

**LakelandPower**



# LAKELAND POWER CUSTOMER EVENTS 2016

CUSTOMER SERVICE | OPERATIONS | CONSERVATION

HUNTSVILLE | BRACEBRIDGE | BURK'S FALLS | PARRY SOUND

Customer Event 2016

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## SCOPE / PROPOSAL – ORIGINALLY APPROVED EVENT SCOPE

PURPOSE - TO COMMUNICATE FACE TO FACE WITH LAKELAND POWER'S CUSTOMER BASE TO DISCUSS: -

### CDM PROGRAMS – JENNIFER MONTPETIT

- Residential and commercial program
- Small Business Lighting presentation
- Whole Home Program
- Working together – Communication

### OPERATIONS – BRIAN ELLIOTT

- Safety
- Tree Trimming
- Power Outages – Communication channels
- Capital Projects

### CUSTOMER SERVICE - SHARON SHIPSTON

- Understanding your bill
- E-billing
- OESP
- Communication Channels. How do Lakeland's customers want to receive communication?

## APPROXIMATE EXPENSES

VENUES	COSTS	NOTES
Huntsville - Active Living Centre	\$186.00	
Bracebridge – Bracebridge Arena	\$84.00	
Burk's Falls - Burk's Falls Arena	\$150.00	
Parry Sound - Bobby Orr Community Centre	\$167.00	
Subtotal	\$587.00	
MARKETING	COSTS	NOTES
Bill Inserts	\$ 683.00	
E-blasts	\$ 530.00	
Paper Advertising	\$ 1,978.00	
Radio Advertising	\$ 2,520.00	
Social Media	\$ 300.00	
Website	\$ 300.00	
Subtotal	\$6,311.00	
GENERAL	COSTS	NOTES
Refreshments	\$200.00	
AV Systems	\$175.00	
Subtotal	\$ 375.00	
<b>TOTAL</b>	<b>\$7,273.00</b>	

## APPLIED MARKETING EFFORTS

All marketing samples included in Appendix.

### POSTER



**LakelandPower**

**CUSTOMER INFORMATION SESSIONS**  
Electricity Safety | Conservation Programs | E-Billing  
Capital & Maintenance Planning



You are invited to attend Lakeland Power's Customer Information Sessions, taking place in Burk's Falls, Huntsville, Bracebridge and Parry Sound. All sessions are open to Lakeland Power customers

**HELP US PLAN THE NEXT 5 YEARS  
OF CAPITAL INVESTMENT**

**EVENT LOCATION & DATES**

<b>November 15th</b> Bracebridge Arena 169 James Street 7:00 – 8:30pm	<b>November 17th</b> Huntsville Active Living Centre 20 Park Drive 7:00 – 8:30pm
<b>November 29th</b> Burk's Falls Arena 220 Centre Street 3:00pm – 5:00pm	<b>November 30th</b> Parry Sound Bobby Orr Community Centre 7-17 Mary Street 3:00pm – 5:00pm

**SAVE ENERGY**  
POWER WHAT'S NEXT

**WE HOPE TO SEE YOU THERE!**

Lakeland Power Distribution Limited  
Suite 200 – 395 Centre Street North, Huntsville • 1-888-282-7711  
[www.lakelandpower.on.ca](http://www.lakelandpower.on.ca)

## LakelandPower CUSTOMER SURVEY

	Yes	Somewhat	No
Did you find the presentation informative?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Billing/Customer Service

On what topics would you like more customer education with regards to your bill?

Please list:

If you do not use eBilling, what is the reason?

Reasons:

What is your preferred method of communication when receiving information from us?

☐ Email ☐ Phone ☐ Mail ☐ Other

### Operations

How would you like to receive notifications regarding Planned power outages that affect your service?

☐ Email ☐ Social Media ☐ Website Posts ☐ Other

Would you find an outage map on Lakeland Power's website highlighting all current outages beneficial?

☐ Yes ☐ No

### Conservation Demand Management

How would you like to receive information regarding Conservation Demand Management programs?

☐ Email ☐ Social Media ☐ Bill Insert

Please specify if you are a business or residential customer

☐ Business ☐ Residential

Would you like further information regarding the programs presented tonight?

☐ Yes ☐ No

If yes, please specify:

If you are a business, would you benefit from program information training specific to completing Save on Energy applications?

☐ Yes ☐ No

If so, how would you like to receive the training

☐ Webinar ☐ In-Person ☐ Written Document ☐ Other

Lakeland Power are looking to design and submit pilot programs to the IESO specific to Lakeland's service area. Would you be interested in taking part in future Conservation program discussions?

☐ Yes ☐ No

If yes, in what capacity?

Lakeland Power spends summers months out in the community. Are there any specific events that you feel Lakeland Power should attend?

If so, please specify the event and reason why.

How often do you think Lakeland Power should offer open houses, customer events?

☐ Monthly ☐ Twice a Year ☐ Seasonally

Please let us know if you have any further comments or suggestions.

Comments/Suggestions

Thank you for completing the survey.

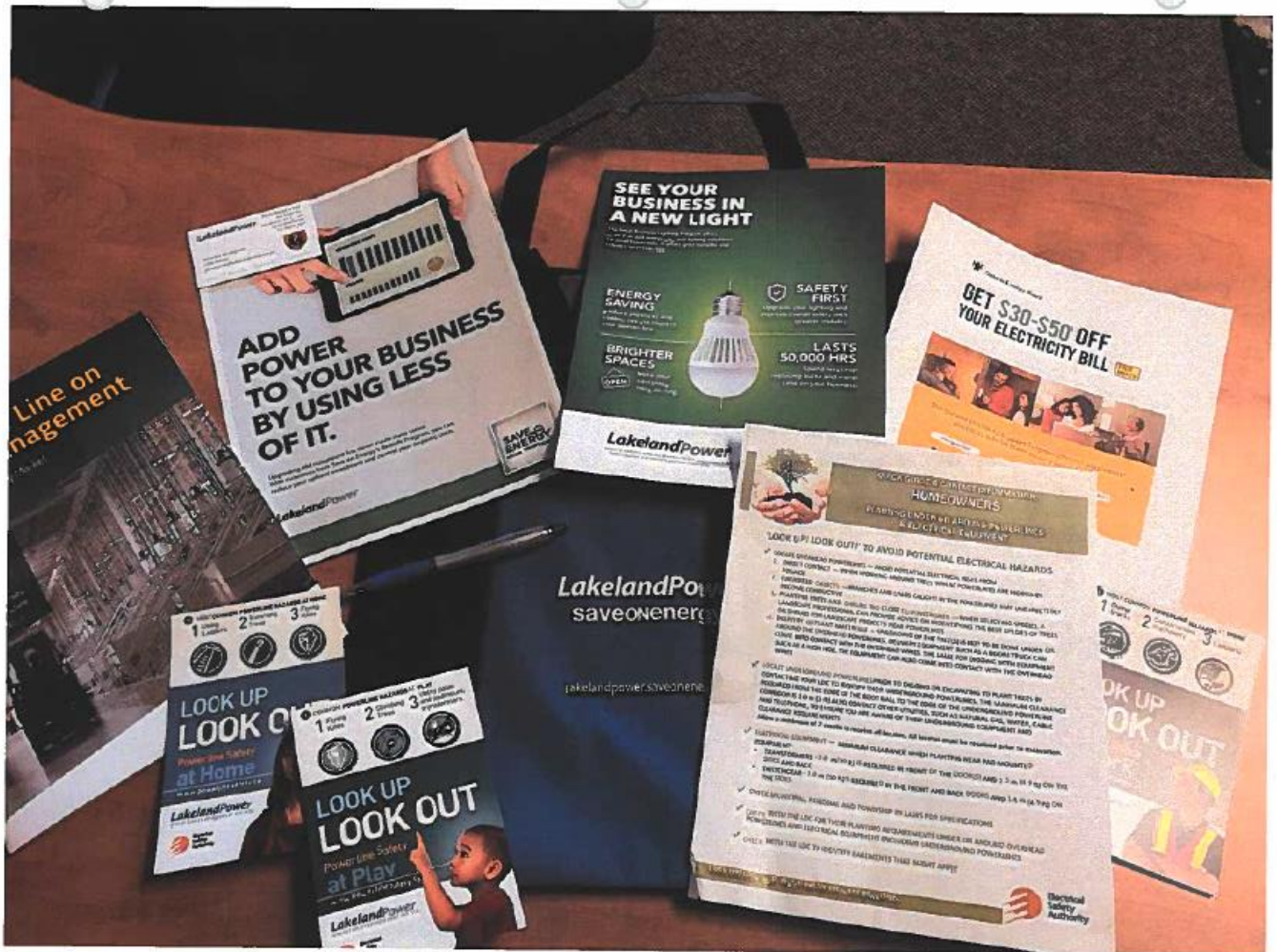
If you have indicated that you would like to receive further information or would like to take part in future discussions, please supply Lakeland Power with your email and contact details.

Name

Email







## FINAL PRESENTATIONS

### Presenters

- Customer Service – Sharon Shipston
- Conservation – Jennifer Montpetit
- Operations – Brian Elliott



### CUSTOMER SERVICE | SHARON SHIPSTON

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#### BILLING

Lakeland Power hosted four Community Engagement sessions in Nov 2016. Our goal was to better understand our customer's needs, provide customer education and the opportunity for our ratepayers to put forth suggestions to help us develop our business plans.

During the sessions, there were a number of questions with regards to billing. Lakeland Power answered these questions and is using the inquiries to help drive the direction of our customer service and customer education initiatives.

#### WHY IS MY BILL SO DIFFERENT THAN MY NEIGHBOURS?

- Lakeland suggested this is a very difficult comparison to make. Every home is quite different with regards to energy efficiency; age of the home, insulation, method of heating, energy efficient appliances, windows, fireplace, etc. all play a big part in the usage per home. Comparison to a neighbour may not be very indicative. Best to look within your own home at exactly what you use. An energy audit or the Home Assistance program (HAP) through the SaveOnEnergy would be helpful to identify areas for increased efficiencies.
- *With this question Lakeland realises there could be more customer education with regards to energy efficiency in the home to reduce bills, therefore;*
  - ✚ In our December Customer Education bill insert, we devoted space on the insert to advertising the HAP program.
  - ✚ We met with the District of Muskoka to discuss possibilities of expanding awareness of the HAP program with their deemed low-income customers identifiable through their social assistance programs.
  - ✚ We discussed with the District offering the HAP program in conjunction with the Ontario Renovates program to offer better returns on efficiency; for example, through combining furnace upgrades available through Ontario Renovates with insulation upgrades offered through HAP.

#### WHAT DOES THE GOVERNMENT CONSIDER AVERAGE USAGE FOR A RESIDENTIAL HOME?

- OEB states 750kWh is representative of the average residential household.

## HOW MUCH OF THE BILL DOES THE UTILITY KEEP?

- Lakeland Power keeps only about 21% of the bill for a residential customer. With this revenue, we manage all of our business requirements from capital investments, infrastructure maintenance and upgrades, through to billing and customer service.
- *With this question, Lakeland realises there could be more customer education with regards to the breakdown of a bill, therefore;*
  - ✚ Lakeland will ensure we develop a complete customer education section on our new website to include bill breakdown by line item delineating where the revenue goes.

## OESP – WHAT IS THE THRESHOLD FOR INCOME – HOW DO CUSTOMERS QUALIFY?

- Lakeland Power provided the information on the OESP program, handed out the OESP packages prepared by the OEB and encouraged customers to investigate whether they would be eligible.
- *With this question, Lakeland realises there could be more customer education with regards to the OESP program, therefore;*
  - ✚ In our December Customer Education bill insert, Lakeland Power devoted space on the insert to advertising for the OESP program.
  - ✚ Lakeland met with the District of Muskoka to discuss possibilities of expanding awareness of the OESP program with their deemed low-income customers identifiable through their social assistance programs.
  - ✚ District will be including OESP information with other low-income initiatives.

## HOW ARE DEPOSITS CALCULATED? ESPECIALLY WHEN MOVING INTO OR BUYING A NEW HOME?

- Lakeland provided explanation on the OEB regulations for collection and reimbursements of deposits for residential and business accounts.

## CAN THE GRAPH ON THE BILL BE CLEARER?

- Lakeland Power provides a usage graph on the bill to assist with comparing previous year's usage per month to current year usage per month.
- *With this question, Lakeland realises this graph could be set-up differently to provide a clearer more concise comparison, therefore;*
  - ✚ Lakeland will take this suggestion under advisement for any future programming changes to the bill print functionality

## WHAT IS THE ADJUSTED USAGE ON THE BILL?

- Lakeland provided and explanation of loss factor and adjusted usage.
- *With this question, Lakeland realises there could be more customer education with regards to the meaning of adjusted usage and the requirement for a loss factor, therefore;*

- ✚ In our December Customer Education bill insert, we devoted space on the insert to advertising the explanation of adjusted usage and loss factor.
- ✚ On our new website, we will include clear explanation on loss factor and adjusted usage.

#### IS THERE A FEE FOR HOME ASSISTANCE PROGRAM INSPECTION?

- The customer is not charged for any portion of the Home Assistance Program

#### HOW CAN A LAKELAND POWER CUSTOMERS TAKE PART IN THE PROGRAM?

- Firstly, the customer should contact the CDM Officer at Lakeland Power to discuss the program further and look at eligibility criteria. There are different requirements depending on if you are a residential customer or a social housing provider. If the CDM Officer deems the customer or social housing provider eligible, they will be connected with the Third-Party contractor delivering the program with Lakeland Power. At this time the delivery agent is GreenSaver

The above questions highlight the need to better educate Lakeland's customers on the Home Assistance Program. This in mind, the CDM Officer reached out to social housing providers in the service area. The District of Muskoka responded quickly and showed interest in meeting with the CDM Officer and Customer Service Manager. Lakeland met with the District (December 20, 2016) to discuss possibilities of expanding awareness of the HAP program and their deemed low-income customers identifiable through their social assistance programs. District will include both HAP and OESP information with other low-income initiatives through their marketing distribution channels.

#### IS THERE AN INCENTIVE FOR BASEBOARD HEATING?

- Not at this time. Possibilities to look at Pilot programs to address electric heat.

#### IS THERE A RETROFIT HOUSE REBATE?

- At this time the following Residential programs are available
  - Home Assistance Program
  - Coupon
  - HVAC
- Lakeland would like to introduce further Residential programs into the existing CDM plan. Working with Cornerstone Hydro Electric Concepts this is being looked at throughout 2017 and 2018.

Lakeland Power conducted 4 customer engagement events in its service territory and several operations questions were raised.

Below is an action plan that Lakeland Power will put in place to help bring resolution to these questions

During all customer engagement events the question of “**how do I get power to my home**” was raised. Lakeland Power explained the process from transmission to the meter to the customers. Going forward Lakeland Power will add this question to its FAQ’s on its website with a detailed explanation.

During three of the customer engagement events the question of “**Does Lakeland Power work with the municipalities we service with coordination of projects to try to achieve cost savings**” – Lakeland Power does work closely with the six municipalities it services and meet on a regular basis to discuss upcoming project that we are working on and do attempt to coordinate these projects to benefit all involved.

During the customer engagement events, there were questions about **tree trimming** in Lakeland Power’s service territory. Lakeland Power reviewed our six-year tree trimming cycle and showed how outages due to tree contact have decreased over the past several years since the trim cycle was implemented.

There were questions about Lakeland Power’s **outage performance**. Lakeland Power discussed the OEB scorecard that is posted on our website. Lakeland Power also reviewed its Capital Plan for system improvements over the next five years. It was also suggested that Lakeland Power invest into the Outage Management system, whereby an Outage map could be utilized on the Lakeland Power website.

There were questions regarding **installing all power lines underground**. Lakeland Power along with the municipalities it services require if feasible for all new subdivisions to be constructed with underground power lines. It was also explained that due to costs, terrain, and other factors that it is not always possible to construct underground power lines.

There were questions regarding the **construction standards** Lakeland Power uses. It was explained to the customers that Lakeland Power follows construction standards that are approved by ESA (Electrical Safety Authority) and that Lakeland Power’s construction is audited each year by ESA.

Lakeland Power did receive one call from a customer that could not attend any of our events. Their concern was about a pole that was showing signs of deterioration. They asked how we discover poles that need to be changed. Lakeland Power explained that we do have an inspection process in place that identifies end of life assets. Lakeland Power did check the pole in question, and it was noted that there was recent significant damage caused by a woodpecker. This pole was added to the 2017 pole change plan and there are discussions internally of placing Lakeland Power’s Maintenance and Inspection process on the website.

Overall the Lakeland Power customers that did attend the customer engagement events were pleased with the service we provide them.