

Six-Month Plan Ministry of Energy

Last updated: June 2, 2017

ACHIEVING GOVERNMENT MANDATE PRIORITIES

- **Government Mandate Priorities:**
 - Develop Ontario's 2017 Long Term Energy Plan (LTEP)
 - Implement Ontario's Fair Hydro Plan to provide electricity rate mitigation for Ontario households and businesses
 - Promote energy conservation and a one-window, customer-focused approach to conservation and low-carbon technology programs
 - Engage with indigenous partners in energy planning and support economic development and reconciliation
 - Support the Green Investment Fund/Green Ontario Fund to help homeowners improve the energy efficiency of their homes
 - Based on Ontario's pipeline principles, and continue to be proactive in promoting Ontario's interests in national pipeline projects
- **Delivery: Ontario is implementing Ontario's Fair Hydro Plan, which will reduce electricity prices by 25% on average for residential consumers and reduce costs for businesses, while continuing to grow a clean, reliable and affordable energy system.**

Key Initiatives

1. **Ontario's Fair Hydro Plan**
2. **Long-Term Energy Plan**
3. **Conservation**
4. **National Pipeline Projects**

1. Ontario's Fair Hydro Plan (OFHP)

- **Description:** OFHP will lower electricity bills by 25 per cent on average for residential customers and hold increases to the rate of inflation for four years, as well implement initiatives to reduce costs for businesses. Additionally, low income Ontarians, and those living in rural or remote areas, may be eligible for even greater reductions.
- **Measuring success:**
 - Provide average 25% off hydro bills
 - Increase eligibility and credits for Ontario Electricity Support Program (OESP) for low income households
 - First Nations on-reserve Delivery Credit.
 - Affordability Fund for energy efficient home improvements for targeted electricity customers who are in need
 - Enhance the RRRP program to provide distribution rate relief to customers served by the LDCs with the highest distribution rates
 - Expanded RRRP will be available to about 800,000 customers, up from 350,000 customers.
- **Milestones:** Introduced March 2, 2017. The Fair Hydro Act, 2017 introduced May 11th. Legislation passed May 31st. Full bill reductions expected to become effective July 1st. Summer advertising campaign (TV, print, radio, digital) to begin early July
- **Key messages:**
 - The OFHP would lower electricity bills by about 25% on average for residential consumers, most small businesses and farms would also benefit. The 8% rebate that came into effect in January 2017 is included in the 25% savings.

1. Ontario's Fair Hydro Plan (OFHP) – Contd.

- **Communications tactics:**

- Multi-media advertising campaign to increase awareness among all Ontario residents who pay electricity bills.

- **Digital / Marketing tactics:**

- Television, radio, digital advertisements

- **See following slides for details of following OFHP initiatives:**

- ICI
- OESP
- First Nations Delivery Credit
- Affordability Fund

Industrial Conservation Initiative (ICI)

- **Description:** As part of Ontario's Fair Hydro Plan, ICI has been further expanded to include smaller manufacturers and greenhouses with electricity consumption between 500 kW and 1 MW, in addition to the consumers over 1 MW who are already eligible. ICI allows participants to lower their electricity costs by reducing consumption during peak hours.
- **Measuring success:** Improve awareness of ICI through collaboration with Ontario Chambers of Commerce (OCC) and the Canadian Manufacturers and Exporters (CME).
- **Milestones:** Regulatory amendments related to the expansion of ICI came into effect on April 17th. Eligible consumers that opt in will see the benefit as of July 1st, 2017.
- **Key messages:**
 - Reducing electricity costs is part of Ontario's plan to create jobs, grow our economy and help people in their everyday lives
 - ICI lowers costs for eligible consumers that reduce consumption during the top five system peak hours of the year. This benefits businesses financially and benefits the system by deferring the need for new generation.
 - To give more businesses the incentive to participate in the ICI, Ontario is expanding the program by reducing the threshold from 1 MW to 500 kW and targeting more small manufacturing and industrial consumers as well as greenhouses.
 - Newly eligible consumers are able to opt-in to the ICI program at their discretion.
- **Communications tactics:**
 - Minister's speaking engagements and collaboration with OCC and CME.
- **Digital / Marketing tactics:**
 - Twitter and Facebook when appropriate.

Ontario Electricity Support Program (OESP)

- **Description:** Effective May 1, 2017 support for lower-income electricity consumers increased by 50 per cent and more consumers will be eligible for assistance under changes to the Ontario Electricity Support Program (OESP).
- **Measuring success:** Through collaboration with the OEB and relevant ministries, ensure awareness of the enhanced eligibility criteria is raised with the target audiences
- **Milestones:** OEB to report back on program applications and program uptake
- **Key messages:**
 - The OESP lowers electricity costs for vulnerable consumers by providing a rebate on electricity bills.
 - OESP eligibility has been broadened and support has increased by 50 percent to help more consumers.
- **Communications tactics:**
 - OESP insert in the July 2017 Canada Child Benefit (CCB) notices, multi-ministerial collaboration , bullets for remarks, work with OEB to assist with distribution of program collateral , updated web content.
- **Digital / Marketing tactics:**
 - Twitter
 - Facebook

First Nations Delivery Credit

- **Description:** July 1, 2018 all on reserve First Nations electricity consumers will receive a 100% credit of their delivery charge on their monthly electricity bills.
- **Measuring success:** Ensure all on reserve First Nations are signed up for their local distribution company's HST exemption list so they are eligible
- **Milestones:** Going engagement with Chiefs of Ontario, June 2017 distribute post card and web content to all reserves
- **Key messages:**
 - As part of the Fair Hydro Plan, 100% of the electricity delivery charge for on-reserve First Nations residential customers would be paid for by the First Nations Delivery Credit. The First Nations Delivery Credit is an example of the Political Accord between Ontario and First Nations coming to life.
 - This initiative will provide much needed relief to help address some of the unique challenges that on-reserve First Nations customers face, and to recognize First Nations' contribution to the provincial electricity system.
- **Communications tactics:**
 - Engagement sessions, post card, social media tactics, web content for Chiefs of Ontario
- **Digital / Marketing tactics:**
 - Twitter
 - Facebook
 - LinkedIn

Affordability Fund

- **Description:** The province is establishing an Affordability Fund that will be accessible to electricity distributors for customers who do not qualify for low-income conservation programs and who are unable to undertake energy efficiency improvements without financial assistance
- **Measuring success:** Number of participants households; average incentive cost/participant; evidence from distributors that customers in need are being targeted.
- **Milestones:** It is expected that electricity distributors will be able to start applying for funds in Summer 2017.
- **Key messages:**
 - An Affordability Fund has been established for customers who do not qualify for low-income conservation programs.
 - The fund will provide energy efficiency measures to those who are unable to make energy efficiency improvements without financial assistance.
 - The Fund will be administered by an independent Trust, which will provide independent oversight of funds and facilitate efficient distribution of funds to electricity distributors.
 - Electricity distributors are best positioned to identify their customers who are in need of assistance (e.g. in bill arrears, on repayment plans, facing service disconnection).
- **Communications tactics:**
 - It is not intended to be a widely marketed program, therefore low profile messaging/marketing of the Fund is recommended.
 - Also the Fund is run by an independent Trust – not the Ministry or LDCs. Therefore any marketing would best be done by the Trust or at least in concert with Trust.

2. Long Term Energy Plan (LTEP)

- **Description:** The 2017 LTEP is a road map that sets out the direction for Ontario's energy future for the next 20 years.
- **Measuring success:** The LTEP is based on five legislative objectives: cost-effectiveness, reliability, clean energy, community and Indigenous engagement, consideration of air emissions, and conservation and demand management.
- **Milestones:** Fall 2016 – Winter 2017 release of fuels and electricity technical reports, and extensive in person and digital engagement with the public, stakeholders and Indigenous communities across Ontario.
- Launch 2017 LTEP document with integrated communications strategy late August 2017 (TBC), Minister to send directives to ENERGY Agencies (IESO, OEB).
- **Key messages:** 2017 LTEP Themes are still being developed, and therefore key messages are TBD
- **Communications tactics:** The Ministry is planning a multi-channel communications strategy tailored to the various key audience segments expected for the LTEP (e.g., residential consumers, stakeholders, media).
 - The amount of different products the Ministry is able to produce will depend on the timing of determining final copy of the LTEP prior to launch date.
 - Likely to include: Minister's events, Technical Briefing for Media and stakeholders, News release, media pitching, social media strategy and video (TBC)
- **Digital / Marketing tactics:**
 - Twitter
 - Facebook
 - LinkedIn

3. Conservation Initiatives

- **Green Investment Fund (GIF)**
- **Whole Home Pilot**
- **Energy and Water Reporting and Benchmarking (EWRB)**

Green Investment Fund (GIF)

- **Description:** As part of Ontario's [Climate Change Strategy](#), the government is investing \$100 million from the [Ontario Green Investment Fund \(GIF\)](#) to help homeowners improve the energy efficiency of their homes, reduce their energy bills and cut greenhouse gas emissions.
 - In partnership with Enbridge Gas Distribution and Union Gas, the program, which launched in October 2016, will help approximately 37,000 homeowners conduct audits to identify energy-saving opportunities and then complete retrofits, such as replacing furnaces and water heaters, and upgrading insulation. The program is estimated to save approximately 1.6 megatonnes of greenhouse gas emissions.
- **Measuring success:**
 - Making eligible homeowners aware that home energy saving measures (such as replacing windows and improving insulation) will conserve energy, save money on their energy bills and reduce greenhouse gas emissions.
 - The investment will provide incentives for homes province –wide with primarily heating by natural gas, propane, oil and wood and will contribute to the province's GHG emissions reductions targets. IESO will also be leveraging this program infrastructure to extend to electrically heated homes. They will also be including additional incentives for assessment and installation of electricity saving measures through their Whole Home Pilot.
 - Raising awareness that programs will expand beyond Enbridge and Union gas territories and that homeowners across the province who heat their homes with electricity, natural gas and other fuels, such as oil, propane and wood, will have access to a program that will help improve the energy efficiency of their homes and reduce greenhouse gases.
- **Milestones:**
 - See Communications Tactics section on following slide for details on what Union and Enbridge have planned for marketing and consumer outreach from May to December 31, 2017.

Green Investment Fund (GIF) – Contd.

- **Key messages:**

- On February 4, 2016, the Ontario government announced a \$100 million GIF investment, in partnership with Enbridge and Union, to help approximately 37,000 homeowners conduct audits to identify energy-saving opportunities and then complete retrofits.
- The investment will allow Enbridge and Union to enhance their existing Demand Side Management (DSM) home energy audits and retrofit programs through this \$100M investment. Homeowners across the province who heat their homes with natural gas and other fuels, such as oil, propane and wood, will have access to the programs, allowing these homeowners to improve the energy efficiency of their homes and reduce greenhouse gases.
- The impact of the investment will be realized over the next several years.

- **Communications tactics:**

- **Union**

- **Mid-May to Mid-June:** Magazine, newspaper, web and mobile content, paid search engine marketing and social media posts
 - **July to August:** Paid online search marketing
 - **September to December:** TV, radio, magazine, newspaper, web and mobile content, paid search engine marketing and social media posts

- **Enbridge**

- **May to December:** Search, display and social media ads
 - **June to September:** Street teams to community events, Toronto Fall Home Show
 - **July:** Targeted Direct Mail (Gas/Non-Gas), Advertorials, testimonial videos
 - **August:** Association of Municipalities of Ontario Conference
 - **July to September:** Radio (Enbridge program delivery areas)
 - **July to December:** TV (Enbridge program delivery areas), Go Train Ads

Whole Home Pilot

- **Description:** In response to a June 10, 2016 direction from the Minister of Energy, on May 29, 2017, the Independent Electricity Operator (IESO), in collaboration with Enbridge Gas Distribution and Union Gas launched the Whole Home Pilot (WHP). The WHP is a province-wide, multi-fuel program that is providing residential consumers with a simple, one-stop shop approach to home energy efficiency improvements.
 - The Enbridge and Union Demand Side Management (DSM) programs will continue to be called **Home Energy Conservation** and **Home Reno Rebate**, and the **Ontario Home Energy Incentive Program** brand will continue to be leveraged for the Green Investment Fund enhancements to cover all applicable homes with primary heating from natural gas, propane, oil and wood in Ontario. With the inclusion of the Whole Home Pilot, these programs will now be available to homes heated with electricity and include additional incentives for assessment and installation of electricity saving measures.
 - The total budget for the electricity portion of the pilot is \$18 million, which will come from the Conservation First Framework, which is funded through electricity rates. The actual amount will depend on customer participation.
- **Measuring success:**
 - This WHP is expected to offer incentives to up to 22,000 homes by the end of 2017, and contribute to the province's GHG emissions reductions targets.
 - In determining whether to extend the pilot or transition to a province-wide program, the IESO will consider:
 - customer satisfaction with the integrated delivery model,
 - success at achieving deep energy savings in customer homes,
 - levels of participation in the pilot program, and
 - cost effectiveness of the integrated delivery model for electricity ratepayers.
- **Milestones:**
 - See Green Investment Fund Communications Tactics section on previous slide for details on what Union and Enbridge have planned for marketing and consumer outreach from May to December 31, 2017.
 - The IESO and/or LDCs may market the WHP in future. IESO has developed marketing templates for LDC use.

Whole Home Pilot (WHP) – Contd.

- **Key messages:**

- The Whole Home Pilot will complete enhancements to the existing Enbridge and Union Demand Side Management (DSM) home energy audits and retrofit programs.
- The program is providing residential consumers with a simple, one-stop shop approach to multi-fuel home energy efficiency improvements.
- The forecasted electricity savings from the pilot are approximately 18,000 MWh per year, equivalent to the average electricity consumption of 2,000 Ontario homes.
- The IESO will assess program success and whether to transition the pilot to a full-scale program.

Energy and Water Reporting and Benchmarking (EWRB) Initiative

- **Description:** Owners of large buildings in Ontario will be required to report their annual energy and water consumption, and greenhouse gas emission data to the Ministry of Energy annually, starting July, 1, 2018, through [ENERGY STAR Portfolio Manager](#)™ (as per [O. Reg. 20/17: Reporting of Energy Consumption and Water Use](#)).
- **Measuring success:** On February 6, 2017, the regulation was filed to help building owners improve their building's energy and water efficiency, and to support [Ontario's Climate Change Action Plan](#) and Ontario's commitment to put conservation first, as set out in the [2013 Long-Term Energy Plan](#).
 - Large Building Energy and Water Reporting will help building owners:
 - Better manage energy and water use and costs
 - Identify best practices and energy and water-saving opportunities
 - Set and achieve measurable goals
 - Evaluate results by comparing to similar facilities across the province
 - Measure improvement over time
 - Value energy efficient and water efficient buildings
- **Milestones:**
 - **August 31, 2017:** Ontario.ca updated with new EWRB content, such as what a building owner needs to report, how to report, where to report, where to call for more questions.
 - **October 23, 2017:** Contact centre is live
 - **November 1 to December 31, 2017:** Pilot program to test reporting tool with 20-40 participants (participants TBD)
 - **January 2, 2018:** Entire program live for public view, and owners of large buildings can start reporting

Energy and Water Reporting and Benchmarking (EWRB) Initiative – Contd.

- **Key messages:**

- Owners of large buildings play an important role in helping Ontario meet its conservation and greenhouse gas (GHG) reduction targets. Office buildings, condominiums and retail stores accounted for 19 per cent of Ontario's total GHG emissions in 2013. To help owners improve their building's energy efficiency, the Ministry of Energy introduced the Energy and Water Reporting and Benchmarking (EWRB) initiative for large private sector buildings.
- Owners of large buildings are required to report their energy and water consumption, and greenhouse gas emission data to the Ministry of Energy by July 1 of every year.
- The reporting requirement will be phased in over three years, beginning July 1, 2018, with buildings that are greater than or equal to 250,000 square ft.

- **Communications tactics:**

- Content posted to Ontario.ca: developing now for posting in September
- Email communication to large building owners and stakeholders: developing now (dates of sending will be ongoing starting in September)
- The Ministry to work with stakeholder groups (e.g. BOMA) starting June 2017 to assist with outreach
- Webinars hosted through Natural Resources Canada: will start in 2018
- Training material: developing now (timing for when materials will be available to building owners TBC)
- Guidelines: already posted on energy.gov.on.ca (updates to be added in September)

- **Digital / Marketing tactics:**

- Social media posts (January 2018)
- If a campaign is required, start discussions with Cabinet Office in winter

4. National Pipeline Projects

- **Description:** After procedural delays, the regulatory process for TransCanada's Energy East project at the National Energy Board (NEB) is likely to restart in summer 2017. Energy East is a high-profile 1.1 million barrel per day oil pipeline project from Alberta to New Brunswick that traverses Ontario. In addition, the federal government is pursuing an NEB Modernization initiative which will impact how future pipeline projects are reviewed.
- **Measuring success:** The 2013 LTEP highlighted the importance of Energy East and outlined the principles Ontario will use to evaluate pipeline projects. In November 2014, Ontario and Quebec agreed to joint principles to evaluate Energy East. Ontario will continue to partner and collaborate with Quebec on key energy issues. This includes working together to identify common interests and positions concerning the Energy East project.
- **Milestones:** Once the NEB declares TransCanada's application complete (expected in the coming weeks), it will outline the regulatory process that it will follow for its review of Energy East. Upon the declaration that the application is complete, the NEB has 21-months to complete its regulatory review of the project.

In May 2017, an Expert Panel reviewing NEB Modernization posted its report for public comments. Comments are due on June 14, 2017. Thereafter, the federal government will issue a discussion paper on its intended path forward on NEB Modernization for further consultation, followed by legislation to be introduced by the end of 2017.
- **Key messages:** Ontario will participate in the NEB's regulatory process for Energy East and continue to be proactive in promoting the province's interests in the project. Ontario is committed to ensuring that Energy East is in the best interest of Ontarians, which includes ensuring safety for the people of Ontario, protecting the environment, maintaining the reliability of Ontario's natural gas supply and establishing future benefits for the economy.

Ontario is reviewing the NEB Modernization report and will proactively promote the province's interests during the federal government's NEB Modernization initiative.

ADDITIONAL COMMUNICATIONS & MARKETING OPPORTUNITIES

Timing	Initiative Name	Description
May-June 2017	Ontario Energy Electricity Support Program (OESP)	This program is marketed by the Ontario Energy Board (OEB) and targeted to low income households. The campaign will create awareness that credits have been increased 50% and eligibility criteria for the program has been expanded. The advertising campaign includes Digital, Radio, Newspaper and Transit Advertising.
May-October 2017	Save On Energy	This program is marketed by the Independent Electricity System Operator (IESO). The advertising campaign will promote energy conservation incentive programs. Media may include television, radio, print and digital advertising TBC. May also be combined or may need to be paused pending with MOECC GreenON marketing strategy. On May 29, 2017, the IESO and natural gas utilities undertook a soft launch of the Whole Home Pilot program, an enhancement to the GIF-enhanced home energy audit and retrofit programs. The pilot is expected to be in market until December 2017.

ISSUES

Timing	Issue	Mitigation
May 2017 and Ongoing	Nuclear safety incl. Provincial Nuclear Emergency Response Plan (PNERP)	Emphasize history of safety and security at Ontario's nuclear stations. Reactive response to media queries. Note: Office of the Fire Marshall and Emergency Management (OFMEM) at MCSCS is responsible for administering and updating the PNERP.
Ongoing	Nuclear refurbishment	Mark milestones in Minister's remarks or in partnership with nuclear operators (i.e., OPG and Bruce Power). Reactive response to media queries.
Ongoing	Hydro One Ownership and Operations	Highlight success/innovation/responsiveness at Hydro One. Reactive response to media/stakeholder queries.
Ongoing	Green Energy Projects	Reactive
Ongoing	Transmission Expansion in the North	Highlight milestones achieved. Ensure ongoing information/communication with FN and other stakeholders.

ISSUES – Contd.

Timing	Initiative	Description
Ongoing	Gasoline Prices in the North	Defer/refer to OEB review of gas prices ordered by Ministry.
Ongoing	OPG/Energy Agency Salaries	Note that electricity sector positions are highly skilled and salaries reflect this. Emphasize that all agencies are in compliance with Bill 55 and have undertaken their own efficiency measures. Reactive response to media inquiries.
Ongoing	OPG's Deep Geological Repository (DGR) for Low and Intermediate Level Nuclear Waste	Highlight Ontario's position that the safe and responsible management of nuclear waste is an integral piece of our long-term commitment to nuclear power. Emphasize that regulatory authority for the DGR rests with the federal government and Ontario supports a collaborative, science based approach to decision-making. Reactive response to media queries.

ISSUES – Contd.

Timing	Initiative	Description
Part 1 in force July 1, 2017 Part 2 updates to be communicated in LTEP and regulatory proposal (EBR posting) in late 2017.	Updating Ontario's Net Metering Program	The net metering program allows Ontario electricity customers to generate renewable energy for their own use and receive credit on their bill for power exported to the grid. On July 1, 2017 amendments to this regulation will come into force. These amendments will increase energy choice for consumers, provide opportunities for customers to offset electricity bills, and enable innovative technologies and customer-utility relationships. Amendments include changes to the regulation that will: • enable pairing of renewable energy systems with energy storage systems; • remove of the 500 kilowatt (kW) project capacity size; • clarify that electricity bill credits can be carried-forward for up to a consecutive 12-month period; and • allow participants with existing net metering agreements the option of entering into new agreements under the amended regulation. A second set of potential regulatory updates (Part 2) are currently under consideration by the Ministry.

TIMELINE

**May-June
2017**

Ontario Electricity
Support Program –
May 1, 2017 support
for lower-income
electricity consumers
will increase by 50 per
cent and eligibility is
expanded

July 2017
FHP
advertising
begins



**May 2017
January 2018**

Green Investment Fund/Green Ontario
Fund Union and Enbridge
marketing/advertising begins

**Summer
2017**
Long-
Term
Energy
Plan
released

**September
- October
2017 onwards**
Conservation
Program Rollout
(including Save On
Energy advertising
from IESO)

SPECIAL DATES and NEWS YOU CAN USE

Timing	Initiative	Description
May 23-26, 2017	Eco-Schools week	Social media posts about the Eco-Schools program and environmental education
Summer 2017	Summer Seasonal Content	Themed posts on summer energy use e.g. air conditioners, dehumidifiers, pool heaters/pumps, and cottage electrical safety tips
June 2017	National Aboriginal History Month	Social media posts; showcases successful projects/initiatives.
June 21, 2017	National Aboriginal Day	Social media posts; showcases successful projects/initiatives.
June 2017	National Electricity Month	Series of posts highlighting interesting fact about electricity in Ontario
July 2017	Canada 150	Series of posts highlighting Ontario energy history/fun facts

SPECIAL DATES and NEWS YOU CAN USE - Contd.

Timing	Initiative	Description
Fall 2017	Fall Seasonal Content	Series of posts around energy use in the fall e.g. furnaces, filters, etc.
October 31, 2017	Phantom Power	Launch of Halloween phantom power campaign (originally slated for 2016)
November 1, 2017	Regulated Price Plan rate changes in effect	Social media posts about time of use electricity rates
November 5, 2017	Daylight saving time ends	Tweets and Facebook reminders to change timers on lights and water heaters
December 2017	Holiday Season	Series of posts related to gift purchases, Energy Star appliances, and LED lighting decorations etc.
Every Thursday	Throwback Thursdays	Social media posts featuring vintage photos relating to energy in Ontario