

The reality of a tight, three-way race is settling in, although trend-watchers will be monitoring the durability of the NDP's sudden popularity lift. In just the past week, there appears to have been a bit of a 'correction' with a slight uptick for the Liberals, who appear to have sustained the most impact from the NDP's rise.

Tom Mulcair continues to lag behind Justin Trudeau and Stephen Harper as preferred Prime Minister, which explains the NDP's current ad campaign, designed to make him better known to Canadians. The Tories are back on the attack ads with an exclusive focus on Mr. Trudeau and none on the NDP. Liberal TV ads are promoting the Canada Child Benefit and the tax cut for middle-class earners, while on social media, they continue to hammer away at government advertising (the focus of Liberal Private Member's Bill today in the House) and have re-purposed a Conservative ad to counter the Prime Minister's words in the sound track with new visuals showing how his record contradicts his message.

A fair bit has been made of Peter MacKay's decision to sit out this year's election. While there are a lot of themes arising from this development, perhaps the most important one is speculation about how MacKay's departure may further disaffect the 'progressive' Conservatives, whose party, led by MacKay, was absorbed by Stephen Harper's Reform Party. Those old-time Red Tories, many of whom don't care much for Mr. Harper, may see MacKay's decision as a tipping point. Some could easily become Blue Liberals if they are properly courted during the campaign.

This past week, the Conservatives dipped into the Liberals' 2011 platform to propose voluntary contributions to the Canada Pension Plan as a way to help people better prepare for retirement. Their sincerity on this proposal has been questioned, with a number of pundits commenting that what people really need is an increase in mandatory CPP contributions, which is what Liberals are proposing now.

Finally, Finance Minister Joe Oliver held forth with the notion that one way to grow the economy was to change laws to make it easier to fire people. Oh.

Latest Public Opinion Survey Results:

Nanos: <http://www.nanosresearch.com/library/polls/Nanos%20Political%20Index%202015-05-22E.pdf>

Ekos: <http://www.ekospolitics.com/index.php/2015/05/logjam-continues-as-canadians-become-more-receptive-to-innovative-political-approaches/>

threehundredeight: <http://www.threehundredeight.com/>

Our messages to the public:

Justin Trudeau presents plan to deliver fairness for middle class

ü Justin Trudeau has a plan to stand up for the middle class and those working hard to join it, and today he is sharing this message with British Columbians. Please watch and share our new [English national ad](#) about our plan for fairness.

ü Last week, the Liberal Party also launched a new [online tool](#) so Canadians can see how our plan will benefit them.

The Liberal Middle Class Tax Cut:

ü A Liberal government will make the tax system fairer and cut the middle class tax rate by seven percent. That's a \$3 billion tax cut for those who need it the most.

ü We will ask the wealthiest Canadians to pay a little more so the middle class can pay less. Liberals will cancel Mr. Harper's income splitting and other tax breaks for the wealthy. We will introduce a new tax bracket for the top one percent - on incomes over \$200,000.

The Liberal Canada Child Benefit:

ü The Liberal plan will also provide one bigger, fair, tax-free monthly cheque to help families with the high cost of raising their kids.

ü With the Liberal plan, a typical two parent family, with two kids, earning \$90,000 per year will get \$490 tax-free every month. With Mr. Harper, the same family only receives around \$275 after-tax. That's \$2,500 more help, tax-free, over the course of a year.

ü With the Liberal plan, a typical one parent family, with one child, earning \$30,000 per year will get \$533 tax-free every month. With Mr. Harper, the same family only receives around \$440 after-tax.

On costing:

ü Mr. Harper's Conservatives have turned to baseless attacks. They know that the Liberal plan will put more money in the pockets of the middle class and those working hard to join it.

ü New Conservative claims about our plan for fairness are misleading and completely inaccurate.

ü Our platform will be fully costed, and Liberals will provide Canadians with a plan that restores fiscal responsibility to government.

Additional messaging:

ü Canadians have two fundamentally different choices. Mr. Harper offers tax breaks for the wealthy. Liberals believe in a country that works for everyone. We will put more money in the pockets of the middle class.

ü Mr. Trudeau's priority is clear: we must strengthen those at the heart of our economy, middle class Canadians, who have not had a decent raise in 30 years.

Items of interest from the news and the Party:

-Mike Duffy's trial starts up again this week...and could still be going in August:
<http://www.theglobeandmail.com/news/national/fraud-trial-of-suspended-conservative-senator-mike-duffy-resumes-monday/article24719360/>

-The Conservatives may have to run on something other than the economy:
<http://in.reuters.com/article/2015/05/29/canada-economy-gdp-idINL1N0YK0E220150529>

-Peter MacKay is but one of many Tories leaving the party:
<http://www.cbc.ca/news/politics/peter-mackay-just-latest-loss-for-federal-conservatives-1.3092591>

-The implications of Mr. MacKay's decisions – all of Atlantic Canada is up for grabs:
<http://www.cbc.ca/news/politics/timing-of-peter-mackay-s-departure-politically-damaging-1.3093969>

-The Conservative's CPP proposal – 'shameless politics':
<http://ottawacitizen.com/news/politics/editorial-cpp-flip-flop-nothing-more-than-shameless-politics>

-Maybe the NDP victory in Alberta *didn't* rub off on the federal wing:
<http://globalnews.ca/news/2029234/ndps-national-surge-due-to-popularity-in-quebec-not-post-alberta-honeymoon-poll/>

Looking ahead: -- BC Events below (you can use the direct links to the event page) -- for details on all scheduled events in Canada, click the 'Events' tab here: <https://www.liberal.ca/get-involved/>

Don't forget: a special event coming up next month in Abbotsford:

Pints & Politics

Monday, June 22nd

6 pm at Phoenix Lounge - 33780 King Road, Abbotsford

To RSVP: Call Brenda at [604-217-9136](tel:604-217-9136)

Team Trudeau: Change on the Doorstep in Cloverdale-Langley City	Jun 2, 2015	Langley
Coffee Meeting in Courtenay-Alberni	Jun 2, 2015	Parksville
Team Trudeau: Change on the Doorstep in Cloverdale-Langley City	Jun 2, 2015	Langley
Edmonton Manning - Volunteer Team Building	Jun 2, 2015	(Private Address)
Team Trudeau: Calling for Change in North Vancouver	Jun 2, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Coquitlam-Port Coquitlam	Jun 2, 2015	Port Coquitlam
Team Pam Volunteer Orientation Gathering	Jun 2, 2015	West Vancouver
Team Trudeau: Change on the Doorstep in Cloverdale-Langley City	Jun 3, 2015	Langley
Team Trudeau: Change on the Doorstep in Nanaimo-Ladysmith	Jun 3, 2015	Nanaimo
Team Trudeau: Change on the Doorstep in Vancouver Quadra	Jun 3, 2015	Vancouver
Team Trudeau: Change on the Doorstep in North Okanagan-Shuswap	Jun 3, 2015	Salmon Arm
Team Trudeau: Calling for Change in Vancouver Kingsway	Jun 3, 2015	Vancouver
Team Trudeau: House Meeting in Richmond Centre	Jun 3, 2015	Richmond
Team Trudeau: Change on the Doorstep in Cloverdale-Langley City	Jun 4, 2015	Langley
Team Trudeau: Change on the Doorstep in Cloverdale-Langley City	Jun 4, 2015	Langley

Nanaimo-Ladysmith - Coffee and Campaigns	Jun 4, 2015	Ladysmith
Team Trudeau: Change on the Doorstep in North Vancouver	Jun 4, 2015	North Vancouver
Pints and Politics with Jodi Wyman and the Brandon-Souris Liberals	Jun 4, 2015	Brandon
Team Trudeau: Change on the Doorstep in Vancouver Kingsway	Jun 4, 2015	Vancouver
Team Meeting in North Vancouver	Jun 4, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Cloverdale-Langley City	Jun 5, 2015	Langley
Team Trudeau: Change on the Doorstep in Cloverdale-Langley City	Jun 5, 2015	Langley
Spring Celebration: Fundraiser for Joyce Murray MP with special guest Christopher Gaze	Jun 5, 2015	Vancouver
Join Terry Beech, Burnaby North-Seymour at the Hats Off Day Parade	Jun 6, 2015	Burnaby
Team Trudeau: Change on the Doorstep in Coquitlam-Port Coquitlam	Jun 6, 2015	Port Coquitlam
Cherryville Days Parade	Jun 6, 2015	Cherryville
Team Trudeau: Change on the Doorstep in Vancouver Kingsway	Jun 6, 2015	Vancouver
Team Trudeau Field Program : Team Meeting	Jun 6, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Vancouver Quadra	Jun 8, 2015	Vancouver
Team Trudeau: Change on the Doorstep in North Okanagan-Shuswap	Jun 8, 2015	Salmon Arm