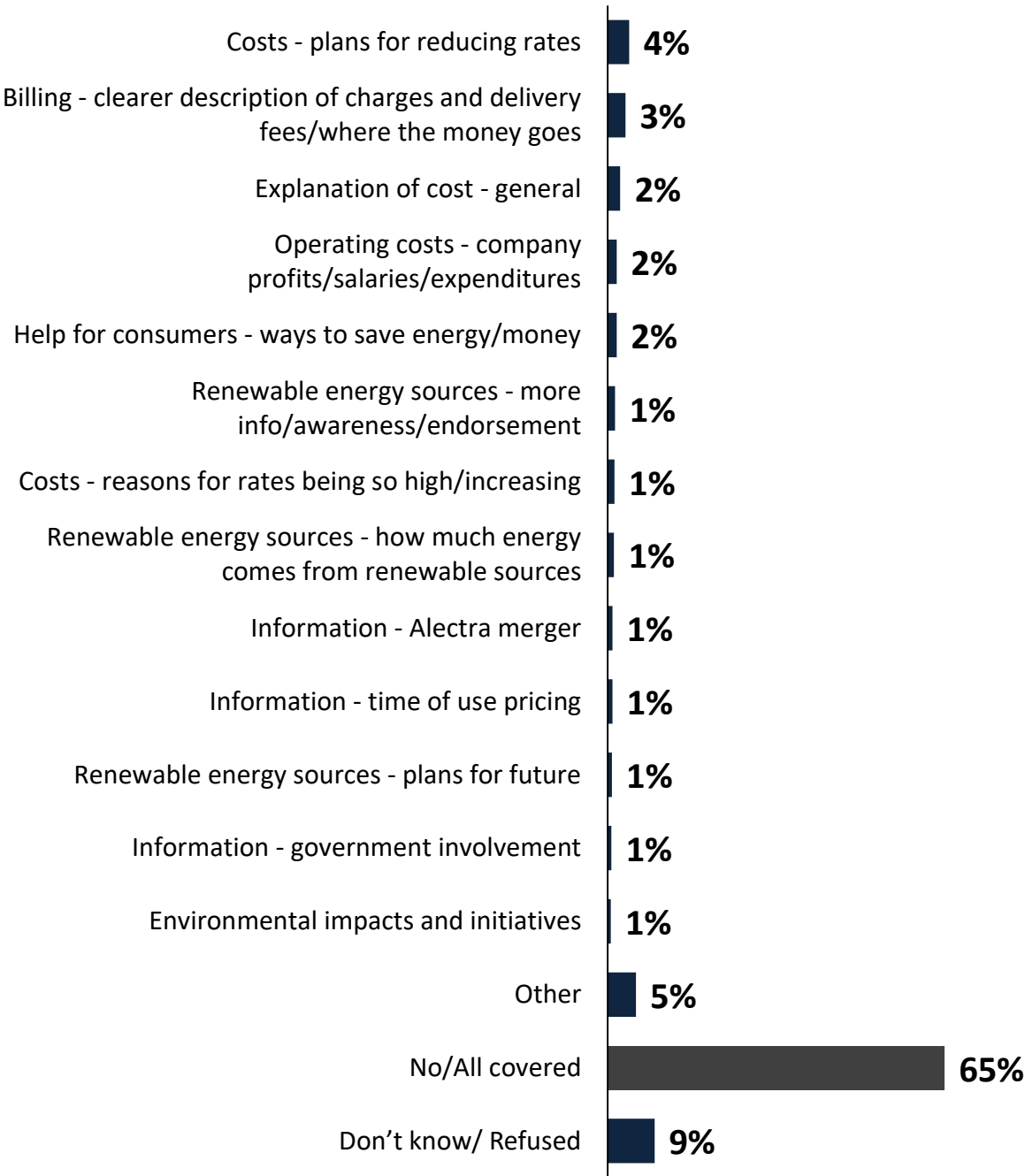
Total Sample



Was there any content missing that you would have liked to have seen included?
[asked all respondents]

Open-Ended Question

random selection of n=1,000 respondents



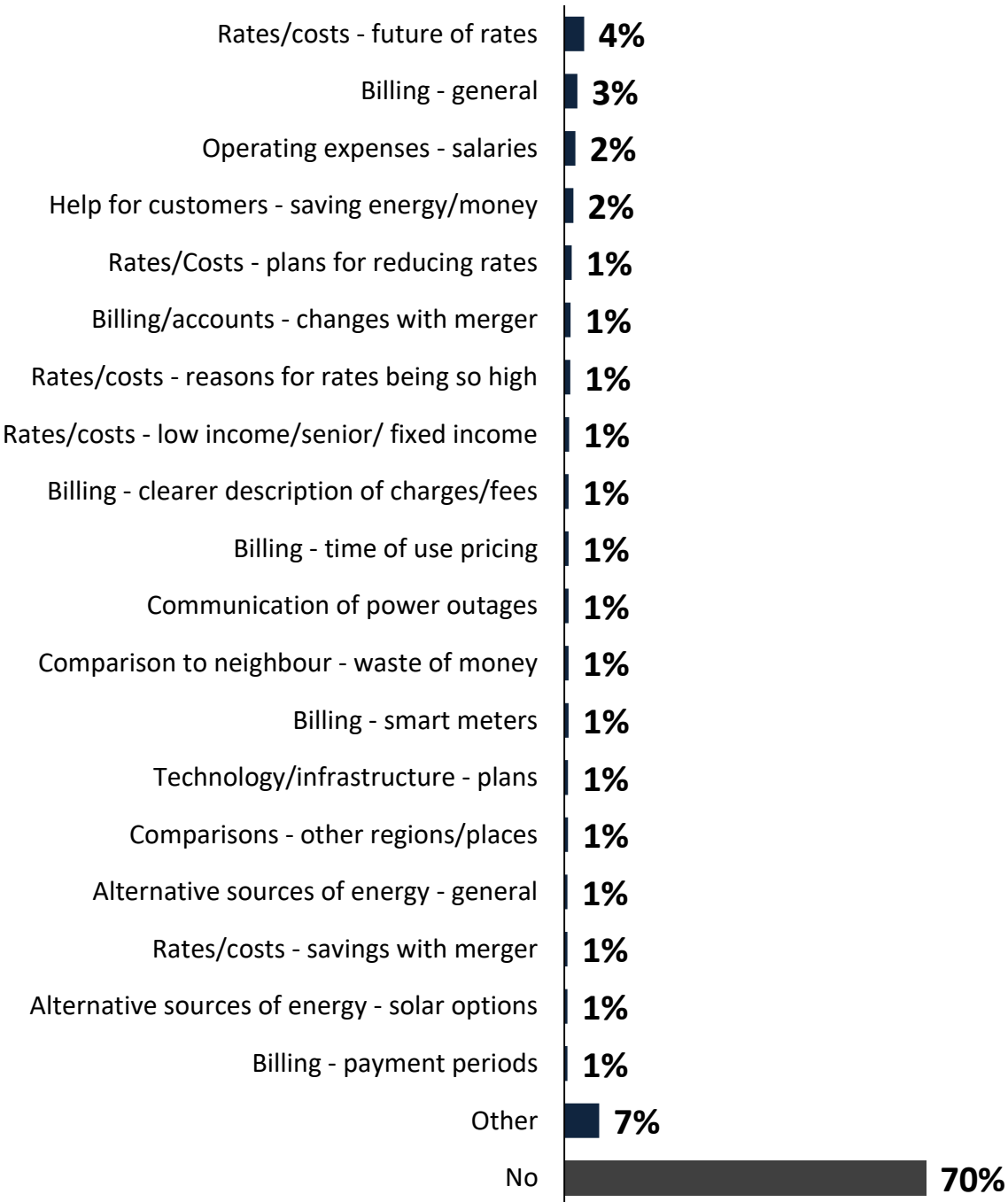
Outstanding Questions: Majority don't have any outstanding questions; future or rates and billing top mentions



Q Is there anything that you would still like answered?
[asked all respondents]

Open-Ended Question

random selection of n=1,000 respondents



Suggestions for Future

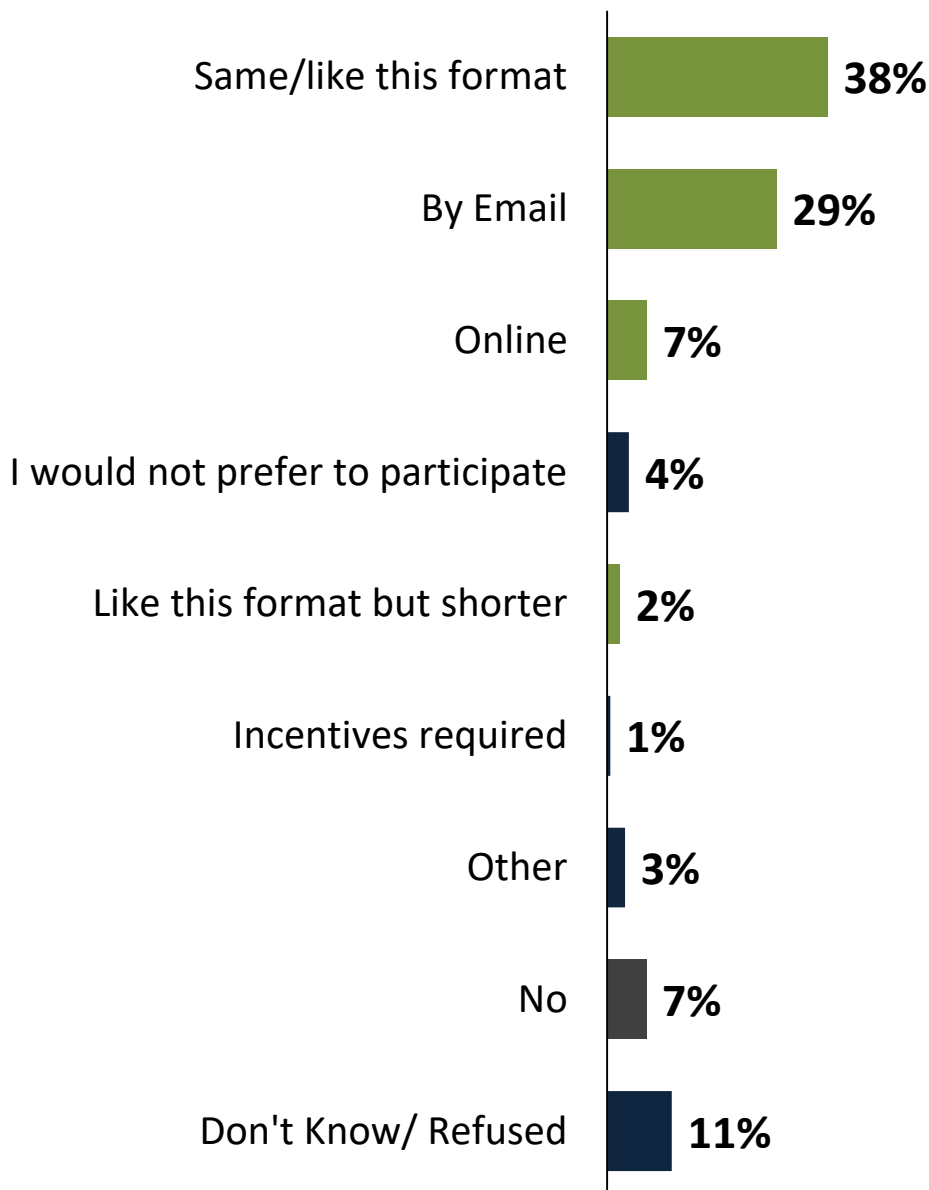
Consultations: 3-in-4 prefer to participant in these consultations in an online format



How would you prefer to participate in these consultations?
[asked all respondents]

Open-Ended Question

random selection of n=1,000 respondents





Building Understanding.

Personalized research to connect you and your audiences.

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Appendix 5.0

Alectra Utilities

Online Feedback Portal
Layout

Appendix 5.0

Customer Feedback Portal Online Layout



JUNE 2017

DSTRICTLY PRIVILEGED AND CONFIDENTIAL

Welcome to Alectra Utilities' customer feedback portal!

This feedback portal provides our customers an opportunity to learn more about our newly merged utility, but more importantly, lets our customers tell us how best we can serve them moving forward as **Alectra Utilities**.

As **Alectra Utilities** plans for the future, we want to ensure our business decisions are aligned with our customers' ***priorities, preferences, and needs***.

As you answer the questions, remember that there are no wrong answers and your individual responses will always remain anonymous.

In appreciation of your time, those who complete the questions that follow will be invited to enter a draw to win one of four (4) **\$500 prepaid credit cards**.

CONTINUE

About you.

In order to have a better sense of the type of customers providing feedback, please answer the questions below.

Are you completing this questionnaire as a...



Residential Customer



Small Business Customer

Your former electricity distributor, as of January 1st, 2017, was ...



PowerStream



Hydro One
Brampton



Enersource



Horizon Utilities

BACK

CONTINUE

More about you.

Alectra Utilities has commissioned **Innovative Research Group Inc.** (www.innovativeresearch.ca), an independent research firm, to administer its online customer feedback, analyze customer data, and deliver a report.

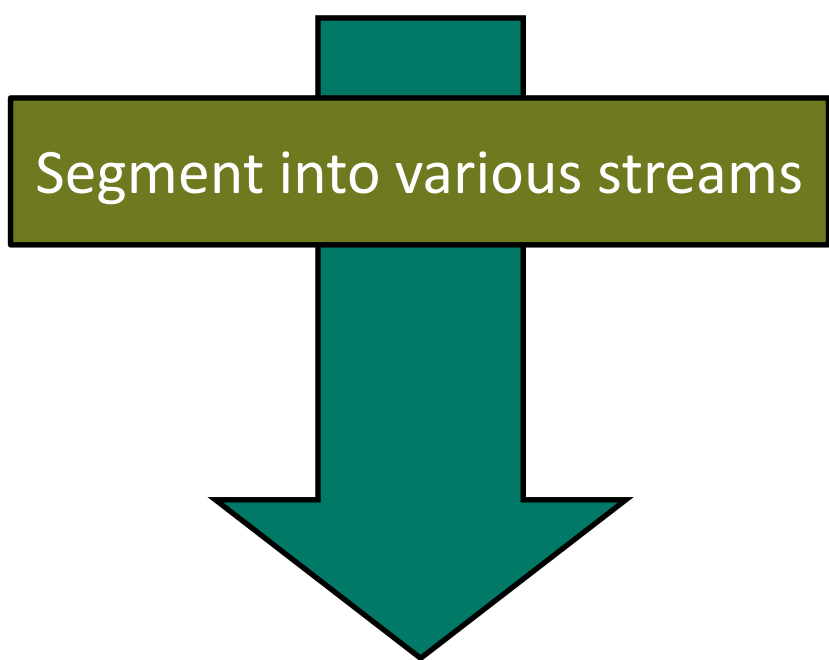
The information below is only being requested to better understand the different types of customers providing feedback to Alectra Utilities.

Please answer the following questions for statistical purposes.

- R1.** Please enter the first 3 characters of your residential postal code.
(_ _ _)
- R2.** Are you the person primarily responsible for paying the electricity bill in your household?
☐ Yes
☐ No
- R3.** Which of the following best describes your living situation?
☐ I pay rent for my housing
☐ I own my home
☐ I live in housing where I do not pay rent
- R4.** Including yourself, what is the TOTAL number of people currently living in your household?
(##)

BACK

CONTINUE



More about your organization.

Alectra Utilities has commissioned **Innovative Research Group Inc.** (www.innovativeresearch.ca), an independent research firm, to administer its online customer feedback, analyze customer data, and deliver a report.

The information below is only being requested to better understand the different types of customers providing feedback to Alectra Utilities.

Please answer the following questions for statistical purposes.

- B1.** Please enter the first 3 characters of your organization's postal code.
(_ _ _)
- B2.** As part of your job, do you **make decisions** or **influence decisions** about electricity management?
- ☐ Yes
 - ☐ No
- B3.** Thinking about the areas of your organization that you manage, how much would you estimate is spent every month on electricity as an <PIPE> customer?
- ☐ Less than \$250
 - ☐ \$250 to less than \$500
 - ☐ \$500 to less than \$1,000
 - ☐ \$1,000 or more
 - ☐ Don't know
- B4.** Which of the following best describes the sector in which your business operates?
- ☐ MUSH (Municipalities, Academic, Schools, Hospitals)
 - ☐ Multi-unit residential
 - ☐ Commercial
 - ☐ Manufacturing/Industrial
 - ☐ Data Centre
 - ☐ Hospitality
 - ☐ Restaurant/Tavern
 - ☐ Retail
 - ☐ Warehouse
 - ☐ Other

BACK

CONTINUE

Segment into various streams



Your new electricity distributor.



Formed as a result of bringing together four leading Ontario utilities – Enersource, Horizon Utilities, Hydro One Brampton and PowerStream – **Alectra Utilities** now serves nearly one million customers in the Greater Golden Horseshoe Area.

New name, same service. Alectra Utilities will continue to provide you with the same standard of service and reliability that you’ve grown accustomed to.

Keep in mind that throughout this feedback portal, references to “[PIPE]” simply refer to the individual communities formerly served by [PIPE], now being served by **Alectra Utilities**.



BACK

CONTINUE

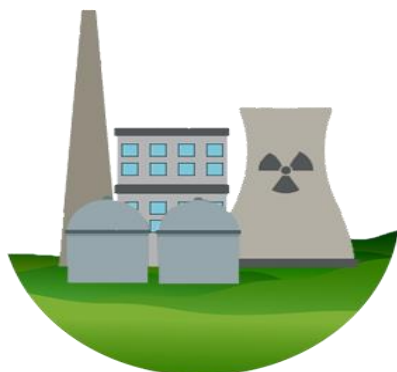
Understanding Alectra Utilities' role in the electricity system.



Ontario's electricity system is owned and operated by public, private and municipal corporations across the province. It is made up of three components: **generation**, **transmission** and **distribution**.

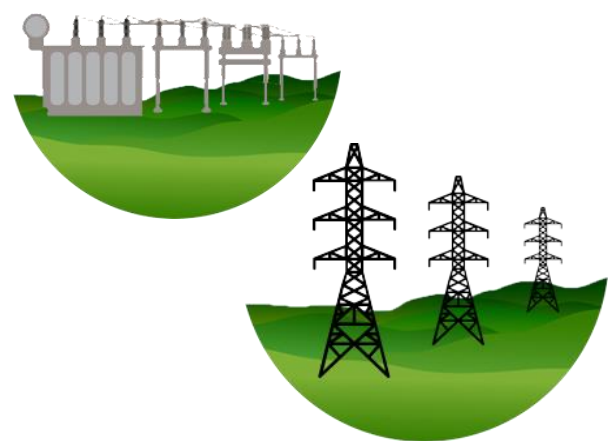
1 Generation Where electricity comes from.

Ontario's electricity is generated by nuclear, natural gas, hydroelectric and other renewable technologies. In Ontario, 70% of electricity is generated by Ontario Power Generation, which has generation stations across the province.



2 Transmission Electricity travels across Ontario.

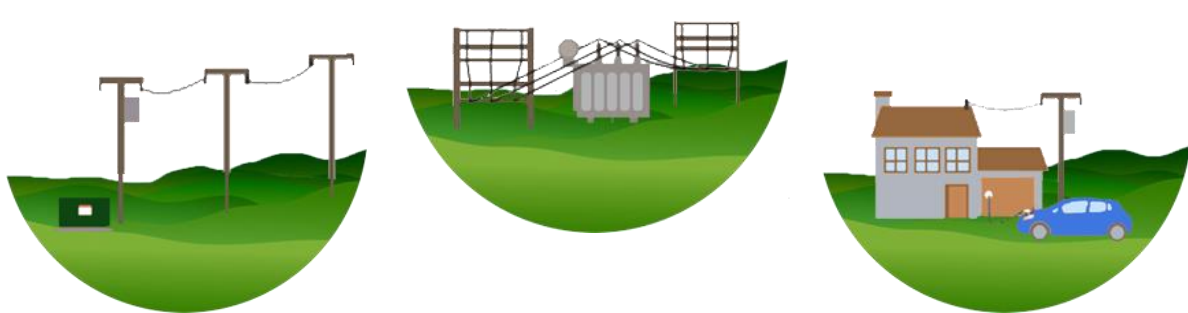
Once electricity is generated, it must be transported to urban and rural areas across the province. This happens by way of high voltage transmission lines that serve as highways for electricity. The province has more than 30,000 km of transmission lines.



3 Local Distribution Delivering power to homes and businesses in your community.

Alectra Utilities is responsible for the last step of the journey: distributing electricity to customers through its distribution network. This local grid includes transformer stations of various sizes and designs that decrease the voltage of the electricity so it can be used in your home or business.

Across Alectra Utilities' service territory there are 19,000 km of overhead powerlines and 12,900 km of underground cable.



How are electricity distribution rates set in Ontario?

The electricity industry in Ontario is regulated by the **Ontario Energy Board (OEB)**. The **OEB sets electricity rates in Ontario**.

The OEB requires electricity distributors, such as Alectra Utilities, to develop its business plan and distribution system plan, as well as make spending and investment decisions based on customer feedback.



Electricity distributors are funded by the distribution rates paid by their customers. Periodically, distributors are required to file rate applications with the OEB to justify the amount of funding they need to safely and reliably distribute electricity to their customers.

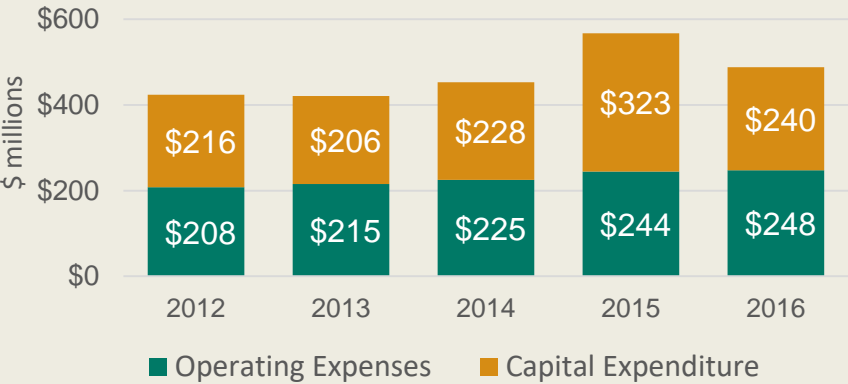
What does it cost to run Alectra Utilities’ distribution system?

Like most businesses, **Alectra Utilities** manages its spending in two budgets – an *operating budget* and a *capital budget*.

Alectra Utilities’ **operating budget** covers recurring expenses, such as the maintenance of tools, equipment and assets and the payroll for employees. Its **capital budget** covers items that, once purchased, have lasting benefits over many years. This includes much of the equipment that is part of the distribution system, such as poles, wires, cables, transformers, computers and billing systems, vehicles and facilities.

Historical Operating Expenses and Capital Expenditures

(Combined: Enersource, Hydro One Brampton, Horizon Utilities, and PowerStream)



Managing the distribution system requires millions of dollars in maintenance, system renewal and day-to-day operations. In 2016, the combined operating expenses and capital expenditures of all four local electricity distributors **totalled \$488 million**.

BACK

CONTINUE

Understanding where your money goes.



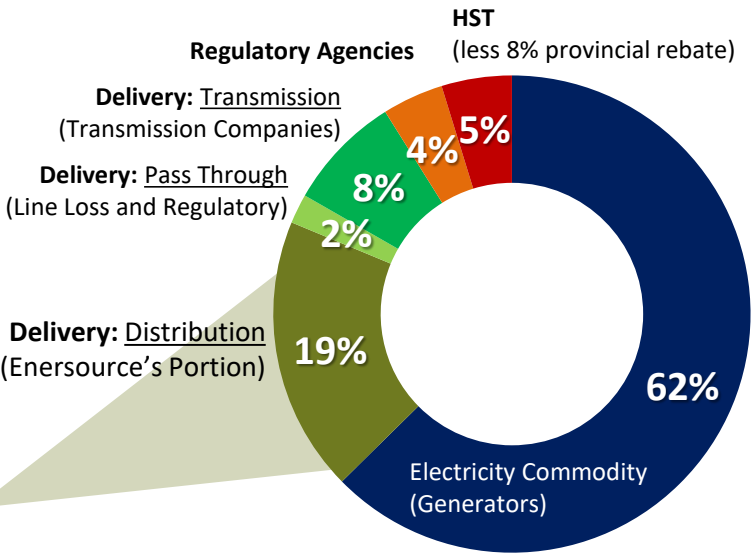
Alectra Utilities' distribution rates are subject to OEB review and approval. This also applies to all of its predecessor utilities, including [PIPE].

Your Electricity Bill: Every item and charge on your bill is mandated by the provincial government or regulated by the OEB. There are two distinct cost areas that make up the **delivery** charge on your bill: **distribution** and **transmission**.

While [PIPE] is responsible for collecting payment for the entire electricity bill, it retains only the **distribution** portion of the **delivery** charge. Distribution makes up about **19%** of the typical* residential customer's bill. The rest of your bill is passed onto provincial transmission companies, power generation companies, the government and regulatory agencies.

* Based on households that consume 750 kWh of electricity per month.

Sample Enersource Monthly Bill	
Account Number: 000 000 000 000 0000	
Meter Number: 00000000	
Your Electricity Charges	
Electricity	
Off-Peak @ 8.700 ¢/kWh	42.41
Mid-Peak @ 13.200 ¢/kWh	16.83
On-Peak @ 18.000 ¢/kWh	24.30
Delivery	37.98
Regulatory Charges	5.53
Debt Retirement Charge	0.00
Debt Retirement Charge exemption saved you \$X.XX	
Total Electricity Charges	\$127.06
HST	\$16.52
8% Provincial Rebate*	(-\$10.16)
*The Ontario government is providing a rebate on your electricity costs equal to the provincial portion of the HST	
Total Amount	\$133.41



Note: Graphs may not always total 100% due to rounding rather than any error in data.

BACK

CONTINUE

Understanding where your money goes.

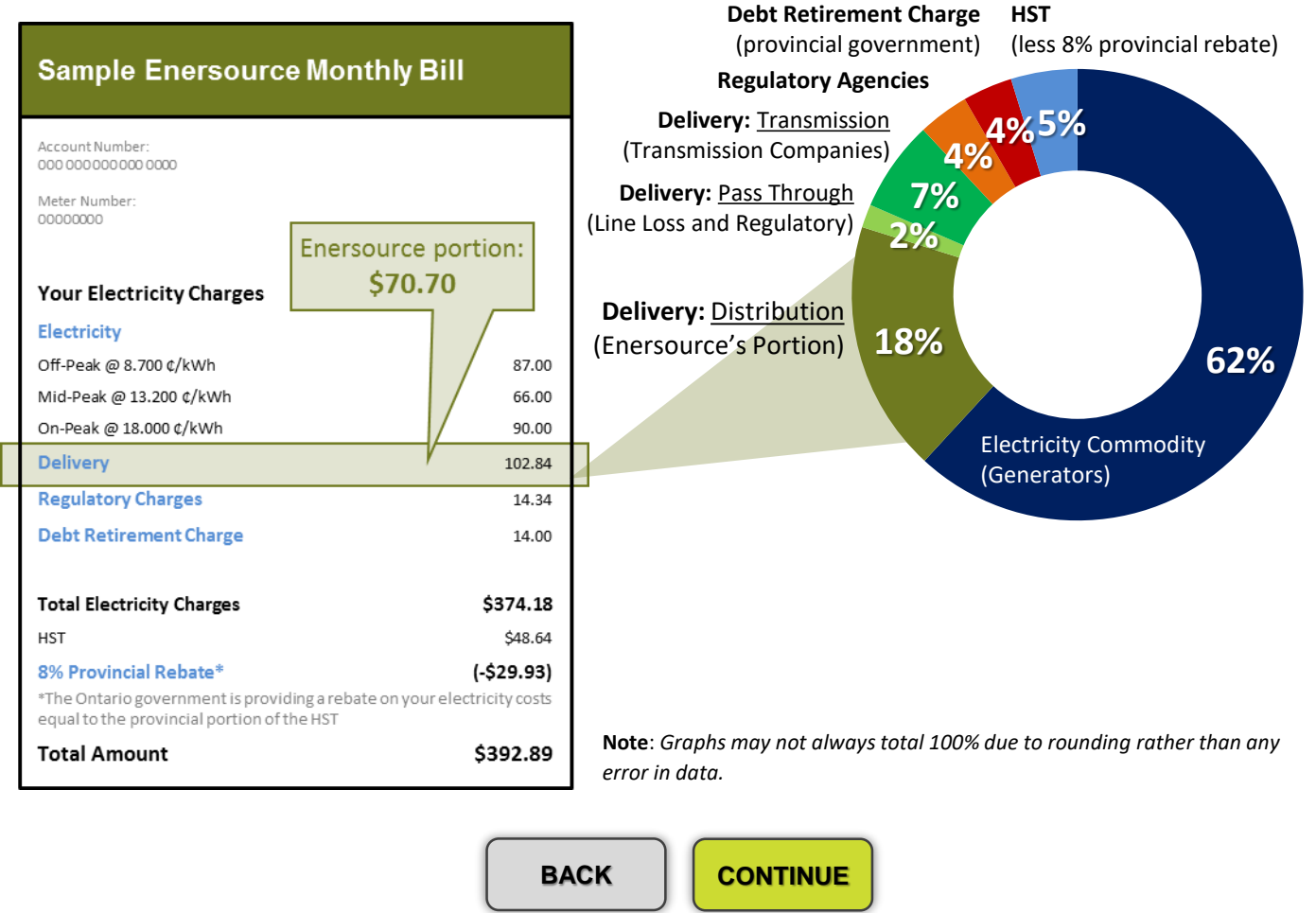


Alectra Utilities' distribution rates are subject to OEB review and approval. This also applies to all of its predecessor utilities, including [PIPE].

Your Electricity Bill: Every item and charge on your bill is mandated by the provincial government or regulated by the OEB. There are two distinct cost areas that make up the **delivery** charge on your bill: **distribution** and **transmission**.

While [PIPE] is responsible for collecting payment for the entire electricity bill, it retains only the **distribution** portion of the **delivery** charge. Distribution makes up about **18%** of the typical* small business customer's bill. The rest of your bill is passed onto provincial transmission companies, power generation companies, the government and regulatory agencies.

* Based on businesses that consume 2,000 kWh of electricity per month.



Understanding where your money goes.

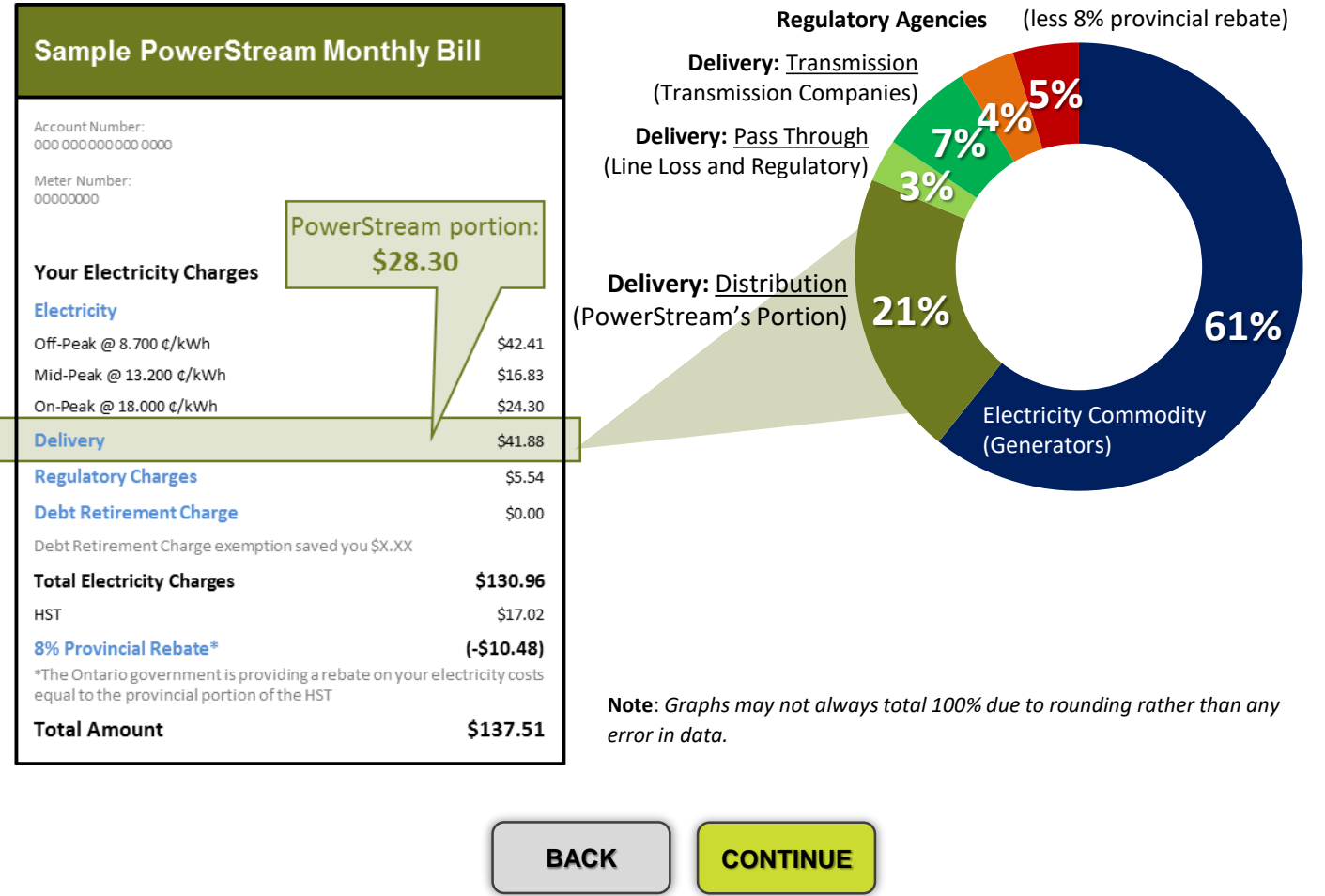


Alectra Utilities' distribution rates are subject to OEB review and approval. This also applies to all of its predecessor utilities, including [PIPE].

Your Electricity Bill: Every item and charge on your bill is mandated by the provincial government or regulated by the OEB. There are two distinct cost areas that make up the **delivery** charge on your bill: **distribution** and **transmission**.

While [PIPE] is responsible for collecting payment for the entire electricity bill, it retains only the **distribution** portion of the **delivery** charge. Distribution makes up about **21%** of the typical* residential customer's bill. The rest of your bill is passed onto provincial transmission companies, power generation companies, the government and regulatory agencies.

* Households that consume 750 kWh of electricity per month.



Understanding where your money goes.



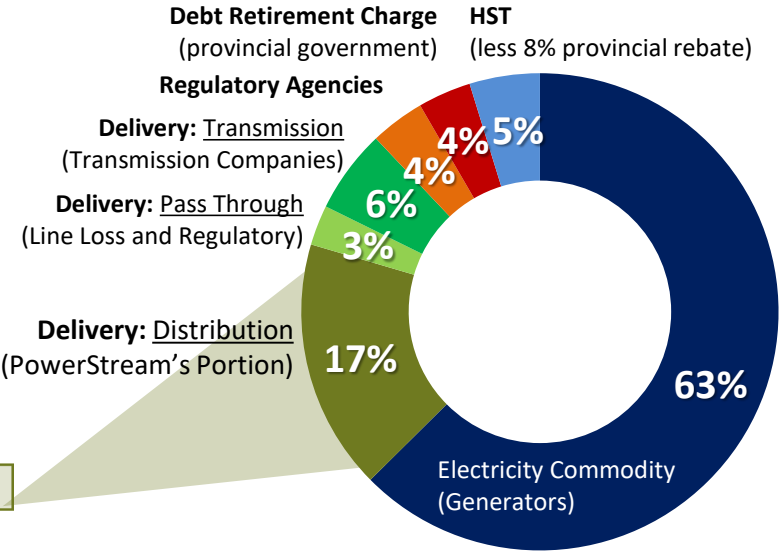
Alectra Utilities' distribution rates are subject to OEB review and approval. This also applies to all of its predecessor utilities, including [PIPE].

Your Electricity Bill: Every item and charge on your bill is mandated by the provincial government or regulated by the OEB. There are two distinct cost areas that make up the **delivery** charge on your bill: **distribution** and **transmission**.

While [PIPE] is responsible for collecting payment for the entire electricity bill, it retains only the **distribution** portion of the **delivery** charge. Distribution makes up about **17%** of the typical* small business customer's bill. The rest of your bill is passed onto provincial transmission companies, power generation companies, the government and regulatory agencies.

* Based on businesses that consume 2,000 kWh of electricity per month.

Sample PowerStream Monthly Bill	
Account Number: 000 000 000 000 0000	
Meter Number: 00000000	
Your Electricity Charges	
Electricity	
Off-Peak @ 8.700 ¢/kWh	87.00
Mid-Peak @ 13.200 ¢/kWh	66.00
On-Peak @ 18.000 ¢/kWh	90.00
Delivery	98.52
Regulatory Charges	14.35
Debt Retirement Charge	14.00
Total Electricity Charges	
	\$369.87
HST	\$48.08
8% Provincial Rebate*	(-\$29.59)
*The Ontario government is providing a rebate on your electricity costs equal to the provincial portion of the HST	
Total Amount	
	\$388.36



Note: Graphs may not always total 100% due to rounding rather than any error in data.

Understanding where your money goes.



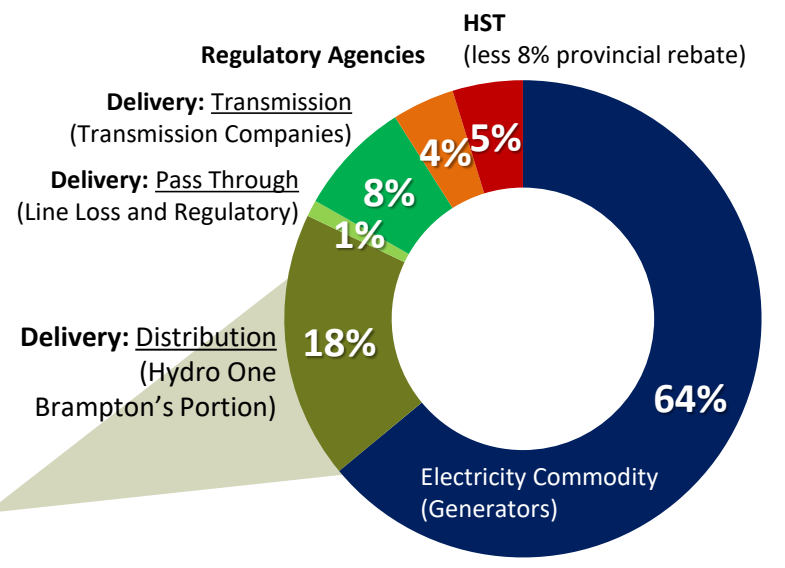
Alectra Utilities' distribution rates are subject to OEB review and approval. This also applies to all of its predecessor utilities, including [PIPE].

Your Electricity Bill: Every item and charge on your bill is mandated by the provincial government or regulated by the OEB. There are two distinct cost areas that make up the **delivery** charge on your bill: **distribution** and **transmission**.

While [PIPE] is responsible for collecting payment for the entire electricity bill, it retains only the **distribution** portion of the **delivery** charge. Distribution makes up about **18%** of the typical* residential customer's bill. The rest of your bill is passed onto provincial transmission companies, power generation companies, the government and regulatory agencies.

* Based on households that consume 750 kWh of electricity per month.

Sample Hydro One Brampton Monthly Bill	
Account Number: 000 000 000 000 0000	
Meter Number: 00000000	
Your Electricity Charges	
Electricity	
Off-Peak @ 8.700 ¢/kWh	42.41
Mid-Peak @ 13.200 ¢/kWh	16.83
On-Peak @ 18.000 ¢/kWh	24.30
Delivery	35.26
Regulatory Charges	5.52
Debt Retirement Charge	0.00
Debt Retirement Charge exemption saved you \$X.XX	
Total Electricity Charges	\$124.33
HST	\$16.16
8% Provincial Rebate*	(-\$9.95)
*The Ontario government is providing a rebate on your electricity costs equal to the provincial portion of the HST	
Total Amount	\$130.55



Note: Graphs may not always total 100% due to rounding rather than any error in data.

BACK CONTINUE

Understanding where your money goes.

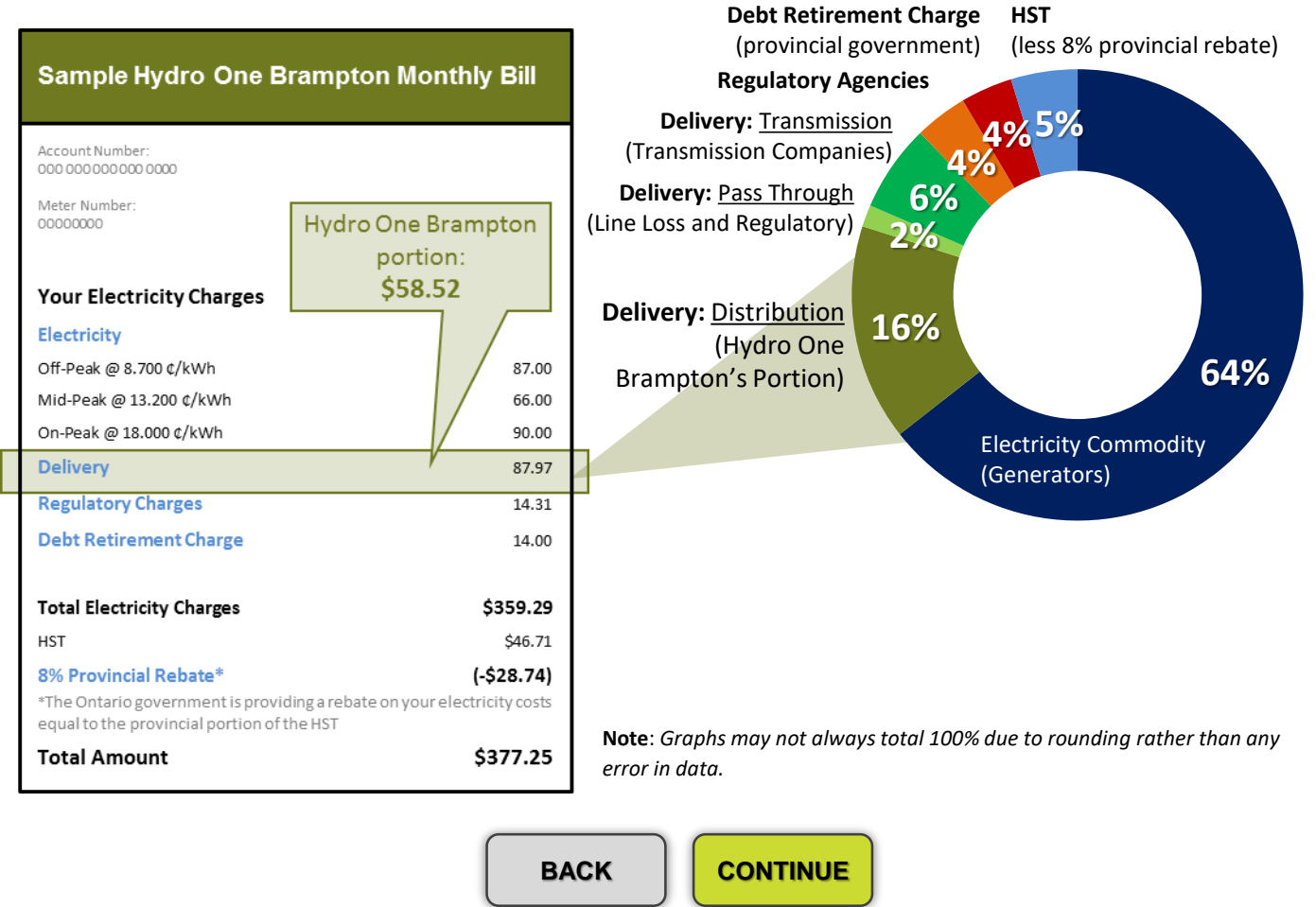


Alectra Utilities' distribution rates are subject to OEB review and approval. This also applies to all of its predecessor utilities, including [PIPE].

Your Electricity Bill: Every item and charge on your bill is mandated by the provincial government or regulated by the OEB. There are two distinct cost areas that make up the **delivery** charge on your bill: **distribution** and **transmission**.

While [PIPE] is responsible for collecting payment for the entire electricity bill, it retains only the **distribution** portion of the **delivery** charge. Distribution makes up about **16%** of the typical* small business customer's bill. The rest of your bill is passed onto provincial transmission companies, power generation companies, the government and regulatory agencies.

* Based on businesses that consume 2,000 kWh of electricity per month.



Understanding where your money goes.



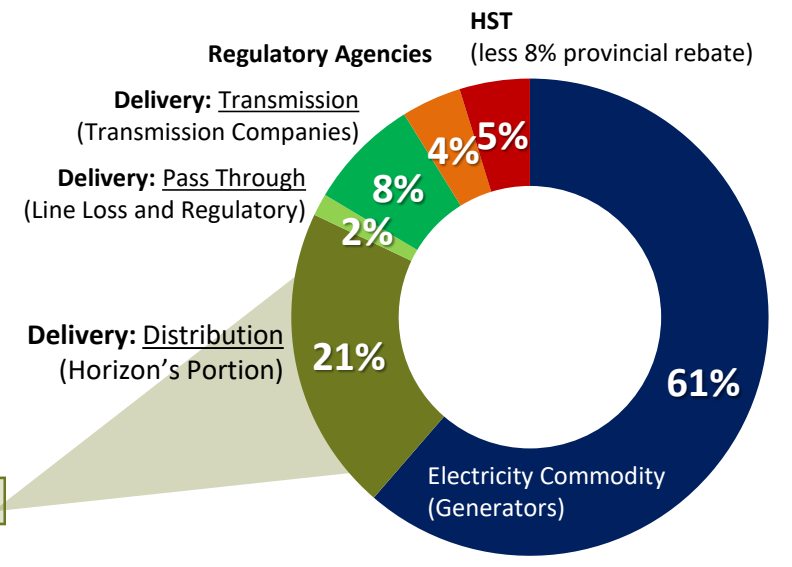
Alectra Utilities' distribution rates are subject to OEB review and approval. This also applies to all of its predecessor utilities, including [PIPE].

Your Electricity Bill: Every item and charge on your bill is mandated by the provincial government or regulated by the OEB. There are two distinct cost areas that make up the **delivery** charge on your bill: **distribution** and **transmission**.

While [PIPE] is responsible for collecting payment for the entire electricity bill, it retains only the **distribution** portion of the **delivery** charge. Distribution makes up about **21%** of the typical* residential customer's bill. The rest of your bill is passed onto provincial transmission companies, power generation companies, the government and regulatory agencies.

* Based on households that consume 750 kWh of electricity per month.

Sample Horizon Monthly Bill	
Account Number: 000 000 000 000 0000	
Meter Number: 00000000	
Your Electricity Charges	
Electricity	
Off-Peak @ 8.700 ¢/kWh	42.41
Mid-Peak @ 13.200 ¢/kWh	16.83
On-Peak @ 18.000 ¢/kWh	24.30
Delivery	40.61
Regulatory Charges	5.54
Debt Retirement Charge	0.00
Debt Retirement Charge exemption saved you \$X.XX	
Total Electricity Charges	\$129.70
HST	\$16.86
8% Provincial Rebate*	(-\$10.38)
*The Ontario government is providing a rebate on your electricity costs equal to the provincial portion of the HST	
Total Amount	\$136.18



Note: Graphs may not always total 100% due to rounding rather than any error in data.

BACK

CONTINUE

Understanding where your money goes.

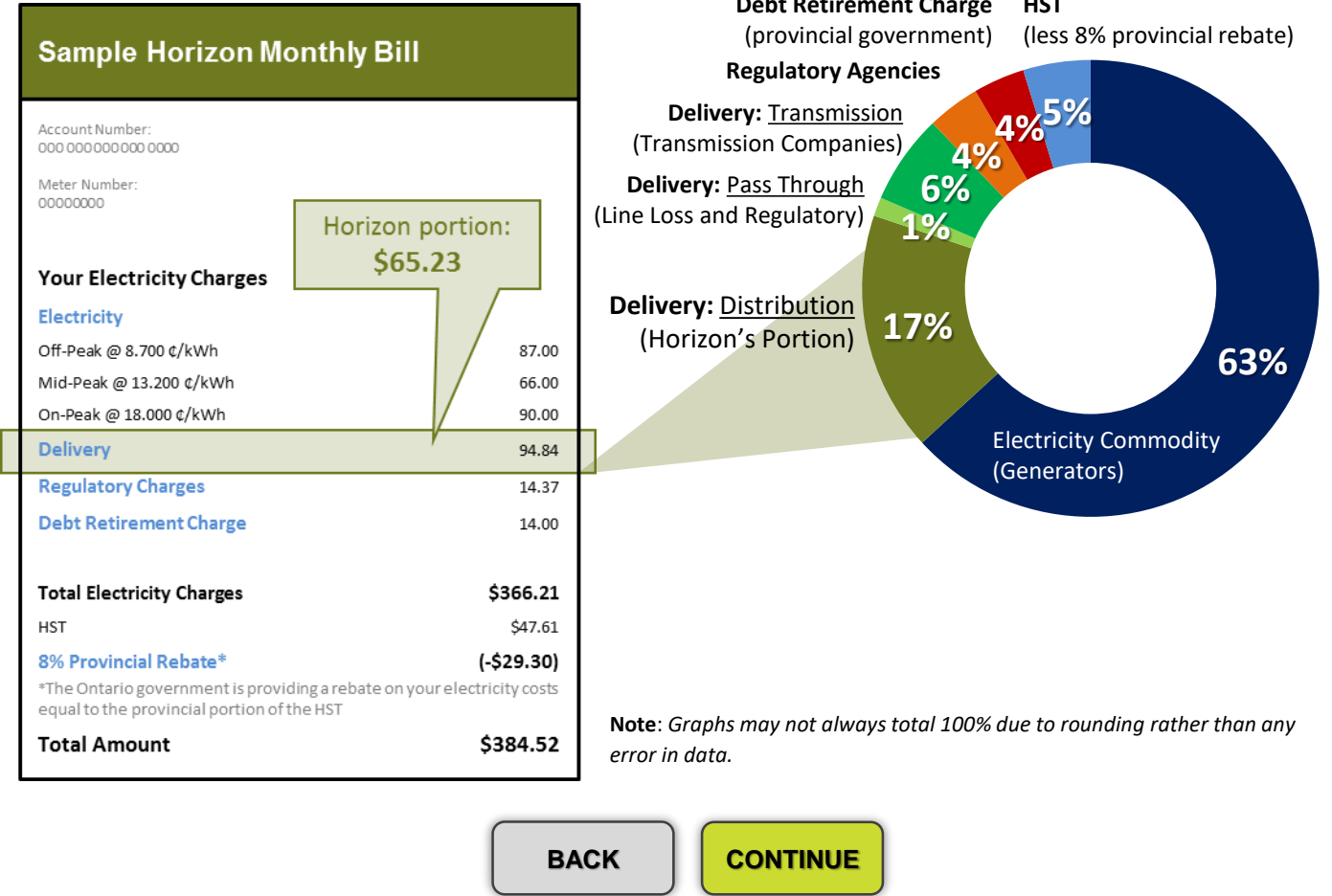


Alectra Utilities' distribution rates are subject to OEB review and approval. This also applies to all of its predecessor utilities, including [PIPE].

Your Electricity Bill: Every item and charge on your bill is mandated by the provincial government or regulated by the OEB. There are two distinct cost areas that make up the **delivery** charge on your bill: **distribution** and **transmission**.

While [PIPE] is responsible for collecting payment for the entire electricity bill, it retains only the **distribution** portion of the **delivery** charge. Distribution makes up about **17%** of the typical* **small business** customer's bill. The rest of your bill is passed onto provincial transmission companies, power generation companies, the government and regulatory agencies.

* Based on businesses that consume 2,000 kWh of electricity per month.



Feedback on your bill.



- B1. [PIPE] is responsible for collecting payment for the entire electricity bill, retaining about [PIPEAMOUNT] of the average residential customer's bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the amount of your electricity bill that went to [PIPE]?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not familiar

- B3. Please indicate the extent to which you agree or disagree with the following statement:

The cost of my electricity bill has a major impact on my finances and requires I do without some other important priorities.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree
- ☐ Don't know

BACK

CONTINUE

Feedback on your bill.



- B1. **<PIPE>** is responsible for collecting payment for the entire electricity bill, retaining about **[PIPEAMOUNT]** of the average small business customer's bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the amount of your electricity bill that went to **<PIPE>**?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not familiar

- B3. Please indicate the extent to which you agree or disagree with the following statement:

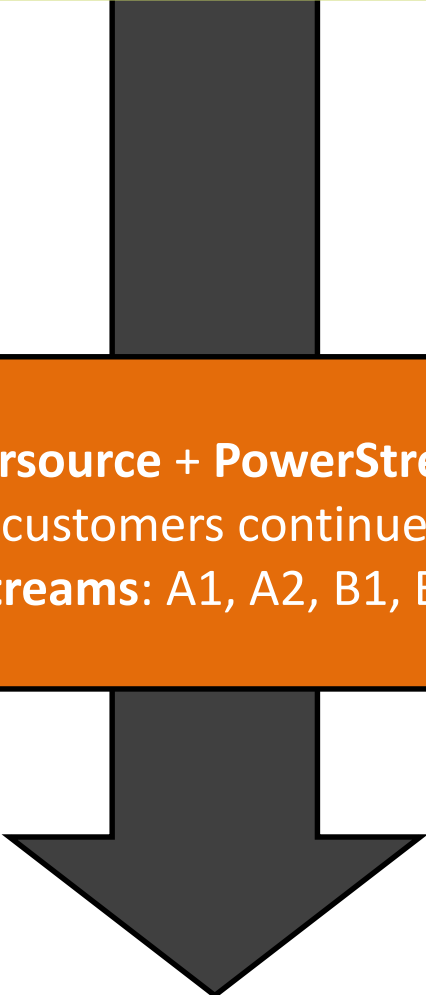
The cost of my electricity bill has a major impact on the bottom line of my organization and results in some important spending priorities and investments being delayed.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree
- ☐ Don't know

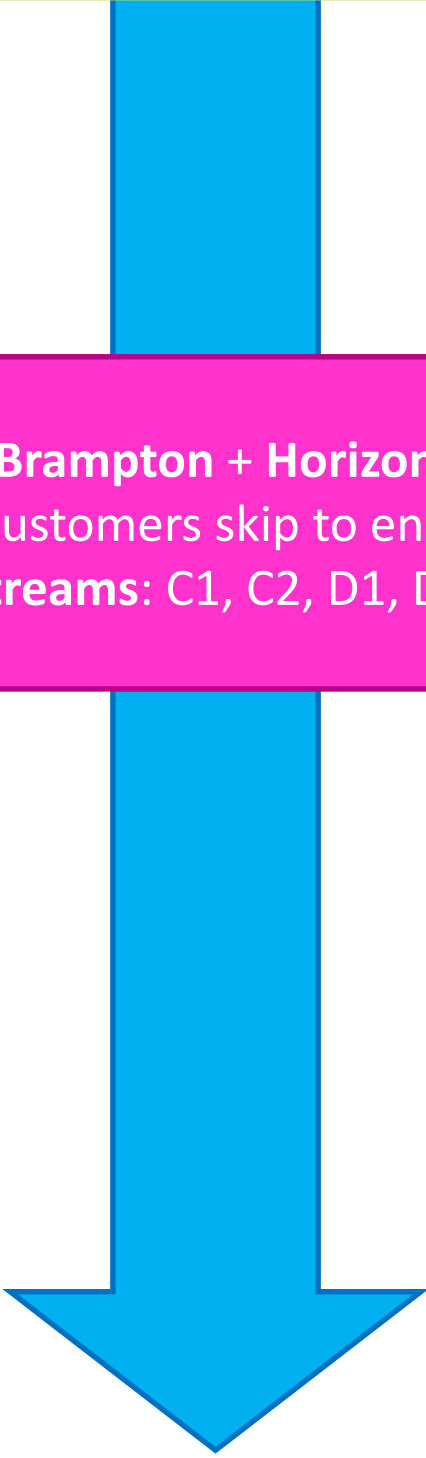
BACK

CONTINUE

Transition to DSP and ICM review



Enersource + PowerStream
customers continue
Streams: A1, A2, B1, B2



Brampton + Horizon
customers skip to end
Streams: C1, C2, D1, D2



Capital Investments

Over the years, Enersource has focused on keeping its equipment working up to - and well beyond - its expected useful life, providing maximum value for money. However, at present, the system’s key capital requirements come from the need to replace these aging distribution assets.

The capital expenditure required to address system renewal, maintain system reliability and safety, and invest in other infrastructure priorities between 2018 and 2022 is estimated to be \$391 million in Mississauga.

Enersource plans for four types of capital investment costs:



System Access

“Must do” investments that respond to customer requests for new connections or new infrastructure development.

Projects include: New subdivision and business customer connections, moving assets based on infrastructure needs.



System Renewal

These projects are a mix of planned end-of-life replacement and emergency replacement investments.

Projects Include: Renewal and replacement of underground cables, overhead wires, and poles.



System Service

These investments consist of projects that address capacity constraints, improve system reliability and customer service.

Projects include: Installation of automated switches, better distribution system monitoring equipment, underground cables, overhead wires and transformers.

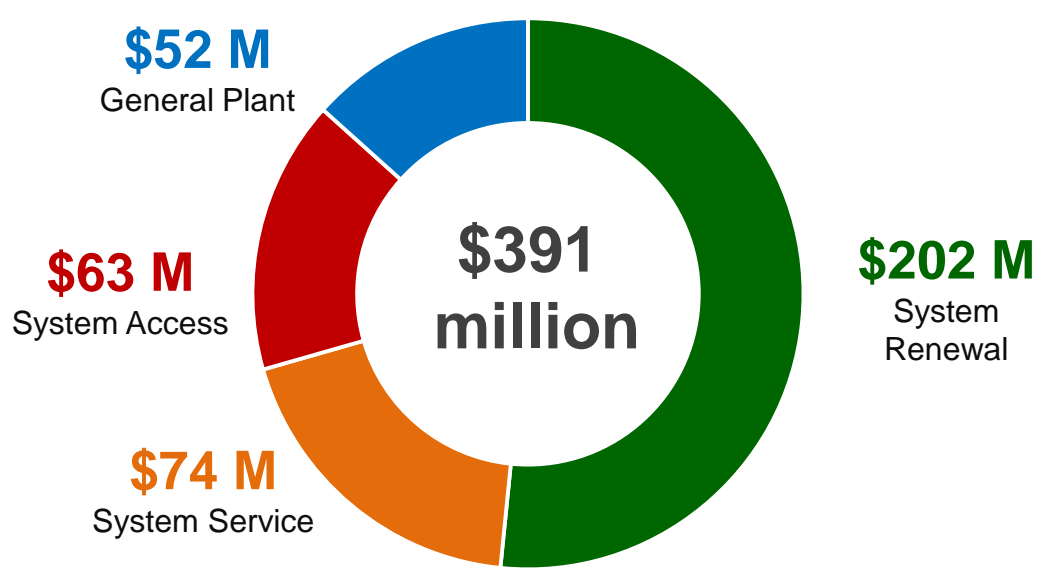


General Plant

These are investments needed to support the distribution system: such as tools, vehicles, buildings, and computers.

Projects Include: Replacement of financial and customer information systems, facilities, equipment and vehicles.

2018-2022 Forecasted Capital Expenditures:





How are investment decisions made?

Enersource evaluates its capital investments based on the following business values:

- **Customer Focus:** services are provided in a manner reflective of identified customer preferences.
- **Operational Effectiveness:** the ability to continuously improve productivity and cost performance while delivering on system reliability and quality objectives.
- **Financial Performance:** financial viability is maintained and operational effectiveness savings are sustainable.
- **Regulatory/Public Policy Responsiveness:** the ability to meet obligations mandated by government.

Investment Pressures

Key pressures driving capital investments include:

- Smart grid technology upgrades to the system;
- Population growth and new developments drive increased electricity capacity needs and costs associated with connecting new customers to the grid; and
- Aging infrastructure that needs to be regularly monitored and eventually replaced to ensure system reliability.

BACK

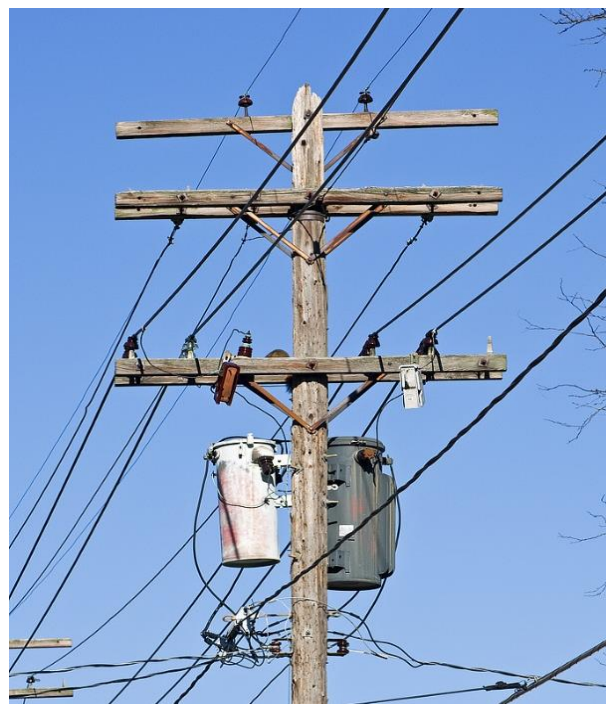
CONTINUE

Aging Infrastructure Pressure



Like many utilities in Ontario today, Enersource faces a challenge with aging electrical distribution infrastructure. Sections of Enersource's electrical distribution system are more than 50 years old, and are at the end of life.

Enersource is committed to extending the lifespan of its assets in order to minimize the cost impact of replacement on its customers. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investing in system renewal projects.



BACK

CONTINUE



Growth Pressures

Over the period from 2018-2022, Enersource needs to address several system constraints related to recent and projected growth as well as pressures identified during its internal system planning.

The growth experienced and projected in Mississauga is clustered around the downtown (Square One area) as well as the southern section of Mississauga (e.g. Port Credit) and is driven by intensification (downtown) and redevelopment (southern section near Lake Ontario).

- **Capacity Requirements:** Mississauga’s Downtown Core is expected to expand substantially as part of an overall vision outlined by the City. As part of this plan, the Downtown Core will be the centre of a new urban structure focused on growth to areas with existing service, proposed service and infrastructure capacity, particularly transit and community infrastructure.
- **Intensification:** Enersource has been working closely with the City of Mississauga and developers proposing new commercial and residential towers in the Downtown Core to determine how much additional electricity will be required and when. New construction is an ongoing capital requirement comprised of investments required to enable new customers to connect to the system.
- **Public Transit Infrastructure:** The Hurontario Light Rail Transit (LRT) corridor is being designed around Mississauga’s planned urban growth along Hurontario and in the downtown core. Based on preliminary timelines construction work and thus, relocation of overhead assets, will be carried out between 2018 and 2022.

The pictures below show the massive growth in and around the Square One Shopping Centre area from 1973 to 2016.

Square One Shopping Centre in 1973 vs. 2016



1973



2016

BACK

CONTINUE

Smart Grid/System Automation



As the electricity sector grows and changes, Enersource needs a grid that helps customers take advantage of new technologies and forms of electricity generation as well as storage.

A smart grid is capable of interacting with customers' equipment, such as solar panels, electric car chargers, battery systems and appliances.

A smart grid minimizes costs to customers while meeting their needs for power. By better managing loads, it minimizes the investment needed to reinforce the generation, transmission and distribution systems that make up the grid.

The OEB requires distributors to look to the future and identify investments in smart grid related technology.



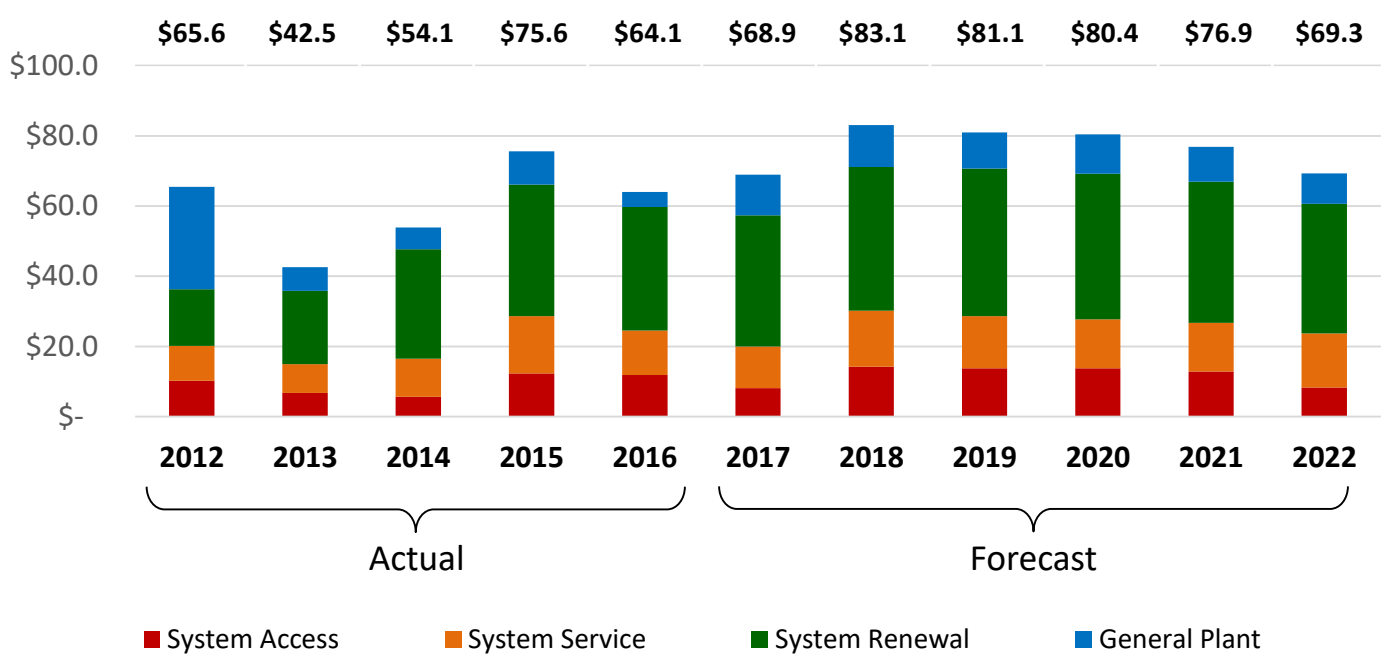
BACK

CONTINUE



Where is the money being invested?

The chart below shows Enersource’s actual and proposed capital investment expenditures from 2012-2022 (\$ millions):

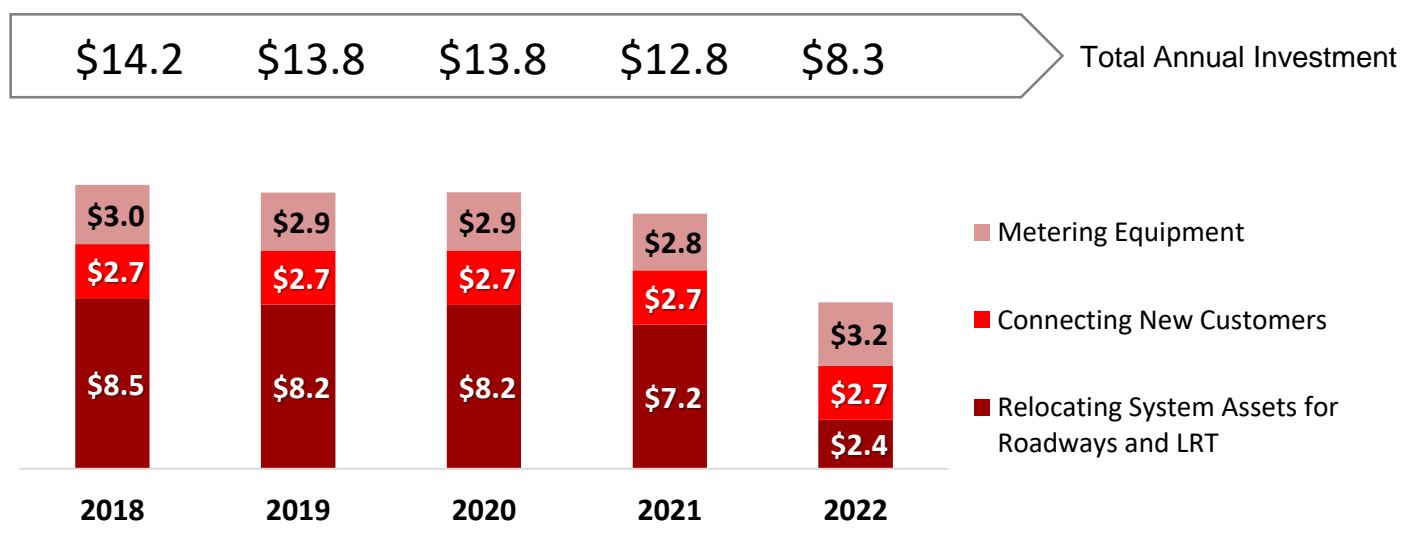


System Access

“Must do” investments that respond to customer requests for new connections or new infrastructure development.

Projects include: New subdivision and business customer connections, moving assets based on infrastructure needs.

Proposed System Access Investment (\$ millions)



As illustrated in the graph above, much of Enersource’s proposed **system access** budget is driven largely by non-discretionary requirements to move its assets to make way for road expansions and the new light rail transit (LRT) system.



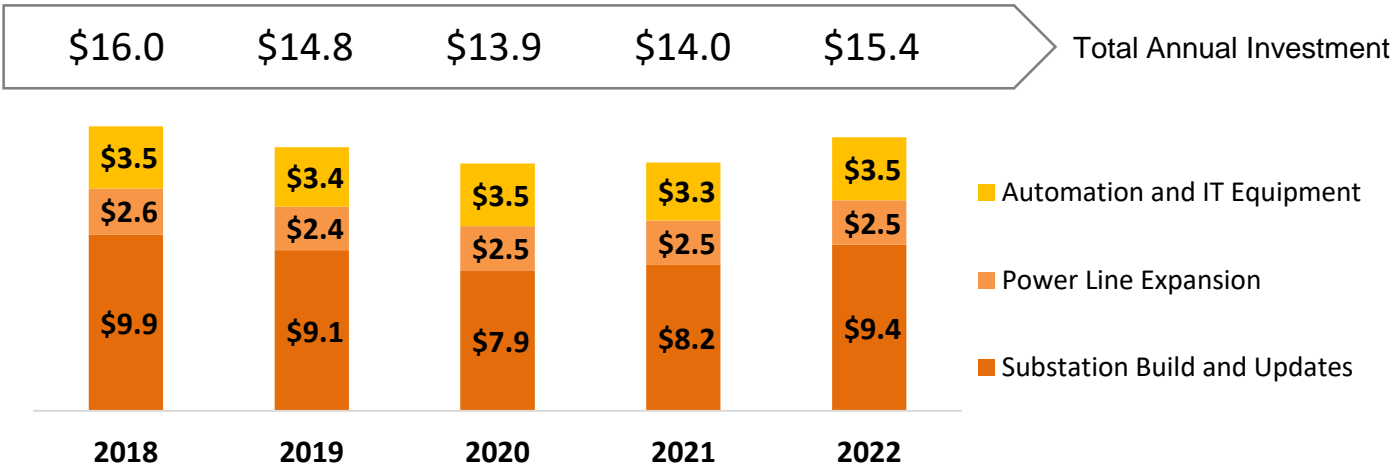


System Service

These investments consist of projects that address capacity constraints, improve system reliability and customer service.

Projects include: Installation of automated switches, better distribution system monitoring equipment, underground cables, overhead wires and transformers.

Proposed System Service Investment (\$ millions)



Substations are important components of the distribution system that house the switches that move electricity to where it's needed, when it's needed. As illustrated in the graph above, much of the proposed **System Service** budget is driven by the construction and upgrade of substation needed to meet growing demand in Mississauga's downtown core.

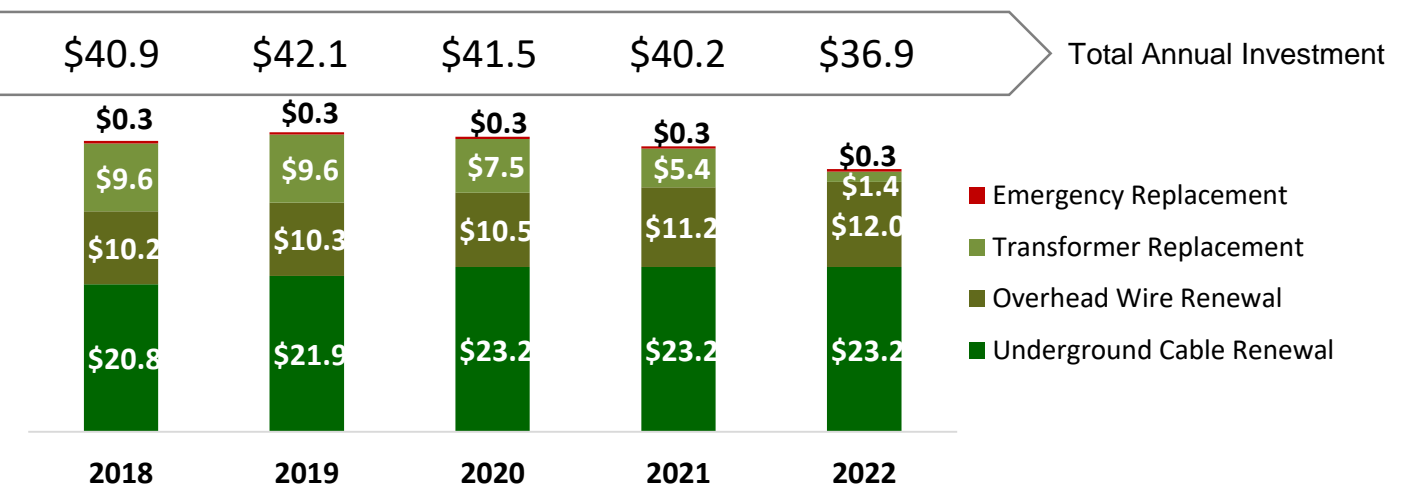


System Renewal

These projects are a mix of planned end-of-life replacement and emergency replacement investments.

Projects Include: Renewal and replacement of underground cables, overhead wires, and poles.

Proposed System Renewal Investment (\$ millions)



With 2/3 of its system built underground, almost half of the proposed **System Renewal** budget is focused on replacing underground cables and the equipment that support this system.



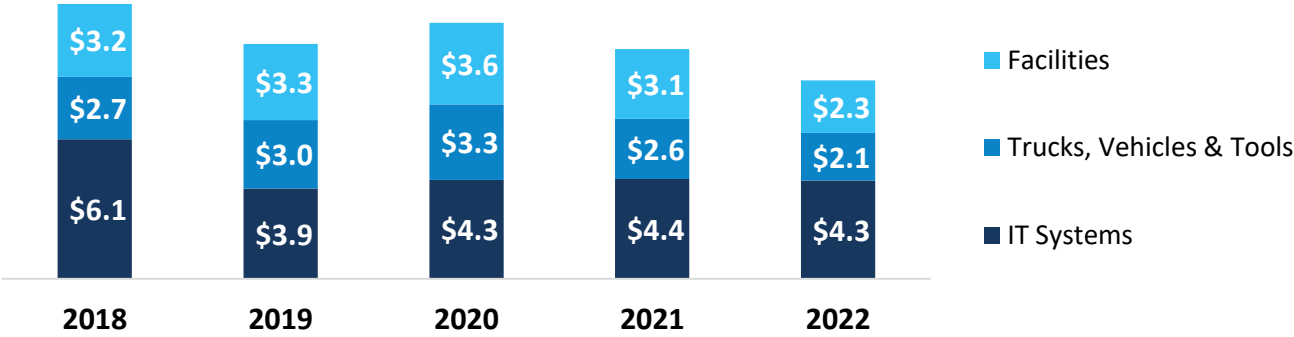
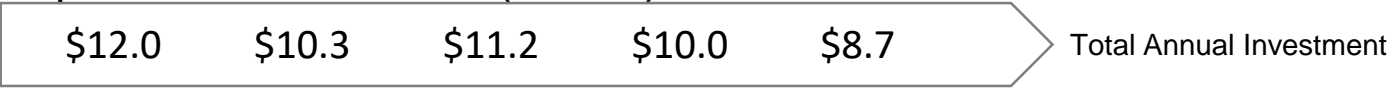


General Plant

These are investments needed to support the distribution system: such as tools, vehicles, buildings, and computers.

Projects Include: Replacement of financial and customer information systems, facilities, equipment and vehicles.

Proposed General Plan Investment (\$ millions)



General Plant is typically the smallest component of Enersource’s capital plans and is generally split evenly between facilities, vehicles & tools and IT system investments.

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5-year Capital Investment Plan

Enersource wants to better understand the needs and preferences of customers as it makes decisions on investments in Mississauga's distribution system.

In many cases, there are trade-offs between system reliability and customers costs.

Your answers to the following questions will help Enersource align its future investment strategy with the needs and preferences of customers.

- D1. By allowing assets that impact the reliability of only a few customers to break down before replacement (i.e. run to failure), distributors can often get a few additional years out of their equipment, which defers replacement costs and maximizes the value of assets. Equipment that runs to failure is usually easily replaced and impacts only a few customers for only a short period of time.

Do you feel that Enersource should be proactively replacing minor equipment or wait until it breaks down?

- ☐ Replace equipment before it breaks down
- ☐ Wait until breaks down
- ☐ Don't know

- D2. With regards to projects focused on replacing aging equipment in poor condition, which of the following statements best represents your point of view?

- ☐ Enersource should invest what it takes to replace the system's aging infrastructure to maintain system reliability, even if that increases my monthly electricity bill by a few dollars over the next few years.
- ☐ Enersource should lower its investment in replacing the system's aging infrastructure to reduce bill increases, even if that means the level of reliability could eventually decline.
- ☐ Don't know

- D3. Thinking about Enersource's forecasted plan for replacing aging infrastructure, which of the following statements best represents your point of view?

- ☐ Enersource should look at the long-term health of the system and **proactively** spend what is needed to ensure costs are spread out evenly over time – even if that means higher rates.
- ☐ Enersource should spend only what is needed to maintain system reliability – even if that means from year to year there may be fluctuations in the rate of capital investment.
- ☐ Enersource should focus on keeping rates as low as possible in the near-term and only spend the bare minimum on replacing aging infrastructure – even if that means higher replacement costs in the future.
- ☐ Don't know



5-year Capital Investment Plan

D4. As a company, Enersource needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information.

Some replacement decisions are made when the cost of maintaining the aging equipment is higher than the cost to replace that equipment. However, there are times when it may make sense to replace equipment even when the maintenance savings are not the key reason for doing so.

With this in mind, which of the following statements best represents your point of view?

- ☐ Enersource should find ways to make do with the facilities, equipment and tools it already has.
- ☐ While Enersource should be wise with its spending, it is important that its staff have the equipment and tools they need to manage the distribution system safely, efficiently and reliably.
- ☐ Don't know

D5. With regards to investment in technology designed to improve the reliability of the electricity distribution system and shorten the length of power outages, which of the following statements best represents your point of view?

- ☐ Investments in new technologies are more of a luxury than a necessity and will cost customers more than they are willing to pay.
- ☐ Investments in new technology will increase system reliability, make our local distribution system more efficient, and save us money in the long run.
- ☐ Don't know

BACK

CONTINUE



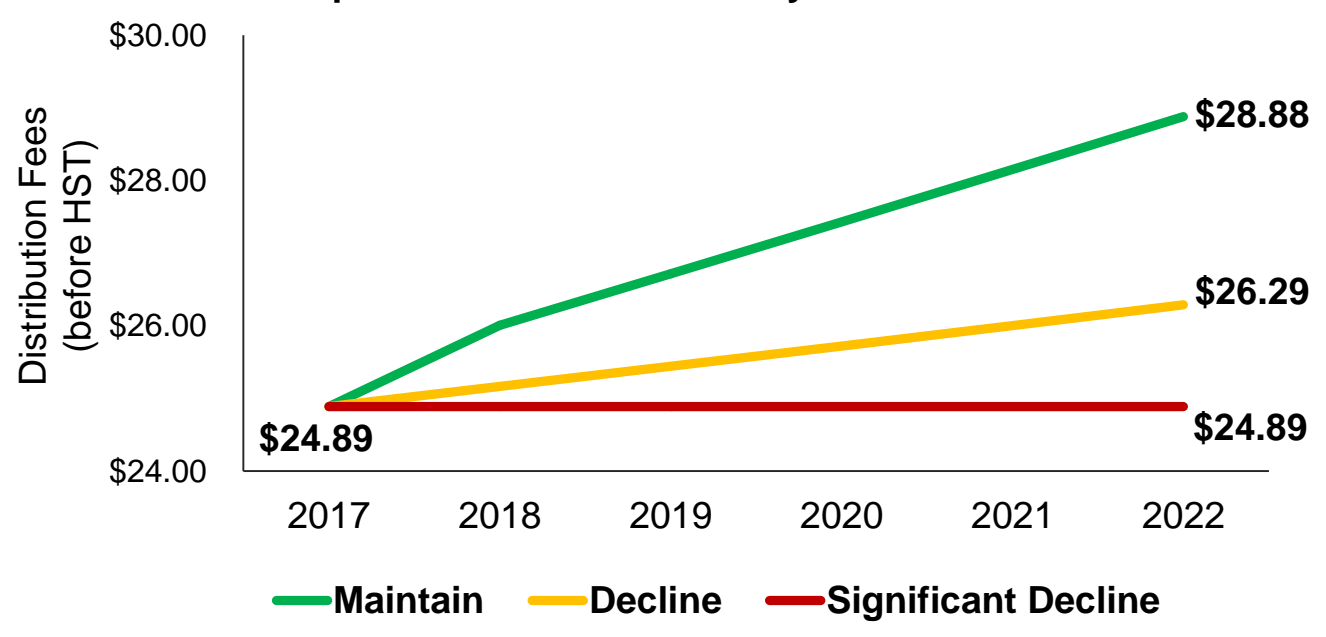
5-year Capital Investment Plan

While Enersource has proposed a plan that **maintains** the current level of reliability, as part of its planning process, it has looked at a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the average residential customer's rates differently.

Estimated Rate Impact vs. Level of Reliability Scenarios



D8. Given the varying levels of reliability under each scenario and the projected customer rate impact of each, please indicate which approach you want Enersource to pursue between 2018 and 2022?

- ☐ **Maintain:** I would be willing to accept an additional **\$3.99 per month** on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$1.40 per month** on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ Don't know

BACK

CONTINUE



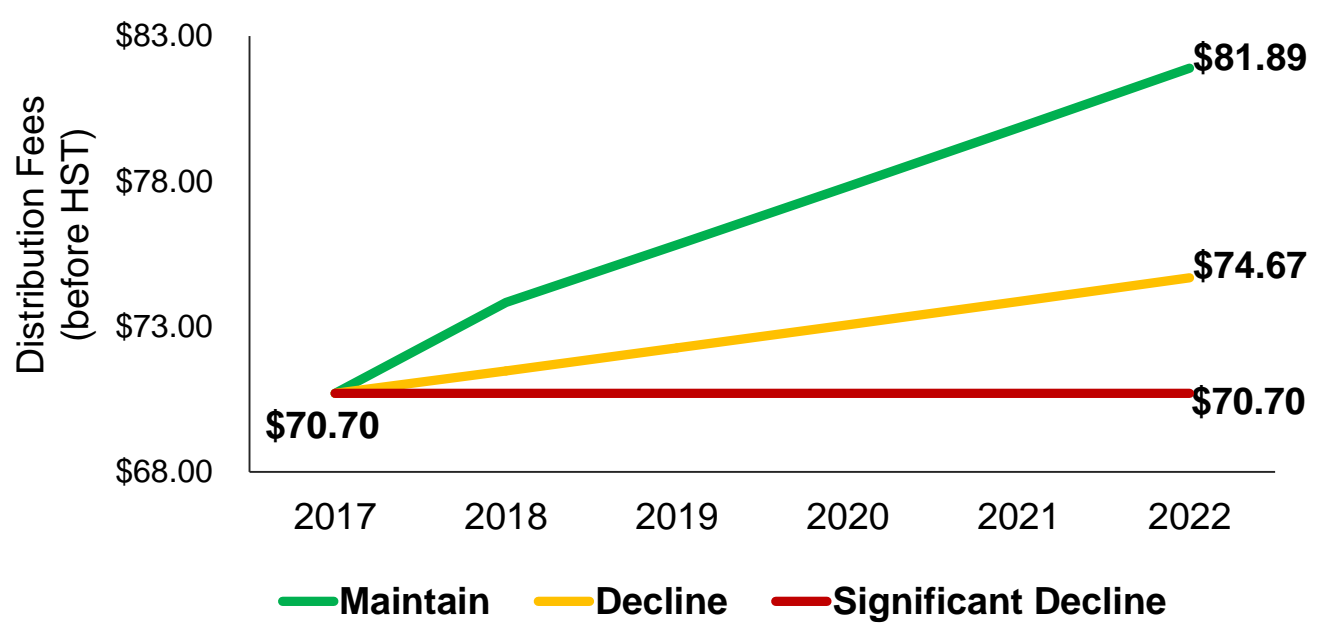
5-year Capital Investment Plan

While Enersource has proposed a plan that **maintains** the current level of reliability, as part of its planning process, it has looked at a number of alternative scenarios:

- one where the level of reliability is **maintained**;
- one where the level of reliability eventually **declines**; and
- one where no new investments are made and reliability could **decline significantly**.

Each scenario impacts average small business customer's rates differently.

Estimated Rate Impact vs. Level of Reliability Scenarios



D8. Given the varying levels of reliability under each scenario and the projected small business customer rate impact of each, please indicate which approach you want Enersource to pursue between 2018 and 2022?

- ☐ **Maintain:** I would be willing to accept an additional **\$11.19 per month** on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$3.97 per month** on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ Don't know

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CONTINUE



2018 Incremental Capital Needs

The previous section of this feedback portal addressed Enersource’s 5-year capital plan. While that plan is subject to customer feedback and approval by the OEB, most of the capital projects can be funded through existing approved distribution rates.

Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates.

As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure needs.

The process for obtaining incremental capital to fund infrastructure projects includes engaging with customers to help align investment decisions with customer **needs, preferences, and priorities.**

2018 Customer Rate Impact:

Estimated Incremental 2018 Capital Requirement of Enersource Customers: \$28.6 million

Customer Impact: This proposed incremental capital requirement – *which is subject to customer feedback and OEB approval* – could result in a monthly increase of **\$0.42** on the typical residential customer’s distribution portion of their electricity bill in 2018.

This represents a **1.7% increase** on the distribution portion of the bill OR a **0.3% increase** on the total residential electricity bill.

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CONTINUE



2018 Incremental Capital Needs

The previous section of this feedback portal addressed Enersource’s 5-year capital plan. While that plan is subject to customer feedback and approval by the OEB, most of the capital projects can be funded through existing approved distribution rates.

Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates.

As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure needs.

The process for obtaining incremental capital to fund infrastructure projects includes engaging with customers to help align investment decisions with customer **needs, preferences, and priorities.**

2018 Customer Rate Impact:

Estimated Incremental 2018 Capital Requirement of Enersource Customers: \$28.6 million

Customer Impact: This proposed incremental capital requirement – *which is subject to customer feedback and OEB approval* – could result in a monthly increase of **\$1.17** on the typical small business customer’s distribution portion of their electricity bill in 2018.

This represents a **1.7% increase** on the distribution portion of the bill OR a **0.3% increase** on the total small business electricity bill.

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CONTINUE

2018 Incremental Capital Investments



The incremental capital requirement in 2018 is estimated to be \$28.6 million and includes three types of capital investments:



System Access

“Must do” investments that respond to customer requests for new connections or non-discretionary requests from government.

Projects include: New subdivision and business customer connections, moving assets based on infrastructure needs.



System Renewal

These projects are a mix of planned end-of-life replacement and emergency replacement investments.

Projects Include: Renewal and replacement of underground cables, overhead wires and poles.

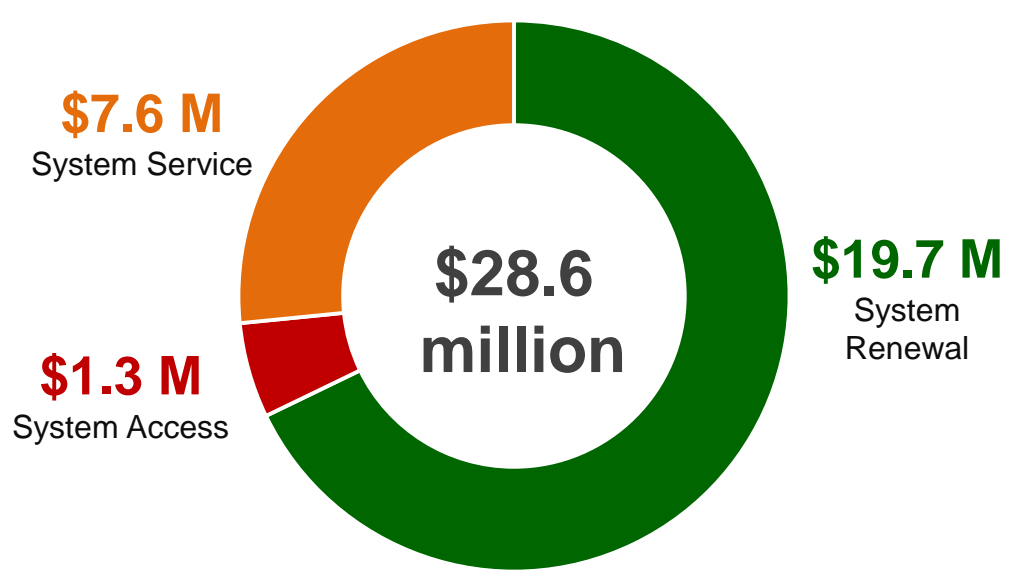


System Service

These investments consist of projects that address capacity constraints, improve system reliability and customer service.

Projects include: Installation of automated switches, better distribution system monitoring equipment, underground cables, overhead wires and transformers.

2018 Incremental Capital Investments:



To learn more about Enersource’s proposed 2018 capital projects, click [here](#).

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POP-UP

2018 Incremental Capital Projects



Enersource has identified the following projects that they believe require immediate investment in 2018.

System Access Investments (moving assets due to infrastructure need)

- **2018 QEW – Evans to Cawthra Road Widening:** non-discretionary investment required to meet contractual obligations to government (estimated costs: \$1.3M)

System Service Investments (address capacity constraints, improve system reliability)

- **Webb Municipal Substation Build:** growth driven investment to provide additional capacity in the Mississauga downtown area (estimated costs: \$4.4M)
- **York Municipal Substation Build:** growth driven investment to provide additional capacity required to serve the increasing industrial load in the area (estimated costs: \$3.2M)

System Renewal Investments (replacing end-of-life electrical infrastructure)

- **Glen Erin & Montevideo Underground Replacement:** reliability driven investment to replace underground cable with high failure rate in the Meadowvale West area (estimated costs: \$2.0M)
- **Glen Erin & Battleford Underground Replacement:** underground cable is at “end of life” and presents a significant operational risk in the Meadowvale West area (estimated costs: \$2.1M)
- **Credit Woodlands Crt and Wiltshire Underground Replacement:** underground cable is at “end of life” and transformers no longer meet environmental standards (estimated costs: \$1.6M)
- **Tenth Line Main Feeder Underground Replacement:** underground cable is at “end of life” and presents a significant operational risk (estimated costs: \$1.1M)
- **Folkway & Erin Mills Main Feeder Underground Replacement:** underground cable is at “end of life” and presents a significant amount of operational risk (estimated costs: \$1.0M)
- **Walmart Cables Underground Replacement:** underground cable is at “end of life” and presents a significant operational risk to a large user i.e. *Square One* (estimated costs: \$1.5M)
- **Lake/John Overhead Rebuild:** replacement of approximately 50 poles that are at risk of failure and transformers that no longer meet environmental standards (estimated costs: \$0.9M)
- **Church Street Overhead Rebuild:** replacement of approximately 55 poles that support an overhead line prone to failure, (inaccessible poles), a number of transformers no longer meet environmental standards (estimated costs: \$1.0M)
- **Leaking Transformer Replacement Project:** A recent audit indicates approximately 2,000 transformers show signs of oil leaking which pose both an environmental hazard (if not treated) and greater risk of declining reliability (estimated costs: \$8.5M)

CLOSE

2018 Capital Projects Preferences



The following questions break down the estimated \$0.42 per month required of residential customers to maintain the current level of system reliability.

As part of its planning process, Enersource is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts **residential** customer rates differently.

System Access Investments (moving assets due to infrastructure need)

2018 QEW – Evans to Cawthra Road Widening: non-discretionary investment required to meet contractual obligations to government.

- **\$0.02 per month** increase to the average residential customer bill.

System Service Investments (address capacity constraints, improve system reliability)

Substations are important components of the distribution system that house the main switches that move electricity to where it's needed, when it's needed. Substations are critical to meeting capacity demand in both Mississauga's growing downtown core and industrial areas in the city's northeast.

Given the varying levels of reliability under each scenario below and the projected residential customer rate impact of each, please indicate which approach you want Enersource to pursue in 2018?

- ☐ **Maintain:** I would be willing to accept an additional **\$0.11 per month** on the distribution portion of my bill in 2018 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$0.06 per month** on the distribution portion of my bill in 2018 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ **Don't know**

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CONTINUE

2018 Capital Projects Preferences



System Renewal Investments (replacing end-of-life electrical infrastructure)

Underground System: About 2/3 of Enersource's distribution system in Mississauga is underground. Underground primary cables are a key component of the power distribution system and their failure causes long outages that can affect a large number of customers. Underground cable failures are the leading cause of equipment failures in the distribution system and present a significant amount of operational risk. To address this risk, Enersource plans and executes ongoing rebuild/ replacement projects based on a significant amount of system analysis.

Overhead System: Overhead pole lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under adverse weather conditions, they are deemed to be at the "end of useful life".

Given the varying levels of reliability under each scenario and the projected residential customer rate impact of each, please indicate which approach you want Enersource to pursue in 2018?

- ☐ **Maintain:** I would be willing to accept an additional **\$0.16 per month** on the distribution portion of my bill in 2018 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$0.08 per month** on the distribution portion of my bill in 2018 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ **Don't know**

Leaking Transformer Replacement Project: Utilities are required to inspect distribution assets and ensure appropriate follow up and corrective action regarding problems identified during field inspections. During the field inspections of distribution transformers, it was determined that close to 2,000 transformers showed signs of oil leaking. This poses safety, environmental, and regulatory risks to the community that need to be addressed in a timely manner.

Given the projected residential rate impact of each scenario, please indicate which approach you want Enersource to pursue in 2018?

- ☐ **Scheduled replacement:** I would be willing to accept an additional **\$0.12 per month** on the distribution portion of my bill in 2018 to replace leaking transformers on schedule.
- ☐ **Delayed replacement:** I would be willing to accept an additional **\$0.06 per month** on the distribution portion of my bill in 2018 to defer the costs associated with replacement.
- ☐ **Don't know**

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CONTINUE

2018 Capital Projects Preferences



The following questions break down the estimated \$1.17 per month required of small business customers to maintain the current level of system reliability.

As part of its planning process, Enersource is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts **small business** customer rates differently.

System Access Investments (moving assets due to infrastructure need)

2018 QEW – Evans to Cawthra Road Widening: non-discretionary investment required to meet contractual obligations to government.

- **\$0.05 per month** increase to the average residential customer bill.

System Service Investments (address capacity constraints, improve system reliability)

Substations are important components of the distribution system that house the main switches that move electricity to where it's needed, when it's needed. Substations are critical to meeting capacity demand in both Mississauga's growing downtown core and industrial areas in the city's northeast.

Given the varying levels of reliability under each scenario below and the projected small business customer rate impact of each, please indicate which approach you want Enersource to pursue in 2018?

- ☐ **Maintain:** I would be willing to accept an additional **\$0.31 per month** on the distribution portion of my bill in 2018 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$0.16 per month** on the distribution portion of my bill in 2018 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ **Don't know**

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2018 Capital Projects Preferences



System Renewal Investments (replacing end-of-life electrical infrastructure)

Underground System: About 2/3 of Enersource's distribution system in Mississauga is underground. Underground primary cables are a key component of the power distribution system and their failure causes long outages that can affect a large number of customers. Underground cable failures are the leading cause of equipment failures in the distribution system and present a significant amount of operational risk. To address this risk, Enersource plans and executes ongoing rebuild/ replacement projects based on a significant amount of system analysis.

Overhead System: Overhead pole lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under adverse weather conditions, they are deemed to be at the "end of useful life".

Given the varying levels of reliability under each scenario and the projected small business customer rate impact of each, please indicate which approach you want Enersource to pursue in 2018?

- ☐ **Maintain:** I would be willing to accept an additional **\$0.46 per month** on the distribution portion of my bill in 2018 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$0.23 per month** on the distribution portion of my bill in 2018 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ **Don't know**

Leaking Transformer Replacement Project: Utilities are required to inspect distribution assets and ensure appropriate follow up and corrective action regarding problems identified during field inspections. During the field inspections of distribution transformers, it was determined that close to 2,000 transformers showed signs of oil leaking. This poses safety, environmental, and regulatory risks to the community that need to be addressed in a timely manner.

Given the projected small business rate impact of each scenario, please indicate which approach you want Enersource to pursue in 2018?

- ☐ **Scheduled replacement:** I would be willing to accept an additional **\$0.35 per month** on the distribution portion of my bill in 2018 to replace leaking transformers on schedule.
- ☐ **Delayed replacement:** I would be willing to accept an additional **\$0.17 per month** on the distribution portion of my bill in 2018 to defer the costs associated with replacement.
- ☐ **Don't know**

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2018 Incremental Capital Needs



As mentioned earlier, electricity distributors – such as PowerStream– are funded entirely by their customers. While owned by municipal shareholders, they do not receive government funding or taxpayer dollars.

PowerStream has identified immediate capital investments for 2018 that are not funded through existing approved distribution rates. As a result, PowerStream plans to apply to the OEB this year for incremental capital funding in 2018 to address immediate infrastructure needs.

The process for obtaining incremental capital to fund infrastructure projects includes engaging with customers to help align decisions with customer **needs, preferences, and priorities.**

2018 Customer Rate Impact:

Estimated Incremental 2018 Capital Requirement of PowerStream Customers: \$26.6 million

Customer Impact: This proposed incremental capital requirement – *which is subject to customer feedback and OEB approval* – could result in a monthly increase of **\$0.26** on the typical residential customer’s distribution portion of their electricity bill in 2018.

This represents a **0.9% increase** on the distribution portion of the bill OR a **0.2% increase** on the total residential electricity bill.

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CONTINUE

2018 Incremental Capital Needs



As mentioned earlier, electricity distributors – such as PowerStream – are funded entirely by their customers. While owned by municipal shareholders, they do not receive government funding or taxpayer dollars.

PowerStream has identified immediate capital investments for 2018 that are not funded through existing approved distribution rates. As a result, PowerStream plans to apply to the OEB this year for incremental capital funding in 2018 to address immediate infrastructure needs.

The process for obtaining incremental capital to fund infrastructure projects includes engaging with customers to help align decisions with customer ***needs, preferences, and priorities***.

2018 Customer Rate Impact:

Estimated Incremental 2018 Capital Requirement of PowerStream Customers: \$26.6 million

Customer Impact: This proposed incremental capital requirement – *which is subject to customer feedback and OEB approval* – could result in a monthly increase of **\$0.67** on the typical small business customer’s distribution portion of their electricity bill in 2018.

This represents a **1.0% increase** on the distribution portion of the bill OR a **0.2% increase** on the total small business electricity bill.

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2018 Incremental Capital Investments



The incremental capital requirement in 2018 is estimated to be \$26.6 million and includes three types of capital investments.



System Access

“Must do” investments that respond to customer requests for new connections or non-discretionary requests from government.

Projects include: New subdivision and business customer connections, moving assets based on infrastructure needs.



System Renewal

These projects are a mix of planned end-of-life replacement and emergency replacement investments.

Projects Include: Renewal and replacement of underground cables, overhead wires, and poles.

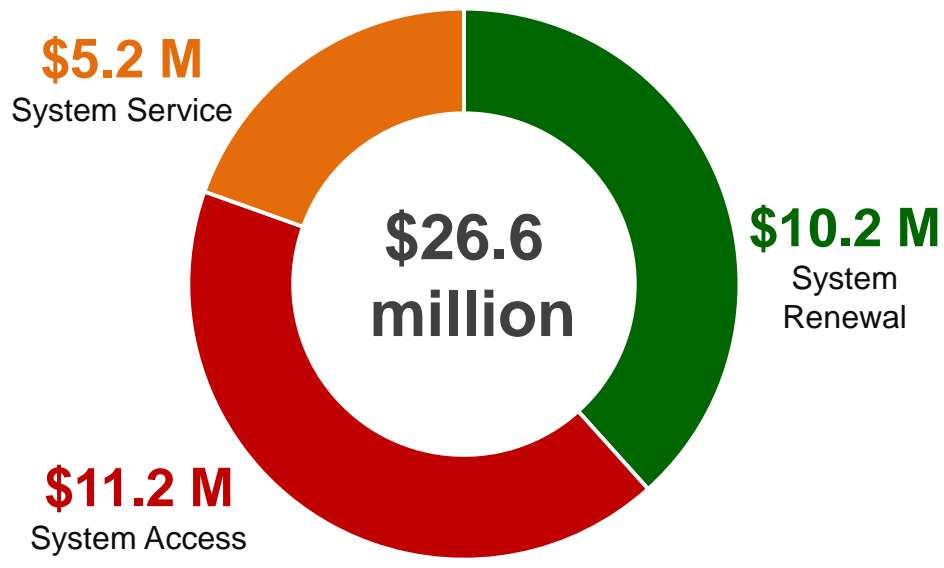


System Service

These investments consist of projects that address capacity constraints, improve system reliability and customer service.

Projects include: Installation of automated switches, better distribution system monitoring equipment, underground cables, overhead wires and transformers.

2018 Incremental Capital Requirements:





Growth Pressures

Fueled by increased economic development and demand for new housing in York Region and Simcoe County, PowerStream adds over 8,000 new customers to its existing customer base every year.

This growth in customers and load puts increasing pressure on PowerStream’s distribution system, which requires extending powerlines, upgrading capacity to existing powerlines, and adding new capacity to load constrained areas.

Growth pressures require PowerStream to invest in **system service** and **system access** projects.

Key Infrastructure Challenges	Proposed Solutions
<ul style="list-style-type: none">Requirement to relocate the distribution system to accommodate York Region Rapid Transit road works along Yonge Street.	<ul style="list-style-type: none">Underground cable relocations and overhead powerlines to be rebuilt underground as there is no room for the existing overhead pole line.

This incremental **system access** investment is non-discretionary as it is a requirement under existing legislation. It will represent an **\$0.11 per month** increase in 2018 to the typical residential customer’s bill in the PowerStream service territory.

Key Infrastructure Challenges	Proposed Solutions
<ul style="list-style-type: none">Lines and equipment that cannot carry the increased load and maintain the reliable service expected by customers.	<ul style="list-style-type: none">New substations, transformer stations, and powerlines where needed to increase supply capacity.
<ul style="list-style-type: none">Development of new subdivisions resulting from increased demand for new homes, which requires expansion of distribution powerlines and stations.	<ul style="list-style-type: none">Increase substation and power line capacity to meet existing load requirements and provide back-up in the event of a loss of power at a neighbouring substation.

These proposed incremental **system service** investments would maintain the current level of reliability, however as part of its planning process, PowerStream is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts **residential** customer distribution rates differently.

Given the varying levels of reliability under each scenario below and the projected residential customer rate impact of each, please indicate which approach you want PowerStream to pursue in 2018?

- ☐ **Maintain:** I would be willing to accept an additional **\$0.05 per month** on the PowerStream portion of my bill in 2018 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$0.03 per month** on the PowerStream portion of my bill in 2018 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ Don’t know

Residential



Growth Pressures

Fueled by increased economic development and demand for new housing in York Region and Simcoe County, PowerStream adds over 8,000 new customers to its existing customer base every year.

This growth in customers and load puts increasing pressure on PowerStream’s distribution system, which requires extending powerlines, upgrading capacity to existing powerlines, and adding new capacity to load constrained areas.

Growth pressures require PowerStream to invest in **system service** and **system access** projects.

Key Infrastructure Challenges	Proposed Solutions
<ul style="list-style-type: none">Requirement to relocate the distribution system to accommodate York Region Rapid Transit road works along Yonge Street.	<ul style="list-style-type: none">Underground cable relocations and overhead powerlines to be rebuilt underground as there is no room for the existing overhead pole line.

This incremental **system access** investment is non-discretionary as it is a requirement under existing legislation. It will represent an **\$0.28 per month** increase in 2018 to the typical small business customer’s bill in the PowerStream service territory.

Key Infrastructure Challenges	Proposed Solutions
<ul style="list-style-type: none">Lines and equipment that cannot carry the increased load and maintain the reliable service expected by customers.	<ul style="list-style-type: none">New substations, transformer stations, and powerlines where needed to increase supply capacity.
<ul style="list-style-type: none">Development of new subdivisions resulting from increased demand for new homes, which requires expansion of distribution powerlines and stations.	<ul style="list-style-type: none">Increase substation and power line capacity to meet existing load requirements and provide back-up in the event of a loss of power at a neighbouring substation.

These proposed incremental **system service** investments would maintain the current level of reliability, however as part of its planning process, PowerStream is considering a number of alternative scenarios:

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- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts **small business** customer distribution rates differently.

Given the varying levels of reliability under each scenario below and the projected small business customer rate impact of each, please indicate which approach you want PowerStream to pursue in 2018?

- ☐ **Maintain:** I would be willing to accept an additional **\$0.13 per month** on the PowerStream portion of my bill in 2018 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$0.06 per month** on the PowerStream portion of my bill in 2018 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ Don't know

Aging Infrastructure Pressures



Like many utilities in Ontario today, PowerStream faces a challenge with aging electrical distribution infrastructure. Sections of PowerStream’s electrical distribution system are more than 50 years old, and are at the end of life.

PowerStream is committed to extending the lifespan of its assets in order to minimize the cost impact of replacement on its customers. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in system renewal projects.



Key Infrastructure Challenges	Proposed Solution
Underground cables are an important component of the power distribution system. Their failure causes long outages that can affect a large number of customers. Because the cables are underground, fixing them when they fail is time consuming and expensive. Cable failures are the leading cause of outages at PowerStream.	PowerStream will replace underground cables identified as a high risk of failure proactively, before they fail. Cables which are in poor condition, are unfit for rehabilitation and contribute to a high number of outages will be prioritized for replacement first. Upon replacing the cables, PowerStream will also update the affected section of the distribution system to present day standards.
There are many neighborhoods in the PowerStream service area that are supplied with electricity through overhead distribution lines and poles located in backyards. These overhead distribution lines are in poor condition and experience more frequent and longer outages as crews making repairs have difficulty in obtaining access to the equipment in backyards.	PowerStream will convert backyard overhead supply services to underground services at the front of the home as per present day standards. Neighbourhoods will be selected and prioritized for conversion based on the condition of the assets, risks related to environmental, health and safety issues as well as reliability impacts. With services located at the front of the home, ongoing maintenance will be more efficient and therefore less costly.
Electrical stations house large power transformers and main switches required to distribute electricity to where it is needed. They connect the main lines and can service up to 40,000 customers per station. Since failures at stations affect a large number of customers and have the risk of long outages, PowerStream needs to proactively replace station equipment that is in poor condition, obsolete or has a history of failure, in order to avoid negatively impacting reliability.	PowerStream will replace essential station equipment that is in poor condition, obsolete or with history of failure on a proactive basis. The priority in 2018 is replacing obsolete main switches at the Richmond Hill station that have a history of failure and obsolete main switches at a Bradford substation that are in poor condition.

Given the varying levels of reliability under each scenario below and the projected rate impact of each, please indicate which approach you want PowerStream to pursue in 2018?

- ☐ **Maintain:** I would be willing to accept an additional **\$0.10 per month** on the PowerStream portion of my bill in 2018 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$0.05 per month** on the PowerStream portion of my bill in 2018 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ Don't know

Aging Infrastructure Pressures



Like many utilities in Ontario today, PowerStream faces a challenge with aging electrical distribution infrastructure. Sections of PowerStream’s electrical distribution system are more than 50 years old, and are at the end of life.

PowerStream is committed to extending the lifespan of its assets in order to minimize the cost impact of replacement on its customers. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in system renewal projects.



Key Infrastructure Challenges	Proposed Solution
Underground cables are an important component of the power distribution system. Their failure causes long outages that can affect a large number of customers. Because the cables are underground, fixing them when they fail is time consuming and expensive. Cable failures are the leading cause of outages at PowerStream.	PowerStream will replace underground cables identified as a high risk of failure proactively, before they fail. Cables which are in poor condition, are unfit for rehabilitation and contribute to a high number of outages will be prioritized for replacement first. Upon replacing the cables, PowerStream will also update the affected section of the distribution system to present day standards.
There are many neighborhoods in the PowerStream service area that are supplied with electricity through overhead distribution lines and poles located in backyards. These overhead distribution lines are in poor condition and experience more frequent and longer outages as crews making repairs have difficulty in obtaining access to the equipment in backyards.	PowerStream will convert backyard overhead supply services to underground services at the front of the home as per present day standards. Neighbourhoods will be selected and prioritized for conversion based on the condition of the assets, risks related to environmental, health and safety issues as well as reliability impacts. With services located at the front of the home, ongoing maintenance will be more efficient and therefore less costly.
Electrical stations house large power transformers and main switches required to distribute electricity to where it is needed. They connect the main lines and can service up to 40,000 customers per station. Since failures at stations affect a large number of customers and have the risk of long outages, PowerStream needs to proactively replace station equipment that is in poor condition, obsolete or has a history of failure, in order to avoid negatively impacting reliability.	PowerStream will replace essential station equipment that is in poor condition, obsolete or with history of failure on a proactive basis. The priority in 2018 is replacing obsolete main switches at the Richmond Hill station that have a history of failure and obsolete main switches at a Bradford substation that are in poor condition.

Given the varying levels of reliability under each scenario below and the projected rate impact of each, please indicate which approach you want PowerStream to pursue in 2018?

- ☐ **Maintain:** I would be willing to accept an additional **\$0.26 per month** on the PowerStream portion of my bill in 2018 if the level of reliability remains the same as now.
- ☐ **Decline:** I would be willing to accept an additional **\$0.13 per month** on the PowerStream portion of my bill in 2018 knowing that the level of reliability could eventually decline.
- ☐ **Significant Decline:** I am not willing to accept any additional charges knowing that the level of reliability could decline significantly.
- ☐ Don't know



Customer Experience

For the rest of the survey, please reflect on your experience with your former electricity distributor, <PIPE>.

There are many ways that customers interact with <PIPE>. The diagram below is based on a review of previous customer feedback and will help <PIPE> be sure they have fully captured customer needs.



2. Thinking about all the contacts you have had with <PIPE> since becoming a customer, how satisfied are you with the customer service you have received from <PIPE>?

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know ☐ Have never had contact with my distributor

3. Thinking about all the contacts you have had with <PIPE>, do you have any specific suggestions about how <PIPE> could do a better job of meeting your needs?

While all the outcomes listed below are important to many customers, sometimes decisions require that <PIPE> choose between different outcomes. The purpose of this section is to help <PIPE> set priorities that are aligned with customer expectations.

4. Please rank your **Top 3** priorities from the list below.

Drag and drop the priorities in order, starting with the priority most important to you, followed by the second most important, and ending with the third most important.

Priorities	Top 3 Ranking
Delivering reasonable distribution rates	1
Providing dependable and responsive customer service	2
Helping customers reduce and better manage their electricity consumption	3
Ensuring reliable electrical service	
Ensuring the safety of electrical infrastructure	
Providing new electricity services (e.g. electricity storage, and distributed generation)	
Minimizing impact on the environment	
Preventing or reducing the length of power outages caused by extreme weather (e.g. <i>high winds, floods and ice storms</i>)	

7. Please indicate if there are any particular priorities that <PIPE> should be focusing on that you think were missing from the list above.

System Reliability



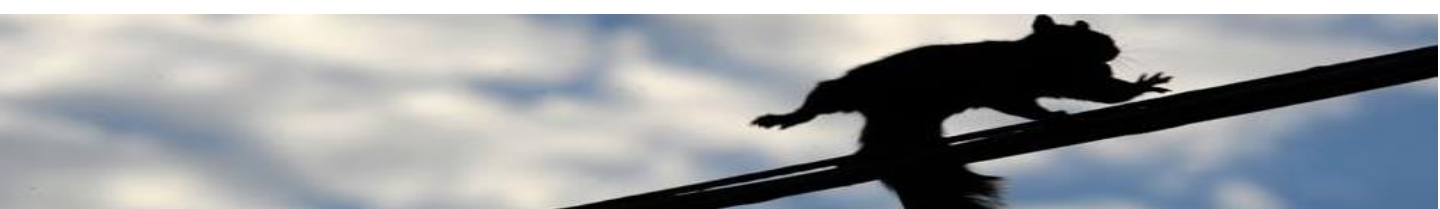
<PIPE> tracks both the average number of power outages per customer and how long those interruptions last.

Over the past five years, the typical <PIPE> customer has experienced:

- Between **1.1** and **1.5** outages per year.
- Between **40** and **90** minutes without power per year.

While outage frequency and duration averages are trending downwards, actual customer experiences vary. Some customers connected to new sections of the distribution system may not experience any outages while others are experiencing as many as 7 outages per year.

For most customers, the key test of system reliability is ***“Do the lights stay on?”***



For each of the following statements, please indicate your level of satisfaction or dissatisfaction with <PIPE>.

8. The reliability of your electricity service – as judged by the number of power outages you experience.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

9. The amount of time it takes to restore power when power outages occur.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

10. The quality of the power delivered to you as judged by the absence of momentary interruptions in power that can result in the flickering or dimming of lights.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

BACK

CONTINUE

System Reliability



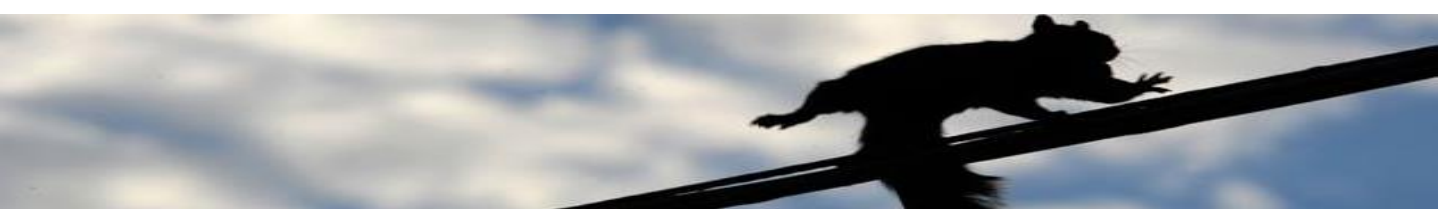
<PIPE> tracks both the average number of power outages per customer and how long those interruptions last.

Over the past five years, the typical <PIPE> customer has experienced:

- Between **1.0** and **2.2** outages per year.
- Between **60** and **120** minutes without power per year.

While outage frequency and duration averages are trending downwards, actual customer experiences vary. Some customers connected to new sections of the distribution system may not experience any outages while others are experiencing as many as 7 outages per year.

For most customers, the key test of system reliability is ***“Do the lights stay on?”***



For each of the following statements, please indicate your level of satisfaction or dissatisfaction with <PIPE>.

8. The reliability of your electricity service – as judged by the number of power outages you experience.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

9. The amount of time it takes to restore power when power outages occur.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

10. The quality of the power delivered to you as judged by the absence of momentary interruptions in power that can result in the flickering or dimming of lights.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

BACK

CONTINUE

System Reliability



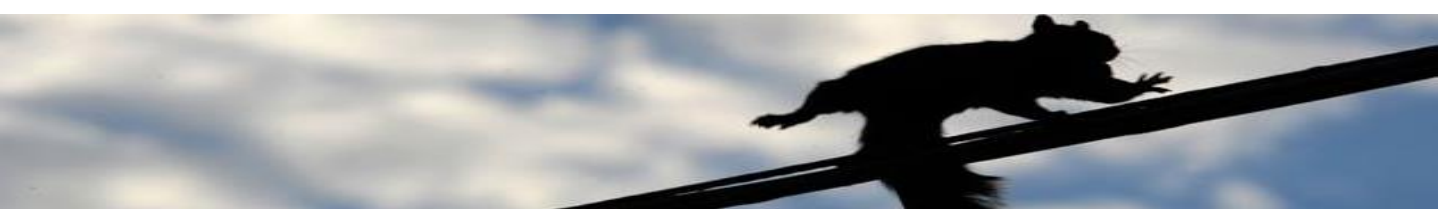
<PIPE> tracks both the average number of power outages per customer and how long those interruptions last.

Over the past five years, the typical <PIPE> customer has experienced:

- Between **0.9** and **3.3** outages per year.
- Between **30** and **45** minutes without power per year.

While outage frequency and duration averages are trending downwards, actual customer experiences vary. Some customers connected to new sections of the distribution system may not experience any outages while others are experiencing as many as 7 outages per year.

For most customers, the key test of system reliability is ***“Do the lights stay on?”***



For each of the following statements, please indicate your level of satisfaction or dissatisfaction with <PIPE>.

8. The reliability of your electricity service – as judged by the number of power outages you experience.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

9. The amount of time it takes to restore power when power outages occur.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

10. The quality of the power delivered to you as judged by the absence of momentary interruptions in power that can result in the flickering or dimming of lights.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

BACK

CONTINUE

System Reliability



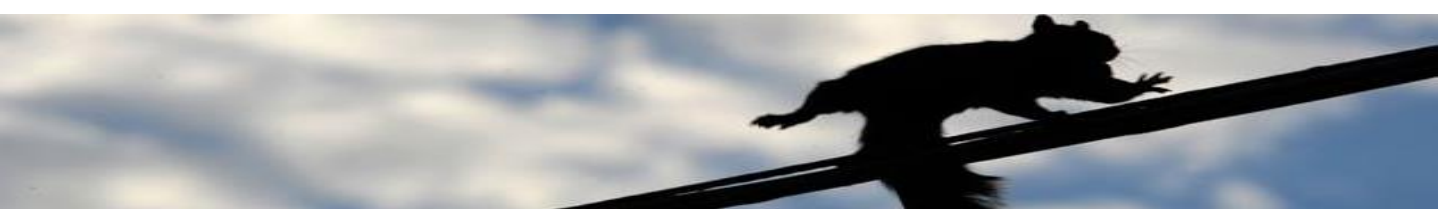
<PIPE> tracks both the average number of power outages per customer and how long those interruptions last.

Over the past five years, the typical <PIPE> customer has experienced:

- Between **1.6** and **1.8** outages per year.
- Between **60** and **260** minutes without power per year.

While outage frequency and duration averages are trending downwards, actual customer experiences vary. Some customers connected to new sections of the distribution system may not experience any outages while others are experiencing as many as 7 outages per year.

For most customers, the key test of system reliability is ***“Do the lights stay on?”***



For each of the following statements, please indicate your level of satisfaction or dissatisfaction with <PIPE>.

8. The reliability of your electricity service – as judged by the number of power outages you experience.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

9. The amount of time it takes to restore power when power outages occur.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

10. The quality of the power delivered to you as judged by the absence of momentary interruptions in power that can result in the flickering or dimming of lights.

- ☐ Very satisfied ☐ Somewhat satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied ☐ Don't know

BACK

CONTINUE

Customer Services



D1. How good or poor a job does [PIPE] do at providing you with information on outage restoration times?

- ☐ A very good job
- ☐ A good job
- ☐ A poor job
- ☐ A very poor job
- ☐ Don't know

D2. Thinking about the customer service you have received when dealing with employees of [PIPE], whether on the telephone, via email, in person or through online conversations including social media.

Overall, how satisfied or dissatisfied are you with the customer service provided by [PIPE]?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ Have not been in contact with [PIPE]
- ☐ Don't know

D3. Thinking about the information found on its website, bill inserts, advertising, notices, emails, or social media sites, how satisfied or dissatisfied are you with the communications that you receive from [PIPE]?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ Don't know

BACK

CONTINUE

Final Thoughts



Overall Impression: What did you think about this customer feedback portal?

Volume of Information: Did this portal provide too much information, not enough, or just the right amount?

Content Covered: Was there any content missing that you would have liked to have seen included?

Outstanding Questions: Is there anything that you would still like answered?

Suggestions for Future Consultations: How would you prefer to participate in these consultations?

If you have any additional questions or comments about this customer engagement, email:
Alectra@innovativeresearch.ca

BACK

CONTINUE

Thanks for participating!

Please enter your email and customer billing address if you wish to be entered into the draw for your chance to win one of four \$500 prepaid credit cards.

Your email will be used to contact you if you are one of the randomly selected prize winners and your billing address will be used to verify that you are an Alectra Utilities customer. Your email and customer billing address will be treated as strictly confidential and will not be shared with any third parties

Email Address: _____

Confirm Email: _____

Billing Address

Street Address: _____

Apartment #: _____

City: _____

Postal Code: _____

Only Alectra Utilities customers are permitted to participate in this voluntary review, therefore, postal codes are collected and used by Innovative Research Group Inc. solely for maintaining the integrity of the consultation by validating legitimate participation in the process. Your personal information shall remain under the custody and control of Innovative Research Group Inc. and will not be disclosed to any third parties.

SUBMIT

SUBMIT

Appendix 6.0

EnerSource & PowerStream

Questionnaires

Appendix 6.1

Enersource Residential Ratepayer Survey

Residential Customer Engagement

Prepared by:

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A. SCREENING AND QUALIFICATIONS

Introduction

Hello, my name is _____ and I'm calling from **Innovative Research Group** on behalf of **Enersource**, your electricity distributor.

Innovative Research Group is a national public opinion research firm. We have been commissioned by **Enersource** to help them better understand the needs and preferences of customers who are responsible for paying their household's electricity bill.

Enersource– which distributes electricity to homes and businesses in your community – is preparing to submit its investment plan to the Ontario Energy Board for regulatory review. Since this plan will impact your bill, **Enersource** wants to hear from you, so your views can help shape its plan.

A1. Would you mind if I had **10 minutes** of your time to ask you some questions? All your responses will be kept strictly confidential.

- | | | |
|---|-----------------------------|--------------------|
| 1 | Yes | [continue] |
| 2 | No – NOT PRIMARY BILL PAYER | [go to TRANSFER-1] |
| 3 | No – BAD TIME | ARRANGE CALLBACK |
| 4 | No – HARD REFUSAL | [Terminate] |

MONIT

This call may be monitored or audio recorded for quality control and evaluation purposes.

- 1 PRESS TO CONTINUE

A2. Have I reached you at your home phone number?

- | | | |
|----|-------------------------------------|------------------|
| 1 | Yes – SPEAKING, CONTINUE | [continue to A3] |
| 2 | No – AT OFFICE or WORKPLACE | [continue to A3] |
| 3 | No – on cellular or mobile phone | [skip to CELL] |
| 99 | Refused – LOG (THANK AND TERMINATE) | [Terminate] |

CELL. Are you currently operating a car, truck or other motor vehicle?

- | | | |
|----|-------------------------------------|------------------|
| 1 | YES | ARRANGE CALLBACK |
| 2 | NO | [continue to A3] |
| 98 | Refused – LOG (THANK AND TERMINATE) | [Terminate] |

A3. Are you the person primarily responsible for paying the electricity bill in your household?

- | | | |
|----|-----------------------------|--------------------|
| 1 | Yes – I pay the bill | [continue to A4] |
| 2 | Yes – shared responsibility | [continue to A4] |
| 3 | No | [go to TRANSFER-1] |
| 98 | Don't know (DNR) | [Terminate] |

TRANSFER-1

Can I speak with the person in your household who usually pays the electricity bill?

- | | | |
|----|-----------------------------|---------------------------|
| 1 | Yes | [BACK TO INTRO] |
| 2 | No – NOT AVAILABLE/BAD TIME | [ARRANGE CALLBACK] |
| 3 | No – HARD REFUSAL | [Terminate] |
| 98 | Don't know (DNR) | [Terminate] |

A4. And can you confirm that your household receives an electricity bill from **Enersource**?

- | | | |
|----|------------------|--------------------|
| 1 | Yes | [continue] |
| 2 | No | [Terminate] |
| 98 | Don't know (DNR) | [Terminate] |

GENDER	Note gender by observation:
---------------	------------------------------------

- | | |
|---|--------|
| 1 | Male |
| 2 | Female |

B. GENERAL SATISFACTION

- B5. You may have recently heard that **Enersource** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the **Alectra Utilities** merger before this survey?

01	Yes
02	No
98	Don't know (DNR)
99	Refused (DNR)

- B6. Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **Enersource**.

So, throughout this survey, references to "**Enersource**" simply refers to the distribution system in Mississauga, formerly served by **Enersource**, now being served by **Alectra Utilities**.

- B7. As you may know, **Enersource** operates and maintains the local electricity distribution system in Mississauga. This is the system that takes the electricity from provincial transmission lines and brings it to your home through a network of wires, poles and other equipment that is owned and operated by **Enersource**.

How familiar are you with **Enersource**? Would you say you are *very familiar*, *somewhat familiar*, or *not familiar at all*?

01	Very familiar
02	Somewhat familiar
03	Not familiar at all
98	Don't know (DNR)
99	Refused (DNR)

- B8. In general, how satisfied or dissatisfied are you with the services you receive from **Enersource**? Would you say you are *very satisfied*, *somewhat satisfied*, *somewhat dissatisfied*, or *very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

- B9. Is there anything in particular **Enersource** can do to improve its service to you? [**OPEN**]

98	Don't know (DNR)
99	Refused (DNR)

C. CUSTOMER PRIORITIES

C10. **READ PREAMBLE**

Enersource regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service.

In recent conversations with customers, a number of company goals were identified as key priorities for **Enersource**.

C11. Among the following **Enersource** priorities, please tell me which one is most important to you.

[READ OPTIONS; RANDOMIZE LIST]

01	Delivering reasonable electricity distribution prices.
02	Ensuring reliable electrical service.
03	Providing new electricity services (for example: electricity storage and distributed generation such as solar panel installation).
04	Helping customers reduce and better manage their electricity consumption.
05	Minimizing impact on the environment.
06	Preventing or reducing the length of power outages caused by extreme weather (e.g. <i>high winds, floods and ice storms</i>).

C12. What is the next most important priority you think Enersource should focus on?

[Remove answer from C11 if asked to read again]

C13. And what do you consider the third most important priority?

[Remove answer from C11 and C12 if asked to read again]

C14. Are there any other important priorities that **Enersource** should be focusing on that weren't included in the previous list I read to you? **[OPEN]**

D. BILL KNOWLEDGE & IMPACT

I'd now like to talk with you about your electricity bill ...

- D15. While **Enersource** is responsible for collecting payment for the entire electricity bill, they retain about **19%** of the typical residential customer's bill. This is about **\$25** on an average **\$133** monthly residential electricity bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your electricity bill that goes to **Enersource**? Would you say you are ...

01	Very familiar and could explain the composition of your electricity bill to others in details
02	Somewhat familiar, but didn't know how much of your bill was retained by Enersource
03	Not familiar at all with the composition of your electricity bill
98	Don't know (DNR)
99	Refused (DNR)

E. SYSTEM RELIABILITY

E16. **PREAMBLE-2:**

Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

With that said, the typical **Enersource** customer experiences **about one** unexpected power outage per year.

For each the following statements, please tell me if you are *very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied*, or would you say you *don't know*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

E17. The reliability of your electricity service as judged by the number of power outages you experience.

E18. The amount of time it takes to restore power when power outages occur.

E19. The quality of the power delivered to you as judged by momentary interruptions in power that can result in the flickering or dimming of lights.

[END BATTERY]

E20. Thinking back to the **most recent** power outage you experienced as an **Enersource** customer, would you say the power outage ...

[READ LIST; ROTATE 1 and 3]

- 1 Was a major inconvenience
- 2 Was a minor inconvenience
- 3 Was no inconvenience at all
- 97 Don't recall ever experiencing an outage with **Enersource**
- 98 Don't know (**DNR**)
- 99 Refused (**DNR**)

F. 5-YEAR CAPITAL PLAN DSP

- F21. **[PREAMBLE]** **Enersource** wants to better understand customer **preferences** as they relate to investment decisions in Mississauga. In many cases, there are trade-offs between system reliability and customers costs.

Your answers to the following questions will help **Enersource** align its future investment planning with the preferences of customers.

System Renewal Question

I want to start by asking you about your *preferences* towards replacing aging electrical infrastructure:

- F22. **[PREAMBLE]** **Enersource** believes it has done its best to prolong the life of the assets that make up **Mississauga's** distribution system. However, many of these assets are approaching the end of their useful life and are in poor physical condition.

As part of its investment plan, **Enersource** is proposing a sizeable infrastructure replacement plan between 2018 and 2022.

Although this plan will allow **Enersource** to make the necessary investments to maintain system reliability, **it will have an impact on customer bills.**

- F23. Which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 **Enersource** should invest what it takes to replace the system's aging infrastructure to maintain system reliability; even if that increases my monthly electricity bill by a few dollars over the next few years.
- 2 **Enersource** should defer its estimated investment in replacing aging infrastructure to lessen the impact of any bill increase; even if this could eventually lead to more or longer power outages.
- 98 Don't know (**DNR**)
- 99 Refused (**DNR**)

General Plant

- F24. As a company, **Enersource** needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information..

Which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 **Enersource** should find ways to make do with the facilities, equipment, vehicles and IT systems it already has.
- 2 While **Enersource** should be wise with its spending, it is important that its staff have the equipment and tools they need to manage the system safely, efficiently and reliably.
- 98 Don't know (**DNR**)
- 99 Refused (**DNR**)

System Service Questions

F25. With growth in various parts of Mississauga comes greater demand for electricity. This increased demand for electricity puts increased pressure on the existing electrical infrastructure. Eventually, further infrastructure investments will be required to support increased demand for electricity.

With this in mind, which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 To help minimize immediate costs to customers, **Enersource** should defer investments in system capacity needs until there is noticeable deficiencies in reliability.
- 2 **Enersource** should proactively invest in system capacity infrastructure to ensure customers in high growth areas do not experience a decrease in reliability, even if this adds a small increase to customer bills.
- 98 Don't know (DNR)
- 99 Refused (DNR)

F26. [PREAMBLE] Modernizing the distribution system allows **Enersource** to improve reliability. Investments such as automated switches may allow **Enersource** to quickly identify the location of outages in order to minimize the number of people impacted by outages and to restore electricity to customers more quickly than was previously possible.

F27. Given there are many other areas of needed investments, such as replacing aging equipment, how important do you feel it is for **Enersource** to invest now in modernizing the distribution system? Would you say ... [READ LIST]

01	Very important
02	Somewhat important
03	Not very important
04	Not important at all
98	Don't know
99	Refused [DNR]

DSP Investment Alternatives

F28. **PREAMBLE** While **Enersource** has presented a preliminary plan that **maintains** the current level of reliability and system performance, they have also explored alternative scenarios.

- One where current system reliability is **maintained at current levels**, and
- Two where capital investments are deferred, which could result in a **decline in system reliability**;

Each scenario impacts the bills of **residential** customers in Mississauga differently.

F29. With this in mind, which of the following statements is closest to your point of view? Would you say ...

Rotate response codes "1" and "3"

01	I would be willing to pay an additional \$3.99 on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.
02	I would be willing to pay an additional \$1.40 on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.
03	I am <u>not</u> willing to pay any additional charges on the Enersource portion of my bill knowing that the level of reliability could decline significantly.
98	Don't know [DNR]
99	Refused [DNR]

Ask only if F29 = 1, 2 or 3

F30. And why do you say that? [**OPEN**]

98	Don't know [DNR]
99	Refused [DNR]

G. ICM ASSESSMENT

ICM intro PREAMBLE

G31. The previous section of this survey addressed Enersource's 5-year capital plan. While that plan is subject to customer feedback and approval by the provincial energy regulator, most of the capital projects can be funded through existing approved distribution rates.

That said, Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates.

The incremental funding required is built into Enersource's estimated 5-year capital plan, but has not been approved.

As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

ICM rate impact

G32. This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$0.42** on the typical residential customer's electricity bill in 2018.

This represents an incremental increase of **1.7%** on the amount remitted to Enersource AND a **0.3% increase** on the total electricity bill amount for the typical residential customer.

What is your opinion on this proposed rate increase in 2018? Would you say ...

01	The proposed rate increases is reasonable so long as power reliability is maintained in Mississauga.	Continue to G32b
02	I'd like to understand how this request for increased rates is going to be invested before I can accept it.	Skip to G33
03	I don't care how this this request for increased rates is going to be invested, it's unreasonable and I oppose it.	Skip to G33
04	Regardless of how this request for increased rates is going to be invested, I simply can't afford to pay an extra \$0.42 per month in 2018.	Continue to G32b
98	Don't know [DNR]	Skip to G33
99	Refused [DNR]	Skip to G33

G32b. Would you like more details on what projects make up the **proposed monthly increase of \$0.42?**

01	Yes	Continue to G33
02	No	Skip to SECTION H
99	Refused [DNR]	Skip to SECTION H

Ask only if G32 = 02, 03, 98, 99 OR G32b= 01

G33. As part of its 2018 investment planning, Enersource is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **residential** customers in Mississauga differently.

The following questions breaks down how the estimated **\$0.42** in incremental funding could impact the typical residential customer in 2018.

G34. **Enersource** needs to make is the **Evans to Cawthra Road Widening** project. This is a non-discretionary investment project that customers don't actually get to provide Enersource with input on. The project is required to meet contractual obligations to government and will cost the average residential customer \$0.02 per month in 2018.

G35. The first discretionary incremental investment that **Enersource** needs to consider are "**substations**". Substations are important components of the distribution system that house the switches that move electricity to where it's needed, when it's needed. Substations are critical to meeting capacity demand in both Mississauga's growing downtown core and industrial areas in the city's northeast.

Regarding investments in substations, which of the following approaches would you want **Enersource** to pursue in 2018?

Would you say ... **READ LIST**

01	I would be willing to pay an additional \$0.11 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$0.06 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

- G36. **Underground cables** are the leading cause of equipment failures in Mississauga's distribution system. To address this problem, **Enersource** would like to replace underground cables which have poor reliability.

The other core component of **Enersource's** distribution is its network of **overhead power lines**. Overhead power lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under severe weather conditions, they are deemed to be at the "end of useful life". Enersource would like to replace these assets proactively.

- G37. Regarding investments in **underground cable and overhead power line** replacement, which of the following approaches would you want **Enersource** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$0.16 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$0.08 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

- G38. The final incremental investment proposed in 2018 is related to **leaking transformers**. Recent field inspections of distribution assets determined that close to 2,000 transformers showed signs of oil leaking. This poses a safety, environmental, and regulatory risk to **Enersource** that needs to be addressed in a timely manner.

Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$0.12 per month on my bill in 2018 to replace leaking transformers on schedule.	
02	I would be willing to accept an additional \$0.06 per month on my bill in 2018 to defer the cost associated with replacement.	
98	Don't know [DNR]	
99	Refused [DNR]	

H. SEGMENTATION & DEMOGRAPHICS

Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.

01	Strongly agree
02	Somewhat agree
03	Somewhat disagree
04	Strongly disagree
98	Don't know/ No opinion
99	Refused [DNR]

[ROTATE]

H39. The cost of my electricity bill has a major impact on my finances and requires I do without some other important priorities.

H40. Customers are well served by the electricity system in Ontario.

[END BATTERY]

These last few questions are for statistical purposes only and I remind you again that all of your responses are completely confidential.

H41. Which of the following age group do you fall into? **READ LIST**

01	Younger than 18
02	18 to 24
03	25 to 34
04	35 to 44
05	45 to 54
06	55 to 64
07	65 or older
99	Refused [DNR]

H42. Counting yourself, how many people live in your household? **DO NOT READ LIST**

01	1 person
02	2 people
03	3 people
04	4 people
05	5 people
06	6 people
07	7 people
08	8 or more people
99	Refused [DNR]

THANK and END SURVEY

Thank you very much for taking the time to complete this survey.

Appendix 6.2

Enersource GS<50kW Ratepayer Survey

Small Business Customer Engagement

Prepared by:

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A. SCREENING AND QUALIFICATIONS

Introduction

Hello, may I please speak to the person who is in charge of managing the electricity bill at your organization?

Yes <speaking>

[go to INTRO]

Yes <transferred to contact>

[go to INTRO]

No <not available> "When is a good time to callback?"

[record callback time]

No <not interested in talking>

[THANK & TERMINATE]

INTRO.

A1. Hello, my name is _____ and I'm calling from Innovative Research Group on behalf of **Enersource**, your electricity distributor.

Innovative Research Group is a national public opinion research firm. We have been commissioned by **Enersource** to help them better understand the needs and preferences of customers who are responsible for **paying or managing** their organization's electricity bill.

We are simply interested in hearing your opinions – no attempt will be made to sell you anything.

Enersource– which distributes electricity to homes and businesses in your community – is preparing to submit its investment plan to the Ontario Energy Board for regulatory review. Since this plan will impact your bill, **Enersource** wants to hear from you, so your views can help shape its plan.

Can I please speak to the person who is in-charge of managing the electricity bill at your organization?

1) Yes, speaking <contact on the line>

[skip to A2]

2) Yes <transferred to contact>

[skip to A2]

3) No <not the right contact person>

[GO to "NEW"]

4) No <busy> "When is a good time to callback?"

[record callback time]

5) Maybe <may I ask who is calling?>

[skip to GATE]

NEW. And ... can I have their ...

First Name _____

Last Name _____

Title/Position _____

Phone Number _____

ASK to be transferred ...

- if transferred → go to A2
- if not transferred → Thank & Add to Callback List

GATE. Hello, my name is _____ and I'm calling from **Innovative Research** on behalf of **Enersource**, your local electricity utility.

INTERVIEWER NOTE: If gatekeeper asks the purpose of call → I'd like to ask the person in-charge of managing the electricity bill at your organization a few questions concerning a **Enersource** customer consultation.

1) Yes <transferred to contact>

[skip to A2]

2) No <not available> "When is a good time to callback?"

[record call-back time
and go to "NEW"]

3) No <not interested in talking>

[Thank & Terminate]

A1 QUAL PREAMBLE:

Read preamble again, if transferred to new person:

Hello, my name is _____ and I'm calling from **Innovative Research** on behalf of **Enersource**, your local electricity utility.

Innovative Research is a national public opinion research firm. We have been hired by **Enersource** to help them better understand the needs and preferences of non-residential customers who are responsible for paying their organization's electricity bill.

A2. Can I have roughly **10 minutes** of your time to ask you some questions? All your responses will be kept strictly confidential.

Yes – I don't mind

1 [CONTINUE]

No – Not primary bill payer (i.e. not best person to speak to)

2 [go to TRANSFER]

No – BAD TIME

3 [ARRANGE CALLBACK]

No – HARD REFUSAL

4 [THANK & TERMINATE]

MONIT [INTERNAL]

This call may be monitored or audio taped for quality control and evaluation purposes.

PRESS TO CONTINUE

1

A3. Can you confirm that your organization receives an electricity or hydro bill from **Enersource** or **Alectra Utilities**?

YES

1 [CONTINUE]

NO

2 [THANK & TERMINATE]

DK (volunteered)

98 [THANK & TERMINATE]

Only those in charge of managing/overseeing organizations electricity bill will be interviewed.

A4. As part of your job, are you in charge of managing or overseeing your organization's electricity or hydro bill?

YES	1	[CONTINUE]
NO	2	"Can I speak to the person who manages your organization's electricity bill?" [Return to NEW]
DK	3	"Can I speak to the person who manages your organization's electricity bill?" [Return to NEW]

TRANSFER

Can I please speak to the person who is in-charge of managing the electricity bill at your organization?

Yes	1	[BACK TO <i>INTRO</i>]
No – NOT AVAILABLE/BAD TIME – (ARRANGE CALLBACK)	2	[ARRANGE CALLBACK]
No – HARD REFUSAL	3	[THANK & TERMINATE]
Don't know (DNR)	98	[THANK & TERMINATE]

B. GENERAL SATISFACTION

- B5. You may have recently heard that **Enersource** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the **Alectra Utilities** merger before this survey?

01	Yes
02	No
98	Don't know (DNR)
99	Refused (DNR)

- B6. Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **Enersource**.

So, throughout this survey, references to "**Enersource**" simply refers to the distribution system in Mississauga, formerly served by **Enersource**, now being served by **Alectra Utilities**.

Also ... while you may be residential Enersource customer, I'd ask that you answer today's questions from the perspective of **your business or organization**.

- B7. As you may know, **Enersource** operates and maintains the local electricity distribution system in Mississauga. This is the system that takes the electricity from provincial transmission lines and brings it to your home through a network of wires, poles and other equipment that is owned and operated by **Enersource**.

How familiar are you with **Enersource**? Would you say you are *very familiar*, *somewhat familiar*, or *not familiar at all*?

01	Very familiar
02	Somewhat familiar
03	Not familiar at all
98	Don't know (DNR)
99	Refused (DNR)

- B8. In general, how satisfied or dissatisfied are you with the services your organization receives from **Enersource**? Would you say you are *very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

- B9. Is there anything in particular **Enersource** can do to improve its service to your organization? **[OPEN]**

98	Don't know (DNR)
99	Refused (DNR)

C. CUSTOMER PRIORITIES

C10. **READ PREAMBLE**

Enersource regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service.

In recent conversations with customers, a number of company goals were identified as key priorities for **Enersource**.

C11. Among the following **Enersource** priorities, please tell me which one is most important to your organization.

[READ OPTIONS; RANDOMIZE LIST]

01	Delivering reasonable electricity distribution prices.
02	Ensuring reliable electrical service.
03	Providing new electricity services (for example: electricity storage and distributed generation such as solar panel installation).
04	Helping customers reduce and better manage their electricity consumption.
05	Minimizing impact on the environment.
06	Preventing or reducing the length of power outages caused by extreme weather (e.g. <i>high winds, floods and ice storms</i>).

C12. What is the next most important priority you think **Enersource** should focus on?

[Remove answer from C11 if asked to read again]

C13. And what do you consider the third most important priority?

[Remove answer from C11 and C12 if asked to read again]

C14. Are there any other important priorities that **Enersource** should be focusing on that weren't included in the previous list I read to you? **[OPEN]**

D. BILL KNOWLEDGE & IMPACT

I'd now like to talk with you about your electricity bill ...

- D15. While **Enersource** is responsible for collecting payment for the entire electricity bill, they retain about **18%** of the typical **small business** customer's bill. This is about **\$71** on an average **\$393** monthly small business electricity bill.

The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that goes to **Enersource**? Would you say you are ...

01	Very familiar and could explain the composition of your electricity bill to others in details
02	Somewhat familiar, but didn't know how much of your bill was retained by Enersource
03	Not familiar at all with the composition of your electricity bill
98	Don't know (DNR)
99	Refused (DNR)

E. SYSTEM RELIABILITY

E16. **PREAMBLE-2:**

Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

With that said, the typical **Enersource** customer experiences **about one** unexpected power outage per year.

For each the following statements, please tell me if you are *very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied*, or would you say you *don't know*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

E17. The reliability of your electricity service as judged by the number of power outages **your organization** experience.

E18. The amount of time it takes to restore power when power outages occur.

E19. The quality of the power delivered to **your organization** as judged by momentary interruptions in power that can result in the flickering or dimming of lights.

[END BATTERY]

E20. Thinking back to the **most recent** power outage you experienced at **your organization** as a **Enersource** customer, would you say the power outage

[READ LIST; ROTATE 1 and 3]

01	Had a significant cost to my organization
02	Had a minor cost to my organization
03	Had barely any cost to my organization, just a bit of inconvenience
04	Don't recall ever experiencing an outage with Enersource (DNR)
98	Don't know (DNR)
99	Refused (DNR)

F. 5-YEAR CAPITAL PLAN DSP

- F21. **[PREAMBLE]** **Enersource** wants to better understand customer **preferences** as they relate to investment decisions in Mississauga. In many cases, there are trade-offs between system reliability and customers costs.

Your answers to the following questions will help **Enersource** align its future investment planning with the preferences of customers.

System Renewal Question

I want to start by asking you about your *preferences* towards replacing aging electrical infrastructure:

- F22. **[PREAMBLE]** **Enersource** believes it has done its best to prolong the life of the assets that make up **Mississauga's** distribution system. However, many of these assets are approaching the end of their useful life and are in poor physical condition.

As part of its investment plan, **Enersource** is proposing a sizeable infrastructure replacement plan between 2018 and 2022.

Although this plan will allow **Enersource** to make the necessary investments to maintain system reliability, **it will have an impact on customer bills.**

- F23. Which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 **Enersource** should invest what it takes to replace the system's aging infrastructure to maintain system reliability; even if that increases my monthly electricity bill by a few dollars over the next few years.
- 2 **Enersource** should defer its estimated investment in replacing aging infrastructure to lessen the impact of any bill increase; even if this could eventually lead to more or longer power outages.
- 98 Don't know (**DNR**)
- 99 Refused (**DNR**)

General Plant

- F24. As a company, **Enersource** needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information..

Which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 **Enersource** should find ways to make do with the facilities, equipment, vehicles and IT systems it already has.
- 2 While **Enersource** should be wise with its spending, it is important that its staff have the equipment and tools they need to manage the system safely, efficiently and reliably.
- 98 Don't know (**DNR**)
- 99 Refused (**DNR**)

System Service Questions

F25. With growth in various parts of Mississauga comes greater demand for electricity. This increased demand for electricity puts increased pressure on the existing electrical infrastructure. Eventually, further infrastructure investments will be required to support increased demand for electricity.

With this in mind, which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 To help minimize immediate costs to customers, **Enersource** should defer investments in system capacity needs until there is noticeable deficiencies in reliability.
- 2 **Enersource** should proactively invest in system capacity infrastructure to ensure customers in high growth areas do not experience a decrease in reliability, even if this adds a small increase to customer bills.
- 98 Don't know (DNR)
- 99 Refused (DNR)

F26. [PREAMBLE] Modernizing the distribution system allows **Enersource** to improve reliability. Investments such as automated switches may allow **Enersource** to quickly identify the location of outages in order to minimize the number of people impacted by outages and to restore electricity to customers more quickly than was previously possible.

F27. Given there are many other areas of needed investments, such as replacing aging equipment, how important do you feel it is for **Enersource** to invest now in modernizing the distribution system? Would you say ... [READ LIST]

01	Very important
02	Somewhat important
03	Not very important
04	Not important at all
98	Don't know
99	Refused [DNR]

DSP Investment Alternatives

F28. **PREAMBLE** While **Enersource** has presented a preliminary plan that **maintains** the current level of reliability and system performance, they have also explored alternative scenarios.

- One where current system reliability is **maintained at current levels**, and
- Two where capital investments are deferred, which could result in a **decline in system reliability**;

Each scenario impacts the bills of **small business** customers in Mississauga differently.

F29. With this in mind, which of the following statements is closest to your point of view? Would you say ...

Rotate response codes "1 "and "3"

01	I would be willing to pay an additional \$11.19 on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.
02	I would be willing to pay an additional \$3.97 on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.
03	I am <u>not</u> willing to pay any additional charges on the Enersource portion of my bill knowing that the level of reliability could decline significantly.
98	Don't know [DNR]
99	Refused [DNR]

Ask only if F29 = 1, 2 or 3

F30. And why do you say that? [**OPEN**]

98	Don't know [DNR]
99	Refused [DNR]

G. ICM ASSESSMENT

ICM intro PREAMBLE

G31. The previous section of this survey addressed Enersource's 5-year capital plan. While that plan is subject to customer feedback and approval by the provincial energy regulator, most of the capital projects can be funded through existing approved distribution rates.

That said, Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates.

The incremental funding required is built into Enersource's estimated 5-year capital plan, but has not been approved.

As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

ICM rate impact

G32. This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$1.17** on the typical small business customer's electricity bill in 2018.

This represents an incremental increase of **1.7%** on the amount remitted to Enersource AND a **0.3% increase** on the total electricity bill amount for the typical small business customer.

What is your opinion on this proposed rate increase in 2018? Would you say ...

01	The proposed rate increases is reasonable so long as power reliability is maintained in Mississauga.	Continue to G32b
02	I'd like to understand how this request for increased rates is going to be invested before I can accept it.	Skip to G33
03	I don't care how this this request for increased rates is going to be invested, it's unreasonable and I oppose it.	Skip to G33
04	Regardless of how this request for increased rates is going to be invested, my business simply can't afford to pay an extra \$1.17 per month in 2018.	Continue to G32b
98	Don't know [DNR]	Skip to G33
99	Refused [DNR]	Skip to G33

G32b. Would you like more details on what projects make up the **proposed monthly increase of \$1.17**?

01	Yes	Continue to G33
02	No	Skip to SECTION H
99	Refused [DNR]	Skip to SECTION H

Ask only if G32 = 02, 03, 98, 99 OR G32b= 01

G33. As part of its 2018 investment planning, Enersource is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **small business** customers in Mississauga differently.

The following questions breaks down how the estimated **\$1.17** in incremental funding could impact the typical small business customer in 2018.

G34. The first incremental investment that **Enersource** needs to make is the **Evans to Cawthra Road Widening** project. This is a **non-discretionary** investment project that customers don't actually get to provide Enersource with input on. The project is required to meet contractual obligations to government and will cost the average small business customer **\$0.05** per month in 2018.

G35. The first discretionary incremental investment that **Enersource** needs to consider are "**substations**". Substations are important components of the distribution system that house the switches that move electricity to where it's needed, when it's needed. Substations are critical to meeting capacity demand in both Mississauga's growing downtown core and industrial areas in the city's northeast.

Regarding investments in substations, which of the following approaches would you want **Enersource** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to pay an additional \$0.31 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$0.16 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

- G36. **Underground cables** are the leading cause of equipment failures in Mississauga's distribution system. To address this problem, **Enersource** would like to replace underground cables which have poor reliability.

The other core component of **Enersource's** distribution is its network of **overhead power lines**. Overhead power lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under severe weather conditions, they are deemed to be at the "end of useful life". Enersource would like to replace these assets proactively.

- G37. Regarding investments in **underground cable and overhead power line** replacement, which of the following approaches would you want **Enersource** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$0.46 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$0.23 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

- G38. The final incremental investment proposed in 2018 is related to **leaking transformers**. Recent field inspections of distribution assets determined that close to 2,000 transformers showed signs of oil leaking. This poses a safety, environmental, and regulatory risk to **Enersource** that needs to be addressed in a timely manner.

Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$0.35 per month on my bill in 2018 to replace leaking transformers on schedule.	
02	I would be willing to accept an additional \$0.17 per month on my bill in 2018 to defer the cost associated with replacement.	
98	Don't know [DNR]	
99	Refused [DNR]	

H. SEGMENTATION & FIRMOGRAPHICS

Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.

01	Strongly agree
02	Somewhat agree
03	Somewhat disagree
04	Strongly disagree
98	Don't know/ No opinion
99	Refused [DNR]

[ROTATE]

H39. The cost of my electricity bill has a major impact on the bottom line of my organization and results in some important spending priorities and investments being put off.

H40. Customers are well served by the electricity system in Ontario.

[END BATTERY]

These last few questions are for statistical purposes only.

H41. Which of the following best describes the sector in which your organization operates?

Restaurant	1
Retail	2
Commercial	3
Multi-residential unit	4
Hospitality (i.e. catering, hotel operations)	5
Manufacturing/Warehousing	6
Other [Please specify: _____]	88
Don't know / Refused (DNR)	98

H38. Which of the following best describes the hours of operation of your organization?

Would you say ... [READ LIST]

We are open 24/7	1
We operate several shifts each day, but are not open 24/7	2
We operate during regular business hours only	3
We operate outside of regular business hours, but do not have shifts	4
Other (please specify): _____	88
Don't know / Refused (DNR)	98

THANK and END SURVEY

This are all of the questions I have you today. Thank you very much for taking the time today.

Appendix 6.3

Enersource GS>50kW Ratepayer Survey

Mid-Market Customer Engagement

Prepared by:

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Toronto, Ontario | M5E 1A7



A. SCREENING AND QUALIFICATIONS

Introduction

Hello, may I please speak to the person who is in charge of managing the electricity bill at your organization?

Yes <speaking>

[go to INTRO]

Yes <transferred to contact>

[go to INTRO]

No <not available> "When is a good time to callback?"

[record callback time]

No <not interested in talking>

[THANK & TERMINATE]

INTRO.

A1. Hello, my name is _____ and I'm calling from Innovative Research Group on behalf of **Enersource**, your electricity distributor.

Innovative Research Group is a national public opinion research firm. We have been commissioned by **Enersource** to help them better understand the needs and preferences of customers who are responsible for **paying or managing** their organization's electricity bill.

We are simply interested in hearing your opinions – no attempt will be made to sell you anything.

Enersource– which distributes electricity to homes and businesses in your community – is preparing to submit its investment plan to the Ontario Energy Board for regulatory review. Since this plan will impact your bill, **Enersource** wants to hear from you, so your views can help shape its plan.

Can I please speak to the person who is in-charge of managing the electricity bill at your organization?

1) Yes, speaking <contact on the line>

[skip to A2]

2) Yes <transferred to contact>

[skip to A2]

3) No <not the right contact person>

[GO to "NEW"]

4) No <busy> "When is a good time to callback?"

[record callback time]

5) Maybe <may I ask who is calling?>

[skip to GATE]

NEW. And ... can I have their ...

First Name _____

Last Name _____

Title/Position _____

Phone Number _____

ASK to be transferred ...

- if transferred → go to A2
- if not transferred → Thank & Add to Callback List

GATE. Hello, my name is _____ and I'm calling from **Innovative Research** on behalf of **Enersource**, your local electricity utility.

INTERVIEWER NOTE: If gatekeeper asks the purpose of call → I'd like to ask the person in-charge of managing the electricity bill at your organization a few questions concerning a **Enersource** customer consultation.

1) Yes <transferred to contact>

[skip to A2]

2) No <not available> "When is a good time to callback?"

[record call-back time
and go to "NEW"]

3) No <not interested in talking>

[Thank & Terminate]

A1 QUAL PREAMBLE:

Read preamble again, if transferred to new person:

Hello, my name is _____ and I'm calling from **Innovative Research** on behalf of **Enersource**, your local electricity utility.

Innovative Research is a national public opinion research firm. We have been hired by **Enersource** to help them better understand the needs and preferences of non-residential customers who are responsible for paying their organization's electricity bill.

A2. Can I have roughly **10 minutes** of your time to ask you some questions? All your responses will be kept strictly confidential.

Yes – I don't mind

1 [CONTINUE]

No – Not primary bill payer (i.e. not best person to speak to)

2 [go to TRANSFER]

No – BAD TIME

3 [ARRANGE CALLBACK]

No – HARD REFUSAL

4 [THANK & TERMINATE]

MONIT [INTERNAL]

This call may be monitored or audio taped for quality control and evaluation purposes.

PRESS TO CONTINUE

1

A3. Can you confirm that your organization receives an electricity or hydro bill from **Enersource** or **Alectra Utilities**?

YES

1 [CONTINUE]

NO

2 [THANK & TERMINATE]

DK (volunteered)

98 [THANK & TERMINATE]

Only those in charge of managing/overseeing organizations electricity bill will be interviewed.

A4. As part of your job, are you in charge of managing or overseeing your organization's electricity or hydro bill?

YES

1

[CONTINUE]

NO

2

"Can I speak to the person who manages your organization's electricity bill?"

[Return to **NEW**]

DK

3

"Can I speak to the person who manages your organization's electricity bill?"

[Return to **NEW**]

TRANSFER

Can I please speak to the person who is in-charge of managing the electricity bill at your organization?

Yes

1 [BACK TO *INTRO*]

No – NOT AVAILABLE/BAD TIME – (ARRANGE CALLBACK)

2 [ARRANGE CALLBACK]

No – HARD REFUSAL

3 [THANK & TERMINATE]

Don't know (**DNR**)

98 [THANK & TERMINATE]

B. GENERAL SATISFACTION

- B5. You may have recently heard that **Enersource** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the **Alectra Utilities** merger before this survey?

01	Yes
02	No
98	Don't know (DNR)
99	Refused (DNR)

- B6. Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **Enersource**.

So, throughout this survey, references to "**Enersource**" simply refers to the distribution system in Mississauga, formerly served by **Enersource**, now being served by **Alectra Utilities**.

Also ... while you may be residential Enersource customer, I'd ask that you answer today's questions from the perspective of **your business or organization**.

- B7. As you may know, **Enersource** operates and maintains the local electricity distribution system in Mississauga. This is the system that takes the electricity from provincial transmission lines and brings it to your **business or organization** through a network of wires, poles and other equipment that is owned and operated by **Enersource**.

How familiar are you with **Enersource**? Would you say you are *very familiar, somewhat familiar, or not familiar at all*?

01	Very familiar
02	Somewhat familiar
03	Not familiar at all
98	Don't know (DNR)
99	Refused (DNR)

- B8. In general, how satisfied or dissatisfied are you with the services your organization receives from **Enersource**? Would you say you are *very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

- B9. Is there anything in particular **Enersource** can do to improve its service to your organization? **[OPEN]**

98	Don't know (DNR)
99	Refused (DNR)

C. CUSTOMER PRIORITIES

C10. READ PREAMBLE

Enersource regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service.

In recent **conversations** with customers, a number of company goals were identified as key priorities for **Enersource**.

C11. Among the following **Enersource** priorities, please tell me which one is most important to you.

[READ OPTIONS; RANDOMIZE LIST]

01	Delivering reasonable electricity distribution prices.
02	Ensuring reliable electrical service.
03	Providing new electricity services (for example: electricity storage and distributed generation such as solar panel installation).
04	Helping customers reduce and better manage their electricity consumption.
05	Minimizing impact on the environment.
06	Preventing or reducing the length of power outages caused by extreme weather (e.g. <i>high winds, floods and ice storms</i>).

C12. What is the next most important priority you think **Enersource** should focus on?

[Remove answer from C11 if asked to read again]

C13. And what do you consider the third most important priority?

[Remove answer from C11 and C12 if asked to read again]

C14. Are there any other important priorities that **Enersource** should be focusing on that weren't included in the previous list I read to you? [OPEN]

D. BILL KNOWLEDGE & IMPACT

I'd now like to talk with you about your electricity bill ...

- D15. While **Enersource** is responsible for collecting payment for the entire electricity bill, they retain about 7% of the typical **mid-sized business** customer's bill. This is about **\$1,232** on an average **\$18,226** monthly **mid-sized company's** electricity bill.

The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that goes to **Enersource**? Would you say you are ...

01	Very familiar and could explain the composition of your electricity bill to others in details
02	Somewhat familiar, but didn't know how much of your bill was retained by Enersource
03	Not familiar at all with the composition of your electricity bill
98	Don't know (DNR)
99	Refused (DNR)

E. SYSTEM RELIABILITY

E16. **PREAMBLE-2:**

Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

With that said, the typical **Enersource** customer experiences **about one** unexpected power outage per year.

For each the following statements, please tell me if you are *very satisfied*, *somewhat satisfied*, *neither satisfied nor dissatisfied*, *somewhat dissatisfied* or *very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

E17. The reliability of your electricity service as judged by the number of power outages **your organization** experiences.

E18. The amount of time it takes to restore power when power outages occur.

E19. The quality of the power delivered to **your organization** as judged by momentary interruptions in power that can result in the flickering or dimming of lights.

[END BATTERY]

E20. Thinking back to the **most recent** power outage you experienced at **your organization** as a **Enersource** customer, would you say the power outage

[READ LIST; ROTATE 1 and 3]

01	Had a significant cost to my organization
02	Had a minor cost to my organization
03	Had barely any cost to my organization, just a bit of inconvenience
04	Don't recall ever experiencing an outage with Enersource (DNR)
98	Don't know (DNR)
99	Refused (DNR)

F. 5-YEAR CAPITAL PLAN DSP

- F21. **[PREAMBLE]** **Enersource** wants to better understand customer **preferences** as they relate to investment decisions in Mississauga. In many cases, there are trade-offs between system reliability and customers costs.

Your answers to the following questions will help **Enersource** align its future investment planning with the preferences of customers.

System Renewal Question

I want to start by asking you about your *preferences* towards replacing aging electrical infrastructure:

- F22. **[PREAMBLE]** **Enersource** believes it has done its best to prolong the life of the assets that make up **Mississauga's** distribution system. However, many of these assets are approaching the end of their useful life and are in poor physical condition.

As part of its investment plan, **Enersource** is proposing a sizeable infrastructure replacement plan between 2018 and 2022.

Although this plan will allow **Enersource** to make the necessary investments to maintain system reliability, **it will have an impact on customer bills.**

- F23. Which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 **Enersource** should invest what it takes to replace the system's aging infrastructure to maintain system reliability; even if that increases my monthly electricity bill by a few dollars over the next few years.
- 2 **Enersource** should defer its estimated investment in replacing aging infrastructure to lessen the impact of any bill increase; even if this could eventually lead to more or longer power outages.
- 98 Don't know (**DNR**)
- 99 Refused (**DNR**)

General Plant

- F24. As a company, **Enersource** needs facilities to house staff and equipment, vehicles and tools to service electrical infrastructure, and IT systems to manage the distribution system and customer information..

Which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 **Enersource** should find ways to make do with the facilities, equipment, vehicles and IT systems it already has.
- 2 While **Enersource** should be wise with its spending, it is important that its staff have the equipment and tools they need to manage the system safely, efficiently and reliably.
- 98 Don't know (**DNR**)
- 99 Refused (**DNR**)

System Service Questions

F25. With growth in various parts of Mississauga comes greater demand for electricity. This increased demand for electricity puts increased pressure on the existing electrical infrastructure. Eventually, further infrastructure investments will be required to support increased demand for electricity.

With this in mind, which of the following statements best represents your point of view?

[Read and Rotate statements 1 and 2]

- 1 To help minimize immediate costs to customers, **Enersource** should defer investments in system capacity needs until there is noticeable deficiencies in reliability.
- 2 **Enersource** should proactively invest in system capacity infrastructure to ensure customers in high growth areas do not experience a decrease in reliability, even if this adds a small increase to customer bills.
- 98 Don't know (DNR)
- 99 Refused (DNR)

F26. [PREAMBLE] Modernizing the distribution system allows **Enersource** to improve reliability. Investments such as automated switches may allow **Enersource** to quickly identify the location of outages in order to minimize the number of people impacted by outages and to restore electricity to customers more quickly than was previously possible.

F27. Given there are many other areas of needed investments, such as replacing aging equipment, how important do you feel it is for **Enersource** to invest now in modernizing the distribution system? Would you say ... [READ LIST]

01	Very important
02	Somewhat important
03	Not very important
04	Not important at all
98	Don't know
99	Refused [DNR]

DSP Investment Alternatives

F28. **PREAMBLE** While **Enersource** has presented a preliminary plan that **maintains** the current level of reliability and system performance, they have also explored alternative scenarios.

- One where current system reliability is **maintained at current levels**, and
- Two where capital investments are deferred, which could result in a **decline in system reliability**;

Each scenario impacts the bills of **mid-sized business** customers in Mississauga differently.

F29. With this in mind, which of the following statements is closest to your point of view? Would you say ...

Rotate response codes "1 "and "3"

01	I would be willing to pay an additional \$203.48 per month on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.
02	I would be willing to pay an additional \$69.27 per month on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.
03	I am <u>not</u> willing to pay any additional charges on the Enersource portion of my bill knowing that the level of reliability could decline significantly.
98	Don't know [DNR]
99	Refused [DNR]

Ask only if F29 = 1, 2 or 3

F30. And why do you say that? [**OPEN**]

98	Don't know [DNR]
99	Refused [DNR]

G. ICM ASSESSMENT

ICM intro PREAMBLE

G31. The previous section of this survey addressed Enersource's 5-year capital plan. While that plan is subject to customer feedback and approval by the provincial energy regulator, most of the capital projects can be funded through existing approved distribution rates.

That said, Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates.

The incremental funding required is built into Enersource's estimated 5-year capital plan, but has not been approved.

As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

ICM rate impact

G32. This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$21.76** on the typical **mid-sized business** customer's electricity bill in 2018.

This represents an incremental increase of **1.8%** on the amount remitted to Enersource AND a **0.1% increase** on the total electricity bill amount for the typical **mid-sized business** customer.

What is your opinion on this proposed rate increase in 2018? Would you say ...

01	The proposed rate increase is reasonable so long as power reliability is maintained in Mississauga.	Continue to G32b
02	I'd like to understand how this request for increased rates is going to be invested before I can accept it.	Skip to G33
03	I don't care how this this request for increased rates is going to be invested, it's unreasonable and I oppose it.	Skip to G33
04	Regardless of how this request for increased rates is going to be invested, my business simply can't afford to pay an extra \$21.76 per month in 2018.	Continue to G32b
98	Don't know [DNR]	Skip to G33
99	Refused [DNR]	Skip to G33

G32b. Would you like more details on what projects make up the **proposed monthly increase of \$21.76**?

01	Yes	Continue to G33
02	No	Skip to SECTION H
99	Refused [DNR]	Skip to SECTION H

Ask only if G32 = 02, 03, 98, 99 OR G32b= 01

G33. As part of its 2018 investment planning, Enersource is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **mid-sized business** customers in Mississauga differently.

The following questions break down how the estimated **\$21.76** in incremental funding could impact the typical **mid-sized business** customer in 2018.

G34. The first incremental investment that **Enersource** needs to make is the **Evans to Cawthra Road Widening** project. This is a **non-discretionary** investment project that customers don't actually get to provide Enersource with input on. The project is required to meet contractual obligations to government and will cost the average **mid-sized business** customer **\$0.98** per month in 2018.

G35. The first discretionary incremental investment that **Enersource** needs to consider are "**substations**". Substations are important components of the distribution system that house the switches that move electricity to where it's needed, when it's needed. Substations are critical to meeting capacity demand in both Mississauga's growing downtown core and industrial areas in the city's northeast.

Regarding investments in substations, which of the following approaches would you want **Enersource** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to pay an additional \$5.82 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$2.91 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

- G36. **Underground cables** are the leading cause of equipment failures in Mississauga's distribution system. To address this problem, **Enersource** would like to replace underground cables which have poor reliability.

The other core component of **Enersource's** distribution is its network of **overhead power lines**. Overhead power lines deteriorate over time, and when their strength is reduced to the point that there is a risk of failure under severe weather conditions, they are deemed to be at the "end of useful life". Enersource would like to replace these assets proactively.

- G37. Regarding investments in **underground cable and overhead power line** replacement, which of the following approaches would you want **Enersource** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$8.54 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$4.27 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

- G38. The final incremental investment proposed in 2018 is related to **leaking transformers**. Recent field inspections of distribution assets determined that close to 2,000 transformers showed signs of oil leaking. This poses a safety, environmental, and regulatory risk to **Enersource** that needs to be addressed in a timely manner.

Regarding the pace in which Enersource replaces leaking transformers, which is your preferred approach in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$6.42 per month on my bill in 2018 to replace leaking transformers on schedule.	
02	I would be willing to accept an additional \$3.21 per month on my bill in 2018 to defer the cost associated with replacement.	
98	Don't know [DNR]	
99	Refused [DNR]	

H. SEGMENTATION & FIRMOGRAPHICS

Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.

01	Strongly agree
02	Somewhat agree
03	Somewhat disagree
04	Strongly disagree
98	Don't know/ No opinion
99	Refused [DNR]

[ROTATE]

H39. The cost of my electricity bill has a major impact on the bottom line of my organization and results in some important spending priorities and investments being put off.

H40. Customers are well served by the electricity system in Ontario.

[END BATTERY]

These last few questions are for statistical purposes only.

H41. Which of the following best describes the sector in which your organization operates?

Restaurant	1
Retail	2
Commercial	3
Multi-Unit Residential	4
Hospitality (i.e. catering, hotel operations)	5
Manufacturing/Warehousing	6
Other [Please specify: _____]	88
Don't know / Refused (DNR)	98

H38. Which of the following best describes the hours of operation of your organization?

Would you say ... [READ LIST]

We are open 24/7	1
We operate several shifts each day, but are not open 24/7	2
We operate during regular business hours only	3
We operate outside of regular business hours, but do not have shifts	4
Other (please specify): _____	88
Don't know / Refused (DNR)	98

THANK and END SURVEY

This are all of the questions I have you today. Thank you very much for taking the time today.

Appendix 6.4

PowerStream Residential Ratepayer Survey

Residential Customer Engagement

Prepared by:

Innovative Research Group, Inc.
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A. SCREENING AND QUALIFICATIONS

Introduction

Hello, my name is _____ and I'm calling from **Innovative Research Group** on behalf of **PowerStream**, your electricity distributor.

Innovative Research Group is a national public opinion research firm. We have been commissioned by **PowerStream** to help them better understand the needs and preferences of customers who are responsible for paying their household's electricity bill.

PowerStream – which distributes electricity to homes and businesses in your community – is preparing to submit its investment plan to the Ontario Energy Board for regulatory review. Since this plan will impact your bill, **PowerStream** wants to hear from you, so your views can help shape its plan.

A1. Would you mind if I had **10 minutes** of your time to ask you some questions? All your responses will be kept strictly confidential.

- | | | |
|---|-----------------------------|--------------------|
| 1 | Yes | [continue] |
| 2 | No – NOT PRIMARY BILL PAYER | [go to TRANSFER-1] |
| 3 | No – BAD TIME | ARRANGE CALLBACK |
| 4 | No – HARD REFUSAL | [Terminate] |

MONIT

This call may be monitored or audio recorded for quality control and evaluation purposes.

- 1 PRESS TO CONTINUE

A2. Have I reached you at your home phone number?

- | | | |
|----|-------------------------------------|------------------|
| 1 | Yes – SPEAKING, CONTINUE | [continue to A3] |
| 2 | No – AT OFFICE or WORKPLACE | [continue to A3] |
| 3 | No – on cellular or mobile phone | [skip to CELL] |
| 99 | Refused – LOG (THANK AND TERMINATE) | [Terminate] |

CELL. Are you currently operating a car, truck or other motor vehicle?

- | | | |
|----|-------------------------------------|------------------|
| 1 | YES | ARRANGE CALLBACK |
| 2 | NO | [continue to A3] |
| 98 | Refused – LOG (THANK AND TERMINATE) | [Terminate] |

A3. Are you the person primarily responsible for paying the electricity bill in your household?

- | | | |
|----|-----------------------------|--------------------|
| 1 | Yes – I pay the bill | [continue to A4] |
| 2 | Yes – shared responsibility | [continue to A4] |
| 3 | No | [go to TRANSFER-1] |
| 98 | Don't know (DNR) | [Terminate] |

TRANSFER-1

Can I speak with the person in your household who usually pays the electricity bill?

- | | | |
|----|-----------------------------|---------------------------|
| 1 | Yes | [BACK TO INTRO] |
| 2 | No – NOT AVAILABLE/BAD TIME | [ARRANGE CALLBACK] |
| 3 | No – HARD REFUSAL | [Terminate] |
| 98 | Don't know (DNR) | [Terminate] |

A4. And can you confirm that your household receives an electricity bill from **PowerStream**?

- | | | |
|----|------------------|--------------------|
| 1 | Yes | [continue] |
| 2 | No | [Terminate] |
| 98 | Don't know (DNR) | [Terminate] |

GENDER	Note gender by observation:
---------------	------------------------------------

- | | |
|---|--------|
| 1 | Male |
| 2 | Female |

B. GENERAL SATISFACTION

- B5. You may have recently heard that **PowerStream** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the **Alectra Utilities** merger before this survey?

01	Yes
02	No
98	Don't know (DNR)
99	Refused (DNR)

- B6. Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **PowerStream**.

So, throughout this survey, references to "**PowerStream**" simply refers to the distribution system in the communities formerly served by **PowerStream**, now being served by **Alectra Utilities**.

- B7. As you may know, **PowerStream** operates and maintains the local electricity distribution system in your community. This is the system that takes the electricity from provincial transmission lines and brings it to your home through a network of wires, poles and other equipment that is owned and operated by **PowerStream**.

How familiar are you with **PowerStream**? Would you say you are *very familiar, somewhat familiar, or not familiar at all*?

01	Very familiar
02	Somewhat familiar
03	Not familiar at all
98	Don't know (DNR)
99	Refused (DNR)

- B8. In general, how satisfied or dissatisfied are you with the services you receive from **PowerStream**? Would you say you are *very satisfied*, *somewhat satisfied*, *somewhat dissatisfied*, or *very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

- B9. Is there anything in particular **PowerStream** can do to improve its service to you? [**OPEN**]

98	Don't know (DNR)
99	Refused (DNR)

C. CUSTOMER PRIORITIES

C10. **READ PREAMBLE**

PowerStream regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service.

In recent conversations with customers, a number of company goals were identified as key priorities for **PowerStream**.

C11. Among the following **PowerStream** priorities, please tell me which one is most important to you.

[READ OPTIONS; RANDOMIZE LIST]

01	Delivering reasonable electricity distribution prices.
02	Ensuring reliable electrical service.
03	Providing new electricity services (for example: electricity storage and distributed generation such as solar panel installation).
04	Helping customers reduce and better manage their electricity consumption.
05	Minimizing impact on the environment.
06	Preventing or reducing the length of power outages caused by extreme weather (e.g. <i>high winds, floods and ice storms</i>).

C12. What is the next most important priority you think PowerStream should focus on?

[Remove answer from C11 if asked to read again]

C13. And what do you consider the third most important priority?

[Remove answer from C11 and C12 if asked to read again]

C14. Are there any other important priorities that **PowerStream** should be focusing on that weren't included in the previous list I read to you? **[OPEN]**

D. BILL KNOWLEDGE & IMPACT

I'd now like to talk with you about your electricity bill ...

D15. While **PowerStream** is responsible for collecting payment for the entire electricity bill, they retain about **21%** of the typical residential customer's bill. This is about **\$28** on an average **\$138** monthly residential electricity bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your electricity bill that goes to **PowerStream**?

Would you say you are ... **[READ LIST]**

01	Very familiar and could explain the composition of your electricity bill to others in details
02	Somewhat familiar, but didn't know how much of your bill was retained by PowerStream
03	Not familiar at all with the composition of your electricity bill
98	Don't know (DNR)
99	Refused (DNR)

E. SYSTEM RELIABILITY

E16. **PREAMABLE-2:**

Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

With that said, the typical **PowerStream** customer experiences **about one** unexpected power outage per year.

For each of the following statements, please tell me if you are *very satisfied*, *somewhat satisfied*, *neither satisfied nor dissatisfied*, *somewhat dissatisfied*, *very dissatisfied*, or would you say you *don't know*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

E17. The reliability of your electricity service as judged by the number of power outages you experience.

E18. The amount of time it takes to restore power when power outages occur.

E19. The quality of the power delivered to you as judged by momentary interruptions in power that can result in the flickering or dimming of lights.

[END BATTERY]

E20. Thinking back to the **most recent** power outage you experienced as an **PowerStream** customer, would you say the power outage ...

[READ LIST; ROTATE 1 and 3]

- 1 Was a major inconvenience
- 2 Was a minor inconvenience
- 3 Was no inconvenience at all
- 97 Don't recall ever experiencing an outage with **PowerStream**
- 98 Don't know (**DNR**)
- 99 Refused (**DNR**)

F. ICM ASSESSMENT

ICM intro PREAMBLE

F21. As mentioned earlier, electricity distributors – such as PowerStream – are funded entirely by their customers. While owned by municipal shareholders, they do not receive government funding or taxpayer dollars.

PowerStream has identified the need for immediate capital investments for 2018 that are not funded through existing approved distribution rates.

As a result, PowerStream plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

ICM rate impact

F22. This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$0.26** on the typical residential customer's electricity bill in 2018.

This represents an incremental increase of **0.9%** on the amount remitted to PowerStream AND a **0.2% increase** on the total electricity bill amount for the typical residential customer.

What is your opinion on this proposed rate increase in 2018? Would you say ...

01	The proposed rate increases is reasonable so long as power reliability is maintained in my community.	Continue to F22b
02	I'd like to understand how this request for increased rates is going to be invested before I can accept it.	Skip to F23
03	I don't care how this this request for increased rates is going to be invested, it's unreasonable and I oppose it.	Skip to F23
04	Regardless of how this request for increased rates is going to be invested, I simply can't afford to pay an extra \$0.26 per month in 2018.	Continue to F22b
98	Don't know [DNR]	Skip to F23
99	Refused [DNR]	Skip to F23

F22b. Would you like more details on what projects make up the **proposed monthly increase of \$0.26?**

01	Yes	Continue to F23
02	No	Skip to SECTION G
99	Refused [DNR]	Skip to SECTION G

Ask only if F22 = 02, 03, 98, 99 OR F22b = 01

F23. As part of its 2018 investment planning, **PowerStream** is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **residential** customers differently.

The following questions breaks down how the estimated \$0.26 in incremental funding could impact the typical residential customer in 2018.

F24. The first incremental investment that **PowerStream** needs to make is the **York Regional Rapid Transit Road Widening** project. This is a non-discretionary investment project required to meet contractual obligations to government and will cost the average residential customer \$0.11 per month in 2018.

F25. As the communities served by PowerStream continue to grow, so too does the demand for increased electricity capacity. To address these capacity needs, PowerStream is proposing to increase its investment in substations and power line infrastructure to meet existing load requirements and provide back-up in the event of a loss of power at a neighbouring substation or power line.

Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want **PowerStream** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to pay an additional \$0.05 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$0.03 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

F26. Like many utilities across Ontario today, **PowerStream** faces a challenge with **aging electrical distribution infrastructure**. Sections of PowerStream's electrical distribution system are more than 50 years old, and are at the end-of-life.

PowerStream is committed to extending the lifespan of its assets in order to minimize replacement costs. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in **system renewal projects**.

F27. Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want **PowerStream** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$0.10 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$0.05 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

G. SEGMENTATION & DEMOGRAPHICS

Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.

01	Strongly agree
02	Somewhat agree
03	Somewhat disagree
04	Strongly disagree
98	Don't know/ No opinion
99	Refused [DNR]

[ROTATE]

G28. The cost of my electricity bill has a major impact on my finances and requires I do without some other important priorities.

G29. Customers are well served by the electricity system in Ontario.

[END BATTERY]

These last few questions are for statistical purposes only and I remind you again that all of your responses are completely confidential.

G30. Which of the following age group do you fall into? **READ LIST**

01	Younger than 18
02	18 to 24
03	25 to 34
04	35 to 44
05	45 to 54
06	55 to 64
07	65 or older
99	Refused [DNR]

G31. Counting yourself, how many people live in your household? **DO NOT READ LIST**

01	1 person
02	2 people
03	3 people
04	4 people
05	5 people
06	6 people
07	7 people
08	8 or more people
99	Refused [DNR]

THANK and END SURVEY

Thank you very much for taking the time to complete this survey.

Appendix 6.5

PowerStream GS<50kW Ratepayer Survey

Small Business Customer Engagement

Prepared by:

Innovative Research Group, Inc.
www.innovativeresearch.ca

Vancouver
888 Dunsmuir Street, Suite 350
Vancouver BC | V6C 3K4

Toronto
56 The Esplanade, Suite 310
Toronto, Ontario | M5E 1A7



A. SCREENING AND QUALIFICATIONS

Introduction

Hello, may I please speak to the person who is in charge of managing the electricity bill at your organization?

Yes <speaking>

[go to INTRO]

Yes <transferred to contact>

[go to INTRO]

No <not available> "When is a good time to callback?"

[record callback time]

No <not interested in talking>

[THANK & TERMINATE]

INTRO.

A1. Hello, my name is _____ and I'm calling from Innovative Research Group on behalf of **PowerStream**, your electricity distributor.

Innovative Research Group is a national public opinion research firm. We have been commissioned by **PowerStream** to help them better understand the needs and preferences of customers who are responsible for **paying or managing** their organization's electricity bill.

PowerStream– which distributes electricity to homes and businesses in your community – is preparing to submit its investment plan to the Ontario Energy Board for regulatory review. Since this plan will impact your bill, **PowerStream** wants to hear from you, so your views can help shape its plan.

We are simply interested in hearing your opinions – no attempt will be made to sell you anything.

Can I please speak to the person who is in-charge of managing the electricity bill at your organization?

1) Yes, speaking <contact on the line>

[skip to A2]

2) Yes <transferred to contact>

[skip to A2]

3) No <not the right contact person>

[GO to "NEW"]

4) No <busy> "When is a good time to callback?"

[record callback time]

5) Maybe <may I ask who is calling?>

[skip to GATE]

NEW. And ... can I have their ...

First Name _____

Last Name _____

Title/Position _____

Phone Number _____

ASK to be transferred ...

- if transferred → go to A2
 - if not transferred → Thank & Add to Callback List
-

GATE. Hello, my name is _____ and I'm calling from **Innovative Research** on behalf of **PowerStream**, your local electricity utility.

INTERVIEWER NOTE: If gatekeeper asks the purpose of call → I'd like to ask the person in-charge of managing the electricity bill at your organization a few questions concerning a **PowerStream** customer consultation.

1) Yes <transferred to contact>

[skip to A2]

2) No <not available> "When is a good time to callback?"

[record call-back time

and go to "NEW"]

3) No <not interested in talking>

[Thank & Terminate]

A1 QUAL PREAMBLE:

Read preamble again, if transferred to new person:

Hello, my name is _____ and I'm calling from **Innovative Research** on behalf of **PowerStream**, your local electricity utility.

Innovative Research is a national public opinion research firm. We have been hired by **PowerStream** to help them better understand the needs and preferences of non-residential customers who are responsible for paying their organization's electricity bill.

A2. Can I have roughly **10 minutes** of your time to ask you some questions? All your responses will be kept strictly confidential.

Yes – I don't mind

1 [CONTINUE]

No – Not primary bill payer (i.e. not best person to speak to)

2 [go to TRANSFER]

No – BAD TIME

3 [ARRANGE CALLBACK]

No – HARD REFUSAL

4 [THANK & TERMINATE]

MONIT [INTERNAL]

This call may be monitored or audio taped for quality control and evaluation purposes.

PRESS TO CONTINUE

1

A3. Can you confirm that your organization receives an electricity or hydro bill from **PowerStream** or Alectra Utilities?

YES

1 [CONTINUE]

NO

2 [THANK & TERMINATE]

DK (volunteered)

98 [THANK & TERMINATE]

Only those in charge of managing/overseeing organizations electricity bill will be interviewed.

A4. As part of your job, are you in charge of managing or overseeing your organization's electricity or hydro bill?

YES	1	[CONTINUE]
NO	2	"Can I speak to the person who manages your organization's electricity bill?" [Return to NEW]
DK	3	"Can I speak to the person who manages your organization's electricity bill?" [Return to NEW]

TRANSFER

Can I please speak to the person who is in-charge of managing the electricity bill at your organization?

Yes	1	[BACK TO <i>INTRO</i>]
No – NOT AVAILABLE/BAD TIME – (ARRANGE CALLBACK)	2	[ARRANGE CALLBACK]
No – HARD REFUSAL	3	[THANK & TERMINATE]
Don't know (DNR)	98	[THANK & TERMINATE]

B. GENERAL SATISFACTION

- B5. You may have recently heard that **PowerStream** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the **Alectra Utilities** merger before this survey?

01	Yes
02	No
98	Don't know (DNR)
99	Refused (DNR)

- B6. Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **PowerStream**.

So, throughout this survey, references to "**PowerStream**" simply refers to the distribution system in the communities formerly served formerly served by **PowerStream**, now being served by **Alectra Utilities**.

Also ... while you may be residential PowerStream customer, I'd ask that you answer today's questions from the perspective of **your business or organization**.

- B7. As you may know, **PowerStream** operates and maintains the local electricity distribution system in your community. This is the system that takes the electricity from provincial transmission lines and brings it to your business or organization through a network of wires, poles and other equipment that is owned and operated by **PowerStream**.

How familiar are you with **PowerStream**? Would you say you are *very familiar, somewhat familiar, or not familiar at all*?

01	Very familiar
02	Somewhat familiar
03	Not familiar at all
98	Don't know (DNR)
99	Refused (DNR)

- B8. In general, how satisfied or dissatisfied are you with the services your organization receives from **PowerStream**? Would you say you are *very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

- B9. Is there anything in particular **PowerStream** can do to improve its service to your organization? **[OPEN]**

98	Don't know (DNR)
99	Refused (DNR)

C. CUSTOMER PRIORITIES

C10. **READ PREAMBLE**

PowerStream regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service.

In recent conversations with customers, a number of company goals were identified as key priorities for **PowerStream**.

C11. Among the following **PowerStream** priorities, please tell me which one is most important to your organization.

[READ OPTIONS; RANDOMIZE LIST]

01	Delivering reasonable electricity distribution prices.
02	Ensuring reliable electrical service.
03	Providing new electricity services (for example: electricity storage and distributed generation such as solar panel installation).
04	Helping customers reduce and better manage their electricity consumption.
05	Minimizing impact on the environment.
06	Preventing or reducing the length of power outages caused by extreme weather (e.g. <i>high winds, floods and ice storms</i>).

C12. What is the next most important priority you think **PowerStream** should focus on?

[Remove answer from C11 if asked to read again]

C13. And what do you consider the third most important priority?

[Remove answer from C11 and C12 if asked to read again]

C14. Are there any other important priorities that **PowerStream** should be focusing on that weren't included in the previous list I read to you? **[OPEN]**

D. BILL KNOWLEDGE & IMPACT

I'd now like to talk with you about your electricity bill ...

- D15. While **PowerStream** is responsible for collecting payment for the entire electricity bill, they retain about **17%** of the typical **small business** customer's bill. This is about **\$66** on an average **\$388** monthly electricity bill of a **small business**.

The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that goes to **PowerStream**? Would you say you are ...

01	Very familiar and could explain the composition of your electricity bill to others in details
02	Somewhat familiar, but didn't know how much of your bill was retained by PowerStream
03	Not familiar at all with the composition of your electricity bill
98	Don't know (DNR)
99	Refused (DNR)

E. SYSTEM RELIABILITY

E16. PREAMABLE

Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

With that said, the typical **PowerStream** customer experiences **about one** unexpected power outage per year.

For each the following statements, please tell me if you are *very satisfied*, *somewhat satisfied*, *neither satisfied nor dissatisfied*, *somewhat dissatisfied*, or *very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

E17. The reliability of your electricity service as judged by the number of power outages **your organization** experiences.

E18. The amount of time it takes to restore power when power outages occur.

E19. The quality of the power delivered to **your organization** as judged by momentary interruptions in power that can result in the flickering or dimming of lights.

[END BATTERY]

E20. Thinking back to the **most recent** power outage you experienced at **your organization** as a **PowerStream** customer, would you say the power outage

[READ LIST; ROTATE 1 and 3]

01	Had a significant cost to my organization
02	Had a minor cost to my organization
03	Had barely any cost to my organization, just a bit of inconvenience
04	Don't recall ever experiencing an outage with PowerStream (DNR)
98	Don't know (DNR)
99	Refused (DNR)

F. ICM ASSESSMENT

ICM intro PREAMBLE

F21. As mentioned earlier, electricity distributors – such as **PowerStream** – are funded entirely by their customers. While owned by municipal shareholders, they do not receive government funding or taxpayer dollars.

PowerStream has identified the need for immediate capital investments for 2018 that are not funded through existing approved distribution rates.

As a result, PowerStream plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

ICM rate impact

F22. This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$0.67** on the typical **small business** customer's electricity bill in 2018.

This represents an incremental increase of **1.0%** on the amount remitted to PowerStream AND a **0.2% increase** on the total electricity bill amount for the typical **small business** customer.

What is your opinion on this proposed rate increase in 2018? Would you say ...

01	The proposed rate increase is reasonable so long as power reliability is maintained in my community.	Continue to F22b
02	I'd like to understand how this request for increased rates is going to be invested before I can accept it.	Skip to F23
03	I don't care how this this request for increased rates is going to be invested, it's unreasonable and I oppose it.	Skip to F23
04	Regardless of how this request for increased rates is going to be invested, my business simply can't afford to pay an extra \$0.67 per month in 2018.	Continue to F22b
98	Don't know [DNR]	Skip to F23
99	Refused [DNR]	Skip to F23

F22b. Would you like more details on what projects make up the **proposed monthly increase of \$0.67?**

01	Yes	Continue to F23
02	No	Skip to SECTION G
99	Refused [DNR]	Skip to SECTION G

Ask only if F22 = 02, 03, 98, 99 OR F22b = 01

F23. As part of its 2018 investment planning, **PowerStream** is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **small business** customers differently.

The following questions breaks down how the estimated **\$0.67** in incremental funding could impact the typical **small business** customer in 2018.

F24. The first incremental investment that **PowerStream** needs to make is the **York Regional Rapid Transit Road Widening** project. This is a non-discretionary investment project required to meet contractual obligations to government and will cost the average **small business** customer **\$0.28** per month in 2018.

F25. As the communities served by **PowerStream** continue to grow, so too does the demand for **increased electricity capacity**. To address these capacity needs, **PowerStream** is proposing to increase its investment in substations and power line infrastructure to meet existing load requirements and provide back-up in the event of a loss of power at a neighbouring substation or power line.

Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want **PowerStream** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to pay an additional \$0.13 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$0.06 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

F26. Like many utilities across Ontario today, **PowerStream** faces a challenge with **aging electrical distribution infrastructure**. Sections of PowerStream's electrical distribution system are more than 50 years old, and are at the end-of-life.

PowerStream is committed to extending the lifespan of its assets in order to minimize replacement costs. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in **system renewal projects**.

F27. Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want **PowerStream** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$0.26 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$0.13 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

G. SEGMENTATION & FIRMOGRAPHICS

Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.

01	Strongly agree
02	Somewhat agree
03	Somewhat disagree
04	Strongly disagree
98	Don't know/ No opinion
99	Refused [DNR]

[ROTATE]

G28. The cost of my electricity bill has a major impact on the bottom line of my organization and results in some important spending priorities and investments being put off.

G29. Customers are well served by the electricity system in Ontario.

[END BATTERY]

These last few questions are for statistical purposes only.

G30. Which of the following best describes the sector in which your organization operates?

Restaurant	1
Retail	2
Commercial	3
Multi-residential unit	4
Hospitality (i.e. catering, hotel operations)	5
Manufacturing/Warehousing	6
Other [Please specify: _____]	88
Don't know / Refused (DNR)	98

G31. Which of the following best describes the hours of operation of your organization?

Would you say ... [READ LIST]

We are open 24/7	1
We operate several shifts each day, but are not open 24/7	2
We operate during regular business hours only	3
We operate outside of regular business hours, but do not have shifts	4
Other (please specify): _____	88
Don't know / Refused (DNR)	98

THANK and END SURVEY

This are all of the questions I have you today. Thank you very much for taking the time today.

Appendix 6.6

PowerStream GS>50kW Ratepayer Survey

Mid-Market Customer Engagement

Prepared by:

Innovative Research Group, Inc.
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Vancouver
888 Dunsmuir Street, Suite 350
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Toronto
56 The Esplanade, Suite 310
Toronto, Ontario | M5E 1A7



A. SCREENING AND QUALIFICATIONS

Introduction

Hello, may I please speak to the person who is in charge of managing the electricity bill at your organization?

Yes <speaking>

[go to INTRO]

Yes <transferred to contact>

[go to INTRO]

No <not available> "When is a good time to callback?"

[record callback time]

No <not interested in talking>

[THANK & TERMINATE]

INTRO.

A1. Hello, my name is _____ and I'm calling from Innovative Research Group on behalf of **PowerStream**, your electricity distributor.

Innovative Research Group is a national public opinion research firm. We have been commissioned by **PowerStream** to help them better understand the needs and preferences of customers who are responsible for **paying or managing** their organization's electricity bill.

PowerStream– which distributes electricity to homes and businesses in your community – is preparing to submit its investment plan to the Ontario Energy Board for regulatory review. Since this plan will impact your bill, **PowerStream** wants to hear from you, so your views can help shape its plan.

We are simply interested in hearing your opinions – no attempt will be made to sell you anything.

Can I please speak to the person who is in-charge of managing the electricity bill at your organization?

1) Yes, speaking <contact on the line>

[skip to A2]

2) Yes <transferred to contact>

[skip to A2]

3) No <not the right contact person>

[GO to "NEW"]

4) No <busy> "When is a good time to callback?"

[record callback time]

5) Maybe <may I ask who is calling?>

[skip to GATE]

NEW. And ... can I have their ...

First Name _____

Last Name _____

Title/Position _____

Phone Number _____

ASK to be transferred ...

- if transferred → go to A2
- if not transferred → Thank & Add to Callback List

GATE. Hello, my name is _____ and I'm calling from **Innovative Research** on behalf of **PowerStream**, your local electricity utility.

INTERVIEWER NOTE: If gatekeeper asks the purpose of call → I'd like to ask the person in-charge of managing the electricity bill at your organization a few questions concerning a **PowerStream** customer consultation.

1) Yes <transferred to contact>

[skip to A2]

2) No <not available> "When is a good time to callback?"

[record call-back time

and go to "NEW"]

3) No <not interested in talking>

[Thank & Terminate]

A1 QUAL PREAMBLE:

Read preamble again, if transferred to new person:

Hello, my name is _____ and I'm calling from **Innovative Research** on behalf of **PowerStream**, your local electricity utility.

Innovative Research is a national public opinion research firm. We have been hired by **PowerStream** to help them better understand the needs and preferences of non-residential customers who are responsible for paying their organization's electricity bill.

A2. Can I have roughly **10 minutes** of your time to ask you some questions? All your responses will be kept strictly confidential.

Yes – I don't mind

1 [CONTINUE]

No – Not primary bill payer (i.e. not best person to speak to)

2 [go to TRANSFER]

No – BAD TIME

3 [ARRANGE CALLBACK]

No – HARD REFUSAL

4 [THANK & TERMINATE]

MONIT [INTERNAL]

This call may be monitored or audio taped for quality control and evaluation purposes.

PRESS TO CONTINUE

1

A3. Can you confirm that your organization receives an electricity or hydro bill from **PowerStream** or Alectra Utilities?

YES

1 [CONTINUE]

NO

2 [THANK & TERMINATE]

DK (volunteered)

98 [THANK & TERMINATE]

Only those in charge of managing/overseeing organizations electricity bill will be interviewed.

A4. As part of your job, are you in charge of managing or overseeing your organization's electricity or hydro bill?

YES	1	[CONTINUE]
NO	2	"Can I speak to the person who manages your organization's electricity bill?" [Return to NEW]
DK	3	"Can I speak to the person who manages your organization's electricity bill?" [Return to NEW]

TRANSFER

Can I please speak to the person who is in-charge of managing the electricity bill at your organization?

Yes	1	[BACK TO <i>INTRO</i>]
No – NOT AVAILABLE/BAD TIME – (ARRANGE CALLBACK)	2	[ARRANGE CALLBACK]
No – HARD REFUSAL	3	[THANK & TERMINATE]
Don't know (DNR)	98	[THANK & TERMINATE]

B. GENERAL SATISFACTION

- B5. You may have recently heard that **PowerStream** has merged with neighbouring electricity distributors to form a new company called **Alectra Utilities**.

Had you heard of the **Alectra Utilities** merger before this survey?

01	Yes
02	No
98	Don't know (DNR)
99	Refused (DNR)

- B6. Regardless of whether you've heard of the recent merger or not, I'm only going to be asking you questions about **PowerStream**.

So, throughout this survey, references to "**PowerStream**" simply refers to the distribution system in the communities formerly served by **PowerStream**, now being served by **Alectra Utilities**.

Also ... while you may be residential PowerStream customer, I'd ask that you answer today's questions from the perspective of **your business or organization**.

- B7. As you may know, **PowerStream** operates and maintains the local electricity distribution system in your community. This is the system that takes the electricity from provincial transmission lines and brings it to your **business or organization** through a network of wires, poles and other equipment that is owned and operated by **PowerStream**.

How familiar are you with **PowerStream**? Would you say you are *very familiar, somewhat familiar, or not familiar at all*?

01	Very familiar
02	Somewhat familiar
03	Not familiar at all
98	Don't know (DNR)
99	Refused (DNR)

- B8. In general, how satisfied or dissatisfied are you with the services your organization receives from **PowerStream**? Would you say you are *very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

- B9. Is there anything in particular **PowerStream** can do to improve its service to your organization? **[OPEN]**

98	Don't know (DNR)
99	Refused (DNR)

C. CUSTOMER PRIORITIES

C10. **READ PREAMBLE**

PowerStream regularly holds discussions with its customers to better understand how it should set spending priorities with the money customers pay for service.

In recent conversations with customers, a number of company goals were identified as key priorities for **PowerStream**.

C11. Among the following **PowerStream** priorities, please tell me which one is most important to your organization.

[READ OPTIONS; RANDOMIZE LIST]

01	Delivering reasonable electricity distribution prices.
02	Ensuring reliable electrical service.
03	Providing new electricity services (for example: electricity storage and distributed generation such as solar panel installation).
04	Helping customers reduce and better manage their electricity consumption.
05	Minimizing impact on the environment.
06	Preventing or reducing the length of power outages caused by extreme weather (e.g. <i>high winds, floods and ice storms</i>).

C12. What is the next most important priority you think **PowerStream** should focus on?

[Remove answer from C11 if asked to read again]

C13. And what do you consider the third most important priority?

[Remove answer from C11 and C12 if asked to read again]

C14. Are there any other important priorities that **PowerStream** should be focusing on that weren't included in the previous list I read to you? **[OPEN]**

D. BILL KNOWLEDGE & IMPACT

I'd now like to talk with you about your electricity bill ...

- D15. While **PowerStream** is responsible for collecting payment for the entire electricity bill, they retain about **7%** of the typical **mid-sized business** customer's bill. This is about **\$1,192** on an average **\$18,085** monthly electricity bill of a **mid-sized business**.

The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that goes to **PowerStream**? Would you say you are ...

01	Very familiar and could explain the composition of your electricity bill to others in details
02	Somewhat familiar, but didn't know how much of your bill was retained by PowerStream
03	Not familiar at all with the composition of your electricity bill
98	Don't know (DNR)
99	Refused (DNR)

E. SYSTEM RELIABILITY

E16. PREAMABLE

Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

With that said, the typical **PowerStream** customer experiences **about one** unexpected power outage per year.

For each the following statements, please tell me if you are *very satisfied*, *somewhat satisfied*, *neither satisfied nor dissatisfied*, *somewhat dissatisfied* or *very dissatisfied*?

01	Very satisfied
02	Somewhat satisfied
03	Neither satisfied or dissatisfied
04	Somewhat dissatisfied
05	Very dissatisfied
98	Don't know (DNR)
99	Refused (DNR)

E17. The reliability of your electricity service as judged by the number of power outages **your organization** experiences.

E18. The amount of time it takes to restore power when power outages occur.

E19. The quality of the power delivered to **your organization** as judged by momentary interruptions in power that can result in the flickering or dimming of lights.

[END BATTERY]

E20. Thinking back to the **most recent** power outage you experienced at **your organization** as a **PowerStream** customer, would you say the power outage

[READ LIST; ROTATE 1 and 3]

01	Had a significant cost to my organization
02	Had a minor cost to my organization
03	Had barely any cost to my organization, just a bit of inconvenience
04	Don't recall ever experiencing an outage with PowerStream (DNR)
98	Don't know (DNR)
99	Refused (DNR)

F. ICM ASSESSMENT

ICM intro PREAMBLE

F21. As mentioned earlier, electricity distributors – such as **PowerStream** – are funded entirely by their customers. While owned by municipal shareholders, they do not receive government funding or taxpayer dollars.

PowerStream has identified the need for immediate capital investments for 2018 that are not funded through existing approved distribution rates.

As a result, PowerStream plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

ICM rate impact

F22. This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of **\$11.26** on the typical **mid-sized business** customer's electricity bill in 2018.

This represents an incremental increase of **0.9%** on the amount remitted to PowerStream AND a **0.1% increase** on the total electricity bill amount for the typical **mid-sized business** customer.

What is your opinion on this proposed rate increase in 2018? Would you say ...

01	The proposed rate increase is reasonable so long as power reliability is maintained in my community.	Continue to F22b
02	I'd like to understand how this request for increased rates is going to be invested before I can accept it.	Skip to F23
03	I don't care how this this request for increased rates is going to be invested, it's unreasonable and I oppose it.	Skip to F23
04	Regardless of how this request for increased rates is going to be invested, my business simply can't afford to pay an extra \$11.26 per month in 2018.	Continue to F22b
98	Don't know [DNR]	Skip to F23
99	Refused [DNR]	Skip to F23

F22b. Would you like more details on what projects make up the **proposed monthly increase of \$11.26?**

01	Yes	Continue to F23
02	No	Skip to SECTION G
99	Refused [DNR]	Skip to SECTION G

Ask only if F22 = 02, 03, 98, 99 OR F22b = 01

F23. As part of its 2018 investment planning, **PowerStream** is considering a number of alternative scenarios:

- one where the level of reliability is ***maintained***;
- one where the level of reliability eventually ***declines***; and
- one where no new investments are made and reliability could ***decline significantly***.

Each scenario impacts the bills of **mid-sized business** customers differently.

The following questions break down how the estimated **\$11.26** in incremental funding could impact the typical **mid-sized business** customer in 2018.

F24. The first incremental investment that **PowerStream** needs to make is the **York Regional Rapid Transit Road Widening** project. This is a non-discretionary investment project required to meet contractual obligations to government and will cost the average **mid-sized business** customer **\$4.76** per month in 2018.

F25. As the communities served by **PowerStream** continue to grow, so too does the demand for **increased electricity capacity**. To address these capacity needs, **PowerStream** is proposing to increase its investment in substations and power line infrastructure to meet existing load requirements and provide back-up in the event of a loss of power at a neighbouring substation or power line.

Regarding investments in infrastructure designed to deliver increased capacity, which of the following approaches would you want **PowerStream** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to pay an additional \$2.18 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$1.09 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

F26. Like many utilities across Ontario today, **PowerStream** faces a challenge with **aging electrical distribution infrastructure**. Sections of PowerStream's electrical distribution system are more than 50 years old, and are at the end-of-life.

PowerStream is committed to extending the lifespan of its assets in order to minimize replacement costs. There comes a time when distribution infrastructure can no longer be repaired, and must be replaced. This requires investment in **system renewal projects**.

F27. Regarding investments in infrastructure replacement and renewal, which of the following approaches would you want **PowerStream** to pursue in 2018?

Would you say ... **[READ LIST]**

01	I would be willing to accept an additional \$4.32 per month on my bill in 2018 if the level of reliability remains the same as now .	
02	I would be willing to accept an additional \$2.16 per month on my bill in 2018 knowing that the level of reliability could eventually decline .	
03	I am not willing to accept any additional charges knowing that the level of reliability could decline significantly .	
98	Don't know [DNR]	
99	Refused [DNR]	

G. SEGMENTATION & FIRMOGRAPHICS

Lastly, I'd like to ask you some general questions about the electricity system in Ontario. For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.

01	Strongly agree
02	Somewhat agree
03	Somewhat disagree
04	Strongly disagree
98	Don't know/ No opinion
99	Refused [DNR]

[ROTATE]

G28. The cost of my electricity bill has a major impact on the bottom line of my organization and results in some important spending priorities and investments being put off.

G29. Customers are well served by the electricity system in Ontario.

[END BATTERY]

These last few questions are for statistical purposes only.

G30. Which of the following best describes the sector in which your organization operates?

Restaurant	1
Retail	2
Commercial	3
Multi-Unit Residential	4
Hospitality (i.e. catering, hotel operations)	5
Manufacturing/Warehousing	6
Other [Please specify: _____]	88
Don't know / Refused (DNR)	98

G31. Which of the following best describes the hours of operation of your organization?

Would you say ... [READ LIST]

We are open 24/7	1
We operate several shifts each day, but are not open 24/7	2
We operate during regular business hours only	3
We operate outside of regular business hours, but do not have shifts	4
Other (please specify): _____	88
Don't know / Refused (DNR)	98

THANK and END SURVEY

This are all of the questions I have you today. Thank you very much for taking the time today.



Appendix 6.7

Enersource 5MW+ Customer Survey

Expectations & Trade-offs Questionnaire

Prepared by:

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Survey Introduction

Thank you for participating in this online survey.

Innovative Research Group is a national public opinion research and consultation firm. **Alectra Utilities** has hired us to help it better understand the needs and preferences of its largest customers – customers like you – as well as identify the priorities where you think they should focus their resources.

This survey should take you **approximately 10 minutes** to complete and your answers will be combined with others to protect your confidentiality. While we've been provided your name and email address, no information that could be used to identify you or your company will be shared with Alectra Utilities.

Please answer all questions to the best of your ability. When answering the questions, please provide us with the response that holds most true for you. If you're unsure of how to answer a question or feel you don't know, please use the "don't know" or equivalent option.

Again, all information provided will be treated confidentially.

Note: *While you may be an Alectra Utilities residential customer, for the purposes of this survey, please answer the questions from the perspective of the business or organization that you represent.*

Thank you for your time,

Innovative Research Group

Click [here](#) for the **Innovative Research Group Inc.'s** privacy policy.

A. ALECTRA UTILITIES MERGER

Formed as a result of bringing together four **neighbouring** Ontario utilities – **Enersource, Horizon Utilities, Hydro One Brampton and PowerStream** – **Alectra Utilities** now serves nearly one million customers in the Greater Golden Horseshoe Area.



A1. How familiar are you with the **Alectra Utilities** merger?

01	Very familiar and can explain the merger in detail to others
02	Somewhat familiar, but don't know all of the details
03	Have heard of the merger, but don't know any of the details
04	Have not heard of the merger until this survey
98	Don't know

A2. Generally, do you think this merger will be good or bad for customers like you?

01	Very good	Continue to A3
02	Good	Continue to A3
03	Neither good nor bad	Skip to Next Section
04	Bad	Skip to A3b
05	Very bad	Skip to A3b
98	Don't know	Skip to Next Section

A3. Why do you feel the merger will be **good** for customers like you? [OPEN]

A3b. Why do you feel the merger will be **bad** for customers like you? [OPEN]

B. RESPONDENT SEGMENTATION

Regardless of how familiar you are with the recent merger, today's survey is about your past experience with **<PIPE>** AND your future expectation of Alectra Utilities.

Throughout this survey, references to "**<PIPE>**" simply refers to the distribution system in the communities formerly served by **<PIPE>**, now being served by **Alectra Utilities**.

B4. What occupation or position best describes your role at your organization?

Code	Response	
01	Owner	
02	Executive Manager	
03	Senior Manager	
04	Operations Manager	
88	Other [please specify: _____]	
98	Don't know	

B5. Does your organization receive a single bill or multiple bills from **<PIPE>** or **Alectra Utilities**?

01	A single bill	
02	Multiple bills	
98	Don't know	

B6. Does your organization receive **electricity** bills from utilities other than **<PIPE>** or **Alectra Utilities**?

01	Yes – we have operations in multiple jurisdictions	
02	No – we only operate in a single jurisdiction	
98	Don't know	

C. GENERAL SATISFACTION

- C7. How familiar are you with the various parts of Ontario's electricity system, how they work together and which components **Alectra Utilities** is responsible for?

Code	Response	
01	Very familiar and can explain the details of Ontario's electricity system to others	
02	Somewhat familiar, but <u>cannot</u> explain all the details of Ontario's electricity system to others	
03	Aside from receiving an electricity bill, I know very little about Ontario's electricity system	
98	Don't know	

- C8. As you may know, **Alectra Utilities** operates and maintains the local electricity distribution system, reads meters, calculates your charges, answers your calls, responds to remedy power outages and clears trees and brush from power lines.

Alectra Utilities does not set the electricity commodity price or the Global Adjustment charge.

Generally, how satisfied are you with the service your organization receives from **Alectra Utilities**, formerly <PIPE>?

Code	Response	
01	Very satisfied	
02	Somewhat satisfied	
03	Neither satisfied or dissatisfied	
04	Somewhat dissatisfied	
05	Very dissatisfied	
98	Don't know	

- C9. Is there anything in particular that **Alectra Utilities** can do to improve its services to your organization? **[OPEN]**

D. CORPORATE ATTRIBUTES

Thinking back to your past experience with <PIPE>, please indicate if you agree or disagree with the following statements.

Code	Response	
01	Strongly agree	
02	Somewhat agree	
03	Neither agree nor disagree	
04	Somewhat disagree	
05	Strongly disagree	
98	Don't know/Not applicable	

[RANDOMIZE]

- D10. <PIPE> understands my organization and its business challenges.
- D11. <PIPE> provides my organization with business solutions that help increase profitability.
- D12. <PIPE> is more than an electricity distributor, it is a business partner to my organization.
- D13. <PIPE> staff are easily accessible to my organization.
- D14. <PIPE> staff provide my organization with quality advice and guidance when I have questions about my service.
- D15. <PIPE> provides my organization with good value for money.

[END BATTERY]

E. PRIORITIES & OUTCOMES

The following are a list of priorities that Alectra Utilities can focus on as your utility.

Using a scale from 0 to 10, where *0 means not important at all* and *10 means extremely important*, please indicate how important each of the following Alectra Utilities priorities are to your organization.

Code	Response	
00	Not important at all	
01		
02		
03		
04		
05	Somewhat important	
06		
07		
08		
09		
10	Extremely important	
98	Don't know	

Randomize

- E16. Delivering reasonable electricity distribution prices
- E17. Ensuring reliable electrical service
- E18. Providing dependable and responsive customer service
- E19. Providing more information on energy Conservation and Demand Management (CDM) programs and tools
- E20. Providing tools for customers to better manage and monitor their electricity consumption
- E21. Providing “behind the meter” electricity solutions and services (e.g. energy storage, power quality solutions and distributed generation)
- E22. Preventing or reducing the length of prolonged power outages caused by extreme weather (e.g. high winds, floods and ice storms)
- E23. Minimizing impact on the environment
- E24. Advocating on behalf of customers on the treatment of Global Adjustment charges.

End Battery

- E25. Are there any other important priorities that **Alectra Utilities** should be focusing on, not mentioned above? **OPEN**

Drag and Drop Ranking

E26. Thinking of these priorities, which are the **top three** most important to your organization?

Drag and drop the priorities in order, starting with the most important, followed by the second most important and ending with the third most important.

Code	Response	
01	Delivering reasonable electricity distribution prices	
02	Ensuring reliable electrical service	
03	Providing dependable and responsive customer service	
04	Providing more information on energy Conservation and Demand Management (CDM) programs and tools	
05	Providing tools for customers to better manage and monitor their electricity consumption	
06	Providing “behind the meter” electricity solutions and services (e.g. energy storage, power quality solutions and distributed generation)	
07	Preventing or reducing the length of prolonged power outages caused by extreme weather (e.g. high winds, floods and ice storms)	
08	Minimizing impact on the environment	
09	Advocating on behalf of customers on the treatment of Global Adjustment charges	
88	Other priorities	

F. POWER QUALITY AND RELIABILITY

The following statements pertain to the electrical service that your organization receives from **<PIPE> - now Alectra Utilities**. For each statement, please indicate your level of satisfaction or dissatisfaction.

Code	Response	
01	Very satisfied	
02	Somewhat satisfied	
03	Neither satisfied or dissatisfied	
04	Somewhat dissatisfied	
05	Very dissatisfied	
98	Don't know	

[DO NOT RANDOMIZE]

- F27. The quality of the power delivered to your organization as judged by the absence of voltage fluctuations that may affect your equipment.
- F28. The reliability of your electricity service as judged by the number of power outages you experience.
- F29. The amount of time it takes to restore power when power outages occur.

[END BATTERY]

G. PRICE

- G30. While <PIPE> - now **Alectra Utilities** - is responsible for collecting payment for the entire electricity bill, they retain only about **3-7%** of the average large user's bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your organization's electricity bill that went to **Alectra Utilities**?

Code	Response
01	Very familiar
02	Somewhat familiar
03	Not familiar at all
98	Don't know

H. REGULATED & UNREGULATED SERVICES

- H31. Are there services that are currently offered by <PIPE> that could be done differently to better fit your needs?

Code	Response	
01	Yes [please specify: _____]	
02	No	
98	Don't know	

- H32. Are there any additional services that you would look to **Alectra Utilities** to provide and would be willing to pay for?

Code	Response	
01	Yes [please specify: _____]	
02	No	
98	Don't know	

I. CONSERVATION DEMAND MANAGEMENT

133. Has your organization ever participated in a conservation and demand management (CDM) program delivered by <PIPE>?

Code	Response	
01	Yes	
02	No	
98	Don't know	

134. How good or poor a job did <PIPE> do at providing your organization with information on available CDM tools and programs that can help you manage your organization's electricity bill?

Code	Response	
01	A very good job	
02	A good job	
03	A poor job	
04	A very poor job	
98	Don't know	

135. Looking forward, is there anything that **Alectra Utilities** can do to improve how it shares information on cost saving tools and programs available to your organization? [OPEN]

J. TRADE-OFF BETWEEN RELIABILITY AND PRICE

- J36. Despite best efforts, no electrical distribution system can deliver *perfectly reliable* electricity. As a general rule, the more reliable the system, the more expensive the system is to build and maintain.

Thinking about the trade-offs between reliability and the cost of your electricity bill, which of the following statements best represents your general point of view?

Code	Response	
01	My organization would be willing to <u>pay more</u> on the distribution portion of our electricity bill if it resulted in <u>improved</u> power quality and reliability	
02	My organization would be willing to <u>pay a bit more</u> on the distribution portion of our electricity bill to <u>maintain</u> the current level of power quality and reliability	
03	My organization would like to <u>pay a bit less</u> on the distribution portion of our electricity bill even if it resulted in <u>lowering our current level</u> of power quality and reliability	
98	Don't know	

K. 5-YEAR CAPITAL PLAN DSP

DSP Investment Alternatives

K37. **PREAMBLE** While **Enersource** has presented a preliminary plan that **maintains** the current level of reliability and system performance, they have also explored alternative scenarios.

- One where current system reliability is **maintained at current levels**, and
- Two where capital investments are deferred, which could result in a **decline in system reliability**;

Each scenario could impact your organization's bill differently.

With this in mind, which of the following statements is closest to your point of view?

Rotate response codes "1" and "3"

01	I would be willing to pay an additional [\$PIPE-A] per month on the Enersource portion of my bill by 2022 if the level of reliability remains the same as now.
02	I would be willing to pay an additional [\$PIPE-B] per month on the Enersource portion of my bill by 2022 knowing that the level of reliability could eventually decline.
03	I am <u>not</u> willing to pay any additional charges on the Enersource portion of my bill knowing that the level of reliability could decline significantly.
98	Don't know

Ask only if L48 = 1, 2 or 3

K38. Why do you say that? **[OPEN]**

98	Don't know
----	------------

L. ENERSOURCE ICM ASSESSMENT

Enersource ICM intro PREAMBLE

The previous section of this survey addressed Enersource's 5-year capital plan. While that plan is subject to customer feedback and approval by the provincial energy regulator, most of the capital projects can be funded through existing approved distribution rates.

That said, Enersource has identified immediate capital investments for 2018 in its proposed 5-year capital plan that are not funded through existing distribution rates.

The incremental funding required is built into Enersource's estimated 5-year capital plan, but has not been approved.

As a result, Enersource plans to apply to the provincial energy regulator this year for incremental capital funding in 2018 to address immediate infrastructure investment needs.

Enersource ICM rate impact

L39. This proposed investment plan – *which is subject to customer feedback and regulatory approval* – could result in a monthly increase of [**\$PIPE-C**] on **your organization's** electricity bill in 2018.

This represents an incremental increase of **1.7%** on the amount remitted to Enersource OR a **0.1% increase** on the total electricity bill amount for **your organization**.

What is your opinion on this proposed rate increase in 2018?

01	The proposed rate increase is reasonable so long as power reliability is maintained in Mississauga.	
02	I'd like to understand how this request for increased rates is going to be invested before I can accept it.	
03	I don't care how this this request for increased rates is going to be invested, it's unreasonable and I oppose it.	
04	Regardless of how this request for increased rates is going to be invested, my organization simply can't afford to pay an extra [\$PIPE-C] per month in 2018.	
98	Don't know	

M. INFORMATION NEEDS AND SOURCES

- M40. How satisfied have you been with <PIPE>'s account management services, including after-hours information service and call number?

Code	Response	
01	Very satisfied	
02	Somewhat satisfied	
03	Neither satisfied or dissatisfied	
04	Somewhat dissatisfied	
05	Very dissatisfied	
98	Don't know	

Please indicate if you agree or disagree with the following statements.

Code	Response	
01	Strongly agree	
02	Somewhat agree	
03	Neither agree nor disagree	
04	Somewhat disagree	
05	Strongly disagree	
98	Don't know/Not applicable	

[RANDOMIZE]

- M41. Better management of my organization's electricity costs will make it more competitive.
- M42. I am willing to adjust when I consume electricity if that will save my organization money.
- M43. I would like to spend more time managing electricity costs at my organization.
- M44. I feel like I don't have enough information to manage my organization's electricity costs.
- M45. I would like to get more information on how to manage electricity costs and my organization's demand.

[END BATTERY]

M46. Do you seek advice and information on electricity issues from any of the following organizations or sources? If so, which ones?

Please select all that apply

01	Association of Major Power Consumers in Ontario (AMPCO)	
02	Association of Municipalities Ontario (AMO)	
03	Building Owners and Managers Association (BOMA)	
04	Canadian Manufacturers and Exporters (CME)	
05	Chamber of Commerce/Board of Trade	
06	City Hall (municipal staff)	
07	Hydro One	
08	Independent Electricity System Operator (IESO)	
09	Ministry of Energy	
10	Natural Resources Canada (NRCan)	
11	Ontario Energy Association (OEA)	
12	Ontario Energy Board (OEB)	
13	Ontario Energy Network (OEN)	
14	Ontario Hospital Authority (OHA)	
15	Ontario Power Generation (OPG)	
16	Alectra Utilities (i.e. Enersource, Hydro One Brampton, Horizon Utilities or PowerStream)	
17	Other utilities OR local distribution companies	
18	US Department of Energy	
19	Print magazines and newspapers [Please Specify: _____]	
20	Television reporting [Please Specify: _____]	
21	Websites, social media and blogs [Please Specify: _____]	
88	Other organization not listed above [Please Specify: _____]	
97	No - I do not seek advice on electricity issues from anyone	Mutually Exclusive
98	Don't know	Mutually Exclusive

N. ENVIRONMENTAL CONTROLS

The survey is almost complete, with only a few general questions about Ontario's electricity system remaining.

For each statement, indicate to what extent you agree or disagree. If you don't know enough to say or don't have an opinion, please indicate below.

01	Strongly agree
02	Somewhat agree
03	Somewhat disagree
04	Strongly disagree
98	Don't know/No opinion

[ROTATE]

N47. The cost of my electricity bill has a major impact on the bottom line of my organization and results in some important spending priorities and investments being put off.

N48. Business customers are well served by the electricity system in Ontario.

[END BATTERY]

N49. Before this survey concludes, do you have any additional comments or feedback you'd like to share with **Alectra Utilities**?

Note: all feedback is anonymous and you will not be identified to Alectra Utilities without your expressed permission.

[OPEN]

THANK and END SURVEY

Thank you for taking the time to complete this survey.

If you have additional feedback you'd like to share with **Alectra Utilities**, please feel free to contact:

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Director, Customer Care

Alectra Utilities Corporation

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