Deer Management Public Engagement

Overview

Throughout the year, platforms like Nextdoor featured reports of injured deer and discussions on wildlife management, including calls for culling to address the growing deer population (over 180 interactions).

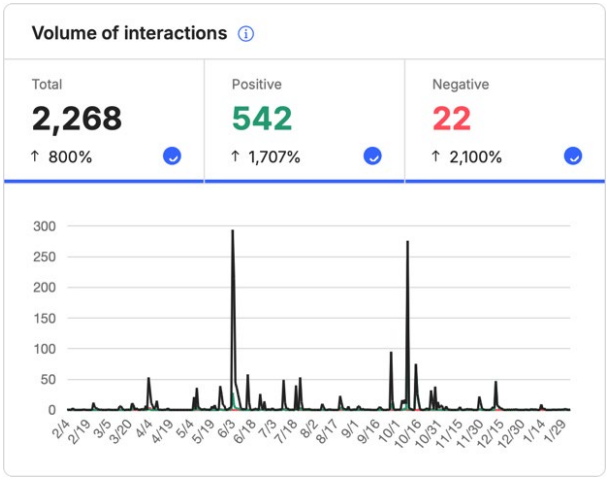
In June, the City reminded residents on Facebook, Nextdoor and Instagram to report aggressive deer during fawning season and provided safety guidance (over 570 interactions).

In August, the City promoted the Outdoor Feed Ordinance on Instagram, which prohibits feeding wildlife on public property to reduce human-deer interactions (over 20 interactions). Additional posts on Instagram, Facebook and Nextdoor highlighted deer sightings, wildlife appreciation and advice on feeding practices (over 290 interactions).

Conversation Snapshot

The sentiment data compiled is from 2024. Positive sentiment was 24x higher than negative sentiment (24% positive vs. 1% negative).

- Positive- words like "Thank you," "Great" and "Love."
- Negative- words like "Dangerous," "Illegal" and "Selfish."

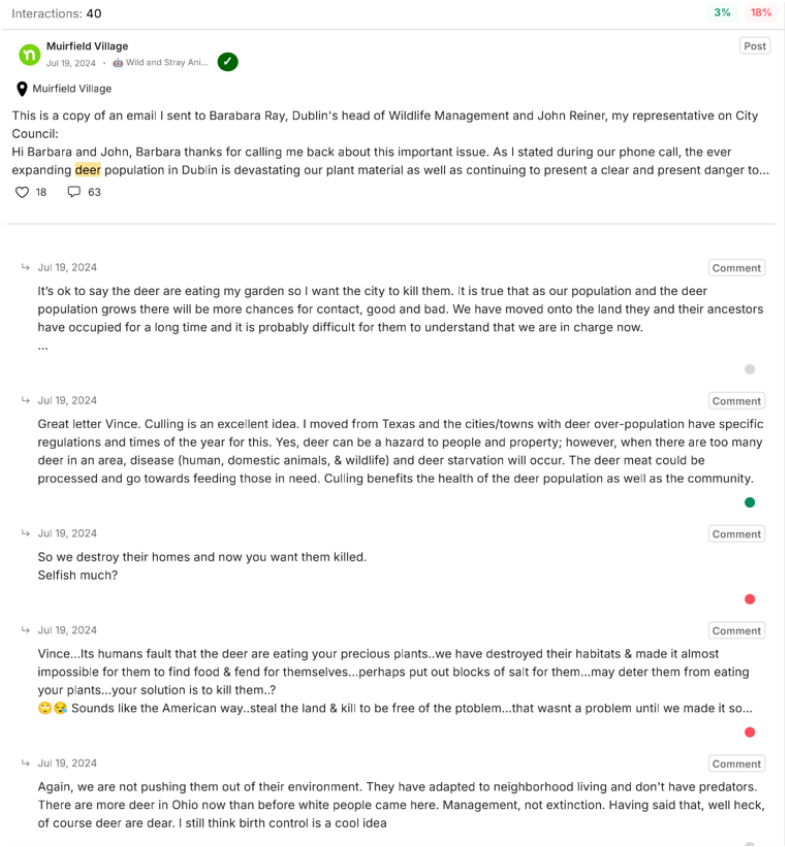


Message Highlights

Nextdoor

ZenCity records Nextdoor community posts based on keywords. Residents post about wildlife and receive varying sentiments.

This thread was posted by a concerned resident and has multiple comments with positive and negative sentiments. The post included an email sent to Nature Education Coordinator Barbara Ray and Council Member Reiner regarding the deer population and the City's response to the Outdoor Feed Ordinance.



Many other comments on this thread contributed to the conversation in a neutral manner. Most agreed there is overpopulation but noted that the City will need to seek other options for prevention and management.

Below, a comment about the Outdoor Feed Ordinance is labeled as negative; seeing residents spread the word about the rule is helpful.

Hemingway Village
Nov 29, 2024 · Wild and Stray Ani...
Post

Hemingway Village

Remember to let the deer eat your pumpkins, don't throw them in the trash.
Toss them in a field/ woods where you see deer.

27 9

Nov 29, 2024
Comment
or take them to the Dublin Service Center for their recycling as well and fyi take anything you are throwing out that has a plug or old christmas lights to the service center inside - lobby door open on weekends - they recycle most electronic items

Nov 30, 2024
Comment
This behavior is illegal in Dublin.

Facebook

The City shared a video, "Dublin's Backyard with Barbara," reminding residents about fawn season. Residents responded with mixed sentiment.

Impressions: 2,322
Interactions: 20
5% 10%

May 25, 2024 · Wild and Stray Anima

It's fawn season! 🦌🍼
This means you may see more deer around Dublin, particularly females protecting their babies.

Our favorite nature expert, Barbara Ray, shares what to do if you encounter a mother near her baby.

💚 Please remember to keep your distance and do not feed the wildlife.

For more nature education ➡️ https://bit.ly/DublinNatureEducation

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May 25th, 2024
Barbara is amazing! Thank you for your work here in Dublin! Positive

May 25th, 2024
There are too many deer in the neighborhoods. They are dangerous for residents and drivers. Negative

May 25th, 2024
They are losing their habitat due to all this development. I saw three walking around Olde Sawmill.
1 Neutral

May 27th, 2024
While putting out flags this Sat for the fallen veterans at Dublin Cemetery, we saw two fawns taking in the shade.
1 Neutral

Instagram

Sentiment on this platform is mainly positive. ZenCity picks up hashtags associated with Dublin, including #dublin and #deer.

Interactions: 14
0% 0%

Dublin Instagram hashtags
Jun 26, 2024 · Wild and Stray Anima
Reel

Enjoying another beautiful #ohio morning.

#dublinohio #bridgepark #deer #momandbaby #writinginspiration #authorslife

13

Comments Filter Comments Sort by Date

Interactions: 3
100% 0%

Dublin Instagram hashtags
Aug 21, 2024 · Wild and Stray Anima
Post

Always thankful for a reason to stop running and take a picture. Thanks, deer! #ohdeer #muirfieldvillage #dublinohio #coolmornings #sellcolumbus #614living

2

Comments Filter Comments Sort by Date

Impressions: 5,350
Interactions: 414
1% 0%

dublinohio
Jun 3, 2024 · Wild and Stray Anima
Post

Fawning over these tournament tykes. ⛳🍼

Now that we have your attention, a quick nature reminder!
🦌 It's the time of year when deer are extra protective of their babies.

If you see an aggressive deer in your neighborhood, report it on our GoDublin app.
Please only call 911 if a person has been injured. Do not use the police non-emergency line for these types of calls. For injuries to pets, contact a vet.

Use the 🔗 in our bio to download the GoDublin app!

📸:(Retracted User)

406 4

Comments Filter Comments Sort by Date

June 3rd, 2024
#DublinOhio #DowntownDublin #DublinIsHome #SoDublin #VisitDublinOhio #ItsBetterLive #theMemorial #GolfGram #Golf