




Hamilton

## INFORMATION UPDATE

<b>TO:</b>	Mayor F. Eisenberger and Members of Council
<b>DATE:</b>	May 30, 2019
<b>SUBJECT/REPORT NO:</b>	One-Day Rain Barrel Truckload Sale & Doors Open Event (HW.19.04)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Nick Winters Director, Water & Wastewater Operations Public Works Department
<b>SIGNATURE:</b>	

We are pleased to provide you with this update on the Annual Rain Barrel Sale and Doors Open event.

### One-Day Rain Barrel Truckload Sale

The Rain Barrel Sale was held Saturday, April 27<sup>th</sup>, 2019 at Mohawk College, Fennell Campus. New barrels sold for \$45 through the vendor, Enviro World. Residents also had the option of pre-ordering online to pick-up at the sale or paying an additional \$15 for home delivery.

The sale began at 8:00 a.m. and despite the rain and cold weather, residents were there early to get their rain barrels. In total 1005 barrels were sold with 54% being online sales. The number of barrels sold is down slightly (3.5%) from last year.

Residents were encouraged to take an online survey to provide feedback on the event. The surveys indicated that the internet ads were the most effective form of advertising for this event followed closely by the roadside signs. This is encouraging as this was the first year that Google Ads has been used. We also found that the largest barrier to the home delivery option was the added cost. This information will assist us with our marketing plan for next year.

Based on participation and general feedback from residents during the event, staff believes that this program continues to provide value to both the City and its residents, and would like to thank the Mayor, City Council and Senior Management for their support.

### Doors Open Hamilton Event

We are also pleased to inform you that Hamilton Water participated in this year's Doors Open event which took place on May 4<sup>th</sup> and 5<sup>th</sup>. Three facilities; the Woodward Water Treatment Plant - Filtration Building, the Environmental Laboratory and the Dundas Wastewater Treatment Plant participated in the event this year which saw a great turnout of over 1,256 visitors throughout the weekend. The Filtration Building had 707 visitors, the Environmental Laboratory had 151 visitors

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*OUR Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.*

*OUR Mission: WE provide quality public service that contribute to a healthy, safe and prosperous community, in a sustainable manner.*

*OUR Values: Accountability, Cost Consciousness, Equity, Excellence, Honesty, Innovation, Leadership, Respect and Teamwork*

and the Dundas Wastewater Treatment Plant (which was only open Sunday) had 398 visitors. This was the first year the Dundas Wastewater Treatment Plant participated in Doors Open. In 1919 the Dundas Wastewater Treatment facility opened, therefore this year marks the 100th Anniversary of Wastewater Treatment in Dundas. Doors Open allowed us to invite residents in and join us in our Centennial celebration with a touch-a-truck exhibit, plant tours and a cake cutting ceremony. Across all three sites, staff received very positive feedback.

Residents were very pleased to have the opportunity to tour these facilities and have knowledgeable staff on hand to answer questions regarding our water system. The Doors Open event took place during Drinking Water Week which is celebrated annually in North America. This year, Drinking Water Week promotional material and water facts were available and part of the Doors Open event.

If you require further information about either of these events please contact Julia Wagner, Senior Project Manager, Hamilton Water at extension 2894.