Rate Mitigation

Policy:

- creates price volatility issues for large consumers
- creates new risks by introducing sensitivity to interest rates, fuel prices.

Politics:

- we should not overestimate our ability to control narrative with comms and messaging because we have zero credibility

- first thing media will ask:

Q: is this a trick? Where is the money coming from?

A: we will spread the costs over a longer time

Q: what's the catch

A: we will pay less now, pay more later

Q: so this is a short term political move to win the election in 2018? And then, after you win, rates will skyrocket again

A: we are taking other actions in the meantime to lower costs in those future years

- market renewal will save consumers money once implemented and there is 8%rebate/OESP etc.-

Q: Those programs just move costs around, between taxpayers and ratepayers. This moves the costs to the provinces debt line. How will this impact government credit ratings etc.