

RE: Issues for Pre-Avail Brief

From: "Lazarus, Jordan (OPO)" <jordan.lazarus@ontario.ca>
To: "Killorn, Bill (OPO)" <bill.killorn@ontario.ca>, "Bevan, Andrew (OPO)" <andrew.bevan@ontario.ca>, "Beaudry, Jennifer (OPO)" <jennifer.beaudry2@ontario.ca>, "@OPO-Media Relations and Issues Management" <opo-mediarelationsandissuesmgmt@msgov.gov.on.ca>
Date: Wed, 29 Mar 2017 08:19:59 -0400

Adjusted marijuana KM's below

From: Killorn, Bill (OPO)
Sent: March-29-17 8:18 AM
To: Bevan, Andrew (OPO); Lazarus, Jordan (OPO); Beaudry, Jennifer (OPO); @OPO-Media Relations and Issues Management
Subject: RE: Issues for Pre-Avail Brief

Use this language for govt advertising

Fair Hydro Plan – Advertising

- Through Ontario's Fair Hydro Plan, we're cutting electricity bills by 25 per cent on average for all families, with 8 per cent cut already and the rest to follow this summer.
- Low-income families in rural and remote areas will see a decrease in their bill by as much as 40 – 50 per cent.
- Our plan will also keep rates predictable, holding them to inflation over the next four years.
- It is the single largest rate reduction in the province's history, helping families along with about half a million farms and small businesses.
- People across the province have been struggling with their electricity bills.
- We have heard stories of people struggling to pay for both groceries and electricity.
- We have a responsibility as a government to inform them that relief is on the way so they can plan their house hold budgets.
- While our plan helps every family across the province, it's especially helpful to those who have been struggling unfairly.
- That's why it's so important for families to know about this cut as well as other programs, like the expanded Ontario Electricity Support Program and the new \$200 million Affordability Fund.
- If Ontarians are not aware of these programs then they can't apply for them.
- That's why it is so critical that the advertisements direct people to the website – so they can learn how they can further reduce their bill.
- Instead of attacking these support programs, Conservative MPPs should be doing everything they can to make sure their constituents get the help they need.

Government Advertising Act

- Ontario was the first and remains the only jurisdiction in the entire country that has legislation to prevent partisan advertising.
- We passed this historic legislation to ensure that Mike Harris –style highly partisan advertising can never happen again.
- The PCs spent over \$400 million dollars on these partisan ads including this one where they put Mike Harris on TV to attack teachers.

From: Bevan, Andrew (OPO)
Sent: March-29-17 8:16 AM
To: Lazarus, Jordan (OPO); Beaudry, Jennifer (OPO); @OPO-Media Relations and Issues Management
Subject: Re: Issues for Pre-Avail Brief

On marijuana, can the line be that those 3 bullets are "the principles we will be following"?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Lazarus, Jordan (OPO)
Sent: Wednesday, March 29, 2017 8:14 AM
To: Beaudry, Jennifer (OPO); @OPO-Media Relations and Issues Management; Bevan, Andrew (OPO)
Subject: RE: Issues for Pre-Avail Brief

Hydro One Exec Comp

- I know these salaries are high – much higher than those of the vast majority of Ontarians.
- I also know that many Ontarians are struggling with paying their electricity bills.
- It's why we we're bringing down what people pay on their bills by 25% on average and working to make the system fairer.
- We remain committed to Hydro One's continued regulation, accountability and transparency through our involvement as a majority shareholder.
- However, Hydro One has now transitioned into a publicly-traded company, not a government agency.
- They have also created more efficiencies and become a better run company, including:
 - \$25 million in productivity savings.
 - Improved the health and safety performance to the best on record.
 - Advanced multiple initiatives for customers aimed at reducing electricity rates.
- Now the majority of executive compensation is contingent on meeting aggressive performance targets.
- And I understand the new leadership team has significantly reduced costs within Hydro One to find additional savings for customers.
- Publicly traded companies have different requirements than crown corporations and are not covered under the BPS executive compensation framework.
- The Ontario Energy Board (OEB) continues to have oversight of the company and to approve electricity rates.

Marijuana

- We're working with the federal government and other provinces to legalize, regulate and restrict access to marijuana.

- We've established a cross-ministry working group and have begun research and background work to inform our approach.
- The principles we will be following when it comes to the legalization of marijuana will be;
 - Protection of youth and vulnerable people,
 - Promote public health and safety,
 - Focus on prevention and harm reduction.
- We'll work closely with the federal government to establish a regulatory regime that achieves these goals
- We need to see the federal governments legislation before making any decisions on how we will proceed

Housing Market Plan

- We know that housing affordability is a concern for many Ontarians.
- That's why in the Fall Economic Statement we announced that we were going to start collecting data about housing transactions in Ontario.
- It why we have also doubled the first time homebuyers rebate.
- While we're looking to take further steps we are very cognizant for the potential of unintended consequences

Govt Advertising (see CFRB story)

- Ontario was the first and remains the only jurisdiction in the entire country that has legislation to prevent partisan advertising.
- We passed this legislation to ensure that Mike Harris –style highly partisan advertising can never happen again.
- We know though that people across the province have been struggling with their electricity bills.
- We have a responsibility as a government to inform them that relief is on the way so they can plan their house hold budgets.
- Through Ontario's Fair Hydro Plan, we're cutting electricity bills by 25 per cent on average for all families, with 8 per cent cut already and the rest to follow this summer.
- Low-income families in rural and remote areas will see a decrease in their bill by as much as 40 – 50 per cent.
- Our plan will also keep rates consistent, holding them to inflation over the next four years.
- While our plan helps every family across the province, it's especially helpful to those who have been struggling unfairly.
- That's why it's so important for families to know about this 25 per cent cut as well as other programs, like the expanded Ontario Electricity Support Program and the new \$200 million Affordability Fund.

Jack MacLaren

- As Ontarians we need to stand up for the things we believe in.
- Whether we hear a comment that we find offensive or see an act that we view as hurtful, we need to speak up.
- We can't regress back to a world where misogynist comments are viewed as the norm.

Scarborough Subway

- We're making everyday life easier for people by making historic investments in transit to that people can spend more time with their families.
- From the very beginning, we were at the table with a commitment of \$1.48 billion to support this subway.
- We respect the decision made by council on this issue and we want to move forward with this project and get shovels in the ground as soon as possible

FYI - AI

FYI - Polling on OMA, H1 and Hydro

- All public-opinion research conducted by the Government of Ontario is procured through a fair and transparent competitive process.
- Polling is a cost-effective method of measuring public awareness and attitudes on current and emerging public policy issues.

From: Beaudry, Jennifer (OPO)

Sent: March-29-17 6:28 AM

To: @OPO-Media Relations and Issues Management; Bevan, Andrew (OPO)

Subject: Issues for Pre-Avail Brief

Good morning - We are briefing before the media arrives today. If other issues come up, I will have to pull the Premier aside.

Hydro One Exec Comp
Marijuana
Housing Market Plan
Govt Advertising (see CFRB story)
Jack MacLaren
Scarborough Subway

FYI - AI

FYI - Polling on OMA, H1 and Hydro

Sent from my BlackBerry 10 smartphone on the Rogers network.