

**Hydro One Networks Inc.**

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**Frank D'Andrea**

Vice President, Reliability Standards and Chief Regulatory Officer

BY EMAIL AND RESS

August 23, 2021

Ms. Christine E. Long,  
Registrar  
Ontario Energy Board  
Suite 2700, 2300 Yonge Street  
P.O. Box 2319  
Toronto, ON M4P 1E4

Dear Ms. Long,

**EB-2021-0110 - Hydro One Networks Inc. Joint Rate Application (2023-2027) – Request Notice Content Update**

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In the Ontario Energy Board's Letter of Direction to Hydro One, the company is instructed to include prescribed language in the email and Tweet to customers regarding the Notice of Application. Per #2) b), Hydro One is to include the following by email:

- i. "Hydro One Networks Inc. has applied to the Ontario Energy Board to change our electricity transmission and distribution rates. Please review the Ontario Energy Board's Notice of Hearing to learn more and to find out how you can participate in the Ontario Energy Board's hearing." The email must attach a copy of the English version of the Notice and the words "Notice of Hearing" within the email message are required to provide a live link to the English Notice posted on Hydro One's website.
- ii. « Hydro One Networks Inc. avons déposé une requête auprès de la Commission de l'énergie de l'Ontario afin de modifier nos tarifs de transmission et distribution de l'électricité. Veuillez lire l'avis d'audience ci-joint pour vous mieux renseigner et pour savoir comment participer au processus d'audience du tribunal. » The email must attach a copy of the French version of the Notice and the words « l'avis d'audience » within the email message are required to provide a live link to the French Notice posted on Hydro One's website.

## Request for content update

From our experience with past rate applications, most notably in the EB-2017-0049 proceeding, and lessons from our in-depth customer research, the sole focus on rates in customer communications without greater context about the system needs and benefits will result in customer confusion, anger and diminished trust in the process. As a result, we believe that transparent and clear communications that provide information about the system needs and benefits as well as the rate impacts will improve understanding about the rate application and build confidence in the process.

To mitigate the potential for customer confusion and complaints as was experienced in past rate applications right from the outset, we propose minor modifications to the authorized customer messaging by adding greater transparency, clarity and context about how our application reflects system needs, customer and provincial benefits, as well as the impact on rates. In addition, to provide a more impactful message to customers, we propose including an additional, direct link to the customer summary of our application to provide context about our investment plan and rate application.

We also propose a stronger call to action to drive customers and Ontarians to the application website and to participate in the hearing. “Have your say” as noted in the Tweet, may confuse the nearly 50,000 customers who provided their input on our plan and rate impacts through our extensive customer engagement.

Lastly, our current email provider (Bronto) is unable to include attachments as they can be responsible for spreading viruses, cause delivery problems or be blocked by filters. Instead, we propose to provide clear links within the body of the email that directly route customers to the Notice of Hearing. With approximately 60% of our customers reading our digital communications by mobile device, a direct link to the Notice and the customer summary will also provide a better customer experience.

Hydro One recommends the following message (blacklined) which, if approved, would also be translated into French:

i. **“Hydro One Networks Inc. has applied to the Ontario Energy Board **for approval of our 2023-2027 investment plan and a change to our electricity transmission and distribution rates to renew or replace critical infrastructure, reduce power outages for distribution customers and build a more resilient electricity system. To learn more and find out how you can get involved, please review a summary of our five-year Investment Plan [live link to <https://www.hydroone.com/about/5-year-plan>] and the Ontario Energy Board’s Notice of Hearing [live link to the Notice on our website].”** The email must contain the words “Notice of Hearing” within the email message with a live link to the English Notice posted on Hydro One’s website. **The email can also include a link to the customer summary of the application on Hydro One’s website.****

Additionally, per #4), Hydro One requests to make the following modification to the Tweet (blacklined) to provide greater clarity and focus on the outcomes of this rate application. As Hydro One does not tweet in French on its account, Hydro One requests removing French in its Tweet, as noted below:

i. "We have applied to the @OntEnergyBoard to change our electricity transmission and distribution rates **to improve resiliency and reduce power outages for distribution customers**. Learn more **Have your say** and find out how you can participate." The tweet is required to provide a live link to the English Notice posted on Hydro One's website.

~~ii. « Nous avons déposé une requête auprès de @OntEnergyBoard afin de modifier nos tarifs de transmission et distribution de l'électricité. Soyez mieux renseigné. Donnez votre opinion. » The tweet is required to provide a live link to the French Notice posted on Hydro One's website.~~

Please also note that Hydro One will file its affidavit of service with the OEB after it has completed all steps in the Letter of Direction.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to be "Jeffrey Smith", written over a set of horizontal lines.

Jeffrey Smith on behalf of Frank D'Andrea