

1 Q. Please provide a copy of any post-event customer research reports conducted  
2 internally by external consultants.  
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5 A. In relation to post-event public research, Hydro engaged MQO Research, NATIONAL  
6 Public Relations, and Cathy Dornan Public Affairs as follows:  
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8 **MQO Research**

9 MQO Research was engaged to conduct a telephone survey with randomly selected  
10 individuals on the island portion of the province to determine the power outages'  
11 impact on individuals and review of Hydro's performance during the disruptions.  
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13 **NATIONAL Public Relations**

14 NATIONAL Public Relations was engaged to provide a review of Hydro's use of social  
15 media from January 2-12, 2014. This included a review of Twitter, Instagram and  
16 on-line mentions.  
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18 **Cathy Dornan Public Affairs**

19 On January 4, 2014, Cathy Dornan Public Affairs was engaged to provide  
20 communication assistance to Hydro's Corporate Relations division throughout the  
21 supply disruptions. They were subsequently engaged to provide a post event  
22 analysis of Hydro's response efforts and compare it to accepted communication  
23 principles.  
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25 Copies of these reports were provided as part of the *Review of Supply Disruptions*  
26 *and Rotating Outages January 2-8, 2014*, Focus Area Report – Communication and  
27 Coordination with Customers (Appendices 2-4).

- 1 Hydro has not conducted any customer-specific research internally by external
- 2 consultants.