




INFORMATION UPDATE

TO:	Mayor and Members City Council
DATE:	June 9, 2020
SUBJECT/REPORT NO:	Annual Rain Barrel Sale (HW.20.03)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Nick Winters Director, Water & Wastewater Operations Public Works Department
SIGNATURE:	

Mayor Eisenberger and Members of Council, we are pleased to provide the following Information Update regarding the Annual Rain Barrel Sale.

For 2020 the City partnered with EnviroWorld for the Annual Rain Barrel Sale which was scheduled to be held on Saturday, May 9, 2020. Online pre-orders began through the City's website on Friday, February 14. In mid-March, due to the impacts of COVID-19 the event at Mohawk College - Fennell Campus was cancelled, and sales were moved to a strictly online platform with home delivery. Barrels sold for \$45 each with a \$15 home delivery charge per location. Adjustments were made to the City's website and advertisements to address these changes.

This year's Annual Rain Barrel Sale had a total of 1465 barrels sold which is a 46% increase compared to 2019. This volume is the second highest total number of rain barrels sold in the 14 years that the City has been holding the sale. The Annual Rain Barrel Sale had an incredible response from residents despite the changes that had to be made.

Residents were encouraged to complete an online survey based on their experience with the sale. The survey garnered 162 results compared to 42 from the previous year. Results showed that online ads were the most effective form of communication in increasing awareness of the sale followed by the roadside signs. A FAQ section was added to the City's website in late April in response to common questions within the survey results.

Due to the unexpected number of rain barrels ordered this year, as well as the impacts of COVID-19, the home delivery window had to be extended. Deliveries began on Monday, May 11 with all barrels expected to be delivered by mid-June.

From the overwhelming amount of sales and general feedback from residents, staff believe that this program continues to be valuable to both the City and its residents. Thank you to Mayor Eisenberger, City Council and Senior Management for their support.

If you require further information about this event please contact Julia Wagner, Senior Project Manager at 905-546-2424, extension 5924.