

FW: Messgaing

From: "Killorn, Bill (OPO)" </o=govon/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=killorn, bill (opo)0f4">
To: "McPhail, Blane (OPO)" <blane.mcphail@ontario.ca>
Date: Wed, 29 Mar 2017 07:59:26 -0400

[Can you make this change](#)

From: Bevan, Andrew (OPO)
Sent: March-29-17 7:59 AM
To: Killorn, Bill (OPO)
Subject: RE: Messgaing

- [This needs to be explained:](#) 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.

People need the info via the website so they know how to apply as we want everyone eligible to get the support they need. so its not just about informing

From: Killorn, Bill (OPO)
Sent: March-29-17 7:55 AM
To: Bevan, Andrew (OPO)
Subject: Messgaing

Here is the messaging for this morning.

Fair Hydro Plan – Advertising

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- 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.
- 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 25 per cent cut as well as other programs, like the expanded Ontario Electricity Support Program and the new \$200 million Affordability Fund.
- 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.