

FINAL PROGRAM REPORT

MILLION TREE CHALLENGE AND TREES WINNIPEG

2020-2021

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1.0 Executive Summary

In late 2019, Mayor Brian Bowman announced Winnipeg's Million Tree Challenge (MTC), which challenged the city and its citizens to plant a combined million trees by the time the population reaches one million. In March 2020, the City of Winnipeg identified Trees Winnipeg as the lead organization to champion the initiative and develop a marketing and communications strategy, education and outreach programs, and a new website.

Trees Winnipeg and the City of Winnipeg have been working together to implement the MTC program, which aims to inspire Winnipeggers to take action — by planting more trees, volunteering at tree planting events, and donating to support tree planting efforts in the city. In 2021, Trees Winnipeg developed a public awareness and education campaign, an interactive website, and community outreach programs to assist participants. Trees Winnipeg and the City of Winnipeg reached their combined first year goal of planting and registering 20,000 trees with a total of **20,324** trees registered on our website as of January 2022.

Tree Canada continued to lead the corporate sponsorship program, which began with CN (Canadian National Railway), who donated $1M and helped kickstart this campaign back in 2019. Soon after CN made their commitment, Telpay announced their commitment of $250,000. In 2021, The Winnipeg Foundation made their $1 million commitment to support the challenge and help facilitate community tree plantings in Winnipeg's underserved communities.

As the program grows and expands, Trees Winnipeg recommends that all key stakeholders continue to work together and begin meeting monthly to improve communication and cooperation at all levels. Trees Winnipeg also recommends that Tree Canada increase their reach and exposure in Winnipeg and work alongside Trees Winnipeg in coordinating the program locally. Finally, Trees Winnipeg and the City of Winnipeg plan to double their tree planting goal to 40,000 trees in 2022. As such, Trees Winnipeg is working on an annual strategy and business plan that will include a school tree planting initiative, business and program partner packages, as well as targeted marketing campaigns for the next calendar year.

2.0 MTC Program Summary

Winnipeg's Million Tree Challenge (MTC)

In late 2019, Mayor Brian Bowman announced Winnipeg's Million Tree Challenge (MTC), which challenges the city and its citizens to plant a combined million trees by the time the population reaches one million.

The MTC program challenges individual residents, not-for-profit agencies, schools, communities, and private businesses to help plant these new trees. As part of this challenge, trees can be planted on both private and public property. Private properties include those owned by residential, commercial, industrial, or institutional property owners. Trees planted on public property primarily include those in parks, natural areas, and right-of-ways. This initiative involves all Winnipeggers on all types of property, and its success depends on all Winnipeggers becoming invested and getting involved.

Program Mission

To protect and expand our city's immense tree canopy beyond replacing existing trees lost to age or disease. Planting one million trees over the next 20 years will occur progressively — with less trees being planted in the first few years and more as we advance with this program. We anticipate that it will take up to five years to reach optimal planting levels.

Program Goal

To encourage Winnipeggers to plant one million trees in 20 years and educate them on proper tree planting and maintenance, so the trees survive for generations to come. We were working towards achieving a goal of 20,000 trees planted and registered in 2021, with 10,000 trees planted on private property and 10,000 trees planted on public land.

3.0 Overview of 2021 Program Objectives

Project Plan Overview — January - December 2021

2021 Goals:

- Establish shared goals for the MTC program for 2021 (Trees Winnipeg, City of Winnipeg, Mayor's Office, Tree Canada and their fundraising committee) by clarifying roles and activities of all key stakeholders involved in the MTC.
- Build awareness of the MTC program by informing our audiences about how they can participate in the challenge (i.e., plant trees on their property or business sites, organize and take part in tree planting events, and donate funds to Tree Canada to support tree planting efforts in Winnipeg).
- Plant 20,000 trees over the next year, with 10,000 trees planted on private property and 10,000 trees planted on public land.
- Educate the public about why planting more trees is essential to Winnipeg and the plethora of benefits of having more trees in urban centres (financial, emotional, health, environmental, etc.).
- Encourage and inspire Winnipeggers to take action by developing effective marketing and communication campaigns.
- Encourage challenge participants to register their trees on the MTC website by providing an easy-to-use tree registration process.
- Educate the public and provide tools that explain the importance of proper tree selection, planting, and maintenance.
- Keep public and audiences up to date on the progress of the challenge, number of trees planted, any events related to the program, as well as communicate any major program milestones.
- Develop appropriate partnerships with local garden centres, nurseries, and tree-care companies to help us facilitate proper tree selection, tree planting, and maintenance as well as encourage participation in the MTC program.

2021 Desired Program Outcomes

Achieving the following outcomes will help ensure the success of the program:

- Winnipeggers can count on a knowledgeable point of contact to educate, support, and guide them through the various facets of the challenge.
- Winnipeggers are aware of the MTC and their role in it.
- Winnipeggers can monitor the tangible progress of the challenge.
- Winnipeggers have access to information on several platforms that will help them get involved and become stewards of the challenge.
- Schools, corporations, and community and other groups are able to operate a tailored group version of the challenge that engages their respective publics.
- 20,000 trees have been planted in 2021, with 10,000 trees planted on private property and 10,000 trees planted on public land.
- The MTC public awareness campaign and other marketing efforts have reached 35% of Winnipeg residents between 20-65 years of age.
- MTC's educational and outreach program has reached out to 80% of elementary schools in Winnipeg to engage them in starting their own mini challenges.
- MTC's educational and outreach program has reached out to 80% of community groups in Winnipeg to motivate them to start their own challenges and register their trees.
- MTC has reached out to 80% of the local garden centres and nurseries in Winnipeg to engage effective partnerships in delivering the MTC program to their customers.

4.0 Program Deliverables and Results

Overview of Program Components, Tactics, and Deliverables

Trees Winnipeg and the City of Winnipeg have reached their combined first year goal of planting 20,000 trees with **20,324** trees planted and registered on our website as of January 2022.

Tree registration breakdown as of January 2022:

- Total tree registration (since August 2019) = **29,474**.
- Trees registered between 2019-2020 = 9,150.
- Trees registered in 2021 = **20,324:**
    - On City property — 10,965;
    - On private property — 9,359.
    - NOTE — A few hundred more registrations will be added under the private property category, as we are working with the University of Manitoba and Trails Winnipeg to register their trees.

To fulfill the MTC's 2021 program objectives, Trees Winnipeg developed and implemented the following program components.

2021 Program Components

1. Program Launch & Public Education Campaign:

- On May 5, 2021 — Mayor Brian Bowman, Trees Winnipeg, the City of Winnipeg, and Tree Canada held a virtual press conference to officially announce the launch of our public education campaign, new website, and community outreach programs.
- Most local media outlets picked up our story in print, online, and broadcast with a total estimated reach of 4,170,433 (over 4 million people).
- Trees Winnipeg kicked off the MTC social media campaign, which continued throughout the summer and into late fall of 2021.
- The campaign aimed to inspire Winnipeggers to participate by planting and registering their trees, volunteering at tree planting events, and donating to support tree planting efforts in the city.
- Working with a local marketing agency, UpHouse Inc., we developed and disseminated MTC marketing and promotional materials including a program brochure, bookmarks, tree tags for suppliers, a registration QR code, and posters.

2. New Website:

- At the beginning of May 2021, Trees Winnipeg launched the new Trees Winnipeg and Million Tree Challenge website to provide our audiences with one comprehensive online space to access all the information and tools needed to participate in the program.
- Our new website features a tree counter, an interactive map, registration forms, and educational tools and videos on proper tree planting and care.
- Here are some highlights from our Website Analytics Report from January 1 to December 31, 2021. (To view the full Website Analytics Report, see Appendix A.)
    - Approx. 24,000 new users visited the website with 3,400 returning users.
    - There was a surge of new users from May to July and then again in September to the end of October, which correlates to the launch of our digital campaigns.
    - Out of these 24,000 visitors, 16,000 users viewed our Million Tree Challenge — How to Participate — Main Page; 12,000 viewed Trees Winnipeg's ReLeaf Program Main Page; and 7,400 visited the Trees Winnipeg homepage. These were the top three visited pages.

3. I Pledge to Plant Video and Multimedia Campaign:

- In May 2021, Trees Winnipeg launched the Million Tree Challenge's "I Pledge to Plant" marketing campaign, which asked Winnipeggers to make a pledge to help us grow and protect our urban canopy.
- Working with local marketing agency, UpHouse Inc., Trees Winnipeg held several focus groups with local arborists, city planners, environmentalists, urban planners, nursery and garden centre owners, City of Winnipeg Forestry staff, and local activists to determine the appropriate messaging and themes for the campaign.
- The resulting campaign included marketing materials (including a tree tag, brochure, bookmark, and poster) as well as a QR code to make it easier for people to register their trees.
- Over the summer, we filmed an inspiring and educational video to promote the program, which focused on educating the public about why planting more trees is essential and communicating the plethora of benefits that trees provide.
- This video was used to launch our paid digital media campaign to promote the program further and keep the momentum going throughout the year.

Social & Digital Media Campaign

- Working with UpHouse, Trees Winnipeg ran a social and digital media campaign that stretched from September 1 to the end of October 2021. To view the Multimedia Campaign Report, see Appendix B.
- Messaging was focused on the Million Tree Challenge and #PlantForPrizes contest, targeting people in Winnipeg who are interested in home improvement and urban growing-related topics.
- The advertisements reached over 109,000 people in Winnipeg on Facebook alone and generated a strong click-through rate of 1.8% from a total of more than 13,000 clicks.
- The campaign included targeted posts for Facebook, Instagram, and Twitter to raise awareness and boost community involvement.
- The content highlighted the promotional video, shared information about the Million Tree Challenge and how to participate, as well as advice for tree planting and tree maintenance.
- Trees Winnipeg also ran boosted and sponsored posts (paid ads) to increase engagement and bring more users to our platforms.
- Trees Winnipeg ran a combination of search and display ads to promote the Million Tree Challenge using Google advertising.

Social Media Contest

- Trees Winnipeg developed a contest to encourage people to get involved in the Million Tree Challenge that ran in the fall of 2021.
- Working with UpHouse Inc, Trees Winnipeg created a recognizable micro brand for the contest (aligning with the existing Trees Winnipeg and Million Tree Challenge brand), created content, and promoted the contest via our social media channels..
- Trees Winnipeg used these assets to create a website, Facebook, Instagram, and Twitter banners and graphics for social media posts promoting the contest.
- The contest ran for six (6) weeks beginning mid-September with two grand prizes announced at the end of October.
- We received the following prizes from our program partners or at discounted prices:
    - Family Pass to The Manitoba Museum;
    - Family Guided Tour at Fort Whyte Alive;
    - Gardening supplies from Lee Valley Tools;
    - $100 gift card to Shelmerdine Garden Center;
    - $100 gift card to Ron Paul Garden Centre (courtesy of Boeing Winnipeg);
    - School supplies from Staples Canada;
    - Promotional items from Boeing Winnipeg;

Earned Media Campaign

- Trees Winnipeg reached out to both local media outlets and social media influencers to share opportunities to partner with the Million Tree Challenge and to create and share content.
- We created a list of individuals and outlets to target key audiences and content opportunities.
- We created pitch emails and a press release and sent them out to local media outlets that aligned with our target audiences.
- We included ideas for newsworthy content and offered interviews with our subject matter experts to help raise awareness and educate our target audiences about the Million Tree Challenge. Most of these interviews took place during the week of National Tree Day.
- We also compiled a list of local social media influencers that Trees Winnipeg interacted with based on our earlier discovery meetings.
- We created and sent out pitch emails and messages asking them to share and promote prepared or organic content promoting the Million Tree Challenge through social media.
- Media Hits — Several stories and interviews were picked up by CBC News, CTV Morning live; CJOB Radio; Global News; Winnipeg Free Press; Winnipeg Sun during the duration of the campaign.

4. School Outreach Program

- Trees Winnipeg's outreach program for elementary schools involved a partnership with the University of Manitoba and Manitoba Agriculture & Resources Development.
- This program was called the **Science Rendezvous Event and School Tree Planting Challenge.** Science Rendezvous reached out to elementary schools in Manitoba and delivered nearly 5,500 (fifty-five hundred) trees to schools in May and June of 2021.
- Prizes were awarded to schools who planted the most trees and registered them on our website.

5. MTC Related Events and Promotions

- Trees Winnipeg's— Spring & Fall ReLeaf Events — sold 1,846 trees at discount prices.
- Boeing Employee Tree Planting Event— September 9. — planted 55 trees.
- National Tree Day — Community Planting Event with Fort Whyte Alive and Tree Canada — September 2 — planted over 300 trees.
- Seeds of Life Alliance Community Planting — planted over 300 trees — mid-September.
- TelPay 10,000 Tree Giveaway, Sept. 25 — handed out over 10,000 trees and raised over $900.

6. MTC Business Partners & Suppliers

In 2021, Trees Winnipeg collaborated with several organizations that became known as our MTC partners and community leaders. To become an MTC partner, organizations or community groups must participate in one or more of the actions listed on our website that support tree initiatives in Winnipeg. Partnership benefits included having their planting information, name, and accomplishments listed on our MTC website. We also recognized them as an MTC Partner on our social media accounts, program materials, and newsletters.

MTC Tree Suppliers

We partnered with the following local tree nurseries and garden centres:

Shelmerdine Garden Centre Ltd.
7800 Roblin Boulevard
Headingley, MB R4H 1B6
204.895.7203
info@shelmerdine.com

Geller's Design|Build|Landscape
134 St. Andrew's Road
St. Andrews, MB R1A 2Y2
204.795.9490
gellerswpg@gmail.com

Ron Paul Garden Centre
2641 St. Mary's Road
Winnipeg, MB R2N 4A2
204.257.2893
info@rpgc.ca

Lacoste Garden Centre
2787 St. Mary's Road
Winnipeg, MB R2N 4A6
204.256.2377
contact@lacostegardencentre.com

Organizations, Institutions, & Government

- CN — sponsor
- TelPay — sponsor
- The Winnipeg Foundation — sponsor
- The Winnipeg Chamber of Commerce — program partner
- Manitoba Nursery Landscape Association (MBNLA) — program partner
- McKim Communications Group — program partner
- UpHouse — program partner
- Visual Lizard — program partner
- Boeing Winnipeg — Corporate Challenge and program partner
- Seeds of Life Alliance — community tree planting
- CAMI, Colombian Association in Manitoba — community tree planting
- TRASMUTA — community tree planting
- IlLUMINA MY PLANET — community tree planting
- University of Manitoba, Science Rendezvous — program partner & 5,500 tree giveaway event
- Tyndall Park School — program partner

- Province of Manitoba Forestry and Peatlands Branch — program partner & 5,500 tree giveaway event.
- Winnipeg Trails Association — tree planting initiatives.

5.0 Reflections & Recommendations

Funding

Over the next 12 months, the Million Tree Challenge is looking to double its tree planting goal from 20,000 to 40,000 trees. To accomplish this goal, Trees Winnipeg will have to expand its operations substantially. Currently, Trees Winnipeg employs two staff. Expanding the program will require at least one more staff person. At the same time, Trees Winnipeg will need to pursue alternative funding for the Million Tree Challenge, as the City of Winnipeg's funding cannot be expected to continue at current or reduced levels. At present, City funding is Trees Winnipeg's sole source of funding for the Million Tree Challenge. In the upcoming year, Trees Winnipeg is faced with the challenge of significantly expanding its operations to meet the Million Tree Challenge's tree planting goal while seeking new sources of funding to continue and expand the program.

Sponsorships

Over the next year, Trees Winnipeg wishes to increase and enhance its role in relation to corporate sponsorships, donor relations, special events, and fundraising efforts towards the program. Trees Winnipeg will work with Tree Canada to develop an appropriate partnership with set roles and responsibilities for the Million Tree Challenge's sponsor/donor process. Trees Winnipeg recommends that the MTC Program Director be invited to attend and participate in all meetings and communications with prospective and current donor organizations to improve communications and increase involvement.

Stakeholder Meetings

Trees Winnipeg and the City of Winnipeg continue to strongly recommend that all key stakeholder groups (including Trees Winnipeg, The Mayor's Office, the City of Winnipeg, Tree Canada, and its fundraising committee) commit to meeting monthly. In 2021, the MTC Program Director sent quarterly updates to all stakeholders to keep them informed of Trees Winnipeg's activities and program updates. However, stakeholders continue to work in silos, which result in miscommunications and missed opportunities for collaboration. For us to meet our increased goal of planting and registering 40,000 trees in 2022, Trees Winnipeg strongly urges that each stakeholder group designate a key contact person who can commit to attending an MTC Stakeholder Meeting once per month to share information and provide updates to the entire group.

6.0 Closing & Planning for 2022

Trees Winnipeg and the MTC Committee are currently working on a program plan for 2022, which will be shared in March 2022.

We are working on including the following deliverables and tactics in this plan:

- In 2022, Trees Winnipeg plans to develop its own Million Tree Challenge School Education and Tree Planting Program, targeting elementary schools within Winnipeg.
    - Working with The Mayor's Office, this program will enable us to reach youth in our city to not only promote the Million Tree Challenge but also to connect students to the benefits of trees and the importance of expanding Winnipeg's urban tree canopy.
    - Our goal is to run the program for four months, starting in May 2022.
- 2022 Marketing Campaign — this will include mini campaigns, targeted messaging, and individual strategies for key target audiences:
    - Key target audiences include elementary schools, business community, 50+ homeowners, and families that care about the environment /climate change.
- Education Programs will be a key factor in 2022 — with webinars, educational videos, website updates, and social media campaigns.
- Business and Program Partner Packages — Trees Winnipeg will continue to work on encouraging businesses, organizations, and institutions to become MTC partners and sponsors.
    - In 2022, Trees Winnipeg will develop a partner and sponsor package to entice increased participation from this audience.
- Nurseries, Garden Centres, and Suppliers — Trees Winnipeg will continue developing relationships with suppliers, nurseries, and associations.
- Registrations — Trees Winnipeg will continue to work with community groups and local organizations to ensure that trees are registered and counted on our website.

Analytics

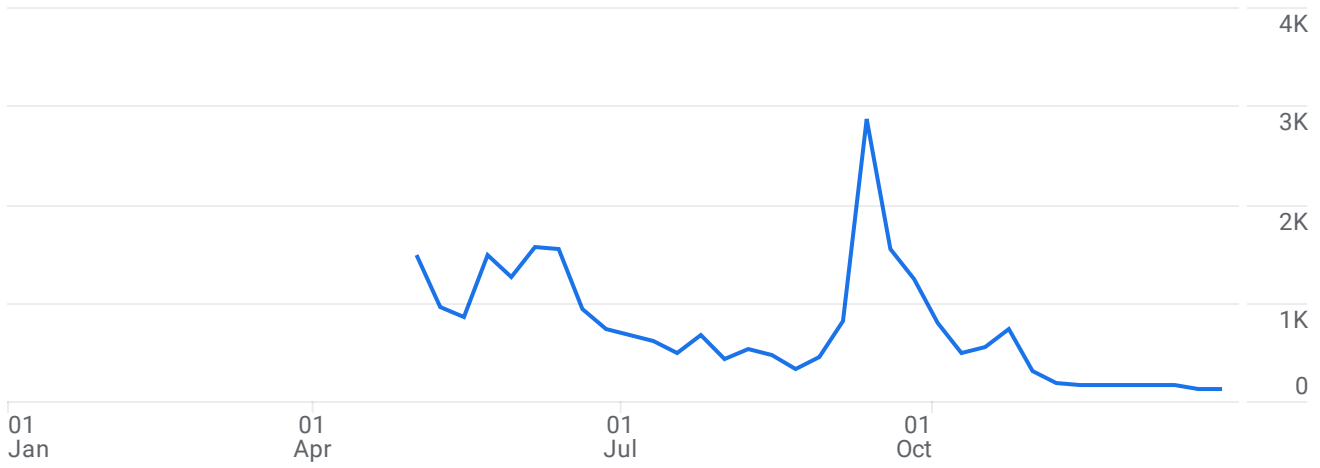
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Reports snapshot

Last calendar year Jan 1 - Dec 31, 2021

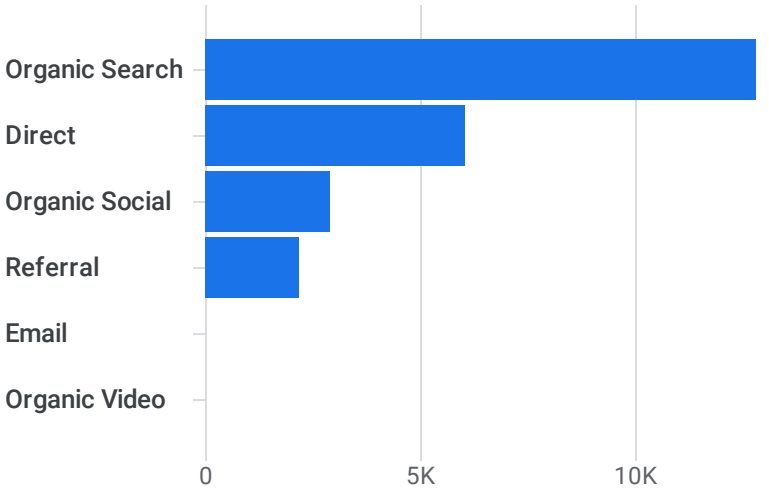
All Users | Add comparison

Users	New users	Average engagement time	Total revenue
24K	24K	1m 30s	$0.00



WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel grouping



View user acquisition

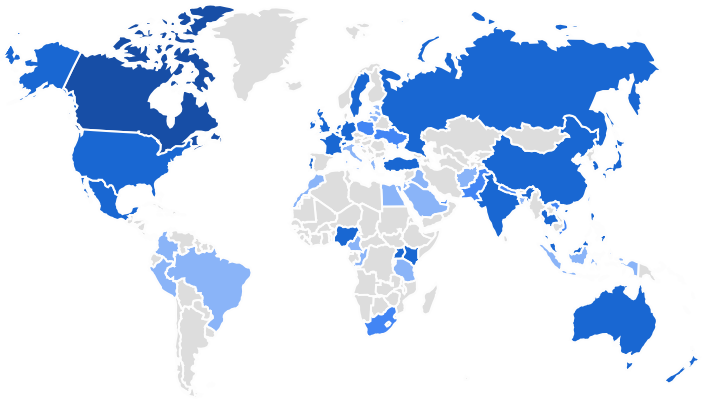
WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel grouping

SESSION DEFAULT CHANNEL G…	SESSIONS
Organic Search	17K
Direct	8K
Organic Social	3.3K
Referral	3K
Unassigned	11
Email	9
Organic Video	5

View traffic acquisition

Users by Country

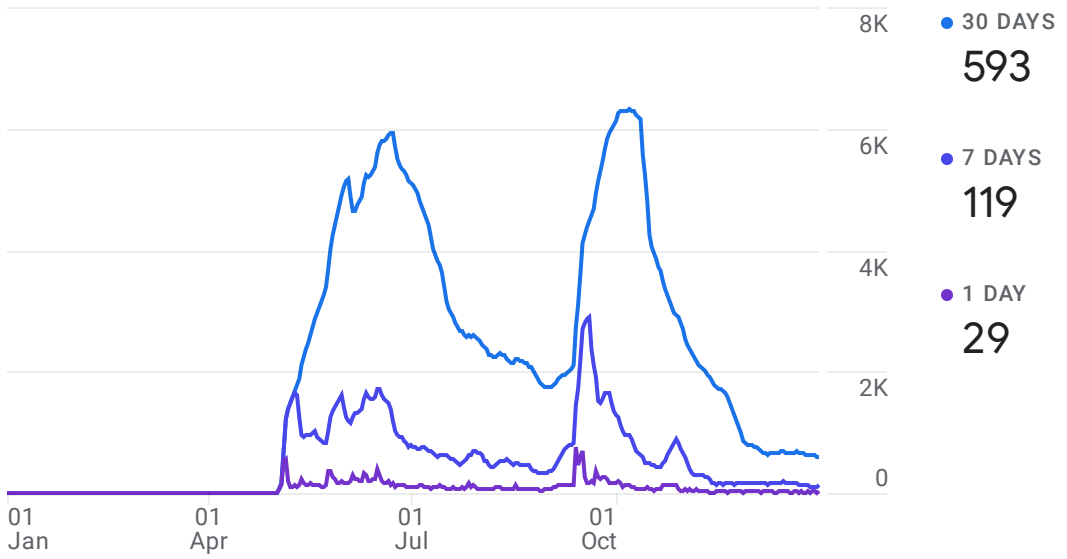


COUNTRY	USERS
Canada	22K
United States	1.1K
China	204
United Kingdom	50
India	47
Ireland	37
Sweden	32

View countries

HOW ARE ACTIVE USERS TRENDING?

User activity over time



HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	2.5%	0.6%	1.6%	1.2%	0.7%
Dec 12 - Dec 18						
Dec 19 - Dec 25						
Dec 26 - Jan 1						
Jan 2 - Jan 8						
Jan 9 - Jan 15						
Jan 16 - Jan 22						

6 weeks ending Jan 22

View retention →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
How To Participate | Trees Winnipeg	16K
ReLeaf Tree Plant... | Trees Winnipeg	12K
Trees Winnipeg	7.4K
Tree Selection & Pl...g | Trees Winnipeg	5.8K
Individual | Trees Winnipeg	3.8K
Register Your Trees | Trees Winnipeg	3.7K
Dutch Elm Disease | Trees Winnipeg	2K

View pages and screens →

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	70K
user_engagement	48K
session_start	32K
scroll	25K
first_visit	24K
click	5K
file_download	918

View events →

WHAT ARE YOUR TOP CONVERSIONS?

Conversions by Event name

EVENT NAME	CONVERSIONS

No data available

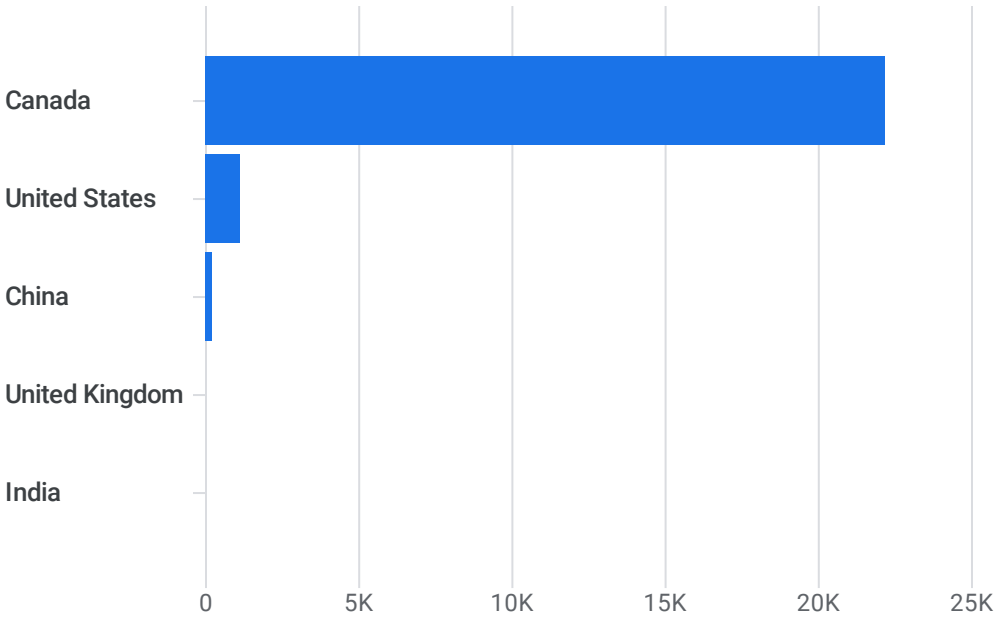
View conversions →

Demographic details: Country

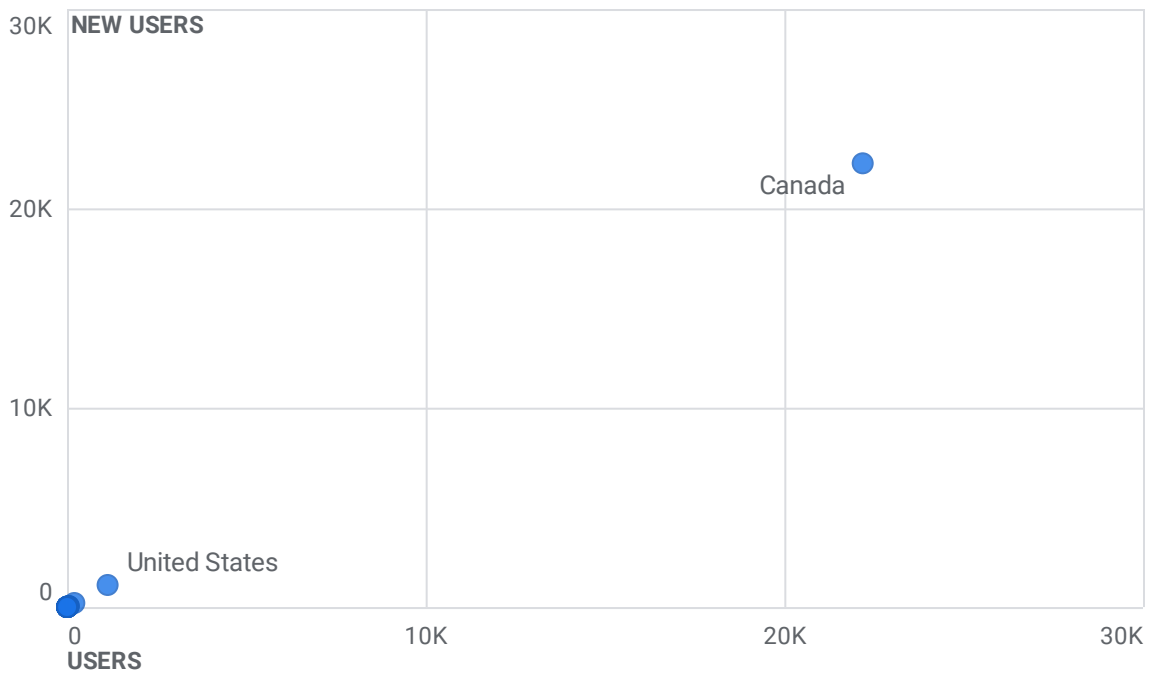
Last calendar year Jan 1 - Dec 31, 2021

All Users | Add comparison

Users by Country



Users and New users by Country



Search... Rows per page: 10 Go to: 1 1-10 of 67

	Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events
	Totals	23,809 100% of total	23,915 100% of total	20,511 100% of total	64.54% Avg 0%	0.86 Avg 0%	1m 30s Avg 0%	203,797 100% of total
1	Canada	22,185	22,260	19,627	65.63%	0.88	1m 34s	194,812
2	United States	1,132	1,107	649	50.9%	0.57	0m 41s	6,204
3	China	204	203	13	6.34%	0.06	0m 41s	764
4	United Kingdom	50	50	28	53.85%	0.56	0m 53s	312
5	India	47	50	31	56.36%	0.66	1m 01s	376
6	Ireland	37	35	21	60%	0.57	0m 04s	132
7	Sweden	32	28	21	75%	0.66	0m 06s	119
8	Netherlands	16	11	6	42.86%	0.38	0m 51s	85
9	Philippines	16	16	14	82.35%	0.88	1m 38s	92
10	Germany	14	14	5	35.71%	0.36	0m 02s	49

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Analytics

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Engagement overview

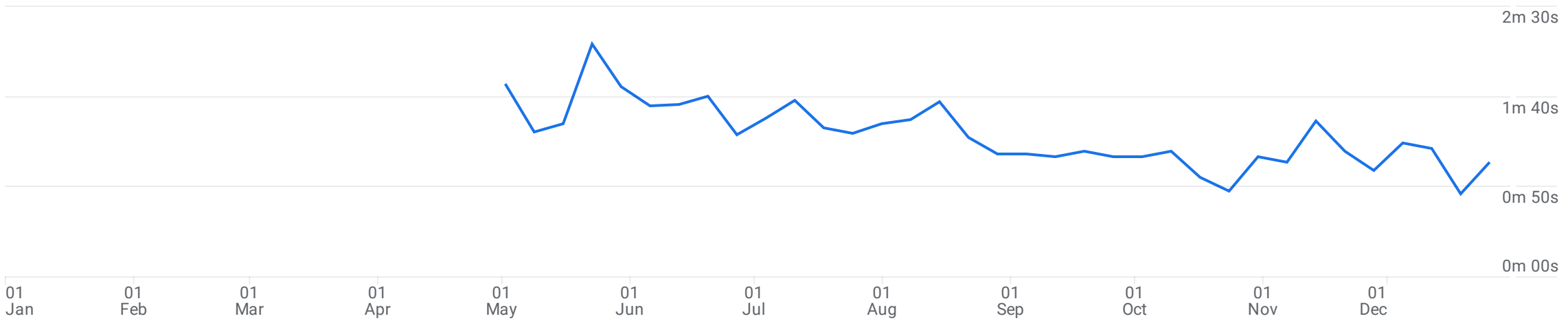
Last calendar year Jan 1 - Dec 31, 2021

All Users | Add comparison

Average engagement time 1m 30s

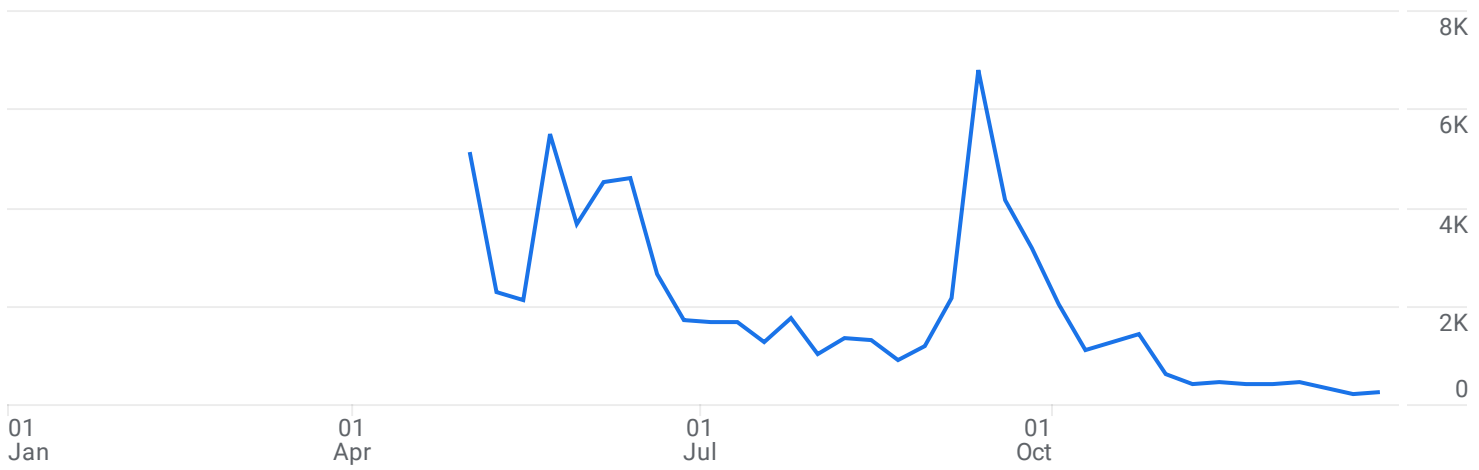
Engaged sessions per user 0.86

Average engagement time per session 1m 07s



Views 70K

Event count 204K



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	70K
user_engagement	48K
session_start	32K
scroll	25K
first_visit	24K
click	5K
file_download	918

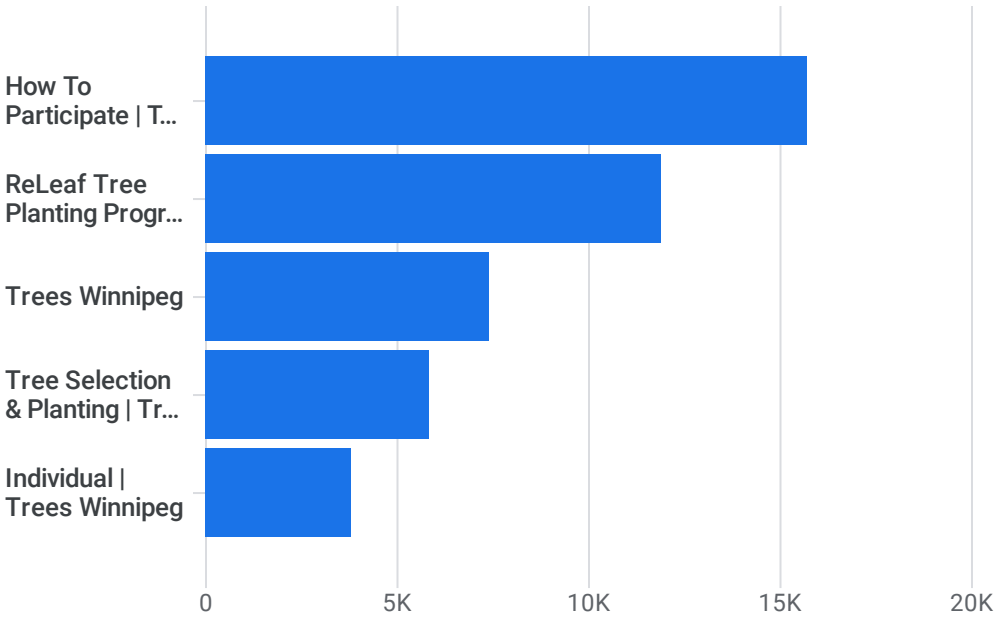
View events

Pages and screens: Page title and screen class

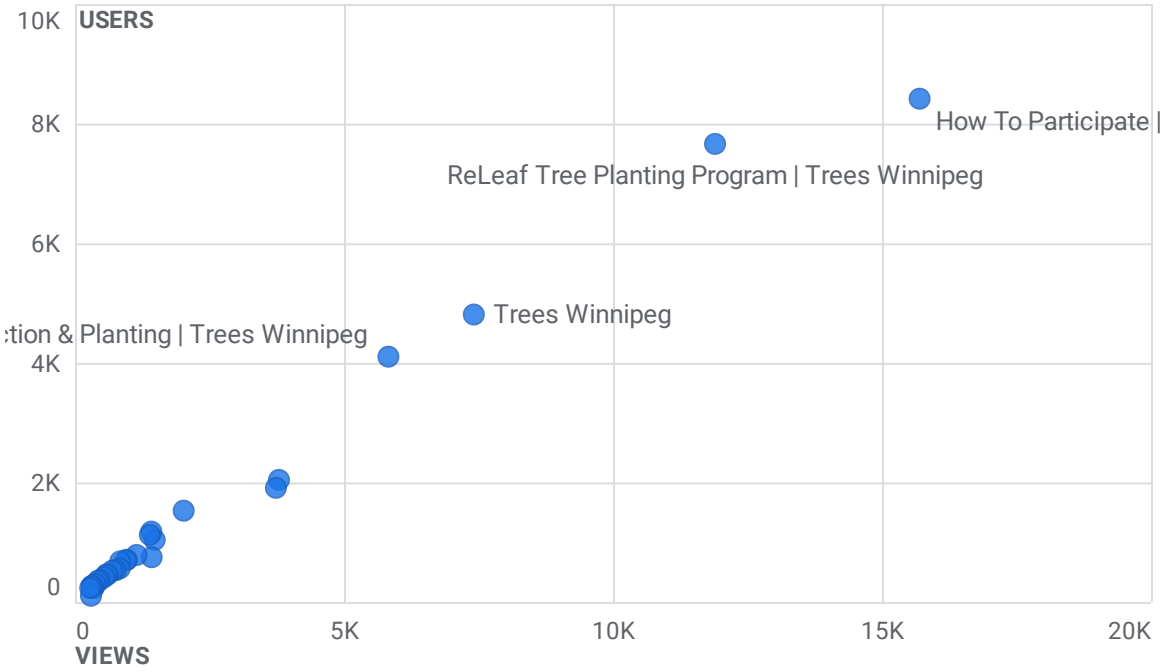
Last calendar year Jan 1 - Dec 31, 2021

All Users | Add comparison

Views by Page title and screen class



Views and Users by Page title and screen class



Search...

Rows per page: 10 Go to: 1 1-10 of 76

	Page title and screen class	Views	Users	New users	Views per user	Average engagement time
	Totals	**69,615** 100% of total	**23,809** 100% of total	**23,915** 100% of total	**2.92** Avg 0%	**1m 30s** Avg 0%
1	**How To Participate | Trees Winnipeg**	15,699	8,417	6,114	1.87	0m 42s
2	**ReLeaf Tree Planting Program | Trees Winnipeg**	11,897	7,661	5,129	1.55	0m 58s
3	**Trees Winnipeg**	7,413	4,808	3,632	1.54	0m 21s
4	**Tree Selection & Planting | Trees Winnipeg**	5,825	4,103	1,435	1.42	0m 59s
5	**Individual | Trees Winnipeg**	3,791	2,042	850	1.86	2m 01s
6	**Register Your Trees | Trees Winnipeg**	3,735	1,910	373	1.96	0m 18s
7	**Dutch Elm Disease | Trees Winnipeg**	2,020	1,528	1,278	1.32	1m 29s
8	**MTC Partners | Trees Winnipeg**	1,481	1,040	77	1.42	0m 38s
9	**Thank You | Trees Winnipeg**	1,425	750	11	1.90	0m 20s
10	**Caterpillars | Trees Winnipeg**	1,419	1,178	1,089	1.20	0m 54s

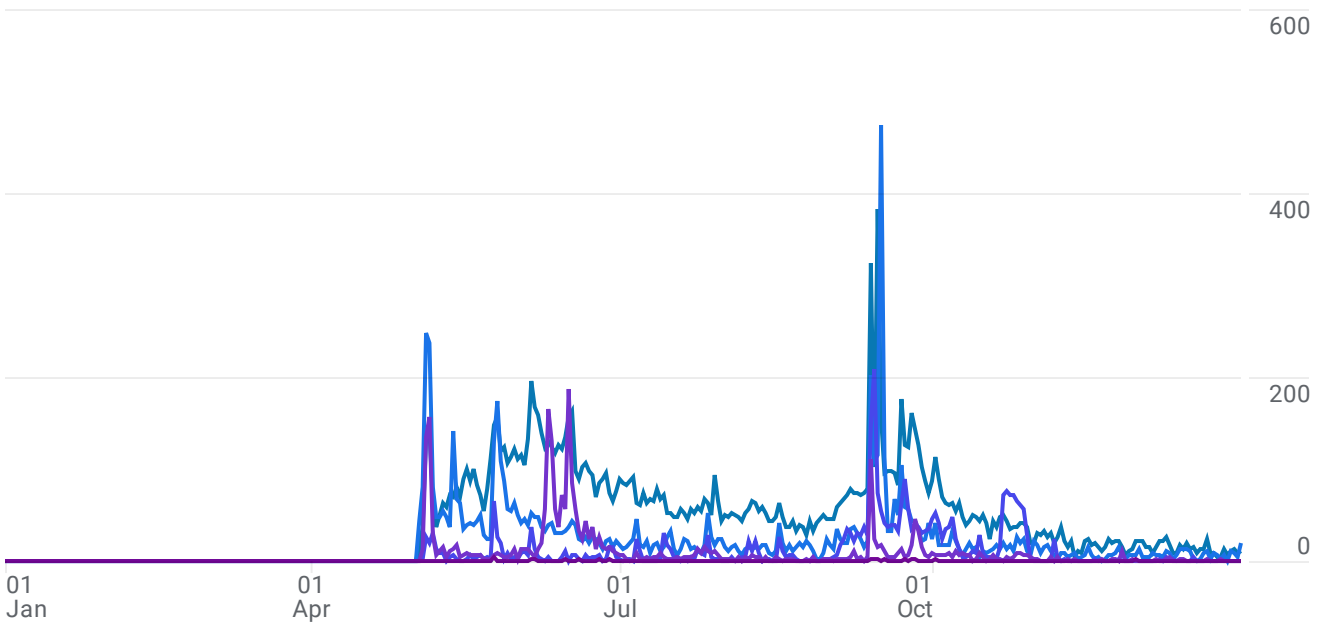
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Traffic acquisition: Session default channel grouping

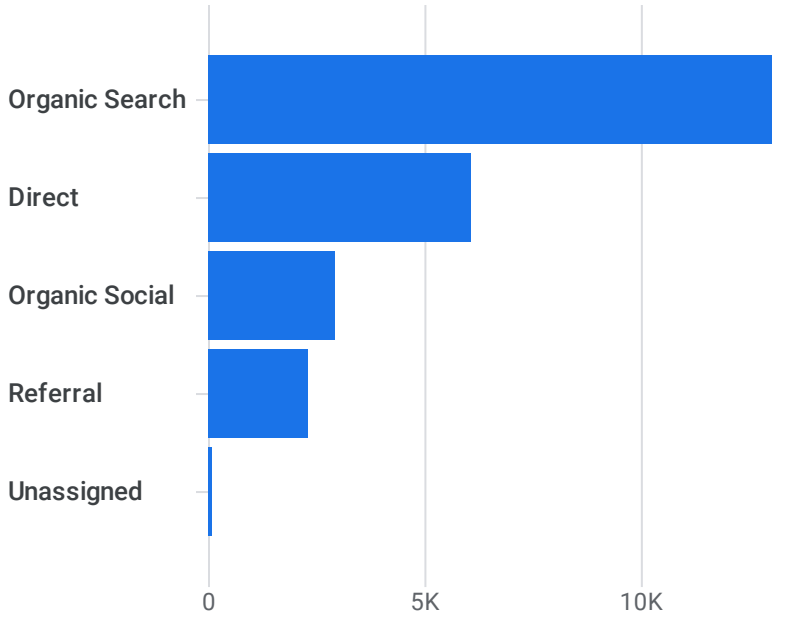
Last calendar year Jan 1 - Dec 31, 2021

All Users | Add comparison

Users by Session default channel grouping over time



Users by Session default channel grouping



Search...

Rows per page: 10 1-7 of 7

	Session default channel grouping	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
	Totals	**23,809** 100% of total	**31,780** 100% of total	**20,511** 100% of total	**1m 07s** Avg 0%	**0.86** Avg 0%	**6.41** Avg 0%
1	**Organic Search**	13,028	17,419	12,222	1m 11s	0.94	6.38
2	**Direct**	6,065	8,046	4,687	1m 08s	0.77	6.52
3	**Organic Social**	2,913	3,289	1,482	0m 31s	0.51	5.22
4	**Referral**	2,301	3,001	2,113	1m 22s	0.92	7.53
5	**Unassigned**	87	11	0	12m 05s	0.00	39.36
6	**Email**	6	9	5	1m 03s	0.83	7.33
7	**Organic Video**	5	5	2	0m 33s	0.40	5.60

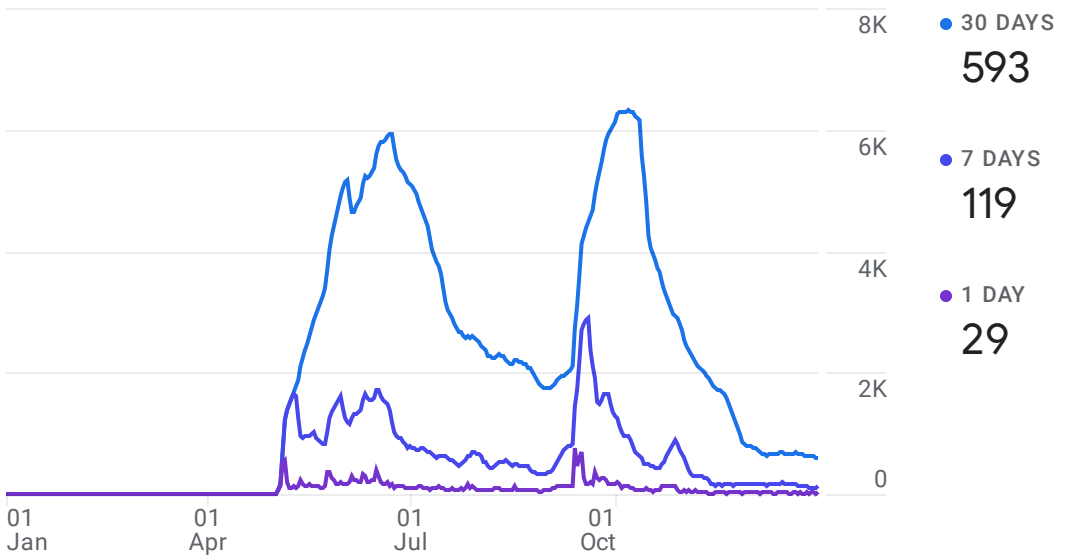
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Views by Page title and screen class

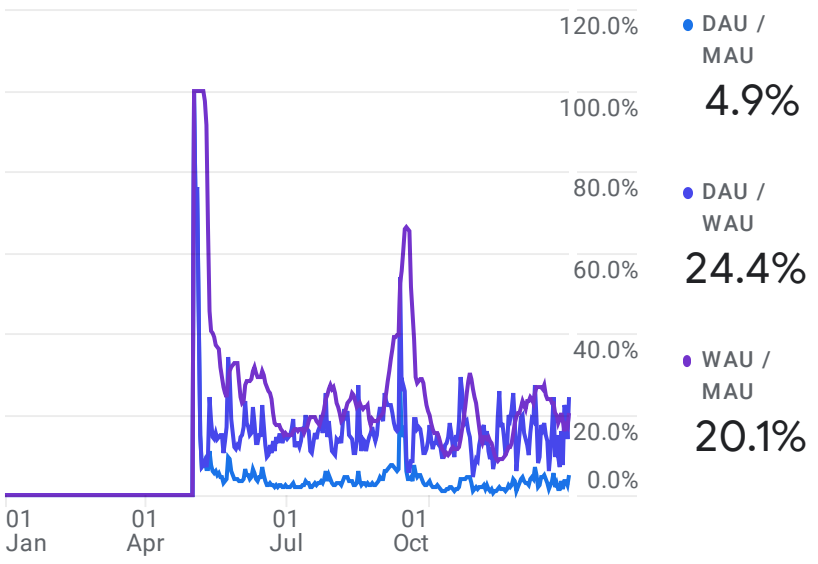
PAGE TITLE AND SCREEN CLASS	VIEWS
How To Participate | Trees Winnipeg	16K
ReLeaf Tree Planting Program | Trees Winnipeg	12K
Trees Winnipeg	7.4K
Tree Selection & Planting | Trees Winnipeg	5.8K
Individual | Trees Winnipeg	3.8K
Register Your Trees | Trees Winnipeg	3.7K
Dutch Elm Disease | Trees Winnipeg	2K

View pages and screens →

User activity over time



User stickiness



DAU / MAU
4.9%

DAU / WAU
24.4%

WAU / MAU
20.1%

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Analytics

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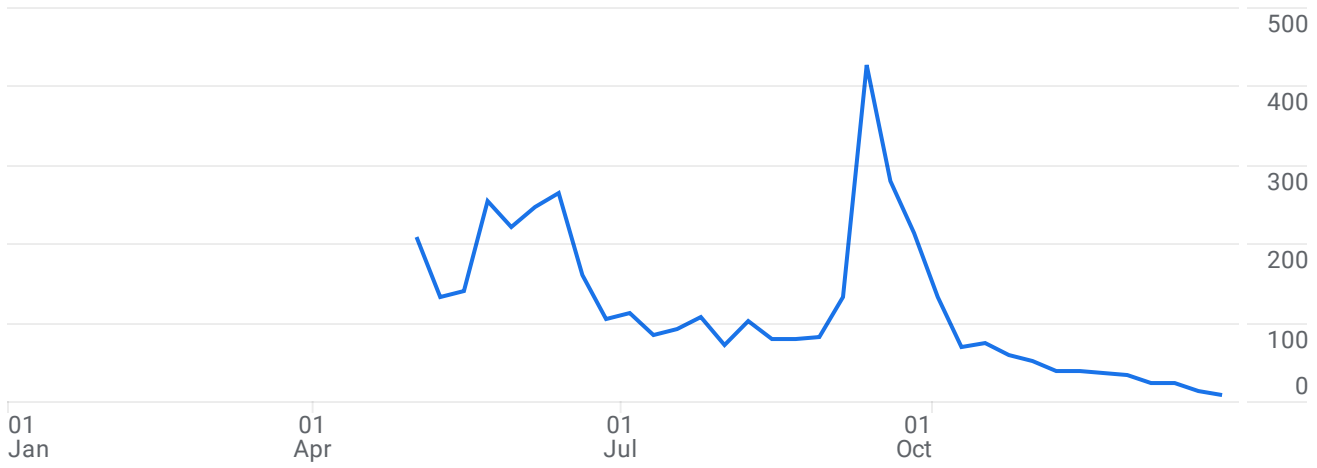
Retention overview

Last calendar year Jan 1 - Dec 31, 2021

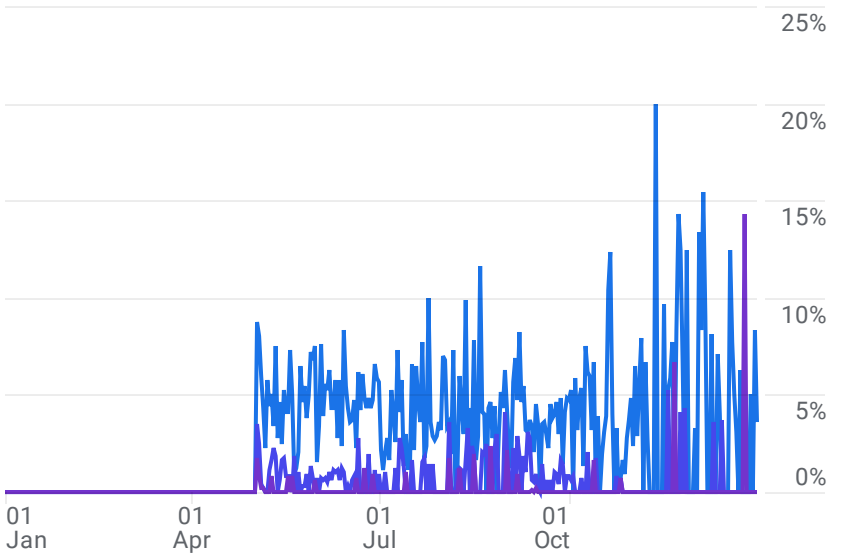
All Users | Add comparison

New users
24K

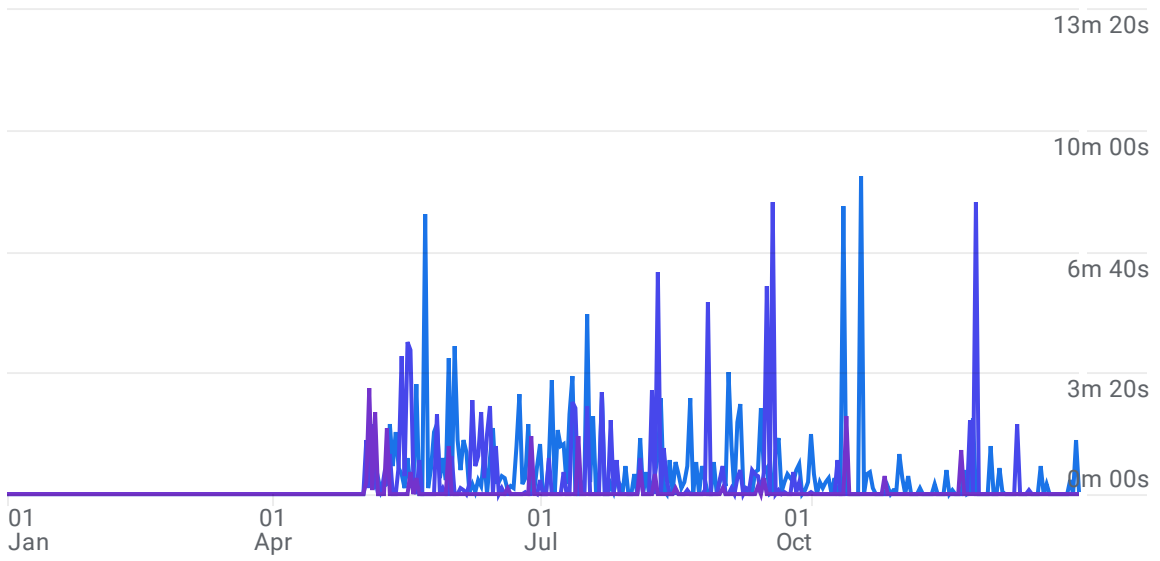
Returning users
3.4K



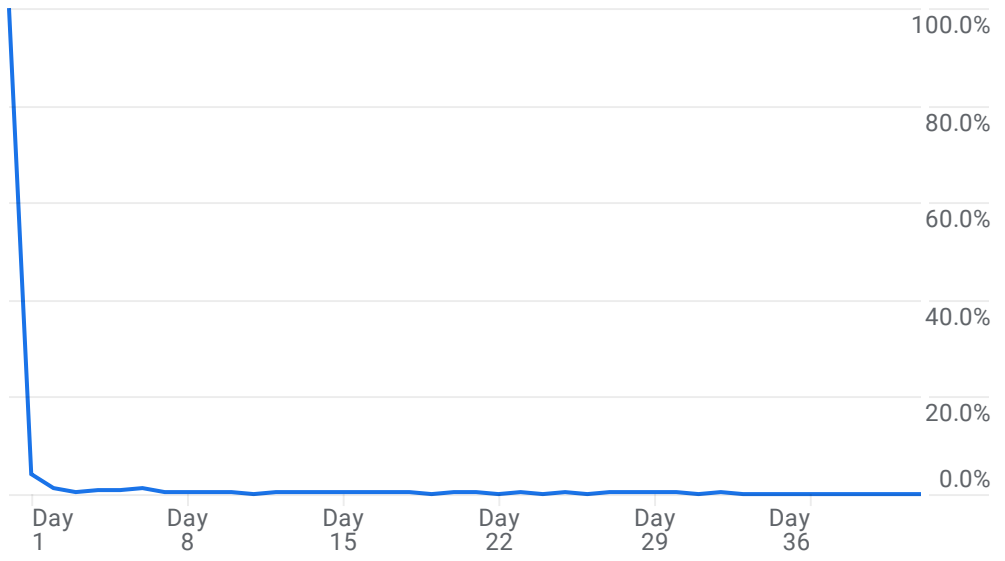
User retention by cohort



User engagement by cohort

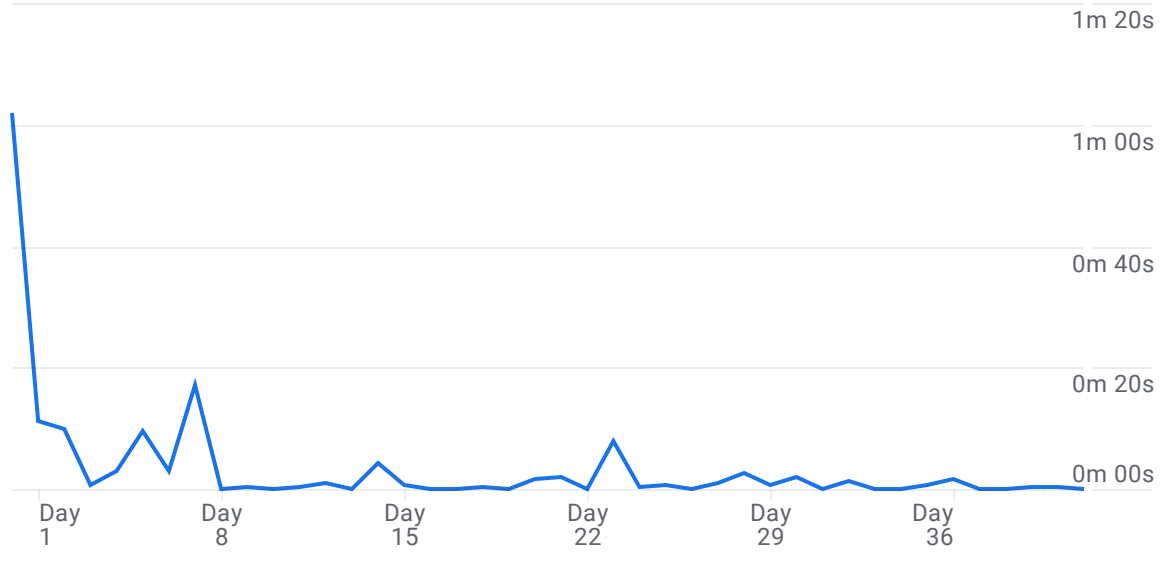


User retention



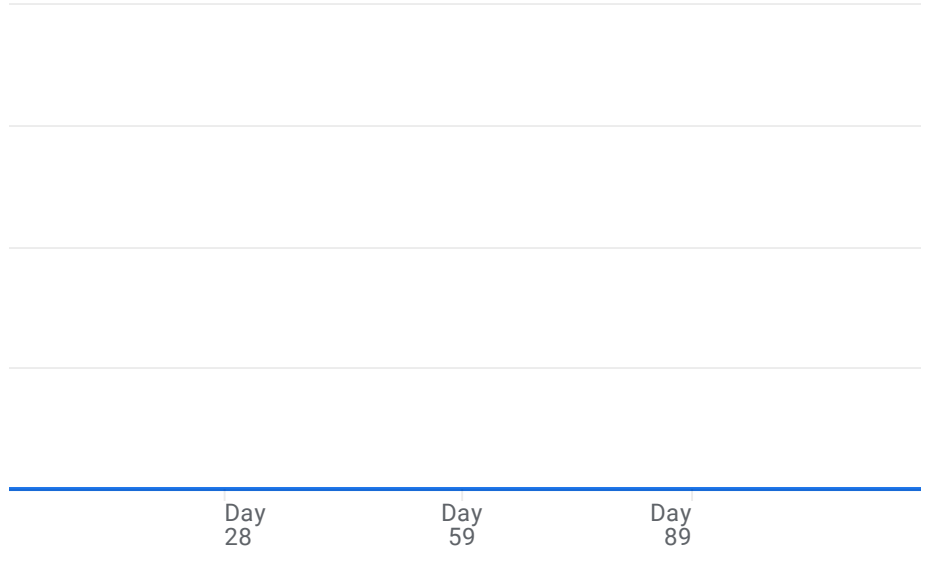
Last 42 days ending Dec 31

User engagement



Last 42 days ending Dec 31

Lifetime value



Last 120 days ending Dec 31

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Sep 3, 2021 - Oct 29, 2021

Total Impressions	Total Clicks	Avg. CTR	Reach
738,531	13,326	1.80%	109,192

Campaign Summary

Trees Winnipeg's digital campaign ran from September 3 through October 29, 2021 across search and social channels. Messaging was focused on the Million Tree Challenge and #PlantForPrizes contest, targeting people in Winnipeg who are interested in home improvement and urban growing-related topics. The ads **reached over 109k people in Winnipeg on Facebook alone** and generated a **strong click-through rate of 1.8%** from a total of **more than 13k clicks**.

Key Takeaways

Messaging on the theme of rescuing and replenishing the existing canopy to build community and support generational growth seemed to resonate best, with the highest engagement rates and relatively low costs per click. Over half of the interactions with the ads were performed by individuals over the age of 50, which is one reason the generational benefits messaging may have been so effective, combined with the fact that ads were more effective on Facebook, where the audience skews slightly older than on Instagram. Twitter traffic was driven by an older male-identifying audience, while Facebook and Instagram's results were more evenly distributed across genders. **Future campaigns should look to leverage Facebook and the more mature engaged audiences in order to boost support for the cause.**

Google	Impressions	Clicks ▾	CTR	Cost/Click
Search Only	83,312	1,604	1.93%	$0.57
Grand total	**83,312**	**1,604**	**1.93%**	**$0.57**

Tweet	Impressions	Clicks ▾	CTR	Cost/Click
Plant a #ReLeaf tree and help... 1. Prevent threats to our urban canopy by planting diverse species 2. Promote community engagement and indi...	89,998	1,061	1.18%	$1.60
Join the Million Tree Challenge and #PlantForPrizes! Head over to: https://t.co/QsFntLrDz2 before October 22, 2021 to register any tree(s) plant...	25,802	222	0.86%	$2.16
It's time to #PlantForPrizes! Until October 22, 2021, you can register any tree planted on private property after September 9, 2019, for a chance t...	12,114	123	1.02%	$1.08
What pledge can you make to help our tree canopy stand tall for generations? Use #MillionTreeWPG and share your pledge today or visit https:/...	16,850	98	1.35%	$2.55
Grand total	**218,301**	**2,007**	**0.92%**	**$1.52**

Post	Impressions	Clicks ▾	CTR	Cost/Click
Every year, Winnipeg loses more of its tree canopy. Let's make sure Winnipeg stays green for generations to come. Visit treeswinnipeg.org today ...	135,247	4,223	3.12%	$0.13
It's time for you to make a pledge. Join the Million Tree Challenge today and help protect Winnipeg's tree canopy. #MillionTreeWPG #PledgeToPl...	249,156	3,605	1.45%	$0.62
The ReLeaf program is an affordable way to contribute to Winnipeg's urban forest! 🍃 By purchasing a ReLeaf package, you are... 1. Preventing t...	44,311	1,710	3.86%	$0.27
Grand total	**436,918**	**9,715**	**2.22%**	**$0.34**