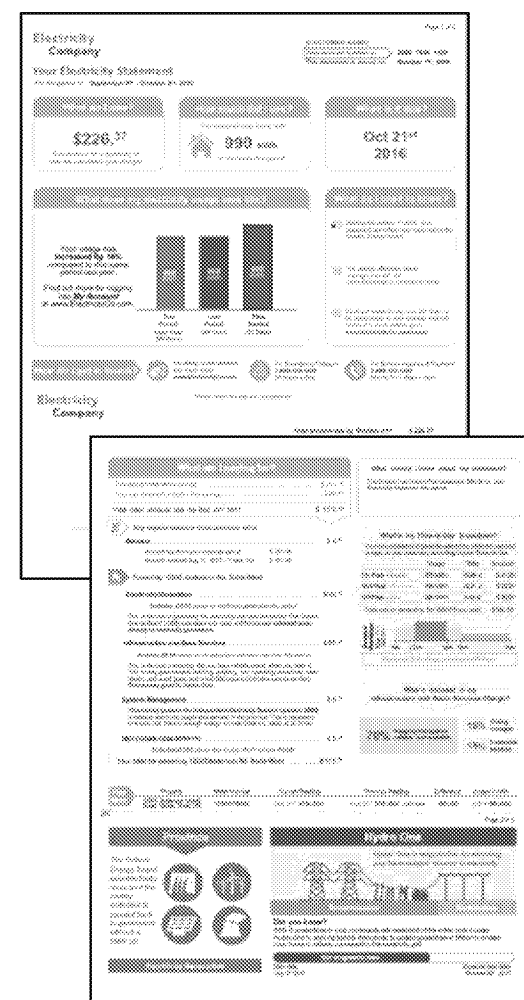


Redesign Action Plan (RAP)

- Despite these recent changes, the Ministry recognizes there is an opportunity to further revise the regulatory framework on invoicing to improve the value of electricity bills to all consumers - ensuring they get the most out of their bills.
- In pursuit of this effort, the Ministry plans to launch a **Redesign Action Plan (RAP)** this summer with the aim of improving electricity bills by achieving the following objectives:
 - Enhancing the customer experience;
 - Better communicating government initiatives and programs;
 - Consolidating the regulatory framework; and
 - Promoting greater understanding.
- To initiate this plan, the Ministry intends to convene a “**RAP Working Group**” in August 2017 consisting of Hydro One, the Electricity Distributors Association (EDA), the Coalition of Large Distributors (CLD), as well as additional LDCs, the OEB and relevant industry associations to seek feedback on changes to bill presentment and invoicing regulations from the sector.
- This bill redesign could also consider how to display OFHP program savings more directly on consumer bills (e.g., providing a “personalized” message indicating how much customers saved as a result of the plan).
- The Ministry also plans to conduct research on bill redesign initiatives, including a jurisdictional scan on best practices, as well as background on vendor billing systems.
- Based on these efforts, the Ministry aims to prepare new regulations that would into effect Fall/Winter 2018, but include an ample transition period.

Case Study: Hydro One's Bill Redesign Initiative

- Hydro One has also been investigating ways to improve the appearance and comprehension of its bill, which has remained unchanged for over a decade.
- Hydro One customers indicate their current bill suffers from: a lack of transparency, over-complicated language, overcrowded text, a lack of visual aids and a formal tone.
- As part of this undertaking, Hydro One has enlisted the services of a behavioural research firm and engaged an online panel of 4,000 customers.
- Utilizing this feedback, Hydro One has prototyped alternative bill designs which have been observed to increase customer satisfaction and comprehension, as well as improve attitudes towards LDCs and the electricity sector.
- To facilitate the implementation of this redesign, the Ministry has provided Hydro One with an exemption from current invoicing requirements under O. Reg. 275/04, as well as specified OFHP invoicing requirements, as of July 1, 2017.
 - This exemption will allow Hydro One to proceed with its planned bill redesign in Fall 2017, unencumbered by regulatory requirements.
 - By mid-2018, Hydro One expects to provide 1.1 million customers with redesigned invoices.
- In addition, Hydro One has agreed to participate in the Ministry's RAP Working Group; sharing its learnings from its bill redesign initiative.



Hydro One: Redesigned Bill

Proposed Timeline

- In order to have new regulations in place for January 1, 2018, the Redesign Action Plan should be undertaken according to the following timeline:

