

Message

From: Alexandra Campbell [/O=IMO/OU=MSX1/CN=RECIPIENTS/CN=ALEXANDRA CAMPBELL]
Sent: 2017-02-01 9:53:49 PM
To: Jordan Penic [/O=IMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Penicj]
Subject: Re: Five-point rate mitigation plan

I think the angriest people are poor but above low income qualifications. I have made that point to Yvonne and Usman. They get it.

Low income will make a good announcement and make voters feel like the right people are getting help. But the masses won't see lower bills. It comes down I guess to how much the high bill problem is one of perception versus reality. Maybe they have polling.

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Jordan Penic
Sent: Wednesday, February 1, 2017 7:52 PM
To: Alexandra Campbell
Subject: Re: Five-point rate mitigation plan

The other initiatives are quite broad. Who do you think they are trying to cover off that they are missing with the low income program?

From: Alexandra Campbell
Sent: Wednesday, February 1, 2017 6:29 PM
To: Jordan Penic
Subject: Re: Five-point rate mitigation plan

Just trying to get them to understand the low income aspect won't target the customers that I think are their biggest problem. But I don't have a sense as to whether that issue is covered off by the other pts in the plan.

Alexandra

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Jordan Penic
Sent: Wednesday, February 1, 2017 1:20 PM
To: Alexandra Campbell
Cc: Glenna Ford
Subject: FW: Five-point rate mitigation plan

Alex - I don't know the exact details, yet. I may know more after a meeting tomorrow morning. Lots of options still floating around for consideration.

From: Glenna Ford
Sent: February 01, 2017 1:15 PM
To: Jordan Penic
Subject: Five-point rate mitigation plan

Jordan:

Would you be able to give Alexandra some idea of the other four points in the plan? This context might help her with the low-income piece.

Thank you.

Glenna

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