

## 01 - SERVICES CAMPAIGN 2015-16

**CAMPAIGN DATES:** Nov 16, 2015 - Mar 31, 2016

**ESTIMATED BUDGET:** \$5M

**OBJECTIVE:** Drive awareness and registration of government services and programs.

**KEY MESSAGES:**

- **Property Transfer Tax changes (Budget 2016)**  
A new full exemption for newly built homes up to \$750,000, saving buyers up to \$13,000 on the purchase of a new home, with a partial exemption of up to \$800,000.
- **MSP Premium changes (Budget 2016)**  
Changes to MSP premiums and enhanced premium assistance, effective Jan. 1, 2017, will help lower-income families, individuals and seniors with the cost of living. All children will be exempt from MSP premiums, benefiting about 70,000 single-parent families.
- **B.C. Training Education Savings Grant (Budget 2016)**  
The grant is a contribution of \$1,200 to RESPs of eligible children born in 2006 or later. Previously, it was 2007. As a result of the change, 40,000 additional children are now eligible.
- **B.C. Early Childhood Tax Benefit**  
The tax benefit provides up to \$660/year per child under age 6. Benefits are based on the number of children in the family and the family's net income.
- **B.C. Home Renovation Tax Credit**  
The tax credit of up to \$1,000 assists seniors and persons with disabilities with the cost of certain permanent home renovations to improve accessibility or help them be more functional or mobile at home.
- Visit [gov.bc.ca](http://gov.bc.ca) where over 80 new and existing programs and services are featured.

**MEDIA BUY:**

- Traditional: Television (province wide) / Radio (rural focus) / multicultural TV and Radio
- Online: Preroll / desktop and mobile display / SEM / sponsored content / multicultural
- Social: FB / Twitter / Instagram

**METRICS:**

- B.C. Training Education Savings Grant Service uptake has increased 138% (as of Mar. 1, 2016)
  - The current total of applications received is 12,294
  - The 12,294 applications represent 9.1% of the approximately 135,000 children in B.C. eligible to apply currently. In total there are 450,000 children born since 2006 – though they are only eligible to apply between their sixth and ninth birthday.
- 2.7M Facebook users in British Columbia reached
- 470,000 Facebook post engagements (likes, comments, clicks, shares, etc.)
- 8M online video views (Facebook + Preroll)
- 380,000 [gov.bc.ca](http://gov.bc.ca) home page views (average 23% increase / month)
- 260,000 [gov.bc.ca](http://gov.bc.ca) featured services page webpage views
- Home Renovation Tax Credit data will be available after 2015-16 income taxes are submitted
- BC Early Childhood Tax Benefit data will be available after 2015-16 income taxes are submitted
- Property Transfer Tax exemption data collection is ongoing

## Comparison for Online Metrics – 2015/16 vs 2016/17

		2015-2016	2016-2017*
Website Visits	Gov.bc.ca Homepage visits (No BCGov)	583,733	855,574
	Gov.bc.ca Homepage views (No BCGov)	715,861	1,991,104
	Gov.bc.ca Featured Services page views	169,566	281,773
Facebook	Total Reach (Unique people)	2,229,481	2,687,947
	Total Impressions	32.5 million	57.4 million
	Total Link Clicks	140,113	457,076
	Average CPC	\$2.42	\$1.20
	CTR	0.43 %	0.80 %

### Information Campaign Metrics

- The opioid overdose crisis information campaign has helped generate more than 76,000 web page views at [www.gov.bc.ca/overdose](http://www.gov.bc.ca/overdose) and over 2.4 million people reached through Facebook.
- The Single Parent Employment Initiative removes barriers to employment and provides supports to help approximately 17,000 single parents on assistance transition to the workplace. More than 4,600 people are enrolled in the Single Parent Employment Initiative program and 918 have found employment. This represents an approximate overall service uptake increase of about 31% since campaign launch.
- BC Education and Training Savings Grant makes families aware that if they have a child born in 2006 or later, that child is eligible for a \$1,200 grant for their RESP. As of February 28, 2017, over 61,000 children have an additional \$1,200 in their RESP to support their post-secondary goals, totaling more than \$74 million paid out since the launch of the program. The grant program saw a 360% increase in applications on average per month post-campaign compared to pre-campaign.
- Balanced Budget 2017 information campaign highlights investments including MSP Premium reductions, starting Jan. 1, 2018. British Columbians can visit [gov.bc.ca](http://gov.bc.ca) to learn about the changes, determine if they qualify, and subsequently register. In the initial days of this campaign, more than one-million British Columbians have been reached on Facebook and 40,000 have accessed Budget service or program information.
- Housing Action information campaign raises awareness about of the new HOME Partnership and other affordable housing programs. More than 200,000 British Columbians have visited the BC Home Partnership site, which is five times the number of visits prior to it going to market. More than \$2.2 million has been approved and invested through the BC Home Partnership Program – and through the Newly Built Home Exemption, families have saved a total of \$72 million since Feb 17.