

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 built a reliable system, investing \$50 billion and building more than 14,000 of power lines.
- But the costs of these investments were front-end loaded, having the biggest impact on today's hydro bills.
- And we've heard from families and businesses that the cost of these investments has grown too quickly, and it's unequitable they're being paid entirely by people today.
- So our government is putting forward a plan to fix this problem and ensure that costs are shared more evenly over the years ahead.
- In Sept. 2016 we introduced an 8 per cent HST rebate, but we've heard that a bigger cut is needed.
- So we will increase this reduction to at least [25%] beginning in [May 2017] for at least the next [four] years.
- This will mean:
 - Average household saves: \$XX per month (\$XX annually)
 - Average small business saves: \$XX per month (\$XX annually)
- We'll do this by:
 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 smoothing out the cost of that investment to reduce prices today and ensure fairness tomorrow.
 2. Moving all social programs from your hydro bill to government funding, recognizing they are for the common good.
- Our plan is the most significant restructuring of the electricity sector in a generation and the single biggest rate reduction in Ontario's history. 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 today's electricity bills alone.
- The investments we made to rebuild our electricity system had costs, and so do these changes, but we know they are the right thing to do to help people.

Products

- Technical Briefing Presentation
 - News Release & Backgrounder
 - Premier’s Event Remarks
 - KMs/QAs
- Caucus Presentation
 - Bill Introduction News Release
 - Minister's House Statement
- MPP Echo Products
 - MAT Article
 - Social Media shareables
 - 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, tour of call centre, followed by avail with Premier and Minister Who: Premier Wynne and Minister Thibeault, Energy Officials, TBD Minister Del Duca Where: TBD: Alectra Call Centre (formerly Enersource), Vaughan area Why: To announce significant cut to electricity bills 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

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.

Teletownhalls:

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.

Southwest Tour: London

Who: Minister Matthews
Possible Location: TBC
Products: NR, MA, Remarks, KM/QA

East Tour: Peterborough

Who: Minister Leal
Possible Location: TBC
Products: NR, MA, Remarks, KM/QA

Peel Tour: Mississauga

Who: Minister Sousa, PA Delaney
Possible Location: TBC
Products: NR, MA, Remarks, KM/QA

Northwest Tour: Thunder Bay

Who: Minister Gravelle, Mauro
Possible Location: TBC
Products: NR, MA, Remarks, KM/QA

Toronto Tour: Scarborough

Who: Minister Duguid, Minister Hunter
Possible Location: TBC
Products: NR, MA, Remarks, KM/QA

Ottawa Tour

Who: Minister Chiarelli, Naqvi, Lalond, MPP De Rosier
Possible Location: TBC
Products: NR, MA, Remarks, KM/QA

Ottawa Keynote

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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