Minutes – Executive Policy Committee – July 8, 2009

REPORTS

Minute No. 319 Proposal to Pilot a "Giveaway Weekend"
eFile WT-1.3

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

The Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service, namely, that the City sponsor a pilot "Giveaway Weekend" Event to take place on a city-wide basis, on Saturday, September 26 and Sunday September 27, 2009.

DECISION MAKING HISTORY:

Moved by Councillor Fielding,

That the recommendation of the Winnipeg Public Service be concurred in.

Carried

ADMINISTRATIVE REPORT

ISSUE: Proposal to Pilot a "Giveaway Weekend" on September 26 and 27, 2009

Critical Path: Executive Policy Committee

AUTHORIZATION

Author	Department Head	CFO	CAO
D. Drohomerski, C.E.T. Manager of Solid Waste	B. D. MacBride, P. Eng. Director of Water and Waste	M. Ruta	G. Laubenstein

RECOMMENDATIONS

1. That the City sponsor a pilot "Giveaway Weekend" Event to take place on a city-wide basis, on Saturday, September 26 and Sunday September 27, 2009.

IMPLICATIONS OF THE RECOMMENDATIONS

What is "Giveaway Weekend"?

"Giveaway Weekend" is a two day event where residents are encouraged to clear out their unwanted household items (old furniture, small appliances, construction materials such as drywall and hardware, kitchen gadgets, dishes, cutlery, pots, pans, books, CD's, DVD's unwanted gifts and more) and place these items at the curbside. Other residents are encouraged to "rediscover" these hidden treasures for their use.

The concept originated in Ottawa in 2007 and was very well received. Ottawa has now moved to hosting two Giveaway Weekends annually, one in the spring and one in the fall.

Why a Giveaway Weekend in Winnipeg?

Giveaway Weekend would accomplish three objectives:

- Divert reusable items from the landfill
- Educate residents regarding the "Reuse" aspect of the recycling trilogy
- Contribute in a tangible way to a more sustainable Winnipeg

How Will Winnipeg's Giveaway Weekend Work?

The pilot Giveaway Weekend for Winnipeg is proposed for Saturday September 26 and Sunday September 27, 2009 (rain or shine). This weekend was chosen as it falls at towards the end of the garage sale season, and the weather is still conducive to outdoor activities.

The City's involvement would be to layout the "rules" to the public and promote the event. The good practices developed by the City of Ottawa would be put in place to manage Winnipeg's Giveaway Weekend. They include:

- Clear rules communicated in advance of the event regarding:
    - items to include and not to include,
    - hours of the program,
    - safety considerations for items,
    - and what to do with items not claimed for reuse.
- Materials to be placed at the curbside between 9:00 am and 4:00 pm
- Residents encouraged to place "FREE" stickers or signs on the items available for pick up
- Specific items on residential property that were NOT to be picked up are to be kept away from the set-out items at the curb
- Uncollected items must be brought back to the resident's home/yard after 4:00 pm
- Options for uncollected items will be provided in all promotional materials (i.e. *Freecycle* website, *Kijiji, Craig's List*, local charitable organizations that collect household items), to divert as many of those items as possible from the landfill (NOTE: Charitable organizations will be consulted and their permission sought before including them in any promotional materials).

The City would promote Giveaway Weekend through the following means:

- Public Service Announcements
- A Media Event during the week before the Giveaway Weekend with participation by the Mayor
- Ads in daily papers and weekly community newspapers
- "Chatter sheets" sent to radio and TV outlets
- Web page on Winnipeg.ca
- E-Flyers/electronic promos sent to community associations by email

Evaluation of the pilot would be conducted through the following means:

- tracking of feedback received from residents through emails and phone calls received after the event through 311 and other lines
- observations by staff regarding participation on the days of the event
- number of Service Requests received for related services (bulky waste pick-up, by-law enforcement) following the event
- monitoring of media coverage before, during and following the event
- changes to tonnage and small loads received at the landfill over the few weeks following the event
- Responses to a Giveaway Weekend *Question of the Day* through the *Speak Up Winnipeg* web site, during the week following the event

Costs for the Giveaway Weekend are related primarily to promotion activities, specifically print media, and are estimated to be $20,000.00. Funds are available in the Solid Waste Service's Waste Diversion budget for this pilot.

HISTORY

- At their April 28, 2009 and May 25, 2009 meetings, the Mayor's Environmental Advisory Committee (MEAC) considered the City of Ottawa's "Hidden Treasures" Giveaway Weekend initiative, and heard input from the Manager of Solid Waste on the viability of such a program in Winnipeg.

- At their May 25, 2009 meeting, MEAC recommended to the Mayor "That the Winnipeg Public Service, through the Mayor's Office, be requested to provide a report containing the rationale, logistics, recommendations and additional actions required to support and implement a 'Giveaway Weekend' pilot program."

FINANCIAL IMPACT

Financial Impact Statement

Date: June 11, 2009

Project Name:
"Giveaway Weekend" 2009 Pilot Initiative

First Year of Program 2009

	2009	2010	2011	2012	2013
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ 20,000	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	-	-	-	-	-
Net Cost/(Benefit)	$ 20,000	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	20,000	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments: Continuation of the program into future years will depend on the success of the pilot program.

"Original signed by D. Capp, C.G.A."
Darlene Capp, C.G.A.
Acting Manager of Finance & Administration

CONSULTATION

In preparing this Report there was consultation with:

City of Winnipeg:

- **Harold Dick, Legal Services**
- **Brian Rivet, Environmental Health, By-law Enforcement Agency, Community Services Department**
- **Inspections Branch/Zoning and Permits Branch, Planning, Property and Development Department**
- **Bruce McPhail, Manager of Streets Maintenance, Public Works Department**
- **Melanie Swenarchuk, 311 Contact Centre Manager, Internal Services Department**
- **Pam Sveinson, Corporate Communications Manager, City Clerks Department**

City of Ottawa:

- **George Reimer, Waste Diversion Engineer, Solid Waste Services**

SUBMITTED BY

Department	Water and Waste
Division	Solid Waste
Prepared by:	Darryl Drohomerski, Manager of Solid Waste
	Patti Regan, Acting Environmental Coordinator
Date:	June 19, 2009
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