

Fair Hydro Plan - Advertising

- Electricity is an essential part of our daily life.
- Everywhere I travel, I hear from people worried about the price they are asked to pay for hydro and the impact it has on their household budget.
- For the past few months I've made a point of connecting with people who have written to me about this issue. I've called them up or gone to visit.
- People want to know three things:
 - First, that relief – substantial relief – is on its way.
 - Second, that the relief will go to everyone
 - And third, that the relief will be lasting because it is built on a real change – that bills won't jump back up in a couple months or a couple years.
- That's why we're delivering on **all three counts** – starting with bringing down what people pay on their bills and making it **fairer**.
- Ontario's Fair Hydro Plan will lower electricity bills by 25% on average for all residential customers across the province, and will also benefit half a million small businesses and farms.
- Our government also has a **responsibility** to raise awareness and communicate information about programs and services that affect our daily lives.
- 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.
- The government is communicating these changes over a variety of channels, including informational advertisements.
- We are also driving Ontarians to a dedicated website where Ontarians can learn more about what these changes mean to them.
- On March 13, 2017, the Auditor General approved these advertisements, and found them to be in compliance with the *Government Advertising Act*