

Ministry of Energy

Fair Hydro Plan Communications

Key Performance Indicators

1. Ontario.ca/FairHydroPlan webpage for more information
March 1 – September 12, 2017
Google Analytics
 - a. English Visits 122,502
 - b. French Visits 535
 - c. Average time spent on webpage 7min 8sec
 - d. 45.7% mobile, 43.8 desktop, 10.5 tablet

2. Ontario Electricity Support Program (OESP)
Applications/Enrollment (from OEB) March 1 – August 31, 2017
 - a. Applications Submitted 66,866
 - b. Accepted Communications Sent 44,297 (Note: This may include applications submitted prior to Mar 1st which were accepted during this period)
 - c. Also, note applications may be attributed to several factors, not limited to Ontario's Fair Hydro Plan. The Ontario Energy Board continues to support the OESP with advertising and social assistance outreach.

3. Awareness/Sentiment:
 - a. Public awareness/sentiment data details about Ontario's Fair Hydro Plan are not available. However, planned message reach and frequency of impressions was achieved through mass communications platforms including television, radio and digital advertising, website, social media posts (Facebook and Twitter), public announcements, bill inserts, media outreach and correspondence. Local distribution companies also developed direct to consumer communications to aid awareness.

- b. Public level of concern on the energy file has declined and leveled off since the introduction of Ontario's Fair Hydro Plan.

