

The Impact of By-laws and Public Education Programs on

Reducing the Cosmetic / Non-
essential, Residential Use of
Pesticides

A Best Practices Review



Jointly prepared by:

The Canadian Centre for
Pollution Prevention

CULLBRIDGE™
Marketing and Communications



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Agenda

- Purpose
- Context
- Methodology
- Findings
- Conclusions
- Case Study

Purpose

- To conduct a best practices review of the impact of by-laws and public education programs on reducing the cosmetic/ non-essential, residential use of pesticides
- NOT:
 - Professional use
 - Is it a good thing?

Context

- **Federal:** PMRA
- **Provincial:** Additional restrictions, education, training, sale, transportation, disposal
 - Quebec 2003
- **Municipal:** Additional restrictions
 - Hudson, 1991
 - Supreme Court, 2001
 - Now over 60 bylaws across Canada

Methodology

Summary of Communities Screened

Total number of communities considered	62
Number of communities studied in-depth	9
Number of additional communities noted for innovative approaches and activities	8


- **Long list:** 62 – relevant & replicable
- **Screening:** reliability of findings
- **Supplemental interviews**
- **Limitations of the data**

Findings: Canada



Community	Bylaw / Ed.	Size (,000)	Yrs .	Red .
Hudson / St. Lazare / Notre Dame, QC	B&E	5-13	11	H
Halifax RM, NS	B&E	360	3	H
Hamilton, ON	E	680	2	L
N&W Vancouver, BC	E	168	<1	M

Findings: USA



Community	Bylaw / Ed.	Size (,000)	Yrs .	Red .
Chesapeake Bay, PN	E	450	1	L+
Seattle and King County, WS	E	2,200	10	L
North Central Texas	E	5,700	3	M

Other Findings

- Engage residents in the process
- Profit From – Don't Avoid – Controversy
- Establish baselines



Other Findings

- Involve retailers, landscaping professionals
- Use social marketing techniques
- May lead to increase in exercise



Conclusions

- **Bylaws can work well**
- **Bylaw considerations**
 - Deciding what is banned / permitted
 - Who applies for permits?
 - Escalating fines
 - Enforcement

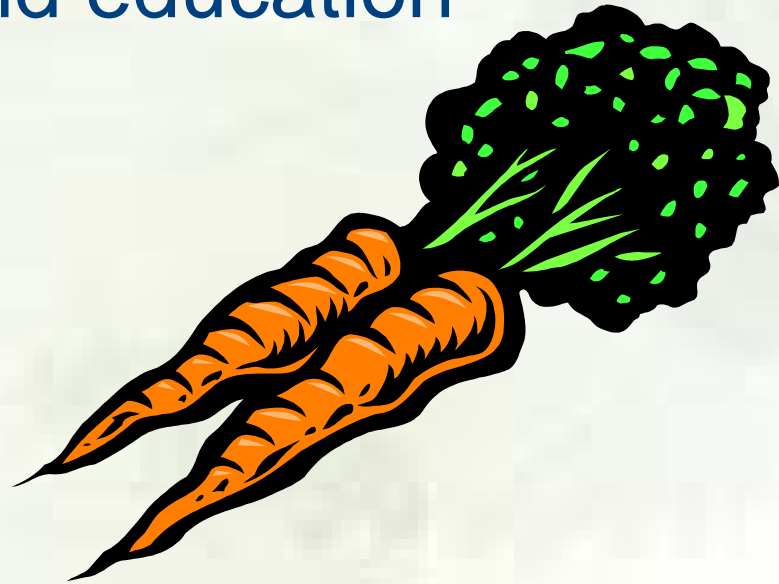
Conclusions

- **Public education required**
 - strong horticultural support
- **Promote sustainable landscaping** (grass cycling, xeriscaping, naturalization)
 - More cost-effective
 - More attractive to retail partners

Case Study 1

Hudson / St. Lazare / Notre Dame, QC

- Civic pride: logo on city paperwork
- Home patrols (one person)
- Permits and education



Case Study 1

Hudson / St. Lazare / Notre Dame, QC

- Warning letters
- Escalating fines



Case Study 1

Hudson / St. Lazare / Notre Dame, QC

- Phone line
- Gardening talks
- Hands-on workshops
- Articles

Case Study 1

Hudson / St. Lazare / Notre Dame, QC

- Lawn signs
- Information package



Case Study 1

Hudson / St. Lazare / Notre Dame, QC

- **Results:**

- Sales of Lawn care services
- Sales of do-it-yourself products
- Use of do-it-yourself products
- 80 to 90% reduction in the three communities, at about \$0.50 to \$1.00 per capita

Case Study 1

Hudson / St. Lazare / Notre Dame, QC

- **Lessons Learned:**
 - Value of controversy
 - Require that residents apply for permits themselves
 - Provide dedicated, consistent enforcement, and strong horticultural support

Next Steps

- **Finding and sharing best practices**
 - Include more communities
 - Update, greater precision
 - Spread best practices and lessons learned

- **Would this help you?**

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