

MC-2018-285

③ MC (AK)
PC: ministry-generated letter to
business organizations re:

Gibbs, Diana (ENERGY)

Subject:

FW: Communications - Debt Retirement Charge removed April 1

removal of Debt Retirement Charge
from non-residential electricity
bills.
S: Min-Gen

From: Berry, James (ENERGY) <James.Berry5@ontario.ca>

Sent: Wednesday, March 7, 2018 6:00 PM

To: Barbaro, Rachel (ENERGY); Tretiakov, Ilia (ENERGY); Whytock, John (ENERGY); Lyon, Sam (ENERGY)

Cc: Lindsay, Ken (ENERGY); Perkins, Michael (ENERGY); Campbell, David (ENERGY)

Subject: RE: Communications - Debt Retirement Charge removed April 1

Great, thank you Rachel. Ken, can you and your team begin drafting correspondence for this?

Talk about launching the Fair Hydro Plan last year, reduced the electricity bills for all residential consumers by 25 per cent. Half a million small businesses and farms also benefiting. Rates won't increase beyond the rate of inflation for four years and after this period, Ontario's 2017 Long-Term Energy Plan lays out a path for predictable, affordable electricity prices. As part of the plan we expanded ICI and now XX number of companies and organizations are saving an average of 33 per cent. We also shifted the cost of social programs from the rate base to the tax base to reduce the bills of electricity consumers by 2 to 4 per cent.

And then go into DRC message?

From: Barbaro, Rachel (ENERGY)

Sent: March 7, 2018 4:50 PM

To: Tretiakov, Ilia (ENERGY) <Ilia.Tretiakov@ontario.ca>; Whytock, John (ENERGY) <John.Whytock@ontario.ca>; Lyon, Sam (ENERGY) <Sam.Lyon@ontario.ca>

Cc: Lindsay, Ken (ENERGY) <Ken.Lindsay@ontario.ca>; Perkins, Michael (ENERGY) <Michael.Perkins@ontario.ca>; Berry, James (ENERGY) <James.Berry5@ontario.ca>

Subject: RE: Communications - Debt Retirement Charge removed April 1

Hi Ilia,

Thanks for your note. All great ideas. There is a DRC communications plan in approvals. We'll revise and get it to you asap and start refining some of our tactics in the meantime.

Rachel

From: Tretiakov, Ilia (ENERGY)

Sent: March-07-18 4:47 PM

To: Whytock, John (ENERGY); Lyon, Sam (ENERGY); Barbaro, Rachel (ENERGY)

Cc: Lindsay, Ken (ENERGY); Perkins, Michael (ENERGY); Berry, James (ENERGY)

Subject: Communications - Debt Retirement Charge removed April 1

Hey team,

As you very well know, starting April 1st the DRC will no longer be charged to non-residential electricity consumers. We'd be interested to hear your ideas on how to best approach this milestone.

I think a targeted social media campaign would be appropriate to alert businesses that this is on the horizon for the start of the April 1st billing period. Other ways to reach out to business would be a letter from Minister Thibeault (potentially joint-letter with Ministers Leal and Del Duca) addressed to a handful of organizations – OCC, CME, AMPCO. Perhaps this is something correspondence can begin to draft up?

Otherwise, open to suggestions as to how best to approach this. Seeing that as the main goal is to inform businesses, maybe Know Your Power would be willing to collaborate by adding information to their website or addressing their mailing list?

Looking forward to discussing this further!

Thank you,

Ilia Tretiakov
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