

RE: For feedback | Ministry of Energy Six-Month Communications Plan

From: "Berry, James (ENERGY)" <james.berry5@ontario.ca>
To: "Whittington, Matt (ENERGY)" <matt.whittington@ontario.ca>
Date: Wed, 07 Jun 2017 15:44:50 -0400

Very helpful – thanks!

From: Whittington, Matt (ENERGY)
Sent: June-07-17 3:38 PM
To: Berry, James (ENERGY)
Subject: RE: For feedback | Ministry of Energy Six-Month Communications Plan

Hey – really just two additional things I think should be highlighted.

1. Bill Redesign Action Plan
 - Over the summer we'll be consulting on a completely redesigned bill for all LDCs.
 - I think we will want to profile this new, more transparent and understandable bill when we have settled on it in the fall. LDCs will be asked to implement for early 2018. It will hopefully include dynamic messaging that adds up their savings from the OFHP in the different line items of the bill.
2. Deck talks about expanding the OESP through the OFHP, but we are also actively working with MCSCS to be able to automatically enroll all Social Assistance recipients in the program. This would definitely be worth an event with someone like a United Way or other vulnerable consumer activist. We are talking 4-6 months to be able to set this up.

Hope that helps, I'll let you know if I think of anything else.

Thanks,
Matt

From: Berry, James (ENERGY)
Sent: June-07-17 8:08 AM
To: Whittington, Matt (ENERGY)
Subject: RE: For feedback | Ministry of Energy Six-Month Communications Plan

Anything on your end, Matt – proactive comms opportunities or upcoming issues to watch out for?

Trevor asked to have RPP pilots included and conservation programs on the business side of things, not just ICI and residential conservation programs. And feedback from Craig and Meaghan are below for your reference.

Let me know. Thanks!

James

From: Coker, Meaghan (ENERGY)
Sent: June-05-17 7:55 PM
To: Berry, James (ENERGY); Esdaile, Trevor (ENERGY); Whittington, Matt (ENERGY); Teliszewsky, Andrew (ENERGY)
Cc: Ruttan, Craig (ENERGY); Baker, Carys (ENERGY)
Subject: RE: For feedback | Ministry of Energy Six-Month Communications Plan

Thanks James! Appreciate you sharing your notes.

Craig's comment on FIT5 timing is correct. Also made a couple comments below in yellow.

From: Berry, James (ENERGY)
Sent: June-05-17 3:21 PM
To: Esdaile, Trevor (ENERGY); Whittington, Matt (ENERGY); Coker, Meaghan (ENERGY); Teliszewsky, Andrew (ENERGY)
Cc: Ruttan, Craig (ENERGY); Baker, Carys (ENERGY)
Subject: For feedback | Ministry of Energy Six-Month Communications Plan

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
- Description should read 2017, not 2018.
- 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?. Great point, misses focus on fairness and consumer choice – also legislation states five, this list adds a 6th "consideration of air emissions".

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); Nekolaichuk, 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.