

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, February 28, 2018 3:17 PM  
**To:** 'Leslie Turnbull'  
**Subject:** RE: Hi  
**Attachments:** Draft Notes for Polling.docx

Oops. Okay, let's see if this works. Attached.

R

---

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

---

**From:** Leslie Turnbull [<mailto:lturnbull@viewpoints.ca>]  
**Sent:** Wednesday, February 28, 2018 3:11 PM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Hi

You sent me the wrong e-mail, you left out the . between Robb and Gibbs.

L

Leslie Turnbull  
**Principal**  
Viewpoints Research Ltd.  
PO Box 27084  
RPO Winnipeg Square  
Winnipeg, MB R3C 4T3  
tel: (204) 988-9248  
cell: (204) 228-1016

Page 002

Withheld pursuant to/removed as

s.22

## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, February 28, 2018 11:34 AM  
**To:** LeSueur, Kathryn GCPE:EX  
**Subject:** Budget BN  
**Attachments:** Media Buy Summary-V2.pdf

Hi Kathryn,

Share with whomever you think you should.

R

## Gibbs, Robb GCPE:EX

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**From:** Cara GCPE:EX McGregor  
**Sent:** Wednesday, February 28, 2018 10:38 AM  
**To:** McGregor, Cara GCPE:EX; Gibbs, Robb GCPE:EX  
**Subject:** Conversation with Cara GCPE:EX McGregor

Cara GCPE:EX McGregor [10:27 AM]:

s.22

s.22

I am going to try and get one task done -- BC Building Trades speech prep -- and get it into Sage's hands, then see what the rest of the day brings.

s.22

Gibbs, Robb GCPE:EX [10:28 AM]:

s.22

I'll be able to talk soon if you want, but I have to finish my poll work re LNG.

s.22

Cara GCPE:EX McGregor [10:28 AM]:

Sure. s.22

s.22

Cara GCPE:EX McGregor [10:31 AM]:

Did you talk to George? I talked to Tiffany at AG - sounds like MO directed them to do a different kind of release, a "one day left" NR.

so they are trying to accommodate.

Gibbs, Robb GCPE:EX [10:32 AM]:

Yeah, I briefly texted with George and ended up telling him no because there's too much on today already. He hasn't replied to my final NO, so I think it's back to tomorrow.

But I'll keep you apprised. Can you let Robyn know.

Cara GCPE:EX McGregor [10:33 AM]:

Yes. thanks.



## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, February 28, 2018 8:54 AM  
**To:** LeSueur, Kathryn GCPE:EX  
**Subject:** RE: Updated :15s Pre-Roll Male & Female - Fine Cuts

Yo. Approved. Don't you think it's better with the dips-to-colour back in. The guy in particular.

It does not need to go to the minister's office.

Tks,

Robb

---

Robb Gibbs  
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---

**From:** LeSueur, Kathryn GCPE:EX  
**Sent:** Tuesday, February 27, 2018 8:37 PM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** FW: Updated :15s Pre-Roll Male & Female - Fine Cuts  
**Importance:** High

Robb, updated versions of the pre-roll for opioid. Please review and let me know if approved.  
Also, Regan wants to know if you have a preference for who shares with MO – you or her?  
(I'm not sure why we're getting approval for pre-roll but whatever)  
Kathryn

---

**From:** jeff lucas [<mailto:jefflucas@tractioncreative.com>]  
**Sent:** Tuesday, February 27, 2018 7:40 PM  
**To:** LeSueur, Kathryn GCPE:EX; Berndt, Eric MMHA:EX; Hansen, Regan MMHA:EX  
**Cc:** Allison Ishida  
**Subject:** Updated :15s Pre-Roll Male & Female - Fine Cuts  
**Importance:** High

Hi All,

Attached is a link that has the Opioid Pre-Roll online :15s male version reviewed and approved earlier along with the Opioid Pre-Roll online :15s female version. Keep in mind that neither spot has final sound or colour correct completed. Confirm if you will need closed captioning for both?

Please review and approve the female :15s pre-roll and we will finalize both spots for trafficking.  
Female: <https://www.dropbox.com/sh/fjtnmyftv3nkge/AABMZbvH-kdVFcpC4owUU5ba?dl=0>

Male: <https://www.dropbox.com/sh/t277oqmotnzddev/AAC2WNJ2hVIHpy9Pe5uUntqXa?dl=0>

Let me know if you have any questions.

Jeff

**Jeff Lucas** GENERAL MANAGER

778.989.7107 | [TractionCreative.com](https://TractionCreative.com)

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, February 27, 2018 6:02 PM  
**To:** Zadravec, Don GCPE:EX; Crebo, David GCPE:EX; Zacharias, Mark ENV:EX; Frampton, Caelie ENV:EX; Lloyd, Evan GCPE:EX; Smith, George AG:EX  
**Subject:** RE: latest draft of NR  
**Attachments:** NR\_SpillsIP - 4regs\_draft7.docx

Hi all,

At the risk of driving you all nuts regarding this news release, here is the latest version:

- Lede is expanded to land, coast and waters.
- New quote to complete the thought process in Minister's first quote
- All reference to point 5 is now deleted.

Tks,

R

---

Robb Gibbs  
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---

**From:** Zadravec, Don GCPE:EX  
**Sent:** Tuesday, February 27, 2018 2:44 PM  
**To:** Gibbs, Robb GCPE:EX; Crebo, David GCPE:EX; Zacharias, Mark ENV:EX; Frampton, Caelie ENV:EX; Lloyd, Evan GCPE:EX; Smith, George AG:EX  
**Subject:** RE: latest draft of NR

From my perspective, the first quote seems incomplete. We need to add something following "potential spills"  
My proposed revision is below:

"We understand the personal connection British Columbians have with our environment and how passionate we all are in making sure it is not put at undue risk from potential spills, and that's why we are asking BC residents for their ideas and suggestions," said George Heyman, Minister of Environment and Climate Change Strategy.

Regards,

Don

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, February 27, 2018 2:26 PM  
**To:** Crebo, David GCPE:EX; Zacharias, Mark ENV:EX; Frampton, Caelie ENV:EX; Zadravec, Don GCPE:EX; Lloyd, Evan GCPE:EX; Smith, George AG:EX  
**Subject:** latest draft of NR

Hi all,

The latest draft of tomorrow's NR is attached. This includes the following changes:

- New lede, a little more on message
- First quote moved up
- Second quote changed first by Caelie then by me
- AG nuances
- Note also that the use of "intentions" paper is gone altogether. With all the changes, it had been relegated to para 5 and, even then, wasn't really defined. So Crebo and I agreed to take it out.

Comments gratefully accepted.

R

---

Robb Gibbs  
ADM – Strategic Communications  
Government Communications & Public Engagement  
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## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, February 27, 2018 5:32 PM  
**To:** Christensen, Suzanne PREM:EX; Gibbs, Robb GCPE:EX  
**Subject:** Conversation with Christensen, Suzanne PREM:EX

**Gibbs, Robb GCPE:EX [5:30 PM]:**

Gonna be a bit longer. Working on oil spills for tomorrow

## **Gibbs, Robb GCPE:EX**

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**From:** Brandt, Charisma L GCPE:EX  
**Sent:** Tuesday, February 27, 2018 2:17 PM  
**To:** Brandt, Charisma L GCPE:EX; Gibbs, Robb GCPE:EX  
**Subject:** Conversation with Brandt, Charisma L GCPE:EX

**Brandt, Charisma L GCPE:EX [2:03 PM]:**

Hello, have you recieved your BMO travel card yet?

**Gibbs, Robb GCPE:EX [2:04 PM]:**

Well no but I haven't applied yet so there is that

**Brandt, Charisma L GCPE:EX [2:04 PM]:**

haha OK. I will use your Amex to book your room. The flight is good to go.

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, February 27, 2018 1:58 PM  
**To:** Crebo, David GCPE:EX; Gibbs, Robb GCPE:EX  
**Subject:** Conversation with Crebo, David GCPE:EX

Gibbs, Robb GCPE:EX [1:33 PM]:

Yo DC, you there?

Crebo, David GCPE:EX [1:34 PM]:

I is

Gibbs, Robb GCPE:EX [1:34 PM]:

Excellent. Can you please advise as to which version is the latest re the NR for tomorrow. I'm looking at Draft 5. Would that be it?

Crebo, David GCPE:EX [1:36 PM]:

NR\_SpillsIP-4regs\_draft3 is what I sent over yesterday. That's the latest in our shop.

Gibbs, Robb GCPE:EX [1:37 PM]:

Wait. You don't have D5? Okay, hmmm. Cause D5 has track changes with YOUR changes in it. And Caelie's.

Crebo, David GCPE:EX [1:37 PM]:

I know Evan has received some edits from Mark Z, so not sure if subsequent versions have been save over there?

Gibbs, Robb GCPE:EX [1:37 PM]:

Okay. so question for you...

Because of the changes, we first mention the 'intentions paper' in para 5, which is fine. But then you're left going... huh? What's that??? So I'm wondering... can we give it a (nick)name? Spill Prevention Intentions Paper, or something like that?

Crebo, David GCPE:EX [1:45 PM]:

Do we need to say IP at all? "The public is invited to provide input on the four proposed regulations online by completing a questionnaire during the consultation process, which will run from Feb. 28 to April 30, 2018. Information and the feedback form can be found here: XXXprevention"

Gibbs, Robb GCPE:EX [1:47 PM]:

I'm all for that.

Crebo, David GCPE:EX [1:55 PM]:

Excellent. I've totally dropped off the NR chain. You'll make that edit?  
s.22

Gibbs, Robb GCPE:EX [1:55 PM]:

Yep, gonna send you something soon s.22

## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Monday, February 26, 2018 5:45 PM  
**To:** Aaron, Sage PREM:EX; Gibbs, Robb GCPE:EX  
**Subject:** Conversation with Aaron, Sage PREM:EX

**Gibbs, Robb GCPE:EX [5:27 PM]:**

s.22

**Aaron, Sage PREM:EX [5:28 PM]:**

s.22

we have to present something  
The creative hits on Wednesday  
He has a scrum on Thursday  
Its likely he'll get a question

**Gibbs, Robb GCPE:EX [5:32 PM]:**

Well, how about this. We should have all the ethnic stuff in tomorrow. We're creating a one-page cheat sheet on this stuff. So I can provide everything to you at some point tomorrow... radio, ethnic radio, pre-roll, ethnic print



Page 013

Withheld pursuant to/removed as

s.22

## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Monday, February 26, 2018 8:29 AM  
**To:** Christensen, Suzanne PREM:EX; Gibbs, Robb GCPE:EX  
**Subject:** Conversation with Christensen, Suzanne PREM:EX

Gibbs, Robb GCPE:EX [8:27 AM]:  
Suzanne. Suzanne.

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 22, 2018 2:07 PM  
**To:** Kerr, Grant GCPE:EX  
**Subject:** RE: For your approval - FW: DRAFT: B.C. government moves forward on action to protect coast  
**Attachments:** NR-Premier-ProtectingTheCoast-FINAL.docx

Hi,

Please use this version. No changes to it, please. This is lawyer approved. Trigger release.

R

---

Robb Gibbs  
ADM – Strategic Communications  
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---

**From:** Kerr, Grant GCPE:EX  
**Sent:** Thursday, February 22, 2018 2:04 PM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** For your approval - FW: DRAFT: B.C. government moves forward on action to protect coast

Hi Robb,  
For your review and approval.  
Assuming Cara and Robyn are aware...  
Suggesting the lede could be abbreviated like this: The provincial government will be moving forward with consultation around four bitumen-spill safeguards, while referring to the courts ~~the outstanding issue around~~ B.C.'s right to restrict additional bitumen flows and to protect B.C.'s coast, Premier John Horgan announced today.  
Suggesting we spell out B.C. in first reference, highlighted above.  
Grant

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

From: Kerr, Grant GCPE:EX [<mailto:Grant.Kerr@gov.bc.ca>]  
Sent: Thursday, February 22, 2018 2:01 PM  
To: Kerr, Grant GCPE:EX  
Subject: DRAFT: B.C. government moves forward on action to protect coast

Please refer to the files attached to this email. The following is the summary of the News Release

NR Number: Not Approved  
NR Type: News Release  
State: Planned  
Planned Release Date: February 22, 2018 at 12:00 am  
No Lead Organization

Headline: B.C. government moves forward on action to protect coast

This email was auto-generated.

Not Approved  
Feb. 22, 2018

Office of the Premier

#### NEWS RELEASE

B.C. government moves forward on action to protect coast

VICTORIA - The provincial government will be moving forward with consultation around four bitumen-spill safeguards, while referring to the courts the outstanding issue around B.C.'s right to restrict additional bitumen flows and to protect B.C.'s coast, Premier John Horgan announced today.

"We believe it is our right to take appropriate measures to protect our environment, economy and our coast from the drastic consequence of a diluted bitumen spill," Premier Horgan said. "And we are prepared to confirm that right in the courts."

Premier Horgan said that his government has retained expert legal counsel to ready the reference to the courts, adding that it may take several weeks to bring the reference forward. It will centre around B.C.'s position that it has the right to restrict additional bitumen flows, pending further scientific study on oil spill response.

Premier Horgan said that this safeguard has generated disproportionate and unlawful reactions from the Alberta government, specifically its decision to ban the import of wines from British Columbia.

"The actions by the Alberta government threaten an entire industry and the livelihoods of people who depend on it," Premier Horgan said. "We have taken steps to protect our wine industry from the unwarranted trade action by the Government of Alberta."

"It's not about politics. It's not about trade. It's about British Columbians' right to have their voices heard on this critical issue," Premier Horgan said. "And it's about B.C.'s right to defend itself against actions that may threaten our people, our province and our future."

Premier Horgan added that consultations will begin soon on the remaining four safeguards announced in January 2018 by Environment and Climate Change Minister George Heyman. These safeguards include:

- \* Spill response time
- \* Geographic response plans
- \* Compensation for loss of public and cultural use of land
- \* Application of regulations to marine spills

Contact:

Jen Holmwood  
Deputy Communications Director  
Office of the Premier  
250 818-4881

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 22, 2018 2:05 PM  
**To:** Aaron, Sage PREM:EX; Meggs, Geoff PREM:EX; Lloyd, Evan GCPE:EX  
**Cc:** Smith, George AG:EX; Frampton, Caelie ENV:EX; McGregor, Cara GCPE:EX; Hannah, Matt GCPE:EX; Howlett, Tim GCPE:EX  
**Subject:** RE: news release draft for today's announcement  
**Attachments:** NR-Premier-ProtectingTheCoast-FINAL.docx

Hi,

Gone through a few rounds with George. Final is attached here.

As Sage suggested, we will need to have final video reviewed by AG lawyers.

R

---

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

---

**From:** Aaron, Sage PREM:EX  
**Sent:** Thursday, February 22, 2018 1:49 PM  
**To:** Meggs, Geoff PREM:EX; Lloyd, Evan GCPE:EX  
**Cc:** Gibbs, Robb GCPE:EX; Smith, George AG:EX; Frampton, Caelie ENV:EX; McGregor, Cara GCPE:EX; Hannah, Matt GCPE:EX; Howlett, Tim GCPE:EX  
**Subject:** RE: news release draft for today's announcement

As soon as we have a go from the AG I will send the NR, KMs & QAs to caucus.

Sage  
778-678-0832

---

**From:** Meggs, Geoff PREM:EX  
**Sent:** Thursday, February 22, 2018 1:48 PM  
**To:** Lloyd, Evan GCPE:EX; Aaron, Sage PREM:EX  
**Cc:** Gibbs, Robb GCPE:EX; Smith, George AG:EX; Frampton, Caelie ENV:EX; McGregor, Cara GCPE:EX; Hannah, Matt GCPE:EX; Howlett, Tim GCPE:EX  
**Subject:** RE: news release draft for today's announcement

THanks for this point.

g

### GEOFF MEGGS

Chief of Staff, Office of the Premier  
West Annex, Parliament Buildings,

**From:** Lloyd, Evan GCPE:EX  
**Sent:** Thursday, February 22, 2018 1:40 PM  
**To:** Aaron, Sage PREM:EX  
**Cc:** Gibbs, Robb GCPE:EX; Meggs, Geoff PREM:EX; Smith, George AG:EX; Frampton, Caelie ENV:EX; McGregor, Cara GCPE:EX; Hannah, Matt GCPE:EX; Howlett, Tim GCPE:EX  
**Subject:** Re: news release draft for today's announcement

Given that Caucus briefing was less than fulsome George is proposing to send EMBARGOED NR to them in advance, with direction about Q's.

Question- can we also include the notes and KMs prepared by Matt's shop (aka Tim)? Sage you may want to finesse in light of final script alignment.

Sent from my iPhone

On Feb 22, 2018, at 1:33 PM, Aaron, Sage PREM:EX <[Sage.Aaron@gov.bc.ca](mailto:Sage.Aaron@gov.bc.ca)> wrote:

Hi all,  
I adjusted the Premier's quotes to reflect the final on the digital script.

Sage  
778-678-0832

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 22, 2018 12:26 PM  
**To:** Aaron, Sage PREM:EX; Meggs, Geoff PREM:EX; Smith, George AG:EX; Frampton, Caelie ENV:EX  
**Cc:** Lloyd, Evan GCPE:EX; McGregor, Cara GCPE:EX  
**Subject:** news release draft for today's announcement  
**Importance:** High

Hi folks,

Have done a NR based on SN for today's NC. Please have a look and send comments. George, lawyer it please. It's based on the SN so I'm not anticipating too much problem.

Tks,

Robb

---

Robb Gibbs  
ADM – Strategic Communications  
Government Communications & Public Engagement  
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<NR-Premier-ProtectingTheCoast-V3.docx>

## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 22, 2018 2:02 PM  
**To:** Smith, George AG:EX  
**Subject:** does this do it  
**Attachments:** NR-Premier-ProtectingTheCoast-V4.docx

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Robb Gibbs  
ADM – Strategic Communications  
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P: 1-778-698-7469  
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## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 22, 2018 1:45 PM  
**To:** Kerr, Grant GCPE:EX  
**Subject:** news release  
**Attachments:** NR-Premier-ProtectingTheCoast-V3.docx

Here ya go.

R

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Robb Gibbs  
ADM – Strategic Communications  
Government Communications & Public Engagement  
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Page 022

Withheld pursuant to/removed as

DUPLICATE

## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 22, 2018 10:04 AM  
**To:** Lloyd, Evan GCPE:EX; Aaron, Sage PREM:EX; McGregor, Cara GCPE:EX; Meggs, Geoff PREM:EX  
**Subject:** Final for today's events  
**Attachments:** 20180222 SN News Conference\_FINAL.docx

Pending a final proofing, this is it.

R

---

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

## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, February 21, 2018 10:31 PM  
**To:** Lloyd, Evan GCPE:EX  
**Subject:** draft 6  
**Attachments:** 20180222 SN News Conference\_draft6.docx

Here you go.

R

## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, February 21, 2018 5:04 PM  
**To:** Lloyd, Evan GCPE:EX; Howlett, Tim GCPE:EX; Aaron, Sage PREM:EX  
**Subject:** Latest version of SN  
**Attachments:** 20180222 SN News Conference\_draft4.docx

Hi folks,

Here's the latest version. Evan, I took out the "history" stuff and cut straight to it. Accommodated AG instructions re Cara's version into this.

Tks,

R

## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, February 21, 2018 4:29 PM  
**To:** Lloyd, Evan GCPE:EX  
**Subject:** redo of speaking notes  
**Attachments:** 20180222 SN News Conference\_draft3.docx

**Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, February 21, 2018 3:17 PM  
**To:** McGregor, Cara GCPE:EX  
**Subject:** just to be clear re sched

Hi Cara,

Just wanted to make sure you have the latest sched of Kinder Wine.

We need the Premier's script done and passed by AG this evening... shooting tomorrow at 10-ish. They form the basis of speaking notes for news conference.

You may already have this :)

Tks,

R

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, February 21, 2018 10:20 AM  
**To:** Van Meer-Mass, Kate PREM:EX  
**Subject:** RE: couple of things

Uh oh. Just to confirm, do you have the premier for the 2:00-ish media event re Kinder Wine? That's the more critical thing. We were hoping to get the video out shortly after but we can go with earned media initially. Would Friday work better? s.22

Tks,

Robb

---

Robb Gibbs  
ADM – Strategic Communications  
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---

**From:** Van Meer-Mass, Kate PREM:EX  
**Sent:** Wednesday, February 21, 2018 10:11 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** RE: couple of things

Hi Robb,

Yay for cabinet!

Joleen, Sage and I sat down about the canucks event on Monday to discuss. I've cut and pasted what we agreed on below. I haven't heard about the video or the players meet and greet but I don't see that being a problem. I'll double check with PJH.

One question for you. I've heard that we still want to record a video with PJH tomorrow. Amber is working hard to find a time but as you can imagine it's tough. Right now we have it at 5:30.

### **On concourse – pregame or intermission (YES)**

Premier, Minister Darcy and Kirk McLean stand at display on concourse, hand out materials and talk to people  
Of course there are risks of having him in this setting (very open to the public, the longer the game goes on, the more likely we are to get some rowdy fans, etc).

### **In arena only media – Intermission (YES)**

Premier does in game interview

This will be an interview with one of the Canucks game hosts, broadcast live in-arena. We can work with the Canucks on locations, it will be somewhere in the arena, could see if we can set up a spot in front of the campaign ads.  
We can script the questions ahead of time.

*Options (OPTION 2 CHOSEN)*



1. *this can be one on one, or Premier and Minister*
2. *Panel – we could set this up as a panel with Kirk McLean, Premier and Minister all sitting at a table with one of the Canucks game hosts, similar to the hockey panels you'd see on tv talking about the game. I think this would be a really cool setup.*

**In arena and broadcast media – intermission (YES TO ALL OF THE BELOW)**

Interview on Sportsnet with Dan Murphy (broadcast on TV, not just in arena)

Radio interview with John Shorthouse (he calls the Canucks games)

These would both be kind of cool things to do, have good reach in terms of audience and they're things I think the Premier would enjoy doing.

**Media avail (NO)**

The Canucks have offered to also have Kirk McLean join for a full media avail if it's determined that we want to do one. Timing on this is optional, but I would expect before/at the start of the game is best.

---

**From:** Gibbs, Robb GCPE:EX

**Sent:** Wednesday, February 21, 2018 9:54 AM

**To:** Van Meer-Mass, Kate PREM:EX

**Subject:** couple of things

Hi Kate,

- Confirming cabinet for the 22<sup>nd</sup>, in case you haven't heard already.
- Digging into details on the somewhat nebulous "pre-event" on the Canucks day. My understanding is they'd like the premier early for some video thing and also to go to meet the players in the dressing room. I'm sure he'll love the latter but I just want to make sure there's nothing wonky in there. Unless you already know it's okay.

Tks,

R

---

Robb Gibbs

ADM – Strategic Communications

Government Communications & Public Engagement

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## **Gibbs, Robb GCPE:EX**

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, February 20, 2018 8:32 AM  
**To:** Wood, Sue CITZ:EX  
**Subject:** new HP web version  
**Attachments:** BCGov\_Housing\_Web-FINAL2.pdf

Hi Sue,

Thanks for this.

R

---

Robb Gibbs  
ADM – Strategic Communications  
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## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Monday, February 19, 2018 3:13 PM  
**To:** Hardin, Karl GCPE:EX; Anderson, Kristy GCPE:EX  
**Subject:** revised web copy  
**Attachments:** short form topic overviews for budget\_Feb 13\_2018\_DRAFT - RGGedits.DOCX  
  
**Importance:** High

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  
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P: 1-778-698-7469  
C: 1-778-584-1242

## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Monday, February 19, 2018 7:59 AM  
**To:** McColl, John-Michael JTT:EX; Mihlar, Fazil JTT:EX; Schollen, Tasha GCPE:EX; Lloyd, Evan GCPE:EX; Kristianson, Eric GCPE:EX  
**Cc:** Aaron, Sage PREM:EX  
**Subject:** JTT wine release  
**Attachments:** NR Province Takes Action to Protect BC Wine Industry\_Feb 2018-V2 - RGGedit.docx  
  
**Importance:** High

Hi folks,

Just cleaned up the lede. Good to go from here.

R

---

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

## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, February 18, 2018 2:29 PM  
**To:** Hardin, Karl GCPE:EX  
**Subject:** Fw: 20180218\_week\_ahead\_FB\_video\_DRAFT2.docx  
**Attachments:** 20180218\_week\_ahead\_FB\_video\_DRAFT2.docx; ATT00001.txt

---

From: Aaron, Sage PREM:EX  
Sent: Saturday, February 17, 2018 4:54 PM  
To: Meggs, Geoff PREM:EX; Lloyd, Evan GCPE:EX; Gibbs, Robb GCPE:EX  
Subject: 20180218\_week\_ahead\_FB\_video\_DRAFT2.docx

## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, February 18, 2018 12:39 PM  
**To:** Lloyd, Evan GCPE:EX; Aaron, Sage PREM:EX; Meggs, Geoff PREM:EX; Wright, Don J. PREM:EX  
**Subject:** Timeline for the week  
**Attachments:** Feb 17-23 Timeline.docx

Apologies all. Budget deadlines yesterday. Here is a draft of the timeline as discussed yesterday. Please let me know if I missed things.

Tks,

Robb

## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, February 18, 2018 9:58 AM  
**To:** Lloyd, Evan GCPE:EX  
**Subject:** timeline for the week  
**Attachments:** Feb 17-23 Timeline.docx

Hey,

Did I capture everything in this?

R

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Saturday, February 17, 2018 3:12 PM  
**To:** Aaron, Sage PREM:EX  
**Subject:** Re: Script 1st draft

Hiya,

I thought this was great. I must admit I saw the first Summary page thingy and saw the reference to 5 minutes s.22 But then I realized it must be a holdover from a previous template.

I think this is great. It's hard to flip the channel from budget to wine but I thought it works well. The only thing I would add is on the para about bullying... I'd just change the end of that para to "...economy, environment and coast". I don't think you'd otherwise mentioned the coast.

Tks,

R

---

**From:** Aaron, Sage PREM:EX  
**Sent:** Saturday, February 17, 2018 1:58 PM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Script 1st draft

Too long and too soft – edits welcome

**Sage Aaron, Communications Director**  
Office of the Premier | Government of BC  
501 Belleville St, Victoria, BC V8V 2L8 | 778-678-0832



## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, February 16, 2018 8:08 PM  
**To:** Meggs, Geoff PREM:EX; Aaron, Sage PREM:EX; Lloyd, Evan GCPE:EX  
**Subject:** Proposed research plan

Hi all,

Here's what I'm proposing for the research plan we discussed today:

- We start with quantitative: Fairly large sample size to accommodate some oversampling in key areas; gets us a firm take on the key issues/arguments.
- Phone survey: I'd like a more random take on this particular issue and don't want to use self-selected panels who already have a more keen interest in this topic.
- The downside of phone is that it adds to the turnaround time, but we'll do partial marginals during the run to iteratively track the results.
- Then combine the results with the progress on the policy side, put together a draft complan (based on the selected path).
- Take the key elements of the complan to focus groups to get reaction and refine.

Thoughts?

Tks,

Robb

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, February 9, 2018 3:10 PM  
**To:** Lloyd, Evan GCPE:EX; LeSueur, Kathryn GCPE:EX  
**Subject:** FW: #Toastthecoast concept deck  
**Attachments:** SUPPORT BC WINE\_CREATIVE\_FEB 9.pdf

---

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

---

**From:** McPhedran, Neil [<mailto:neil.mcphedran@greyvancouver.com>]  
**Sent:** Friday, February 9, 2018 9:27 AM  
**To:** Gibbs, Robb GCPE:EX  
**Cc:** Atchison, Maureen  
**Subject:** #Toastthecoast concept deck

Hi Rob.

Please see attached for our call in 5 min.

Best to get you at 778.584.1242?

Cheers.

NMc

----

**GREY** | Famously effective since 1917  
Neil McPhedran, General Manager  
1200-736 Granville Street  
Vancouver, BC V6Z 1G3  
t. 604.484.3251 | m. 604.364.3644  
[@namcphedran](mailto:@namcphedran)  
[grey.com/canada](http://grey.com/canada)



2016 D&AD Impact Awards  
Black Pencil Winner



2016 North American  
Grand Effie Winner

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, February 9, 2018 1:18 PM  
**To:** Lloyd, Evan GCPE:EX; Zaharia, Sarah GCPE:EX; LeSueur, Kathryn GCPE:EX; Beale, William AGRI:EX  
**Subject:** FW: Final approval  
**Attachments:** GCPE\_21012610-P Toast the Coast\_Nsp\_VTC.pdf; GCPE\_21012610-P Toast the Coast\_Nsp\_PGC.pdf; GCPE\_21012610-P Toast the Coast\_Nsp\_G&M.pdf; GCPE\_21012610-P Toast the Coast\_Nsp\_VS.pdf; GCPE\_21012610-P Toast the Coast\_Nsp\_VP[4].pdf

Hi all,

Here are the ads. They're all the same, just different sizes.

Approved by the PO as well.

Tks,

Robb

---

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

---

**From:** McPhedran, Neil [<mailto:neil.mcphedran@greyvancouver.com>]  
**Sent:** Friday, February 9, 2018 11:59 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Final approval

Hi Robb.

Here's each version for final approval.

We've bumped up the type size. We're thinking it'll be large in the actually full-page at 100%.

Good to go? Any final tweaks?

Thanks.

----

**GREY** | Famously effective since 1917  
Neil McPhedran, General Manager  
1200-736 Granville Street  
Vancouver, BC V6Z 1G3  
t. 604.484.3251 | m. 604.364.3644

@namcphedran  
[grey.com/canada](http://grey.com/canada)



2016 D&AD Impact Awards  
Black Pencil Winner



2016 North American  
Grand Effie Winner

Grey Group Disclaimer

## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, February 9, 2018 12:51 PM  
**To:** Gunn, Paula MCF:EX; Sharma, Niki MCF:EX  
**Subject:** Designed plan

Hi there,

s.13

s.13 my plan is to deliver this for the printing deadline of Tuesday 830 am. This will mean you both need to be on stand-by for review through the weekend.

Robb

---

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

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, February 9, 2018 12:09 PM  
**To:** McPhedran, Neil  
**Subject:** Re: Final approval

Hi Neil

Approved to go. Thanks so much!

Robb

Sent from my iPhone

On Feb 9, 2018, at 11:59 AM, McPhedran, Neil <[neil.mcphedran@greyvancouver.com](mailto:neil.mcphedran@greyvancouver.com)> wrote:

Hi Robb.

Here's each version for final approval.

We've bumped up the type size. We're thinking it'll be large in the actually full-page at 100%.

Good to go? Any final tweaks?

Thanks.

----

**GREY** | Famously effective since 1917

Neil McPhedran, General Manager

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Vancouver, BC V6Z 1G3

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[grey.com/canada](http://grey.com/canada)



2016 D&AD Impact Awards  
Black Pencil Winner



2016 North American  
Grand Effie Winner

[Grey Group Disclaimer](#)

<GCPE\_21012610-P Toast the Coast\_Nsp\_VTC.pdf>

<GCPE\_21012610-P Toast the Coast\_Nsp\_PGC.pdf>

<GCPE\_21012610-P Toast the Coast\_Nsp\_G&M.pdf>

<GCPE\_21012610-P Toast the Coast\_Nsp\_VS.pdf>

<GCPE\_21012610-P Toast the Coast\_Nsp\_VP[4].pdf>

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, February 9, 2018 11:55 AM  
**To:** Mario Canseco  
**Subject:** Re: Survey additions

Let it rip.  
Tks  
R

Sent from my iPhone

On Feb 9, 2018, at 11:53 AM, Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)> wrote:

Hi Robb,

I forgot to add the Satisfied / Dissatisfied question at the start like we did for Site C.  
Sorry about that...  
All additions are in this document.  
Ready to launch, so let me know if we are good to go.  
Thanks!

Mario

---

**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Friday, February 9, 2018 at 11:06 AM  
**To:** Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)>  
**Subject:** Survey additions

Hey Mario,

Additions List

At the Front End:

1. Right track/wrong direction (by the way, any survey we do with you should have this)
2. Ranking issues (we would like to see where environment/climate and Kinder Morgan pipeline fall in the scheme of things). If you don't already have a list, use:
  - Helping make life more affordable
  - Making housing more affordable
  - Cutting pollution and protecting the environment
  - Improving health care in your community
  - Providing more teachers, support staff and resources in BC classrooms
  - Bringing down tuition fees for post-secondary students
  - Protecting the coast by stopping Kinder Morgan's expansion of oil pipelines
  - Investing in transit
  - Increasing support for seniors in care centres
  - Making child care more affordable and available

After the KM section, let's move to LNG questions:

- Something like: Some say it's okay for BC to allow LNG development if government puts a strong climate change plan in place first to protect our environment. Others say LNG development should not be allowed under any circumstances. Which is closer to your view?
- BC has the second largest natural gas reserves in Canada. LNG Canada has ambitious plans to make a \$40 billion private sector investment in Kitimat to process and ship LNG to Asian markets. Support/Oppose
- LNG Canada's plans to process and ship LNG to Asian markets has the support of the community of Kitimat and the Haisla First Nation. Does this change your support/opposition?
- When it comes to any potential processing of LNG in British Columbia, how important is First Nations support or opposition to your support or opposition? (you'll have to clean this one up a bit for sure).

s.13

Tks,

Robb

---

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

<Q\_InsightsWest\_BCGovt\_09Feb2017.doc>



## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 7:22 PM  
**To:** Aaron, Sage PREM:EX; Lloyd, Evan GCPE:EX; McGregor, Cara GCPE:EX; Clark, Layne PREM:EX; Van Meer-Mass, Kate PREM:EX; Holmwood, Jen PREM:EX; Christensen, Suzanne PREM:EX  
**Subject:** topline  
**Attachments:** BCGOV 2018 budget polling topline\_draft.pdf

Hi folks,

Topline results re budget quantitative.

s.15,s.17

Tks,

Robb

---

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

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 6:51 PM  
**To:** 'Mario Canseco'  
**Cc:** Lloyd, Evan GCPE:EX  
**Subject:** feedback  
**Attachments:** Q\_InsightsWest\_BCGovt\_08Feb2017-GCPE.doc  
  
**Importance:** High

Hi Mario,

Sorry, was in Budget meetings all afternoon.

This is looking really good. We have some track changes in this doc then ready to go.

Tks,

R

---

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

Page 047

Withheld pursuant to/removed as

DUPLICATE

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 6:51 PM  
**To:** 'Mario Canseco'  
**Cc:** Lloyd, Evan GCPE:EX  
**Subject:** feedback  
**Attachments:** Q\_InsightsWest\_BCGovt\_08Feb2017-GCPE.doc  
  
**Importance:** High

Hi Mario,

Sorry, was in Budget meetings all afternoon.

This is looking really good. We have some track changes in this doc then ready to go.

Tks,

R

---

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

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 4:46 PM  
**To:** Lloyd, Evan GCPE:EX  
**Subject:** Fwd: KM  
**Attachments:** Q\_InsightsWest\_BCGovt\_08Feb2017.docx; ATT00001.htm

Hey

I'm still in creative presentation. Can you look at this.

R

Sent from my iPhone

Begin forwarded message:

**From:** Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)>  
**Date:** February 8, 2018 at 4:38:59 PM PST  
**To:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Subject:** Re: ICBC

Hi Rob,

Here goes. Let me know if it's good to go and we'll start programming...

Mario

---

**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Thursday, February 8, 2018 at 1:34 PM  
**To:** Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)>  
**Subject:** RE: ICBC

Hey,

Here's our thoughts based on your thoughts. Do with as you will. This is NOT prescriptive. In other words, change the type of question, change the wording. You guys are the experts. This is just a guide to our thoughts. I think the hardest part is the Alberta thing, so I put in a question about trade action changing support/opposition. Don't know if it works or not.

R

---

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

---

**From:** Mario Canseco [<mailto:mariocanseco@insightswest.com>]  
**Sent:** Thursday, February 8, 2018 11:49 AM  
**To:** Gibbs, Robb GCPE:EX  
**Cc:** Lloyd, Evan GCPE:EX  
**Subject:** Re: ICBC

Wonderful. I'll be ready.

---

**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Thursday, February 8, 2018 at 11:48 AM  
**To:** Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)>  
**Cc:** "Lloyd, Evan GCPE:EX" <[Evan.Lloyd@gov.bc.ca](mailto:Evan.Lloyd@gov.bc.ca)>  
**Subject:** RE: ICBC

Hi Mario

Good timing. Evan and I are presently working on question ideas so this is very helpful. Will be back to you (relatively) shortly. Evan, see below.

R

---

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

---

**From:** Mario Canseco [<mailto:mariocanseco@insightswest.com>]  
**Sent:** Thursday, February 8, 2018 11:47 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Re: ICBC

Hi Robb,

Great chatting with you yesterday.  
Here are some preliminary ideas for the research you need.

We have tracking data in Support / Opposition to Trans Mountain going back to 2013.  
<https://insightswest.com/news/british-columbians-still-divided-over-pipeline-expansion/>  
I suggest keeping the wording the same on the first three questions (Support / Oppose the project, Benefits and Concerns).  
That gives us an opportunity to see if the needle moved since September.

I suggest adding the following questions:

- Support / Opposition to BC Gov't decision to study bitumen more.
- Justified / Unjustified on AB Gov't decision to ban BC wine.
- Agree / Disagree with the way BC Gov't has handled the issue since the AB Gov't decision to ban BC wine.
- Should / Should not BC Gov't retract the study in order to get BC wine sales up.

- Would you / Would you not drink more BC wine as a result of the dispute. Thankfully, we have tracking data on wine consumption as well.  
<https://insightswest.com/news/more-wine-drinkers-in-british-columbia-enjoying-local-varietals/>
- Some message testing, looking into issues such as environmental stewardship, risks to British Columbia if pipeline goes through, and “share of profits” to BC.

Anything else I’m missing? We’re ready to roll tomorrow morning, once we nail down a questionnaire. Let me know what you think.

Thanks!

mario

---

**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Wednesday, February 7, 2018 at 4:58 PM  
**To:** Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)>  
**Subject:** RE: ICBC

Mario,

Need to talk to you urgently. Call cell below.

R

---

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

---

**From:** Mario Canseco [<mailto:mariocanseco@insightswest.com>]  
**Sent:** Saturday, January 20, 2018 6:46 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Re: ICBC

Hi Robb,

Thank you. Of course. We’ll be ready.

On another note, I’m sorry we could not provide a quote for the pre-budget research this month.<sup>s.22</sup>  
<sup>s.22</sup> By the time the original message was relayed to me, it was too late to submit a quote.<sup>s.22</sup>

Have a great weekend.

Mario

---

**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Friday, January 19, 2018 at 6:03 PM  
**To:** Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)>  
**Subject:** ICBC

Hey Mario,

Just asked ICBC to use you folks for some focus group stuff for them. Really hope you're able to take it on.

Tks,

R

---

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



## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 2:12 PM  
**To:** Lloyd, Evan GCPE:EX  
**Subject:** FW: #toastthecoast

---

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

---

**From:** McPhedran, Neil [mailto:neil.mcphedran@greyvancouver.com]  
**Sent:** Thursday, February 8, 2018 2:11 PM  
**To:** Gibbs, Robb GCPE:EX  
**Cc:** Atchison, Maureen; Ainsworth, Katie  
**Subject:** #toastthecoast

Hi Robb.

As discussed, following is a summary of what yourself, Evan, and I discussed. This will essentially be our brief to the creative teams (I have 2 on this end already starting), so please course-correct, chime in:

### Background:

- Off the back of BC's recent decision to limit the flow of bitumen to the BC coast from Alberta until we've had a chance to better study the potential environment hazard, the Alberta gov't has reacted on Tuesday by announcing the AGLC "will put an immediate halt to the import of BC wine to Alberta. This is one good step to waking BC up to the fact they can't attack our industry without a response from us. This action will harm the BC wine industry & I wish it didn't have to be this way. ...We don't take this lightly." @rachelnotley
- Albertan's are a large buyer of BC wine: in 2017 that roughly amounted to \$70 million paid to BC wineries ... 17.2 million bottles of wine (1.4 million cases)
- Instead of getting into a tit-for-tat trade war, Premier Horgan has responded by refusing to retaliate to the BC wine ban: "It's not the government's intention to respond in any way to the provocation."
- Rather, the gov't will focus on supporting the BC Wine industry and encourage the people of BC (and beyond) to stand up for the industry by buying BC wine and celebrating all that is good about BC's amazing wineries.

### Objective:

Primary objective is to get the people of BC raising a glass (or 2) of BC wine in solidarity for the wine industry:

- Choose to buy BC wine in the coming days/weeks/months
- Celebrate your favourite BC winery and share via social media

### Target:

- British Columbians 19+
- Other Canadians and beyond
- BC wine industry (and small business) – ie. so they hear our support (and the BC gov't support, in turn)

**Key Message:**

- BC wine industry needs your support, so choose to drink BC wine
- Share via social media using #toastthecoast
- Go to website: toastthecoast.ca (TBC) to find out more

**Tone:**

- Celebratory
- Clever/subtle
- Not about a backlash to Kinder Morgan / oil industry / Alberta

**Why should they believe us:**

- BC wineries are world renowned (one of the best wine regions in the world) ... so it's a great time to celebrate all thing BC Wine
- Alberta consumed upwards of 25% of BC wine, so with this boycott, we need to step up to fill the void
- Opportunity to take advantage of the added fixation on the "war of rosé" to let the rest of Canada and beyond know how great the BC Wine industry is – and to get new brand believers under the tent.

**Deliverables:**

- Full page black and white ad: Province, Van Sun, Globe, Post, and potentially Seattle Times
- Social media ads:
  - Facebook/Instagram
  - Twitter
  - Organic content to pass along for BC Gov't

**Timing:**

- Concepts first thing Friday (tomorrow AM) ... 9am?
- Final art files due to publications Friday afternoon (specs & specifics to come)

**Need for Rob's Team:**

- Required logos ... what BC Gov't or industry brands are to be included – please supply or point us in the right direction?
- Who else (your end) needs to be included idea presentation and sign off first thing tomorrow AM?
- Newspaper publications specs
- Confirm Social media platform suggestions
- GREY can directly buy/build/manage the paid social media, please confirm ... we'll need to discuss a request for Fb Page access (easy and fast)?
- Discuss PO ... we'll do up a quick estimate to follow. Utilize our pre-negotiated rate.

Off to the races.

Thanks for the opportunity!

Neil

----

**GREY** | Famously effective since 1917

Neil McPhedran, General Manager

1200-736 Granville Street

Vancouver, BC V6Z 1G3

t. 604.484.3251 | m. 604.364.3644

@namcphedran

[grey.com/canada](http://grey.com/canada)



2016 D&AD Impact Awards  
Black Pencil Winner



2016 North American  
Grand Effie Winner

[Grey Group Disclaimer](#)

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 1:35 PM  
**To:** 'Mario Canseco'  
**Subject:** RE: ICBC  
**Attachments:** KM survey.docx

**Importance:** High

Hey,

Here's our thoughts based on your thoughts. Do with as you will. This is NOT prescriptive. In other words, change the type of question, change the wording. You guys are the experts. This is just a guide to our thoughts. I think the hardest part is the Alberta thing, so I put in a question about trade action changing support/opposition. Don't know if it works or not.

R

---

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

---

**From:** Mario Canseco [mailto:mariocanseco@insightswest.com]  
**Sent:** Thursday, February 8, 2018 11:49 AM  
**To:** Gibbs, Robb GCPE:EX  
**Cc:** Lloyd, Evan GCPE:EX  
**Subject:** Re: ICBC

Wonderful. I'll be ready.

---

**From:** "Gibbs, Robb GCPE:EX" <Robb.Gibbs@gov.bc.ca>  
**Date:** Thursday, February 8, 2018 at 11:48 AM  
**To:** Mario Canseco <mariocanseco@insightswest.com>  
**Cc:** "Lloyd, Evan GCPE:EX" <Evan.Lloyd@gov.bc.ca>  
**Subject:** RE: ICBC

Hi Mario

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R

---

Robb Gibbs

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

---

**From:** Mario Canseco [<mailto:mariocanseco@insightswest.com>]  
**Sent:** Thursday, February 8, 2018 11:47 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Re: ICBC

Hi Robb,

Great chatting with you yesterday.  
Here are some preliminary ideas for the research you need.

We have tracking data in Support / Opposition to Trans Mountain going back to 2013.  
<https://insightswest.com/news/british-columbians-still-divided-over-pipeline-expansion/>  
I suggest keeping the wording the same on the first three questions (Support / Oppose the project, Benefits and Concerns).  
That gives us an opportunity to see if the needle moved since September.

I suggest adding the following questions:

- Support / Opposition to BC Gov't decision to study bitumen more.
- Justified / Unjustified on AB Gov't decision to ban BC wine.
- Agree / Disagree with the way BC Gov't has handled the issue since the AB Gov't decision to ban BC wine.
- Should / Should not BC Gov't retract the study in order to get BC wine sales up.
- Would you / Would you not drink more BC wine as a result of the dispute. Thankfully, we have tracking data on wine consumption as well.  
<https://insightswest.com/news/more-wine-drinkers-in-british-columbia-enjoying-local-varietals/>
- Some message testing, looking into issues such as environmental stewardship, risks to British Columbia if pipeline goes through, and "share of profits" to BC.

Anything else I'm missing? We're ready to roll tomorrow morning, once we nail down a questionnaire.  
Let me know what you think.

Thanks!

mario

---

**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Wednesday, February 7, 2018 at 4:58 PM  
**To:** Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)>  
**Subject:** RE: ICBC

Mario,

Need to talk to you urgently. Call cell below.

R

---

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

---

**From:** Mario Canseco [<mailto:mariocanseco@insightswest.com>]  
**Sent:** Saturday, January 20, 2018 6:46 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Re: ICBC

Hi Robb,

Thank you. Of course. We'll be ready.

On another note, I'm sorry we could not provide a quote for the pre-budget research this month. s.22  
s.22 By the time the original message was relayed to  
me, it was too late to submit a quote. s.22

Have a great weekend.

Mario

---

**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Friday, January 19, 2018 at 6:03 PM  
**To:** Mario Canseco <[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)>  
**Subject:** ICBC

Hey Mario,

Just asked ICBC to use you folks for some focus group stuff for them. Really hope you're able to take it on.

Tks,

R

---

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

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 11:45 AM  
**To:** Singh, Jasmyn HLTH:EX  
**Subject:** budget

**Importance:** High

Hi Jas,

I'm going later to see the current state of the budget document. But I've been probing specifically around Health, and I'm hearing it's possibly underwhelming. I had wanted a highlight box around Pharma for example, but I think the document is getting pretty closed to locked (note: I was told it wasn't to be finalized till next Wednesday, but now I'm told it's tomorrow). Do you know what your ministry put forward on Budget? Does your minister?

R

---

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

## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 11:39 AM  
**To:** Galbraith, David J FIN:EX  
**Subject:** RE: Topic box on pharm

Yeah, well, here's the thing. I'm really curious as to what the budget and, more to the point, the budget speech says on health. We're holding pharma from Throne to highlight in Budget. I have seen the chart from Health on the gap between prescriptions issued and prescriptions filled for the \$15-30,000 household income cohort. And so I thought that would be the start of a great topic box.

That said, I just finished Throne stuff and am now dedicated to BC wine, so I have zero time to put anything together. You didn't get anything from Health?

R

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

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

**From:** Galbraith, David J FIN:EX  
**Sent:** Thursday, February 8, 2018 11:29 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Topic box on pharm

Hi Rob  
We are unaware of a topic box on this, what's up?

David Galbraith  
Secretary to Treasury Board  
Ministry of Finance



## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 11:12 AM  
**To:** McGregor, Cara GCPE:EX  
**Subject:** RE: Housing section

Hi. Actually, no, please leave it. I by and large like what Suzanne had done and thought it was more on-point. Sorry.

Tks,

Robb

---

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

---

**From:** McGregor, Cara GCPE:EX  
**Sent:** Thursday, February 8, 2018 11:05 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** RE: Housing section

A couple things on housing:

I expect FIN will not want us to say 19,000 units in the throne speech. Can we just say “thousands more units” and let them knock it out of the park the following week?

Also, in the stories about people at the front end, I like my original words a bit better (some formal language crept in) and I’d like to make some tweaks in those places. I don’t think this will change any substance so assume I can go ahead.

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 10:07 AM  
**To:** McGregor, Cara GCPE:EX  
**Subject:** Housing section

---

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

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 11:09 AM  
**To:** Leslie, Lisa GCPE:EX; Johnston, Karen GCPE:EX; Jones, JJ GCPE:EX; Robinson, Jon PREM:EX; Sharma, Niki MCF:EX; Gunn, Paula MCF:EX; Ashbourne, Craig MAH:EX; Currie, David GCPE:EX  
**Cc:** Gillezeau, Rob FIN:EX; Spilker, Robyn FIN:EX  
**Subject:** Executive decision  
  
**Importance:** High

Hi all,

We have been thrown a curveball, as you may have seen, by QP. They are insisting on final product re your respective plans by 8:30 Tuesday.

So here's the new plan which I'm hoping you will all be okay with:

- For Budget Day, we will do a very simple laid-out version of the plans. In the old days, they would have called it desktop published. No imagery to speak of, no graphics, etc. Basically, it's a hyped up Word document. This will allow us to produce both plans on time for QP.
- Then we begin immediate work on designed versions of each plan for bigger printing. These will be ready for the three-week break when ministers begin hitting the road.

Unless I hear otherwise, this is the approach we're now taking.<sup>s.13</sup>

Tks,

Robb

---

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

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 10:59 AM  
**To:** Massey, Christine MCF:EX; Johnston, Karen GCPE:EX; Sharma, Niki MCF:EX; Gunn, Paula MCF:EX; Robinson, Jon PREM:EX  
**Subject:** handle with care  
**Attachments:** Throne-CC-RGG.docx  
  
**Importance:** High

Hi folks,

I've just reworked the child care section of Throne. I would appreciate you all looking at it – in disaster check mode. By this I mean that I'm looking for substantive errors/issues rather than language changes.

And please do not share with anyone.

Tks,

Robb

---

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

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 10:58 AM  
**To:** McGregor, Cara GCPE:EX  
**Subject:** RE: child care section  
**Attachments:** Throne-CC-RGG.docx

---

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

---

**From:** McGregor, Cara GCPE:EX  
**Sent:** Thursday, February 8, 2018 10:56 AM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** RE: child care section

Hi,

No attachment.

Can you resend?

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, February 8, 2018 10:55 AM  
**To:** McGregor, Cara GCPE:EX  
**Subject:** child care section

Please limit your work to tweaking. I've put back in the child care spaces stuff and the nuance we need around licensed/unlicensed.

Tks,

Robb

---

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

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, February 6, 2018 5:19 PM  
**To:** Currie, David GCPE:EX; Gillezeau, Rob FIN:EX; Spilker, Robyn FIN:EX  
**Subject:** slight changes to airbnb  
**Attachments:** NR\_Airbnb\_7Feb18\_draft14.docx

Hi all,

I've made a change to the lede (with a small resulting change later on). This is a big big move and I'd love it if it could be seen less as we're doing legislation to make it happen (which is passive) and more about we've reached a deal with Airbnb (active). This government CAN work with business!!!!

Plus, not to be overly pedantic but the lede now kinda defines who Airbnb is. I know. I know. But I don't think we should go with an assumption on this.

Anyway, changes are marked with yellow highlighting and crossouts.

Tks,

R

---

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

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, February 4, 2018 3:24 PM  
**To:** Smith, George AG:EX; Lloyd, Evan GCPE:EX; Kristianson, Eric GCPE:EX; Zadravec, Don GCPE:EX  
**Subject:** new NR stream  
**Attachments:** NR - ICBC Product Changes - Feb4.docx  
**Importance:** High

Hi all,

Somehow the email chain got screwed up along the way. So please use this stream for comments on the latest version, attached here. It includes Evan's comments and a new last teaser para.

Tks,

Robb

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, February 4, 2018 3:21 PM  
**To:** Evan Lloyd; eric.kristianson@gov.bc.ca; Zadravec, Don GCPE:EX  
**Subject:** Re: Revised ICBC  
**Attachments:** NR - ICBC Product Changes - Feb4.docx

Hi all,

Revised version that now includes the teaser last para.

Tks,

Robb

---

From: Evan Lloyd <evan.lloyd@bc.ca>  
Sent: Sunday, February 04, 2018 2:43 PM  
To: Gibbs, Robb GCPE:EX; eric.kristianson@gov.bc.ca; Zadravec, Don GCPE:EX  
Subject: Revised ICBC

No strong preference on the order vs. direct language.  
A few changes here...  
Evan

## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, February 4, 2018 11:30 AM  
**To:** Lloyd, Evan GCPE:EX; Smith, George AG:EX; Kristianson, Eric GCPE:EX; Zadravec, Don GCPE:EX  
**Subject:** revised NR  
**Attachments:** NR - ICBC Product Changes - 02FEB18 - RGG Edits.docx

Hi,

New NR is attached. For your checking convenience, the old release is added on after the new version.

Tks,

Robb



## **Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, February 2, 2018 1:52 PM  
**To:** Hughes, Trevor LBR:EX  
**Cc:** Lloyd, Evan GCPE:EX  
**Subject:** OIC

Hi Trevor,

At the risk of piling on, we really need the MW OIC to come thru prior to the Feb 8 announcement. We need to make this clean and positive. We can get away with Friday at the latest.

Tks

Robb

Sent from my iPhone

**Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, January 28, 2018 2:15 PM  
**To:** jim.gordon@vizeum.com  
**Cc:** LeSueur, Kathryn GCPE:EX  
**Subject:** Notice of review

Hi Jim,

Second time lucky... I had sent this to .ca rather than .com. So here you go.

This is to advise that per the terms of the Agency of Record Agreement, GCPE has contracted with KPMG to conduct a compliance review for the period April 1, 2016 to March 31, 2017.

Erik Niemi or Jenny Yue-Detterer, from KPMG will be contacting you directly over the next few weeks to arrange a suitable time for their staff to be on-site to access the records.

Sincerely,

Robb Gibbs,

Assistant Deputy Minister

Government Communications and Public Engagement

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, January 28, 2018 11:09 AM  
**To:** Henderson, Doug  
**Cc:** XT:Matthews, Lindsay ICBC:IN  
**Subject:** Re: Focus Group Discussion Guide

Hey Doug and Lindsay,

I think this is really, really good. I'm waiting to hear back from Evan but I have practically no comment on this. My only thing is that we just have to be careful that the last section doesn't drop due to lack of time. Also not sure that 5 minutes will suffice but these times are always just general.

I'll shoot you another email when I hear back from Evan.

Tks,

Robb

---

**From:** Henderson, Doug <Doug.Henderson@icbc.com>  
**Sent:** Friday, January 26, 2018 4:08 PM  
**To:** Gibbs, Robb GCPE:EX  
**Cc:** XT:Matthews, Lindsay ICBC:IN  
**Subject:** Focus Group Discussion Guide

Hi Robb,

Attached is the first draft of the discussion guide for next week's focus groups. We've been working over the last few days with Gerry Keane from Insights West on the discussion guide and the stimulus he'll be using for the focus groups.

I've also attached the first cut of that stimulus. s.13  
s.13

s.13

This is still a bit of a work in progress but we'll appreciate any feedback from you Monday morning so we can incorporate any changes in time for our first focus group Tuesday night.

Focus groups are confirmed for:

- Vancouver, Tuesday, January 30 – 6 – 8 pm at Insight West - Suite 304, 1140 Homer Street, Vancouver
- Kamloops, Wednesday, January 31 – 6 – 8 pm at Coast Kamloops Hotel & Conference Centre 1250 Rogers Way

Thanks,

Doug

.....  
**Doug Henderson**

**Manager, Communications**

Corporate & Stakeholder Governance

ICBC building trust. driving confidence.

.....  
Head Office Campus | Room 505 - 151 W. Esplanade

North Vancouver | British Columbia | V7M 3H9

direct: 604-982-1311 |

facsimile: 604-982-2491 | mobile: 778-828-1575

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*Insurance Corporation of British Columbia | 151 W. Esplanade | North Vancouver | V7M 3H9*

[Contact Us](#)

**Gibbs, Robb GCPE:EX**

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, January 28, 2018 10:55 AM  
**To:** jim.gordon@vizeum.ca  
**Cc:** LeSueur, Kathryn GCPE:EX; Stewart, Dawn M GCPE:EX  
**Subject:** Notice of review

Hi Jim,

This is to advise that per the terms of the Agency of Record Agreement, GCPE has contracted with KPMG to conduct a compliance review for the period April 1, 2016 to March 31, 2017.

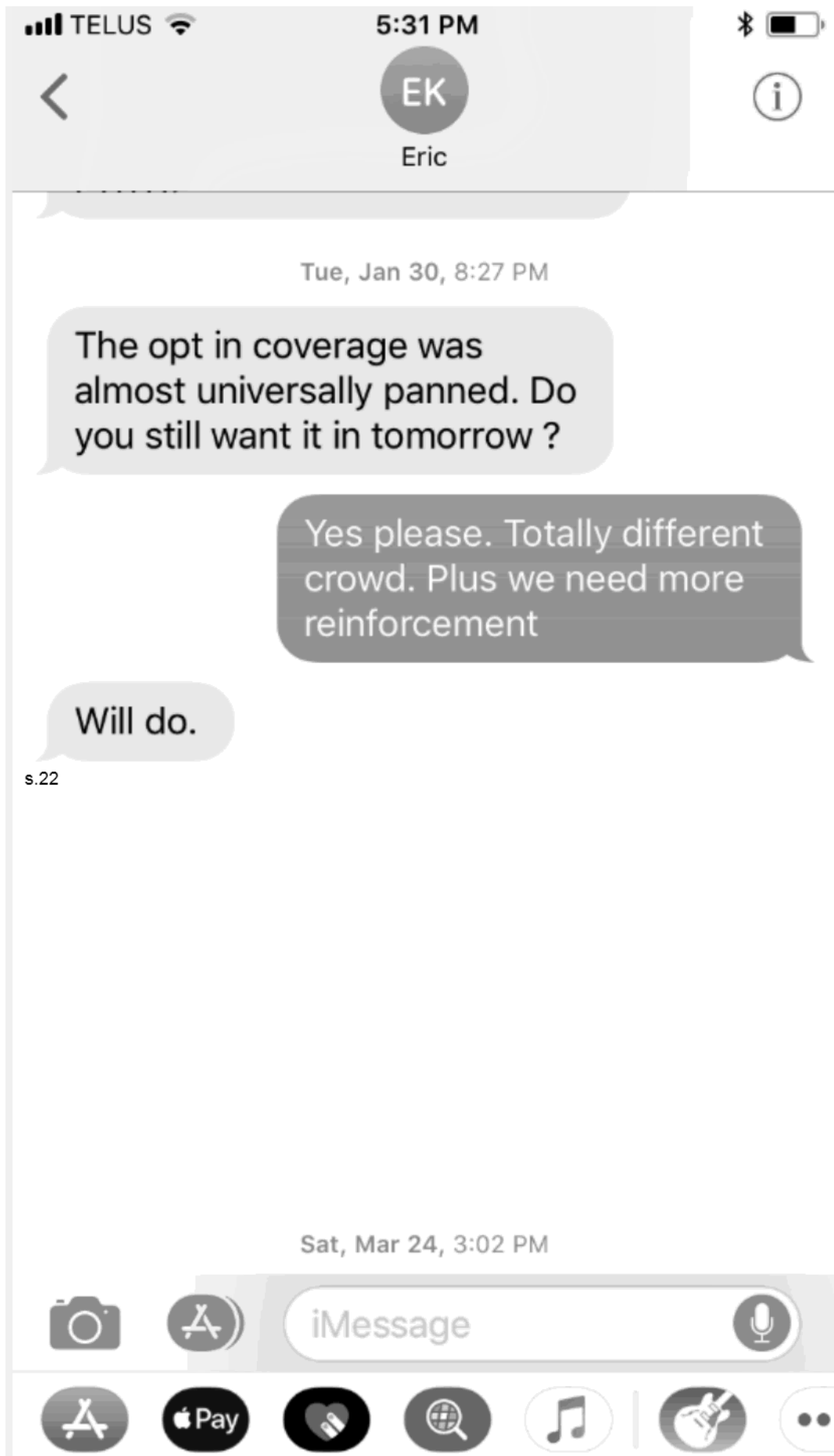
Erik Niemi or Jenny Yue-Detterer, from KPMG will be contacting you directly over the next few weeks to arrange a suitable time for their staff to be on-site to access the records.

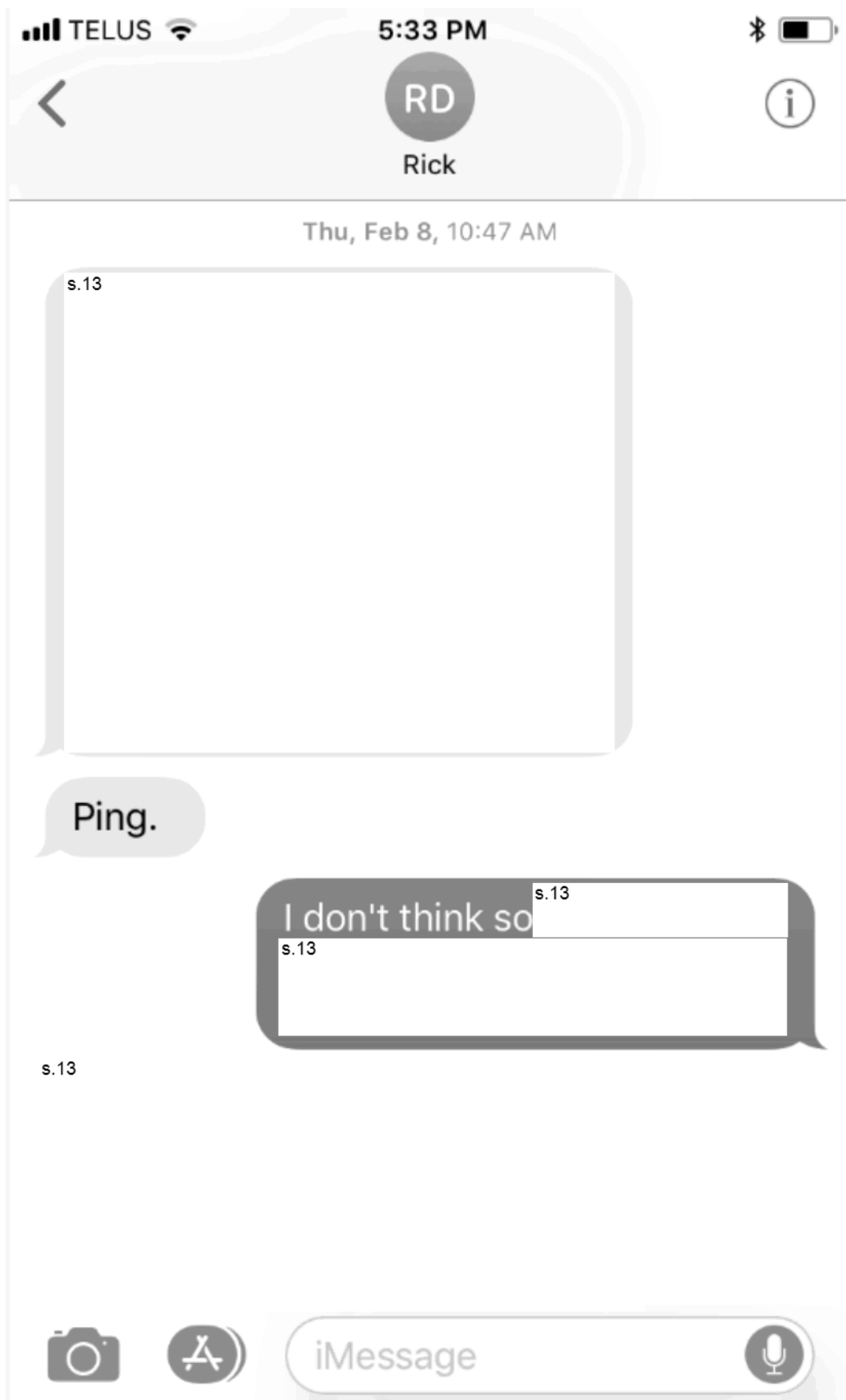
Sincerely,

Robb Gibbs,

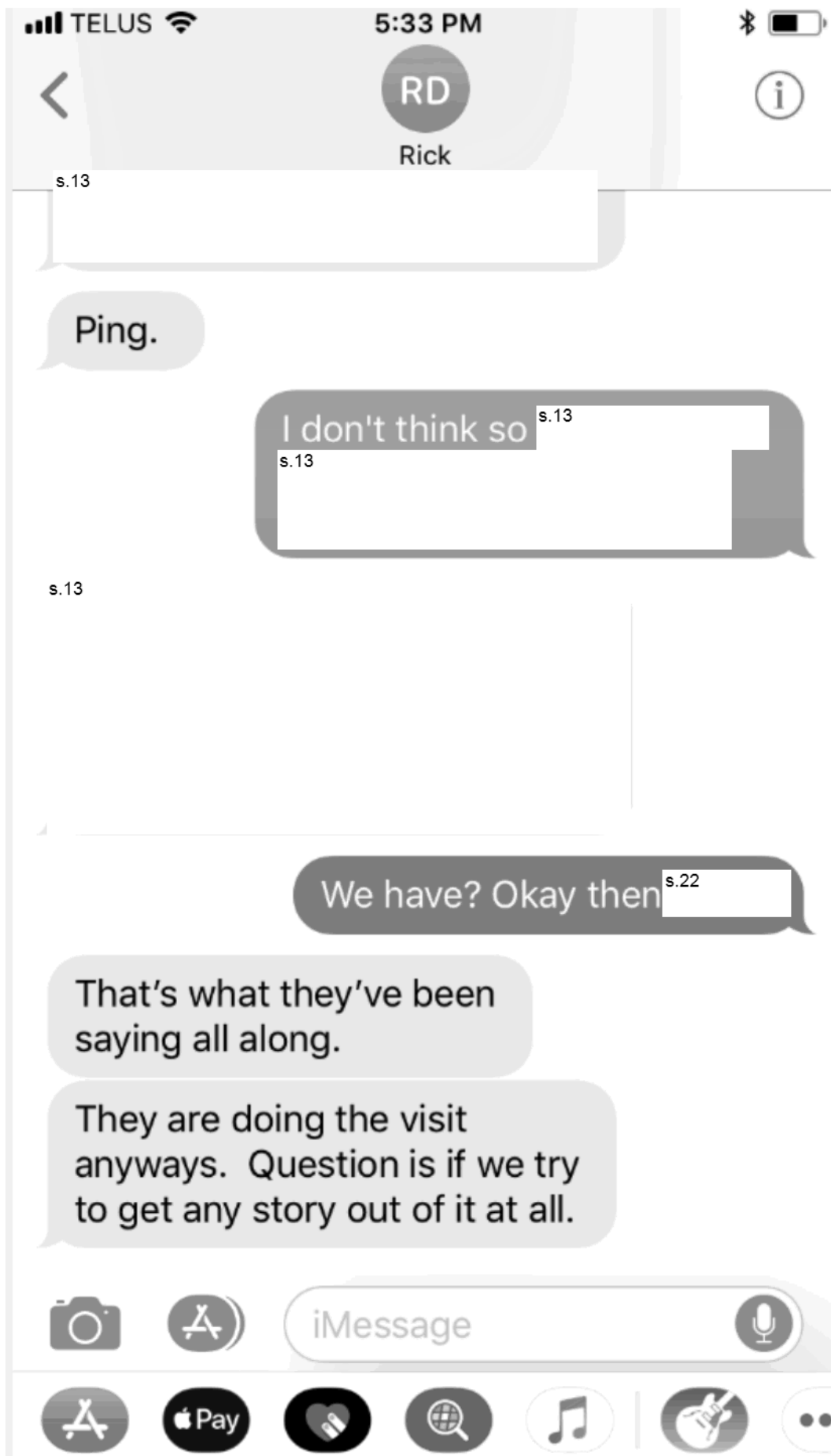
Assistant Deputy Minister

Government Communications and Public Engagement

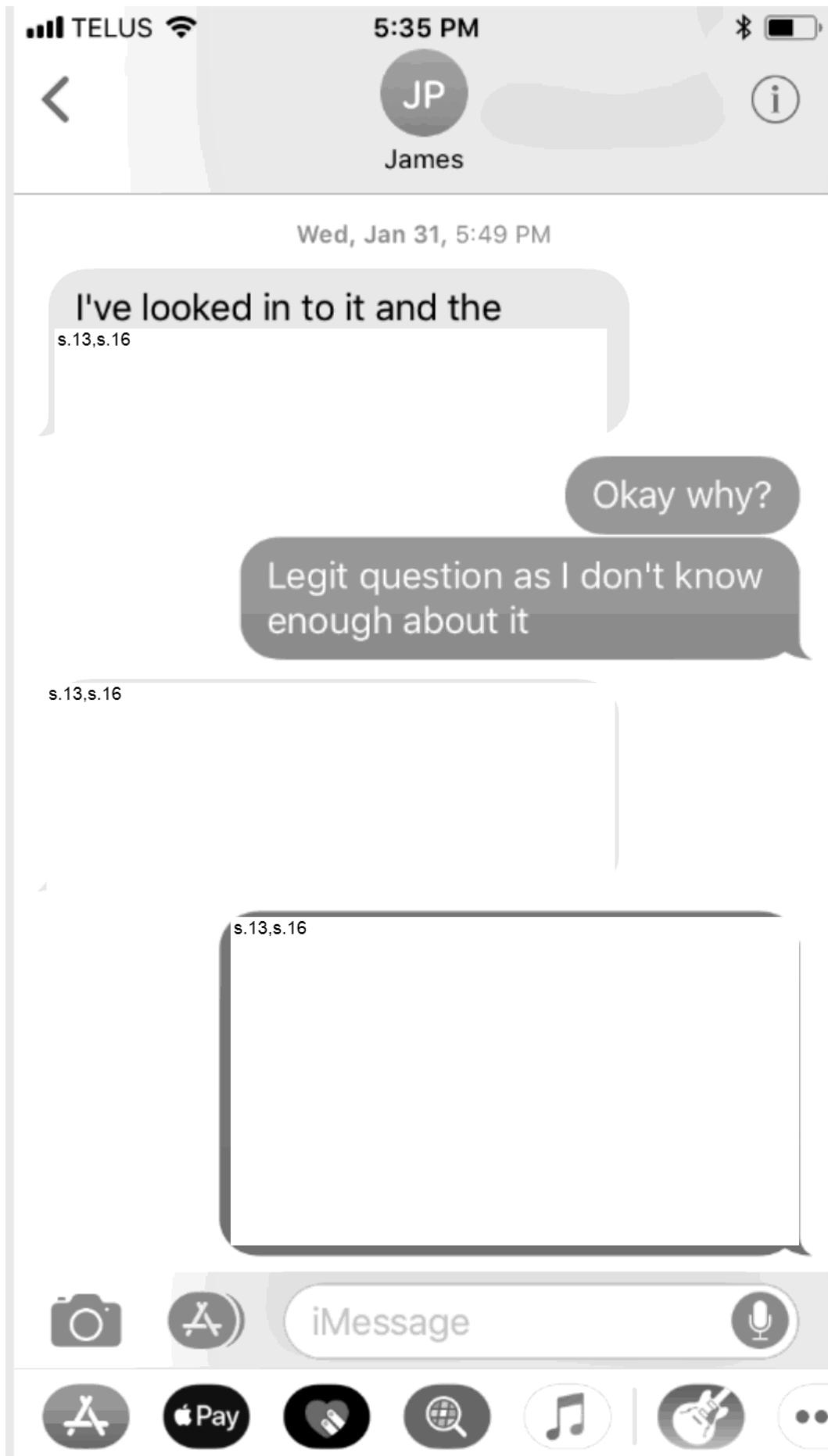


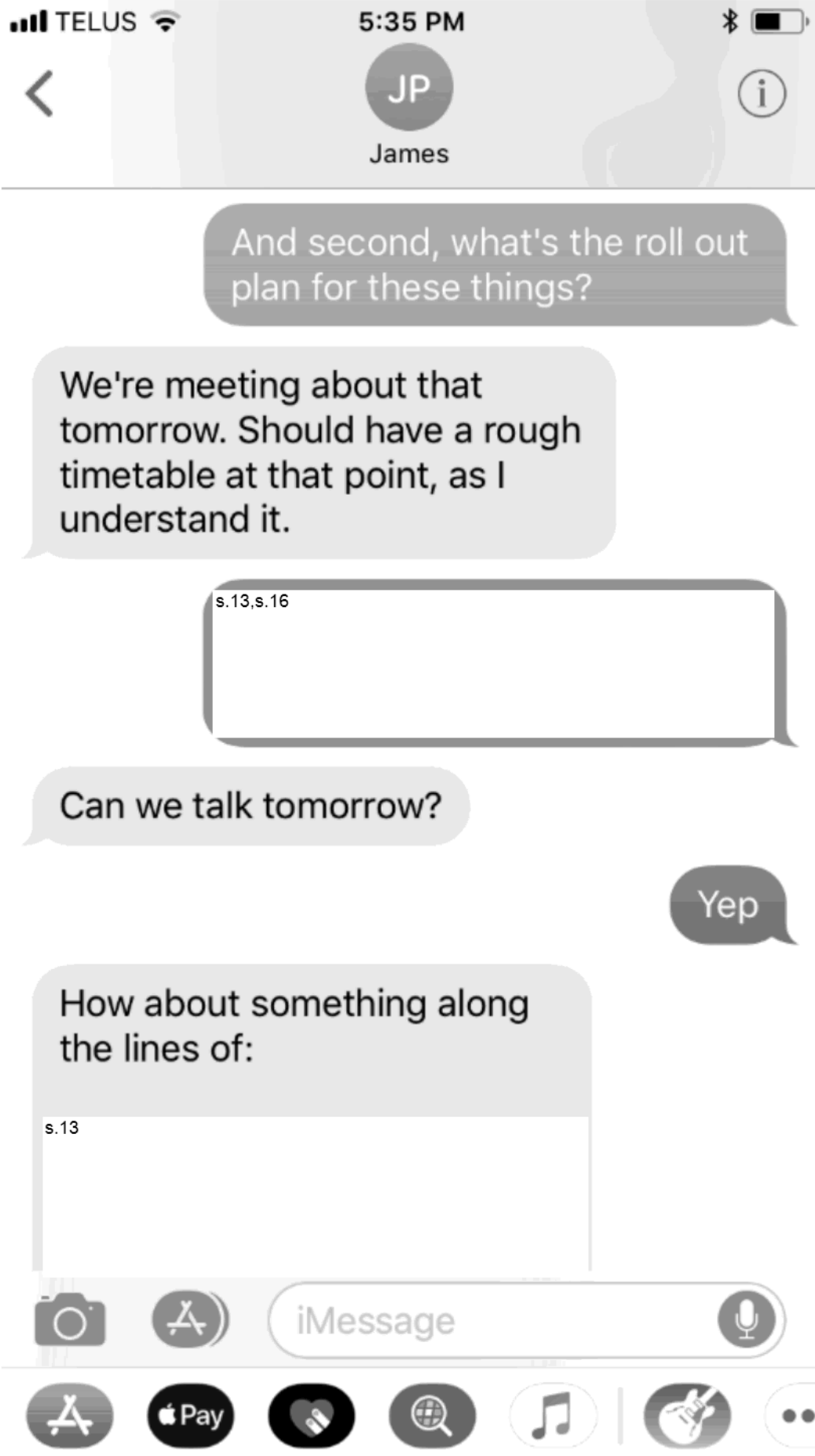


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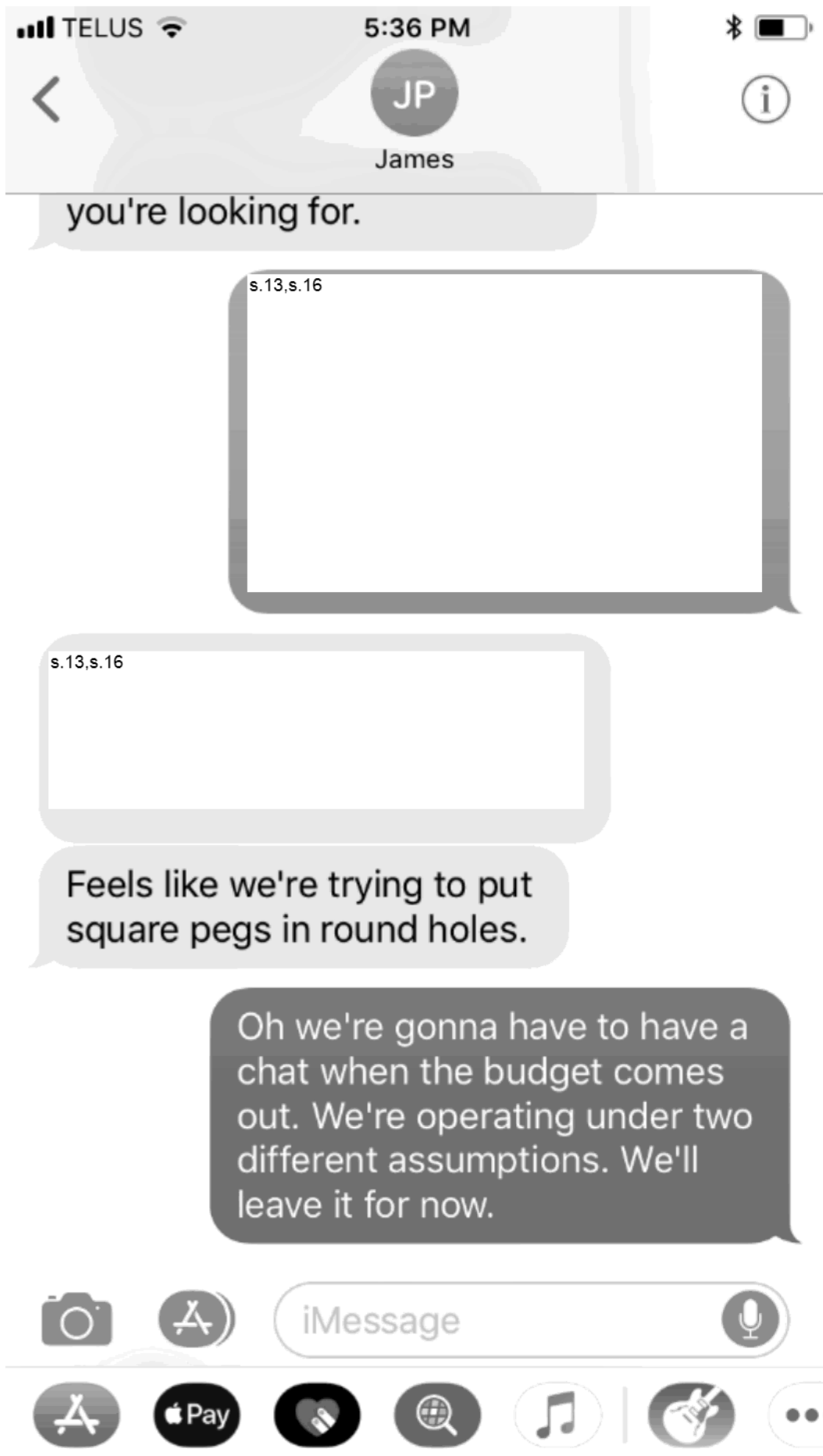


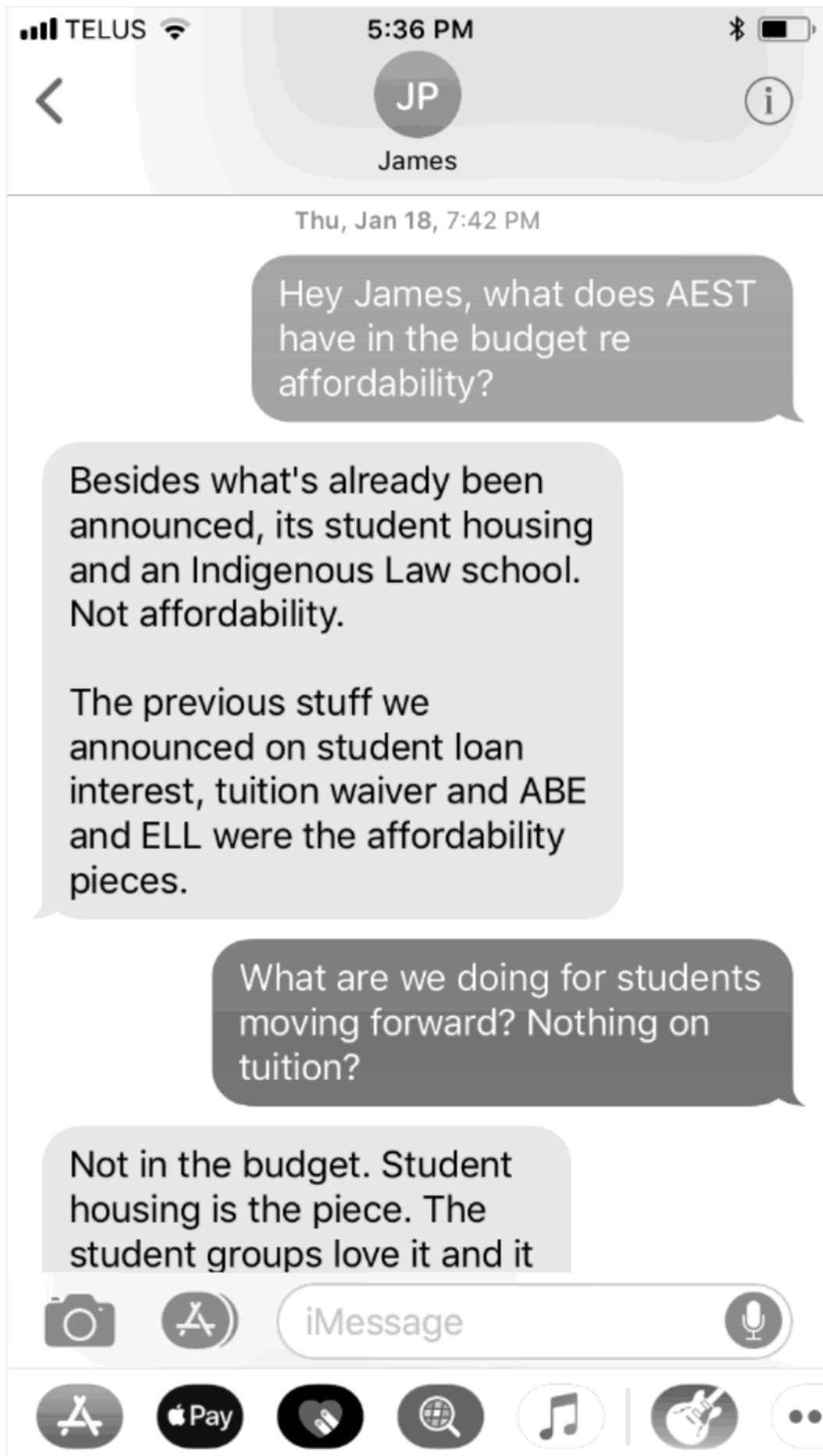


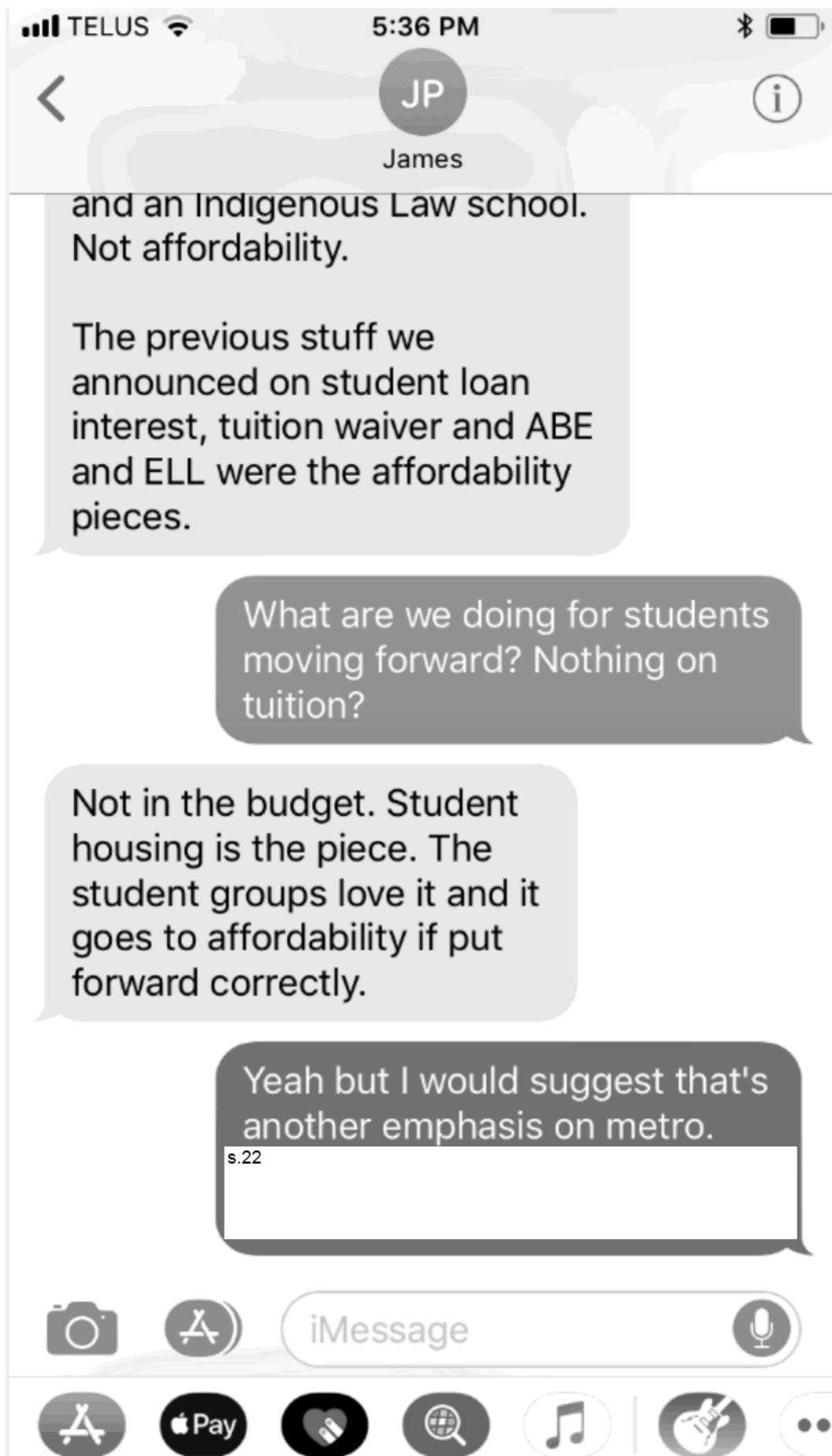


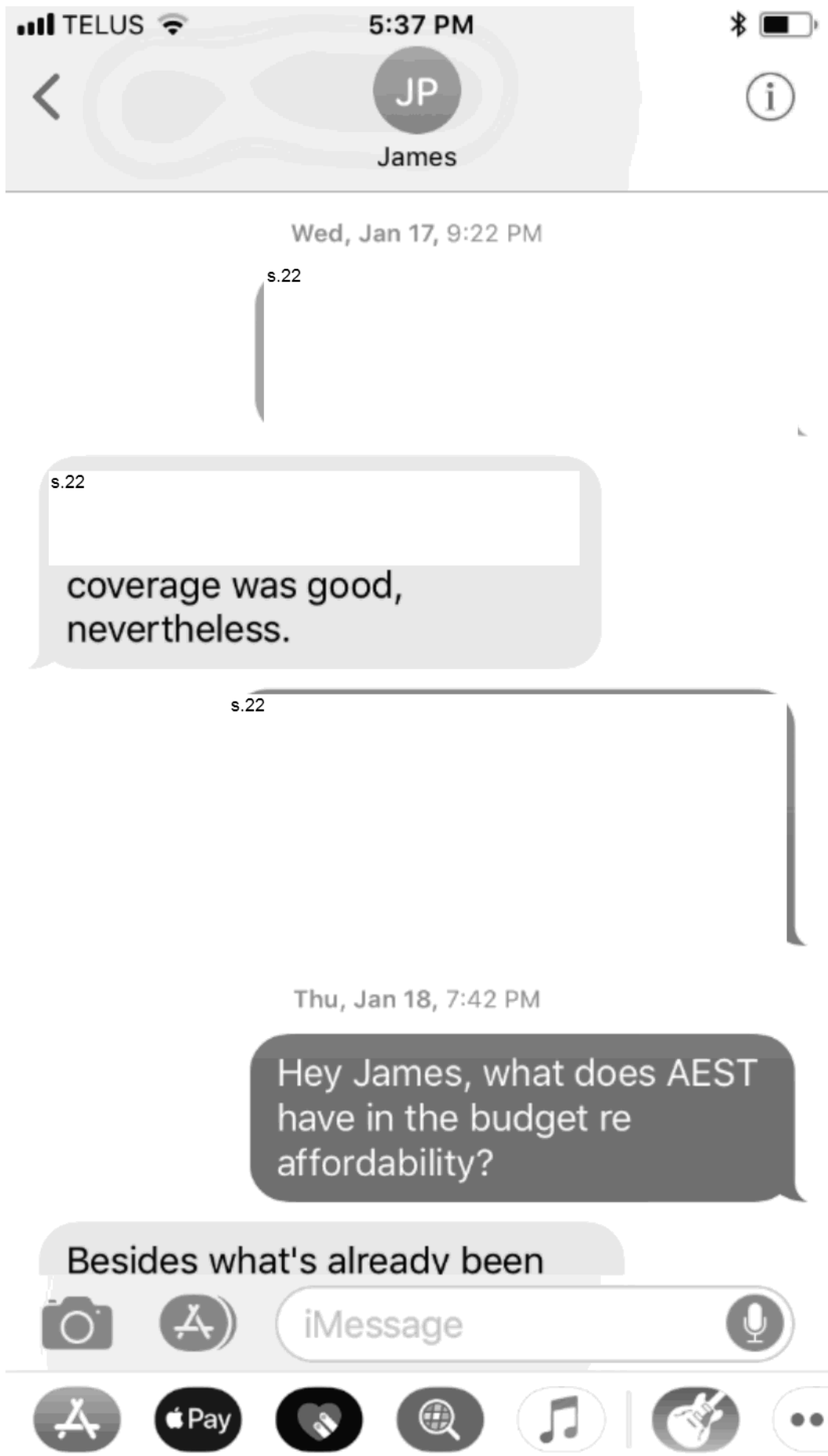


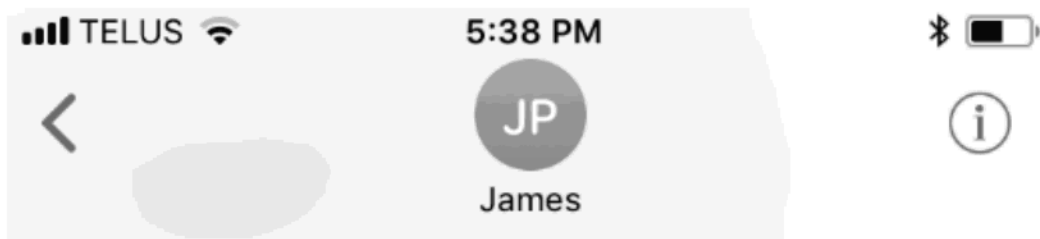
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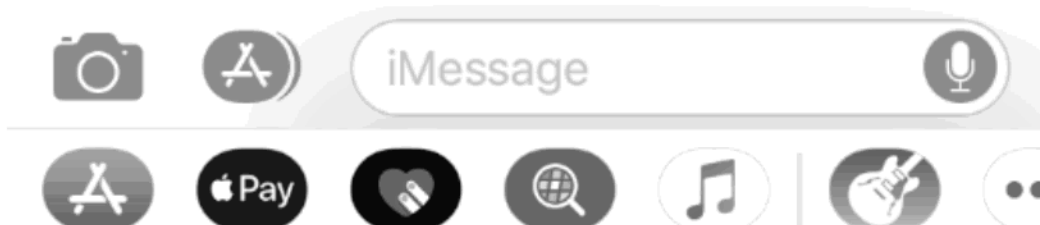


Fri, Jan 12, 3:40 PM

Hi Robb. Just a quick note on a different issue. Sage, Rodney and I would like to spend some of the ministry's ad money on promoting/awareness of ABE-ELL and kids in care tuition waiver. Do a launch event with MMM. Do it in the first half of Feb.

Apparently the idea of spending \$ on this doesn't sit with Rodney or the DM, but somewhere else in GCPE, but I'm not sure who I'd need to talk to. Any suggestions? Cheers.

Hiya. I already said yes to this ages ago. I just wanted to see what the plan is, but I'm fully on board.









RG



Rob

call so I was really focusing on listening to you. Thus I don't believe I adequately expressed my thanks to you for your efforts on BuyBC. So thank you!

It's all good Robb, happy to help! And that vortex was definitely the sound of the renovations happening over at TAC

Wed, Jan 24, 11:48 AM

Rob we're now looking at the 8th for min wage. Can Galbraith get his stuff done by then?

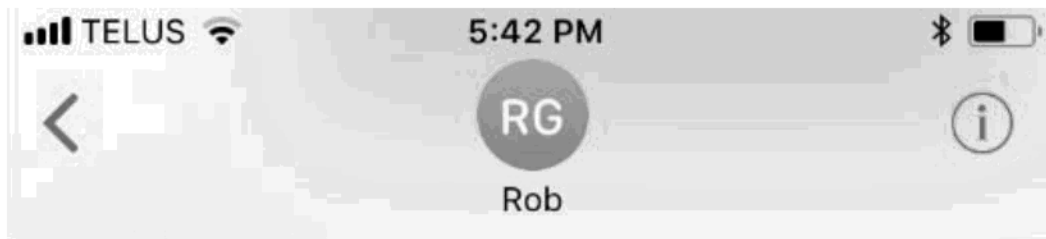
Wed, Jan 24, 1:05 PM

Also, you okay with Feb 7 for BnB?



Text Message





Wed, Jan 31, 8:42 AM

Hey Rob. Are you guys doing g FSR today? Also, BnB still good for the 7th? Also have a pre-budget idea to run past you so can we talk later?

No FSR today and we are sitting on our holding statement. If things shift we'll sit get down for a 1-1 with someone.

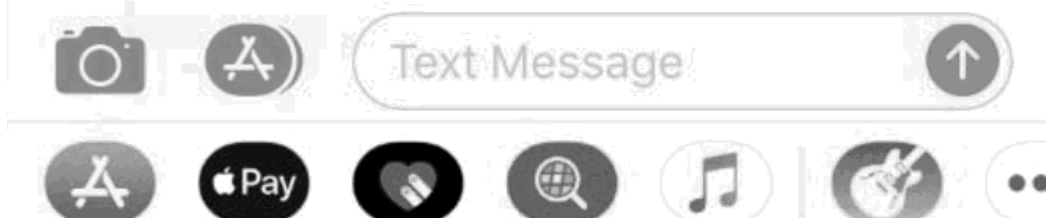
Airbnb is a go.

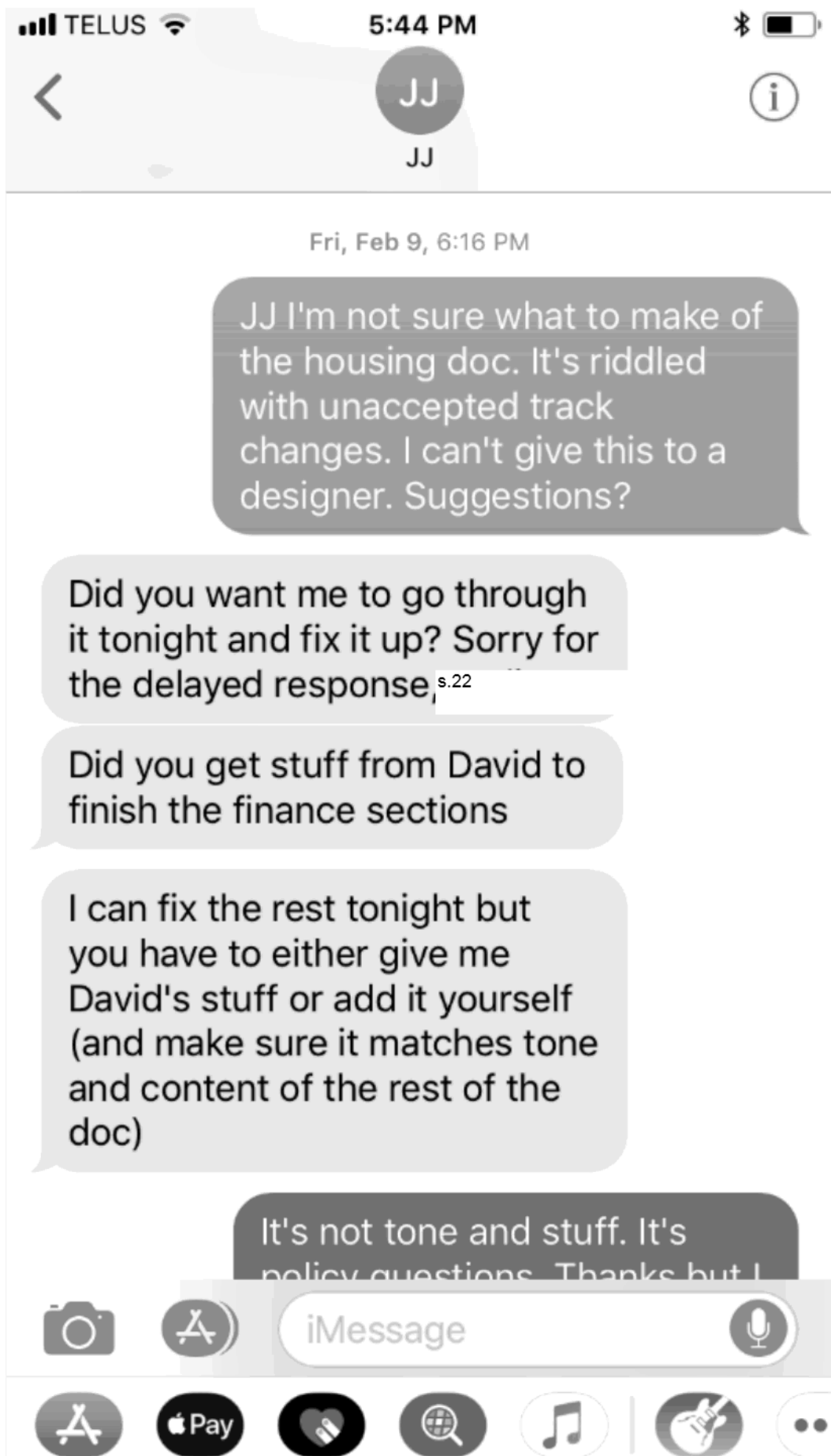
And definitely, call anytime.

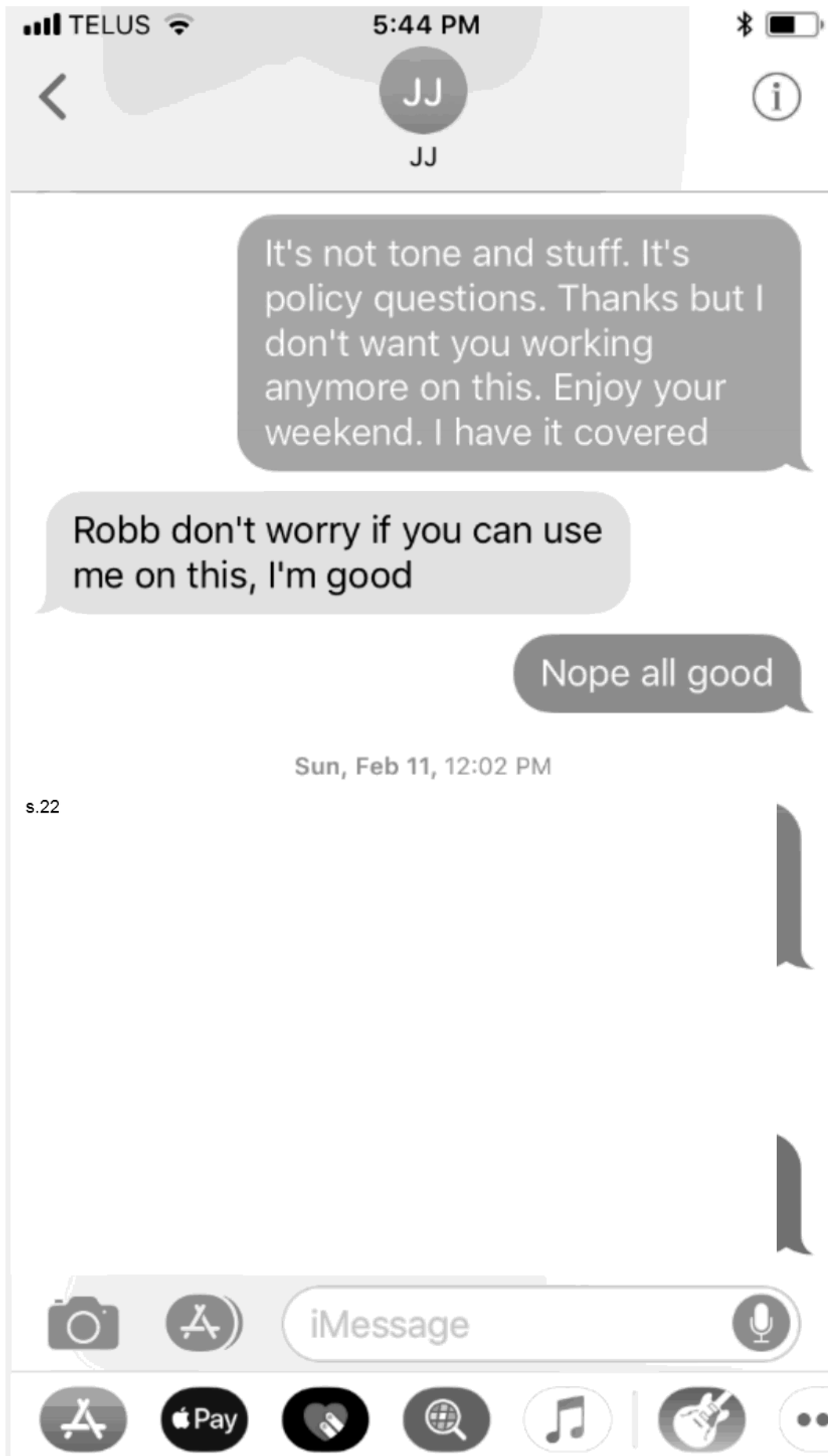
Wed, Jan 31, 4:02 PM

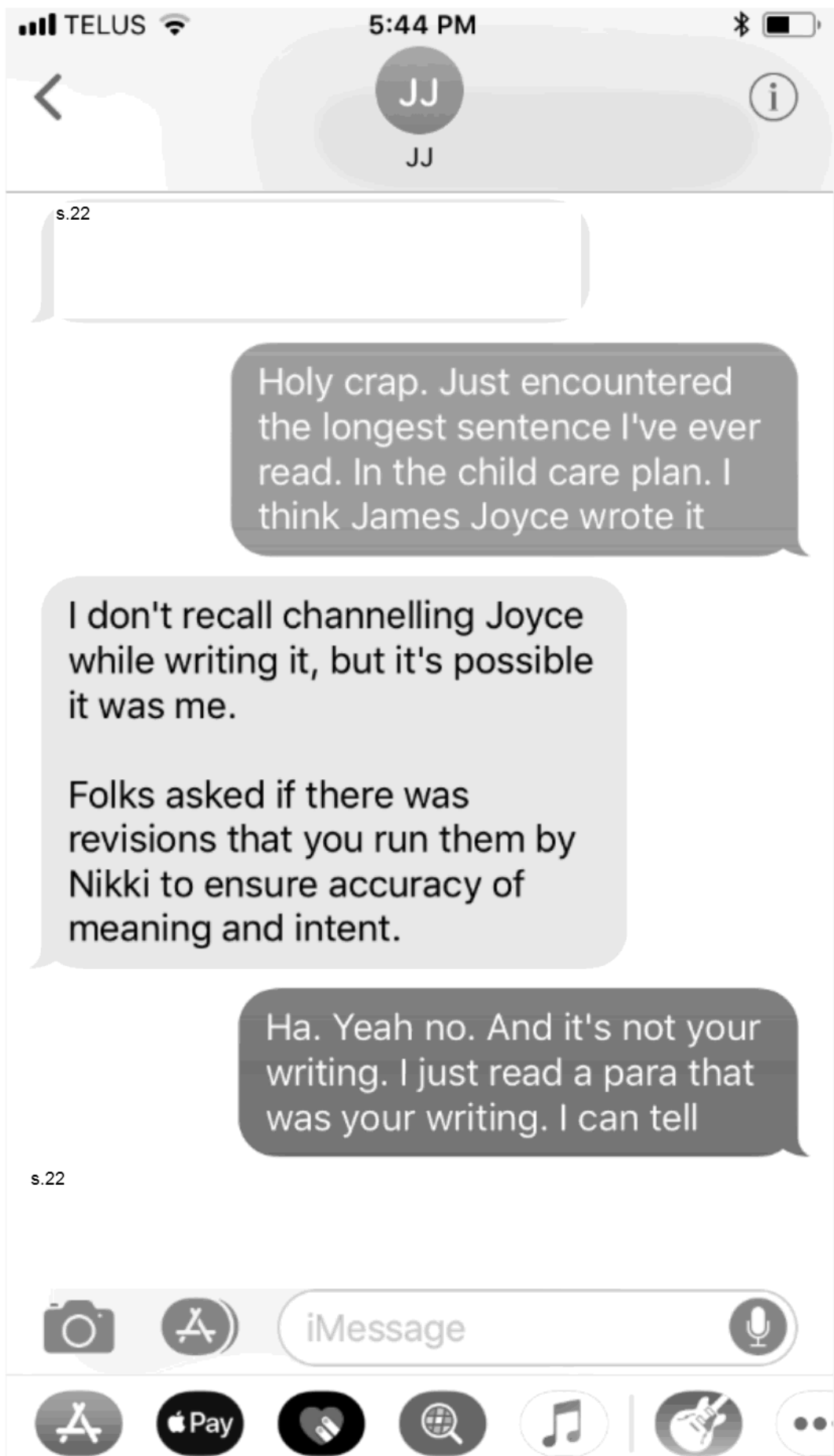
You available?

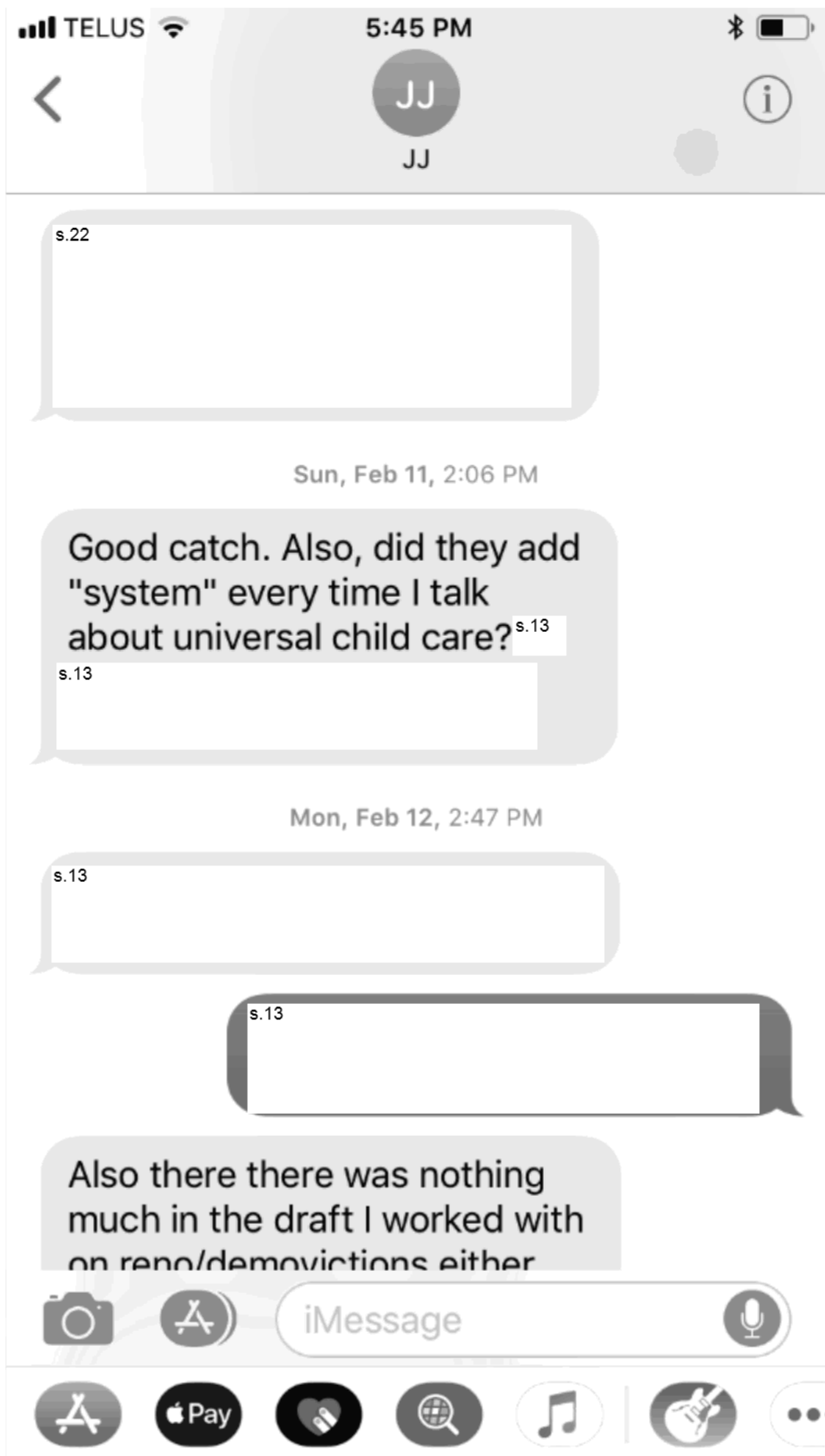
In 5-10

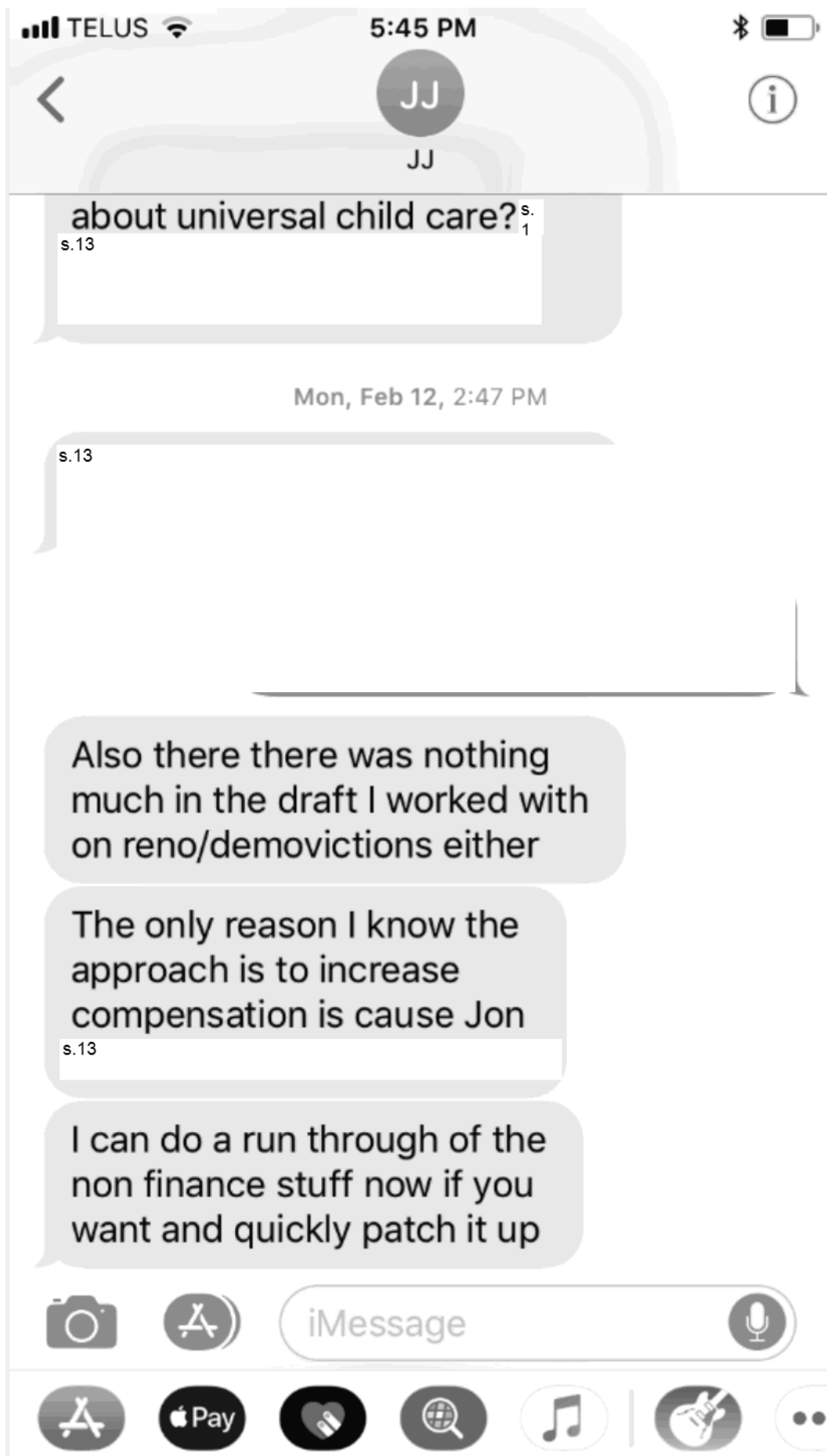




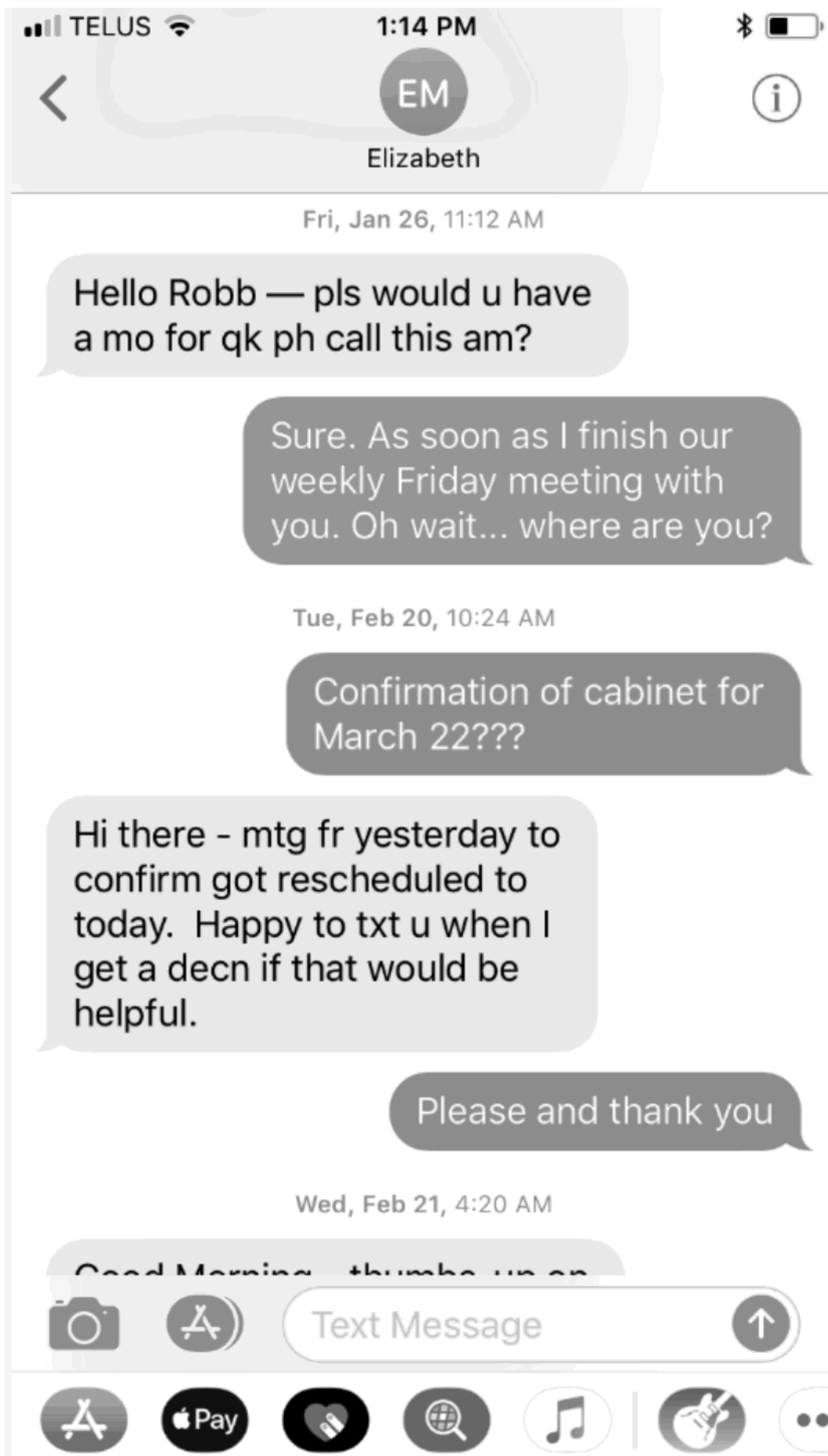


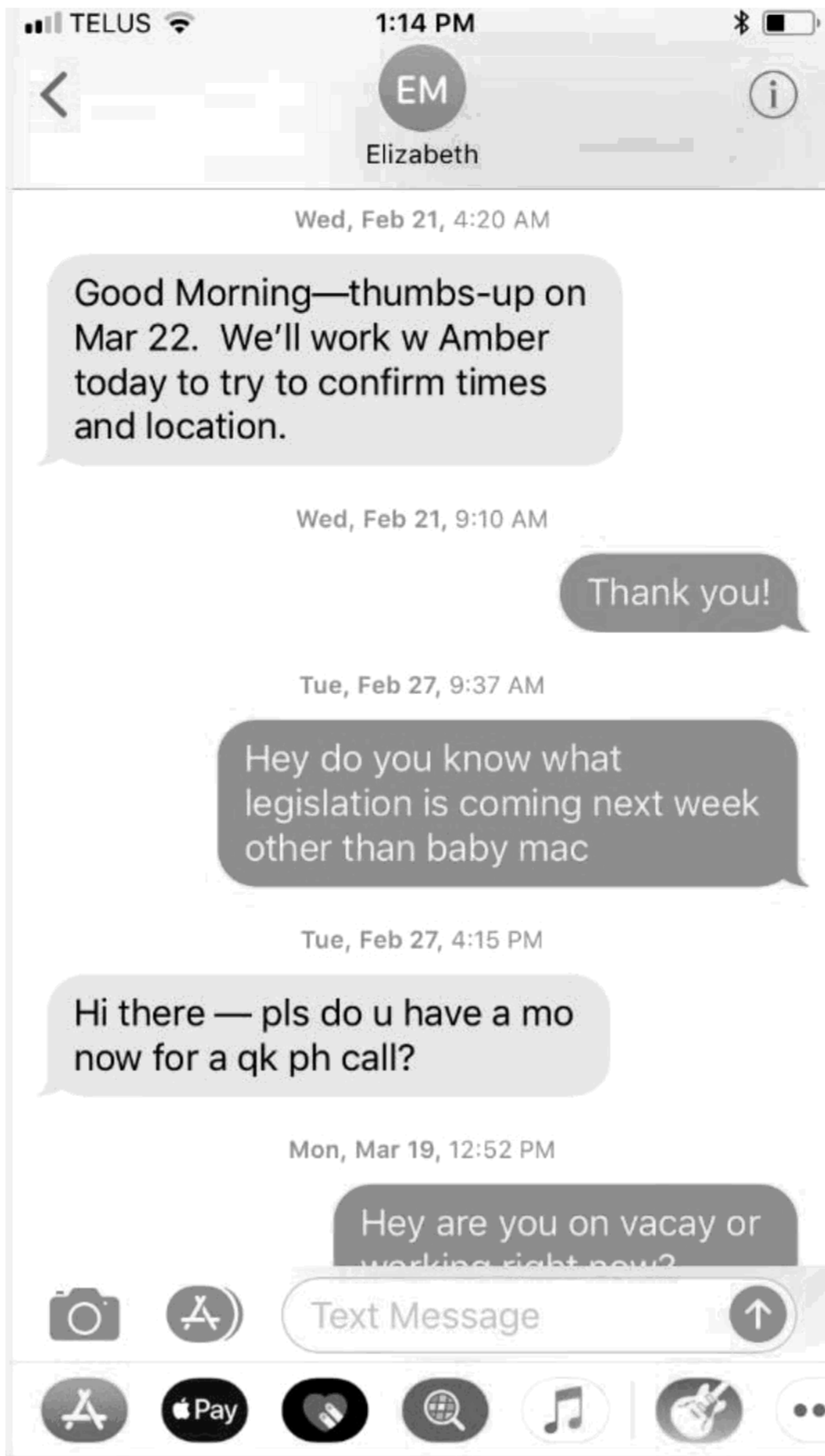




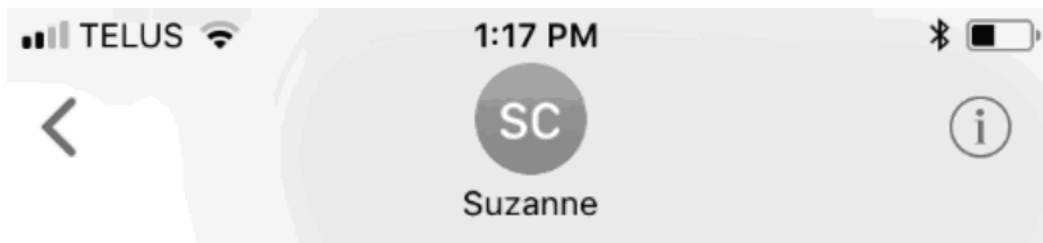












Fri, Feb 16, 8:46 AM

I am in Executive session. Then  
in YVR at FirstNations  
Leadership meeting

Do we need to talk today?

If not pop something in my  
calendar for Monday

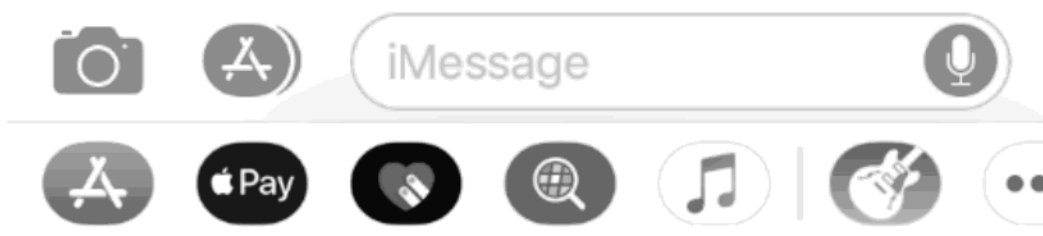
It can wait. I'm in KM at PO

Tue, Feb 20, 5:05 PM

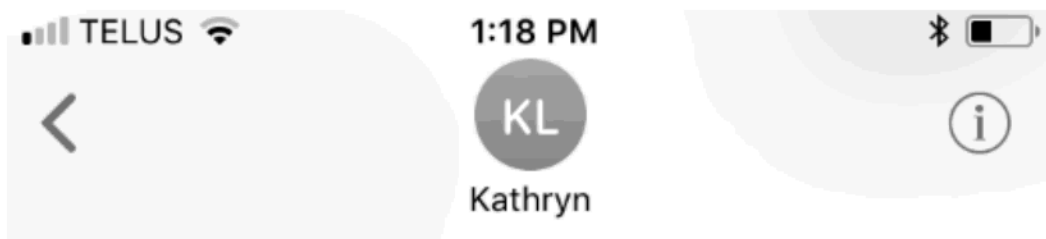


GIF Keyboard via #images

Congratulations Robb.  
Everything looks great.







Wed, Jan 17, 3:20 PM

Do I have to be on govt.  
network for this? I'm getting  
nothing

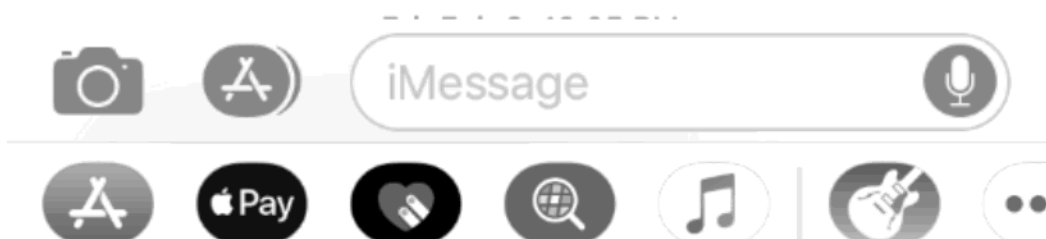
Wait ... just getting on

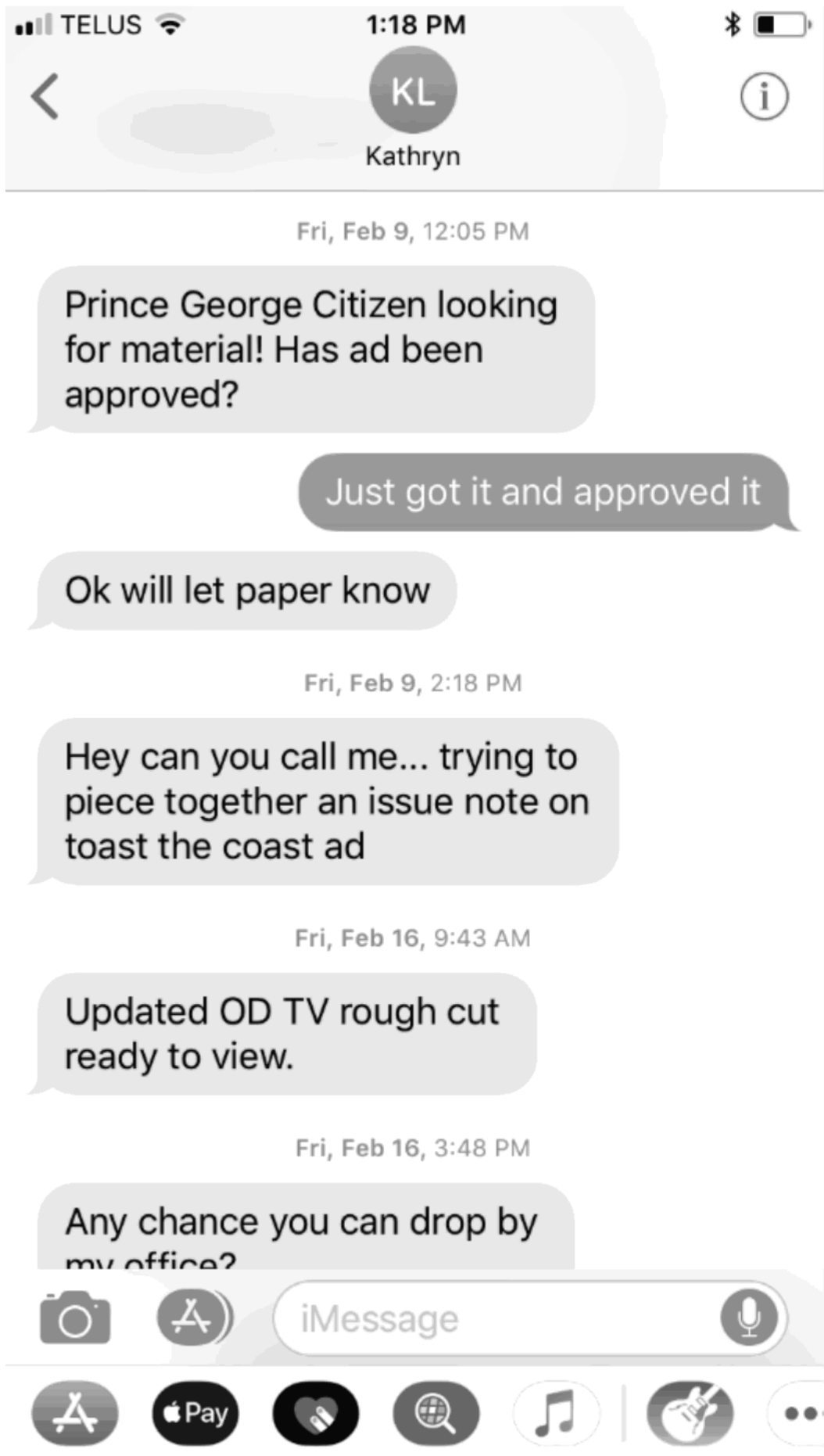
Use the toll free line

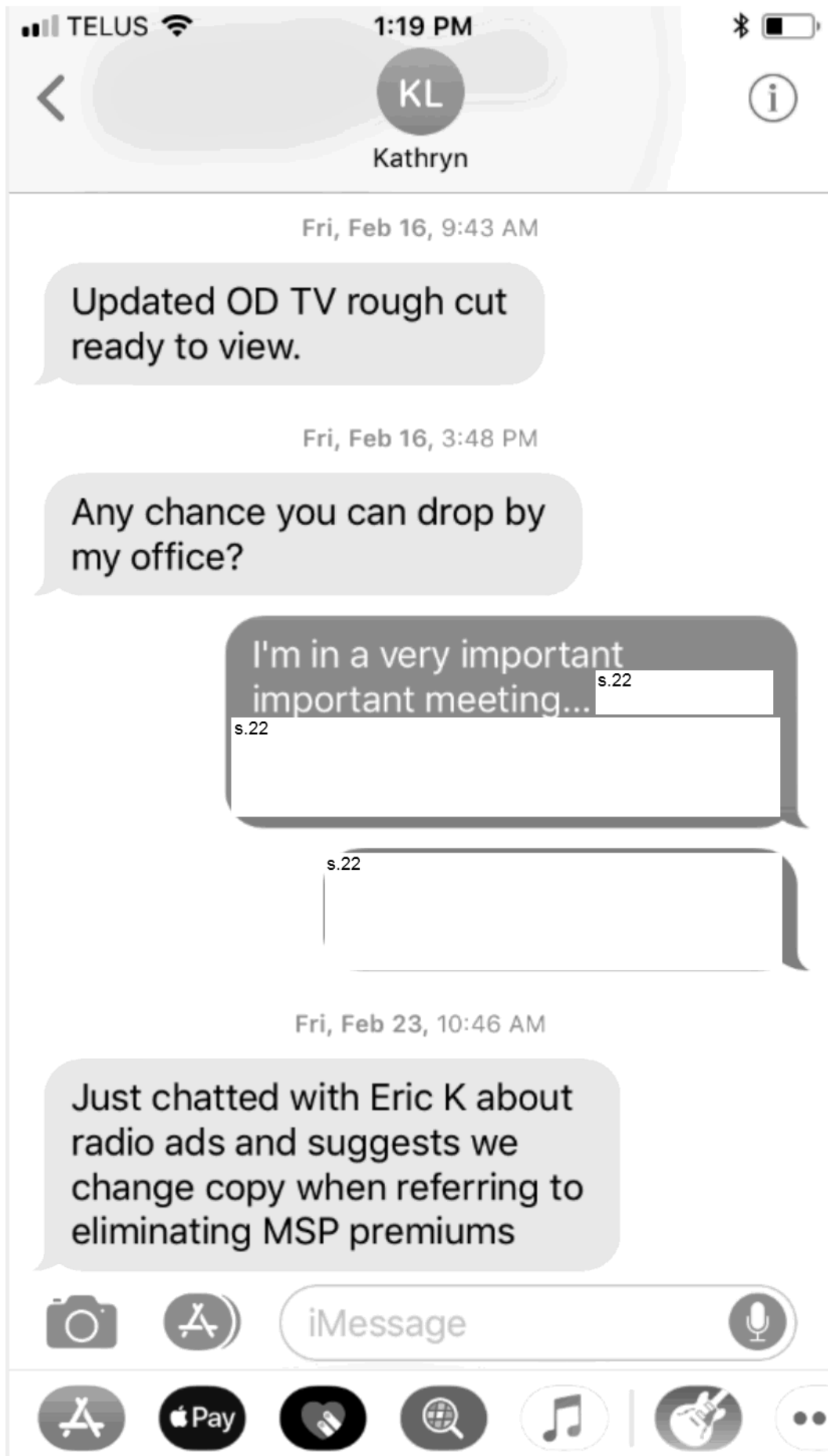
s.15

Fri, Jan 26, 11:55 AM

Pls review email on creative for  
OD. Deadline is Noon.













Cara



Meeting with Geoff. Urgent?

Nope. But it's about scheduling an announcement in tomorrow

Ok. Call you as soon as I'm done. Wrapping now.

Hey why don't we just social media this. I set it for 11:00.

You mean announce on social medi?

Yep

Have I misunderstood something

No

Fine. A short IB?

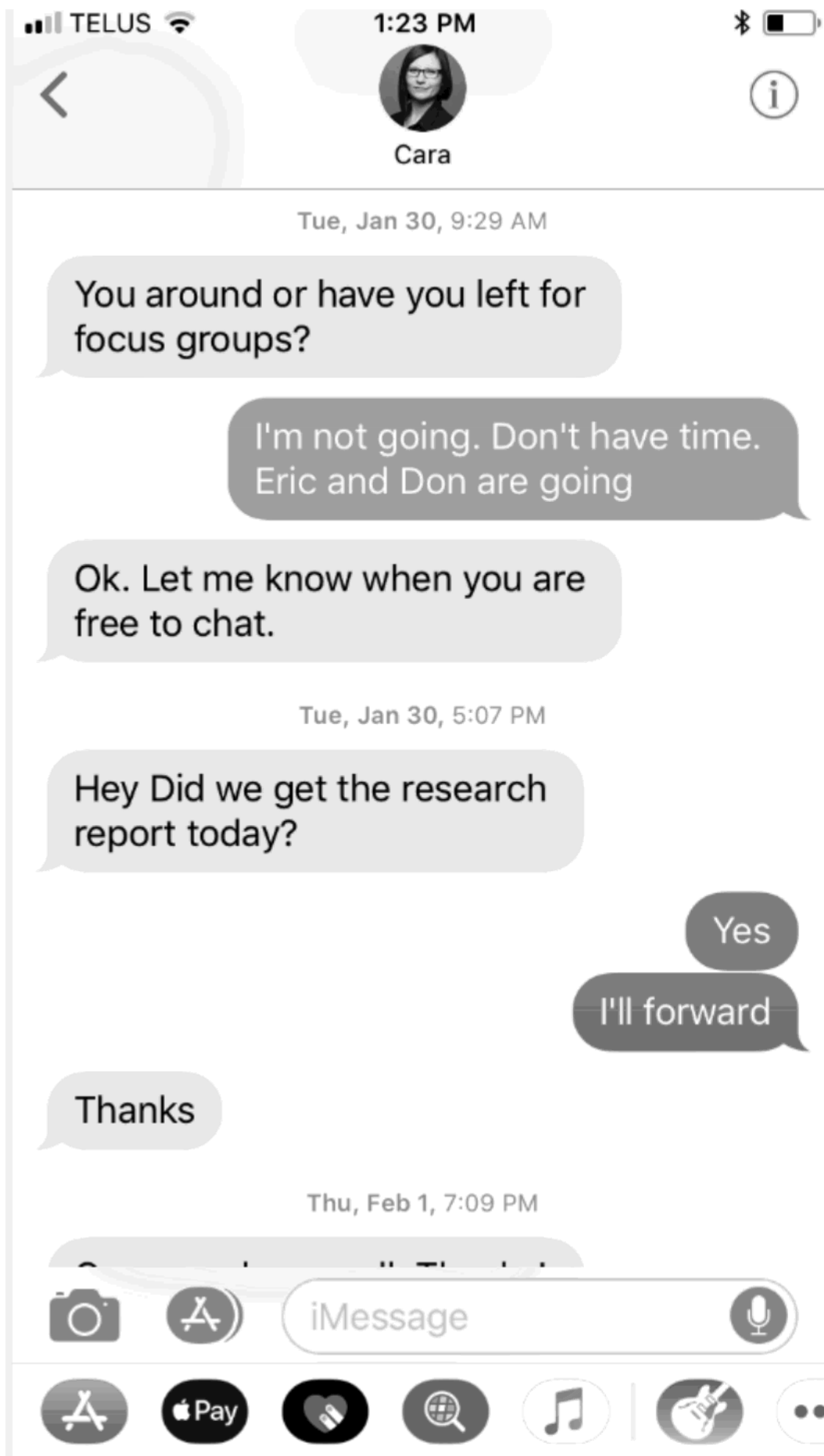


iMessage











Cara



Thanks

Thu, Feb 1, 7:09 PM

Can you please call. Thanks!

Thu, Feb 1, 8:57 PM

I am working from home tomorrow. Let's talk at some point. I have some HR news to share.

Fri, Feb 2, 8:47 AM

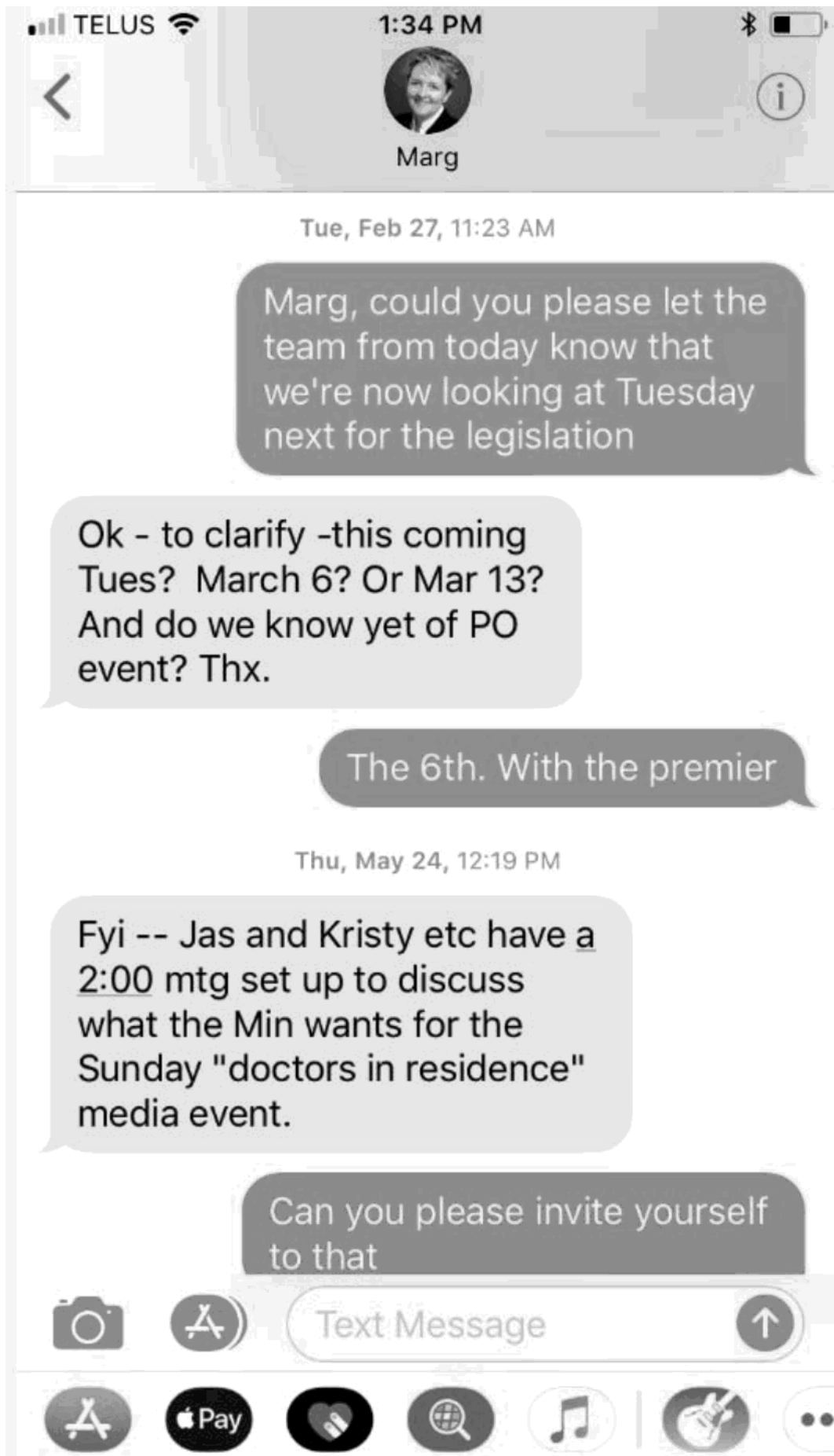
s.22



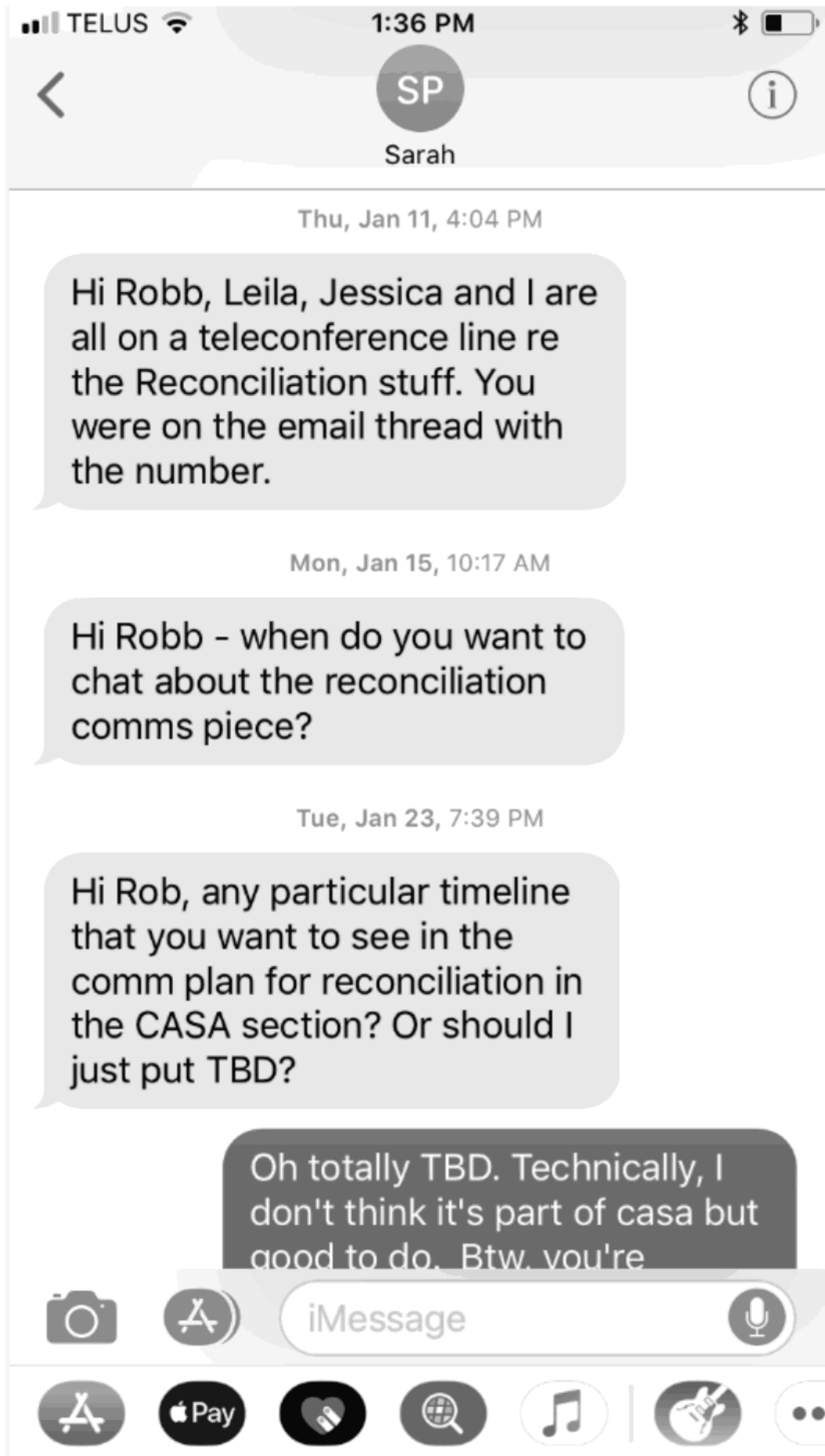
iMessage

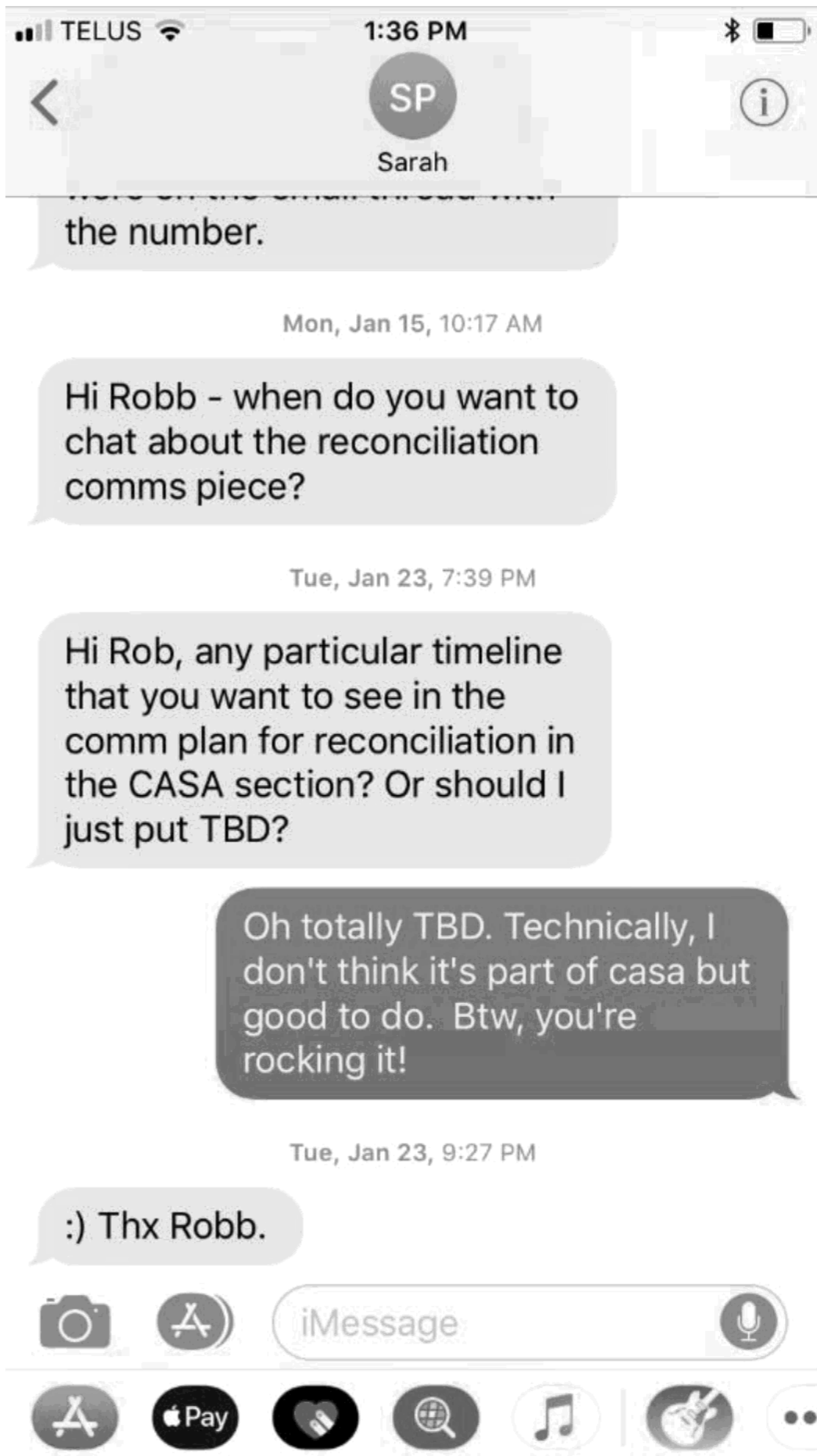














Karen



iMessage  
Fri, Feb 9, 11:52 AM

Robb. It's KJ at MCFD. It's pretty urgent that we talk please. My Ministers have directed me to call you about some things. Thanks!

Yep after I'm done at the PO

Thanks much.

s.13

s.13

I'm sure we can fix but will require a chat ASAP

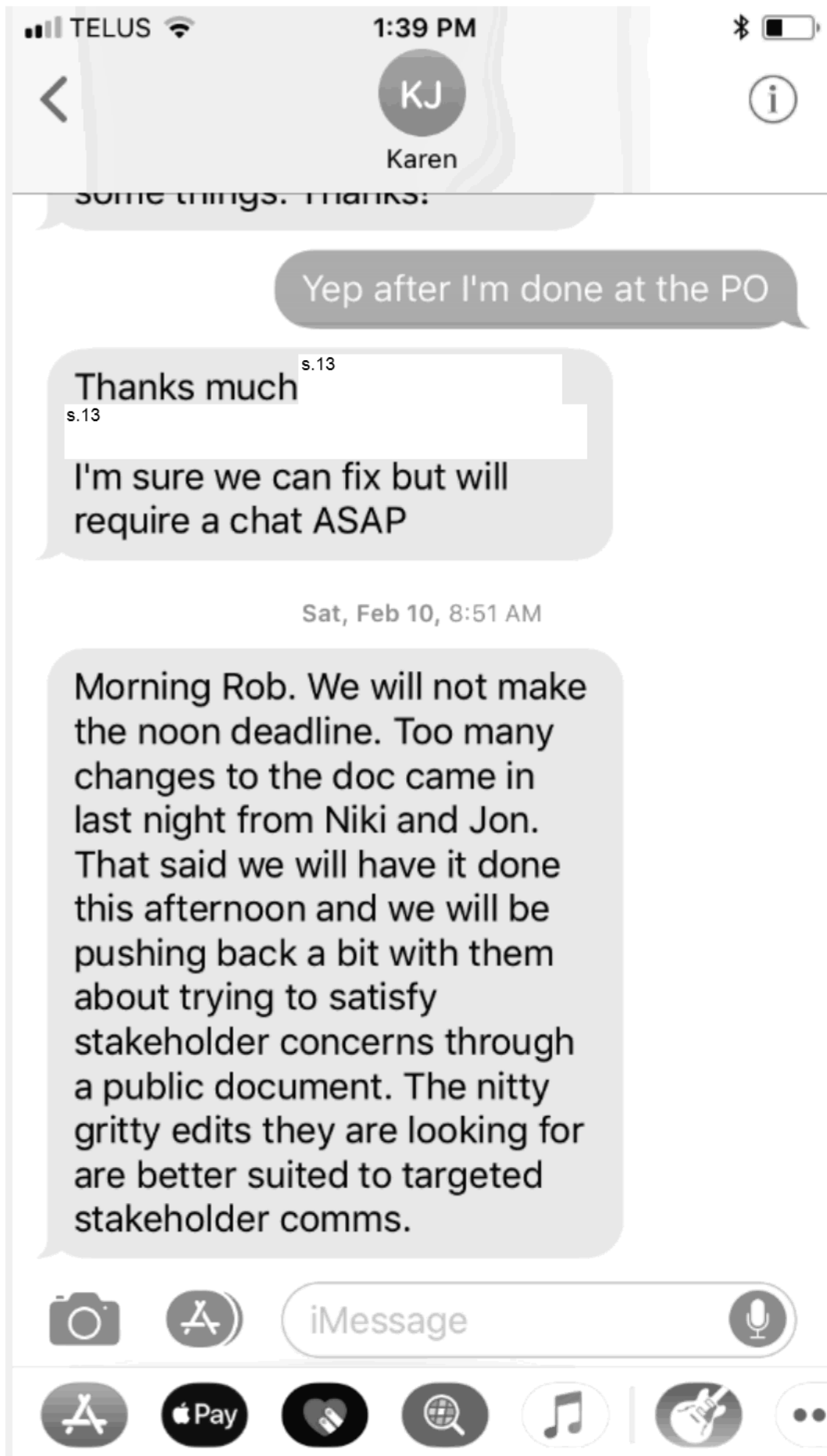
Sat, Feb 10, 8:51 AM

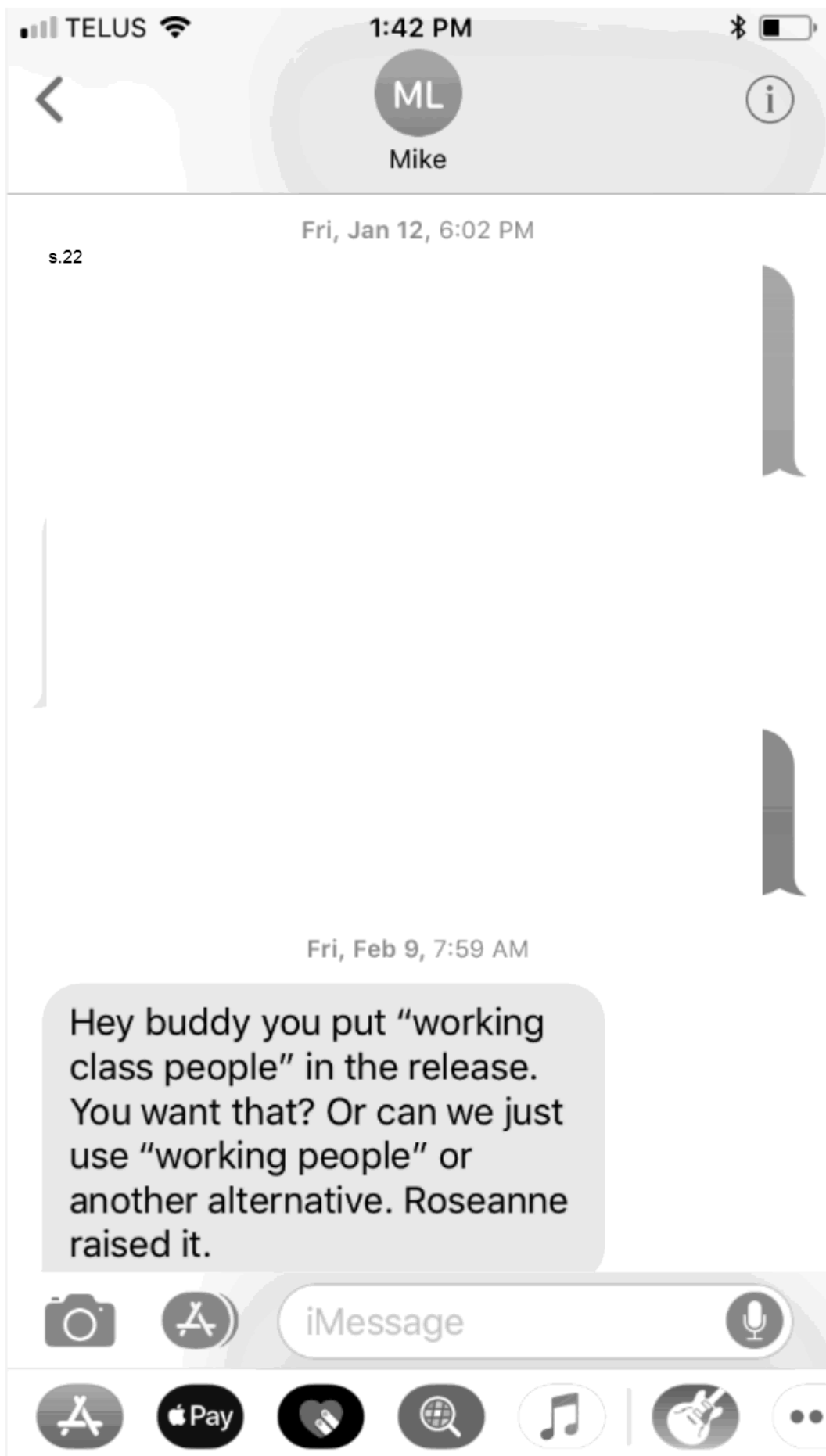
Morning Rob. We will not make the noon deadline. Too many changes to the doc came in last night from Niki and Jon. That said we will have it done this afternoon and we will be

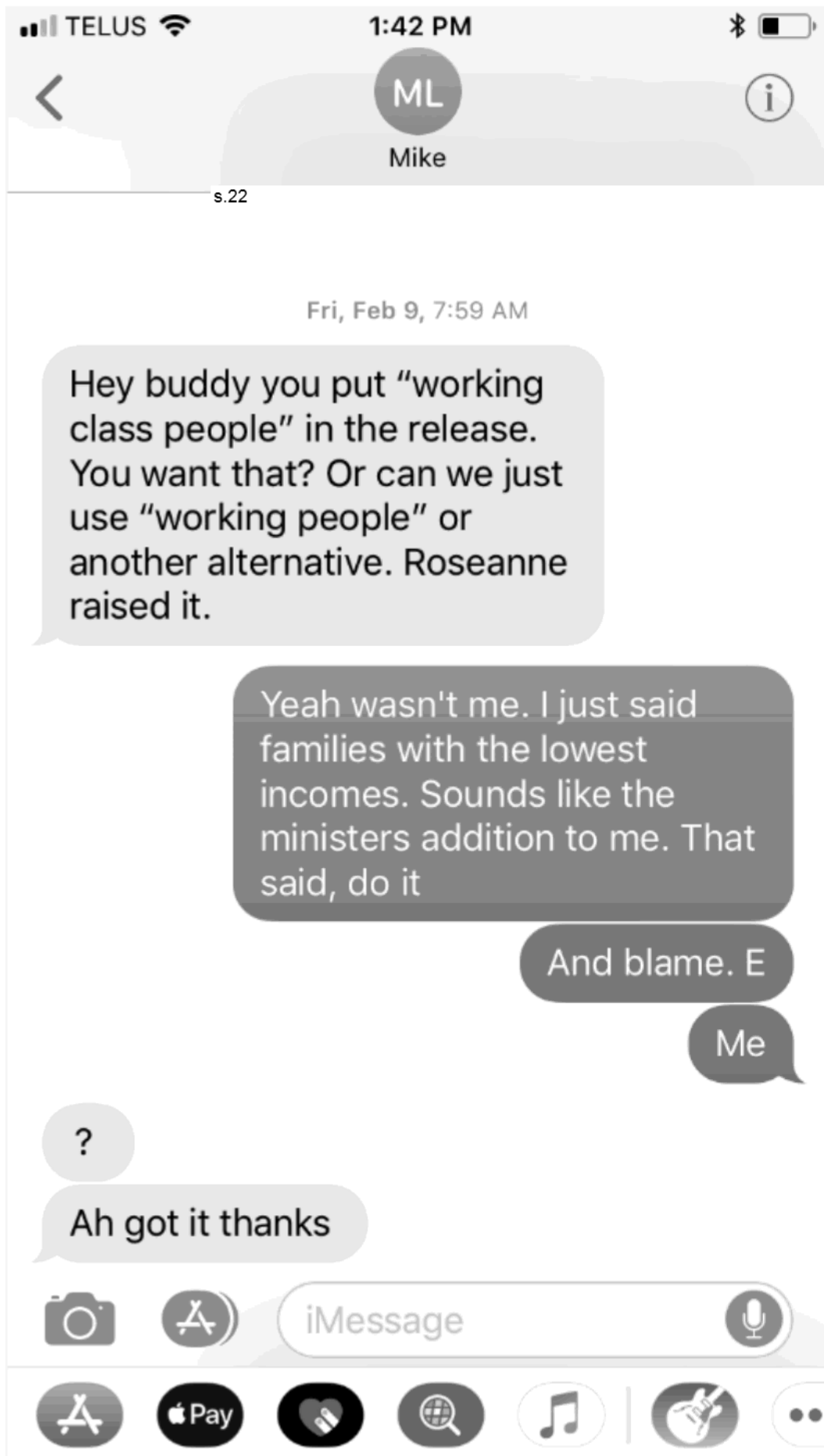


iMessage









s.22

Fri, Feb 9, 7:59 AM

Hey buddy you put "working class people" in the release. You want that? Or can we just use "working people" or another alternative. Roseanne raised it.

Yeah wasn't me. I just said families with the lowest incomes. Sounds like the ministers addition to me. That said, do it

And blame. E

Me

?

Ah got it thanks