

Rosemarie Leclair

From: Rosemarie Leclair
Sent: September 13, 2016 9:54 AM
To: John Bozzo
Cc: Neil Brodie
Subject: Draft Communications Plan

John, just finished reading this document. While I have some questions, some comments and there are items that require further discussion, I think it's an excellent plan and exactly the type of thing I've been looking for.

I'm not sure what the planned next steps are but I note that many activities are listed as being in the works now or with dates in Sept that have passed.

I also note that some of the tactics and tools directly overlap with initiatives underway in other Divisions, and I'm not at all sure to what degree this plan has been informed by or consulted with your colleagues. I think that has to happen ASAP. In particular, Tactic 3, 4 and 5 is all about Kristis project. Tactic 8 overlaps with work already done by Kristi and Lynne. Tactic 9 overlaps with projects by Peter and Lynne. Tactic 10

seems to be Peters mandate. And there is overlap in tactic 4 with the FN rate project and consultations. All that to say, I think we need to discuss this plan with the team and soon.

I also note that there appears to be a disproportionate focus on indigenous communities and seniors , ethnic. We have to be cautious. We need balanced and proportionate views and focusing on one group can start to distort the input.

Some of the proposed tools seem to overlap with existing, including the 60 day look ahead, so we will have to decide best approach.

There is also a rec for a CRM system. That is something that should be discussed with IT, be supported by a business case and brought to the IT steering ctee.

I like the idea of a Coms Working Group . We need to discuss membership.

I also like the idea of an Issues Mgt and Crisis Coms team but I don't think the membership is at all appropriate . It's all Coms people without any connection to our key content people. You need to revisit that. Should be you and Neil, Karen if she produces stuff and our media person, Martine , Lynne ? Peter?

I also think we have to think about timing of various items given big things happening on or around January 1 like hst rebate, RRRP increase, cap and trade effective date, fn rate report due, etc. LTEP consultations.

I also think we need a good discussion on the issues and items we need to Plan for... You've identified

some but OPG rate hearing including nuclear refurb is in . It's a huge application the largest in Canadian history I think. We have the natural gas expansion decision being released by end of month. Etc

Last general comment, some of the characterizations are incorrect and will need to be changed before this is finalized. We probably also want to do a sanity read as this document needs to be written such that we have no concerns about publicly releasing it. I see some stuff that has no bearing on substance that I would think should be changed or omitted.

I have more specific comments / questions on individual pages but this captures my high level concerns.

As I said, it's a very good start.

Sent from my iPhone