

# PUBLIC ENGAGEMENT

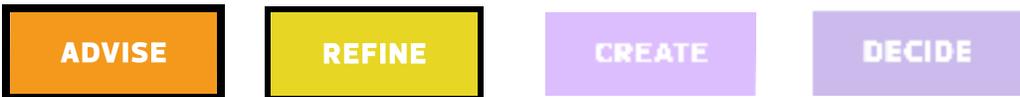
SHARE YOUR VOICE SHAPE OUR CITY

Edmonton

## What We Heard - Phase II

### Integrated Pest Management (IPM) Policy - Phase 2 Engagement

April 2019

<b>Project/Initiative Background</b> The Integrated Pest Management Policy C501, adopted in 2004, directs the pest management activities, including appropriate use of pesticides by the City of Edmonton. The City has routinely sought multiple options for every pest problem to reduce the overall use of pesticides. In 2017, the Office of the City Auditor reviewed the existing policy and recommended the policy be updated to ensure City operational staff have clear direction on pest management activities and that the public is adequately informed of such activities. As a result, feedback is being requested from stakeholders and the public to update the policy.	
<b>Name Date Location</b>	Phase 2 Integrated Pest Management (IPM) Policy Engagement - Communications Preferences - Notification October 2018 - February 2019 Engagement Edmonton events (West Edmonton Mall, Edmonton Tower) + online survey
<b>Contact information</b>	<a href="mailto:ipmpolicyupdate@edmonton.ca">ipmpolicyupdate@edmonton.ca</a>
<b>Level of public engagement</b>	
<b>Description</b>	In Phase 2, stakeholders and the public were engaged for feedback on their communications preferences for pesticide notifications as per <b>REFINE</b> in the City's Public Engagement Spectrum.

### WHAT WAS DONE

The City of Edmonton is working to improve the way we inform citizens about pesticide application. Citizen input was solicited to determine the most effective ways of communicating with the public. The following two questions were asked on this survey:

1. How would you like to be informed about pesticide applications within the City of Edmonton?  
(Respondents were allowed to choose multiple options)
2. Have you ever seen information about pesticide applications in Edmonton?

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The Integrated Pest Management team participated in two Engage Edmonton events in 2018, and surveyed people at both:

- October 30, West Edmonton Mall, 3-7pm
- November 15, Edmonton Tower, 3-7 pm

Further citizen input was solicited through an online survey posted at [Edmonton.ca/pests](http://Edmonton.ca/pests). This survey was open from December 13, 2018 - February 10, 2019.

A total of 103 responses were received, 48 from Engage Edmonton participants, and 55 from the online survey.

### ENGAGEMENT RESULTS AND FINDINGS

When asked how they would like to be informed about pesticide applications in the City of Edmonton, survey respondents indicated a variety of preferences. The top 10 citizen communication preferences, based on number of responses to each option, are:

1. City of Edmonton website (48)
2. Street level signage (36)
3. Email (32)
4. Facebook (30)
5. City of Edmonton electronic newsletter (23)
6. Ads on Transit - LRT, LRT platform, busses, bus shelters (22)
7. 311 (21)
8. Text message (18)
9. Edmonton Journal print version (17)
10. Community newsletters (17)

Other notification options included billboards, television ads, other social media (twitter, instagram), other print media (Edmonton Examiner, Edmonton Sun, StarMetro), and direct mail. A phone line with up-to-date information was one of the least popular options.

When asked if they had ever seen information about pesticide notifications in Edmonton, 54% responded no, 37% responded yes, and 9% did not know.

### AS A RESULT, WHAT WILL CHANGE?

The information obtained from this engagement process will be used to shape future City communications with citizens about pesticide applications.

***Thank you for participating in sharing your voice and shaping our city.***

For more information on City of Edmonton public engagement, please visit [www.edmonton.ca/publicengagement](http://www.edmonton.ca/publicengagement)