

Further Education and Communications Options

Current Elm Education, Communications and Enforcement

The following table details the current education, communication and enforcement activities on elm trees, Dutch elm disease (DED), and the regulations on storing and disposing of elm wood.

Elm Education & Communications Activities			
Activity	Lead	Details	Delivery
Highway signs	Parks	Signage indicating that transporting elm wood is prohibited. These are provincially funded.	-Signs are installed at specific highway locations on the outskirts of the city.
DED Online Form	Parks	Parks created a new online form where residents can submit details and photos of an elm tree they suspect to be infected with DED. The form submissions are sent to DEDinfo@saskatoon.ca .	-The online form is available at saskatoon.ca/DutchElmDisease -Promoted via social media
DED Communications Plan	Parks	Parks has an annual campaign to inform and educate residents on how they can help prevent DED, including reminding them of the provincial pruning ban and the City's DED Response Plan.	-PSA -Organic, boosted and targeted social media ads -Door hangers to select neighbourhoods -Utility bill inserts -CA ads -Website & online form
Enforcement	Parks	If an elm tree is confirmed to be infected with DED, residents living within a 1 km radius of the infected tree are informed that the surveillance and testing of private and public elm trees is underway and that inspectors may be on their property in the coming months. Residents are also informed that an elm infraction notice will be issued if elm wood is found on their property.	-Door hangers -CA ads -Targeted social media ads to select neighbourhoods (part of the DED comm plan tactics above)
Compost Depot – Annual Communications	Water & Waste Operations	Integrated with communications around seasonal opening of compost depot and when elm tree pruning ban is lifted.	-PSA -Social media -Website -Saskatoon Waste Wizard app
Compost Depot - Signage	Water & Waste Operations	High-visibility signage at entrance; convenient for gate attendant to point out to residents while inspecting loads.	-Permanent signage on-site.

Green Cart	Water & Waste Operations	Integrated with seasonal launch and end of subscription green cart program as well ongoing communications with subscribers.	-PSA -Social media -Email -Website -Saskatoon Waste Wizard app
Environmental Protection Officers	Water & Waste Operations	Providing EPOs with the necessary information to help educate residents. Perhaps coordinating with Parks to make utility bill inserts available to EPOs to hand out, if residents have questions.	-Handouts (utility bill inserts from Parks)
Environmental Cash Grant	Sustainability	In 2021 SOS Trees Coalition was funded \$2,667 to support Arbor Week 2021 which will provide the opportunity for individuals and families to learn the how-tos of planting trees, the benefits of trees and the joy of spending time with them.	An annual grant program where community led environmental initiatives, including those supporting tree health, are eligible for funding.
Healthy Yards Program – Awareness Campaign	Sustainability	The Healthy Yards program has an annual awareness campaign that typically includes some tree and elm care messaging. In fall 2021, funds were allocated to further enhance the DED communications plan by Parks.	-Social media -Website, -Sponsored courses -Sponsored programming
Healthy Yards Program – Home Composting	Sustainability	The Home Composting Program messages that elm should not be composted at home and should be disposed of at the Landfill.	-Compost Coach training -Outreach at community events -Workshops -Community garden support -Compost hotline -Home visits -Volunteer engagement
Recycling Education and Programing – Waste Wizard	Sustainability	The Waste Wizard is a searchable database for residents on how to dispose of waste properly.	-Waste Wizard
Fire Pit Education	Fire and Protective Services	Under key message of “Burn Responsibly” messaging on burning local firewood and that burning elm wood is not permitted.	-PSA -Website

Additional communications as part of the response to DED case(s)

When there is a case of DED, the following additional communications and education occurs:

- Issue a news release;
- Respond to media inquiries and interview requests;
- Coordinate a press conference (if needed);
- Update copy on the Dutch Elm Disease webpage and Tree Diseases & Pests webpage;
- Create and distribute doorhangers, Community Association (CA) ads and targeted social media ads to residents living within a 1 km radius of the infected tree. These materials inform residents about the DED Response Plan, upcoming surveillance and testing, infraction notices, prevention techniques, etc.; and
- Promote via social media ads the use of the online form by residents who suspect an elm tree has DED.

Further Education

The Administration proposes two enhancements to current education and communication programs.

Continuous improvement with coordinated education and communications strategy This enhancement improves the status quo of current education, communications, and enforcement programs related to elm. It includes development of a coordinated education and communications strategy and well as coordination meetings would be held to help align work of various departments and reduce duplication.	
Anticipated Impact on Behaviour This option is likely to incrementally increase awareness of elm tree care, Dutch elm disease and regulations in storing and disposing of elm wood. However, no measurable change in behaviour can be attributed to this approach, which is typical with information-intensive education and communication programs.	
Financial Implications This option will require no additional resources, since continuous improvement would be working with existing budgets and staffing.	
Additional Advantages <ul style="list-style-type: none">- No additional cost or resources.- Continue improvement occurs on an ongoing basis.- Cross-departmental coordination will ensure messaging is consistent and easier for residents to understand and follow.	Additional Disadvantages <ul style="list-style-type: none">- No ability to measure behaviour change impact of current education and communications programs.

Comprehensive Behaviour Change Program

This enhancement would see the development of a Comprehensive Behaviour Change Program to complement the existing information-intensive campaigns. In contrast to conventional approaches, a Comprehensive Behaviour Change Program uses community-based social marketing which has been shown to be very effective at bringing about behaviour change. This approach involves:

- Carefully selecting the behaviour(s) to be promoted;
- Identifying the barriers and benefits associated with the selected behaviour;
- Designing a strategy that utilizes behaviour-change tools to address these barriers and benefits;
- Piloting the strategy with a small segment of the community and evaluating results; and
- Implementing the program broadly and monitor results.

The City has applied this approach in the curbside recycling cart blitz. While the program has been paused during 2020 and 2021 due to COVID-19, in a typical year the program would provide direct feedback to residents by inspecting and tagging their cart over the course of three collections. Contamination levels are tracked, and a decrease is measured over the course of the annual program.

Expected Impact on Behaviour

This option is most likely to increase awareness of and behaviour change for elm tree care, Dutch elm disease, and compliance with regulations in storing and disposing of elm wood due to its application of psychology and data in program development and the evaluation and monitoring which is central to the program's design.

Financial Implications

\$110,000 is required to complete all steps up to and including the community-based social-marketing pilot and report with recommendation on full program implementation. This would cover subject matter expertise and communications staff time, market research (survey or focus group), pilot communications and education implementation, and reporting.

Additional Advantages

- Highest likelihood to address the barriers to proper elm disposal.
- Ability to develop new education and communications programs.
- A cross-department approach would reduce the risk of inconsistent messaging and streamline the location of relevant information away from departmental programs.

Additional Disadvantages

- Requires additional staff and program resources to develop and operate.
- The longest time to execute (a pilot in spring 2022, full program 6 months to 1 year later).

If funding is confirmed through the 2022 budget approval, a Comprehensive Behaviour Change Program Pilot could be developed to the point of piloting in spring 2022.

One additional option was considered, but is not recommended because of the higher likelihood to success change behaviour of the Comprehensive Behaviour Change Program Pilot.

New Conventional Education and Communications

This option dedicaties additional resources to elm-related education and communications. This option can be scaled based on what additional resources are provided and specific activities would be determined through the development of a cross-departmental elm education and communication plan. Some additional tactics that could be added to the

annual communications plan, include radio ads, decals on city buses and/or Parks vehicles, public walks/events, etc.

Expected Impact on Behaviour

This option is likely to increase awareness of elm tree care, Dutch elm disease and regulations in storing and disposing of elm wood. However, it may be difficult to attribute measurable change in behaviour depending on the specific tactic.

Financial Implications

The financial implications can be scaled to align with the deliverables. Two funding levels are provided as examples.

Option 2a	1 smaller scale campaign or program	\$35,000
Option 2b	1 larger scale campaign or program or 2-3 smaller scale campaigns or programs	\$85,000

Examples of current smaller scale communication campaigns or educational programs operated by the City include the Waste Wizard App, Newcomer Program (recycling and composting courses), Healthy Yards Awareness Campaigns, Healthy Yards Sponsored Courses, and Curbside Swap.

Examples of larger scale communication campaigns or education programs operated by the City include: Recycling awareness campaigns, Neighbourhood recycling cart contamination blitzes, Recycling education rooms, Compost Coaches, and Student Action for a Sustainable Future.

Additional Advantages

- Option and timing to execute can be scaled to funding availability.
- Ability to develop new education and communications programs.
- A cross-department education and communication plan would reduce the risk of inconsistent messaging and streamline the location of relevant information away from departmental programs.

Additional Disadvantages

- Requires additional resources.
- Low ability to measure behaviour change impact of education and communication.