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2020-06-08
Ontario Energy Board
P.O. Box 2319
2300 Yonge Street, 27th Floor
Toronto, ON M4P 1E4
Attention: Board Secretary

Re: File Number: EB-2020-0152
BEworks Inc. Intent to Participate: TOU Customer Choice Working Group

Dear Board Secretary,

Please accept this letter on behalf of BEworks Inc. as our official expression of intent to participate in the TOU Customer Choice Working Group. Having worked with the OEB on multiple projects before, we are confident that we can bring an important behavioural lens which must be taken into consideration as consumers are faced with the decision on the optimal energy pricing structure for their individual needs. Our work on your behalf has included: looking at consumers time-of-use comprehension and how that comprehension hinders the Province's conservation and demand management objectives. We have also designed and evaluated alternative TOU pricing structures in the Province of Ontario (as part of the Regulated Price Plan Pilots) and how the opt-in, opt-out nature of these price plans affects residential consumer decision-making. As a result of these primary research collaborations with the OEB, we believe that we are in a unique position to inform the creation of customer-facing communications and decision tools that will be required to assist Ontarians in making an informed decision later this year. We also believe we can provide rapid, evidence-based testing of these tools/communications to ensure they meet the needs of consumers prior to Provincial roll-out and possible standardization across LDCs.

Please note that we are also requesting cost award eligibility as available under section 30 of the *Ontario Energy Board Act, 1998*. As set out in section 3 of the *Ontario Energy Board Practice Direction on Cost Awards*, our proposed scope of work will meet the following grounds: **3.03 (a)** *primarily represents the direct interests of consumers (e.g. ratepayers) in relation to services that are regulated by the Board* and **(b)** *primarily represents an interest or policy perspective relevant to the Board's mandate and to the proceeding for which cost*

award eligibility is sought. We will not be accessing any other funding to support this project. All work will be performed in-house by BEworks.

Sincerely,

A handwritten signature in black ink, appearing to read 'KPeters', with a long horizontal flourish extending to the right.

Kelly Peters, CEO & Co-Founder, BEworks Inc.