

INFORMATION ITEMS

Week Ending November 7, 2014

REPORTS

1. Conservation Calendar

CORRESPONDENCE

1. Town of Collingwood re: Resolution to Reconsider Decision to Eliminate Home to Home Postal Delivery

BOARDS & COMMITTEES

1. [Committee of Adjustment Minutes - October 16, 2014](#)

ITEMS AVAILABLE IN THE CLERK'S OFFICE

1. None

INFORMATION REPORT



TO **Guelph City Council**

SERVICE AREA Corporate and Human Resources
DATE Friday, November 7, 2014

SUBJECT Conservation Calendar
REPORT NUMBER CHR-2014-65

BACKGROUND

In 2008, the City of Guelph began producing an annual calendar to provide residents with a user-friendly garbage collection schedule—a common practice among municipalities that offer bi-weekly waste collection.

Over the years Guelph's *Conservation Calendar* went well beyond the requirements of delivering a garbage collection schedule to homes with four editions of the calendar receiving awards and recognition from the Canadian Public Relations Society, the Municipal Waste Association and the Recycling Council of Ontario.

However, over the last two years, public response to the Conservation Calendar has seen a decline, and this feedback prompted the Corporate Communications department to conduct a household call survey to gather opinions on City communications efforts, including the Conservation Calendar.

REPORT

After reviewing the results of the household call survey along with feedback from the online calendar survey, and after consulting with the partnering departments (Water Services, Solid Waste Resources), Corporate Communications is suspending production of the Conservation Calendar while it reviews the needs of our community with respect to City communications. This includes reviewing future options for a publication that meets residents' needs for City information.

Corporate Communications staff are working with staff from Solid Waste Resources to develop a printed waste collection information piece to provide residents with the 2015 garbage collection schedule. This piece will include cart curbside collection guidelines and information on special waste collection programs, services and events. Waste collection information will also continue to be available at guelph.ca/waste.

Our guelph.ca website features an online calendar where events have and will continue to be posted (guelph.ca/events), and Seasonal Information will continue to be available in that section of the website (guelph.ca/seasonal).

Household call survey result highlights:

- Less than half of Guelph households (44 per cent) recall receiving the 2014 Conservation Calendar in their Guelph Tribune; another 12 per cent picked up a copy.
- Of those who received or picked up the 2014 Conservation Calendar more than half (66 per cent) are using it; primary usage is for the waste collection schedule (37 per cent) or family scheduling (36 per cent); only 8 per cent report reading the content.
- Of those not using the calendar, 33 per cent explained they used other sources, while 18 per cent preferred other types of calendars, and 15 per cent cited a lack of need.

CORPORATE STRATEGIC PLAN

2.3 Ensure accountability, transparency and engagement.

3.3 Strengthen citizen stakeholder engagement and communications.

DEPARTMENTAL CONSULTATION/CONCURRENCE

Corporate Communications

Solid Waste Resources

Water Services

COMMUNICATIONS

The City will issue an Information Bulletin about the Conservation Calendar.

Prepared By:

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Communications Officer

Corporate Communications

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Recommended By:

Mark Amorosi

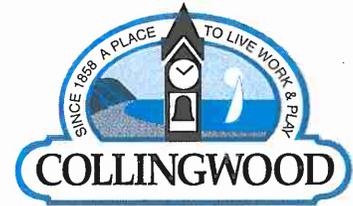
Executive Director

Corporate and Human Resources

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TOWN OF COLLINGWOOD



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October 20, 2014

Canada Post
955 Highbury Ave
London, ON N5Y 1A3

Attn: Deepak Chopra, Chief Executive Officer
Andy Paterson – Municipal Relations
-and-

Mayors, Reeves, Wardens and Councils – Ontario Municipalities *(via email)*

Re: Reconsider Decision to Eliminate Home to Home Postal Delivery

During the meeting of Council held September 22, 2014, Council of the Town of Collingwood passed the following resolution:

Moved by Councillor Ian Chadwick, Seconded by Councillor Kevin Lloyd
WHEREAS Canada Post has proposed a plan to end residential home delivery in Canada;

AND WHEREAS the lack of home delivery will disadvantage many seniors and people with mobility problems and will be compounded during inclement weather;

THEREFORE BE IT RESOLVED THAT the Town of Collingwood does not support the proposed plan to eliminate residential home to home delivery and herein petition Canada Post to reconsider this plan immediately and retain this valuable service for communities.

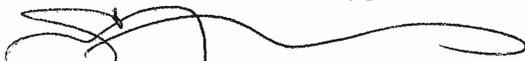
AND FURTHER THAT a copy of this resolution be forwarded to the Association of Municipalities of Ontario (AMO), Federation of Canadian Municipalities (FCM), municipalities in Ontario, as well as to our local MP, MPP and representatives of Canada Post and its unions to encourage others to speak up against this plan.

CARRIED (Recorded Vote 8-1)

Home to home mail delivery is essential for seniors and persons with varying abilities within our community. If home to home delivery was discontinued and replaced with the community mailbox, it would deny these individuals of a fair and barrier free opportunity from accessing regular mail delivery and adversely affecting their quality of life. In addition, this change will also have a residual impact on the employees, local post offices, and economy. We are strongly urging Canada Post to reconsider their decision and are seeking support from municipalities across Ontario and the Country.

Yours truly,

TOWN OF COLLINGWOOD



Sara Almas
Clerk

Cc: Association of Municipalities of Ontario (AMO)
Federation of Canadian Municipalities (FCM)
Kellie Leitch MP
Jim Wilson MPP