

FW: Bill Inserts

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Attachments: ENERGY BILL INSERTS.docx (928.84 kB)

Hi William — As per our discussion this morning attached is a draft overview approach for the inserts in electricity bills that I provided to Rebecca this morning.

I understand the ministry and MO are working through a broader bill presentment discussion right now as well. The Ministry has not seen the attached.

For the insert strategy, the Ontario Energy Board is planning to do an insert in May to address the rate changes. The attached is an example of a past insert that OEB did. We have not received the one from the OEB/energy yet but will share once we have it.

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 have put together for Rebecca to review. They are very draft and energy has not seen them yet. 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.

Lynn