

RE: For Approval: Posts for Thursday's Announcement

From: "Pattillo, Ian (OPO)" <ian.pattillo@ontario.ca>
To: "Dibble, Jennifer (OPO)" <jennifer.dibble@ontario.ca>, "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@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>, "Tomney, Genevieve (OPO)" <genevieve.tomney@ontario.ca>
Date: Wed, 01 Mar 2017 19:05:20 -0500

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):

We're fixing hydro mistakes. Residential customers will see bills drop by an average of 25% starting this summer. Ontario.ca/FairHydroPlan

Facebook – PHOTO - Organic_Twitter_photos3 (attached):

Starting this summer, all households in Ontario that pay for electricity will get an average of 25% off their hydro bill. **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 have to bring them down. **It should be our top priority. And it has been.**

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 hydro 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 to much in recent years. It isn't fair. For 50 years, mistakes have been piled on mistakes. That ends now.**