

Energy

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Fair Hydro plan

Context slide

- Inherited a system that was broken
- Invested in clean energy
- Phased out coal
- This is where we have been - this is what we have paid for

What the Policy Is

- 25% off
- Values piece - taking care of renters, farmers, small business, OESP
 - fairness in the system

Framing the announcement

- Significant reduction for a certain amount of time
- Understanding of what they were paying for - why rates have increased
- showing infrastructure that has been developed
- recognizing of all governments in the energy file
- show people that we have a plan going forward that will keep electricity rates low

Preconditioning Rollout of announcement

- Timeline with visual on top and bottom
 - Heritage dinner
 - Thibeault engagement

Announcement

- xxam - deck that went out
- xxxam - Premiers speech
- local media
- Next Morning -
- Calls to constituents with media in the room
- Caucus rollout

Marketing Campaign

Media Coverage

- Overall - number is 25%

- Headlines

Stakeholders

- Businesses said this
 - key stakeholders
 - northern rural
 - renters

Rolling Polls

Next Steps

- Communications
- Marketing
- Plan