

FAIR HYDRO PLAN

Communications, Media and Marketing Summary

March 9, 2017

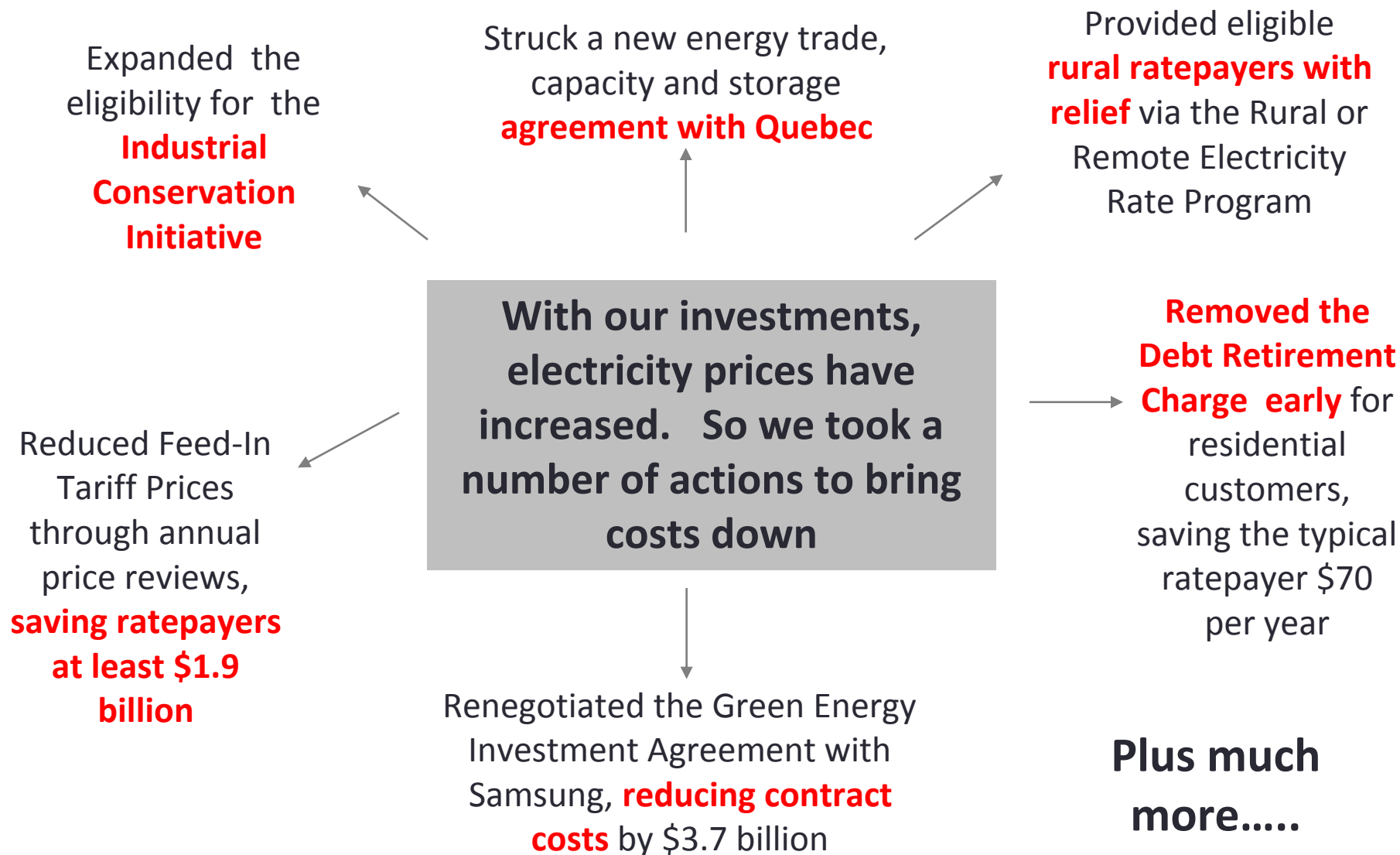
HOW WE GOT HERE

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 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

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, farms and small businesses.

Other highlights:

- 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

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

PRECONDITIONING OUR ANNOUNCEMENT

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

“I’m going to do my best to fix it.”

Premier address high electricity prices in high-profile remarks

Minister Thibeault delivers key speech on market reform



Premier promises action in end-of-year media interviews

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



Premier Wynne and Minister Thibeault announce the Fair Hydro Plan

Nov 19, 2016

Nov 28, 2016

Dec 2016

Jan 18, 2017

March 2 2017

ANNOUNCEMENT DAY: ANATOMY OF A BUSY 24 HOURS

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
and avail**

Premier's media avail

Afternoon

Media Interviews

Media interviews to XXXXX.

Time?

Calls to constituents

Details on the calls

Friday

Echo Announcement

Minister's echo in Sudbury, followed by another round of media interviews.

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

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”

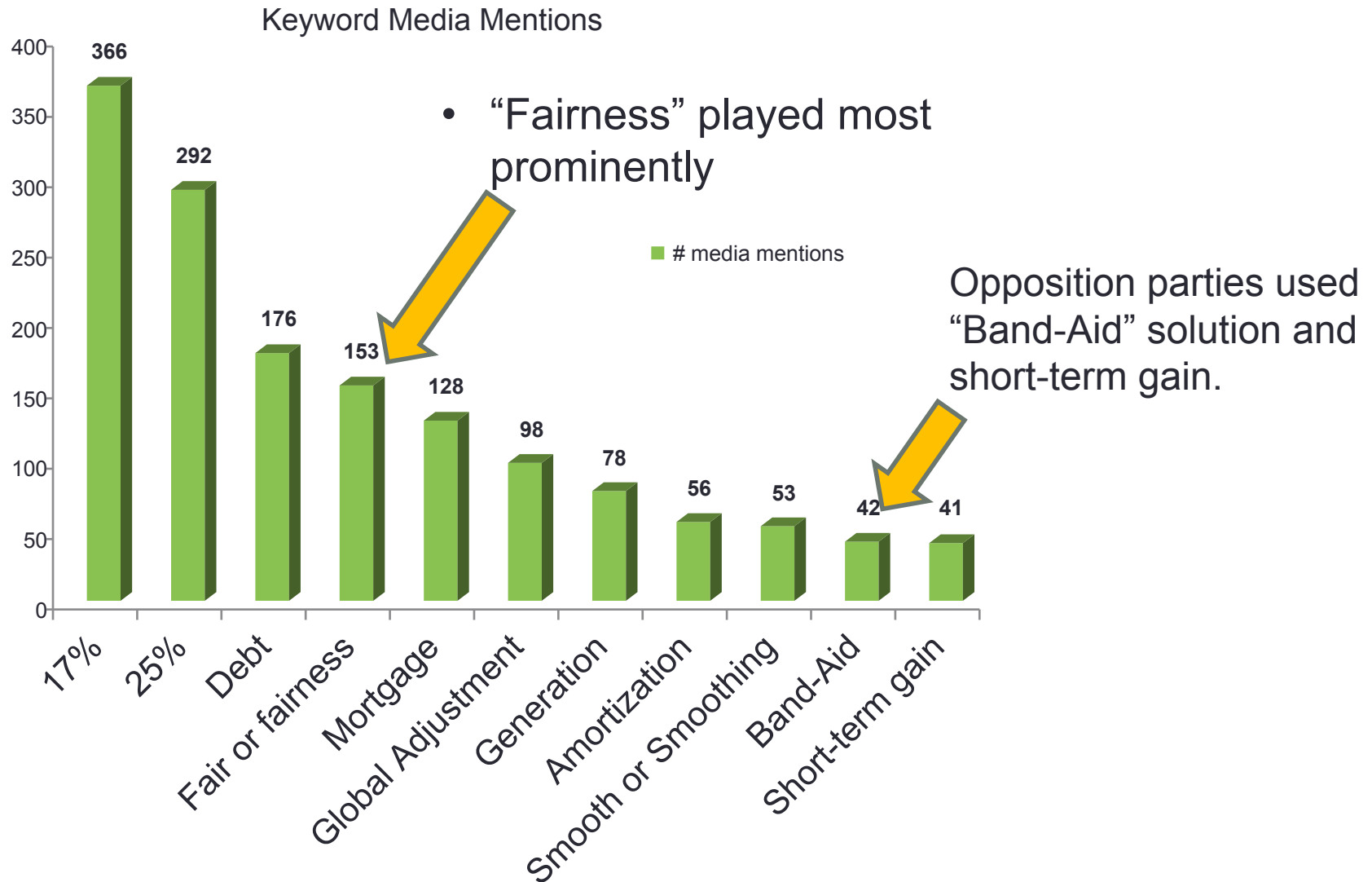

InsideHalton.com

“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



MEDIA COVERAGE: REGIONAL BREAKDOWN

By the numbers

X% number of xx

XX number of xx

XX number of xx

XX number of xx

XX number of xx

XX number of xx



RESPONSES FROM STAKHOLDERS



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 Space, 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

“Like businesses that balance their books – we feel the government should balance it books as well. That would be very challenging if they are now facing an addition \$1.4 billion in interest payments it didn’t have previously.”

– Mark Nantais, president of the Canadian Vehicle Manufacturers’ Association



Poverty advocates

“I think this is really going to help with energy poverty in our area.”

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

POLLING RESULTS, POST-ANNOUNCEMENT

GOVERNMENT PERFORMANCE

- 50% of Ontarians agree that the government has recently been doing a better job listening to Ontarians' concerns
- A 5-pt increase in those that believe the government's performance at controlling electricity prices is excellent
- Belief that the government has been managing this issue poorly has remained stubbornly at 65%

CHANGES TO THE COST OF ELECTRICITY

- Since March 2, over 90% of Ontarians have heard at least something about the changing cost of electricity lately – up from 88% in February
- About 76% of respondents say they had heard at least something about the policy change and only 24% had not heard anything

THE POLICY CHANGE

- **Support for this policy is widespread and strong**
- About 49% strongly support the reduction and 33% somewhat support it. Only 14% are opposed to the policy.
- About 78% say that reducing hydro bills will help their family with 40% strongly agreeing this will help their family

AFFORDABILITY & FAIRNESS

- Pre-announcement, about 71% disagree that electricity in Ontario is affordable
- Post-announcement, two-thirds say that once the 25% reduction comes into effect, their electricity will be affordable
- One quarter of Ontarians strongly agree and 40% somewhat agree. One in three disagree.
- Ontarians are more likely to say this change to pricing makes electricity affordable (65%) than fair (51%)

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



March

May

July