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# **London Hydro: Public Education, Dialogue and Consultation Plan**

October 21, 2013



## Council Resolution: June 25, 2013

With respect to future options for London Hydro Inc:

This matter **BE REFERRED** to staff to identify and report back with a proposed public education, dialogue and consultation process, which may include a City-wide survey, regarding all options for the future of London Hydro Inc., including the long term sustainable value for the Shareholder, prior to the Shareholder pursuing any course of action.

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# Public Education, Dialogue and Consultation Plan

## **1) EDUCATION:**

- Discussion Paper
- Creation and distribution of information pamphlets and posters
- Media outreach

## **2) DIALOGUE:**

- Travelling Town Hall
- Social Media 'chatter'

## **3) CONSULTATION**

- Public opinion survey
- Focus Groups



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# EDUCATION- Discussion Paper

- Discussion Paper to focus on the following areas:
  - 1) Industry overview and background
  - 2) Areas of control
  - 3) London Hydro performance
  - 4) Strategic options available
    - To include: status quo, merger, acquisition, full/partial sale, or move to municipal services corporation
  - 5) Council guidelines for Asset sale
  - 6) Examples from other jurisdictions
- Before released this will be reviewed by an independent third party to ensure fairness
- Available at City of London/London Hydro facilities and websites



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# EDUCATION – Information Pamphlets and Posters

- Pamphlets and posters to be created with high level information from Discussion Paper.
- Distributed via community centers, arenas, and libraries.
- London Hydro to place insert into monthly bill mail out to customers.
- Information Materials will assist in three ways:
  - 1) ensures information will be presented in an easy to read format;
  - 2) redirects individuals to City of London and London Hydro websites where full report is located;
  - 3) informs residents of the vehicles to provide their input (survey, social media, focus groups, Town Hall meetings)



# EDUCATION/DIALOGUE- Media Outreach

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- Work with media outlets, London Hydro Corporate Communications and City of London Corporate Communications to run a series of stories that highlight components of the Discussion Paper.
- Utilize City of London social media vehicles (Facebook and twitter):
  - Will serve the dual purpose of pushing out information as well as collecting thoughts, feedback, etc from followers.



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# DIALOGUE - Travelling Town Hall Meeting

- 2 Town Hall meetings
  - Meeting to include:
    - delivery of overview presentation highlighting Discussion Paper
    - public Q & A
    - discussion tables
  - To be streamed live
- \*\*To be completed by *third party* who specialize in facilitation and who have not participated in content development (discussion paper, information materials, etc)**





# CONSULTATION – Public Opinion Survey and Focus Groups

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## Public Opinion Survey:

- 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.

## Focus Groups:

- Target more detailed feedback from individuals representing a cross-section of the community that crosses socioeconomic and age barriers.





# Timelines

Action Items	Timelines	Engagement
Discussion Paper	Oct 30/13-Dec 10/13	Educate
Information Materials	Dec 10/13-Feb 2014	Educate
Media Outreach	Dec 10/13-Feb 2014	Educate and Dialogue
Travelling Town Hall Meeting (x2)	Feb 2014 – Specific dates are TBD	Dialogue
Public Opinion Survey and Focus Groups	March 2014	Consult
Data Analysis and Report Generation	March 2014-April 2014	
<b>TOTAL Timeline</b>	Oct 30/13-Apr/14	

\*Total cost to implement the above plan is approximately \$75, 000



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# Conclusion

Implementation of this Public education, dialogue and consultation plan will assist in:

- Educating shareholders and the public about the energy sector in Ontario, including where it started and the direction that it is going.
- Educating shareholders and the public about strategic options available to them in terms of future ownership (hold, merge, acquire, sell – full/partial, move to municipal services corporation) and the potential impact on the local economy.
- Dispelling any misconceptions that currently exist.
- Obtaining feedback from the public on their future wishes regarding London Hydro.