

Bill Inserts

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Attachments: ENERGY BILL INSERTS.docx (928.84 kB)

Hi Lynn

Some draft copy for your email. Is this helpful?

Also attached is the three-pager from this am.

Thanks
Melanie

Attached is a draft overview approach for the inserts in electricity bills.

I understand the ministry and MO are working through a broader bill presentment discussion right now as well.

For the insert strategy, the Ontario Energy Board is planning to do an insert in May to address the rate changes.

The Ministry of Energy is working on an insert for June bills (once the legislation is passed). Included in the attached are some draft mock-ups we put together. Energy will be printing and providing the inserts to LDCs for voluntary stuffing.

We've also included subsequent messaging and inserts for following months.

The ministry is also looking at developing matte stories for LDC and local papers and social content to extend the message of the reduction.