




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	June 22, 2021
SUBJECT:	2021 Annual Rain Barrel Sale
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Nick Winters Director, Water and Wastewater Operations Public Works Department
SIGNATURE:	

In 2021, the City partnered with Greenlane Environmental & Recycling Services Inc. (RainBarrel.ca) for the Annual Rain Barrel Sale which took place online due to the ongoing COVID-19 pandemic. The barrels were sold from March 22 to May 15 for \$45 each with a \$10 home delivery charge per location.

Building on the success of last year's online sale the 2021 Annual Rain Barrel Sale sold 2,249 barrels. That was a 53.5% increase in sales compared to 2020 and the the highest total in the 15-year history of the sale. This has shown that there is a large appetite from the residents of Hamilton for an online sale with home delivery.

Residents were encouraged to complete an online survey based on their experience with the sale. With over 80 surveys completed, the results showed that online ads were the most effective form of communication in increasing awareness of the sale followed by the print ads.

Deliveries were to take place beginning in May 1 and completed by May 31. Unexpected manufacturing delays were experienced in April, but Greenlane Environmental & Recycling Services Inc. was able to start the deliveries earlier than anticipated and completed all deliveries with minimal delays, while fulfilling a record number of orders.

From the overwhelming amount of online sales and general feedback from residents, staff believe that this program continues to be valuable to both the City and its

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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residents. Thank you to Mayor Eisenberger, City Council and Senior Management for their support.

Should you have any questions regarding this update, please contact Rob Richarz, Project Manager Outreach and Education, (905) 546-2424 Extension 5154.

APPENDICES AND SCHEDULES ATTACHED

N/A