

MO policy review | 2017 LTEP landing page

From: "Berry, James (ENERGY)" <james.berry5@ontario.ca>
To: "Tresise, Landon (ENERGY)" <landon.tresise@ontario.ca>, "Ruttan, Craig (ENERGY)" <craig.ruttan@ontario.ca>, "Whittington, Matt (ENERGY)" <matt.whittington@ontario.ca>, "Coker, Meaghan (ENERGY)" <meaghan.coker@ontario.ca>
Cc: "Campbell, David (ENERGY)" <david.campbell2@ontario.ca>
Date: Tue, 03 Oct 2017 12:16:48 -0400
Attachments: LTEP Landing Page - DM-approved - 20171002 - clean jb.docx (31.34 kB)

Hi team – I wanted to share the DMO-approved LTEP landing page for Ontario.ca. This is the webpage where people will access the LTEP document online. I've made some changes to the language and added a couple of suggestions for content to make it a little more consumer-friendly/focused.

Can you please have a look from a policy perspective for any flags and/or recommendations for other content? I'll be out of the office starting tomorrow until Oct. 16, so if you could work with Landon re: changes/input, it would be appreciated.

The ministry is looking for our feedback by midday tomorrow if possible. Definitely some flexibility though with this timeline and do note the content will be ultimately flowing through to PO/CO for final approval. (final thought: usually less is more, when it comes to CO digital's thoughts on web content)

Thanks!

From: Lyon, Sam (ENERGY)
Sent: October-03-17 9:31 AM
To: Berry, James (ENERGY)
Cc: Barbaro, Rachel (ENERGY)
Subject: RE: For review: 2017 LTEP Landing Page

Hi James,

I'm just following up on this one – do you think you'll be able to let us know comfort with the text by 1? We have a meeting with CO digital team then and would love to be able to show them the copy. Please let me know.

Cheers,

S.

From: Williams, Claudia (ENERGY)
Sent: October-02-17 3:55 PM
To: Berry, James (ENERGY)
Cc: Berg, Denna (ENERGY); Barbaro, Rachel (ENERGY); Evans, Karen (ENERGY); Armstrong, Hillary (ENERGY); Biggs, Megan (ENERGY)
Subject: For review: 2017 LTEP Landing Page

Hi James,

Pls see DM-approved copy for the 2017 LTEP landing page for review.

I've attached both tracked and clean.

Happy to chat if you have questions.

Thanks,

Claudia Williams
Snr. Communications Coordinator
Communications Branch
[Ministry of Energy](#)
Tel: 416-587-5860

To be, rather than to seem.
Esse Quam Videri. - Cicero