Agenda – Executive Policy Committee – April 14, 2010

REPORTS

Item No. 1 Giveaway Weekend 2009 Pilot Evaluation and Recommendations
eFile W

STANDING COMMITTEE RECOMMENDATION:

On April 6, 2010, the Standing Policy Committee on Infrastructure Renewal and Public Works concurred in the recommendation of the Winnipeg Public Service and recommends to the Executive Policy Committee:

1. That the evaluation of the pilot Giveaway Weekend event held September 26 and 27, 2009, be accepted as information.

2. That approval be granted to offer the Giveaway Weekend twice annually, on the weekend immediately prior to the Victoria Day long weekend, and the weekend immediately following the Labour Day weekend, commencing in 2010.

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

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ADMINISTRATIVE REPORT

ISSUE: GIVEAWAY WEEKEND 2009 PILOT EVALUATION AND RECOMMENDATIONS

Critical Path: **Standing Policy Committee on Infrastructure and Public Works**
Executive Policy Committee

AUTHORIZATION

Author	Department Head	CFO	CAO
D. Drohomerski, Manager of Solid Waste P. Regan, Manager of Sustainability	B. D. MacBride, P. Eng. Director, Water and Waste Department	N/A	G. Laubenstein

RECOMMENDATIONS

1. That the evaluation of the pilot Giveaway Weekend event held September 26 and 27, 2009, be accepted as information.

2. That approval be granted to offer the Giveaway Weekend twice annually, on the weekend immediately prior to the Victoria Day long weekend, and the weekend immediately following the Labour Day weekend, commencing in 2010.

IMPLICATIONS OF THE RECOMMENDATIONS

1. Evaluation of the 2009 Giveaway Weekend Pilot

Pilot Event Overview:

- The Giveaway Weekend pilot was held on Saturday, September 26 and Sunday, September 27, 2009. The event was promoted through a variety of media, including detailed information on the City's website, public service announcements, free media including interviews with television, radio and print media, and purchased advertising space (banner ads) in the local daily newspapers.

- The intent of the Giveaway Weekend was threefold:
  - Divert reusable items for the landfill
  - Educate residents regarding the "Reuse" aspect of the recycling trilogy
  - Contribute in a tangible way to a more sustainable Winnipeg

- A total of $ 7,710 in expenditures were incurred for the event, all related to event promotion (creation of the graphics and banner ad artwork, purchase of ad space in the Winnipeg Free Press, Winnipeg Sun and weekly community newspapers).

- Winnipeggers were asked to:
    - Place their unwanted items at the curb on the morning of Saturday, September 26th.
    - Tag all items available with a "FREE" sign
    - Remove all items that were NOT part of the Giveaway program from the curb area and front yard
    - All remaining items were to be removed from curbside on Sunday, September 27th before dark
- Information was provided to Winnipeggers on alternative options for diversion of items not claimed during the Giveaway Weekend, to divert as many items from the landfill as possible.

- Local Charities (Salvation Army, Goodwill Industries, and Canadian Diabetes Association etc.) contributed by providing collection of unclaimed items after the event, at the resident's request. All these associations are very supportive of future events.

Evaluation:

- Based on observation, it is estimated that participation in the two-day event was between 1-2% of households. This percentage appeared to be consistent across the city.

- Three incidents were reported regarding items that were not designated as "FREE" were taken from front yards – two were bicycles and one was a garbage can. This can be addressed in future events by reminding participants not to take items unless they have the "FREE" sign.

- Very few complaints were received regarding items left at curbside after the end of the Giveaway Weekend

- The purchased advertising appeared to be effective in providing the "rules" around the Giveaway weekend. There was very good uptake on earned media for the event, both before and following the event.

- There was no appreciable increase in requests for bulky waste pick up following the Giveaway Weekend, and no noticeable increase or decrease in tonnage and small loads received at the landfill in the weeks following the event

- $7,710 was spent on the Giveaway Weekend, for the creation of graphics and the purchase of print advertising space in the two local daily newspapers and the weekly community newspapers

- Positive feedback on the event was received by the Water and Waste Department regarding the 2009 Giveaway Weekend both from residents participating as well as other municipalities across Canada who are looking to model their events after Winnipeg.

2. Recommendation to Hold the Giveaway Weekend Twice Annually Commencing in 2010

Based on the 2009 experience, it is recommended that the Giveaway Weekend be held twice annually, on the weekend immediately prior to the Victoria Day long weekend in May, and the weekend immediately following the Labour Day long weekend in September, commencing in 2010. These two weekends define the beginning and the end of the traditional "summer holiday" season in Winnipeg, and correspond with the informal Spring and Fall "clean up" routines of many Winnipeg households. In addition, the weather is generally warm enough to support an outdoor activity.

The annual Giveaway Weekend events would operate in the same manner as the 2009 pilot, with an additional emphasis on encouraging residents to place "FREE" signs on all giveaway items, to minimize the occurrence of unintended items being taken. Clear rules for the event will be communicated in advance of the event through various communication opportunities.

Work will continue with charitable organizations to encourage diversion of remaining items from the landfill. Requests for bulky waste pick up, tonnages and small loads at the landfill, and service requests for enforcement of related by-laws will be monitored following each Giveaway Weekend event, and improvements will be made based on those results.

An annual budget of $15,000 will be provided through existing resources in the Water and Waste Department budget, for the purchase of advertising for the two Giveaway Weekends Account 445-201906-526030-999. In addition, opportunities for earned media and the use of social media will be actively pursued.

HISTORY

- At their April 28, 2009 and May 25, 2009 meetings, the Mayors' 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."

- Executive Policy Committee considered the Giveaway Weekend report at their July 8, 2009 meeting, and concurred in the recommendation of the Winnipeg Public Service "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."

FINANCIAL IMPACT

Financial Impact Statement

Date: March 19, 2010

Project Name:

GIVEAWAY WEEKEND 2009 PILOT EVALUATION AND RECOMMENDATIONS

First Year of Program **2010**

	2010	2011	2012	2013	2014
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	$ 15,000	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	-	-	-	-	-
Net Cost/(Benefit)	$ 15,000	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	15,000	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments: Funding is available in the Solid Waste Utility Account 445-201906-526030-999

"Original signed by L. Szwkarek, C.G.A."

Lucy Szkwarek, C.G.A.

Acting Manager of Finance and Administration

CONSULTATION

In preparing this report there was consultation with:

SUBMITTED BY

Department	Water and Waste
Division	Solid Waste Services
Prepared by:	Darryl Drohomerski, Manager of Solid Waste Services
	Patti Regan, Manager of Sustainability
Date:	March 19, 2010
File No.	011-15-13-00-00

Appendix A – 2009 Giveaway Weekend Pilot Expense Summary

Free Press • 3 full colour banner ads	$3384.94	Sept. 4 – Front page of City/District section Sept. 5 – Front page of paper Sept. 9 - Front page of City/District section
Winnipeg Sun • 2 full colour banner ads	$737.00	Sept. 20 – page 4 Sept. 21 – front page
Winnipeg Sun • leaderboard (online banner ad)	$399.00	September 16 to 27
Canstar Community Newspapers • quarter page full colour ad in 5 papers	$1436.64	September 17 issue
Posters for City libraries	No cost	
City web site	No cost	Link from the home page (winnipeg.ca)
Video	No cost	Posted on web site and on blog
Blog	No cost	
Submission to TV stations for community news postings	No cost	
Submission to Shaw for their community leaderboard postings	No cost	
News release	No cost	Issued August 31
Phone calls and emails to reporters to promote the program	No cost	Laurie Mustard, Sylvia Kuzyk, Gordon Sinclair, Ace Burpee, Bartley Kives

Design costs for print ads and illustration $1,752.50

Total Cost: $7,710.08

Appendix B – 2009 Giveaway Weekend Promotional Materials

Media Release

For Immediate Release
Monday, August 31, 2009

Winnipeg's First Curbside Giveaway Weekend
September 26 and 27, 2009

Winnipeg – Residents are invited to take advantage of Winnipeg's first giveaway weekend on September 26 and 27, 2009. It is a great opportunity to find a new owner for those reusable unwanted items taking up space in your home and keep them out of the landfill.

Simply place any of your unwanted household items at the curb on your front street. Leftover items must be removed from the curb by dusk on Sunday.

Examples of giveaway items

- books, CDs and DVDs
- furniture, electronics and small appliances
- sports equipment and toys
- yard and gardening tools and equipment (e.g., lawn mowers, snow throwers, rakes, shovels)
- kitchen gadgets, dishes, cutlery, pots and pans
- unwanted gifts
- construction material (e.g., nails, paint, wood)
- clothing

Giveaway etiquette

- Take only the items at the curb marked "FREE".
- Respect other people's property – don't walk or drive on people's lawns or gardens.
- Giveaway items should still be in good condition.
- Don't discard any items on another person's lawn.
- Consider safety when deciding which items to give away.

For more information on the giveaway weekend, including items not to give and what to do with leftover items:

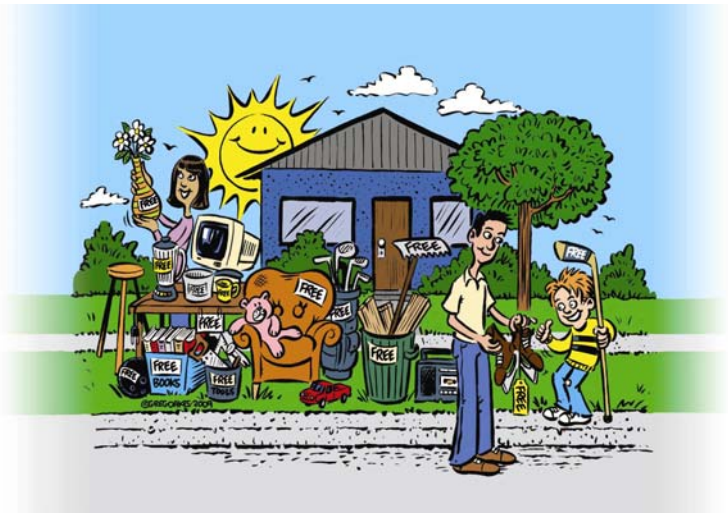
- visit our web site at winnipeg.ca/waterandwaste/recycle/giveawayWeekend.stm
- contact our 311 Centre, open 24 hours every day, by phone at 311 or by email at 311@winnipeg.ca

For information on items that aren't safe to give away (e.g., baby walkers, lawn darts):

- visit the Consumer Product Safety Bureau at hc-sc.gc.ca/cps-spc/pubs/cons/garage-eng.php

Appendix B – 2009 Giveaway Weekend Promotional Materials (cont'd)

Graphic Illustration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