

# TOWN OF MARKHAM PUBLIC SPACE RECYCLING PROGRAM UPDATE

**GENERAL COMMITTEE** 

**SEPTEMBER 24, 2007** 



# PUBLIC SPACE RECYCLING BACKGROUND

On November 27, 2001 Council approved a contract with Olifas Marketing Group Inc. (OMG) to provide a public space recycling program to Markham as follows;

- 1. Five-year term
- OMG installs, monitors and maintains up to 164 units on Markham property and rights-of-way at no cost to Town;
- 3. OMG collects garbage and recycling materials at service levels that meet or exceed the Town's service levels for litter containers owned and collected by the Town;
- 4. OMG collects, processes and markets all recyclable materials collected and receives all revenues from the sale of the recyclable materials;
- 5. An option for an additional five year contract extension;



## PUBLIC SPACE RECYCLING BACKGROUND cont'd

- 6. Town receives, at no cost, 10% of all available advertising space in the first year and 5% of all advertising space in the following four years (total of 8 spaces)
- 7. OMG pays Town \$10 per unit per month for the five year extension of the contract;
- 8. Councillors and staff to consult with the affected local BIA's and ratepayer groups concerning placement of the recycling bins in heritage areas and report back to Committee;
- 9. All advertising sold by OMG must abide by the Town's requirements as outlined in the Agreement;
- 10. OMG will aggressively pursue a community based advertising strategy for all its recycling stations in the Town



#### PUBLIC SPACE RECYCLING ADVERTISING STANDARDS

In addition to abiding by the standards and guidelines of the Canadian Council of Advertisers and by all Federal and Provincial laws governing advertising content, OMG will;

- Not sell "wraps" vinyl clad advertising that covers the entire unit;
- Work closely with local merchants to showcase advertising that is community based, avoiding "loud" colouring and graphics;
- Only place national advertising that is not "loud" in its colouring and graphics;
- Encourage all advertisers to include responsible messaging such as "Please reduce, reuse and recycle";
- Approach recognized corporate citizens in Markham with the idea of sponsoring positive community based advertising on the units,
- The Town maintains the right to veto any and all advertising placed on the stations



# PUBLIC SPACE RECYCLING THE FIRST FIVE YEARS

- ➤ OMG installed 85 units mainly south of Hwy 7., in Thornhill, at Civic Center and at all Community Centres and Arenas
- Installations in Heritage districts include Carlton Avenue, in Unionville and Markham Village Arena, in Markham
- Heritage Markham Committee approved no units on Main Streets Markham or Unionville
- Corporate Communications assumed oversight of advertising
- Waste Management responsible for operation/collection issues
- > 2003 OMG was sold to Urban Equipment of Canada (EUCAN)
- 2005 EUCAN was sold to EcoMedia Marketing Direct (EcoMedia)



## PUBLIC SPACE RECYCLING MARKHAM ADVERTISING

Markham used its free 8 advertising allocation for several Town initiatives, including;

- Public Space Recycling Program Launch
- Character Community
- Mission Green
- Green Bin Launch
- Communities in Bloom
- Litter Prevention
- > 20-Minute Makeover litter clean-up events
- Markham Votes 2006

# PUBLIC SPACE RECYCLING MARKHAM ADVERTISING





# PUBLIC SPACE RECYCLING THE NEXT FIVE YEARS

On May 8, 2007 Council approved extending the contract with EcoMedia for a further five years under the following conditions;

- Extension not to exceed five years;
- Increase the number of allowable units from existing 135 to 170;
- ➤ Revenue clause in original contract be replaced with provision to increase advertising allocation from 5% of available advertising spaces (8 spaces) to 20 advertising spaces;
- EcoMedia agreed to aggressively pursue community based advertising strategy for all recycling stations located in Markham

# PUBLIC SPACE RECYCLING CURRENT PRIVATE ADVERTISING















# PUBLIC SPACE RECYCLING ISSUES

- Markham wants more community based messaging
- Markham needs to use its free advertising space allocation to fullest potential
- Markham has made limited use of paid advertising space (CIB 2005, CIB 2006)
- Ensure public input into placement of bins



# PUBLIC SPACE RECYCLING OPPORTUNITIES

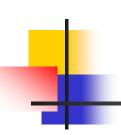
- Increase use of the 20 free advertising spaces to promote Town's programs, initiatives and successes
- Develop and implement a comprehensive plan to use the 20 free advertising spaces to the maximum benefit of the Town
- Use paid advertising spaces to a greater extent to promote Town initiatives, programs and successes
- Community consultation regarding future bin installations



#### PUBLIC SPACE RECYCLING FREE ADVERTISING PLAN 2007-2008

2007-2008 Town messaging will rotate bi-monthly and will include;

- Pesticide By-Law and Education
- Emergency Preparedness "Plan For Your Family"
- > Litter
- Parks Recycling Program
- Recreation Programs
- Safe Streets
- Tree planting



## PUBLIC SPACE RECYCLING RESOLUTION

- THAT staff negotiate with EcoMedia a preferred rate for Town advertising space prior to execution of the contract extension;
- AND THAT Corporate Communications develop and implement a comprehensive plan to use free and paid public space recycling advertising space to the maximum benefit of the Town;
- AND THAT staff consult with affected ratepayer associations and local Councillors regarding any future bin installations;
- AND THAT the requirement for a maximum number of bin installations be removed.