

Appendix II
Residential Rat Control Subsidy Pilot Program

DETAILED OVERVIEW COMMUNICATIONS TACTICS AND REACH METRICS

Media	Tactic	Reach Metric
Print	Councillor Newsletter's	Circulation: 44,226 residents and businesses
	Local newspapers Advertisements X 3: <ul style="list-style-type: none"> • Brampton Guardian • Mississauga News • Caledon Enterprise & Caledon Citizen 	470,300 subscribers
	News Release - Insuaga	330,600 subscribers
	Water Bill Insert	300,000 residents
	Neighborhood education flyer drop off	1,400 residents
	Mobile Signs: Area 1: Dixie & Burnhamthorpe Area 2: Burnhamthorpe & Ponytrail	View's fluctuate and are dependent on sign location
Online	Website: <ul style="list-style-type: none"> • New Webpage • Region of Peel home page story 	14,018 page visits
	Connect 2 Peel	170,000 subscribers 3,194 link clicks
	Social Media – Twitter, Instagram, Facebook	571,354 impressions 231 engagements 1,524 link clicks
	Online Advertising – Social Media Platforms	410,795 impressions