

Fireworks Survey Results Summary

This report is a summary of the response results from the in-person Food for Thought survey events which took place on both **February 20, 2023** at Mississauga Celebration Square and **March 18, 2023** at Malton Community Centre, in addition to the online fireworks survey which was publicly available to residents for one month (responses were received between **February 21, 2023** and **March 23, 2023**).

The primary goal of collecting this information was to gain insight regarding the purchase and use of fireworks, including respondents' personal experiences, as well as their awareness levels of and agreement levels with the City of Mississauga's current related by-law requirements. The **Virtual Fireworks** survey had **3,261** total responses, while the **February Food for Thought** survey had **302** and the **March Food for Thought** survey had **147**. Please note that all percentages used in this report have been rounded to the nearest whole number for consistency and clarity.

Our results found that participants who responded to the **Virtual Fireworks** survey and the **March Food for Thought** survey were statistically more affected by fireworks and were more likely to prefer if current regulations regarding fireworks were increased, whereas participants who responded to the **February Food for Thought** survey were statistically more aware of the City's related by-laws and had preference of maintaining current regulations regarding fireworks. These contributors also had statistically higher rates of purchasing and using fireworks than those of the other two surveys.

Geographics

Q1: What best describes you? [Choose one]

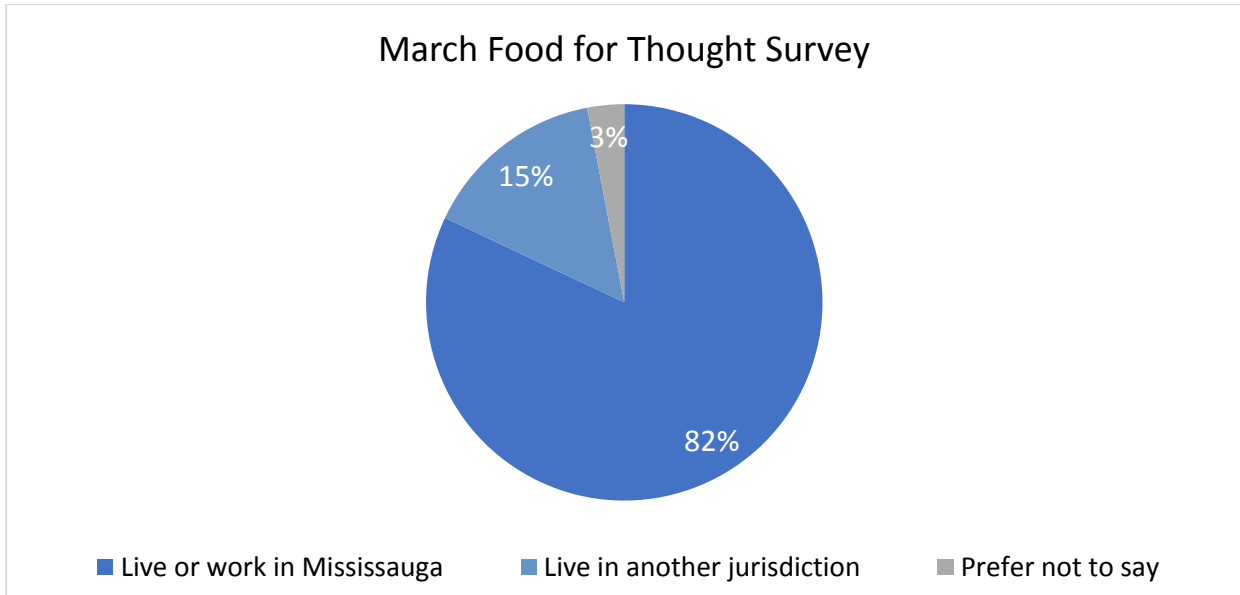
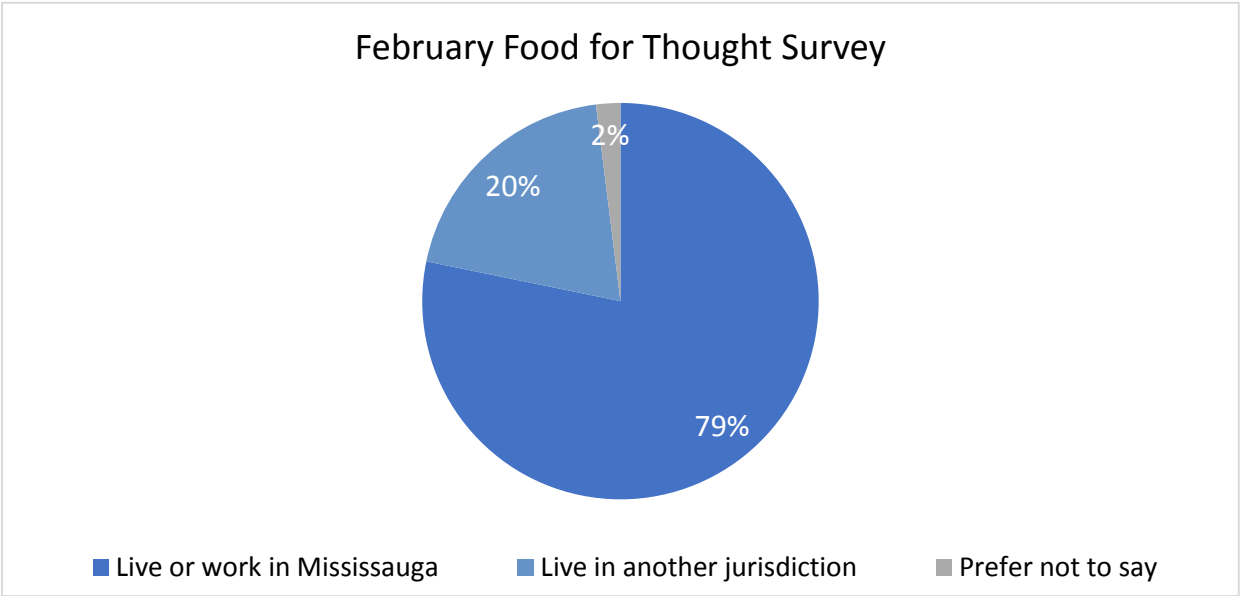
Key Insight

Majority of contributors indicated that they lived or worked in Mississauga:

79% of contributors for the February Food for Thought survey

82% of contributors for the March Food for Thought survey

**Contributors not required to provide a response for the Virtual Fireworks survey*



Fireworks Experience

Q2: How have you experienced fireworks in Mississauga in the last three years?
[Choose all that apply]

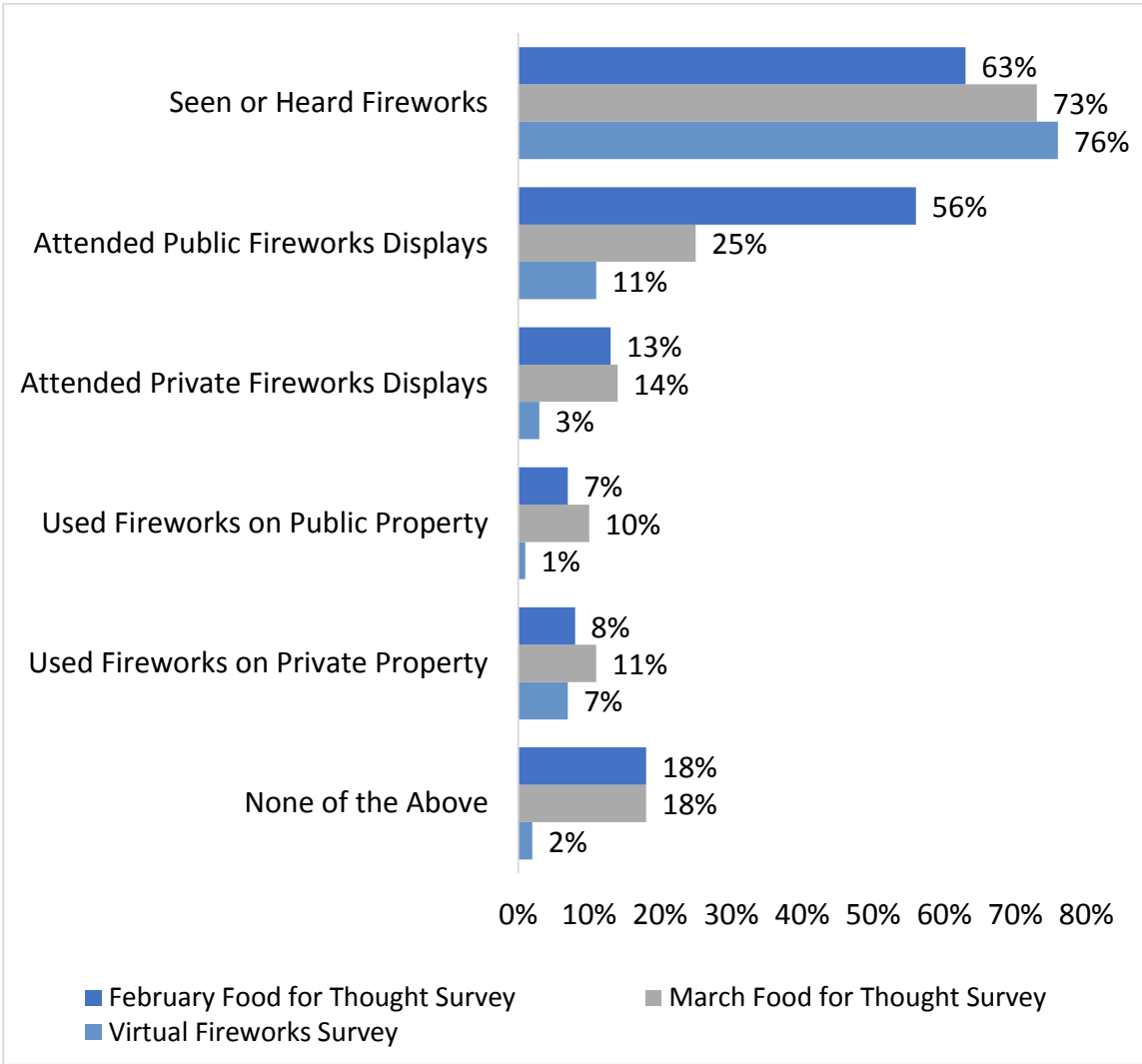
Key Insight

Majority of contributors indicated that they have seen or heard fireworks in their neighbourhood:

63% of contributors for the February Food for Thought survey

73% of contributors for the March Food for Thought survey

76% of contributors for the Virtual Fireworks survey



Fireworks Purchase History

Q3: Have you or a member of your household purchased fireworks in the past three years? [Choose all that apply]

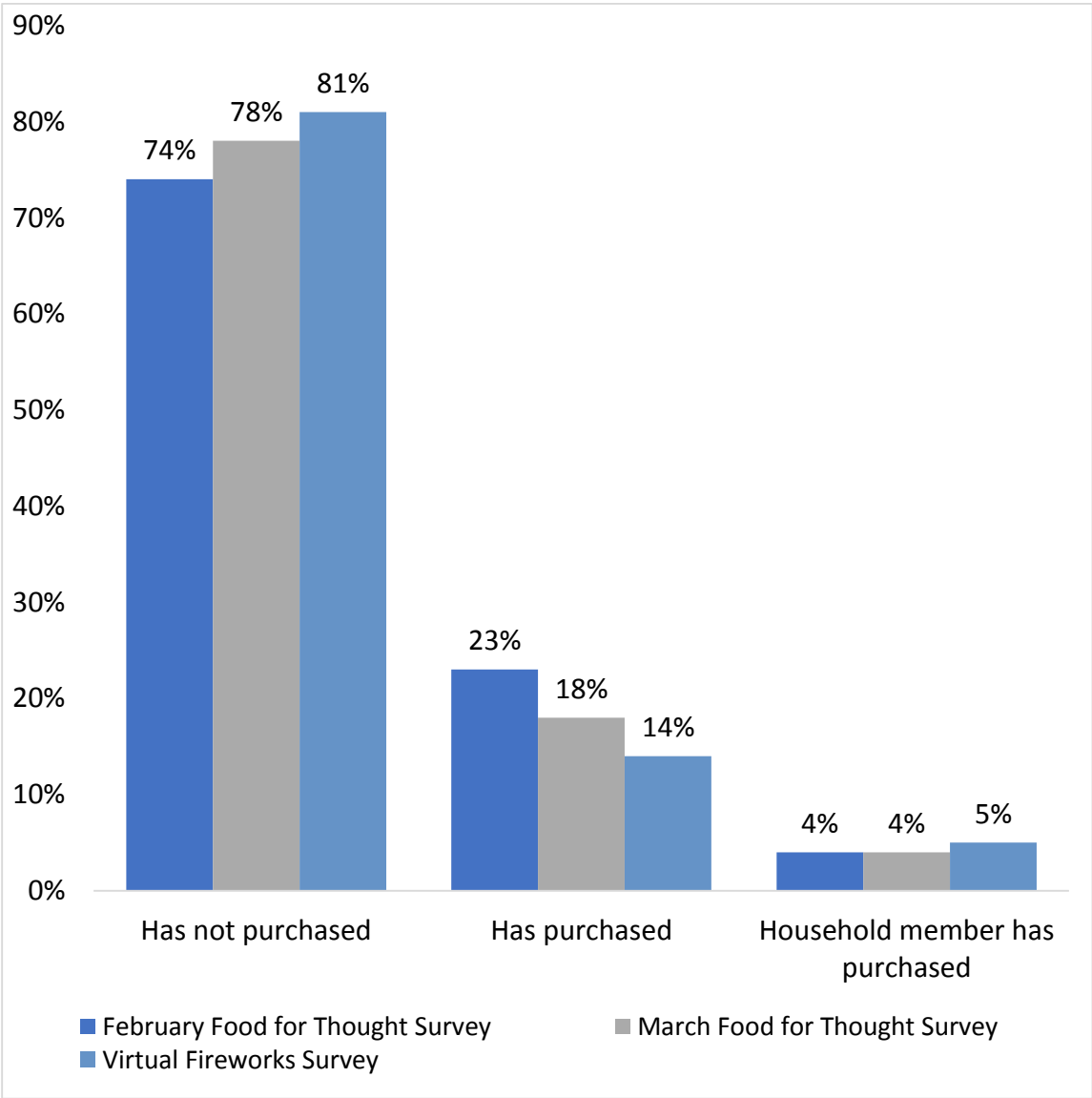
Key Insight

Majority of contributors indicated that they have not purchased fireworks:

74% of contributors for the February Food for Thought survey

78% of contributors for the March Food for Thought survey

81% of contributors for the Virtual Fireworks survey

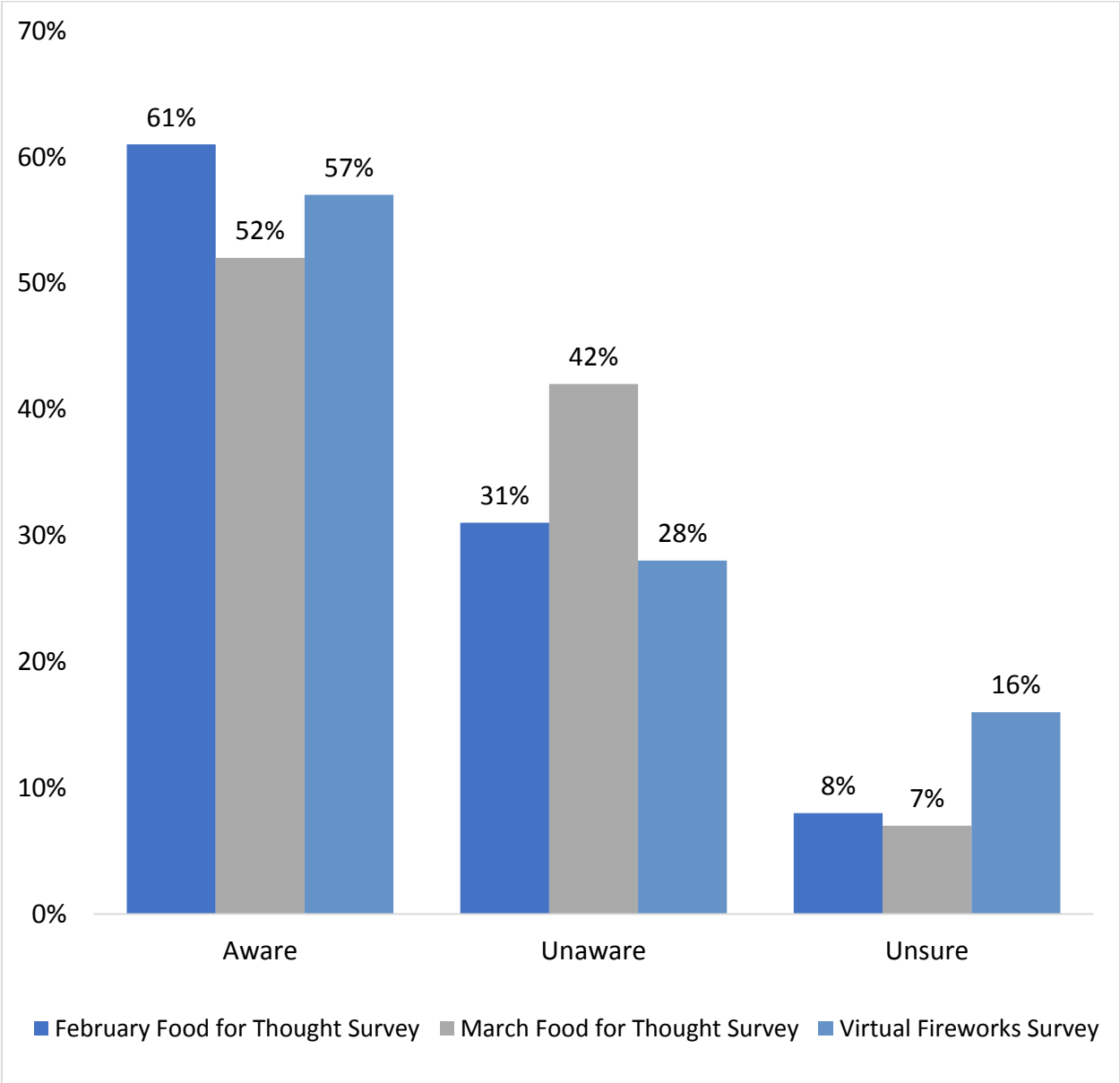


Awareness: Fireworks Licensing

Q4: Are you aware that vendors in Mississauga must be licensed by the City to sell fireworks? [Choose one]

Key Insight

Majority of contributors indicated that they were aware of the licence requirement:
61% of contributors for the February Food for Thought survey
52% of contributors for the March Food for Thought survey
57% of contributors for the Virtual Fireworks survey



Awareness: Designated Fireworks Holidays

Q5: Did you know that the City only permits fireworks without a permit on Victoria Day, Canada Day, Lunar New Year, and Diwali? [Choose one]

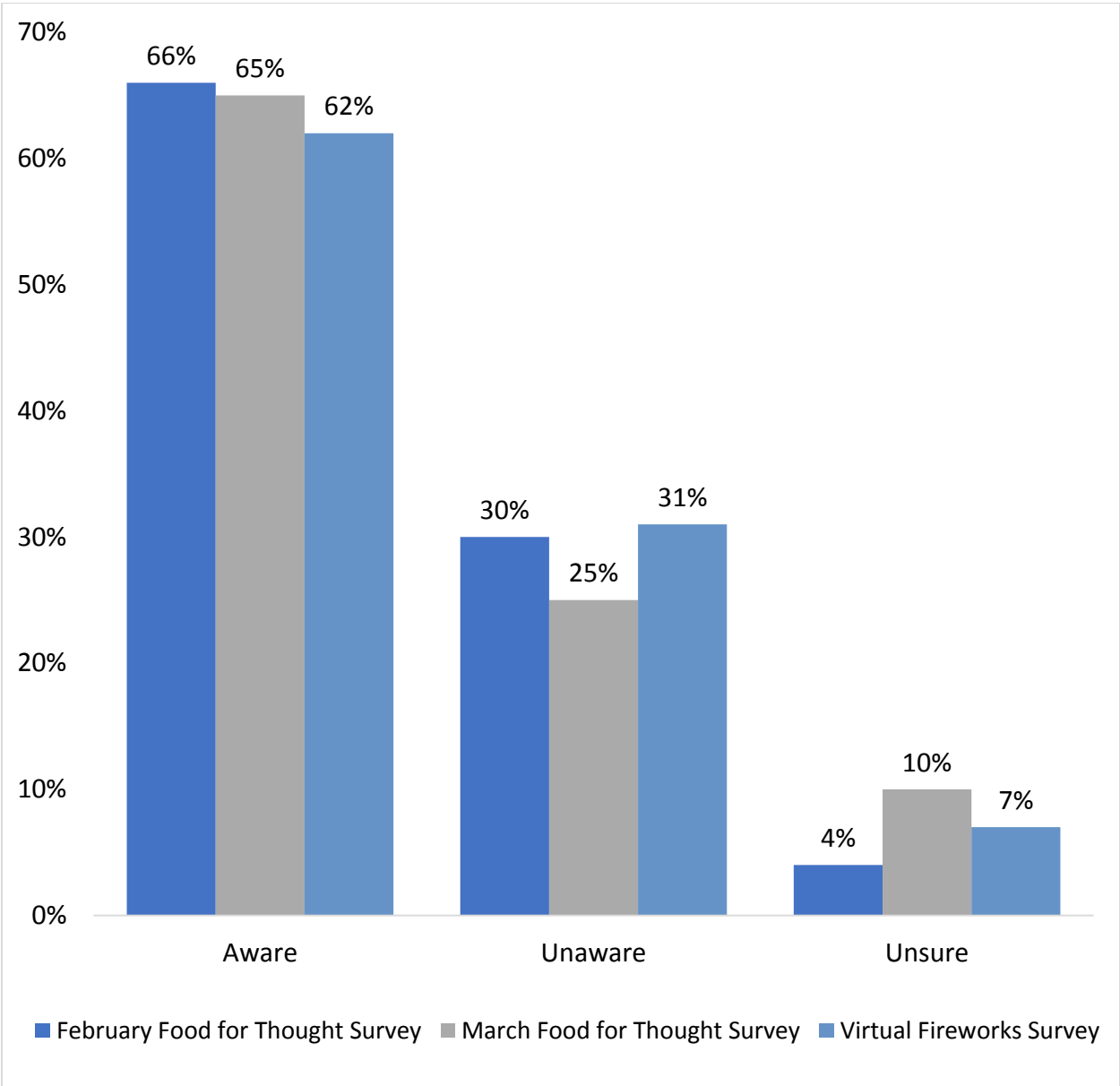
Key Insight

Majority of contributors indicated that they were aware of the designated fireworks holidays:

66% of contributors for the February Food for Thought survey

65% of contributors for the March Food for Thought survey

62% of contributors for the Virtual Fireworks survey

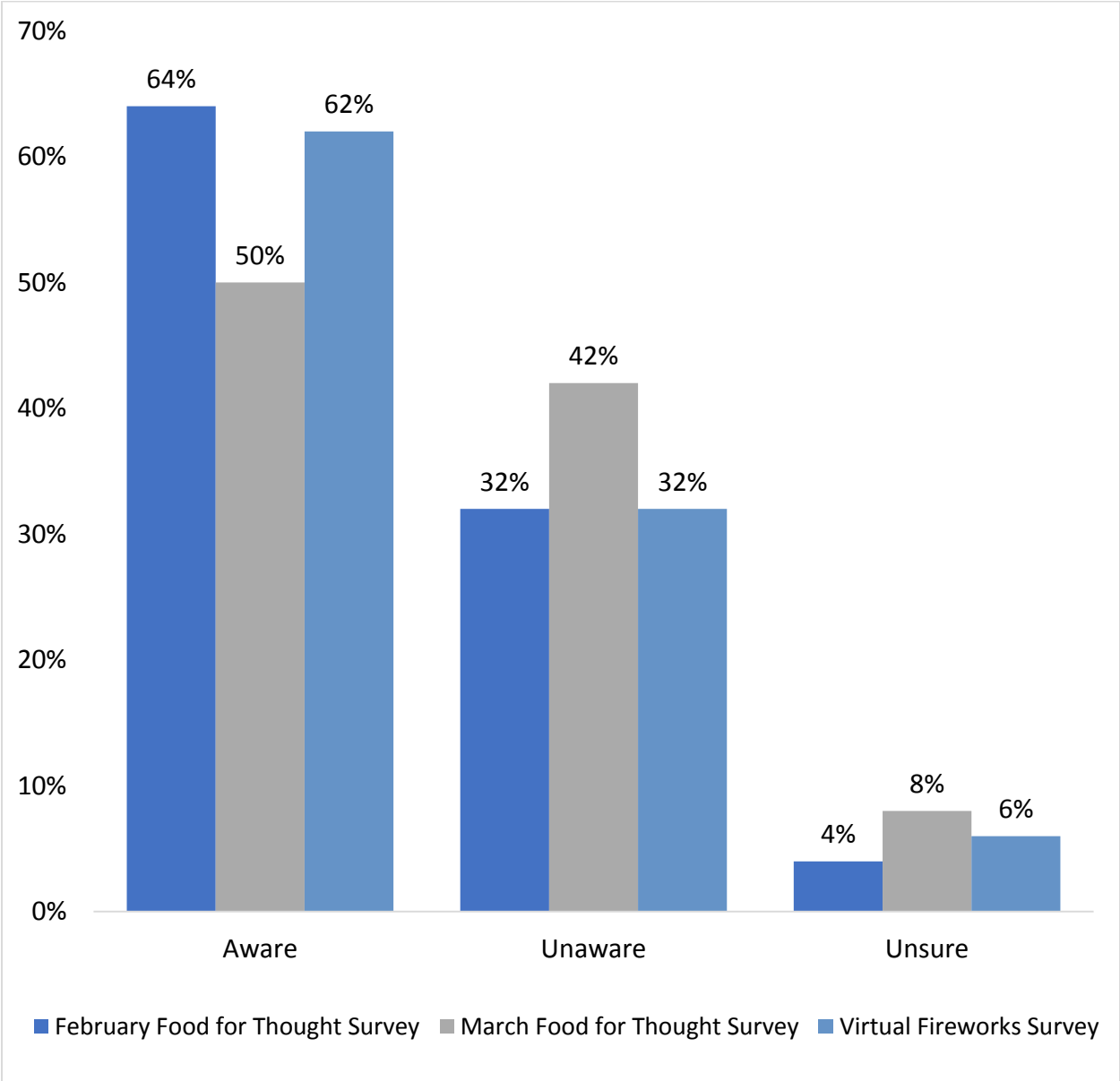


Awareness: Hours for Permitted Fireworks Use

Q6: Are you aware that fireworks are only permitted until a specified time on the designated holidays when they are allowed? [Choose one]

Key Insight

Majority of contributors indicated that they were aware of the holiday hours requirement:
64% of contributors for the February Food for Thought survey
50% of contributors for the March Food for Thought survey
62% of contributors for the Virtual Fireworks survey

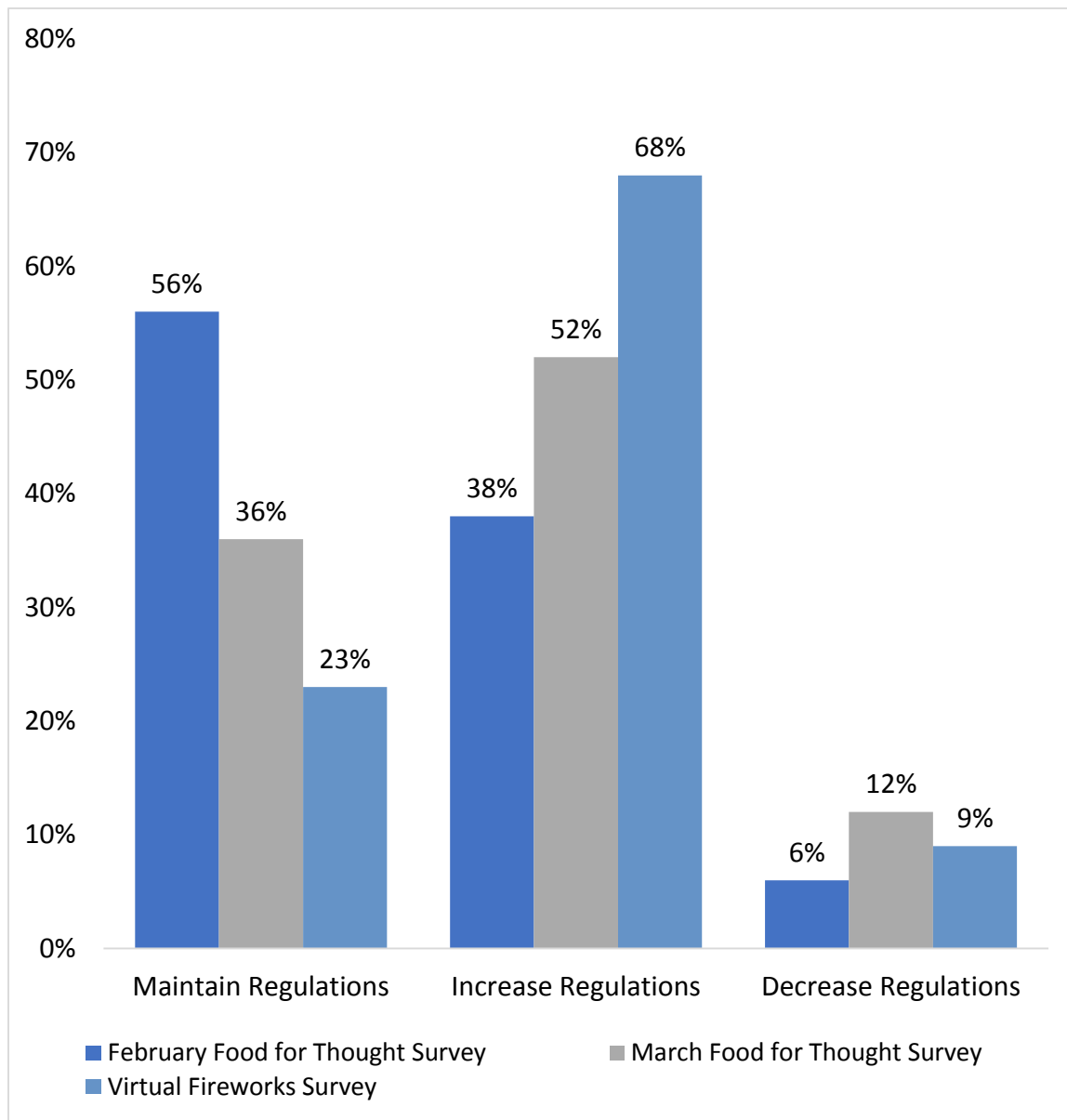


Agreement: Current Use Regulations

Q7: Which option do you most agree with regarding regulating the use of fireworks?
[Choose one]

Key Insight

56% of contributors for the February Food for Thought survey agree with maintaining current fireworks use regulations, while **52%** of contributors for the March Food for Thought survey agree with increasing fireworks use regulations, similar to the **68%** of contributors for the Virtual Fireworks survey.

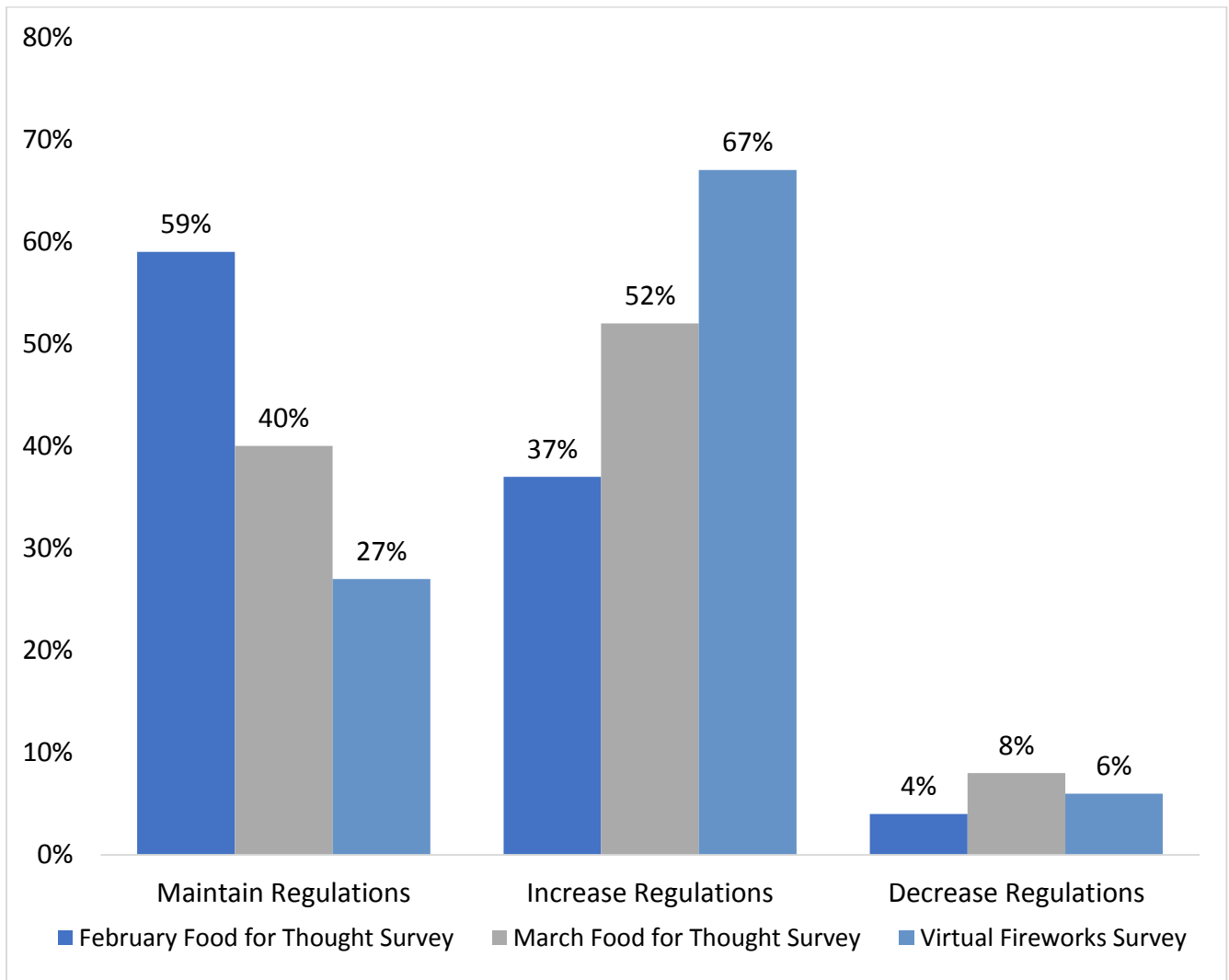


Agreement: Current Purchase Regulations

Q8: Which option do you most agree with regarding regulating the purchase of fireworks? [Choose one]

Key Insight

59% of contributors for the February Food for Thought survey agree with maintaining current fireworks purchase regulations, while **52%** of contributors for the March Food for Thought survey agree with increasing fireworks purchase regulations, similar to the **67%** of contributors for the Virtual Fireworks survey.



Survey Text Analysis

Survey Question 13: Do you have any other comments or concerns about fireworks that you'd like to share with the City?

Survey Question Summary

Overall, survey respondents expressed a wide range of views on fireworks, with more than 500 responses calling for a City wide ban on fireworks, and more than 450 responses advocating against stricter regulations and citing the importance of public education and enforcement efforts. Firework safety is also a key priority of survey respondents with more than 250 respondents highlighting the importance of safety practices and the dangers of the unsafe use of fireworks.

The noise produced by fireworks was a concern expressed by survey respondents, with approximately 300 responses citing the negative impact of noise pollution. The impact on the quality of air was an additional concern noted in more than 100 responses, which outlined their experience with air pollution. Survey respondents reported negative implications of firework use on wildlife and domestic pets, with more than 200 responses citing their disruptive nature. Other forms of pollution such as litter in public parks, shopping areas, and residential neighbourhoods, were cited as a concern by approximately 40 survey respondents.

Survey respondents expressed numerous concerns:

- The lack of public compliance with the bylaw.
 - The use of fireworks outside of permitted times and days.
 - The lack of public knowledge of the bylaw.
- The difficulty of enforcing the bylaw and reporting offenses.
 - Respondents expressed the inability to report complaints to 311.
- Fireworks as a source of noise, air, and environmental pollution.
 - Fireworks disrupt sleeping respondents, pets, and seniors.
 - Firework overuse pollutes the air.
 - Litter is found in the aftermath of fireworks.
- Fireworks pose a safety concern.
 - The launching of fireworks in public parks is a safety concern.
 - The use of fireworks in residential areas is a safety concern.
 - The misuse of fireworks is a safety concern.
- An increase in the use of fireworks.
- The unfairness of punishing law abiding residents due to lack of compliance of others.

Survey respondents expressed their needs and priorities:

- The need for additional public education and outreach.
- The need for mechanisms to report offenses.

- The need for accessing fireworks.
 - Fireworks are a family and community tradition.
 - Fireworks hold religious and/or cultural significance.
- The need for amending the permitted time to an earlier time.
- Respondents highlighted the need to access firework use at all times.

Survey respondents provided suggestions for the bylaw:

- Respondents suggested the City provide public firework displays.
- Respondents suggested the City establish awareness campaigns.
- Respondents suggested banning fireworks as they have negative implications.
- Respondents highlighted the importance of increased bylaw enforcement efforts.
- Respondents suggested banning fireworks in residential areas.
- Respondents suggested increasing enforcement efforts past 10 pm.
- Respondents suggested maintaining the current bylaw and increasing enforcement and compliance.
- Respondents suggested the creation of residential permits and allowing a limited number of permits.

Community Engagement Summary

Virtual and in person meetings

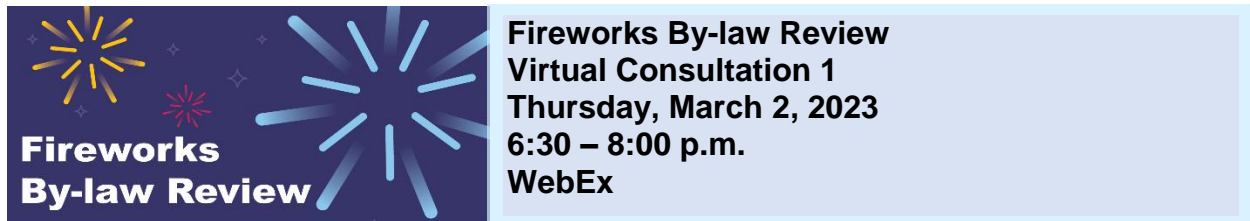
Forty-two residents attended the virtual sessions and eleven attended the in-person session. largely supportive of fireworks and cited their cultural and community significance. In the in-person session, participants shared the cultural and religious significance of fireworks in the Hindu community and requested that the City take an approach that is accommodating of diverse cultures. Some residents at the virtual sessions expressed concern about the noise and air pollution generated by fireworks as well as the impact they have on the environment and wildlife. A few residents suggested that the City consider the impact fireworks have on biodiversity and consider alternative methods such as drone shows.

Many residents expressed that they believe that the current regulations are not effective. Many residents stated that they would like greater enforcement, particularly in “hot spot” areas such as waterfront parks. Participants expressed that they don’t see the current system of enforcement as being effective due to limitation in submitting complaints and on-site responses. Residents were supportive of increased public education on the current regulations. Some residents proposed that the City increase the number of City run fireworks displays or provide designated public spaces such as parks where residents can safely set off fireworks.

Engagement with Industry Members

Fourteen industry members in total participated in the two sessions, with some participants attending both sessions. Industry members stated that they believe the industry is well regulated and that most vendors voluntarily educate the public on good safety practices, though they are

supportive of increased public education and vendor training. Stakeholders asked staff to consider the impact that regulation changes will have on small businesses, particularly with regards to licensing fees.



Participants

Approximately 20 participants attended this virtual consultation.

Councillor Stephen Dasko of Ward 1, Councillor Dipika Damerla of Ward 7, and Councillor Brad Butt of Ward 11 attended this session.

Discussion Summary

- Resident expressed concern regarding the setting off of fireworks in a nearby parking lot and enquired if it was individuals or vendors responsible for this.
 - This action was conducted individuals and the licence of the vendor who sold the fireworks will be checked.
- Residents expressed concerned regarding the lack of resident and newcomer education and knowledge on the By-law and enquire about the mechanisms for public education.
 - We are conducting engagements to measure the level of education and will utilize our public education division to address this issue.
- Resident enquired on the communication of safe use information from sellers to residents.
 - As per the By-law, sellers must deliver safe use information in each transaction and the product packaging has additional information.
- Residents expressed support for the current two pronged approach of public education and extra enforcement efforts.
- Resident questioned the purpose of the hiring of the 8 night time officers was exclusively for fireworks.
 - The purpose of the officers is to enforce several By-laws throughout the year and enforce vendor licensing.
- Resident stated their recognition of the issue, but are against banning fireworks as they enjoy them with their family on Victoria Day and Canada Day holidays and believe enforcement and education is a better course of action.
 - We understand that fireworks are primarily used in a safe manner by residents and we are only targeting problem areas to limit bad behaviour.
- Residents enquired if they should contact 311 if they hear the sounds of fireworks and are unsure of their location.

Appendix 3: Community Engagement Summary

13

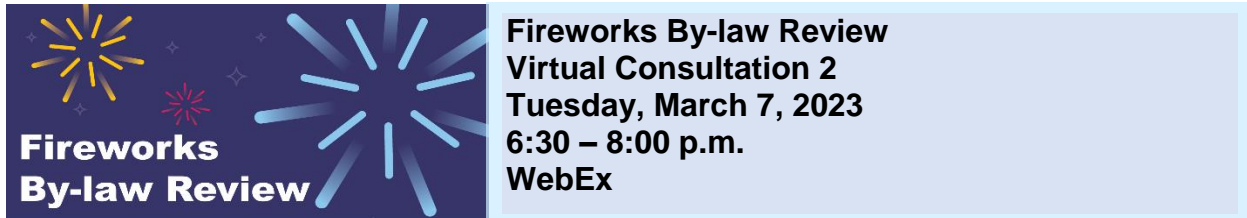
- Call 311 when you hear the sound of fireworks, we are testing our model on May 24 and will work to improving it.
- Resident highlighted that they have not observed a response from corporate security for firework use outside of stat holidays.
 - Security is responsible for enforcing parks and they will do their best to respond.
- Resident questioned if the By-laws are effecting real change.
 - The public is generally compliant, safe, and respectful of their neighbours, as their use is mostly restricted to the days allocated in the By-law.
- Resident expressed concerns regarding time restrictions on the sale of fireworks as they work non traditional hours.
 - The time restrictions are more likely to occur on the day of the event and not in the 10 day period leading up to it, however, this is a valid concern which we will consider.
- Resident suggested that the City consider hosting more firework displays.
 - Council has brought this issue up and it will be included in the report.
- Residents observed firework use near public parks (Bell Harbour Park, Malton Park on Beverley Street, and Golder Community Park), outside of the allotted periods.
 - This information will be communicated to enforcement staff.
- Residents expressed a need to halt the reoccurrence of the Malton incident and questioned the effectiveness of calling 311.
 - Enforcement will work to address this issue and we hope to improve our response time.
- Residents expressed that the municipality should follow federal government regulations on fireworks.
- Residents call for stricter rules and regulations on the use of fireworks due to the noise disturbance, impact on people and animals, air pollution, and litter.
- Councillor Damerla suggested the addition of signs in parks to spread public education.

Main Themes

The main themes that emerged from the Fireworks By-law Review Virtual Consultation 1 were:

- Fireworks have cultural and community significance
 - For South Asian communities celebrating Diwali
 - For communities celebrating Lunar New Year
 - For communities celebrating Canada day and Victoria day
 - For family and neighborhood traditions
- Additional enforcement
- More restrictive regulations
 - Concern that the current regulations are ineffective and stricter rules are required
- Increased public education
 - People may be unaware of the By-law, especially newcomers.
 - Utilize public space and retailers to inform users.
- Pollution
 - Noise pollution is a concern for residents living near parks and their pets.

- Air pollution is a concern as fireworks are environmentally harmful.
- 311
 - Concern that staff will not respond to resident calls.
 - Concern that staff will be unable to enforce the By-law or ticket residents.



Fireworks By-law Review
Virtual Consultation 2
Tuesday, March 7, 2023
6:30 – 8:00 p.m.
WebEx

Participants

Approximately 22 participants attended this virtual consultation.

Discussion Summary

- Resident expressed a concern of being unable to contact 311 during late hours when fireworks were being set off during Diwali 2022.
 - The complaints can be sent to Alliance, as 311 is not opened past 7pm. During Diwali 2022 the Compliance Officers were not available but we are looking at ways to mitigate this by increasing the number of Officers this year.
- Resident stated that fireworks should be allowed until midnight and the rules need to be enforced outside of permitted hours.
- Resident enquired about where to find information on who to contact for fireworks.
 - You can call 311 and they will direct you to Alliance and they will take the call.
- Resident concerned about the lack of enforcement as they note a rise in firework use on the weekends and days outside of the By-law.
 - We are adding overnight shifts for By-law Officers and four additional Officers to address this.
- Resident expressed concern about the firework permit process and safety measures.
 - The permit process is very straightforward and the fee is \$270 and it is making us aware that residents they are going to be setting off fireworks and have adequate space. Fireworks will be safe if you follow the manufacture's instructions.
- Resident enquired on the difficulty of establishing a firework ban and enforcing it.
 - Banning fireworks in such a large City would be difficult to enforce on this scale and it is not the response that we are considering in this case.
- Resident suggested the replacement of firework displays with drone shows as they are less environmentally destructive and disruptive.
 - This is a great suggestion and we will include this in the report to council.
- Resident expressed that public permits for fireworks should not be granted if celebrations are planned in or in close proximity to green spaces, waterways or bodies of water.
 - Fireworks do not break down and accumulate at the bottom of waterways and that will be raised in the report to Council.

Appendix 3: Community Engagement Summary


15

- Resident enquired if they are able to complain if they are unsure of the location of the fireworks.
 - If you can give a general location of the discharge area we should be able to respond fairly quickly to the address.
- Resident expressed the need for public education and citizen engagement on this matter.
- Resident asked about noiseless fireworks as an alternative measure.
 - This will be further examined in the report as it is an emerging trend.
- Resident stated that fireworks should not be banned as they are a family bonding experience and used on holidays. Banning fireworks also does not work as people can access them from other municipalities.
 - They will not be banned but it is necessary that the rest of the population is not negatively impacted.
- Resident suggested the City arrange designated public spaces for fireworks, to allow for a safer and more controlled timing of the shows. They noted that a park in Meadowvale was setup for just this purpose.
 - We are examining the issue and we have been advised by the industry this was done by other areas but problems arose. Meadowvale was not set up for this purpose and that was a violation. We will examine this as a part of the report to Council.
- Resident suggested the development of an application to track the use of fireworks and allow the public to report violations by uploading video or photo evidence.
 - This is a privacy issue as people expect not to be surveilled in public. However we can examine an application to report violations without video or picture submissions.
- Resident suggested the establishment of City run firework displays so that individuals do not have to resort to making their own displays.
 - This will be included in the report to council.
- Resident questioned if the City considers a) migration seasons (spring & fall) and b) proximity to eco sensitive areas such as wetlands, green spaces and bodies of water, when approving permits for fireworks.
 - Unfortunately no, migratory patterns are not considered, but the location is considered.
- Resident stated that fireworks have an impact on people's mental health and wellbeing as well as environmental impacts due to litter and air pollution. They stated that the Malton incident was especially distressing.
- Resident enquired about the process of addressing violations and the penalty for improper use.
 - If the complaint is valid and there are witnesses, we can introduce charges to the court. A maximum penalty is \$5000 and the court decides on the fine.
- Resident questioned the impact of Brampton's ban on Mississauga.
 - We have a close relationship with Brampton and we are monitoring the effectiveness of the ban. Although we are concerned that residents may choose to come to Mississauga to set off fireworks.

Main Themes

The main themes that emerged from the Fireworks By-law Review Virtual Consultation 2 were:

- Penalties and fees
- 311
 - Enforcement of improper use
 - Response to resident calls
- Environmental impact
 - Fireworks as a form of noise and air pollution
 - Fireworks threaten bio-diversity
- City run displays and designated sites
- Fireworks have cultural and community significance
 - For South Asian communities celebrating Diwali
 - For communities celebrating Lunar New Year
 - For communities celebrating Canada Day and Victoria Day
 - For family traditions
- The use of drone and laser shows as alternatives to traditional fireworks
- The use of quiet fireworks



Fireworks By-law Review
Fireworks By-law Review
Consultation 3 – Targeted in person session
Thursday, March 9, 2023
1:00 – 3:00 p.m.
WebEx

Participants

Approximately 11 participants attended this in person consultation.

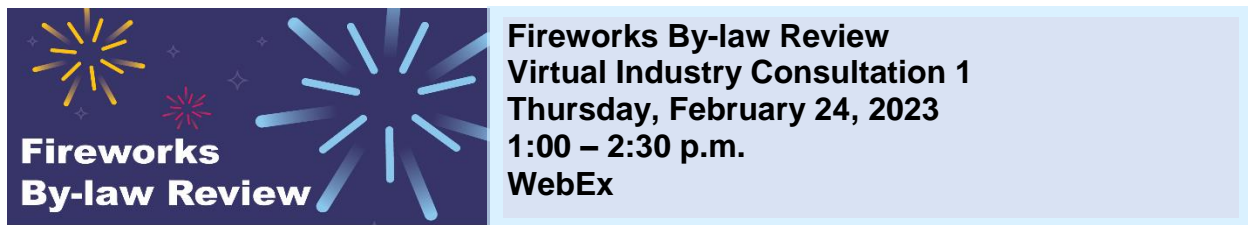
Discussion Summary

- Resident expressed that people’s wrongful use should not prevent general access and use and the City should have similar By-laws as other jurisdictions.
- Residents stated that the City should be patient in making decisions and take an approach that is accommodating of other diverse cultures (i.e., South Asian community) by not banning fireworks and simply increasing enforcement efforts.
- Resident suggested the establishment of designated public spaces to do firework displays.
 - We have conducted preliminary research into this and it does not seem like the best response due to safety concerns.
- Resident expressed that public education is a better approach than the unfair increase to vendor licensing fees.
- Fireworks industry stakeholder noted that the increased licensing fee is an unfair response which will have implications on small businesses in the South Asian community.
- Residents expressed the cultural and religious significance of using fireworks in their communities and stated that harsh regulations would penalize those who are following the By-law.
- Fireworks industry stakeholder expressed that the City firework displays and increased regulations will cost tax payers money.
- Fireworks industry stakeholder expressed that vendors are required to provide proper use education to each customer.

Main Themes

The main themes that emerged from the Fireworks By-law Review Consultation 3 were:

- A tolerant and accommodating approach
- The importance of acceptance and diversity
- The importance of fireworks to the South Asian community
- Unfair licensing fee
- Public education approach
- Against more restrictive regulations
- Designated public spaces for fireworks



Participants

Approximately five participants attended this virtual consultation.

Councillor Dipika Damerla of Ward 7 attended this session.

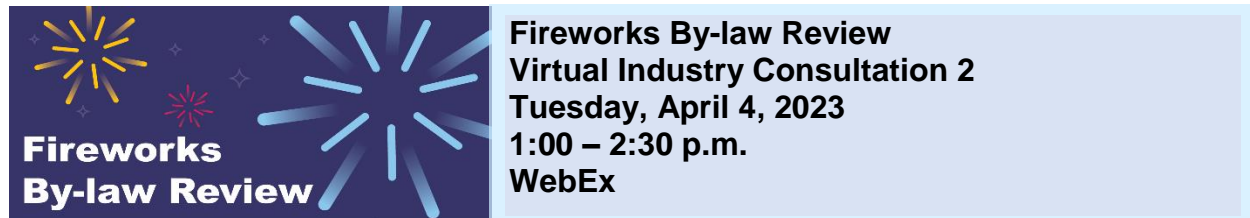
Discussion Summary

- Enforcement staff enquired if the vendor or the distributor is responsible for packaging fireworks and if the vendor has control over the firework assortments.
 - Stakeholder responded that they are packaged and the assortments are decided by the manufacturers and the vendors only open and sell them individually.
- Stakeholders expressed concerns over the media's messaging regarding firework bans.
- Stakeholders questioned if complaints are tracked and recorded as they come in or if they are tabulated.
 - Complaints are tracked as they come in from different sources.
- Stakeholder stated that firework safety is governed by federal regulation and the products have gone through rigorous testing and are very safe and training is provided to staff to ensure that they are selling in accordance with the regulations.
- Stakeholder stated that they take the time to educate buyers on safe use at the point of purchase and believes that education is the best solution to the issue.
- Firework distributor stated that they place educational material on the packaging and a QR code with access to an instructional video.
- Enforcement staff enquired on the presence of unlicensed sale through trucks or the back of cars.
 - Stakeholder stated that this is rare and more likely to occur if there is a scarcity of vendors.
- Enforcement staff enquired if fireworks are allowed on public property in other jurisdictions.
 - Stakeholders stated that this is not a good option to explore as it produces a lot of mess and safety concerns with numerous people setting off fireworks in a concentrated area.
- Stakeholder stated that Toronto's approach to public education through point of sale is a good model.
- Stakeholder noted that New Years Eve, Labour Day, Family Day, and civic holidays are days that are not included in the By-law when customers typically want to set off fireworks.

Main Themes

The main themes that emerged from the Fireworks By-law Review Industry Consultation 1 were:

- Vendor public education
- Vendor compliance with regulations
- Firework safety and federal regulations



Participants

Approximately nine participants attended this virtual consultation.

Councillor Dipika Damerla of Ward 7 and Councillor Brad Butt of Ward 11 attended this session.

Discussion Summary

- Councillor Damerla and Director Mike Foley emphasized the focus on additional enforcement rather than stricter firework regulations.
- Director Foley clarified that vendors will be able to submit their trainings to the City for approval rather than completely establish new trainings.
- Stakeholder questioned if any changes will be implemented regarding the hike in the fees.
 - We will do benchmarking with other jurisdictions and find a range that is appropriate; however, council ultimately decides.
- Stakeholder questioned if we are considering By-law consolidation.
 - There are three by-laws that we are looking to amalgamate to simplify public use.
- Stakeholder asked if we are considering restricting sales.
 - We are not taking that approach going forward.
- Councillor Damerla agreed with stakeholders that the impact on small businesses needs to be considered.
- Stakeholders are happy to continue with public education through various mediums.
- Stakeholders are against the restricting of sale hours on holidays as this is a major source of revenue for them.
- Councillor Butt asked about mechanisms to ensure that the public does not set off fireworks in the period leading up to the public holidays.
 - This comes down to education and increased enforcement efforts.

Main Themes

The main themes that emerged from the Fireworks By-law Review Industry Consultation 2 were:

- Public education
- Licensing fees and the impact increased fees will have on the industry

Appendix 3: Community Engagement Summary

- Additional enforcement
- Vendor trainings