

FOR OFFICE USE ONLY

MEETING DATE YYYY/MM/DD 2022/03/24	MEETING NAME Regional Council
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Attention: Regional Clerk  
Regional Municipality of Peel  
10 Peel Centre Drive, Suite A  
Brampton, ON L6T 4B9  
Phone: 905-791-7800 ext. 4582  
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DATE SUBMITTED YYYY/MM/DD 2022/03/23
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NAME OF INDIVIDUAL(S) Tracy Pepe
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POSITION(S)/TITLE(S) CEO, The Scented L'Air and Resident, City of Brampton, Wards 3, 4 and 5
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NAME OF ORGANIZATION(S)
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E-MAIL nose@scentedlair.com	TELEPHONE NUMBER 9052168766	EXTENSION
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REASON(S) FOR DELEGATION REQUEST (SUBJECT MATTER TO BE DISCUSSED) Related to the rat issue, proposed recommendation in opposition of the report titled "Residential Rat Control Subsidy Pilot Program".
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A formal presentation will accompany my delegation <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Presentation format: <input type="checkbox"/> PowerPoint File (.ppt) <input type="checkbox"/> Adobe File or Equivalent (.pdf) <input type="checkbox"/> Picture File (.jpg) <input type="checkbox"/> Video File (.avi,.mpg) <input type="checkbox"/> Other <input type="text"/>
Additional printed information/materials will be distributed with my delegation : <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Attached

**Note:**  
Delegates are requested to provide an electronic copy of all background material / presentations to the Clerk's Division at **least ten (10) business days prior** to the meeting date so that it can be included with the agenda package. **In accordance with Procedure By-law 56-2019, as amended, delegates appearing before Regional Council or Committee are requested to limit their remarks to 5 minutes and 10 minutes respectively (approximately 5/10 slides).**  
Delegates should make every effort to ensure their presentation material is prepared in an [accessible format](#).  
Once the above information is received in the Clerk's Division, you will be contacted by Legislative Services staff to confirm your placement on the appropriate agenda.

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Personal information contained on this form is authorized under Section 5.4 of the Region of Peel Procedure By-law 56-2019, as amended, for the purpose of contacting individuals and/or organizations requesting an opportunity to appear as a delegation before Regional Council or a Committee of Council. The Delegation Request Form will be published in its entirety with the public agenda. The Procedure By-law is a requirement of Section 238(2) of the *Municipal Act, 2001*, as amended. Please note that all meetings are open to the public except where permitted to be closed to the public under legislated authority. All Regional Council meetings are audio broadcast via the internet and will be posted and available for viewing subsequent to those meetings. Questions about collection may be directed to the Manager of Legislative Services, 10 Peel Centre Drive, Suite A, 5th floor, Brampton, ON L6T 4B9, (905) 791-7800 ext. 4462.

Please save the form to your personal device, then complete and submit via email attachment to [council@peelregion.ca](mailto:council@peelregion.ca)

## REPORT

### Residential Rat Control Subsidy Pilot Program

#### Findings

- The pilot program findings demonstrate low community uptake of the subsidy, with 319 applicants despite extensive communication efforts. The low resident uptake relative to the financial and resource investment does not warrant the continuation of the subsidy program. Continuation of the subsidy could also be precedent setting to introduce a similar program for other rodents or pests.

#### Define extensive communication efforts

The bench marks are unclear to what expected from Appendix 11, specifically expectations of engagement within a pandemic – highlighting the lack of awareness or scale of awareness due to circumstance surrounding the pandemic

Specifically - Neighborhood education flyer drop off 1400 residents the norm expectations of 0.1 % yield of 14 people – recommend to increase by 1000 % since most people have been home from the pandemic as well, on-line has been exhausted

Webpage engagement of 14,018 page visits , however the background of this engagement is lacking information, recommend product placement on various websites that the region owns to assist individuals with links – parks and recreation, facility, etc. The strategy is very vague.

Social media stats Social Media – Twitter, Instagram, Facebook , 571,354 impressions 231 engagements 1,524 link clicks – does not clarify the conversion rate and the report is outlining a budget allocated in advertising dollars with 410,795 impressions but again is not clarifying the efforts to the conversion rate

#### Expand on this request

- Transitioning the Residential Rat Control Subsidy Pilot program to an education and outreach program, ongoing rodent abatement at construction sites, and regular monitoring of rat complaints and inquiries are expected to address community needs.

Increase the communication within the city and region to expand efforts to reach their own departments. Adding cleaning efforts within parks and recreation, specifically as well construction sites and various operational areas, following the specific efforts outlined in the report guidelines. Add accountability to various departments to increase communication on how to address and support the residents but also with the municipality.

Adding the support to be directed to small to medium business, offering solutions and direction of assistance.

- To support the recommended education and outreach program, an operating budget of \$140,000 is required, which includes the addition of one full-time equivalent and \$30,000 in promotion and education materials.

Actually – reallocate these funds to a specific communication strategy that meets the Metrix of industry standards, such as what the ROI intended be.

If an individual is hired, this individual task is than to reach out to the city’s and community programs advising these tools available and that this person is responsible for the increased communication. Such as to BIA’s, and community groups.

#### Specific Notes:

Over the course of the pilot program, staff collected general feedback from members of the community through email and phone. Fifty-three (53) program complaints were received, with the majority of complaints resulting from residents wanting to use their own vendors.

The question to this is WHY. Did the residents know the program was in place or could the vendor program be expanded to not use a service but approved traps and products? Could the program make it easier for individuals to use the program?

Complaints about rats and pests related to construction sites were monitored between January 1, 2021 and March 4, 2022. During this time, five complaints were received about rats within Regional construction zones.

Argue – based on the discussion boards to social media found on twitter, nextdoor and speaking with residents – I have spoken to over 178 residents who are complaining and dissatisfied.

Due to the low program uptake and the demonstrated benefits of education in IPM, staff recommend Option 2; ending the subsidy component of the program and instead focusing efforts on community-wide rat prevention education and continued proactive rat abatement at Regional construction sites and facilities.

DISAGREE strongly – the results of this report due not suggest the program Is not effective, it suggest it was not communicated and implemented properly. I would expand on the budget and expand the \$170,000 to include small business. Look at the upcoming construction programs and allocate funds to the areas that displacement will occur.

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