

Customer Education

- Communication as it relates to conservation
- An integrated strategy on communication
- Help address some of the misinformation about the energy market
- Small consumer education is key
- Need simple, brief messaging and the IESO can play a key role in this
- Need to tell people about the good things happening in the sector
- IESO to clearly define what is in and outside of the IESO purview
- Education role the IESO can play given its unique role
 - Need to expand current work and capture 'smaller' customer/non-traditional MPs

Engagement

- Maintain model of engagement
 - Not to confuse policy decision with the success of engagement process
- Transparency in stakeholdering and getting to outcomes
 - Especially transmission planning
- Continuous improvement of stakeholder engagement

Trusted Advisor

- IESO has opportunity to bridge between MOE and MOECC on electrification
- Educate government of implications of out-of-market actions such as HQ agreement
- Change in value proposition for customers
 - Being an advocate/ally for customers
- 'Customer experience plan'
 - Creating an emotional connection with customers
 - Coordinated effort with LDCs

Conservation

- Integrated approach to CDM and DSM, especially with new Green Bank (who's doing what)
- Supportive of CFF programs
 - Like central management but also support LDC role

Market Renewal

- Understanding impact and roll-out
- Take a step back – do structures from other jurisdictions make sense for Ontario or do we need A-a Made-in-Ontario solution
- Benefit to customer
 - Need to communicate this clearly and simply
- Governance
- Principles enshrined in the business plan
- Look at DR auction as example
- Supportive of market renewal

LTEP

- How does everything fit together and how can we be strategic moving forward?

DER

- Move to a distributed world and what is the role for the IESO?
- Evolution of additional technologies

Electrification of the North

- Need openness around cost and how the cost will be recovered

Reliable Operations

- Need to maintain focus on cybersecurity and succession planning/training in operations

Flexible Operations

- IESO needs to be agile enough to respond to where things land e.g. LTEP findings, rate mitigation policy
- Knit together silos within the organization
 - Explain overlap, increase transparency
- Cultural change – Responsive to innovation, customer focus (engaging and empowering), business focus may change as world changes

Cost

- Cost control – Keep fee in check, IESO needs to be accountable for incremental resources needed for initiatives