



**TOWNSHIP OF EDWARDSBURGH CARDINAL
ACTION ITEM**

Committee: Committee of the Whole Administration & Operations

Date: October 15, 2024

Department: Operations

Topic: Circular Materials – P & E Agreement

Purpose: To enter into an agreement with Circular Materials for promotion and education services.

Background: On March 25, 2024 council resolution 2024-063 directed that Circular Materials be notified that the Township will opt out of providing blue box service during the transition period. Circular Materials were informed of Council's decision.

On August 23, 2024 Staff met with Circular Materials to review our current recycling promotion and education activities. There is an option for the Township to provide promotion and education services during the transition period. This would include the development, design, printing and distribution of waste guides and calendars to households. See attached presentation that staff participated in on September 5, 2024.

We recognize that additional promotion and education will be required during the transition period to prepare our residents for the full implementation of the new Blue Box Program. We also know that residents will be looking to the Township for assistance in understanding the requirements.

Considering we will need to perform promotion and education regardless of Circular Materials activities, it makes some sense to enter into an agreement and receive some reimbursement for our efforts.

Policy Implications: An agreement would need to be executed with Circular Materials. See attached.

Strategic Plan Implications: This would align under the good governance section of objectives relating to communication, partnerships and service delivery.

Financial Considerations: Circular Materials would reimburse the Township at a rate of \$0.44 per household for the promotion and education activities related to waste guides and calendars. This will work out to \$1,500.00 based on 3432 households.

Alternatives: Council could decide not to enter into an agreement with Circular Materials for promotion and education activities.

Recommendation: That Committee recommends that Council enter into an agreement with Circular Materials for promotion and education services and authorize the Mayor and Clerk to execute the agreement documents.

A handwritten signature in black ink, appearing to read "D. S. C.", written over a horizontal line.

Director of Operations