

IESO Engagement

From: Frances Murray
Sent: August 10, 2016 8:00 PM
To: IESO Engagement
Cc: Nola Ruzycski
Subject: Just Energy Ontario L.P. Feedback_Whole Home Pilot Program

To whom this may concern,

Thank you for the opportunity to participate in the Whole Home Pilot Program design and project plan feedback process. Just Energy Ontario L.P. (“Just Energy”) is a conscious corporate citizen and a leader in North American energy retailing services. Just Energy provides energy solutions to residential and commercial customers through fixed, variable and flat bill electricity and natural gas products, green energy products, such as renewable energy certificates and carbon offsets, as well as innovative energy management tools, such as the ecobee smart thermostat, Pulse energy advisor app (an energy consumption disaggregation monitoring tool) and solar products for residential customers. Just Energy operates in 20 jurisdictions across Canada, the United States and the United Kingdom.

We provide reliable and innovative energy solutions to hundreds of thousands of customers in Ontario alone. Just Energy is also a partial owner of ecobee Inc., a smart thermostat developer, headquartered in Toronto, Ontario.

With respect to consumer program adoption, our experience tells us that consumers are more inclined to change their energy consumption behavior if taking the first initial steps to do so are easy and convenient. The proposed program design includes the consumer being out of pocket for the cost of the assessments and upgrades prior to applying for the rebate which seems like a barrier to participation. This, in our view, limits the demographic of consumers that are financially able to participate and puts coordination efforts of the first assessment, upgrade installation and second assessment in the hand of the consumer which they may find inconvenient. Just Energy suggests allowing the participation of third party companies, such as Just Energy, to participate in the Whole Home Pilot Program who can develop products that include the coordination of the first assessment, customer chosen installation/upgrades, second assessment and rebate application. This would remove the barrier to participation by relieving consumers of the financial burden and inconvenience that arise from being out of pocket for and having to coordinate the assessments and installs. Just Energy’s solution would increase program participation and ultimately result in the furtherance of the provincial government’s conservation goals.

Just Energy’s retailing approach sets us apart from other energy retailers as it is focused on helping customers use less energy. With 20 years of experience Just Energy is a trusted advisor helping its customers achieve comfort, convenience and control in their home. With Just Energy’s current focus and international footprint, it is in the best position to assist the IESO with program adoption.

Thank you for this opportunity once again. Just Energy looks forward to the IESO’s response.

Should you have any questions or concerns, please do not hesitate to contact us.

Sincerely,



Frances Murray
Manager, Regulatory Affairs

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Just Energy is a green, clean company. Be part of our mission. Think before you ink.