

Six-Month Plan Ministry of Energy

Last updated: October 2017

ACHIEVING GOVERNMENT PRIORITIES

- **Government Priorities:**

- Launch Ontario's 2017 Long-Term Energy Plan (LTEP), *Delivering Fairness and Choice*
- 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.

- **Delivery:** On October 26, 2017, the Ministry of Energy launched the 2017 Long-Term Energy Plan, *Delivering Fairness and Choice*, which builds on the years of investment that Ontarians made to renew and clean up the province's electricity system. The plan will continue to support Ontario's measures to reduce electricity costs, and to build a clean and reliable energy system for Ontarians and their families.

Key Initiatives

1. **2017 Long-Term Energy Plan**
2. **Ontario's Fair Hydro Plan**
3. **Ontario Electricity Support Program**
4. **Electricity Bill Redesign Action Plan**

KEY INITIATIVE 1: 2017 Long-Term Energy Plan (LTEP) Rollout

- **Description:** The 2017 LTEP, *Delivering Fairness and Choice*, provides a road map of Ontario's energy sector for the next 20 years. The 2017 LTEP contains a number of initiatives that will require communications consideration in the coming six months.
- **Measuring success:**
 - Enhancing energy consumer protection, including through increased Ontario Energy Board regulatory authority over unit sub-meter providers.
 - Enhancing net metering framework, to provide new ways for Ontarians to participate in renewable energy and reduce electricity bills.
 - Indigenous partners: exploring expansion of electricity affordability initiatives and access to natural gas; connecting off-grid First Nation communities; improving support programs such as conservation, education and capacity building, energy partnerships and community energy planning, considering new financing and funding supports.
 - Renewing the Smart Grid Fund to support innovative companies.
 - Enhancing Ontario's commitment to conservation and aligning conservation efforts with climate change goals.
- **Milestones (note: list continues on next slide):**
 - Upcoming initiatives to include:
 - Ongoing rollout of RPP pilots;
 - Rollout of Round 3 Smart Grid Fund projects; launch of renewed Smart Grid Fund;
 - Supporting Indigenous capacity and leadership;

KEY INITIATIVE 1: 2017 Long-Term Energy Plan (LTEP) Rollout (continued)

- **Milestones (continued):**

- Introduction of proposed legislation to enable third-party ownership of net metering generation facilities and virtual net metering demonstration projects;
- Renewable Distributed generation Program (to be released in July 2018 when proposed NM regulation amendments come into force)

- **LTEP Key messages:**

- The 2017 LTEP outlines Ontario's plans to improve fairness, flexibility and choice.
- The 2017 LTEP builds on our leading role in the global fight against climate change and supports the goals of Ontario's Climate Change Action Plan.
- Ontario's success in building a clean and reliable electricity system means we can maintain our focus on helping Ontarians and their families.

- **Communications tactics:** Tactics will depend on the particular initiative being launched/promoted. In most cases, the Ministry is proposing that initiatives will be rolled-out through regional and local media events, with echo of overall LTEP message. The Ministry will also work with any announcement partners/stakeholders on tactics.

- **Digital / Marketing tactics:** Depending on scale of announcement, products could be distributed via Newsroom; potential updates to LTEP website; earned and social media promotion of announcements; Ministry will also work with any announcement partners/stakeholders (e.g., smart grid fund recipients) to leverage their digital/marketing potential.

KEY INITIATIVE 2: Ontario's Fair Hydro Plan

- **Description:** Introduced in March 2017, Ontario's Fair Hydro Plan is lowering electricity bills for **all** residential consumers and as many as half a million small businesses and farms. Lower-income Ontarians and those living in eligible rural **and Northern** communities will receive even greater reductions, as much as 40 to 50 per cent. As part of this plan, **any** rate increases for four years will be held to the rate of inflation.
- **Measuring success:**
 - A 25% reduction in electricity bills for a typical residential consumer
 - Numbers of customers who are in need who benefit from the Affordability Fund.
 - Eligible on-reserve First Nations residential customers receive a credit equal to 100 per cent of their delivery charge
 - More households **apply** for assistance under the Ontario Electricity Support Program and increasing on-bill credits by 50%
- **Milestones:**
 - Ongoing speeches and announcements at industry and related stakeholder events.
- **Key messages:**
 - Ontario's Fair Hydro Plan has lowered electricity bills by 25 per cent on average for residential customers, and will hold increases to the rate of inflation for four years.
 - Ontario's Fair Hydro Plan also includes initiatives to reduce costs for businesses.
- **Communications tactics:** Promotion of the key messages of the OFHP at events, Minister's/PA's speeches, etc. As part of the 2017 LTEP, continue to promote the OFHP at LTEP echo, regional events, LTEP initiative launches.
- **Digital / Marketing tactics:** The Ministry is not proposing any further paid marketing of OFHP.

KEY INITIATIVE 2: Ontario's Fair Hydro Plan – Issues and Mitigation

- Communicating the benefits of Ontario's Fair Hydro Plan remains a focal point for the Ministry and will continue to be a prominent theme for upcoming speeches and announcements with stakeholders.
- However, a number of events or milestones have the potential of interrupting the good news stories relating to Ontario's Fair Hydro Plan, including OPG's engagement with the markets to sell OFHP debt, any potential follow-ups or supplemental reports from the Auditor General or the Financial Accountability Officer, and an active Advertising Standards Council review of OFHP advertising.
- This could continue the public and media focus on aspects of the OFHP such as the debt financing mechanism, interest costs, rather than the core message of reductions to consumer bills.
- First Nations will continue to lobby for expansion of the First Nations Delivery Credit (FNDC) to First Nation owned infrastructure on-reserve, as well as off-reserve households. Métis are also seeking an FNDC-type bill credit.
- **Communications tactic:** Develop an Issues and Mitigation Strategy for scenarios and outcome from preliminary discussions with rating agencies.

KEY INITIATIVE 3: Ontario Electricity Support Program (OESP)

- **Description:** OESP was launched on January 1, 2016 to help low income households with their electricity bills. Program implementation to-date has been the responsibility of the Ontario Energy Board. The OESP will move from the rate base to the tax base under the OFHP. The Ministry is discussing with OEB the transition of program administration to government.
- OESP is largely administered through contracts with service providers, and through MOUs with agency delivery partners. Communications and marketing is undertaken by OEB. These contracts, MOUs, and communications responsibilities would transfer to the Ministry.
- **Measuring success:** About 190,000 households are currently receiving OESP credits, representing about 30% of those considered eligible.
- **Milestones:** December 11 LRC to finalize legislative and regulatory amendments for transition. Implementation of transition expected in Q4 2017-2018.
- **Key messages:**
 - There's support for low income households to help pay electricity bills
 - Electricity bill savings of \$35-\$75 monthly. Eligibility depends on income and how many people in household.
 - Apply at ontarioelectricitysupport.ca
- **Communications tactics:** **Social Assistance** agencies/OW-ODSP recipients outreach, libraries/community centers, doctors/legal aid offices, subsidized daycares etc., radio, print, video, bill inserts, digital, social, LDC materials - Note: precise tactics still TBD

KEY INITIATIVE 4: Electricity Bill Redesign Action Plan

- **Description:** The ministry is working with Local Distribution Companies and ministry agencies to re-write the regulations that stipulate what must appear on residential customers' hydro bills. The goal is to make the bills easier to understand for consumers.
- **Measuring success:**
 - Track public perception through media scans following announcement.
 - Newly redesigned bills will have until January 2019 to be in-market. This is a long-term initiative. Once in-market, LDCs will be able to measure and monitor customer feedback.
- **Milestones:** Quantitative research study November-December 2017, Regulations for Fair Hydro Plan savings messaging December 2017 (implementation Q1 2018), Quantitative study findings and full re-design regulations January/February 2018, All newly redesigned bills to be in-market January 2019
- **Key messages:**
 - 1) Electricity bills are changing to better meet the needs and expectations of customers.
 - 2) Electricity bills will be designed with the customer in mind; clear, informative and easy to read with the essential information customers need to manage their electricity usage.
- **Communications tactics:**
 - Minister's event
 - Potential matthe article/Op-Ed, media interviews
- **Digital / Marketing tactics:**
 - Shareables for LDCs and ministry to use on social media;
 - Twitter, FB posts

ADDITIONAL COMMUNICATIONS & MARKETING OPPORTUNITIES

Timing	Initiative Name	Description
October 2017 – August 2018	Know Your Power	This joint initiative with the Ontario Chamber of Commerce is designed to build awareness of provincial energy saving rebates and energy efficiency programs available to the business community. This is expected to increase program enrollment while helping Ontario businesses save money and conserve energy.
January 21-23, 2018	Rural Ontario Municipal Association Conference	The ministry will have the opportunity to meet with municipalities upon request and discuss their energy related concerns.
February 25-28, 2018	Ontario Good Roads Association Conference	The ministry will have the opportunity to meet with municipalities upon request and discuss their energy related concerns.
End of February 2018 – weather pending	Demolition of Nanticoke Coal Stacks, south of Brantford	Ontario Power Generation will demolish the two large Nanticoke coal stacks at the end February. The coal yard is also the future location of Nanticoke Solar. Nanticoke was once North America's largest coal plant.

ADDITIONAL COMMUNICATIONS & MARKETING OPPORTUNITIES

Timing	Initiative Name	Description
Ongoing (Launched in October 2016)	Green Investment Fund	In partnership with Enbridge Gas Distribution and Union Gas, the program will help about 37,000 homeowners conduct audits to identify energy-saving opportunities and then complete retrofits, such as replacing furnaces and water heaters, and upgrading insulation. This will help reduce their energy bills and cut greenhouse gas emissions.
Ongoing	Indigenous annual general meetings and conferences	The Chiefs of Ontario and the Metis Nation of Ontario hold annual assemblies, as do the four First Nation political territorial organizations. There are numerous Indigenous energy, economic development, housing, and other conferences that provide opportunities to increase awareness of ministry and agency programs and activities.

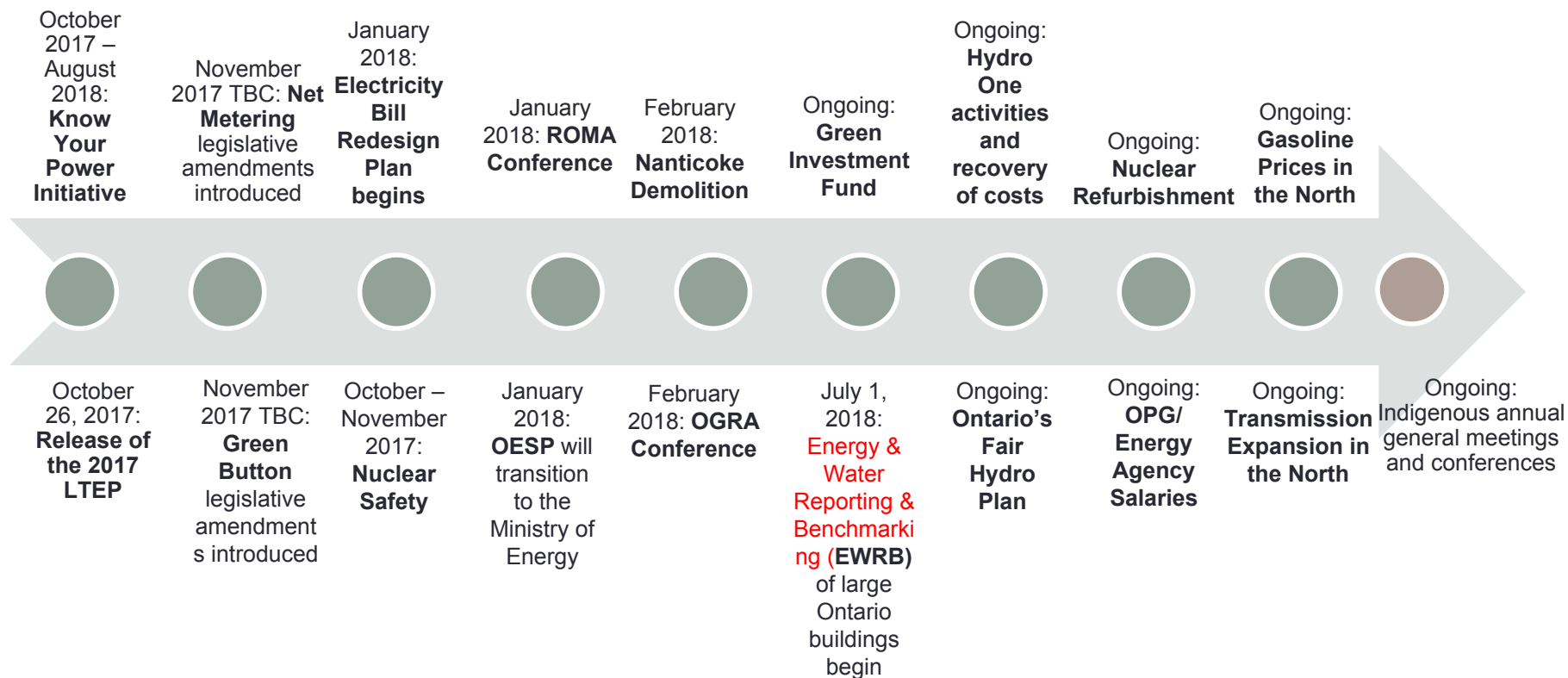
ISSUES

Timing	Issue	Mitigation
Oct - Nov 2017	MCSCS-lead: Nuclear safety (incl. Provincial Nuclear Emergency Management Plan) (Major nuclear preparedness exercise takes place in Nov)	Emphasize history of nuclear safety and reliability in reactive response to media queries, and government commitment to ensuring continued safety. OPG will be proactive in neighbouring communities regarding exercise.
Ongoing	Ontario's Fair Hydro Plan – efficacy, advertising costs and financing of price reduction.	Emphasize benefits of the price reductions and program expansions in Minister's remarks. Reactive response to media queries. (See also earlier slides 6 & 7)
Ongoing	Hydro One activities and recovery of costs	Refer to October Ontario Energy Board decision disallowing recovery of higher salary costs from ratepayers, and requiring Hydro One to share tax savings with ratepayers. Reactive response to media/stakeholder queries.
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.

ISSUES

Timing	Issue	Mitigation
Ongoing [Any key dates?]	Nuclear refurbishment	Nuclear refurbishment is a priority topic that will be closely monitored by the ministry throughout its duration. The ministry will mark milestones in Minister's remarks or in partnership with OPG. Reactive response to media queries.
Ongoing	A number of distribution rate applications will be submitted to the Ontario Energy Board, including Toronto Hydro	
Jan. 1, April 1, July 1, Nov. 1, 2018	Ontario Energy Board's Quarterly Rate Adjustment Mechanism (QRAM) for natural gas rates	
Ongoing	Transmission Expansion in the North	Highlight milestones achieved. Ensure ongoing information/communication with communities, FN and other stakeholders.
Ongoing	Gasoline Prices in the North	Defer/refer to OEB review of gas prices ordered by Ministry.
Ongoing	Barriers to accessing	Per LTEP directive, the IESO will engage with

TIMELINE



SPECIAL DATES and NEWS YOU CAN USE

Timing	Initiative	Description
October to early December	Fall seasonal content	Series of posts around energy use in fall i.e. weather stripping, furnace filters etc.
November 1, 2017	Regulated Price Plan price period changes in effect	Social media posts around Time-of-use electricity rates
November 5, 2017	Daylight savings time ends	Tweets and Facebook reminders to change timers on lights and water heaters
Mid to late December	Winter seasonal content	Series of posts around energy use in winter commencing with the first day of winter

SPECIAL DATES and NEWS YOU CAN USE

Timing	Initiative	Description
Mid to late December	Holiday campaign	Social media campaign related to gift purchases, EnergyStar appliances, and LED lighting decorations.
December 27-29	New Years Resolutions	A New Years resolution-themed social campaign highlighting energy tips/savings. Could be in collaboration with other ministries.
Every Thursday	Throwback Thursdays	Social media posts featuring vintage energy-related photos in Ontario.
January 23 -25	DistribuTECH 2018 - Texas	Smart Grid Fund posts related to Ministry - funded companies exhibiting at conference
February 2018	Super Bowl, Oscars & Grammy Awards	Series of energy-related posts themed around Super Bowl, Oscars and Grammy Awards

SPECIAL DATES and NEWS YOU CAN USE

Timing	Initiative	Description
Early to mid March	Spring seasonal content	Series of posts around energy use in spring
March Break	EcoSchools Campaign	Partnering with EcoSchools on a March Break energy savings campaign
March 24	Earth Day	Themed social posts for Earth Day
April 15	Fourth anniversary of Ontario eliminating coal	Themed social media posts, potential media event with stakeholders

Appendix

More details on:

- Net metering
- Green Button
- Energy and Water Reporting and Benchmarking

INITIATIVE: Net Metering

- **Description:** Net metering is a billing arrangement between a Local Distribution Company (LDC) and a customer. Under a net metering arrangement, an electricity customer, such as a property owner or business, can generate electricity from a renewable source for their own use while still drawing electricity from the local distribution grid when needed.
- **Measuring success:** Communicate the passing of legislative changes to the Ontario Energy Board Act (OEBA) that will enable: third parties to own and operate net metering projects and virtual net metering demonstration projects. To inform the public that regulatory changes will be proposed outlining the regulatory requirements of third party operators and potential net metering demonstration projects, it will be posted to the Environmental Registry and Ontario Regulatory Registry for public consultation.
- **Milestones:**
 - In February 2017, Ontario filed an amended Net Metering Regulation (O.Reg. 541/05), which came into force July 1, 2017 (“Part 1 updates”). These updates include:
 - Extending the carryover period for bill credits from 11 months to 12 months, removing the 500 kW project capacity size limit, and enabling the pairing of energy storage with renewable energy generation.
 - Part 2 updates have been communicated through the 2017 Long Term Energy Plan (LTEP) and will include legislative and regulatory actions to:
 - Expand eligibility for third-party ownership arrangements, and support virtual net metering demonstration projects to better understand impacts and inform potential future updates to the net metering framework.

INITIATIVE: Net Metering - Part 2

- **Key messages:**

- Ontario is further enhancing the net metering framework to provide new ways for customers to participate in renewable energy generation while also saving money on their electricity bills.
- Specifically, the Ministry is developing and proposing legislative and regulatory changes to enable third-party ownership and/or operation of net metering facilities and to provide flexibility and support for the deployment of a select number of virtual net metering demonstration projects.
- The Ministry aims to have the updated net metering framework in place in 2018.
- The Ministry will also be working with the IESO to develop an innovative renewable distributed generation program, which will include support for virtual net metering demonstration projects. This program will help inform future grid modernization and net metering policies.

- **Communications tactics:** Strategy and tactics for communicating net metering amendments are still TBD.

- **Digital / Marketing tactics:** Strategy and tactics for communicating net metering amendments are still TBD.

INITIATIVE: Green Button

- **Description:** Green Button is a data standard that can empower households and businesses with access to their utility data (i.e. Download My Data) and allow them to authorize the automatic, secure transfer of their own data from their utility to apps of their choice (i.e. Connect My Data). In the 2017 LTEP, Ontario reaffirmed its commitment to expand Green Button province-wide and announced its intention to propose amending legislation that would, if passed, allow Ontario to require electricity and natural gas utilities (through a subsequent new regulation) to implement Green Button.
- **Measuring success:**
 - Communicate progress on the Green Button initiative, a key initiative in Ontario's 2013 and 2017 Long-Term Energy Plans (LTEP) and a commitment in the Climate Change Action Plan (CCAP)
 - The Green Button initiative allows utility customers to access and share their energy and water usage information in a standard, secure way
 - Sharing their data with innovative mobile and web apps can help them better understand and manage their energy and water usage
- **Milestones:**
 - Pending enactment of proposed legislative amendments, ENERGY would aim to seek LRC approval of proposed Green Button regulation in early 2018, with public launch thereafter.

INITIATIVE: Green Button - Part 2

- **Key messages:**

- Green Button is a data standard that can empower households and businesses with access to their utility data and allow them to authorize the automatic, secure transfer of their own data from their utility to apps of their choice.
- Green Button can leverage Ontario's investment in smart meters and unleash the full potential of energy data. Access to energy data — and the ability to share that data with innovative data-driven apps, services and solutions — can help Ontario households and businesses better understand their energy and water use, and identify conservation and energy efficiency opportunities.
- Ontario is committed to expanding Green Button province-wide and intends to amend legislation that would, if passed, allow Ontario to require electricity and natural gas utilities to implement Green Button.

- **Communications tactics:**

- A low-profile, reactive approach is currently recommended for the public, given the early stage of implementation, pending passage of the proposed amending legislation. A more proactive communications strategy to be planned for the proposed regulation in early 2018. QAs to be prepared to respond to any questions from stakeholders, media and public

- **Digital / Marketing tactics:** Social media strategy to be developed as part of the proactive communications strategies in early 2018.

INITIATIVE: Energy and Water Reporting and Benchmarking (EWRB)

- **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
- Large Building Energy and Water Reporting will help building owners:
 - Better manage energy and water use and **their associated** 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: Key dates**
- **October 2017** Pilot program kickoff: Email campaign and survey to buildings selected to participate in pilot. Service Ontario EWRB call centre opens
- **November 2017** Communications snapshot for January 1, 2018, reporting launch date
- **December 2017** Update website messaging to flag organizations can begin reporting on January 1, 2018. Meeting with LDCs and stakeholders: communications materials pre- and post-meetings

INITIATIVE: Energy and Water Reporting and Benchmarking (EWRB)

Part 2

- **January to June 2018** Social media campaign to promote program launch. Webinars for participants. Promote via social media and monthly bulletins to help organizations understand reporting process (for buildings greater than 250,000 square feet). Meeting with LDCs and stakeholders: communications materials pre- and post-meetings
- **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 (how to report, deadlines, guide to reporting), email communication, Stakeholder Advisory Committee meetings, Webinars hosted through Natural Resources Canada: will start in 2018, Training material: developing now (no date set for when materials will be available to the public). Training materials will be completed in late November.
- **Digital / Marketing tactics:** Social media posts (January 2018)