

RE: For Approval: Posts for Thursday's Announcement

From: "Dibble, Jennifer (OPO)" <jennifer.dibble@ontario.ca>
To: "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Tomney, Genevieve (OPO)" <genevieve.tomney@ontario.ca>, "Pattillo, Ian (OPO)" <ian.pattillo@ontario.ca>, "Foerster, Carly (OPO)" <carly.foerster@ontario.ca>, "Byberg, Ann (OPO)" <ann.byberg@ontario.ca>
Cc: "Rivers, Grahame (OPO)" <grahame.rivers@ontario.ca>, "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>
Date: Thu, 02 Mar 2017 13:54:21 -0500

Thanks so much, Rebecca. I'll get this posted in the next couple of minutes.

From: MacKenzie, Rebecca (OPO)
Sent: March-02-17 1:51 PM
To: Dibble, Jennifer (OPO); Tomney, Genevieve (OPO); Pattillo, Ian (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO)
Subject: RE: For Approval: Posts for Thursday's Announcement

One small at beginning (moved up the 4 year commitment) and one other – also in red

Thanks for your patience ☺

Facebook – PHOTO - Organic_Twitter_photos3 (attached):

For too long, governments – my own included – have made mistakes in the way we've structured Ontario's electricity system. That has resulted in rates that are unfairly high. It's time to fix those mistakes, in ways that work for today – and for the future. The plan I announced today will lower electricity bills by 25% on average for all residential consumers in the province, starting this summer . **No loopholes, no exceptions, no asterisks.** **And this is relief that is designed to last. Your bill won't increase beyond the rate of inflation for at least 4 years.**

Electricity is not a frill – it's an essential part of our daily lives. And everywhere I go, I hear from people worried about the price they are asked to pay for hydro and the impact it has on their household budgets. It's not just some people, and it's not just in some places. It's everyone and in every corner of the province. In the North and the South. In rural Ontario and downtown Toronto.

For the past couple of 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. I've sat and talked and listened. And this morning, I took some time to call some of those same people back to let them know that we've listened, and we're taking action. Here's what I told them.

We are tripling the size of the cut we're making to people's hydro bills from 8% to an average of 25%. Electricity rates in Ontario will come down significantly, they're going to stay down and everyone will benefit. Let me emphasize that last point – the cut will go to all households that pay for electricity. Our plan will lower electricity bills by 25% on average for all residential consumers in the province. And for those living in rural communities or with low incomes the break will be even greater.

This is the largest cut to electricity rates in the history of Ontario. In dollars and cents, the exact benefit will vary by household. But if, for example, your monthly bill adds up to \$135, this cut will drop it down to around \$101.

So, how are we doing this – and why now? First, we need to appreciate that for decades and decades, **the**

electricity system was neglected . We all remember the blackouts in 2003 when it became obvious that our system was long overdue for some significant – and expensive – upgrades. All governments bear responsibility for that: Liberal, Conservative and NDP. For the better part of 50 years we didn't pay our way. But about a decade ago, it came to a head. The system needed major rebuilding. There was a major price tag. And a lot of that money came in the form of rates – higher bills. So for the past few years customers have been paying not only for the power they consume but for **that** past neglect, for the price of major new refurbishments and for the cost of renovating a system that went without proper repairs for far too long.

We've invested more than 50 billion dollars in electricity infrastructure – new dams in the south, new towers in the north, 13 billion dollars to refurbish nuclear power plants alone and billions more to ensure new transmission and distribution lines everywhere. These are enormously important assets that meet the demand for cleaner and reliable power everywhere in the province. These are assets that belong to all the people of Ontario and that will serve us for many decades to come.

But the way we financed those investments was a mistake. We asked one generation – today's generation – to unfairly shoulder the burden of nearly all of those costs. So we're refinancing the system and setting a new term that stretches over a longer period. Over time, it will cost a bit more. And it will take longer to pay off. But it is fairer – because it doesn't ask this generation of hydro customers alone to pay the freight for everyone before and after. The burden will now be shared more evenly and more appropriately.

There's no question in my mind that these changes are the right thing to do. Bringing down rates by 25% and fixing the system's structure – that's the approach that I believe in. I think it's better for Ontario. And I know it's fairer on families.

Find out more about your 25% reduction at Ontario.ca/FairHydroPlan

From: Dibble, Jennifer (OPO)
Sent: March-02-17 12:12 PM
To: Tomney, Genevieve (OPO); Pattillo, Ian (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO)
Subject: RE: For Approval: Posts for Thursday's Announcement

Hi,

Just following up on this. Are you okay with Ian's edits below? Would like to get this posted soon if we can!

Thanks!
Jen

From: Tomney, Genevieve (OPO)
Sent: March-02-17 11:02 AM
To: Pattillo, Ian (OPO); MacKenzie, Rebecca (OPO); Dibble, Jennifer (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO)
Subject: RE: For Approval: Posts for Thursday's Announcement

I like this version.
Rebecca? Is this closer to what you were envisioning?

Genevieve Tomney
Director, Strategic Messaging & Products
Office of the Premier of Ontario
Mobile: 416.817.5094
Email: genevieve.tomney@ontario.ca

From: Pattillo, Ian (OPO)

Sent: March 2, 2017 9:46 AM

To: MacKenzie, Rebecca (OPO); Dibble, Jennifer (OPO); Tomney, Genevieve (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)

Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO)

Subject: RE: For Approval: Posts for Thursday's Announcement

Hi,

Here are some edits to the first FB post to bring it closer to the statement and add in the mea culpa/phone call language. Would you like a shorter post to follow that uses one of the phone call photos, or use the phone call photo here?

Facebook – PHOTO - Organic_Twitter_photos3 (attached):

For too long, governments – my own included – have made mistakes in the way we've structured Ontario's electricity system. That has resulted in rates that are unfairly high. It's time to fix those mistakes, in ways that work for today – and for the future. The plan I announced today will lower electricity bills by 25% on average for all residential consumers in the province, starting this summer . **No loopholes, no exceptions, no asterisks.**

Electricity is not a frill – it's an essential part of our daily lives. And everywhere I go, I hear from people worried about the price they are asked to pay for hydro and the impact it has on their household budgets. It's not just some people, and it's not just in some places. It's everyone and in every corner of the province. In the North and the South. In rural Ontario and downtown Toronto.

For the past couple of 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. I've sat and talked and listened. And this morning, I took some time to call some of those same people back to let them know that we've listened, and we're taking action. Here's what I told them.

We are tripling the size of the cut we're making to people's hydro bills from 8% to an average of 25%. Electricity rates in Ontario will come down significantly, they're going to stay down and everyone will benefit. Let me emphasize that last point – the cut will go to all households that pay for electricity. Our plan will lower electricity bills by 25% on average for all residential consumers in the province. And for those living in rural communities or with low incomes the break will be even greater.

In addition, this rate relief is designed to last. After we bring bills down by 25% we will hold them there with rates rising only with inflation for at least 4 years. This is the largest cut to electricity rates in the history of Ontario. In dollars and cents, the exact benefit will vary by household. But if, for example, your monthly bill adds up to \$135, this cut will drop it down to around \$101.

So, how are we doing this – and why now? First, we need to appreciate that for decades and decades, the province didn't invest. We all remember the blackouts in 2003 when it became obvious that our system was long overdue for some significant – and expensive – upgrades. All governments bear responsibility for that: Liberal, Conservative and NDP. For the better part of 50 years we didn't pay our way. But about a decade ago, it came to a head. The system needed major rebuilding. There was a major price tag. And a lot of that money came in the form of rates – higher bills. So for the past few years customers have been paying not only for the power they consume but for past neglect, for the price of major new refurbishments and for the cost of renovating a system that went without proper repairs for far too long.

We've invested more than 50 billion dollars in electricity infrastructure – new dams in the south, new towers in the north, 13 billion dollars to refurbish nuclear power plants alone and billions more to ensure new transmission and distribution lines everywhere. These are enormously important assets that meet the demand for cleaner and reliable power everywhere in the province. These are assets that belong to all the people of Ontario and that will serve us for many decades to come.

But the way we financed those investments was a mistake. We asked one generation – today's generation – to unfairly shoulder the burden of nearly all of those costs. So we're refinancing the system and setting a new term that stretches over a longer period. Over time, it will cost a bit more. And it will take longer to pay off. But it is fairer – because it doesn't ask this generation of hydro customers alone to pay the freight

for everyone before and after. The burden will now be shared more evenly and more appropriately.

There's no question in my mind that these changes are the right thing to do. Bringing down rates by 25% and fixing the system's structure – that's the approach that I believe in. I think it's better for Ontario. And I know it's fairer on families.

Find out more about your 25% reduction at Ontario.ca/FairHydroPlan

From: MacKenzie, Rebecca (OPO)
Sent: March-02-17 9:03 AM
To: Dibble, Jennifer (OPO); Tomney, Genevieve (OPO); Pattillo, Ian (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO)
Subject: Re: For Approval: Posts for Thursday's Announcement

Sounds good. Thanks

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Dibble, Jennifer (OPO)
Sent: Thursday, March 2, 2017 9:01 AM
To: MacKenzie, Rebecca (OPO); Tomney, Genevieve (OPO); Pattillo, Ian (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO)
Subject: Re: For Approval: Posts for Thursday's Announcement

Sounds good. I'm on my way in now but should be there in the next 15 mins to add that language as well as language about the phone calls as discussed in the other thread.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: MacKenzie, Rebecca (OPO)
Sent: Thursday, March 2, 2017 8:48 AM
To: Tomney, Genevieve (OPO); Dibble, Jennifer (OPO); Pattillo, Ian (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO)
Subject: Re: For Approval: Posts for Thursday's Announcement

I'm ok with the fb post being different. But it's missing the mea culpa language and the Premier's motivation language. Those two components need to be added pls. Thanks

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Tomney, Genevieve (OPO)
Sent: Wednesday, March 1, 2017 9:01 PM
To: MacKenzie, Rebecca (OPO); Dibble, Jennifer (OPO); Pattillo, Ian (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO)
Subject: Re: For Approval: Posts for Thursday's Announcement

That is essentially what we had discussed doing with the Facebook post. Ian's been working on something similar for the op ed and we wanted to make sure that the two were a little different. Would you prefer we stick more verbatim to her remarks for Fbook?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: MacKenzie, Rebecca (OPO)
Sent: Wednesday, March 1, 2017 8:56 PM
To: Dibble, Jennifer (OPO); Pattillo, Ian (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO); Tomney, Genevieve (OPO)
Subject: RE: For Approval: Posts for Thursday's Announcement

Hi, I made some edits to the morning tweet and suggested a second tweet. The 25% and the 4 year commitment are equally important. Can I ask why we are not just cutting down the statement to turn it into a FB post?

Morning:

Twitter – SHAREABLE GIF (attached):

Our plan will lower electricity bills by 25% on average for all residential consumers in the province. Starting this summer. Ontario.ca/FairHydroPlan

2.

We're providing hydro bill relief that is designed to last. Your bill won't increase beyond the rate of inflation for at least 4 years.

From: Dibble, Jennifer (OPO)
Sent: March-01-17 7:24 PM
To: Pattillo, Ian (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO); Tomney, Genevieve (OPO)
Subject: Re: For Approval: Posts for Thursday's Announcement

Thanks Ian, those changes look good to me! Thanks for adding in the context around why rates were so high.

Just a couple things:

-just want to double check that we're fine to say "by the summer" towards the end of the second paragraph of the first Facebook post below

-the italicized "and," sadly, will just be a regular "and" on Facebook. Unfortunately there's no text formatting.

-fixed a typo in the last paragraph of the second Facebook post but otherwise looks good

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Pattillo, Ian (OPO)
Sent: Wednesday, March 1, 2017 7:05 PM
To: Dibble, Jennifer (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)
Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO); Tomney, Genevieve (OPO)
Subject: RE: For Approval: Posts for Thursday's Announcement

Thanks Jen, some edits below

From: Dibble, Jennifer (OPO)

Sent: March-01-17 5:09 PM

To: Pattillo, Ian (OPO); MacKenzie, Rebecca (OPO); Foerster, Carly (OPO); Byberg, Ann (OPO)

Cc: Rivers, Grahame (OPO); Bossin, Bryan (OPO); Tomney, Genevieve (OPO)

Subject: For Approval: Posts for Thursday's Announcement

Hi everyone,

I've drafted several posts for tomorrow below – a tweet and Facebook post for the morning, and another of each for the evening. Please add in anyone I may have forgotten — there are more people than usual on this approvals thread ☺ The morning posts will go up right after the Premier has made the announcement. I'll post the second tweet in the evening with one of the shareables CO has created (attached), and the second Facebook post in the evening with the video that CO is making with footage from the announcement. I've made the text of the second Facebook post shorter because people aren't likely to read a huge block of text and then also watch a video.

I've linked to the Fair Hydro Plan website, but please let me know if that's not where you'd recommend we direct people. Can someone confirm that it will be live to link to tomorrow morning? For the second Facebook post, I was planning to include the website URL in the video text.

Thanks,
Jen

Morning:

Twitter – SHAREABLE GIF (attached):

Our plan will lower electricity bills by 25% on average for all residential consumers in the province. Starting this summer. Ontario.ca/FairHydroPlan

Facebook – PHOTO - Organic_Twitter_photos3 (attached):

Our plan will lower electricity bills by 25% on average for all residential consumers in the province, starting this summer . [No loopholes, no exceptions, no asterisks](#). The people and families I've spoken with in recent months have made it clear : the burden of high hydro rates has become too great. [We](#) . But it hasn't been enough. It's made too small a dent. For that reason, we are taking further action.

[We've been looking for ways to lower your bills for months and have found a way to do it that is fair and lasting. By restructuring and refinancing elements of the system, we will triple the size of the 8% cut that started appearing on your bills in January. That means that by the summer, average bills will be down by 25% compared to last summer. And everyone will benefit.](#)

Let me emphasize that last point – the cut will go to all households that pay for electricity. Every single household that pays for electricity in Ontario will see an average cut of 25%. And for those living in rural communities or with low incomes the break will be even greater.

In addition, this rate relief is designed to last. Your bill won't increase beyond the rate of inflation for at least 4 years. This is the largest cut to electricity rates in the history of Ontario. In dollars and cents, the exact benefit will vary by household. But if, for example, your monthly bill adds up to \$135, this cut will drop it down to around \$101.

[I agree that h ydro needs to be affordable and it needs to be fair. So how did we get to a point where the system was neither of those things? Well, governments of all stripes bear some responsibility, my own included. For decades and decades, the province didn't invest. Rates were kept artificially low while the system crumbled. When we started rebuilding it in recent years, we put too much of that cost directly onto bills. We had one generation of ratepayers — this generation — paying not only for the power we use, but for the huge cost of catching up after decades of underinvestment *and* for electricity assets that will benefit Ontario for decades to come. To fix that, we're making these fundamental changes to ensure costs are spread out and shared more evenly. We have also taken some things off bills to be paid for by the province, not ratepayers. We have made changes that are better for Ontario in the short- and long-term. Bringing down rates by 25% and fixing the system's structure – that's the approach that I believe in. I think](#)

it's better for Ontario. And I know it's fairer on families.

Find out more about your 25% reduction at Ontario.ca/FairHydroPlan

Evening:

Twitter – PHOTO - Organic_Twitter_photos3.jpg

We're bringing down hydro rates by 25% & fixing the system's structure. It's better for Ontario & fairer on families Ontario.ca/FairHydroPlan

Facebook – Update VIDEO:

This morning I announced that we're bringing down hydro rates by 25% starting this summer. For those living in rural communities or with low incomes, the reduction will be even greater.

Whether you live in a rural community or the city, the north or the south, [your hydro bill has gone up way too much in recent years. It isn't fair. For 50 years, mistakes have been piled on mistakes. That ends now.](#)