Board Staff Interrogatory #21

Interrogatory

Reference:
Exhibit A2 / Tab 2 / Schedule 1 / Attachment 4 / p. 6

Question(s):

a) Please advise whether the same 3,504 residential and 312 business customers who provided their input to Phase 1 of the customer engagement process also provided their input to Phase 2 of the process.

b) Please provide the rationale for seeking the input of approximately 58% more residential customers and approximately 70% more business customers in Phase 2 of the customer engagement process versus Phase 1 of the process.

Response

This response was prepared by INNOVATIVE.

a) The two samples were drawn independently. It is possible that some respondents from Phase 1 participated in Phase 2, but the information we have does not allow us to identify people who participated in both phases.

b) There were two factors that drove higher total responses in the second phase compared to the first.

First, the representative component was always planned to be larger in Phase 2. The reason is that we used telephone in the first phase and online in the second. The nature of the questions being asked in Phase 1 worked well on phone and phone samples have been considered the “gold standard” to avoid coverage bias. With Phase 2 focused more on specific business choices, it was felt that an online process would be preferable, since focus group participants indicated that an online consultation would be a more effective at conveying the complex and technical nature of OPG’s business decisions (Ex. A2-2-1, Attachment 4, p. 17). A sample of 600 is large enough to provide a good statistical picture of the province as a whole. Since increasing online sample size is much less expensive than increasing telephone sample size, Innovative recommended and OPG authorised a larger sample to allow more confidence in assessing any differences that might emerge in sub-sample, such as Low-Income Energy Assistance Program (“LEAP”)-qualified respondents.

Second, voluntary participation was larger in the second phase. OPG reviewed their efforts in promoting the first phase of voluntary online engagement and focused on the tools that had worked best in the second phase. We believe that this effort to build on earlier lessons was the single largest factor that increased voluntary participation.