

RE: Social Snapshot Energy

From: "Robert, Melanie (CAB)" <melanie.robert@ontario.ca>
To: "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>, "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Byberg, Ann (OPO)" <ann.byberg@ontario.ca>, "Dibble, Jennifer (OPO)" <jennifer.dibble@ontario.ca>
Cc: "Whytock, John (CAB)" <john.whytock2@ontario.ca>, "Stubbs, Jennifer (CAB)" <jennifer.stubbs@ontario.ca>, "Rutherford, Trevor (CAB)" <trevor.rutherford3@ontario.ca>, "Trew, Robyn (CAB)" <robyn.trew@ontario.ca>, "Byrne-Nearing, Sharyn (CAB)" <sharyn.byrne-nearing@ontario.ca>
Date: Wed, 01 Mar 2017 08:48:45 -0500
Attachments: Social Snapshot_Energy Feb 28 v5.docx (44.3 kB)

Thanks Bryan. Trevor made updates last night.

Here's an updated draft for your team's review.

We'll work on photography today now that the event shots are landed.

Thanks
Melanie

From: Bossin, Bryan (OPO)
Sent: February-28-17 11:00 PM
To: Robert, Melanie (CAB); MacKenzie, Rebecca (OPO); Byberg, Ann (OPO); Dibble, Jennifer (OPO)
Cc: Whytock, John (CAB); Stubbs, Jennifer (CAB); Rutherford, Trevor (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB)
Subject: RE: Social Snapshot Energy

Hi Melanie,

Can we move 'An average of' to later in the post. Something like " 25% off your hydro bill on average for every household and small business in Ontario."

I also don't think we should use the word 'rebate'. Makes it sound as if we are giving 25% off similar to the 8%, not making structural changes to the electricity system to provide real, lasting rate relief. Would suggest we say 'The 25% hydro rate cut...'.

Thx,
Bryan

From: Robert, Melanie (CAB)
Sent: Tuesday, February 28, 2017 5:53 PM
To: MacKenzie, Rebecca (OPO); Byberg, Ann (OPO); Dibble, Jennifer (OPO); Bossin, Bryan (OPO)
Cc: Whytock, John (CAB); Stubbs, Jennifer (CAB); Rutherford, Trevor (CAB); Trew, Robyn (CAB); Byrne-Nearing, Sharyn (CAB)
Subject: Social Snapshot Energy

Hello everyone

Here is the draft snapshot for review. The photography will be selected out of the options we land for the event as discussed.

The beginning of the doc has the targeting, demos and approach.

We haven't shared w the ministry yet, FYI.

Thanks v much,
CO Team