

Re: John Vanthof LTE response

From: "MacKenzie, Rebecca (OPO)" <"/o=govon/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=mackenzie, rebecca (opo)7a8">
To: "McPhail, Blane (OPO)" <blane.mcphail@ontario.ca>, "Nekolaichuk, Colin (ENERGY)" <colin.nekolaichuk@ontario.ca>
Cc: "@OPO-Media Relations and Issues Management" <opo-mediarelationsandissuesmgmt@msgov.gov.on.ca>, "Berry, James (ENERGY)" <james.berry5@ontario.ca>, "Den Heijer, Kevin (ENERGY)" <kevin.denheijer@ontario.ca>
Date: Mon, 02 Oct 2017 15:00:28 -0400

Looks good!

Sent with BlackBerry Work (www.blackberry.com)

From: "McPhail, Blane (OPO)" <Blane.McPhail@ontario.ca>
Sent: Oct 2, 2017 2:55 PM
To: "Nekolaichuk, Colin (ENERGY)" <Colin.Nekolaichuk@ontario.ca>
Subject: RE: John Vanthof LTE response
Cc: "@OPO-Media Relations and Issues Management" <OPO-MediaRelationsandIssuesMgmt@msgov.gov.on.ca>; "Berry, James (ENERGY)" <James.Berry5@ontario.ca>; "Den Heijer, Kevin (ENERGY)" <Kevin.DenHeijer@ontario.ca>

Rebecca – I think the Minister is comfortable with this but wanted to check with you on the advertising line

From: Nekolaichuk, Colin (ENERGY)
Sent: September-29-17 5:10 PM
To: McPhail, Blane (OPO)
Cc: @OPO-Media Relations and Issues Management; Berry, James (ENERGY); Den Heijer, Kevin (ENERGY)
Subject: RE: John Vanthof LTE response

Hi – just checking in on this before we run it by the Minister.

Colin Nekolaichuk | Press Secretary
Office of the Hon. Glenn Thibeault | Minister of Energy
T: 416-325-2690 C: 647-504-4928
colin.nekolaichuk@ontario.ca

From: McPhail, Blane (OPO)
Sent: September-29-17 12:51 PM
To: Nekolaichuk, Colin (ENERGY)
Cc: @OPO-Media Relations and Issues Management; Berry, James (ENERGY); Den Heijer, Kevin (ENERGY)
Subject: RE: John Vanthof LTE response

Thx. I'm not sure that's how we want to outline the total spent so far though – Rebecca, thoughts on that piece?

From: Nekolaichuk, Colin (ENERGY)
Sent: September-29-17 12:16 PM
To: McPhail, Blane (OPO)
Cc: @OPO-Media Relations and Issues Management; Berry, James (ENERGY); Den Heijer, Kevin (ENERGY)
Subject: RE: John Vanthof LTE response

Hi Blane,

Here's a revision with the requested language added. I've simplified a couple of sections to keep the word count down. Let me know your thoughts. Thanks.

Ontario's Fair Hydro Plan – Just the Facts

John Vanthof and the NDP have spent this past week grasping at straws, trying to drum up some controversy around our Fair Hydro Plan, while misleading the people of Ontario.

Let's get the facts.

Electricity rates are not going to go up after the next election. Under the Fair Hydro Plan, electricity rates were lowered by 25 per cent, on average, for all residential consumers and as many as half a million small businesses and farms. And any increases to bills will be held to the rate of inflation for four years. We are currently working on Ontario's next Long-Term Energy Plan, which will outline how we will take more costs out of the system in the following years, ensuring affordable electricity for Ontarians.

Electricity rates are coming down even more for some people – those living in the most rural and Northern communities, low-income people and those individuals using electricity-intensive medical devices – with savings to the tune of up to 40 to 50 per cent. Some of these programs, along with other measures to help small businesses and industrial customers, need to be applied for. That's why every Fair Hydro Plan ad pointed people to www.ontario.ca/fairhydroplan, where information about these programs is front and centre.

Our awareness campaign, which ended in August, has cost approximately \$3.7 million of the \$5.5 million budgeted. The government has a duty to inform Ontarians on important subjects from public education on children's vaccines, tax changes and impaired driving, to revenue generating activities such as tourism and international investment and trade. To fulfil that duty, the government pays for advertising that is appropriate, effective and cost-efficient.

The Fair Hydro Plan awareness campaign has been working. We now have more than 232,000 people signed up to the Ontario Electricity Support Program – an increase of more than 5,100 over the month of September. Thousands more are eligible, and we will continue to work hard to inform people about the programs available to them.

I would ask John Vanthof and the NDP to help support our efforts to make electricity as affordable as possible for the people of Ontario by informing them of programs that can help. In the meantime, I encourage everyone to visit the Fair Hydro Plan website to see what programs might apply to them.

Colin Nekolaichuk | Press Secretary
Office of the Hon. Glenn Thibeault | Minister of Energy
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From: McPhail, Blane (OPO)
Sent: September-29-17 11:25 AM
To: Nekolaichuk, Colin (ENERGY)
Cc: @OPO-Media Relations and Issues Management; Berry, James (ENERGY); Den Heijer, Kevin (ENERGY)
Subject: RE: John Vanthof LTE response

Thx Colin. Couple initial thoughts:

- 1) Instead of just listing the number of OESP sign-ups in September, do you think we should provide the bigger global number too?
- 2) The statement below was sent out by TBS earlier this week – can you work this language in?

The government has a responsibility to ensure Ontarians are engaged and informed on a wide variety of issues. To fulfil that duty, the government pays for advertising that is appropriate, effective and cost-efficient. Government advertising covers important subjects ranging from public education on children's vaccines, tax changes and impaired driving to revenue generating activities such as tourism and international investment and trade.

Numbers that were released regarding Energy advertising represent the uppermost spend level that was authorized; while actual figures have not yet been reconciled between the government and the vendors, we anticipate that these figures will be well under that ceiling. Other advertising campaigns that have received significant government investments include those that pertain to climate change and the OSAP student aid program.

From: Nikolaichuk, Colin (ENERGY)
Sent: September-29-17 11:00 AM
To: McPhail, Blane (OPO)
Cc: @OPO-Media Relations and Issues Management; Berry, James (ENERGY); Den Heijer, Kevin (ENERGY)
Subject: John Vanthof LTE response

Hi Blane,

Minister Thibeault would like to respond to a couple of pieces highlighting John Vanthof's comments on FHP advertising in Wawa News and Bay Today:

<https://wawa-news.com/index.php/2017/09/28/taxpayer-funded-partisan-ads-misleading-ontarians/>
<https://www.mynorthbaynow.com/23832/vanthof-continues-ndp-attack-liberals-spending-5-5-million-hydro-ads/>

Here's an LTE response we've drawn up, for your review. It's a little long (343 words) but I think they'll be good with posting it. If you're comfortable with this approach, we will get the Minister's approval.

Thanks,
C.

Ontario's Fair Hydro Plan – Just the Facts

John Vanthof and the NDP have spent this past week grasping at straws, trying to drum up some controversy around our Fair Hydro Plan, while misleading the people of Ontario.

Let's get the facts.

Electricity rates are not going to go up after the next election. Under the Fair Hydro Plan, electricity rates were lowered by 25 per cent, on average, for all residential consumers and as many as half a million small businesses and farms. And any increases to bills will be held to the rate of inflation for four years. We are currently working on Ontario's next Long-Term Energy Plan, which will outline how we will take more costs out of the system in the following years, ensuring affordable electricity for Ontarians.

Electricity rates are coming down even more for some people – those living in the most rural and Northern communities, low-income people and those individuals using electricity-intensive medical devices – with savings to the tune of up to 40 to 50 per cent. Some of these programs, along with other measures to help small businesses and industrial customers, need to be applied for. That's why every Fair Hydro Plan ad pointed people to www.ontario.ca/fairhydroplan, where information about these programs is front and centre.

Our awareness campaign, which ended in August, has cost approximately \$3.7 million of the \$5.5 million budgeted. This is in line with other government campaigns that inform the people of Ontario

of important programs, and the results are there – 5,100 more people signed up to the Ontario Electricity Support Program over the month of September.

We've been working hard to deliver on our commitment to make electricity, and life in general, more affordable for the people of Ontario. The Fair Hydro Plan – a plan the NDP voted against – is doing exactly that. It would be my hope that John Vanthof would spend more time informing his constituents about the programs available to them, rather than spreading misinformation. In the meantime, I encourage everyone to visit the Fair Hydro Plan website to see what programs might apply to them.

Colin Nekolaichuk | Press Secretary
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