

Appendix 'A'

London Hydro:

Public Education, Dialogue, and Consultation Plan

| What | Purpose and Details | Who | When |
|--|--|---------------------------------|---|
| Discussion Paper | <p><u>Purpose:</u></p> <ul style="list-style-type: none"> To provide balanced information concerning alternatives for the London Hydro asset. Discussion Paper will be posted on City of London and London Hydro websites. Discussion Paper will be 8-10 pages in length and focus on the following: industry overview/background; areas of control; London Hydro performance; examples of what other municipalities have done; strategic options available; council guidelines for asset sale. Process to include a third party independent review. | Consultant | October 30, 2013 – December 10, 2013 |
| Creation of Information Pamphlets and Posters | <p><u>Purpose:</u></p> <ul style="list-style-type: none"> To summarize the discussion paper and direct those individuals interested to where they can find the full report. Materials include, pamphlets and posters, as well as letter to be inserted into Hydro customers monthly bills. To be distributed via community centers, arenas, libraries and other community partners. | Corporate Communications | December 10, 2013- February 2014 |
| Media Outreach | <p><u>Purpose:</u></p> <ul style="list-style-type: none"> To provide various channels to distribute information. Joint media release from City of London and London Hydro Corporate communications regarding Discussion Paper and its content. Work with media outlets to run a series of coordinated stories. Conversation to be at the forefront of City of London Facebook page and twitter account. | Corporate Communications | December 10, 2013- February 2014 |
| Travelling Town Hall (x2) | <p><u>Purpose:</u></p> <ul style="list-style-type: none"> To facilitate a series of discussion tables that will elicit feedback on key topics surrounding options. Deliver overview presentation of information from Discussion Paper. Town Hall to include expert panel who can answer questions that arise. To be streamed live and later posted on City of London channel. | Consultant | Dates TBD – February 2014 |

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| Public Opinion Survey | <u>Purpose:</u> <ul style="list-style-type: none"> • To establish the level of knowledge of the issues in the community at large, and the public's opinion with respect to alternatives relating to London Hydro. • Will focus collection of feedback on strategic options available for future ownership structures of London Hydro. | Consultant | March 2014 |
| Focus Groups | <u>Purpose:</u> <ul style="list-style-type: none"> • To target more detailed feedback from individuals representing a cross-section of the community that crosses socioeconomic and age barriers. • Allows for more in-depth conversations than the public opinion survey and will assist in a deeper understanding of public opinion in comparison to demographic information. • Will also focus on what individuals would like to see done with monies received from a full or partial sale | Consultant | March 2014 |
| Data analysis and Report Generation | <ul style="list-style-type: none"> • Report back to SPPC | Finance and Corporate Services | April 2014 |