



October 15, 2014

Ontario Energy Board
2300 Yonge Street
Toronto, Ontario, Canada
M4P 1E4

Re: EB-2014-0134

Summerhill has reviewed the Demand Side Management (DSM) Framework for Natural Gas Distributors (EB-2014-0134) dated September 15, 2014 with interest however typically does not comment on policy framework documents.

Summerhill is a Canadian-owned business that designs and implements energy conservation programs and customer engagement strategies for electric and gas utilities. We specialize in interacting with participants using innovative approaches that achieve measurable results. Given our implementation experience Summerhill would welcome the opportunity to provide feedback and input on specific DSM plans and activities once submitted by Natural Gas Distributors.

Given the Board's reference to new and innovative program offerings in the DSM Framework we would ask the Board to consider providing Natural Gas Distributors with the opportunity to develop an Innovation Fund. The goal of the Fund would be to develop and test new approaches to drive sustained behaviour change and help achieve their targets.

Sincerely,

Ersilia Serafini
President