

May 9, 2019

[by email]

Ceiran Bishop
Ontario Energy Board
2300 Yonge St.
Toronto, Ontario M4P 1E4

Dear Mr. Bishop:

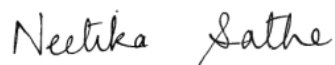
Please find enclosed with this letter a proposal to extend Alectra Utilities' RPP Roadmap pilot (known publicly as Advantage Power Pricing) through the Summer 2019 RPP season.

The rationale for the extension is based on the analysis that was performed for this project's Interim Report. Since that time, we have worked with our partners, primarily BEworks and Util-Assist, to refine the scope of the proposed extension to address the research questions that we identified as worthy of additional study. We have also taken into account the questions and feedback that we received from Board staff in their review of the Interim Report and the recommendations for additional study that we had described there. The proposal is structured so that the Board can choose to support a number of different combinations of the six proposed research questions we have developed for its consideration.

We believe that the study described in our proposal would provide the Board with valuable insight into pertinent questions that it will encounter as it deliberates the future design of the Regulated Price Plan. By capitalizing on the investment in customer recruitment and education, program infrastructure and research design, we are able to reduce administration costs. The proposed project would operate within the existing timeline for the RPP pilot projects, and within the funding envelope approved for Alectra Utilities' RPP Roadmap pilot.

We look forward to the Board's decision about the future of this program, and are ready to provide additional information to the Board as it considers the future of the Regulated Price Plan.

Respectfully yours,



Vice-President, GRE&T Centre
Alectra Inc.

CC: Dennis Nolan, EVP, General Counsel and Corporate Secretary
CC: Indy Butany-DeSouza, VP, Regulatory Affairs