

Memorandum



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To: Strategic Advisory Committee
From: Marko Cirovic, Director, Sector Engagement
Date: July 16, 2025
Re: IESO Business Update – 2024 Engagement Survey Results

The following memorandum provides an update to members of the Strategic Advisory Committee (SAC) on the results of the 2024 Stakeholder and Community Engagement Survey.

Summary

Each year, the IESO surveys stakeholders, communities and customers to better understand their level of familiarity, trust and confidence in the IESO, as well as their overall experience engaging with the organization.

According to the results of the 2024 Stakeholder and Community Engagement Survey, respondents continue to express positive impressions of the IESO's performance and engagement activities. Notably, the survey saw improved trust ratings in the IESO's ability to deliver on the three core pillars making up our Corporate Strategy: Drive and Guide the Sector, Drive Business Transformation, and Ensuring System Reliability While Supporting Cost-Effectiveness.

In 2024, the IESO received the largest year-over-year increase in the results for the 2024 Corporate Performance Measure (CPM), with 82% of survey respondents reporting that their experience with IESO engagements met or exceeded their expectations. This is six percentage points higher than the 2023 results and the 2024 CPM target of 76%.

Overall, the survey results highlight a positive shift in perceptions, which suggest that the IESO's evolution of its engagement approaches has resonated during a time of rapid change in the sector and increasing expectations of the organization.

Survey Results

The 2024 Stakeholder and Community Engagement Survey was administered by Forum Research, and a summary of highlights is attached in the Appendix.

Electricity Sector Overall

Overall views about the current state of the electricity system have improved significantly among survey respondents (72% expressed positive views, versus 66% in 2023). Meanwhile, fewer respondents expect the state of the system to worsen (27% versus 35% in 2023). The constituency with the most positive overall impression of the sector continues to be distributors/transmitters, while municipalities showed the greatest improvement in perceptions from 2023.

The top three most pressing issues related to the electricity system among survey respondents are: planning for the future, affordability, and reliability (Table 1). This represents a shift from 2023, when sustainability/clean energy surpassed reliability as the third most pressing issue.

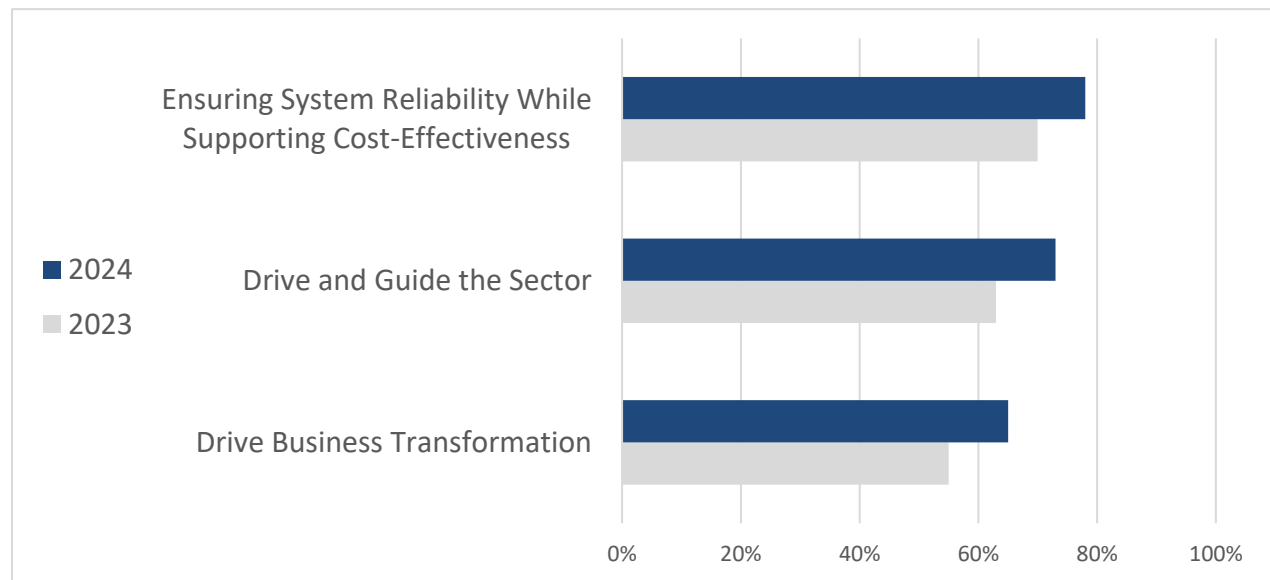
Table 1: “What are the most important and pressing issues for your community/organization as it relates to the electricity system in Ontario?”

Issue (% of respondents)		% of Respondents
1	Planning/design for the future	51%
2	Cost/price/affordability	51%
3	Reliability	46%

IESO Familiarity, Trust, Reputation and Performance

One of the key survey measures is the percentage of respondents who trust the IESO to deliver on the three core pillars of its corporate strategy. The 2024 results show an improvement across all three pillars (Figure 1).

Figure 1: “How much do you trust the IESO to do each of the following?”



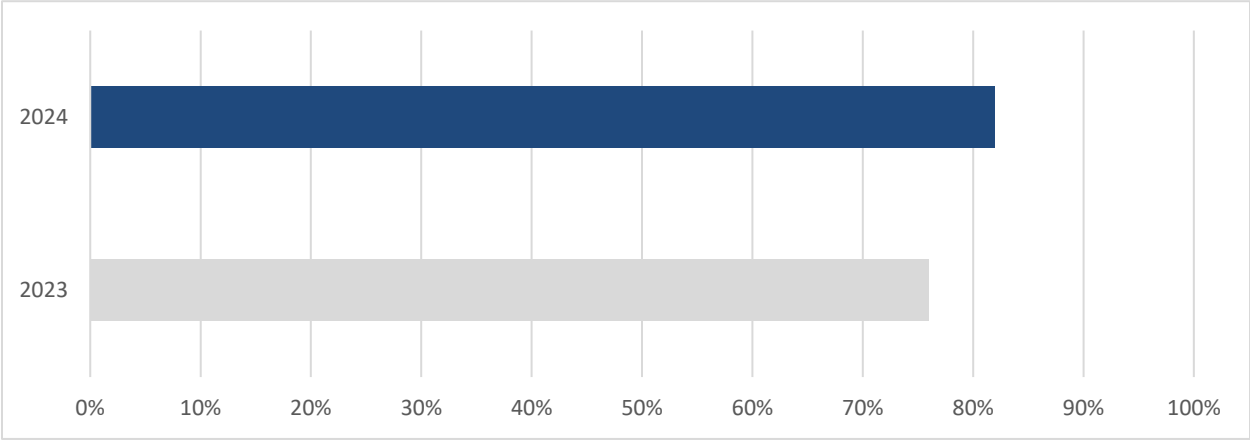
Respondents also gave high satisfaction ratings with respect to the IESO’s performance in delivering on its mandate of a reliable (87%), affordable (70%) and sustainable (71%) supply of electricity. Distributors/transmitters gave the highest rating across all areas.

The top five factors that have the greatest influence on respondents’ trust in the IESO are: (1) transparency/information sharing, (2) long-term planning, (3) a track record of performance delivering reliable, affordable, sustainable electricity, (4) knowledgeable staff, and (5) communication and listening. There was also a positive correlation between the number of interactions with the IESO and respondents’ trust in the organization.

IESO Engagements

The survey also asks whether the IESO’s engagements with communities and stakeholders have met respondents’ expectations, and these results make up the Corporate Performance Measure (CPM). A large majority (82%) of survey participants report that their experience with IESO engagements has met or exceeded their expectations, a significant increase from the 2023 result (76%) and surpassing the 2024 CPM target of 76% (Figure 2).

Figure 2: Percentage of respondents who stated that their overall experience with IESO engagements met or exceeded their expectations



Further, respondents indicate that the IESO is performing well in effective communication and engagement, professional and helpful staff, and good information/ feeling informed. When asked about opportunities to improve IESO engagements, the top suggestions included areas in which the IESO is actively working to make improvements: improve the information provided (34% of respondents), improve planning and strategy (29%), increase visibility and accessibility (23%), and improve communication (18%).

A new question in the 2024 survey asked respondents how well they think the IESO has applied its engagement principles to its process and activities. Results show most respondents that have engaged with the IESO in the past year find the IESO's engagements to be consistent with its principles, as indicated by the positive ratings in Table 2.

Table 2: “On a scale from 1 to 10, how well has the IESO applied the following principles to its engagement process?”

Engagement Principle	% of Respondents with Rating of 6 or Higher
Inclusive	86%
Accessible	78%
Traceable	78%
Purposeful	77%
Timely	76%
Transparent	74%

Next Steps

The IESO is actively taking steps to continue building on the success of its engagement processes and to enhance its efforts over the course of 2025 consistent with the External Relations and Indigenous Engagement Frameworks published in 2024.

Preparations are underway for the 2025 Stakeholder and Community Engagement Survey expected to launch in August. The IESO will contact stakeholders, communities, and consumers about the survey and others can opt in to participate by sending an email to

engagement@ieso.ca.

Appendix: 2024 IESO Stakeholder and Community Engagement Survey – Key Findings
(attached)