

2017 Long-Term Energy Plan

Strategic Communications Plan Update
June 20, 2017

Introduction

- The Ministry is preparing for a robust, multi-channel communications strategy tailored to the various key audience segments expected for the 2017 Long-Term Energy Plan (LTEP).
- Seeking consensus on:
 - Goals
 - Early messages
 - Scale of communications

Goals and Objectives

- Maximize positive reception of the 2017 LTEP by all audiences
- Assure Ontarians the government is undertaking every effort to ensure they are benefitting from a clean, reliable and affordable energy system
- Sustain positive relationship with electricity sector stakeholders
- Educate stakeholders -- consumers in particular -- about the LTEP and how it affects their lives/how they can participate
- Create a narrative that connects recent ministry initiatives like the Fair Hydro Plan to LTEP
- Proactively recognize the contribution of Indigenous and Métis leaders in the process
- Target specific audiences with programs of interest (i.e. electric vehicles, net metering)
- Mitigate negative responses to the policies advanced in the LTEP

Key Messages

- We have made necessary investments in the energy system and it is now a clean, more reliable and flexible system that will serve us for generations to come.
- Ontario's grid is ready for the technological innovations coming to the energy sector.
- We are focused on efficiencies and cost controls that will reduce costs and help Ontario families.
- We consulted with and listened to Ontarians in the development of our plan.
- This long term energy plan delivers fairness and choice to help all Ontarians adjust to a rapidly changing energy future.

About process:

- In fall 2016, the ministry engaged with agencies, stakeholders, Indigenous communities and the general public to collaboratively discuss Ontario's long-term energy future.
- The LTEP is a road map that sets out the direction for Ontario's energy future for the next 20 years.
 - The LTEP establishes the policy direction for our ministry and agencies.
 - It's based on five principles the province's residents and businesses say are important to them: cost-effectiveness, reliability, clean energy, community and Indigenous engagement, and conservation and demand management.

Communications Approach

- This communications plan to support the launch and promotion of the 2017 Long-Term Energy Plan is:
 - Flexible
 - Scalable
 - Comprehensive – multi-channel
 - Measurable

Flexible

- The communications plan is a strategic framework: its content is not static nor should it be
 - The key messages rely on the LTEP content, for instance.
 - We can communicate broadly and in a sustained fashion or scale back with a launch and reactive response
 - We can adjust course as needed and based on success of strategy and tactics

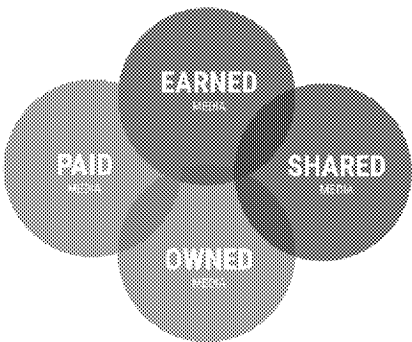
Scalable

- “Required tactics” form the core of our outreach
 - Ensures we have reached all audiences
- Can bolster the campaign using “Optional” tactics

Section	Required	Optional
LTEP Book Production	All	
Digital Communications	Web development	Organic social media networking Paid social advertising Video
Launch Events	All	
Media Relations	All to support launch day only	Robust community based outreach Mat stories
Sustained Promotion		MPP echo kit Social media networking Consumer advertising B2B advertising
Evaluation	All	

Comprehensive

Reaching our target audiences with the right message using the best tools.



Earned	Owned	Paid	Shared
- Media relations - Mat stories - Technical briefings - Speaking engagements - Events - Third party influencers (Pollution probe, OCC, CME)	- Social media (organic reach) – Twitter, Facebook and LinkedIn - Website (Ontario.ca) - Print materials (LTEP booklet) - Correspondence - MPP newsletters - Echo events	Advertising (primarily digital)	- Industry and agency partners - MPP channels

Comprehensive - Details

	Pre-Launch	Launch	Post-Launch
Correspondence	- Stakeholder correspondence - Draft invitation copy - Manage technical briefing RSVPs	- Stakeholder email distribution	- Responding and monitoring
Strat Comms	- Master key message document - Develop media kit - Pitch - Media list - KPIs - Speaking notes - Mat story - Materials for internal briefing - Liaise with ad planners	- Launch event support - Mat story distribution	- Regional media relations - News release - Speaking points - Mat story for MPP newsletter - Additional mat stories and distribution - MPP echo kit (templates)

Comprehensive – Details con’t

	Pre-Launch	Launch	Post-Launch
Events	- Logistics for launch events - Liaise with policy regarding First Nations opportunities - Develop event plans - Coordinate event logistics for briefings and press conference	- On-site event logistic management for briefings and press conference - media kits	- Support for MPP echo events

Comprehensive - Details con't

	Pre-Launch	Launch	Post-Launch
Creative Services and Community Management	- LTEP book and brochure production - Template materials based on LTEP design (e.g. PowerPoint deck, Word doc) - Social media calendar and content - Video development - Web page development - Launch invitation design	- Branded invitation - News release digital distribution - Social media postings (organic and paid) - Publish web page - PowerPoint template	▪ Advert for MPP newsletter ▪ Graphics and images for mat story - Organic social media content (ongoing) - Social media monitoring and reporting - Web metrics and reporting
Issues Management	- Issues scan - Q&As - Evaluation dashboard - Manage campaign evaluation dashboard	- Media relations	- Proactive media relations - News media monitoring and reporting - Compile and analyze all campaign metrics - Produce weekly evaluation summaries - Compile measurement report after six weeks - MPP echo kit ○ FAQs constituency

Comprehensive - Details con't

	Pre-Launch	Launch	Post-Launch
Policy	- Database of consultation participants - Materials for internal briefing - First Nations materials - Advise on First Nations outreach approach - Distribute technical briefing invitation - Internal briefing	- Materials for technical briefing - Materials for First Nations - Present materials at briefings	

Measurable

- Every tactic is measurable
- The communications plan provides the outline for a strong evaluation plan
 - Tactics measured in regular intervals to learn what messages are resonating, how effective some tools are comparatively
- Regular reporting
- Enables the ministry to make fact-based decisions for future communications endeavours

News media

- Use Media Rating Points system to evaluate
- Track and record each news article and editorial (broadcast, print, web) including re-prints of wire services and broadcast syndication, record verified reach, apply a scale to evaluate key message pickup, photo and tone

Social media

- Reach and engagement for paid and organic post

Website

- Measure unique visitors and engagement to LTEP page

Correspondence

- Track the number of letters and emails referring to the LTEP

Next Steps

- Agreement on scale of communications plan
- Content