

## Report Overview

This report covers communications and marketing activities for TRCA between January 1, 2022 – March 31, 2022, achieved by Communications, Marketing and Events (CME) Team.

## Q1 Successes

1. TRCA's Annual Report was successfully communicated to TRCA stakeholders in January 2022. CME assisted with the design of both the print and online versions.
2. CME assisted with TRCA's annual Sugarbush Maple Syrup Festival by providing guidance with the overall communications plan to help drive awareness and registration.
3. CME helped with the successful launch and promotion of TRCA Camps throughout the GTA by assisting with registration, graphics needed for social media, as well as website updates and maintenance throughout.









## Key Q1 Communications Metrics

1. A total of 38 newsletter campaigns were issued with an average open rate of 44.5% and a click rate of 9.95% which is in line with industry standards. These rates remained well above the benchmarks for the non-profit sector.
2. Social media audience growth rate was 2.5% from Q4 2021 to Q1 2022.
3. Social media audience engagement was up by 14.2% with a total of 47,144 interactions from Q4 2021 to Q1 2022.
4. Total traffic on [www.trca.ca](http://www.trca.ca) saw a 51% increase to both users and pageviews from Q4 2021 to Q1 2022.

## Q1 Social Activity

During Q1 2022, social media content focused on the promotion of TRCA Camp registration, TRCA's Annual Sugarbush Maple Syrup Festival, Winter at Albion Hills, and TRCA programs, such as Newcomer Youth Green Economy Project (NYGEP) and Professional Access into Training (PAIE). A major campaign of note was the NYGEP social campaign which received over 346 engagement actions (likes, comments, and shares), and a reach of 222,456 accounts in order to help drive registration from a select group of participants.

TRCA's top posts per social media account were as follows:

<div><div> Toronto and Region Conserva... Tue 2/8/2022 9:00 am EST</div><div>Registration is now open for TRCA's Boyd Field School - Canada's only high school credit course that combines real...</div><div></div><div><div>Total Engagements ⓘ665</div><div>Reactions206</div><div>Comments74</div><div>Shares52</div><div>Post Link Clicks77</div><div>Other Post Clicks256</div></div></div>	<div><div> @TRCA_HQ Sat 3/12/2022 9:01 am EST</div><div>It's time to get serious about using less road salt! Road salt gets washed into streams and accumulates in the soil and water. It is toxic...</div><div></div><div><div>Total Engagements ⓘ245</div><div>Likes40</div><div>Comments2</div><div>Shares20</div><div>Post Link Clicks—</div><div>Other Post Clicks183</div><div>Other Engagements0</div></div></div>	<div><div> trca_hq Fri 2/25/2022 10:01 am EST</div><div>Are you passionate and knowledgeable about Toronto wildlife and looking for a chance to get involved? If so, apply to join...</div><div></div><div><div>Total Engagements ⓘ180</div><div>Likes168</div><div>Comments0</div><div>Saves12</div></div></div>	<div><div> Toronto and Region Conserva... Thu 3/3/2022 11:00 am EST</div><div>Recently, TRCA's Erosion Risk Management team was busy futureproofing against flooding and erosion hazards. Through the...</div><div></div><div><div>Total Engagements ⓘ991</div><div>Reactions206</div><div>Comments1</div><div>Shares6</div><div>Post Link Clicks778</div></div></div>
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## Events Summary

### The Air, The Climate and Us Program

On February 24<sup>th</sup>, TRCA led an event that engaged grade 5 students at Private Buckam Singh Public School in Brampton that highlighted the “The Air, The Climate and Us!” program. Grade 5 students participated in a suite of outdoor activities, including lichen monitoring and climate-change themed games. This event celebrated the just over \$58,000 in funding provided for 'The Air, The Climate and Us!' program through a grant from Ontario Active School Travel, a program of Green Communities Canada (GCC).

## Event Spotlight

### TRCA’s Sugarbush Maple Syrup Festival

On March 12th, TRCA’s annual Sugarbush Maple Syrup Festival returned after a 2-year hiatus due to Covid-19.

The event took place from March 12th to April 10th, at both Kortright Centre for Conservation and Bruce’s Mill Conservation Park with more than 45,000 people in attendance.

### Attendance Numbers

Year	Attendees
2022	47,300
2019	24,425

Various promotional work done to highlight the Festival by the Communications, Marketing & Events team helped increase attendees from the previous in-person event year in 2019.

More than 21,500 visitors attended at Bruce’s Mill Conservation Park, and more than 25,800 visitors attended at the Kortright Centre for Conservation, almost doubling the attendance from the last Festival in 2019.

### Attendance Analysis

Festival Site	Attendees who travelled from Toronto	Attendees who travelled from York Region
Kortright Centre for Conservation	42%	22%
Bruce’s Mill	30%	36%

### Post-Event Survey Analysis

- 1226 participants took part in the post-event survey and as a result of sending out the survey, 20% signed up for TRCA newsletters.
- 63% of respondents provided an overall event rating of either very good or excellent.

## 2022 Sugarbush Maple Syrup Festival Media Coverage

As a result of sending out our Sugarbush Maple Syrup Festival media advisory on March 3, 2022, we received requests for on-site interviews from OMNI TV, CTV Toronto, CP24 Breakfast, and Global News:

Date of Interview/Air date	Media Outlet	Link
March 11, 2022	OMNI Focus Cantonese (TRCA interview in English)	<a href="https://www.facebook.com/omninemscantonese/videos/480049093851867">https://www.facebook.com/omninemscantonese/videos/480049093851867</a>
March 14, 2022	CTV Toronto	<a href="https://toronto.ctvnews.ca/video?clipId=2402602">https://toronto.ctvnews.ca/video?clipId=2402602</a>
March 15, 2022	CP24 Breakfast live segments	<a href="https://www.cp24.com/video?clipId=2402797">https://www.cp24.com/video?clipId=2402797</a>
March 16, 2022	Global News live weather segments (12:04 onwards)	<a href="https://globalnews.ca/video/8688729/global-news-at-530-march-16-2022">https://globalnews.ca/video/8688729/global-news-at-530-march-16-2022</a>



News

### OMNI Focus Cantonese (TRCA interview in English), March 11, 2022

Video Clip:

<https://www.facebook.com/omninemscantonese/videos/480049093851867>



Sugarbush 楓樹糖漿嘉年華疫情後復辦 -- Mar 11, 2022 (ON)



### CTV Toronto, March 14, 2022

Video Clip: <https://toronto.ctvnews.ca/video?clipId=2402602>



### CP24 live segments, March 15, 2022

Video Clip: <https://www.cp24.com/video?clipId=2402797>



### Global News live weather segments, March 16, 2022

Video Clip (12:04 onwards):

<https://globalnews.ca/video/8688729/global-news-at-530-march-16-2022>



Global News at 5:30: March 16, 2022

## Q1 Media Coverage – Summary

TRCA media coverage in Q1 was 85% neutral and 15% positive.

The top three topics covered included flood-related interviews and coverage on the Jefferson Salamander crossing from reactive media coverage, and requests to film at the Sugarbush Maple Syrup Festival from proactive media coverage.

Some examples include:

### *Community and Watersheds:*

Date of Interview/Air date	Media Outlet	Link
January 31, 2022	Daily Hive	<a href="#">Here's what Toronto's 16 km linear park will look like (RENDERINGS)</a>
February 17, 2022	CityNews	<a href="#">Rollercoaster weather brings flooding to the GTA</a>
February 25, 2022	Just Sayin' Caledon	<a href="#">TRCA boosts walking and wheeling in Brampton and Caledon thanks to OAST</a>
March 25, 2022	CityNews	<a href="#">Are you ready if a flood hits your home? Federal poll suggests many Canadians are not</a>
April 12, 2022	Corporateknights.com	<a href="#">How to wean your house off natural gas (it's complicated)   Corporate Knights</a>

### *Wildlife and Ecosystem:*

Date of Interview/Air date	Media Outlet	Link
March 29, 2022	CityNews	<a href="#">Salamanders causing road closures in York Region</a>

## January 2022



**Daily Hive, January 31, 2022**

Full article: <https://dailyhive.com/toronto/toronto-meadow-park-renderings>

### **Here's what Toronto's 16 km linear park will look like (RENDERINGS)**

 Laura Hannan | Jan 20 2022, 10:11 am



Toronto and Region Conservation Authority

Toronto's east end will soon be home to a sprawling 500-acre linear park, running 16 kilometres in length through Scarborough.

ADVERTISEMENT

The park, called The Meadowway, is set to transform the existing, yet disjointed, trails along the hydro corridor that runs between the new East Don Trail in the Don River ravine and Rouge National Urban Park.

### **Here's what Toronto's 16 km linear park will look like (RENDERINGS)**

Toronto's east end will soon be home to a sprawling 500-acre linear park, running 16 kilometres in length through Scarborough. The park, called The Meadowway, is set to transform the existing, yet disjointed, trails along the hydro corridor that runs between the new East Don Trail in the Don River ravine and Rouge National Urban Park. The \$38 million project will see vast meadowland restoration along the corridor — which is already underway — as well as the creation of a continuous asphalt trail throughout the entire space.

Renderings of the new linear green space, shared by the [Toronto and Region Conservation Authority](#), give some insight into

what Toronto's park enthusiasts can expect once the park opens.

## February 2022



CityNews, February 17, 2022

Video clip: [Rollercoaster weather brings flooding to the GTA](#)

The image shows a screenshot of a video player from CityNews Everywhere. At the top, the CityNews Everywhere logo is on the left, and navigation links for News, Watch, Listen, Weather, Traffic, Gas Prices, and Contests &amp; Events are on the right. The video frame shows a woman, Rehana Rajabali, speaking. Below the video frame, a lower third graphic displays her name "REHANA RAJABALI" and her title "TORONTO AND REGION CONSERVATION AUTHORITY". To the right of the lower third, a weather widget shows "THU" and "-1°". Below the video frame is a video player control bar with a progress bar at 0:43 / 3:28, a volume icon, and a full screen icon. Below the video player, the video title "Rollercoaster weather brings flooding to the GTA" is displayed, followed by a brief description: "A rollercoaster weather system has brought flooding, and some transit disruptions to the GTA. David Zura reports on how officials are responding." Social media sharing icons for Twitter, Facebook, YouTube, and Email are on the right. The date "Feb 17, 2022" is at the bottom left.



## March 2022



CityNews, March 29, 2022

Video Clip – [Salamanders causing road closures in York Region](#)

A video clip thumbnail showing a man, David Lawrie, standing on a road with patches of snow. He is wearing a dark jacket and a beanie. In the background, there are trees and a road with some vehicles. A lower-third graphic identifies him as David Lawrie, Scientist, Toronto & Region Conservation Authority.

**DAVID LAWRIE**  
SCIENTIST, TORONTO & REGION CONSERVATION AUTHORITY

**Salamanders causing road closures in York Region**

A section of Stouffville Road in Richmond Hill will be under intermittent road closures for the next few weeks. Videographer Audra Brown explains how the endangered Jefferson salamanders cross the street as part of their spring migration.

Mar 29, 2022

Twitter Facebook YouTube Email



**Media Releases:**

TRCA was involved with 4 Media Releases this quarter, 2 as joint releases with our partners:

Date of Media List Distribution	Joint Release	Link
February 25, 2022		<a href="#">TRCA boosts walking and wheeling in Brampton and Caledon Communities</a>
March 10, 2022		<a href="#">Spring Safety Message: Toronto and Region Conservation Authority (TRCA) warning of dangerous conditions near bodies of water this spring</a>
March 16, 2022	Sent out by Credit Valley Conservation	<a href="#">New partnership with ALUS pays farmers to protect nature</a>
March 29, 2022	Approved by TELUS/GTAA; sent out by TRCA	<a href="#">Circular Economy Leaders Consortium advancing facilities waste management best practices</a>

As a result of our media releases, we received pick-up to our February 25<sup>th</sup> news release regarding the Active Transportation event in Brampton:



### Just Sayin' Caledon, February 25, 2022

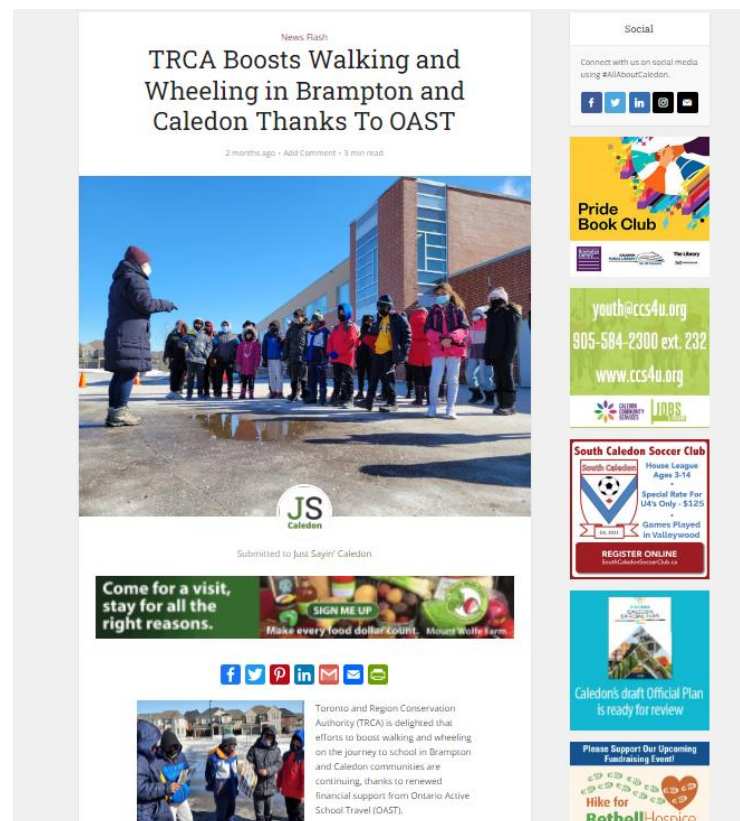
Full article: [https://justsayincaledon.com/trca-boosts-walking-and-wheeling-in-brampton-and-caledon-thanks-to-ontario-active-school-travel/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=trca-boosts-walking-and-wheeling-in-brampton-and-caledon-thanks-to-ontario-active-school-travel](https://justsayincaledon.com/trca-boosts-walking-and-wheeling-in-brampton-and-caledon-thanks-to-ontario-active-school-travel/?utm_source=rss&utm_medium=rss&utm_campaign=trca-boosts-walking-and-wheeling-in-brampton-and-caledon-thanks-to-ontario-active-school-travel)

### **TRCA boosts walking and wheeling in Brampton and Caledon thanks to OAST**

Toronto and Region Conservation Authority (TRCA) is delighted that efforts to boost walking and wheeling on the journey to school in Brampton and Caledon communities are continuing, thanks to renewed financial support from Ontario Active School Travel (OAST).

More than 1200 students across Brampton and Caledon are receiving free programming to encourage walking and wheeling to school in 2022.

Led by TRCA education staff, 'The Air, The Climate and Us!' program guides students through an investigation of the impact of active transportation on local air quality and highlights the multiple benefits to students and their families. Students measure air quality using electronic monitors and learn how to use lichen as a bio-indicator. Large stencil kits enable students to animate their routes to school with nature-themed chalk motifs.



As a result of our March 10<sup>th</sup> news release regarding our Spring Safety Message, we received the following media pick-up and interview from CityNews:



**CityNews, March 25, 2022**

Video Clip – [Are you ready if a flood hits your home? Federal poll suggests many Canadians are not](#)

## Are you ready if a flood hits your home? Federal poll suggests many Canadians are not



A poll commissioned for Public Safety Canada found around just 11 per cent of respondents were prepared for a flooding event. Nick Westoll has more on the issue and tips to help protect your home.

**By Nick Westoll**

Posted Mar 25, 2022, 5:30PM EDT. Last Updated Mar 25, 2022, 5:55PM EDT.

### **Q1-Media Inquiries**

Requests for information or interviews occurred from various members of the media during Q1 2022 either through:

- our Media Request Form on our website
- our media email alias
- directly to our Communications and Media Relations Specialist
- our information email alias regarding media/research requests
- reaching out to other staff at TRCA who notified the CME team

There were 53 requests sent to TRCA in Q1.

14 requests were made through our online Media Request Form.

4 requests were made by students at local post-secondary institutions.

Some of the most frequently asked topics included flood-related interview questions, the Jefferson Salamander crossing, and requests to film at the Sugarbush Maple Syrup Festival.

### Q1 Key Learnings

1. Paid digital advertising is an effective tool for TRCA to promote its offerings using both google ads and social media advertising.

### 2022 Look Ahead

Below is a list of upcoming communications activities set for Q2 2022:

1. CME will be planning and promoting the upcoming Bike the Creek event slated for June 18, 2022.
2. Further promotion of TRCA Summer Camp registration where required to help fill registration.
3. Promotional plan for TRCA Parks to help create awareness of TRCA offerings.