

Attachment 1 – Q2 Communications Reporting to BOD

Report Overview

This report covers communications and marketing activities for TRCA between April 1, 2021 – June 31, 2021, achieved by Communications, Marketing and Events (CME) Team.

Q2 Successes

1. CME team continued to respond, adapt and update TRCA digital assets in a timely manner to keep up with the latest COVID-19 health guidelines and mandates.
2. Bike the Creek, the virtual biking event in partnership with City of Brampton took place between June 9 - 30 was a great success with 590 registered participants.
3. For Earth Day, April 22, CME staff successfully launched the Watershed and Ecosystem Hub, a new site designed to allow users to interactively explore information about watersheds and the waterfront in the Toronto region.
4. Successful execution/promotion of TRCA Summer Camps via social media and online advertising between April 1 – May 31 resulted in 95% of spots being filled.
5. Between April 1 and June 30, a marketing campaign for Maple Syrup online store was set up to move leftover stock from the cancelled 2020/2021 Maple Syrup festivals. The campaign included newsletters, display ads and social media, resulting in over 1,000 items sold.

Key Q2 Communications Metrics

1. In Q2 there were a total of 58 campaigns/newsletter issues with an average open rate of 44% and click rate of 8.21%.
2. Social media audience growth rate was 5%.
3. Social media audience engagement was up by 67% with a total of 51,039 interactions. This was the result of boosted Facebook ads as well as social media advertising for TRCA summer campaigns.
4. TRCA.ca website page visits grew by 34% as a result of those same summer marketing campaigns.


Q2 Social Activity

During Q2 2021, social media content focused mainly on wildlife species, tree planting, fisheries, parks, and outdoor recreation.


Two campaigns of note included Bike the Creek, which received over 950 engagement actions (likes, comments, and shares) and a photo contest for a park pass that received over 575 engagement actions.

Best Performing Social Media Posts:

Q2


 **Toronto and Region Conservati...**
Mon 4/12/2021 6:17 pm PDT

Invasive sea lamprey are starting to move up the Humber River & Duffins Creek to spawn, and Fisheries and Oceans Canada & TRCA




Total Engagements	1,382
Reactions	201
Comments	82
Shares	59

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Oth


 **TRCA_HQ**
Fri 5/14/2021 2:12 pm UTC

Did You Know: The winner of Big Brother Canada is a TRCA employee?! We congratulate [@tychonbbcan9](#) on outlasting his housemates and are proud to see him use his platform to amplify the importance of representation: bit.ly/3ohNVHp


Total Engagements	819
Likes	76
@Replies	3
Retweets	8
Post Link Clicks	77
Other Post Clicks	655
Other Engagements	0

 **trca_hq**
Thu 4/22/2021 5:30 am PDT


This #EarthDay TRCA is proud to announce its newest land acquisition for Albion Hills Conservation Park! This is the first major



Total Engagements	265
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 **Toronto and Region Conservati...**
Tue 6/29/2021 8:57 pm UTC

It is wonderful to have our municipal partners come to visit our sites. Yesterday, Kealy Dedman, Peel Region Commissioner of Publi



Total Engagements	1,955
Reactions	110
Comments	2
Shares	3
Post Clicks (All)	1,840

Media Coverage

Summary

Compared to the unusually high amount of media coverage in Q1 as a result of the public discourse around MZOs, there was a predictable slight decrease in overall media coverage in Q2. The topics of coverage returned to TRCA's normal themes after a more politically charged Q1. This is in line with TRCA media outreach objectives to share scientific environmental knowledge as well as create meaningful interest in the on-the-ground work that TRCA continues to work within our watersheds. The media coverage we saw in Q2 was neutral and positive.

Additionally, this quarter saw the start of what will likely be ongoing coverage about the exciting new administration building. Specifically, the two topics that received the most coverage this quarter were:

1. TRCA New HQ building and the wood material used for its structure got a lot of media attention in Q2. The articles all had a common thread which is that the new TRCA HQ sets the standards for sustainable new development. The coverage was very positive and created excellent brand exposure.
2. Through our metrics measuring and tracking, we have found that TRCA Flood statements have a wide reach as we have seen Toronto.com, CanIndia News, Daily Hive, CBC pick up on our statements. *Flood Notices are not included in the summary below as they are reproduced exactly from TRCA content.*

TRCA New HQ:

June 3, 2021 InHabitat by Dawn Hammon- [Toronto Region Conservation Authority's net-zero office building \(inhabitat.com\)](https://www.inhabitat.com/articles/toronto-region-conservation-authority-net-zero-office-building/)

May 21, 2021 – RemiNetwork.com - [Biophilic design of new TRCA HQ puts wood first - REMI Network](#)

May 18, 2021 – Construction Canada - [ZAS unveils wood-based, net-zero carbon design for new TRCA HQ - Construction Canada](#)

May 14, 2021 – The Architect's Newspaper [ZAS Architects reveals new mass timber headquarters for Toronto's top natural resource conservation agency \(archpaper.com\)](#)

May 14, 2021 – Canadian Architect [ZAS Unveils Wood-Based, Net Zero Carbon design for TRCA's new headquarters \(canadianarchitect.com\)](#)

May 14, 2021 – BlogTo by Filipe Dimas [Toronto is getting a breathtaking new wood building next to a ravine \(blogto.com\)](#)

Community and Watersheds:

June 16, 2021 – Toronto Star by Noor Javed and Steve Buist [Feeling heat on MZOs, Ford government says it will add 6,000 acres to Ontario's Greenbelt | The Star](#)

May 5, 2021 – Daily Commercial News by Dan O'Reilly [Bolton, Ont. berm project a 'delicate operation': TRCA - constructconnect.com](#)

April 23, 2021 – Brampton Guardian by Clarrie Feinstein [Brampton residents fight to preserve Claireville conservation from new trail \(bramptonguardian.com\)](#)

April 13, 2021 – The Globe and Mail by Dave LeBlanc [Toronto pavilion serves as urban park's new front door - The Globe and Mail](#)

April 6, 2021 – CBC by Michael Smee [Councillors want place where mourners can spread funeral ashes on waterfront | CBC News](#)

Wildlife and Ecosystem:

June 3, 2021 – Toronto Star by Celina Gallardo [Nesting red-winged blackbirds are dive bombing people in Toronto again | The Star](#)

May 31, 2021 – BlogTO by Olivia Little [This Toronto park is home to the first of what will soon be two billion trees \(blogto.com\)](#)

May 23, 2021 – Toronto Star by Celina Gallardo [The search for the great North American river otter: Inside one Toronto man's pandemic mission to find the elusive mammal | The Star](#)

May 7, 2021 – Caledon Enterprise by Karen Martin-Robbins [What's going on here? TRCA planning aerial spraying in Caledon, Brampton, Woodbridge, Stouffville \(caledonenterprise.com\)](#)

Other:

June 29, 2021 – Toronto.com by Joanna Lavoie [Severe thunderstorm knocks down trees, floods roads throughout Toronto | Toronto.com](#)

June 12, 2021 – CBC.ca by Muriel Draaisma [Fence in park to keep people from climbing on Scarborough Bluffs not 'done deal,' councillor says | CBC News](#)

May 19 – Beach Metro – by Martin Bryan [Concerns raised over impacts of movie shoots, large crowds on Leslie Street Spit's urban wilderness – Beach Metro Community News](#)

Q2 Key Learnings and Next Steps

1. Video Content: In Q2 CME saw an increase of engagement with video content that related to the ecosystem services TRCA provides as well as ones that highlight wildlife. CME will build on this momentum and create exciting digital content to share amongst TRCA audiences. To this end, CME will commence seeking vendors of record for videography services to help further enhance

TRCA's video content across all channels.

2. **Newsletter Strategy:** In Q2, there was a slight decrease in open rates for TRCA newsletters. This is likely attributed to the wide number of newsletters that are issued across the organization. In response to this, CME is developing a newsletter strategy to provide more relevant content to subscribers which will bring down the number of newsletters our subscribers will receive but increase the types of relevant content for each unique audience groups.
3. **Internal Business Writing Support:** CME saw an increase in inquiries to the team regarding support and guidance on business writing. In our continued effort to create a consistent brand across all channels, including internal direct communications between staff, CME will be working with the HR department to create training and business writing templates. This will enable all TRCA communications to be consistent, clear and effective in messaging when engaging with the various TRCA audiences.
4. **Social Media Audience:** In Q2, audience growth was solid and there was a consistent increase compared to Q1. Based on our metrics, CME saw a boost in TRCA audience growth that can be attributed to tagging partners and leveraging their social networks. To continue this upward trend, CME is creating a formal outreach plan to partner marketing and communications departments to cross promote relevant content.

Look Ahead

Below is a list of upcoming communications activities set for the upcoming months:

1. **Member recruitment campaigns** for the following Education and Training programs: Professional Access into Employment (PAIE), Newcomer Youth Green Economy Project (NYGEP), and Environmental Leaders of Tomorrow. These campaigns will be great opportunities for the BOD to share available environmental programming with their constituents furthering TRCA's reach to all communities within its jurisdiction.
2. In Q2, and continuing into Q4, CME will start the communications activities for the Partners in Project Green (PPG) membership re-structure. Working with the PPG team the campaign will include partner/member outreach, social media, traditional media and newsletter content development. The communications efforts will further the PPG objective to increase revenue through refined membership offerings and levels.
3. CME will be running a virtual campaign for Salmon Festival in mid-September for the month-long event that will start on September 29. The communications activities will include the launch of an interactive storymap for participants to report on salmon sightings; social media campaign; and video production to help tell the significant ecological story of salmon travelling through the Toronto region waters.

4. In Q4, TRCA Communications will be working cross-functionally with divisions to implement a new email marketing and newsletter strategy to increase cross promotion and marketing opportunities, improve user experience, and enhance brand consistency. Over the fall the team will consult, test, and restructure the digital infrastructure of our current email system to prepare for a January 2022 launch of our new email strategy.