

**Subject:** Re: Working from lock up  
**Date:** Monday, February 19, 2018 at 4:54:39 PM Pacific Standard Time  
**From:** Stewart, Jeff D GCPE:EX  
**To:** Hardin, Karl GCPE:EX  
**CC:** Cormack, Garrett GCPE:EX

Plan for tomorrow was to remove all IP addresses from the whitelist when content was to be entered, including my own. At that time I'd add only the IPs from the computers that are actively being used. I have no need to have mine in there since I don't have anything to do with the site, but if you still want me in lockup that fine. s.22

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**From:** "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>  
**Date:** Monday, February 19, 2018 at 2:36 PM  
**To:** "Stewart, Jeff D GCPE:EX" <Jeff.Stewart@gov.bc.ca>  
**Cc:** Garrett Cormack <Garrett.Cormack@gov.bc.ca>  
**Subject:** Working from lock up

Hey Jeff and Garrett,

I would like to request that Jeff work from the lockup we're going to have in the digital team's office tomorrow. That's because he'll be the one person outside of this team with access to the site while we're inputting confidential information.

Jeff, you can work on other things, and we'll have food for you, but you'll only be allowed to leave to go to the bathroom.

Happy to chat this out on the phone.

Thanks  
Karl

--

**Karl Hardin**  
Executive Director | Digital Communications  
Government Communications and Public Engagement  
Cell: (778) 584 1251

**Subject:** Re: revised web copy  
**Date:** Monday, February 19, 2018 at 3:52:59 PM Pacific Standard Time  
**From:** Anderson, Kristy GCPE:EX  
**To:** Gibbs, Robb GCPE:EX  
**CC:** Hardin, Karl GCPE:EX

They are now called urgent primary care centres. That is in there.

Kristy Anderson  
778.678.5200

On Feb 19, 2018, at 3:48 PM, Gibbs, Robb GCPE:EX <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)> wrote:

Hey, haven't looked yet. But it just occurs to me, there was nothing on urgent care centres. Can you please add some?

Tks,

Robb

---

Robb Gibbs  
ADM – Strategic Communications  
Government Communications & Public Engagement  
P: 1-778-698-7469  
C: 1-778-584-1242

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**From:** Anderson, Kristy GCPE:EX  
**Sent:** Monday, February 19, 2018 3:31 PM  
**To:** Hardin, Karl GCPE:EX; Gibbs, Robb GCPE:EX  
**Subject:** RE: revised web copy

Couple of edits here for you.  
Call my cell if you have questions.

**Kristy Anderson**  
Director, Communications  
Ministry of Health  
250-952-3387 (office) 778-678-5200 (mobile)  
[Kristy.Anderson@gov.bc.ca](mailto:Kristy.Anderson@gov.bc.ca)

---

**From:** Hardin, Karl GCPE:EX  
**Sent:** Monday, February 19, 2018 3:30 PM  
**To:** Gibbs, Robb GCPE:EX <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>; Anderson, Kristy GCPE:EX <[Kristy.Anderson@gov.bc.ca](mailto:Kristy.Anderson@gov.bc.ca)>  
**Subject:** Re: revised web copy

Thanks Robb!

--

**Karl Hardin**  
Executive Director | Digital Communications  
Government Communications and Public Engagement  
Cell: (778) 584 1251

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**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Monday, February 19, 2018 at 3:13 PM  
**To:** "Hardin, Karl GCPE:EX" <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>, "Anderson, Kristy GCPE:EX" <[Kristy.Anderson@gov.bc.ca](mailto:Kristy.Anderson@gov.bc.ca)>  
**Subject:** revised web copy

Hi folks,

Attached is revised health care copy for the budget website. Kristy, sorry I carved it up so much; can you please have a disaster check for any clankers.

Tks,

Robb

---

Robb Gibbs  
ADM – Strategic Communications  
Government Communications & Public Engagement  
P: 1-778-698-7469  
C: 1-778-584-1242

**Subject:** Re: Site check in

**Date:** Monday, February 19, 2018 at 3:19:13 PM Pacific Standard Time

**From:** Nate King

**To:** Hardin, Karl GCPE:EX

**CC:** Rebecca McNeil, Christina Day, Nate King

I have forwarded both domains (and their www versions) to [workingforyou.gov.bc.ca](http://workingforyou.gov.bc.ca).

Cheers,

N.

On Mon, Feb 19, 2018 at 2:33 PM, Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)> wrote:

Hey folks,

Wondering if you will be redirecting [budget2018.ca](http://budget2018.ca) and [bcbudget2018.ca](http://bcbudget2018.ca) to [workingforyou.govbc.ca](http://workingforyou.govbc.ca)?

Thanks!

k

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: [\(778\) 584 1251](tel:(778)5841251)

From: Rebecca McNeil <[rebecca@nowgroup.com](mailto:rebecca@nowgroup.com)>

Date: Monday, February 19, 2018 at 1:23 PM

To: "Hardin, Karl GCPE:EX" <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>

Cc: Christina Day <[christina@nowgroup.com](mailto:christina@nowgroup.com)>, Nate King <[nate@nowgroup.com](mailto:nate@nowgroup.com)>

Subject: Re: Site check in

Great! Christina's going to send those to you shortly.

Mostly I want to check in on how you're feeling about things - everything looks good on our end but want to ensure you're feeling supported!

Michele mentioned you were looking for a suggested # - did you decide on one or would you like me to make a recommendation or two? I'm assuming we would take part of the tagline and truncate it into a meaningful tag and pair it with #bcgov or the like.

Also, what URL are you driving to?

Again, not urgent for those last two pieces....

REBECCA MCNEIL

Digital Director | The NOW Group

Vancouver | Winnipeg | Toronto | Ottawa

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On Feb 19, 2018, at 11:58 AM, Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)<<mailto:Karl.Hardin@gov.bc.ca>>> wrote:

Hey Rebecca,

This sounds good, thanks. Please send along those assets after you've purchased them. 😊

On a related matter, Nate, once we start inputting confidential tax measure information into the server, your access to the site will be cancelled. It will be re-established once we go live.

If I need CSS or functionality tweaks tomorrow, I'll work with Justin Hewitt's team and Steve Howard.

Anything else we should check-in on?

k

--

Karl Hardin

Executive Director | Digital Communications

Government Communications and Public Engagement

Cell: [\(778\) 584 1251](tel:778.584.1251)

From: Rebecca McNeil <[rebecca@nowgroup.com](mailto:rebecca@nowgroup.com)<<mailto:rebecca@nowgroup.com>>>

Date: Monday, February 19, 2018 at 11:28 AM

To: "Hardin, Karl GCPE:EX" <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)<<mailto:Karl.Hardin@gov.bc.ca>>>

Cc: Christina Day <[christina@nowgroup.com](mailto:christina@nowgroup.com)<<mailto:christina@nowgroup.com>>>, Nate King

<[nate@nowgroup.com](mailto:nate@nowgroup.com)<<mailto:nate@nowgroup.com>>>

Subject: Site check in

Hi Karl,

Happy Monday! Just finessing the site and wanted to check in with you and bring a couple thoughts to your attention (nothing urgent, we know you're busy).

We want to change the "housing" photo on the home page so it has a more similar look and feel to the other three images. We're proposing using this image<<https://www.istockphoto.com/mx/en/photo/moving-house-gm623511194-109382903>> as its similar to what's there but brighter and easier to see the couple

We're going to swap out a housing photo and replace it with this one<<https://www.istockphoto.com/mx/en/photo/construction-gm172474371-23756347>>.

I think it's intentional, but just checking the headline is supposed to read "...helping you get ahead" (and not "people" as it is elsewhere).

Please let us know if you need support or want to check in on anything.

RM

REBECCA MCNEIL  
Digital Director | The NOW Group  
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**Subject:** Re: Site check in

**Date:** Monday, February 19, 2018 at 3:08:06 PM Pacific Standard Time

**From:** Rebecca

**To:** Hardin, Karl GCPE:EX

**CC:** christina@nowgroup.com, Nate King, Hanuman, Heron GCPE:EX

I think that's the right choice for a hashtag. Different from federal and quite clear.

Nate, I believe is on top of those redirections for the URL.

REBECCA MCNEIL

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On Feb 19, 2018, at 2:45 PM, Hardin, Karl GCPE:EX <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)> wrote:

Thank you!

Also, I think we're going to go with #BCBudget

--

Karl Hardin  
Executive Director | Digital Communications  
Government Communications and Public Engagement  
Cell: (778) 584 1251  
From: Christina Day <[christina@nowgroup.com](mailto:christina@nowgroup.com)>  
Date: Monday, February 19, 2018 at 2:37 PM  
To: "Hardin, Karl GCPE:EX" <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>  
Cc: Rebecca McNeil <[rebecca@nowgroup.com](mailto:rebecca@nowgroup.com)>, Nate King <[nate@nowgroup.com](mailto:nate@nowgroup.com)>  
Subject: Re: Site check in

And here are those photos as promised:

This replaces 'Budget Highlights' Card 3 on the homepage:  
<https://www.dropbox.com/s/stzftvpwmcaq0nw/iStock-628497424.jpg?dl=0>

This is the new image for card 1 on the housing page:  
<https://www.dropbox.com/s/428x9ts7banrvkm/iStock-623511194.jpg?dl=0>

And this is the new one for card 2 on the housing page:  
<https://www.dropbox.com/s/8h4lyqh0v0i9x5y/iStock-172474371.jpg?dl=0>

Thank you!  
Christina

CHRISTINA DAY  
Agency Producer, Creative Specialist | The NOW Group  
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<[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)<<mailto:Karl.Hardin@gov.bc.ca>>> wrote:

Hey folks,

Wondering if you will be redirecting [budget2018.ca](http://budget2018.ca/)<<http://budget2018.ca/>> and  
[bcbudget2018.ca](http://bcbudget2018.ca/)<<http://bcbudget2018.ca/>> to  
[workingforyou.govbc.ca](http://workingforyou.govbc.ca/)<<http://workingforyou.govbc.ca/>>?

Thanks!



