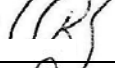


HALIFAX

P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 11.1.10
Halifax Regional Council
May 26, 2015

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original signed by 
Richard Butts, Chief Administrative Officer

Original Signed by
Mike Labrecque, Deputy Chief Administrative Officer

DATE: May 14, 2015

SUBJECT: In-Kind Contribution of Clear Bags

ORIGIN

An unsolicited proposal to provide clear bags in support of Halifax Solid Waste's changes at the curb program.

LEGISLATIVE AUTHORITY

AO 55 – HRM Sponsorship Policy requires approval from Regional Council on in-kind contributions over \$100,000.

RECOMMENDATION

It is recommended that Halifax Regional Council:

1. Accept the contribution of clear and blue bag sample packs and future resupplies from GLAD Canada;
2. Direct staff to provide for distribution of the branded clear and blue bag sample packs and authorize a website link on Solid Waste's website to GLAD's website.

BACKGROUND

On February 3, 2015 Council approved amendments to the Solid Waste Resource Collection & Disposal By-law S-600. These changes include the introduction of clear bags for municipal curbside garbage collection. A public communication/marketing and education campaign was launched immediately following this approval. The effective date for mandatory clear bags for curbside collection is August 1, 2015.

DISCUSSION

Halifax is the largest city in Canada to implement clear bags for residential curbside garbage collection. A component of the public education program is to supply clear bag sample packs to residents. The distribution of bags can occur at Canada Day, Natal Day and other events. Sample packs can also be stuck onto green bins as part of a promotion in lead up to August 1, 2015. In addition, during the months of August and September household's that have a rejected black bag can be provided a clear bag along with an education decal. By leaving a clear bag behind, residents are able to sort their waste appropriately and comply with the By-Law. The supply of clear bags is a positive reinforcement tool to support behavioral change.

The 2015/16 budget has \$100,000 allocated for the sample clear bag initiative. After discussions with other regions in Nova Scotia and with their costs for the samples it is estimated that between 100,000 – 150,000 packs could be purchased with the existing budget. As a result not all of the above initiatives could be accomplished.

Staff has received an unsolicited offer from GLAD, a division of Clorox Company of Canada to provide 400,000 clear bag sample packs at no cost to Halifax. GLAD estimates the value of this contribution at \$310,000. Attached to this report is a draft version of the sample pack. GLAD has indicated that depending on their marketing budget Halifax could be resupplied in the future with additional sample packs. GLAD has requested a sponsorship benefit from Halifax in the form of a website link on Solid Waste's website to GLAD's website. Any link will indicate that HRM does not endorse and is not responsible for the contents of the external site.

Staff have reviewed AO 55 – "HRM Sponsorship Policy". This Policy outlines a framework for accepting gifts of money or value-in-kind. Value-in-kind contributions over \$100,000 require Council approval. If this contribution is approved, it will enable residents to receive free clear bags and will allow for the reallocation of budget to fund other educational and promotional materials for the changes at the curb initiative. In addition staff will be provided three to four times the planned amount of clear bag samples for free. As a result more educational and promotional initiatives can be accomplished.

The acceptance of this and future contributions does not restrict any other manufacturer or supplier in providing Halifax promotional material, nor does it give GLAD exclusive benefit to Halifax Solid Waste. Staff contacted the other large manufacturer and supplier of plastic bags. They declined to provide free sample packs. Other manufactures or suppliers are encouraged to provide promotional material. No supplier of goods or products will be endorsed by Halifax.

FINANCIAL IMPLICATIONS

In the 2015/16 budget \$100,000 was allocated for the procurement of clear bag packs to support the changes at the curb initiative. If the contribution of bags is approved, funds will be reallocated within Solid Waste to enhance the advertising, education and marketing campaigns for the changes at the curb rollout.

COMMUNITY ENGAGEMENT

N/A

ENVIRONMENTAL IMPLICATIONS

The changes to curbside collection are intended to support environmental stewardship and align with principles of the citizen based solid waste management strategy.

ALTERNATIVES

Council may choose not to approve this contribution. With the current budget allotment there is not enough funding to purchase a sufficient volume of bags to accomplish all of the desired initiatives. If all initiatives are actioned, additional bags are required to be purchased. This will cost an additional \$200,000.

ATTACHMENTS

Attachment A - Glad Sample Bag Envelope Wrap

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

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902-490-4219

Report Approved by: _____
Mike Labrecque, Acting Director Transportation and Public Works 902-490-4630

Original Signed

ATTACHMENT A – Glad Sample Bag Envelope Wrap



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DOES NOT PRINT!!

Save \$3.00
on any one (1) GLAD®
Clear Garbage Bag product
(Excluding GLAD® 10ct Clear Garbage Bags)

MANUFACTURER COUPON. Offer expires December 31, 2015.
LIMIT ONE MANUFACTURER COUPON PER PURCHASE. NOT APPLICABLE ON TOTAL SET,
MULTI PACK, AND BONUS PACK.

COUPON: LIMIT ONE MANUFACTURER COUPON PER PURCHASE of products and quantities stated. *Use of more than one manufacturer coupon on a product is strictly prohibited.* Not to be combined with any other coupon, rebate or offer. Void if altered, sold, auctioned, reproduced or altered from original. Any other use constitutes fraud. You may pay sales tax. Coupon acceptability is based on applicable laws and regulations of each Canadian province. The Clorox Company of Canada, Ltd. accepts no liability for printing errors or omissions.

REDEMPTION: The Clorox Company of Canada, Ltd. will reimburse you the face value of this coupon plus our specified handling fee, providing you accept it from your customer according to the terms of this coupon offer. Offer applications can file based on our sole discretion. We will coupons presented, as will failure to provide on request. Invoices proving that sufficient stock was purchased in the previous 90 days to cover coupons presented for redemption. Once submitted for redemption, coupons become the property of The Clorox Company of Canada, Ltd. GST/HST/QST and Provincial Sales Tax (where applicable) is included in the face value of the coupon. No cash or credit in excess of retail price may be returned to consumer or applied to transactions. For redemptions, send to: The Clorox Company of Canada, Ltd., P.O. Box 5000, Saint John's, N1C 1Z1. Valid only in Canada.



Save \$3.00
on any one (1) GLAD®
Blue Recycling Bags product
(Excluding GLAD® 10ct Blue Recycling Bags)

MANUFACTURER COUPON. Offer expires December 31, 2015.
LIMIT ONE MANUFACTURER COUPON PER PURCHASE. NOT APPLICABLE ON TOTAL SET,
MULTI PACK, AND BONUS PACK.

COUPON: LIMIT ONE MANUFACTURER COUPON PER PURCHASE of products and quantities stated. *Use of more than one manufacturer coupon on a product is strictly prohibited.* Not to be combined with any other coupon, rebate or offer. Void if altered, sold, auctioned, reproduced or altered from original. Any other use constitutes fraud. You may pay sales tax. Coupon acceptability is based on applicable laws and regulations of each Canadian province. The Clorox Company of Canada, Ltd. accepts no liability for printing errors or omissions.

REDEMPTION: The Clorox Company of Canada, Ltd. will reimburse you the face value of this coupon plus our specified handling fee, providing you accept it from your customer according to the terms of this coupon offer. Offer applications can file based on our sole discretion. We will coupons presented, as will failure to provide on request. Invoices proving that sufficient stock was purchased in the previous 90 days to cover coupons presented for redemption. Once submitted for redemption, coupons become the property of The Clorox Company of Canada, Ltd. GST/HST/QST and Provincial Sales Tax (where applicable) is included in the face value of the coupon. No cash or credit in excess of retail price may be returned to consumer or applied to transactions. For redemptions, send to: The Clorox Company of Canada, Ltd., P.O. Box 5000, Saint John's, N1C 1Z1. Valid only in Canada.



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