

# Frequently Asked Questions 2014 Scorecard for Ontario's Electricity Distributors

## PART 1 – GENERAL INFORMATION

### What is the Electricity Distributor Scorecard?

The scorecard is a tool that measures how well Ontario's electricity distributors (or *utilities*) are performing each year.

Ontario's electricity utilities report their scorecard performance results annually, and make the results available to the public on their websites. The most current results (showing the years 2010 to 2014) are available on the Ontario Energy Board's (OEB) and utilities' websites as of September 30, 2015.

### Why was the scorecard created?

The scorecard was developed as a tool to allow customers to gain a better sense of how well their utility is performing. It is designed to encourage Ontario's electricity utilities to operate effectively, continually seek ways to improve productivity and focus on improvements that their customers value.

The scorecard is a key part of the OEB's [Renewed Regulatory Framework for Electricity Distributors](#) – a framework that is designed to support the cost-effective planning and operation of the electricity distribution network. It enables the OEB to align the needs of a sustainable, financially viable electricity sector with the expectations of customers, who want reliable service at a reasonable price.

In developing the scorecard, the OEB sought input from industry and consumer groups, including those representing vulnerable consumers. [Read more about the scorecard here.](#)

### What does it measure?

The scorecard includes *traditional* metrics for assessing a utility's services, such as frequency of power outages, financial performance and costs per customer.

Performance results for 2014 and onwards include a number of *metrics that directly reflect the customer experience*, such as how well the utility resolves a customer's concern on the first contact, the accuracy of customers' bills, public safety and more. See the specific measures included for the 2014 period in Part 2, below.

## **How will the scorecard data be used?**

For consumers, the scorecard allows them to assess for themselves the value of the service received from their utility and learn how well it is performing.

For utilities, the scorecards are a way to track how well they are performing year over year, and how they compare against other utilities. It will also help utilities better engage with their customers to understand and respond to their customers' needs and to demonstrate the value that is being delivered.

For the OEB, the scorecard will be used to help monitor an individual utility's performance and to compare performance across the sector. Evaluations and comparisons are critical to the OEB's rate-setting process, and can signal whether corrective action is needed. The OEB will monitor the effectiveness of the scorecard as a performance monitoring tool, and work with stakeholders to ensure that it continues to support our objectives.

## **How can consumers use the scorecard?**

Since last fall, the scorecards have been downloaded from the OEB website close to 16,000 times. This year's (2014 year) scorecards include measures that relate to customer experience. Over time, consumers will be able see how their utility is faring year over year, as well as how it compares to other utilities.

The scorecard can be used as a tool for consumers to assess for themselves the value of the service received from their electricity utility. For example:

- When service appointments are booked with my utility, how often did they show up on time?
- How often did my power go out, and how long did the utility take to fix the problem and restore power?
- How successful is my utility at issuing accurate bills?
- Did my utility answer phone calls from customers in a timely way?

## **What are utilities doing to make their customers aware of the scorecards and performance?**

Utilities are encouraged to consult more broadly and more frequently with their customers about their performance. Doing so will give customers a better understanding of cost-drivers and a better sense of the value of the distribution system and benefits to them as customers. At the same time, talking with customers will give the utility a first-hand sense of its customers' priorities and what they are willing to pay for.

With respect to promoting performance scorecards, utilities are reaching out to their customers in a number of ways; for example using messaging in bills, social media, annual and financial reports, web ads and more. The scorecard is an excellent opportunity for customers to voice concerns or positive feedback to their utility.

## **What do the scorecard measures mean?**

Technical and plain-language descriptions of all scorecard measures [can be found on the OEB website](#).

The following three measures have not been defined across the industry:

- First Contact Resolution
- Customer Satisfaction Survey Results
- Distribution System Plan Implementation Progress

The OEB plans to review information provided by electricity distributors over the next three years and implement a commonly defined measure for these areas by 2018. As a result, each electricity distributor may have different measurements of performance until such time as the OEB provides specific direction regarding a commonly defined measure.

## **What improvements have been made to the 2014 scorecards?**

To ensure scorecards continue to be helpful, the OEB formed a working group of 13 electricity distributors in early 2015. They were tasked with developing and implementing improvements to support the 2014 scorecard implementation. Significant contribution from the 2014 Scorecard Working Group led to the improvements to the 2014 scorecard implementation. The following documents were prepared in joint efforts of the working group and OEB staff:

- An enhanced Scorecard Regulatory Calendar so that the distributors can better plan and organize the implementation of their scorecards.
- A Scorecard Management, Discussion and Analysis Guide for utilities to better provide the story beyond their scorecard numbers.
- A Scorecard Communications Guide to help distributors better share and communicate the information in scorecards with customers.

Utilities are accountable for the quality of data they file. Each utility's executive signing officers must certify the completeness and accuracy of their scorecard data prior to signing off on the scorecard.

## **PART 2 – READING THE 2014 SCORECARDS**

### **Why are there blanks on the 2014 scorecard?**

A blank means that the data for that particular metric and year is either not available or no service was required. For example:

- for the measures introduced in 2013 (First Contact Resolution, Billing Accuracy, Customer Satisfaction Survey Results and Distribution System Plan Implementation Progress), prior years will show a blank as the results were not available; and
- a blank in the measure “Renewable Generation Connection Impact Assessments Completed on Time” means that no assessments were required to be completed for that year; thus no data was available.

### **Are there any performance targets in the scorecard for utilities to achieve?**

Yes, for many of the measures the OEB established industry and utility-specific performance targets. These performance targets take into consideration the level of service customers can expect to receive from their utility at levels the OEB has determined are reasonable. The OEB will monitor performance and data until sufficient experience has been gained.

Over time, year-over-year improvements will differentiate the utility’s performance levels relative to the norm and superior performance levels in the sector. This information can be used by the OEB to ensure performance targets continue to be appropriate and continue to encourage continuous improvement.

### **What do the arrows under the “trend” column mean?**

The scorecard is used to track how well the utility is performing over the five-year period. The arrows indicate the directional trend being achieved (up, down or flat) based on data from the past five years. The symbol will be green if the value reported in the most current year is “on target” (target is met or exceeded), and it will be red if the target has not been met.

### **How do I compare my utility’s 2014 performance with the performance of another utility?**

The 2014 results for all of Ontario’s 72 electricity utilities [are now available on the OEB website](#).

In February 2015, the OEB launched a new section of our website that displays the performance of Ontario’s electricity utilities in an interactive way. The tool is a one-stop shop for industry staff and consumers who are looking for performance data about their utility. Individual webpages display scorecard

performance data, highlights from the annual distributors' yearbook, consumer complaints and regulatory information for each utility. Users can also create custom reports to compare data with other utilities.

**Are utilities expected to post their scorecards on their websites?**

Yes, the 2014 scorecards will be available on utilities' websites on September 30, 2015.

**How can consumers provide feedback about their utility's scorecard performance?**

Consumers are encouraged to send any questions and/or comments to your utility directly, or the OEB at [IndustryRelations@ontarioenergyboard.ca](mailto:IndustryRelations@ontarioenergyboard.ca).