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**Commission de l'énergie  
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**BY E-MAIL**

September 12, 2018

Frank Kallonen  
President and Board Chair  
CustomerFirst Inc.  
500 Regent Street  
Sudbury ON, P3E 4P1

Dear Mr. Kallonen:

**Re: CustomerFirst Regulated Price Plan Pilot – Request for Change in Schedule  
(Board File No. EB-2016-0201)**

By letter dated August 20, 2018, CustomerFirst requested the Ontario Energy Board's (OEB) approval to proceed with a second round of marketing for its RPP Pilot. Additional effort was required since the first and only planned recruitment activity was unlikely to produce a sample of sufficient size to support robust conclusions.

This proposed change in the project also required some other adjustments to the project design. CustomerFirst consequently requested the OEB's approval to delay the start date of the RPP Pilot for some customers from August 1, 2018 to October 1, 2018 to allow time to distribute the second round of marketing and subsequently enroll the participants. CustomerFirst requested that those customers already enrolled in the program continue with the August 1, 2018 RPP Pilot start date to avoid customer confusion. It also requested that the measurement period for the RPP Pilot begin on October 1, 2018 and that October 2018 be the first full measurement month for all participants irrespective of start date.

Reflecting discussion with OEB staff, Customer First also sought permission to record and base its evaluation on eleven rather than twelve months of measurement data. This change allowed it to conclude the pilot on the date previously approved by the OEB (August 31, 2019) while still ensuring a duration of measurement consistent with robust results.

The OEB has determined that the request for additional marketing and the ensuing changes to the pilot are necessary to maintain the likelihood of assembling a customer sample size consistent with its intent for the RPP Pilot projects.

The OEB approves the subsequent change in RPP Pilot start date for some participants, and the change in measurement start date and duration for all RPP Pilot participants that will occur as a result of the distribution of this second round of marketing. The OEB requires that these approved changes be reflected in CustomerFirst's EM&V plan for the RPP Pilot.

The OEB acknowledges the additional costs associated with the second round of marketing and notes that Customer First has indicated that the total cost of the project, inclusive of the additional marketing expenditure, is expected to be lower than initially approved as a result of lower-than-planned enrolment. An updated budget for the project will be required from CustomerFirst once the final number of participants is established.

Please submit updated project timelines and milestone dates based on the approved changes within 10 days of the date of this letter.

Sincerely,

*Original signed by*

Mary Anne Aldred  
Chief Operating Office and General Counsel  
Ontario Energy Board

cc Paul Ferguson, Newmarket-Tay Power Distribution Ltd.