

Message

From: Jordan Penic [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=7D23BCD450594583BB40B447B35485DA-JORDAN PENI]
Sent: 2017-07-10 1:44:54 PM
To: Mary Bernard [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=7e3e3e8d7f9345c2b0aab3e0fd7a79f2-Mary Bernar]
Subject: RE: For your review: Media inquiry: Utility Dive

That's good. Thanks.

From: Mary Bernard
Sent: July 10, 2017 1:43 PM
To: Jordan Penic
Subject: For your review: Media inquiry: Utility Dive
Importance: High

Jordan – Here is my proposed note to govt on this call. Could you please review quickly because I also want to share with the OEB – I told them I would be sending Herman their way.

We received a media call from Herman Trabish from Utility Dive. He is working on a story about the effectiveness of TOU rates vs. the effectiveness of dynamic pricing. We spoke to him about the IESO study on TOU rates.

Kausar Ashraf, Evaluation Manager, explained to Herman that the IESO was asked to do a study on TOU by the OEB so that any savings that came from TOU could be credited to LDCs toward their conservation targets. It was a three-year study, each year with a different number of LDCs participating, and its scope was to look at residential and general service (less than 50 kW) customers. Because of privacy concerns, the analysis was limited to examining consumption data.

She explained that the study results indicated residential customers did shift their consumption based on TOU pricing, while general service (small business) customers did not. There was no statistically significant impact on energy conservation for either group. This is consistent with what has been found in other jurisdictions. She also explained that as the ratio between peak and off-peak increased over the course of the study, so did the load shift. Kausar also told him that in the new conservation framework, TOU is not considered an eligible tool for LDCs to use toward their conservation target.

He also asked about where TOU rates were going, the ratio for the prices and how it has changed, and how the TOU rates are affected by the Fair Hydro Plan, and we referred him to the OEB for these types of questions.

Mary Bernard | Manager, Media Relations and Editorial Services
Independent Electricity System Operator (IESO) | T: (416) 969-6084
120 Adelaide Street West, Suite 1600, Toronto, ON M5H 1T1
Web: www.ieso.ca | Twitter: [IESO_Tweets](https://twitter.com/IESO_Tweets) | LinkedIn: [IESO](https://www.linkedin.com/company/ieso)
Conservation: www.saveONenergy.ca | Twitter: [saveONenergyOnt](https://twitter.com/saveONenergyOnt) | LinkedIn: [saveONenergy](https://www.linkedin.com/company/saveONenergy)