

October 21, 2021

Christine Long  
Registrar and OEB Secretary  
Ontario Energy Board  
2300 Yonge Street, 27<sup>th</sup> Floor  
Toronto, ON M4P 1E4  
Registrar@oeb.ca

**Re: Small Business Utility Alliance (SBUA) – Additional Supporting Information  
– Multi Year Demand Side Management Plan (2022-2027) EB-2021-0002**

Dear Ms. Long:

This letter is in response to your letter dated October 19, 2021 requesting additional information about Small Business Utility Alliance (SBUA), an intervenor in the above-referenced proceeding.

This is SBUA's first intervention at the Ontario Energy Board (OEB). On May 14, 2021, SBUA sent an email letter to OEB requesting intervenor status and included general background on the organization. On June 21, 2021, OEB granted this request and approved SBUA as an intervenor eligible to apply for an award for costs. Procedural Order No. 1, p. 2.

SBUA welcomes this opportunity to provide additional background on the organization and its interest in this proceeding,<sup>1</sup> and responds to the OEB Letter as follows:

## I. Organization, Mandate, and Objects

Small Business Utility Alliance is an unincorporated organization consisting of a group of small businesses ratepayers in Ontario, Canada, with members located across various geographic areas, including in the Cities of Toronto and Ottawa, the Counties of Chatham-Kent, Wellington, Muskoka, Brant, Suffolk, and Norfolk, and the Niagara area. The specific purpose of the organization is to represent, protect, and promote the interests of small businesses as utility customers of electric, natural gas, water, and telecommunications services before administrative

---

<sup>1</sup> SBUA did not provide frequent intervenor information with its initial appearance on May 14 because the organization is engaging in its first intervention at OEB. *See* Rule 22.03(b) of OEB's Rules of Practice and Procedure (a "frequent intervenor" must submit at least annually "its mandate and objectives, membership, if any, the constituency represented, [and] the types of programs or activities carried out...").

and regulatory bodies on utility and energy matters. Exhibit A (Constitution and Governing Rules of Small Business Utility Alliance), Art. II (Objects).

The organization's core mission is to ensure fair and reasonable energy costs for small business ratepayers, promote utility programs that help small businesses, support Ontario's progressive energy and climate change plans, and expand the options for small businesses to participate in clean energy, distributed energy, demand response, and other utility initiatives. *Id.*, Art. III (Mission); *see also* Section 3.03(a) of OEB's Practice Direction on Cost Awards (intervenor must "primarily represent[] the direct interests of consumers (e.g. ratepayers) in relation to regulated services.").

## II. Vision Statement and Theory of Change

The organization was formed because small businesses have been historically underrepresented in utility matters, despite being an important customer group for utility companies and vital segment of the economy. Small business ratepayers help fund utility programs and should be encouraged to participate in the regulatory process that sets up these programs as an important stakeholder group. Small business ratepayers also have unique needs and concerns. The interests of small business customers often diverge from residential ratepayers and larger businesses on utility and energy matters, including related to rate design, revenue allocation, cost allocations between customer classes, and the designs and expenditures for utility programs. Despite the importance of this class of customers in OEB proceedings, because they usually cannot afford their own representation, most small businesses are unable to participate.

SBUA aims to address this problem by providing a mechanism and increasing the capacity for small business ratepayers to shape regulatory decisions and make their voices heard. In this process, SBUA also can hold the regulatory authorities and utilities accountable to this important ratepayer class and ensure equitable utility costs, rate design, and allocation of utility resources.

## III. Membership, Constituency, and Programs

The alliance has over 50 small business members from Ontario, Canada; however, SBUA's Constitution directs its advocacy to matters that benefit the *community* of small business

ratepayers as a whole. Exhibit A, Art. II (Objects). SBUA, therefore, does not represent the direct financial interests of any individual small business or member. If SBUA prevails in its advocacy related to utility programs, costs or otherwise, the benefits to small businesses will be dispersed across all ratepayers in the relative classes. A list of our members is attached as Exhibit B.

SBUA has a charitable purpose with any profits and assets being used solely to advance the organizations objects. Exhibit A, Art. III (Nonprofit Clause). No profits or assets belong to members.

The types of programs and activities that SBUA carries out consist primarily of outreach and education of small business, whereby SBUA seeks a two-way exchange of information about utility issues and opportunities for small businesses as a community to benefit from a voice in regulatory utility proceedings. In addition, SBUA has engaged in research and volunteer projects with University of Toronto students, and the organization has spent significant time and resources securing a litigation and expert team to participate on SBUA's behalf in the OEB proceedings.

## Contact Persons

The organization's governing body consists of a steering committee to make decisions and advisory members to assist. *Id.*, Art. IV (Governing Body). Current steering committee members and advisors include:

- Kayli Callen, co-owner of Yoga Nomads, Guelph, Ontario. Ms. Callen's yoga business runs classes at numerous venues and collaborates with local small businesses to curate yoga events.
- Lindsay Evans, owner of Niner Domestic Designs, Kingston, Ontario. Ms. Evans owns and operates her own small business of Niner Domestic Designs.
- Denny Vervaeet, co-owner of Red Barn Brewing Co., Blenheim, Ontario. Mr. Vervaeet is the co-owner of Red Barn Brewing Co., a family-owned and operated craft brewery situated on third-generation farmland in Blenheim, Ontario.
- Christina Parker, advisor, non-profit sector. Ms. Parker works in a Business Administration role for Autism Canada. Before entering the non-profit sector, she worked in the Hospitality Industry with various restaurants, including small businesses.

In accordance with Rule 22.03 of the OEB Rules of Practice and Procedure, the following individuals have been authorized through SBUA's steering committee as the two primary contacts and representatives in OEB proceedings:

Myriam Seers, Counsel  
Savoie Laporte LLP  
2 Grange Place  
Toronto, ON M5T 1Z5  
416-886-7154  
myriam.seers@savoielaporte.com

Britt Marra, Project Manager  
24 Valifor Pl.  
Toronto, ON M4J 4Z7  
437-800-2166  
brittmarra@gmail.com

SBUA also has engaged experts Francis Wyatt and Theo Love at Green Energy Economics Groups and attorneys James Birkelund and Daniel Ebady. The client is mindful of the need to allocate professional time judiciously and will avoid unnecessary duplication between these professionals.

\*\*\*

SBUA appreciates the opportunity to provide additional information about the organization and its mission. The constituency SBUA represents is directly affected by this OEB proceeding, and SBUA has assembled a litigation team with the experience and expertise to meaningfully participate and help OEB in its review and final decision(s) in this docket. *See* Rule 22.02 of OEB Rules of Practice and Procedure (intervenors must demonstrate a substantial interest in the proceeding and intent to participate actively and responsibly).

Please contact counsel Myriam Seers or the undersigned if additional information is required.

Yours truly,



Britt K. Marra  
Project Manager  
On behalf of Small Business Utility Alliance

# **EXHIBIT A**

# **FIRST AMENDED CONSTITUTION AND GOVERNING RULES OF SMALL BUSINESS UTILITY ALLIANCE**

## **ARTICLE I NAME**

The name of the unincorporated organization is *Small Business Utility Alliance*.

## **ARTICLE II OBJECTS**

The specific purpose of the organization is to represent, protect, and promote the interests of small businesses as utility customers of electric, natural gas, water, and telecommunications services before administrative and regulatory bodies on utility and energy matters. The purpose of this unincorporated organization generally will be to carry on other activities associated with the aforementioned goals as allowed by law. The organization's object is to advocate for the broader interests of the small business community as a whole and not the specific or direct financial interests of individual small businesses or the members of our alliance.

## **ARTICLE III MISSION**

The core of the organization's mission is to ensure fair and reasonable energy costs for small businesses, promote utility programs that help small businesses, support Canada's and its provinces' progressive energy and climate change policies, and expand the options for small businesses to participate in clean energy, distributed energy, demand response, and other utility initiatives.

## **ARTICLE III NONPROFIT CLAUSE**

The organization will be operated without purpose of gain for its members, and that any profits or other assets of the organization will be used solely to promote its objectives.

## **ARTICLE IV GOVERNING BODY**

The structure of the organization's governing body will be comprised of selected individuals who will serve on a Steering Committee to make decisions. The Steering Committee may delegate certain tasks and decision-making authority to a manager or legal counsel for purposes of regulatory advocacy or otherwise. The organization and Steering Committee may use advisors to assist in decision-making. The organization may replace its Steering Committee members by a vote of its organizational members or by appointment by existing Steering Committee members.

ARTICLE V  
MEMBERSHIP AND CONSTITUENCY

The organization seeks and welcomes members that are small businesses interested in utility and energy matters. The organization also may accept members that are nonprofits or larger entities with a mission or interest in small business utility concerns. A member may resign at any time with or without cause.

ARTICLE VI  
EFFECTIVE DATE

This First Amended Constitution shall be effective as of December 1, 2020.

# **EXHIBIT B**

Small Business Utility Alliance  
Membership List

| <b>Business Member</b>            | <b>Location of Business</b>                          |
|-----------------------------------|------------------------------------------------------|
| Annex Common Sort                 | 444 Bloor St. West<br>Toronto, ON M5S 1X8            |
| Avling Kitchen & Brewery          | 1042 Queen St. East<br>Toronto, ON M4M 1K4           |
| Barhavven iTan Studio             | 3191 Strandherd Road<br>Ottawa, ON K2J 5N1           |
| Bloom Beauty                      | 469 Manor Rd. East, 2nd Floor<br>Toronto, ON M4S 1T3 |
| B-Side- Sweet Pete's Bicycle Shop | 517 Bloor Street West<br>Toronto, ON M5S 1Y4         |
| BSIDE Beauty                      | 1148 Queen Street East,<br>Toronto, ON M4M 1L2       |
| Caledonia Jewellery               | 52 Argyle St. N<br>Downtown Caledonia, ON N3W1B9     |
| CiCi's Pizza & Wings              | 1618 Queen Street West,<br>Toronto, ON M6R 1A8       |
| Common Sort                       | 760 Queen Street E,<br>Toronto, ON M4M 1H7           |
| Crafty Coyote                     | 511 Bloor St. W<br>Toronto, ON M5S 1Y4               |
| The Crepe House                   | 2012 Park St.<br>Port Dover, ON N0A 1N0              |
| Dresden Vision                    | 733 Queen St. East<br>Toronto, ON M4M 1H1            |

| <b>Business Member</b>        | <b>Location of Business</b>                                    |
|-------------------------------|----------------------------------------------------------------|
| Eastside Social               | 1008 Queen St East<br>Toronto, ON M4M 1K1                      |
| Elbers Refinishing            | 777 Queen St East #4,<br>Toronto, ON M4M 1H5                   |
| Elchi Chai Shop               | 130 Harbord St.<br>Toronto, ON M5S 1G8                         |
| Elgin iTan Studio             | 190 Maclaren St. – 2 <sup>nd</sup> floor<br>Ottawa, ON K2P 0L4 |
| Estiatorio Volos              | 133 Richmond St. West<br>Toronto, ON M5H 2K1                   |
| Fat City Blues                | 890 College St.<br>Toronto, ON M6H 1A3                         |
| The Federal                   | 1438 Dundas St W,<br>Toronto, ON M6J 1Y6                       |
| Firkin on Danforth            | 2057-B Danforth Ave.<br>Toronto, Ontario M4C 1J8               |
| Florcita's Classic Latin Food | 79 Icomm Dr.<br>Brantford, ON N3S 7N9                          |
| Gold Standard                 | 385 Roncesvalles Ave<br>Toronto, ON M6R 2N1                    |
| Goldie Living Interior Design | Niagara Falls, ON<br>goldieliving.com                          |
| The Great Vine                | 36 Main St. East<br>Huntsville, ON P1H 2C8                     |
| Hill Studio                   | 639 Queen St E 2nd Floor,<br>Toronto, ON M4M 1G4               |

| <b>Business Member</b>    | <b>Location of Business</b>                               |
|---------------------------|-----------------------------------------------------------|
| House of Cheese & Deli    | 4335 Strandherd Dr Unit 106<br>Nepean, ON K2J 6E5         |
| JUSTB Salon               | 1150 Queen Street East,<br>Toronto, ON M4N 1L2            |
| Kanata iTan Studio        | 474 Hazeldean Road<br>Kanata, ON K2L 5E5                  |
| LAN Vietnamese Restaurant | 755 Queen Street East<br>Toronto, ON M4M 1H3              |
| Little Anthonys           | 121 Richmond St W<br>Toronto, ON M5H 2K1                  |
| Mad Radish                | 34 Highbury Park Dr Unit 2,<br>Nepean, ON K2J 5C6         |
| Mashi Moosh               | 1840 Danforth Avenue<br>Toronto, Ontario M4C 1H8          |
| Manotick Barbershop       | 5545 Manotick Main St<br>Manotick, ON K4M 1B3             |
| Merival iTan Studio       | 1867 Merivale Road<br>Ottawa, ON K2G 1E3                  |
| NatNatNails               | Toronto, ON<br>natnatnails.business.site                  |
| Noce                      | 875 Queen St W<br>Toronto, ON M6J 1G5                     |
| Nutrition House           | 80 West Beaver Creek Rd #12,<br>Richmond Hill, ON L4B 1H3 |
| Orlean iTan Studio        | 900 Watters Rd.<br>Orléans, ON K4A 0B4                    |

| <b>Business Member</b>      | <b>Location of Business</b>                   |
|-----------------------------|-----------------------------------------------|
| Papa Ceo Pizza              | 654 Spadina Ave.<br>Toronto, ON M5S 2H7       |
| Parkdale Common Sort        | 1414 Queen St. W<br>Toronto, ON M6K 1L9       |
| Penny Lane Dermal Solutions | 138 Grand River St N<br>Paris, ON N3L 2M5     |
| Red Barn Brewing Co.        | 20466 Lagoon Road<br>Blenheim, ON N0P 1A0     |
| Ristorante Aria             | 25 York St.<br>Toronto, ON M5J 2V5            |
| Small Town Food Co.         | 1263 Queen St W<br>Toronto, ON M6K 1L5        |
| Sweet Pete's Bicycle Shop   | 1204 Bloor Street West<br>Toronto, ON M6H 1N2 |
| Taj Bistro                  | 140 Dunlop St E<br>Barrie, ON L4M 6H9         |
| Terra Plants and Flowers    | 1142 Clapp Ln Unit B<br>Manotick, ON K4M 1A6  |
| Tia Mart Studio             | 3560 Strandherd Dr<br>Nepean, ON K2J 5L4      |
| TM Sidewalk Café            | 1344 Danforth Ave<br>Toronto, ON M4J 1M9      |
| Trish's Gluten Free Bakery  | 229 Main St.<br>Port Dover, ON N0A 1N0        |
| Yoga Nomads                 | 160 Grove St.<br>Guelph, ON N1E 2W7           |