

Toronto's Pollinator Protection Strategy PUBLIC CONSULTATION REPORT 2016 – 2017



Word Cloud Generated from Text Responses in survey

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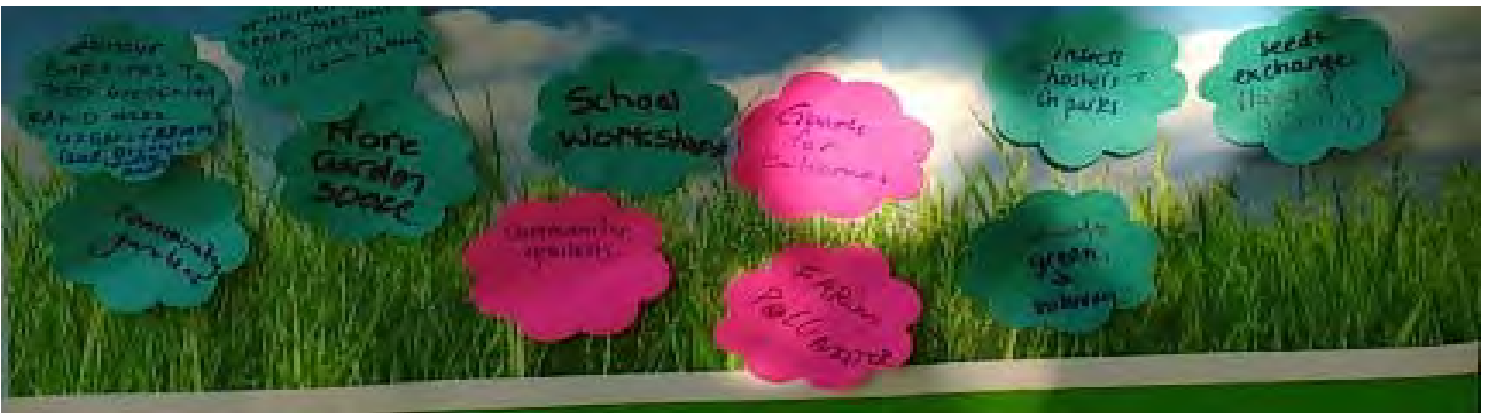
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Acknowledgements

Thank you to the members of our Interdivisional Working Group and Pollinator Advisory group, as well as to a number of additional expert advisors for offering their time, enthusiasm, and expertise to this initiative. Live Green Toronto staff and volunteers and Environment & Energy staff were integral to the public consultation process throughout the spring and summer.

Thank you to all members of the public that generously took the time to learn about pollinators and offer their feedback on our solutions. Each response was key in helping us to ensure that Toronto is a better home for all pollinators.



Overview of Consultation Process

The draft Pollinator Protection Strategy has been supported by community and stakeholder engagement through a multi-faceted process.

In 2016, City of Toronto staff began working with expert stakeholders and residents to develop the draft Pollinator Protection Strategy. In the year that followed, a variety of engagement and outreach tools were employed to continue to involve these groups, while also engaging and educating the broader public. The result was the engagement of and gathering of feedback from nearly 7,000 residents and stakeholders and the continued input of our internal and external advisory groups. The result of this process has summarized in this report.

Purpose

The Pollinator Protection Strategy's consultation and community engagement process has helped to aggregate and incorporate the voices of experts and residents on this important topic. The various activities involved provided an opportunity for discussion about pollinators and their protection. In doing so, this process served the two-pronged goal of, first, providing awareness and education and, then, gathering in-depth feedback.

Methodology

The overall public consultation process allowed for various feedback opportunities through a number of activities.

From August 2016 to October 2017 an estimated 6,917 were engaged about pollinators and the draft Pollinator Protection Strategy. This was achieved through various online and in-person engagement tools, such as surveys, games, and an expert workbook. A summary of each aspect of this process is summarized in the following pages.

Results

Summary of all activities involved in the public consultation process.

Method	Description	Timeline	Number Engaged
<i>Preliminary Survey</i>	A short survey used to gauge public interest and/or knowledge about pollinators, as well as to identify opportunities for pollinator habitat creation.	August 2016 – April 2017	705 completed
<i>Live Green Toronto Outreach - Pop Up Consultations</i>	Live Green Toronto Staff & Volunteers engage residents at community events with 'pop up consultations', sharing information about the strategy, how to get involved and receiving resident feedback.	April – October 2017	68 community events, estimated 4,345 engaged
<i>“Help the Garden Grow” Banner Bug Activity</i>	An interactive activity used at Live Green Toronto events to gauge perceived helpfulness of selected strategy actions.	June – September 2017	270 engaged
<i>“What’s the buzz?” Actions-Based Survey (for residents / stakeholders)</i>	A short survey that prompted participants to provide feedback on specific actions within the strategy, while also inviting more in-depth, short answer responses.	June – September 2017	1571 completed
<i>Expert Workbook</i>	An online survey sent to individuals and organizations displaying leadership in pollinator protection that encouraged participants to identify priority actions and provide additional feedback.	August – September 2017	26 completed
Totals		68 community events Est. 6,917 engaged	
<i>Social Media Outreach</i>	Multiple City of Toronto Twitter accounts were used to spread awareness, as well as a Live Green Blog, a City of Toronto website banner, multiple Live Green Toronto newsletter blurbs	June – September 2017	35,000+ tweet impressions

The full list of Pop Up Consultation locations is on page 15-17 of this report.

Method Descriptions & Results

1. Preliminary Survey:

This survey was completed online using Fluid Surveys and also in person at several Live Green Toronto community outreach events. The survey asked participants to respond to a number of knowledge-based questions about pollinators, honey bees, and beekeeping.

The results:

- 90% are concerned with declining native pollinator populations.
- 90% indicated that the most significant reason bees are important are because they pollinate plants.
- 87% are willing to add native pollinator-friendly plants to their garden.
- 40% believe that honey bees are native to North America.
- 26% would be willing to put a honey bee hive on their property.

The majority of respondents believe that the City should plant more pollinator-friendly plants in parks and encourage others to do the same.

The majority of respondents believe that the City should provide free seeds and plants, and educational workshops to encourage residents, businesses and schools to plant native pollinator-friendly plants.

2. Live Green Toronto Outreach - Pop Up Consultations

"Pop Up Consultations" were executed at 68 events from April to October 2017, including farmer's markets, Community Environment Days, and the Canadian National Exhibition, and community festivals. The full list of consultation locations is on page 15-17 of this report.

1,000 packages of native plant seeds, 2,000 copies of the draft Pollinator Protection Strategy and 1,500 copies of gardening/pollinator habitat tips and postcards were distributed to residents during these consultations.

The results:

Live Green staff and volunteers reported significant interest from residents on pollinators. However, residents reportedly frequently expressed confusion about the differences between native bees and managed honey bees, and what personal actions that could be taken to protect these species. Conclusions drawn from these consultations include a need for education, information sharing and outreach on native bees and resident action.

One technique in these pop up consultation formats commonly utilized by Live Green Toronto was to engage children in a pollinator related activity (e.g.



decorating 'pollinator puppets' or pollinator trivia games) while speaking to their parents about the strategy and soliciting feedback. It was found frequently that the children would have more knowledge about native pollinators than their parents, indicating that this information may be now shared in the classroom, and offering a potential opportunity for children to become leaders in information sharing and education on pollinators in the future.

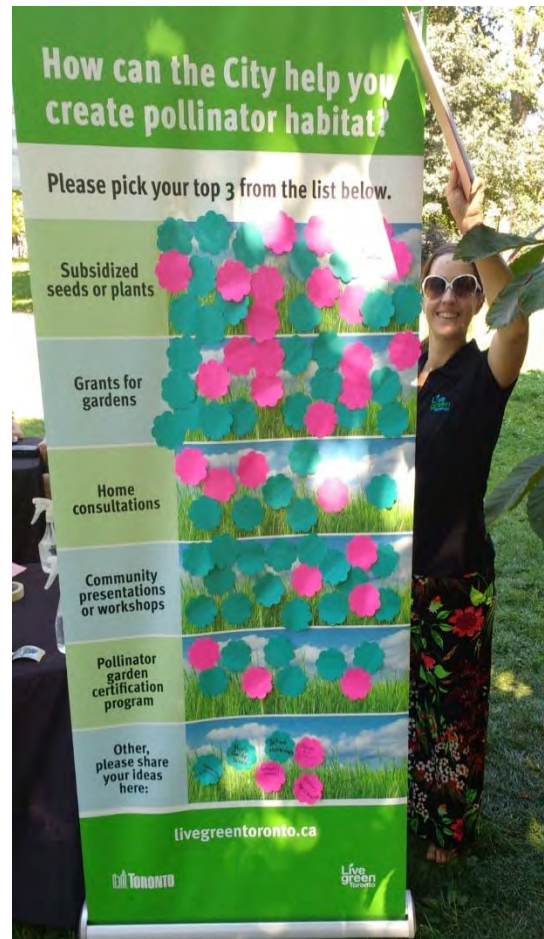
3. "Help the Garden Grow" Banner Bug Activity

This activity asked participants to choose three flower-shaped sticky notes and place them on their top three choices answering "How can the City help you create pollinator habitat?". Participants were also able to write in a text response and add to the "Other" category.

Most participants were engaged in this activity while their children or other members of their party were participating in other activities such as pollinator trivia. The banner bug proved to be an excellent visual in engaging participants, although it must be noted that this method's results can potentially be skewed by pressure from 'groupthink' as participants can readily view others' answers; this may alter a participant's response(s) as they strive for conformity in answers.

The results:

The most popular choices surrounded incentives, such as grants (26.0%) and subsidized seeds or plants (26.6%). Participants who responded in the 'other' section shared ideas about school gardens, changes in bylaws with regard to front lawns, banning pesticide use, and reducing the amount of grass lawns.



4. "What's the buzz?" Actions-Based Survey

This survey was completed online using Fluid Surveys and also in person at Live Green Toronto community outreach events. The survey asked participants to respond primarily to the question:

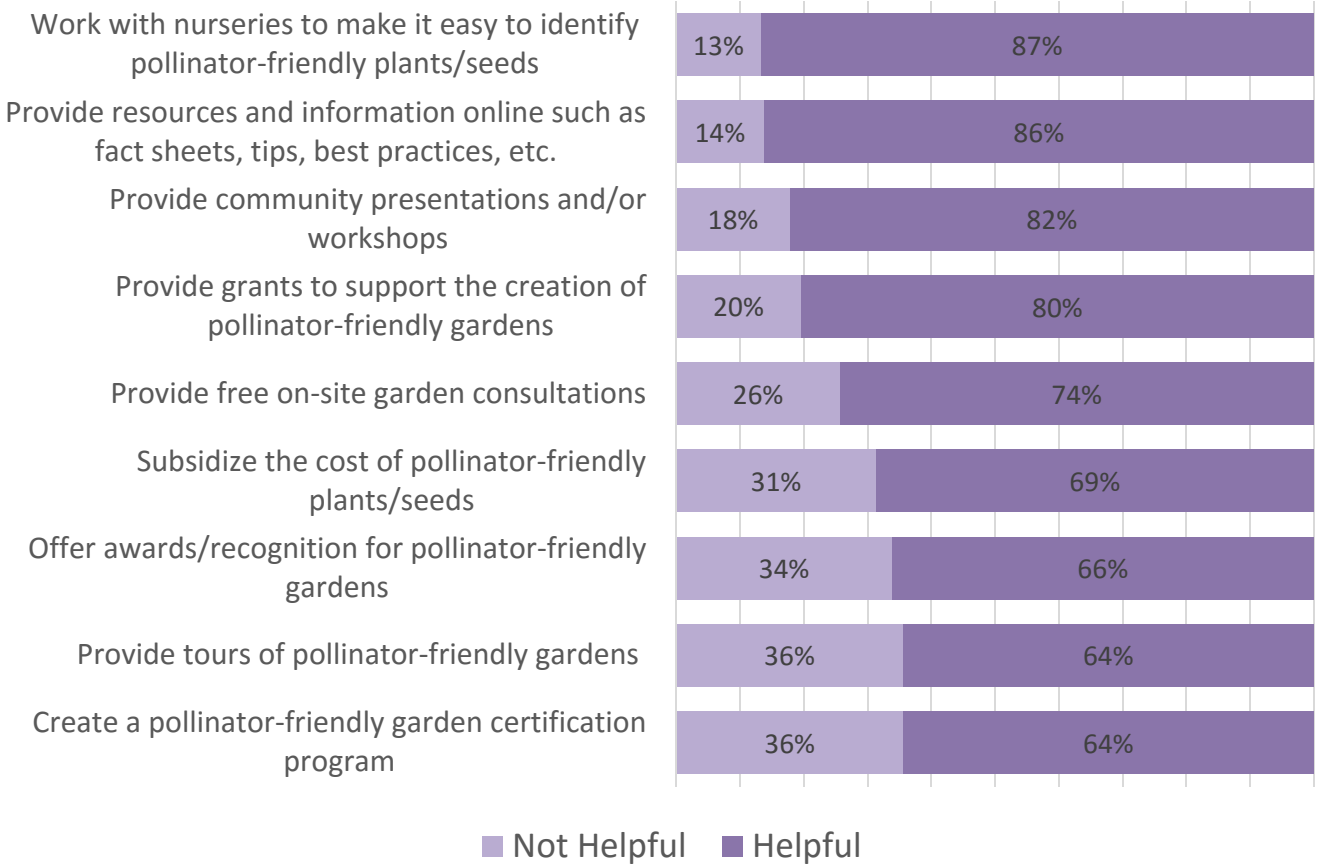
"The City of Toronto is considering the following measures to encourage Toronto residents, business and schools to plant more native, pollinator-friendly plants. Please indicate how helpful/effective you think each of these measures will be."

The survey also asked respondents to provide their open-ended comments as to "What more should the City do to help pollinators?" and "Please provide any additional comments or suggestions related to the draft strategy"

The results:

Chart 1 outlines participants' responses to the various proposed City actions for pollinator habitat in terms of how helpful they consider the measure.

Chart 1



The data shows that respondents are most interested in the City of Toronto working with nurseries to enable easy identification of pollinator-friendly plants and seeds for consumers, as well in education opportunities such as online resources and presentations / workshops. Incentives such as grants, free consultations and subsidizing the cost of pollinator-friendly plants and seeds were also top choices of respondents with regard to their helpfulness. This supports the conclusion that participants are interested in the City funding and providing information around consumer choices as it pertains to pollinator habitat.

The least popular responses were those around recognition of actions, such as awards, certifications and garden tours. The data suggests that participants are more interested in the City supporting the actions themselves than in recognition for completing such actions.

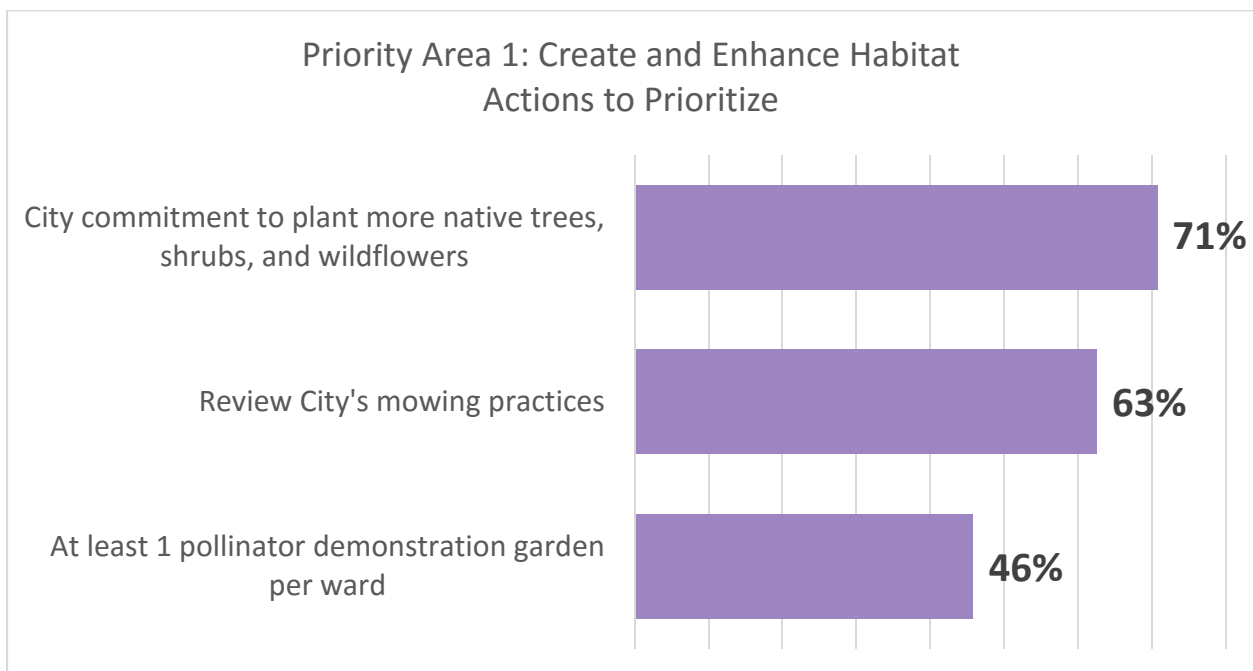
Respondents also shared 1,258 text based responses to the open ended questions, which are reflected in the following section, and represented by the word cloud on the cover of this report.

5. Expert Workbook

The purpose of the workbook was to gather expert feedback on which actions the City should prioritize as it finalizes and implements the Pollinator Protection Strategy. A link to the online survey with a request to complete was sent via email to representatives of the Province of Ontario (OMFRA), Toronto university faculty working in related fields, members of the Ontario Beekeeper's Association, representatives of all Toronto school boards, and related community groups, not-for-profits, and non-governmental organizations.

Respondents were presented with a list of all originally proposed 44 draft actions and asked to select up to 3 actions per guiding principle that should be prioritized by the City of Toronto.

The results:



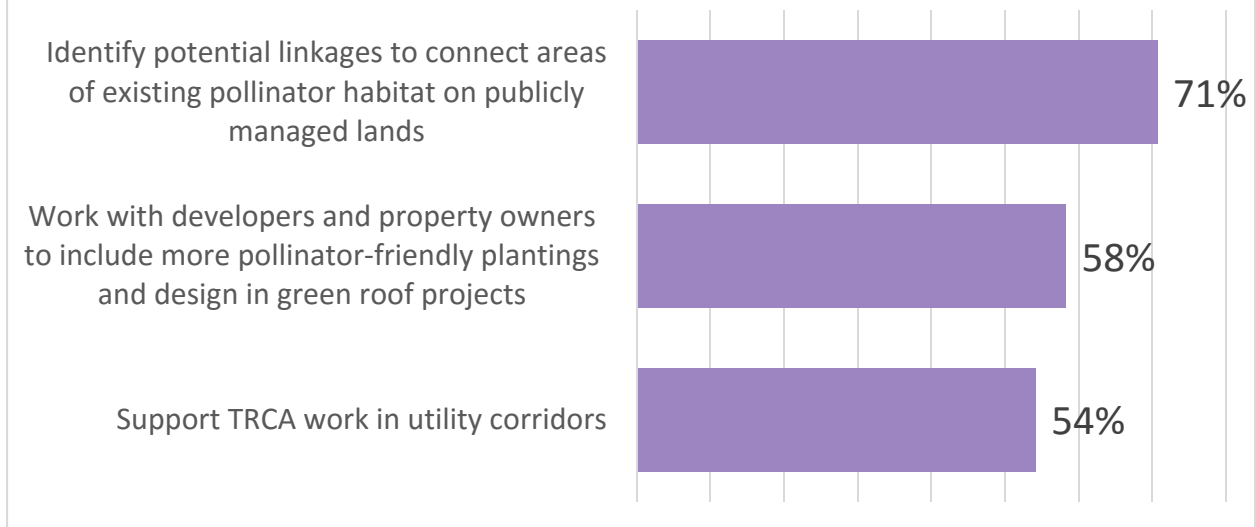
Responses from resident survey:

“Use pollinator-friendly perennial plants in City gardens/parks rather than planting non-native annuals”

“The City should consider letting more of its parks naturalize instead of mowing them”

“Build demonstration gardens in local parks and public spaces. People need to see these everywhere and accept them as commonplace. Design them to be beautiful and maintain them well. Use signage to identify plants.”

Priority Area 2: Design and Connect Green Spaces Actions to Prioritize



Responses from resident survey:

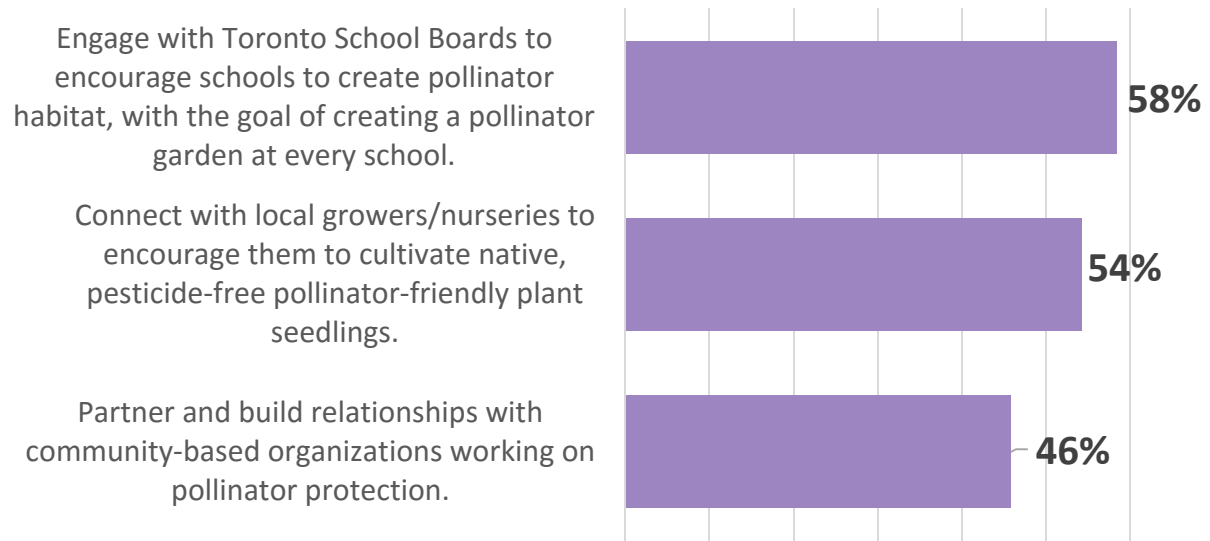
“More pollinator-friendly gardens; link them up into pollinator corridors”

“Mandatory pollinator-friendly gardens for new developments”

“Consider planting hydro corridors, such as the Finch Hydro Corridor in Scarborough. This would allow for more efficient use of the land.”

“Integrate pollinator-supportive species into Toronto Green Standards and Green Roof Bylaw”

Priority Area 3: Partner and Build Relationships Actions to Prioritize



Responses from resident survey:

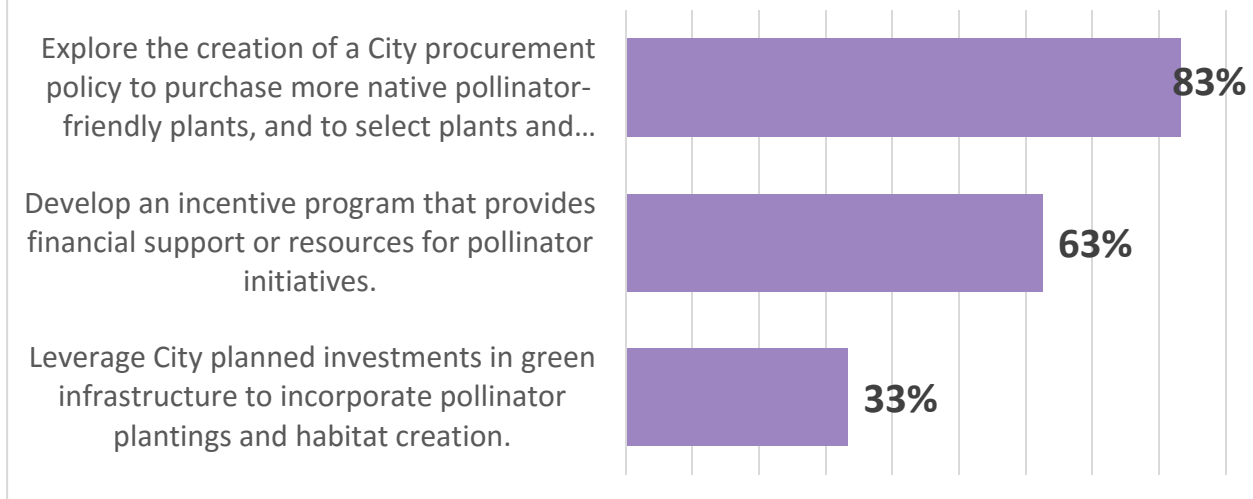
“TDSB schools lack experts and money to set up gardens. You need to provide both if you want Toronto schools to be involved.”

“Reduce the sale of cheap, showy non native plants by requiring all garden centres to carry a qty of native plants, at reasonable prices.”

“Improve resident access to locally-sourced native plants by encouraging native plant growers and sellers..”

“Support local NGO initiatives focusing on pollinators”

Priority Area 4: Invest, Incentivize, and Inspire Actions to Prioritize



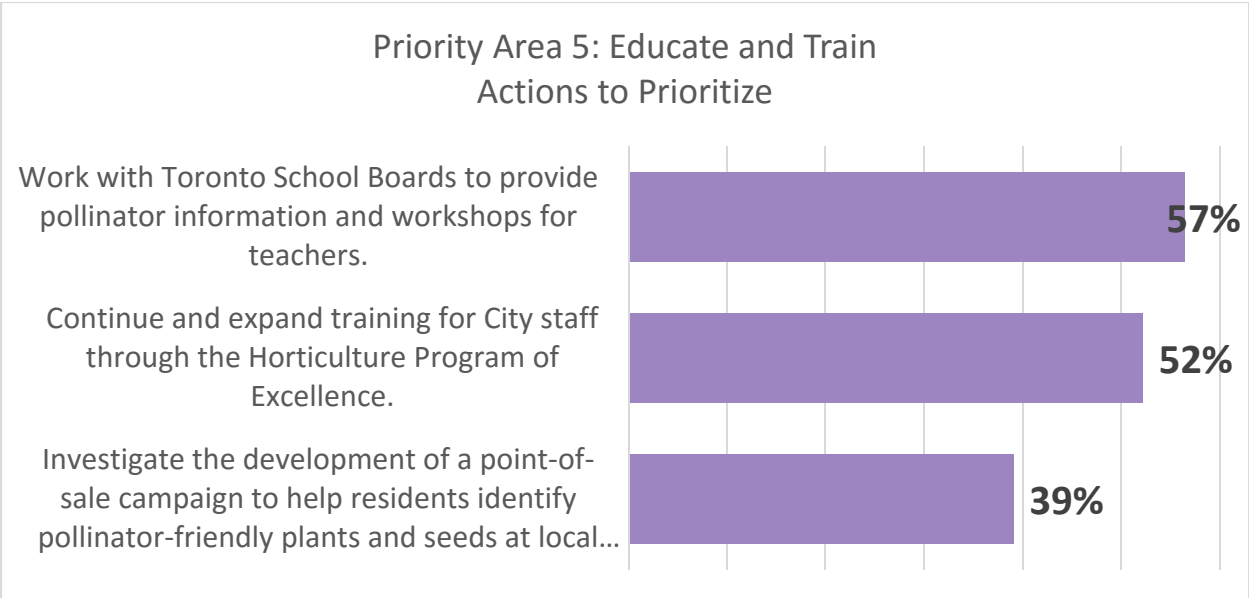
Responses from resident survey:

“Only plant native plant species on city-owned land & in parks.”

“Give subsidies to building owners to plant pollinator-friendly plants in flower beds and pots.”

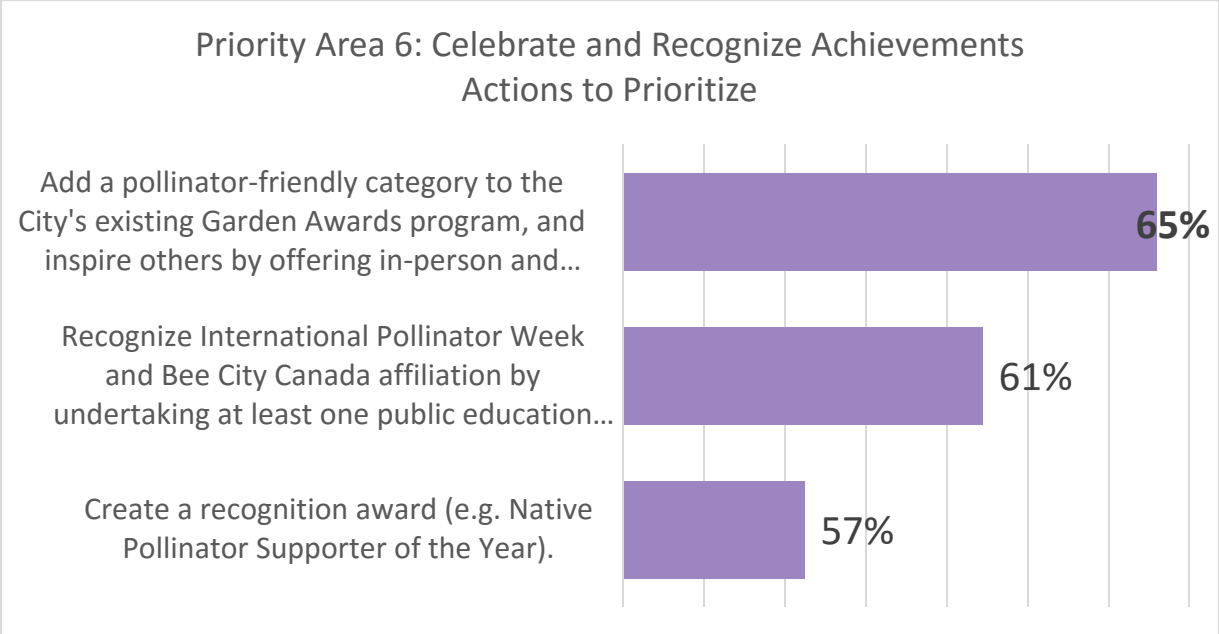
“Work within existing and future green infrastructure strategies to ensure pollinator friendly policies and recommendations are included.”

“Create “pollinator pick packs” - i.e. easy starter kits with 4 plants each to get beginner gardeners started”



Responses from resident survey:

- “Provide grants and professional support for teachers.”*
- “Provide city horticulture staff with ongoing training and funding for pollinator gardens.”*
- “Make sure native plants are sold at nurseries and highlighted as being native.”*



Responses from resident survey:

- “Competitions always get people going. I love the idea of tours.”*

Open-ended questions from Expert Workbook:

Respondents also had the opportunity to provide comments through the survey. Summarized responses included:

- People need to develop a sense of empathy for insects
- every park with a designated area with planting for pollinators
- Encourage the City to lobby the Province of Ontario to live up to its commitments under the Pollinator Health Action Plan
- Coordination with TRCA on how-to guides, workshops and training session should be added to the strategy as they currently exist.
- In order to create more habitat your strategy has to be non-centralized--meaning, not everything is led by the City.
- Amend property bylaws that make it difficult for people to create pollinator habitat
- Focus on removing and replacing invasives, and preventing their spread in new plantings.
- Develop resources educating people about honey bees and their possible threats to biodiversity

6. Social Media & Online Outreach

The Pollinator Protection Strategy involved active online outreach, through social media and additional online outreach tools.

City of Toronto's online presence in promoting the strategy, and inviting feedback, was prominent throughout the public consultation process. Multiple City of Toronto Twitter accounts were used to spread awareness, as well as a Live Green Blog, a City of Toronto website banner, multiple Live Green Toronto newsletter blurbs, and a letter to Councillors.

Our efforts were successful in engaging the public and gathering feedback, and **over 35,000 tweet impressions** resulted from the social media campaign.

Pop Up Consultation Locations

Start Date	Event	Location	Estimated Number Engaged
April 22-23	Party for the Planet, Earth Day Celebrations at the Zoo	Toronto Zoo	40
Apr 22	Doucette - Environment Day	Sorauren Park	35
Apr 22	Perks - Environment Day	Sir Casimir Gzowski Park	25
Apr 29	Nunziata - Environment Day	Eglinton Flats	25
Apr 30	Mihevc - Environment Day	Wychwood Barns	25
May 6	Di-Giorgio Environment Day	Amesbury Arena	25
May 6	McConnell - Environment Day	David Crombie Park	25
May 9	Grey to Green	Ryerson University	30
May 11	Minnan-Wong - Environment Day	Donwoods Plaza	25
May 11	Toronto Public Library Fragile Planet Series, Urban Agriculture and Pollinator Friendly Gardening	Queen/Saulter Library	10
May 13	Shan - Environment Day	Malvern Community Recreation Centre	25
May 13	Filion - Environment Day	Earl Haig Secondary School	25
May 16	Davis - Environment Day	East York Memoria Arena Parking Lot	25
May 16	Toronto Public Library Fragile Planet Series, Local Food: Good for our Health and the Environment	York Woods Library	10
May 18	McMahon - Environment Day	Ted Reeve Arena Parking Lot	35
May 20	Carroll - Environment Day	Enbridge Gas West Parking Lot	25
May 20	Palacio - Environment Day	Loretto College	25
May 20	Toronto Public Library Fragile Planet Series, Urban Agriculture and Pollinator Friendly Gardening	Downsview Library	10
May 23	Carmichael Greb - Environment Day	North Toronto Memorial Arena	25
May 25	Mammoliti - Environment Day	Downsview Arena Parking Lot	25
May 27	Kelly - Environment Day	Agincourt Mall	25
May 27	Augimeri - Environment Day	Ramses Temple Shrine	25
May 29	Bike to Work Day	City Hall	25
June 1	Matlow - Community Environment Day	North Toronto Memorial Arena	25

Start Date	Event	Location	Estimated Number Engaged
June 3	Lee - Community Environment Day	Nashdene Yard	25
June 3	Holland - Community Environment Day	SATEC @ W.A. Porter Collegiate Institute	25
June 6	Pasternak - Community Environment Day	Esther Shiner Stadium	25
June 8	Crawford - Community Environment Day	Scarborough Village Recreation Centre	25
June 10	Shiner - Community Environment Day	Seneca College (Newnham Campus)	25
June 11	Cressy - Community Environment Day	Central Technical School	35
June 15	Toronto Public Library Fragile Planet Series, Local Food: Good for our Health and the Environment	Northern District Library	10
June 15 - 18	Taste of Toronto	Garrison Common @ Fort York	50
June 17	Leslieville Tree Festival	Leslie Grove Park	40
June 17	Campbell - Community Environment Day	Richview Collegiate Institute	25
June 18	Wong-Tam - Community Environment Day	Allan Garden	25
June 22	Fragedakis - Community Environment Day	Dieppe Park	55
June 23 - 25	Pride Festival	Church & Wellesley	50
June 24	Bailao - Community Environment Day	Dufferin Mall Parking Lot	25
June 24	Thompson - Community Environment Day	McGregor Recreation Centre	25
July 1 - 3	Toronto Redpath Waterfront Festival	HTO Park	200
July 8	Crisanti - Community Environment Day	Albion Centre	25
July 8	Grimes - Community Environment Day	Snow Storage Facility	25
July 15 - 16	Scarborough Celebrates Ontario	Albert Campbell Square	50
July 22	Chelsea Movie Night	Chelsea Hotel	15
July 22 - 23	BIG on Bloor	Bloor St. (Dufferin & Landsdowne)	200
Aug 12 - 13	Feast of St. Lawrence	St. Lawrence Market	250

Start Date	Event	Location	Estimated Number Engaged
Aug 12	Burnside - Community Environment Days	Leaside Memorial Community Gardens	25
August 18 - Sept 4	CNE	Direct Energy Centre	1800
Aug 24	Metro Hall Farmers Market	David Pecaut Square	30
Aug 20	Open Streets TO	Bloor St. (West of Bay St.)	50
Aug 26	Coconut Festival	David Pecaut Square	50
Aug 26	Chelsea Movie Night	Chelsea Hotel	15
Sept 5	Stonegate Farmers Market	194 Park Lawn	15
Sep 9	Ainslie - Community Environment Days	Morningside Work Yard	25
Sep 9	Moeser - Community Environment Days	Colonel Danforth Park	25
Sep 15	Urban Agriculture Day	Scadding Court Community Centre	10
Sep 16	Fletcher - Community Environment Days	Bridgepoint Hospital	25
Sep 16	Butterfly Way Parade	Kew Gardens	200
Sep 17	Colle - Community Environment Days	Glen Long Community Centre	25
Sep 17	Garlic Festival	Artscape WychWood Barns	50
Sep 17	City Cider	Spadina Museum	20
Sep 17	Open Streets TO	Bloor St. (just west of Bay st.)	50
Sep 23	De Baeremaeker - Community Environment Days	Thomson Memorial Park	25
Sep 23	Karygiannis - Community Environment Days	L'Amoureux Community Centre / Mary Ward Secondary School	25
Sep 23	Good Food For All Event	Davenport Perth Neighborhood Centre	5
Oct 3	Trinity Bellwoods Farmer's Market	Trinity Bellwoods Park	15
Oct 14	Junction Farmers Market	2960 Dundas Street West	25
Oct 14	Ward 13 Eco Fair	Swansea Town Hall	10
Total:	68		4345