

Attachment 5:

Bear Aware Public Education and Communication Tactics	
Key Message: Preventing adverse interactions with bears is a community-wide responsibility. The best way to keep both people and bears safe is to avoid attracting bears by managing bear attractants .	
Publications	
Focus newsletter	Approximately 12,000 newsletters are distributed to households and businesses four times per year, with seasonal bear educational messaging and managing wildlife instructions featured twice annually. The Bear Essentials Seminar is promoted in the community events section.
Port Moody Annual Calendar and Solid Waste Insert	Approximately 12,000 copies are delivered to households. The calendar includes information about bears and managing attractants in the solid waste insert as well as the main body of the calendar.
Wildlife Attractant Alert stickers	Bylaws staff attach a highly-visible Wildlife Attraction Alert sticker to solid waste carts to alert resident of a Solid Waste Bylaw infraction.
Effectively Managing Bear Attractants Tip Sheet	Hundreds of copies of this tip sheet are handed out at City events, available at City facilities, and provided to community groups who request resource information to share with their members.
Good Neighbour Guidelines	This publication includes information and tips about effectively managing wildlife attractants.
Community Guide	This comprehensive guide is printed every two years and includes information about what to do if you encounter a bear, and how to effectively manage wildlife attractants and solid waste carts
Digital Media/Media	
Social media	Regular and ongoing posts to Facebook, Twitter, and Instagram such as tips for managing wildlife attractants, what to do if you encounter a bear, and how/when to report a bear encounter to the Conservation Officer Service.
Website	Comprehensive information is available on the City's Wildlife web page about black bears, how to avoid attracting bears, what to do if you encounter a bear, and when to call Conservation Officers.
Solid Waste App messaging	The Port Moody Solid Waste App has 5,711 active subscribers. Seasonal bear messaging campaigns are held for a three-week period in May/June: "Bears are out – and so are bylaw officers"). Zone-specific service alerts are issued if collection is interrupted by bear activity.
Media Relations	Seasonal media releases are issued, promotion of the annual Bear Essentials Seminar, and ongoing responses to media inquiries.
Community Outreach	

Community engagement at City events	City staff set up interactive and information displays and engage with residents on the topic of bears and managing attractants at Earth Day, Public Works Day, Fingerling Festival, Port Moody Community Fair, and Car-Free Day.
Annual Bear Essentials Seminar	This seminar is held at the Civic Centre as part of the <i>Port Moody Naturally</i> outreach and education program.
School visits	City staff presented Bear Essentials information to over 50 schoolchildren across five Port Moody elementary schools during Spring 2019.
Other	
Mobile billboards	The City has 4 large signage panels featuring seasonal bear messaging on the City's solid waste trucks.
Signage	"Be Bear Aware" parks and trails signage tells people what to do if they encounter a bear.