

Fw: Energy - details to be worked out

From: "MacKenzie, Rebecca (OPO)" <"o=govon/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=mackenzie, rebecca (opo)7a8">
To: "Moulton, Dan (ENERGY)" <dan.moulton@ontario.ca>
Date: Wed, 08 Feb 2017 12:06:42 -0500

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Bossin, Bryan (OPO) <Bryan.Bossin@ontario.ca>
Sent: Wednesday, February 8, 2017 9:28 AM
To: MacKenzie, Rebecca (OPO)
Subject: FW: Energy - details to be worked out

FYI – based on how fiscal prep goes today, let me know if you think we should regroup on the comms/advertising side of things.

Currently we don't have anything in the calendar for today or tomorrow.

Bryan

From: Byberg, Ann (OPO)
Sent: February-08-17 9:18 AM
To: Whytock, John (CAB); Bossin, Bryan (OPO)
Cc: Robert, Melanie (CAB)
Subject: Re: Energy - details to be worked out

Thanks John,

The last time I had a conversation about this was Monday. The name "Fair Hydro Pricing Plan" was batted around but not everyone with an opinion was in my mtg.

"Hydro" is what people call it so, we discussed using that word. But again - not everyone was in the mtg.

July 1 was the date I have heard.

I do not have answers to the other questions.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Whytock, John (CAB)
Sent: Wednesday, February 8, 2017 8:51 AM
To: Byberg, Ann (OPO); Bossin, Bryan (OPO)
Cc: Robert, Melanie (CAB)
Subject: Energy - details to be worked out

Good morning. As much as it feels like we've had nothing but energy conversations recently, I thought I'd try to summarize all the questions outstanding, assuming we get final direction later today. I'll be working to ensure we have a common understanding between policy and communications, ministry and centre. Since advertising has the longest lead time, that by default is where we have the most urgency.

Key questions:

1. Does the rebate have a name? (e.g. affordable hydro plan)
2. What is the % off? (assuming this is a cumulative total)
3. Where does it appear on the bill? (assuming after the sub-total, similar to the current 8%)
4. When does it take effect? Assume July 1?
5. Language/positioning direction:
 - Hydro bills/rates vs. electricity bills/rates
6. Confirmation of a url (e.g. Ontario.ca/RateRelief or Ontario.ca/AffordableHydro or the name of the plan)

Do you think we should find a few minutes to regroup this afternoon?

Thanks

jw