

Energy - September 26

From: "Den Heijer, Kevin (ENERGY)" <kevin.denheijer@ontario.ca>

To: "@OPO-Media Relations and Issues Management" <opo-mediarelationsandissuesmgmt@msgov.gov.on.ca>

Date: Tue, 26 Sep 2017 08:00:28 -0400

1) Ontario Fair Hydro Plan Ads

- NDP FOI'd the fair hydro plan advertising costs, stating that the government will spend \$5.5 million in advertising.

KMs

- The Ontario government has a responsibility to raise awareness and communicate information about programs and services that affect Ontarians.
- This includes informing Ontarians of changes to their electricity bills so that they can use this information to plan for the future as they manage their household budgets.
- All ads direct Ontarians to a dedicated website (www.Ontario.ca/fairhydroplan) where they can learn more about what these changes mean to them.
- The Ontario Electricity Support program (OESP), for example, requires customers to sign up for the program. Latest numbers from the Ontario Energy Board on September 24th affirm that 232,115 customers are already benefitting from the program. This is an increase of 5,181 over September 1st.
- We are exploring all possible avenues to make enrolment in this program automatic for those who are eligible.
- But in the meantime, this is still a program that Ontarians need to apply for in order to receive. And in order to apply, they need to know about it.
- We will continue to work with our agencies to build awareness of this valuable program

Oppo contrast

- The OESP offers significant support to low-income households across the province and we've been doing everything we can to get enrolment even higher.
- We've put inserts directly in peoples' bills, created advertisements, and more.
- But the NDP's support for this program is less clear.

- Worse still, they seem to have turned their backs on Ontario's most vulnerable.
 - o They said "no" to an expanded Ontario Electricity Support Program.
 - o "No" to the new \$200 M Affordability Fund for families.
 - o And "no" to eliminating the delivery cost of on-reserve First Nations.
- It's a shame the NDP can't support a real plan that will help Ontarians.

Kevin Den Heijer | Legislative Assistant & Issues Manager

Office of the Hon. Glenn Thibeault | Minister of Energy

900 Bay Street | Hearst Block | 4th Floor

T: (416) 314-0704 M: (647) 618-6948