

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

- Ontario's Government is taking action to help people in their everyday lives and improving access to affordable clean energy.
- We've heard from families and businesses that the costs of rebuilding our power system after years of neglect require action, so today we're taking immediate steps to fix the problem.
- Our plan to reduce bills involves:
 1. Deferring up to \$2 billion annually in new electricity sector spending, saving the average family between \$15 and \$20 on each monthly bill for at least the next four years.
 2. Reducing delivery charges by \$XX per month for the most rural Ontarians, saving the average eligible rural consumer up to \$XX annually.
 3. Enhancing targeted programs that help low-income customers, providing eligible low-income customers with \$XX annually and customers that heat with electricity \$XX annually. We will also extend additional targeted relief at on-reserve First Nations customers, which will provide \$XX in annual relief.
 4. Expanding the powers of the Ontario Energy Board to hold a firmer line on rate applications from hydro utilities – requiring them to operate more efficiently and pass savings to consumers. Directing the Independent Electricity System Operator to reform Ontario's electricity market, fixing the foundation of our system for the future.
 5. Directing Ontario Power Generation to reduce operating costs and improve efficiencies and reduce the cost of power production, reducing system costs by \$250 million.
- This new plan builds on actions taken in the fall, and will mean real savings for customers:
 - Average family: \$XX per month (\$XX annually)
 - Rural family: \$XX per month (\$XX annually)
 - Low Income family: \$XX per month (\$XX annually)

Media Lines (Re; Global Adjustment)

- Our plan is akin to refinancing a mortgage.
- When we got off coal and cleaned up our power system, we set up the system for a '20 year mortgage' – it meant the prices through the Global Adjustment increased in the near term to recover those costs, but would eventually stabilize and decline in the longer term and lead to increased volatility in prices.
- We recognize the cost of these 'mortgage premiums' have put pressure on many Ontarians – especially those in communities not feeling the impact of the economic recovery or in rural areas. And we're concerned about price volatility as we move towards the out years.
- So we're taking action to address this issue – and we're refinancing our 'mortgage' to more like 30 years. This will mean smoothing Global Adjustment costs out over the longer term.

- This will mean prices will go down immediately – but we will have to pay it off a bit longer as Global Adjustment costs increases are smoothed out over a longer period.
- To manage the restructuring of the Global Adjustment, an undertaking of complex financial accounting, we’re setting up an independently managed Trust to manage the ‘mortgage’.
- This spring we’ll release the 2017 LTEP which will include a projection of where we think is headed, but over the next four or five years Ontarians will see an immediate decrease in their electricity costs.

Products

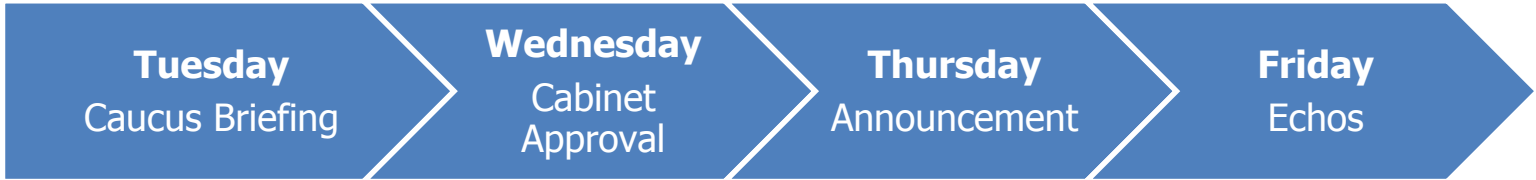
- Technical Briefing Presentation
 - News Release & Backgrounder
 - Premier’s Event Remarks
 - KMs/QAs
 - Caucus Presentation
 - Bill Introduction News Release
- Minister's House Statement
 - MPP Echo Products
 - MAT Article
 - Social Media shareables
 - Householder

Communications Tactics & Rollout

Section #1: Initial Rollout

Proposed Dates	Locations
February 14 - 17, 2017	Queen’s Park / Regional Centres

Description



Tuesday February 14th

What: Caucus Briefing

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

Wednesday February 15th

What: Cabinet Approval

Thursday February 16th

What: Announcement of Plan

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

Friday February 17th

What: Northern Echo Announcement

Where: Sudbury, TBC
Why: Drive continued Northern coverage

What: Morning Radio Hits

Who: TBD
Where: Metro Morning, Moore in the Morning, The Wolf Morning Show (Peterborough), etc.

What: Regional rural radio tour

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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