

RE: For Review: Energy Products

From: "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>
To: "Bevan, Andrew (OPO)" <andrew.bevan@ontario.ca>, "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Bardeesy, Karim (OPO)" <karim.bardeesy@ontario.ca>, "Killorn, Bill (OPO)" <bill.killorn@ontario.ca>, "Forgione, Andrew (OPO)" <andrew.forgione@ontario.ca>, "Mksyartinian, Jacob (OPO)" <jacob.mksyartinian@ontario.ca>, "Hanna, Susan (OPO)" <susan.hanna@ontario.ca>, "Beaudry, Jennifer (OPO)" <jennifer.beaudry2@ontario.ca>, "McEachern, Gillian (OPO)" <gillian.mceachern@ontario.ca>
Cc: "Rivers, Grahame (OPO)" <grahame.rivers@ontario.ca>
Date: Sun, 11 Sep 2016 16:17:30 -0400
Attachments: NR - Thurs Sept 15th - Bill Introduction _sy PO.docx (41.47 kB); NR - Tues Sept 13th_sy PO.docx (40.96 kB); 20160909 Key Facts - 3 Things You Need To Know - 5 pm CLEAN_sy PO.doc (63.49 kB); 20160909 Key Facts - Exsisting Programs - MO Edits 5 pm_sy PO.doc (72.19 kB); 20160909 Key Facts - New Initiatives- Sept 9 5pm version CLEAN PO.doc (61.44 kB); 20160909 Combined Rebate and RRRP Backgounder 5 pm CLEAN_sy bb.docx (54.19 kB); 20160909 ICI Backgounder 6pm all edits CLEAN_sy bb.docx (55.07 kB)

Hi all,

Just following up on these products (password for news releases is 'Brazil2016'). So far Gillian has provided feedback on the fact sheets.

Is there any concern with consolidating the backgrounders and fact sheets as I've outlined below?

Thanks,
Bryan

From: Bossin, Bryan (OPO)
Sent: Saturday, September 10, 2016 4:58 PM
To: Bevan, Andrew (OPO); MacKenzie, Rebecca (OPO); Bardeesy, Karim (OPO); Killorn, Bill (OPO); Forgione, Andrew (OPO); Mksyartinian, Jacob (OPO); Hanna, Susan (OPO); Beaudry, Jennifer (OPO)
Subject: For Review: Energy Products

Hi all,

Attached for your review please find Energy media products for next week, including:

- **September 13th news release** for Minister Thibault's event in Sudbury
- **September 15th news release** for bill introduction.
 - As this is now a Premier's event I've made some preliminary edits to reflect.
 - Sue, please feel free to take this over on your end with Cabinet Office.

Energy has included **two backgrounders** (one on the ICI and another on the tax rebate/RRRP). There are also **three fact sheets** ('3 things you need to know', 'existing programs', 'new initiatives')

I think we should consolidate these as there is a significant amount of overlap. My recommendation would be the following:

- One backgrounder including the content from '3 things you need to know' fact sheet, as well as the case study example from the current ICI backgrounder AND info on savings as a proportion of household income, by income decile in Ontario (as per Karim's feedback, officials are working to develop this).

- One backgrounder listing existing programs

Please let me know if there is comfort with this approach and I will action new products from CO to reflect.

Thanks,
Bryan