

## Report Overview

This report covers TRCA communications, marketing activities and events between October 1, 2021 – December 31, 2021.

## Q4 Successes

1. Conservation Parks Membership Holiday Campaign ran from November 24 – December 23, 2021, over digital and social media platforms resulting in 300 new membership purchases (\$30,600 in net sales).
2. The design portion of TTP new Interpretive signs was completed in Q4. This included 7 panels highlighting the history of TTP construction and shoreline materials, as well as 3 panels regarding invasive plants. Installation will be completed in Q1, 2022.
3. Forgetful Elf Christmas Drive Thru event – This event was scheduled to run from Dec 1-4, 2021. The event was considered a success based on attendance. Marketing was able to provide marketing assets (Event signs, Story Book, and Ads for digital advertising) and provided guidance with the overall communications plan to help drive awareness and registration.
4. Salmon Festival – TRCA Marketing was able to assist in the creation and execution of the Communications plan that helped to drive awareness of the 2021 Salmon Festival. Due to the event being virtual in 2021, much of the activity was centered around driving traffic to the Salmon Festival website for participants to share their sightings of salmon with TRCA.

## Key Q4 Communications Metrics

1. A total of 49 newsletter campaigns issued with an average open rate of 43% and a click rate of 11.2% 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 1.9%
3. Social media audience engagement was down by 35% with a total of 43,965 interactions.

## Q4 Events Summary

1. TRCA Events ended the year with a successful virtual and interactive Salmon Festival campaign that ran from September 29<sup>th</sup> through to October 29<sup>th</sup>. Staff engaged the community via an interactive storymap, where participants can get involved and help TRCA's monitoring team find migrating Salmon in regional streams and rivers. Participants could report on any sightings and









upload information and images to the storymap in real time. This event generated 10,498 visits to TRCA website and 114 confirmed reports of salmon sightings around the GTA.

2. On October 3<sup>rd</sup>, TRCA assisted Councillor Perruzza and his team in hosting a community tree planting which engaged 43 community volunteers who planted 120 shrubs at Rowntree Mills Parks in Toronto.
3. On October 15<sup>th</sup>, TRCA supported the Greenbelt Foundation with their announcement at Second Forest in Uxbridge. This event highlighted the completion and installation of 45 new trailhead and wayfinding signs on TRCA land in the Oak Ridges Moraine with remarks provided by Hon. Peter Bethlenfalvy, Finance Minister of Ontario, Member of Provincial Parliament for Pickering-Uxbridge; Andrea Khanjin, Parliamentary Assistant to the Minister of the Environment, Conservation and Parks and Edward McDonnell, CEO, Greenbelt Foundation to name a few.
4. On October 20<sup>th</sup>, as part of the Metrolinx Compensation Plantings Project, TRCA assisted Metrolinx with the implementation of 400 trees as part of their voluntary compensation plantings that will offset 197 tree removals at Scarlett Mills Park in Toronto. TRCA Chair, Jennifer Innis was onsite to support this event along with Honourable Kinga Surma, Minister of Infrastructure and the Honourable Caroline Mulroney, Minister of Transportation.

## Q4 Social Activity

During Q4 2021, social media content focused mainly on promotion of salmon festival, winter camps and winter themed events and activities. A major campaign of note is the Parks Passes campaign which received over 415 engagement actions (likes, comments, and shares) and a reach of 21,525 accounts.

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

 <b>@TRCA_HQ</b> Wed 10/20/2021 3:11 pm EDT Thank you @Metrolinx for your leadership and commitment with the planting of 400 trees at Scarlett Mills...  <b>Total Engagements</b> 296 Likes 19 Comments 2 Shares 3 Post Link Clicks 1 Other Post Clicks 271 Other Engagements 0	 <b>Toronto and Region Conse...</b> Wed 10/20/2021 11:30 am EDT There is still time to watch the Salmon jump! Use our interactive map to find the best places to spot Salmon and learn h...  <b>Total Engagements</b> 848 Reactions 103 Comments 20 Shares 31 Post Link Clicks 365 Other Post Clicks 329	 <b>trca_hq</b> Thu 10/7/2021 1:00 pm EDT TRCA's monitoring team has been capturing great photos of Salmon as they migrate upstream! Visit the link in our b...  <b>Total Engagements</b> 404 Likes 374 Comments 15 Saves 15	 <b>Toronto and Region Conse...</b> Wed 11/17/2021 11:20 am EST In honour of #GISDay, TRCA's Erosion Risk Management team led a guided tour of erosion hazard sites inspections at...  <b>Total Engagements</b> 797 Reactions 103 Comments 1 Shares 3 Post Link Clicks 690
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## Q4 Media Coverage – Summary

TRCA media coverage in Q4 was neutral and positive. Some examples include:

### *Community and Watersheds:*

October 12, 2021, The Downsview Advocate - [Humans of Downsview: Rudolf Riske, Gardener Extraordinaire!](#)

October 12, 2021, Toronto Star - [Pickering seals deal with developer to secure land for potential hospital](#)

October 18, 2021, The Downsview Advocate - [Community Clean Up at G. Ross Lord Park](#)

### *Wildlife and Ecosystem:*

October 13, 2021, BlogTO - [Thousands of trees cut down for GO Transit expansion to be given away as free firewood](#)

December 14, 2021, Bramptonist - [Heart Lake: Hidden gem in Brampton!](#)

## Q4 Key Learnings

1. The drop in social media engagement from Q3 to Q4 is due to the decrease in paid advertising posts for the same period. Compared to Q3, the ad spend was down by 42%.

## Q1 2022 Look Ahead

Below is a list of upcoming communications activities set for Q1 2022:

1. CME developing a communications calendar that will highlight information and themes quarterly that can be used for social media, public relations, and overall content.
2. The annual Maple Syrup Festival is planned to run March 12 to April 10. CME activities will support marketing, sign and program creation, website communications, and online registration capabilities.
3. TRCA Summer Camp registration opened in January. CME activities included social posting, design of social tiles, newsletter design, website updates and the setup of all registration links for each of the seven camps.
4. TRCA is creating an internal education roll-out to better prepare staff on media relations process and protocols, as well as identifying appropriate organizational spokespersons for internal media relations training to speak to media in a consistent manner with accurate messaging.