

## Marketing Wrap-Up Report: Tree Protection By-laws Public Engagement

<p>Name of Project: Tree Protection By-laws Public Engagement</p>	<p>Project/Event Date/Time: August 10 - September 20, 2021</p>		
<p style="text-align: center;"> <b>CAMPAIGN GOAL RESULTS</b>            1,629 Surveys Completed            8,542 Engagements            9,615 Project Webpage Views  <b>1,531,420 Estimated Persons Reached</b> </p>			
<p>Campaign goals/objectives:</p> <ul style="list-style-type: none"> <li>• Measure residents' support for proposed by-law changes by collecting at least 200 survey responses from Mississauga residents between August 10 and September 20, 2021.</li> <li>• Provide background material online (e.g FAQs) on project Engagement HQ webpage to at least 500 unique page viewers to help residents understand what By-law changes are being proposed and how they can provide their feedback through online survey.</li> <li>• Garner at least 75 registrants to attend meeting (with at least 20 actual attendees) at a virtual public meeting to address resident questions, concerns and remind the community to complete the online survey.</li> </ul>			
<p>Target Audience(s):</p> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <p>External</p> <ul style="list-style-type: none"> <li>• Mississauga residents</li> <li>• Mississauga business owners (with physical property)</li> <li>• Mississauga Education Institutions (School boards, post-secondary schools, elementary schools, high schools)</li> <li>• Tourists/Visitors</li> <li>• Construction/Contractors/Landscapers (public and private property)</li> <li>• Utility companies (Alectra, Enbridge, Union Gas, Bell, Rogers)</li> <li>• Environmental Community Groups</li> <li>• Tree advocates</li> <li>• Developers</li> <li>• Resident Associations</li> <li>• Ratepayers Groups</li> <li>• BIAs</li> <li>• Conservation Authorities (CVC)</li> <li>• Riverwood Conservancy</li> <li>• Rattray Marsh</li> <li>• Environmental Action Committee</li> <li>• Region of Peel (Works)</li> </ul> </td> <td style="vertical-align: top; width: 50%;"> <p>Internal</p> <ul style="list-style-type: none"> <li>• Mayor and Council</li> <li>• LT</li> <li>• Parks, Forestry &amp; Environment</li> <li>• Transportation &amp; Works</li> <li>• Planning &amp; Building</li> <li>• Other City employees</li> </ul> </td> </tr> </table>		<p>External</p> <ul style="list-style-type: none"> <li>• Mississauga residents</li> <li>• Mississauga business owners (with physical property)</li> <li>• Mississauga Education Institutions (School boards, post-secondary schools, elementary schools, high schools)</li> <li>• Tourists/Visitors</li> <li>• Construction/Contractors/Landscapers (public and private property)</li> <li>• Utility companies (Alectra, Enbridge, Union Gas, Bell, Rogers)</li> <li>• Environmental Community Groups</li> <li>• Tree advocates</li> <li>• Developers</li> <li>• Resident Associations</li> <li>• Ratepayers Groups</li> <li>• BIAs</li> <li>• Conservation Authorities (CVC)</li> <li>• Riverwood Conservancy</li> <li>• Rattray Marsh</li> <li>• Environmental Action Committee</li> <li>• Region of Peel (Works)</li> </ul>	<p>Internal</p> <ul style="list-style-type: none"> <li>• Mayor and Council</li> <li>• LT</li> <li>• Parks, Forestry &amp; Environment</li> <li>• Transportation &amp; Works</li> <li>• Planning &amp; Building</li> <li>• Other City employees</li> </ul>
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<p>Project Overview:</p> <p>A public engagement survey was launched to assess the receptiveness to proposed changes to the City's two tree protection by-laws.</p>			

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### Marketing Overview & Analysis:

To ensure that a broad spectrum of residents were aware of the survey and other public engagement opportunities, a marketing strategy was developed that included:

- A paid digital presence on [Insauga.com](https://www.insauga.com) through a sponsored article;
- Paid advertising on social media;
- A mailing list sign-up form for residents who wished to remain informed about the City's Urban Agriculture Strategy;
- Use of some of the City's allocated space on the Allvision digital billboards along railway overpasses and local freeways;
- Portable signage was posted at six roadside locations across Mississauga;
- A media advisory issued by Strategic Communications; and
- Project updates on the City's Engagement HQ website and Parks & Recreation and Environment social media channels.

To allow for ample resident feedback, the public engagement campaign was launched on August 10, 2021, and lasted through September 20, 2021, resulting in:

- **1,629 surveys** completed and **42 participants (out of 201 registrants)** attended the September 15 virtual public information session.
- Media advisory circulated to **five online publications** and an audience of **321,749 people**<sup>1</sup>.
- Social media posts and promotions reached **131,986 individuals** and received **8,081 engagements**<sup>2</sup>.
- **19 people** subscribed to the project mailing list to be kept informed of project updates.
- The project webpage<sup>3</sup> on Engagement HQ which housed the survey received **9,615 page views** in total.
- The sponsored article on Insauga was viewed by **13,224 unique visitors** and reached **83,612 people** via Insauga's social media channels.
- Ads were displayed on Allvision digital billboards along railway overpasses and local freeways a total of **26,340 times** between August 15 and 31, resulting in **971,234 estimated views**. This in-kind advertising based on the City's agreement with Allvision is valued at \$2,685.

<sup>1</sup> News articles appeared in the following online news outlets: InSauga, Toronto Star, Mississauga News, Hamilton Spectator and Weekly Voice. Those outlets owned by Metroland (all except InSauga and Weekly Voice) ran the same article.

<sup>2</sup> These stats only include social media posts and paid promotions that were conducted on the City's Parks & Recreation social media channels.

<sup>3</sup> This includes and page views that may be attributed to engagement tools on the project webpage, e.g. survey, FAQs, etc.



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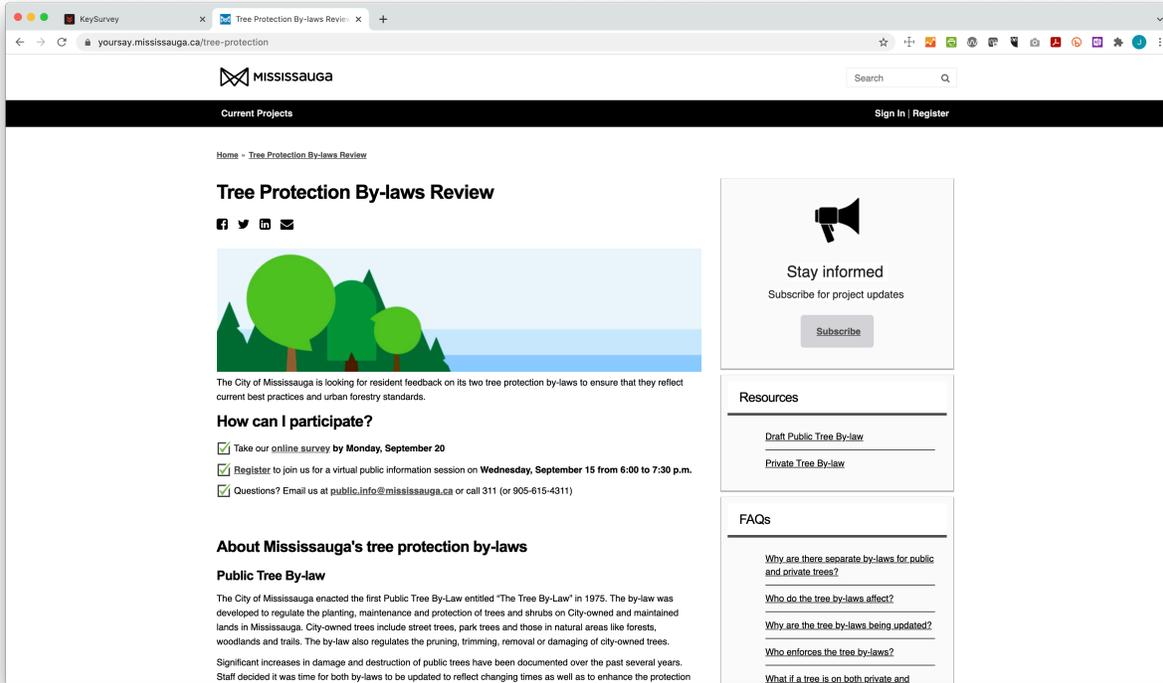
### Analysis

- Overall, all of the marketing tactics were successfully deployed and, based on number of surveys completed, it appears that the tactics were successful. Social media promotions were effective as over two in five survey respondents (approx. 42.2%) originated via social media.
- A significant number of respondents reside in the western and southern ends of the city. Going forward, we may need to revisit ways to reach homeowners living in the northeastern end of the city to ensure that there are no gaps in public engagement. A heat map of survey respondents is provided on page 7 of this report for reference.
- Attendance at the September 15 virtual public information session met the goals outlined in the original marketing communications strategy. However, as registration was completed solely in Webex Events, no tracking information is available on how attendees found out about the event. In future, it's recommended to promote public engagement events through Eventbrite, where possible, to allow for increased broadcast and tracking opportunities.

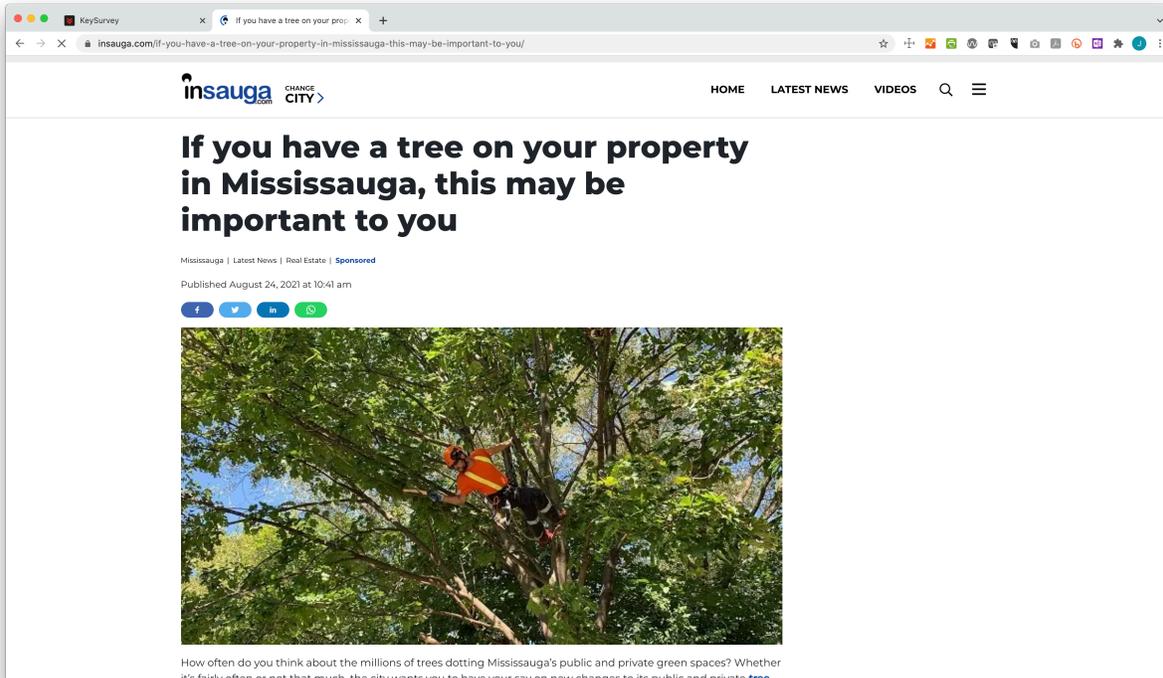
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## CAMPAIGN EXAMPLES

Project webpage on [yoursay.mississauga.ca](https://yoursay.mississauga.ca)



Sponsored article on [insauga.com](https://insauga.com)



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## Portable signage



## Social media posts

 @saugaparksrec  
Thu 8/12/2021 5:07 pm EDT

Let's talk about trees! We're seeking your input on by-law updates that will help enhance the protection & safety of all trees i...



Impressions	2,145
Potential Reach	20,241
Engagements	40
Engagement Rate (per Impression)	1.9%

 Mississauga Parks & Recreation  
Mon 8/16/2021 8:49 pm EDT

Want to learn more about the proposed changes to the City's two tree protection by-laws? Join Mississauga Forestry staff at our...



Impressions	1,088
Reach	1,013
Engagements	33
Engagement Rate (per Impression)	3%

 @saugaparksrec  
Mon 8/16/2021 8:49 pm EDT

Want to learn more about the proposed changes to the City's two tree protection by-laws? Join Mississauga Forestry staff at our...



Impressions	1,522
Potential Reach	24,024
Engagements	26
Engagement Rate (per Impression)	1.7%

 Mississauga Parks & Recreation  
Tue 8/24/2021 11:38 am EDT

Make sure to take the survey and have your say! 🌳

If you have a tree on your property in ...



Post Link Clicks	155
Impressions	1,740
Reach	1,666
Engagements	209
Engagement Rate (per Impression)	12%

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### Metrics Achieved:

Outlet	Reach/Impressions (if reach unavailable)	Engagements	Engagement Rate
Twitter	5,792	89	1.5%
Facebook	4,478	259	5.8%
Instagram	509	9	1.8%
Facebook/Instagram Ads	121,207	7,724	6.4%
Insauga Social Media	83,612	461	0.6%
Insauga Article	13,224		
Project Webpage	9,615		
Allvision Digital Signage	971,234		
Media Advisory	321,749		
	<b>1,531,420</b>	<b>8,542</b>	<b>0.6%</b>

### Costs Incurred:

Tactic	Vendor	Cost
Creative Content	Creative Services	\$551
Portable Signage	Curbex	\$849
Paid Social Media	Facebook/Instagram	\$1,300
Sponsored Article	Insauga	\$2,544
		<b>\$5,244</b>

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Tree Protection By-laws Engagement  
Survey Responses by Postal Code  
Last Updated: October 26, 2021

