

Communications

- A series of high-profile announcements around introduction of legislation (September 2016).
 - Keynote speech and two public events pre-introduction
 - News release at introduction
 - Full media availability province-wide
 - Regional echo events post-introduction
 - Early engagement of EDA, CEOs of LDCs
 - Stakeholder outreach/technical briefings with Ontario Chamber of Commerce, AMPCO, OEB low-income table, AMO, etc.
- **Positioning:**
 - An unprecedented plan to benefit all ratepayers in a lasting, meaningful way.
 - Rural customers will receive the largest single rate relief ever.
 - Businesses across Ontario will have even more opportunity to be competitive and manage their energy costs.
- **Issues Considerations:**
 - Significant benefit for rural and remote residential customers; net gain for all residential customers.
 - Consistent with cap-and-trade commitment that no business sector will be left worse off.



Close



Notes



Play

