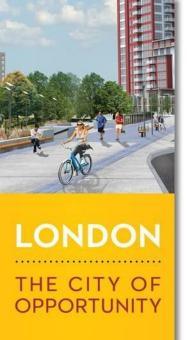


London Hydro: Public Education, Dialogue and Consultation Plan

October 21, 2013



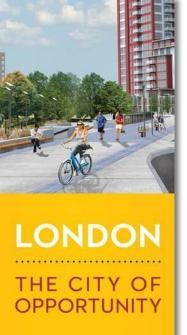


Council Resolution: June 25, 2013

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.





Public Education, Dialogue and Consultation Plan

1) EDUCATION:

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

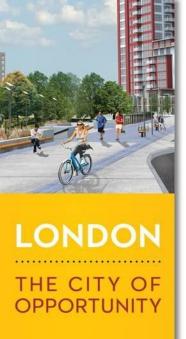
2) DIALOGUE:

- Travelling Town Hall
- Social Media 'chatter'

3) CONSULTATION

- Public opinion survey
- Focus Groups

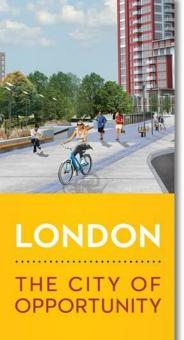




EDUCATION- Discussion Paper

- 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

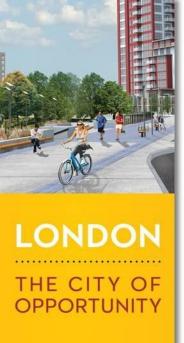




EDUCATION – Information Pamphlets and Posters

- 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)

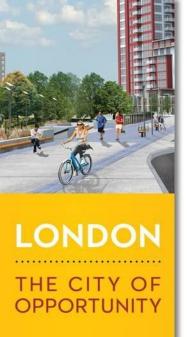




EDUCATION/DIALOGUE-Media Outreach

- 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.



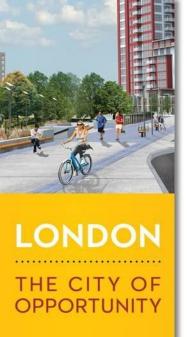


DIALOGUE - Travelling Town Hall Meeting

- 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

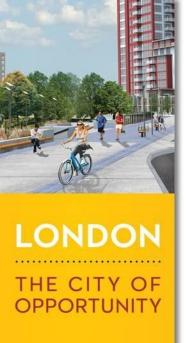
Public Opinion Survey:

 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.



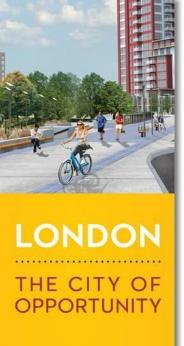


Timelines

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	
TOTAL Timeline	Oct 30/13-Apr/14	

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





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.

