

ASC Response

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Attachments: 13-Nov-17 Memo Regarding Ontario's Fair Hydro Plan.pdf (245.46 kB)

Hi Andrew,

As discussed, we received a response from the ASC regarding our submission on the advertising complaints (attached).

Here is a brief summary:

- ASC is satisfied with our position on the **25% claim** and the issue is not going to Council. This is subject to us confirming the ASC's understanding below is correct:
- electricity bills to hydro's customers will be lowered, on average, by 25% effective now; and, for the next four years, any increases to these reduced rates will not exceed the annual rate of inflation
- ASC indicated we did not provide adequate evidence of the **reliability claim**, namely info on outages.
- ASC indicated while the **affordability claim** is literally true, the advertising does not satisfactorily disclose the longer term costs of the program.

The ASC will not refer the reliability or affordability claims to Council without us having an opportunity to make further representations or discuss amendments to the advertising, which they have invited us to do.

We are proposing a meeting in the next day or so to review the letter from the ASC and to discuss next steps. Francesca can work with Carys on finding time.

Thanks,
Martin

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