

To: Stakeholder Advisory Committee

Date: October 30, 2013

Subject: Website Redesign

Project Background and Objectives

- Discussion Item

The IESO website is an important gateway for Market Participants and the broader public to get information about Ontario's electricity market and energy system.

In 2012, the IESO began a web redesign project as both the infrastructure and software supporting the site needed to be replaced. Recommendations by the Electricity Market Forum were key to shaping the central goals in the redesign - that is to provide improved information and to facilitate greater customer engagement.

The new website aims to make it easier for various IESO audiences to get the information they need. The look and layout will be improved and new charts will be added that will be easier to use. The site will also meet the newest provincial accessibility standards.

The redesigned IESO website will be divided into four sections:

- i. Power Data – Easy access to a broad range of data, including all IESO market and pricing information. Includes larger charts and allows for more data comparisons.
- ii. Participate – A section for market participants. Everything an organization needs to know to participate in the market, including training, rules, manuals, forms, procedures and guides. Also includes revamped pages related to stakeholder engagement – allowing users to more easily get up to date with the latest stakeholder engagement activities.
- iii. Ontario's Power System – An informative section to help those with an interest in the electricity sector increase their understanding of the market and system.
- iv. About the IESO – Defining the IESO's role within the electricity sector and other corporate information.

The website redesign has involved the Market Information Focus Group (SE-97) in the development of the data pages. Following the presentation to the Stakeholder Advisory Committee, more stakeholdering will take place with market participants and other users of the website. The full public launch of the site is expected by end of 2013.