

Coyote Action and Awareness - Communications Plan

Key Messages:

- Five things Burlington residents can do to deter coyotes:
 1. Never feed coyotes
 2. Never leave pets unattended
 3. Keep a tidy property
 4. Inspect your property
 5. Consistently haze coyotes
- Coyotes are native to North America and can be found living in large and small urban and rural areas across the United States and Canada.
- Coyote sightings are common in the City of Burlington, as our green spaces and forested areas provide an excellent habitat for them. While coyotes will generally avoid humans, they can pose a serious threat to pets, such as cats and small dogs. Coyotes naturally fear humans and should remain wild animals with little human interference. They play an important role in balancing the ecosystem in southern Ontario by controlling the populations of rabbits, rats and mice.
- The City is responsible for taking appropriate actions to manage resident encounters with coyotes and take appropriate action on municipal property. It is unusual for a coyote to attack humans. When it does happen, the City has a Council approved protocol that we follow.
- If you see a coyote, let us know using our online report. Reporting coyote sightings, or potential problems related to overgrown building sites, garbage or someone intentionally or accidentally feeding a coyote, helps us monitor the location and activity of coyotes in the community.
- Coyotes are naturally wary of humans but will look for food and shelter in residential neighbourhoods if it's there. See the top 5 things you can do to help deter coyotes, including what to do if you are physically attacked a coyote, at burlington.ca/coyotes
- There are things we can all do to prevent situations that may cause conflicts with coyotes that live in our city.
- Our relationship with coyotes is directly affected by our behavior and the cues we send them.
- The most significant thing we can do to prevent coyote/human conflicts is to stop feeding them, directly or indirectly.

- When walking in parks and on trails, keep dogs on leashes at all times.
- Report coyote sightings to www.burlington.ca/coyote

Strategy and Tactics

Strategy	Audience	Tactic	Timing
Build awareness about coyote behaviour at key times of year and share information about how to avoid conflicts.	All	1. Update web information on www.burlington.ca/coyote as needed, e.g. Top 5 Things to Know about Urban Coyotes	Feb. (yearly)
		2. Distribute media releases at key times of year, e.g.: - Jan/Feb (mating season) - March/April (denning season) - Sept/Oct. (dispersal season)	Jan. March May Sept.
		3. Share weekly tips, updates and reminders to city's social media channels. Boost posts in neighbourhoods experiencing coyote conflicts	Ongoing
		4. Google Ads	April Sept.
		5. Share video highlighting property hazards that could attract coyotes, e.g. garbage, brush piles, dog food and feces	Via social media

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		6. Halton Multicultural Council e-Newsletter/Translations	April Sept.
		7. Reprint and distribute door hanger with coyote information	May Sept.
		8. Provide councillors with content for use in eNewsletters, web, social media, etc.	March May Sept.
		9. Update newspaper filler with Top 5 ways to avoid coyote conflicts this season	Annually
		10. Newspaper ads – print and digital	April Sept.
		11. Use pull-up vinyl banners x 4 for display at city community centres	April Sept.
		12. Messaging on read-o-graphs at City facilities	March, May, Oct., Jan.
		13. Digital image for P&R TVs in community facilities	March, Oct., Jan. (yearly)
		14. Bus ads	April Sept.