




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	August 19, 2022
SUBJECT:	2022 Annual Rain Barrel Sale - HW.22.07 (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Shane McCauley Director, Water and Wastewater Operations Public Works Department
SIGNATURE:	

On May 14th, Hamilton Water concluded the Annual Rain Barrel Sale offered to the residents of the City of Hamilton. The annual sale continued online due to the ongoing COVID-19 pandemic with barrels being sold from April 1 to May 14 at a flat cost of \$75 each including delivery within Hamilton.

Hamilton Water promoted the event extensively within our communities through roadside signs, print and digital ads, social media posts and online on hamilton.ca/rainbarrelsale. Residents who purchased a barrel were asked to complete a survey and 65% of residents indicated they heard about the sale through our website and roadside signage. These tools are recognized as the most effective way to promote the sale and will be leveraged further for future events.

In 2021, the price per barrel was \$45 plus shipping. Faced with a significant price increase from last year, due to factors beyond Hamilton Water's control, residents still purchased a total of 949 rain barrels, which is a decrease of 59% from the 2021 sale of 2249 barrels. The fluctuation in sales is a trend that we have seen in previous years, and we will continue to monitor this to ensure that conducting an annual sale is a value-added activity for the residents of Hamilton. All 2022 rain barrel deliveries were made as scheduled.

These rain barrels are a good way for residents to capture water to be used in gardens and other outdoor uses that normally would go into the sewer. With a capacity of 240L, the barrels sold as part of this annual sale help play a small role with storm water management by alleviating some of the load on the sewer systems during a heavy rainfall.

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.

Hamilton Water will continue to provide these beneficial events and services for our community as we navigate our way out of the COVID-19 pandemic. Thank you to Mayor Eisenberger, City Council and Senior Management for their support.

If you have any questions, please contact Lugene Donelson, Senior Project Manager – Outreach & Education, by phone at ext. 2644 or e-mail at Lugene.Donelson@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

Not Applicable.