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Cc: jsimon@indeco.com, ramsayjg@lao.on.ca
Subject: RE: Revising the media advisory re: November 3rd energy
conservation announcements
Date: 01 Nov 2005 15:20:59 -0500

Glad that Jennifer can take this on.

The key thing, in a media advisory, is to deliver two messages:

- 1) lots of people are affected, therefore it's a serious issue, and
- 2) we have some important solutions.

No need for detail in a media advisory.

- Michael

-----Original Message-----

From: Mary Todorow (ACTO)
Date: 11/1/05 2:49 pm
To: 'Michael Shapcott', 'Keith Stewart', 'Cris Ingravalle', 'Edward deGale', Sarah Miller (CELA), 'Theresa McClenaghan', Theresa McClenaghan (CELA), 'Michelle Mulgrave', 'John Fraser', Julia McNally (TDC)
Cc: jsimon@indeco.com, "Jennifer Ramsay (ACTO)", Jennifer Ramsay (ACTO)
Subj: Revising the media advisory re: November 3rd energy conservation announcements

Michael - Jennifer is re-drafting the media advisory. We now have the actual Minister's directive to the Conservation Secretariat in hand (thanks to Keith) and Marion Fraser has offered a briefing and is getting back to me with details about where and when. I'm not sure if Keith actually had an advance briefing, considering that he has already met with Conservation Bureau staff on it. I've left a message for him on his answering machine at the new phone number.

Where LIEN is actually weak is on the multi-residential rental housing angle vis a vis energy conservation proposals (although we do have some specific recommendations in our Zapping Tenants report in the context of opposing sub-metering).

I think what we want to concentrate on in the media advisory is LIEN's comprehensive approach to addressing energy poverty, i.e. our four-pronged approach with low-income energy conservation measures (at no cost to recipients), rate assistance, energy conservation education and adequate emergency energy assistance. Energy conservation is the main focus for reducing energy consumption and costs so we want to make sure they get it right and that it's available across the province to low-income households (tenant or homeowners), but we still, as I mentioned in the earlier E-mail, don't have a LIEN template for a low-income energy conservation program for tenants who don't pay their own utility bills directly.

-----Original Message-----

From: Michael Shapcott [mailto:michael.shapcott@utoronto.ca]
Sent: Tuesday, November 01, 2005 11:10 AM
To: 'Mary Todorow (ACTO)'; 'Keith Stewart'; 'Cris Ingravalle'; 'Edward deGale'; 'Sarah Miller (CELA)'; 'Theresa McClenaghan'; 'Theresa McClenaghan (CELA)'; 'Michelle Mulgrave'; 'John Fraser'; 'Julia McNally (TDC)'
Cc: jsimon@indeco.com
Subject: Getting pro-active with media. . .

Mary:

Great to hear that you and Julia (and possibly others) will be at Queen's Park on the 3rd. I think that we should do more than be prepared to answer. I would suggest that we send out a media advisory saying that LIEN will be at the announcement, we will be looking for a substantive set of measures as part of the overall package and that we will be available for comment.

In other words, let's try to get out in front of this announcement by signalling that we will be there to judge their conservation measures.

Of course, it would be helpful to have a short check-list of what MUST be in the conservation act for low-income households, and what would be NICE to be in the act. Also, some analysis of whether there are programs and funding in place to support the general goals of the act.

If people are agreeable to this, then I have worked out a draft media advisory with Mary and Julia's names (if anyone else if going, we can add them too).

Mary: The number in the quote attributed to you comes from the 2004 Where's Home study. It is a special tab from Stats Canada.

Julia: I think that it would be a good idea to give the media a cell contact number for Thursday. Can we use yours?

This may not produce any bites, but it's worth keeping the LIEN name out there with the media.

I don't have the logo, so if LIENers are agreeable, then perhaps ACTO can sent this out electronically.

- Michael

-----Original Message-----

From: Mary Todorow (ACTO) [mailto:todorom@lao.on.ca]
Sent: Tuesday, November 01, 2005 10:34 AM
To: 'Keith Stewart'; 'Cris Ingravalle'; 'Edward deGale'; 'Michael Shapcott'; 'Sarah Miller (CELA)'; 'Theresa McClenaghan'; 'Theresa McClenaghan (CELA)'; 'Michelle Mulgrave'; 'John Fraser'; 'Julia McNally (TDC)'
Cc: 'jsimon@indeco.com'
Subject: Minister's directive to Conservation Bureau on low-income energy conservation to be part of November 3rd announcements...

FYI - Julia and I will be going to Queen's Park for the various November 3rd events associated with the gov't's Energy Conservation announcement. Is anyone else from LIEN planning on attending?

I wonder if we should be ready to give a response on behalf of LIEN to the media???

-----Original Message-----

From: Fraser, Marion (ENERGY) [mailto:Marion.Fraser@energy.gov.on.ca]
Sent: Monday, October 31, 2005 6:26 PM
To: 'Mary Todorow (ACTO)'
Subject: RE: Invitation to Conservation Day at Queen's Park

I expect the Directive to the Conservation Bureau on Low Income to be announced.

Regards, Marion

Marion Fraser
Senior Policy Advisor
Office of the Honourable Donna Cansfield, Minister of Energy 4th Floor
Hearst Block 900 Bay Street Toronto, Ontario, M7A 2E1 416 327-3373
marion.fraser@energy.gov.on.ca

-----Original Message-----

From: Mary Todorow (ACTO) [mailto:todorom@lao.on.ca]
Sent: Monday, October 31, 2005 3:44 PM
To: 'Fraser, Marion (ENERGY)'
Subject: RE: Invitation to Conservation Day at Queen's Park

Hello Marion: Thanks for the advance notice. Will there be anything of direct interest to LIEN in the legislation or the forum in terms of low-income energy conservation issues?

-----Original Message-----

From: Fraser, Marion (ENERGY) [mailto:Marion.Fraser@energy.gov.on.ca]
Sent: Monday, October 31, 2005 3:22 PM
Subject: Invitation to Conservation Day at Queen's Park

The Honourable Donna Cansfield, Minister of Energy
Cordially invites you to
Conservation Day at Queen's Park