

# Corporate Communications

Board of Directors Presentation

February 26, 2021

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Engagement



**Lake Simcoe Region**  
conservation authority



Member of Conservation Ontario

# Why Communicate?

1. Support Transparency
2. Demonstrate Accountability
3. Inspire Confidence



# Annual Publications

Budget At-A-Glance

Audited Financial Statements

Budget Book

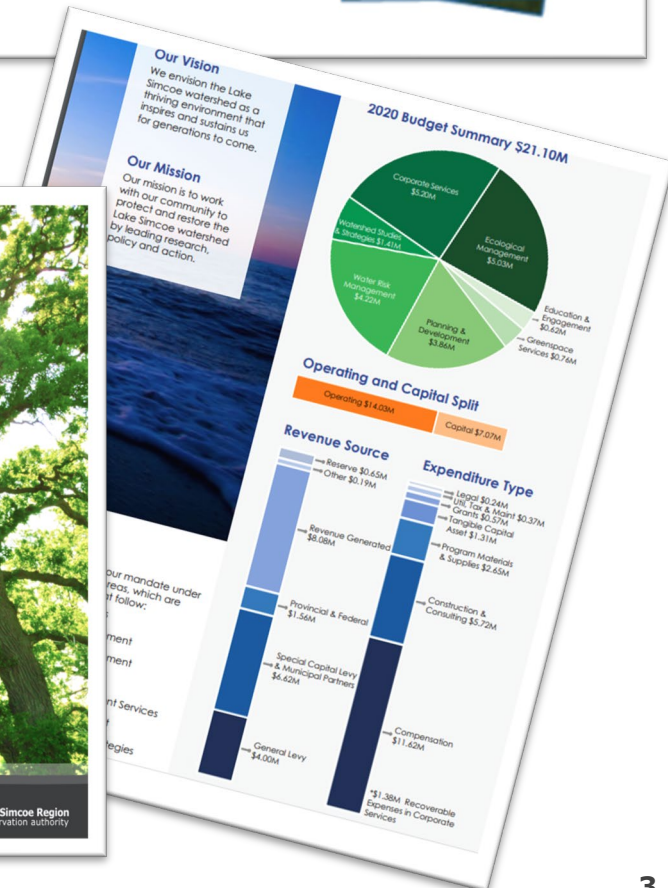

Budget Companion

Annual Reports

Year-In-Review

2020 BUDGET COMPANION

[Download Now](#)



# 2020 Year In Review

## Community Engagement

**34%** Increase in Facebook following; **31%** increase in Instagram followers  
**86%** More visitors to our website; **56%** increase in webpage views  
**10K** Residents reached through **64** email campaigns, **7000** through direct mail  
**128%** More news releases, generating **62%** earned media coverage

## Nature Heals

**269,000** Visitors to **10** of our most popular properties  
**42%** Increase in visitors to the same properties

### Luck Conservation Area

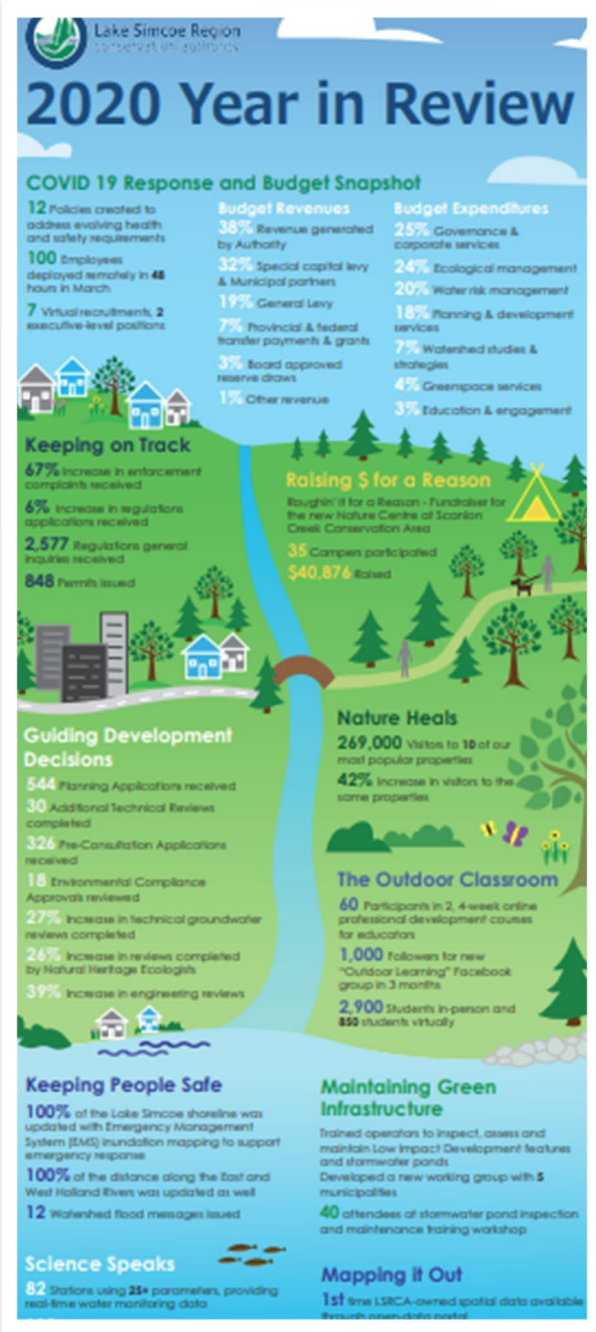
**3** Wetlands, **3** habitat mounds, and a grassland created to restore **2** hectares into wildlife friendly habitat

**420** Trees and shrubs planted with **19** native species

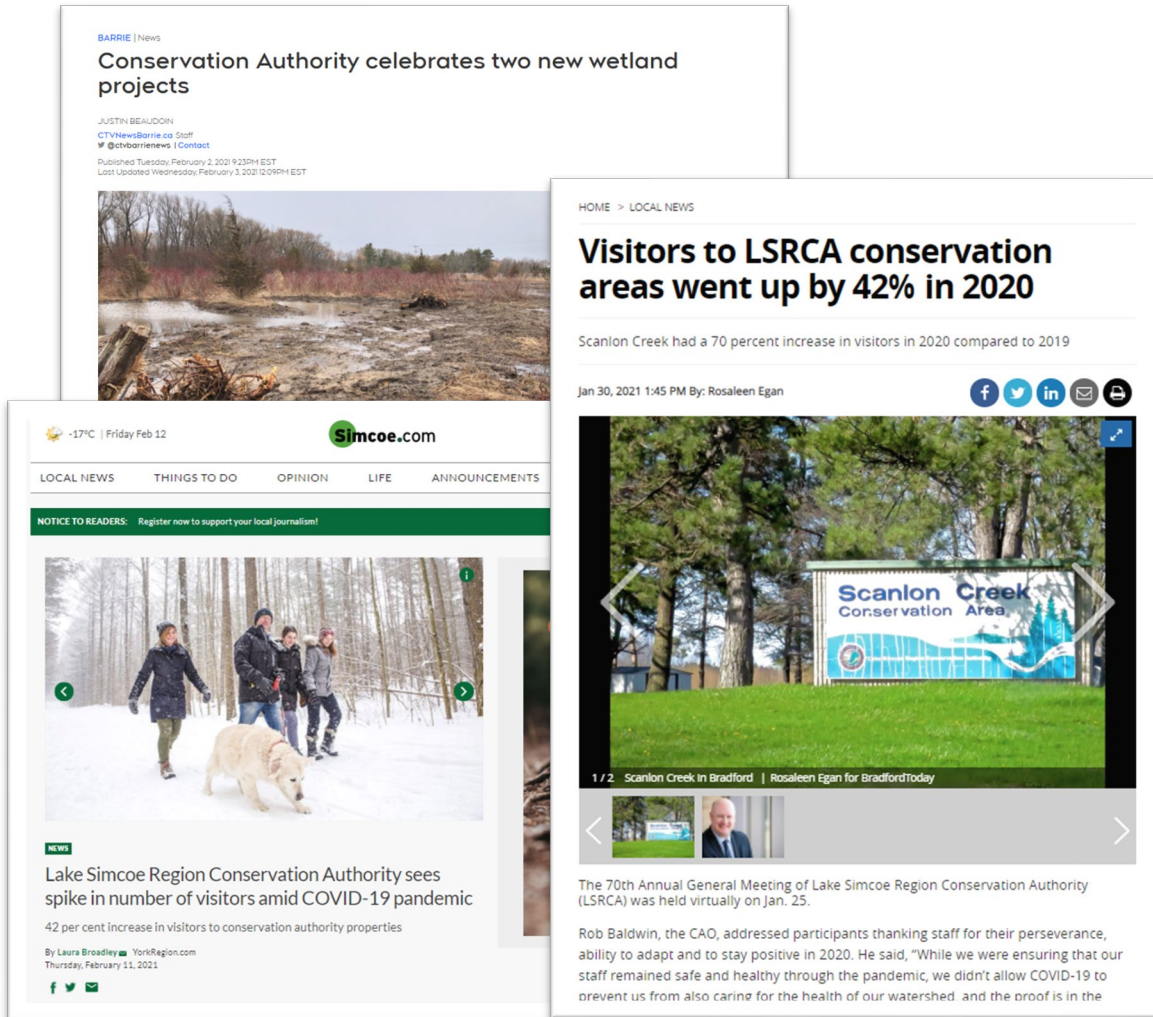
### Cawthra Mulock Nature Reserve

**14,075** Trees + shrubs planted across **6** acres using **24** native species

**5** Hectares of wetland restored through **550** live stakes, native seed mix, basking logs, brush piles and standing snags



# Earned Media Coverage



## Year In Review Stories:

- EG Express,
- Newmarket, Bradford, Barrie, Orillia Today
- YorkRegion.com
- Simcoe.com
- King Connection
- Bradford Topic

## Wetland Stories:

- Bradford Today
- CTV News
- 104.1 The Dock (radio)
- YorkRegion.com
- King Connection
- Simcoe.com
- Innisfil Journal

# Additional Communication Vehicles

The screenshot shows the website's navigation menu with categories like COVID-19 UPDATES, ENJOY THE OUTDOORS, PLANNING & PERMITS, FUNDING & EXPERTISE, EDUCATION, and WATERSHED HEALTH. A 'Popular Links' sidebar lists items such as COVID-19 Updates, Evaluation Process Search, and Board Meeting Agendas. A 'Flood Status' section shows 'Normal Conditions' with a green bar, and a 'Low Water Status' section shows 'Low Water Status' with a green bar.

The magazine cover features a woman in a red jacket riding a bicycle in a snowy landscape. Text on the cover includes 'Lake Simcoe Living.com', 'WINTER 2021', 'Celebrating life on the Lake Simcoe Watershed', 'WINTER FUN Exciting, safe adventures right here! p. 24', 'CARDEN ALVAR EXPANSION PLANNED p. 18', 'OUR STORY FROM THE PANDEMIC p. 23', 'TRY ICE FISHING THIS YEAR p. 12', and 'SUBSCRIBE TO FREE DIGITAL ISSUE!'.

Lake Simcoe Region Conservation Authority > How I Made Friends with Winter



## Lake Simcoe Conservation Matters

### How I Made Friends with Winter

By Susan J.



The last time I looked in the mirror, I didn't see a bear reflected back at me. But I admit that's how I used to feel around this time of year. The cold... the dark... the snow... the wind... brrrr...I would literally hunker down for several months in my comfy pajamas, sipping hot tea and watching the world outside from a safe and warm distance inside my home.

In fact, for years, I begrudgingly "put up with" winter, complaining to myself and anyone who'd listen about how I couldn't wait for spring. Then one day I decided, enough is enough! Since winter is such a huge part of our Canadian climate, and clearly my years of complaining weren't making a difference, why not change my perspective instead?

I reflected on the positive benefits of getting outside in winter and even drew up a list that took surprising quick shape. I then began by taking short walks out to natural areas I was familiar with, doing things I loved like bird watching and looking for animal tracks. My change in perspective opened up a whole new world for me, a world of beauty, wonder and dare I say it... fun.

Now, not only do I no longer dread winter, I welcome it! I relish a big snowfall, and the beauty it brings. The sparkling tree branches, the perfectly dusted scenery of freshly fallen snow. I love the crisp, clear air, the crunching sound my boots make amidst the quiet backdrop of the forest. I thank nature for offering me the opportunity to experience different seasons.

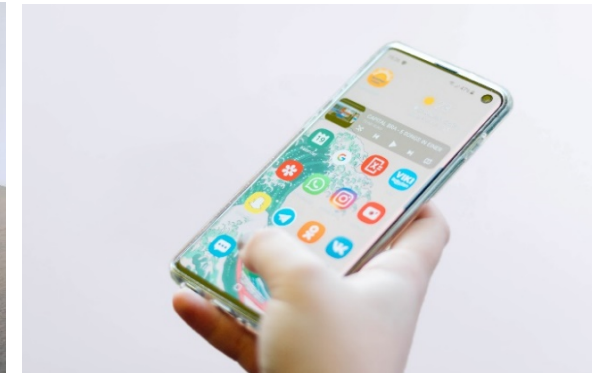
My new friendship with winter hasn't been without its challenges. Some days it takes a bit of extra effort and convincing to get outside. But it's always worth it. Here's a list of why winter is one of the best seasons to get outside, along with some tips to help keep it fun and safe.

- No bugs... Need I say more!
- Pick somewhere close to home and start with shorter, smaller hikes. A 30 minute excursion is all you need to boost your mood and energy levels.



This collage includes several elements: a bee on a yellow flower with the text 'Lake Simcoe Region Conservation Authority' and 'Lake Simcoe buzz'; a bird on a branch with the text 'Hi Kristen, After a brief break, the Buzz is back! We hope you enjoy this month's buzzworthy news and exciting events.'; a 'CONSERVATION AREAS ARE OPEN' graphic; a 'Plan Your Visit' button; a 'The Lake Simcoe Watershed' graphic; a 'Stories of Lake Simcoe - Science to Action' graphic; and a 'VIRTUAL OPEN HOUSE' graphic for the Scardin Cree Nature Centre.

# Looking Forward



# Wrap up & Questions



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Lake Simcoe Region Conservation Authority