OPG Customer Engagement: Needs and Preferences Planning Placemat

What priorities are most important to customers?

Customers identified nine outcomes that they feel are important for OPG

Overall safety, safely disposing of nuclear waste and reliability are the most important of these, but all nine are seen as important in their own right.

Extremely Important

- ✓ Ensuring safe and environmentally responsible disposal of nuclear waste
- ✓ Operating in a safe manner
- ✓ Ensuring reliable energy production for Ontario

Very Important

- ✓ Operating in a transparent and accountable manner
- ✓ Producing low-cost power
- ✓ Protecting generation stations against physical and cyber threats and attacks
- ✓ Minimizing OPG's impact on the environment

Important

- ✓ Making positive contributions to Ontario's economy
- ✓ Making positive contributions to local communities in which OPG operates

What outcomes do customers prioritize?

When asked to rank all priorities by importance, relative to others, price, environmentally friendly disposal of nuclear waste, minimizing OPG's environmental impact, and operating in a safe manner are identified as the top priorities for both residential and small business customers.

When ranked relative to other OPG priorities, price moves to the top of the list.

1st	Producing low cost power
2nd	Ensuring safe and environmentally responsible disposal of nuclear waste
3rd	Minimizing OPG's impact on the environment
4th	Operating in a safe manner

What investment trade offs do customers value most?

Despite price concerns, customers are generally willing to consider paying more to invest in renewing aging equipment and proactively invest in system capacity.

- When making concrete investment decisions, customer choices reflect their initial importance rating of priorities with safety and reliability taking precedence over keeping the price down.
- Generally, small business customers are less willing to consider paying more to make these investments.

Hydroelectric Stations

- Although customers were informed the provincial electricity system does not currently need additional capacity, most customers prefer to invest in hydro capacity and reliability now rather than delay.

Nuclear Stations

- In specific choices, customers tend to place more priority on incremental safety, reliability and environmental benefits over price.

Rate Smoothing

- Customer concern about price is reflected in views on rate smoothing. Customers prefer at least a moderate level of smoothing to keep prices down.

Customer Engagement Methodology
These findings are based on representative surveys (telephone and online) conducted by Innovative Research Group among residential and business customers.

Field Dates: Dec. 18/ Jan. 19 (telephone); April 19 (online)

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