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Entegrus Powerlines Inc. Feedback **re: ESA Public Consultation #15-02**

Point #1

(Response to: “Please provide your feedback on: the draft core questions, the proposed scoring scales and index and the proposed methodology”)

The Draft Core Questions

- A. Re: question #13 - Please clarify if the customer will have the option to select multiple choices to describe their primary residence. For example, a customer may live in a fully-detached home and also on a farm.
- B. Re: question #14 - Does this question represent a demographic question or is it a safety awareness question? If it is a demographic question, please note that some customers may not be aware of how they are serviced, or alternatively, may have a combination of overhead and underground electrical service to their property.

The Proposed Scoring Scales and Index

- C. It is noted that there is a range of 3-6 choices in terms of answers per question. Please consider whether this variation in choices may influence the opportunity to achieve a correct answer on each particular question. Further, if the survey is administered by telephone, 6 choices may be challenging to succinctly communicate to respondents.

The Proposed Methodology

- D. The following recommendation is shown on page 16 of the presentation, *“Set quotas and survey weights based on Statscan’s latest census data to reflect the demographic composition of the general population residing in a LDC’s service territory...”*
Further, the following recommendation is shown on page 17 of the presentation, *“LDCS be given flexibility to choose between telephone and online approach...”*
Question: In the event that an LDC elects to use a web survey, which is inherently voluntary in nature, how should LDCs best ensure that the participant profile meets the requisite representative sample of the distribution territory?
- E. If an LDC elects to use a web survey, is the survey hosted directly by the LDC or alternatively, “linked out” to an ESA website survey?
- F. On page 18, a sample size of 400 is recommended. Based on the latest Ontario Energy Board Yearbook (2014), there are significant variations in LDC sizes within the province. For example, there are 21 LDCs with less than 10,000 customers, while there are 9 LDCs with more than 100,000 customers. Please consider whether it is appropriate, both statistically and pragmatically, for all LDCs to utilize the same sample size of 400. For instance, for smaller

LDCs, 400 participants may represent a high percentage of the population base, and it may therefore be challenging to reach a 400 participant sample size within a prescribed time frame.

G. Please clarify if only fully completed surveys are included in the scoring?

H. How are the results allocated to the appropriate LDCs? Many postal codes overlap different LDC service territories.

Point #2

(Response to: In an effort to make consultations more accessible and easier to participate, we have changed the format of our consultation documents – from ‘white paper’ style documents to a deck. Did you find this consultation material effective?)

H. Yes, we found the materials in presentation deck format easier to review and comment on.

Point #3

(Response to: Do you have any other comments?)

I. It is presumed that the survey will be offered in both the official languages (English and French). This will necessitate bilingual survey providers. Will there be other language options available, or is that dependent upon the demographic profile of the LDC service territory?