

For feedback | Ministry of Energy Six-Month Communications Plan

From: "Berry, James (ENERGY)" <james.berry5@ontario.ca>
To: "Esdaile, Trevor (ENERGY)" <trevor.esdaile@ontario.ca>, "Whittington, Matt (ENERGY)" <matt.whittington@ontario.ca>, "Coker, Meaghan (ENERGY)" <meaghan.coker@ontario.ca>, "Teliszewsky, Andrew (ENERGY)" <andrew.teliszewsky@ontario.ca>
Cc: "Ruttan, Craig (ENERGY)" <craig.ruttan@ontario.ca>, "Baker, Carys (ENERGY)" <carys.baker@ontario.ca>
Date: Mon, 05 Jun 2017 15:20:47 -0400
Attachments: Ministry of Energy Six-Month Plan - 20170602.pptx (175.39 kB)

Hi again everyone,

I'm still looking for any missing pieces and/or feedback you might have on the attached ENERGY six-month communications plan. For example, Craig had sent through the following items on Friday:

- We should get the list of ICI participants in early July. Could give consideration to local announcements
- FIT5 contracts are expected to be offered at the end of July. Presume low-key comms strategy, but something to be aware of

And below for your reference are small edits I had to the document. If you could please have a look at the attached and send back your thoughts by end of day tomorrow or Wednesday, it'd be appreciated.

Thank you!

James

For consistency's sake use per cent instead of a mix of per cent and % throughout. Some digital and marketing tactics include LinkedIn and some don't – any particular reason why?

Slide 2:

- conversation should be conservation in the third bullet
- last bullet – should be all residential households and as many as half a million small businesses and farms & build instead of grow

Slide 4

- First section – again, all residential households and as many as half a million... and at the end add up to 40 to 50 per cent to the end. Same for last bullet

Slide 5

- Add RRRP as one of the OFHP initiatives and include an additional slide about its enhancement

Slide 6

- No mention in the KMs of how much businesses can save – up to one-third savings I believe

Slide 7

- OEB is doing paid media right? This should be added

Slide 8

- Should be called First Nations On-Reserve Delivery Credit, consistent with communications to date
- Under description, is it 2018 or 2017? I believe it's 2017
- Should be "ongoing" following measuring success

Slide 9

- Curious about why the affordability fund won't be marketed widely?

Slide 10

- Under measuring success, it just lists the five legislative objectives. Not sure these are exhaustive of measurements of success of LTEP?

Slide 12

- First sentence of the second bullet under measuring success should be reworked.

Slide 13

- Call Union Gas, Union Gas

Slide 23

- What do the various circles represent?

Slide 24

- Remove eco-schools

Slide 25

- Could you please share info on phantom power campaign?

From: Berry, James (ENERGY)

Sent: June-02-17 3:07 PM

To: Ruttan, Craig (ENERGY); Esdaile, Trevor (ENERGY); Whittington, Matt (ENERGY); Coker, Meaghan (ENERGY); Teliszewsky, Andrew (ENERGY)

Cc: McGrath, Jessica (ENERGY); Nikolaichuk, Colin (ENERGY); Campbell, David (ENERGY); Tretiakov, Ilia (ENERGY); Den Heijer, Kevin (ENERGY); Hansen, Alice (ENERGY); Tresise, Landon (ENERGY); Baker, Carys (ENERGY)

Subject: Fw: Ministry of Energy Six-Month Plan - 20170602.pptx

Hey policy team and Andrew: attached you'll find the ministry's 6-month communications plan. Please take a look and if you think any initiatives/issues are missing when you compare notes from your respective files, could you send me a note with the item and approximate timing? By end of day on Monday would be helpful.

Thanks, all!

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Lyon, Sam (ENERGY) <Sam.Lyon@ontario.ca>

Sent: Friday, June 2, 2017 12:56 PM

To: Berry, James (ENERGY)

Cc: Barbaro, Rachel (ENERGY); Evans, Karen (ENERGY); Visheau, Vanessa (ENERGY); Berg, Denna (ENERGY)

Subject: Ministry of Energy Six-Month Plan - 20170602.pptx

James,

Attached is the Six Month Plan. Please let me know if you're good for us to share with CO or if you have any questions.

Cheers,

S.