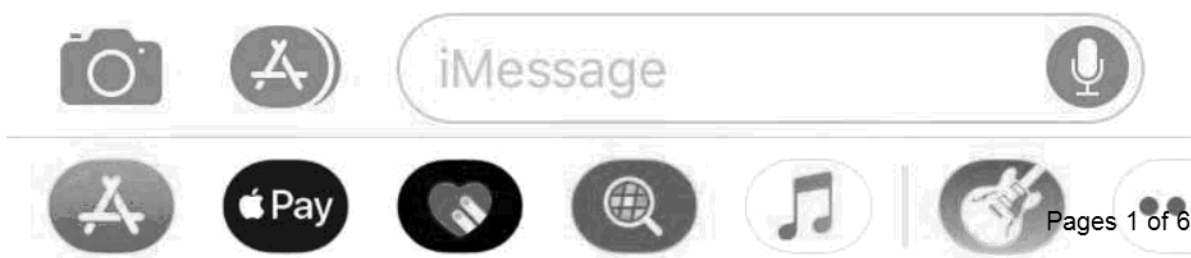


Fri, Mar 2, 4:37 PM

Hey Robb how familiar are you  
with the s.13 [redacted] legislation?

s.13





JJ

Can we push our meeting to 3?  
Cara has booked me into a  
meeting with the premier from  
2-3

Premier's office

Wed, Mar 14, 11:51 AM

Not sure if you saw my email  
but looks like we have zero on  
housing

s.13

s.13

Yeah fine. And Lisa has nothing  
for us in PG, kamloops or  
terrace



iMessage





Wed, Mar 21, 8:05 AM

You want to make any changes to that re-revised press release from health?

It is like a hydra, you cut one line, two appear...

There are also two numbers in the lede now

I agree completely with the sentiment. Execution is another story

s.22

Part of my problem is I'm reading on my phone

s.22

s.22



Ok, gotta get this going. Will copy you. If you're making changes speak up.

I sent to you on lunch

Lync

Just saw it now

Thank you

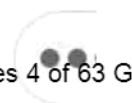
Sat, Mar 24, 5:38 PM

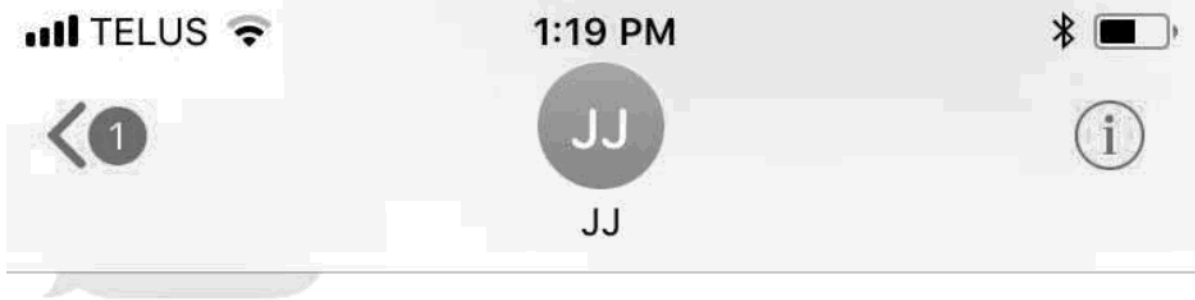
Hi Robb - folks from MCFD are asking about the video. Where is it at?

No man I told Karen it would be late today. With editing, graphics, color correction and the like, it takes time.



iMessage





Sun, Mar 25, 12:55 PM

You gonna be on the call?

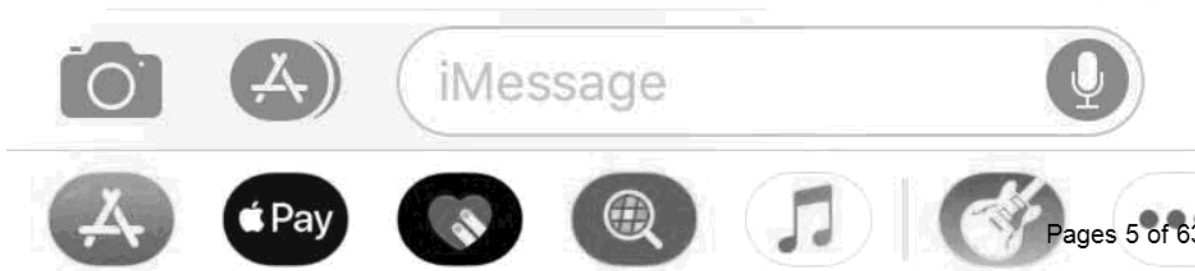
Yes

s.22

s.22

s.22

s.22





Thu, Apr 5, 10:57 AM

Running a few late

Thanks for letting me know.

Mon, Apr 9, 1:57 PM

Not to be overly picky but  
could you let us know what  
"this" is in terms of greyhound?

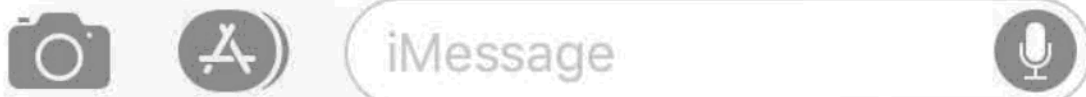
:)

Mon, Apr 9, 5:27 PM

Hey Robb - Craig is hoping you  
can firm up your hoped-for  
timing on rental event

Is Monday what you want?

I'm sure he is but no I can't. I  
actually want Tuesday



Tue, Apr 17, 8:16 AM

s.22

s.22

Yeah

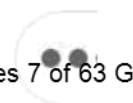
s.22

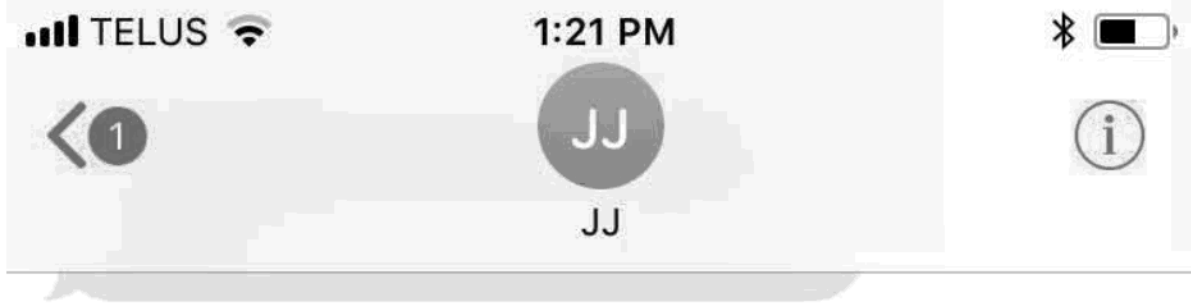
s.22

s.22



iMessage





iMessage  
Tue, Apr 17, 12:47 PM

Hey can you send me the NR for tomorrow?

Sure, it hasn't been signed off by Sage

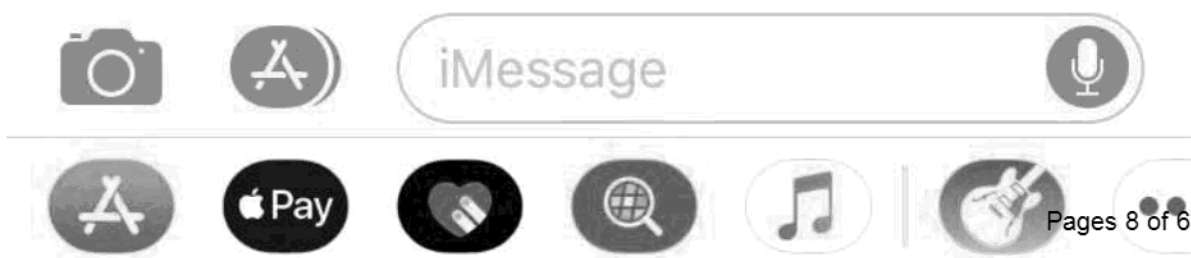
Tue, Apr 17, 5:43 PM

Craig has a Q...

Mon, Apr 23, 1:28 PM

JJ if my interpretation of Friday is accurate re ride sharing I may ask you to dive in on this more fulsomely

Sure Robb, just download your thoughts to me and I will take it on







Mon, Apr 23, 3:07 PM

It is going on the 26th

Wed, Apr 25, 9:00 AM

Hey JJ how's the cc Narrative going?

I am working on it this morning, I was derailed from it yesterday by a change in plan from PO. They moved up when they needed materials by a day.

Should have something to you this morning.

So this is something we can get in shape for Friday's meeting? I can add it to the agenda?

Yes.



Sat, Apr 14, 1:19 PM

Checking in - did you approve the moderators guide for Cannabis? Focus groups are Monday night.

Nope. Way bigger fish to fry yesterday. Will look at it before Monday morning

Ok

Wed, Apr 18, 11:09 AM

Any feedback on the guide for teens?

Yes I do but it's still in my processing line. Rather than change the guide I'll just send you and Kyle some notes on a couple questions that can be worked in.



Sounds good thx

Mon, Apr 23, 4:47 PM

Hey r u trying to reach me?

Wed, May 16, 2:38 PM

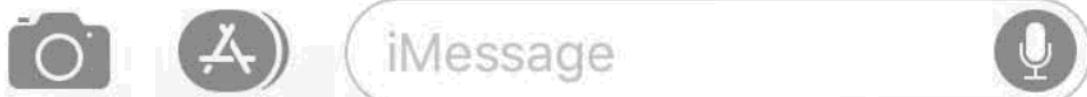
Hey what has st Bernadine worked on for us?

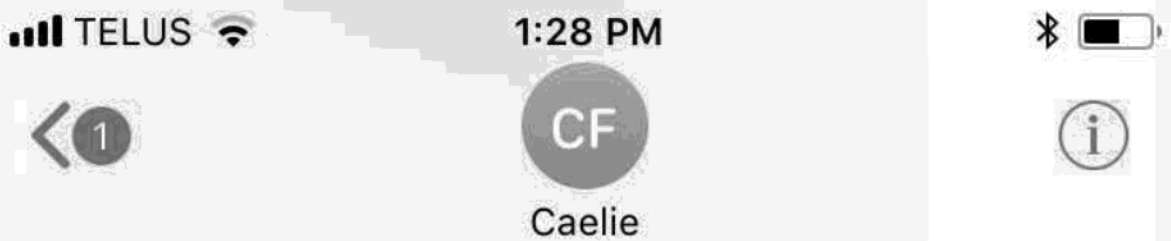
A few campaigns.... electoral reform, say something and FILU they worked on the JTT International marketing assets.

Oh Kathryn. s.22

No problem s.22

Do you want dollar amounts and dates?





Tue, Apr 10, 5:02 PM

Hi Robb, It's not urgent but can you call me when you have a free minute? Thanks! Caelie

Tue, Apr 10, 7:01 PM

Uh oh. Tomorrow morning?

Sure!

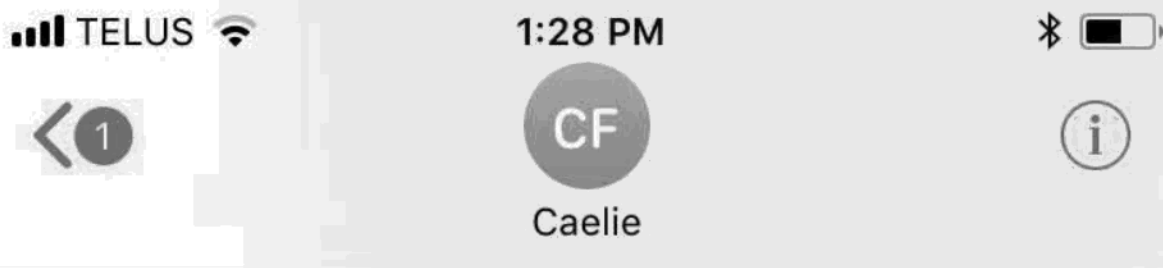
Wed, Apr 11, 1:08 PM

Heya. You didn't mention this morning the climate team's proposed engagement plan... launching next week on less than a week's notice??? Can we be flexible re launch?

I've got a lot on my plate ;)

I need to talk to MGH about intentions paper on targets so





I've got a lot on my plate ;)

I need to talk to MGH about intentions paper on targets so there may be flexibility.

s.13

s.13

The greens are very invested in climate strategy involving public engagement. We're having a big meeting with Weaver on Monday so I'll get a better sense then.





Caelie

public engagement. We're having a big meeting with Weaver on Monday so I'll get a better sense then.

Okay. I don't have a problem with doing it. I just don't want to do it next week. So my sense is if it's gonna be discussed next week we're not going to launch next week

Fair enough!

Wed, Apr 25, 4:05 PM

Not urgent (and not related to spills) but please call when you can

Thu, Apr 26, 8:00 AM

Shoot just saw this. Can I catch up with you at QP in the room?



iMessage





You still at work? Want me to come over?

s.22

s.22

.... but can step out quickly for a convo

Whoa. That sounds like something you should stay in. Let's pick it up tomorrow

s.22

Sounds good. Stop by anytime in the AM as we are moving forward pretty rapidly and do value your and Evan's insights.

Mon, Mar 19, 1:10 PM

Need to check in on some products for next week

s.22



Text Message





Rob



s.22

s.22

Got a sec to chat?

Mon, Mar 19, 5:53 PM

Hey Evan and David Hume are coming to meet with the minister tomorrow re Personalized Digital Services. This is an incredibly important initiative of government, and we're looking for cabinet leadership on this. It would be so groovy if the minister could buy in and help us champion this critical initiative! Thanks man

In other news, I should advise I've made a last ditch attempt on "the other thing". Anytime you need an infographic to



Text Message







RG



Rob

I've made a last ditch attempt on "the other thing". Anytime you need an infographic to explain a policy, it can't be good 😊

Haha, appreciate the push.

On the other one, I think odds are good.

Wonderful. Thanks.

Sat, Mar 24, 2:01 PM

Wait.

s.13

s.13

s.13



Text Message



Sun, Mar 25, 2:13 PM

Hey rob did you want to do this tomorrow at 10:30 or at 2:30?

Both times are saved for you

230 Is my pref so we can do a dress rehearsal

Cool. Got it

Just reviewed David's docs. Sent him a single change to each so I think we'll be ready at 3

On the premier, I think it will be important that he gets a focused briefing on this before he could be scrummed from 1-2 folks in finance with the usual ppl



Text Message





David

you please resend that memo

s.13

Dec 22, 2017, 12:23 PM

Can't seem to find it on my phone. Will send Garrett a note. He has the main copy.

Thank you.! Merry Christmas!

Fri, Apr 6, 5:04 PM

s.22

Sat, Apr 7, 8:09 PM

Looking good. She has to go dig it out but I think it will be okay.



Text Message



Tue, Mar 27, 7:21 PM

We don't have podium art for tomorrow's announcement in the design from that different design crew.

They sent it to us assuming we would get it printed. Our normal process is for our designers to get it printed. We only figured this out late this afternoon.

Tue, Mar 27, 8:34 PM

Pfft. Whatever.

Wed, Mar 28, 3:48 PM

What is this woodlands thing?

And is there any possible way there can be utility in an announcement to be made on



Wed, Mar 28, 3:48 PM

What is this woodlands thing?

And is there any possible way there can be utility in an announcement to be made on Saturday of Easter weekend?

Apparently this woodlands thing just came up today or yesterday and yet must be announced by March 31. How can that possibly be?

This is asked in the context of both thinking no one will hear about it at all on that day, and also because I really don't want to make one of my staff help with it on the long weekend.

Wed, Mar 28, 8:28 PM



thing just came up today or yesterday and yet must be announced by March 31. How can that possibly be?

This is asked in the context of both thinking no one will hear about it at all on that day, and also because I really don't want to make one of my staff help with it on the long weekend.

Wed, Mar 28, 8:28 PM

Hey sorry I missed your call...  
s.22 Need  
anything?

No worries. s.22  
Don't want to rope you into this.

s.22



iMessage



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

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Monday, April 30, 2018 3:38 PM  
**To:** Sharma, Niki MCF:EX; Gunn, Paula MCF:EX  
**Subject:** revision re TTHs

Hi there,

Just to let you know, I've just gone through a more formal budget re CC promotion, engagement and advertising costs (although this doesn't include costs at David Hume's end re his engagement process and related costs, which are also going to be a fair chunk of money). The result is that I've reduced the TTHs to four from five. Still gives the ministry good coverage but will reduce our costs by \$30,000.

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

---

**Subject:** Catch Up With Kathryn  
**Location:** s.15  
  
**Start:** Mon 2018-04-30 2:00 PM  
**End:** Mon 2018-04-30 3:30 PM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Gibbs, Robb GCPE:EX  
**Required Attendees:** LeSueur, Kathryn GCPE:EX

Hi Kathryn,

Actually, this is more than a catch-up. If I recall correctly, this is a meeting on the full year's budget. Can you have the rest o' the team join us?

R



## Gibbs, Robb GCPE:EX

---

**Subject:** Meeting with Robb, Sarah, Meghan and JM re: Technology Pillars  
**Location:** GCPE R s.15 GCPE:EX

**Start:** Tue 2018-05-01 9:00 AM  
**End:** Tue 2018-05-01 10:00 AM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Gibbs, Robb GCPE:EX  
**Required Attendees:** Zaharia, Sarah GCPE:EX; Sali, Meghan JTT:EX; McColl, John-Michael JTT:EX; Kwan, Shirley JTT:EX  
**Optional Attendees:** Schollen, Tasha GCPE:EX; Mihlar, Fazil JTT:EX; Little, Christine JTT:EX  
**Resources:** GCPE Rs.15 GCPE:EX

---

### Join online meeting

s.15,s.17

#### Join by Phone

Local - Victoria: s.15,s.17

Local - Vancouver: s.15,s.17

Toll-Free: s.15,s.17

[Find a local number](#)

Conference ID: s.15,s.17

[Forgot your dial-in PIN?](#) | [First online meeting?](#)

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

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, April 27, 2018 1:03 PM  
**To:** Meggs, Geoff PREM:EX; Aaron, Sage PREM:EX; Lloyd, Evan GCPE:EX; Dewar, Bob PREM:EX  
**Subject:** TMX coms FYI

Hi all,

Just FYI, Alberta govt has issued an RFP: \$2 million ad campaign beginning work in June... the reach is to all Canadians so I assume it follows their latest "standing up for Canada" direction. They're going to hit the ground running in short order in that they're taking the extra step of paying \$25,000 to each short-listed firm to develop and present creative concepts.

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, April 26, 2018 2:40 PM  
**To:** McColl, John-Michael JTT:EX; Sali, Meghan JTT:EX; Mihlar, Fazil JTT:EX; Schollen, Tasha GCPE:EX  
**Cc:** Zaharia, Sarah GCPE:EX  
**Subject:** Tech Summit frame  
**Attachments:** TechStrategy-Frame-V1.docx  
  
**Importance:** High

Hi all,

Just to speed up the review process, we're sending this to all of you at the same time.

As knowledge of this may be uneven, to sum up: given we do not have a Tech Strategy for this year's summit, we wanted to at least go in with a frame that spoke to our direction on all things tech.

So we have aggregated and synthesized discussions and documents, and have produced the attached for your review and comments. It outlines the pillars of a frame that can be woven into speeches, announcements and our overall presence at the summit. And then sets out themed days with supporting announcements.

For discussion.

Tks,

Robb

---

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

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, April 26, 2018 1:51 PM  
**To:** Scott, Douglas S AG:EX  
**Subject:** Double checking

Hi Doug,

s.13

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, April 26, 2018 1:09 PM  
**To:** LeSueur, Kathryn GCPE:EX  
**Subject:** RE: Child Care BC Radio - Final Mix x :30's

Please do. Good by me.

Tks,

R

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

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

From: LeSueur, Kathryn GCPE:EX  
Sent: Thursday, April 26, 2018 12:57 PM  
To: Gibbs, Robb GCPE:EX  
Subject: FW: Child Care BC Radio - Final Mix x :30's  
Importance: High

Robb, completed versions of the Childcare radio spots. Please review and then I'll forward to Karen and Nikki for approval.  
Kathryn

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

From: Richard Fisher [<mailto:richard@trapeze.ca>]  
Sent: Thursday, April 26, 2018 12:41 PM  
To: LeSueur, Kathryn GCPE:EX; Watt, Adrienne GCPE:EX  
Subject: Child Care BC Radio - Final Mix x :30's

s.22

For your review and approval.

Regards  
Richard

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

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, April 24, 2018 5:12 PM  
**To:** Prisiak, Lisa PREM:EX  
**Cc:** Smith, George AG:EX  
**Subject:** OIC re NCA1

Hi Lisa,

Turns out the announcement re NCA1 is going to be Thursday now. So we can proceed as normal re signing and release for Thursday.

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, April 24, 2018 2:50 PM  
**To:** Scott, Douglas S AG:EX  
**Cc:** Milne, Gala AG:EX  
**Subject:** trademark update

Hi Doug,

Just FYI, <sup>s.13,s.14</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:** Tuesday, April 24, 2018 2:01 PM  
**To:** Thistle-Walker, Carlene GCPE:EX  
**Cc:** Anderson, Kristy GCPE:EX; McGregor, Cara GCPE:EX  
**Subject:** RE: Direction -- BCEHS Night vision installation announcement

Hi,

Well, I really tried hard but it's a no-go, especially given the recommended approach. So go ahead as planned with the minister.

Tks,

Robb

---

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

---

**From:** Thistle-Walker, Carlene GCPE:EX  
**Sent:** Tuesday, April 24, 2018 11:48 AM  
**To:** Gibbs, Robb GCPE:EX  
**Cc:** Anderson, Kristy GCPE:EX; McGregor, Cara GCPE:EX  
**Subject:** Direction -- BCEHS Night vision installation announcement

Hi Robb,

I know that you had indicated that the Premier might potentially be interested in this announcement. Can you confirm that this is no longer the case and that BCEHS is able to move forward on their own, if they would like? Proposed dates are May 4 or May 11. Details of what they could do in terms of an event are below. Just let us know if you have any questions or need anything else at this point.

Thanks,  
Carlene

**Carlene Thistle-Walker** | Communications Manager  
Government Communications & Public Engagement  
B.C. Ministry of Health

Tel: 250.952.1644 | Mobile: 250.812.3291 | email: [carlene.thistle-walker@gov.bc.ca](mailto:carlene.thistle-walker@gov.bc.ca)

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**From:** Siddiqui, Fatima EHS:EX  
**Sent:** Tuesday, April 24, 2018 11:43 AM  
**To:** Thistle-Walker, Carlene GCPE:EX  
**Cc:** Pritchard, Lesley EHS:EX; XT:Lilley, Sally-Anne HLTH:IN; Heinze, Laura R GCPE:EX; Anderson, Kristy GCPE:EX;



Hi all –

Sorry for the earlier email and the delay in getting you details. This is what I have been able to glean from my conversations with Helijet.

NVIS is a proven technology used primarily by first responder flight operations such as air medical, search and rescue and law enforcement. NVIS, also referred to as night-vision goggles, is a system technology which uses image intensifier tubes to produce an enhanced image of a scene in light conditions too low for the normal human eye to identify clearly during navigation and pilotage.

Under an agreement with BCEHS, the \$1.6 million installation cost is financed by Helijet. Now operational, NVIS will enhance cockpit flight operations to provide greater pilot situational awareness with the objective of achieving safer mission completion during night flight operations.

To showcase this new technology, we have two options for this event:

- 1) Night-time event (10:00 PM):
  - a. This event will be held at Helijet's YVR hangar, after sunset. It will be news conference style, after the announcement, Minister Dix, Linda Lupini and the media will be able to take turns to go up for a short ride in the air ambulance.
    - Pros: MAD, LL and media can get a "true" demonstration of the new technology. Media can get individualized footage.
    - Cons: Start time at 10:00 PM, unlikely to get a lot of media. Will require a lot of lighting to get good shot of air ambulance.
- 2) Day-time event (During normal business hours, can be determined by schedule of MOH and BCEHS) [Recommended]
  - a. I propose that MAD and LL are picked up at Helijet's downtown location and are flown to the hangar at YVR (10 minute flight) where media will be waiting to watch them disembark together. They can then hold the news conference and make the announcement. There is also a dark room where anyone wanting to try the technology can take the portable equipment and get some images. Helijet pilots and BCEHS flight paramedics will also be on scene to simulate real time conditions for further images.
    - Pros: More members of the media are likely to attend. We will also be able to send photos and have interviews with rural and remote media at on the same day
    - Cons: No "live" demonstration of the technology

We will have a news release with quotes from MOH, BCEHS and Helijet as well as provide a short video, of what a NVIS user sees while using the equipment may be created using a smartphone for distribution to media covering the story. No adapters are available that would allow full quality camera to record properly. Samples are available of the air ambulance landing in a remote setting.

We are proposing the day-time event for logistical purposes and to ensure that we can get as much media coverage as possible, with a focus of getting materials to media in the remote communities.

Once we are all in agreement about the type of event, and date (proposing either May 4<sup>th</sup> or May 11<sup>th</sup>) I will prepare a formal event plan.

Are there any other questions I can answer for you at this time?

Fatima

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

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, April 24, 2018 8:05 AM  
**To:** Smith, George AG:EX; Milne, Gala AG:EX  
**Subject:** some examples  
**Attachments:** GCPE\_BC CANNABIS STORES\_Examples.pdf

Hi there,

Here are some mock-ups of in situ application of the LDB cannabis brand.

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:** Monday, April 23, 2018 10:56 AM  
**To:** Robins, Shawn GCPE:EX; Zadravec, Don GCPE:EX; Smith, George AG:EX  
**Subject:** NR changes  
**Attachments:** NR - Legislation - 23APRIL18 - RGGedits.docx

Hi,

Am sending to everyone to speed things up. First three paras are changed.

Tks,

R

---

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

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, April 22, 2018 9:54 PM  
**To:** Meggs, Geoff PREM:EX; Clark, Layne PREM:EX  
**Cc:** Lloyd, Evan GCPE:EX  
**Subject:** Climate Branding WG framework  
**Attachments:** ClimateBrandingWG-Framework-V2.docx

Hi Geoff,

Evan and I have worked the attached up for Monday's meeting to help guide the discussion and the following activities of the Working Group. For knocking around at the meeting.

Tks,

Robb

## Gibbs, Robb GCPE:EX

---

**Subject:** Restructuring summary mtg  
**Location:** s.15  
  
**Start:** Mon 2018-04-23 4:30 PM  
**End:** Mon 2018-04-23 5:00 PM  
  
**Recurrence:** (none)  
  
**Meeting Status:** Meeting organizer  
  
**Organizer:** Gibbs, Robb GCPE:EX  
**Required Attendees:** Aaron, Sage PREM:EX

## Gibbs, Robb GCPE:EX

---

**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, April 20, 2018 9:11 AM  
**To:** McColl, John-Michael JTT:EX  
**Subject:** RE: NR - STEMCELL SIF Announcement - Joint - EN - v2 (2) (002)  
**Attachments:** NR - STEMCELL SIF Announcement - Joint - EN - RGG.docx

Okay. If this were me, here's what I'd do with it (attached). Key Robb principles:

1. It's not about US – it's about people
2. Narrative parts are for the WHAT; quotes are for the values and the WHY
3. Make the lede have relevance

See what you think. s.13,s.16

R

---

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

---

**From:** McColl, John-Michael JTT:EX  
**Sent:** Thursday, April 19, 2018 3:11 PM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Re: NR - STEMCELL SIF Announcement - Joint - EN - v2 (2) (002)

Perfect! Thanks for fixing. And I think this is a fed news release, s.13,s.16  
with Tasha s.13,s.16

. Worth checking

JM

Sent from my iPhone

On Apr 19, 2018, at 2:56 PM, Gibbs, Robb GCPE:EX <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)> wrote:

Hi JM,

Nope nope nope. I'm gonna rewrite this a bit if you don't mind. s.22  
s.22

: the lede is a pure values

statement and the actual news is buried.

Plus, is this "our" news release? Cause we no longer use this format.

Not going to have it today.

Sorry,

Robb

---

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

---

**From:** McColl, John-Michael JTT:EX  
**Sent:** Thursday, April 19, 2018 2:07 PM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** NR - STEMCELL SIF Announcement - Joint - EN - v2 (2) (002)

Hey Robb,

Not sure if you have time for this sort of thing, but we're just putting finishing touches on the STEMCELL press release.

s.13,s.16

Following our discussion today, I wanted to see what you think of the proposed quote from MBR. Feel free to make edits as you see fit, I'm hoping to bring forward to him for approval by EOD.

JM



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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, April 18, 2018 12:27 PM  
**To:** Zadavec, Don GCPE:EX  
**Cc:** Lloyd, Evan GCPE:EX  
**Subject:** OIC hold

Hi Don,

I just put a tentative hold on an OIC that went to Cabinet today. s.13  
s.13

This is good stuff, so I'd like to know: A, is there coms for this; and, s.13  
s.13

Tks,

Robb

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## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, April 18, 2018 8:59 AM  
**To:** LeSueur, Kathryn GCPE:EX; Stewart, Dawn M GCPE:EX; 'Mario Canseco'  
**Subject:** Can we get a contract going

**Importance:** High

Hi all,

Could we please begin getting a contract in place for Mario re the poll he completed for us over the weekend.

s.22

- I reached out initially to him at Insights because he had completed the first survey for us on this particular topic – the Kinder Morgan pipeline. s.22
- Given his experience with us on this topic and the urgent request from the Premier's Office for this survey, I opted to continue working with Mario.
- He programmed and executed the survey, and provided a weekend report, in the space of two days and in time for the Premier's meeting with the Prime Minister. s.22

Mario, to assist, could you please provide us with an estimate/invoice for this work?

Thank you all!

Robb

---

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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, April 13, 2018 10:03 AM  
**To:** Robinson, Jon PREM:EX  
**Subject:** CC complan  
**Attachments:** CCBC-Rollout\_ComplanV1.docx

Hi,

Still have to make changes but here's the first draft.

R

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## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, April 12, 2018 9:48 AM  
**To:** Frampton, Caelie ENV:EX  
**Subject:** Working group members

Hi Caelie,

Evan and I had another chat about this after you and I spoke yesterday... we ended up agreeing that we need to roll the Energy Roadmap into this, so I'd like to suggest to you that we have EMPR in from the beginning. Think about it and lemme know. So with that in mind, here's my list, and please fill in the ministry side as needed:

GCPE:

Evan Lloyd

Robb Gibbs

Danielle Dalzell (Caelie, s.22  
have her involved)

Donna Sanford

I'd like to

MECCS

Caelie Frampton

Dave Crebo (and others as identified from coms)

Program rep(s)

PO

Bob Dewar

Jon Robinson

EMPR

Melissa Sanderson

David Haslam

Program rep

I'd suggest we then bring others in as needed for various stages. For example, it may be the case that we bring JTT people in re their role in assisting with the low-carbon economy agenda, of Mira when we are dealing with stakeholder-related matters.

Thoughts on all this?

Tks,

Robb

---

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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Monday, April 9, 2018 2:12 PM  
**To:** Ashbourne, Craig MAH:EX; Leslie, Lisa GCPE:EX  
**Cc:** Jones, JJ GCPE:EX  
**Subject:** next week's announcement

Hi there,

Just want to ask about the announcement slated for next week on the 14,000 new rentals... are there partners for this announcement who have already been told the date?

Can you see where I'm headed with this?

Which is to say... Can we move this? The problem is we've now moved all the cannabis legislation to that day so it's not a good day for this, if at all possible. And I appreciate there are downstream consequences re moving echo events. So I'm not saying it has to be so, really just asking.

Tks,

Robb

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## Gibbs, Robb GCPE:EX

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**Subject:** Assignment Meeting  
**Location:** GCPE R s.15 GCPE:EX  
**Start:** Wed 2018-04-11 9:30 AM  
**End:** Wed 2018-04-11 11:00 AM  
**Recurrence:** (none)  
**Meeting Status:** Meeting organizer  
**Organizer:** Gibbs, Robb GCPE:EX  
**Required Attendees:** McGregor, Cara GCPE:EX; Jones, JJ GCPE:EX; Dalzell, Danielle GCPE:EX; Croft, Robyn J GCPE:EX; Lowe, Mike GCPE:EX; Zaharia, Sarah GCPE:EX; Zadravec, Don GCPE:EX  
**Resources:** GCPE R s.15 GCPE:EX

Okay seriously, this one is it

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## Gibbs, Robb GCPE:EX

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**Subject:** Assignment Meeting

**Location:** GCPE R s.15

GCPE:EX

**Start:** Mon 2018-04-09 3:00 PM

**End:** Mon 2018-04-09 4:30 PM

**Show Time As:** Tentative

**Recurrence:** (none)

**Meeting Status:** Not yet responded

**Organizer:** Gibbs, Robb GCPE:EX

**Required Attendees:** McGregor, Cara GCPE:EX; Jones, JJ GCPE:EX; Dalzell, Danielle GCPE:EX; Croft, Robyn J GCPE:EX; Lowe, Mike GCPE:EX; Zadravec, Don GCPE:EX; Zaharia, Sarah GCPE:EX

**Resources:** GCPE R s.15

GCPE:EX

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, April 5, 2018 9:18 AM  
**To:** Oreck, Mira PREM:EX  
**Subject:** CC update

Hi Mira

Update on stuff: I talked with Niki last evening and ran a number of thoughts past her. That's resulted in us contemplating the following.

Communicating the brand: I think the call center people are focused on, and getting caught up in, the technical aspect of stuff. We need to embed the broader brand messaging in what they're saying. EVERYONE needs to communicate the brand.

I think they'll take the Minister down to talk with the call center staff. She needs to set the tone and the. People can take it on and start reflecting it.

s.13

Moving up the TTHs and getting the Minister out there on the brand.

I also want to push off the TV advertising till august and tie it into the transactional affordability messaging around applying for grants (parents). This gives us a good public service angle for tv.

Then launch asap with radio, targeted print and digital on the broad brand messaging that may include streeter-style stuff to show that providers and parents are onside and believe in the benefits. We need to take back the sector voice.

Thoughts?

R

Sent from my iPhone

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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Sunday, March 25, 2018 4:06 PM  
**To:** Nate King; 'Naomi King'  
**Subject:** final content  
**Attachments:** ST-WebContent.docx

Hi,

Final hopefully.

Please note for the infographic, any text in the boxes that I put as detail or in brackets, you can make the font size smaller. It really is detail.

Tks,

R

---

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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, March 23, 2018 3:54 PM  
**To:** Aaron, Sage PREM:EX  
**Subject:** CC brand identity  
**Attachments:** ChildCareBC\_VID\_Presentation\_Pg\_15.pdf

As discussed, in situ.

R

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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Thursday, March 22, 2018 8:34 AM  
**To:** Kerr, Grant GCPE:EX  
**Subject:** NR for this morning  
**Attachments:** NR-LNGapproach-V8.docx

Hi,

No formatting. No nothing. Pretty sure this is final for you to cast an eye over.

Tks,

R

---

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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Friday, March 16, 2018 8:53 AM  
**To:** Meggs, Geoff PREM:EX; Aaron, Sage PREM:EX  
**Subject:** First quarter omnibus instrument  
**Attachments:** Environics - BC GCPE Quarterly Tracking Wave 1 FINAL-RGG Qst - March 15-18.docx

Hi folks,

Have a read please. Not in a huge hurry but I would like to finalize for first thing Monday so we can get it programmed (Environics appears to need more time than others for this) and in the field by mid-week. So please send notes over the weekend sometime. Oh, it's already in track-changes mode for your convenience.

Tks,

Robb

---

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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, March 14, 2018 10:53 AM  
**To:** Haslam, David GCPE:EX; Beaupre, Darren GCPE:EX  
**Subject:** revised panel NR  
**Attachments:** NR-BG\_Hydraulic Fracturing Review Panel\_updated March 13 - RGGedits.docx

Hi guys,

I have reworked the NR, specifically the first four paras, and am attaching here. This has gone through Evan and Geoff, but not your MO.

Note that I took out the Quick Facts. s.22

Lemme know if you have any questions/concerns.

Tks,

R

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## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, March 13, 2018 6:58 PM  
**To:** Gillezeau, Rob FIN:EX; Spilker, Robyn FIN:EX; Lloyd, Evan GCPE:EX; Aaron, Sage PREM:EX  
**Subject:** Monday fix

Hi there,

I'm not entirely sure what the breadth of the fix on speculation is, though I gather the focus is on the geographic fix.

That said, here's what we said in the Housing Plan with the key part bolded:

Beginning fall 2018, the Province will introduce a new speculation tax on residential property. This tax will target foreign and domestic speculators who own residential property in B.C., **but don't pay taxes here**, including those who leave their units sitting vacant. This will include satellite families.

Shouldn't this be our guiding light on all this in terms of any adjustment of direction?

Tks,

Robb

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## Gibbs, Robb GCPE:EX

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**Subject:** Bi-weekly Priorities planning  
**Location:** GCPE R s.15 GCPE:EX  
**Start:** Fri 2018-03-16 2:30 PM  
**End:** Fri 2018-03-16 4:00 PM  
**Recurrence:** (none)  
**Meeting Status:** Meeting organizer  
**Organizer:** Gibbs, Robb GCPE:EX  
**Required Attendees:** Gibbs, Robb GCPE:EX; Aaron, Sage PREM:EX; Van Meer-Mass, Kate PREM:EX; Devereux, Rick GCPE:EX; Dalzell, Danielle GCPE:EX; Jones, JJ GCPE:EX; McGregor, Cara GCPE:EX; Christensen, Suzanne PREM:EX; Lowe, Mike GCPE:EX; Robinson, Jon PREM:EX; Croft, Robyn J GCPE:EX; Oreck, Mira PREM:EX  
**Optional Attendees:** Mojeed, Ruth GCPE:EX; Hardin, Karl GCPE:EX  
**Resources:** GCPE R s.15 GCPE:EX

Hi all,

When I can figure out how to do a recurring invite, I will. In the meantime, this is a follow-up to our meeting the other week. I'd suggest that this group is now the Priorities Working Group, as it seems to be the right combo of people (note: adding Mira to the mix).

Tks,

Robb

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## Gibbs, Robb GCPE:EX

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**Subject:** housing web

**Start:** Tue 2018-03-13 2:30 PM  
**End:** Tue 2018-03-13 3:00 PM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Gibbs, Robb GCPE:EX  
**Required Attendees:** Jones, JJ GCPE:EX

## Gibbs, Robb GCPE:EX

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**Subject:** Meeting with re: Childcare Information Campaign  
**Location:** s.15

**Start:** Tue 2018-03-13 4:00 PM  
**End:** Tue 2018-03-13 5:00 PM

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Gibbs, Robb GCPE:EX  
**Required Attendees:** LeSueur, Kathryn GCPE:EX; LeGuilloux, Marg GCPE:EX; Watt, Adrienne GCPE:EX; Johnston, Karen GCPE:EX; Sharma, Niki MCF:EX; richard@trapeze.ca; Val@trapeze.ca; Martin@trapeze.ca

Richard, can you please confirm that Val and Martin also received this invite.

Thank you!

Marnie

## Gibbs, Robb GCPE:EX

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Wednesday, March 7, 2018 1:33 PM  
**To:** Main, Grant TRAN:EX; Harder, Derrick TRAN:EX  
**Subject:** CBA speech language

**Importance:** High

Hi folks,

As an FYI, here is the rough language now being used for the CBA part of the Premier's speech tomorrow. It is quite extensive and I think will be very well received. Highly confidential at this point, please and thank you. Here you go:

s.13

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

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**From:** Gibbs, Robb GCPE:EX  
**Sent:** Tuesday, March 6, 2018 2:53 PM  
**To:** Gillezeau, Rob FIN:EX; Spilker, Robyn FIN:EX; Singh, Jasmyn HLTH:EX  
**Subject:** Richmond Hospital

Hi all,

Yes it's back. I know we left this discussion last week but I need to bring it back.

For those of you unaware, the Premier committed to a Richmond Hospital announcement mid-March. We left things last week with the sense that MoH would have to complete their analysis of the business plan, and then have TB do their analysis. I would suggest this will now have to be fast-tracked a bit. Which is what I talked to MoH about just now. They are on the case and we're going to touch base later in the week to see how things are going.

I think we could eke out a little leeway and maybe shoot for the 21<sup>st</sup> for an announcement. But it's clear the premier wants this to happen.

Tks all,

Robb

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