

DRAFT Comms Plan

Electricity Rate Mitigation – February 16, 2017

Objectives

- Take immediate action to help people in their everyday lives and fix a problem raised by Ontarians
- Continue to shift the narrative around electricity costs and energy policy in advance of LTEP
- Undertake a thorough campaign of proactive, positive media coverage on the announcement to ensure provincial, regional and local coverage in multiple medium (radio, TV, print, social).
- Secure positive stakeholder support from transformational policies to the electricity sector in Ontario
- Thoroughly brief and equip our members with the necessary products to host local media events with United Ways, Chambers of Commerce, or local projects that give local profile to our action.
- Ensure sustained media push through an Energy Minister's Tour during the winter session to provide for consistent media coverage on alternating pillars of the relief strategy; families, business, rural Ontario.

Context

- While Ontario's economy has fully recovered from the global recession, many Ontarians are not feeling the recovery in their everyday lives. Through strong fiscal management, Ontario will balance the budget in 2017-18, which positions the government to take action to help people with the cost of everyday living.
- Over the course of the last 15 years, Ontario has upgraded a dirty, unreliable electricity system to one that we can all count on to be clean and reliable. These invests have come at a cost, and we have heard from Ontarians that action needs to be taken to fix a problem of price increases.
- New actions to defer up increases in electricity costs, cap delivery charges, and enhance support programs will help fix the problem and will provide immediate savings for all electricity consumers in Ontario between \$15 and \$20
- Taken together, our plan means that the average electricity bill will be down more than \$XX per month (or \$XX annually)

Considerations

- No long-term price curve projection has been published since the 2013 Long Term Energy. Communicating the extend of price increases in the long-term as a result of our actions to defer Global Adjustment costs would focus media attention on the pace of increase over the out years of the plan, resulting in a loss of control of the narrative on announcement day.
- The creation of a corporate entity to manage electricity sector debt will immediately draw comparisons to the electricity policy under previous government that led to the stranded debt and the DRC. Any framing of our plan that leads to comparisons (such as a 'rate freeze to 2015 levels for the next three years') would be immediate and inadvisable.

Top Line Key Messages

- After decades of neglect under previous governments of all stripes, our electricity grid required major investment and modernization. So, starting in 2003 we closed the coal plants and rebuilt a reliable system.
- At the same time, we've worked to make our system fairer for low-income households and those that live in rural areas, providing benefits that reduce bills.
- But we've heard from families and businesses that the costs of these investments and social programs have grown too quickly, and require action to reduce rates now and fix the problem.
- So we're putting forward a plan to cut all electricity bills in Ontario by [*one-third (~XX%) for at least the next four years*]. This will mean significant savings for people across Ontario:
 - Average household saves: \$XX per month (\$XX annually)
 - Rural household saves: \$XX per month (\$XX annually)
 - Low Income household saves: \$XX per month (\$XX annually)
 - Average small business saves: \$XX per month (\$XX annually)
- Our plan includes:
 1. Restructuring how you're billed for hydro. The clean, reliable electricity system we've built will benefit us for decades to come, so we are spreading out the cost of that investment over a longer time period to reduce prices.
 2. Moving all social programs from your hydro bill to government funding, recognizing they are for the common good.
 3. Helping the most vulnerable Ontarians with enhanced relief, increasing support for low-income households by 100% and rural households by XX%.

- Taken together, our plan is the most significant restructuring of the electricity sector in a generation and will mean significant savings for families and businesses.
- It recognizes that the decision to clean up, modernize and make our system fairer was the right one – but that the costs of this decision should not be put on electricity bills alone.
- We will continue to invest in our grid and ensure Ontario benefits from steady supply of clean electricity – but we'll do it while ensuring all households can afford that power.

Products

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| ▪ Technical Briefing Presentation | ▪ Caucus Presentation | ▪ MPP Echo Products |
| ▪ News Release & Backgrounder | ▪ Bill Introduction News Release | ▪ MAT Article |
| ▪ Premier’s Event Remarks | ▪ Minister's House Statement | ▪ Social Media shareables |
| ▪ KMs/QAs | | ▪ Householder |

Communications Tactics & Rollout

Section #1: Initial Rollout	
Proposed Dates	Locations
February 14 - 17, 2017	Queen’s Park / Regional Centres
Description	
Tuesday Caucus Briefing Wednesday Cabinet Approval Thursday Announcement Friday Echos <u>Tuesday February 14th</u> <i>What: Caucus Briefing</i> Where: Caucus Retreat Why: Ensure caucus has a full briefing on the details of the new policy and a complete package of communications materials to support them in undertaking Echo events with chambers of commerce, local service agencies, and local distribution companies Products: Caucus presentation deck, MPP Echo Kits, Shareables, Householder <u>Wednesday February 15th</u> <i>What: Cabinet Approval</i> <u>Thursday February 16th</u> <i>What: Announcement of Plan</i> Format: Technical briefing from Ministry officials, followed by avail with Premier and Minister Who: Premier Wynne and Minister Thibeault, Energy Officials Where: MacDonald Block Why: To announce significant rate mitigation measures for electricity consumers Products: Technical Briefing Deck, NR, MA, Backgrounders, Remarks, KM/QA <u>Friday February 17th</u> <i>What: Northern Echo Announcement</i> Where: Sudbury, TBC Why: Drive continued Northern coverage <i>What: Morning Radio Hits</i> Who: TBD Where: Metro Morning, Moore in the Morning, The Wolf Morning Show (Peterborough), etc. <i>What: Regional rural radio tour</i> Who: Minister Thibeault / PA Delaney Where: See Regional Media Plan (Appendix 1) Why: In order to ensure discussion is being led by government voices in rural areas across Ontario, Minister Thibeault and PA Delaney will hold radio interview discussions with targeting regional programs.	

Section #3: Regional Echos	
Proposed Date and Time	Location
February 17, 2018	Regional Media Centres
Description	
<i>Undertake a coordinated regional media campaign across province on a single day with Regional Ministers to provide widespread lift to the core announcement and highlight regional examples of the impact this plan will have on local families, farms and businesses.</i>	
<u>Teletownhalls:</u> <i>Deploy the use of teletownhalls with regional Ministers, local members, and the Minister of Energy (if available) to directly engage with a wider audience of Ontarians to discuss the measures being announced in our plan.</i>	
<u>Southwest Tour: London</u> Who: Minister Matthews Possible Location: TBC Products: NR, MA, Remarks, KM/QA	
<u>East Tour: Peterborough</u> Who: Minister Leal Possible Location: TBC Products: NR, MA, Remarks, KM/QA	
<u>Peel Tour: Mississauga</u> Who: Minister Sousa, PA Delaney Possible Location: TBC Products: NR, MA, Remarks, KM/QA	
<u>Northwest Tour: Thunder Bay</u> Who: Minister Gravelle, Mauro Possible Location: TBC Products: NR, MA, Remarks, KM/QA	
<u>Toronto Tour: Scarborough</u> Who: Minister Duguid, Minister Hunter Possible Location: TBC Products: NR, MA, Remarks, KM/QA	
<u>Ottawa Tour</u> Who: Minister Chiarelli, Naqvi, Lalond, MPP De Rosier Possible Location: TBC Products: NR, MA, Remarks, KM/QA	
<u>Ottawa Keynote</u> Who: Minister Thibeault Location: Economic Club f Canada When: Friday February 24, 2018 Products: Remarks	

Section #2: Advertising Strategy	
Proposed Date and Time	Location
February 16, 2018	Print, Radio, Social, TV to follow
Description	
<i>NTD:</i> <i>Wrap around advertising strategy that will include immediate use of print, radio and social advertising to inform Ontarians about the plan and demonstrate a call to action.</i> <i>Focused on the total figure of savings from combined relief plan post-SFT, with targeted rural ads for enhancements to the RRRP. Optional targeting of low-income support enhancement, which could be directed by the OEB as next wave of promotions for program.</i>	

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