

# Fair Hydro Plan

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## Communications, Media and Marketing Summary

March 9, 2017

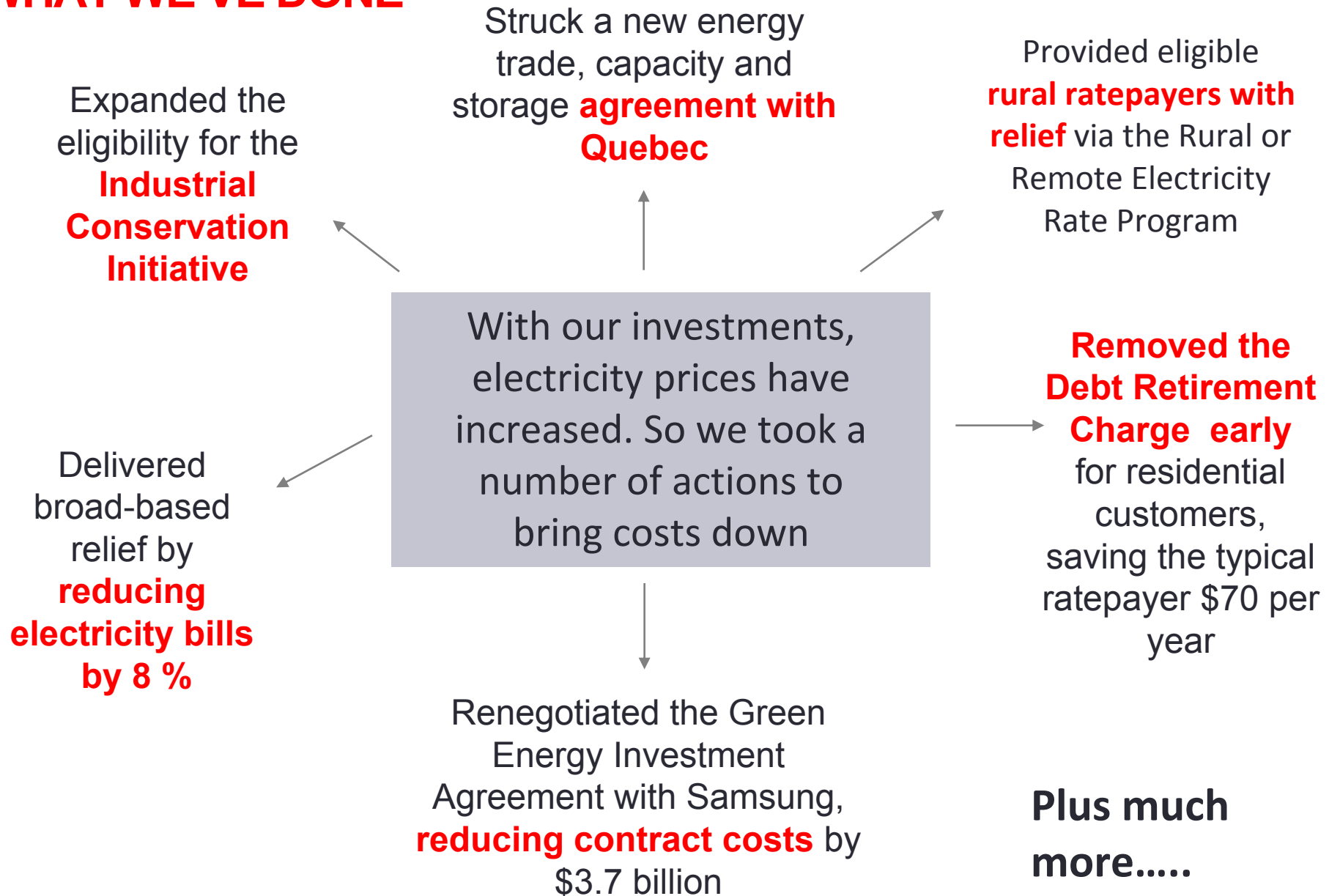
# HOW WE GOT HERE

The road to Ontario's Fair Hydro Plan includes decades of neglect ... followed by years of significant investment

## Our government has:

- ✓ Invested \$50 billion in clean energy
- ✓ Closed dirty coal plants
- ✓ Stopped importing dirty power
- ✓ Invested in transmission: more than 15,000 km of new lines
- ✓ Decided not to build new nuclear
- ✓ Created a sustainable electricity supply for decades to come

## WHAT WE'VE DONE



## WHAT WE'VE LEARNED

Through focus groups and other means, we heard a consistent story from people across the province

### We learned that the public:

- ✓ Didn't understand why rates had risen
- ✓ Expected a significant reduction
- ✓ Wanted long-lasting relief

### And so we knew we had to:

- ✓ Show Ontarians the infrastructure that had been developed
- ✓ Recognize the role all governments have played
- ✓ Prove we had a plan going forward

## WHAT WE'RE DOING NOW

# 25%

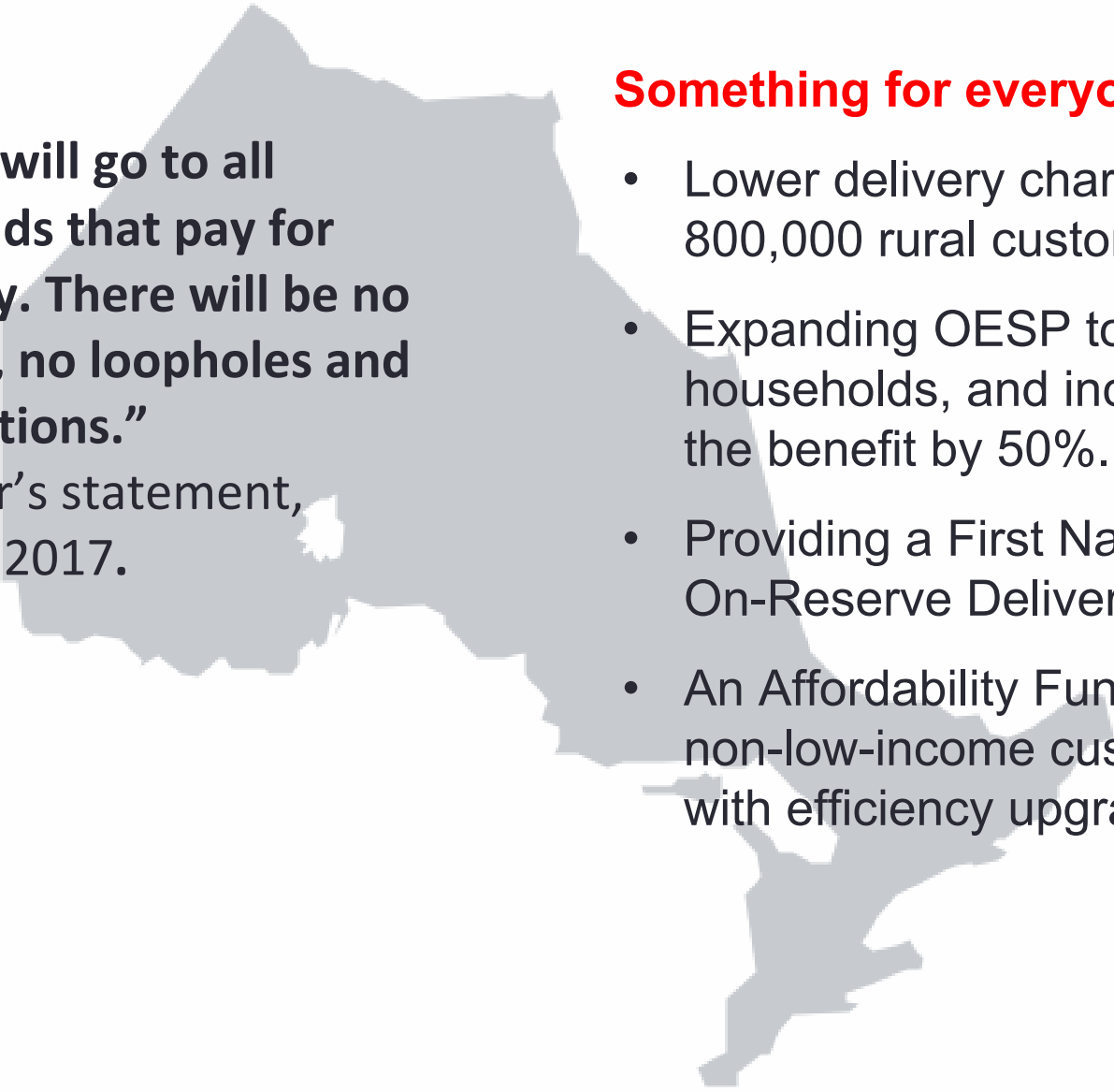
- ✓ Relief that's substantial
- ✓ Relief for everyone
- ✓ Relief that lasts

We needed to show we had a real and enduring solution. That's why we introduced the **Fair Hydro Plan**. This plan addresses long-standing policy challenges and ensures fairness by providing a **25%** reduction on average for residential customers, plus support for some farms and small businesses.

Any rate increases over the next  
will be held to the rate of inflation.

# 4 years

## OTHER POLICY HIGHLIGHTS



**“The cut will go to all households that pay for electricity. There will be no asterisks, no loopholes and no exceptions.”**

— Premier’s statement,  
March 2, 2017.

### **Something for everyone:**

- Lower delivery charges for 800,000 rural customers
- Expanding OESP to more households, and increasing the benefit by 50%.
- Providing a First Nations On-Reserve Delivery Credit
- An Affordability Fund to help non-low-income customers with efficiency upgrades

# PRECONDITIONING OUR ANNOUNCEMENT

The lead-up to March 2 included a strategic and detailed rollout

Nov 19, 2016



“I’m going to do my best to fix it.”

Premier addresses electricity prices in high-profile remarks

Nov 28, 2016



Minister Thibeault delivers key speech on market reform

Jan 1, 2017

Hydro bills drop 8%; Premier promises further action in media interviews

Jan 18, 2017



Premier meets with Windsor-area resident Libby Keenan to discuss hydro rates

March 2 2017



Premier Wynne and Minister Thibeault announce the Fair Hydro Plan

# ANNOUNCEMENT DAY: ANATOMY OF A BUSY 24 HOURS

**March 2, 8:15 a.m.**  
**Technical briefing**

Technical briefing presented by officials from Energy, Finance, OPG, IESO and Hydro One.

**9:30 a.m.**  
**Premier's speech**

Premier's speech and media avail with the Minister.

**2:30 p.m.**  
**Media Interviews**

In the 24-hour period starting that afternoon, the Premier conducted more than 20 live or "live-to-tape" interviews with TV and radio.

**March 3, 10 a.m.**  
**Calls to constituents,  
echo announcement**

Premier makes calls to Ontarians about the Fair Hydro Plan. Minister holds echo announcement in Sudbury.

## POST-ANNOUNCEMENT: SUSTAINING THE MOMENTUM

An ambitious communications rollout that spans the province will keep the momentum moving in the right direction:

- Premier and minister echo announcements
- Media interviews
- Call-centre visits
- Launch of the “energy estimator”
- Regional roundtable
- MPP rollout
- Marketing campaigns
- Premier’s op-eds
- Third-party op-eds



**“This plan for fairer hydro bills is one way we can make sure growth in our economy makes a real difference in people’s lives.”**

**Premier Wynne**  
Toronto Star op-ed,  
March 7, 2017

# MARKETING CAMPAIGN



**Fair Hydro Plan**  
25% off Your Bill  
Announcement



**March 2:**  
Social Ads  
Launch



**March 16:**  
Radio Ads  
Launch



**w/o March 20:**  
Digital Ads  
Launch



**Late April/May (tbc)**  
TV campaign  
launches

MARCH

APRIL

MAY

**March 2:**  
**OLP 25% Off**  
Campaign Launches  
(Digital, video, social)



## Ministry of Energy Campaign

- Social media (March 2 – April 9)
- Radio (March 16 – April 9)
- Digital display (w. March 20 – April 9)
- TV campaign in planning (late April/Early May)

## MEDIA COVERAGE: THE HEADLINES

# 161

print/online

# 73

TV

# 234

(Total volume, March 1-3)

» TORONTO STAR «

“Plan to cut hydro rates is a reasonable response to real pain”

 **KenoraOnline**

“Wynne announces cuts of average 25 per cent to hydro bills”

  
**InsideHalton.com**

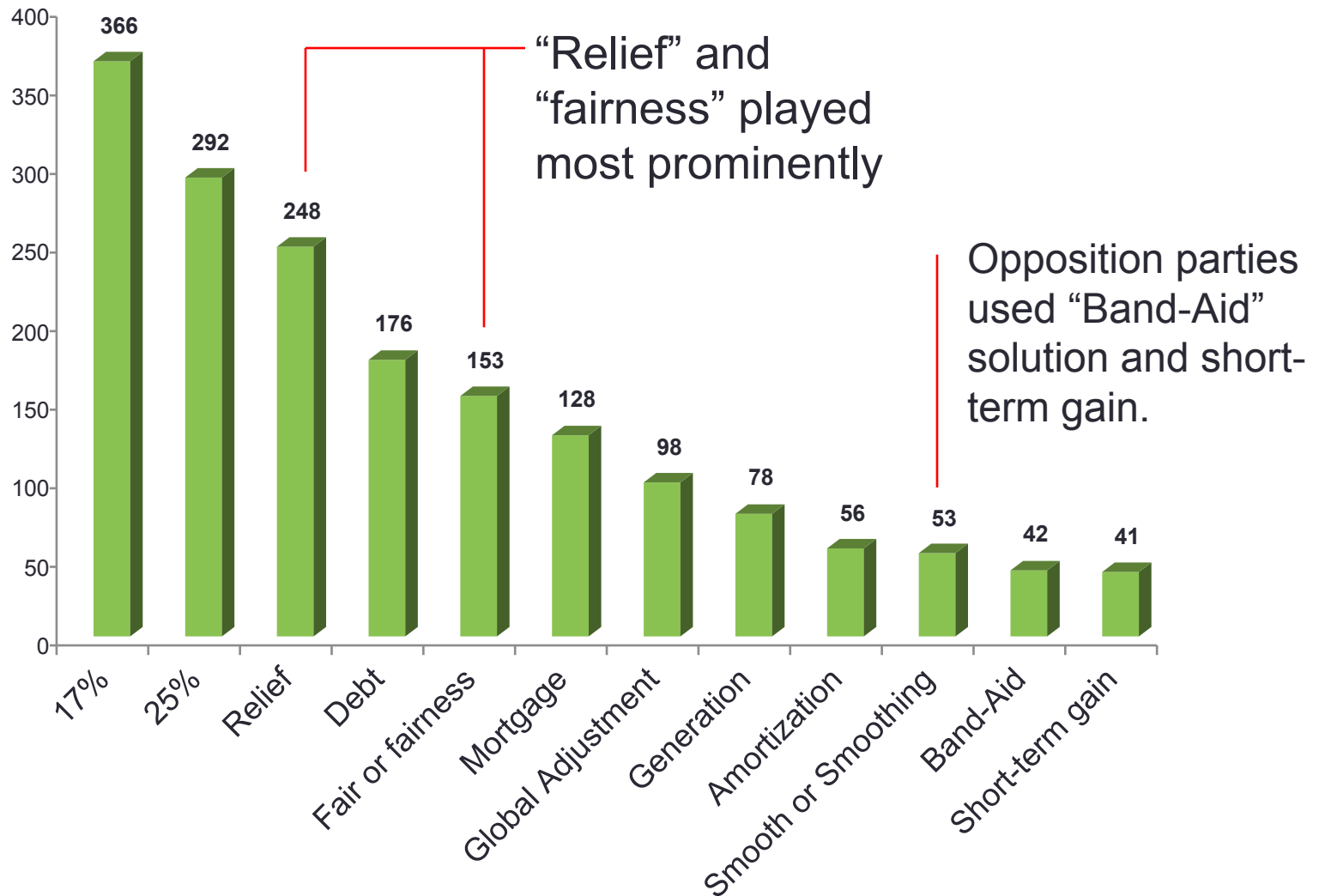
“Milton residents will likely see a \$30 monthly reduction in electricity bills”

**MYNORTHBAYNOW**

“Regional Chief praises 25 per cent hydro cut”

# MEDIA COVERAGE: A CLOSER LOOK

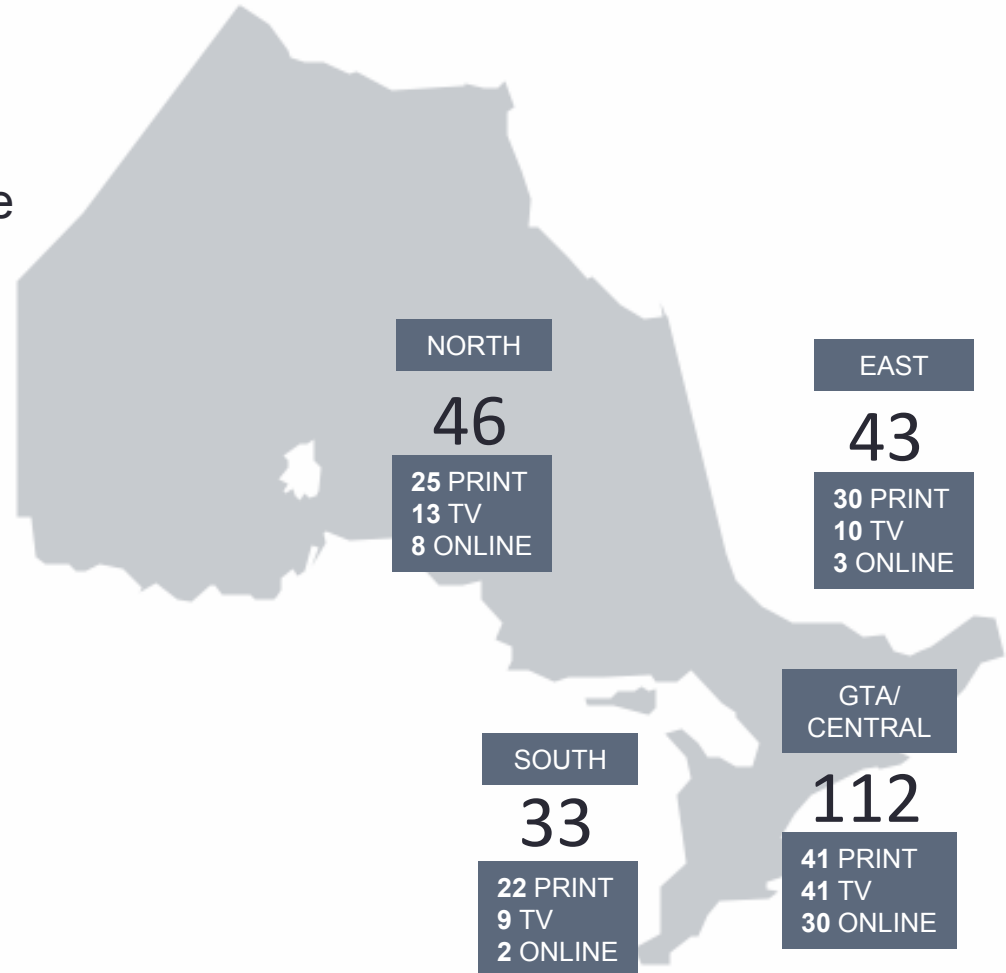
## Keyword Media Mentions



# MEDIA COVERAGE: REGIONAL BREAKDOWN

## Key observations:

- Overall volume of media coverage **exceeded a normal Budget day** with significant coverage across the province
- Over three days, the Fair Hydro story was **front-page news 18 times**
- ~70 per cent of total stories were either positive or neutral in tone. **Two-thirds of TV news stories were positive**
- Key messages about “relief” and “fairness” played prominently in most media accounts



# RESPONSES FROM STAKEHOLDERS

## Municipalities

“We are pleased that electricity ratepayers will see the positive benefits of this announcement in the near future and for the commitment that rates will not increase beyond the rate of inflation for the next four years.”

– **Mayor Alan Spacek, Federation of Northern Ontario Municipalities**

## Indigenous community

“The elimination of the delivery charge will assist our citizens by reducing energy poverty in our communities. It also represents recognition for the use of the land in the development and expansion of the provincial energy grid.”

– **Isadore Day, Ontario Regional Chief**

## Business groups

“We believe that a lot of small and medium enterprises will be able to take advantage of this cut.

– **Charla Robinson, President of Thunder Bay Chamber of Commerce**

## Rural Households

“This is quite a significant change to the system. It's definitely a significant change to rural Ontario in terms of bringing costs down for our low-density users.”

– **Francesca Dobbyn, executive director of the United Way of Bruce Grey**

## KEY MESSAGING

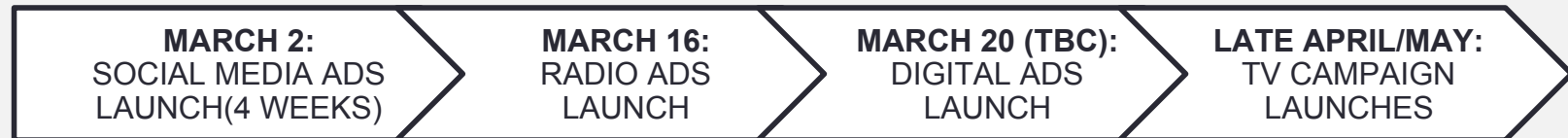
- We are taking decisive action to lower electricity bills for households by 25 per cent on average — the single-largest reduction in Ontario's history.
- People with low incomes and those living in rural communities would benefit from even greater savings.
- The decision to invest in a clean, modern and reliable electricity system was the right one — but the costs of this decision should not be put on today's electricity bills alone.
- We are making fixes to the electricity system to distribute those costs more fairly — and giving people significant savings on their bills that will make a real difference.

# NEXT STEPS FOR...

## Communications



## Marketing



## Other Milestones

