

**Date:** December 17, 2021 FINAL

**Project:** EPCOR Cost of Service Rate Application

**Document:** EPCOR Community Consultation Survey DRAFT

**Objective:** Identify overarching and most sensitive areas of performance that matter from customer /stakeholder perspective (their top of mind concerns, thoughts).  
Gather feedback on existing or proposed broad areas of performance

**Approach:** Online survey

**Sample:** **Residential communities of service including;** Collingwood, Creemore, Stayner, and Thornbury.  
**Commercial Clients including;** 124 (Reinhardts, Pilkingtons, Town of Collingwood), and **Special interest groups:** Vulnerable Energy Coalition (VEC) and School Energy Coalition\* (SEC) (Intervenor in past rate applications).

**Incentive:** \$500 VISA gift card

**Field:** As early as possible

**Objectives: Values & High Level Performance Areas**

- Identify overarching and most sensitive areas of how we perform that matters most
- Gather feedback on existing or proposed broad areas of performance
- Early analysis of rate sensitivity.
- What to do with the information: Data will inform your decisions on initial prioritization of projects and consideration of performance measures (weighting and categories)

**E-MAIL INVITATION TEXT**

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**Subject:** Have your say about [community name] electricity service and win!

**E-mail text:** EPCOR is launching a survey <insert link> to understand residents' values and priorities related to their electricity service.

As EPCOR plans for the long-term reliability of the community's electricity service, we want to hear from residents about what they value most. Your input will help guide how electricity service is delivered, and how priorities are set.

Help us improve our service delivery to you—our customers—and have a chance to win a \$500 Visa gift card. Complete our customer survey to be entered to win and to have your opinions considered in our 2023-2027 capital investment plan.

The survey is open for the next two weeks and should take 8-10 minutes to complete. Click here to take the survey. <insert link>

If you have any questions or additional comments, or would like to opt out of future communications about this survey, please reply to this email and let us know.

**ONLINE QUESTIONNAIRE**

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**SECTION 1: VALIDATION & SCREENING**

*[this will ensure we have the right people participating in the survey]*

**[INTRO:]**

Thank you for your interest in our survey today.

The survey should take about 8-10 minutes depending on how you answer certain questions.

To start we want to know a little about you.

**SHOW RESIDENTIAL LINK:**

S1. What is your decision-making role regarding utility bills, servicing and plans at your property?  
Please select the answer that best describes your role.

I am the sole decision-maker

I make these decisions jointly with another household member(s)

I have no say in these decisions

**IF NO SAY, THANK & TERMINATE**

**SHOW AREA & POSTAL CODE ON SAME PAGE**

S2. Which of the following communities, if any, do you live, own, or rent property in?

Collingwood

Creemore

Stayner

Thornbury

[List a few more as security]

None of these or outside of 1-4 → **THANK AND TERMINATE**

S3. What is your postal code? **[FORMAT VALIDATION FULL POSTAL CODE]**

S4. Which of the following ranges includes your age?

Under 18

18-24

25-34

35-44

45-54

55-64

65 or over

**IF UNDER 18 THANK AND TERMINATE**

**SECTION 2: AWARENESS, TOPLINE RATING, UNDERSTANDING**

*[This section is to...]*

Q 1. To the best of your knowledge, who is responsible for operating the electricity distribution system in [PIPE IN COMMUNITY]? **[OPEN END]**

Q 2. As you may have indicated, EPCOR is responsible for operating the electricity distribution system in [PIPE IN COMMUNITY]. Prior to today, were you aware that EPCOR is your electricity distribution operator?

Yes  
No  
Unsure

**SHOW Q3 & Q4 on the same page**

Q 3. How would you rate your OVERALL satisfaction with EPCOR as your electricity services provider in [PIPE IN NAME]?

Very dissatisfied  
Somewhat dissatisfied  
Neither satisfied nor dissatisfied  
Somewhat satisfied  
Very satisfied  
Unsure  
Prefer not to answer

Q 4. What is the main reason that you gave this rating? [OPEN END]

Q 5. What concerns, if any, do you have about electricity service in [Pipe in community]?  
[OPEN END]

Q 6. More specifically, how strongly do you agree with each of the following statements about your electricity service in [PIPE IN COMMUNITY]

**[COLUMNS]**

Strongly agree  
Somewhat Agree  
Neither agree nor disagree  
Somewhat Disagree  
Strongly disagree  
Unsure  
Not applicable

**[ROWS][RANDOMIZE]**

My electricity service is consistent and reliable  
My electricity bills are clear and easy to understand  
It's easy to contact EPCOR if I have a question  
EPCOR behaves responsibly towards people in the community  
EPCOR provides good value for money  
EPCOR provides adequate communication

**SECTION 4: SIGNIFICANCE OF PERFORMANCE AREAS/POSSIBLE IMPACTS**

*[This section is the ranking exercise to prompt feedback on existing performance areas, metrics, and/or significance of possible impacts/benefits.*

**SECTION INTRO:** As the electricity distribution provider to Collingwood, Creemore, Stayner, and Thornbury, EPCOR conducts maintenance and planning based on: robust community growth, changes in demands and climate, maintaining security, and renewing/protecting aging infrastructure. **To help guide planning, EPCOR would like to understand your community priorities.**

Q 7. The following is a list of considerations that operators look at when supplying electricity to communities. We would like to understand how strongly you agree with each of the following priorities:

[COLUMNS]

Strongly agree  
Somewhat Agree  
Neither agree nor disagree  
Somewhat Disagree  
Strongly disagree  
Unsure  
Not applicable

[RANDOMIZE]

Renew aging infrastructure to support community growth  
Protect infrastructure from increasing climate change effects/impact  
Utilize smart devices & technologies to improve outage response time  
Reduce risk of outages with cyber security  
Enhance customer service/support that is easily available to ask questions  
Reduce the number of outages/fluctuations overall  
Receive timely notices for maintenance that might disrupt your service  
Manage environmental impact of supplying electricity to communities  
Prepare for new community and business demands such as Electric Vehicle charging

Q 8. Taking a step back, how would you rank each of the following in terms of importance where 1 is most important, and X is least important for electricity service planning in [PIPE IN COMMUNITY];

Reliability/continuity  
Supporting growth  
System cyber security  
Speed of response and service to outages  
Smart/future ready systems  
Climate impact mitigation  
Affordability

Q 9. Now that you have had a chance to think about your **electricity services**, we would like to know what else (if anything) is important to you that was **not already mentioned**. **Do you**

**have any other considerations you would like to suggest?** If not, please click the next button to continue. [OPEN END]

### **SECTION: RATE SENSITIVITY**

PS1. *The monthly rates charged for electricity distribution services are regulated through the Ontario Energy Board and are used to provide safe and reliable electricity in your community. In your opinion, is the rate you pay for these services today fair?*

Yes  
No  
Unsure

PS2. Electricity services require ongoing investment for both households and businesses to simply maintain them. Greater investment, however, allows for longer-term benefits including technology advancement and risk mitigation (i.e. some of the items indicated in the previous questions). Looking ahead to the next several years, in principal, where would you position yourself on the following investment scale? *(Again, this is meant to provide a very general idea only).*

#### **[SLIDING SCALE, 10 POINT WITH DESCRIPTIVE MARKERS]**

0=Absolute minimal investment, even if it puts current electricity services at slightly more risk of outages.

5=Moderate investment, maintain the current service level

10=Slightly higher investment for greater long-term efficiencies (e.g. reduce risk of outages/business interruption, smart technologies improved security/system control, facilitating growth and future needs etc.)

Unsure

### **SECTION 5: Demographics**

We are almost done! Just a few more questions to ensure we have talked to a wide variety of community members.

D1. Are you... ?

Male  
Female  
Transgender  
Non-binary  
Other  
Prefer not to answer

D2. Do you have any children under 18 living at home?

Yes  
No

D3. Are you ...  
Employed full time  
Employed part time  
Business Owner or Self Employed  
Student  
Homemaker  
Retired  
Unemployed  
Prefer not to say

D4. Which of the following ranges best describes your total annual household income before taxes?

Less than \$35,000  
\$35,000 to less than \$50,000  
\$50,000 to less than \$75,000  
\$75,000 to less than \$100,000  
\$100,000 to less than \$125,000  
\$125,000 to less than \$200,000  
\$200,000 to less than \$250,000  
\$250,000 or more  
Prefer not to answer

**[CLOSING]**

Thanks for taking part in this study!  
We hope you found it worthwhile and we look forward to learning more from you again.

**[END]**