

# Communications Snapshot

## Long-Term Energy Plan Launch

July 11, 2017

### Communications Objectives

- Maximize positive reception of the launch of the 2017 Long-Term Energy Plan (LTEP)
- Sustain positive relationships with energy sector stakeholders and partners
- Proactively recognize the contribution of First Nations and Métis leaders in the process
- Target specific audiences with programs of interest (i.e. electric vehicles, net metering, cost mitigation)
- Mitigate negative responses to the policies advanced in the LTEP

### Context

- Ontario previously released two LTEPs: in 2010 and 2013.
- In 2016, the government passed legislation to enshrine the LTEP development process in the *Electricity Act, 1998*. The process requires extensive public engagement and collaboration with energy sector agencies.
- Development of the 2017 LTEP began in 2016, with the release of two technical reports; one on electricity and a second on fuels. The technical reports supported a comprehensive engagement process, which took place from October 2016 to January 2017.
- The Ministry used a variety of tools to support engagement. These included an online talks tool and survey, in-person stakeholder engagement sessions, public open houses, the release of a discussion guide and supplementary Indigenous workbook, and the request for submissions through the Environmental Registry.
- The process yielded feedback from three channels:
  - In person sessions. Approximately 550 people attended 17 invitation-only stakeholder consultation sessions. Hundreds more attended public open houses. Likewise, Ministry staffers met with representatives from 100 First Nations and Indigenous organizations at 17 Indigenous sessions.
  - Written submissions. We received more than 1,500 formal submissions via the Environmental Registry. Also, interested individuals and groups submitted 200 letters, emails and paper submissions.
  - Talks tool. The Ministry received 2,835 online comments and submissions from 2,285 users using this online platform that allowed people to provide anonymous feedback.
- When completed, the LTEP will highlight initiatives related to energy affordability, supply, conservation and innovation. It will also highlight initiatives related to addressing climate change and working with Indigenous communities. The LTEP provides a narrative on Ontario's energy sector as well as a vision of what the Province sees for the future. As in the past, the document will highlight new initiatives as well as work already underway, such as Ontario's Fair Hydro Plan.
- The LTEP release is currently tracking for late summer. Media reception for any announcement may be limited as it is the summer holidays, and the media market is crowded with back-to-school stories. Many newsrooms are operating at limited capacities. There is a strong focus on "back to school" and "back to business" oriented content in news outlets. A late August announcement may trigger negative feedback, as well, since it can be construed as 'burying' an important initiative.
- Although Ontario's Fair Hydro Plan (OFHP) has received mixed feedback from consumers, industry and the news media, the temperature has been lowered on the issue of electricity rates in media stories. We anticipate the OFHP

will be the focus of any media coverage since electricity rate mitigation has been top of mind with the general public.

- The FHP also mandates that the Ministry and its agencies look for efficiencies and solutions to reduce costs for future ratepayers. We can and should leverage this in our messages and materials.
- As mentioned earlier, the Ministry hosted stakeholder consultation sessions, public open houses and met with representatives from First Nations and Métis organizations across the province. It is an industry best practice in stakeholder engagement to re-establish contact for the LTEP launch and show them how their feedback affected the plan's development.
  - In May 2017, the Ministry hosted an LTEP First Nation wrap-up event, to confirm accuracy of the Ministry's record of feedback, and to receive input on the Ministry's initial ideas for the next LTEP. The Ministry has offered to present feedback and ideas at the Métis Nation of Ontario Annual General Assembly.
  - In June 2017, the Ministry of Energy published an interactive story map as a tool to describe the 2017 LTEP consultation and engagement process.
- Communications will require sufficient time to accommodate the proofreading, translation, and the print production process of the final report – no less than 20 working days. Any less will compromise the quality of the final document. This time will also be needed for the development and execution of supporting promotional activities.

## Target Audience

- Rate payers and engaged consumers
- Industry (i.e. associations, LDCs, local and provincial Chamber of Commerce, etc.)
- Indigenous, Métis people and First Nations leadership
- Engagement participants
- Internal and other energy sector partners (i.e. IESO, OEB, OPG, Hydro One, intra-ministry)

## Key Messages

- We have made necessary investments in the energy system and it is now a clean and more reliable grid that will serve us well in the years to come.
- We are ensuring that Ontario's energy system is ready for the technological innovations coming to the energy sector.
- We are focused on efficiencies and cost controls that will reduce costs and help Ontario families.
- We are enhancing our commitment to conservation to improve affordability and choice for Ontarians.
- We engaged with and listened to Ontarians in the development of our plan.
- The LTEP delivers fairness and choice to help all Ontarians adjust to a rapidly changing energy future.

## Strategic Approach

- Leverage themes in the LTEP report to create a strong narrative to inform all internal and external messaging
- Create and execute a multimedia, multi-platform strategic communications plan
- Educate stakeholders -- consumers in particular – about the LTEP and how it affects their lives
- Create a narrative that connects recent Ministry initiatives like Ontario's Fair Hydro Plan to LTEP
- Engage in proactive media relations for the official launch day

## Issues & Mitigation

| Issue/Consideration                  | Mitigation Strategy                                         | Key Messages                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rate mitigation/ electricity pricing | <ul style="list-style-type: none"> <li>Proactive</li> </ul> | <ul style="list-style-type: none"> <li>OFHP brings in new initiatives that reduce costs directly on your energy bill and ensure costs are shared more evenly over the years ahead.</li> <li>We are taking decisive action by lowering electricity bills for households by 25 per cent on average. The Plan includes the eight per cent rebate introduced in January and builds on previously announced initiatives to deliver broad-based rate relief on all electricity bills. Taken together, these measures are the single largest reduction in Ontario's history.</li> <li>We are enhancing our commitment to conservation to improve affordability and choice for Ontarians. Coordination of Green Ontario Fund programs with conservation and energy efficiency programs will help provide a streamlined customer experience and expand opportunities for cost savings and carbon footprint reduction.</li> </ul> |
| Renewables in supply mix             | <ul style="list-style-type: none"> <li>Reactive</li> </ul>  | <ul style="list-style-type: none"> <li>Between 2005 and 2015, the share of installed renewable energy capacity in Ontario's electricity supply mix has grown from 26 percent to 40 percent.</li> <li>Renewable energy has become a key element in Ontario's electricity supply mix. Over the past decade, Ontario has established itself as a North American leader in the development, use, and manufacturing of clean energy technologies.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Nuclear energy                       | <ul style="list-style-type: none"> <li>Reactive</li> </ul>  | <ul style="list-style-type: none"> <li>Nuclear power is reliable, cost-effective, emissions-free and it currently supplies about 60 per cent of the power used by Ontarians every day.</li> <li>The government is committed to nuclear power and is making important investments (e.g., refurbishment of Bruce and Darlington Nuclear Generating Stations) in nuclear generation.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

## Tactics & Rollout

As was done at the launch of the OFHP, it is recommended that Ministry hosts three events the morning of the launch, geared to different audiences. These are:

- i. Technical briefing for energy sector stakeholders (to be led by DM and ADMs)
- ii. Two separate discussions with First Nations leaders and Métis leaders
- iii. Press conference in the Media Studio

i. Technical Briefing for Energy Sector Stakeholders

*Description*

- Ministry to host a technical briefing for energy sector stakeholders and industry participants in the LTEP consultations the morning of the LTEP launch
- Presenters will provide an industry-focussed overview of the 2017 LTEP
- Attendees will receive a print copy of the 2017 LTEP at the end of the briefing only
- News media would be asked to leave all recording devices at the door with Ministry staff.

*Proposed Date and Time*

TBD

*Location*

TBD (Macdonald Block)

*Speakers*

- Deputy minister
- ADM leads on the LTEP file

*Guests*

Representatives from:

- Ministry agencies (IESO, OEB, potentially H1, OPG)
- Energy sector stakeholders (e.g. local and regional electricity distribution companies, natural gas utilities, fuels suppliers, industry associations)
- Local and regional business organizations (e.g. boards of trade, chambers of commerce)
- Municipalities
- Environmental non-profit organizations

ii. Roundtable Discussion with First Nations and Métis leaders (TBC)

*Description*

- Ministry to host separate roundtable discussions with First Nations and Métis leaders
- Minister and/or Ministry representatives will discuss feedback received and content in the 2017 LTEP as it pertains to concerns raised in consultations by Indigenous leadership
- The Ministry policy team will oversee these events and communications will provide logistical and material support

*Proposed Date and Time*

TBD

*Location*

TBD (Macdonald Block)

*Speakers*

- Minister (TBC)
- Ministry leads on this portion of the LTEP file

*Guests*

- Representatives from First Nations and Métis organizations

iii. Press Conference

*Description*

- ii. Minister Thibeault will introduce elements of the 2017 LTEP to journalists at a press conference in the Media Studio immediately following the briefings
- ii. Attendees would receive a branded media kit including:
  - News release
  - Backgrounders

- 2017 LTEP document

v. The news release would be posted concurrently on Newsroom

#### *Proposed Date and Time*

TBD

#### *Location*

TBD (Media Studio)

#### *Speakers*

- Minister
- Ministry leads on the LTEP file (TBD)

#### *Guests*

- Accredited members of the news media

|                         | Pre-Launch                                                                                                                                                                                                          | Launch                                                                                                                                                                                                                                         | Post-Launch                                                                                                                                         |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Earned</b>           | <ul style="list-style-type: none"> <li>- Issues scan</li> <li>- Key message document</li> <li>- Q&amp;A document</li> <li>- Media kit</li> <li>- Stakeholder correspondence</li> <li>- Internal briefing</li> </ul> | <ul style="list-style-type: none"> <li>- Technical briefing, FN and Métis roundtable, press conference</li> <li>- News release distribution</li> <li>- Publish web page</li> <li>- Media relations</li> <li>- Stakeholder relations</li> </ul> | <ul style="list-style-type: none"> <li>- Regional media relations</li> <li>- Media monitoring</li> <li>- Mat story</li> <li>- Evaluation</li> </ul> |
| <b>Digital / Social</b> | <ul style="list-style-type: none"> <li>- Social media content – copy and graphics shareable graphics</li> <li>- Video</li> <li>- Web page development</li> </ul>                                                    | <ul style="list-style-type: none"> <li>- Share link, graphics and announcement on social media channels</li> <li>- Web page published</li> </ul>                                                                                               | <ul style="list-style-type: none"> <li>- Social media postings</li> <li>- Social media monitoring</li> <li>- Web metrics</li> </ul>                 |
| <b>Paid</b>             |                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>- Paid social</li> </ul>                                                                                                                                                                                | <ul style="list-style-type: none"> <li>- Direct to consumer</li> <li>- B2B</li> </ul>                                                               |
| <b>Other</b>            | <ul style="list-style-type: none"> <li>- LTEP book and brochure production</li> </ul>                                                                                                                               |                                                                                                                                                                                                                                                |                                                                                                                                                     |

## Evaluation

In the weeks leading up to the LTEP launch, communications will:

- Review Cabinet Office's [evaluation planning](#) document
- Ascertain the key performance indicators (KPIs)
- Create an evaluation dashboard with key performance indicators and measuring:

#### News media

Use Media Rating Points system to evaluate (see appendix C)

Track and record each news article and editorial (broadcast, print, web) including re-prints of wire services and broadcast syndication, record verified reach, apply a scale to evaluate key message pickup, photo and tone

#### Social media

Organic reach and engagement for paid and organic post

#### Website

Measure unique visitors and engagement to LTEP page with a focus on topic areas of interest to visitors

#### Correspondence

Track the number of letters and emails referring to the LTEP